

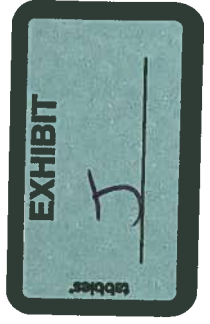
Exhibit J

Updated SMART Goals related to performance improvement for
business outreach

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

	S	M	A	R	T
	STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL.	MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL.	ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.	RESULTS-BASED OR RESEARCH-BASED: DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET.	TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.
Performance Improvement Plan for business outreach - PIP					
Strength-Based Goal Components	<p>Create a new outreach program for the Executive Director</p> <p>Expand the new business pipeline to 50 new prospects by targeting strip mall businesses in the surrounding towns of Elmhurst, Carol Stream, Glen Ellyn, Glendale Heights, Westmont, Oakbrook, Oakbrook Terrace, Addison and Downers Grove. Develop a strong short list of 10 interested businesses</p>	<p>50 new businesses in the Access data base – 10 targeted as strong interest</p>	<p>Input into an Access data base to create a living document.</p> <p>Research the businesses one town by one town by identifying the strip malls and collective businesses within.</p> <p>Target seemingly successful businesses by the perceived downtown fit. Armed with collateral make an appointment or cold call the owners.</p>	<p>Identify the logistics</p> <p>Identify the targets</p> <p>Speak with all targets</p> <p>Input 50 into the data base</p> <p>Identify the 10 candidates</p> <p>Set tours or appointments with Economic Development</p>	<p>Logistics May 1st 2011</p> <p>Targets June 1st</p> <p>Engage the targets July 1st</p> <p>Input data July 15th</p> <p>Identify the top 10 Augustst</p> <p>Conduct tours and appointments Sept 1st</p> <p>Restart with the following dates:</p> <p>Logistics completed, Targets 1/15/12</p> <p>Engage targets 2/15</p> <p>Input data 2/28</p> <p>Identify the top 10 3/15</p> <p>Schedule tours for 4/12</p>



Strength-Based Goal

Secure a pipeline of potential identifiable businesses from the surrounding communities strip mall businesses that seem to be a fit for a downtown area, approaching these businesses with downtown Lombard materials that promote being in downtown Lombard our grant programs, demographic around downtown, the DOWNTOWN Plan etc.... I will assist with this PIP, consulting and sales is my profession, I would look to the Village for any logistical information sharing. Once Karen achieves the 50 in the pipeline and begins conversations with the business owners some will be eliminated those must be replaced to always achieve a 50 pipeline. The 10 will be developed from the 50, and the goal is to have 5 solid prospects that have a sound business model currently, are available to move or add a location within a 6 month period, have strong financials, and a product that fits a downtown area with Lombard demographics. Again as any of the 5 strong prospects or 10 targets drop off they must be replaced in the pipeline.

This is a sales management tool that tracks results, and measures progress throughout. This should allow for a forecast able report for the Village and LTC board by using information in the living Access data base. This process needs to be managed weekly, I will be available to assist when my schedule permits, and I will accompany Karen when possible in approaching these businesses to help with training.

Update Oct 2011

As noted above under "Recruitment," outreach to new businesses has been a tough sell of late. While the economy struggles, we continue to search for new tenants, but are also spending time on items that should make the outreach process easier when conditions start to bounce back. These include Downtown promotional materials, which have been in the works but require funding for printing and distribution – highlighting the attractive demographics and traffic counts that characterize Downtown Lombard; and assisting the Village Staff with undertaking infrastructure improvements such as street furniture replacement.

Using the results of several field visits, a list is being populated with details (mailing address, etc.) for a recruitment campaign to reach more broadly toward prospective businesses. In addition, a new 5-minute cable TV spot will highlight available properties, in the style of the real estate house videos, giving viewers an easy way to find out more about the opportunities to locate their businesses Downtown.