

## **MEMORANDUM**

**TO:** David A. Hulseberg, Village Manager

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

**DATE:** August 20, 2009

**RE:** **Village Board Policy – New Business Promotion Policy**

Earlier this summer, staff prepared the attached draft Village Board Policy Memorandum pertaining to recognizing and promoting new business establishments within the Village. The intent of this effort is to assist new businesses in achieving initial and long-lasting success within the community.

The attached policy outlines the methodology and procedures for the promotion of new businesses. Upon receipt of a request to the Village, the Village will then publicize the new business at a future Board of Trustees meeting, in a future issue of Lombard Pride and/or on the Village website. However, while this policy intends to set the parameters for new business promotion and promote new businesses, this policy shall not be construed to mean that the Village is obligated to make an announcement at a Board meeting, provide the listing on the Village website or other printed materials or that the listing must remain for a definitive period of time.

**RECOMMENDATION:**

Please place this item on the August 20, 2009 Village Board agenda for consideration and recommend that the Village Board of Trustees adopt the “New Business Promotion Policy” as part of its Village Board Policy Manual.

If you have any questions regarding this matter, please feel free to contact me.