

## **Exhibit C**

2010/2011 LTC Annual Report updating the status of the various goals and objectives

## Lombard Town Centre 2010 / 2011 Annual Report and Goals

### General Lombard Town Centre Overview

#### Updates in purple

- New Director has been in place for 15 months.
- LTC training for ED and Board:
  - Update - Status unchanged until a decision is made to continue with LTC's Main Street status.
- LTC and ECDC will facilitate formal introduction to all business and property owners, as well as key LTC and Village partners such as the Library, Park District, Historical Society, Garden Club, etc... The ED must be the new face of downtown Lombard and be viewed as accessible and accommodating. *Committee: Executive and ECDC*
  - Update - Karen and the board have made excellent strides with our above partners. Co hosted the annual Pub Crawl with the Historical Society, partnered with the Garden Club and Park District for the Lilac convention, sat on the committee for our Lilac Fest and annual Chamber golf fund raiser, partnered with the Library for Library week, and Karen was most often at the front end of the events. Events are in the planning stages for 2012 as well as the Holiday Season. Our bond with our strategic partners will grow our events and memberships for all. Karen has taken the lead with the business owner as well as property owners with relationship building. Both entities come to her with questions, problems, complaints as well as ideas and compliments regarding the downtown. An overall good relationship has been elevated to a strong bond with most of the downtown.
- Evaluate the downtown Passport program by interviewing all businesses that participate as well as those who have not. *Committee: Promotions*
  - Update – The Passport program has re-launched and is receiving good feedback, no downtown credit card at this time it is too costly for LTC. This program gives potential members a monetary reason to shop and play downtown by joining LTC.
- Establishment of a Lombard Town Centre Facebook page, create friends of LTC and drive people to our web site. *Committee: Promotions*
  - Update – LTC FB page has 200 friends and most members and friends go to the page for events, it has been a great method to get the word out on various events along with Constant Contact. Please see a SMART goal for this point
- Upgrade LTC web site for a cleaner more informative look, create links to our partners and businesses. It needs to be very easy for those looking for the happenings in downtown to find dates, times and the activity. *Committee: Organization / Board*
  - Update – We are still searching for a cost effective method of upgrading the web site or attempting to do it in house. Target is end of December 2011.
- Renew and invigorate the quarterly newsletter, include articles from our above partners and committee chairs and co chairs E mail delivery and paper based at high traffic locations.  
*Committee: All and Board*



**Update** – The past Summer / Fall newsletter was by far and away the best production LTC has produced. The winter newsletter will be constructed in the coming month and distributed via the web site and on Facebook as well as a production run of 200 paper based copies.

- Add qualified board members (up to 4 additional) from our passionate volunteers and leaders that are currently involved, as well as looking to property owners at minimum to join committee's and look to them as potential board members. *Committee: All and Board*  
**Update** – All of the above have been service since the LTC annual meeting, Lynne is Organization Chair, Colleen Promotions Chair, and Wayne is the Chair for Economic Development. LTC has chosen not to pursue a Design committee until we locate a qualified Chair. Please see SMART goals for new board members and officers in 2012. Please see SMART goals for Design Committee
- Strengthen our 4 committees with new volunteers and additional leadership by adding co chairs. *Committee: All and Board*  
**Update** – We have strengthened our volunteer and committee base and may be moving to somewhat of a subcommittee structure for our larger fundraising and promotion based events. With this structure the Chair will have co chairs handling tasks with a small team of volunteers and the chair can establish a time lines for accomplishments reporting progress back tom the board.
- Establish a recognition program for all volunteers and investigate the qualification of the Presidential Volunteerism Award for LTC volunteers. *Committee: All Presidential Award ER*  
**Update** – This program I believe has vanished under the current administration. Organization is working a reward program for our volunteers. LTC will take a board vote to recognize sponsors and volunteers in print in the Lombardian after each event, as well as continue to hand out specific awards at our annual meeting.
- Continue the Downtown Forum and look to draw 20 – 25 per session. *Committee: All*  
**Update** – The forum has been switched to Weds evening on the second week of each month. Additionally LTC has scheduled a guest speaker that has something to offer the DT business and property owners. The attendance varies from 10 – 20 each month. No change since April.
- Plan to establish two additional special events in 2010 and 2011, we feel a need to have something in early Spring and again in the Summer. Jingle Bell-Dec, Arts and Crafts-May, Spooktacular-Oct. Some ideas have been brought to the table and we hope to add one in 2010 and another in 2011. *Committee: Promotions and Organization supported by all*  
**Update** – LTC added 3 Ladies Nights Out over the summer attendance was better than first thought, and the businesses that participated are very happy with the added foot traffic, this will continue in 2012. The board will be approached with additional cross marketing events such as a sidewalk sale that has Nth Park closed for an afternoon for additional space and other possibilities. Another idea in the works is a true taste of Downtown Lombard again with closing of N Park to accommodate our own restaurants, retail sales outdoors and potentially live music and a café type refreshments area.
- Conduct a survey that the business owners collaborate on retail driven events such as a downtown sidewalk sale possibly twice a year with suggest that our restaurants be involved by

creating a special themed menu and hosting outdoor cooking as well as potential discounts for their fare based on customers total spend with our retailers during that day. These events will be for the purpose of driving business as a retail event. *Committee: Promotions driven supported by all*

**Update** – Karen has been attempting along with Promotions to cross market with some success. Sweet Streets collaborated with 20 W Liquors for a wine and chocolate gift basket. We feel this is an important method to drive DT traffic, and will continue to attempt to gain cooperation from the businesses. Some ideas regarding the Passport program to cross market with coupons for downtown businesses.

- A better definition of the benefits of business membership in LTC. Survey all businesses not just our members to better understand how we may enhance and communicate these benefits.

*Committee: Organization*

**Update** – LTC created a completely new membership brochure and application along with the branding from the DT plan. Response has been tremendous for the new look and feel. The collateral materials have been a hit, next we will be constructing materials directed at business memberships.

- Formalize a static evaluation format for all events from all committees, report to the board and offer suggestion for improvements. *Committee: Board*

**Update** – We have tried a few formats however getting a response from more than 20% has been difficult – work in process. LTC has taken the opinion that conducting mini surveys with no more than 8 questions in person get considerably better results, we will be conducting our feedback mostly in this manner going forward as the results are a much higher % and it allows a chance for interaction.

- Committee chairs to better track all volunteer hours worked, this is a must for recognition.

*Committee: All*

**Update** - We are looking at a possible FTP site to drop in an excel time sheet. As of today LTC has not been able to come up with anything electronic to automate this process.

- Establish a report in Excel for reporting quarterly for all LTC goals and reviewed by the board.

Automate as much of the report as possible. *Committee: Organization*

**Update** – Reestablishing a new electronic format. A new ED weekly allocation of hour's sheet was created by Karen and is working very well.

- Investigate grant possibilities to produce a downtown brochure that outlines all businesses, historical information and annual events. *Committee: ER*

**Update** – There is no funding available LTC did recreate our literature and member apps.

- Investigate marketing companies cost (possible grant) to produce a promotion piece on the downtown via video or inclusion in hotel / motel materials or promotional TV channel.

*Committee: promotion and Organization*

**Update** – LTC is partnering with the Library for a 5 minute promotional piece on their video for local cable. This will run once per month and there is no cost involved. Production of the first video was successful. This will be on Facebook each time we add a new video.

## Promotion Committee Goals

Chair, Colleen

- Increasing the volunteer base by 20% to better manage events.  
**Update** – LTC currently has enough volunteers however additional committee members would be a great benefit. New subcommittee structure also will help gain additional volunteers and add to the committees
- Introduce a new Ladies Night Out event(s) during the summer.  
**Update** – Elsa Roberts chair Trich B co chair. Event has been a good success and is planned to continue into 2012
- Work closely with the Organization Committee in assisting with promoting their fundraising events.  
**Update** –Promotions and Organization teams work together on almost every event as well as memberships. Adding sponsors for events as well as vendors for spook greatly assist in fundraising and covering costs for all events.
- Tightening up and expansion of Spooktacular, closing St Charles Rd during the event adding vendors and entertainment venues.  
**Update** – Actually we are pairing back this event due to lack of funding and sponsors. 2011 is worse economically than anyone perceived. However the event was the largest and most successful to date. By bringing in vendors we helped with the expense and came in under budget.
- Look into any grant programs that may be used to promote the downtown.  
**Update** – They seem to pop up on occasion and Karen applies when it makes sense however we have found that we have tremendous competition and it is very difficult.

## Organization Committee Goals

Chair, Lynne

- Increase fundraising.  
**Update** – Including an anticipated sold out wine dinner an est. of probably 4500.00 will have been raised. This is something that has had the board attention as we plan 2012 LTC needs additional funds to survive and expand our events.
- Add a golf outing fund raising event in August 2010, to be held at Western Acers Golf Course  
**Update** – 2011 golf out had to canceled due to a lack of golfers that registered. We had sponsors however the feedback on the golfers was that we needed to change the venue, and hold it earlier. We will make changes for 2012 and look to late May to hold the event and may change the venue to attract participation.
- Continue with 2<sup>nd</sup> fund raising events Cut-a-Thon, Swap Meet, and Wine Dinner.  
**Update** – Cut-a-Thon and the Swap we not able to be held in 2011. The wine dinner is on course and again should be sold out again. We will look to bring back an auto show with a swap element and hope to reestablish the Cut-a-Thons in 2012
- Create membership drive by hosting a get together at current member homes each month drive membership by promoting the Passport program and raising awareness of LTC to our residents in close proximity to the member's homes.

**Update** – LTC is looking at various ways to create a membership buzz and has had some success at the Farmers Market weekly, Cruise Nights and other face to face engagements.

### **Design Committee Goals**

Committee Lead Ken Gallt

Based on the Design Committee's losing Tom Knapp in late 2009 we have been without a qualified leader.

**Update** – SMART goal included for Design Committee

### **Economic Restructuring Committee Goals**

Committee Chair Wayne Kankovsky

- Re-launch our quarterly business education series held in Capone's banquet room on the lower level. Probable topics include 1) Who what and where in the Village of Lombard, 2) Educational programs at COD, 3) How to increase sales by driving your web site, 4) How secure is your network?  
**Update** – LTC hosts a monthly education at our forums, additionally we host various educational opportunities throughout the year for business and property owners.
- Investigation and possible plan to bring Wi Fi to downtown.  
**Update** – about 50% of DT Lombard has Wi Fi, the goal is to be wireless from Elizabeth to Main St. by summer 2012.
- Survey of business owners and their concerns regarding our downtown opportunities.  
**Update** – we have hosted various meetings asking for opinions and suggestions, handed out a couple of different LTC surveys and currently LTC has constructed a survey per the Village request, results will be presented at the November ECDC meeting.