

VILLAGE OF LOMBARD  
REQUEST FOR BOARD OF TRUSTEES ACTION  
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) \_\_\_\_\_  
Recommendations of Boards, Commissions & Committees (Green) \_\_\_\_\_  
Waiver of First Requested  
Other Business (Pink) \_\_\_\_\_

\_\_\_\_\_  
X  
\_\_\_\_\_

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager *ADH*

DATE: August 5, 2009 (B of T) Date: August 20, 2009

TITLE: Village Board Policy - New Business Promotion Policy

SUBMITTED BY: Department of Community Development *WD*

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development transmits for your consideration a request to adopt a "New Business Promotion Policy" as part of the Village Board Policy Manual for promotion of new businesses within the Village of Lombard.

Staff recommends approval of this request.

Please place this item on the August 20, 2009 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X *David A. Hulseberg*

Date \_\_\_\_\_

Date \_\_\_\_\_

*8/9/09*

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon,

Wednesday, prior to the Agenda Distribution.



**MEMORANDUM**

**TO:** David A. Hulseberg, Village Manager

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

**DATE:** August 20, 2009

**RE:** Village Board Policy – New Business Promotion Policy

Earlier this summer, staff prepared the attached draft Village Board Policy Memorandum pertaining to recognizing and promoting new business establishments within the Village. The intent of this effort is to assist new businesses in achieving initial and long-lasting success within the community.

The attached policy outlines the methodology and procedures for the promotion of new businesses. Upon receipt of a request to the Village, the Village will then publicize the new business at a future Board of Trustees meeting, in a future issue of Lombard Pride and/or on the Village website. However, while this policy intends to set the parameters for new business promotion and promote new businesses, this policy shall not be construed to mean that the Village is obligated to make an announcement at a Board meeting, provide the listing on the Village website or other printed materials or that the listing must remain for a definitive period of time.

**RECOMMENDATION:**

Please place this item on the August 20, 2009 Village Board agenda for consideration and recommend that the Village Board of Trustees adopt the "New Business Promotion Policy" as part of its Village Board Policy Manual.

If you have any questions regarding this matter, please feel free to contact me.

**VILLAGE OF LOMBARD**

**VILLAGE BOARD POLICY MEMORANDUM**

**Subject: New Business Promotion**

Number: 09-03

Date: August 20, 2009

**I. Purpose**

To establish a Village policy for the promotion of new businesses in the Village upon their opening date.

**II. Procedures/Guidelines**

In order to assist new businesses within the Village in achieving initial and long-lasting success, the Village of Lombard shall initiate the New Business Promotion Policy. New businesses shall have two ways to provide the Village with information to be used for promotional purposes. The information to be provided should include the business's name, address, phone number, opening date, and specialty.

New businesses shall convey their information to the Village staff through one of the following methods:

- When a new business in the Village is issued a Zoning Certificate/Certificate of Occupancy, Village staff will attach a New Business Promotion Program postcard with fields to be filled in by the applicant. This postcard can be mailed back or dropped off by the business.
- A form will be posted on the Village website with fields to be filled in by the applicant.

These methods will allow the Village to time promotional activities to the date of the business opening rather than at the time of the issuance of a Zoning Certificate/Certificate of Occupancy.

When the response cards or web site entries are returned, this information provided shall be used by the Village to publicize the new business in one of the following formats:

- The Village President (or a Trustee) will announce the new business at a future Board of Trustees meeting.
- The new business will be announced in a future issue of Lombard Pride.
- The new business will be announced on a designated page on the Village website. The new business listing can include the following information:

- Name of business
- Address/location
- Telephone, fax, and/or e-mail address
- Nature of the business
- Web link

Village staff is given the responsibility of placing the new business entities on the Village's website upon receipt of the completed response card or web-site entry.

While this policy intends to set the parameters for new business promotion and promote new businesses, this policy shall not be construed to mean that the Village is obligated to make an announcement at a Board meeting, provide the listing on the Village website or other printed materials or that the listing must remain for a definitive period of time.