

Exhibit D

List of achievements beyond the submitted goals for April-October, 2011

Lombard Town Center achievements beyond submitted goals

April – October 2011

- Developed “Small Business Saturday” for the day after black Friday. With 16 downtown businesses participating.
- On target to replace the outgoing Executive Board with a bench of individuals to replace the President, Treasurer, and Secretary additionally the addition of potentially 3 additional board members. That would bring our total to 13 expanding our reach for committee members and overall membership. Strengthening our board allow for additional exposure, better events and more coverage and assistance for downtown businesses and property owners.
- Kicked off “Live * Work * Play Purple awareness branding to build our audience. We found that many folks did not know who or what Lombard Town Centre was. The new campaign resulting in a renewed interest and a 25% new membership in the past 3 months.
- Partnerships. Aside from our ongoing strong partnership with the Village of Lombard we also had the following affiliations. The Lilac Arts and Craft Fair, Lilac Parade, International Lilac convention, Constant manning of a tent at the French Market, Taste of Lombard, Cruise Night participation, Lombard Historical Society, Helen Plum Library and the Lombard Park District events and partnerships.
- Membership migrated to Access data base to better follow up with expiring memberships increasing to 51 from 39 in April also adding 20 new members.
- Took a leadership role in the most recent Downtown survey for the Village - results being compiled.
- Expanding Jingle Bell to a longer event with additional afternoon activities for families, however activities dependant on sponsorship dollars.

