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LOMBARD  
T O W N  
C E N T R E

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*dedicated to downtown*

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**2013**

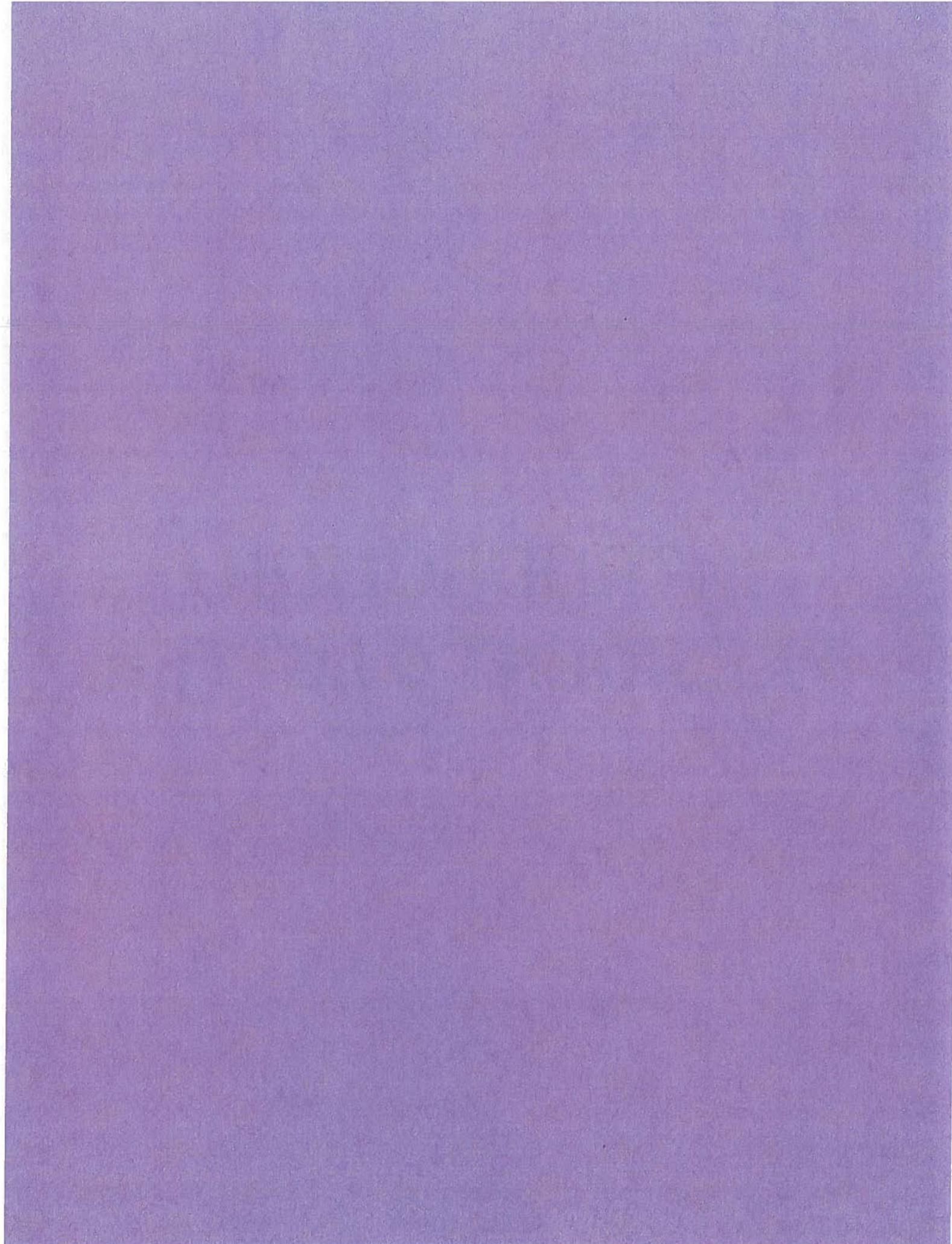




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**INTRODUCTION/  
PRESIDENT'S LETTER**





102 W. St. Charles Rd. Ste. 2C • Lombard, IL 60148 • Ph: (630) 620-8063

Date: 12/5/12

To: Economic & Community Development Committee

From: Walter Smith, Board President, Lombard Town Centre

Re: Lombard Town Centre Request For Funding Update–2013 Calendar Year

Dear Committee and Staff,

There have been a couple of updates since the last ECDC meeting in November when we first discussed the Lombard Town Centre funding request. We updated the packet with the new information but wanted to provide a summary for easy reference.

Downtown Lombard Events:

- Small Business Saturday
- The Vino Cellar Grand Opening
- Jinglebell Jubilee
- LTC Wine Dinner

We have updated our financials to reflect these events and give a better picture of our finances for 2012.

Other Updates:

- Membership has increased by 21% to 102 members
- Facebook “likes” have increased by 21% to 334
- Constant Contact list has increased by 6% to 1249 contacts
- Website data has also been updated
- LTC has begun the process of coming up with a long-term business plan by meeting with David Gay of the College of Dupage Small Business Center. The process will continue at our annual retreat coming in January.

Best Regards,

Walter Smith  
President  
Lombard Town Centre







# 2012 Year in Review



**VOLUNTEER HOURS - 1,800 HOURS**

**CONSTANT CONTACT LIST - 1,249 CONTACTS**

**FACEBOOK LIKES - 334 / FRIENDS OF FANS - 88,493**

**LTC MEMBERS - 102**

**PASSPORT SPONSORS - 19**

**EVENTS - 10**

**NEW BUSINESSES - 8**



**LIVE\*WORK\*PLAY Purple**



Date: 11/5/12

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

From: Walter Smith, Board President, Lombard Town Centre

Re: Lombard Town Centre Request For Funding –2013 Calendar Year

Dear Committee and Staff,

For Lombard Town Centre 2012 was a challenging and exciting year. Our team of dedicated board members developed a calendar of events and set goals to increase awareness and add new businesses to our downtown. Mother Nature and staff attrition were huge obstacles this year. However, as a community-based organization dedicated to preserving and promoting our historic downtown, we feel we are moving in the right direction. Our resilience, resourcefulness and ability to evolve with the changing times during staffing and global economic difficulties should be counted among our accomplishments. Lombard Town Centre is stronger and better than ever.

One such way we have had to adapt is how to reach potential members. Public trends in the U.S. according to association industry statistics show that member-driven organizations are considered increasingly irrelevant. Organizations where members paid dues to have access to benefits and services were dominant in our culture 1946–2000. This is because of active support from baby boomers who are characteristically joiners and volunteers. In 2000, member-driven organizations began experiencing challenges and a shift in the market place. Stock market issues, 9/11 and the troubled economy all played a role in the decline of these types of organizations. In addition, two key factors have evolved that will change the way member driven organizations look – technology and demographic shifts.

Lombard Town Centre recognizes this paradigm shift. We spent 2012 transitioning from “doing business as usual” to meeting the needs of our ever-changing audience. This funding proposal will highlight the work we accomplished during this changing time.

## Highlights:

The reach and the speed of today's technology are unprecedented. LTC determined that more people can be reached through technology than by just pounding the pavement. Through social media, our audience is increased. Through crowdsourcing<sup>1</sup>, our ideas and programs have become more innovative. Our Facebook and Constant Contact efforts have been very successful. They reach an entirely new audience to share the news of our thriving downtown and encourage shopping local. LTC Fact: Of our 276 Facebook followers, only 162 are Lombardians, the rest are from other suburbs and Chicago and three from other countries!

Demographic shifts are prolific. The Baby Boomers are retiring. The next generations, who place more value on family and work life balance, are not as interested in joining or volunteering. LTC recognizes this and in 2012 starting looking at demographics to help us promote our downtown in different ways. LTC Fact: The demographic that is most engaged with LTC is age 24-55 females. This is approximately 65% of our audience - a significant group of people who want information and a return on their investment. We also reached the teen demographic. Our engaged audience is 3.3% teenagers - an important generation to target as they are our future and an early indicator of trend.

Finding our niche through target marketing efforts has been a focus in 2012. We stopped trying to be "everything to everyone." Instead we focused on the downtown businesses – encouraging them to become members. In this case, being a LTC Member has a significant benefit and ROI. We provide an audience that downtown businesses may not have. We provide support and a place for collaboration and community that businesses want. LTC Fact: Of the 83 businesses in downtown Lombard, 21 are business Members. This is an 8% increase from 2011.

Culture is not always something you can see – it is an environment and experience that an organization creates for members. A positive and engaged organization attracts like-minded people. LTC has a board of dedicated residents and business owners. These board members and volunteers serve LTC with a passion because they live, work and play in Lombard. LTC board members and volunteers have over 1,800 hours spent dedicated to our organization. They have a vested interest in seeing the downtown

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<sup>1</sup> *crowdsource, v.- to utilize (labor, information, etc.) contributed by the general public to (a project), often via the Internet and without compensation.* –Dictionary.com

thrive! Many of our downtown business owners have consistently been part of LTC over the years. Each month, they come out to our forums and events. LTC Fact: On average, LTC board members and volunteers have been involved with the organization between 2-5 years. This commitment shows that our volunteers recognize a positive and engaging culture and want to stay a part of the experience. Each year we add new volunteers that enhance the energy and innovation.

Lombard Town Centre is submitting a request for funding in the amount of \$50,000. The Executive Director's part-time (30 hours/week) salary plus taxes for a full year runs approximately \$42,500 (based on 2011 & 2012 financials). The other \$7,500 is to cover our expenses over the course of 2013. During 2010 and 2011, LTC had reserves that were above 25%. We were given a mandate to lower our reserves. We complied and now face a shortage of funds for 2013.

This has been my first year as LTC President and it has been quite a learning experience. The commitment that I have seen from our board and volunteers is truly amazing. Working hand in hand with property owners, business owners and residents has been a pleasure over the past year. I look forward to building on relationships with other community organizations, village staff, village trustees and committees. We have been able to accomplish a lot this year and, by keeping the momentum going through 2013, we should have a productive and fulfilling year.

This year "LIVE WORK PLAY Purple" became our tag line and branding phrase. Soon it will be available on merchandise. We came up with this simple, powerful phrase to convey the mindset we hope to promote to every Lombardian. It is imbued with the town-proud enthusiasm we want to impress upon everyone that comes to our downtown as well as those far away. Over the next few pages, we will go more in-depth to highlight our accomplishments, goals and direction for the future.

Best Regards,

Walter Smith  
Board President  
Lombard Town Centre



# 2012 Year in Review



**VOLUNTEER HOURS - 1,800 HOURS**

**CONSTANT CONTACT LIST - 1,176 CONTACTS**

**FACEBOOK LIKES - 276 / FRIENDS OF FANS - 76,663**

**LTC MEMBERS - 84**

**PASSPORT SPONSORS - 19**

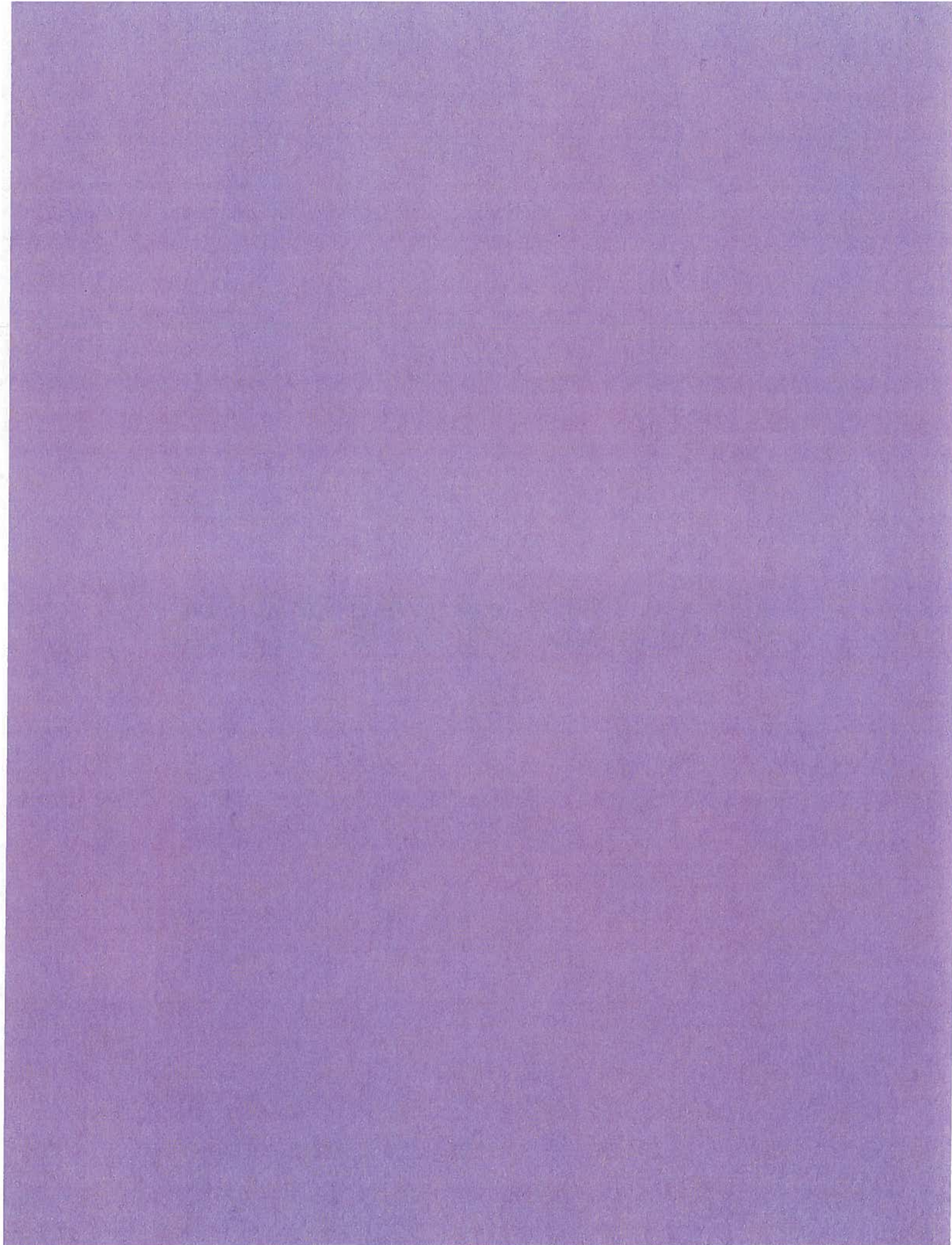
**EVENTS - 10**

**NEW BUSINESSES - 8**



**LIVE\*WORK\*PLAY Purple**

# BOARD MEMBERS







## **BOARD OF DIRECTORS**

### Officers

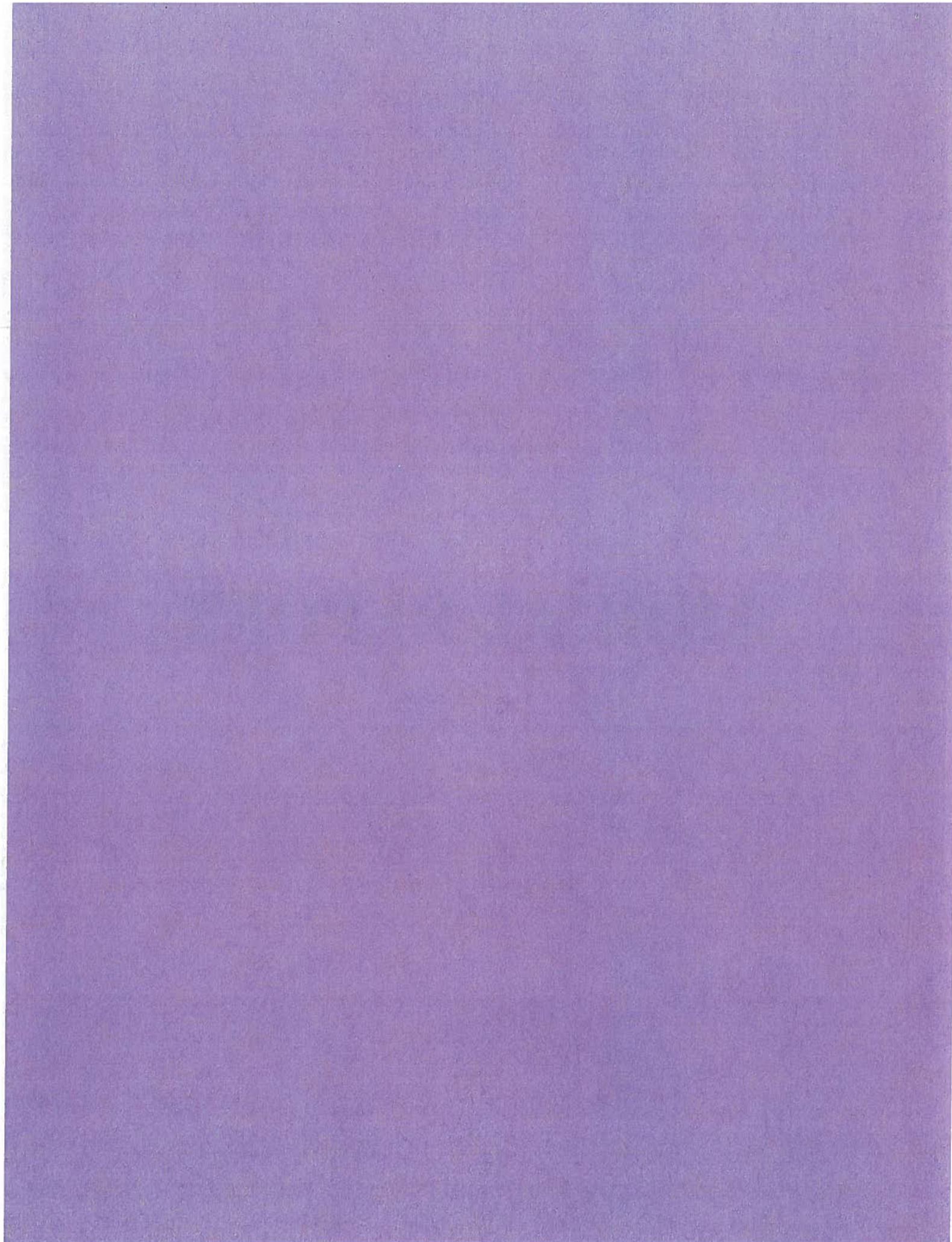
President	Walter Smith	Lombard Resident/Business Owner
Vice President	Lynne Magnavite	Downtown Lombard Resident
Secretary	Theresa Brzezinski	Lombard Resident/Downtown Business Manager
Past President	Dan Whittington	Downtown Resident

### Board

Wayne Kankovsky	Lombard Resident
Belinda Mahon	Downtown Business Owner
Sarah Richardt	Lombard Resident/Historical Society Employee
Thomas Runkle	Lombard Resident
Colleen Whittington	Lombard Resident/Business Owner



# ANNUAL REPORT



## 2012 Annual Report

### COMMUNITY ENGAGEMENT

#### Membership

Over the course of 2012, we had 102 members (see chart below for breakdown).

	<b>Business</b>	<b>Individual</b>	<b>Family</b>	<b>Property Owner</b>
<b>New</b>	12	31 <sup>B</sup>	6	2
<b>Renewed</b>	18	28	4	1
<b>TOTAL</b>	30 <sup>A</sup>	59	10	3

<sup>A</sup> Two are also downtown property owners.

<sup>B</sup> One is also downtown business owner

We have increased the perceived value of a LTC membership with the LTC Passport discount card. Every member receives this Passport card and may use it at many DTL businesses to receive discounts on purchases. We currently have 19 businesses participating in the Passport program (Exhibit 1).

#### Marketing

It has been said that publicity is just the simple number of times the public is exposed to a brand. We seek to get the LTC name and downtown business district in the thoughts of citizens at least a couple times per week. The medium through which we have the most control of content is Constant Contact eblast. These emanate from the Executive Director, Board President and some Board members on behalf of downtown businesses and occasionally the Village or cooperative organizations. We are further increasing uniformity of message style and content by consolidating this function to the Executive Director. It should be noted that, while other similar organizations charge \$50 per eblast, we offer this service free to all our business members. Our intent is that removing cost barriers will cause downtown businesses to initiate promotion in a more progressive and immediate way. This has led to greater, more frequent and viral advertisement of the downtown in general.

Our website has recently come into our direct control. With event information and membership/passport program, for example, are now up-to-the-moment current, our website becomes a more legitimate vehicle of advertisement and more professional face of the organization. (See Website section below)

## 2012 Annual Report

We are also considering the value of a possible e-newsletter via eblast. Currently, the information reaches readers as we learn it. However, as the downtown news, events and retail specials increase, we will need to consolidate into a newsletter of some kind.

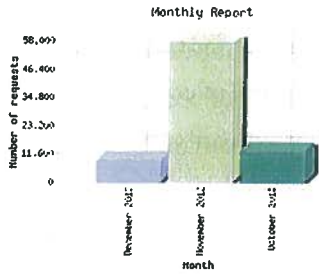
Additionally, we are investigating the efficacy of other options like mass-mailing to specific route zones through U.S. Post Service bulk rates during certain peak buying times throughout the year.

### Website

LTC website has been completely redesigned and updated. We were able to accomplish this with staff and volunteer time, which was a huge cost savings. The site is now template-based and administered by LTC staff, as opposed to having another outside company. This is saving us roughly \$700 a year in maintenance and hosting fees. Since re-launching in September we have seen increased web traffic and with our email opt-in form, we have generated more constant contact leads (refer to Constant Contact section below). The graph (generated Dec. 5) shows how many page requests (people opening a page on our site) we have had since re-launching website. The information we have on the site is valuable to residents, visitors and most importantly to potential new businesses. It now functions as a business resource linking to the Village grant information as well as other organizations that would be helpful in opening a new business in downtown Lombard.

#### Monthly Report

The Monthly Report identifies activity for each month in the report time frame. Remember that each page hit can result in several server requests as the images for each page are loaded. Note: Depending on the report time frame, the first and last months may not represent a complete month's worth of data, resulting in lower hits.



	Month	Number of requests	Number of page requests
1	October 2012	13,374	1,515
2	November 2012	57,131	7,991
3	December 2012	9,073	1,193

Most active month: November 2012 57,131 requests handled  
 Monthly average: 26,426 requests handled

By month: 2012 generated in December 8, 2012 15:42  
 Report generated: October 23, 2012 09:03 in December 4, 2012 11:33

# 2012 Annual Report

## Public Awareness Campaigns

This year we have worked hard to build public awareness of LTC and downtown Lombard, using many avenues to get our message to the public.

- Constant Contact - 1,249 Contacts
  - Since June we have had 128 new contacts join our list.
  - Over the last 3 months we have sent out 49,805 messages of which 8,694 (18.4%) were opened. The 18.4% open rate is in line with positive industry standard open rates (source: Constant Contact).

## Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	348126	25.6% (89290)	20.9% (54025)	1.9% (1016)	0.1% (43)
Last 3 months	49805	4.9% (2458)	18.4% (8694)	3.3% (291)	0.1% (8)

- Facebook – 334 Likes (see demographic breakdown in chart below)

People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age



Countries

- 327 United States of America
- 1 Netherlands
- 1 China
- 1 Italy
- 1 Brazil
- 1 Pakistan

Cities

- 199 Lombard, IL
- 64 Chicago, IL
- 6 Villa Park, IL
- 6 Glen Ellyn, IL
- 5 Wheaton, IL
- 4 Aurora, IL
- 3 Elmhurst, IL

Languages

- 325 English (US)
- 6 English (UK)
- 1 Italian

## 2012 Annual Report

- Monthly forums –Capone’s Restaurant, 2nd Wednesday of every month.
  - This year’s meetings have been more topic-driven. These are now targeted to address concerns of residents, property and business owners. Listed below are some of the speakers and topics:
    - Greg Gron and Peter Breen, Village Trustees of the downtown area
    - Build-Out Information with William Heniff and Keith Steiskal
    - Snow Issues with Lombard Public Works
    - Energy options for residents and businesses with ComEd.
    - Small Business Saturday
  - Businesses are viewing this as an opportunity for more information and networking with other downtown businesses and Lombard organizations.
  - Increased attendance is both topic-driven, organization-driven.
  - Even without a specific topic for the meeting, we have had consistently 20-25 attendees.
- Events/fundraisers – engaging businesses as sponsors and participants, engaging residents to participate (see Event section).
- Networking and “face time” in the downtown has been an effective area of outreach. Personal interaction of our board members and executive director in the downtown has led to better relationships with business owners, business employees and residents.
- Posters, though traditional and expensive, have been a very visible method of advertising. We use these for events, and other information. (Exhibit 2). We have been fortunate to have much of our printing donated.
- News media - 50+ articles written about Lombard Town Centre (Exhibit 3). Good rapport exists with the Lombardian, Lombard Spectator and Daily Herald reporters.



## 2012 Annual Report

- Internet
  - Digital News Media – Since newspaper articles are now also available online, we have tied all articles written about LTC to our website Social Media page to create a “Lombard Town Centre” news feed showing at any time four of the most recent articles about LTC. This brings great value to our organization since anytime one searches for LTC on the web, most of these articles pop up and are great advertising pieces for LTC and Lombard in general.
  - Yelp.com recently affirmed downtown Lombard’s vitality in a piece called “Suburban Spotlight: Lombard” on October 3, 2012. (See Exhibit 4)
  - LocalWineEvents.com – we began using this website for our 2012 wine tasting fundraiser and will also to use it for our wine dinner fundraiser. It is a site geared to connoisseurs, a one-stop destination for foodies, wine and spirits enthusiasts and craft beer lovers seeking information about food and drink events in their "local" area. Only postings with a food, wine, beer or spirits theme are accepted. We use this site to advertise our wine tasting and wine dinner; it costs us nothing, but passes on the fee to the ticket purchaser. From their own advertising: LocalWineEvents.com went online in 2000 and is the world's largest calendar of food, wine, beer and spirits events. To date, 400,485 events have been posted worldwide, generally 1,300 food/drink event postings per week. This site also has pages about annual festivals, food/wine educators, food/drink videos, food/drink blogs, and BYO restaurants. As a direct result of advertising on this site, LTC’s wine events are now drawing participants from the farthest reaches of Chicagoland.

### **Volunteers**

An integral part of Lombard Town Centre is our group of dedicated volunteers. Over the course of the year we held ten events, the French Market, Forums and Committee Meetings. Our volunteers have worked over 1,800 hours into making LTC a great organization. We could not be the group we are today without them.

## 2012 Annual Report

### EVENTS

Events that have taken place since the last funding meetings in 2011:

- 2011 Jinglebell Jubilee (Dec.) – This town-wide event is held in cooperation with Lombard Chamber of Commerce, Lombard Park District, Helen Plum Library and Lombard Historical Society. LTC hosted the downtown component of Jinglebell Jubilee, 1-5 p.m. including a Holiday Window Decorating contest among the downtown businesses, where spectators voted on the winner. The first prize was a free night stay at the Lombard Westin and second prize was a \$50 gift certificate from Harry Caray's, procured by LTC. Additionally, LTC worked with the downtown businesses to run specials and sales during this time to encourage the public to come in and shop while viewing the windows. LTC used the vacant store next to Sweet Street as a warming center and place for the public to drop off their "best window" votes and enjoy the display of yesteryear Lombard pictures provided by Lombard Historical Society. An estimated 300 people attended the LTC festivities.
- 2011 Small Business Saturday (Nov.) – LTC worked with downtown Lombard businesses and American Express to promote Small Business Saturday, an economic "holiday" between Black Friday and Cyber Monday that encourages people to focus their spending on smaller businesses.
- 2011 Wine and Craft Beer Event (July) – LTC hosted its inaugural Wine and Craft Beer fundraising event at the Lombard Westin. It included a four-hour wine, craft beer and scotch tasting; breakout sessions from industry experts; silent auction; and hand-passed hors d'oeuvres. Over 60 wines, 10 craft beers and 10 scotches were donated by Malloy's Fine Wines. Being that this was LTC's first event of this magnitude, we relied heavily on feedback from the industry experts and attendees. The overall impression from the attendees and industry experts was that it was a spectacular event and all were looking forward to 2013. The event was attended by 110 participants. There is huge capacity for growth in this event.
- 2012 Ladies' Nights Out (July, August) – Twelve downtown businesses hosted special events at each of their locations to pamper attendees. The July event was a little low in turnout due to the extreme hot weather, but August's was very well attended. A total of 225 attended.
- The 2012 Golf Outing was cancelled due to low sponsorship and participation.
- 2012 Spooktacular (Oct.) – Forty different retailers, organizations and food vendors paid for the opportunity to sell or meet people at Spooktacular based on the tremendous turnout of well over 2,000 people in 2011. Live entertainment was scheduled on two stages for the event. Downtown businesses gave over \$1,100 to sponsor rented children's games, a petting zoo and an exotic zoo presentation. Unfortunately, the weather that included a tornado siren deterred many pre-paid vendors and would-be participants. Nonetheless, the attendance (based on giveaways given at booths) is estimated at over a thousand people. Furthermore, when the torrential downpour began The Corner House benefited greatly from the influx of displaced participants and

## 2012 Annual Report

even kindly invited in the rained-out musical act to perform. They have said they can attribute their packed house that afternoon solely to the event.

- 2012 Sweet Tomato Fundraiser – In March we had a fundraiser at Sweet Tomato Restaurant where a portion of the bill from our attendees was donated to LTC.
- 2012 Arts and Crafts Fair – In May we attended the Chamber’s Art and Craft Fair in downtown and manned a LTC table for membership recruitment and general information on the downtown.
- 2012 Spring Pub Crawl – In June we partnered with the Historical Society and to host a pub crawl in downtown Lombard. Fifty attendees and visited 5 downtown establishments during the tour. (Exhibit 2)
- Small business information seminar on Email Marketing (Nov. 15) – in anticipation of the peak buying holiday season, this was initiated by our Executive Director who then leveraged relationships with Lombard Chamber of Commerce and the Village to reach more people and procure a professional meeting space. It costs us nothing and will help prepare small businesses to maximize the buying season.
- 2012 Small Business Saturday (Nov. 24) – Royalty-free campaign collateral provided free-of-charge by American Express is being used for posters and eblasts to promote this annual this focus on buying small and local. We hope to impress upon residents that doing so creates jobs and businesses in their own neighborhoods. Sixty cents of every dollar spent locally, stays local ([www.ShopSmall.com](http://www.ShopSmall.com)).
- 2012 Jinglebell Jubilee (Dec. 1) – LTC is hosting a roaming Nutcracker Suite with The Dance Centre. Six downtown businesses with have a live ballet performance of a Nutcracker Suite scene. Several businesses will be running specials and providing holiday treats. LTC will also be providing a barbershop quartet which will be singing holiday songs throughout downtown and a professional story teller will be reading the Nutcracker Suite to kids before the Dance Centre performance. Sweet Street will be hosting a children’s gingerbread decorating contest.
- 2012 Wine Dinner (Dec. 3) – will again be held at Praga/Bonton. This year three downtown wine specialists – 20 West Wines, The Vino Cellar, Bonton – will participate in this event. Tickets cost \$75 and are available on [LocalWineEvents.com](http://LocalWineEvents.com), LTC’s website or by mailing a check to the LTC office. Seating is limited and sells out early.

Events scheduled for 2013:

- Two Pub Crawls with the Lombard Historical Society
- Wine and Craft Beer Event
- Taste of Downtown Lombard/Downtown Restaurant Week
- Golf Outing
- Spooktacular
- Small Business Saturday
- Jinglebell Jubilee
- Wine Dinner

# 2012 Annual Report

## **ADMINISTRATION OF LTC**

Lombard Town Centre could be called “small but mighty.” With its few but extremely active volunteers, much has been accomplished. Organization visibility within Lombard has increased. Media mentions, Internet presence, large events and downtown improvements have all contributed to the image boost. To sustain this pace and ensure smooth transitioning of information to future new employees or board members, enhancements to organizational infrastructure are necessary. By systematizing the administrative side of this nonprofit, LTC can better meet the more pressing goal of prospecting for new downtown businesses. The need for greater infrastructure is an indicator that LTC is on the brink of a new level of organizational maturity.

Some recent developments:

### **Drop Box**

Using Drop Box (an internet-based document sharing site) this year and has greatly increased productivity. Documents are housed centrally on the internet with access permission granted to each board member and the executive director, who no longer has to service requests for documents.

### **Gift Works**

LTC recently installed this donor database to compile member, business, property owner, event attendee and donor lists; track donations and grants; streamline event follow-up and issuance of donation receipts. It should be noted that this software, normally \$500, was procured for \$45 through TechSoup, a tech donation clearing house for eligible non-profit organizations.

## **ORGANIZATION**

### **Guidestar**

LTC recently updated its organization information on Guidestar.org, a database that vets 501c3 organizations as qualified recipients of employee donations and employer match programs at large corporations such as AT&T. We are currently investigating the possibility of being additionally classified as a “cultural” organization, to widen reach to large corporations that match employee donations to organizations in that category.

## 2012 Annual Report

### **One Voice in LTC Communications**

Going forward, all LTC communications will pass through the Executive Director for proofing, accuracy of message, and consistency of voice. This along with the increased frequency of written communications to the public will continue to enhance presence and professionalism of the organization.

### **Outreach and Cooperative Efforts**

We continue to expand our partnership with other Lombard organizations. In the past, we have worked with the Garden Club, Lombard Historical Society and Lombard Park District. We hope to expand on these current relationships in 2013. We are currently partnering with the Lombard Chamber of Commerce on a small business owner's information seminar (Nov. 15, 9-10 a.m., Village Hall Board Room) and discussing with Lombard Park District a possible joint "outdoor theatre" event (likely August 2013).

### **ECONOMIC RESTRUCTURING**

#### **Downtown Wi-Fi**

The LTC Wi-Fi project is a cooperative venture between the Lombard Town Centre and the historic downtown businesses/property owners to provide Wi-Fi internet access throughout the area. This is a free, public network that does not require a password. We are using equipment from Open-Mesh.com that uses an open-standard mesh network protocol. Each Wi-Fi router unit can function in one of three modes:

- as an access point - communicating with a user's Wi-Fi capable device;
- as a mesh gateway - providing direct access to the internet through a business' existing available internet port;
- As a repeater - relaying internet traffic from Wi-Fi routers in the network (but not connected directly to internet ports) to gateway Wi-Fi routers that are connected to a business' existing available internet port.

Each router automatically changes its function based on its internet connectivity and the status of the other routers in the network.

As additional routers are added to the downtown area, the network is becoming more robust. Network monitoring is provided through a free, internet cloud-based controller. Anyone who wants to view the status of the network can without a password at any time [www.open-mesh.com](http://www.open-mesh.com).

## 2012 Annual Report

Over the summer, routers were temporarily placed in the Hammerschmidt parking lot area on Farmer's Market days to provide Wi-Fi internet access for vendors and patrons. This trial was well received by the vendors. We were initially using the model OM1P routers, and are now using the newer, higher power model OM2P routers. Bulk Ethernet cable and connectors were initially purchased. Board member Wayne Kankovsky is donating his skills to build custom Ethernet cables as needed for business installations.

Current businesses with LTC-provided Wi-Fi routers: Sweet Street, Dance It Again, Punky's, Feel Good Hair, The Nolan Agency, Smiley Dyes, Integrated Medical Chiropractic, Lombard Town Centre office, Cabinet Depot and Shannon's Corner Butcher Shoppe. We are discussing installations at The Corner House, Custom Fit, Bricks Wood fired Pizza, and Café 101.



### DESIGN COMMITTEE

- The committee assisted the Executive Director in revising the Village's outdoor seating ordinance. The presence of outdoor seating creates a more vital and welcoming atmosphere by showing how busy the businesses really are.
- In response to resident recommendations, the committee designed bike rack addition concept for in front of St. Charles Rd. Spray Park to promote a more bicycle-friendly downtown atmosphere. This was something recommended by residents who frequently visited the Splash Park. Will be installed by Village in Spring 2013 (Exhibit 5).
- The committee worked with the Village on advancing the downtown branding and signage recommendation from the *Downtown Redevelopment Master Plan*. The new signs are now available and it is our understanding that they will be installed by the close of 2012.

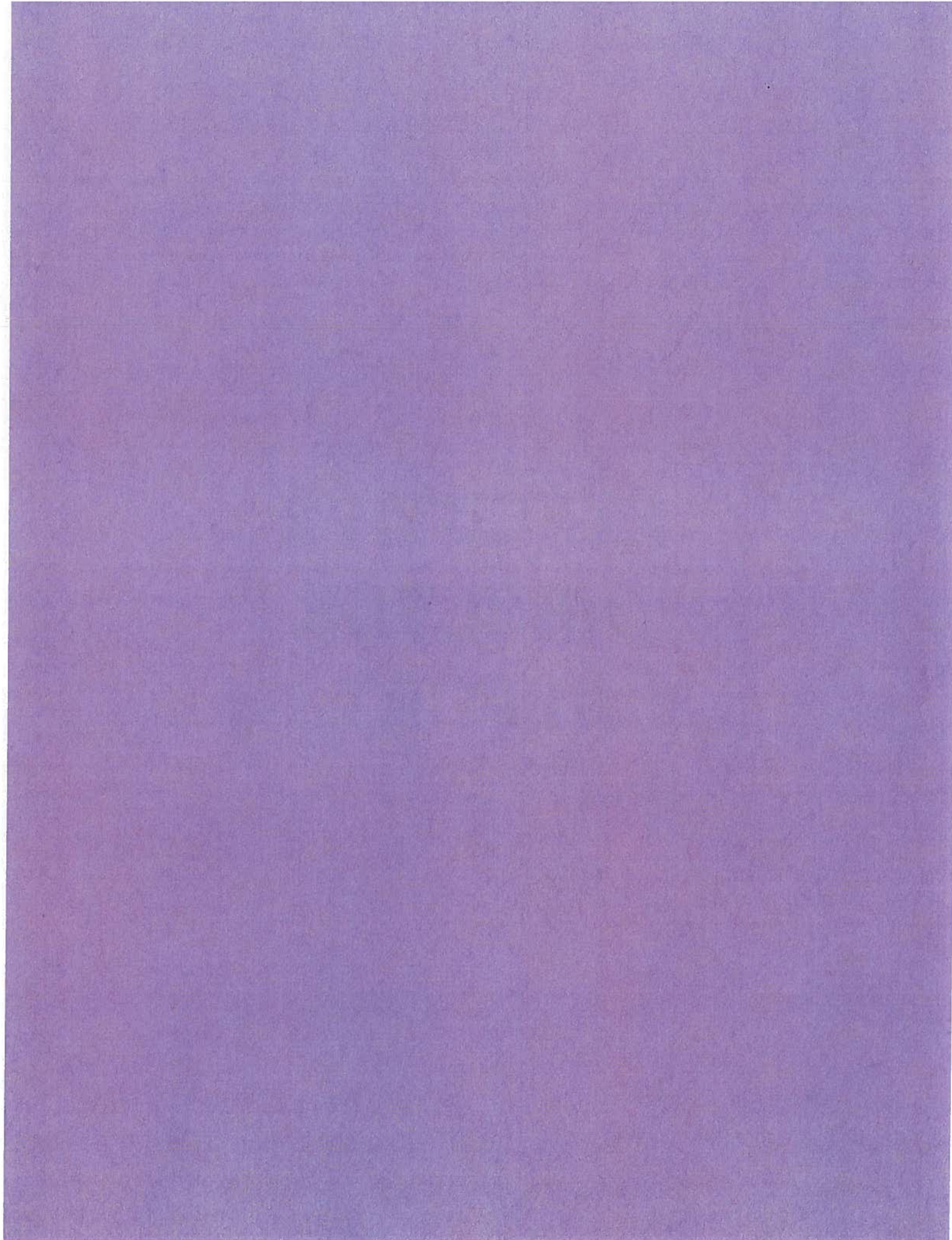
## 2012 Annual Report

- The committee developed construction detail recommendations for the installation of future benches, trash receptacles, and other exterior furnishings by the Village to address aesthetic concerns from residents and business owners and for consistency with the downtown plan (Exhibit 6, 7).
- In the interest of creating a comprehensive historical record and future design resource, the committee compiled a detailed photo survey of the downtown's buildings and streetscape. This will aid in the design of future improvements.
- The committee chair vacancy was filled by Tom Runkle.





**EXECUTIVE  
DIRECTOR  
REPORT**



## **Lombard Town Centre**

### **Executive Director Report**

#### **Job Description**

The Executive Director (ED) is an inspirational leader who provides operational and executive expertise to the public, businesses, property owners and community organizations; leads organizational development and strategic planning; provides guidance to volunteers and committees; optimizes financial performance; and oversees volunteers and interns. The ED works closely with the Board of Directors and is responsible for the day-to-day operations and implementation of all policies and initiatives of the organization and board.

The ED is a collaborator who develops sound practices and supportive relationships with Village staff, organizational members, volunteers and external constituents, thereby furthering the organization's mission through cooperative and effective collaborations. The ED reports to the Board of Directors comprised of residents, and downtown Lombard businesses and property owners.

#### **New Direction** *(by Walter Smith, LTC Board President)*

In July 2012, the LTC Board decided to move in a different direction with day-to-day leadership. We believed that, although she had many talents that had brought us forward by early 2012, Executive Director Karen Stonehouse was not addressing all areas well. After unsuccessful attempts to rectify these shortcomings, the Board decided in July to dismiss her and look for another Executive Director with some specific skill sets. During this interim after her dismissal, LTC President and Board members covered the duties and responsibilities of the position. This was not an easy task for volunteers with full-time jobs and it made the need for this position very apparent to all of us. After interviewing several candidates, we chose Michelle H. Iwinski at the end of August. She started in early September and made an immediate impact on our organization. Getting "thrown into the fire" during a busy season of planned events and funding initiative, she has had to work on our funding request, Spooktacular, Small Business Saturday, Jinglebell Jubilee and the LTC Wine Dinner. She has been a great asset during this time. We are currently expanding our relationships with other local organizations and looking for more ways to work jointly on projects.

## **2012 in Review**

It has been a very busy year for Downtown Lombard. According to Village Staff, the downtown square-footage vacancy rate has dropped from 17% in 2011 to about 11% in 2012. Fairy Tales, relocated to a larger space with greater visibility. As a result, after just four months their retail sales have increased enough to necessitate adding additional staff. Six new business – The Corner House, Desert Rose Design, Shannon's Deli, Randall Bullen Photography, Reality Group and Fringe, A Boutique Salon – have opened in 2012. Of these, The Corner House will already be expanding to the Lombard Metra station in November 2012. Two more business are slated to open before year-end: Golfer's Edge, 241 W. St. Charles, and The Vino Cellar, 141 W. St. Charles. As of early November, grand opening and marketing plans are in progress.

The Vino Cellar, it should be noted, is a crown jewel among LTC accomplishments this year. This business was entirely recruited by LTC Board Members Dan and Colleen Whittington. LTC has helped them since inception of their plan to locate in downtown Lombard. Along with Lombard's usual demographic and statistical selling points, LTC members also sold downtown Lombard on the basis of the momentum and excitement occurring there and the added benefits of LTC and its ability to leverage creative cooperation between businesses and organizations. After much deliberation, The Vino Cellar's owners' minds were made up once they saw the throngs that attend a typical Cruise Night.

### **A total of 8 businesses will have opened in 2012.**

The Executive Director has some main categories that we cover over the course of the year. They are Business Recruitment, Business Retention, New Business Welcome & Assistance, Property Assistance and Miscellaneous or Other Requests. Some highlights (source: Executive Director's reports to ECDC):

Property Showings – 18

Communication with Property Owners – 34

Monthly Forums – 10 / Business Owners Forum – 1

Sidewalk Seating/Outdoor Café was a task initiated by Lombard Town Centre, business owners and village staff. With the direction of ECDC, the regulations were eased to accommodate more businesses to participate in the use of outdoor seating. The normal permit fee was also waived for the year in attempts to ease the cost to the businesses. Five businesses now offer outdoor seating; three of them had not offered it before.

Lombard Town Centre organized or participated in six of eight new businesses grand openings. One business did not have a grand opening and the other requested to set-up the grand opening independently.

After considering LTC's creation of and participation in many events, high degree of interconnectivity with other Lombard organizations, and the ambitious goals for retention and recruitment of businesses, members and volunteers, it becomes clear why an employed director is necessary. There is much to organize, rally and track on our way to maintaining downtown as "the heart of Lombard" and becoming a "retail destination," as stated in our mission.

