



LOMBARD
T O W N
C E N T R E

dedicated to downtown

2013



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**INTRODUCTION/
PRESIDENT'S LETTER**

Date: 11/5/12

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 –2013 Calendar Year

Dear Committee and Staff,

For Lombard Town Centre 2012 was a challenging and exciting year. Our team of dedicated board members developed a calendar of events and set goals to increase awareness and add new businesses to our downtown. Mother Nature and staff attrition were huge obstacles this year. However, as a community-based organization dedicated to preserving and promoting our historic downtown, we feel we are moving in the right direction. Our resilience, resourcefulness and ability to evolve with the changing times during staffing and global economic difficulties should be counted among our accomplishments. Lombard Town Centre is stronger and better than ever.

One such way we have had to adapt is how to reach potential members. Public trends in the U.S. according to association industry statistics show that member-driven organizations are considered increasingly irrelevant. Organizations where members paid dues to have access to benefits and services were dominant in our culture 1946–2000. This is because of active support from baby boomers who are characteristically joiners and volunteers. In 2000, member-driven organizations began experiencing challenges and a shift in the market place. Stock market issues, 9/11 and the troubled economy all played a role in the decline of these types of organizations. In addition, two key factors have evolved that will change the way member driven organizations look – technology and demographic shifts.

Lombard Town Centre recognizes this paradigm shift. We spent 2012 transitioning from “doing business as usual” to meeting the needs of our ever-changing audience. This funding proposal will highlight the work we accomplished during this changing time.

Highlights:

The reach and the speed of today's technology are unprecedented. LTC determined that more people can be reached through technology than by just pounding the pavement. Through social media, our audience is increased. Through crowdsourcing¹, our ideas and programs have become more innovative. Our Facebook and Constant Contact efforts have been very successful. They reach an entirely new audience to share the news of our thriving downtown and encourage shopping local. LTC Fact: Of our 276 Facebook followers, only 162 are Lombardians, the rest are from other suburbs and Chicago and three from other countries!

Demographic shifts are prolific. The Baby Boomers are retiring. The next generations, who place more value on family and work life balance, are not as interested in joining or volunteering. LTC recognizes this and in 2012 starting looking at demographics to help us promote our downtown in different ways. LTC Fact: The demographic that is most engaged with LTC is age 24-55 females. This is approximately 65% of our audience - a significant group of people who want information and a return on their investment. We also reached the teen demographic. Our engaged audience is 3.3% teenagers - an important generation to target as they are our future and an early indicator of trend.

Finding our niche through target marketing efforts has been a focus in 2012. We stopped trying to be "everything to everyone." Instead we focused on the downtown businesses – encouraging them to become members. In this case, being a LTC Member has a significant benefit and ROI. We provide an audience that downtown businesses may not have. We provide support and a place for collaboration and community that businesses want. LTC Fact: Of the 83 businesses in downtown Lombard, 21 are business Members. This is an 8% increase from 2011.

Culture is not always something you can see – it is an environment and experience that an organization creates for members. A positive and engaged organization attracts like-minded people. LTC has a board of dedicated residents and business owners. These board members and volunteers serve LTC with a passion because they live, work and play in Lombard. LTC board members and volunteers have over 1,800 hours spent dedicated to our organization. They have a vested interest in seeing the downtown

¹ *crowdsource, v.- to utilize (labor, information, etc.) contributed by the general public to (a project), often via the Internet and without compensation.* –Dictionary.com

thrive! Many of our downtown business owners have consistently been part of LTC over the years. Each month, they come out to our forums and events. LTC Fact: On average, LTC board members and volunteers have been involved with the organization between 2-5 years. This commitment shows that our volunteers recognize a positive and engaging culture and want to stay a part of the experience. Each year we add new volunteers that enhance the energy and innovation.

Lombard Town Centre is submitting a request for funding in the amount of \$50,000. The Executive Director's part-time (30 hours/week) salary plus taxes for a full year runs approximately \$42,500 (based on 2011 & 2012 financials). The other \$7,500 is to cover our expenses over the course of 2013. During 2010 and 2011, LTC had reserves that were above 25%. We were given a mandate to lower our reserves. We complied and now face a shortage of funds for 2013.

This has been my first year as LTC President and it has been quite a learning experience. The commitment that I have seen from our board and volunteers is truly amazing. Working hand in hand with property owners, business owners and residents has been a pleasure over the past year. I look forward to building on relationships with other community organizations, village staff, village trustees and committees. We have been able to accomplish a lot this year and, by keeping the momentum going through 2013, we should have a productive and fulfilling year.

This year "LIVE WORK PLAY Purple" became our tag line and branding phrase. Soon it will be available on merchandise. 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 upon everyone that comes to our downtown as well as those far away. 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



2012 Year in Review



VOLUNTEER HOURS - 1,800 HOURS

CONSTANT CONTACT LIST - 1,176 CONTACTS

FACEBOOK LIKES - 276 / FRIENDS OF FANS - 76,663

LTC MEMBERS - 84

PASSPORT SPONSORS - 19

EVENTS - 10

NEW BUSINESSES - 8



LIVE*WORK*PLAY Purple

BOARD MEMBERS



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
Past President	Dan Whittington	Downtown Resident

Board

Wayne Kankovsky	Lombard Resident
Belinda Mahon	Downtown Business Owner
Sarah Richardt	Lombard Resident/Historical Society Employee
Thomas Runkle	Lombard Resident
Colleen Whittington	Lombard Resident/Business Owner

ANNUAL REPORT

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COMMUNITY ENGAGEMENT

Membership

Over the course of 2012, we had 84 members (see chart below for breakdown).

	Business	Individual	Family	Property Owner
New	10	25 ^B	6	2
Renewed	17	19	4	1
TOTAL	27 ^A	44	10	3

^A Two are also downtown property owners.

^B One is also downtown business owner

We have increased the perceived value of a LTC membership with the LTC Passport discount card. Every member receives this Passport card and may use it at many DTL businesses to receive discounts on purchases. We currently have 19 businesses participating in the Passport program (Exhibit 1).

Marketing

It has been said that publicity is just the simple number of times the public is exposed to a brand. We seek to get the LTC name and downtown business district in the thoughts of citizens at least a couple times per week. The medium through which we have the most control of content is Constant Contact eblast. These emanate from the Executive Director, Board President and some Board members on behalf of downtown businesses and occasionally the Village or cooperative organizations. We are further 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, we offer this service free to all our business members. Our intent is that removing cost barriers will cause downtown businesses to initiate promotion in a more progressive and immediate way. This has led to greater, more frequent and viral advertisement of the downtown in general.

Our website has recently come into our direct control. With event information and membership/passport program, for example, are now up-to-the-moment current, our website becomes a more legitimate vehicle of advertisement and more professional face of the organization. (See Website section below)

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We are also considering the value of a possible e-newsletter via eblast. Currently, the information reaches readers as we learn it. However, as the downtown news, events and retail specials increase, we will need to consolidate into a newsletter of some kind.

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.

Volunteers

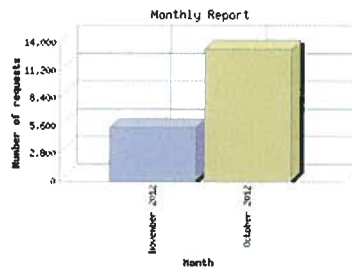
An integral part of Lombard Town Centre is our group of dedicated volunteers. Over the course of the year we held ten events, the French Market, Forums and Committee Meetings. Our volunteers have worked over 1,800 hours into making LTC a great organization. We could not be the group we are today without them.

Website

LTC website has been completely redesigned and updated. We were able to accomplish this with staff and volunteer time, which was a huge cost savings. The site is now template-based and administered by LTC staff, as opposed to having another outside company. This is saving us roughly \$700 a year in maintenance and hosting fees. Since re-launching in September we have seen increased web traffic and with our email opt-in form, we have generated more constant contact leads (refer to Constant Contact section below). The graph (generated Nov. 5) shows how many page requests (people opening a page on our site) we have had since re-launching website. The information we have on the site is valuable to residents, visitors and most importantly to potential new businesses. It 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.

Monthly Report

The Monthly Report identifies activity for each month in the report time frame. Remember that each page hit can result in several server requests as the images for each page are loaded.
Note: Depending on the report time frame, the first and last months may not represent a complete month's worth of data, resulting in lower hits.



	Month	Number of requests	Number of page requests
1.	October 2012	13,374	1,515
2.	November 2012	5,532	923

Most active month October 2012 1,515 pages sent, 13,374 requests handled.

Monthly average: 1,219 pages sent, 8,453 requests handled.

This report was generated on November 4, 2012 1:54
Report time frame: October 23, 2012 00:03 to November 3, 2012 23:57

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Public Awareness Campaigns

This year we have worked hard to build public awareness of LTC and downtown Lombard, using many avenues to get our message to the public.

- Constant Contact - 1,176 Contacts
 - Since May we have had 65 new contacts join our list.
 - Over the last 3 months we have sent out 34,446 messages of which 6,160 (18.9%) were opened. The 18.9% open rate is in line with positive industry standard open rates (source: Constant Contact).

Comparative Metrics

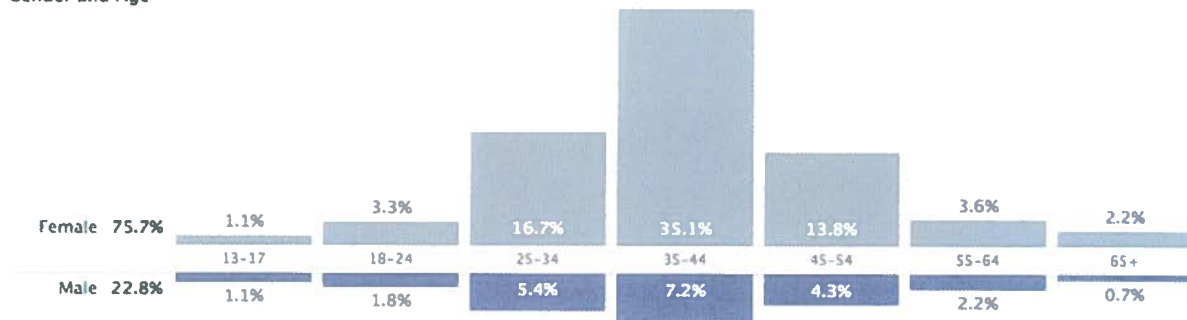
	Sent	Bounces	Opens	Clicks	Forwards
Overall	318018	27.5% (87593)	21.2% (48761)	1.6% (795)	0.1% (37)
Last 3 months	34446	5.3% (1829)	18.9% (6169)	1.7% (104)	0.1% (6)

- Facebook – 276 Likes (see demographic breakdown in chart below)

People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age



Countries

- 272 United States of America
- 1 Italy
- 1 China
- 1 Netherlands
- 1 Russia

Cities

- 162 Lombard, IL
- 59 Chicago, IL
- 6 Villa Park, IL
- 5 Wheaton, IL
- 4 Naperville, IL
- 3 Elmhurst, IL
- 3 Glen Ellyn, IL

[More >](#)

Languages

- 271 English (US)
- 4 English (UK)
- 1 Italian

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- Monthly forums –Capone’s Restaurant, 2nd Wednesday of every month.
 - This year’s meetings have been more topic-driven. These are now targeted to address concerns of residents, property and business owners. Listed below are some of the speakers and topics:
 - Greg Gron and Peter Breen, Village Trustees of the downtown area
 - Build-Out Information with William Heniff and Keith Steiskal
 - Snow Issues with Lombard Public Works
 - Energy options for residents and businesses with ComEd.
 - Small Business Saturday
 - Businesses are viewing this as an opportunity for more information and networking with other downtown businesses and Lombard organizations.
 - Increased attendance is both topic-driven, organization-driven.
 - Even without a specific topic for the meeting, we have had consistently 20-25 attendees.
- 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 of 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.
- News media - 50+ articles written about Lombard Town Centre (Exhibit 3). Good rapport exists with the Lombardian, Lombard Spectator and Daily Herald reporters.

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- 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.
 - Yelp.com recently affirmed downtown Lombard’s vitality in a piece called “Suburban Spotlight: Lombard” on October 3, 2012. (See Exhibit 4)
 - LocalWineEvents.com – we began using this website for our 2012 wine tasting fundraiser and will also use it for our wine dinner fundraiser. It is a site geared to connoisseurs, a one-stop destination for foodies, wine and spirits enthusiasts and craft beer lovers seeking information about food and drink events in their "local" area. Only postings with a food, wine, beer or spirits theme are accepted. We use this site to advertise our wine tasting and wine dinner; it costs us nothing, but passes on the fee to the ticket purchaser. From their own advertising: LocalWineEvents.com went online in 2000 and is the world's largest calendar of food, wine, beer and spirits events. To date, 400,485 events have been posted worldwide, generally 1,300 food/drink event postings per week. This site also has pages about annual festivals, food/wine educators, food/drink videos, food/drink blogs, and BYO restaurants. As a direct result of advertising on this site, LTC’s wine events are now drawing participants from the farthest reaches of Chicagoland.

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EVENTS

Events that have taken place since the last funding meetings in 2011:

- 2011 Jinglebell Jubilee (Dec.) – This town-wide event is held in cooperation with Lombard Chamber of Commerce, Lombard Park District, Helen Plum Library and Lombard Historical Society. LTC hosted the downtown component of Jinglebell Jubilee, 1-5 p.m. including a Holiday Window Decorating contest among the downtown businesses, where spectators voted on the winner. The first prize was a free night stay at the Lombard Westin and second prize was a \$50 gift certificate from Harry Caray's, procured by LTC. Additionally, LTC worked with the downtown businesses to run specials and sales during this time to encourage the public to come in and shop while viewing the windows. LTC used the vacant store next to Sweet Street as a warming center and place for the public to drop off their "best window" votes and enjoy the display of yesteryear Lombard pictures provided by Lombard Historical Society. An estimated 300 people attended the LTC festivities.
- 2011 Small Business Saturday (Nov.) – LTC worked with downtown Lombard businesses and American Express to promote Small Business Saturday, an economic "holiday" between Black Friday and Cyber Monday that encourages people to focus their spending on smaller businesses.
- 2011 Wine and Craft Beer Event (July) – LTC hosted its inaugural Wine and Craft Beer fundraising event at the Lombard Westin. It included a four-hour wine, craft beer and scotch tasting; breakout sessions from industry experts; silent auction; and hand-passed hors d'oeuvres. Over 60 wines, 10 craft beers and 10 scotches were donated by Malloy's Fine Wines. Being that this was LTC's first event of this magnitude, we relied heavily on feedback from the industry experts and attendees. The overall impression from the attendees and industry experts was that it was a spectacular event and all were looking forward to 2013. The event was attended by 110 participants. There is huge capacity for growth in this event.
- 2012 Ladies' Nights Out (July, August) – Twelve downtown businesses hosted special events at each of their locations to pamper attendees. The July event was a little low in turnout due to the extreme hot weather, but August's was very well attended. A total of 225 attended.
- The 2012 Golf Outing was cancelled due to low sponsorship and participation.
- 2012 Spooktacular (Oct.) – Forty different retailers, organizations and food vendors paid for the opportunity to sell or meet people at Spooktacular based on the tremendous turnout of well over 2,000 people in 2011. Live entertainment was scheduled on two stages for the event. Downtown businesses gave over \$1,100 to sponsor rented children's games, a petting zoo and an exotic zoo presentation. Unfortunately, the weather that included a tornado siren deterred many pre-paid vendors and would-be participants. Nonetheless, the attendance (based on giveaways given at booths) is estimated at over a thousand people. Furthermore, when the torrential downpour began The Corner House benefited greatly from the influx of displaced participants and

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even kindly invited in the rained-out musical act to perform. They have said they can attribute their packed house that afternoon solely to the event.

- 2012 Sweet Tomato Fundraiser – In March we had a fundraiser at Sweet Tomato Restaurant where a portion of the bill from our attendees was donated to LTC.
- 2012 Arts and Crafts Fair – In May we attended the Chamber’s Art and Craft Fair in downtown and manned a LTC table for membership recruitment and general information on the downtown.
- 2012 Spring Pub Crawl – In June we partnered with the Historical Society and to host a pub crawl in downtown Lombard. Fifty attendees and visited 5 downtown establishments during the tour. (Exhibit 2)

Events scheduled for remainder of 2012:

- Small business information seminar on Email Marketing (Nov. 15) – in anticipation of the peak buying holiday season, this was initiated by our Executive Director who then leveraged relationships with Lombard Chamber of Commerce and the Village to reach more people and procure a professional meeting space. It costs us nothing and will help prepare small businesses to maximize the buying season.
- 2012 Small Business Saturday (Nov. 24) – Royalty-free campaign collateral provided free-of-charge by American Express is being used for posters and eblasts to promote this annual this focus on buying small and local. We hope to impress upon residents that doing so creates jobs and businesses in their own neighborhoods. Sixty cents of every dollar spent locally, stays local (www.ShopSmall.com).
- 2012 Jinglebell Jubilee (Dec. 1) – LTC is hosting a roaming Nutcracker Suite with The Dance Centre. Six downtown businesses with have a live ballet performance of a Nutcracker Suite scene. Several businesses will be running specials and providing holiday treats. LTC will also be providing a barbershop quartet which will be singing holiday songs throughout downtown and a professional story teller will be reading the Nutcracker Suite to kids before the Dance Centre performance. Sweet Street will be hosting a children’s gingerbread decorating contest.
- 2012 Wine Dinner (Dec. 3) – will again be held at Praga/Bonton. This year three downtown wine specialists – 20 West Wines, The Vino Cellar, Bonton – will participate in this event. Tickets cost \$75 and are available on LocalWineEvents.com, LTC’s website or by mailing a check to the LTC office. Seating is limited and sells out early.

Events scheduled for 2013:

- Two Pub Crawls with the Lombard Historical Society
- Wine and Craft Beer Event
- Taste of Downtown Lombard/Downtown Restaurant Week
- Golf Outing
- Spooktacular

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- Small Business Saturday
- Jinglebell Jubilee
- Wine Dinner

ADMINISTRATION OF LTC

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.

Some recent developments:

Drop Box

Using Drop Box (an internet-based document sharing site) this year and has greatly increased productivity. Documents are housed centrally on the internet with access permission granted to each board member and the executive director, who no longer has to service requests for documents.

Gift Works

LTC recently installed this donor database to compile member, business, property owner, event attendee and donor lists; track donations and grants; streamline event follow-up and issuance of donation receipts. It should be noted that this software, normally \$500, was procured for \$45 through TechSoup, a tech donation clearing house for eligible non-profit organizations.

ORGANIZATION

Guidestar

LTC recently updated its organization information on Guidestar.org, a database that vets 501c3 organizations as qualified recipients of employee donations and employer match programs at large corporations such as AT&T. We are currently investigating the possibility of being additionally classified as a “cultural” organization, to widen reach to large corporations that match employee donations to organizations in that category.

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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 Garden Club, Lombard Historical Society and Lombard Park District. We hope to expand on these current relationships in 2013. We are currently partnering with the Lombard Chamber of Commerce on a small business owner's information seminar (Nov. 15, 9-10 a.m., Village Hall Board Room) and discussing with Lombard Park District a possible joint "outdoor theatre" event (likely August 2013).

ECONOMIC RESTRUCTURING

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:

- 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.

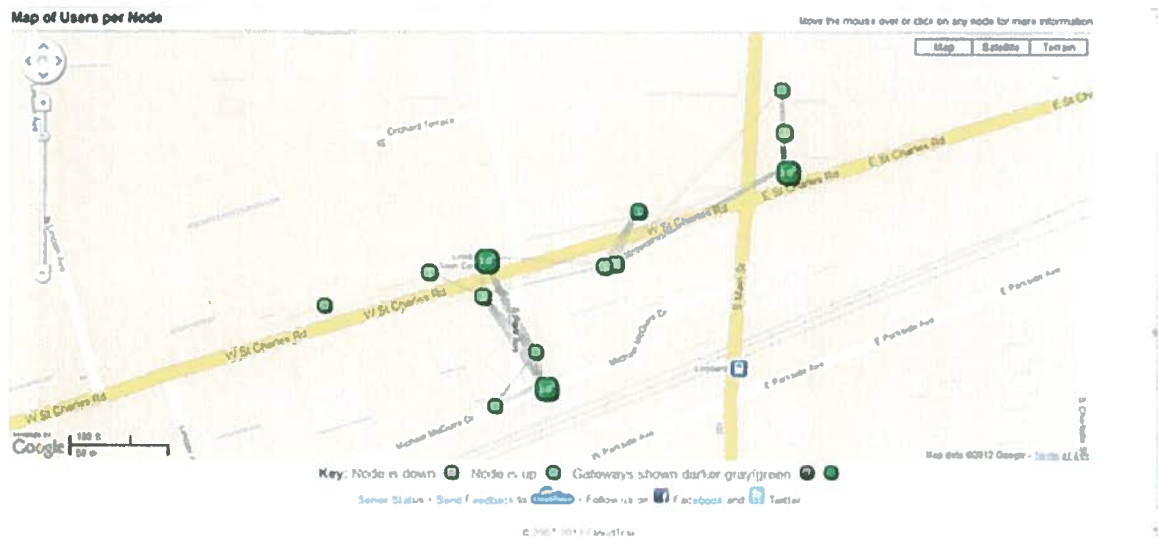
Each router automatically changes its function based on its internet connectivity and the status of the other routers in the network.

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.

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Over the summer, routers were temporarily placed in the Hammerschmidt parking lot area on Farmer's Market days to provide Wi-Fi internet access for vendors and patrons. This trial was well received by the vendors. 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.



DESIGN COMMITTEE

- The committee assisted the Executive Director in revising the Village's outdoor seating ordinance. The presence of outdoor seating creates a more vital and welcoming atmosphere by showing how busy the businesses really are.
- In response to resident recommendations, the committee designed bike rack addition concept for in front of St. Charles Rd. Spray Park to promote a more bicycle-friendly downtown atmosphere. This was something recommended by residents who frequently visited the Splash Park. Will be installed by Village in Spring 2013 (Exhibit 5).
- The committee worked with the Village on advancing the downtown branding and signage recommendation from the *Downtown Redevelopment Master Plan*. The new signs are now available and it is our understanding that they will be installed by the close of 2012.

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- The committee developed construction detail recommendations for the installation of future benches, trash receptacles, and other exterior furnishings by the Village to address aesthetic concerns from residents and business owners and for consistency with the downtown plan (Exhibit 6, 7).
- In the interest of creating a comprehensive historical record and future design resource, the committee compiled a detailed photo survey of the downtown's buildings and streetscape. This will aid in the design of future improvements.
- The committee chair vacancy was filled by Tom Runkle.

**EXECUTIVE
DIRECTOR
REPORT**

Lombard Town Centre

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.

New Direction *(by Walter Smith, LTC Board President)*

In July 2012, the LTC Board decided to move in a different direction with day-to-day leadership. We believed that, although she had many talents that had brought us forward by early 2012, Executive Director Karen Stonehouse was not addressing all areas well. After unsuccessful attempts to rectify these shortcomings, the Board decided in July to dismiss her and look for another Executive Director with some specific skill sets. During this interim after her dismissal, LTC President and Board members covered the duties and responsibilities of the position. This was not an easy task for volunteers with full-time jobs and it made the need for this position very apparent to all of us. After interviewing several candidates, we chose Michelle H. Iwinski at the end of August. She started in early September and made an immediate impact on our organization. Getting "thrown into the fire" during a busy season of planned events and funding initiative, she has had to work on our funding request, Spooktacular, Small Business Saturday, Jinglebell Jubilee and the LTC Wine Dinner. She has been a great asset during this time. We are currently expanding our relationships with other local organizations and looking for more ways to work jointly on projects.

2012 in Review

It has been a very busy year for Downtown Lombard. According to Village Staff, the downtown square-footage vacancy rate has dropped from 17% in 2011 to about 11% in 2012. Fairy Tales, relocated to a larger space with greater visibility. As a result, after just four months their retail sales have increased enough to necessitate adding additional staff. Six new business – The Corner House, Desert Rose Design, Shannon’s Deli, Randall Bullen Photography, Reality Group and Fringe, A Boutique Salon – have opened in 2012. Of these, The Corner House will already be expanding to the Lombard Metra station in November 2012. Two more business are slated to open before year-end: Golfer’s Edge, 241 W. St. Charles, and The Vino Cellar, 141 W. St. Charles. As of early November, grand opening and marketing plans are in progress.

The Vino Cellar, it should be noted, is a crown jewel among LTC accomplishments this year. This business was entirely recruited by LTC Board Members Dan and Colleen Whittington. LTC has helped them since inception of their plan to locate in downtown Lombard. Along with Lombard’s usual demographic and statistical selling points, LTC members also sold downtown Lombard on the basis of the momentum and excitement occurring there and the added benefits of LTC and its ability to leverage creative cooperation between businesses and organizations. After much deliberation, The Vino Cellar’s owners’ minds were made up once they saw the throngs that attend a typical Cruise Night.

A total of 8 businesses will have opened in 2012.

The Executive Director has some main categories that we cover over the course of the year. They are Business Recruitment, Business Retention, New Business Welcome & Assistance, Property Assistance and Miscellaneous or Other Requests. Some highlights (source: Executive Director’s reports to ECDC):

Property Showings – 18

Communication with Property Owners – 34

Monthly Forums – 10 / Business Owners Forum – 1

Sidewalk Seating/Outdoor Café was a task initiated by Lombard Town Centre, business owners and village staff. With the direction of ECDC, the regulations were eased to accommodate more businesses to participate in the use of outdoor seating. The normal permit fee was also waived for the year in attempts to ease the cost to the businesses. Five businesses now offer outdoor seating; three of them had not offered it before.

Lombard Town Centre organized or participated in six of eight new businesses grand openings. One business did not have a grand opening and the other requested to set-up the grand opening independently.

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.

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**

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.

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 2012

	2012 Budget	2012 Actual	2013 Prelim Budget	
Income:				
Village Funding	\$38,500	\$32,968	\$50,000	
Donations	\$0	\$285	\$0	
Fundraisers:				
French Market Bags	\$100	\$5	\$50	
French Market Bag Sales	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
French Market Bag Expenses	\$100	\$5	\$50	
Total French Market Bags				
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	\$1,500 estimate	
Pub Crawl	\$1,000	\$1,132	\$1,000 based on '12	
Wine Tasting Event				
Wine Tasting Income	\$0	\$7,180	\$10,500	50 more attendees
Wine Tasting Expenses	\$0	-\$6,733	-\$6,500	
Wine Tasting Event - Other	\$0	\$0	\$0	
Total Wine Tasting Event	\$0	\$447	\$4,000	
Umbrellas				
Umbrella Income	\$1,000	\$120	\$0	
Umbrella Expenses	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
Total Umbrellas	\$1,000	\$120	\$0	
Wine Dinner				
Silent Auction Proceeds	\$0	\$1,410	\$0	
Silent Auction Expenses	\$0	-\$779	\$0	
Sponsors	\$0	\$189	\$0	
Ticket Sales	\$0	\$3,490	\$0	
Wine Dinner Expenses	<u>\$0</u>	<u>-\$2,338</u>	<u>\$0</u>	
Total Wine Dinner	\$3,000	\$1,972	\$2,500 estimate	
Interest Income	\$15	\$5	\$5	
Membership Dues	\$3,000	\$4,350	\$5,000 reaching goal estimate	
Other Income	<u>\$50</u>	<u>\$0</u>	<u>\$0</u>	
Total Income	\$48,165	\$41,284	\$64,055	
Expenses:				
Administrative:				
Bad Debt Expense	\$0	\$950	\$0	
Bank Charges	\$0	\$27	\$30 same as '11	

Lombard Town Centre 2012

	2012 Budget	2012 Actual	2013 Prelim Budget
Credit Card Charges	\$150		
Advertising - Other		\$69	\$100 estimate
Insurance:		\$240	
Business	\$1,450		
Workmen's Comp	<u>\$275</u>	\$1,410	\$1,450
Total Insurance	\$1,725	\$1,734	\$1,800
Licenses & Fees	\$25	\$28	\$30
Local Travel	\$100	\$23	\$100 mileage reimb
Miscellaneous Exp	\$0	\$876	\$0
Office Equipment	\$0	\$45	\$75
Office Supplies	\$500	\$714	\$750
Payroll Expenses:			
Salaries & Wages-30 hours	\$38,500	\$30,834	\$38,500
Additional for LTC	\$0	\$270	\$0
Payroll Taxes	<u>\$3,074</u>	<u>\$3,017</u>	<u>\$3,800</u>
Total Payroll Expenses	\$41,574	\$34,121	\$42,300
Postage	\$250	\$78	\$125 estimate
Professional Fees	\$0	\$0	\$0
Rent	\$8,700	\$6,300	\$6,300
Subscriptions	\$45	\$14	\$25
Telephone/Internet	\$1,285	\$1,291	\$1,330 plus 3%
Utilities	<u>\$870</u>	<u>\$318</u>	<u>\$500</u>
Total Administrative Expenses	\$55,224	\$46,828	\$53,465
Program:			
Design:			
Miscellaneous	\$0	\$0	\$250
Total Design	\$0	\$0	\$250
Economic:			
Business Education Series	\$400		
Downtown Plan	\$500		
Miscellaneous	\$1,200	\$200	\$380
WiFi	<u>\$2,000</u>	\$498	\$500
Economic Other		<u>-\$200</u>	\$750
Total Economic	\$4,100	\$498	\$2,430
Organization:			
Annual Meeting	\$500		
Board/Membership Meetings	\$1,000	\$350	\$450
Community Relations	\$600	\$1,048	\$1,500
Constant Contact	\$360	\$0	\$600
Membership:		\$216	\$360
Drive Materials			
Membership Brochures		\$250	\$150/meeting
Total Membership	\$100	<u>\$300</u>	\$178 X 2
Newsletter	\$200	\$300	\$500
Professional Dues	\$500	\$0	\$100
Training:		\$250	\$250

Lombard Town Centre 2012

	2012 Budget	2012 Actual	2013 Prelim Budget	
Conference/Seminar/Training	\$0	\$0	\$0	
Hotel	\$0	\$0	\$0	
Meals	\$0	\$20	\$25	
Publications	\$0	\$0	\$0	
Travel	\$0	\$0	\$0	
Total Training	\$0	\$20	\$50	
Website	<u>\$1,000</u>	<u>\$232</u>	<u>\$250</u>	
Total Organization	\$4,260	\$2,416	\$4,060	
Promotion:				
Downtown Promotional Brochure	\$0	\$0	\$250	business directory
Lilac Parade				
Trolley Expense	\$0	\$0	\$0	
Trolley Sponsors	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
Total Lilac Parade	\$0	\$0	\$0	
Passport Program	\$100	\$350	\$100	
Farmer's Market	\$0	\$0	\$0	
Jinglebell Jubilee:				
Advertising	\$0	\$75	\$0	
Entertainment	\$0	\$84	\$0	
Miscellaneous	\$0	\$0	\$0	
Sponsors	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
Total Jinglebell Jubilee	\$750	\$159	\$1,000	
Ladies Night Out:				
Advertising	\$0	\$179	\$0	
Miscellaneous	\$0	\$85	\$0	estimated ads and flyers
Sponsors	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
Total Ladies Night Out	\$500	\$264	\$500	
Spooktacular				
Advertising	\$0	\$700	\$0	
Entertainment	\$0	\$3,390	\$0	
Miscellaneous/Décor/Setup	\$0	\$2,986	\$0	
Booth Fees	\$0	-\$1,500	\$0	
Sponsors	<u>\$0</u>	<u>-\$1,470</u>	<u>\$0</u>	
Total Spooktacular	\$3,000	\$4,106	\$2,000	reducing attractions
Spring Event	\$250	\$0	\$0	
Summer Event	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	
Total Promotion	\$4,600	\$4,878	\$3,850	
Total Program Expenses	<u>\$12,960</u>	<u>\$7,793</u>	<u>\$10,590</u>	
Total Expenses	\$68,164	\$54,620	\$64,055	
Net Income (Loss)	<u>-\$20,019</u>	<u>-\$13,336</u>	<u>\$0</u>	

**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

LIVE*WORK*PLAY Purple



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EXHIBIT 1
2012 Passport Participation
List

Find Great Savings in Downtown Lombard with the LTC Passport Card

memberships starting as low as \$25



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

SCAN THIS CODE AND
GET YOUR MEMBERSHIP



EXHIBIT 2

2012 Event Poster Samples

Newspaper Samples

Yelp Article



**LOMBARD
TOWN
CENTRE**
dedicated to downtown



**ANNUAL
SPOOKTACULAR
FALL FEST**

SUNDAY, OCTOBER 14th

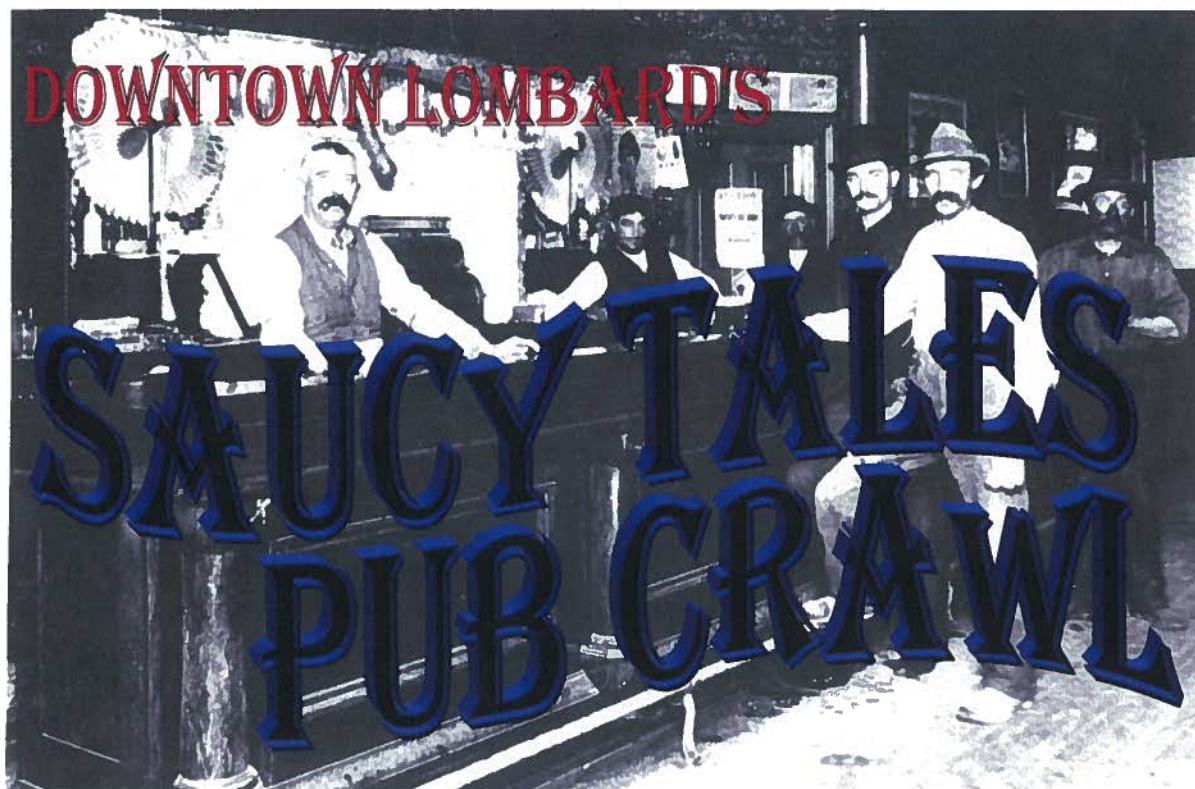
12:00pm - 5:00pm

**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:

www.lombardhistory.org

*All proceeds benefit the
Lombard Historical Society &
Lombard Town Centre*

Thank You Thank You Thank You
Thank You



President William J. "Bill" Mueller 1935-2012



presents

Ladies Night Out

Perks, Pampering & Specials Just for Ladies

in Downtown Lombard

**Thursdays on June 28th & July 26th, from 5pm to 8pm
and After Hours at 8pm at Punky's**



For more information please visit www.lombardtowncentre.org

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LOMBARD SPECTATOR

Town Centre director shares views of downtown Lombard

By Sarah Small, ssmall@mysuburbanlife.com

Suburban Life Publications

Posted Aug 25, 2012 @ 09:00 AM

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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 viable change to downtown Lombard and helped create a sense of vibrance to people passing through the area.

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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, nineaseven, which he operates out of his Lombard home.

He'd done printing work with Sky Center Martial 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.

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theSmartConsumerLiving.com

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LOMBARD SPECTATOR

Lombard resident Michelle Iwinski ready to fill downtown Lombard

By Sarah Small, ssmall@mysuburbanlife.com

Suburban Life Publications

Posted Sep 22, 2012 9:00:00 AM

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WinCubits

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. 20 and after a whirlwind first week of meetings and introductions, she's settling down to focus on bringing 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.

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 05, 2012 at 09:00 AM

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Jeniff 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 2023 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, IL – 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 Jeniff 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."

"It's not retail, but it's the next best thing," Stonehouse said. "It's a filled space."

Building owner Hammersmith agreed.

"I think they bring a really positive energy downtown even though they're not retail and not a restaurant," he said.

After working three years to find a tenant, Hammersmith said he's satisfied with the five-year lease Desert Rose Design recently signed.

"I'm really grateful that we got a solid, successful company on a long-term lease and we finally turned that corner," Hammersmith said. "It looks like downtown is turning that corner, at least I'm hoping so."

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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

This Weekly Yelp brought to you by [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

Follow the lilac-leaven road!

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!" **Melissa 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!



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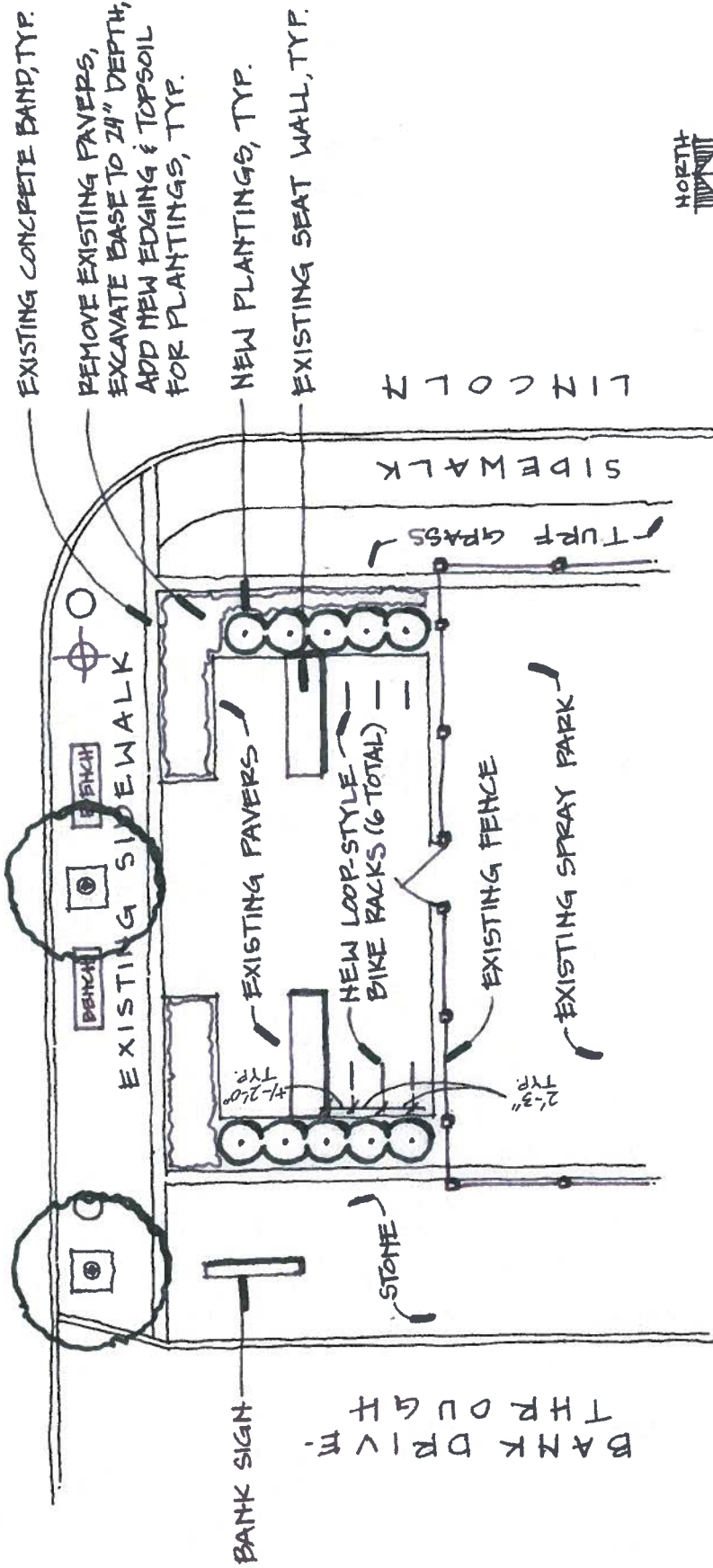
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Bike Rack

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EXISTING CONCRETE BAND, TYP.
 REMOVE EXISTING PAVERS,
 EXCAVATE BASE TO 24" DEPTH,
 ADD NEW EDGING & TOPSOIL
 FOR PLANTINGS, TYP.
 NEW PLANTINGS, TYP.
 EXISTING SEAT WALL, TYP.

LINCORN
 SIDEWALK
 TURF GRASS

EXISTING PAVERS
 NEW LOOP-STYLE
 BIKE RACKS (6 TOTAL)
 EXISTING FENCE
 EXISTING SPRAY PARK

BANK SIGN
 BANK DRIVER
 THROUGH
 STONE

NORTH
 1/8" = 1'-0"

NEW BIKE RACK LOCATION CONCEPT
DOWNTOWN LOMBARD SPRAY PARK

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Existing Mounting

EXISTING MOUNTING. SECTION

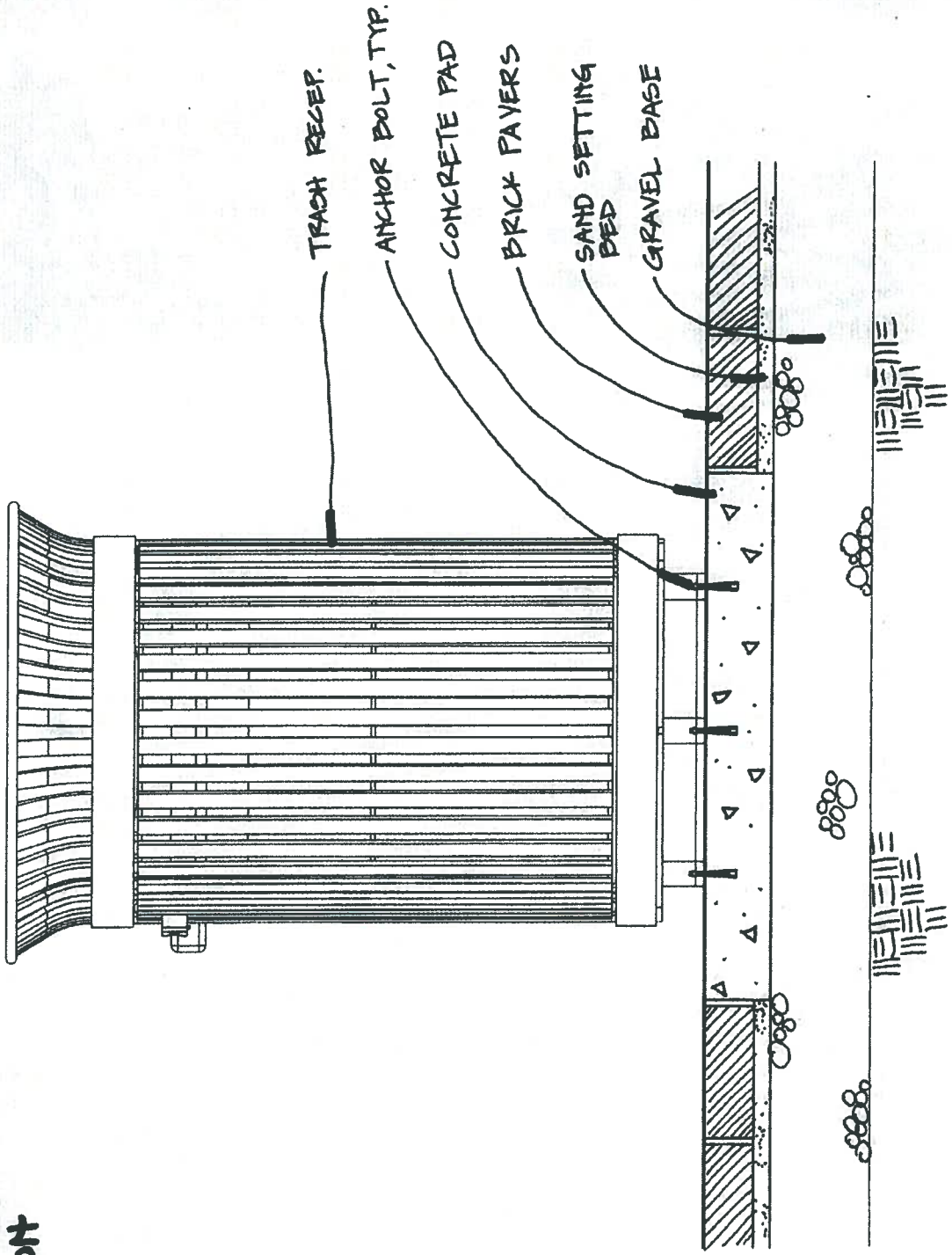


EXHIBIT 7

Outdoor Furnishings
Alternate Mounting

ALTERNATE MOUNTING
SECTION

