

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott R. Niehaus, Village Manager

DATE: November 20, 2014 (B of T) Date: December 4, 2014

TITLE: Lombard Town Centre Request for Funding - Calendar Year 2015

SUBMITTED BY: Department of Community Development *W*

BACKGROUND/POLICY IMPLICATIONS:

Your Economic and Community Development Committee submits for your consideration its recommendation on the above referenced petition. The ECDC recommends that the Village Board adopt the attached resolution providing the Lombard Town Centre with funding in the amount of \$55,000 for the 2015 calendar year, subject to the terms and provisions set forth in the attached resolution. (DISTRICTS #1 and #4)

Staff recommends approval of this request.

Fiscal Impact/Funding Source:

Review (as necessary):  
Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X \_\_\_\_\_ Date \_\_\_\_\_

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



## MEMORANDUM

**TO:** Scott Niehaus, Village Manager

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

**DATE:** December 4, 2014

**SUBJECT:** **Lombard Town Centre 2015 Funding Request**

### Background

On December 19, 2013, the Village Board of Trustees approved funding in the amount of \$55,000 to Lombard Town Centre (LTC) for their activities for the 2014 calendar year. This expenditure was to be used by LTC to fund the part-time Executive Director position through the end of the 2014 calendar year and office expenses.

LTC has made their formal funding request for 2015. As proposed, LTC is requesting \$55,000 for the Village's fiscal year 2015. Attached are the following documents prepared by LTC:

1. Introduction/President's Letter
2. Board Members
3. Annual Report
4. Executive Director Report
5. 2015 Goals
6. 2014 Profit & Loss Statement

As outlined in their materials, the LTC indicates that \$42,500 would go to fund the part-time (30 hours/week) Executive Director (ED) position. This number includes the ED's salary and all employer taxes (paid by LTC). The remaining \$12,500 is to cover office expenses, such as rent and office supplies. Such funding has been previously paid for by the Village through the Downtown Lombard TIF.

The LTC report also offered an additional funding request in the amount of \$12,000.00 for additional part-time staffing.

### Audit Status

As noted in the 2014 funding request resolution (R 180-13; attached), LTC shall provide a copy of their annual audit the Village. The Village has not received the audit for years 2012 and 2013. Staff has been in contact with LTC and they are aware the audit is an outstanding item. LTC has expressed to staff that the 2012 and 2013 audits should be completed in January 2015.

### ECDC Findings

At the November 10, 2014 Economic and Community Development Committee (ECDC) meeting, the Committee voted to recommend to the Village Board funding in the amount of \$55,000 to LTC for their activities for the 2014 calendar year.

Although the ECDC did not place specific conditions on their recommendation for funding, the funding would be subject to the provisions set forth within the attached resolution for Village Board consideration, consistent with previous funding approvals.

**ACTION REQUESTED**

Please place this item on the December 4, 2014 Village Board agenda for consideration. The ECDC recommends that the Village Board adopt the attached resolution providing Lombard Town Centre with funding in the amount of \$55,000 for the 2015 calendar year, subject to the terms and provisions set forth in the attached resolution.

**RESOLUTION**  
**R\_\_\_\_\_15**

**A RESOLUTION PROVIDING FUNDING FOR  
LOMBARD TOWN CENTRE AS THE OFFICIAL  
ILLINOIS MAIN STREET PROGRAM ORGANIZATION SERVING THE  
VILLAGE OF LOMBARD**

WHEREAS, a Lombard Town Centre was established to serve as the as the Main Street organization for the Village of Lombard with its purpose being to stimulate economic development and preservation within downtown Lombard, thereby lessening the economic development burden on municipal government; and

WHEREAS, the President and Board of Trustees of the Village passed Resolution No. R 38-05, on August 19, 2004 endorsing the concept of a local Main Street organization and the submittal of an application to the State of Illinois to become an Illinois Main Street Community; and

WHEREAS, said application was submitted to the Illinois Main Street Program; and

WHEREAS, Lombard received membership status as a Illinois Main Street Community in October 2004, and

WHEREAS, the Village has previously provided funding assistance to Lombard Town Centre in an amount of \$75,000 in furtherance of their activities for the 2005 to 2009 years as well as financial support for FY 2010-2011, in an amount not to exceed \$35,000 exclusively for a part-time Executive Director (hereby referred to as "Executive Director"), \$14,292 for the 2011 Calendar year, \$38,500 for the 2012 Calendar year, \$50,000 for 2013 Calendar year, and \$55,000 for the 2014 Calendar year; and

WHEREAS, Village's Economic and Community Development Committee (ECDC) considered future funding for the organization and recommended approval of funding of \$55,000 for the 2015 calendar year, subject to conditions; and

WHEREAS, the ECDC also recommended that the LTC develop a long term funding strategy, with oversight and assistance by the ECDC; and

WHEREAS, the Village Board of Trustees concur with the funding recommendations of the ECDC, as set forth herein.

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS, as follows:

SECTION 1: That the President and the Board of Trustees of the Village of Lombard does hereby recognize Lombard Town Centre, an Illinois not-for-profit corporation, as the official Illinois Main Street Program organization for the Village of Lombard.

SECTION 2: That the President and Board of Trustees do hereby authorize the Finance Department to disperse the funds in an amount of \$55,000, on a monthly basis to the Lombard Town Centre, subject to Lombard Town Centre satisfactorily complying with the following:

- A. Lombard Town Centre shall, on no less than a monthly basis, provide a written report to update the ECDC on the organization's activities and accomplishments. Said report shall be in written form and shall be provided to Village staff no later than the 20<sup>th</sup> day of each month. Furthermore, the Lombard Town Centre shall provide a plan for any 2016 funding requests to the ECDC no later than September 14, 2015.
- B. If requested by the Village, Lombard Town Centre shall annually provide a copy of federal tax return and annual audit to the ECDC and the Lombard Finance Department. The costs associated with the annual audit shall not be required to be borne by the Lombard Town Centre as part of the Village allocation.
- B. Lombard Town Centre shall make an annual report to the President and Board of Trustees, in October, 2015, setting forth the activities of the organization during the prior year and explaining how said activities have been of benefit to the economic viability of the Village.
- C. In the event that the Executive Director position becomes vacant, the Village of Lombard may temporarily cease the monthly funding until such time that the Executive Director position is filled.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2014, pursuant to a roll call vote as follows:

Ayes: \_\_\_\_\_

Resolution No. \_\_\_\_\_  
Re: 2015 Lombard Town Centre Funding  
Page 3

Nays: \_\_\_\_\_

Absent \_\_\_\_\_

Approved by me this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Keith Giagnorio  
Village President

ATTEST:

\_\_\_\_\_  
Sharon Kuderna  
Village Clerk



## MEMORANDUM

**TO:** Laura Fitzpatrick, Chairperson  
Economic and Community Development Committee

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

**DATE:** November 10, 2014

**SUBJECT:** Lombard Town Centre 2015 Funding request

On December 19, 2013, the Village Board of Trustees approved funding in the amount of \$55,000 to Lombard Town Centre (LTC) for their activities for the 2014 calendar year. This expenditure was to be used by LTC to fund the part-time Executive Director position through the end of the 2014 calendar year and office expenses. A copy of the 2014 Resolution for funding is attached.

LTC has made their formal funding request for 2015. As proposed, LTC is requesting \$55,000 for the Village's fiscal year 2015. Attached are the following documents prepared by the LTC:

1. Introduction/President's Letter
2. Board Members
3. Annual Report
4. Executive Director Report
5. 2015 Goals
6. 2014 Profit & Loss Statement
7. 2015 Objectives

Subsequent to the transmission of the funding report, staff received a supplemental letter for an Option B of funding. This request asks for an additional \$12,000.00 to hire a new part-time employee. Option B is reviewed later in this memo.

As outlined in the funding report, LTC indicates that \$42,500 would go to fund the part-time (30 hours/week) Executive Director (ED) position. This number includes the ED's salary and all employer taxes (paid by the LTC). The remaining \$12,500 is to cover office expenses such as rent. The 2015 request is the same amount requested in 2014. According to LTC, they have approximately \$14,000 in reserves, double from last year. As the funding request is the same, LTC included a Profit & Loss Statement to show where the previous year's money was spent. LTC expects 2015 money to be spent in a similar manner.

The Funding Report notes that membership revenues have doubled from 2013. Of the members, forty-one (41) are businesses, twenty-two (22) are individuals, and five (5) are property owners. LTC also coordinated several high profile events such as the Lego Movie night, Spooktacular, and multiple sports viewing parties. These events are family friendly and engage local businesses in downtown Lombard.

Not included in the 2015 funding request are the Downtown Plan Implementation actions. This section was included in the 2014 funding report. Staff does recognize that LTC has completed

and assisted with the Downtown Plan Implementation during the 2014 year. The 2015 Goals and 2015 Objectives are key sections of the funding report, as that is what LTC will be working on in the upcoming year. The 2015 Objectives are consistent with the Downtown Plan and LTC’s mission.

**Funding History**

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, promotion and economic restructuring elements. To date, funding for LTC has been approved as follows:

<b>Year</b>	<b>Amount</b>
2005	\$75,000
2006	\$75,000
2007	\$75,000
2008	\$75,000
2009	\$75,000
2010	\$35,000
2011	\$14,292 *
2012	\$38,500 **
2013	\$50,000
2014	\$55,000
<b>Total</b>	<b>\$567,792</b>

\*Partial funding for 6 months to allow their reserves to be drawn down.

\*\*Actual amount reduced because there was no ED for a few months.

The following is a summary of the percentage of Village funding compared to the overall LTC revenues. Total revenue does not include in-kind donations. The below chart includes actual dollars and does not take into account in-kind or donations. Realizing those numbers may decrease the percentage of Village funding in recent years. LTC estimated that they received approximately \$8,000.00 in in-kind donations in 2014 from Spooktacular and the Lego Movie Night. These donations should not be confused with volunteer hours. As LTC expects 2015 money to be spent in a similar manner as 2014, the proposed 2015 line is similar to 2014. Option B is include in a separate line.

<b>Year</b>	<b>LTC Fundraising/ Memberships</b>	<b>Actual Village Funding</b>	<b>Total LTC Revenue</b>	<b>Percentage of Village Funding</b>
2011 *	\$6,691.00	\$28,771.00	\$35,462.00	81%
2012	\$8,316.00	\$32,968.00	\$41,284.00	80%
2013	\$7,253.00	\$50,000.00	\$57,253.00	87%
2014	\$16,171.48	\$55,000.00	\$71,171.48	77%
<i>Proposed 2015</i>	<i>\$16,000.00</i>	<i>\$55,000.00</i>	<i>\$71,000.00</i>	<i>77%</i>
<i>Proposed 2015 – Option B</i>	<i>\$16,000.00</i>	<i>\$67,000.00</i>	<i>\$83,000.00</i>	<i>81%</i>



\*This includes both the funding that carried over because the Village’s fiscal year ended in June, 2011 and the approved partial funding for the last 6 months of 2011.

**Tax Increment Financing (TIF)**

Funding given to LTC comes from the Downtown TIF District. Per State TIF law the following are eligible expenses:

- administration of a TIF redevelopment project
- property acquisition
- rehabilitation or renovation of existing public or private buildings
- construction of public works or improvements
- job training
- relocation
- financing costs, including interest assistance
- studies, surveys and plans
- marketing sites within the TIF
- professional services, such as architectural, engineering, legal and financial planning
- demolition and site preparation

Past LTC funding was under the eligible cost “marketing sites within the TIF.” Any funding for 2015 needs to meet the above mentioned list. The 2015 Objectives are consistent with “marketing sites within the TIF.”

**Audit Status**

As noted in the 2014 funding request resolution (R 180-13; attached), LTC shall provide a copy of their annual audit the Village. The Village has not received the audit for years 2012 and 2013. Staff has been in contact with LTC and they are aware the audit is an outstanding item. LTC has expressed to staff that the 2012 and 2013 audits should be completed in January 2015.

**Option B**

Subsequent to the transmission of the funding report, staff received a supplemental letter on November 5<sup>th</sup> for an Option B of funding. This request asks for an additional \$12,000.00 to hire a new part-time employee. Staff has not had adequate time to review this request.

**Options for Consideration**

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

As with past funding requests, the ECDC and ultimately the Village Board has the following options to consider:

1. Recommend approval of funding in the amount of \$55,000.
2. Recommend approval of funding with Option B in the amount of \$67,000.
3. Approve funding only for the ED position. This could be between \$38,500 or \$42,500 depending on whether or not the funding should cover the additional employer portion of taxes.
4. Do not approve funding to LTC for the 2015 fiscal year.

**Recommendation**

The ECDC should review the materials provided by LTC and staff and make a recommendation to the Village Board on what level of funding should be provided to the LTC for 2015. Staff recommends that the November 10<sup>th</sup> meeting be for review and discussion purposes and to table the decision until the December 8<sup>th</sup> ECDC meeting. This will allow for any additional questions that may come up to be answered at the December 8<sup>th</sup> meeting.

**RESOLUTION  
R 180-13**

**A RESOLUTION PROVIDING FUNDING FOR  
LOMBARD TOWN CENTRE AS THE OFFICIAL  
ILLINOIS MAIN STREET PROGRAM ORGANIZATION SERVING THE VILLAGE  
OF LOMBARD**

WHEREAS, a Lombard Town Centre was established to serve as the as the Main Street organization for the Village of Lombard with its purpose being to stimulate economic development and preservation within downtown Lombard, thereby lessening the economic development burden on municipal government; and

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- B. If requested by the Village, Lombard Town Centre shall annually provide a copy of federal tax return and annual audit to the ECDC and the Lombard Finance Department. The costs associated with the annual audit shall not be required to be borne by the Lombard Town Centre as part of the Village allocation.
- B. Lombard Town Centre shall make an annual report to the President and Board of Trustees, in October, 2014, setting forth the activities of the organization during the prior year and explaining how said activities have been of benefit to the economic viability of the Village.
- C. In the event that the Executive Director position becomes vacant, the Village of Lombard may temporarily cease the monthly funding until such time that the Executive Director position is filled.

Adopted this 19<sup>th</sup> day of December, 2013, pursuant to a roll call vote as follows:

Ayes: Trustee Whittington, Fugiel, Foltyniewicz, Breen, Ware and Fitzpatrick

Nays: None

Absent: None

  
Keith T. Giagnorio  
Village President

Resolution No. 180-13  
Re: 2014 Lombard Town Centre Funding  
Page 3

ATTEST:



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**Janet Downer**  
**Deputy Village Clerk**



# 2015 Funding Request





# 2014 Year in Review

## LIVE\*WORK\*PLAY Purple



**MEMBERSHIP - \$4,800 / 200% increase from 2013**

**VOLUNTEER HOURS - 1,600 HOURS**

**CONSTANT CONTACT LIST - 2,028 CONTACTS**

**FACEBOOK LIKES - 958 / 147% increase from 2013**

**PASSPORT SPONSORS - 19**

**EVENTS - 12**

**NEW BUSINESSES - 9**





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  - Administration of Lombard Town Centre
  - Organization
  - Economic Restructuring
  - Design Committee
4. Executive Director Report
5. 2015 Goals
6. 2014 Profit & Loss Statement





Date: 11/3/14

To: Economic & Community Development Committee, Village of Lombard  
Board of Trustees, Village of Lombard

From: Walter Smith, Board President, Lombard Town Centre

Re: Lombard Town Centre Request For Funding –2015 Calendar Year

Dear Committee and Staff,

2014 has been a banner year for Lombard Town Centre. Stability in our Executive Director position has shown the downtown that LTC is moving in the right direction and leading the way for a better and more vibrant downtown. With a lot of high profile events like the outdoor viewing events on Park Ave, teaming up with Cruise Nights for the Lego Movie and Spooktacular we have brought over 5,500 attendees to our downtown.

The organization is doing well with memberships, sponsorships and donations. We have doubled our amount in some of those categories. Community outreach is also a source of pride for us. We have been working with more local organizations in 2014 then ever before. We are looking to expand on those relationships and find better ways to help one another and utilize the LTC office as a hub for those activities.

This year we have accomplished one of our main goals for the year and not running any events at a loss. We have broke even or made a profit on every event that we have produced. Even on an event like the Arts & Crafts show we managed to raise some money where in the past we just had a presence. We have been reminded time and again that our funding source is a limited and we are trying to put processes in place to be ready when that day comes. This is the first year since I have been involved that LTC has made a profit. When I started with Lombard Town Centre 4 years ago we were running at a \$20,000 a year deficit. With the profit we have made this year we are almost at the 25% reserve that we should be operating with. Another reason we are looking to build up our reserve is the potential for a large BBQ

event that wants to move to downtown Lombard. We would need the seed money to get the event going but it could bring in a large annual income if all goes planned.

Lombard Town Centre is submitting a request for funding in the amount of \$55,000. The Executive Director's part-time (30 hours/week) salary plus taxes for a full year runs approximately \$42,500 (based on 2013 & 2014 financials). The other \$12,500 is to cover our office expenses over the course of 2015. This is the same amount that was requested for 2014. We are looking to keep our budget and spending in line with 2014.

This is my final year as Lombard Town Centre President. It has been a fantastic 3 years being at the head of the table for LTC. I can't say it was always easy, but it was definitely a learning experience that has helped me greatly in my life. I am so proud of the organization and everyone that has been involved over the last couple years. Through the ups and downs we have managed to put together a top-notch organization and I thank everyone that has helped us to this point. I would like to thank the village board and village staff for all the support over the years. They are truly a great resource and value to the people of Lombard. This organization is in place to make downtown Lombard a vibrant destination and I think over the course of 3 years we have done just that. We couldn't have done it without the people who are willing to go into business and face the adversities that come with that responsibility. Being involved in the downtown has shown me how important these small business are to the communities they serve. We truly have a great downtown and I am so proud to call Lombard my home.  
And as always...

**LIVE\*WORK\*PLAY Purple**

Best Regards,

Walter Smith  
Board President  
Lombard Town Centre



### **BOARD OF DIRECTORS**

#### **Officers**

<b>President</b>	<b>Walter Smith</b>	<b>Lombard Resident/Business Owner</b>
<b>Vice President</b>	<b>Lynne Magnavite</b>	<b>Downtown Lombard Resident</b>
<b>Secretary</b>	<b>Theresa Brzezinski</b>	<b>Lombard Resident/Downtown Business Manager</b>
<b>Treasurer</b>	<b>Shawn Mathie</b>	<b>Downtown Resident</b>

#### **Board**

<b>Wayne Kankovsky</b>	<b>Lombard Resident</b>
<b>Thomas Runkle</b>	<b>Lombard Resident</b>
<b>Patty Worden</b>	<b>Lombard Resident</b>
<b>Rachael Real</b>	<b>Lombard Resident</b>
<b>Amanda Dahlstrom</b>	<b>Lombard Resident</b>

## 2014 Annual Report

### MAIN STREET ORGANIZATION

Lombard Town Centre has become an active member in the Illinois Main Street Program again. We have been attending retreats, seminars and training to better align ourselves with the Main Street principles of which our organization is based on. The program has been a great resource for our board and executive director. According to the Main Street representative, LTC is seen as a positive example of a thriving Main Street Community. They are even considering Lombard for the 2015 Illinois Main Street Conference. This would be a terrific opportunity so show off Lombard to a statewide audience.



### COMMUNITY ENGAGEMENT

#### Membership

Membership grew 2014. We were able to double our revenue from 2013. We have raised nearly \$4800 over the course of the year. Below is a breakdown.

	Business	Individual	Property Owner
<b>TOTAL</b>	41	22	5

#### Media Outreach

Lombard Town Centre communicates in a variety of ways to reach our audience. Our digital means are Facebook, Constant Contact and our website [www.lombardtowncentre.org](http://www.lombardtowncentre.org). Other avenues that we use to communicate are print media like the Lombardian and Suburban Life Magazine. We have also utilized village programs like banner placement on Park Ave. and Main St.

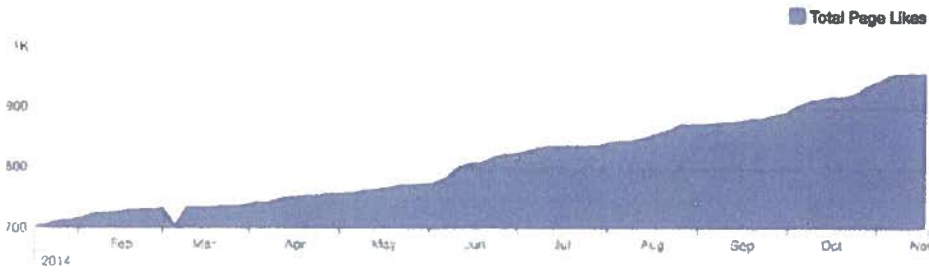


#### Facebook

By far Facebook is our most active and real time indicator of what LTC is currently involved in. We are just shy of 1000 “likes” in 2015. We had a 147% increase in our “likes” during 2014. Below you will see statistics from Facebook detailing our page likes, demographics and post reach.

# 2014 Annual Report

Total Page Likes as of Today: 958



## The people who like your Page

### Women

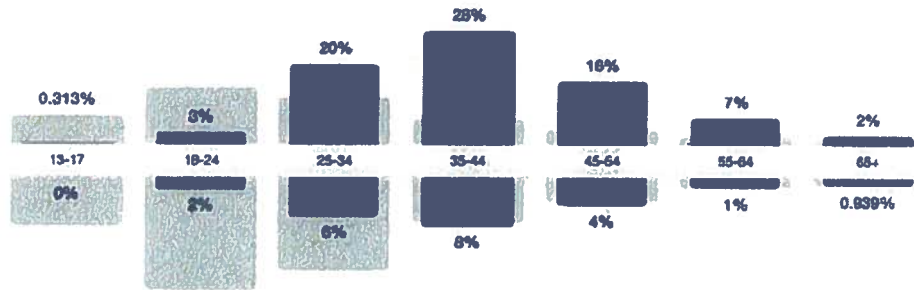
77% Your Fans

46% All Facebook

### Men

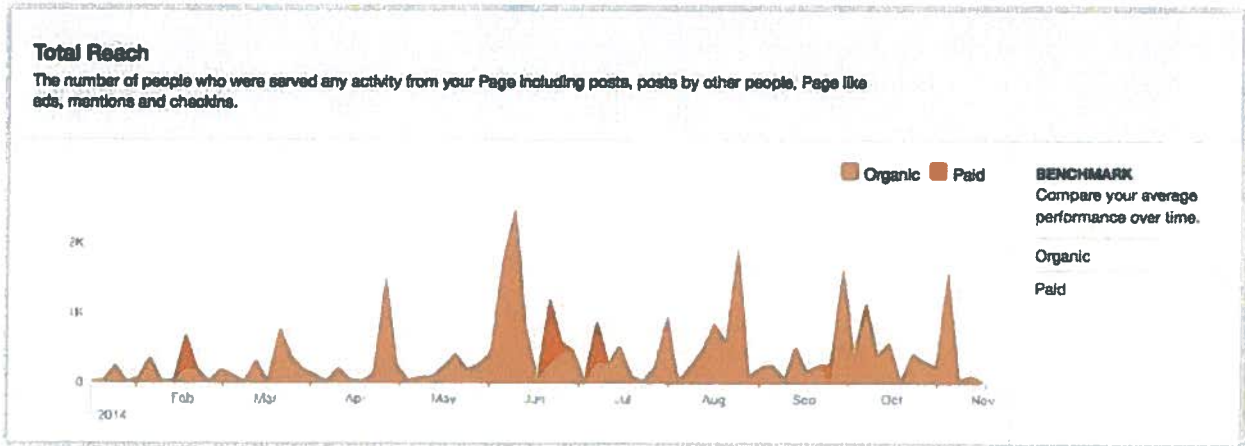
22% Your Fans

54% All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	947	Lombard, IL	526	English (US)	934
United Kingdom	4	Chicago, IL	208	English (UK)	21
Pakistan	2	Glen Ellyn, IL	21	Polish	1
Netherlands	1	Villa Park, IL	19	Spanish	1
Italy	1	Wheaton, IL	9	Italian	1
Thailand	1	Elmhurst, IL	7		
Ireland	1	Glendale Heights, IL	6		
Poland	1	Naperville, IL	4		
		Lisle, IL	4		
		Addison, IL	4		

# 2014 Annual Report

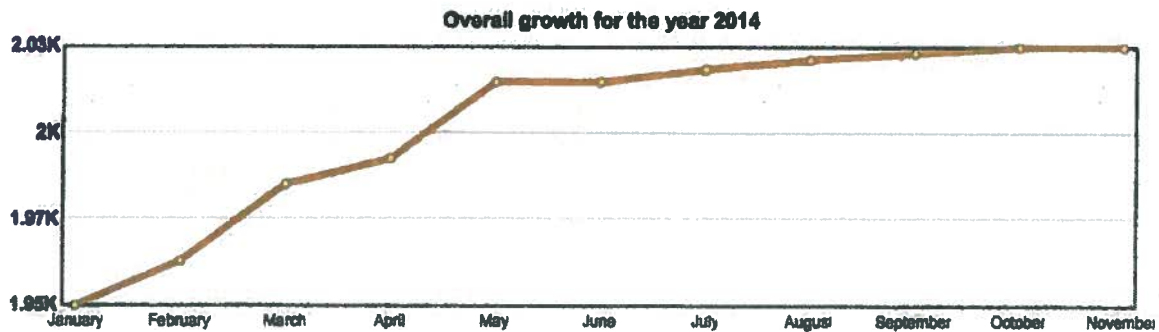


## Constant Contact

Constant Contact is a great way to reach those who prefer email as their source for communication. We have over 2000 contacts that we send a weekly newsletter to. The newsletter details what is going on in the downtown, provides our business members with the forum to advertise. We also include announcements from the village and other community organizations to promote or bring awareness to their events. Below are a couple graphs showing statistics from Constant Contact. The second graph shows the open rate of our emails and that we are at a 5% higher open rate than the national average for similar types of organizations which is 19-20%.

## Reports - Contact Growth

View: **year 2014**





## 2014 Annual Report

### Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	598587	16.3% (97676)	21.8% (109848)	2.9% (3200)	0.1% (57)
Last 3 months	16237	4.1% (683)	24.7% (3639)	3.2% (122)	0

### Website

The LTC website is still an important part of our online presence. It is a great resource for the community to get to know the downtown. The information LTC includes on the site is valuable to residents, visitors and most importantly to potential new businesses. The website functions as a business resource linking to the Village grant information as well as other organizations that would be helpful in opening a new business in downtown Lombard. Another aspect of the website that is growing in use is event promotion and selling the tickets associated with those events.

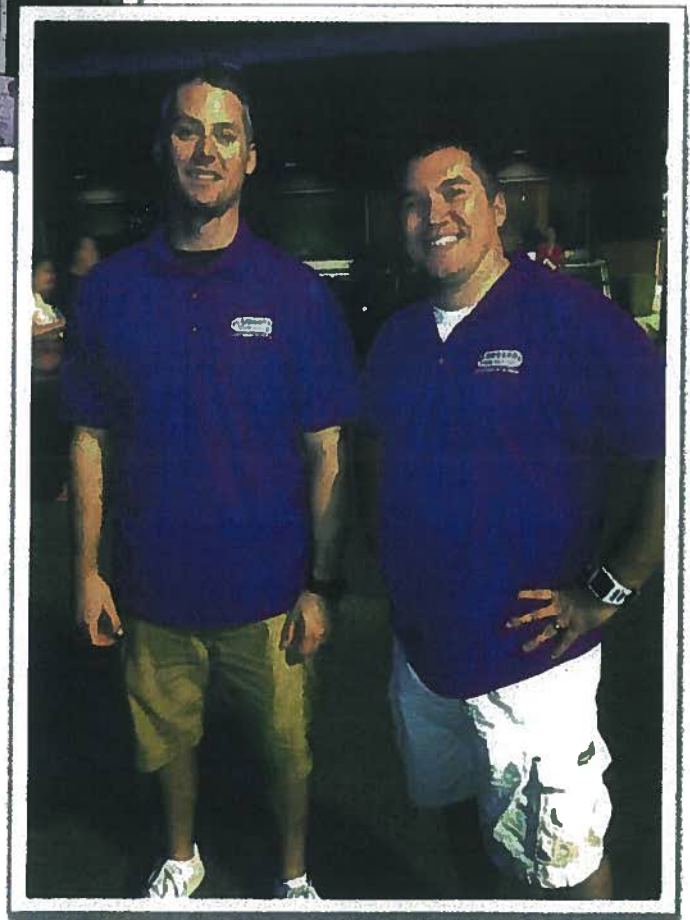
- Monthly forums/mixers** –LTC office or local business, 2nd Wednesday of every month. This is one of LTC’s best opportunity to meet new people interested in getting involved in our organization or just helping the downtown in some way. This year we added a new component to our monthly meetings by incorporating a mixer every other month. The mixer is an opportunity for people to get to know LTC in a fun and friendly atmosphere. This new type of event provided LTC with new volunteers and people interested in downtown Lombard that we may not have found via our traditional forum. The traditional forum was used in a more business-like manner – sharing information about downtown. LTC will continue to use the mixer in 2015 to encourage additional growth.
- Events/fundraisers** – engaging businesses as sponsors and participants, engaging residents to participate (see Event section).
- Networking and “face time” in the downtown has been an effective area of outreach. Personal interaction from our board members and executive director in the downtown has led to better relationships with business owners, business employees and residents.
- Posters, though traditional and expensive, have been a very visible method of advertising. We use these for events, and other information. We have been fortunate to have much of our printing donated.



## 2014 Annual Report

### Volunteers

An integral part of Lombard Town Centre is our group of dedicated volunteers. Over the course of the year we held multiple events in and around the downtown, Forums and Committee Meetings. Our volunteers have worked *over 1,600* hours into making LTC a great organization. We could not be the group we are today without them.





## 2014 Annual Report

### EVENTS



Events that took place during 2014:

- LTC Mixer at Vino Cellar
- Mutt Strut
- Lilac Parade
- Blackhawks outdoor viewing
- LTC Mixer at Punky's Pub
- LTC Mixer at Praga
- Lego Movie Night @ Cruise Nights
- Bears vs 49ers outdoor viewing
- Spooktacular Fall Festival
- Bears vs Packers outdoor viewing
- Small Business Saturday
- Jinglebell Jubilee



## 2014 Annual Report

### **LTC ADMINISTRATION**

Lombard Town Centre could be called “small but mighty.” With its few but extremely active volunteers, much has been accomplished. Organization visibility within Lombard has increased. Media mentions, Internet presence, large events and downtown improvements have all contributed to the image boost. To sustain this pace and ensure smooth transitioning of information to future new employees or board members, enhancements to organizational infrastructure are necessary. By systematizing the administrative side of this nonprofit, LTC can better meet the more pressing goal of prospecting for new downtown businesses. The need for greater infrastructure is an indicator that LTC is on the brink of a new level of organizational maturity.

### **ORGANIZATION**

#### **One Voice in LTC Communications**

All LTC communications pass through the Executive Director for proofing, accuracy of message, and consistency of voice. This along with the increased frequency of written communications to the public will continue to enhance presence and professionalism of the organization.

#### **Outreach and Cooperative Efforts**

We continue to expand our partnership with other Lombard organizations. In the past, we have worked with the Healthy Lombard, Lombard Historical Society, Lombard Chamber of Commerce and Studio630. We hope to expand on these current relationships in 2015.

### **ECONOMIC RESTRUCTURING**

#### **Downtown Wi-Fi**

The LTC Wi-Fi project is a cooperative venture between the Lombard Town Centre and the historic downtown businesses/property owners to provide Wi-Fi internet access throughout the area. This is a free, public network that does not require a password. We are using equipment from Open-Mesh.com that uses an open-standard mesh network protocol. Each Wi-Fi router unit can function in one of three modes:

- as an access point - communicating with a user’s Wi-Fi capable device;
- as a mesh gateway - providing direct access to the internet through a business’ existing available internet port;
- As a repeater - relaying internet traffic from Wi-Fi routers in the network (but not connected directly to internet ports) to gateway Wi-Fi routers that are connected to a business’ existing available internet port.

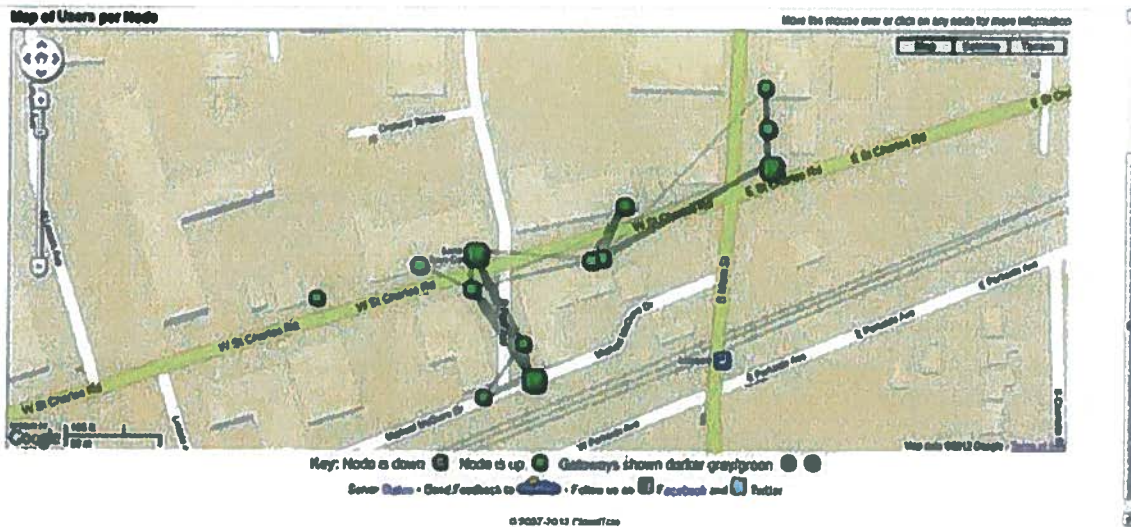
## 2014 Annual Report

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

As additional routers are added to the downtown area, the network is becoming more robust. Network monitoring is provided through a free, internet cloud-based controller. Anyone who wants to view the status of the network can without a password at any time [www.open-mesh.com](http://www.open-mesh.com).

Over the summer, routers were temporarily placed at the Spray Park to extend our reach to Fifth Third Bank. We were initially using the model OM1P routers, and are now using the newer, higher power model OM2P routers. Bulk Ethernet cable and connectors were initially purchased. Board member Wayne Kankovsky is donating his skills to build custom Ethernet cables as needed for business installations.

Current businesses with LTC-provided Wi-Fi routers: Sweet Street, Punky's, Feel Good Hair, The Nolan Agency, Smiley Dyes, Lombard Town Centre office, Shannon's Corner Butcher Shoppe, The Corner House, and Bricks Wood fired Pizza.



### DESIGN COMMITTEE

The design committee continues to work on improvements throughout the downtown. We work with businesses when they have questions or issues. Any grant proposals that include facade or design components are reviewed by the committee and a recommendation is passed along to the ECDC committee. We will continue to work and be a conduit for businesses and the village.

## 2014 Executive Director Report

### Job Description

The Executive Director (ED) is an inspirational leader who provides operational and executive expertise to the public, businesses, property owners and community organizations; leads organizational development and strategic planning; provides guidance to volunteers and committees; optimizes financial performance; and oversees volunteers and interns. The ED works closely with the Board of Directors and is responsible for the day-to-day operations and implementation of all policies and initiatives of the organization and board.

The ED is a collaborator who develops sound practices and supportive relationships with Village staff, organizational members, volunteers and external constituents, thereby furthering the organization's mission through cooperative and effective collaborations. The ED reports to the Board of Directors comprised of residents, downtown Lombard businesses and property owners.

### 2014 in Review

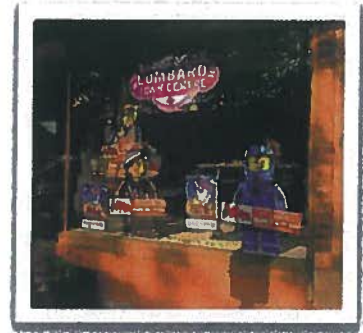
Over the last year, Sarah Richardt, LTC Executive Director has been invaluable to the organization. She has taken Lombard Town Centre to the next level by establishing stability, partnering with new organizations, recruiting new businesses and maintaining a level of credibility and trust the downtown needs. Sarah has a solid work ethic as demonstrated by her commitment to excellence and full understanding of the scope of her role. The last couple years have proven difficult with the lack of stability and leadership in the executive director position. In one short year, Sarah has been able to unify the LTC message and serve as a positive ambassador to the downtown community. In 2014 Sarah has been able to reconnect with established businesses who parted ways with LTC in years past. These business owners have not only come back to offer guidance but financial support as well by way of buying Business Memberships and sponsorships. While at the same time Sarah is building solid relationships with new and prospective businesses. She increased LTC membership by almost by 50% from last year. Sarah's keen ability to build community is essential to downtown Lombard.





## 2014 Executive Director Report

The LTC office on Park Ave. has been a great asset this year. Sarah has made the office a professional business, but also a welcoming spot for other organizations to use for meetings, events, etc. These organizations include Healthy Lombard, Lombard Citizens Police Academy, Studio630, Lombard Ale Fest, Historical Commission and Cruise Nights. The office location and large window space with direct on street visibility has allowed us to advertise events 24/7 and gain the attention of the Metra commuters to further our reach. Sarah has also started to test the waters with merchandising – using local artist, Sean McMenemy’s water colors of downtown Lombard as a case study. Sarah created note cards, greeting cards, prints and framed artwork using Sean’s work and sold them during the Art and Craft Fair, Spooktacular and in the window. Sarah is also testing sports shirts, sweatshirts, etc, using the LTC and Lombard logos. This is a potential path for providing sustainability for the organization.



### 2014 a year of activity

The Executive Director is responsible for the following areas over the course of the year: business recruitment, business retention, new business welcome & assistance, property assistance and miscellaneous. Over the course of 2014 the downtown was very active. While we have had a few businesses leave, we have had a flurry of new businesses open and in the process of opening. The downtown has also had a couple of existing businesses relocate to other downtown Lombard locations as well as new ownership taking over an existing business. With construction beginning this year on the Metra/Union Pacific tunnel with completion expected in 2015 we look forward to even more activity coming to downtown Lombard with the added easily accessible parking.



## 2014 Executive Director Report

### New Businesses

- Treasures Trading Post
- The Hair Experts
- Maid Pro
- The Gathering Lighthouse
- DRYtini
- Sparkle Again
- Penelope Fine Jewelry
- Peter Breen/Chris Nybo Campaign Office
- Suzy Glowiak Campaign Office

### Other Business Activity

- The Cellar (formally the Vino Cellar changed ownership)
- CustomFit (changed locations in the downtown)
- Action Motorcycle (changed locations in the downtown)
- Shannon's Deli – expansion to be completed in 2015
- Mesa Electronics – coming soon

The ED has been successful this year working with interested parties looking to open businesses in downtown Lombard. This year we had a lot of interest in the downtown and Sarah was at the ready lending a helping hand to ensure each prospect had the information needed. Sarah spent much of her time walking prospects throughout the downtown, introducing them to established businesses, sharing the village grant information, other points of interest and providing a visual of what their business could look like. The spotlight recently has been on finding the right owner for 101 W. St. Charles Rd (old hotel building). This is a challenging project because of the updates needed to get the building in compliance with current codes. Sarah has been working closely with the potential buyers to ensure they have all the information needed about the building and the downtown so the potential buyer can make the best knowledge based decision. She has been available to the potential buyers over the past few months establishing the trust needed to close this important deal. This type of one-on-one support is indicative of the high quality work Sarah has been doing this year. 2015 should be a stellar year, showing the fruits of Sarah's labor.

## 2014 Executive Director Report

After considering LTC's creation of and participation in many events, high degree of interconnectivity with other Lombard organizations, and the ambitious goals for retention and recruitment of businesses, members and volunteers, it becomes clear why an employed director is necessary. There is much to organize, rally and track on our way to maintaining downtown as "the heart of Lombard" and becoming a "retail destination," as stated in our mission.





## **2015 Goals**

**Increase volunteer involvement** – An important part of our non-profit is having a good volunteer base. Our board, committees and events need a good support system to make sure everything runs to the expectation that we are accustomed to. Our volunteer hours went down this year to about 1600 hours from 2000. We will look to increase our volunteer hours back to the 2013 amount.

**Sponsorships** - As stated earlier in the funding request we realize we have a finite funding source and need to keep actively looking for new sources of income that will support us in the future. It will be key to identify new sources and figure out ways for us to work together to benefit both parties.

**Marketing Efforts** – An important part of engaging the community is to have effective marketing strategy. Better coordination of our marketing plans will allow everyone to have more time to plan on attending our events and a better chance of knowing about our events. With more volunteer power this will be an easier task to accomplish.

**Strengthen our partnerships with community groups** – A great way to help with our volunteer goal is to work with other organizations and see how we can partner together to benefit both groups. An important part of our outreach is to partner with as many groups as possible.

**Main Street Cooperation** – building on our relationship with the Illinois Main Street program would be very beneficial for our board members and executive director. This could also benefit all of Lombard if we can bring the Illinois Main Street conference to Lombard. With the seminars and training that is available we could help our organization keep growing and benefitting the downtown.



**Lombard Town Centre**  
**Profit & Loss**  
 November 1, 2013 through October 28, 2014

	Nov 1, '13 - Oct 28, 14
<b>Income</b>	
Village Grant	
Village Grant - Other	54,189.39
<b>Total Village Grant</b>	54,189.39
Donations	
Donations - Other	770.25
<b>Total Donations</b>	770.25
Fundraisers	
Poster Sales	48.00
Art and Craft Fair	146.00
Umbrella Sales	
Umbrella Proceeds	18.00
<b>Total Umbrella Sales</b>	18.00
Wine Tasting Event	
Sponsors	247.73
Wine Tasting Ticket Sales	-150.00
<b>Total Wine Tasting Event</b>	97.73
<b>Total Fundraisers</b>	309.73
Interest Income	1.50
Membership Dues	4,822.50
Other Income	875.00
Promotions Income	
outdoor viewing	
outdoor viewing event-tshirts	336.75
outdoor viewing event raffie	697.00
outdoor viewing event donation	344.20
outdoor viewing - Other	769.00
<b>Total outdoor viewing</b>	2,146.95
Tours	
Jinglebell Jubilee	58.86
Sponsorship	25.00
<b>Total Jinglebell Jubilee</b>	25.00

**Lombard Town Centre**

**Profit & Loss**

November 1, 2013 through October 28, 2014

	Nov 1, '13 - Oct 28, 14
Spooktacular	
VOL-tourism grant	2,735.18
Vendor Booth	1,770.37
Sponsorship	2,390.00
Spooktacular - Other	1,076.75
Total Spooktacular	<u>7,972.30</u>
Total Promotions income	<u>10,203.11</u>
Total Income	71,171.48
Expense	
Administrative Expenses	
Audit Fee	0.00
business lunch	85.00
Bad Debt Expense	50.00
Bank Charges	91.00
Cleaning & Maintenance	236.04
Credit Card Charges	7.05
Insurance	
Business	1,485.00
Workman's Comp	280.79
Insurance - Other	11.12
Total Insurance	<u>1,776.91</u>
Licenses & Fees	30.00
Travel	889.48
Office Equipment	67.28
Office Supplies	
Office Supplies - Other	416.48
Total Office Supplies	<u>416.48</u>
Payroll Expenses	
Salaries & Wages	28,261.35
Payroll Taxes	10,315.01
Payroll Expenses - Other	522.72
Total Payroll Expenses	<u>39,099.08</u>
Professional Fees	
Professional Fees - Other	2,000.00
Total Professional Fees	<u>2,000.00</u>

4:39 PM

10/28/14

Accrual Basis

### Lombard Town Centre

## Profit & Loss

November 1, 2013 through October 28, 2014

	Nov 1, '13 - Oct 28, 14
Rent	7,200.00
Telephone	712.63
Utilities	1,604.84
Administrative Expenses - Other	563.00
<b>Total Administrative Expenses</b>	<b>54,828.79</b>
Committee Expenses	
Design	
Design - Other	221.64
<b>Total Design</b>	<b>221.64</b>
Economic	
grand openings	212.31
<b>Total Economic</b>	<b>212.31</b>
Organization	
Advertising	
Paid Ads	100.00
Advertising - Other	220.00
<b>Total Advertising</b>	<b>320.00</b>
Annual Meeting	134.85
Board/Membership Meetings	292.28
Community Relations	234.34
Constant Contact	456.90
Membership	
Membership Brochures	0.00
Drive Materials	92.00
Membership - Other	96.89
<b>Total Membership</b>	<b>188.89</b>
Professional Dues	250.00
Training Expenses	
Conference/Seminar/Training	225.00
<b>Total Training Expenses</b>	<b>225.00</b>
Volunteer Recruitment	625.80
Website Expenses	179.88
<b>Total Organization</b>	<b>2,907.94</b>
Promotion	
Wine Tasting	
Wine Tasting Expenses	250.00
<b>Total Wine Tasting</b>	<b>250.00</b>

## Lombard Town Centre

## Profit &amp; Loss

November 1, 2013 through October 28, 2014

	Nov 1, '13 - Oct 28, 14
outdoor viewing	
Notre Dame Game	489.60
outdoor viewing - Other	592.01
Total outdoor viewing	1,081.61
Spring Event	50.00
Jinglebell Jubilee	
Advertising	75.00
Entertainment	100.00
Total Jinglebell Jubilee	175.00
Ladies/Men's Night Out	
Ladies/Men's Night Out - Other	0.00
Total Ladies/Men's Night Out	0.00
Spooktacular	
Advertising	650.00
Entertainment	2,855.00
Miscellaneous	719.52
Booth Fees	-49.68
Spooktacular - Other	72.98
Total Spooktacular	4,247.82
Promotion - Other	378.20
Total Promotion	6,182.63
Total Committee Expenses	9,524.52
Total Expense	64,353.31
Net Income	6,818.17

## **2015 Objectives Lombard Town Centre**

- 1. Increase partnerships with existing business to facilitate filling vacant spaces**
- 2. Work with property owners of underutilized properties to enhance them for potential new tenants**
- 3. Provide professional assistance to help property owners lease spaces**
- 4. Work with Village staff on 101 S. Main Street property**
- 5. Work with Village staff on special events**



**Date:** 11/3/14

**To:** Economic & Community Development Committee, Village of Lombard  
Board of Trustees, Village of Lombard

**From:** Walter Smith, Board President, Lombard Town Centre

**Re:** Lombard Town Centre Request For Funding –2015 Calendar Year  
Additional Funding Request – Option B

Dear Committee and Staff,

We would like to add an additional funding option for a part time employee to assist in the office duties of our executive director. The responsibilities for this position would be office administration, data management, promotional and marketing efforts for the downtown and event coordination. We have proposed in the past making our executive director a full-time position. We believe this would be a better option that would offer cost savings since the hourly rate would be less then a full-time position.

This request is made as a preemptive measure. The current job turnover rate for an executive director for an Illinois Main Street Community is 30 months (our current ED is at 18). The “burnout” effect is definitely a factor in this high turnover rate. The job description is far reaching and many tasks are time intensive. A volunteer on a regular basis cannot handle many of these tasks. While we have a good volunteer base, it is difficult to keep them engaged on such wide-ranging tasks. An employee could be held accountable where a volunteer gives what they can.

We are making great strides in the downtown and a large portion of that success can be attributed to Sarah Richardt. She is definitely a great asset that would benefit the downtown with a long lasting relationship. We have had a difficult time in the past finding a good employee to fill this role. We would like to get this additional funding to keep a good employee in place that will benefit the downtown for years to come.

Option B

\$12,000 per year / 16 hours week

Best Regards,  
Walter Smith  
Board President  
Lombard Town Centre

## Heniff, William

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**From:** Mayhew, Renee <Renee.Mayhew@53.com>  
**Sent:** Thursday, October 16, 2014 3:59 PM  
**To:** Heniff, William  
**Subject:** Recognition of Lombard Town Centre

Hi Bill,

I really felt compelled to write you and let you know what a great job that Sarah has been doing at the LTC. I've been the Bank Manager at Fifth Third on St. Charles Rd now for almost four years and this past year I've seen a tremendous positive difference in the area. Foot traffic has increased, the relationships between the business owners has improved, and we have quite a few new businesses in the area.

I hope that the Village will continue to promote the Downtown area and maybe even throw in a few extra dollars. Every city has a gem-the City of Lombard a diamond in the rough here in the Downtown area. Let's make it shine together! I hope you have a great rest of your day,

Renee

*Renee Mayhew, AVP*

Financial Center Manager  
Lombard Downtown, Lombard Bankmart  
211 W St Charles Rd  
Lombard IL 60148  
Office (630) 424-2820  
Cell (773) 550-9780  
Fax (630) 424-2826  
NMLS #438822



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Tom & Margret Smith  
Smith Properties  
P.O. Box 234  
Glen Ellyn, Il. 60138

November 6, 2014

re: Sarah Richardt, Executive Director  
Lombard Town Center

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Sarah Richardt, Executive Director of the Lombard Town Center.

My husband, Tom Smith, met Sarah in downtown Lombard when he was looking at the historic Lombard Hotel building when it first came on the market. That was in April of this year. Sarah was intuitive enough to pull Tom aside and find out if he was indeed interested in the property and proceeded to let him know who she was and the intention of the village of Lombard with regard to the Lombard Hotel. And so a relationship developed. From that day forward, Sarah has been a wealth of information and resource to Tom. It was obvious from the start that Sarah's main focus is the development and betterment of the Village of Lombard.

There has never been a time of day, or day of the week that Sarah has not made herself available to answer any question even trivial, answer an inquiry, or resolve a possible solution to Tom's proposal with regard to the property. She's put fires out and has smoothed ruffled feathers. Her resources and expertise have been invaluable to us in this project.

As of November 5, Tom and I have secured a contract to purchase the Lombard Hotel. This is due in no small part to Sarah Richardt. The work ethic, commitment, dedication, and effort that Sarah has contributed to this project has everything to do with our signing the contract for purchase.

We would just like to express our appreciation to Sarah for a job well done that we feel went above and beyond the call of duty.

We also look forward to continued work with Sarah to secure proper tenants for this important property that will enhance, beautify, and further develop the downtown area of the village of Lombard.

Sincerely,

Tom and Margret Smith  
Smith Properties  
(630) 253-8223



**In Kind Donations, LombardTown Centre 2014**

<b>Date</b>	<b>Event</b>		<b>Donation</b>	<b>From</b>
19-Oct-14	Spooktacular	850	Band played for free but we tipped \$150	Jaax, the ultimate party band
10/19/2014	Spooktacular	300	3 organizations entertained children	St. Johns, Delphi Academy, LHS
Various	Various	1800	Design Work	Walter Smith
Various	Various	2000	Printing	Walter Smith
9-Aug	Movie night	250	Performances by the elite demo team	Sky Centers Martial Arts
Oct 19	Spooktacular	250	Performances by the elite demo team	Sky Centers Martial Arts
19-Oct	Spooktacular	450	games	St. Johns Boy Scouts
9-Aug-14	Movie night	975	Custom Radio Show	96.7 the Eagle and Lori Cease
19-Oct-14	Spooktacular	150	Discount on Bouncy House	Rock Star Jumpers
19-Oct-14	Spooktacular	450	Use of bouncy House	Sky Centers Martial Arts
Various	n/a	300	Donation of office supplies via staples rewards cards	Sarah Richardt
10/19/2014	Spooktacular	100	candy	Sweet Street
10/19/2014	Spooktacular	100	100, \$1 gift cards	Dairy Queen

Total 7975