



MEMORANDUM

TO: Laura Fitzpatrick, Chairperson
Economic and Community Development Committee

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

DATE: November 25, 2013

SUBJECT: **Lombard Town Centre 2014 Funding request**

On December 20, 2012, the Village Board of Trustees approved funding in the amount of \$50,000 to Lombard Town Centre (LTC) for their activities for the 2013 calendar year. This expenditure was to be used by LTC to fund the part-time Executive Director position through the end of the 2013 calendar year and administrative functions.

LTC has made their formal funding request for 2014. As proposed, LTC is requesting \$55,000 for the Village's fiscal year 2014. Attached are the following documents prepared by the LTC:

1. Introduction/President's Letter
2. List of Board Members
3. Annual Report
4. Executive Director Report
5. Downtown Plan Implementation
6. 2014 Goals
7. 2014 Budget
8. Exhibits

As outlined in their materials, the 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. According to LTC, they have approximately \$7,000 in reserves.

Funding History

Lombard Town Centre was initially established in 2005 to be a grass-roots organization that would follow the program elements established and set forth through the National Trust for Historic Preservation's Main Street and the Illinois Main Street programs. 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 the 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
Total	\$512,792

*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.

The following is a summary of the percentage of Village funding compared to the overall LTC revenues:

Year	LTC Fundraising/ Memberships	Actual Village Funding	Total LTC Revenue	Percentage of Village Funding
2011 *	\$6,691	\$28,771	\$35,462	81%
2012	\$8,316	\$32,968	\$41,284	80%
2013	\$7,253	\$50,000	\$57,253	87%
Proposed 2014	\$11,005	\$55,000	\$66,005	83%

*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.

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 2014 needs to meet the above mentioned list.

Items 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. Approve funding in the requested amount of \$55,000.
2. Limit funding to the exact amount of LTC's ED salary (\$42,500) and allocate additional funding (up to \$12,500) for specific projects or events. Should this option be considered, staff would recommend that the requested expenses be used for TIF eligible items such as marketing, promotions, events, etc. The ECDC can be the approving body once LTC makes a specific request. This is similar to how the grants programs are managed.
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 2014 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 the LTC for 2014.



2014 Funding Request





2013 Year in Review



WEBSITE VIEWS - 30,000

VOLUNTEER HOURS - 2,000 HOURS

CONSTANT CONTACT LIST - 1,943 CONTACTS

FACEBOOK LIKES - 653 / 196% increase from 2012

PASSPORT SPONSORS - 19

EVENTS - 14

NEW BUSINESSES - 6



LIVE*WORK*PLAY Purple



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Date: 10/28/13

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 –2014 Calendar Year

Dear Committee and Staff,

2013 has been a wonderful year for Lombard Town Centre. The organization's visibility increased and many new visitors came to explore our downtown. There is more excitement in and about the downtown area than I have seen in my previous 3 years of involvement with LTC. Our goal is to continue this trend and build on the momentum to have a very successful 2014.

Highlights:

Lombard Town Centre experienced a big change when we moved to 6 S. Park Ave. from the 2nd floor of 102 W. St. Charles. The added visibility and accessibility for residents, business owners and property owners has been incredibly important to our growth. Our staff and volunteers have been able to use our display window to promote our events like never before. We have been able to work with other Lombard organizations, like Healthy Lombard, The Historic Society and Cruise Nights by sharing our space for events in the downtown, better helping our outreach and cooperation within the community.

2013 was the inaugural year of the outdoor viewing events on South Park Avenue. Starting on a very cold night in January, we watched a Notre Dame Championship game and had a surprisingly good turnout – over 125. The Chicago Blackhawks Stanley Cup game had approximately 600 in attendance with many people asking for more! The Bears/Packers Monday Night Football game on November 4th is our final outdoor viewing event of the year. We will update you on the outcome. These outdoor community events

draw a lot of attention to our downtown and can be set up relatively quickly to respond to the public's needs. Working closely with staff and Village Trustees has made these events a pleasure to be a part of.

Corporate involvement has been a goal of Lombard Town Centre for many years. This year we were able to secure corporate sponsorships from Fifth Third Bank and the 7-Eleven Corporation for approximately \$8,800. This allowed us to have two very successful events; the 2nd annual Wine Tasting at the Westin and the 10th annual Spooktacular Fall Festival. *These will be covered in more detail in the "Event" portion of the funding packet.*

Lombard Town Centre is submitting a request for funding in the amount of \$55,000. The Executive Director's part-time (30 hours/week) salary plus taxes for a full year runs approximately \$42,500 (based on 2012 & 2013 financials). The other \$12,500 is to cover our office expenses over the course of 2014.

In 2012 Lombard Town Centre created the slogan, "LIVE WORK PLAY Purple". Over the last year we have seen that brand grow and become associated with the downtown itself. Seeing the slogan on banners up and down St. Charles Rd. was a very powerful and meaningful image for LTC. The organization and all of its volunteers and staff know that we are an important part of downtown Lombard. 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 on everyone that comes to our downtown. 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



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
Treasurer	Shawn Mathie	Downtown Resident

Board

Wayne Kankovsky	Lombard Resident
Belinda Mahon	Downtown Business Owner
Thomas Runkle	Lombard Resident
Colleen Whittington	Lombard Resident/Business Owner
Patty Worden	Downtown Business Manager
Michelle Potvin	Downtown Business Owner

2013 Annual Report

COMMUNITY ENGAGEMENT

Membership

Over the course of 2013, we had 50 members (see chart below for breakdown). Membership is down 50% from last year. We have identified this issue as one of our goals for 2014. Each LTC Member receives a Passport discount card, which can be used at many of the downtown businesses. We currently have 19 businesses participating in the Passport program (Exhibit 1).

	Business	Individual	Family	Property Owner
TOTAL	16	21	10	3

Marketing

It has been said that publicity is the number of times the public is exposed to a brand. Our goal is to share the LTC name and spread the word about the downtown business district at least 2-3 times per week. The medium through which we have the most control of content is the Constant Contact e-blast. These e-blasts come from the Executive Director, Board President and some Board members on behalf of downtown businesses and occasionally the Village or cooperative organizations. We are 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, LTC offers this service for free to all our business members. Our intent is that by removing cost barriers, it will empower downtown businesses to initiate promotions in a more progressive and immediate way. This has led to greater, more frequent and viral advertisement of the downtown in general.

We have received a great deal of positive feedback about our “Purple Plans” weekly electronic newsletter. It has been a great way to highlight the entire downtown on a weekly basis. Many businesses run weekly specials and it’s a great way to promote LTC events.

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

Since re-launching our website at the end of last year, we have had over **30,000 views**. Previously we were unable to access this kind of information since we didn’t have access. This year we were able to introduce our mobile version of the website. This addition has made the LTC website more accessible to those with mobile platforms

2013 Annual Report

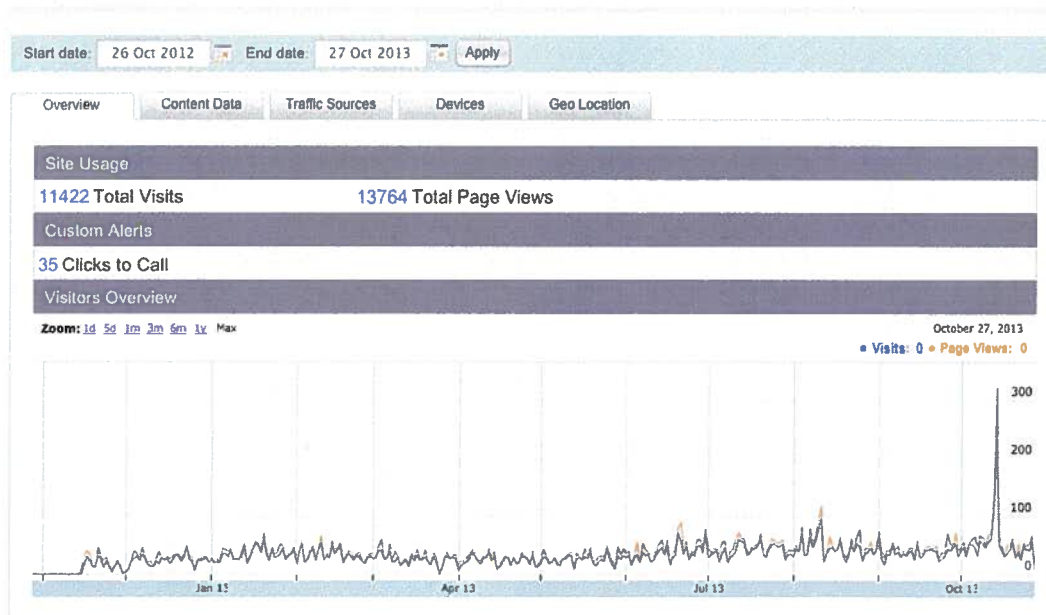
like cell phones and tablets. (See charts below for mobile usage for 1 month and 1 year). You can see from the year view how our web traffic is steadily increasing on the mobile platform.

The information LTC includes on the site is valuable to residents, visitors and most importantly to potential new businesses. The website 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. Another aspect of the website that is growing in use is event promotion and selling the tickets associated with those events.

Mobile Statistics



Mobile Statistics



2013 Annual Report

Public Awareness Campaigns

This year LTC has worked hard to build public awareness of downtown Lombard and the organization, using many avenues to send our message to the public.

- **Constant Contact** – see charts below for growth and messages sent.

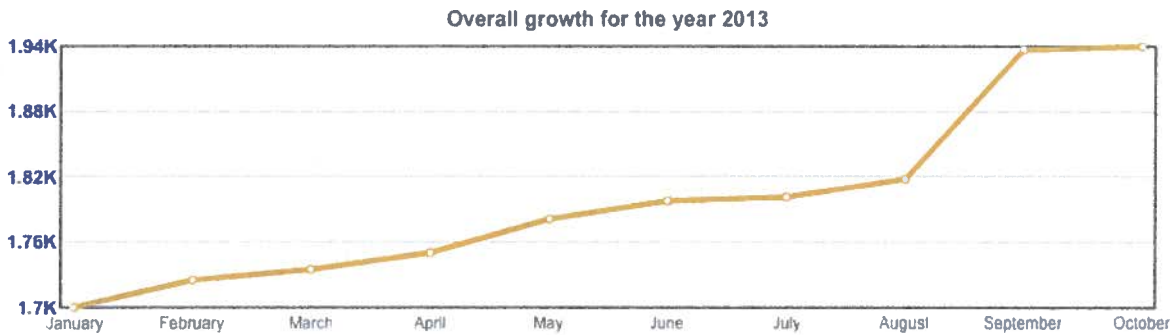
Reports - Contact Growth

View: year 2013

273
New Contacts
In the year 2013

You have **1943 total contacts**. [How to get more](#)

- 73 contacts unsubscribed in the year 2013



Growth by Source

136 Other Apps	121 Added by you	16 Website Signup Form	 Try EventSpot	 Try Social Campaigns
 Try SaveLocal	 Set up Text-to-Join	 Set up Scan-to-Join	 Install Facebook App	

	Sent	Bounces	Opens	Clicks	Forwards
Overall	502856	18.8% (94328)	21.1% (86158)	2.7% (2303)	0.1% (54)
Last 3 months	16718	5.6% (937)	22.7% (3579)	1.1% (40)	0.0% (1)

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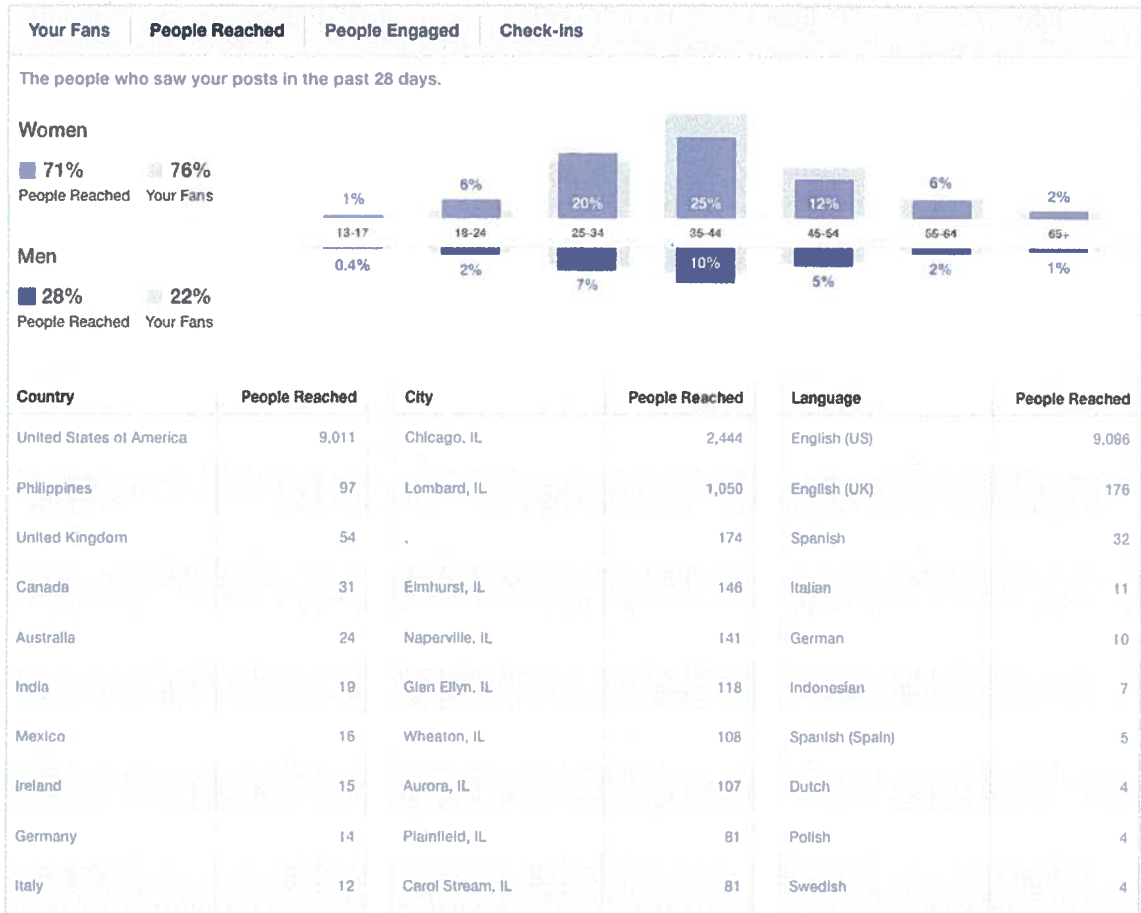
- **Facebook** – 653 Likes, 196% increase from 2012

Here is a breakdown of the demographics of our Facebook page. This helps us to identify who our target audience is and where they are based. You can see from the chart that most of our “fans” are female but that we also have a large following from Chicago.



The next chart shows how many people were reached along with their demographics. A significant sample shows that 9,011 people viewed LTC posts over a 28-day period. This is very important to us when planning an event to gauge the number of people that potentially could show up at an event like the annual Spooktacular Fall Festival. The next chart shows specifics about a “post” on Facebook for Spooktacular, which further helps us understand our audience and potential outreach.

2013 Annual Report



Post Details

Lombard Town Centre
 Mark your calendars!! Sunday, October 13th is LTC's annual Spooktacular Fall Festival. New, exciting attractions for this year including a live performance by Radio Disney! Don't miss it!

SPOOKTACULAR FALL FESTIVAL

Live Performance by **Radio Disney**

Sunday, October 13th | 12:00pm - 5:00pm
 Downtown Lombard
 St. Charles Road & Park Avenue

Downtown Trick-or-Treating from 12:00 to 3:00pm
 Pumpkin Patch • Arts and Crafts Vendors
 Food Vendors • Live Entertainment • Exotic Animal Show
 Petting Zoo • Spooky Scientific Experiments
 Hair and Makeup Artistry • Games and Activities

WWW.LOMBARDTOWNCENTRE.ORG | 630-620-8063

about 2 months ago

Like Comment Share 17 Likes 1 Comment 30 Shares

1,618 people saw this post

Boost Post

1,618 People Reached

77 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS
 17 Likes 1 Comment 30 Shares

FROM LIKES, COMMENTS & SHARES
 24 Likes 5 Comments 0 Shares

TOTAL
 41 Likes 6 Comments 30 Shares

54 Post Clicks

52 Photo Views 0 Link Clicks 2 Outgoing Clicks

NEGATIVE FEEDBACK
 1 Hide Post 0 Hide All Posts
 0 Report as Spam 0 Unlike Page

2013 Annual Report

- **Monthly forums** –Lombard Town Centre office, 2nd Wednesday of every month.
 - This is one of LTC’s best opportunity to meet new people interested in getting involved in our organization or just helping the downtown in some way. This year we established the forum in a committee format so visitors have the opportunity to see the various areas that might interest them. Whether it is Design, Economic Restructuring, Organization or Promotions there is usually something that people are interested in.
- **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 from 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.
- **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.
 - This year we furthered our reach to more event posting sites and calendars to increase our outreach to surrounding areas. We continued using site like LocalWineEvents.com to advertise and sell tickets for our wine events.

Volunteers

An integral part of Lombard Town Centre is our group of dedicated volunteers. Over the course of the year we held multiple events in and around the downtown, Forums and Committee Meetings. Our volunteers have worked *over 2,000* hours into making LTC a great organization. We could not be the group we are today without them.

2013 Annual Report

EVENTS

Events that took place during 2013 (exhibit 3):

Event name/month/approximate attendance

- Notre Dame Championship/Outdoor Viewing – January - 125
- Bunco Progressive Night – March - 80
- Ladies Night Out – April - 50
- Lilac Parade/Trolley – May - 28
- Blackhawks Stanley Cup Game/Outdoor Viewing – June - 600
- Annual Saucy Tales Pub Crawl – June - 50
- Ladies Night Out/Beach Blanket Bingo – June - 60
- LTC Fundraiser at the Vino Cellar – July - 35
- 2nd Annual Wine and Craft Beer Tasting at the Westin – August - 150
- Spooktacular Fall Fest – October - 3000
- Chicago Bears/Green Bay Packers Monday Night Football /Outdoor Viewing – November – Est. 600
- Ladies Night Out/Holiday Kick-Off - November – Est. 50
- Jinglebell Jubilee – December – Est. 200
- 5th Annual Wine Dinner at Praga/BonTon – December – Est. 75

2013 Annual Report

LTC ADMINISTRATION

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.

ORGANIZATION

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 Healthy Lombard, Lombard Historical Society, Lombard Chamber of Commerce and Lombard Park District. We hope to expand on these current relationships in 2014.

ECONOMIC RESTRUCTURING

Downtown

We have been able to put together some great projects in 2013 with the help of our office volunteer Kirk Hunter. He has worked a consistent schedule over the past year on multiple projects including parking, property inventory, business inventory and updating website data regarding the village grants and business links.

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:

2013 Annual Report

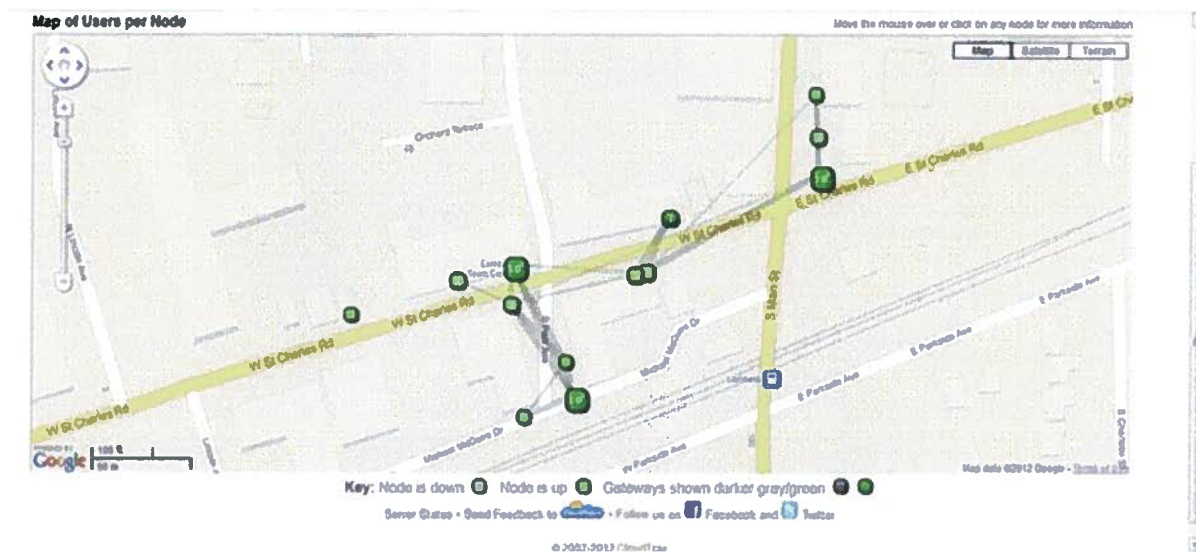
- as an access point - communicating with a user's Wi-Fi capable device;
- as a mesh gateway - providing direct access to the internet through a business' existing available internet port;
- As a repeater - relaying internet traffic from Wi-Fi routers in the network (but not connected directly to internet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

Over the summer, routers were temporarily placed at the Spray Park to extend our reach to Fifth Third Bank. 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.



2013 Annual Report

DESIGN COMMITTEE

- The committee continues to work on the bike rack issue in the downtown. They are trying to find creative ways to allow for more bicycle parking without obstructing pedestrian and vehicle traffic.
- The committee worked with the Village on advancing the downtown branding and signage recommendation from the *Downtown Redevelopment Master Plan*. New street signage and wayfinding signage was installed. Light pole banners were also installed with the LIVE, WORK PLAY Purple branding per our request.
- The committee developed construction detail recommendations for the installation of plantings to be done around the downtown area. These plans would assist in the transfer of annual plantings to more perennial plantings to cut costs in the long term. (exhibit 4)

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.

2013 in Review

This has been another year of change for the Executive Director position. Sarah Richardt took over the duties of Executive Director in early August. She was a front-runner in the job hunt in 2012 and was also a board member during 2012-2013. Being involved in the organization for the previous year allowed her to move into the position with a full understanding of the job duties. This was incredibly valuable during the first couple months since she already knew what had to be accomplished.

A major change for the position was moving to our new office located at 6 S. Park Ave. This was a drastic change in visibility and accessibility. It was very rare for someone to stop by the office on the 2nd floor of 102 W. St. Charles Rd., now residents, business owners and interested parties stop in on a daily basis. The new office also has a large window for displays and promotions to entice commuters and passers-by to see what is forth coming. (Here is a sample picture from an event.)

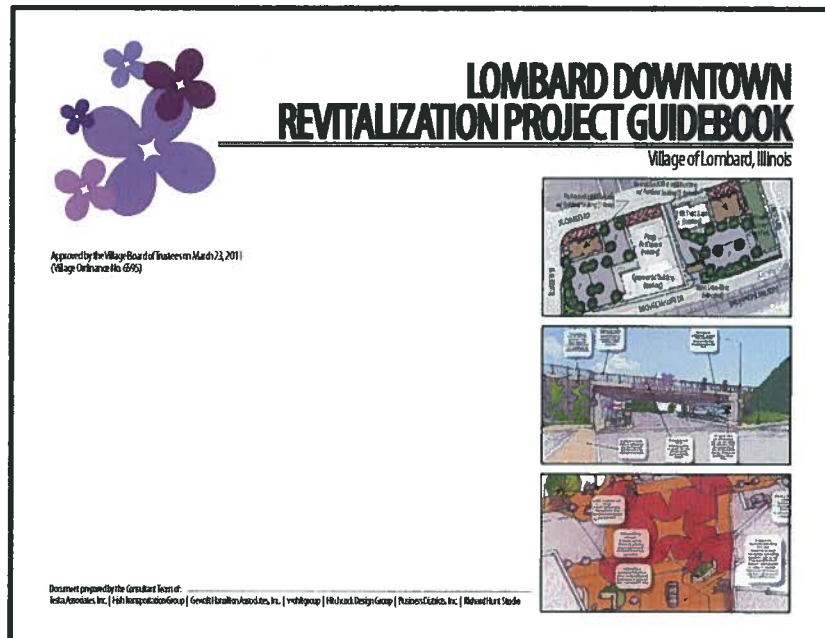


A total of 6 businesses will have opened in 2013.

The Executive Director is responsible for the following areas over the course of the year: business recruitment, business retention, new business welcome & assistance, property assistance and miscellaneous. Over the course of 2013 these six new businesses came to downtown Lombard; Deer Fina, Golfers Edge, MGL Spa & Nails, Out-U-Go, State Rep. Sandy Pihos and Maid Pro.

The ED has been very busy this year working with interested parties looking to open businesses downtown Lombard. This year we had multiple interested business owners looking at the same locations. We have had to have several options for some interested parties since our first attempts at retaining a location fell through due to either the landlord or another business leasing the property. The amount of available spaces has reduced to a handful (on W. St. Charles Rd. & Park Ave.), making it more of a challenge to entertain new businesses. A problem we welcome!

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.



***LOMBARD DOWNTOWN REVITALIZATION GUIDEBOOK
IMPLEMENTATION PLAN***

Over the course of the year, Lombard Town Centre has accomplished goals and maintained the vision of the downtown plan that was adopted by the Village of Lombard. Here are the items we tackled in each category.

Improve Downtown Lombard’s public and private partnership.

Task 3: Review Lombard Town Centre Support Role.

LTC’s vision is aligned with the downtown plan. By working closely with residents, business owners, property owners and Director of Community Development and staff, we have a clear understanding of what is happening in the downtown. We are working hard to identify issues and come up with solutions that benefit all involved.

Task 4: Hold annual retreat to review progress in improving partnership.

LTC held its annual retreat in January where we discussed events for the upcoming years and goals of the organization. Our 2014 retreat will occur in late January.

Fill existing vacancies.

Task 2: Create recruitment collateral materials

LTC’s website hosts links to the Village’s current list of available properties and resources, with the intent of swaying new businesses to locate downtown or in Lombard in general.

Task 4: Meet with property owners who have available sites

We have an ongoing relationship with downtown property owners. Whether it's a one-on-one meeting or in a forum setting, we have met with property owners many times throughout the year. We have addressed issues with them and helped develop solutions. For example, we have been sought out and consulted by property owners trying to determine the trends or norms in property values, leased space pricing and lease terms. We have become a trusted resource.

Task 5: Add Recruitment button to website

We have a form on the website that would allow someone to send us a potential lead for a new business or existing business.

Engage public through marketing program

Task 1: Assist current businesses in their appeal to local and destination customers

This year there has been a lot of excitement downtown. With six (6) new businesses coming to the downtown there have been multiple grand openings and open houses. With this excitement came a lot of awareness of the downtown through newspaper articles, social media and word of mouth. Including our tagline "LIVE WORK PLAY Purple" and the downtown plan "lilac bud logo" has started to build brand recognition for the downtown. The lilac bud logo is now on directional street signage in the downtown and will be on the Great Western Trail Bridge. The branding was also used on light pole banners throughout the downtown.

During meetings with business owners, we have stressed the use of social media and cross-marketing as much as possible. As part of our business membership, we offer free Constant Contact blasts, Facebook posts and advertising opportunities on our website. It should be noted that, whereas other organizations charge their business members \$50 per eblast, we do not charge at all. Furthermore, some businesses ask us to send a blast nearly every week. Essentially, we are bringing nearly \$2,500 in assistance "in their appeal to local and destination customers." Additionally, we are increasingly offering business education seminars to increase businesses' understanding of how to market themselves.

Task 2: Create "Grand Opening" program to launch new businesses.

We do have a "Grand Opening" program in place, which we have used a lot over the last two years! It involves issuing a press release and photo to the local papers, performing a key ceremony, eblasts and posts via digital media outlets and getting other neighboring businesses involved.

Task 3: Seek local organizations to sponsor downtown events

LTC is very active with other organizations in Lombard. Jinglebell Jubilee, Saucy Tales Pub Crawl, Arts & Craft Fair and Spooktacular are all events that involve multiple Lombard organizations. We are looking forward to expanding our involvement with the many great groups here in Lombard in 2014.

Task 4: Create a marketing “look” for downtown Lombard that provides instant recognition and strengthens customer perception of the area.

As addressed above in Task 1, we have adopted the look and branding advice of the Downtown Implementation Plan.

Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements.

Although this is mostly tasked to the Village, we have begun to work with Community Development and Public Works to give recommendations from our Design Committee and members. Examples of this collaboration were the seasonal plantings done by the village. The Design Committee recommendations were used as blueprints for the plantings throughout the downtown.

In addition to our current efforts, we plan to take on these new ones in 2014:

1. We would like to monitor the effectiveness of our marketing efforts by getting more information back from our events and obtain a greater understanding of our outreach. (DTP Page 97, Step 6 - *Monitor the effectiveness of marketing efforts.*)
2. We would like to start working more closely with College of DuPage’s Small Business Development Center. (DTP Page 95, Step 2 – *Engage additional partners with business and lending expertise, such as Lombard’s banks and the College of DuPage SBDC, to assist with incentive program management.*)
3. An ongoing project is to continue to developing our business recruitment and marketing materials that will help promote the downtown and sway businesses to locate in downtown Lombard. (DTP Page 96, Step 2 – *Create recruitment collateral materials.*)
4. We would like to continue to improve on our property owners training and informative efforts. We are looking to bring in large property managers to help in the delivery of information given to the property owners. These experienced professionals can give further insight into managing vacant properties and making them more attractive to potential businesses. (DTP Page 94, Step 1 – *Hold property owner training session.*)

Lombard Town Centre Goals for 2014

Internal Growth

As Lombard Town Centre has grown we have focused on events, business recruitment and other external functions. We have realized through our own insights and talking with the Illinois Main Street Program coordinator that we need to address some internal matters. We are looking to bring in training for our board, continue the education of our Executive Director and any interested volunteers. We need to increase our volunteer force for events as well as for our committees. With our focus in other places, we have left our organization committee under staffed. This committee is responsible for memberships and fundraising. A large portion of our goals are aimed in these areas.

Membership Increase

Increase (Individual/Family/Teen) membership by 25-50%. By expanding public awareness of the discount program, we hope to generate at least a marked increase in membership. Increased public awareness through social media, Constant Contact and website traffic is already underway. Traditional advertising, such as banners and newspaper ads, as well as a possible insignia on the door of Passport-participating businesses will play a role in increasing demand for the Passport/Membership.

Business Membership Increase

Increase business membership by 5-10 members. Present features and benefits to businesses via an improved marketing package. Using the elements and examples put together in this funding request will be a great start to building a robust packet of information highlighting Lombard Town Centre Business Membership benefits.

Sponsorship/Fundraising

Build on the success from 2013 of finding multiple corporate sponsors. Utilize what has been learned from 2013 and create a corporate packet that can be distributed via print or digitally. Our goal is to acquire 5-10% of our budget through corporate sponsorship.

Expand Passport Program Discounts

Increase the number of participating businesses to 25 (from 19 in 2013). This is simultaneously a “coupon” and a brand loyalty program rolled together. By showing non-participant businesses that the program drives customers to their doors and into the downtown generally, we believe we can impress the high value of participating and hence recruit six more businesses.

Strengthen Partnerships with Surrounding Governmental Agencies

Expand Lombard Town Centre’s reach by engaging surrounding communities Main Street and downtown groups. Initiate communication and build relationships to strengthen our understanding of issues that are important to downtown communities specifically. This outreach would also us to share ideas and concepts and bring some new insights to our committees.

Accomplishing Downtown Plan Guidelines

Monitor the effectiveness of our marketing efforts by getting more information back from our events and obtaining a greater understanding of our outreach. (DTP Page 97, Step 6 - *Monitor the effectiveness of marketing efforts.*)

Work more closely with College of DuPage’s Small Business Development Center. (DTP Page 95, Step 2 – *Engage additional partners with business and lending expertise, such as Lombard’s banks and the College of DuPage SBDC, to assist with incentive program management.*) We currently refer all incoming interested businesses so that they may benefit from the advice of the SBDC.

Continue to develop our business recruitment and marketing materials to promote the downtown and sway businesses to locate in downtown Lombard. (DTP Page 96, Step 2 – *Create recruitment collateral materials.*)

Continue to improve our property owners training and informative efforts. Bring in large property managers to speak and advise. These experienced professionals can give further insights into managing vacant properties and making them more attractive to potential businesses. (DTP Page 94, Step 1 – *Hold property owner training session*)

Lombard Town Centre 2014

	2013 Budget	2013 Actual	2014 Prelim Budget
Income:			
Village Funding	\$50,000	\$47,075	\$55,000
Donations	\$0	\$5	\$0
Fundraisers:			
French Market Bags			
French Market Bag Sales	\$50	\$5	\$0
French Market Bag Expenses	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total French Market Bags	\$50	\$5	\$0
Golf Outing			
BBQ Fees	\$0	\$0	\$0
Golf Fees	\$0	\$0	\$0
Golf Raffle	\$0	\$0	\$0
Golf Sponsors	\$0	\$0	\$0
Golf Expenses	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total Golf Outing	\$1,500	\$0	\$0 not planned for 2014
Pub Crawl	\$1,000	\$417	\$500 based on '13
Wine Tasting Event			
Wine Tasting Income	\$10,500	\$8,286	\$11,000
Wine Tasting Expenses	-\$6,500	-\$7,003	-\$7,000
Wine Tasting Event - Other	\$0	\$2,637	\$0
Total Wine Tasting Event	\$4,000	\$3,920	\$4,000
Umbrellas			
Umbrella Income	\$0	\$130	\$0
Umbrella Expenses	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total Umbrellas	\$0	\$130	\$0
Wine Dinner			
Silent Auction Proceeds	\$0	\$1,301	\$0
Silent Auction Expenses	\$0	-\$1,108	\$0
Sponsors	\$0	\$300	\$0
Ticket Sales	\$0	\$5,159	\$0
Wine Dinner Expenses	<u>\$0</u>	<u>-\$3,826</u>	<u>\$0</u>
Total Wine Dinner	\$2,500	\$1,825	\$2,000 estimate
Interest Income	\$5	\$1	\$5
Membership Dues	\$5,000	\$3,874	\$4,500 reaching goal estimate
Other Income	<u>\$0</u>	<u>\$1</u>	<u>\$0</u>
Total Income	\$64,055	\$57,253	\$66,005
Expenses:			
Administrative:			
Bad Debt Expense	\$0	\$0	\$0
Bank Charges	\$30	\$397	\$100

Lombard Town Centre 2014

	2013 Budget	2013 Actual	2014 Prelim Budget
Credit Card Charges	\$100		
Advertising - Other		\$3	\$100 estimate
Insurance:		\$149	
Business	\$1,738		\$1,800
Workmen's Comp	<u>\$350</u>	<u>\$274</u>	<u>\$300</u>
Total Insurance	\$1,800	\$2,011	\$2,100
Licenses & Fees	\$30	\$242	\$250
Local Travel	\$100	\$23	\$100 mileage reimb
Miscellaneous Exp	\$0	\$622	\$200
Office Equipment	\$75	\$332	\$75
Office Supplies	\$750	\$663	\$650
Payroll Expenses:			
Salaries & Wages-30 hours	\$38,500	\$35,265	\$35,100
Additional for LTC	\$0	\$0	\$0
Payroll Service - Expense	\$0	\$430	
Payroll Taxes	<u>\$3,800</u>	<u>\$6,648</u>	<u>\$6,800</u>
Total Payroll Expenses	\$42,300	\$42,343	\$41,900
Postage	\$125	\$46	\$100 estimate
Professional Fees	\$0	\$0	\$0
Rent	\$6,300	\$8,875	\$7,200
Subscriptions	\$25	\$0	\$25
Telephone/Internet	\$1,330	\$1,240	\$1,330
Utilities	<u>\$500</u>	<u>\$1,286</u>	<u>\$1,300</u>
Total Administrative Expenses	\$53,465	\$58,233	\$55,430
Program:			
Design:			
Miscellaneous	<u>\$250</u>	<u>\$98</u>	<u>\$250</u>
Total Design	\$250	\$98	\$250
Economic:			
Business Education Series	\$380	\$0	\$200
Downtown Plan	\$500	\$0	\$250
Miscellaneous	\$800	\$0	\$250
WiFi	<u>\$750</u>	\$334	<u>\$300</u>
Economic Other	\$0	<u>\$0</u>	
Total Economic	\$2,430	\$334	\$1,000
Organization:			
Annual Meeting	\$450	\$359	\$400
Board/Membership Meetings	\$1,500	\$962	\$1,000
Community Relations	\$600	\$105	\$200
Constant Contact	\$360	\$409	\$360
Membership:			
Drive Materials	\$250	\$0	\$250
Membership Brochures	<u>\$250</u>	<u>\$0</u>	<u>\$250</u>
Total Membership	\$500	\$0	\$500
Newsletter	\$100	\$0	\$100
Professional Dues	\$250	\$250	\$250
Memberships			
Total Memberships	\$0	\$0	\$178 X 2

Lombard Town Centre 2014

	2013 Budget	2013 Actual	2014 Prelim Budget	
Conference/Seminar/Training	\$0	\$170	\$450	
Hotel	\$0	\$74	\$100	
Meals	\$25	\$0	\$100	
Publications	\$0	\$214	\$250	
Travel	\$0	<u>\$0</u>	<u>\$100</u>	
Total Training	\$50	\$457	\$1,000	
Website	<u>\$250</u>	<u>\$202</u>	<u>\$250</u>	
Total Organization	\$4,060	\$2,744	\$4,060	
Promotion:				
Downtown Promotional Brochure	\$250	\$0	\$200	business directory
Lilac Parade				
Trolley Expense	\$0	-\$555	-\$600	
Trolley Sponsors	<u>\$0</u>	<u>\$600</u>	<u>\$600</u>	
Total Lilac Parade	\$0	\$45	\$0	
Passport Program	\$100	\$0	\$100	
Farmer's Market	\$0	\$0	\$0	
Jinglebell Jubilee:				
Advertising	\$0	\$75	\$0	
Entertainment	\$0	\$200	\$0	
Miscellaneous	\$0	\$100	\$0	
Sponsors	<u>\$0</u>	<u>\$154</u>	<u>\$0</u>	
Total Jinglebell Jubilee	\$1,000	\$529	\$600	
Ladies Night Out:				
Advertising	\$0	\$100	\$0	
Miscellaneous	\$0	\$135	\$0	estimated
Sponsors	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	ads and
Total Ladies Night Out	\$500	\$235	\$250	flyers
Spooktacular				
Advertising	\$0	\$750	\$0	
Entertainment	\$0	\$5,608	\$0	
Miscellaneous/Décor/Setup	\$0	\$2,631	\$0	
Booth Fees	\$0	-\$1,155	\$0	
Sponsors	<u>\$0</u>	<u>-\$7,780</u>	<u>\$0</u>	
Total Spooktacular	\$2,000	\$54	\$1,000	
Spring Event	\$0	\$0	\$100	
Summer Event	<u>\$0</u>	<u>\$305</u>	<u>\$100</u>	
Total Promotion	\$3,850	\$1,168	\$2,350	
Total Program Expenses	\$10,590	\$4,345	\$7,660	
Total Expenses	<u>\$64,055</u>	<u>\$62,578</u>	<u>\$63,090</u>	
Net income (Loss)	\$0	<u>-\$5,324</u>	<u>\$2,915</u>	

Find Great Savings in Downtown Lombard with the LTC Passport Card

memberships starting as low as \$25



Fifth Third Bank • 211 W. St. Charles Road • 630.424.2800
Free Financial Review for Cash Management and/or Lending

Cabinet Depot • 14 West Saint Charles Road • 630.519.3168 • 20% OFF any purchase

Capone's Restaurant & Pizzeria • 105 W. St. Charles Road • 630.652.1000 • 15% OFF Total Bill

The Corner House • 100 W. St. Charles Road • 630.317.7938 • 20% OFF any purchase

The Dance Centre • 9 N. Main Street, Suite 4 • 630.495.1909
Free Trial Class (must call for class types, times & dates)

Dance It Again • 11 N. Main Street • 630.740.7645 • 10% OFF total purchase
(not valid with any other offers, discounts or prior purchases. offer excludes accessories & costumes)

Feel Good Hair • 1 N. Main Street • 630.705.0411 • 10% OFF services per visit

Fringe Salon • 104 W. St. Charles Road • 630.519.4027 • 20% OFF any retail item

Graphica Inc. • 300 E. St. Charles Road • 630.424.8515 • 10% OFF any graphic design

Integrated Medical Chiropractic • 13 S. Park Avenue • 630.620.7900
\$150 off first visit. Free spinal evaluation and adjustment with first visit.

Nine2seven Printing • 630.408.7967
10% OFF any print order over \$75

Park Avenue Cleaners • 12 S. Park Avenue • 630.627.2320
15% OFF services per visit

Praga-Bonton • 229 W. St. Charles Road • 630.495.0470
10% OFF dinner bill

Punky's Pub • 16 S. Park Avenue • 630.629.8033
10% OFF of food purchase only

Randall Bullen Photography • 5 South Park Avenue • 630.376.6313
10% off any Wedding or Portrait package. (Cannot be combined with any other offer) or
\$15 off any Photography class. (Cannot be combined with any other offer)

Shannon's Corner Butcher Shoppe • 15 S. Park Avenue • 630.953.9080
10% OFF purchase of \$25 or more. (Not valid on holidays/special orders)

Sky Centers • 112 W. St. Charles Road • 630.629.2790
Free 30 Day Trial Program (\$125 Value), 10% off any one retail item

Sweet Street Candies and Goodies • 17 W. St. Charles Road • 630.627.8510 • 10% OFF purchase

T's N Taps Smiley Dyes • 15 W. St. Charles Road • 630.792.8337
10% OFF and 1 item in the store or 1 custom tee shirt for only \$10 with up to 10 letters

**SCAN THIS CODE AND
GET YOUR MEMBERSHIP**



www.lombardtowncentre.org • 630.620.8063

 Find us on
Facebook



YOU ARE INVITED TO A VIEWING OF

Notre Dame vs. Alabama

Monday, Jan. 7th

Pre-Game 6 pm/Game 7:30-11 pm

OUTDOOR VIEWING

Large Screen • Heaters • Chairs

Downtown Lombard

South Park Ave. (Outside Punky's)

STREET CLOSED: South Park Avenue (St. Charles Rd. to Michael McGuire Dr.) closes 3 p.m. Monday. Michael Maguire Dr. will remain open.

(Call Park Ave. Cleaners 630-620-2320 from car for curbside service.)

VIEWING STARTS 6 PM: Residents are urged to come then to claim one of the dozens of chairs that will be available. The game will end about 11:30 p.m.

FOOD UNTIL 9 PM: Available for purchase from Shannon's Deli, Café 101 and The Corner House. Punky's Irish Pub until 10 p.m.

DRINKS THROUGHOUT: Punky's Irish Pub will be exclusive provider of alcohol throughout the entire game. The Lombard Village Board approved Village Code amendments to provide for the sale and consumption of alcoholic beverages purchased exclusively from Punky's within the designated outdoor viewing area during this one-night event.

No outside food, beverage, alcohol permitted.

Updates: LTC Facebook & www.lombardtowntowncentre.org.



is hosting

"Let the Good Times Roll"

Bunco Progressive Night

Downtown Lombard
Wednesday, March 6
6:30-9 p.m.

• • • • •
\$15 per person

Must Pre-Register

Info and Tickets

www.lombardtowntowncentre.org

or call 630.620.8063

For guys and gals over 21

• • • • •
LIVE*WORK*PLAY Purple

Lombard Town Centre • 102 W. St. Charles Rd., Suite 2C • Lombard, IL 60148



**Lombard Town Centre is renting
a trolley for the Annual Lilac Parade.**

\$50 Sponsorship will get your name on the banner!



Come join us in the trolley or walk the parade with us.

LIVE*WORK*PLAY Purple

visit us online @ www.lombardtowncentre.org or  Find us on Facebook @ lombardtowncentre

Lombard Town Centre • 6 S. Park Ave. • Lombard, IL 60148 • Phone: 630.620.8063



LOMBARD TOWN CENTRE

presents



Ladies Night Out

✿ DOWNTOWN LOMBARD ✿

Perks, Pampering & Specials Just for Ladies

Thursday June 27th, 6-8:30pm

8:30 p.m. After-Hour Party at Vino Cellar

20 West Wine – www.20westwine.com

20 W. St. Charles Rd - (630) 629-4600

Enjoy an Illinois Summer fest, where your taste buds can picnic on a plethora of Illinois products. Come in for a taste and walk away with 10% off any Illinois wine, craft beer, spirit or cheese. We are hosting Idol Eyes sunglasses, where you can get your 50 shades of summer. Receive special pricing on sunglasses for Ladies Night Out.

Bonton

225 W. St. Charles Rd. – (630) 495-0470

Relax outside and look Fab as you sip a \$5.00 Martini! Every Thursday is Ladies Night at Bonton.

Bricks Wood Fired Pizza & Cafe - www.brickswoodfiredpizza.com

132 W. St. Charles Rd. – (630) 691-1900

Free dessert with your meal purchase Ladies.

Capones Restaurant & Pizzeria

105 W. St. Charles Rd. – (630) 652-1000

Come on in and fuhgeddaboutit Ladies - \$6 Fresh Fruit Martinis including Mango, Blueberry and Raspberry

Corner House - www.cornerhousecoffee.com

100 W. St. Charles Rd. – (630) 317-7938

Al Fresco Live Music! We will be hosting "Deer Fina" - Check out Lombard's newest business before it opens!

Fairy Tales

28 W. St. Charles Rd. - (630) 495-6909

Celebrating 20 years in Lombard! 20% off all Acrylic Glassware. Come in and see all the other summer fun items that are great for BBQ, Picnics, or sitting by the water.

Feel Good Hair Salon & Spa – www.feelgoodhair.com

1 N. Main St. - (630) 705-0141

Enjoy a glass of wine and learn about Reiki technique for stress reduction, relaxation and healing from Reiki Master Kristi.

Fringe ~ A Boutique Salon - www.fringeoflombard.com

104 W. St. Charles Rd. - (630) 519-4027

Celebrating curly hair! Get your curly on! Promoting Deva Products for Beachy hair! Demonstrations will be happening on the half hour. We will be hosting-- If the Shoe Fits - handcrafted shoes for every occasion, Joan Labue Designs - jewelry and belt buckles and Rodan + Fields Skincare Company.

More Participating Business Information on Back Side

Information is Subject to Change

Golfer's Edge – NEW BUSINESS!!

241 W. St. Charles Rd. –

Golfer's Edge Online has Ladies Adidas Shoes for \$24.99, regularly \$79.99.

Ladies are you tired of waiting on men in the fairway? Come on in and use our Simulator to play with your friends. We have 18 courses that we can set-up for you. LTC Special - 2 hours for \$40.00 regularly \$80.00.

Lombard Town Centre Office

S. Park Ave. - - (630) 620-8063

Visit our new location! Learn about our organization. Consider becoming a member.

We will be hosting Mary Kay Beauty Consultant and Pink Zebra Home.

MGL Spa and Nails –

141 W. St. Charles Rd. - (630) 889-5288

Visit Lombard's newest sumptuous spa. Grand Opening offer continues.

Celebrate – Love - Indulge Yourself. We will be hosting InPURSEinators Traveling Boutique.

My Personal Touch Salon-

8 S. Park Ave. - (630) 627-7177

Check out our new Spa Room - \$25 Bikini Wax special!

We will be hosting Pashmina's Travels. Summer Hats, Hair accessories and more!

Park Avenue Cleaners -

12 S. Park Ave. - (630) 627-2320

Stop in to get a treat – discount coupon on your next service.

Punky's –

16 S. Park Ave. - (630) 629-8033

Beach Party hangout! Thursday night Drink Special Import and Bottled beers \$3.75.

Betty always has snacks to nibble with your suds.

Randall Bullen Photography – randallbullenphotos.com

5 S. Park Ave. - (630) 415-5925

Head Shot Specials for "Surfing" on the internet. Put your best shot forward on Linked-In, Facebook and Twitter.

Come on in and take Gal Pal Pics with a special backdrop. We will be hosting Easy to Use Jewelry.

Shannon's Deli - www.shannonscornerbutchershoppe.com

11 S. Park Ave. (630) 953-3354

Follow us on Facebook!!! A little sippy, a little sample, and a special coupon for the Ladies tonight.

We will be hosting Tabletop Bean Bag Vendor! Plus the kitchen is open until 8 p.m.

Sky Centers Martial Arts – www.skycenters.com

112 W. St. Charles Rd. – (630) 629-2790

Come watch our Beach themed night for our regular scheduled classes. Also learn about our new 8 week challenge!!

Sweet Street - www.sweetstreetcandies.com

17 W. St. Charles Rd. - (630) 627-8510

20% off anything purchased in store when "Ladies Night", "Lombard Town Center" or any of the stars from Beach Blanket Bingo are mentioned.

T's n Taps Smiley Dyes – www.smileydyes.com

15 W. St. Charles Rd. - (630) 792-8337

Celebrating 20 years in Lombard! Beach Up Your Home!! 20% off tie dye beach and bathroom towels!

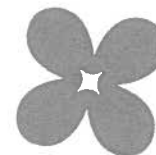
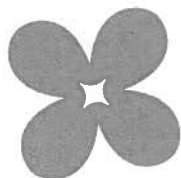
Also tie dye tapestries, sheets and curtains.

Vino Cellar – Visit us on Facebook

141 W. St. Charles Rd. – (630) 317-7301

Specials \$5 wine pour & \$6 beer. Plus Health and Fitness chat with Denice, We will be hosting Premier Design Jewelry.

Plus 8:00 p.m. join us for LNO After Hour PIZZA PARTY.





An incredible evening of Wine, Craft Beer, Scotches, Food and Fun



Lombard Town Centre, Famous Wines of River Forest and The Vino Cellar are hosting an incredible evening of wine, craft beer, scotches, food and fun on **Saturday, August 10, 2013** at the Lombard Westin Ballroom. The evening will include over **70 different wines, craft beers and scotch tastings** - all of which will also be available for purchase at greatly discounted prices. There will be heavy and hand-passed hors' devours, artisan cheese and antipasto tables.

Live jazz music throughout the evening will be provided by the John Avila Jazz Trio and fun silent auctions will be held all evening. There will also be several breakout sessions with wine, scotch and craft beer makers and representatives. **JUST ADDED!!** Local executive chef and last year's HELL'S KITCHEN contestant, Patrick Cassata, will be doing a great "Cooking With Wine" demonstration while talking about his experience on Hell's Kitchen!!

A limited number of VIP tickets are available for an extra \$10 per person. VIP passes will allow the attendee to enter the event an hour early (6:00), premium wine tastings throughout the evening, meet and greet sessions and an amazing gift bag.

This will be an incredible evening for all!

Ticket prices are \$74/person, \$140/couple and an additional \$10/person for VIP passes.

If you register before July 20, you will be entered into a raffle - winner will receive a free night stay at the Lombard Westin, which can also be used the evening of the event, if winner so wishes.

Additionally, once you purchase a ticket, you will be entered into a raffle for entry into the VIP after-party in the Governor's Suite of the Westin for up to 10 people! After-party will include wine, craft beers and appetizers along with fun conversations with the wine makers, industry experts and other great personalities.

Please purchase your tickets either here or contact
Colleen Whittington - Lombard Town Centre at 630-913-7862 or cwhittington.ltc@gmail.com.

LOMBARD TOWN CENTRE

SPOOKTACULAR FALL FEST

SUNDAY, OCTOBER 13th ~ 12:00pm - 5:00pm
DOWNTOWN LOMBARD
ST. CHARLES ROAD AND PARK AVE.

Downtown Trick or Treating from 12:00pm - 3:00pm

Pumpkin Patch • Arts & Crafts Vendors
Food Vendors • Live Entertainment • Exotic Animal Show
Petting Zoo • Spooky Scientific Experiments
Hair & Makeup Artistry • Games & Activities

LIVE PERFORMANCE BY



Sponsored
by



Additional Sponsors

KinderCare Lombard
Fringe - A Salon Boutique
Shannon's Butcher and Deli
The Vino Cellar
W Consulting Services
Sweet Street Candies & Goodies
Sky Centers Martial Arts
Pete's Fresh Market



Thomas J Masterson & Company
Fairy Tales
Park Ave. Cleaners
Pillar Realty
Randall Bullen Photography
The Nolan Agency
Ultra Foods
Coldwell Banker

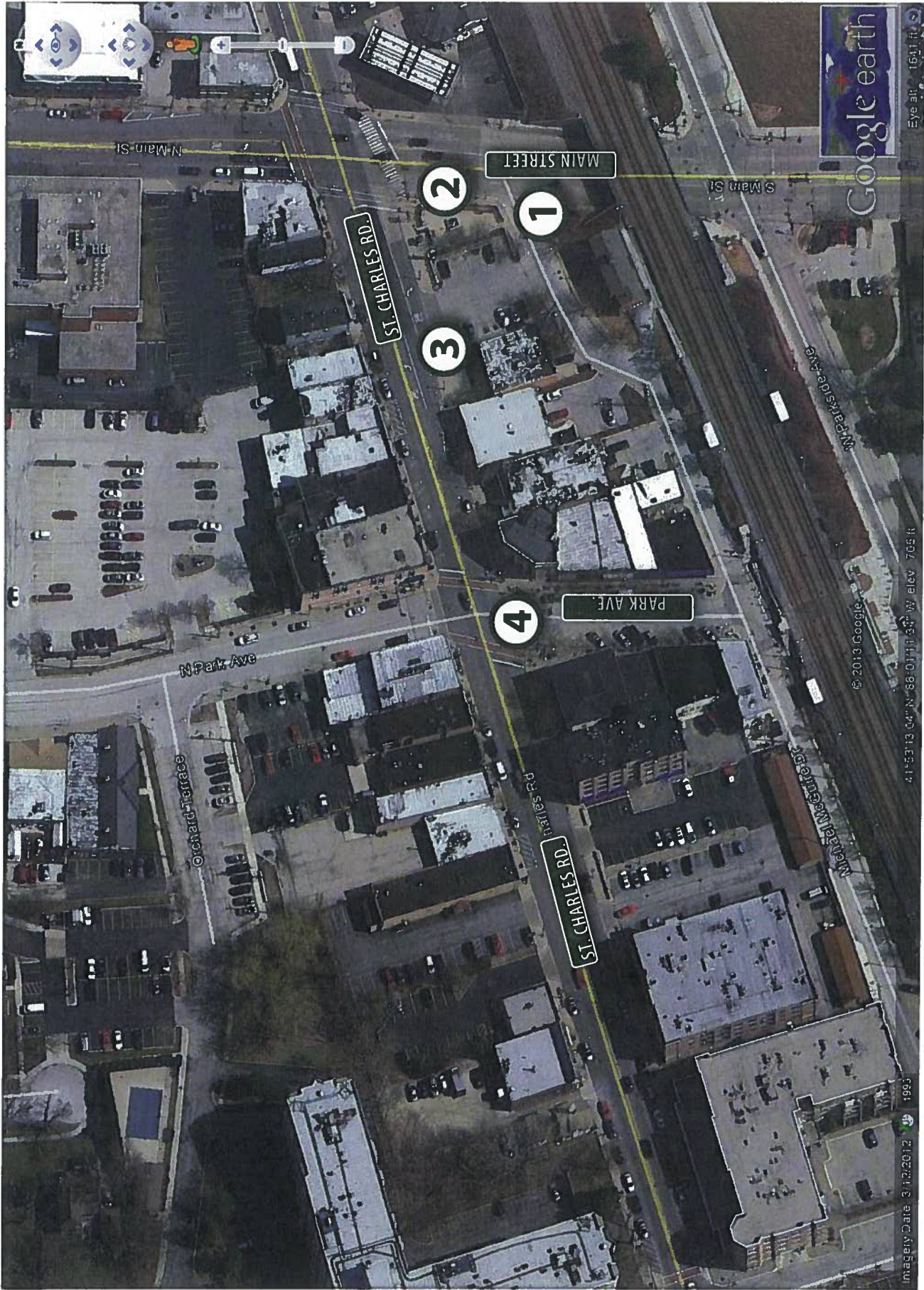
WWW.LOMBARDTOWNCENTRE.ORG

THIS IS NOT A SCHOOL SPONSORED EVENT

Lombard Town Centre 2013 Calendar of Events

<p>January</p> <p>1/09 6:30 p.m. Downtown Forum 1/13 LTC Retreat 1/23 4 p.m. Board Meeting 1/30-31 Sexy Eyes & Ties</p>	<p>February</p> <p>2/13 6:30 p.m. Downtown Forum 2/18 Annual Meeting 2/27 5 p.m. Board Meeting</p>	<p>March</p> <p>3/6 6:30 p.m. Bunco 3/13 6:30 p.m. Downtown Forum 3/27 6-8p.m. Board Meeting*</p>
<p>April</p> <p>4/10 6:30 p.m. Downtown Forum 4/24 6 p.m. Board Meeting 4/25 Ladies' Night (Live, Work, Play Purple)</p>	<p>May</p> <p>5/2 – 5/20 Lilac Time 5/5 Lilac Time Art and Craft Fair 5/8 6:30 p.m. Downtown Forum 5/19 Lilac Parade, LTC Trolley 5/22 6 p.m. Board Meeting</p>	<p>June</p> <p>6/12 6:30 p.m. Downtown Forum 6/19 6 p.m. Blackhawks Outdoor Viewing 6/21 Pub Crawl- with Lombard Historical Society 6/27 Ladies' Night (Beach Party) Lombard Cruise Nights – Saturdays</p>
<p>July</p> <p>7/10 6:30 p.m. Downtown Forum 7/24 6 p.m. Board Meeting Lombard Cruise Nights - Saturdays</p>	<p>August</p> <p>8/10 Wine & Craft Beer Tasting 8/14 6:30 p.m. Downtown Forum 8/28 6 p.m. Board Meeting Lombard Cruise Nights – Saturdays</p>	<p>September</p> <p>9/11 6:30 p.m. Downtown Forum 9/25 6 p.m. Board Meeting</p>
<p>October</p> <p>10/9 6:30 p.m. Downtown Forum 10/13 Spooktacular!/Zombie Run 10/23 6:30 p.m. Board Meeting</p>	<p>November</p> <p>11/4 Bears Outdoor Viewing 11/7 Ladies' Night (Holidays – Downtown Shopping Guide) 11/13 6:30 p.m. Downtown Forum 11/20 6:30 p.m. Board Meeting** 11/30 Small Business Saturday Business Decorating Contest</p>	<p>December</p> <p>12/7 Jingle Bell Jubilee 12/9 4th Annual Wine Dinner 12/18 6:30 p.m. Board Meeting**</p>

Check our website or Facebook page for updates or new events.



Google earth

Eye alt: 1641 ft

MAIN STREET

S Main St

ST. CHARLES RD.

2

1

3

W PARK ST

PARK AVE.

4

N Park Ave

Orchard Terrace

W PARK ST

ST. CHARLES RD.

Main Street

imagery Date 3/12/2012 1993

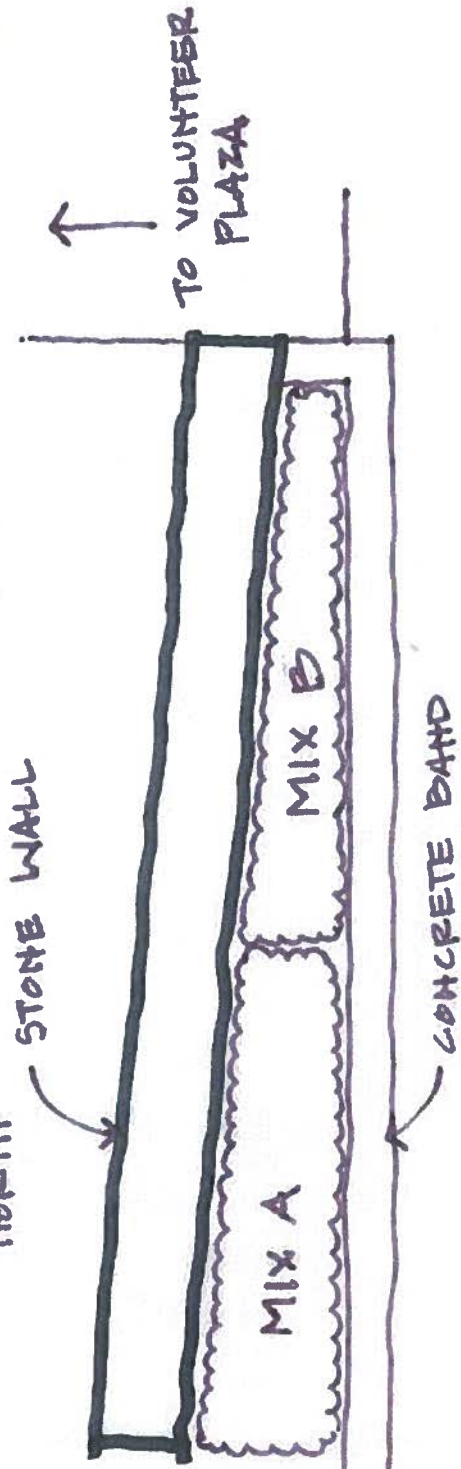
© 2013 Google

41°53'13.04"N 88°01'11.34"W elev 765 ft

AREA 1 PLANTING

1/4" = 1'-0"

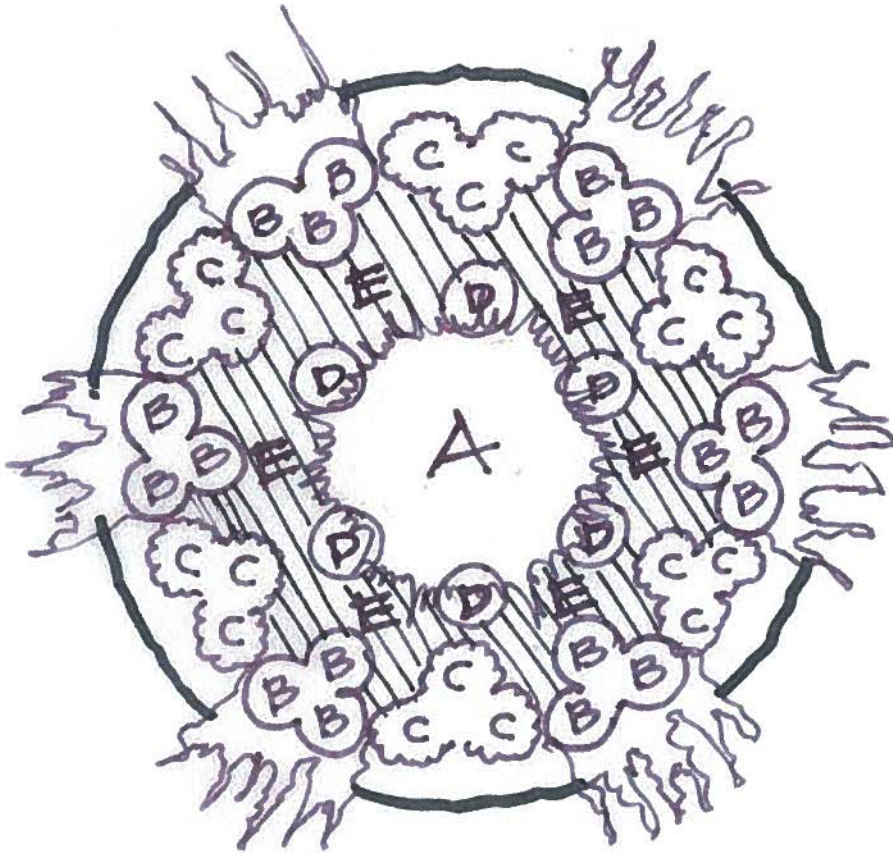
↑ NORTH



PLANT LIST:

- * MIX A: PIXIE MEADOWBRITE CONEFLOWER, 1 GAL. } 8 OF EACH, RANDOMLY MIXED 18" O.C.
(ECHINACEA 'PIXIE MEADOWBRITE')
PRAIRIE DROPSIED, 1 GAL.
(SPOROBOLUS HETEROLEPIS)
 - * MIX B: PIXIE MEADOWBRITE CONEFLOWER, 1 GAL. } 5 OF EACH, RANDOMLY MIXED 18" O.C.
(ECHINACEA 'PIXIE MEADOWBRITE')
HAPPY RETURNS DAYLILY, 1 GAL.
(HEMEROCALLIS 'HAPPY RETURNS')
- * = PERMANENT/
PERENNIAL

PLANTERS (SPRING)



LARGE CIRCULAR PLANTERS (APPROX 4' ϕ)

1" = 1'-0"

SPRING PLANT LIST :

*A: KARL FOERSTER FEATHER REED GRASS, 1 GAL.
(CALAMAGROSTIS x ACUTIFLORA 'KARL FOERSTER')

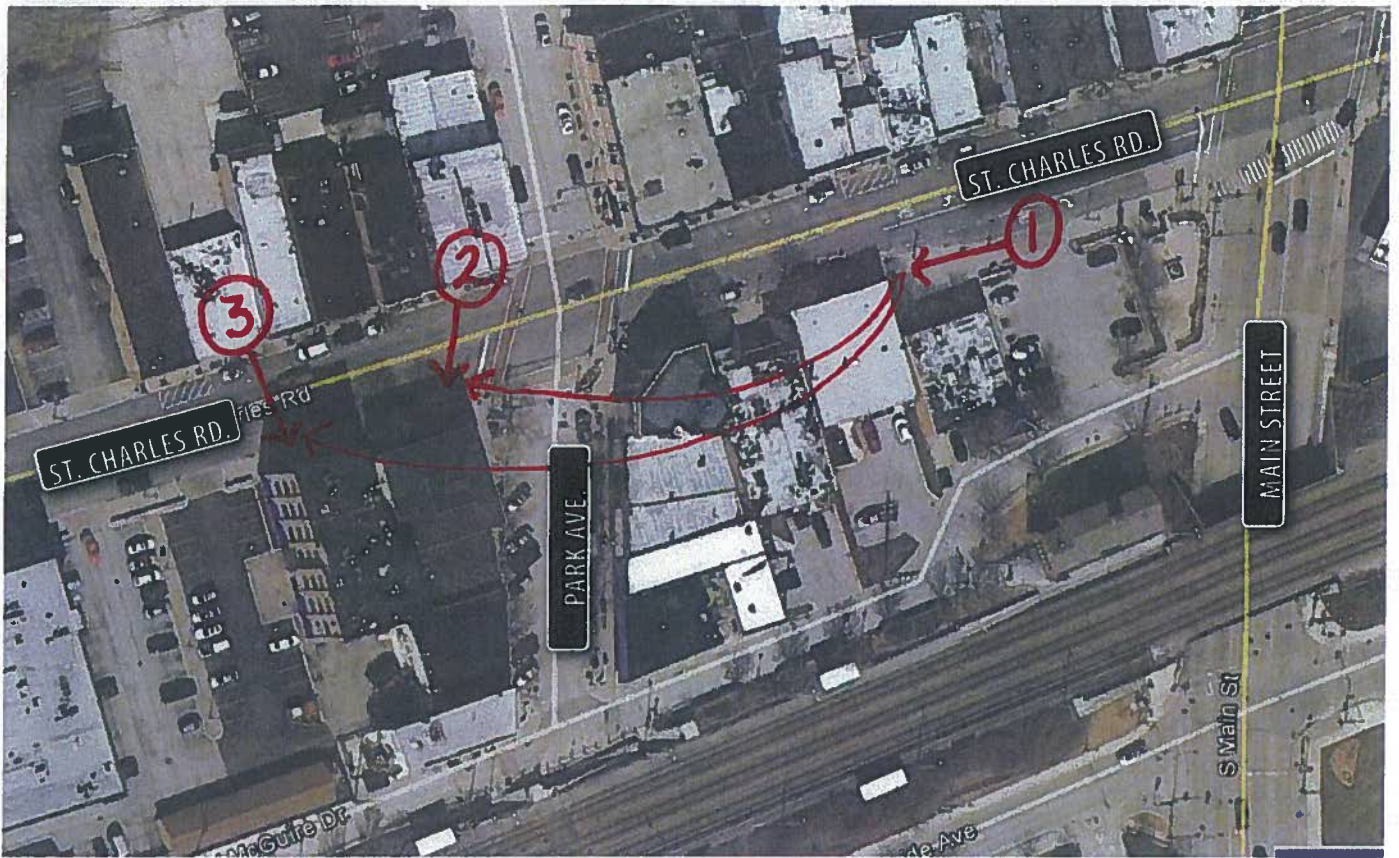
*B: VINCA MINOR, 1 GAL.

C: PURPLE ALYSSUM, 4" POT
(LOBULARIA MARITIMA)

*D: DELFT BLUE HYACINTH, 8" POT
(HYACINTHUS 'DELFT BLUE')

E: PURPLE & WHITE PANSIES IF PLANTED APRIL - MID-MAY
PURPLE & WHITE PETUNIAS IF PLANTED AFTER MID-MAY
4" POTS

* = PERMANENT/PERENNIAL



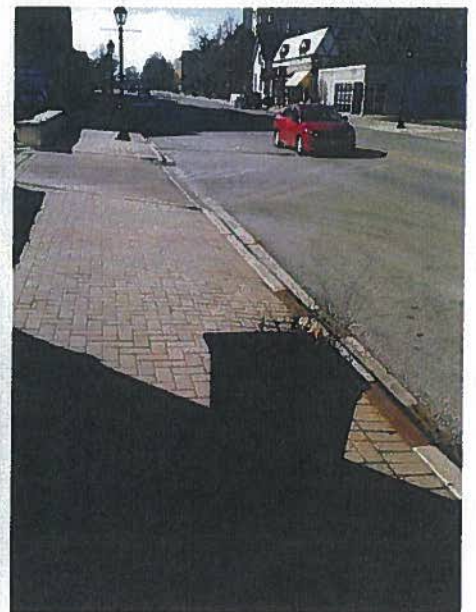
Downtown Lombard Key Map



① Existing planter locations.



② Proposed area for one planter relocation.



③ Proposed area for other planter relocation.