



Date: Tuesday, September 6, 2016

To: Economic Community Development Committee and Village of Lombard Board of Trustees
Cc: Scott Niehaus, Village Manager

From: Lynne Magnavite, Interim Executive Director, Lombard Town Centre

RE: Lombard Town Centre 3rd Quarter Report

In 2016 we have seen a positive impact in downtown Lombard through the hard work of Lombard Town Centre Executive Directors, Volunteer Board of Directors and Strategist in collaboration with our Village staff and Trustee Partners.

Since last year at this time, we have had fewer vacancies and more businesses opening on West St. Charles. On East St. Charles there are more vacancies, but improved movement. Two existing businesses have grown and relocated to larger properties next door and a new business is projected to come in during the fall of 2016.

Outreach, community building, brand awareness, strategic planning and sustainable business practices have been front of mind this year. Although we had some staff transitions during the 2nd quarter, it's business as usual during the 3rd quarter. We look forward to successful October events including the 11th Annual Spooktacular Fall Festival and our Outdoor Viewing Events. In addition to live events, we continue to serve and promote our business community through our weekly Purple Plans newsletter and social media, Facebook and Instagram.

Our sincerest gratitude goes to the many Lombard Town Centre volunteers and Board of Directors for their tireless work. We also thank our Village staff partners, Trustee Johnston and the ECDC committee and Trustee Whittington for your support and guidance. It does take a village to help ensure our downtown is a thriving commercial destination to live, work and play **PURPLE!**

Highlights from the 3rd Quarter are included on the following pages.

Lombard Town Centre is a nonprofit organization with a mission to preserve and promote our historic downtown as the heart of Lombard and a vibrant commercial destination. Our vision 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.



Build Community

Raise awareness of the value & mission of Lombard Town Centre by building community.

During the 3rd quarter LTC interacted with downtown business and property owners, Village staff, other Lombard organizations and external groups to create awareness of our organization and to share knowledge.

Business & Property Owner Outreach		
Business Outreach	Meeting	Description
Business Update: Weekly Email to business owners	Sent 8 emails 43% average open rate	Updates on events and other happenings in downtown Lombard.
Personal Outreach - walking around downtown	10 hours per week, met 42 business owners and workers	Walk around to meet and greet business owners and workers. Engage in conversation, ask if help needed and advise of upcoming events.
Interviews for Purple Plan Features	22	Set up interviews with 22 different business owners for Friday Feature and LTC Business Membership spotlight.
Met with Vern Hammerschmidt and Susan Houlihan	1	The Red Caffeine space will be vacant as of January 1st. Discussed ways to recruit new prospects.

Village Partnership		
Type of Outreach	MTG s	Description
Weekly meeting with Jennifer Ganser	4+	Weekly discussion of logistics, events, permits, new businesses.
Outdoor Movie Night during Cruise Nights Meeting	1	Met with Kate Burke, Mary Klimczak to discuss layout and permits.
American English Planning Meeting	3	Briefing and post debrief meetings with restaurant and bar owners + Nicole Aranis, Kate Burke, Avis Meade, Scott Neihaus and representatives from police and public works
Spooktacular Initial Planning meeting	1	Met with representatives from buildings, public works, police and fire to share initial map of Spooktacular
Meeting with Trustee Johnston, Village Staff	1	Met as an idea exchange between Trustee Johnston, Village Staff and LTC staff and President.



Lombard Organization Outreach		
Organization	Type of Outreach	Description
Lombard Service League	Sponsorship	Event partner - Outdoor Movie Night
Prairie Food Coop	Workshops	Event partner – Spooktacular
Lombard Historical Society	Knowledge share	Group meeting with Peter Roskam to discuss issues with the budget impasse. Invited by Sarah Richardt with LHS.
Helen Plum Library	Event partnership	The library donates graphic design and printing and LTC helps with outreach and recruitment for library events such as the November Christmas Mart.

External Group Outreach		
Organization	Type of Outreach	Description
The Main Street Group	Email and live knowledge share	IL Main Street downtown organizations have banded together since the budget impasse and are sharing ideas and knowledge in live meetings and webinars.
The DuPage Foundation	Workshops	Gathering of nonprofit organizations to discuss the new overtime rule in effect December 2016.
Downtown Idea Exchange	Email knowledge share	Group devoted to helping downtown organizations learn and grow.
The PR Power Hour	Facebook group and live group	Knowledge sharing about PR and marketing among Lombard organizations.



Promote the Community

Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community.

During the 3rd quarter, 22 business owners were interviewed for a *Friday Feature and Business Membership Spotlight* for the Purple Plans newsletter. The newsletter was sent to our Constant Contact active users and then shared on Facebook and Instagram. We also share information from businesses and market place specials via Facebook and Instagram. Below are the stats from the 3rd quarter as compared to last year at this time. Our open rate and engagement rate are above industry standards for nonprofits.

3 rd Quarter Facebook Posts, Instagram, Constant Contact Promotional Reach			
Promotional Tool	Sept. 2015	Sept. 2016	
Constant Contact	2195	1425	Decrease, but got rid of old emails
Facebook Fans	1283	1688	+405
Instagram	N/A	328	LTC began in March 2015. Our reach is growing.
3 rd Quarter Constant Contact Newsletter Data			
8 Purple Plans Newsletters Sent	29% open rate	24.0% is the industry average for nonprofit emails	
Active Users	1425	Recently cleaned up unsubscribes and have a more engaged list.	
Engagement	20 average clicks	The industry average clicks are 2.83 for nonprofit emails	
3 rd Quarter Facebook Post Reach			
Total Posts	90		
Total Reach	99,632	(How many people the post reached.)	
Total Impressions	200,235	(How many people saw the post.)	
Total Engagement	8,370	(How many people engaged with the post e.g. clicked a link, clicked a photo, shared, commented, played a video, etc.)	
Facebook success is measured in engagements – how many people clicked, liked, shared or commented. To see how LTC compares with other organizations, look at this one-week sample from Facebook Insights:			
The Village	3.2K Fans	6 posts	123 Engaged
Park District	1.9K Fans	15 posts	19 engagements
Lombard Ale Fest	1.8K Fans	6 posts	9 engagements
LTC	1.7K Fans	7 post	145 engagements



Grow Board & Volunteers

Grow the board of directors and the volunteer base by engaging individuals with experience that match the mission of the organization.

3rd Quarter Volunteer Engagement July 1 - September 2, 2016		
Volunteer Group	Number of Participants	Description
Board of Directors	6	Lombard Town Centre Board of Directors
Spooktacular Committee	10	Planning the 2016 Spooktacular Fall Festival event
Governance Committee	4	Executive Director job search
Onsite Event Volunteers	10	Onsite volunteers during Outdoor Movie Night and American English
Office Volunteer	1	Accounting volunteer
Total Volunteers	31	

To quantify the enormous value our LTC volunteers provide the organization, we estimate that a total of 315 volunteer service hours, worth \$7,292.25 were provided during the 3rd quarter. (The per hour value of a volunteer's time is \$23.15 per the bureau of statistics.) Volunteers shared their time and talents during on site events, committee, board and village meetings, strategic planning and in office administration.

Downtown Events

Increase the foot-traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options.

3rd Quarter Events July 1 - September 2, 2016		
Event	Ate	Description
Outdoor Movie Night: Star Wars The Force Awakens	200	During Cruise Nights, LTC hosts a family fun outdoor movie.
American English Concert Downtown Promo	1000+	Developed map of downtown donated by Helen Plum Library. Volunteers handed maps out to concert goers to promote downtown.
Purple Plans, Facebook and Instagram Promotion	8	Eight Purple Plans newsletter featured outdoor seating, restaurants, bars, specials, business owners. As well as social media posts.



Membership & Sponsorship

Become a self-sustaining organization through increasing membership revenue, growing special events and seeking corporate and foundation support.

Fiscal Year to September 5

Membership Type	2015	2016
Business Members	22	21
Non-Downtown Business Members	15	11
Individual Members	31	39
Total Members	68	71

LTC membership recruitment happens at the beginning of each year. The fees vary per individual donation, property owner, business owner and non-downtown business owner. Members receive the Passport Card offering discounts at local businesses. The business membership includes opportunities to advertise/promote in Purple Plans and on social media.

In the 3rd quarter we received 8 new business members and 1 individual member.

Sponsorship Opportunities	2016 Sponsors
Outdoor Movie Night	The Lombard Service League
2016 Spooktacular	As of 9/6/16 Thomas J Masterson, The Hair Experts
Outdoor Viewing Events	TBD

PLEASE NOTE: We are in the initial stages of soliciting sponsorships for the Spooktacular Fall Festival and the fall Outdoor Viewing Events. Sponsorship information is on the LTC website, Committee Members are focusing on sponsorships and the Executive Director is doing personal outreach to meet our income budget goals for 2016.