



MEMORANDUM

TO: Trustee Bill Johnston, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development *WJH*

DATE: November 16, 2015

SUBJECT: Lombard Town Centre 2016 Funding request

In 2014, the Village Board of Trustees approved funding in the amount of \$55,000 to Lombard Town Centre (LTC) for their activities for the 2015 calendar year. This expenditure was to be used by LTC to fund the part-time Executive Director position through the end of the 2015 calendar year and office expenses. A copy of the 2015 Resolution for funding is attached.

LTC has made their formal funding request for 2016. As proposed, LTC is requesting \$60,000 for the Village's fiscal year 2016. Attached are the following documents prepared by LTC:

1. Letter from the President
2. Board Members
3. Letter from the Executive Director
4. Executive Director Job Description
5. Budget
6. Budget Details
7. 2016 Goals and Objectives
8. 2015 Profit and Loss to September 30, 2015
9. 2015 Annual Report

As outlined in the funding report, LTC indicates that \$42,500 would go to fund the part-time (30 hours/week) Executive Director (ED) position. This number includes the ED's salary and all employer taxes (paid by the LTC). The remaining \$12,500 is to cover office expenses such as rent. This brings the request to the \$55,000 that LTC has been approved for in the past. An additional \$5,000 is being requested to allow LTC to hire a paid intern and/or consultant to assist with gathering information for the strategic plan, membership, business support, and events. As noted below, funding from the Village is provided by the Downtown TIF District and therefore costs need to be TIF eligible expenses.

According to LTC, they have approximately \$21,000 in reserves. The Report notes that membership revenues have doubled from 2013. LTC also coordinated several high profile events such as the Lego Movie night, Spooktacular, and sports viewing parties. These events are family friendly and engage local businesses in downtown Lombard.

The 2016 Goals is a key section of the funding report, as that is what LTC will be working on in the upcoming year. The 2016 Goals are consistent with the Downtown Plan and LTC's mission.

Tax Increment Financing (TIF)

Funding given to LTC comes from the Downtown TIF District. Per State TIF law the following are eligible expenses:

- administration of a TIF redevelopment project
- property acquisition
- rehabilitation or renovation of existing public or private buildings
- construction of public works or improvements
- job training
- relocation
- financing costs, including interest assistance
- studies, surveys and plans
- marketing sites within the TIF
- professional services, such as architectural, engineering, legal and financial planning
- demolition and site preparation

Past LTC funding was under the eligible cost “marketing sites within the TIF.” Any funding for 2016 needs to meet the above mentioned list. The 2016 Objectives are intended and need to be consistent with “marketing sites within the TIF.”

Per discussions with the Village Attorney, some examples of TIF eligible activities are meeting with prospective developers or tenants regarding sites, discussing grant eligibility and parameters, and updating marketing materials for sites in the TIF.

Funding History

LTC was established in 2005 to be a grass-roots organization that would follow the program elements established and set forth through the Illinois Main Street Program. Funding was granted in 2005 (for a three year period) with this Program in mind. Approved Main Street programs establish four core areas as part of the requisite organizational framework, including design, organization, promotion and economic restructuring elements. To date, funding for LTC has been approved as follows:

Year	Amount
2005	\$75,000
2006	\$75,000
2007	\$75,000
2008	\$75,000
2009	\$75,000
2010	\$35,000
2011	\$14,292 *
2012	\$38,500 **
2013	\$50,000
2014	\$55,000
2015	\$55,000
Total	\$622,792

*Partial funding for 6 months to allow their reserves to be drawn down.

**Actual amount reduced because there was no ED for a few months.

LTC also receives a grant for the Spooktacular event. The grant amount was \$3,365.18 in 2013; \$1,400.73 in 2014; and was budgeted not to exceed \$2,000.00 in 2015. Outdoor viewing events from 2013 and 2014 were partially funding through the hotel/motel tax fund. In 2015, 75% of the police costs were paid for by LTC and local businesses, with the Village only paying for 25% for the Blackhawks outdoor viewing event.

The following is a summary of the percentage of Village funding (not including grant funding for events) compared to the overall LTC revenues. 2017 funding is not being requested at this time, but the information is included in the LTC funding request report.

Year	LTC Fundraising/ Memberships	Actual Village Funding	Total LTC Revenue	Percentage of Village Funding
2011 *	\$6,691.00	\$28,771.00	\$35,462.00	81%
2012	\$8,316.00	\$32,968.00	\$41,284.00	80%
2013	\$7,253.00	\$50,000.00	\$57,253.00	87%
2014	\$16,171.48	\$55,000.00	\$71,171.48	77%
2015	\$20,849.49	\$55,000.00	\$75,849.49	73%
<i>Proposed 2016</i>	<i>\$31,000.00</i>	<i>\$60,000.00</i>	<i>\$91,000.00</i>	<i>66%</i>
<i>Proposed 2017</i>	<i>\$47,000.00</i>	<i>\$60,000.00</i>	<i>\$107,000.00</i>	<i>56%</i>

*This includes both the funding that carried over because the Village's fiscal year ended in June, 2011 and the approved partial funding for the last 6 months of 2011.

At the October 26, 2015 LTC Board meeting it was asked how the LTC funding would double from 2015 to 2017. LTC noted that the proposed hiring of one (1) additional part-time person would allow for more time to obtain more sponsorships and fund raising. The Funding Report also notes a new proposed new event to increase revenues.

Audit Status

As noted in the 2015 funding request resolution, LTC shall provide a copy of their annual audit the Village. The Village has not received the audit for years 2014. Staff has been in contact with LTC and they are aware the audit is an outstanding item. LTC has expressed to staff that the 2014 audit work will begin in November 2015. The Village reimburses LTC for the costs associated with the annual audit.

Options for Consideration

The ECDC is asked to make a recommendation to the Village Board regarding future Village funding and roles and responsibilities for LTC. In consideration of this funding request, the ECDC should review the documents submitted by LTC and make a determination as to what appropriate future funding levels would provide the Village with an appropriate return on its fiscal investment.

As with past funding requests, the ECDC and ultimately the Village Board has the following options to consider:

1. Recommend approval of funding in the amount of \$60,000.
2. Recommend approval of funding in the amount of \$55,000, consistent with past years.
3. Approve funding only for the ED position. This could be between \$38,500 or \$42,500 depending on whether or not the funding should cover the additional employer portion of taxes.
4. Do not approve funding to LTC for the 2016 fiscal year.

Recommendation

The ECDC should review the materials provided by LTC and staff and make a recommendation to the Village Board on what level of funding should be provided to LTC for the 2016 fiscal year.



Lombard
Town Centre

2015

Report to Village



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Date: October 19, 2015

To: Economic and Community Development Committee, Village of Lombard Board of Trustees, and the Village of Lombard

From: Lombard Town Centre Board President, Chris Cholewa, and the Lombard Town Centre Board of Directors

Re: 2016 Lombard Town Centre Request for Funding
(January 1, 2016- December 31, 2016)

Dear Committee Members, Trustees and Village Staff:

On behalf of the Lombard Town Centre Board of Directors, I am very pleased to present our 2015 annual update and 2016 request for funding. We are very excited to share with you the goals that have been achieved in the downtown throughout this past year.

When Lombard Town Centre (LTC) began 10 years ago, it was made up of a passionate group of volunteers who wanted to make a difference in growing the downtown into a vibrant destination. Over the years LTC has brought together talented business owners, volunteers, community members and the Village to expand our outreach and strengthen and preserve our historic downtown as the heart of Lombard. What began as a grassroots movement to bring Illinois Main Street to Lombard, has grown into a success story with many years of growth to come.

LTC is stronger than ever due to our continually expanding community who comes together to donate time, resources and talent in support of our important mission.

A few 2015 accomplishments include:

(numbers include January 1, 2015-September 30, 2015)

- 10 new businesses have opened downtown
- 70 businesses and community members support LTC through membership
- 7 events and partnerships have brought thousands into the downtown
- 1350 volunteer hours were logged in support of making a difference in our downtown community
- Over 8700 views were made to our website and 1300 "likes" on Facebook

This year LTC has focused on assessment and building so that we may position ourselves to begin strategic planning for the next three years.

We have learned the following:

- With limited financial resources we need to set a three year financial plan in place for sustainability.
- With limited staffing resources we need to prioritize organizational activities.



- Success and sustainability are dependent on strong boards and committees so we have begun recruiting vetted members. To date we have three new board members with several more in the pipeline.
- Committees and volunteers are the core of what we do so we are prioritizing building a strong volunteer network.
- We will continue to expand our reach by developing partnerships.
- Our strategic planning process will institute a 3 year plan, but will be manageable and regularly re-visited.

Over the next few months we are beginning the strategic planning process to determine how to best prioritize and utilize all available resources. This process will encompass input from our community partners, volunteers, community members and the Village. We know this process will assist us as we plan for growth within the downtown and to determine how to best support the businesses and the community. We will keep the village updated as we progress forward to sharing the completed plan.

Lombard Town Centre respectfully requests funding in the amount of \$60,000. This Request includes the Executive Director's part-time (30 hour/week) salary including taxes annually for a total of approximately \$42,500. \$12,500 is for the occupancy expenses over the 2016 year. We are not asking for a salary or office increase as we plan to absorb the costs. In addition, we are asking for an additional \$5,000 to assist us in the hiring of a paid intern (and/or consultant) to assist with gathering information for the strategic plan, membership, business support and events. Additional expenses would be paid by LTC.

If you have any questions, please feel free to contact me at director@lombardtowncentre.org or 630.620.8063. We look forward to partnering with you again this year.

Sincerely,

Chris K. Cholewa
President, Board of Directors



BOARD OF DIRECTORS

OFFICERS

PRESIDENT

*Chris Cholewa
Resident*

TREASURER

*Patty Worden
Resident*

PAST PRESIDENT

*Walter Smith
Resident*

MEMBERS AT LARGE

*Pat Casey
Resident*

*Amanda Dahlstrom
Resident*

*Barb Heneghan
Resident*

*Wayne Kankovsky
Resident*

*Jeremy Nash
Resident*

*Rochelle Pokorn
Business Owner*

*Rachael Real
Business Owner*

EXECUTIVE DIRECTOR

Sarah Richardt



LOMBARD TOWN CENTRE EXECUTIVE DIRECTOR

ORGANIZATION DESCRIPTION

Mission: *Lombard Town Centre is a community-based organization, dedicated to preserving and promoting our historic downtown as the heart of Lombard and a vibrant commercial destination.*

The vision of Lombard Town Centre is to create and sustain a flourishing downtown business district that preserves the history of our village for the benefit of residents and visitors, now and in the future.

We dedicate ourselves to:

- Establishing a downtown business district with successful retail niches and quality restaurants, attractive to prospective businesses and consumers.
- Documenting and preserving the historic buildings in the downtown district and educating our residents about these architecturally unique and precious structures and their stories.
- Educating and assisting property and business owners regarding possible design enhancements to existing structures that would improve the esthetic value of our downtown.
- Hosting a variety of quality events in our downtown to celebrate our rich heritage and unique character and to provide exposure to our downtown business district to residents and visitors.
- Forming positive and cooperative working relationship with the Village of Lombard elected officials, staff and committees and other community organizations.
- Recruiting a strong membership and volunteer base, committed to the core values of Lombard Town Centre and Illinois Main Street.

POSITION DESCRIPTION

The Executive Director is the management leader of Lombard Town Centre. The Executive Director is responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include fundraising, marketing and community outreach. The position reports directly to the Board of Directors. The Main Street Executive Director coordinates activity within a downtown revitalization program that utilizes historic preservation an integral foundation for downtown economic development. The Director is the principal on-site staff person responsible for an annual budget and coordinating all project activities locally as well as for representing the community regionally and nationally as appropriate.



GENERAL RESPONSIBILITIES

Mission, Program and Strategy

Works with board and staff to ensure that the mission is fulfilled through programs, strategic planning and community outreach.

- Responsible for implementation of Lombard Town Centre's programs and planning that carry out the organization's mission and vision.
- Responsible for the enhancement of Lombard Town Centre's image by being active and visible in the community and by working closely with other professional, community and private organizations.
- Responsible for leading, coaching, developing and retaining Lombard Town Centre's high-performance volunteer team.
- Develop, in conjunction with the Community Development Department strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Assist the Board of Trustees and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas; design/historic preservation, marketing, operations/management and business enhancement/development.
- Develop and maintain a close working relationship with the Village to ensure that all aspects of the downtown revitalization efforts are compatible with the goals and objectives of the Village.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of downtown businesses and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, special events and business recruitment.
- Assist individual tenants with permit questions and act as liaison to village and government offices when needed.

Organization Operations

Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.

- Responsible for effective administration of Lombard Town Centre operations
- Responsible for a creative positive organizational culture
- Responsible for vetting and signing contracts, agreements, and other instruments made and entered into and on behalf of the organization with the approval of the board of directors

Marketing

Coordinate and participate in ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an



understanding of the Main Street goals and objectives. Through speaking engagements, media interviews and appearances, keep the Main Street program highly visible in the community.

Financial Performance and Viability

Develops resources sufficient to ensure the financial health of the organization

- Responsible for the fiscal integrity of Lombard Town Centre, to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization and maintenance of the organization in a positive financial position.
- Coordinate all administrative aspects of the organization, including purchasing, record keeping, budget development and accounting, business inventory, preparing all reports required by the state Main Street Program and by the National Main Street Center and assisting with the preparation of reports to funding agencies.

Board Governance

Works with board in order to fulfill the organization mission.

- Responsible for leading Lombard Town Centre in a manner that supports and guides the organization's mission as defined by the Board of Directors.
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
- Coordinate activity of the organization committees, ensure that communication between committees is well established; assist committees with implementation of work plan items.

Professional Qualifications:

The Executive Director will be thoroughly committed to Lombard Town Centre mission and will have proven leadership, coaching, program and financial management experience. Concrete demonstrable experience and other qualifications include:

- Bachelor degree or equivalent experience
- Minimum 5 years' experience in nonprofit
- Budget management skills, including budget preparation, analysis, decision-making and reporting
- Strong organizational abilities including planning, delegating, program development and task facilitation
- Ability to convey a vision of Lombard Town Centre's strategic future to community, board, volunteers and donors
- Ability to interface and engage diverse volunteer and donor groups
- Strong public speaking ability
- Strong written and verbal communication skills
- Passion, idealism, integrity, positive attitude, mission-driven and self-directed



Date: October 20, 2015

To: Economic and Community Development Committee, Village of Lombard Board of Trustees, and the Village of Lombard

From: Lombard Town Centre Executive Director, Sarah Richardt

Re: 2015 Lombard Town Centre Year-End Review

Dear Village Board of Trustees, Committee Members and Village Staff,

To describe the year of 2015 for Lombard Town Centre in one word it would be "Partnerships." We have worked diligently to gain the trust of many groups in the village and our work is paying off. Our business partners in downtown Lombard are working hard to make our central business district stronger and more vibrant.

- Strengthened communication with the Village by adding quarterly trustee reports.
- Lombard Town Centre worked with the Historical Commission and property owners to make 101 W. St. Charles a Local Landmark ensuring that the building will be preserved for the future while developing it respectfully for the present.
- We have joined with the Glenbard East Athletic Boosters in helping to make Ale Fest a success.
- We worked with the Village with Cruise Nights to make it more successful for all including parking recommendations.
- LTC works with five organizations to bring Jinglebell Jubilee to the community.
- Prairie Food Co-op, Lombard Service League and many other organizations were invited to be a part of Spooktacular.

As a partner in the community, I have been communicating our message to many organizations locally and statewide. With speaking engagements to churches, community groups and state-wide conferences, I have been able to speak about the progress and successes of Lombard Town Centre.

Change is also an integral component of 2015. Our board leadership has changed as well as the leadership in the state organization. With the defunding of the Illinois Main Street staff positions, Lombard Town Centre has reached out to other Main Street Communities to join them in leading the program I will be meeting with other main street directors in order to continue the goals that have been set in place.



Finally we have proudly met our 2015 goals.

- We increased our volunteer involvement with the successful Spooktacular committee. This group was able to increase our planning hours as well as quadrupling the number of day-of volunteers.
- We have identified new sponsors with Nationwide Insurance and Nissan while existing sponsors have donated at a higher level.
- With Illinois Main Street non-functioning, we have continued the statewide program through outreach with other communities.
- Our partnerships with the community organizations have grown through events.
- Reaching out to the local media has increased our visibility. The Historic Hotel Tour highlighted this with six different media outlets covering the event including the Chicago Tribune and Fox32.

I am proud of the work that I have been able to accomplish as the Executive Director of Lombard Town Centre. With the hard work we have completed in 2015, we are poised for a successful future.

Respectfully,

Sarah Richardt
Executive Director
Lombard Town Centre

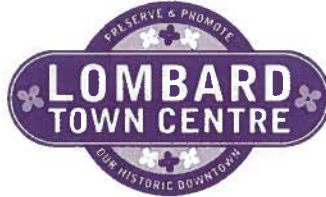


REVENUE	FY2014 FINAL	FY2015 Budget	FY2015 TO DATE (9/30)	FY2015 Projection	FY2016 Budget *	FY2017 Budget *
Village Grant	\$ 55,025.00	\$ 55,000.00	\$ 41,250.00	\$ 55,000.00	\$ 60,000.00	\$ 60,000.00
Foundations/Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Corporations	\$ 775.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,000.00
Individuals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership	\$ 5,560.00	\$ 6,000.00	\$ 5,673.00	\$ 5,673.00	\$ 6,500.00	\$ 7,000.00
Promotions (Spooktacular)	\$ 5,978.00	\$ 7,000.00	\$ 3,058.00	\$ 7,000.00	\$ 12,000.00	\$ 20,000.00
Promotions (Outdoor)	\$ 2,188.00	\$ 1,265.00	\$ 961.00	\$ 961.00	\$ 2,000.00	\$ 2,000.00
Promotions (Other)	\$ 303.00	\$ 6,234.49	\$ 7,538.00	\$ 7,538.00	\$ 10,000.00	\$ 17,000.00
Merchandise Sales	\$ 282.00	\$ 50.00	\$ 44.00	\$ 44.00	\$ -	\$ -
Other	\$ 878.00	\$ 100.00	\$ 305.00	\$ 305.00	\$ -	\$ -
Total Revenue	\$ 70,989.00	\$ 75,849.49	\$ 59,329.00	\$ 77,021.00	\$ 91,000.00	\$ 107,000.00
EXPENSES	FY14 FINAL	FY15 Budget	FY15 To date	FY15 Projection	FY16 Budget	FY17 Budget
Salaries/Taxes/Benefits	\$ 39,404.73	\$ 42,000.00	\$ 35,402.00	\$ 42,000.00	\$ 49,000.00	\$ 66,000.00
Management/Consulting	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ 6,000.00
Supplies	\$ 443.00	\$ 450.00	\$ 248.99	\$ 450.00	\$ 500.00	\$ 500.00
Telecommunication	\$ 1,151.00	\$ 1,430.00	\$ 1,313.00	\$ 1,430.00	\$ 1,500.00	\$ 1,700.00
Occupancy	\$ 8,692.00	\$ 7,675.00	\$ 5,795.00	\$ 7,675.00	\$ 8,100.00	\$ 8,200.00
Printing and Postage	\$ 415.00	\$ 250.00	\$ 170.00	\$ 250.00	\$ 300.00	\$ 300.00
Equipment /Main	\$ 461.00	\$ 1,000.00	\$ 713.47	\$ 1,100.00	\$ 1,000.00	\$ 1,000.00
Insurance	\$ 1,513.00	\$ 1,875.00	\$ 1,865.79	\$ 1,865.76	\$ 1,875.00	\$ 1,875.00
Donor /Volunteer Cultivation	\$ 1,470.00	\$ 465.00	\$ 342.00	\$ 525.00	\$ 500.00	\$ 500.00
Depreciation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Technology	\$ 648.00	\$ 800.00	\$ 588.38	\$ 800.00	\$ 1,500.00	\$ 1,500.00
Marketing and Branding	\$ 785.00	\$ 500.00	\$ 260.00	\$ 500.00	\$ 1,500.00	\$ 1,000.00
Staff Development	\$ 1,089.00	\$ 550.00	\$ 349.00	\$ 550.00	\$ 1,000.00	\$ 1,250.00
Other	\$ 2,239.00	\$ 2,000.00	\$ 931.78	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Promotion/Event	\$ 6,160.00	\$ 10,500.00	\$ 6,081.00	\$ 10,000.00	\$ 15,000.00	\$ 15,000.00
Sub-Total Expenses	\$ 64,470.73	\$ 69,495.00	\$ 54,060.41	\$ 69,145.76	\$ 89,775.00	\$ 106,825.00
TOTAL REVENUE	\$ 70,989.00	\$ 75,849.49	\$ 59,329.00	\$ 77,021.00	\$ 91,000.00	\$ 107,000.00
TOTAL EXPENSES	\$ 64,470.73	\$ 69,495.00	\$ 54,060.41	\$ 69,145.76	\$ 89,775.00	\$ 106,825.00
TOTAL NET	\$ 6,518.27	\$ 6,354.49	\$ 5,268.59	\$ 7,875.24	\$ 1,225.00	\$ 175.00

* Will be revised during strategic planning process to include timelines and detailed plans

**Salaries/includes additional staffing-intern in FY 16 and Part-time staff in FY17

*** Management/Consulting: includes accounting service and or consultant for strategic planning



LOMBARD TOWN CENTRE BUDGET DETAIL

REVENUE

2015 Projections:

To date LTC projects that revenue will be approximately \$1000 higher than budgeted. This is due to an added downtown event that brought in visibility and revenue for LTC.

2016 Budget:

In FY16 LTC is currently budgeting an increase of \$14,000 in revenue. The increase is budgeted due to the following:

- LTC plans to add a paid intern to focus on event revenue including increasing the LTC sponsorship program. The program will additionally be refined to be more positively promoted to attract more business support.
- A potential partnership is underway for a new event for LTC in the summer which has the potential to bring in significant revenue. The event has already been vetted since it would be an extension of an existing Lombard event which is very successful.

2017 Budget:

In FY17 LTC is currently budgeting an increase of \$16,000 in revenue over FY16. The increase is budgeted due to the following:

- LTC plans to add a part-time staff member to focus on event revenue including increasing the LTC business events, signature events and the sponsorship program. The position will be based on increasing partnership and expanding marketing to increase revenue.
- LTC will be in year two of our new event partnership. This opportunity will offer a second annual event opportunity for LTC with a significant revenue base.

Expenses

2015 Projections:

To date LTC projects that expenses are on target with the budget.

2016 Budget:

In FY16 LTC is currently budgeting an increase of \$7,000 in expenses. The increase is budgeted due to the following:

- LTC plans to add a paid intern to focus on event revenue. The increase will also include any staffing increases.
- LTC is considering hiring an accountant to assist with financial services. We are also looking at a consultant for strategic planning, but that may be paid for through a grant.

2017 Budget:

In FY17 LTC is currently budgeting an increase of \$17,000 in expenses over FY16. The increase is budgeted due to the following:

- LTC plans to hire a part-time staff member to focus on revenue generation
- LTC is plans to retain an accountant/service once hired.



All budgeting has been determined as reasonable, based on the budgeted resources and new partnerships. It will be backed up through the strategic planning process with timelines and detail and may be adjusted.



Goals and Objectives

Strategic Planning

- Set timeline for strategic planning process (January – June, 2016)
- Report progress to Village and community
- Continually update plan
- Communicate transparently

Revenue Generation

- Signature Event (Spooktacular)
 - Develop plan to increase event sponsorships
 - Continue to develop event partnerships while maintaining signature event status
- Explore additional event(s) to increase revenue

Volunteer Support

- Increase board membership
- Increase committee membership
- Increase organization volunteers
- Increase volunteer hours

Marketing

- Develop an organizational strategy
- Develop event strategies
- Develop volunteer strategy

Partnerships

- Expand and strengthen current partnership
- Develop strategic partnership to better downtown and LTC

Main Street Corporation

- Continue to develop relationships within program locally, statewide and nationally.
- Stay updated on changes within program

Businesses

- Develop plan to increase downtown visibility through all avenues (i.e. promotions etc.)
- Continue partnership with businesses and village to promote seamless system
- Continue to partner with village staff of special events
- Provide professional assistance to help property owners lease spaces
- Continue to build partnerships with businesses to facilitate filling empty spaces



Note: All goals and objectives will be quantified and developed in timelines during strategic planning process.

Lombard Town Centre Profit and Loss Statement January 1, 2015 to September 30, 2015

	<u>Income</u>		
	<u>Internet sharing</u>		<u>60.00</u>
	<u>Copies</u>		<u>137.50</u>
	<u>Village Grant</u>		<u>41,249.97</u>
	<u>Donations</u>		<u>500.00</u>
	<u>Merchandise sales</u>		
	<u>Poster Sales</u>		<u>24.00</u>
	<u>Umbrella Sales</u>		
	<u>Umbrella Proceeds</u>		<u>20.00</u>
	<u>Total Umbrella Sales</u>		<u>20.00</u>
	<u>Total Merchandise sales</u>		<u>44.00</u>
	<u>Interest Income</u>		<u>3.75</u>
	<u>Membership Dues</u>		<u>5,673.44</u>
	<u>Other Income</u>		<u>105.16</u>
	<u>Promotions income</u>		
	<u>Movie Night</u>		<u>104.00</u>
	<u>promapalooza</u>		<u>280.00</u>
	<u>LomBAR-B-Que</u>		
	<u>BBQ competitors fee</u>		<u>2,715.00</u>
	<u>Total LomBAR-B-Que</u>		<u>2,715.00</u>
	<u>outdoor viewing</u>		
	<u>outdoor viewing event-tshirts</u>		<u>20.00</u>
	<u>outdoor viewing event raffle</u>		<u>195.00</u>
	<u>outdoor viewing event donation</u>		<u>546.40</u>
	<u>outdoor viewing - Other</u>		<u>200.00</u>
	<u>Total outdoor viewing</u>		<u>961.40</u>
	<u>Tours</u>		<u>3,239.49</u>
	<u>Spooktacular</u>		



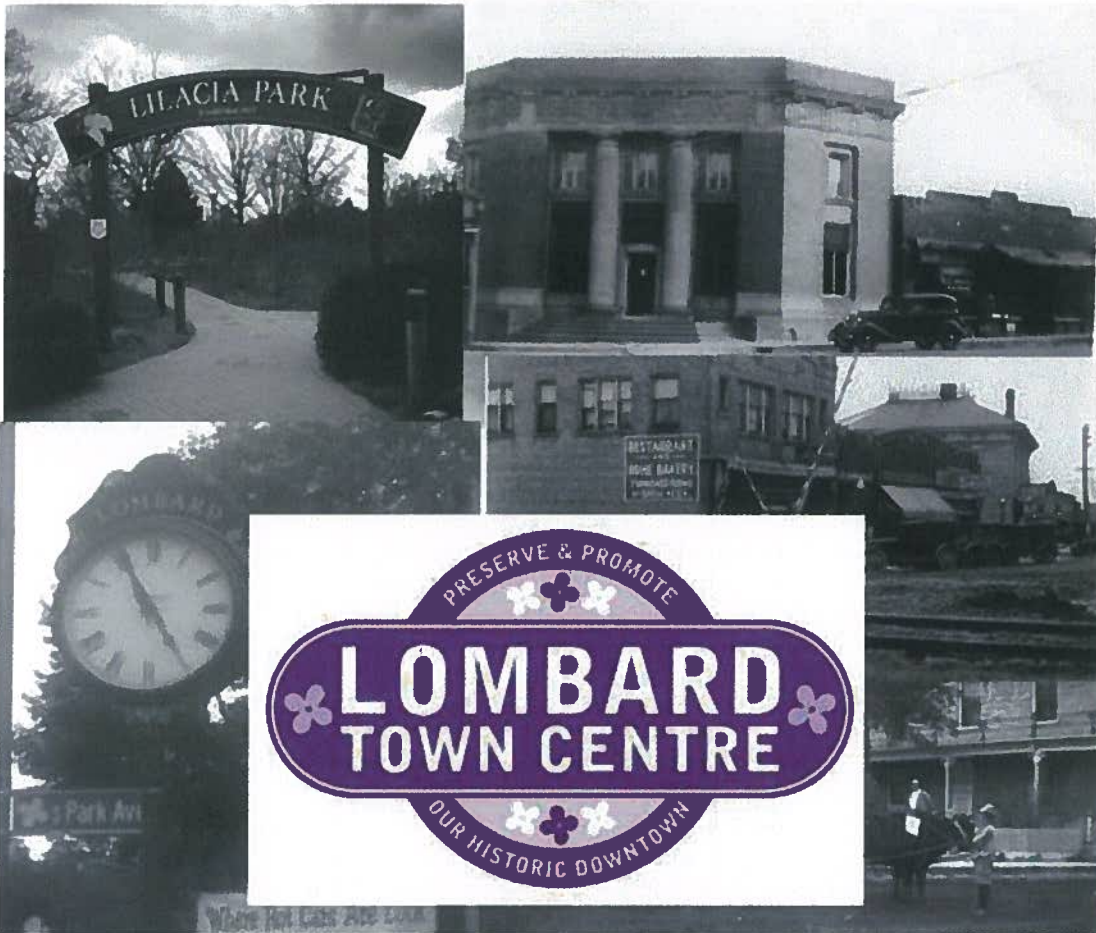
			<u>Vendor Booth</u>	<u>1,507.52</u>
			<u>Sponsorship</u>	<u>1,550.00</u>
			<u>Total Spooktacular</u>	<u>3,057.52</u>
			<u>Promotions income - Other</u>	<u>1,200.00</u>
			<u>Total Promotions income</u>	<u>11,557.41</u>
			<u>Total Income</u>	<u>59,331.23</u>
			<u>Expense</u>	
			<u>Reconciliation Discrepancies</u>	<u>-25.00</u>
			<u>Administrative Expenses</u>	
			<u>business lunch</u>	<u>50.00</u>
			<u>Bank Card Charges</u>	<u>15.00</u>
			<u>Bank Charges</u>	<u>111.02</u>
			<u>Cleaning & Maintenance</u>	<u>65.00</u>
			<u>Credit Card Charges</u>	<u>8.82</u>
			<u>Insurance</u>	
			<u>Business</u>	<u>1,485.00</u>
			<u>Workman's Comp</u>	<u>381.80</u>
			<u>Insurance - Other</u>	<u>-1.01</u>
			<u>Total Insurance</u>	<u>1,865.79</u>
			<u>Licenses & Fees</u>	<u>650.00</u>
			<u>Misc. Expenses</u>	<u>100.00</u>
			<u>Office Equipment</u>	
			<u>copier</u>	<u>550.01</u>
			<u>Office Equipment - Other</u>	<u>131.00</u>
			<u>Total Office Equipment</u>	<u>681.01</u>
			<u>Office Furnishing</u>	<u>32.46</u>
			<u>Office Supplies</u>	<u>248.99</u>
			<u>Payroll Expenses</u>	
			<u>Salaries & Wages</u>	<u>25,784.77</u>
			<u>Payroll Taxes</u>	<u>9,225.20</u>
			<u>Payroll Expenses - Other</u>	<u>392.04</u>
			<u>Total Payroll Expenses</u>	<u>35,402.01</u>
			<u>Postage</u>	<u>169.82</u>



			<u>Professional Fees</u>	<u>0.00</u>
			<u>Rent</u>	<u>5,525.00</u>
			<u>Telephone</u>	<u>1,270.95</u>
			<u>Utilities</u>	<u>895.41</u>
			<u>Administrative Expenses - Other</u>	<u>1.00</u>
			<u>Total Administrative Expenses</u>	<u>47,092.28</u>
			<u>Committee Expenses</u>	
			<u>Organization</u>	
			<u>Advertising</u>	
			<u>Paid Ads</u>	<u>260.00</u>
			<u>Total Advertising</u>	<u>260.00</u>
			<u>Annual Meeting</u>	<u>75.94</u>
			<u>Board/Membership Meetings</u>	<u>241.00</u>
			<u>Constant Contact</u>	<u>389.70</u>
			<u>Education</u>	
			<u>Hotel</u>	<u>156.80</u>
			<u>Education - Other</u>	<u>192.00</u>
			<u>Total Education</u>	<u>348.80</u>
			<u>Website Expenses</u>	<u>241.98</u>
			<u>Total Organization</u>	<u>1,557.42</u>
			<u>Promotion</u>	
			<u>Movie Night</u>	<u>351.00</u>
			<u>Promapalooza</u>	<u>330.00</u>
			<u>BBQ</u>	<u>4,800.00</u>
			<u>outdoor viewing</u>	<u>350.00</u>
			<u>Bunco</u>	<u>0.00</u>
			<u>Jinglebell Jubilee</u>	
			<u>Advertising</u>	<u>0.00</u>
			<u>Total Jinglebell Jubilee</u>	<u>0.00</u>
			<u>Ladies/Men's Night Out</u>	<u>0.00</u>
			<u>Spooktacular</u>	
			<u>Advertising</u>	<u>0.00</u>
			<u>Entertainment</u>	<u>250.00</u>



			<u>Total Spooktacular</u>	<u>250.00</u>
			<u>Total Promotion</u>	<u>6,081.00</u>
			<u>Total Committee Expenses</u>	<u>7,638.42</u>
		<u>Total Expense</u>		<u>54,705.70</u>
		<u>Net Income</u>		<u>4,625.53</u>



2015 Annual Report





A LETTER FROM THE PRESIDENT

Dear Friends,

We would like to thank you for your partnership in making 2015 a year of growth and success for the downtown and Lombard Town Centre (LTC). This year we celebrate the dedication of the community and our partners and recognize that it is because of you that our downtown has become a thriving place for businesses, families and the community. Our dedicated staff, volunteers, community members, businesses, government officials and the village has done an incredible job at expanding our outreach while strengthening and preserving our historic downtown as the heart of Lombard.

Our ongoing goal is to continue to grow the downtown and you truly make this possible! LTC is stronger than ever due to our continually expanding community who comes together to donate time, resources, and talent in support of our important mission. A few 2015 highlights include:

- 10 new businesses have opened downtown
- 70 businesses and community members support LTC through membership
- 7 events and partnerships have brought thousands into the downtown
- 1550 volunteer hours were logged in support of making a difference in our downtown community

Over the next few months we are beginning the strategic planning process to determine how to best prioritize and utilize all available resources. This process will encompass input from our community partners, volunteers, community members, and the Village. We are excited to plan for growth within the downtown and to determine how to best support the businesses and the community.

Thank you for wholeheartedly being a part of transforming our downtown into a vibrant destination and a place we all want to spend time. We are excited about 2016 and hope you will make the choice to make a difference through volunteering with LTC. We need your assistance through committees, community awareness, events and many other opportunities. Please contact us at director@lombardtowncentre.org or 630-620-8063 to have an immediate impact on the downtown.

Sincerely,

Chris K. Swope Cholewa

Chris K. Swope Cholewa
President, Board of Directors





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Sincerely,

Chris K. Swope Cholewa



	2015 YTD	2014	2013	2012
Volunteer Hours	1550	1,600	2,000	1,800
Constant Contact	2,124	2,028	1,943	1,249
Facebook Likes	1353	958	653	334
Events	7	12	14	10
New Businesses	10	9	6	8
Passport Sponsors	17	19	19	19
Members	70	68	50	102
Member Dollars	\$5,750	\$5,560	\$3,300	\$4,350

BOARD OF DIRECTORS



PRESIDENT

Chris K. Swope Cholewa, Resident

TREASURER

Patty Worden, Resident

PAST PRESIDENT

Walter Smith, Resident

MEMBERS AT LARGE

Pat Casey, Resident
Amanda Dahlstrom Resident
Barb Heneghan, Resident
Wayne Kankovsky, Resident
Jeremy Nash, Resident
Rochelle Pokorn, Business Owner
Rachael Real, Business Owner

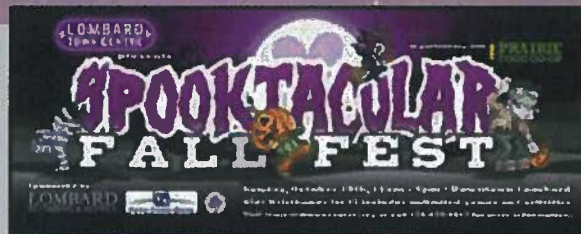
EXECUTIVE DIRECTOR

Sarah Richardt



EVENTS

- ◆ **SPOOKTACULAR**
OCTOBER 2014
Attendance 4000
- ◆ **JINGLEBELL JUBILEE**
DECEMBER 2014
Attendance 1000
- ◆ **PROMAPALOOZA**
MARCH 2015
Attendance 100
- ◆ **HISTORICAL HOTEL TOUR**
MAY 2015
Attendance 327
- ◆ **BLACKHAWKS OUTDOOR VIEWING**
JUNE 2015
Attendance 700
- ◆ **LOMBARD ALE FEST**
JUNE 2015
Attendance 1,400
- ◆ **CRUISE NIGHT MOVIE NIGHT**
AUGUST 2015
Attendance 200





PARTNERSHIPS | EVENT

To describe the year of 2015 for Lombard Town Centre in one word it would be "Partnerships." We have worked diligently to gain the trust of many groups in the Village and our work is paying off. Lombard Town Centre has created open lines of positive communication with many groups and organizations and the results have been seen not only in events in Lombard but also in shared resources.



Helen Plum Library
Glenbard East Boosters
Prairie Food Co-op
Village of Lombard
Historical Commission
Historical Society
Chamber of Commerce
The Gathering Lighthouse

CARS Movie Night
Lombard Ale Fest
Spooktacular
Cruise Nights
Survey
Historic Hotel Tour
Art & Craft Fair
Coat Drive

"Where Hot Cars Are Cool"



CRUISE NIGHTS
SATURDAYS, 6-10 p.m.
Downtown Lombard

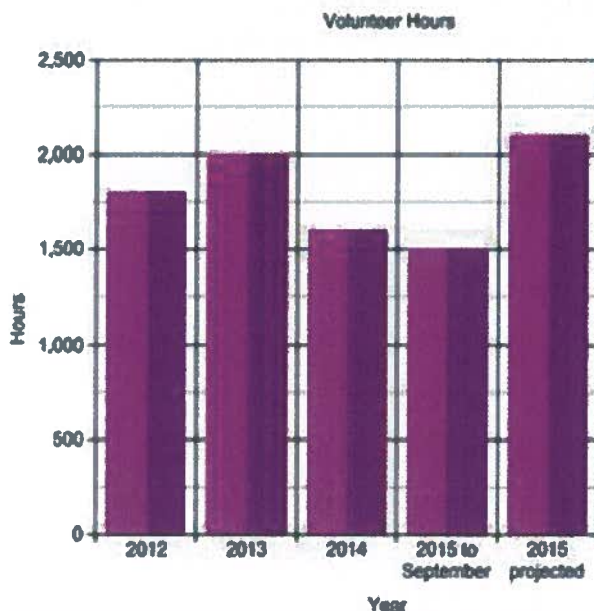


✿VOLUNTEER Purple✿

As an Illinois Main Street Community, we are a volunteer based organization. One of our goals for 2015 was to bring our volunteer hours back to our 2013 levels. With the creation of the Spooktacular committee, we have exceeded that goal and brought a first-class event to Lombard while tripling our volunteers for the day.

- ◆ Volunteer's Worth in Illinois: \$24.74/hour*
- ◆ 2015 Projected Hours: 2100
- ◆ Value Added to Downtown Lombard: **\$51,954**

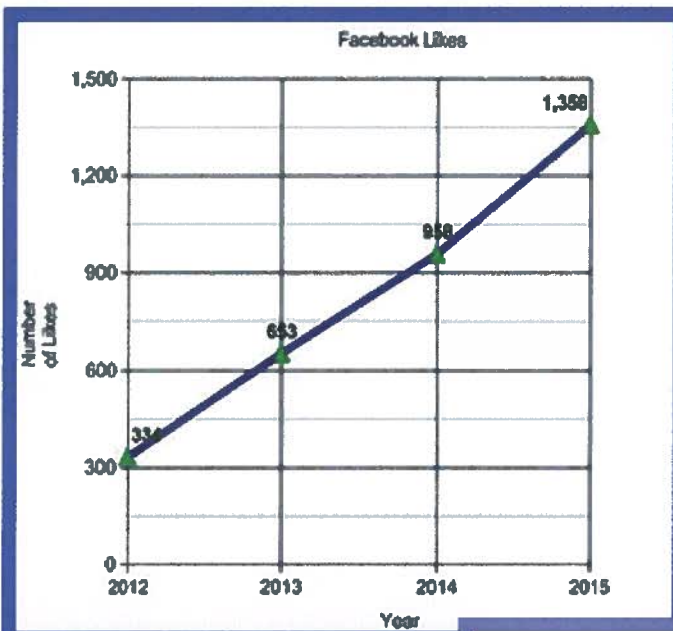
**Latest figure from 2014 Bureau of Labor Statistics data, indexed by Independent Sector in March 2015.*





SOCIAL MEDIA

Social Media and Constant Contact are the two most important ways LTC reaches our audience. Weekly eblasts and continual online messaging has brought our message to Lombard and beyond. An Instagram account was also added this year to increase our audience.

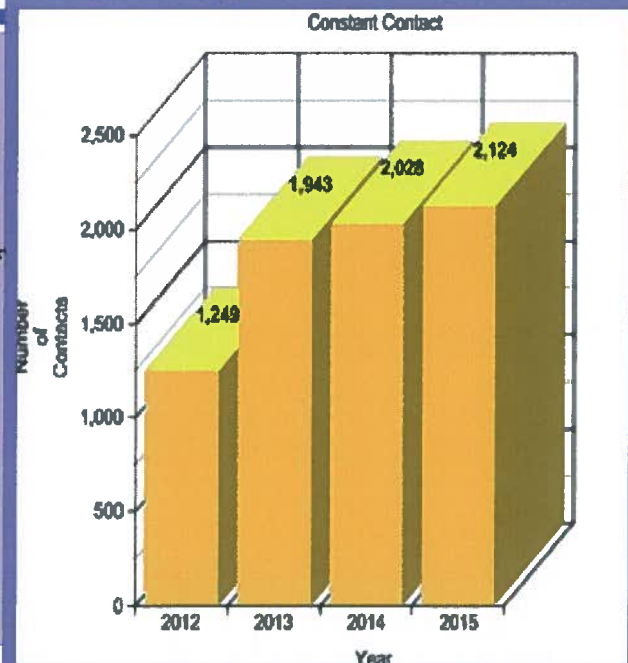


facebook

- ◆ 339 business ads listed in Purple Plans
- ◆ 103 Events listed in purple plans
- ◆ 81 business posts to Facebook
- ◆ 97 events posted to Facebook

"Lombard Town Centre has been instrumental in growing our downtown. LTC's hands on approach and mission are to thank for the businesses that are flocking here. They are always there to lend a helping hand, answer a question or direct a business owner to whom to speak to about their question."

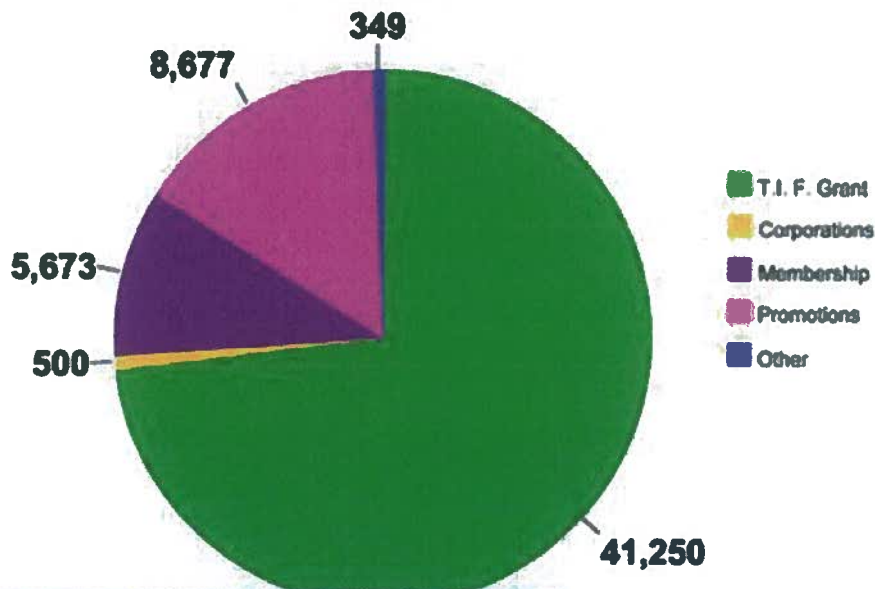
-Michelle M Potvin [FRINGE, A BOUTIQUE SALON]





WHERE DOES THE MONEY COME FROM

Income to September 2015



"We are very pleased to report that the Lombard Town Centre partnered with the Boosters for the Lombard Ale Fest event. They sold tickets from the LTC office and brought a professional perspective to our planning meetings. We look forward to expanding our partnership with the Lombard Town Centre in the years ahead."

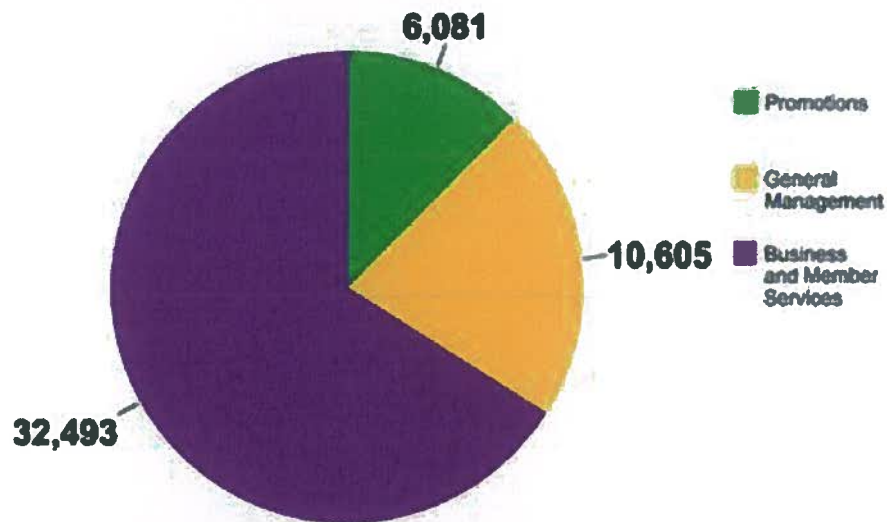
Bob Difino -
[Events Chairman Glenbard East Boosters]





WHERE DOES THE MONEY GO

Expense to September 2015





NEW BUSINESSES

- ◆ Clark Orthodontics
- ◆ Shoucha Yoga
- ◆ The Yoga and Ayurveda Center
- ◆ Marquette Kitchen and Tap
- ◆ Paradiso, The Joy of Style
- ◆ The Smith Properties
- ◆ Mesa Electronics
- ◆ Mesa Audio and Video
- ◆ Lori Mesa Fine and Antique Jewelry
- ◆ TITE Construction



As a brand new business the Town Centre has given me all the information and steps I needed to open my store. They've been continuously generous, helpful and accommodating day to day. Thank you Lombard Town Centre, your support has helped things run as smooth as possible."

- Angela Pinto [Paradiso]

WE ARE GROWING IN 2015

- ◆ Fringe
- ◆ Shannon's Deli & Comer Butcher Shop





OUR BUSINESS MEMBERS

Lombard Town Centre welcomes 47 business members this year. This is a 69% increase over 2013 and a 12% increase over 2014. We are proud that our businesses are continuing to support Lombard Town Centre and new members are joining each year. With five property owners and eighteen individual members, there is still room for growth.

Marquette Kitchen and Tap
Paradiso
Capitol One Business Services,
Renee Mayhew
Apple Concrete Coring
Babcock's of Lombard
Shoucha Yoga
Peak Training
Prairie Food Co-op
Rep. Peter Breen
Red Caffeine
Nuts & Volts Auto Repair
Christina Becker, Coldwell Banker
Hair Experts Salon & Spa
Custom Fit
Red Brick Property Management
Rock Star Jumpers
Flint Architects, LLC
The Cellar
The Dance Centre
Summerset Imaging Group
Sky Centers Martial Arts
Bricks Wood Fired Pizza
5/3 Bank
Fine Line Barber

Joanne Mueller of
Cruise Planners
Nationwide Insurance
The Gathering Lighthouse
Lombard Veterinary Hospital
Sean McMenemy
Nolan Insurance Agency
Fairy Tales
Fringe, a Boutique Salon
Rachael Real, Keller Williams
Premiere Properties
Punky's Pub
Kathy Volpe, RE/MAX Achievers
Shannon's Deli & Butcher Shoppe
Randall Bullen Photography
Art's Master Mechanics
Main Street Cafe
Mary Beth Lynch, RE/Max Suburban
Sweet Street
Candies & Goodies
Thomas J. Masterson and Co.
The Lombard Area Chamber of
Commerce
Lombard Historical Society

**92% Business Retention Rate
in Downtown Lombard**

LIVE*WORK*PLAY *Purple*



THANKS TO OUR SPONSORS

Lombard Town Centre is thankful for our sponsors and relies on their support of the downtown to bring the community quality events. In 2014, Nationwide Insurance sought out Lombard Town Centre to sponsor our movie night and in 2015, Nissan reached out to us to sponsor Spooktacular. LTC is now reaching a larger audience which is vital for our sustainability.



KinderCare
LEARNING CENTERS



FIFTH THIRD BANK



shannon's
corner butcher shoppe & Deli



fringe
A Boutique Sales

REDBRICK
PROPERTY MANAGEMENT



Ultra Foods



CLARK
ORTHODONTICS



The Nolan Agency
All kinds of business (realestate/technology)

kW PREMIERE
PROPERTIES
KELLERWILLIAMS



**COLDWELL
BANKER**

SKY
CENTERS
— Martial Arts —

Thomas Masterson & Associates