

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager

DATE: January 11, 2012 (B of T) Date: January 19, 2012

TITLE: Lombard Town Centre 2012 Funding

SUBMITTED BY: Department of Community Development *WLS*

BACKGROUND/POLICY IMPLICATIONS:

The Economic and Community Development Committee (ECDC) through the Department of Community Development transmits for your consideration a request providing the Lombard Town Centre with funding in the amount of \$38,500 for the 2012 calendar year.

The ECDC recommended approval of this request subject to terms and conditions as set forth in the resolution.

Please place this item on the January 19, 2012 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Hulseberg, Village Manager

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

DATE: January 19, 2012

SUBJECT: **FY 2012 Funding for the Lombard Town Centre**

At the December 12, 2011 Economic and Community Development Committee (ECDC) meeting, the Committee voted to recommend to the Village Board funding in the amount of \$38,500 to Lombard Town Centre (LTC) for their activities for the 2012 calendar year. This expenditure would be used by the LTC to fund the part-time Executive Director position through the end of the 2012 calendar year. Although the ECDC did not place specific conditions on their recommendation for funding, the funding would be subject to the provisions set forth within the attached resolution for Village Board consideration. These provisions are consistent with past LTC funding approvals.

For reference purposes, the attached documents are offered:

1. Staff Reports from the October 5, 2011 and November 9, 2011 ECDC meetings relative to the LTC Funding Request;
2. Exhibits Provided by LTC, including:
 - A. Exhibit A- letter from Dan Whittington, LTC President dated October 18, 2011 highlighting their funding request
 - B. Exhibit B- List of the current LTC Board of Directors
 - C. Exhibit C- 2010/2011 LTC Annual Report updating the status of the various goals and objectives
 - D. Exhibit D- List of achievements beyond the submitted goals for April-October, 2011
 - E. Exhibit E- A list of 3 items from the Downtown Plan (Implementation Section) that the LTC have already done or will do within the next year
 - F. Exhibit F- A list of additional goals for LTC in 2012
 - G. Exhibit G- LTC response to how Village Operations could be impacted should their funding be cut or eliminated
 - H. Exhibit H- LTC Financial Policies
 - I. Exhibit I- Updated SMART Goals related to filling downtown vacancies
 - J. Exhibit J- Updated SMART Goals related to performance improvement for business outreach
 - K. Exhibit K- Updated SMART Goals related to business membership

- L. Exhibit L- Updated SMART Goals related to residential membership
- M. Exhibit M- Updated SMART Goals related to business retention
- N. Exhibit N- New SMART Goals related to Facebook and social media interaction
- O. Exhibit O- New SMART Goals related to locating a Design Chair
- P. Exhibit P- Local newspaper articles related to LTC efforts
- Q. Exhibit Q- Proposed 2012 Budget with a requested funding amount of \$38,500 (for a part-time position, with performance incentives)
- R. Exhibit R- Proposed 2012 Budget with a requested funding amount of \$53,000 (for a full-time position)

Additional items provided by staff:

- S. Exhibit S- LTC Executive Director Job Description
 - T. Exhibit T- Page 94 of the Implementation section of the Downtown Plan
 - U. Exhibit U- Resolution 106-11 approving 6 month funding for the LTC for 2011
3. Minutes from the October 5, 2011 and November 9, 2011 ECDC meetings and draft minutes of the December 12, 2011 ECDC meeting.
 4. Downtown TIF Budget Exercise and Results Memo to the ECDC dated December 12, 2011.
 5. Draft Resolution for LTC Funding.

ECDC REVIEW/DOWNTOWN TIF BUDGET EXERCISE

In addition to the submitted request by LTC and the companion staff report, the ECDC members were asked to review their funding request in the context of all available funds in the Downtown TIF. This review was completed through a TIF budget exercise. The purpose of this exercise was to identify possible major capital projects (as identified within the Downtown Guidebook) and operational activities in the Downtown for the next three years. ECDC members were asked to identify and rank projects or activities from highest to lowest, recognizing budget limitations and to allocate a dollar figure to each of the desired funding activities. The exercise recognized that all of the identified projects cannot be readily funded using public funds and approximately \$580,000 in discretionary dollars remains available over the next three years for the various projects and activities. From these results, the following representations were made:

1. Of all of the operational and capital projects listed within the exercise, funding for the LTC organization was identified by the ECDC members as the most important funding priority the Village should have in the downtown.
2. Six of the seven ECDC responses supported some level of funding for LTC in 2012. Four responses supported funding at the current level (\$38,500 for a 30

hour/week) while two supported full-time funding (40 hours/week) of \$53,000. One response suggested declining Village funding over the next three years.

3. Of the capital projects, the responses were divided between providing significant support for a few projects versus providing smaller funding amount for many projects.
4. Of the capital projects, support for the grant programs remained strong. Providing funding for the various grant programs was stronger than funding for specific grants themselves. Most supported funding of the restaurant forgivable loan program; though providing larger funds for a major restaurant deal was more limited.
5. Regarding right of way maintenance and landscape improvements, there was some level of support. However, few responses supported full funding and implementation of the public right-of-way landscaping and improvements.
6. There was minimal support for the Village leasing or acquiring property in the downtown for public purposes. There was also little support for TIF funding for the 101 S. Main Street property for the proposed temporary market/gathering use.

ACTION REQUESTED

Please place this item on the January 19, 2012 Village Board agenda for consideration. The ECDC recommends that the Village Board adopt the attached resolution providing the Lombard Town Centre with funding in the amount of \$38,500 for the 2012 calendar year, to fund a part-time Executive Director, subject to the terms and provisions set forth in the attached resolution.



MEMORANDUM

TO: Peter Breen, Chairperson
Economic and Community Development Committee

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

DATE: October 5, 2011

SUBJECT: **Lombard Town Centre Update & 2012 Funding**

On May 19, 2011, the Village Board approved Resolution 106-11 (attached as Exhibit A) providing for funding for the Lombard Town Centre (LTC) in an amount not to exceed \$14,292 paid through the end of the 2011 calendar year. Rather than provide for a full years funding, the ECDC recommended and the Village Board approved a 6 month funding program. The intent was to align the LTC funding request with the Village's overall budget process, which begins in the fall. In addition, the approved amount, which is paid monthly, was based on the LTC having a 25% cash reserve at the end of the 2011 calendar year.

As part of the approvals, the LTC was to make their 2012 funding request by September 22, 2011 for discussion at the October 5, 2011 Economic and Community Development Committee (ECDC) meeting. For reference purposes and to provide some historical context, staff has attached the minutes and reports shared with the ECDC at the April 6, 2011 meeting (attached as Exhibit B). While staff has been working with the LTC to review their 2012 funding, the LTC and its Board have not finalized the request for the October ECDC meeting. As a result, the formal request will be submitted to the ECDC for review at their November 2, 2011 meeting. In the interim, the LTC has provided a draft update to their 2011 goals and objectives (attached as Exhibit C) and a draft budget with 2 options for funding as follows:

1. Option 1 (attached as Exhibit D) includes a funding request of \$38,500 to continue funding for a part-time Executive Director. As indicated by the LTC, the request was increased from \$35,000 to allow for some performance incentives.
2. Option 2 (attached as Exhibit E) includes a funding request of \$53,000 to allow for a full time Executive Director. The LTC has indicated that should they remain a Main Street Organization, they will be required to have a full time Executive Director.

The attached draft budgets are intended for discussion purposes and are subject to further refinement and LTC Board approval, prior to the November 2, 2011 ECDC meeting.

Action Requested

No specific action is required at this time and the formal LTC funding request will be made before the ECDC at their November 2, 2011 meeting. The information provided is for reference purposes in anticipation of the future funding request. The LTC will be attending the October 5, 2011 ECDC meeting to answer any questions.



MEMORANDUM

TO: Peter Breen, Chairperson
Economic and Community Development Committee

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

DATE: November 9, 2011

SUBJECT: Lombard Town Centre 2012 Funding Request

As introduced at the October 5, 2011 meeting, the Lombard Town Centre (LTC) has made their formal funding request for 2012. As proposed, the LTC is requesting two (2) funding options:

1. Option 1 (attached as Exhibit Q) includes a funding request of \$38,500 to continue funding for a part-time Executive Director. As indicated by the LTC, the request was increased from \$35,000 to allow for some performance incentives.
2. Option 2 (attached as Exhibit R) includes a funding request of \$53,000 to allow for a full time Executive Director. The LTC has indicated that should they remain a Main Street Organization, they will be required to have a full time Executive Director.

The ECDC and ultimately the Village Board is asked to review the funding request and make a recommendation as to the level of funding support that should be provided. Staff notes that the Lombard Downtown Revitalization Project Guidebook, adopted by the Village Board earlier this year set forth and identified a strategy to improve Downtown Lombard's public and private partnership. Specifically the Guidebook identified tasks for both the Village and the LTC (page 94, attached as Exhibit T), stating:

Review Village support role:

- a. Is the right model in place?
- b. Are the relationships and responsibilities clear?
- c. Is there a sustainable vision for funding?

Review Lombard Town Centre role:

- a. Is their vision aligned within the Downtown Plan?
- b. Are leaders identifying issues before they are crises?
- c. Is the right funding available?
- d. Is the funding sustainable?

As part of the implementation efforts by both parties, a discussion and narrative is offered for the ECDC's consideration as it pertains to future funding. For reference purposes, the funding request being made by the LTC is attached and includes the following documents:

Exhibit A

Letter from Dan Whittington, LTC President dated October 18, 2011 highlighting their funding request.

Exhibit B

List of the current LTC Board of Directors.

Exhibit C

2010/2011 LTC Annual Report updating the status of the various goals and objectives.

Exhibit D

List of achievements beyond the submitted goals for April-October, 2011.

Exhibit E

A list of 3 items from the Downtown Plan (Implementation Section) that the LTC have already done or will do within the next year.

Exhibit F

A list of additional goals for LTC in 2012.

Exhibit G

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

Exhibit H

LTC Financial Policies.

Exhibit I

Updated SMART Goals related to filling Downtown vacancies.

Exhibit J

Updated SMART Goals related to performance improvement for business outreach.

Exhibit K

Updated SMART Goals related to business membership.

Exhibit L

Updated SMART Goals related to residential membership.

Exhibit M

Updated SMART Goals related to business retention.

Exhibit N

New SMART Goals related to Facebook and social media interaction.

Exhibit O

New SMART Goals related to locating a Design Chair.

Exhibit P

Local newspaper articles related to LTC efforts.

Exhibit Q

Proposed 2012 Budget with a requested funding amount of \$38,500.

Exhibit R

Proposed 2012 Budget with a requested funding amount of \$53,000.

Background

LTC was initially established in 2005 to be a grass-roots organization that would follow the program elements established and set forth through the National Trust for Historic Preservation's Main Street and the Illinois Main Street programs. Approved Main Street programs establish four core areas as part of the requisite organizational framework, including design, organization, promotion and economic restructuring elements. To date, the LTC has 54 total members. Of those members, 14 are businesses located directly downtown.

As noted on their web-site, LTC is a community-based organization, dedicated to preserving and promoting our historic downtown as the heart of Lombard and a vibrant commercial destination. The LTC identifies their vision as one that creates and sustains a flourishing Downtown business district that preserves the history of our Village for the benefit of residents and visitors, now and in the future.

LTC Funding History

In 2005, the Village made a commitment to fund at least one-third of LTC's budget for its first three years of the organization's existence, in an amount not to exceed \$75,000 per year. The intent of the initial funding allocation by the Village was to provide funds for the startup operations of the LTC. It would also free the organization and the Executive Director (ED) to undertake professional downtown marketing and economic development activities without having to spend significant time on private fundraising activities until the organization had time to establish itself. Additional one year funding commitments of \$75,000 per year were approved by the Village in 2008 and 2009.

In 2010, the ECDC and Village Board approved funding for the LTC in the amount of \$35,000 for a 30 hour per week part-time ED position with some reporting function to the Director of Community Development; however it would be a LTC employee. The intent of the reporting function would be similar in role and activity to a professional consultant working on behalf of the Village. The position would be funded through the LTC grant from the Village and would serve as a liaison between the LTC Board and the Village. In the past, much of the ED's time was spent on fundraising and membership activities, which detracted from the core responsibilities of the position. As a result, the part-time ED position was intended to focus mainly on economic development activities and filling vacancies and the position would be reconsidered with each year's funding request.

On May 19, 2011, the Village Board approved funding for the LTC in an amount not to exceed \$14,292 paid through the end of the 2011 calendar year (Resolution attached as Exhibit U). Rather than provide for a full year's funding, the ECDC recommended and the Village Board approve a 6 month funding program. The intent was to align the LTC funding request with the Village's overall budget process, which begins in the fall. In addition, the approved amount,

which is paid monthly, was based on the LTC having a 25% cash reserve at the end of the 2011 calendar year.

Overall, Lombard Town Centre was granted a total of \$424,292 for operating funding for the 2005 through 2011 years. Funding from the Village has recently comprised about 3/4ths of all of LTC's funding.

TIF Status & Long Term Funding

TIF Status

As previously referenced at past ECDC meetings, in 2007, the Village, along with the other taxing bodies, agreed to re-baseline the Downtown TIF in 2012 and redistribute TIF increment to those taxing bodies. This was necessary in order to extend the Downtown TIF district to the maximum 35 years (2023). With the decline in the economy, the Village has seen a decrease in equalized assessed valuations (EAV) for properties in the downtown in 2010 & 2011 resulting in less increment than originally projected. Since we anticipate this trend to continue, it is very likely that the Village may receive little to no increment dollars in the Downtown TIF.

The Village is anticipating that the Downtown TIF has approximately \$1 million to spend on capital or tangible projects. This amount already includes certain TIF obligations such as the Elmhurst Memorial agreement and Park District/Norwood Lincoln Place agreement. However, it does not include the approximately \$120,000 for the Union Pacific Pedestrian Tunnel Project, which would reduce the available funds to approximately \$880,000.

Moreover, there are two properties (Hammerschmidt and the 115 W. St. Charles Road former Jirsa property) that were paid for out of Village general funds that could be reimbursed by the TIF in the future. The amount the general fund that could be reimbursed is approximately \$1 million. While the Village does not anticipate refunding the general fund in the full amount, should Village revenues substantially decrease unexpectedly, some reimbursement might be necessary. Other future expenditures include:

- School District 87 Vocational Advisor (+/- \$16,000/year per a previously approved agreement)
- Train Station Maintenance (+/- \$8,500/year, however this may significantly increase with the upcoming pedestrian underpass project)
- Village of Lombard personnel costs for administration (+/- \$57,000/year)
- Right-of-way beautification and streetscapes (+/- \$34,000/year)
- Village grants (budgeted at \$100,000/year as a place holder)
- Downtown Plan implementation (including Village public improvements and/or other costs to implement the plan)

Staff notes that given the declining EAV and other TIF obligations/agreements, any future TIF expenditure needs to be reviewed in the context of the existing fund balance as we should not expect any future increment in the near term. There is \$880,000 of TIF funds available for the Downtown to spend on improvements and activities. Therefore, should the ECDC recommend to the Village Board some level of funding to the LTC, they should make a finding that it is in the Downtown's best interest, recognizing that this immediate expenditure is of a higher priority than other improvements identified in the Downtown Plan.

Long Term Funding

At the October 5, 2011 ECDC meeting, a few members expressed the desire to see the LTC develop a long term funding plan. While the submitted information provided does indicate increased activities to raise revenue through memberships, special events and sponsorships, it only addresses their financial need for 2012. If the ECDC is to consider long term funding for the LTC utilizing TIF funds, the limited potential for no TIF increment to fund LTC beyond 2013 should be taken into consideration.

In review of past LTC expenditures, the primary expense incurred by the organization is the salary of the LTC ED position. Other primary expenses include rent of the 104 W. St. Charles Road office space, associated utilities and office overhead. Other incurred costs include expenditures for their various events and monthly meetings.

Items for Consideration

The ECDC is asked to make a recommendation to the Village Board regarding future Village funding and roles and responsibilities for the LTC. In consideration of this funding request, the ECDC should review the documents submitted by the LTC and make a determination as to what appropriate future funding levels would provide the Village with an appropriate return on its fiscal investment. This review can include:

1. Past goals and accomplishments and their level of success, particularly related to economic development and outreach efforts as this was a key goal in previous funding approvals;
2. Past efforts to promote the downtown;
3. Review of their ability to advance the economic vitality of the downtown; and
4. Review of their proposed goals and activities

As with the 2010 & 2011 funding request, staff offers the following options for the ECDC:

Option 1: Deny Funding

If the ECDC finds that in review of the LTC request and performance that additional funding is not warranted, funding could be denied. It should be noted that if no funding is provided directly by the Village, they estimate that they could continue operations in their current manner for approximately the next 3-6 months as they estimate to have approximately \$15,000-\$20,000 in reserves at the end of 2011. It should also be noted that if this option is selected, the organization can remain in operation; however, its operations would be contingent upon the LTC securing funding from private and other funding sources.

Option 2: Limited Selective Funding

This option would take a cafeteria approach to funding LTC for specific projects or events. For example, according to their proposed 2012 budget, they anticipate spending \$3,000 on next year's Spooktacular event. Rather than having to fund it entirely by using their existing reserves, they could seek a grant from the Village to help offset those costs. This approach would allow them to devote those reserves to other activities to assist the overall organization. Many of their recent accomplishments and successes, as outlined in their submitted documents, have come from their special events and volunteer efforts. For comparison purposes, some co-sponsored events the Village operates with the Lombard Chamber of Commerce operate in this manner.

Based upon the 2012 budget, the Village could provide up to \$9,710 for their events. This option would be most favorable if the ECDC finds that the community-related events are the primary asset to the organization and that based upon their past efforts and successes, they can be tasked to continue these efforts.

Option 3: Part Time ED Funding (\$38,500)

This option includes a funding request of \$38,500 to continue funding for a part-time Executive Director (30 hours/week). As indicated by the LTC, the request was increased from \$35,000 to allow for some performance incentives (bonus). This option most closely reflects their current operations.

Option 4: Full Time ED Funding (\$53,000)

This option includes a funding request of \$53,000 to allow for a full time Executive Director. The LTC did provide a summary of items they feel the extra hours will allow time for. Some include:

- Business recruitment
- Develop and distribute promotional materials
- Assist with Downtown Plan implementation
- Encourage Property upkeep and assist with grants
- Act as the “eyes and ears” for the Village
- Promote business awareness
- Facilitate partnerships among businesses and community groups
- Implement the Passport program
- Provide WiFi and other amenities to broaden downtown’s appeal
- Host informational meetings

It should be noted that many of the items noted above are already minimum required duties and functions of the position (see attached job description as Exhibit S). The LTC ED should be focusing 30 hours/week on these items per the agreement with the Village. It was arranged by the LTC Board to have the ED work a few additional hours per week on more administrative and committee support functions separately paid by the LTC reserves. Most of the special event activities are orchestrated by and through the LTC Board members and volunteer efforts and the funding from the Village has not been significantly applied toward these activities.

Main Street & Full-Time ED

The LTC has indicated that should they remain a Main Street Organization, they will be required to have a full time Executive Director. Village staff did speak with Amy Martin from the Illinois Department of Commerce & Economic Opportunity about the full-time ED requirement. Although Ms. Martin is the former Interim State Coordinator, she is still actively involved with the program and she informed us that a Main Street community can be both a “Nationally Accredited” Main Street Program and a “State Designated” Main Street Program. Currently, Lombard is a “State Designated” Main Street Program. According to her, the full-time ED is required for national accreditation. However, with the state designation, it is “strongly encouraged” but she said the State will work with each program to assist with finding funding for the additional the full-time ED on an annual basis. Some suggestions they have offered other Main Street communities to reach the full-time work include:

- Pay volunteers \$1/year to make up the additional hours
- Assist with finding other sources of revenue
- Assist with fundraising efforts

Furthermore, she made it clear that the municipality is not required to pay for the full-time ED. Staff notes that LTC is the only Main Street organization in DuPage County and that being a designated or accredited Main Street program is not a requirement for a successful downtown. LTC could continue utilizing Main Street structure without the designation. Other successful downtowns such as Downers Grove, Wheaton, Elmhurst and Naperville are not Main Street organizations. Staff also notes that the LTC and/or the Village has not received any significant level of services from the state over the past two years and that the Illinois Main Street program has not been in good standing with the National Main Street Organization.

Village Role

Should options 1 or 2 be recommended, the LTC could continue on its own, similarly to the manner Downtown Lombard United operated in the 1990s or as the Lombard Area Chamber of Commerce exists. Village staff would advance the economic development and business recruitment efforts within the downtown area, utilizing TIF expenditures to accomplish this additional activity. Village staff has facilitated and will continue to seek out opportunities to fill spaces. Village staff has historically played a recruitment role for the downtown, as Village staff manages the TIF grant program activities and is actively involved in identifying and meeting with prospective businesses. The Village already receives many calls a week from perspective businesses interested in the downtown. Existing Village staff would play a more active role and comprehensive approach to business recruitment by directly tying Board directives and policies, knowledge of inter-departmental issues and linking together resources in the business recruitment process. As the downtown is a key priority set forth by the Village Board, staff will continue to advance this activity with its current resources.

In addition, fund reallocation would also likely be made to allow for community recommended capital improvements and programs identified in the Downtown Plan (such as branding implementation and streetscape enhancements), and staff would play an increased role in its implementation. While the social and promotional activities would have to be re-evaluated or restructured, staff notes that much of those activities are already being done by the LTC with their volunteer base and partner organizations (Park District, Library, Historical Society, Chamber, etc.) with the Village already playing an active role.

If options 3 or 4 are chosen, the role of the Village and its staff would be largely unchanged, as Village staff would still be responsible for all TIF legal obligations, grant review, planning activities and providing basic essential government services.

Allocation Review

As noted, given limited and finite TIF resources available, future allocations should also be reviewed in the context of all potential downtown expenditures. As such, to assist the ECDC in their review and consideration of the funding grant request, staff will be preparing and presenting an exercise for the ECDC members to undertake at the meeting itself. This activity will identify all of the possible capital projects and operational activities that were identified within the plan

that are intended to utilize public funding. The ECDC members will be asked to rank those projects or activities from most important to fund from highest to lowest, recognizing budget limitations. Within this ranking, the members can then provide context to the funding request and can then make an informed decision based upon the ranking exercise.


Recommendation

The ECDC should review the materials provided by the LTC and staff and make a recommendation to the Village Board on what level of funding should be provided to the LTC for 2012. Should the ECDC recommend to the Village Board to provide some level of funding to the LTC, they should make their findings based upon consideration of their desired funding priorities for the Downtown.



MEMORANDUM

TO: Peter Breen, Chairperson
Economic and Community Development Committee

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

DATE: November 9, 2011

SUBJECT: Resident Comments regarding LTC Funding & Downtown

As part of the LTC's funding request, both the Village and the LTC sent out notices asking residents to provide their comments to Village staff and the ECDC on the matter. Attached are several emails the Village has received to date regarding the LTC funding request and general Downtown development.

Heniff, William

From: Nanelle McClowry <nmcclowry@gmail.com>
Sent: Wednesday, November 02, 2011 8:24 PM
To: Heniff, William
Subject: Lombard Town Centre

Hello, My husband and I have lived in Lombard since 2007. We are currently considering moving and a big draw to staying in Lombard is that we are walking distance from downtown and the train line. My husband works in Chicago so it is great for him. I stay at home with our two young children and find that the downtown is lacking and that I often need to visit a neighboring suburb to shop or dine. I do get the sense that the downtown is moving in the right direction. I think the downtown plan looks great and would love to see the potential realized. I believe the Lombard Town Centre has been a strong supporter of that plan and improving the downtown area. We recently attended the Spooktacular and enjoyed our time there. I am connected with the Lombard Town Centre on facebook and appreciate the updates and news they provide regarding the downtown area. I really believe it would be a mistake not to continue funding the Lombard Town Centre.

Nanelle McClowry

Heniff, William

From: Jill Ryan <JRyan@raddon.com>
Sent: Thursday, November 03, 2011 9:06 AM
To: Heniff, William
Subject: Lombard Town Centre

Dear Mr. Heniff,

I believe we must continue to fund this important organization. Not only does it provide safe and engaging community activities for residents and their families, it has become the heart and soul of this town. I encourage you to drive through Lombard – end to end – and tell me where you would like to live if you were looking to move into a family-oriented community. Drive as though you've never been here before and see Lombard for the first time. The historic downtown area is beautiful, charming, and I swear it calls to you. We must continue to develop this area so that we Lombardians can live in a community we're proud to call home, welcome future Lombardians warmly, and drive a sense of value to a challenged economy.

Yours,

Jill Ryan
470 N Elizabeth St

Jill Ryan
Raddon Financial Group
701 East 22nd Street, Ste. 400
Lombard, IL 60148
Ph: 630.873.6548
Fx: 860.494.7203
iryan@raddon.com

Follow Raddon:    

Heniff, William

From: Amy Ruhter McMillan <amymcmillan7@gmail.com>
Sent: Thursday, November 03, 2011 11:59 AM
To: Heniff, William
Subject: Lombard Downtown

Dear Mr. Heniff,

I am unable to attend the meeting about the (re)vitalization of Lombard's downtown but wanted to voice my opinion about the importance of developing it.

I have lived in Lombard for more than 10 years and in that time have visited our downtown only a handful of times. There are simply not enough landmark stores, shops, or restaurants that make our downtown desirable or interesting. I'm sad to say that if we want to walk around a downtown area, we will go to Glen Ellyn, Downer's Grove, or Elmhurst. I wish that that was not the case! And as much as I hate to say it, I believe that it is the addition of at least a few stores and restaurants with recognizable names (such as Starbucks, Potbelly, Chipotle, or the like) that would start putting us on par with our surrounding towns.

I hope you will continue to support the funding needed to revitalize our downtown. I would love to feel proud of our downtown. I think prospective buyers of Lombard real estate see our downtown as run-down, sparse, and dilapidated. Which it is! I think it reflects very poorly on the wonderful, diverse community that is Lombard.

Thank you for listening.

Best,
Amy McMillan
271 Circle Avenue
Lombard, IL

Heniff, William

From: jmagnavite@comcast.net
Sent: Thursday, November 03, 2011 10:10 AM
To: Heniff, William
Subject: Support for the Town Centre Funding

Dear Mr. Heniff,

As loyal Lombardians for many years, we have seen the ups and downs of the downtown area. It is quite astounding to watch the transformation of it since the very loyal group of volunteers have shown such dedicated service to making it a spot to enjoy. Of course it is a slow process, but the volunteers are determined to make this work. It is important that the funds continue to support their ideas and placing them in action. We have seen such progress personally since our daughter is on the committee and has worked tirelessly behind the scenes with the group of volunteers.

We have enjoyed the activities presented such as Spooktacular, Lilac Fest, and the Wine Tasting along with the perking of the area. Suddenly the Towne Centre is a place to be! We need you to support the funding since there has been so much improvement. We want the Lombard Town Centre to sparkle and thrive as our neighboring communities have. Lombard should be a showcase for businesses downtown as well as in Yorktown.

Please support the plan and give your full attention to the funding. Thank you.

Sincerely,
Joan and Angelo Magnavite

Heniff, William

From: Linda Schehl <LSchehl@helenplum.org>
Sent: Friday, November 04, 2011 9:28 AM
To: Heniff, William
Subject: FW: Lombard Town Centre's Future is at Risk!!!

Dear Mr. Heniff -

I am writing to request the continuation of support for the Lombard Town Centre which, as a Lombard resident and employee, I feel is critical to the future of Lombard.

Sincerely,
Linda Schehl
2007 Crossing Court
Lombard, IL 60148

en Stonehouse [laura@lombardtowncentre.ccsend.com] On Behalf Of Karen Stonehouse
[lombardtowncentre@sbcglobal.net]
Sent: Wednesday, November 02, 2011 9:05 PM
To: Linda Schehl
Subject: Lombard Town Centre's Future is at Risk!!!

Having trouble viewing this email? Click here

<http://campaign.r20.constantcontact.com/render?llr=ooc6hhcab&v=001gjTeQvTgjpgJZoWQH7sKDi7KEfFRI6em7L-ugAOqjqEhJWG_kltA_ccx9I_XvK3rABjj2to7qOawPZ9EnGRCT_HNe-grxCUEDOut4Xsuwj7xOD_3v9hj1RqHyc8zz59ByuZpTAWCq8%3D>
[<http://ih.constantcontact.com/fs090/1101902285262/img/67.gif>]

Lombard Town Centre's Future is at Risk!

Dear Downtown Lombard Supporters!

The future of Lombard Town Centre is at risk!!

The Lombard Economic and Community Development Committee (ECDC) is discussing the future funding of Lombard Town Centre on November 9, 2011 at 7:00 p.m. at the Lombard Village Hall, 255 E. Wilson Avenue.

If you want to see the heart of Lombard survive and thrive, we urge you to either attend this important meeting or write a letter addressed to William Heniff, Director of Community Development, email to:

heniffw@villageoflombard.org or telephone at (630) 620-3599.

We need you to act today!

Exhibit A

Letter from Dan Whittington, LTC President dated October 18, 2011 highlighting their funding request.

10/18/11

RE: Lombard Town Centre request for funding TIF grant for year 2012

Dear Committee and Staff:

Lombard Town Centre is an organization dedicated to the downtown district and is still considered an Illinois Main Street Community. However, we are at a cross roads with the continuation of being a Main Street community. In order to be certified, we as a community of 5,000 plus residents are required to employ a full time Executive Director. Understanding that our funds mostly come from the the Downtown TIF District fund and are granted by the Village Board, approving additional dollars for a full time Executive Director will be a difficult decision. Even the minimum dollars to continue with a part time (30 hour per week) Executive Director may also be a difficult decision.

The hours spent by the LTC board, committees, and volunteers are in excess of 1600 hours per year. This covers many activities as well as board meetings, reporting, committee meetings, monthly forums, the events, and misc hours conducting membership drives, business surveys, and outreach, again by volunteers.

I have been asked to detail what it would look like if LTC went away. I am certain that I cannot do that picture justice. 1600 + hours of organized community volunteer service and support would quite simply vanish. No more Spooktacular, no wine dinner, no Jingle Bell Jubilee, no Ladies Night Out, no coordination of cross marketing for the businesses, no future planed sidewalk sale and a "Taste of Downtown Lombard", (the real Taste of real Lombard fare), much more all the support for the downtown business and property owners, no visible face of downtown Lombard, no visible downtown leadership, and most of all a possible broken downtown spirit.

Also I would point out that LTC was the lead and first contact as a reach out with one example: Shannon's Butcher Shoppe, after a meeting that was initiated by LTC we came to an agreement that they would re-open and actually look at expanding. After 6 months the owners are extremely satisfied with the business they have and support in downtown Lombard. I must mention that after a survey conducted by LTC in person one of the co-owners had nothing but praise for our Village and their support of our downtown. I may mention that without a volunteer asking these questions of this business and every single business in the downtown, we would not have this insight.

Shannon's will be opening a 45 seat warm deli 2 doors North of their butcher shop in the fall of 2011, and plans are well underway for an rooftop eatery and bar for mid 2012. Without LTC's involvement they would have walked away from Lombard. Just one example...

In this, my last year as LTC President I want to first thank this committee, the past ECD committees that I, for 3 years have been associated and worked with, and our Village Board. It has been my pleasure to serve and will be my pleasure to serve as Past President in the coming months. Also I cannot say enough about the dedication our volunteers have had within the LTC board and committees. Without their untiring hours and hard work downtown Lombard would not be the same place it is, and I would have no need to write this request. We have a solid Executive Director that has many years as an urban planner. Karen has many bright and engaging ideas, she has the trust of I'd say 90% of the business and property owners in our downtown. That is very hard to come by.



I communicate to you the above because LTC if not funded, may survive financially for 3 -4 months without a grant from our TIF funds. Replacing the hours and good will mentioned above even with the full time Executive Director dollars requested is quite a bargain. So many things happen in even just one month it is hard to summarize in a letter. What I can say is that LTC has Downtown Lombard's very best interests at the heart of all of our committees, Board of Directors, Executive Officers and volunteers. Many of us have forged very close personal friendships surrounding Lombard and our downtown, those will continue regardless of any decision.

#1 – Lombard Town Centre is submitting a request for funding in the amount of \$53,000.00 including the Executive Directors salary plus a bonus to be determined by the Lombard Town Centre Board of Directors in June of 2012. Also included in this amount is an estimated \$3,500.00 for required Main Street Board and Executive Director training as well as travel.

Illinois Main Street as well as the Main Street National Trust has been a very sound organization over many years. They have been instrumental in the success of many downtowns across the nation. Illinois Main Street has been in the past (until 2009) a solid partner in assisting organizations such as LTC with many of the 4 point programs on site as well as solid training programs for the Board of Directors. I have found them to be invaluable. However for the past 2 years Illinois Main Street has fallen on hard times financially and has not been able to support their Main Street communities. The staff dwindled to none and they were put on probation for 2 years by The National Trust therefore LTC has seen no support since mid 2009.

That said, Illinois Main Street is back and being revitalized, they are not out of probation but when that occurs the support they extend and training provided may be well worth the added expense of this request.

A full-time Executive Director would allow for additional time to be spent on the most important functions of the position. The time spent on administrative and committee support functions would remain, but would be a smaller percentage of overall time. The additional 10 hours per week would allow for more recruitment activities and other high-priority tasks, including:

- seek new businesses to come to Downtown Lombard,
- develop and distribute promotional materials to potential business targets,
- assist with implementation of the Downtown Plan,
- provide answers and assistance to current and prospective business people,
- encourage property upkeep and improvement, facilitate use of the Village grant programs,
- keep the Village Staff updated on needs and changes in the Downtown (i.e. act as the "eyes and ears" for the Village in the area),
- promote awareness of businesses and amenities through events, media, etc., partner with like-minded groups to increase our outreach effectiveness,
- facilitate partnerships among all businesses and community groups,
- encourage repeat visits through programs such as the Passport Card ,
- provide amenities (such as Wireless internet) to broaden the Downtown's appeal,
- host informative meetings and

- distribute many types of promotional /marketing/useful materials in print and electronically.

#2 – Lombard Town Centre is submitting a request for funding in the amount of \$38,500.00 including the Executive Directors salary plus a bonus to be determined by the Lombard Town Centre Board of Directors in June of 2012. The Executive Director salary to be \$35,000.00 for 30 hour work week not including employer expenses, effective 1/2012, also not including employee reimbursed expenses such as mileage.

The work of Lombard Town Centre shows people that Downtown is a valued place. The outreach of LTC creates connections between local businesses, residents, and visitors. It helps to create a true sense of community, where customers want to spend time, businesses want to stay and thrive, and new businesses want to be part of this welcoming, cared-for area.

Best regards,

Dan Whittington
President
Lombard Town Centre

Exhibit B

List of the current LTC Board of Directors

Lombard Town Centre Board of Directors

Officers

Dan Whittington President	Resident in downtown
Kim Cotton Vice President	Business owner in downtown, Lombard resident
Kathy Hogan Treasurer	Business owner outside of downtown, Lombard resident
Krista Sky	Business owner in downtown, Lombard resident

Board

Lynne Magnavite	Resident in downtown
Belinda Mahon	Business owner in downtown
Colleen Whittington	Business owner, resident in downtown
Walter Smith	Business owner, Lombard resident
Wayne Kankovsky	Resident

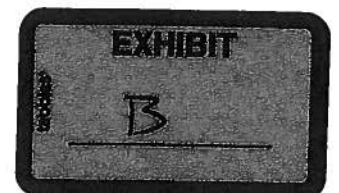


Exhibit C

2010/2011 LTC Annual Report updating the status of the various goals and objectives

Lombard Town Centre 2010 / 2011 Annual Report and Goals

General Lombard Town Centre Overview

Updates in purple

- New Director has been in place for 15 months.
- LTC training for ED and Board:
Update - Status unchanged until a decision is made to continue with LTC's Main Street status.
- LTC and ECDC will facilitate formal introduction to all business and property owners, as well as key LTC and Village partners such as the Library, Park District, Historical Society, Garden Club, etc... The ED must be the new face of downtown Lombard and be viewed as accessible and accommodating. *Committee: Executive and ECDC*
Update - Karen and the board have made excellent strides with our above partners. Co hosted the annual Pub Crawl with the Historical Society, partnered with the Garden Club and Park District for the Lilac convention, sat on the committee for our Lilac Fest and annual Chamber golf fund raiser, partnered with the Library for Library week, and Karen was most often at the front end of the events. Events are in the planning stages for 2012 as well as the Holiday Season. Our bond with our strategic partners will grow our events and memberships for all. Karen has taken the lead with the business owner as well as property owners with relationship building. Both entities come to her with questions, problems, complaints as well as ideas and compliments regarding the downtown. An overall good relationship has been elevated to a strong bond with most of the downtown.
- Evaluate the downtown Passport program by interviewing all businesses that participate as well as those who have not. *Committee: Promotions*
Update – The Passport program has re-launched and is receiving good feedback, no downtown credit card at this time it is too costly for LTC. This program gives potential members a monetary reason to shop and play downtown by joining LTC.
- Establishment of a Lombard Town Centre Facebook page, create friends of LTC and drive people to our web site. *Committee: Promotions*
Update – LTC FB page has 200 friends and most members and friends go to the page for events, it has been a great method to get the word out on various events along with Constant Contact. Please see a SMART goal for this point
- Upgrade LTC web site for a cleaner more informative look, create links to our partners and businesses. It needs to be very easy for those looking for the happenings in downtown to find dates, times and the activity. *Committee: Organization / Board*
Update – We are still searching for a cost effective method of upgrading the web site or attempting to do it in house. Target is end of December 2011.
- Renew and invigorate the quarterly newsletter, include articles from our above partners and committee chairs and co chairs E mail delivery and paper based at high traffic locations.
Committee: All and Board



Update – The past Summer / Fall newsletter was by far and away the best production LTC has produced. The winter newsletter will be constructed in the coming month and distributed via the web site and on Facebook as well as a production run of 200 paper based copies.

- Add qualified board members (up to 4 additional) from our passionate volunteers and leaders that are currently involved, as well as looking to property owners at minimum to join committee's and look to them as potential board members. *Committee: All and Board*

Update – All of the above have been service since the LTC annual meeting, Lynne is Organization Chair, Colleen Promotions Chair, and Wayne is the Chair for Economic Development. LTC has chosen not to pursue a Design committee until we locate a qualified Chair. Please see SMART goals for new board members and officers in 2012. Please see SMART goals for Design Committee

- Strengthen our 4 committees with new volunteers and additional leadership by adding co chairs. *Committee: All and Board*

Update – We have strengthened our volunteer and committee base and may be moving to somewhat of a subcommittee structure for our larger fundraising and promotion based events. With this structure the Chair will have co chairs handling tasks with a small team of volunteers and the chair can establish a time lines for accomplishments reporting progress back tom the board.

- Establish a recognition program for all volunteers and investigate the qualification of the Presidential Volunteerism Award for LTC volunteers. *Committee: All Presidential Award ER*
Update – This program I believe has vanished under the current administration. Organization is working a reward program for our volunteers. LTC will take a board vote to recognize sponsors and volunteers in print in the Lombardian after each event, as well as continue to hand out specific awards at our annual meeting.

- Continue the Downtown Forum and look to draw 20 – 25 per session. *Committee: All*
Update – The forum has been switched to Weds evening on the second week of each month. Additionally LTC has scheduled a guest speaker that has something to offer the DT business and property owners. The attendance varies from 10 – 20 each month. No change since April.

- Plan to establish two additional special events in 2010 and 2011, we feel a need to have something in early Spring and again in the Summer. Jingle Bell-Dec, Arts and Crafts-May, Spooktacular-Oct. Some ideas have been brought to the table and we hope to add one in 2010 and another in 2011. *Committee: Promotions and Organization supported by all*
Update – LTC added 3 Ladies Nights Out over the summer attendance was better than first thought, and the businesses that participated are very happy with the added foot traffic, this will continue in 2012. The board will be approached with additional cross marketing events such as a sidewalk sale that has Nth Park closed for an afternoon for additional space and other possibilities. Another idea in the works is a true taste of Downtown Lombard again with closing of N Park to accommodate our own restaurants, retail sales outdoors and potentially live music and a café type refreshments area.

- Conduct a survey that the business owners collaborate on retail driven events such as a downtown sidewalk sale possibly twice a year with suggest that our restaurants be involved by

creating a special themed menu and hosting outdoor cooking as well as potential discounts for their fare based on customers total spend with our retailers during that day. These events will be for the purpose of driving business as a retail event. *Committee: Promotions driven supported by all*

Update – Karen has been attempting along with Promotions to cross market with some success. Sweet Streets collaborated with 20 W Liquors for a wine and chocolate gift basket. We feel this is an important method to drive DT traffic, and will continue to attempt to gain cooperation from the businesses. Some ideas regarding the Passport program to cross market with coupons for downtown businesses.

- A better definition of the benefits of business membership in LTC. Survey all businesses not just our members to better understand how we may enhance and communicate these benefits.

Committee: Organization

Update – LTC created a completely new membership brochure and application along with the branding from the DT plan. Response has been tremendous for the new look and feel. The collateral materials have been a hit, next we will be constructing materials directed at business memberships.

- Formalize a static evaluation format for all events from all committees, report to the board and offer suggestion for improvements. *Committee: Board*

Update – We have tried a few formats however getting a response from more than 20% has been difficult – work in process. LTC has taken the opinion that conducting mini surveys with no more than 8 questions in person get considerably better results, we will be conducting our feedback mostly in this manner going forward as the results are a much higher % and it allows a chance for interaction.

- Committee chairs to better track all volunteer hours worked, this is a must for recognition.

Committee: All

Update - We are looking at a possible FTP site to drop in an excel time sheet. As of today LTC has not been able to come up with anything electronic to automate this process.

- Establish a report in Excel for reporting quarterly for all LTC goals and reviewed by the board.

Automate as much of the report as possible. *Committee: Organization*

Update – Reestablishing a new electronic format. A new ED weekly allocation of hour's sheet was created by Karen and is working very well.

- Investigate grant possibilities to produce a downtown brochure that outlines all businesses, historical information and annual events. *Committee: ER*

Update – There is no funding available LTC did recreate our literature and member apps.

- Investigate marketing companies cost (possible grant) to produce a promotion piece on the downtown via video or inclusion in hotel / motel materials or promotional TV channel.

Committee: promotion and Organization

Update – LTC is partnering with the Library for a 5 minute promotional piece on their video for local cable. This will run once per month and there is no cost involved. Production of the first video was successful. This will be on Facebook each time we add a new video.

Promotion Committee Goals

Chair, Colleen

- Increasing the volunteer base by 20% to better manage events.
Update – LTC currently has enough volunteers however additional committee members would be a great benefit. New subcommittee structure also will help gain additional volunteers and add to the committees
- Introduce a new Ladies Night Out event(s) during the summer.
Update – Elsa Roberts chair Trich B co chair. Event has been a good success and is planned to continue into 2012
- Work closely with the Organization Committee in assisting with promoting their fundraising events.
Update –Promotions and Organization teams work together on almost every event as well as memberships. Adding sponsors for events as well as vendors for spook greatly assist in fundraising and covering costs for all events.
- Tightening up and expansion of Spooktacular, closing St Charles Rd during the event adding vendors and entertainment venues.
Update – Actually we are pairing back this event due to lack of funding and sponsors. 2011 is worse economically than anyone perceived. However the event was the largest and most successful to date. By bringing in vendors we helped with the expense and came in under budget.
- Look into any grant programs that may be used to promote the downtown.
Update – They seem to pop up on occasion and Karen applies when it makes sense however we have found that we have tremendous competition and it is very difficult.

Organization Committee Goals

Chair, Lynne

- Increase fundraising.
Update – Including an anticipated sold out wine dinner an est. of probably 4500.00 will have been raised. This is something that has had the board attention as we plan 2012 LTC needs additional funds to survive and expand our events.
- Add a golf outing fund raising event in August 2010, to be held at Western Acers Golf Course
Update – 2011 golf out had to canceled due to a lack of golfers that registered. We had sponsors however the feedback on the golfers was that we needed to change the venue, and hold it earlier. We will make changes for 2012 and look to late May to hold the event and may change the venue to attract participation.
- Continue with 2nd fund raising events Cut-a-Thon, Swap Meet, and Wine Dinner.
Update – Cut-a-Thon and the Swap we not able to be held in 2011. The wine dinner is on course and again should be sold out again. We will look to bring back an auto show with a swap element and hope to reestablish the Cut-a-Thons in 2012
- Create membership drive by hosting a get together at current member homes each month drive membership by promoting the Passport program and raising awareness of LTC to our residents in close proximity to the member's homes.

Update – LTC is looking at various ways to create a membership buzz and has had some success at the Farmers Market weekly, Cruise Nights and other face to face engagements.

Design Committee Goals

Committee Lead Ken Gallt

Based on the Design Committee's losing Tom Knapp in late 2009 we have been without a qualified leader.

Update – SMART goal included for Design Committee

Economic Restructuring Committee Goals

Committee Chair Wayne Kankovsky

- Re-launch our quarterly business education series held in Capone's banquet room on the lower level. Probable topics include 1) Who what and where in the Village of Lombard, 2) Educational programs at COD, 3) How to increase sales by driving your web site, 4) How secure is your network?

Update – LTC hosts a monthly education at our forums, additionally we host various educational opportunities throughout the year for business and property owners.

- Investigation and possible plan to bring Wi Fi to downtown.
Update – about 50% of DT Lombard has Wi Fi, the goal is to be wireless from Elizabeth to Main St. by summer 2012.
- Survey of business owners and their concerns regarding our downtown opportunities.
Update – we have hosted various meetings asking for opinions and suggestions, handed out a couple of different LTC surveys and currently LTC has constructed a survey per the Village request, results will be presented at the November ECDC meeting.

Exhibit D

List of achievements beyond the submitted goals for April-October, 2011

Lombard Town Center achievements beyond submitted goals

April – October 2011

- Developed “Small Business Saturday” for the day after black Friday. With 16 downtown businesses participating.
- On target to replace the outgoing Executive Board with a bench of individuals to replace the President, Treasurer, and Secretary additionally the addition of potentially 3 additional board members. That would bring our total to 13 expanding our reach for committee members and overall membership. Strengthening our board allow for additional exposure, better events and more coverage and assistance for downtown businesses and property owners.
- Kicked off “Live * Work * Play Purple awareness branding to build our audience. We found that many folks did not know who or what Lombard Town Centre was. The new campaign resulting in a renewed interest and a 25% new membership in the past 3 months.
- Partnerships. Aside from our ongoing strong partnership with the Village of Lombard we also had the following affiliations. The Lilac Arts and Craft Fair, Lilac Parade, International Lilac convention, Constant manning of a tent at the French Market, Taste of Lombard, Cruise Night participation, Lombard Historical Society, Helen Plum Library and the Lombard Park District events and partnerships.
- Membership migrated to Access data base to better follow up with expiring memberships increasing to 51 from 39 in April also adding 20 new members.
- Took a leadership role in the most recent Downtown survey for the Village - results being compiled.
- Expanding Jingle Bell to a longer event with additional afternoon activities for families, however activities dependant on sponsorship dollars.



Exhibit E

A list of 3 items from the Downtown Plan (Implementation Section) that the LTC have already done or will do within the next year

Downtown Lombard Plan Guidebook efforts by Lombard Town Centre

“Hold property owners training session”.

LTC hosted an initial session in spring of 2011 with a 60% turn out. This session was a general open forum held at one of our property owner’s locations. The consensus was that additional meetings would be welcomed however scheduling these has been difficult. The plan for 2012 will be more of an education meeting held in more of a classroom setting designed to better educate the property owners as to better their efforts as landlords and increase attractive lease options in the downtown. We will look to COD to assist and take a page from Illinois Main Street to guide our efforts. Projected in February of 2012.

“Create recruitment collateral materials”.

Based on our new branding materials that were created in 2011 we intend on creating an impactful 1 – 2 page leave behind brochure with talking points highlighting our historic downtown district. We feel that this type of material will be a jump start for a conversation in our recruitment efforts and something that a potential business can refer to after a conversation with Executive Director or one of our board members. We want this piece to create ideas and open the possibilities of a downtown retail or entertainment establishment. We will design something with the Village’s input that will initiate an additional meeting or visit to downtown. Currently LTC does not have a budgeted amount for the production of these brochures and would request that we potentially be allowed to utilize the Village’s output devices for production. Projected in March of 2012.

“Promote investment in vintage properties”.

We will set up 1 on 1 meetings with all property owners that have historical properties to discuss current physical conditions, tenet issues, their goals as it relates to the historical value of their properties, property improvements, investments, potential sale, potential code issues and the overall availability and occupancy time frame of empty spaces. We would look for assistance in some areas from the Village, but LTC will engage the owners for these meetings. Projected in June of 2012.



Exhibit F

A list of additional goals for LTC in 2012

Additional Lombard Town Centre additional 2012 goals

- 1) Currently our board of directors stands at 9 including 3 officers. In December 2011 Kathy Hogan will be stepping down as our treasurer and board member leaving the board at 8 sitting members. The board in the October session voted in a new member and Treasurer elect Trish Bohacz. Trish will be officially nominated at the LTC annual meeting held in February 2012. It is the intention of the board to add 2 additional board members bringing the total to 11 sitting board members.
- 2) Membership has spiked in the past 2 months due to our Facebook efforts, attendance at the French Market, Spooktacular, and the re-launch of the Passport program. Currently LTC has paid membership that total 12 businesses and 42 residents. With our budget being as tight as it will be in 2012 this is an important revenue stream and more importantly the more members we have the more we can expect to gain. Also it fills our committees and volunteer base. Facebook membership has increased to almost 200 in 2011 from our launch in June 2011. We anticipate our social network to top 500 in 2012. Members go to our FB page to learn about what is happening in the downtown, as well as what is happening in Lombard, the Historical Society, our Library and many other announcements and information. This activity creates synergy and a buzz. Also with the ability to announce events and happenings for our business members we have another reason for them to join.
- 3) Additional events: We will put together a work plan for a retail and epicurean event in the downtown or a summer "A Bite of Historic Lombard and Merchant Day" event. This will bring folks to the downtown to enjoy a true taste of our downtown restaurants along with wine and beer from our local establishments. We plan to rope off and have a dining area along with the serving of beverages as well as offer acoustic entertainment from local musicians. We will encourage our many retail businesses to host a sidewalk sale or set up in the proposed closed off N Park Av location during the 12:00 – 6:00 time of the event. We see this as a great opportunity for all of our businesses to gain exposure and create additional revenues as well as an opportunity for fund raising for LTC. A portion of the proceeds will come back to LTC.
- 4) In partnership with the Lombard Historical Society we will host an additional Saucy Pub event. Spring and Fall are the times being discussed as many of the participants requested another event and since everyone had a marvelous time and the event proceeds assisted both organizations financially we will hold two in 2012.
- 5) We will be looking to bring back the Swap Meet as more of a car show in 2012. We feel that the Swap centric event can be made better with more attendance if we hold this a few weeks prior to Cruise Nights as sort of a kick off to the summer season, charging admission, and fees for the retail element (selling parts), and concessions (water, candy, and potentially a downtown restaurant that would supply pre-prepared food to a limited extent). This event would be again exposure for downtown and a fund raising effort for LTC.
- 6) Complete the Wi – Fi service from Elizabeth to the Hammerschmidt commuter lot. We currently have approximately 1/3 of the downtown coverage with Wi – Fi service. The businesses can opt



for a renewed membership or new membership and receive a Wi – Fi router in their business. Clients can access the web from their location as well as the second page of the service will have their businesses page with a link to their web site prior to web access. This will increase the membership as well as touting downtown Lombard as one only a few downtowns in Illinois that has free Wi – Fi service throughout.

Exhibit G

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

VILLAGE OPERATIONS

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

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

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

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



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

Exhibit H

LTC Financial Policies

Lombard Town Centre
Financial Policies

Segregation of Duties:

1. The Executive Director will record all activity in QuickBooks, will deposit all funds, make all bank transfers and prepare all checks for the Lombard Town Centre.
2. The Treasurer will have the bank statements mailed directly to them from the bank and will prepare bank reconciliations monthly. The Treasurer will also be responsible for preparing and presenting all reports to the Board at each regular Board meeting and as otherwise requested by the Board.

Income and Receipts:

1. All cash and checks are to be given to the Executive Director within a week of receipt.
2. For cash receipts, the Executive Director and the person handing over the cash will both count the cash together. They will then sign off on the total amount that is being handed over.
3. When checks are received, the Executive Director will stamp each check with the "For Deposit Only" endorsement stamp immediately.
4. All receipts on hand should be deposited weekly at a minimum. The Executive Director will prepare and copy each deposit slip and checks and provide these copies to the Treasurer. The Executive Director will enter the deposit information in QuickBooks at this time as well.

Disbursements:

1. The Executive Director will prepare all checks, obtain the necessary signatures and will mail or deliver the checks to the payee on a timely basis.
2. Before a check is written, the Executive Director should be certain to obtain all invoices, receipts or other documentation and determine if the amount to be paid has been budgeted or approved by the appropriate persons.
3. All checks will require two signatures. The authorized signers will be the Executive Director, the President and the Treasurer. Any check made out to one of the authorized signers cannot be signed by that person. In that case, the other two authorized signers will need to sign the check.
4. One check stub should be retained, attached to the documentation and filed in numerical order.
5. Blank checks should not be signed in advance.

Petty Cash:

1. A Petty Cash Fund shall be maintained and will not exceed two hundred dollars (\$200.00). The Executive Director shall be responsible for maintaining records



- and documentation showing the disbursement and replenishment of petty cash funds.
2. No disbursement shall be made from the Petty Cash Fund without supporting evidence, documentation, receipt and/or thorough explanation of such disbursement.
 3. Any single disbursement from the Petty Cash Fund shall be limited to fifty dollars (\$50.00) or less.
 4. The Petty Cash Fund will be replenished with a check made payable to Cash.

Debit Card Purchases:

1. All debit card purchases will be made by the Executive Director. Before making a debit card purchase, the Executive Director shall make certain that such a purchase has been budgeted for or has received approval from the appropriate persons. The Executive Director will enter each debit card purchase in QuickBooks on a timely basis.
2. The Executive Director will prepare a list of all debit card purchases made each month and will attach all receipts to this list. A copy of this list will be given to the Treasurer who will reconcile the Debit Account on a monthly basis.
3. At no time shall cash withdrawals be made from the Debit Account.

Expense Reimbursement:

1. From time to time, the Executive Director, Board Members or Committee Members may need to be reimbursed for monies they have spent on Lombard Town Centre's behalf. Amounts under fifty dollars (\$50.00) may be reimbursed from the Petty Cash Fund.
2. For amounts greater than fifty dollars (\$50.00), an expense report will need to be filled out, with all supporting evidence, documentation, receipts and/or thorough explanation attached.
3. The Executive Director will determine if the expense has been budgeted or approved by the appropriate persons or will obtain such approval before writing a check for the reimbursement.

Payroll:

1. Payroll checks are paid bi-weekly and should be supported by a time sheet showing the hours worked for the period.
2. The time sheet shall be approved by the President and paychecks will be signed by both the President and the Treasurer.
3. A file of the approved timesheets shall be maintained in chronological order.

Work plans:

1. Work plans for all projects shall be submitted to the Board for formal approval, either as part of the budget process or at such time as they are completed. No expenditures will be allowed for a project until Board approval is received.
2. The work plan will be updated with specific details as they become available. Financial details to be provided will include the vendor names, actual amounts to be paid, and what the particular amount is for.
3. If actual amounts for the project will exceed the total amount budgeted for the project by more than ten percent (10%), the project or committee chair will present an updated work plan at a regular Board meeting and will obtain the necessary approval for the overage. Contracts are not to be signed or verbally agreed to until this process takes place.
4. These approved work plans will then be used by the Executive Director to determine if billed amounts are approved and correct as invoices for payment are received.
5. If the work plan relies on Sponsorship dollars to offset expenses, those funds must be received prior to any contract or commitment being made for expenses in excess of the approved net expense for the project.
6. When monies are not collected at the time a sponsorship commitment is made, an invoice will be generated by the Executive Director. The project chair will provide the Executive Director with all necessary information and an invoice will be sent outlining the sponsorship commitment and showing a deadline by which the sponsorship monies will need to be received.
7. If monies are received at the time of the sponsorship commitment is received, an invoice will still be generated, but payment will also be shown. This will serve as a receipt for the Sponsor.
8. Any project or event that involves payments from participants, vendors or sponsors will require the Chair to prepare a listing of such payments and reconciliation to the deposits that have been received. This listing will be provided to the Executive Director and the Treasurer at the conclusion of the event. Any complimentary or discounted pricing should also be noted.

Member Dues:

1. The Executive Director will be responsible for keeping an accurate membership list and shall control the distribution of the passport cards that are provided to all Lombard Town Centre members.
2. When a member joins, a membership application shall be filled out by the member and shall be given to the Executive Director along with their dues payment.
3. The Executive Director will add the member to the database and will generate a receipt that will be sent to the member along with their passport card. A copy of the receipt will be maintained at the Lombard Town Centre office.

4. When renewal notices are generated, the Executive Director should receive or retain a copy at the Lombard Town Centre office. When dues for renewals are received, the Executive Director will make any necessary changes to the membership database and will send the member a receipt and a new passport card.
5. Passport cards shall show an expiration date. This expiration date will either be on the card itself or on a sticker that will be attached to the card. If a sticker is used, the Executive Director will maintain control over the stickers and will mail them out to renewing members along with their receipt.
6. The Executive Director will prepare a reconciliation of stickers or passport cards to revenue recorded in QuickBooks on a periodic basis and will provide that information to the Treasurer.
7. Members that have not paid dues will be removed from the membership list after notice is sent to them and three (3) months have passed since their renewal was due.
8. No bartering is allowed for the payment of dues and discounts offered to particular members shall only be approved by the Board at a regular meeting.
9. The Board shall review the schedule of dues by membership category annually and approve any changes at that time.

Accounts Receivable:

1. Accounts receivable policy is net thirty (30) days from the date of the invoice unless a promotion or sponsorship requires sooner payment in order to meet printing deadlines. No business or individual shall receive up front advertising or shall be able to participate in any type of Lombard Town Centre promotion if an accounts receivable balance is past due.

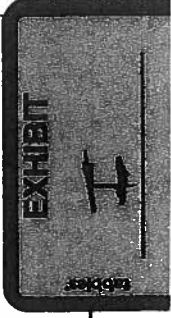
Exhibit I

Updated SMART Goals related to filling Downtown vacancies

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

	S STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL.	M MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL.	A ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.	R RESULTS-BASED OR RESEARCH-BASED: DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET.	T TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.
Downtown Vacancies	Filling downtown vacancies.	At minimum 50 current contacts that have had or will have an interest in a possible Lombard downtown location. 5 in the 90 day pipeline that have visited, spoken with Economic Development, LTC and have a solid business plan.	It appears that we have a number close to 50 however we have only 2 that qualify for the 90 pipeline. LTC feels that based on the uptick in our economy, the pent up need and residential demand for additional entertainment and retail venues in the downtown 5 may be low	The goal will be an ongoing process that will always need attention. We will know when we are tracking correctly when we have 5 viable businesses in the 90 day pipeline that include downtown Lombard in their business plan. Along with an additional 3 approaching the pipeline. Retaining the 50 by adding to the bench of prospects	This goal as mentioned is an ongoing process, as well as retention. As in "A" the need to identify the 5 is crucial to the success. September 2011 is the current timeline for the pipeline with business plans. As well as 3 additional approaching entering the pipeline. *Readjust the time line to 3/12 from 9/11.
Strength-Based Goal Components					
Strength-Based Goal	LTC is working with the Village to carry out portions of the Downtown Plan as approved by the Village Board. The fact the our Village has a plan will go into our sales materials to gain interest for those businesses that are looking to expand into a downtown area. If the economic climate remains on the uptick our ED can reach out to the past businesses that have shown interest, as well as the ever expanding list she has compiled.				



<p>Notes</p>	<p>Fill vacant spaces in Downtown with new businesses</p>	<p>Number of new businesses; number and type of improvements to potential business spaces to make them business-ready; number of inquiries about available spaces, grants, etc.</p>	<p>In partnership with the Village carrying out improvements to the Downtown environment and policies that impact it, LTC can conduct a revitalized campaign to reach out to potential businesses.</p>	<p>New initiatives such as the Downtown Plan and pedestrian underpass can be used to generate new excitement and interest in the area.</p>	<p>This is an ongoing top priority of LTC and its Executive Director. Three new businesses are scheduled to open this Spring; we would aim for five additional businesses in 2011.</p>
<p>Update October 2011</p>	<p>Property readiness has been an issue, with some vacant spaces in need of improvement before they can be rented. Suggestions have been made to several property representatives as to small improvements they can make to increase property appeal. Cleaning, minor maintenance, replacing deteriorated fixtures, renewing utility connections, and advertising certain attractive aspects of properties are some examples that LTC Staff have encouraged.</p> <p>Recent searches by LTC Staff and Volunteers have revealed that while we can cultivate a list of possibilities for businesses (mostly those that exist in other communities and may be encouraged to open an additional location in Downtown Lombard) and get recruitment materials out to them, most are not in a position to expand into another/new location.</p> <p>Despite the somewhat disappointing results of searches for new businesses, a new photographer has recently signed a lease for 5 South Park Avenue, where he plans to make façade improvements that will beautify the streetscape. Every vacant space filled adds interest to the area, brings new customers Downtown, and allows property owners to increase revenue that they can use to make other property upgrades as needed.</p> <p>Staff are also working with two other interested parties, both currently working on getting estimates for property improvements, for two potential new businesses on St. Charles Road. If they come to fruition, the two businesses would add nearly 10,000 square feet of occupied, traffic-producing space to the business mix.</p>				

Exhibit J

Updated SMART Goals related to performance improvement for
business outreach

SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

	S	M	A	R	T
	STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL.	MEASURABLE: EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL.	ATTAINABLE: BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.	RESULTS-BASED OR RESEARCH-BASED: DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET.	TIME-BOUND: ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.
Performance Improvement Plan for business outreach - PIP	<p>Create a new outreach program for the Executive Director</p> <p>Expand the new business pipeline to 50 new prospects by targeting strip mall businesses in the surrounding towns of Elmhurst, Carol Stream, Glen Ellyn, Glendale Heights, Westmont, Oakbrook, Oakbrook Terrace, Addison and Downers Grove. Develop a strong short list of 10 interested businesses</p>	<p>50 new businesses in the Access data base - 10 targeted as strong interest</p>	<p>Input into an Access data base to create a living document.</p> <p>Research the businesses one town by one town by identifying the strip malls and collective businesses within.</p> <p>Target seemingly successful businesses by the perceived downtown fit. Armed with collateral make an appointment or cold call the owners.</p>	<p>Identify the logistics</p> <p>Identify the targets</p> <p>Speak with all targets</p> <p>Input 50 into the data base</p> <p>Identify the 10 candidates</p> <p>Set tours or appointments with Economic Development</p>	<p>Logistics May 1st 2011</p> <p>Targets June 1st</p> <p>Engage the targets July 1st</p> <p>Input data July 15th</p> <p>Identify the top 10 Augustst</p> <p>Conduct tours and appointments Sept 1st</p> <p>Restart with the following dates:</p> <p>Logistics completed, Targets 1/15/12</p> <p>Engage targets 2/15</p> <p>Input data 2/28</p> <p>Identify the top 10 3/15</p> <p>Schedule tours for 4/12</p>
Strength-Based Goal Components					



**Strength-Based
Goal**

Secure a pipeline of potential identifiable businesses from the surrounding communities strip mall businesses that seem to be a fit for a downtown area, approaching these businesses with downtown Lombard materials that promote being in downtown Lombard our grant programs, demographic around downtown, the Downtown Plan etc.... I will assist with this PIP, consulting and sales is my profession, I would look to the Village for any logistical information sharing. Once Karen achieves the 50 in the pipeline and begins conversations with the business owners some will be eliminated those must be replaced to always achieve a 50 pipeline. The 10 will be developed from the 50, and the goal is to have 5 solid prospects that have a sound business model currently, are available to move or add a location within a 6 month period, have strong financials, and a product that fits a downtown area with Lombard demographics. Again as any of the 5 strong prospects or 10 targets drop off they must be replaced in the pipeline.

This is a sales management tool that tracks results, and measures progress throughout. This should allow for a forecast able report for the Village and LTC board by using information in the living Access data base. This process needs to managed weekly, I will be available to assist when my schedule permits, and I will accompany Karen when possible in approaching these business to help with training.

Update Oct 2011

As noted above under "Recruitment," outreach to new businesses has been a tough sell of late. While the economy struggles, we continue to search for new tenants, but are also spending time on items that should make the outreach process easier when conditions start to bounce back. These include Downtown promotional materials, which have been in the works but require funding for printing and distribution – highlighting the attractive demographics and traffic counts that characterize Downtown Lombard; and assisting the Village Staff with undertaking infrastructure improvements such as street furniture replacement.

Using the results of several field visits, a list is being populated with details (mailing address, etc.) for a recruitment campaign to reach more broadly toward prospective businesses. In addition, a new 5-minute cable TV spot will highlight available properties, in the style of the real estate house videos, giving viewers an easy way to find out more about the opportunities to locate their businesses Downtown.