

Exhibit G

LTC response to how Village Operations could be impacted should their funding be cut or eliminated

VILLAGE OPERATIONS

Staff notes that if funding is cut or eliminated to the LTC, the following observations are made:

- The LTC could continue on its own, similarly to the manner Downtown Lombard United operated in the 1990s or as the Lombard Area Chamber of Commerce exists. Staff also recognizes that it is not likely that the Executive Director would be able to operate in the same extent or manner.
- With the reduced funding lowering our reserves to 25% in the period of 2011. Looking towards 2012 LTC would not be operational after an estimated 3 to 4 month period if we employ our Executive Director. Without our Executive Director the downtown would lose our direct contact with our downtown businesses and property owners, creating a large void. Karen has established sound relationships as a go to contact with not only LTC but a liaison to the Village. Karen directs operations for LTC's members, assists with events that draw people to downtown, coordinates activities of the overall operations, and informs the board of everything downtown so the best interest of downtown can be affected by the board decisions. Also Karen has a foothold with many businesses for our outreach activities. However LTC could remain in existence for a longer period should the expense of a paid employee not be on the balance sheet. That existence measured by effectiveness would be greatly minimized to simple downsized small events. The time available from the board and the volunteer base without an Executive Director assisting and without a manned presence would make much of what has been successful very difficult and frustrating for all.

I might add that the Chamber has been existing and successfully after Village assistance for many years. The Chamber is a much different organization than LTC and has much broader reach for business members as they serve the entire Lombard business population with an average revenue membership of \$300.00 and much more captive audience than LTC will ever hope to enjoy. LTC is and always will be a smaller and much more focused community as we only reach a downtown business district.

- Direct impacts on Community Development staffing or operations would not be greatly impacted. Staff currently administers the grant programs directly, is responsible for implementation of the downtown plan and as part of ongoing economic development activities for the overall community. LTC is identified as a partner in the implementation of these activities.
- Staff does administer grant programs however Karen has conducted many meetings regarding our grant programs as a supplement to the Village's efforts and on her own with her outreach efforts. I imagine losing this manpower would indeed impact the availability of staff. LTC has been a partner with the downtown guidebook (downtown plan) since its inception, offering input and assisting with our part of realization of the efforts toward some of the changes that may be on the horizon. One example is the new cross walk at St Charles Rd and Lincoln, LTC was a force behind that realization and completion.



- Outreach to prospective businesses could be handled by Village staff, albeit the degree of outreach would be more limited or accomplished more in concert with general business outreach activities.
- It is agreed that the Village staff does an excellent job with the overall Village of Lombard outreach efforts they conduct. LTC is focused on a much smaller more defined area of business outreach for a historic downtown community. LTC is looking at many different items when approaching a potential business to discuss possible relocation to a downtown district. It is our belief that a certain focus is necessary to find the correct retail and entertainment mix and fit. It seems that the Village population is very keen on seeing the downtown district become successful and to that end we have a tireless LTC community working towards that goal no matter how difficult the economic times are, no matter how trying some of the property owners are, no matter what impediments that tend to block that success. Karen is at the center of this activity and I would think that the downtown focus would be diluted should all outreach activities be turned back to the Village staff without allocating additional resources.
- Fund reallocation would likely be made to capital improvements and programs identified in the Plan (such as branding implementation), and staff would play an increased role in its implementation.
- Staff would again have to allocate some additional resources to create the (new) branding that has already been achieved by LTC. By playing an increased role means added expense for this task alone without consideration of the above points as well. As stated in other materials submitted, either funding request would seem to be a great bargain for the Village as it relates to the downtown district.
- Social and promotional activities would have to be re-evaluated or restructured.
- 1600 + man-hours are spent annually by the Executive Officers, the board and our community of volunteers. Some of that time is spent finding sponsors, creating the events, selling space for added revenue, overseeing the planning, seeking donations. All for the betterment of the downtown district, all to bring thousands of people to the storefronts of the downtown businesses. I would again offer that the downtown businesses and area residents would no longer enjoy events such as Spooktacular, LTC's part of Jingle Bell, Ladies Night out, Wine dinner, the planned sidewalk sale, the planned Downtown Taste of Lombard, and the partnerships that we have with other organizations that assist in the success of many other events in the downtown.