

Village Board Presentation Thursday, January 19, 2017

LTC End of Year Report

Opening

Good evening. Thank you for the opportunity to present the Lombard Town Centre end of year report.

It's has been a pleasure serving as the interim executive director over the last 7 months. I've enjoyed working closely with LTC President Chris Cholewa, the board of directors and volunteers, downtown area business owners, Trustee Johnston, Trustee Whittington and Village staff. It important to note that during the first quarter of 2016, LTC was in the capable hands of Executive director Sarah Richardt who moved on to serve as the Executive Director for the [Lombard Historical Society](#). Thank you to Sarah for your service and to everyone I just mentioned who helped make 2016 such an incredible year for downtown Lombard.

Here are the highlights of 2016.

- Business Growth: Approximately 91% of our commercial business spaces are filled.
- We have 93 LTC members, which is 33% growth from 2016
- 8 events were held in downtown Lombard including our premiere event, Spooktacular Fall Festival



- Over 2,000 volunteer hours were contributed.
- We have grown our social media audience 40% from 2015

Let's briefly look at these areas in more detail.

Business Growth

Lombard Town Centre recognizes our downtown area boundaries to be Main Street from Grove to Washington and St. Charles from Elizabeth to Grace.

We commit to promote and support over 160 small businesses.

In 2016 we saw the following growth in our downtown area:

- Balkan Bakery – Opened April
- Babcock's Grove House – Opened March
- Custom Fit expanded and moved into a larger space at 216 E. St. Charles
- Dr. Julie Glud took over Dental Care of Lombard, 120 E. St. Charles officially May
- Opening of Shannon's rooftop deck

We saw increased foot traffic and energy in the downtown area through the end of the year.

Vacancies

In 2016 we had approximately 15 vacancies in the downtown area I just described – which means approximately 91% of spaces are occupied.



2017 New Businesses

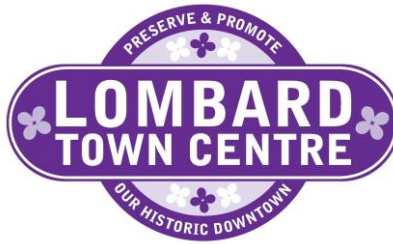
Last week we saw Four Paws Dog Daycare, Boarding and Training open at 104 East St. Charles. One of the ECDC members said during this month’s meeting, that they were walking down East St. Charles and noticed life and energy in the eastern corridor for the first time in a long while!

We look forward to continued growth in downtown Lombard in 2017!

Lombard Town Centre Membership

Lombard Town Centre is a nonprofit 501C3 organization funded primarily through a generous grant from the Village, individual donations, event sponsorships/income and memberships. The 2nd largest percentage of our income comes from LTC Membership.

Category	2016 Amount	2015 Amount
Downtown Business	29	21
Non-Downtown Business	17	16
Individual	43	33
Property Owner	4	
Total	93	70
Grew	33%	
Business/Property	54%	52%
Individual	46%	47%

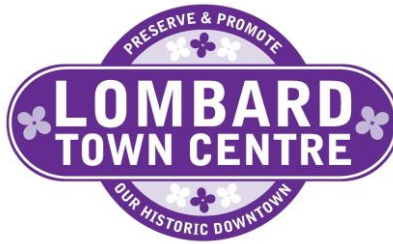


Exceeded our amended budget and original budget
Grew by 33% from 2015

We are grateful to our individual and business members for their support. On behalf of our board of directors, I'd like to personally thank individual supporters Jim and Nadine Ilten. Every year, they always add an extra donation to their membership and in addition this year during Giving Tuesday, they gave a donation and a lovely card sharing their love for downtown Lombard and the good work LTC does. Thank you, Jim and Nadine Ilten!

We are also grateful to the support and referrals from our local businesses. We have expanded our reach, so our business membership includes businesses on West St. Charles, East St. Charles, Main Street and North Avenue. We value our business members and appreciate their support and referrals.

If you wish to become a member of Lombard Town Centre and help us with our mission to preserve and promote our downtown area as a thriving commercial destination, please check out our webpage at www.lombardtowncentre.org/membership.



Events

This year 7 events were held in downtown Lombard and the promotion of Small Business Saturday.

Lombard Town Centre hosted four of the events, the Outdoor Movie Night: Star Wars Under the Stars, the Outdoor Viewing Event Bears vs Packers and our premiere event, The 11th Annual Spooktacular Fall Festival.

This year during Spooktacular we saw huge crowds. Let's look at some numbers:

Attendees: 4,500

Volunteers:

- 10 Committee Members
- 45 on-site LTC volunteers,
- 30 Prairie Food Co-op volunteers
- 16 Volunteers from the Lombard Citizens Police Academy Alumni

62 Event Booths and Spaces:

11 Event Sponsors

13 In-kind sponsor

Lombard Town Centre partnered with or contributed to the organizations who hosted the other four events, the Chamber's Art & Craft Fair, Lombard Ale Fest, Cruise Night's American English Concert and Jingle Bell Jubilee.



Volunteer Hours

I love this quote: "Volunteers don't get paid not because they are worthless, but because they are priceless." This year Lombard Town Centre had so many "priceless" people helping in the office, with events and guiding the organization.

And during the last quarter we were very busy! Almost 900 volunteer hours were spent planning Spooktacular Fall Festival, The Bears/Packers Outdoor Viewing Event, Small Business Saturday, Giving Tuesday and Jingle Bell Jubilee.

We are very grateful to our Board of Directors, President Chris Cholewa, Rochelle Pokorn, Rachael Real, Patrick Casey, Barb Heneghan – Smink and Wayne Kankovsky for their dedicated service this year.

We also thank all of our onsite event volunteers including special thanks to the theatre students of Glenbard East Highschool, the Citizens Police Academy Alumni, Prairie Food Co-op Volunteers and all the other on-site and committee volunteers who helped make Spooktacular such a huge success!

Also, special thanks go out to volunteers, Sara Drake and Jim Keating for their fresh energy, ideas and quick action whenever asked to help with a task or project.

And a special shout out to LTC's accounting volunteer, Brian Magnavite and my mother Joan, sister Laura, niece and nephew Aubrey and Graham and partner Jack who volunteered their time helping with LTC events!



This year our volunteers worked approximately 2,000 hours to help grow our organization.

Partnerships

What struck me most when I moved to Lombard was how our community organizations work together to help create a thriving town. Partnerships, collaborations and camaraderie are the keys to success in our Village. This year Lombard Town Centre partnered with other organizations like:

Helen Plum Library - We had the pleasure of working with HPL's communication team of Chris Renkosiak and Kristie Leslie. Chris created the [MAP of downtown Lombard](#) and helped us with other design and printing work. We are very grateful to Chris and Kristie for their support and friendship.

Village of Lombard – Thank you to Scott Niehaus, Nicole Aranis, Jennifer Ganser, Bill Heniff, Kate Burke, Avis Meade, Janet Downer, Carl Goldsmith and his team at Public Works and the Police and Fire departments! They were all sensational partners this year working together on the Cruise Night American English concert, Spooktacular Fall Festival and planning for the future. It really does take a Village and we have a spectacular one!

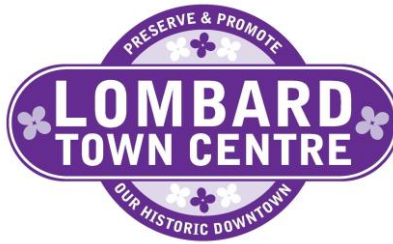


Shop Local: Downtown Businesses

The Downtown Lombard area is full of incredible small businesses. Hopefully you've seen the interviews and features in Purple Plans and heard me share the many one-of-a-kind products and services our town has to offer on our LTC Facebook and Instagram pages. We are very lucky to have such a diverse group of businesses in our area and thrilled to see how vibrant our community has become.

In 2016 we increased our social media audience by 40% from 2015. We continue to look at ways to increase our audience and fine tune our marketing messages.

- Shopping local means investing in your community.
- Shopping local means job creation and economic development.
- Shopping local means more small businesses will open their doors in 2017.



Board of Directors Strategic Plan

I'm ending with the beginning. During the first six months of 2016, the Lombard Town Centre board of directors with guidance from strategist Scott Saxe of Charity Resources, LLC and Village of Lombard Trustee Bill Johnston, developed Lombard Town Centre's Strategic Plan. After months of research, surveying residents and local businesses, brainstorming and planning meetings, the board shared the final [Strategic Plan](#) with the Village Economic and Community Development Committee and the public this summer.

We are very proud of the direction our organization is moving and encourage you to read the [Executive Summary](#) and the [Full Plan](#) on our website: <http://www.lombardtowncentre.org/strategic-plan.html>

LTC has been in existence since 2005, and for the last 12 years, the ED, board and volunteers have worked very hard to increase awareness of our downtown area and preserve and promote our wonderful community.

Our organization's growth and importance to the community is more vital now than ever. Our work never stops. Over the past few weeks our board of directors have been busy planning and preparing. We look forward to a successful 2017!

Thank you!