




MEMORANDUM

TO: Economic and Community Development Committee

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

DATE: December 14, 2015

SUBJECT: Lombard Town Centre 2016 Funding request – Supplemental Information

As noted in the memo distributed on December 8th, attached is the supplemental information in response to comments and feedback pertaining to the Lombard Town Centre 2016 Funding request.



Date: December 8, 2016

To: President Giagnorio, Trustee Johnston and Village Manager, Scott Niehaus

Re: Lombard Town Centre 2016 Planning Process

From: Sarah Richardt, Executive Director
Chris Cholewa, President

Gentleman,

Thank you for meeting with us on December 3, 2015 to discuss village support and the long term sustainability of Lombard Town Centre. We appreciate your time and continued commitment to our *mission to preserve and promote Downtown Lombard for the betterment of the community*. As our organization continues to evolve, we are becoming a more professional organization with strategic goals and objectives. With new leadership in 2015, our first goal was to increase board membership and participation to enable us to support a strategic planning process with the ultimate goal of organizational sustainability.

Our board has undergone significant changes over the past year. We have a new executive board as well as four new board members. Our executive director has been with us for 29 months and under the new board leadership has been given a new job description which better supports organizational growth, available resources, and utilizes her leadership skills. With the significant changes in leadership and vision, we are now in a position to commit for the first time to the long-term planning needed for LTC. The board is committed to the following plan to ensure future sustainability:

- Continue to increase board and committee membership
 - (Goal of 4 new board members and 10 committee members in 2016)
- Hire a consultant to facilitate the strategic planning process
 - Process will take place January 2016-June 2016
 - Funding for consultant will be explored through grants
- Strategic Plan will include:
 - 3-5 year plan
 - Funding plan
 - Fundraising
 - Village support
 - Grants
 - Membership
 - Events
 - Organizational priorities
 - Surveys of stakeholders: businesses, residents, village, community leaders

- Sample size to be determined
 - Businesses
 - Retention
 - New businesses
 - Events
 - Other
 - Volunteer recruitment plan (internal or outsource)
 - Marketing plan (internal or outsource)
- Village of Lombard
 - Participation in process
 - Staffing expectations
 - Funding expectations
 - Other
- Other potential measures to be determined in additional planning process (After strategic planning process)
 - How to measure success
 - Increase in volunteers
 - Participation
 - Membership
 - Media/Marketing/Social media
 - Other

We are grateful to partnering with the village and are appreciative for your commitment to the downtown. If you have any additional questions or comments please feel free to contact us at the office or director@lombardtowncentre.org. Chris can be reached directly at 708-846-2758.

Respectfully,

Sarah Richardt



Chris Swope Cholewa

