




MEMORANDUM

TO: William "Bill" Ware, Chairperson
Economic and Community Development Committee

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

DATE: April 6, 2011

SUBJECT: **Lombard Town Centre Update & FY2011 Funding**

At the February 16, 2011 Special Meeting of the Economic and Community Development Committee (ECDC) meeting, it was requested that the Lombard Town Centre (LTC) provide the ECDC with a mid-year update on their goals and accomplishments, as they relate to their 2010 funding. This discussion was also intended to serve as a basis for discussion of proposed 2011 funding activities. The LTC is making its request for up to \$40,000 in funding for their 2011 calendar year, based upon the draft budget submitted by the organization. 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 accordingly.

For reference purposes, the funding request being made by the LTC is attached and includes the following draft documents:

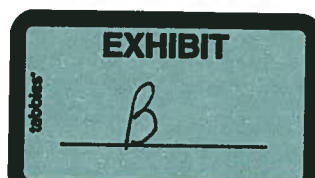
2010 LTC Goals and Accomplishments
Executive Director Project/Visitation List
2011 LTC Proposed SMART Goals with LTC Alignment with the Downtown Plan
Balance Sheet (as of February 28, 2011)
2011 LTC Approved Budget

Staff has attached the Implementation Chapter of the Lombard Downtown Revitalization Project Guidebook (i.e., the Plan) that was adopted by the Village Board in March, 2011 for reference purposes.

Please note that the \$40,000 request from LTC is \$5,000 higher than what is depicted in their 2011 Budget to account for any additional expenditures.

BACKGROUND – PURPOSE AND INTENT

Lombard Town Centre 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, preservation and economic restructuring elements.

Per their web-site, LTC's mission statement is to be a community-based organization, dedicated to preserving and promoting our historic downtown as the heart of Lombard and a vibrant commercial destination. The vision of LTC is to create and sustain a flourishing downtown business district that preserves the history of the Village for the benefit of residents and visitors, now and in the future, with a dedication to:

- Establishing a downtown business district with successful retail niches and quality restaurants, attractive to prospective businesses and consumers. (*Economic Restructuring component*)
- Documenting and preserving the historic buildings in the downtown district and educating our residents about these architecturally unique and precious structures, and their stories. (*Preservation component*)
- Educating and assisting property and business owners regarding possible design enhancements to existing structures that would improve the aesthetic value of the downtown. (*Design component*)
- Hosting a variety of quality events in our downtown to celebrate our rich heritage and unique character, and to provide exposure to our downtown business district to residents and visitors. (*Preservation component*)
- Forming positive and cooperative working relationship with the Village of Lombard elected officials, staff and committees, and other community organizations. (*Organizational component*)
- Recruiting a strong membership and volunteer base, committed to the core values of Lombard Town Centre and Illinois Main Street. (*Organizational component*)

HISTORICAL FUNDING

LTC Funding History

In 2005, the Village made a commitment to fund at least one-third of Lombard Town Centre'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 ED to undertake professional downtown marketing and economic development activities without having to spend significant time on private fundraising activities. Over time, it was envisioned that the organization would be self-sustaining and the Village's contribution would be decreased or even eliminated. The funding allowed the organization to meet the staffing, office presence and training requirements set forth by the Illinois Main Street organization in order to retain its standing as a Main Street Community without needing to generate its own revenue.

One year funding commitments of \$75,000 were approved by the Village in 2008 and 2009. A 2009 amendment to the agreement also provided for reimbursement of professional auditing services for their requisite auditing reports. In 2010, the ECDC and Village Board approved funding for the LTC in the amount of \$35,000 for a 30 hour/week part-time Executive Director (ED) position. Overall, Lombard Town Centre was granted a total of \$410,000 for operating funding for the 2005 through 2010 years. This figure does not count any Village staffing costs associated with internal Village staff outreach, LTC meeting attendance, creating or producing documents or meeting with prospective tenants and existing property owners over the past six years.

Lombard has differed from many other downtown entities in the funding of activities. LTC has received financial assistance by Lombard exclusively through Lombard Downtown Tax Increment Financing (TIF) funds. Many downtowns (such as Elmhurst, Naperville, Downers Grove and Wheaton), have established Special Service Areas that provide outreach, economic development and even targeted services (e.g., unified snow shoveling, landscaping, parking structure maintenance and operations, etc.) within their defined service area. Some communities, such as Batavia, utilize a hybrid mix of municipal support and special service funds to achieve their funding and program needs. Other communities have utilized special municipal funds (e.g. Aurora and Elgin use casino revenues) to undertake or finance such activities. Ultimately, as with any public expenditure request, the ECDC should review the funding request on the value it provides to the Village and the established TIF District.

PREVIOUS OPTIONS

In February 2010, Village staff presented four options that were available to the Economic and Community Development Committee and the Village Board as it relates to future funding of the organization. These options were:

1. Continue to fund LTC at their requested funding level of \$75,000 at that time.
2. Cease future funding for LTC.
3. Utilizing the \$62,989 that existed in the LTC reserves in February, 2010, the LTC should be directed to allocate those funds specifically for their marketing, recruitment, promotion and membership activities for the LTC. The funds would also be used to for special events, as deemed appropriate. Village staff would advance the economic development and business recruitment efforts within the downtown area, utilizing TIF expenditures to accomplish this additional activity. *This was the option and past position recommended by Village staff.*
4. Provide funding for the LTC to establish a contract position to fill the roles of the past Executive Director. While this position would a reporting function to

the Director of Community Development, it would be a Lombard Town Centre employee. The reporting function would be similar in role and activity to a professional consultant working on behalf of the Village (e.g., Konstantine Savoy's role with Teska Associates in the preparation of the Downtown Lombard Redevelopment Guidebook). 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. *This was the option selected for 2010 funding and \$35,000 was allocated to the LTC to pay for the services of a 30 hour/week Executive Director. This position would be reconsidered with each year's funding request.*

CURRENT REQUEST

LTC has requested the ECDC and the Village Board also provide direction with regard to future Village funding. This request was made so that they would know which direction to proceed with their activities. They have identified a request of \$40,000 to undertake the activities within their goals. In review of this request, staff provides the ECDC with the following background information and a recommendation regarding future funding.

LTC Balance Sheet

In their request is their balance sheet, as of March 23, 2011. According to their balance sheet, the LTC currently has \$45,943 available for their activities. For comparative purposes, the LTC balance sheet had a surplus of \$62,989 as of February 5, 2010. The \$35,000 funding granted by the Village for the LTC was used for the Executive Director costs. The LTC directly expended \$17,046 for all other operations and activities over this time period.

2011 LTC Budget

The LTC proposed budget includes the following:

- 74% of LTC 2010 revenues were derived through the Village grant, 9% was through membership fees and 14% was through various fundraising efforts. Their 2011 budget has similar percentages.
- Program expenses are anticipated to be 63% higher than 2010 levels (\$8,332 to \$13,297), with the major difference being the WiFi program and organizational (training) funding
- Overall expenses are 88% higher than 2010 levels, primarily attributable to the LTC ED full-year employment.

VILLAGE TIF OBLIGATIONS

By state statute, TIF funds must be utilized for programs and capital improvements specifically within and benefitting the project (downtown) area. Most funds are utilized by the Village for public capital improvements and such projects are the primary purpose for establishing such districts. However, a portion of the overall funds has been made available for the various economic development grant programs and LTC funding. At the February 16, 2011 ECDC meeting, staff provided an overview to the committee

highlighting the revenues and expenditures as they relate to the Village's Downtown TIF District for FY 11/12. Staff noted that the Village currently has a balance of \$833,311 in the downtown TIF.

As previously referenced by the Village Finance Director to the ECDC, the Village will likely be seeing a reduction in equalized assessed valuations (EAV) for properties in the downtown in the upcoming years, which will reduce dollars available for other capital or tangible projects. 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). Moreover, the Village may consider additional expenditures of greater than \$60,000 for additional enhancements to the pedestrian tunnel project proposed by Metra/Union Pacific that was not considered in the initial TIF discussion. As a result, downtown TIF expenditures may significantly increase, which will decrease funds available for other activities and programs.

In 2010, the Village shifted some of its current and future expenditures to the downtown TIF from the Community Promotions and Tourism (i.e., Hotel/Motel) budget and the general fund. However, as a result of the circulator project not going forward at this time, several of the downtown activities, such as Cruise Nights, were re-established in the hotel/motel funds.

CONSIDERATION OF FUNDING REQUEST

The ECDC is asked to make a recommendation to the Village Board regarding future Village funding and roles and responsibilities for the LTC.

Before the ECDC considers any level of funding, staff and the LTC President have noted that funding consideration for the LTC should be considered in the Fall, rather than the Spring. In the past, LTC funding was always considered in the late winter or Spring months. The LTC has historically operated on a calendar year budget and as such the Village funding consideration is occurring three months into their budget year. From the Village's standpoint, the FY2012 budget is largely completed and such funding requests should be considered as part of the overall Village budget discussion. As such, staff recommends that the funding request be considered for the 2011 calendar year only and that any funding requests for 2012 should be made to the Village in October. This request would be considered by the ECDC in November, so that when the overall Community Development budget is considered in December the funding levels are known.

As with the 2010 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 ten months, using reserve funds. As an alternate option, if this option was supported, the LTC could still make an application for 2012 program funding, should the Village find that they met their 2011 goals.

Option 2: Limited Selective Funding

This option would take a cafeteria approach to funding LTC. Items that the Village cannot or traditionally would not do (such as operate Spooktacular) and could be done through with individual requests or as a blanket request for funding. This approach would require the LTC position to be funded through their existing reserves, while the special event activities would be partly funded by the Village. For comparison purposes, some co-sponsored events the Village operates with the Chamber operate in this manner. Based upon the 2011 budget, the Village could provide up to \$13,297 for their events.

Option 3: Limited Funding – Tie with Reserves

The LTC budget shows that 2010 and projected 2011 net loss. However, this was covered by a large surplus in reserves from unspent dollars they received from the Village. Staff also notes that the existing \$45,943 in reserves exceeds their total expenditures in 2010 (\$36,899) and is 66% of their anticipated total expenditures. From an accounting perspective, having a reserve of 25% of annual expenditures is common (and is also used as the standard of the Village). In order to keep the LTC level at the 25% level or above, \$17,368 (of 2011 annual expenditures of \$69,472), would be needed. This option would require funding of \$28,584 for a full year (through the Village's FY2012 budget, or \$14,292 for a half year (until the end of the calendar year).

Option 4: Full Funding

If the ECDC finds that they have met their goals and additional support is warranted, a recommendation for funding of \$40,000 (or \$20,000 for half year) can be made. The ECDC can add any special provisions to the funding grant that would be placed within the final resolution of approval.

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.
- 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.

- 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.
- 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.
- Social and promotional activities would have to be re-evaluated or restructured.

RECOMMENDATION

The ECDC should review the materials provided by the LTC and staff and make a finding that it is in the downtown's best interest to continue to provide funding assistance in its operations, and to what extent such funding should be provided based upon one of the options noted above. As noted earlier, staff recommends that any future funding should be based upon 2011 considerations (i.e., a half year allocation) and that future requests should be considered in the subsequent October.

**Lombard Town Centre Update
and FY 2011 Funding**

ECDC Meeting: April 6, 2011

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Village of Lombard

- Tab 6 Downtown Revitalization Project Guidebook
Implementation Chapter

TAB 1

LTC 2010 GOALS AND ACCOMPLISHMENTS

Lombard Town Centre 2010 / 2011 Annual Report and Goals

General Lombard Town Centre Overview

- Have new Executive Director in place by 6/15/2010

Participants involved with the interview process; Village ECDC team, Dan Whittington, Kathy Hogan, and Kim Cotton. We also have potential outside participants, property owners Steve Elliott, Vern Hammerschmidt, Batavia Main Street ED. Schedule interviews on Monday and Weds after 3:00 PM to accommodate those involved with this important process.

We will utilize some of the Village resources during the process such as personality testing, leadership testing and panel interviews.

Currently we have 10 + resumes and the job is listed with Du Page County, link on the village web site and we are running an ad in suburban newspapers.

Action items: Completed, Karen Stonehouse

- LTC will work closely with the Village to put a training program in place for the new ED. We will look to the Village for training involving outreach as well as economic development. LTC will facilitate any programs available from the National Main Street Program and bear the costs incurred for that training. *Committee: Organization and Executive*

Action Items: IL Main St. does not at this time have any training available as they are still in a probationary period. LTC has provided all materials to Karen Stonehouse and we feel that with her background she is relatively up to speed.

- 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*

Action Items: Karen has met with and spent time with all of the above LTC partners. We feel that we have an excellent working relationship with these organizations.

- Evaluate the downtown Passport program by interviewing all businesses that participate as well as those who have not. *Committee: Promotions*

Action Items: Promotion is revamping this program and has spoken with the majority of the businesses for their input; additionally Karen is working with a company to discover the feasibility of a Downtown credit card that may tie into the Passport program. The Downtown credit card has been determined too expensive as we do not have a sufficient number of businesses to offset the cost.

- Make relative changes and re-launch the Passport program. *Committee: Promotions and Board*

Action Items: The passport program has a new design and is scheduled for re-launch in April 2011, input from the businesses on 3/30/11 will be heavily considered for the program. Re-launch May 2011.

- Establishment of a Lombard Town Centre Facebook page creates e friends of LTC and drive people to our web site. *Committee: Promotions*

Action Items: The Facebook page was launched in the summer of 2010, and has been a good communication tool, as well as another venue to get out information. We have I believe in excess of 120 friends, I receive a report of the sites activities weekly. The hits have grown tremendously each month to an average of 130 hits per week. People come to the site to share comments, be updated on what's happening in the downtown, and communicate with the Town Centre.

- 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*

Action Items: This project is in the planning stages with some great input from Lynne Magnavite and Walter Smith as well as the rest of the board. Updates were made in November 2010 however we look to change the dynamic to be a cleaner viewing experience for those who visit. Work is in progress with a completion date of June 2011. We want more control and the ability to make changes from the LTC office.

- Establish stronger working partnerships and co host events with the Library, the Park District, the Historical Society, Garden Club and others. *Committee: ER and Board*

Action Items: As stated prior LTC and our partners have a good working relationship. Plans are in place to hold joint events and share in each other's events. Also exchanging ideas and in some cases sitting on each other's committees. This partnership is exciting for everyone as we have experienced success by exchanging ideas and are able to enhance each other's organizations by partnering.

- 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

Action Items: Spring issue will be released in the coming 4 weeks we have had some difficulty with the formatting. However a new format is working well. This will be posted on the web site, on LTC Facebook page, and distributed for pick up at the Village Hall, Library, Chamber, 5th 3rd bank, also with hopes for permission to drop off at some of our Hotels in Lombard.

- 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*

Action Items: Belinda McMahan – Colleen Whittington – Lynn Magnavite – Wayne Kankousky – Walter Smith were been nominated and voted to the Board at the LTC annual meeting. Kathy Hogan was re-elected Treasurer, Krista Sky Secretary, Kim Cotton Vice President and Dan Whittington President. Bringing our total Board to 9, LTC will consider at our next Board meeting appointing Renee Mayhew, Vice President of 5th 3rd bank as our 10th member of the board.

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

Action Items: By strengthening the LTC Board we have attracted new committee members and - solidified co-chairs for all active committees. We have also added strength in our volunteer's base to 30 active volunteers to draw on them for coming events as needed. LTC is excited to have added Ryan as our intern through 2011 to assist with membership outreach past and present - newsletter publication - board, member assistance and various tasks in general.

- Establish a recognition program for all volunteers and investigate the qualification of the Presidential Volunteerism Award for LTC volunteers. *Committee: All Presidential Award ER*

Action Items: I have Registered LTC for the Presidential award process although still waiting for approval in the interim LTC has adopted appreciation certificates that we distribute at events to all our volunteers, as well as special recognition for outstanding efforts.

- Continue the Downtown Forum and look to draw 20 – 25 per session. *Committee: All*

Action Items: Capone's has closed on Monday's. LTC has changed the meeting time to 6:30 and is now being held on the 2nd Wednesday of each month. Additionally a guest speaker that has downtown relevance to hold interest for the attendee's has the floor for 20 minutes to share information. We allow a Q&A of 15 minutes so of the hour and a half allotted time the committee's have almost an hour to work on the various programs at hand. We have been averaging an estimated 15 attendee's. With the guest speaker and the interest of LTC Facebook page it is anticipated that the attendees will reach our goal by May 2011.

- 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*

Action Items: Promotions / Organization are completing plans for an LTC Lilac celebration that will also have an Easter theme to gain foot traffic in the Downtown. They together are also planning a Ladies – Men's – Family night out for the summer months again to promote our businesses. To create awareness of Downtown LTC is planning on marching in the Parade, depending on a sponsorship riding in a trolley. The purpose is Downtown recognition and promoting the businesses with banners as well as coupon book handouts along the sidewalks prior to the parade for participating Downtown businesses.

- 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*

Planning is underway for sidewalk sales in the downtown for summer 2011, survey of businesses will be conducted for those attending the March 30th business forum. Any business that cannot attend will be surveyed for the event(s).

- 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*

Action Items: This topic has been discussed on many occasions at many BOD meetings, the best method probably is to take a page from the DuPage County Visitors benefit statement and realign that to conform to LTC. Update: re-launch with the Passport program

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

Action Items: We have surveyed the businesses for the Spooktacular but this process needs to formalize as a document for each event, distributed to all effected businesses. Much will be discovered during our regular scheduled business forums, this can be the venue for survey's as well as planning LTC events.

March 30th initial businesses meeting

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

Action Items: An electronic form needs to be completed, when we receive approval from the Presidential Recognition Forum they will provide all materials needed. If we have not received approval by 4/30/2011 LTC will create a form, as our event season is approaching and the tracking will be needed.

- 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*

Action Items: Universal electronic form has been established and is being used by the committee's. LTC is investigating an FTP type of site for collaboration of work plans, documents and sharing of information between committee members as well as volunteers and officers.

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

Action Items: Karen is taking the lead with this, but has hit some financial roadblocks w/ the State. Nothing new to report as of 3/30/11

- 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*

Action Items: Not financially feasible at this point.

Promotion Committee Goals

Chair, Colleen Whittington

Co-Chair, Trish Bohalz

- Increasing the volunteer base by 20% to better manage events. Promotions has built a solid base of single event volunteers as well as by our board growing to 9 we have a number of new avenues that can be pursued. Currently we have 30 volunteers to man event as needed.
- Develop a Facebook page for LTC that informs and drives patrons to our web site. See prior overall LTC goal
- Introduce a new Ladies Night Out event(s) during the summer. This is in the Promotion planning stage, after elections this will be headed by a Promotions co chair to be named. Update 3/30/11: The planning has begun for the aforementioned Ladies – Men's – Family night out

- **Work closely with the Organization Committee in assisting with promoting their fundraising events.** These committee's have done a spectacular job of working together. Most of the events weather it is a Promotional or Fund raising event they are including each other hence making both stronger.
- **Tightening up and expansion of Spooktacular, closing St Charles Rd during the event adding vendors and entertainment venues.** Successfully completed and plans will be under way for 2011 in March.
- **Gain feedback from all businesses and tally some members on the effectiveness of the Passport program.** Evaluate with the Board and re-launch the program. Initial phase completed, however to ensure success LTC is polling the businesses during the business forum and in person 3/30 and the following week. Without successful by-in and excitement form our business community the Passport program will not reach its potential.
- **Expand the committee to 8 effective people to better distribute the work load.** Promotions currently has 4 active members that have been stressed to carry the workload, however some of the assistance has come from Organization as these two committees work hand and hand. Still need additional members. **Update:** Promotions now has a very active co-chair and up to 8 members depending on the activity. As stated prior Organization and Promotions do a great job of sharing responsibilities and manpower.
- **Look into any grant programs that may be used to promote the downtown.** Karen is heading this up, as this is an ongoing difficulty in obtaining a grant not withstanding finding the opportunities.
- **Begin focus on a spring event for 2011.** See prior.
- **Appoint Co-Chairs for all events** This has been working well for some events but all Chairs need to really prepare for all events and projects better in this area. **Update:** All active committee's have co-chairs

Organization Committee Goals

Chair, Lynne Magnavite

Co-Chair, Walter Smith

- **Gain a total of 10,000 in fund raising for 2010.** New estimate including wine dinner 4500.00
- **Expand the wine dinner and increase attendance to 70 from 35 last year, offer a better selection of pairings during dinner.** 68 confirmed as of 11/29 – completed great result, plans are in the making for Wine Dinner 2011.
- **Add a golf outing fund raising event in August 2010, to be held at Western Acers Golf Course** Completed went very well for our first outing, and expanding into 2011 looks good work plan beginning in Feb 2011
- **Create a 3 level sponsorship program for donations.** Completed, needs to be expanded and enhanced
- **Continue with 2nd fund raising events Cut-a-Thon, Swap Meet, and Wine Dinner.** Cut a Thon, Wine Dinner will continue as planned. The Swap Meet Auto Show is in question as based on the

man hours needed vs. the income Organization is looking at an additional fund raising event for 2011.

- 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. Completed re-engage in Spring 2011. There have been additional membership drive ideas that will be present in 2011 goals.
- Appoint Co-Chairs for all events. Completed per above.

Design Committee

No Chair available

Based on the Design Committee's losing Tom Knapp in late 2009 we have been without a qualified leader until April 2010. Ken has shown much interest in LTC and has is a Landscape Engineer by profession. We welcome his leadership in our Design Committee, however, Design's goals are currently being established therefore we have very few. Update: Ken has had some personal issues and has not been able to attend. LTC does not have a lead for this committee, as no one has any background that would be necessary to lead a group dedicated to design.

- Continue to support all committees where design is concerned from Spooktacular layout to greenery design for all events.
- Work with downtown businesses to increase the look and feel of the street scapes and entrances to their business.
- Work closely with ER and the Village to assist where we can

Economic Restructuring Committee Goals

Committee Chair Wayne Kankovsky

Co-Chair Paul Green

Wayne has only led this committee for a few months and this committee will add goals by June 2010, but only goals with a reasonable success factor.

- Work closely with Design and the Village for our new entrance signs. Now a part of the Downtown Plan workgroup
- 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? Create a small ad-hoc committee, Dan and Karen, working on the first in the series for Feb 2011 – May 2011 – August 2011 and November 2011 Update: Held the education initial 2011 seminar in Feb 2011 @ Morningstar Gifts. The meeting was fairly well attended with 6 people in attendance. Planning stages for the next in the series for April, date TBA. Targeted speaker is someone from COD.
- Investigation and possible plan to bring Wi Fi to downtown. Installation in December the Wi Fi is functional and being tested for expansion. Offering the units to all Downtown businesses at LTC cost. ER is scheduling an additional 4 devices for install. Goal is Main to Elizabeth and Sth park to be wired by July 2011.

- Survey of business owners and their concerns regarding our downtown opportunities. See LTC business forum.

Additional update, accomplishments, and milestones: See separate page

Executive Director

This new PT position will be officially employed by Lombard Town Centre but will be reporting to the Director of Community Development with a dotted line to the LTC President.

The primary purpose of this position is to promote economic development activities, keep the pulse on downtown, and fill vacant tenant spaces within downtown Lombard by understanding and utilizing Lombard development programs.

The essential functions of the position are recruitment of new business, retention and expansion of our current business base, develop and conduct on-going public awareness to enhance application of downtown Lombard.

Become familiar and communicate regularly with all businesses that may be or become interested in the various grant programs available.

Assist individual tenants and property owners as needed with improvement projects, and act as a liaison to the Village.

Monitor the economic development and track the progress of the downtown. This will be done by developing files that contain available properties, base rent, and appetite of the property owners to bring in new businesses and fill vacancies. These files will include photos, building files, documentation of any physical changes, recruiting efforts, follow up on those efforts, tours that have taken place, the results and next steps of those tours, and statistics on job creation and potential sales tax that would be generated.

Represent LTC with presence at various Village functions as well as downtown grand openings and open houses.

Be present at various LTC and Village meetings.

This position should be filled with the following competencies.

Minimum of a bachelor's degree or experience in one or more of the following: Main Street programs, economics, finance, public relations, urban planning, business administration, commercial real estate, retailing, architecture, and small business development. Previous experience in the aforementioned areas is highly desirable.

The ED must be sensitive to economic development issues and understand the issues confronting the downtown businesses, property owners, public agencies and community organizations.

Additionally the ED must be: Entrepreneurial, energetic, imaginative, well organized, capable of performing independently, manage change very well, as well as possess excellent verbal communication and written skills. Project management skills are also desirable.

Finally, proficiency in Microsoft Office, Excel, Power Point, Quick Books, Constant Contact and other programs are desired. Web site management is a plus.

Completed with the hiring of Karen Stonehouse 6/10

Accomplishments and milestones outside of the 2010 / 2011 goals

- Implemented membership list to Access data base
- Partnered with the Village in seeing through the new Downtown Plan guide book
- LTC will continue to work very closely with the Village to see chosen projects to fruition in 2011 see addition information under 2011 / 2012 Lombard Town Centre goal section.
- Completed a 3 year financial audit
- Secured an outside intern for 2011 to assist with committees, board of directors, and our ED
- Instituted a successful Property Owners Forum meeting was to be quarterly, however the immediate feedback is to form a monthly group of property owners. Meeting for an hour and half to share ideas, action items, etc... to assist with filling vacancies and increase foot traffic in the downtown. One fantastic idea came from the first session. Holding a downtown Lombard property open house event. Details to follow
- Instituted a Business Owners Forum the following evening. This event is being held on the same day as this writing. Some of the thought process of this event was: Building better working relationships between the downtown business owners. Encouraging partnerships for sharing positive ideas, marketing programs, and to assist each other.
- Added a downtown relevant guest speaker to the DT open forum meeting
- Wi Fi installed, working with 3 – 4 additional installations in April. Downtown Lombard will have Wi Fi in most of the entire downtown area by end of 2011 including the Metra station
- Amended the French Market to operate from 8 – 1 on Sat. Including adding 4 open spaces for not for profits organizations that may want to set up a tent
- Expanded Jingle Bell to include a scavenger hunt for children with prizes for the top 10 finishers
- Concluded a 3 year financial audit
- Engaged 5th 3rd Bank as a potential 2011 LTC partner sponsor and depot for LTC materials and event tickets
- Updated LTC By Laws to conform to the 2011 Lombard Town Centre organization
- Assisted with organizing and interior marketing the newly moved re-sale shop on Park Ave.
- Assisted with facilitating 3 new downtown potential businesses, one has been issued their OP The Cabinet Shop, Wedding Photography, and the dance studio store.

TAB 2

**LTC EXECUTIVE DIRECTOR
PROJECT/VISITATION LIST**

LOMBARD TOWN CENTRE -- PROPERTY AND BUSINESS VISITS by Executive Director Karen L. Stonehouse, AICP prepared 3/30/11

This spreadsheet includes visits to view properties (PROP), retain existing businesses (RET), seek new businesses (NEW), and meet community partners (COMM) as part of a set of strategies to revitalize Lombard's Downtown area. Additional activities, such as participation on the Downtown Plan working group, responding to inquiries, special event assistance, LTC Board meetings and support, and administrative functions are not reflected herein. I have tried to focus primarily on the core area of Downtown, becoming familiar with the properties and stakeholders in the area.

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29-Jun	NEW	Hoekstra Heating	Currently headquartered in Homewood; sought central west-suburban location for HVAC company	Steve Elliot	100-104 WSC	seeking tenant	
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1-Jul	RET	Slick & BJ's	motorcycle gear/wear	Slick and the late BJ	8 S. Park	stable	
1-Jul	RET	Cafe 101	coffee, sandwiches, ice cream	Paula and Jim from Naples	101 WSC	considering options	
5-Jul	RET	Punky's Irish Pub	pub since 1973	Betty Shissler, Rob, Cheryl?	16 S. Park	pursue outdoor seating - few tables on plaza area in front	
6-Jul	NEW	Windy City Produce	8000 sf urban produce and grocery	Susan	potentially R&R Video	Have periodically contacted but they recently decided that now is not the right time for them to expand the business	
7-Jul	PROP	N/A	former Jewel grocery store	Dan Harris Susan Houlihan, Vern	R&R	seeking tenant	
7-Jul	PROP	N/A		Hammersmith	106 WSC	seeking tenant(s)	
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4-Aug	COMM	Village		ECDC	N/A	monthly	
10-Aug	COMM	Chamber		Yvonne Invergo		discussing ways to work together	ongoing
10-Aug	NEW	Jewelry	existing home business	Toni Rosenwinkle	consider for Artisan Shops	business incubator - researching examples	
10-Aug	COMM	Plum Library		Linda Schehl,			
16-Aug	NEW	restaurant		Fran, Jennifer,		meet periodically	
17-Aug	COMM	Village		John Graziano		sent information on properties and market analysis	
				Joelyn Kott	N/A		
17-Aug	RET	Capone's	Italian restaurant, buffet. Banquet space	Dawn, Darci Tom,		Needs frequent visits, assistance with signage and outdoor café area [spoke with Bill Bass to no avail]	recently discussed openable front windows/shutters
19-Aug	COMM	Village		Patti, Dominic Capone		Intro'd self	
				Board			
23-Aug	NEW	Tapas restaurant and bar; live music	Working with SBDC on business plan	Liz, Ryan, Sean	showed 106, 21-13, 14, 18 WSC	on hold	
26-Aug	NEW/Reloc	restaurant	existing crepes restaurant; possibly seeking to relocate to Downtown	Ben	showed by Village Staff	need to call; assist with business plan	will visit next week
30-Aug	NEW	Cherokee Rose-embroidery	existing Villa Park business seeks to relocate to Lombard	Nancy Woodruff	needs 2500sf - looking at Main St. S of Maple	business owner has discussed lease with property owner. Relocation would not occur until June 2011	
31-Aug	RET	Clancy's	existing business with plans to extend hours and services	Jim		ongoing discussion	
8-Sep	COMM	Historical Society		Jeanne Angel, Sara		ongoing communication and cooperation	
8-Sep	NEW	homemade soaps	contact from Yorktown Farmers Market	IDKessil2000@soaps.ady@ebay	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	card shop	contact from Yorktown Farmers Market	Louise Elliot	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Praline Pure Cheese LLC	contact from Yorktown Farmers Market	Gayle Voss	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	The Spice Merchant and Tea Room	contact from Yorktown Farmers Market	Sharon and Dick Weltin	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Breadsmith (exist. in Eastgate)	contact from Yorktown Farmers Market		100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	A Taste of Michigan Cherries	contact from Yorktown Farmers Market	Jane Duran	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	The Olive Tap	contact from Yorktown Farmers Market	G. Mariano Olivi	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Acorn	contact from Yorktown Farmers Market	www.acornidesignsource.com	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Lil' Mad Café gourmet shop	contact from Yorktown Farmers Market	John and Bonnie	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	gourmet popcorn	contact from Yorktown Farmers Market	Erin Harper	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Jake's Country Meats	contact from Yorktown Farmers Market	lakescountrymeats.com	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Little Europe Deli	contact from Yorktown Farmers Market		100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
14-Sep	PROP		former owners of Dutch Kitchen	Don and Irene Tuschner			

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14-Sep	RET	Morningstar	Catholic gifts	Chris Regan, Janet	28 WSC showed 100-104 WSC, 14 and 18 WSC, 21-23 WSC	revisit; facilitate cooperative advertising and employee parking permit	
21-Sep	NEW	women's accessories		Wanda		working on business plan	has decided against going into business at this time
21-Sep	NEW	ice cream parlor		Wanda	showed 100-104 WSC, 14 and 18 WSC, 21-23 WSC	working on business plan	has decided against going into business at this time
29-Sep	RET	20 West		Visal Kheam	20 WSC	ongoing discussion about business needs and retention/expansion potential	attempting to facilitate discussion between parties
Oct 1-8	NEW	n/a	training: visit to Batavia Main Street to see Water Street Studios and hear about various projects, as well as confer with other Main Street directors and board members met with Leo Liakatas about development interests pertaining to Downtown	Britta McKenna			
PROP		Landmark Partners					
RET		Night & Day Salon		Amy Jasper			
RET		Pillar Realty					
NEW		Artisan Shops	shared retail space - research				
NEW		Big Lobby	discussion with business that places kiosks in office buildings with restaurant options etc.	Peter		will visit kiosk demonstration in Elmhurst	
NEW		restaurant/bar	Lombard resident	Erica	interested in seeing 14 and 16 WSC	will call next week to discuss	calls not returned
RET		Ladies' Room	consignment shop	Catrina Kagel			
Oct 11-15	n/a	DT Wheaton	met with Director about issues and projects in Wheaton	Noel			
NEW		call center	chance meeting	Rudy		not considering move now but will let me know if an additional location is possible	
PROP		n/a	calls to discuss any inquiries about properties	Pat Coulson, Tom George		occasional showings but no serious interest. Old bank bldg. on market	
RET		20 West	no lease	Visal	various 20 WSC	employee (Angle) interested in joining LTC committee	
NEW		Inland Bank	business after hours	Whitney	n/a	will meet to discuss CRA/mutual interests	
Oct 18-22	NEW	history classes	referral from DT prop. Owner	Camagila Bill	needs 5000 sf + pkg 23 N. Main or 100 S. Park Av.	have called twice; no return call	
NEW		DuPage Credit Union	thinking of moving	Alice		have called once; no return call. Will call again.	
RET		all on S. Park	employees are using on-street spaces. PD began enforcement	n/a		passed out employee parking permits, encouraged use of employee lot	article will go into newsletter but enforcement may be needed
RET		Clancy's		Jim		trying to contact Jim	store closed; discussions underway re: reopening options
Oct 25-29	PROP	n/a	building half vacant (684 sf vac)	Eddy	6-8 S. Park	will put building on market. Interested in possible assistance for minor upgrades to building	leased to wedding photographer/makeup artist
NEW		various	farmers market vendors considering shared retail space	LTC ED	have looked at 100 West St. Charles; others possible	had initial meeting; seeking additional participants.	on hold pending discussion with Leslie/Bensidoun
Nov 1-5	NEW	sports/goods/screen printing		Brian	considering 106 WSC or 26 N. Park	met with potential partner - bicycle sales and/or repair. Showed 5 possible spaces. Many contacts between Nov and Jan	has leased space in Eastgate Mall
RET		Sweet Street	went to all S. Park businesses to alert to coming enforcement of 2-hour parking rule	Belinda, Barbara	17 WSC	discussing involvement w/ LTC and specific ways she can help the Downtown	Belinda now on LTC Board of Directors
RET		Slick & BJ's		Slick	4 S. Park	all good	

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Nov 8-12	RET	Fairy Tales all	discuss façade & streetscape issues met re: cooperative advertising	Rochelle Marguerite J.P. Singh Monica	9 S. Park Lombardian 15 WSC	anti-Chamber sign is down week of 12/1? intro and talk about dumpster on McQuire Dr. went to discuss potential for another screenprinting business	no longer an issue moved
	RET	Tees 'n' Taps	11+ years in business here				
	NEW	cabinet shop	call to find out more about business, get contact info to welcome them, etc.	Ed	14 WSC	playing phone tag w/ Ed; business setting up	appear to be completing set-up multiple follow-ups with resource information. Family health issues mean Jim cannot continue running business. Closed early Feb.
	RET	Clancy's	hours of operation have been a bit erratic	Jim/Brian	15 S. Park	stopped by to offer assistance	had brief follow-up meeting. Parking enforcement may help. No plans at this time to expand; will revisit leased to wedding photographer/makeup artist
	RET	Park Av. Cleaners	want to facilitate expansion	Bill	12 S. Park	have yet to meet to talk about potentials & impediments building is for sale or lease. 1 tenant (beauty shop) in place. Need to add to DT available properties data base	
	PROP	NA	vacant - former accountant	Eddy/Jasper	6-8 S. Park		
Nov 15-19	NEW	potential restaurant/brew pub	3 partners with restaurant and brewing experience	Jon/Ken/Brad	several possibilities		Multiple contacts to provide info and facilitate DTL location. They have now decided on other (as yet undisclosed) location. "The opportunity we're looking at has a significantly lower "build out" cost than the Lombard location as it was a restaurant & does not need to be brought up to code. That of course means we can be up & running much sooner. The space is also sized better for our needs so the overhead & staffing will be less. We do like Lombard & if all goes well we look at Lombard in the future."
	RET	20 West Liquors	recently renewed lease	Visal/Angie	20 WSC	Saw 100 and 106. Will call on Monday	
Nov 22-26	NEW	potential restaurant	unknown	John		poor visibility to passing autos. Assisting with signage upgrade decisions have called and left message; will call again this week	have had several follow-up discussions left another message
	NEW	State Rep office	need 800-1000 sf	Laura	possibilities include 16 or 19 WSC, 6 or 10 S. Park, 11 N. Main	provided info; will follow up next week	staying on Westmore pending re- districting
	PROP	NA	former Hand Therapy; 1000sf	Dave	10 S. Park	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP	NA	1000sf	Socorro	11 N. Main St.	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP	NA	1025sf	Rose	19 WSC	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP	Morningstar	realtor for Elliott Properties	Pat Coulson Chris Regan	various	called to suggest FOR SALE sign on 1 S. Park	Assistant preparing up-to-date Available Sites page for web site
	1-Nov/RET	Art					
	1-Nov/RET						
	2-Nov/NEW	sporting goods		Brian Spiegelman	showed 23-25, 100, 106, 26 N Park		
	4-Nov/RET	Seven 11	dumpster on ROW	J.P. Singh			
	11-Nov/RET	Clancy's		Jim Wolski		moved	
	RET	Capone's					

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12-Nov	PROP	Park Av. Cleaners na	exist business owner (Geneva) and 2 partners	Jasper, Eddy	6-8 South Park	for sale (\$275K) or lease (\$650/mo.) want to buy, not rent. 100W not for sale. owners of 106 to establish sale price	
15-Nov	NEW	brewhouse		Jon, Ken, Brad	100W, 106W	no call back	
16-Nov	NEW	KKC imaging	fax/copiers/toner	Lionel			
19-Nov	PROP	20 West Liquors	assisting with signage	708.728.5453	20W		
19-Nov	PROP	former Tool & Die		Angie	between USPS and Grace	asking \$350K	
23-Nov	NEW	potential restaurant	call from Chris S.	Franklin	unknown	called twice; no return call. 239.784.8714	
23-Nov	NEW	State Rep		John	various	provided info on 5 spaces; pending	
2-Dec	NEW	mixed martial arts	lead from prop owner	Laura	old R&R	need follow-up discussion	calls not returned
16-Dec	PROP	various	doing 4 films in IL; seeking base of operations	Dave	7 through 13 N. Main St.	various spaces for lease - between 200 and 1000 sf	Assistant preparing up-to-date Available Sites page for web site
17-Dec	NEW	film office		Socorro	looked at bank and 16W	sent info on additional space possibilities; will talk 1/7	
22-Dec	PROP	Next Stop	boiler heat makes space cost-prohibitive	Andy	S.S. Park	Rosemary gave permission to have furnace installed at tenant's cost	
27-Dec	PROP	various	long-time property owner	Mandy	9-15 N. Main	several vacancies in building	
27-Dec	RET	T's n Taps, Punky's, 20W		Socorro		checking in	
27-Dec	PROP	all within range of LTC WiFi	ongoing project	Monica, Betsy, Visal		working well at most S. Park businesses; need to test signal with outdoor enclosure	will test with outdoor enclosure in next week or two; have article for newsletter
5-Jan	NEW	graphics	existing home business	Wayne Kankovsky	WiFi	meeting Jan. 12	pending
5-Jan	COMM	1-to-1 card	business wants to provide gift cards for LTC to sell	Walter	various		
8-Jan	PROP	Pillar RE	real estate professional wants info	Karen Schabel	all	met to discuss; cards would cost LTC \$3 each plus face value	plan to discuss with LTC Board
18-Jan	NEW	Amarok Productions	movie productions	Frank	all vacant	provided demographic info	provided info and contacts; awaiting return of follow-up call
19-Jan	COMM	Chamber	installation dinner	Andy	1 S Park	interested in bank building	
21-Jan	RET	Morningstar	want to provide assistance with expanding customer base	Yvonne, Georgette	N/A	attended	follow-up meeting held with Chris, Janet, KLS, DW, CS to provide addl resources. Planning internet business seminar
21-Jan	RET	Big Lobby	business wants to engage all local businesses in new online advertising venture	Chris	all	discussed internet idea-sharing with Fairy Tales/Morningstar	date TBA
25-Jan	PROP	Historical Investments Inc	interest in possibly purchasing	Peter		planning meeting with ER Committee members	plans to tour building week of Feb 28; we will have coffee
25-Jan	RET	20W	issues with Cruise Nights - parking	Scott	old bank bldg	sent info and contact for owner/realtor	discussed with Joelyn. Need to discuss with LTC Board to coordinate any recommendations.
27-Jan	PROP			Visal, Angie	20 WSC	discussed possibilities for positive impacts on business during Saturday nights in summer	
28-Jan	COMM	SBA	LTC desire to send regular e-newsletter to businesses on SBA resources	Ken	11, 15 S Park	discussed status of Clancy's. Feels Downtown needs a parking garage.	
28-Jan	COMM	SBDC-COD	LTC seeking assistance for DT business	Don Pellico	all businesses	working on list of business needs	
				David Gay	15 S. Park	shared offer of assistance	

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31-Jan 1-Feb	COMM RET	N/A all	Lilac Convention business seminar prep desire to enhance benefits if Cruise Nights	Marymae Meyer Jerry Peterson	N/A all	discussed LTC/DT involvement discussed internet presentation	MM has come to DT Forum to make presentation; will provide business list info for packets, sell umbrellas, display quilt
8-Feb	COMM	all	PR Power Hour - ongoing meetings to share ideas/info with various partners	Joelyn	all	met to discuss; follow-up tasks ID'd to share with LTC Board and DTers	planned for 2/28 at Morningstar Downtown Forum on Cruise Nights planned for March 9
8-Feb	COMM	all	photography & makeup for weddings	Joelyn	all	talked about a library card/business program to be developed with Pam	Need to follow up
15-Feb	NEW		call from Jasper at Pillar RE	Cynthia Sally	6 S Park	have call in to Cynthia to welcome her & get details follow-up meeting held with Chris, Janet, KLS, DW, CS to provide addl resources. Planning internet business seminar	
15-Feb	RET	Morningstar	see Jan 21 received inquiry about cost of property at NE corner WSC and Eliz	Chris		NE corner WSC and Elizabeth	
16-Feb	PROP	N/A	prepared materials for Directory	Roger Brown Georgette	N/A	done	
21-Feb	COMM	Chamber	visit re: upcoming internet seminar				
23-Feb	RET	Lom Ling	visit re: upcoming internet seminar				
23-Feb	RET	Nolan Ins	visit re: upcoming internet seminar				
23-Feb	RET	State Farm	visit re: upcoming internet seminar				
23-Feb	RET	Health Clinic	visit re: upcoming internet seminar				
23-Feb	RET	Masterson Ins	visit re: upcoming internet seminar				
23-Feb	RET	Night & Day	visit re: upcoming internet seminar				
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23-Feb	RET	Seven Eleven	visit re: upcoming internet seminar				
23-Feb	RET	Feel Good Hair	visit re: upcoming internet seminar				
23-Feb	RET	Majer's Repair	visit re: upcoming internet seminar				
23-Feb	RET	Hemispheres	visit re: upcoming internet seminar				
23-Feb	RET	Main St Caf�e	visit re: upcoming internet seminar				
23-Feb	RET	Bona Pizza	visit re: upcoming internet seminar				
23-Feb	RET	Patrick O'Shea	visit re: upcoming internet seminar				
23-Feb	RET	20 West	visit re: upcoming internet seminar				
23-Feb	RET	Esquire	visit re: upcoming internet seminar				
24-Feb	RET/NEW	20W	discussing possibilities for new business in 18W	Visal	18W	tenant wants meeting with Village to discuss liquor license fees; feels they are too high	have talked with prop owner about possibly selling building. He would need to find another prop to buy to avoid capital gains tax
28-Feb	RET/PROP	Praga	financial challenges	Dan Harris	225 WSC		discussed with Village;
28-Feb	NEW	Shannon's Neighborhood Butcher	former Clancy's	Jennifer Shannon	11, 1S S. Park	had in-depth discussion about re-opening under new name	hoping to reopen in April
28-Feb	NEW	Red Line Photography, Cynthia Sally	wedding photography and wedding makeup artist	Tasha, Cynthia	6 S Park	called to offer assistance and grand opening	met to discuss COO app et al
28-Feb	RET	ALL	Morningstar and other businesses need help with internet presence		ALL	held seminar with Jerry Peterson speaking about ways businesses can maximize use of internet and social media without huge cash outlays	Morningstar consulting with Jerry Peterson
1-Mar	NEW	Liberty Tax Accounting	heard they may be looking for another space	unknown; will follow up	TBA	called; awaiting return call	

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17-Aug	COMM	Village		John Graziano		sent information on properties and market analysis	
				Joelyn Kott	N/A		
17-Aug	RET	Capone's	Italian restaurant, buffet. Banquet space	Dawn, Darci Tom,		Needs frequent visits, assistance with signage and outdoor café area (spoke with Bill Bass to no avail)	recently discussed openable front windows/shutters
19-Aug	COMM	Village		Patti, Dominic Capone		Intro'd self	
				Board			
23-Aug	NEW	Tapas restaurant and bar; live music	Working with SBDC on business plan	Liz, Ryan, Sean	showed 106, 21-13, 14, 18 WSC	on hold	
26-Aug	NEW/Reloc	restaurant	existing crepes restaurant; possibly seeking to relocate to Downtown	Ben	showed by Village Staff	need to call; assist with business plan	will visit next week
30-Aug	NEW	Cherokee Rose-embroidery	existing Villa Park business seeks to relocate to Lombard	Nancy Woodruff	needs 2500sf - looking at Main St. S of Maple	business owner has discussed lease with property owner. Relocation would not occur until June 2011	
31-Aug	RET	Clancy's	existing business with plans to extend hours and services	Jim		ongoing discussion	
8-Sep	COMM	Historical Society		Jeanne Angel, Sara		ongoing communication and cooperation	
8-Sep	NEW	homemade soaps	contact from Yorktown Farmers Market	IDKessil2000soaps@ady@ebay	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	card shop	contact from Yorktown Farmers Market	Louise Elliot	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Prairie Pure Cheese LLC	contact from Yorktown Farmers Market	Gayle Voss	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	The Spice Merchant and Tea Room	contact from Yorktown Farmers Market	Sharon and Dick Welton	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Breadsmith (exist. in Eastgate)	contact from Yorktown Farmers Market		100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	A Taste of Michigan Cherries	contact from Yorktown Farmers Market	Jane Duran	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	The Olive Tap	contact from Yorktown Farmers Market	G. Mariano Olivi	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Acorn	contact from Yorktown Farmers Market	www.acorndesigninsource.com	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Lil' Mad Café	contact from Yorktown Farmers Market	John and Bonnie	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	gourmet shop	contact from Yorktown Farmers Market	Erin Harper	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	gourmet popcorn	contact from Yorktown Farmers Market	lakescountrymeats.com	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Jake's Country Meats	contact from Yorktown Farmers Market	ts.com	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
8-Sep	NEW	Little Europe Deli	contact from Yorktown Farmers Market	Don and Irene Tuscherer	100 WSC?	researching examples and logistics of setting up business incubator - Artisan Shops	
14-Sep	PROP		former owners of Dutch Kitchen				

DATE	RET/NEW/PROP	BUSINESS	BACKGROUND	CONTACT	PROPERTIES	STATUS (on contact date)	STATUS UPDATE (current)
14-Sep	RET	Morningstar	Catholic gifts	Chris Regan, Janet	28 WSC	revisit; facilitate cooperative advertising and employee parking permit	
21-Sep	NEW	women's accessories		Wanda	showed 100-104 WSC, 14 and 18 WSC, 21-23 WSC	working on business plan	has decided against going into business at this time
21-Sep	NEW	ice cream parlor		Wanda	showed 100-104 WSC, 14 and 18 WSC, 21-23 WSC	working on business plan	has decided against going into business at this time
29-Sep	RET	20 West	training: visit to Batavia Main Street to see Water Street Studios and hear about various projects, as well as confer with other Main Street directors and board members	Visal Kheam	20 WSC	ongoing discussion about business needs and retention/expansion potential	attempting to facilitate discussion between parties
Oct 1-8	NEW	n/a	met with Leo Liakatas about development interests pertaining to Downtown	Britta McKenna			
	PROP	Landmark Partners					
	RET	Night & Day Salon		Amy			
	RET	Pillar Realty		Jasper			
	NEW	Artisan Shops	shared retail space - research				
	NEW	Big Lobby	discussion with business that places kiosks in office buildings with restaurant options etc.	Peter		will visit kiosk demonstration in Elmhurst	
	NEW	restaurant/bar	Lombard resident	Erica	interested in seeing 14 and 16 WSC	will call next week to discuss	calls not returned
	RET	Ladies' Room	consignment shop	Catrina Kagei			
Oct 11-15	n/a	DT Wheaton	met with Director about issues and projects in Wheaton	Noel			
	NEW	call center	chance meeting	Rudy		not considering move now but will let me know if an additional location is possible	
	PROP	n/a	calls to discuss any inquiries about properties	Pat Coulson, Tom		occasional showings but no serious interest. Old bank bldg. on market	
	RET	20 West	no lease	George	various	employee (Angie) interested in joining LTC committee	
	NEW	Inland Bank	business after hours	Whitney	20 WSC		
Oct 18-22	NEW	history classes	referral from DT prop. Owner	Camaglia	n/a	will meet to discuss CRA/mutual interests	
	NEW	DuPage Credit Union	thinking of moving	Bill	needs 5000 sf + pkg	have called twice; no return call	
	RET	all on S. Park	employees are using on-street spaces. PD began enforcement	Alice	23 N. Main or 100 S. Park Av.	have called once; no return call. Will call again.	
	RET	Clancy's		n/a		passed out employee parking permits, encouraged use of employee lot	article will go into newsletter but enforcement may be needed
Oct 25-29	PROP	n/a	building half vacant (684 sf vac)	Jim	6-8 S. Park	trying to contact Jim	store closed; discussions underway re: reopening options
	NEW	various sporting goods/screen printing	farmers market vendors considering shared retail space	Eddy	have looked at 100 West St. Charles; others possible	will put building on market. Interested in possible assistance for minor upgrades to building	leased to wedding photographer/makeup artist
Nov 1-5	NEW	Sweet Street	went to all S. Park businesses to alert to coming enforcement of 2-hour parking rule	LTC ED	considering 106 WSC or 26 N. Park	had initial meeting; seeking additional participants.	on hold pending discussion with Leslie/Bensidoun
	RET	Slick & BJ's		Brian	17 WSC	met with potential partner - bicycle sales and/or repair. Showed 5 possible spaces. Many contacts between Nov and Jan	has leased space in Eastgate Mall
	RET			Belinda, Barbara	4 S. Park	discussing involvement w/ LTC and specific ways she can help the Downtown	Belinda now on LTC Board of Directors
	RET			Slick		all good	

DATE	RET/NEW/PROP	BUSINESS	BACKGROUND	CONTACT	PROPERTIES	STATUS (on contact date)	STATUS UPDATE (current)
Nov 8-12	RET	Fairy Tales	discuss façade & streetscape issues met re: cooperative advertising	Rochelle	9 S. Park	anti-Chamber sign is down week of 12/17	
	RET	all		Marguerite	Lombardian	intro and talk about dumpster on McGuire Dr.	
	RET	7 11		J.P. Singh		went to discuss potential for another screenprinting business	moved no longer an issue
	RET	Tees 'n' Taps	11+ years in business here	Monica	15 WSC		
	NEW	cabinet shop	call to find out more about business, get contact info to welcome them, etc.	Ed	14 WSC	playing phone tag w/ Ed; business setting up	appear to be completing set-up multiple follow-ups with resource information. Family health issues mean Jim cannot continue running business. Closed early Feb.
	RET	Clancy's	hours of operation have been a bit erratic	Jim/Brian	15 S. Park	stopped by to offer assistance	had brief follow-up meeting. Parking enforcement may help. No plans at this time to expand; will revisit
	RET	Park Av. Cleaners	want to facilitate expansion	Bill	12 S. Park	have yet to meet to talk about potentials & impediments building is for sale or lease. 1 tenant (beauty shop) in place. Need to add to DT available properties data base	leased to wedding photographer/makeup artist
	PROP	NA	vacant - former accountant	Eddy/Jasper	6-8 S. Park		
Nov 15-19	NEW	potential restaurant/brew pub	3 partners with restaurant and brewing experience	Jon/Ken/Brad	several possibilities		Multiple contacts to provide info and facilitate DTL location. They have now decided on other (as yet undisclosed) location. "The opportunity we're looking at has a significantly lower "build out" cost than the Lombard location as it was a restaurant & does not need to be brought up to code. That of course means we can be up & running much sooner. The space is also sized better for our needs so the overhead & staffing will be less.
	RET	20 West Liquors	recently renewed lease	Visal/Angie	20 WSC	Saw 100 and 106. Will call on Monday	We do like Lombard & if all goes well we look at Lombard in the future."
Nov 22-26	NEW	potential restaurant	unknown	John		poor visibility to passing autos. Assisting with signage upgrade decisions have called and left message; will call again this week	have had several follow-up discussions left another message
	NEW	State Rep office	need 800-1000 sf	Laura	possibilities include 16 or 19 WSC, 6 or 10 S. Park, 11 N. Main	provided info; will follow up next week	staying on Westmore pending re- districting
	PROP	NA	former Hand Therapy, 1000sf	Dave	10 S. Park	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP	NA	1000sf	Socorro	11 N. Main St.	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP	NA	1025sf	Rose	19 WSC	Called owner to intro self, make appt. to meet and see the available space	Assistant preparing up-to-date Available Sites page for web site
	PROP		realtor for Elliott Properties	Pat Coulson	various	called to suggest FOR SALE sign on 1 S. Park	Assistant preparing up-to-date Available Sites page for web site
1-Nov	RET	Morningstar		Chris Regan			
1-Nov	RET	Art					
2-Nov	NEW	sporting goods		Brian Spiegelman	showed 23-25, 100,		
4-Nov	RET	Seven 11	dumpster on ROW	J.P. Singh	106, 26 N Park		
11-Nov	RET	Clancy's		Jim Wolski		moved	
	RET	Capone's					

DATE	RET/NEW/PROP	BUSINESS	BACKGROUND	CONTACT	PROPERTIES	STATUS (on contact date)	STATUS UPDATE (current)
12-Nov	RET	Park Av. Cleaners		Jasper, Eddy	6-8 South Park		
15-Nov	NEW	brewhouse	exist business owner (Geneva) and 2 partners	Jon, Ken, Brad	100W, 106W	for sale (\$275K) or lease (\$650/mo.) want to buy, not rent. 100W not for sale. owners of 106 to establish sale price	
16-Nov	NEW	KKC Imaging	fax/copiers/toner	Lionel			
19-Nov	PROP	20 West Liquors	assisting with signage	708.728.5453			
19-Nov	PROP	former Tool & Die		Angie	20W	no call back	
23-Nov	NEW	potential restaurant	call from Chris S.	Franklin	between USPS and Grace	asking \$350K	
23-Nov	NEW	State Rep		John	unknown	called twice; no return call. 239.784.8714 provided info on 5 spaces; pending	
2-Dec	NEW	mixed martial arts	lead from prop owner	Laura	various	need follow-up discussion	calls not returned
16-Dec	PROP	various		Dave	old R&R	various spaces for lease - between 200 and 1000 sf	Assistant preparing up-to-date Available Sites page for web site
17-Dec	NEW	film office	doing 4 films in IL; seeking base of operations	Socorro	7 through 13 N. Main St.	sent info on additional space possibilities; will talk 1/7	
22-Dec	PROP	Next Stop	boiler heat makes space cost-prohibitive	Andy	looked at bank and 16W		
27-Dec	PROP	various	long-time property owner	Mandy Socorro	5 S. Park	Rosemary gave permission to have furnace installed at tenant's cost several vacancies in building	
27-Dec	RET	T's n Taps, Punky's, 20W		Monica, Betty, Visal	9-15 N. Main	checking in	
27-Dec	PROP	all within range of LTC WIFI	ongoing project	Wayne Kankovsky	all within range of LTC WIFI	working well at most S. Park businesses; need to test signal with outdoor enclosure	will test with outdoor enclosure in next week or two; have article for newsletter
5-Jan	NEW	graphics	existing home business	Walter	various	meeting Jan. 12	pending
5-Jan	COMM	1-to-1 card	business wants to provide gift cards for LTC to sell	Karen Schabel	all	met to discuss; cards would cost LTC \$3 each plus face value	plan to discuss with LTC Board
8-Jan	PROP	Pillar RE	real estate professional wants info	Frank	all vacant	provided demographic info	
18-Jan	NEW	Amarok Productions	movie productions	Andy	1 S Park	interested in bank building	provided info and contacts; awaiting return of follow-up call
19-Jan	COMM	Chamber	installation dinner	Yvonne, Georgette	N/A	attended	
21-Jan	RET	Morningstar	want to provide assistance with expanding customer base	Chris		discussed internet idea-sharing with Fairy Tales/Morningstar	follow-up meeting held with Chris, Janet, KLS, DW, CS to provide addl resources. Planning internet business seminar
21-Jan	RET	Big Lobby	business wants to engage all local businesses in new online advertising venture	Peter	all	planning meeting with ER Committee members	date TBA
25-Jan	PROP	Historical Investments Inc	interest in possibly purchasing	Scott	old bank bldg	sent info and contact for owner/realtor	plans to tour building week of Feb 28; we will have coffee
25-Jan	RET	20W	issues with Cruise Nights - parking	Visal, Angie	20 WSC	discussed possibilities for positive impacts on business during Saturday nights in summer	discussed with Joelyn. Need to discuss with LTC Board to coordinate any recommendations.
27-Jan	PROP			Ken	11, 15 S Park	discussed status of Clancy's. Feels Downtown needs a parking garage.	
28-Jan	COMM	SBA	LTC desire to send regular e-newsletter to businesses on SBA resources	Don Pellico	all businesses	working on list of business needs	
28-Jan	COMM	S8DC-COD	LTC seeking assistance for DT business	David Gay	15 S. Park	shared offer of assistance	

DATE	RET/NEW/PROP	BUSINESS	BACKGROUND	CONTACT	PROPERTIES	STATUS (on contact date)	STATUS UPDATE (current)
31-Jan COMM	N/A		Lilac Convention	Marlynae Meyer			MM has come to DT Forum to make presentation; will provide business list info for packets, sell umbrellas, display quilt
1-Feb RET	all		business seminar prep	Jerry Peterson	N/A	discussed LTC/DT involvement	
8-Feb COMM	all		desire to enhance benefits if Cruise Nights		all	discussed internet presentation	planned for 2/28 at Morningstar
8-Feb COMM	all		PR Power Hour - ongoing meetings to share ideas/info with various partners	Joelyn	all	met to discuss; follow-up tasks ID'd to share with LTC Board and DTers	Downtown Forum on Cruise Nights planned for March 9
15-Feb NEW	photography & makeup for weddings		call from Jasper at Pillar RE	Joelyn	all	talked about a library card/business program to be developed with Pam	Need to follow up
15-Feb RET	Morningstar		see Jan 21	Cynthia Sally	6 S Park	have call in to Cynthia to welcome her & get details	
16-Feb PROP	N/A		received inquiry about cost of property at NE corner WSC and Eliz	Chris		follow-up meeting held with Chris, Janet, KLS, DW, CS to provide addl resources. Planning internet business seminar	
21-Feb COMM	Chamber		prepared materials for Directory	Roger Brown	NE corner WSC and Elizabeth	interested party will re- apply for senior housing credits from State	
23-Feb RET	Lom Ung		visit re: upcoming internet seminar	Georgette	N/A	done	
23-Feb RET	Nolan Ins		visit re: upcoming internet seminar				
23-Feb RET	State Farm		visit re: upcoming internet seminar				
23-Feb RET	Health Clinic		visit re: upcoming internet seminar				
23-Feb RET	Masterson Ins		visit re: upcoming internet seminar				
23-Feb RET	Night & Day		visit re: upcoming internet seminar				
23-Feb RET	Capone's		visit re: upcoming internet seminar				
23-Feb RET	Café 101		visit re: upcoming internet seminar				
23-Feb RET	Slick & BJ's		visit re: upcoming internet seminar				
23-Feb RET	Park AV Cleaners		visit re: upcoming internet seminar				
23-Feb RET	Next Stop		visit re: upcoming internet seminar				
23-Feb RET	T's n Taps		visit re: upcoming internet seminar				
23-Feb RET	Seven Eleven		visit re: upcoming internet seminar				
23-Feb RET	Feel Good Hair		visit re: upcoming internet seminar				
23-Feb RET	Maier's Repair		visit re: upcoming internet seminar				
23-Feb RET	Hemispheres		visit re: upcoming internet seminar				
23-Feb RET	Main St. Café		visit re: upcoming internet seminar				
23-Feb RET	Bona Pizza		visit re: upcoming internet seminar				
23-Feb RET	Patrick O'Shea		visit re: upcoming internet seminar				
23-Feb RET	20 West		visit re: upcoming internet seminar				
23-Feb RET	Esquire		visit re: upcoming internet seminar				
24-Feb RET/NEW	20W		discussing possibilities for new business in 18W	Visal	18W	tenant wants meeting with Village to discuss liquor license fees; feels they are too high	have talked with prop owner about possibly selling building. He would need to find another prop to buy to avoid capital gains tax
28-Feb RET/PROP	Praga		financial challenges	Dan Harris	225 WSC		discussed with Village;
28-Feb NEW	Shannon's Neighborhood Butcher		former Clancy's	Jennifer Shannon	11, 15 S. Park	had in-depth discussion about re-opening under new name	hoping to reopen in April
28-Feb NEW	Red Line Photography, Cynthia Sally		wedding photography and wedding makeup artist	Tasha, Cynthia	6 S Park	called to offer assistance and grand opening	met to discuss COO app et al
28-Feb RET	ALL		Morningstar and other businesses need help with internet presence		ALL	held seminar with Jerry Peterson speaking about ways businesses can maximize use of internet and social media without huge cash outlays	Morningstar consulting with Jerry Peterson
1-Mar NEW	Liberty Tax Accounting		heard they may be looking for another space	unknown; will follow up	TBA	called; awaiting return call	

TAB 3

**LTC 2011 PROPOSED SMART GOALS WITH LTC
ALIGNMENT WITH THE DOWNTOWN PLAN**

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.
Strength-Based Goal Components	Identify with Economic Development 3 focus items within the Downtown Plan to accomplish in 2011	These will be in writing and will spell out LTC duties and responsibilities, and timelines, approved by the LTC board and the Economic Development division	LTC suggests updating action items at the twice per month Thursday ED / staff meeting. By managing the process and duties together success will not be a problem	By charting the projects and timelines, adjusting when necessary well before a crucial milestone	This goal cannot have a timeframe at this time
Strength-Based Goal Notes	The Downtown Plan only as of 3/2011 had been approved. LTC and staff will need to identify the 2 – 3 focus projects In cooperation with ECDC and Community Development Staff, identify and pursue 3 short-term implementation items within the Downtown Plan.	Establish prioritization, specific tasks and responsibilities, and products to be created.	Provide for adequate hours, an inclusive process, and partnership opportunities to share the workload of identified tasks.	Specific product(s) should be identified in connection with each implementation item.	Tasks identified should be able to be completed within 2011.

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Downtown Vacancies					
Strength-Based Goal Components	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.
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>
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SMART Goal Template

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Business Membership	Increase LTC Business membership to 40 total 10 currently	Create a target list and follow up with them. Record the data monthly and add if needed	By including business membership with our LTC Wi Fi service for 100.00 we should capture 60% of all downtown businesses. With targeting businesses outside of the downtown with a strong benefit statement obtaining the remaining 6 businesses will be obtainable	Milestones: 10 current 20 by June with Wi Fi service offer 35 by August by adding 5 outside downtown 40 by 12/30	Overall 12/2011
Strength-Based Goal Components					
Strength-Based Goal	The new Downtown Plan associates LTC with the initiative creating a position of strength. By growing our business membership to 40 create energy and synergy in the downtown.				
Notes	Creating a target list based on any association with downtown	Plan the contact dates and time, follow through on contact and record the results	Craft a benefit statement for marketing, tout the Wi Fi service.		

SMART Goal Template

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	S	M	A	R	T
	STRATEGIC & SPECIFIC: IDENTIFY A LONG-TERM GOAL FOCUSED ON THE GRADE LEVEL OR DEPARTMENT'S SPECIFIC NEEDS.	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.
Retention					
Strength-Based Goal Components	<p>Business Retention -- Relationships -- Understanding their specific business needs, and assisting with their success through LTC effort and outside assistance i.e. COD.</p> <p>Not all will buy in but those who do we will move forward and spread the word to those who don't</p>	<p>Quarterly business forums, feedback and sales increases.</p> <p>Monitor changes in their business model.</p> <p>Follow up on outside assistance suggestions</p> <p>A great measurable will be added businesses that want to be involved</p>	<p>LTC will have to schedule regular meetings with all businesses to review business results, plans for change based on LTC suggestions as well as outside assistance guidance.</p>	<p>Actual sales results. Relationship improvements viewing LTC as an ally.</p> <p>We will know based on the regular meeting conversations</p>	<p>New business forum and property owner forum resume 3/29 and 3/30. Thereafter will be scheduled on a quarterly basis.</p> <p>The first of 2011 will have an agenda but be focused on their opinions, thoughts and ideas. Moving forward we will focus on informative guests and business improvement</p> <p>This is ongoing however we expect to see results in 90 days.</p>

Strength-Based Goal

Improvement of the overall mood of the downtown businesses and property owners, a willingness to work together. A willingness to change when the result may improve their business model and help fill vacancies. The Business owners and property owners are 2 similar but very different sets of issues.

Increased occupancy, profitable business owners, additional walking traffic in the downtown, attractive place to go with various things to do and increasingly better shopping.

Notes

Understand the needs of existing businesses, and provide or assist with the tools they need to thrive.

Survey businesses periodically to assess their stability/strength, needs, and helpfulness of resources provided.

This goal should be high-priority because strong existing businesses attract new patrons and new businesses.

LTC is already holding business seminars and business forums designed to carry this out.

Quarterly business forums and ongoing relationship-building supplemented by periodic data-gathering (surveys)

SMART Goal Template

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Residential Membership					
Strength-Based Goal Components	Increase LTC residential membership by 200% to 63 current members	Monthly member counts. Identify projected members based on data collected.	Based on past member record LTC has a large pool of residents to contact. See notes for further marketing plans	When we reach or achieve the targeted number	Overall 12/2011 30 by June 40 by August 60 by November 63 by December
Strength-Based Goal	Renewed awareness of Lombard Town Centre and what the organization means to the downtown business community and its residential community. Re-launch of the Passport card program to gain 30 plus new members.				
Notes	LTC will have presence at no less than 6 events as well as the French Market. Volunteers will be explaining the Passport program as well as the overall benefit of membership	Speaking with 20 residents at each event.	New brochure marketing material, the ability to process credit cards at the point of contact. A wider breadth of events that we target as membership driven. Additional board members and volunteers to man the events	Reaching the milestones in T	

SMART Goal Template

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	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>
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.

Notes

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Lombard Town Centre Alignment with the Downtown Plan

Pg 93 – 2 Engage partners with lending expertise: Lombard Town Centre plans to partner with 5th 3rd Bank in downtown Lombard to assist with small business lending expertise as well as conducting seminars for current businesses. We will reach out to COD for our educational seminars and for small business guidance for recruitment of new business such as a business plan. The partnering has begun as of March 2011.

Pg 94 – 1 Set targets by categories: When compiling our list of prospects (50 list) we are looking for all of the listed categories and weighing them before we engage in real conversations. LTC want the businesses that have the following qualities certainly not all can be a destination business but ideally the business will have:

- Experienced operators**
- High Quality Standards**
- Will match the size of available properties**
- Will have a familiarity in there market**
- Have the funds to invest**
- Bring long term commitment to the downtown**

Pg 94 – 2 Collateral recruitment materials: LTC is currently working on a new brochure that has the downtown logo, we will go to production as soon as we receive approval to use the logo from the Village. LTC plans per the PIP to research the unique businesses that are currently successful in strip malls in the surrounding communities. Search and speaking with ones that have a fit for a downtown environment. The list of available properties exists and is readily available. We will in advance of a downtown tour look to our neighboring communities to ensure a competitive position in downtown.

Pg 94 – 6 Target specific businesses: Within the plan for 2011 2012 we have specific targets for what type of businesses fit our downtown, and certainly all do not. Uniqueness and quality in the products is an important ingredient for success. Restaurants with a track record of success, financial resources, and solid management are keys.

Lombard Town Centre aligns with many of the outline already and we look forward to working with the Village staff to successful completion of the outline as partners in our downtown.

TAB 4

LTC BALANCE SHEET

Lombard Town Centre Balance Sheet As of February 28, 2011

	Feb 28, 11
ASSETS	
Current Assets	
Checking/Savings	4,172.12
Fifth Third Checking	765.51
Fifth Third Debit Account	39,107.44
Fifth Third Money Market	44,045.07
Total Checking/Savings	<u>1,674.00</u>
Accounts Receivable	1,674.00
Total Accounts Receivable	<u>23.97</u>
Other Current Assets	200.00
Paypal Account	223.97
Petty Cash	45,943.04
Total Other Current Assets	<u>45,943.04</u>
TOTAL ASSETS	<u><u>809.01</u></u>
LIABILITIES & EQUITY	<u><u>809.01</u></u>
Liabilities	
Current Liabilities	
Accounts Payable	809.01
Accounts Payable	809.01
Total Accounts Payable	<u>304.00</u>
Other Current Liabilities	166.96
Payroll Liabilities	113.10
Federal Withholding	39.04
Social Security-Company	39.04
Social Security-Employee	228.49
Medicare-Company	290.82
Medicare-Employee	1,181.45
State Withholding	1,181.45
Accrued SUTA	1,181.45
Total Payroll Liabilities	<u>1,181.45</u>
Total Other Current Liabilities	<u>1,181.45</u>
Total Current Liabilities	<u>1,990.46</u>
Total Liabilities	<u>1,990.46</u>

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Lombard Town Centre Balance Sheet As of February 28, 2011

	Feb 28, 11
Equity	
Retained Earnings	48,789.64
Net Income	-4,837.06
Total Equity	<u>43,952.58</u>
TOTAL LIABILITIES & EQUITY	<u><u>45,943.04</u></u>

TAB 5

LTC 2010 APPROVED BUDGET

Lombard Town Centre 2011 Budget

	2010 Actual	2011 Budget
Income:		
Village Funding	\$18,507	
Donations	\$350	
Fundraisers:		
Golf Outing		\$35,000 full year-assumes funding continued \$500 Cut-a-thon or other
BBQ Fees	\$80	
Golf Fees	\$1,550	assumes we find chair and slight increases in all categories
Golf Raffle	\$174	
Golf Sponsors	\$937	
Golf Expenses	<u>-\$1,723</u>	<u>-\$1,800</u>
Total Golf Outing	\$1,018	\$1,500
Insulated Bags		
Insulated Bag Sales		
Insulated Bag Expenses		100 bags @ \$10/each 100 bags @ \$3.92/each
Total Insulated Bags		\$608
Swap Meet		
Booths	\$75	
Car Corral	\$20	assumes we find chair and slight increases in all categories
Car Show Entry Fees	\$500	
Other Income	\$62	
Split the Pot	\$56	
Sponsors	\$338	
Swap Meet Expenses	<u>-\$495</u>	<u>-\$500</u>
Total Swap Meet	\$556	\$900
Umbrellas		
Umbrella Income		
Umbrella Expenses		100 @ \$20/each 100 @ \$11.15/each
Total Umbrellas		\$885
Wine Dinner		
Silent Auction Proceeds	\$1,235	slight increase
Silent Auction Expenses	-\$1,099	assume more donated
Sponsors	\$475	slight increase
Ticket Sales	\$4,490	70 x \$70
Wine Dinner Expenses	<u>-\$2,740</u>	70 x \$40
Total Wine Dinner	\$2,361	\$3,400
Interest Income	\$38	\$20 less in bank than prev yrs
Membership Dues	<u>\$2,250</u>	<u>\$4,500</u> assumes doubling of '10
Total Income	\$25,080	\$47,313

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Lombard Town Centre 2011 Budget

	2010 Actual	2011 Budget	
Expenses:			
Administrative:			
Bank Charges		\$15	
Insurance:			
Business	\$1,556	\$1,600	3% increase
Workmen's Comp	<u>\$259</u>	<u>\$300</u>	09 level plus 3%
Total Insurance	\$1,815	\$1,900	
Licenses & Fees	\$28	\$35	addl amt to change contact name
Office Supplies	\$339	\$700	full year of ED
Payroll Expenses:			
Salaries & Wages-30 hours	\$17,452	\$35,000	full year at current salary
Additional for LTC	\$0	\$5,800	assumes 5 more hrs/week
Payroll Taxes	<u>\$334</u>	<u>\$4,040</u>	fica and suta
Total Payroll Expenses	\$17,786	\$44,840	
Postage	\$149	\$250	full year of ED
Rent	\$6,300	\$6,300	\$525 x 12 mos.
Subscriptions	\$0	\$45	Lombardian actual
Telephone/Internet	\$1,208	\$1,245	3% increase
Utilities	<u>\$820</u>	<u>\$845</u>	3% increase
Total Administrative Expenses	\$28,567	\$56,175	
Program:			
Design:			
Miscellaneous	<u>\$0</u>	<u>\$0</u>	assumes no chair
Total Design	\$0	\$0	
Economic:			
Business Education Series			
Downtown Plan		\$400	assumes 4 qtrly mtgs
Miscellaneous	\$0	\$500	guess!!
WiFi	<u>\$94</u>	<u>\$100</u>	guess!!
Total Economic	\$94	\$2,000	Wayne's request
		\$3,000	
Organization:			
Annual Meeting	\$0	\$462	actual 1/10/11
Board/Membership Meetings	\$1,379	\$1,000	12 mtgs x \$100
Community Relations	\$200	\$600	cruise night, faces of lomb + \$300
Constant Contact	\$448	\$360	two 6 month periods
Membership:			
Drive Materials	\$0	\$100	guess!!
Membership Brochures	\$0	<u>\$100</u>	assumes stickers only
Total Membership	\$0	\$200	
Newsletter	\$0	\$100	guess!!
Professional Dues	\$250	\$475	National Main Street & Dupage Conv

Lombard Town Centre 2011 Budget

	2010 Actual	2011 Budget	
Training:			
Conference/Seminar/Training			
Hotel	\$0	\$500	
Meals	\$0	\$500	assume some training for ED only
Publications	\$0	\$100	
Travel	\$0	\$100	
Total Training	\$0	\$1,300	
Website	\$613	\$650	
Total Organization	\$2,890	\$5,147	assumes Readus stays
Promotion:			
Downtown Promotional Brochure	\$0	\$1,000	estimate from Walter
Passport Program	\$0	\$100	assumes stickers only
Farmer's Market	\$178	\$200	porta-potty
Jinglebell Jubilee:			
Advertising	\$130	\$150	assumes slight increase and no new activities
Entertainment	\$0	\$0	
Miscellaneous	\$259	\$300	
Sponsors	-\$300	\$300	
Total Jinglebell Jubilee	\$89	\$750	
Ladies Night Out:			
Advertising	\$0	\$300	assumed one per summer month and break-even
Miscellaneous	\$0	\$100	
Sponsors	\$0	-\$400	
Total Ladies Night Out	\$0	\$0	
Spooktacular			
Advertising	\$1,373	\$800	assumes no Chgo Parent reduction to get to net # same as '09 & '10
Entertainment	\$3,744	\$2,000	assume slight increase
Miscellaneous	\$1,894	\$1,800	equals '10 approved amount
Booth Fees	-\$780	-\$800	guess!!!
Sponsors	-\$1,150	-\$1,200	guess!!!
Total Spooktacular	\$5,081	\$2,600	
Spring Event	\$0	\$250	
Summer Event	\$0	\$250	
Total Promotion	\$5,348	\$5,150	
Total Program Expenses	\$8,332	\$13,297	
Total Expenses	\$36,899	\$69,472	
Net Income (Loss)	-\$11,819	-\$22,159	

TAB 6

**VILLAGE OF LOMBARD
DOWNTOWN REVITALIZATION PROJECT
GUIDEBOOK
IMPLEMENTATION CHAPTER**

Implementation Plan

SECTION 7

Implementation results from strategic decision making that constantly focuses on a consensus goal. For Downtown Lombard, that goal is realization of the brand promise:

"By 2013, Downtown Lombard will be the Village's premier destination for families and friends."

BRAND PROMISE

Strategic Objectives

Objectives organize a strategy into manageable steps toward achieving the overall goal. Objectives facilitate measuring progress and capitalizing on Lombard's specific opportunities. These opportunities emphasize the improvement of existing businesses and the potential to attract new development. There are also opportunities to build a brand identity, enhance parking options, improve the roadway and streetscape, enhance building façades, and provide signage – all aimed at enhancing the character, visibility, and viability of Downtown Lombard.

Implementation Action Plan

The detailed implementation action plan that follows assigns responsibilities, estimates budgets or funding sources, and sets due dates for tactics designed to meet Downtown Lombard's strategic objectives. Note that many due dates are aggressive because the expiring TIF requires early successes to fund the many, very desirable public improvements. As the Village and its partner, Lombard Town Centre, undertake this program, it is important to remember that, like any well planned journey, this effort can encounter detours and serendipitous opportunities; therefore, flexibility is important as long as the strategic focus continues. While

there is minimal additional funding required to complete many of the recommendations in this action plan, staff time must be devoted to the listed tactics. It is important to note that much of the work requires one-on-one conversation with property owners, and "feet on the street" business observations.

Development Concepts

The overall vision expressed by the development concepts described in this plan are a response to the community's vision, challenging market conditions, available resources, financial feasibility, and the need for a position program (branding) that establishes Lombard's downtown niche with competing retail center and nearby downtowns. Current market conditions suggest that Downtown will continue its ongoing redevelopment through a program of continuous and incremental improvements over time. Therefore, the implementation plan provides short term recommendations (projects that can be completed within 1-3 years), and long term projects that may take longer due to market conditions, property ownership, and available public and private financing.

Consistent with the priority recommendations of the market and branding strategy outlined in this Plan to focus on strengthening the Downtown "Core" area, projects in the sub-district around Park Avenue and St. Charles Road intersection should be high priority improvements. These projects should be pursued in the short term as they have the greatest potential to establish and leverage Downtown Lombard's brand promise. This does not preclude pursuing other long term redevelopment opportunities that might arise in other locations. The focus on the "core" area creates an opportunity to build on previous Village redevelopment efforts by continuing to improve and expand the retail of the Downtown potential consistent with its market potential. The "core" area also presents a logical place to first establish a

clearly defined Downtown product and identity that can be leveraged to support revitalization in other locations throughout the greater downtown area.

In addition to economic development, redevelopment, signage, and transportation strategies, the implementation action plan will ultimately integrate strategies for the other key areas of focus – streetscape enhancements, façade enhancements, and public art – that will guide the revitalization efforts for Downtown Lombard.

Early Action Projects

While the implementation action plan outlines a series of short term (1-3 years) and long term (4+- years) projects, the following is a list of early action projects that the Village and its partners can begin implementing immediately.

- » Increase public awareness of the Plan and its recommendations
- » Pursue all economic development strategies [pp 94-98]
- » Pursue development of Hammerschmidt Site [p 99]
- » Pursue improvements to 10-14W St Charles sites [p 100]
- » Pursue consolidation of 104-106 St. Charles sites [p 100]
- » Pursue redevelopment options on the Fifth Third Bank/Praga, 100-108 S. Main, Garfield/Martha, and Windsor/Martha sites [p 101-103]
- » Begin design and installation of certain streetscape elements and improvements [p 104]
- » Pursue façade enhancements [p 106-108]
- » Pursue public art initiatives [p 108]
- » Begin design and installation of signage [p 109-110]
- » Coordinate with AT&T to lease parking spaces [p 111]
- » Pursue other short-term transportation improvements [p 111-112]

Economic Development | Implementation Strategies

Improve Downtown Lombard's public and private partnership STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Hold property owner training session a. Model leases b. Space development standards c. Tenant recruitment responsibilities d. Tenant relationship responsibilities e. Advantages of using commercial real estate professionals f. Networking responsibilities g. Communication responsibilities h. Opportunities for 1031 exchanges i. Local landmark process and benefits	July 2011	Lombard Town Centre; Village (or consultant hired by them)	\$250 if LTC (\$1,000 if consultant)
2 Review Village support role a. Is the right organizational model in place? b. Are the relationships and responsibilities clear? c. Is there a sustainable vision for funding?	May 2011	Village (or consultant hired by them)	To be determined
3 Review Lombard Town Center Support Role a. Is their vision aligned with the Downtown Plan? b. Are leaders identifying issues before they are crises? c. Is the right funding available? d. Is the funding sustainable?	May 2011	Lombard Town Centre (or consultant hired by them)	To be determined
4 Hold annual retreat to review progress in improving partnership	March 2011		\$250
5 Set standards for development partnerships a. Prioritize sites b. Use strong underwriting standards c. Seek tenant and property owner investment d. Seek Bank partnerships	March 2011	Lombard Town Centre; Village	Staff Time

Economic Development | Implementation Strategies

Maximize impact of incentive programs
 STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	April 2011	Village; Lombard Town Centre	Staff Time
2	May 2011	Village; Lombard Town Centre; other partners (SBDC)	Staff Time
3	June 2011	Village; Lombard Town Centre	Staff Time
4	June 2011	Village; Lombard Town Centre	Staff Time
5	June 2011	Village; Lombard Town Centre; other partners	
6	July 2011	Village; Lombard Town Centre; other partners	Staff Time

Economic Development

Implementation Strategies

Fill existing vacancies _____ STRATEGY _____

Task	Phasing	Responsibility	Cost/Financing
1 Set targets by categories—"It's how they sell not what they sell" a. Destination businesses b. Experienced operators c. High quality standards d. Match to size of available properties e. Market familiarity f. Capacity to invest g. Long-term commitment	July 2011	Lombard Town Centre; Village	Staff Time
2 Create recruitment collateral materials a. One page basic market & co-tenancy info (double sided) b. Primary research on unique markets c. Current list of available properties (hard copy and on web) d. Competitive positioning analysis for interested targets	Spring 2011	Lombard Town Centre; Village	\$1,000
3 Create simple property availability and interested target spreadsheets	September 2011	Lombard Town Centre; Village	Staff Time
4 Meet with property owners who have available sites	November 2011	Lombard Town Centre; Village	Staff Time
5 Add Recruitment button to web site a. I was in (Town Name) b. I made a purchase at _____ (Business Name) c. The owner's name is _____ and think that store would be a great addition to Downtown Lombard d. The businesses phone number is _____ e. The businesses address is _____	March 2011		Staff Time
6 Contact specific target businesses	September 2011	Lombard Town Centre; Village	Staff Time

Economic Development

Implementation Strategies

Engage public through marketing program
 STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Assist current businesses in their appeal to local and destination customers a. Create stories and promote them to the local press & village newsletter b. Use financial incentives to encourage the tag-line "In Downtown Lombard" on all marketing material c. Offer seminars in the use of new media and the web d. Provide co-marketing incentives e. Explore a "shop local" campaign	September 2011 (Stories can happen sooner)	Lombard Town Centre; Village	Staff Time + \$2,000 in tag line incentives
2 Create "Grand Opening" program to launch new businesses a. Soft opening critique b. Ribbon cutting event c. Co-marketing with other successful businesses	September 2011	Lombard Town Centre; Village; Chamber of Commerce	\$500 + Staff Time
3 Seek local organizations to sponsor downtown events a. Pop-up stores for Holiday sales by Social service agencies (Girl Scout Cookie Store?) b. Choirs and music ensembles providing entertainment c. Fun Runs and other contests d. Holiday parades and events	Ongoing	Lombard Town Centre; Village	Staff Time + Insurance
4 Create a marketing "look" for downtown Lombard that provides instant recognition and strengthens customer perception of the area (Brands local businesses)	February 2012	Lombard Town Centre; Village	To be determined
5 Create an annual advertising and promotions campaign plan with these funding priorities a. Web site b. Public Relations c. Place based signage d. Events (Self-funding if possible) e. Print media	September 2011 & ongoing	Lombard Town Centre; Village	Staff Time
6 Monitor the effectiveness of marketing efforts a. Customer response cards b. Focus groups c. Business improvement reports	Ongoing	Lombard Town Centre; Village	Staff Time

Economic Development

Implementation Strategies

Seek redevelopment consistent with Plan STRATEGY

Task	Phasing	Responsibility	Cost/Financing
<p>1 Promote investment in vintage properties that create the current and long-term character of Downtown Lombard:</p> <ul style="list-style-type: none"> a. Meet one on one with property owners to establish investment plan b. Explore adopting codes that have appropriate guidelines for vintage buildings c. Proactively work with property owners to address code compliance issues d. Encourage use of incentive plans (should primarily focus on helping to attract and retain tenants that maintain successful businesses and work well with the Village and community) 	June 2011	Lombard Town Centre; Village	Staff Time
<p>2 Create one-page collateral materials on Village owned properties</p> <ul style="list-style-type: none"> a. Hammerschmidt b. 101 S. Main c. Tribute park 	September 2011	Village	To be determined
<p>3 Meet one on one with property owners authorized to add infill buildings</p> <ul style="list-style-type: none"> a. Learn about lease conditions or restrictions on tenants b. Learn whether right approach is subdivision or current owner development c. Promote public-private partnership to speed development d. Seek authorization to promote opportunity 	June 2011	Lombard Town Centre; Village	Staff Time
<p>4 Meet one on one with property owners authorized by the plan to tear down and redevelop</p> <ul style="list-style-type: none"> a. Determine owner objectives for property b. Discourage lease renewals and major property investment c. Encourage opportunity marketing consistent with the economy d. Communicate frequently about tenant interest and available development incentives e. Proactively work with property owners to address code compliance issues 	June 2011	Lombard Town Centre; Village	Staff Time

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships**

STRATEGY

** As detailed in Sections 1 and 2.

NOTES:

- » Throughout each step of the redevelopment process, the amount of commuter parking in the station area should remain at its current level, resulting in no net loss of spaces during any of the phases.
- » Commuter parking that may be displaced as a result of proposed development should not be replaced within other existing commuter parking lots.
- » Most grant dollars, including Metra's, are not available for financing the replacement of commuter parking spaces that are displaced from designated and/or historical commuter parking facilities.
- » Metra only participates in building new parking spaces where demand warrants and funding is available.
- » Commuter parking fees need to remain comparable and competitive with commuter parking fees within the Metra system.
- » Metra does not have funds to build structures for commuter parking.
- » Grant dollars for the construction of structured parking has been limited to date and securing these funds is a highly competitive process.
- » Consideration should be given to involving multiple partners (public and private) in order to share the spaces and costs of a proposed parking structure and any new infrastructure associated with the facility (roads, sidewalks, etc.)
- » While Metra has participated in funding new commuter parking spaces within structures, the level of participation has generally equated to the cost of building an equivalent number of surface spaces.

Task	Phasing	Responsibility	Cost/Financing
<p>1</p> <p>Development Site 1: 101 S. Main St Site As one of the largest redevelopment parcels in the downtown, this site holds significant potential for a variety of non-residential uses. As envisioned on the concept plan (Option 1B), the long term redevelopment will include a significant civic plaza/village green space to serve as a focal and gathering place for residents, offering potential for active and passive uses. The balance of the property has the potential to support a multi-story commercial building, which may consist of retail and office space or a major public/civic use.</p> <p>The scale of the site, its location outside the core downtown area, and current weak market demand for additional retail or office space at this location suggest that full development of this site will not happen in the short term. Furthermore, the development of a commercial building will require a significant amount of underground parking, as few available public parking spaces are located nearby. Therefore, the ultimate development for the civic plaza/village green space would likely be tied to the construction of the commercial building.</p> <p>However, the plan for Site 1 introduces a short term, interim concept (Option 1A) whereby the community can make use of the property as the location for a "festival market" building that could be a short term revenue generator. A temporary structure built on the commercial site could house a year-around market, or offer enclosed space for special event spaces for holidays, banquets, etc. Also in line with this interim approach should be the modest improvement to the planned civic plaza/village green space for staging larger community events and recreation activities.</p>	Short & long term	Village	TIF; Village business incentive programs
<p>2</p> <p>Development Site 2: Hammerschmidt Site This site consists of three separate ownerships. Ideally the development of the Village owned land will occur as part of a redevelopment of the entire site area, including the gas station and adjacent parcel. In the event that the three parcels cannot be assembled into one development site, development of the larger Village owned parcel could proceed, while retaining the longer term redevelopment potential of the gas station and adjacent sites as a second phase project. The availability of the Village parcel and recent for-sale listing of the gas station, combined with the positive financial impact to the Downtown, provides one of the best opportunities for redevelopment potential within the short term.</p>	Short term	Village; private owners/investors	TIF; Village business incentive programs

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>3</p> <p><u>Development Site 3: 7-Eleven Site</u> The redevelopment of this site as envisioned is dependent on the success of other recommended activities and developments within the Downtown. The introduction of a restaurant to replace the "Tribute Plaza" is dependent on finding a suitable place to relocate this public space as part of one of the planned civic space/park improvements on Site 1 or Site 6. The potential acquisition of a portion of the 7-Eleven and UP railroad properties, and reorganization of the access and parking for the Metra Station, may also be necessary to create a feasible development. This option allows for the potential long term reuse of the existing building for complimentary retail or restaurant uses, once Downtown Lombard achieves recognition as an entertainment destination consistent with the brand market theme. Improvements to the building facade, public seating area, and site provide short term opportunities to enhance this site.</p>	Long term	Private owners/investors; Union Pacific Railroad; Village	TIF; Village business incentive programs
<p>4</p> <p><u>Development Site 4: 10-14 W. St. Charles Road Site</u> The modest scale of this infill development, as a result of adding space to existing adjacent buildings, enhances the financial impact and feasibility of these sites for restaurant uses. Existing buildings will also benefit from facade enhancements.</p>	Short term	Private owners/investors; Village (parking)	TIF; Village business incentive programs; facade enhancement grants
<p>5</p> <p><u>Development Site 5: 118-134 W. St. Charles Road Site</u> The consolidation of four parcels into a larger development site takes advantage of relatively underutilized properties, inefficient parking and access, and addresses the need to provide larger, more modern commercial space better suited for new retail tenants. Additional building height is possible if adequate parking can be provided. Access to parking will be as a result of consolidated parking from Park Avenue, and via a pedestrian passageway along one of the side lot lines. In the event parking consolidation is not possible, vehicular access will be provided along one of the side lot lines. This concept also recommends the rehabilitation and consolidation of existing buildings at the northwest corner of St. Charles Road and Park Avenue (104-106 St. Charles Road) to provide more efficient, useable space for a potential restaurant or retail tenants.</p>	Short term (existing building consolidation) Long term (site redevelopment)	Private owners/investors; Village (parking)	TIF; Village business incentive programs; facade enhancement program

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phrasing	Responsibility	Cost/Financing
<p>6</p> <p><u>Development Site 6: Fifth Third Bank/Praga Site</u> The development of Site 6 is designed to accommodate two potential independent projects, such that the timing of one does not affect the other. Significant inefficiencies in the current configuration of the Fifth Third bank and drive-thru, and municipal parking lot, are addressed in this concept. This redevelopment concept allows for the removal of an unattractive drive-thru facility, provides for a two-story infill commercial building for restaurant and office use, and expansion and enhancement of the Village splash park. A third restaurant use is introduced at the corner of St. Charles Road and Elizabeth Street, requiring the modification and elimination of existing parking.</p>	Short term	Private owners/investors; Village	TIF; Village business incentive programs
<p>7</p> <p><u>Development Site 7: 100-108 S. Main St Site</u> This concept capitalizes on the potential synergy created by the nearby Elmhurst health center by introducing a new two story office building that would be attractive for hospital expansion or medical uses associated with the hospital. The limited size of the site requires use of the rear portion of the Lombardian site. Acquisition or lease of the Lombardian property will be required. Access to parking for the office building is best served from the existing hospital parking lot to eliminate curb-cuts along Main Street. If the Lombardian parcel became available in the future, the proposed office building to the north could be expanded to accommodate additional offices, following the same development guidelines (e.g. building along Main Street with parking at the rear). This concept also includes the reconfiguration of the current municipal leased parking lot for a bus layover facility to accommodate Pace circulator bus routes. Acquisition of the site should be pursued.</p>	Short term	Private owners/investors; Elmhurst Memorial Health Center; Village; Pace	TIF; Pace; RTA

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships*
 STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>E1</p> <p><u>Development Site E1: Garfield/Martha Site</u> This site presently includes the former DuPage Heating & Air Conditioning site, as well as three vacant lots. To provide a local food market option for Downtown Lombard, a fresh market grocery is proposed for this site. Given the dimensions of the site, some of the parking grocery is provided on-site, while the remainder would be offered by on-street parking spaces. Loading for the grocery would occur at the rear. A screening fence along the rear (north) side of the site would provide a buffer between the grocery store and adjacent residential uses. The Metra commuter parking lot is located to the south across St. Charles Road.</p>	Short term	Private owners/investors; Village	TIF; Village business incentive programs
<p>E2</p> <p><u>Development Site E2: Martha/Craig Site</u> This site presents two options. Option A replaces the existing thrift shop with an expansion of the existing retail strip center. Façade improvements would also help improve the appearance of the site. Option B replaces both existing retail uses with a new 3-story mixed use retail/office building with direct frontage along St. Charles Road. In both options, some of the parking would be provided on-site, while the remainder would be offered by on-street parking spaces. The American Legion would remain in both options to anchor the west side of the site.</p>	Long term	Private owners/investors; Village	TIF; Village business incentive programs; façade enhancement grants
<p>E3</p> <p><u>Development Site E3: Grace Site</u> This site presents two options. Option A would reuse existing buildings at 360-390 St. Charles Road for commercial/office use. Option B would reuse the building at 390 St. Charles Road for a garden center. In both options, the U.S. Post Office and former Dogs n Suds lots could be partially reconfigured to accommodate parking for the proposed adaptive reuses. The former Dogs n Suds lots could also provide space for detention in Option A or outdoor garden displays in Option B. The Cornfed station and Post Office remain in both options.</p>	Long term	Private owners/investors; U.S. Post Office; CornFed; Village	TIF; Village business incentive programs; façade enhancement grants

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>E4</p> <p><u>Development Site E4: North Vet Site</u> This site presents two options, with the potential for additional options as discussion with the Lombard Veterinarian Hospital progresses. Four vacant lots are currently located north of the Lombard Veterinarian Hospital. For Option A, a set of 3 single family houses are proposed. For Option B, a lot, trail connection, and stormwater detention are proposed. The trail connection would provide a link between St. Charles Road to the Great Western Trail. In both options, Windsor Avenue and the street located along the east side of the vet property are both stubbed with cul-de-sacs and a landscaped buffer to prevent through traffic and create a more pedestrian/bicycle-friendly environment (different configurations for each option).</p>	Long term	Lombard Veterinarian Hospital; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Village business incentive programs; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)
<p>E5</p> <p><u>Development Site E5: Allied Drywall Site</u> A set of 10 single family houses are proposed on the former Allied Drywall site along Windsor Avenue. The houses could be developed in tandem with the proposed single family houses to the south in Option A for Site E4. Windsor Avenue is stubbed with a cul-de-sac to prevent through traffic and create a more pedestrian/bicycle-friendly environment.</p>	Long term	Allied Drywall; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)
<p>E6</p> <p><u>Development Site E6: Windsor/Martha Site</u> A neighborhood park is proposed on the far west end of the former Allied Drywall site along Windsor Avenue. The park would also include stormwater detention and a trail connection to the Great Western Trail.</p>	Short term	Allied Drywall; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)

Streetscape Enhancements

Implementation Strategies

Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	Short term	Village	TBD based on scope/scale Village; TIF
2	Short term	Village	\$750,000 Village; TIF
3	Short term	Village	\$50,000 Village; TIF
4	Short term	Village; Metra; Union Pacific Railroad	TBD based on scope/scale Village; TIF; Union Pacific Railroad
5	Short term	Village	\$12,000 per intersection Village; TIF
6	Short term	Village; Metra; Union Pacific Railroad	\$32,000 Village; TIF
7	Short term	Village	Staff Time
8	Short term	Village	Village (as needed)
9	Short term	Village	Village (as needed)
10	Short term	Village; Pace	TBD based on final layout, including property purchase if necessary

Streetscape Enhancements

Implementation Strategies

Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	Long term	Village	TBD based on scope/scale Village; TIF
2	Long term	Village; Metra; Union Pacific Railroad	TBD based on scope/scale Village; TIF; Metra; Union Pacific Railroad
3	Long term	Village; Lombard Park District	TBD based on scope/scale Village; grants
4	Long term	Village	TBD based on scope/scale Village; TIF
5	Long term	Village	TBD based on scope/scale Village; TIF
6	Long term	Village	TBD based on scope/scale Village; TIF

Façade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through façade enhancements*
 STRATEGY

* See conceptual drawing of proposed façade enhancements in Section 4.

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 3 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$14,200 Façade enhancement grants
2 Vacant 5 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$16,800 Façade enhancement grants
3 Fairy Tales 9 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$20,500 Façade enhancement grants
4 Vacant 11 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$19,000 Façade enhancement grants
5 Chiopractic Center + Clancy's Butcher 13-15 S. Park Ave » Framing for new parapet and roof » Masonry veneer » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$33,400 Façade enhancement grants

Note: Implementation costs relate to façade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from RS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies.

Façade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through façade enhancements*

STRATEGY

*See conceptual drawing of proposed façade enhancements in Section 4.

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 16 W. St. Charles Rd » Fabric awning » Tenant sign panel	Short term	Property owner(s); Village	\$10,500 Façade enhancement grants
2 Vacant 14 W. St. Charles Rd » Replacement transom windows » Fabric awning with signage » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$20,800 Façade enhancement grants
3 Vacant 12 W. St. Charles Rd » Building addition per site development cost data	Short term	Property owner(s); Village	
4 Law Office 10 W. St. Charles Rd » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$16,000 Façade enhancement grants
5 Vacant 8 W. St. Charles Rd » Building addition per site development cost data	Short term	Property owner(s); Village	
6 Bona Pizza 6 W. St. Charles Rd » Framing for new parapet and roof » Masonry veneer » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$10,500 Façade enhancement grants
7 Main Street Cafe 2 W. St. Charles Rd » Replacement storefront windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$26,000 Façade enhancement grant

Note: Implementation costs relate to façade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from RS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies.

Façade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through façade enhancements*
 _____ STRATEGY _____

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 106 W. St. Charles Rd » Fabric awning with signage » Gooseneck lighting	Short term	Property owner(s); Village	\$7,700 Façade enhancement grants
2 Vacant 100-104 W. St. Charles Rd » Fabric awning with signage » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$15,400 Façade enhancement grants

* See conceptual drawing of proposed façade enhancements in Section 4.

Note: Implementation costs relate to façade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from RS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies. Additional construction costs would be applied should these properties become consolidated and require exterior enclosure between existing buildings.

Public Art

Implementation Strategies

Continue to encourage the integration of public art into the downtown landscape*
 _____ STRATEGY _____

Task	Phasing	Responsibility	Cost/Financing
1 Consider the formation of an independent arts consortium that specifically focuses on the fine arts in Downtown Lombard (this could include public art in the short term, and then integrate other arts such as performance in the long term)	Short Term	Village; Lombard Town Centre; local artists	TBD based on funding needs of a new group
2 Identify locations of new public artwork as downtown revitalization occurs (commission artists and install new artwork over the long term)	Short Term	Arts Consortium; Village	Staff Time
3 Consider incentive programs to encourage public art in new developments	Short Term	Village	Staff Time
4 Design and construct Sculpture Park	Long term	Village; Lombard Park District	TBD based on scope/scale Village grants

* See the examples described at the end of Section 1.

Signage | Implementation Strategies

Implement a unified wayfinding and commercial signage program to enhance downtown's brand image STRATEGY

Public signage for Downtown Lombard should focus on identifying and directing visitors to key public destinations. Doing so will, in part, help to counter perceptions expressed by project stakeholders that Downtown lacks activities and destinations. Downtown in fact has a number of public destinations that are not clearly visible from the core Downtown area, including Uliacia Park, The Commons/Paradise Bay, Lombard Historical Museum, Sheldon Peck Homestead and Maple Street Chapel. Even the train station is not highly visible except to those who know where to look. The other focus for signage should be clearly identifying and directing visitors to public parking facilities.

Too much signage can often have the same negative effects as too little. Directional signage for private sector destinations is discouraged and the removal of existing Downtown directional signage is recommended. However, the Village should investigate the feasibility of developing a signage program that offers incentives to create high quality commercial signs and/or building lighting. High quality commercial signs can improve the appearance of a business district quickly and at a relatively low cost.

Task	Phrasing	Responsibility	Cost/Financing
1	<p>Directional Signs (signs specifically used to direct visitors to key public destinations)</p> <ul style="list-style-type: none"> » Major directional signs listing key Downtown destination should be placed at the four major entry points into Downtown along St. Charles Road and Main Street approximately one-half mile from their intersection, then again approximately one block before the St. Charles Road / Main Street intersection and once again approximately one block after the intersection. These signs will play a critical role in subtly enhancing awareness of Downtown features and destinations each day. » Simple parking directional signs should be placed at key locations throughout Downtown. <p>Primary and Secondary Identification Signs (large and small signage used to identify key public destinations)</p> <ul style="list-style-type: none"> » To the fullest extent possible, signs for key public destinations (including those under the jurisdiction of other taxing bodies such as the fire department • and library) should be replaced with primary and secondary identified signs that conform to the Downtown signage program standards. » All major off-street parking facilities should have highly visible primary identification signs. » Regulatory Signs (signs that convey municipal regulations) » Regulatory signs for parking should be replaced with those that meet Downtown signage program standards as quickly as possible. <p>Kiosks and Banners</p> <ul style="list-style-type: none"> » The existing kiosk on the southwest corner of the St. Charles Road / Main Street intersection should be retrofitted to conform to the new signage program • standards as quickly as possible. » A second kiosk should be placed on the west edge of the core Downtown area at or near the intersection of St. Charles Road / Elizabeth Street. » Festival and event banners should conform to new signage program standards whenever possible, but on a voluntary basis. 	Village	TIF

Signage | Implementation Strategies

Implement a unified wayfinding and commercial signage program to enhance downtown's brand image

STRATEGY

Continued from previous page.

Task	Phasing	Responsibility	Cost/Financing
<p>2</p> <p>Primary Gateway Signs (highly prominent signs along major roadways that identify the most direct route to Downtown)</p> <ul style="list-style-type: none"> » Highly prominent gateway signs directing visitors to Downtown should be placed at the intersections of Main Street / North Avenue and Main Street / Roosevelt Road. These signs may include an electronic display that promotes signature Downtown events, festivals and important public destinations. <p>Gateway Directional Signs (highly prominent signs that alert commuters they are approaching primary gateways to Downtown)</p> <ul style="list-style-type: none"> » Prominent directional signs for Downtown should be placed approximately one-quarter mile east and west of the primary gateway signs. These signs may also include electronic displays. 	Long term	Village	TIF

Transportation | Implementation Strategies

Enhance parking options via new parking lots / structures, leasing agreements, or consolidation of existing parking lots

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Provide a new surface parking lot at 23 N. Main St a. Agreement with Metra b. Design c. Construction	Long term	Village; Metra	TIF; Metra/FTA New Starts
2 Coordinate with AT&T for leasing of parking spaces a. Develop lease agreement b. New signage	Short term	Village; AT&T; Lombard Town Centre	Village
3 Provide new parking structures 1. North of St. Charles Rd, east of Park Ave a. Conduct feasibility study b. Financial analysis/operating plan c. Coordination with Metra d. Land acquisition e. Design f. Construction	Long term	Village	Village; TIF; Metra/FTA New Starts; private funding
4 Consolidate existing surface parking lots 1. North of St. Charles Rd, west of Park Ave a. Feasibility analysis b. Develop agreements c. Potential acquisition of small office building d. Design e. Construction	Short term	Village; business/property owners; Lombard Town Centre	Village; TIF; private funding
5 Conduct shared parking analysis for specific land uses in Sites 4 and 6	Short term	Village	Village; private funding

Transportation | Implementation Strategies

Continue to improve the downtown transportation network to support all modes of transport

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Access the benefits, drawbacks, and technical details of applying a road diet to Main Street and East St. Charles Road a. Engineering/design studies b. Construction	Short term (studies); Long term (construction)	Village	Village; TIF; grants
2 Provide new crosswalks on St. Charles Road at Lincoln Avenue and Garfield Street a. Design b. Construction	Short term	Village	Village; TIF
3 Complete curb cut analysis along St. Charles Road and Main Street a. Comparison of existing vs. permitted driveways b. Design c. Construction	Short term	Village; property owners	Village; TIF
4 Provide additional bike parking facilities near the Metra station and other downtown locations	Short term	Village; Metra; property owners	Village
5 Complete Village-wide bicycle plan to consider new dedicated bike lanes and/or marked bike routes	Short term	Village; Lombard Park District	Village; grants
6 Develop new bus layover facility for Pace and new Village circulators at Parkside Avenue and Main Street	Short term	Village; Pace	Village; Pace; grants