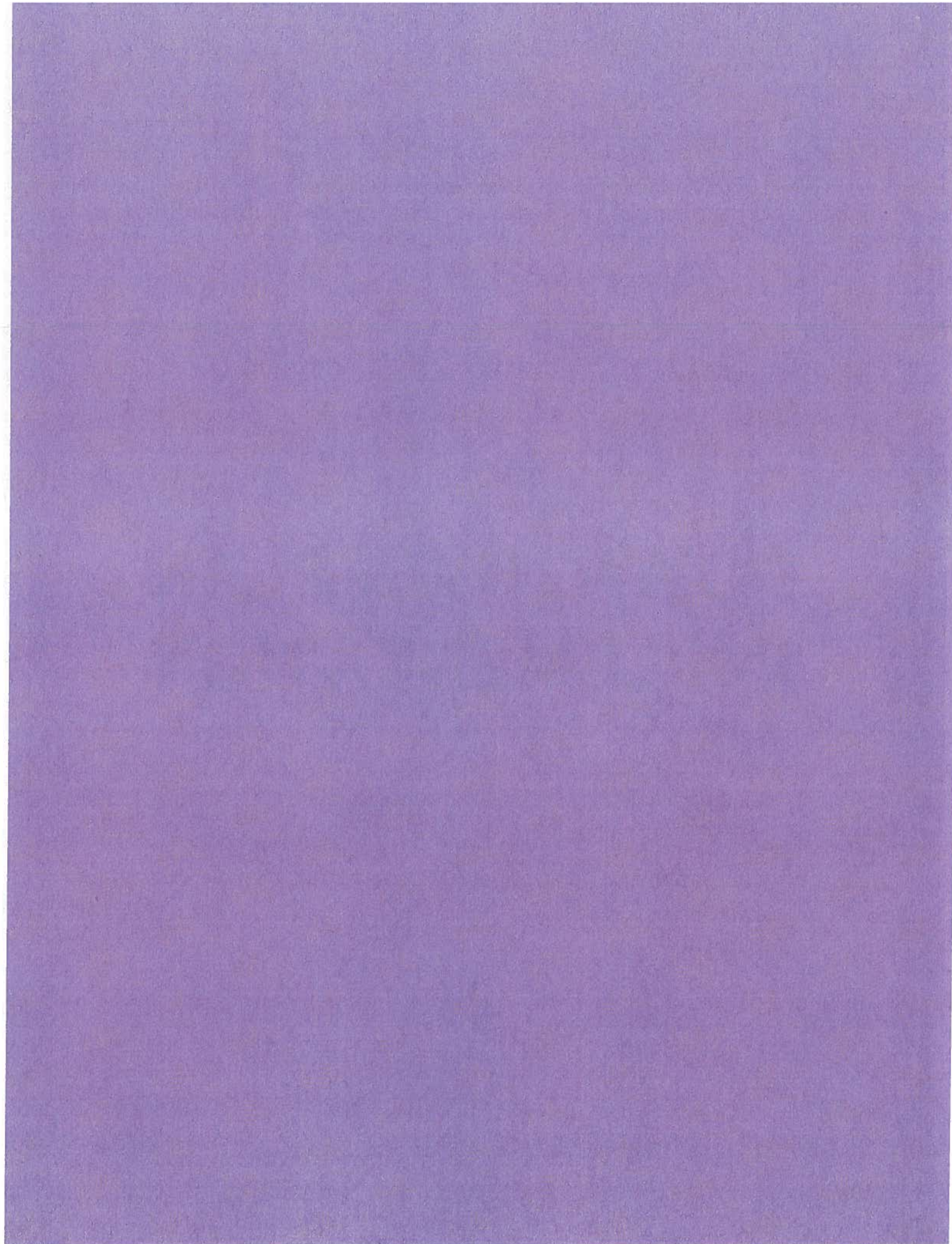


**DOWNTOWN PLAN
IMPLEMENTATION**



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. With the reworking of the downtown TIF funds, there is now \$4.5-6.5 million available through 2022. This will make it possible for TIF funds to be available for downtown future businesses, properties and needed improvements. This TIF allocation could also potentially continue to assist LTC.

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 2013 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.

**LOMBARD DOWNTOWN REVITALIZATION GUIDEBOOK
IMPLEMENTATION PLAN**

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Task 5: Add Recruitment button to website

We added a form to 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.

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 2013.

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.

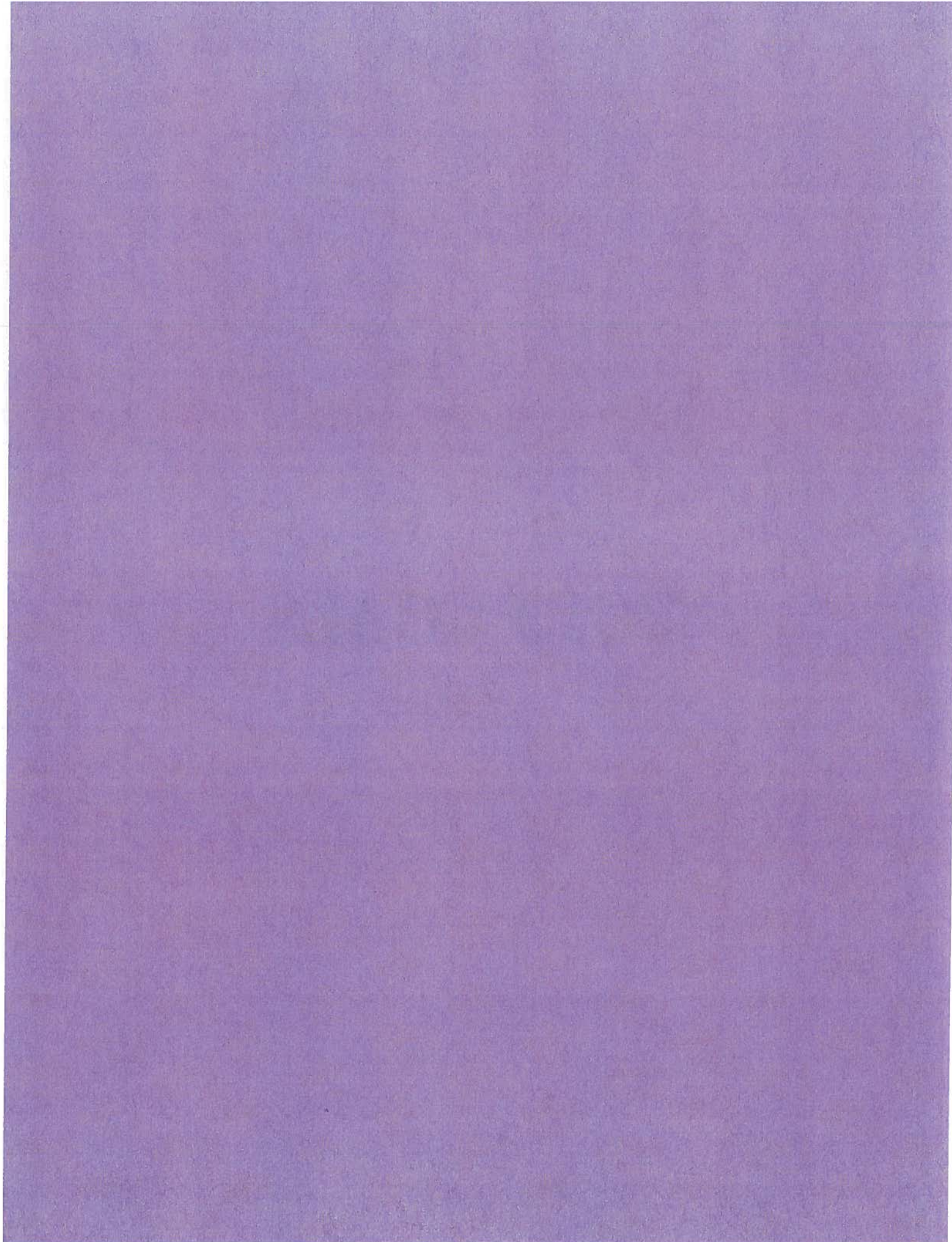
Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements.

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 mounting of benches, trash receptacles and miscellaneous items to pavers; a bike rack at the splash park; and downtown branding.

In addition to our current efforts, we plan to take on these new ones in 2013:

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.*)

2013 GOALS



LTC Goals for 2013

New Office Location

An important part of Lombard Town Centre becoming a more visible presence in the downtown would be for our organization to have an office at street level. Currently, we are located on the second floor at 102 W. St. Charles (above Fringe Salon). The location of the office is at times difficult for people to find and the length of the staircase can be troublesome for those with issues climbing stairs. Before the end of the year, we will get quotes for costs associated with construction and renovation that will be needed for us to make a change of location. LTC has received interest from other organizations within Lombard to make this move also. This more visible location could offer information/services for LTC, other Lombard organizations and the Village as well. Costs associated with this move would need to be covered via donations and fundraising efforts.

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

Set and attain specific sponsorship fundraising goals. Having increased our visibility through outreach, events and branding, we expect our events to be perceived as more valuable sponsorship opportunities than in the past. We will also revamp our sponsor benefit materials.

Expand Passport Program Discounts

Increase the number of participating businesses to 25 (from 19 in 2012). 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.

Business Leads for Downtown

Create a list of potential businesses that LTC could actively recruit to downtown Lombard. This list would be generated by leads from various sources including our Executive Director, LTC board members, volunteers, members and any other potential source looking to help downtown Lombard become a vibrant commercial destination.

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.

Digital Newsletter

Reintroduce our newsletter in a digital format that can be sent out via Constant Contact on a monthly basis. This format will allow us to cut costs avoiding expensive printing and distribution of the newsletter. The past newsletter was presented quarterly, in this new format relevant information will be more timely and quickly distributed.

Wine Tasting Event

Grow the event to 140 attendees (up from 91 in 2011). This would make it our most successful event to date. Utilizing social media, traditional advertising and word of mouth, and spring-boarding off of a solid 2012 event, this is attainable.

Enjoy Illinois App

Explore the use and promotion of this free smart-phone app. Developed by the Illinois Office of Tourism, it is an interactive guide to businesses and events in Illinois.

Accomplishing Downtown Plan Guidelines

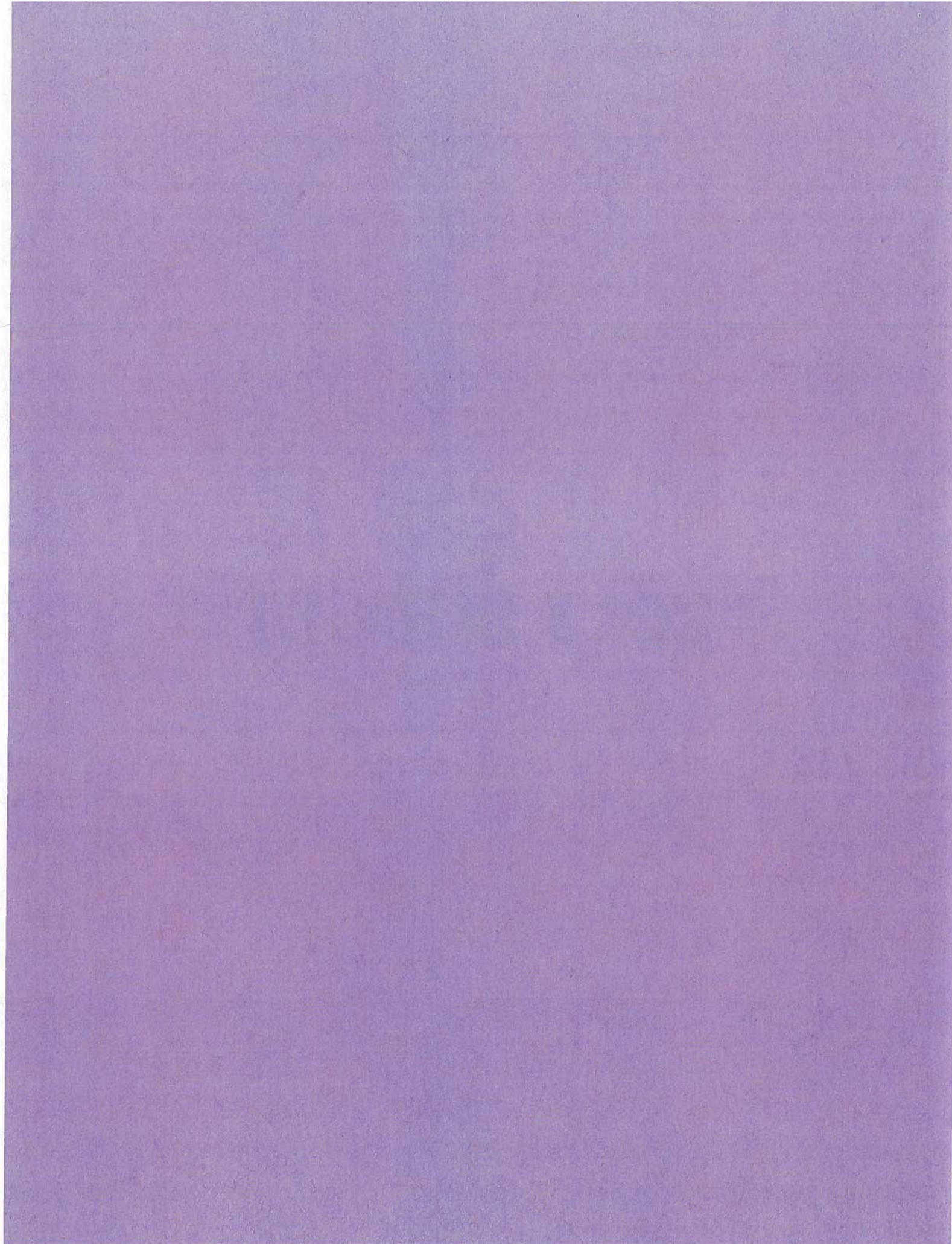
Monitor the effectiveness of our marketing efforts by getting more information back from our events and obtaining a greater understanding of our outreach. (DTP Page 97, Step 6 - *Monitor the effectiveness of marketing efforts.*)

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*)

2013 BUDGET



**Lombard Town Centre
Preliminary 2013 Budget
vs. 2011 Actual, 2012 (thru 11/30) Actual**

	Jan - Dec 11	2011 Budget	Jan - Nov 12	2012 Budget	\$ Over Budget	% of Budget	2013 Prelim Budget
Income							
Village Grant	28,771.45	35,000.00	27,875.67	38,500.00	-10,624.33	72.4%	50,000.00
Donations	25.00	500.00					0.00
Taste of Lombard			80.00				
Mueller Memorial			550.00				
Donations - Other			74.88				
Total Donations	25.00		704.88				
Fundraisers							
French Market Bags							
French Market Bag Sales	55.00	1,000.00	5.00	100.00	-95.00	5.0%	
French Market Bag Expenses	-250.00	-392.00	0.00	0.00	0.00	0.0%	
Total French Market Bags	-195.00	608.00	5.00	100.00	-95.00	5.0%	50.00
Golf Outing							
BBQ Participant	0.00	100.00	0.00	100.00	-100.00	0.0%	
Golf Participant	0.00	2,000.00	0.00	2,000.00	-2,000.00	0.0%	
Golf Raffle	0.00	200.00	0.00	200.00	-200.00	0.0%	
Golf Sponsors	0.00	1,000.00	0.00	1,000.00	-1,000.00	0.0%	
Golf Expenses	-400.00	-1,800.00	0.00	-1,800.00	1,800.00	0.0%	
Total Golf Outing	-400.00	1,500.00	0.00	1,500.00	-1,500.00	0.0%	1,500.00
Pub Crawl							estimate
Pub Crawl Income	1,081.88		0.00	1,000.00	-1,000.00	0.00	
Pub Crawl Expenses	-15.00						
Total Pub Crawl	1,066.88		0.00	1,000.00	-1,000.00	0.0%	1,000.00
Swap Meet							based on '12
Booths	0.00	100.00	0.00	0.00	0.00	0.0%	
Car Corral	0.00	100.00	0.00	0.00	0.00	0.0%	
Car Show Entry Fees	0.00	600.00	0.00	0.00	0.00	0.0%	
Other Income	0.00	100.00	0.00	0.00	0.00	0.0%	
Split the Pot	0.00	100.00	0.00	0.00	0.00	0.0%	
Sponsors	0.00	400.00	0.00	0.00	0.00	0.0%	
Swap Meet Expenses	0.00	-500.00	0.00	0.00	0.00	0.0%	
Total Swap Meet	0.00	900.00	0.00	0.00	0.00	0.0%	
Umbrella Sales							
Umbrella Proceeds	1,220.00	2,000.00	100.00	1,000.00	-900.00	10.0%	
Umbrella Expenses	-1,115.00	-1,115.00	0.00	0.00	0.00	0.0%	
Umbrella Sales - Other			20.00				
Total Umbrella Sales	105.00	885.00	120.00	1,000.00	-880.00	12.0%	
Wine Dinner							
Silent Auction Proceeds	1,410.00	1,300.00	0.00	1,300.00	-1,300.00	0.0%	
Silent Auction Expenses	-778.78	-500.00	0.00	-500.00	500.00	0.0%	
Sponsors	100.00	500.00	89.00	500.00	-411.00	17.8%	
Ticket Sales	3,480.00	4,900.00	535.00	4,900.00	-4,365.00	10.92%	
Wine Dinner Expenses	-2,338.00	-2,800.00	0.00	-3,200.00	3,200.00	0.0%	
Total Wine Dinner	1,873.22	3,400.00	624.00	3,000.00	-2,376.00	0.21	2,500.00
Wine Tasting Event							estimate
Wine Tasting Ticket Sales			1,258.00				10,500.00
Wine Tasting Expenses			-6,732.87				-6,500.00
							50 more attendees

**Lombard Town Centre
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Wine Tasting Event - Other			5,851.96				0.00
Total Wine Tasting Event			377.09				4,000.00
Total Fundraisers	2,450.10	7,293.00	1,126.09	6,600.00	-5,473.91	17.06%	9,050.00
Interest Income	15.23	20.00	2.68	15.00	-12.32	17.87%	5.00
Membership Dues	4,100.00	4,500.00	2,410.00	3,000.00	-590.00	80.33%	5,000.00
Sponsorships			100.00				reaching goal estimate
Other Income	101.00	0.00	0.00	50.00	-50.00	0.0%	
Special Events Income							
Spooktacular							
Vendor Booth			1,135.00				
Sponsorship			1,225.00				
Total Spooktacular			2,360.00				2,000.00
Total Special Events Income			2,360.00				reducing attractions
Total Income	35,462.78	47,913.00	34,579.32	48,165.00	-13,585.68	71.79%	64,055.00
Expense							
Administrative Expenses							
Advertising							
Paid Ads			35.00				
Advertising - Other			240.00				
Total Advertising			275.00				0.00
Bad Debt Expense	950.00	15.00					
Bank Card Charges	0.85	0.00					
Bank Charges	9.00	0.00	88.00	0.00	88.00	100.0%	30.00
Credit Card Charges	163.36	0.00	7.16	150.00	-142.84	4.77%	100.00
Insurance							Same as '11 Estimate
Business	1,410.00	1,600.00	0.00	1,450.00	-1,450.00	0.0%	1,450.00
Medical	0.00	0.00					0.00
Workman's Comp	267.66	300.00	1,733.72	275.00	1,458.72	630.44%	350.00
Total Insurance	1,677.66	1,900.00	1,733.72	1,725.00	8.72	100.51%	1,800.00
Licenses & Fees	33.00	35.00	28.00	25.00	3.00	112.0%	30.00
Local Travel	26.32	0.00	0.00	100.00	-100.00	0.0%	100.00
Misc. Expenses	61.95	0.00	256.93	0.00	256.93	100.0%	0.00
Office Equipment	671.11	0.00	45.00	0.00	45.00	100.0%	75.00
Office Furnishing	0.00	0.00	0.00	0.00	0.00	0.0%	0.00
Office Supplies	529.72	700.00	372.13	500.00	-127.87	74.43%	750.00
Payroll Expenses							
Salaries & Wages	36,271.02	35,000.00	27,974.30	38,500.00	-10,525.70	72.66%	38,500.00
Salaries & Wages-LTC	254.88	5,800.00	60.00	0.00	60.00	100.0%	ED Salary
Payroll Taxes	3,482.20	4,040.00	3,203.08	3,074.00	129.08	104.2%	3,800.00
Payroll Expenses - Other			43.03				
Total Payroll Expenses	40,008.10	44,840.00	31,280.41	41,574.00	-10,293.59	75.24%	42,300.00
Postage	166.48	250.00	20.20	250.00	-229.80	8.08%	125.00
Professional Fees	0.00	0.00	0.00	0.00	0.00	0.0%	0.00
Rent	6,300.00	6,300.00	6,300.00	8,700.00	-2,400.00	72.41%	6,300.00
Sign	0.00	0.00					0.00
Subscriptions	29.40	45.00	0.00	45.00	-45.00	0.0%	25.00
Telephone	1,240.51	1,245.00	1,165.93	1,285.00	-119.07	90.73%	1,330.00
							plus 3%

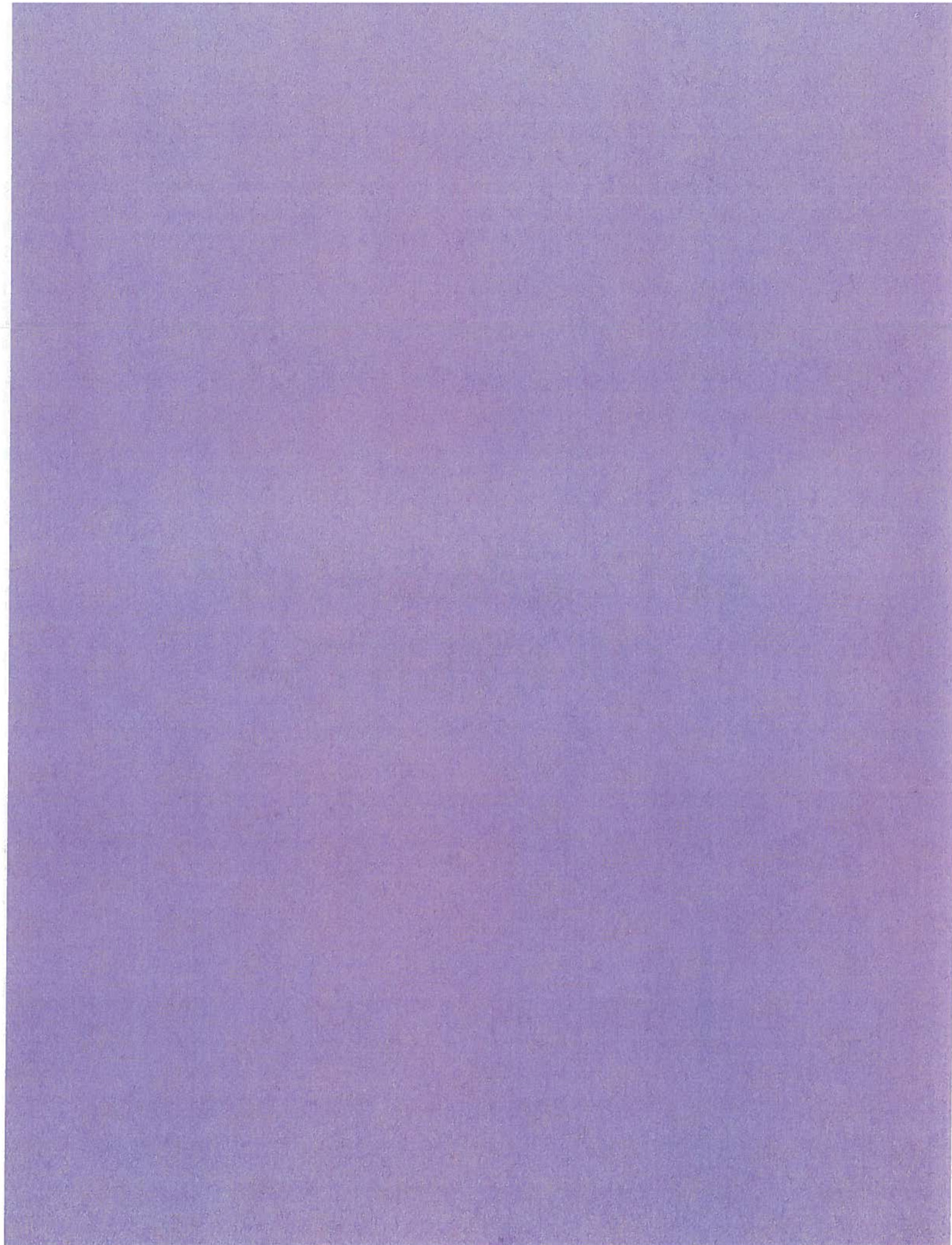
Lombard Town Centre
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Utilities	740.94	845.00	301.46	870.00	-568.54	34.65%	500.00
Total Administrative Expenses	52,608.40	56,175.00	41,873.94	55,224.00	-13,350.06	75.83%	53,465.00
Program Expenses							
Design							
Miscellaneous							250.00
Total Design Economic							250.00
Business Educ Series							380.00
Downtown Plan	0.00	500.00	0.00	500.00	-500.00	0.0%	500.00
Business to Business	0.00	400.00	0.00	400.00	-400.00	0.0%	500.00
Miscellaneous	0.00	100.00	200.00	1,200.00	-1,000.00	16.67%	800.00
Wifi	1,334.48	2,000.00	189.99	2,000.00	-1,810.01	9.5%	750.00
Economic - Other			-200.00				
Total Economic Organization	1,334.48	3,000.00	189.99	4,100.00	-3,910.01	4.63%	2,430.00
Annual Meeting	462.40	462.00	350.00	500.00	-150.00	70.0%	450.00
Board/Membership Meetings	1,203.75	1,000.00	908.93	1,000.00	-91.07	90.89%	1,500.00
Community Relations	456.15	600.00	500.00	600.00	-100.00	83.33%	600.00
Constant Contact	394.19	360.00	215.69	360.00	-144.31	59.91%	360.00
Membership							\$178 x2
Membership Brochures	0.00	100.00	0.00	0.00	0.00	0.0%	
Drive Materials	0.00	100.00	0.00	100.00	-100.00	0.0%	
Membership - Other	50.00		250.00				
Total Membership	50.00	200.00	250.00	100.00	150.00	250.0%	500.00
Newsletter	0.00	100.00	0.00	200.00	-200.00	0.0%	100.00
Professional Dues	475.00	475.00	500.00	500.00	0.00	100.0%	250.00
Training Expenses							
Committee Books							
Conference/Seminar/Training	0.00	500.00	0.00	0.00	0.00	0.0%	
Hotel	0.00	500.00	0.00	0.00	0.00	0.0%	
Meals	20.00	100.00	0.00	0.00	0.00	0.0%	
Publications	0.00	100.00	0.00	0.00	0.00	0.0%	
Travel	0.00	100.00	0.00	0.00	0.00	0.0%	
Training Expenses - Other							
Total Training Expenses	20.00	1,300.00	0.00	0.00	0.00	0.0%	50.00
Volunteer Recruitment							
Website Expenses	823.16	650.00	0.00	0.00	0.00	0.0%	
Total Organization Promotion	3,884.65	5,147.00	2,957.02	4,260.00	-1,302.98	69.41%	4,060.00
Summer Event	0.00	250.00	0.00	0.00	0.00	0.0%	
Spring Event	0.00	250.00	0.00	250.00	-250.00	0.0%	
Downtown Promotional Brochure	0.00	1,000.00	0.00	0.00	0.00	0.0%	250.00
Lilac Parade							business directory
Trolley Expenses	507.00		0.00	0.00	0.00	0.0%	
Trolley Sponsors	-400.00		0.00	0.00	0.00	0.0%	
Total Lilac Parade	107.00		0.00	0.00	0.00	0.0%	0.00
Passport Program	350.00	100.00	0.00	100.00	-100.00	0.0%	100.00

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Preliminary 2013 Budget
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	Jan - Dec 11	2011 Budget	Jan - Nov 12	2012 Budget	\$ Over Budget	% of Budget	2013 Prelim Budget
Farmers Market							
Advertising	0.00	0.00	0.00	0.00	0.00	0.0%	0.00
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.0%	
Set Up			0.00	0.00	0.00	0.0%	
Grant			0.00	0.00	0.00	0.0%	
Farmers Market - Other							
Reimbursements	0.00	200.00					
Total Farmers Market	0.00	200.00					
Fourth of July Parade							
Jinglebell Jubilee							
Advertising	0.00	150.00	175.00	150.00	25.00	116.67%	
Entertainment	84.00	0.00	200.00	0.00	200.00	100.0%	
Miscellaneous	0.00	300.00	0.00	300.00	-300.00	0.0%	
Reimbursements			140.00	0.00	140.00	100.0%	
Sponsors	0.00	300.00	0.00	300.00	-300.00	0.0%	
Jinglebell Jubilee - Other			100.00				
Total Jinglebell Jubilee	84.00	750.00	615.00	750.00	-135.00	82.0%	1,000.00
Ladies/Men's Night Out							
Sponsors	0.00	-400.00	0.00	-400.00	400.00	0.0%	
Advertising	542.75	300.00	138.75	800.00	-661.25	17.34%	
Miscellaneous	0.00	100.00	0.00	100.00	-100.00	0.0%	
Reimbursements			0.00	0.00	0.00	0.0%	
Ladies/Men's Night Out - Other			84.50				
Total Ladies/Men's Night Out	542.75	0.00	223.25	500.00	-276.75	44.65%	500.00
Spooktacular							estimated flyers, ads
Advertising	795.00	800.00	700.00	800.00	-100.00	87.5%	
Entertainment	2,209.00	2,000.00	3,390.00	2,000.00	1,390.00	169.5%	
Miscellaneous	1,756.74	1,800.00	2,985.63	2,200.00	785.63	135.71%	
Booth Fees	-1,400.00	-800.00	-350.00	-800.00	450.00	43.75%	
Sponsors	-825.00	-1,200.00	-145.00	-1,200.00	1,055.00	12.08%	
Total Spooktacular	2,535.74	2,600.00	6,580.63	3,000.00	3,580.63	219.35%	2,000.00
Total Promotion	3,619.49	5,150.00	7,418.88	4,600.00	2,818.88	161.28%	3,850.00
Total Program Expenses	8,838.62	13,297.00	10,565.89	12,960.00	-2,394.11	81.53%	10,590.00
Void Checks	0.00		0.00	0.00	0.00	0.0%	0.00
Total Expense	61,447.02	69,472.00	52,439.83	68,184.00	-15,744.17	76.91%	64,055.00
Net Income	-25,984.24	-22,159.00	-17,860.51	-20,019.00	2,158.49	89.22%	0.00

**2012 CALENDAR
OF EVENTS**



2012 Lombard Town Centre Calendar of Events

January 1/11 6:30 p.m. Downtown Forum 1/25 4 p.m. Board Meeting	February 2/8 6:30 p.m. Downtown Forum 2/20 Annual Meeting 2/29 4 p.m. Board Meeting	March 3/14 6:30 p.m. Downtown Forum 3/28 4p.m. Board Meeting Fundraiser Event – Sweet Tomatoes
April 4/11 6:30 p.m. Downtown Forum 4/25 4 p.m. Board Meeting 4/30 Business Owner Forum	May 5/2 – 5/20 Lilac Time 5/6 Lilac Time Art and Craft Fair 5/9 6:30 p.m. Downtown Forum 5/20 Lilac Parade! 5/23 4 p.m. Board Meeting	June 6/1 Pub Crawl! A collaboration with the Lombard Historical Society 6/13 6:30 p.m. Downtown Forum 6/27 4:00 p.m. Board Meeting 6/28 Ladies Night Out Lombard Cruise Night & French Market-Every Saturday 9-2
July 7/11 6:30 p.m. Downtown Forum 7/25 4:00 p.m. Board Meeting 7/14 Wine and Craft Beer Tasting 7/28 Ladies Night Out Lombard Cruise Night & French Market-Every Saturday 9-2	August 8/8 6:30 p.m. Downtown Forum 8/22 4:00 p.m. Board Meeting Lombard Cruise Night & French Market-Every Saturday 9-2	September 9/12 6:30 p.m. Downtown Forum 9/26 4:00 p.m. Board Meeting
October 10/10 6:30 p.m. Downtown Forum 10/14 Spooktacular! 10/24 4:00 p.m. Board Meeting	November 11/14 6:30 p.m. Downtown Forum & Teen Volunteer Recruitment Event 11/15 9:00 a.m. SBS & CC Marketing 11/24 Small Business Saturday 11/28 4:00 p.m. Board Meeting	December 12/1 Jingle Bell Jubilee 12/3 4th Annual Wine Dinner 12/12 6:30 p.m. Downtown Forum TBD 4:00 p.m. Board Meeting

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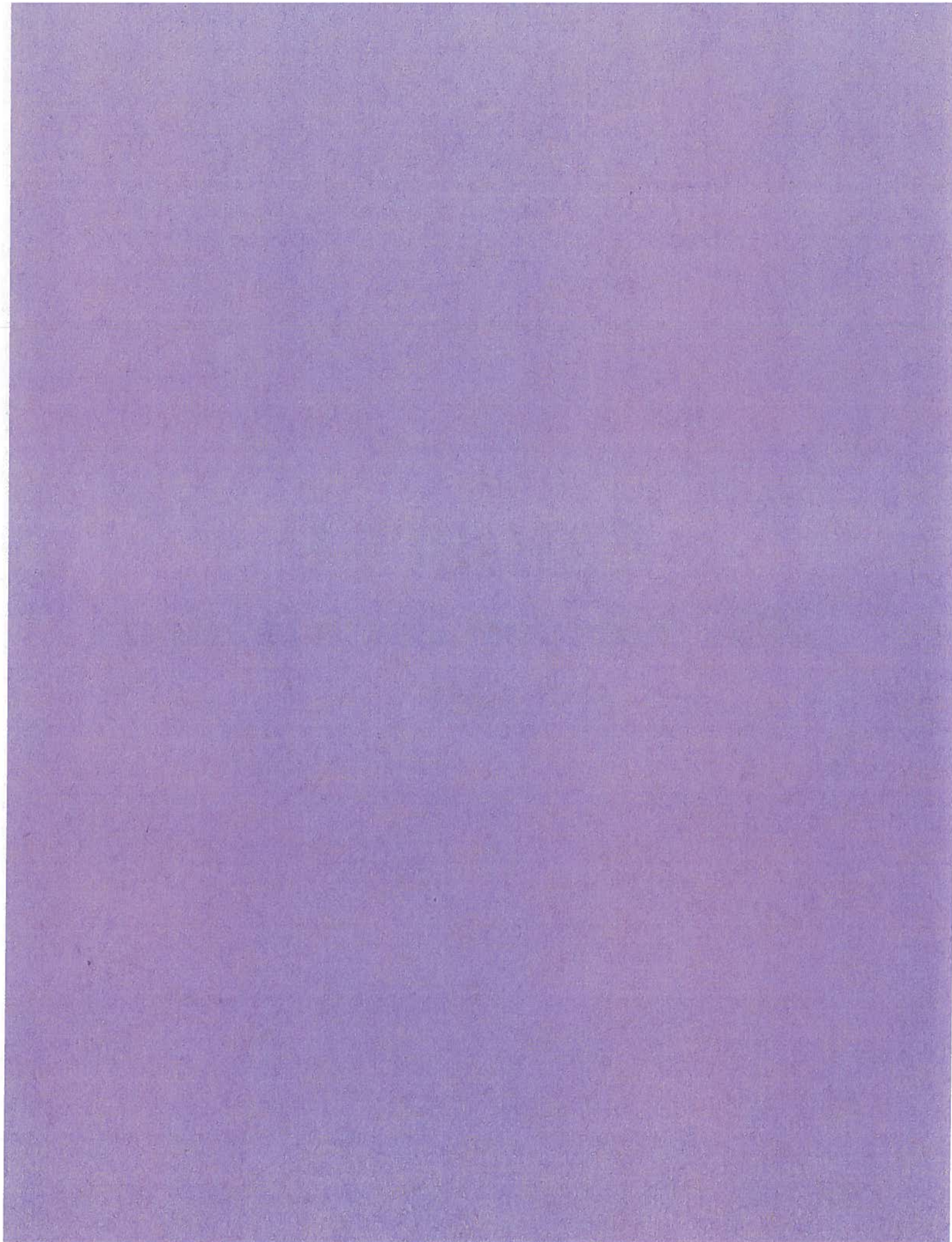


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EXHIBIT 1
2012 Passport Participation
List



Find Great Savings in Downtown Lombard with the LTC Passport Card

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5/3 Bank	Free Financial Review for Cash Management and/or Lending
Capone's	15% OFF Total Bill
Cabinet Depot	20% OFF any purchase
The Corner House	20% OFF any purchase
The Dance Centre	Free Trial Class (must call for class types, times & dates)
Dance It Again	10% OFF total purchase (not valid with any other offers, discounts or prior purchases. Offer excludes accessories & costumes)
Feel Good Hair	10% OFF services per visit
Fringe Salon	20% OFF any retail item
Graphica	10% OFF any graphic design
Night & Day Salon	20% OFF services per visit
Nine2seven Printing	10% OFF any print order over \$75
Park Avenue Cleaners	15% OFF services per visit
Praga-Bonton	10% OFF dinner bill
Punky's Pub	10% OFF of food purchase only
Randall Bullen Photography	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	10% OFF purchase of \$25 or more. (Not valid on holidays/special orders)
Sky Centers	Free 30 Day Trial Program (\$125 Value), 10% off any one retail item
Sweet Street Candies & Goodies	10% OFF purchase
Tees N Taps	10% OFF and 1 item in the store or 1 custom tee shirt for only \$10 with up to 10 letters

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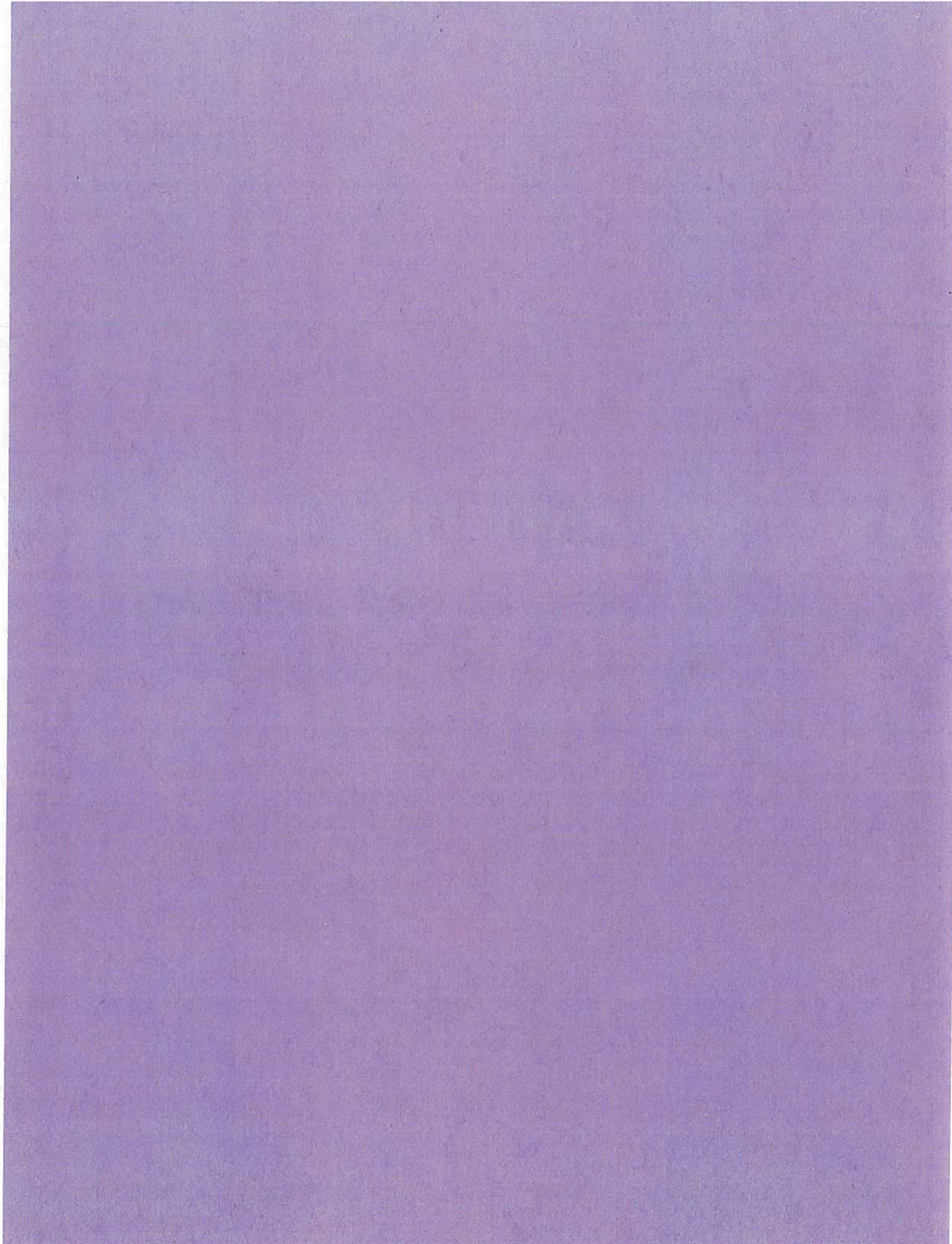


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EXHIBIT 2

2012 Event Poster Samples
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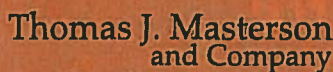
SUNDAY, OCTOBER 14th

12:00pm - 5:00pm

**DOWNTOWN LOMBARD
ST. CHARLES ROAD AND PARK AVE.**

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

Games, Climbing Wall, Bands and Live Entertainment,
Pumpkin Decorating, Arts and Crafts Fair and Vendors.





Enjoy an evening of trivia and prizes while exploring downtown's social establishments. Cost includes trivia contest, appetizers, and t-shirt souvenir.

WHEN:

Friday, June 1st
6-10 p.m.

WHERE:

Otto's, Punky's,
O'Neill's, Capone's,
& 20 West

COST:

\$25 per person by 5/26
\$30 per person after 5/26
Registration ends 6/1

RSVP:

630-629-1885

INFO:

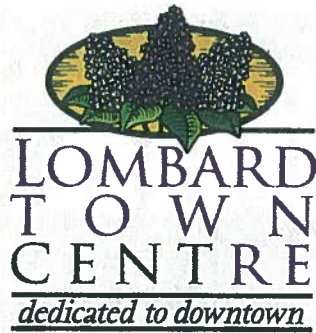
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in Downtown Lombard

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Town Centre director shares views of downtown Lombard

By Sarah Small, ssmall@mysuburbanlife.com

Suburban Life Publications

Posted Aug 24, 2012 6:09:00 AM

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Lombard, IL — It's been a transitioning summer for downtown Lombard. Three new businesses took root in the spring and three more are expected to open their doors by the end of the summer, and in the midst of it all, the Lombard Town Centre is working to hire a new executive director after the non-profit organization's previous director, Karen Stonehouse, was released from her position in late July.

With the momentum seeming to build in the village's downtown, the Lombard Town Centre's president, Walter Smith, said the organization's board wanted to see the position filled quickly.

"We're doing interviews for that position now," he said. "We didn't want to lag. Things are really moving in a good direction here."

Smith, 37, has lived in the village for 23 years, but said that his involvement in the Town Centre happened only recently. He owns a printing business, ninezseven, which he operates out of his Lombard home.

He'd done printing work with Sky Center's Mural Arts in downtown Lombard, and was referred to provide services to the Town Centre for the organization's annual golf outing in the fall of 2010. When he dropped off the materials at the outing, volunteers invited him to stay.

"The people are great," he said. "As with any successful organization, you have to have great people."

Smith was elected to serve on the Lombard Town Centre's board of directors in 2011, and was approached by the board's president, Dan Whittington, to run for the leadership position in the winter of 2012. Smith took the plunge and began serving as president of the board in March.

"Downtown is a great place," he said. "There's the historical buildings, and you see trendy businesses coming in, businesses that are coming down here to make a difference."

Smith said he's looking forward to the grand opening of Randall Bullen Photography this weekend, along with upcoming openings of Shannon's Deli and Vino Cellar in September.

As the organization prepares to hire a new executive director, he said one of the organization's priorities will be fortifying relationships with the existing business owners in the downtown district, while working to bring new businesses into the still-vacant spaces.

What's this? In the historic downtown district, there are nine vacant storefronts, but Smith said that many people forget the area along St. Charles Road, between Main and Grace streets, still counts as the downtown area. In the coming months, those are other areas that he hopes the group will target and attract new businesses.

He speaks of momentum for the area and one of the primary things he contributes to the energized atmosphere was the opening of the Corner House, Fringe, A Boutique Salon and Desert Rose Design, three neighboring businesses located on the northwest corner of St. Charles Road and Park Avenue.

These new businesses helped make a very visible change to downtown Lombard and helped create a sense of vibrance to people passing through the area.

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Lombard resident Michelle Iwinski ready to fill downtown Lombard

By Sarah Small, ssmall@mysuburbanlife.com

Suburban Life Publications

Posted September 27, 2012 11:30 AM

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Lombard, IL – Michelle Iwinski's commute to work is a grand total of about two blocks. She's almost dangerously close to work, but said the proximity will give her an extra incentive to do her job well.

Iwinski began her new position as executive director of the Lombard Town Centre last Monday, Sept. 24 and after a whirlwind first week of meetings and introductions, she's settling down to focus on hiring some changes to downtown Lombard.

Her starting point is to fill the remaining vacancies in the downtown district.

"Our two objectives are to bring in new businesses and business retention," she said. "The village can't be everywhere at once. We're the eyes and ears on the ground for the downtown."

Iwinski has lived in Lombard for 16 years and comes to the position with a journalism degree. She most recently worked with the Tri-Town YMCA where she worked in a fundraising and public relations capacity.

As someone with a home, family, and strong relationships in the community, she hopes these will give her a boost on the job.

In the coming months, she wants to break down any barriers that might be inhibiting people from opening business in Lombard and fill the empty storefronts.

"You can sweeten the pot to make businesses come to you or you can go out and get them," she said. "We're going to do some of both."

Iwinski is adamant about residents approaching the Lombard Town Centre with questions and ideas. She wants anyone with the shadow of an idea for a business or event in town to approach her about making it a reality.

The Town Centre has a strong network of contacts throughout the village that are there to help make these ideas realities, she said.

"The last thing I want to hear is a Lombard resident who had an idea for a business and took it somewhere else," she said.

What's this? Although she reports directly to Walter Smith, president of the volunteer-based organization, she said she's also connected to the village and it's Community Development director, Bill Heniff.

The relationship between the Town Centre and the village is one that's strengthened over the years, she said. Today the organization operates almost as an appendage of the village on a slightly less official level. "We're all in it for the same gain," she said.

One of the first things on Iwinski's agenda will be prepping for downtown Lombard's annual Spooktacular event that features Halloween activities, live music and vendors from the downtown district and surrounding areas.

She also has her eye on a few successful businesses in other towns that she wants to approach about coming to town.

"I wonder if people realize what kind of gem it is to live in a small town with a downtown," she said. "There's a degree of familiarity that you just don't get at a mall. It's not the same."

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Article updated 7/27/2012 4:31 PM

Outdoor dining heats up in downtown Lombard

By Marie Wilson

Before this summer really heated up, Lombard trustees had a vision of more people eating outside at downtown restaurants and cafes.

They voted in May to waive the permit fee for creating such outdoor seating areas in hopes that bringing more dining patrons outside would create a visible sign of downtown revitalization.

Almost three months after the fee was waived, three downtown Lombard restaurants have added outdoor eating areas.

"The village working with us definitely helped," said Colleen Whittington, publicity chairwoman for the downtown promotion organization Lombard Town Centre. "So far, those (restaurants) that really were interested have taken advantage of it."

Punky's Pub at 16 S. Park Ave., Capone's Restaurant at 105 W. St. Charles Road, and The Corner House at 100 W. St. Charles Road, all added tables and chairs outside this summer.

Patrons have enjoyed the three outdoor tables in front of Punky's, but only when extreme temperatures have given way to more regular summer warmth, owner Betty Shissler said.

"On the cooler nights where we've had a handful of people, we're very enthused about it," Shissler said. "I'm sure it's going to go over very well as soon as the weather gets normal again."

Punky's, Capones and The Corner House join the four other downtown restaurants — Brix Woodfired Pizza, Cafe 101, Praga Restaurant and Bon Ton Bar — that offer outdoor seating areas, bringing the total to nine spots offering food and beverage service outside.

A couple more eateries expected to open next month also could apply for outdoor dining permits and have the fees waived, Bill Heniff, community development director, said.

Shannon's Corner Butcher Shoppe at 15 S. Park Ave. is planning to open a deli a couple doors down as soon as mid-August, and Whittington said a wine-tasting bar is scheduled to open soon in the St. Charles Road location formerly held by Curves fitness center. Both have expressed interest in outdoor patio seating.

"Hopefully we won't have too many more 100-degree days so people can actually feel more comfortable sitting outside," Whittington said.

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LOMBARD SPECTATOR

Downtown Lombard leaders look forward to further development

By Sarah Small, ssmall@mysuburbanlife.com

Suburban Life Publications

Posted May 06, 2012 6:09:00 AM

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Unanswered content

What's this?

Honiff added that the village realized in order to attract business, some changes to the village grant programs were necessary. Last year, the retail grant program was overhauled in order to provide more functional assistance – assistance some downtown businesses already have put to use.

The village has three grant programs targeted specifically to businesses within the downtown tax increment financing district. Two of these programs also are applicable to the village's TIF 1 West district, which includes properties along St. Charles Road, east of Grace Street and west of Garfield Street, as well as some properties near the Great Western Trail.

The Lombard Town Centre has stepped into the role of cooperating with property owners in the downtown district and encouraging them to be more accepting of the types of businesses leasing their spaces, said Magnavite.

The property owners, she said, have a vision of the types of tenants they would like to occupy their properties. Some of these visions don't mesh, and the Lombard Town Centre bears the task of bringing both ideas together through meetings and involved discussions.

"We're working with the property owners, who are looking for a specific (type of) business (to occupy their space)," she said. "We're encouraging them to think outside the box."

Next steps

Moving forward, Breen identified two pressing issues regarding downtown development. The first, he said, is the village working to renegotiate the terms of its downtown TIF district with the other taxing bodies of the community, including school districts, the park district and the county. If renegotiating is not done, he said, the TIF will likely be depleted by 2015 or 2016.

The TIF has a 2021 expiration date, set by Illinois state law.

Breen also spoke to the importance of continued support of the Lombard Town Centre in the community. The organization has been in the community since 2005, and Breen sees the need to solidify its role in the village and downtown development through volunteer and financial support. Last year, Breen said, the Town Centre's volunteers contributed more than 2,000 hours to downtown development efforts.

The village also is considering a satellite office downtown that would provide village services to residents and businesses.

Magnavite said a village office downtown would be convenient for businesses and residents looking to get permits, renewals and other services provided at village hall as well as increase foot traffic, which is key to attracting more business and strengthening commerce in the district.

The Lombard Town Centre also has plans to increase fundraising efforts to ensure the group remains financially sustainable for the long haul.

"We are creating the conditions for (downtown) to thrive," Breen said. "You cannot give up on your downtown."

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Lombard, Ill. — The development of Lombard's downtown district has been in the works for years now, and village officials and Lombard Town Centre representatives agree efforts are starting to pay off and build momentum, though some obstacles still exist.

Monday morning, leaders from Lombard's downtown district met with members of the Lombard Spectator's editorial board to discuss plans for development of the village's downtown area, along with the issues hampering growth.

Representing the village were Community Development Director Bill Honiff and Peter Breen, District 4 trustee and chairman of the Economic and Community Development Committee. The Lombard Town Centre was represented by Walter Smith, president, and Lynne Magnavite, vice president.

The conversation focused on the community's efforts to develop the village's historic downtown district, which is roughly classified as the area along St. Charles Road, west of Main Street and east of Elizabeth Street.

Building a solid foundation

In recent months, half of the 18 vacancies in the downtown district have been filled, which is heartening to village and Town Centre officials, along with neighboring property owners.

In recent years, the village also has worked to fight off a stigma that Lombard was a difficult place to open a business, Breen said. In an effort to reverse this perception, the permit process was changed, as was the village's philosophy toward incoming businesses, he said. In addition, village leaders identified some regulations that were inconsistent with the downtown development vision and worked to modify them to promote growth.

"(Lombard) has been historically viewed as difficult to open a business," Breen said. "We're working to change that."

and plans to open a deli at 11 S. Park in early April.

"Our customers wanted it yesterday," general manager Theresa Brzezinski said.

The deli will have a full kitchen to serve hot and cold foods to 30 to 40 customers in its seating area.

The owners plan to apply for a liquor license to serve beer and wine, and for a downtown retail business grant to help offset the costs of the \$200,000 interior renovation and furnishings. The grant could provide \$20,000 if approved by the economic and community development committee and the village board.

"We believe this is an area that's going to build up and hopefully we can be a part of it," Brzezinski said.

Fringe salon

Lombard resident Michelle Potvin said she is set to open [Fringe A Boutique Salon](#) on March 1 at 104 W. St. Charles Road, set between The Corner House and Desert Rose Design.

"I like the location and I kind of think Lombard needs something a little bit more upscale for a salon," Potvin said.

Customers getting their hair colored will get to see the stylist mixing dye at a color bar instead of in a backroom. The color bar adds to the "top-of-the-line" experience Potvin said will set her salon apart.

Randall Bullen Photography

A former [Glenbard East High School](#) photography teacher, [Randall Bullen](#) has been running his own photography business for about eight years. But he's always shot on location and never had a headquarters.

"Getting a bricks-and-mortar (studio) makes it a little more legitimate, and people kind of recognize you that way," he said.

Helping Bullen turn the vacant storefront at 5 S. Park Ave. into a photography studio and office are two other former Glenbard East teachers — Larry Dhamers, who taught electronics, and Roger Stieglitz, who taught woodworking.

The building has needed a lot of work on its deteriorating floors, heating and electrical wiring, and Bullen said he's over budget so far. But he's optimistic his downtown location will give good exposure to his business among commuters heading to the train.

Bullen said he aims to open the studio by April 1

Desert Rose Design

The 14 employees of marketing and graphic design firm [Desert Rose Design](#) have been settling into their new home at 106 W. St. Charles Road since receiving an occupancy permit last month.

"We love being part of a downtown area, being in a storefront," business principal Kathy Steele said. "The building is just kind of inspiring in itself. It feels like a great, creative space."

The woman-owned business, led by Steele and Helen Levinson, helps businesses build their brands, launch marketing campaigns and manage social media.

Steele said she likes that downtown Lombard provides easy access to Chicago via the Union Pacific West rail line and that it's centrally located within the suburbs. The company's office formerly was in Elmhurst.

"I feel like we're in a secret component of the suburbs," slightly tucked away, yet centrally located, Steele said.

While downtown Lombard still is seeking more retail tenants, Stonehouse of Lombard Town Centre said Desert Rose Design will enhance the area's lunch crowd and provide a stable office presence.





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Article posted: 2/19/2012 6:00 AM

Downtown Lombard vacancy signs coming down

By Marie Wilson

Several entrepreneurs preparing to set up shop in downtown Lombard say the area should be livelier come mid-March or April.

Six new businesses are preparing to open this spring along Park Avenue and St. Charles Road, giving the area a new coffee shop, deli, hair salon, photography studio, marketing and graphic design firm, and realty office.

With all those spaces now spoken for, Lombard Town Centre Executive Director Karen Stonehouse said the village's downtown has 10 vacant properties, down from 19 a year ago.

"It's just so nice to see those vacancy signs come down and the build outs begin," said Vernon Hammersmith, who owns the building at 106 W. St. Charles Road now occupied by Desert Rose Design.

Lombard's downtown plan was approved last spring, outlining ideas for economic development, improvements to facades and streetscapes, and redevelopment.

"It has to be a public-private partnership," Community Development Director Bill Heniff said about the downtown plan. "We're now starting to see movement on the private side, so we can step up and be our best," in terms of offering grant assistance or speeding the review of building permits, he said.

Heniff, who led several community meetings to gain input on the plan, said he's excited to see renovations actually taking place at Park Avenue and St. Charles Road.

"You have to consider it a positive sign," he said.

Here's a look at several of downtown Lombard's newest additions:

The Corner House

Owner Mohd Assaf said he is excited to unveil a coffee shop at the northwest corner of Park Avenue and St. Charles Road in March or April, depending on when he receives health department approval.

The Corner House, which has been under construction since receiving a building permit in January, will seat 30 people and be decorated in "antique colors" with wood paneling, he said. Near its front door will be a small stage for live music performances.

"They don't have this kind of coffee shop here," Assaf said. "I want to make a difference in downtown Lombard."

Pre-made sandwiches and pastries will be sold along with coffee drinks, juices and smoothies at the shop, which will employ between six and 10 people, manager Jerome Kings said.

Shannon's Deli

Shannon's Corner Butcher Shoppe, which opened last May at 15 S. Park Ave., is expanding two doors north



Suburban Spotlight: Lombard

Meet [Yelpers](#) [contributing](#) [Fear City & Hades Haunted House](#)

October 3, 2012

From the hustle and bustle of Main Street to the modern-day renaissance taking place within downtown's St. Charles stretch, the Village of Lombard proves it's more than just a mall. With indie businesses burgeoning and the scent of lilacs in the air, this Weekly Yelp's showing some love to the little suburb that could.



Deanna D

Winter, spring, summer and fall, the residents of Lilac Village know how to seize the day. **Deanna D** declares Lilacia Park's nearly nine-acre garden the "perfect escape no matter the season." **Don P** keeps it tight while flexing factoids on the historical Great Western Trail. "Once called Lucky Strike Road, due to the logo's similarity to that of Lucky Strike cigarettes, this 24-mile stretch of controlled path is perfect for riding, running or walking, and it's practically in your own backyard!" **Meilissa H** is rollin' with her homies at Lombard's legendary Roller Rink: "They offer lessons, adult R&B and disco-themed nights" – guaranteed to keep you stayin' alive.

Looking to get your fill of "metal music and bingo with a side of loaded tots?" Let **Josh M** lead the way to punk-rock respite, Brauerhouse, located in a little nook off North Ave. **Renita M** guides the way to intergalactic geeky gift nirvana, Alien Entertainment. "I can pretty much close my eyes, spin around in the Star Wars section and buy whatever I pointed at. If you ever need a replica Dr Who coat or Star Trek phaser mouse with a parallel port hook-up, this is the place." **Kathleen M's** feeling keen on quirk, so she takes a "colorful and textured trip down the rabbit hole" to Cakes By Carlos and finds herself in sweet convection perfection.

Got wood? No? **Chrissy W** suggests swinging by Bricks for "balsamic-marinated portobello with sweet-basil pesto, roasted red peppers, mozzarella and goat cheese on artisan bread, freshly baked in their signature wood-fired oven." **Tony H** is greeted by a "barrage of bonjours" from Chef Ben and a chicken curry crepe upon entering Main Street's La France, while wiseguy **Sammy S** questions finding "Little Italy in Lombard?" Frankie's Deli "makes you feel like you're in Jersey." Take a bite of the pastrami, and it's clear: "Vinny the butcher is making it happen." We can't fuggedabout that!



Talk

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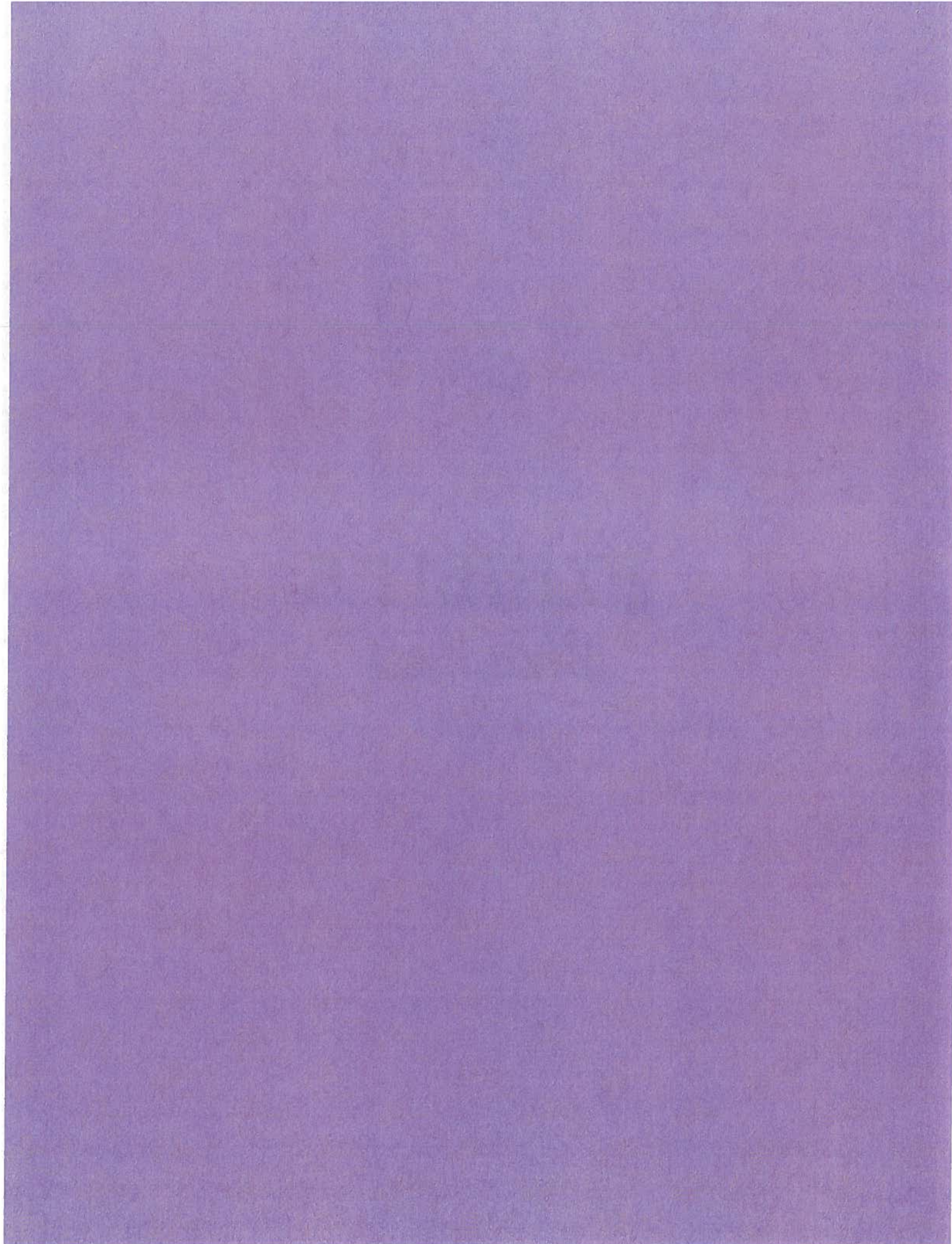
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Yelp Presents: Wrapper's Delight
September 5

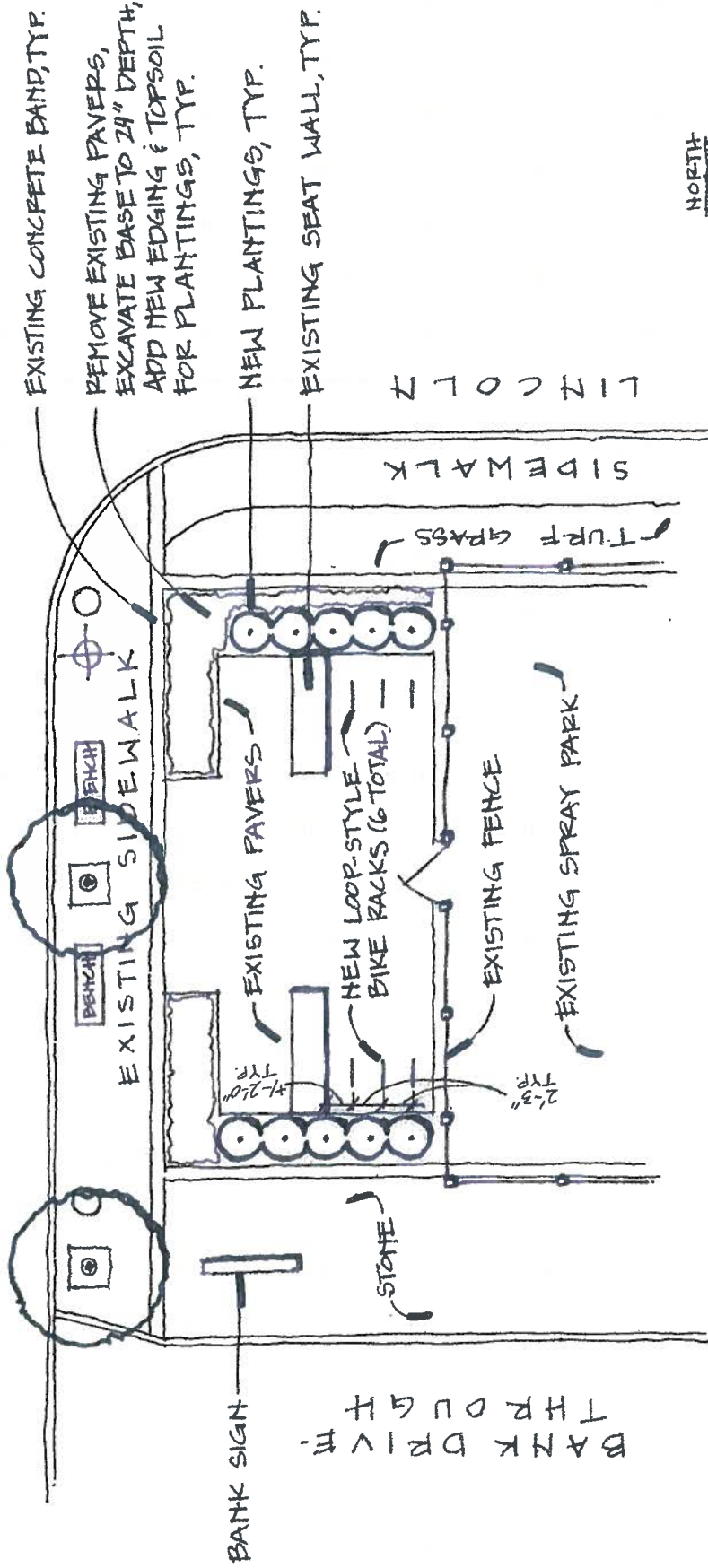
Yelp's School Lunch Lineup
August 29

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EXHIBIT 5
Bike Rack

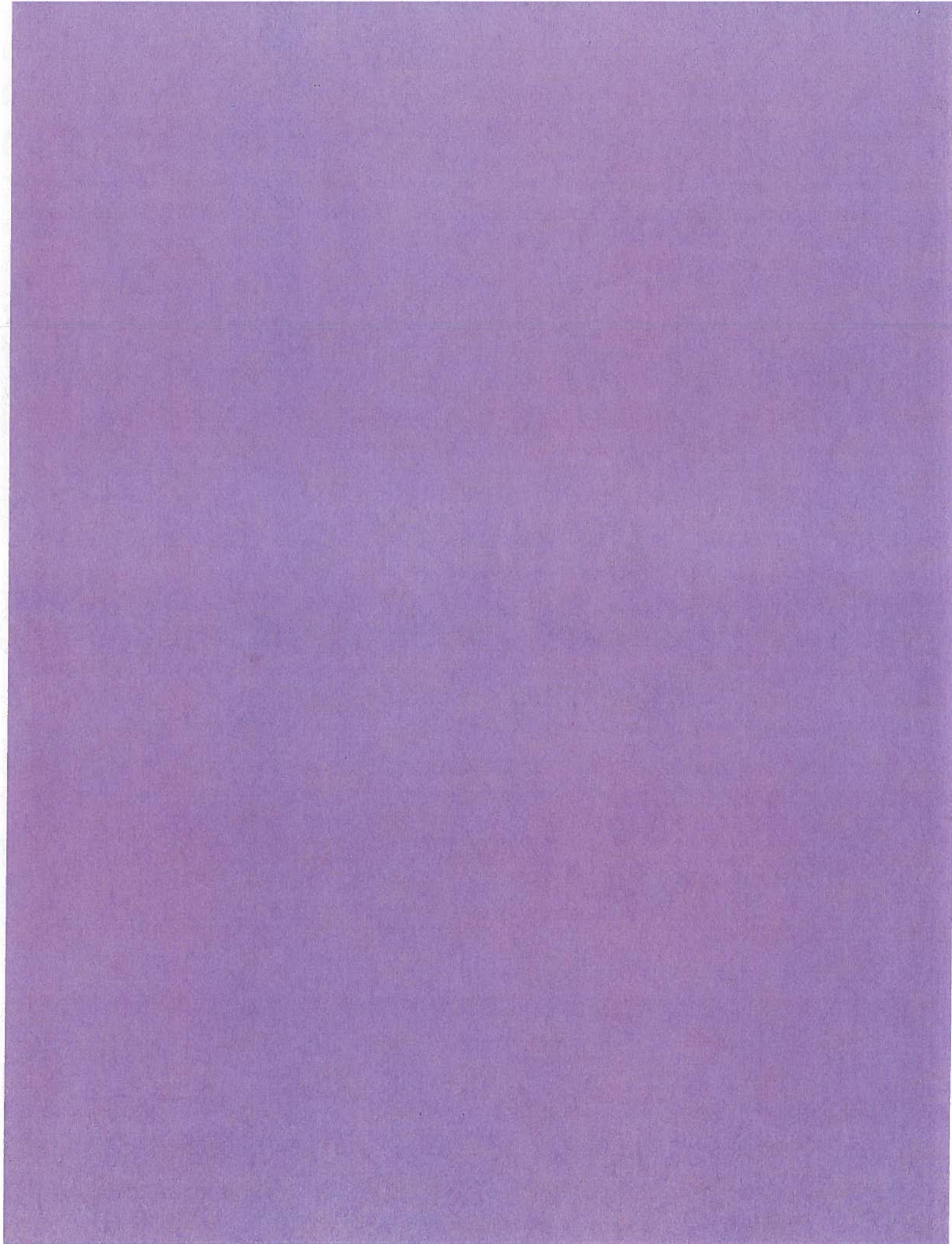


ST. CHARLES RD.



NEW BIKE RACK LOCATION CONCEPT DOWNTOWN LOMBARD SPRAY PARK

EXHIBIT 6
Outdoor Furnishings
Existing Mounting



EXISTING MOUNTING.
SECTION

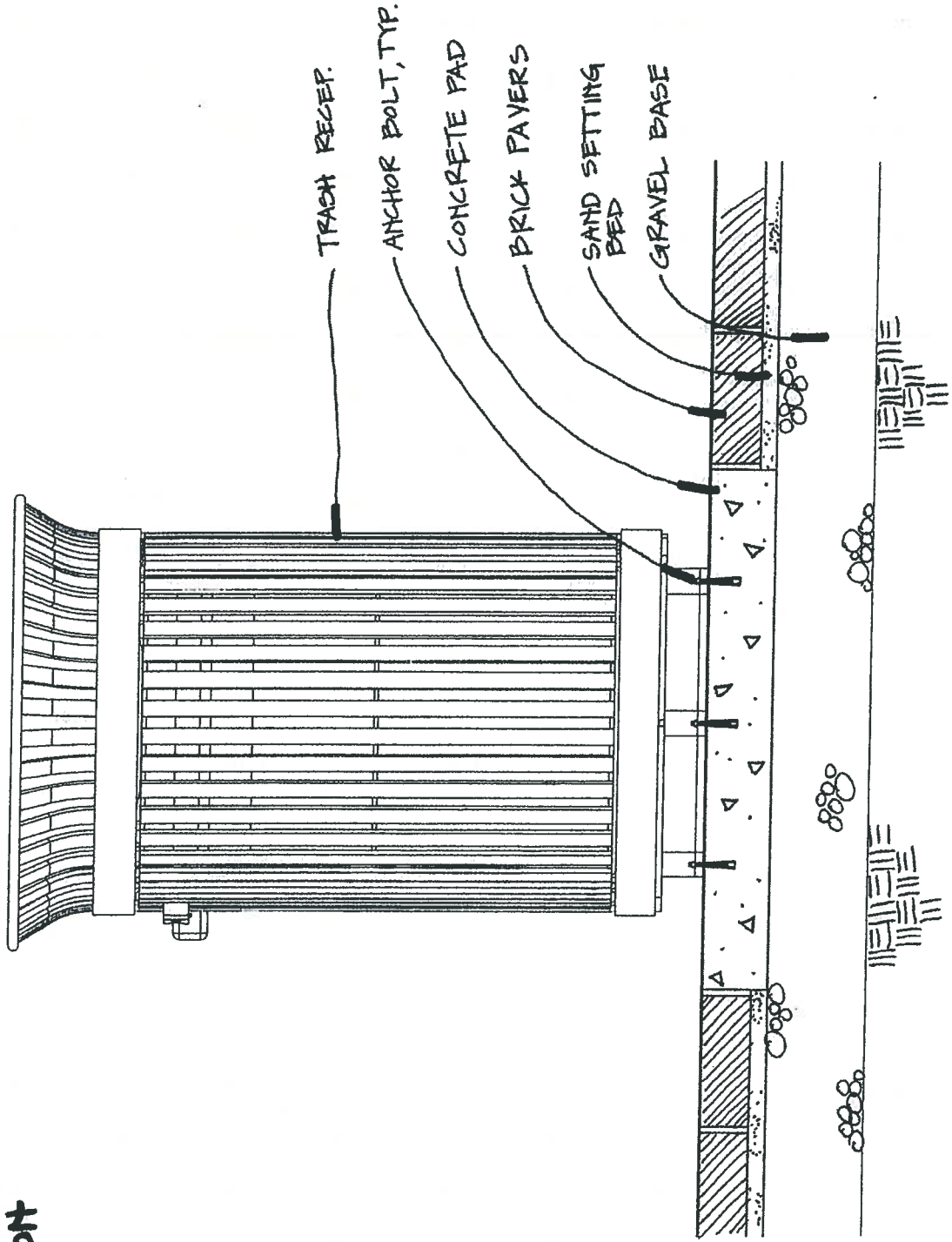


EXHIBIT 7

Outdoor Furnishings
Alternate Mounting

ALTERNATE MOUNTING
SECTION

