

## **Exhibit L**

Updated SMART Goals related to residential membership

# SMART Goal Template

PLEASE USE THE FOLLOWING GUIDE TO PREPARE YOUR SMART GOALS.

|                                       | <b>S</b><br><b>STRATEGIC &amp; SPECIFIC:</b><br>IDENTIFY A LONG-TERM GOAL  | <b>M</b><br><b>MEASURABLE:</b><br>EXPLAIN HOW YOU WILL KNOW IF RESULTS CHANGED BECAUSE OF THE ACTIONS SPECIFIED IN THE GOAL. | <b>A</b><br><b>ATTAINABLE:</b><br>BE SURE NOT TO SET GOALS THAT ARE TOO CONSERVATIVE OR IMPOSSIBLE TO REACH.   | <b>R</b><br><b>RESULTS-BASED OR RESEARCH-BASED:</b><br>DESCRIBE HOW YOU WILL KNOW WHEN YOUR GOAL HAS BEEN MET. | <b>T</b><br><b>TIME-BOUND:</b><br>ASSIGN A TIMEFRAME IN WHICH YOU WILL ACHIEVE THE GOAL.  |
|---------------------------------------|--|--|--|--|---|
| Residential Membership                |  |  |  |  |   |
| <b>Strength-Based Goal Components</b> | 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<br>30 by June<br>40 by August<br>60 by November<br>63 by December<br><br>August goal has been met and 50 application were handed out to interested parties during Spook with one new paid member.<br>New goal time line: 60 by 1/12<br>65 by 3/12 |
| <b>Strength-Based Goal</b>            | 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. |  |  |  |   |
| <b>Notes</b>                          | 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   | 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   |   |



|                            |  |  |  |  |  |
|----------------------------|--|--|--|--|--|
|                            | membership   |  |  |  |  |
| <b>Update October 2011</b> | <p>LTC's Organization Committee has been hard at work and has sent a series of membership renewal letters, as well as sending welcome materials to new and renewing members. As many renewals are currently pending, total membership continues to hover in the 40's. However, the recent revival of the Downtown Passport Card Program, which offers great incentives for new members to join and receive discounts at many Downtown businesses, holds great promise for increasing total membership. The focus at this point is getting the word out about the Passport Card.</p> <p>To that end, a new 5-minute local cable TV spot has been created, highlighting the variety of existing businesses in the Downtown and showing the passport card in use. We are seeking to use additional venues to get the word out about existing businesses, the passport card, and the mission of LTC.</p> |  |  |  |  |