



MEMORANDUM

TO: Trustee Bill Johnston, Chairperson
Economic and Community Development Committee

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

DATE: August 14, 2017

SUBJECT: **Lombard Town Centre 2018 Funding request**

In 2016, the Village Board of Trustees approved funding in the amount of \$55,000 to Lombard Town Centre (LTC) for their activities for the 2017 calendar year. This expenditure was to be used by LTC to fund the part-time Executive Director (ED) position through the end of the 2017 calendar year and office expenses. Last year LTC completed a strategic plan and shared the report with the ECDC. Updates have been presented at ECDC and BOT meetings.

Attached please find the LTC Funding Request for 2018, which was approved by the LTC Board at their July 26, 2017 meeting. As proposed, LTC is requesting \$50,000 for the Village's fiscal year 2018. This includes the ED's salary and all employer taxes (paid by the LTC) and a portion of the rent. The report from the July 2016 ECDC meeting notes that in upcoming years (2018 and 2019) the funding request was anticipated to decrease by \$5,000 each year. This is in line with the 2018 request. LTC also provided budget documents and an addendum report. The addendum report reviews specific accomplishments as of 7/31/17.

Tax Increment Financing (TIF)

Funding from the Village is partly provided by the Downtown TIF District and also through the Community Promotions and Tourism hotel/motel funds. TIF costs need to be TIF eligible expenses. 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 2018 needs to meet the above mentioned list. The long and short term strategies are intended and need to be consistent with "marketing sites within the TIF. Per discussions with the Village Attorney, some examples of TIF eligible activities are meeting with prospective developers or tenants regarding sites, discussing grant eligibility and parameters, and updating marketing materials for sites in the TIF.

Funding History

LTC was established in 2005 to be a grass-roots organization that would follow the program elements established and set forth through the Illinois Main Street Program. Funding was granted in 2005 (for a three year period) with this Program in mind. 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:

Year	Amount
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
2015	\$55,000
2016	\$55,000
2017	\$55,000
Total	\$732,792

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

**Actual amount reduced because there was no Executive Director for a few months.

LTC received a Community Promotions and Tourism (CPT) grant for the 2016 Spooktacular event of \$1,514.79. This covered fees for off-duty police, public works overtime and barricades. In the 2017 the nature of the event was changed and the grant amount increased to \$12,500. This includes costs for police, barricades, garage, street detour set-up, port-o-lets, generators, stage, tables/chairs, and a tent. These amounts are not reflected in the above chart.

The following is a summary of the percentage of Village funding (not including Village grant funding for events) compared to the overall LTC revenues.

Year	LTC Fundraising/ Memberships	Actual Village Funding (from TIF and/or Hotel Motel Tax, does not include CPT grants)	Total LTC Revenue	Percentage of Village Funding
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	\$15,989.00	\$55,000.00	\$70,989.00	77%
2015	\$21,950.88	\$55,000.00	\$76,950.88	71%
2016	\$22,619.00	\$55,000.00	\$77,619.00	71%

<i>2017 (budget year in process)</i>	<i>\$63,250.00</i>	<i>\$55,000.00</i>	<i>\$89,950.00</i>	<i>47%</i>
<i>Proposed 2018</i>	<i>\$70,700.00</i>	<i>\$50,000.00</i>	<i>\$120,700.00</i>	<i>41%</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.

Audit Status

The audit for 2016 is in process.

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 \$50,000, consistent with past years.
2. 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.
3. Do not approve funding to LTC for the 2018 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 LTC for the 2018 fiscal year. As done in previous years, the August meeting is for discussion and staff will request a formal vote from the ECDC in September.



Date: July 24, 2017

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

From: Lombard Town Centre Board President, Chris Cholewa, Lombard Town Centre Board of Directors, Lombard Town Centre Executive Director, Stephanie Schiszik

Re: 2018 Lombard Town Centre Request for Funding
(January 1, 2018-December 31, 2018)

Enclosures: Report on Goals and Objectives, Funding Request, Budget

Dear Committee Members, Trustees and Village Staff:

On behalf of the Lombard Town Centre Board of Directors, we are pleased to present our report on goals and objectives as per our strategic plan and our 2018 request for funding.

Lombard Town Centre (LTC), an organization dedicated to preserving and promoting our historic downtown as the "Heart of Lombard," is grateful for the partnership and continued support of the Village of Lombard. Because of this invaluable commitment, we have been able to establish ourselves as a relevant part of the growth of downtown Lombard. Serving as a vital partner to downtown organizations and businesses, LTC strives to create and sustain a flourishing downtown business district that preserves the history of our Village for the benefit of residents and visitors, now and in the future. In continuing with our commitment to our strategic stability, visibility, and self-sufficiency, we continue to develop outcome measures, return on investment, and report progress. Since the inception of our strategic plan 18 months ago, we are pleased to report on the achieved goals which continue to strengthen LTC and the community.

LTC Strategic Plan, Goals and Objectives

The LTC Board of Directors worked with Charity Resources throughout 2016 to develop a strategic plan, complete with measurable goals and objectives. This plan has been implemented and shared with LTC members and businesses and regular reports on goals and objectives are made to the Economic and Community Development Committee and the Village Board of Directors.

2018 Funding Request

To ensure we continue on our development path, Lombard Town Centre respectfully requests funding for 2018 in the amount of \$50,000. This request includes the Executive Director's part-time (30 hours per week) salary, including taxes annually, for a total of approximately \$45,000. An additional \$5000 will be applied to occupancy expenses (totaling \$12,500) over the 2018 year. As agreed upon, this year the request is being reduced by \$5000. It is the goal of LTC to continue to reduce our request from the Village by \$5000 annual over the next four years in order to assure that LTC is a sustainable organization.

LTC's commitment to the community is strong and is led by our Board, volunteers, partners and business leaders. We have established a meaningful foundation and way of work through our strategic plan. We are excited for the future of downtown Lombard and our partnership with the Village! If you have any questions, please contact Stephanie Schiszik, Executive Director at 630-620-8063 or director@lombardtowntowncentre.org.

Village of Lombard Funding Request

Downtown Lombard matters. It has grown into a thriving destination with unique shops, restaurants and businesses for everyone to enjoy. People stroll through the beautifully appointed town, stopping in shops, cafes and restaurants. They can patronize the many services that are available – salons, financial, cleaners and realtors to name a few. They have choices now. The choice to try one café today and another tomorrow. The choice to have a cocktail or dinner at a different restaurant each night. Choice is progress. Choice means more businesses are willing to give it a go in our downtown. Choice is exciting!

LTC is grateful to the Village for their annual financial support and for the expert advice and counsel of staff and trustees. We enjoy the ability to collaborate and openly discuss projects and challenges with people who care deeply about the success of our downtown. Our partnership has grown over the years and we are honored to continue into the future.

LTC has one staff person, a part-time Executive Director, a role that encompasses everything from community building, relationship management, board and volunteer management, business recruitment and retention, communication and promotion, preservation and administration, fundraising and event oversight, and implementation. The generosity of the Village ensures that this person can work on priority tasks, while partnering with the LTC board, committees, and volunteers to execute the rest. It's a difficult job, but a rewarding one.

We are also grateful for the funding to ensure LTC has a professionally appointed office to receive guests, customers, potential businesses and to hold open houses and business meetings.

With all that said, Lombard Town Centre respectfully requests funding for 2018 in the amount of \$50,000.

- This request includes the Executive Director's part-time (30 hours/week) salary, including taxes annually for a total of approximately \$45,000;
- \$5000 is to subsidize the occupancy expense of \$12,500 for 2018;
- LTC will absorb additional salary and rent increases and office expenses.

As agreed upon, this year LTC is reducing our request by \$5000. It is our goal is to continue to reduce our request from the Village annually by \$5000 over the next four years to assure that LTC is a sustainable organization.

How Will Lombard Town Centre Accomplish Our Goals?

All of the work of Lombard Town Centre going forward will be based on the strategic plan. Our ultimate vision is to serve the community by:

- Enhancing the downtown business district with successful retail niches and quality restaurants, attractive to prospective businesses and consumers;
- Documenting and preserving the historic buildings in the downtown district: sharing their stories to educate residents and visitors about these architecturally unique and precious structures;
- Using the Village Plan as a guide, educating and assisting property and business owners regarding possible design enhancements to existing structures that would improve the aesthetic value of our downtown;

- Creating and maintaining a positive and cooperative working relationship with downtown merchants by being a resource for them, while fostering collaboration and facilitating engagement with other interested parties;
- Continuing our strong relationship with the Village of Lombard elected officials, staff and committee members and other community organizations;
- Recruiting a strong membership and volunteer base, committed to the core values of Lombard Town Centre and Illinois Main Street.

There are five main goals outlined in the strategic plan:

1. Raise awareness of the value and mission of Lombard Town Centre by building community;
2. Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community;
3. Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization;
4. Increase the foot traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options;
5. Become a self-sustaining organization through increasing membership, growing special events and seeking corporate and foundation support.

One of the steps taken to accomplish these goals was to hire an Executive Director. In February, 2017, Stephanie Schiszik was chosen by the Board of Directors. She has a great deal of experience leading non-profit organizations, has a long work history in Lombard, has extensive background working with volunteers, has worked in membership organizations and has expertise in developing and cultivating a donor base.

Another step that was taken was to expand the already successful Spooktacular Fall Festival and to hire Lou Dog Productions to assist in running the event.

In the first quarter of 2017, a Governance Committee, a Membership Committee and a Promotions Committee were formed and began meeting. These committees have set priorities and developed action plans as follows:

Governance Committee Priorities:

1. Revise Lombard Town Centre bylaws;
2. Review and approve Executive Director annually;
3. Approve job descriptions for officers and committee chairs.

Governance Committee Action Items:

1. Review current bylaws;
2. Draft revised bylaws
3. Present draft of bylaws to LTC Board of Directors for review;
4. Conduct legal review of revised bylaws;
5. Have membership vote for approval of revised bylaws.

Membership Committee Priorities:

1. Confirm criteria and standards for LTC membership;
2. Provide strategic direction on identifying benefits, services, rights and obligations related to each category of membership;
3. Identify strategies to enhance membership growth;
4. Monitor the progress of membership initiatives and recommend adjustments.

Membership Committee Action Items:

1. Develop parameters for membership criteria;
2. Develop benefits of each membership level;
3. Obtain testimonials from business members to use in the invitation to prospects.

Promotions Committee Priorities:

1. Rebrand Spooktacular;
2. Redesign LTC website;
3. Refresh LTC brand.

Promotions Committee Action Items:

1. Finalize Spooktacular sponsorship package;
2. Audit existing LTC website;
3. Review other Main Street/Chamber websites for site structure examples;
4. Outline proposed website plan.

The Design Committee is currently being convened.

Outcomes

As of July 18, 2017, the following outcomes have been achieved:

Goal 1: Raise awareness of the value and mission of Lombard Town Centre by building Community:

- An Annual Meeting was held on March 9, 2017. 44 people attended;
- LTC was one of the sites for the Wine Walk in downtown in May;
- LTC participated in a presentation to Preservation Illinois in May;
- LTC's mission, vision, goals and objectives are posted in issues of the weekly newsletter and on social media. Updates will be posted regularly on the new website;
- The Promotions Committee is developing a marketing plan and evaluating the LTC website;
- The LTC Facebook page has 2034 likes, as compared to 1400 one year ago, representing a 45% increase in one year;
- Plans are being made to host an LTC open house on or near Small Business Saturday;

Goal 2: Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community:

- The LTC Executive Director meets weekly with ECDC staff;
- LTC continues to provide monthly reports to ECDC;
- LTC provides quarterly reports to the Village Board of Directors;
- The Governance Committee has developed an action plan to review the Executive Director on an annual basis;
- Bylaws have been audited and updated and will be presented to a membership for a vote to approve;
- Committees are meeting regularly, setting priorities, setting action plans, and reporting to timelines.

Goal 3: Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization:

- Two new board members have joined the Board of Directors;
- Committee structure has been assessed and committee chairs assigned;
- All committees have job descriptions;
- There are seven new committee members on the Membership and Promotions Committees;
- There are three new volunteers on the Spooktacular Fall Festival Committee;
- Potential new members are in the vetting process.

Goal 4: Increase the foot traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options:

- Two meetings were held with businesses in April to 1) discuss Spooktacular Fall Festival event and 2) discuss the possibility of an app for downtown;

- Executive Director and Board members made over 180 business contacts in the first half of 2017;
- LTC promoted Babcock's Grove House's number one rating on Yelp on Facebook, reaching almost 2600 people;
- LTC hosted a family movie night on July 22nd, in cooperation with Sky Centers Martial Arts and Helen Plum Library with more than 100 attendees;
- The Design Committee will begin meeting in August;
- Initial plans have been made for Jingle Bell Jubilee and Small Business Saturday;
- LTC regularly shares events happening in the downtown to promote great awareness.

Goal 5: Become a self-sustaining organization through increasing membership, growing special events and seeking corporate and foundation support:

- The Membership Committee is reviewing the membership program and is developing changes that will add value for members and businesses;
- The Passport Program is being enhanced. All current participating businesses are being contacted;
- Seven new businesses and twelve new individuals became LTC members in the first half of 2017;
- The Spooktacular Fall Festival Committee, the Promotions Committee and Lou Dog Promotions are working to implement the changes being made to the event, with a goal of increasing attendance and income;
- Potential sponsors for Spooktacular Fall Festival are being contacted.

2018 Metrics

The five main goals outlined above remain the same for 2018. The Deliverables/Metrics are changed in most cases. NOTE: A copy of the Goals and Objectives for CY2016-CY2019 is attached. The following is a summary of Metrics.

Goal 1: Raise awareness of the value and mission of Lombard Town Centre by building Community:

- The community open house and Annual Meeting will reflect increased attendance numbers (from 20-40 to 30-50 and from 30-50 to 50-60, respectively);
- The website will be improved, based on a marketing plan to be developed in 2017;
- Utilization of social media and other marketing strategies will be implemented, based on evaluations completed in 2017.
- Work will continue on: promoting community awareness of the LTC strategic plan, a resource list for businesses, and increased social media presence.

Goal 2: Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community:

- Current staff will be assessed and reviewed annually;
- The succession plan that is developed in 2017 will be built on.
- Work will continue on review of all financial policies and best practices, give monthly reports to ECDC and quarterly reports to the Village, provide support to Executive Director, and file reports as required.

Goal 3: Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization:

- Volunteer participation will increase by 5%;
- Identify, vet and onboard 2-3 new members of the Spooktacular Fall Festival Committee.
- Work will continue to identify, vet and onboard new board and committee members, work with local colleges and universities to assess need for interns, work with professional programs that provide retired workers for specific tasks, utilize social media and volunteer sites to reach out to potential volunteers.

Goal 4: Increase the foot traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options:

- Host three business run events and LTC promoted events annually;

- LTC Design Committee will set specific goals in coordination with the Lombard Revitalization Guidebook;
- Work with LTC businesses to raise promotion and increase downtown business transactions involving daily Metra commuters.
- Work will continue to promote downtown businesses during Spooktacular Fall Festival and all LTC events, work with businesses to create engagement around Small Business Saturday, engage the community by hosting outdoor viewing events, work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard, and maintain, support and partner with the downtown businesses.

Goal 5: Become a self-sustaining organization through increasing membership, growing special events and seeking corporate and foundation support:

- Increase membership by 11%;
- Increase Spooktacular Fall Festival event revenue to \$18,000;
- Develop relationships with family foundations with a goal of achieving \$1000 in revenue.
- Work will continue to have partnership events.

While LTC is confident that the strategic plan is a solid, well-constructed plan, regular reviews of the document will be done and changes to the plan may be made, based on current conditions.

LOMBARD TOWN CENTRE
Budget Actuals and Projections

REVENUE	CY2015 FINAL	CY2016 FINAL	CY2017 Budget	CY2017 1/1 to 6/30	CY2018 Budget
Village Grant	\$ 55,000.00	\$ 55,000	\$ 55,000	\$ 27,502	\$ 50,000
Foundations/Grants	\$ -	\$ -			\$ 1,500
Individuals	\$ -	\$ 1,165	\$ 1,000	\$ 20	\$ 1,500
Membership	\$ 6,676.46	\$ 6,581	\$ 6,500	\$ 3,297	\$ 7,500
Promotions (Spooktacular)	\$ 7,329.11	\$ 4,593	\$ 50,750	\$ -	\$ 55,000
Promotions (Other)	\$ 7,499.49	\$ 2,692	\$ 5,000	\$ -	\$ 2,000
Other	\$ 445.82	\$ 7,588		\$ 93	\$ 3,200
Total Revenue	\$ 76,950.88	\$ 77,619	\$ 118,250	\$ 30,912	\$ 120,700
Percentage from Village	71.47%	70.86%	46.51%	88.97%	41.43%
EXPENSES	CY2015 FINAL	CY2016 FINAL	CY2017 Budget	CY2017 1/1 to 6/30	CY2018 Budget
Salaries/Taxes/Benefits	\$ 34,909.90	\$ 45,373	\$ 35,381	\$ 17,732	\$ 36,500
Consulting/Temp Staffing	\$ 7,000.00	\$ 5,041	\$ 10,000	\$ -	\$ 10,000
Supplies	\$ 274.95	\$ 574	\$ 850	\$ 139	\$ 650
Telecommunication	\$ 1,429.98	\$ 1,613	\$ 1,500	\$ 827	\$ 1,600
Rent	\$ 7,377.51	\$ 7,025	\$ 7,800	\$ 4,550	\$ 7,800
Printing and Postage	\$ 934.35	\$ 135	\$ 250	\$ -	\$ 250
Equipment /Main	\$ 1,000.00	\$ 472	\$ 500	\$ 188	\$ 500
Insurance	\$ 1,875.00	\$ 1,867	\$ 1,485	\$ 1,384	\$ 1,600
Donor /Volunteer Cultivation	\$ 607.31	\$ 366	\$ 500	\$ 224	\$ 500
Depreciation	\$ 655.21	\$ -		-	-
Technology	\$ 800.00	\$ 676	\$ 600	\$ 487	\$ 1,100
Marketing and Branding	\$ 1,284.00	\$ 468	\$ 2,000	\$ 276	\$ 2,000
Audit		\$ 7,183	\$ 3,800		\$ 3,800
Staff Development	\$ 348.80	\$ 2,321	\$ 500	\$ -	\$ 1,800
Other	\$ 934.00	\$ 2,023	\$ 1,150	\$ 1,034	\$ 1,400
Promotion/Event	\$ 10,500.00	\$ 4,467	\$ 30,050	\$ 110	\$ 28,000
Sub-Total Expenses	\$ 69,931.01	\$ 79,604	\$ 96,366	\$ 26,951	\$ 97,500
TOTAL REVENUE	\$ 76,950.88	\$ 77,619	\$ 118,250	\$ 30,912	\$ 120,700
TOTAL EXPENSES	\$ 69,931.01	\$ 79,604	\$ 96,366	\$ 26,951	\$ 97,500
TOTAL NET	\$ 7,019.87	\$ (1,985)	\$ 21,884	\$ 3,961	\$ 23,200

SPOOKTACULAR BUDGET TO ACTUALS

updated 8-1-2017

REVENUE	CY2014 Actual	CY2015 Actual	CY2016 Budget	CY2016 Actual	CY2017 Budget	CY2018 Budget
Beverage Sales	\$ -	\$ -	\$ -	\$ -	\$ 7,500	\$ 9,300
Participants	\$ 952	\$ 1,108	\$ 1,800	\$ 763	\$ 12,500	\$ 13,500
Sponsorships	\$ 3,037	\$ 3,900	\$ 6,000	\$ 1,650	\$ 15,000	\$ 16,000
Donations	\$ -	\$ -	\$ -	\$ 98	\$ 250	\$ 500
Grants	\$ 1,960	\$ 1,260	\$ 2,200	\$ 1,260	\$ 12,500	\$ 12,500
Vendors	\$ 1,770	\$ 1,711	\$ 2,000	\$ 2,082	\$ 3,000	\$ 3,200
Total Revenue	\$ 7,719	\$ 7,979	\$ 12,000	\$ 5,853	\$ 50,750	\$ 55,000
EXPENSES	CY2014 Actual	CY2015 Actual	CY2016 Budget	CY2016 To Date	CY2017 Budget	CY2018 Budget
Decorations	\$ 133	\$ 96	\$ -	\$ -	\$ 500	\$ 500
Entertainment	\$ 1,750	\$ 1,870	\$ 2,000	\$ 1,650	\$ 8,000	\$ 7,000
Printing (signage) and Postage	\$ -	\$ -	\$ -	\$ 240	\$ 1,200	\$ 900
Village Safety (Police, barricades)	\$ 1,060	\$ 420	\$ 1,060	\$ 200	\$ 4,900	\$ 4,900
Staging	\$ 1,400	\$ 840	\$ -	\$ 840	\$ 7,100	\$ 6,900
Waste management	\$ 900	\$ -	\$ 900	\$ -	\$ 3,000	\$ 2,000
Photographer	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing	\$ 650	\$ 673	\$ 750	\$ 644	\$ 2,000	\$ 1,800
Supplies	\$ -	\$ 118	\$ -	\$ -	\$ 1,000	\$ 800
Volunteer recognition	\$ -	\$ 46	\$ -	\$ -	\$ 300	\$ 200
Give-a-ways (candy, pumpkins)	\$ 187	\$ 260	\$ 500	\$ 180	\$ 1,050	\$ 500
Other					\$ 1,000	\$ 500
Total Expenses	\$ 6,080	\$ 4,323	\$ 5,210	\$ 3,754	\$ 30,050	\$ 26,000
TOTAL REVENUE	\$ 7,719	\$ 7,979	\$ 12,000	\$ 5,853	\$ 50,750	\$ 55,000
TOTAL EXPENSES	\$ 6,080	\$ 4,323	\$ 5,210	\$ 3,754	\$ 30,050	\$ 26,000
TOTAL NET EVENT	\$ 1,639	\$ 3,656	\$ 6,790	\$ 2,099	\$ 20,700	\$ 29,000

8/8/2017

LOMBARD TOWN CENTRE
Budget Projections (Not including Spooktacular Income and Expenses)

REVENUE	CY2017 Budget	CY2017 1/1 to 6/30	CY2018 Budget
Village Grant	\$ 55,000	\$ 27,502	\$ 50,000
Foundations/Grants			\$ 1,500
Individuals	\$ 1,000	\$ 20	\$ 1,500
Membership	\$ 6,500	\$ 3,297	\$ 7,500
Promotions (Other)	\$ 5,000	\$ -	\$ 2,000
Other		\$ 93	\$ 3,200
Total Revenue	\$ 67,500	\$ 30,912	\$ 65,700
Percentage from Village	81.48%	88.97%	76.10%
EXPENSES	CY2017 Budget	CY2017 1/1 to 6/30	CY2018 Budget
Salaries/Taxes/Benefits	\$ 35,381	\$ 17,732	\$ 36,500
Consulting/Temp Staffing	\$ 10,000	\$ -	\$ 10,000
Supplies	\$ 850	\$ 139	\$ 650
Telecommunication	\$ 1,500	\$ 827	\$ 1,600
Rent	\$ 7,800	\$ 4,550	\$ 7,800
Printing and Postage	\$ 250	\$ -	\$ 250
Equipment /Main	\$ 500	\$ 188	\$ 500
Insurance	\$ 1,485	\$ 1,384	\$ 1,600
Donor /Volunteer Cultivation	\$ 500	\$ 224	\$ 500
Depreciation		-	-
Technology	\$ 600	\$ 487	\$ 1,100
Marketing and Branding	\$ 2,000	\$ 276	\$ 2,000
Audit	\$ 3,800		\$ 3,800
Staff Development	\$ 500	\$ -	\$ 1,800
Other	\$ 1,150	\$ 1,034	\$ 1,400
Promotion-Other	\$ -	\$ 110	\$ 2,000
Sub-Total Expenses	\$ 66,316	\$ 26,951	\$ 71,500
TOTAL REVENUE	\$ 67,500	\$ 30,912	\$ 65,700
TOTAL EXPENSES	\$ 66,316	\$ 26,951	\$ 71,500
TOTAL NET	\$ 1,184	\$ 3,961	\$ (5,800)



Date: August 7, 2017

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

From: Lombard Town Centre Executive Director, Stephanie Schiszik

Re: 2018 Lombard Town Centre Request for Funding
(January 1, 2018-December 31, 2018)
Executive Summary

Dear Committee Members, Trustees and Village Staff:

Once again, thank you for your continued support of Lombard Town Centre and our historic downtown.

The following is an addendum to the request approved for submission by the Lombard Town Centre Board of Directors at the board meeting on Wednesday, July 26, 2017. The purpose of this Executive Summary is to provide additional specific details regarding accomplishments and measures of success as compared to metrics in the Strategic Plan. Only items that are completed and have specific, measurable metrics (attendance goals, dates, etc.) are included. This is to serve as a supplement to the Funding Request.

Goal 1: Raise awareness of the value and mission of Lombard Town Centre by building community

CY17 Metric	Accomplishment as of 7/31/17
Host open house; attendance goal: 20-40	Wine Walk (May); estimated attendance: 36
Annual meeting; attendance goal: 30-50	Attendance: 44
Increase presence on social media	45% increase in Facebook likes in 12 months

Goal 2: Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community

CY17 Metric	Accomplishment as of 7/31/17
Annually assess and review current staff	A policy for reviewing the Executive Director has been approved; annual review to be conducted in February, 2018

Goal 3: Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization

CY17 Metric	Accomplishment as of 7/31/17
Onboard four new board members	Two new members have joined the board
Increase volunteer participation by 10%	Active volunteer participation has increased 21%
Identify, vet and onboard 6-10 new committee members	There are 10 new, active volunteers participating in committees

Note: In the Strategic Plan, Goal 5 states that the revenue from Spooktacular Fall Festival will increase to \$18,000 for 2018. However, in the budget, that amount is \$20,000. As we have evaluated the income anticipated from this event, we have determined the amount in the Strategic Plan was too low, based on research into sponsorships, beer sales and participant attendance projections.

Please feel free to contact me if you have any questions or need additional information.

Thank you!

Sincerely,

Stephanie R. Schiszik,
Executive Director
Lombard Town Centre



Lombard Town Centre, 2 South Park, Suite 2C, Lombard, IL 60148
www.lombardtowncentre.org (630) 620-8063

LOMBARD TOWN CENTER STRATEGIC PLAN

Goals and Objectives CY2016-CY2019

Updated 1-31-2016

Goal: 1. Raise awareness of the value and mission of Lombard Town Centre by building community.					
OBJECTIVE	DELIVERABLE/METRI C CY16	YTD OUTCOME CY16	DELIVERABLE/METRI C CY17	DELIVERABLE/METRI C CY18	DELIVERABLE/METRI C CY19
Increase awareness of LTC's mission, vision, goals and objectives.	1. Promote community awareness of LTC Strategic plan and updates by providing quarterly posts on website, social media and in Purple Plans.	1. Strategic Plan completed June 2016. Presented to Village July 2016. Executive Summary completed October 2016. Posted publicly to social media, Purple plans and website in November 2016.	1. Host annual community open house to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 20-40.	1. Host annual community open house to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 30-50.	1. Host annual community open house to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 40-60.
		2. Included a "Lombard Town Centre Spotlight" in Purple Plans each week to highlight board of directors, volunteers, planning, and membership.	2. Host yearly LTC Annual Meeting to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 30-50.	2. Host yearly LTC Annual Meeting to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 50-60.	2. Host yearly LTC Annual Meeting to create greater understanding of LTC goals, opportunities, engagement. Attendance goal of 60-70.
			3. Promote community awareness of LTC Strategic plan and updates by providing quarterly posts on website, social media and in Purple Plans.	3. Promote community awareness of LTC Strategic plan and updates by providing quarterly posts on website, social media and in Purple Plans.	3. Promote community awareness of LTC Strategic plan and updates by providing quarterly posts on website, social media and in Purple Plans.
Ensure downtown business owners understand and are engaged in the mission and goals of LTC.	1. Engage weekly with local businesses within the designated downtown area parameters.	1. On a weekly basis met with a minimum of 6-8 local businesses. On a regular basis, emailed a "Business & Property Owner Update" with new policies, procedures and information about downtown.	1. Develop resource tools for businesses providing contact information for businesses when needs are outside of LTC's scope.	1. Distribute update resource list to businesses. Solicit feedback, and update as needed.	1. Distribute update resource list to businesses. Solicit feedback, and update as needed.
	2. Begin assessment of resources that are needed to support businesses. Create list of tools for needs outside of LTC's scope.	2. Identified resources and shared with specific businesses to help learn and grow.			
			2. Distribute resource list to businesses. Solicit feedback, and update as needed.		

Build the LTC brand through content marketing.	1. Seek out resources to assist with marketing plan development and implementation.	1. Engaged with six new volunteers with extensive marketing backgrounds.	1. Develop a marketing plan.	1. Assess and implement new opportunities for marketing and social media.
	2. Re-evaluate Purple Plans to determine how to reach a greater audience including topics and timing.	2. Purple Plans newsletter design and concept has been assessed and changes implemented-Completed July 2016.	2. Implement new Purple Plans website.	
	3. Develop a plan to increase social media to focus on downtown promotion.	3. Realigned content strategy to include more story based features. Covered over 45 business owners in 6 months. This change in strategy increased our social media reach by 40%.	3. Evaluate website and other communication tools.	
	4. Increase presence on social media including weekly posts to draw the community to the downtown with business and owner bios, fun facts, etc.	4. Facebook base currently at 1,920. Instagram at 378. Sent Purple Plans newsletter to 2,300 audience members weekly. Posted newsletter on social media and aligned Facebook posts with Purple Plans features.	4. Develop a plan to increase social media to focus on downtown promotion.	
			5. Increase presence on social media including weekly posts to draw the community to the downtown with business and owner bios, fun facts, etc.	

Goal 2: Operate Lombard Town Centre as a professional organization by ensuring transparency and appropriately representing the community.

OBJECTIVE	DELIVERABLE/METRIC C CY16	YTD OUTCOME CY16	DELIVERABLE/METRIC C CY17	DELIVERABLE/METRIC C CY18	DELIVERABLE/METRIC C CY19
Ensure non-profit best practices continue to be a priority.	1. Annually review all financial policies and best practices making updates as needed.	1. Policies and best practices were reviewed and updated.	1. Identify best system to contain all LTC records.	1. Annually review all financial policies and best practices making updates as needed.	1. Annually review all financial policies and best practices making updates as needed.
	2. Implement an easier budget reporting system.	2. Quickbooks and expenses linked to reporting categories to create an easier budget report.	2. Migrate all data into one system that contains all members and donors.		

				3. Annually review all financial policies and best practices making updates as needed.		
<p>Continue to partner with ECDC Chair and Village designees to inform and engage about LTC finances and accomplishments.</p> <p>Ensure organizational leadership is successful.</p> <p>Ensure all Village, NFP Illinois charity reports, 990's, audits and Main Street national reports, completed in a timely manner.</p>	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Monthly reports and quarterly presentations to Village Board of Trustees completed.	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.	1. Provide monthly outcome reports to ECDC Committee and Quarterly Outcome reports to village.
	1. Identify and implement a Governance Committee which will be responsible for all board and staff governance.	1. Governance Committee implemented as of August 2016.	1. Annually assess and review current staff.	1. Annually assess and review current staff.	1. Annually assess and review current staff.	1. Annually assess and review current staff.
	2. Identify with Interim Executive Director current and past job responsibilities, priorities, and quantify time and talent of need for position.	2. Job description created, position priorities set and hour of position determined. September 2016.	2. Develop succession plan.	2. Continue to build on succession plan.	2. Continue to build on succession plan.	2. Continue to build on succession plan.
	3. Create internal structure to position new Executive Director/Staff for success.	3. Governance Committee and new board structure implemented December 2016.	3. Provide support for Executive Director/staff that continues to create an environment of engagement and success.	3. Provide support for Executive Director/staff that continues to create an environment of engagement and success.	3. Provide support for Executive Director/staff that continues to create an environment of engagement and success.	3. Provide support for Executive Director/staff that continues to create an environment of engagement and success.
	4. Hire new staff as recommended by committee.	4. Job description created and to be posted January 2017.				
	1. Calendar all deadlines and file appropriate reports. Report to board in monthly reports as completed.	1. All appropriate deadlines and reports completed.	1. File all reports as required.	1. File all reports as required.	1. File all reports as required.	1. File all reports as required.
Goal 3. Grow the Board of Directors and the volunteer base by engaging individuals with experience that match the mission of the organization						
OBJECTIVE	DELIVERABLE/IMETRI C CY16	YTD OUTCOME CY16	DELIVERABLE/METRI C CY17	DELIVERABLE/METRI C CY18	DELIVERABLE/METRI C CY19	

Increase number of engaged board members.	1. Identify, vet and onboard 2 new board members.	1. In process (2 currently identified and being vetted.)	1. Identify, vet and onboard 4 new board members.	1. Identify, vet and onboard TBD new board members.	1. Identify, vet and onboard TBD new board members.
Increase the number of engaged LTC volunteers.	2. Create meaningful tasks for volunteer engagement through special events, special projects, committee roles, etc..	2. CY2016 Task completed through Spooktacular Committee (10 pp), Governance Committee (4 pp), Strategic Planning (11 pp) and	2. Create meaningful tasks for volunteer engagement through special events, special projects, committee roles, etc..	1. Increase volunteer participation by 5%.	1. Increase volunteer participation by 8%.
			3. Create volunteer manual and job descriptions.		
			4. Create volunteer communication tools.		
			5. Increase volunteer participation by 10%.		
	1. Increase number of Spooktacular Committee members by 20%.	1. Increased committee members by 50%.	1. Analyze current committee structure and update committee descriptions.	1. Identify, vet and onboard 2-3 new committee members	1. Identify, vet and onboard 2-3 new committee members
Increase LTC Committee Members.	2. Implement governance committee of 4 and recruit appropriate members.	2. Governance Committee implemented August 2016.	2. Assess need for additional committees. Recommend and implement changes.		
	3. Identify additional committee members.	3. Identified 14 potential committee members who are currently in the vetting process.	3. Identify, vet and onboard 6-10 new committee members.		
	1. Continue to work with Giving DuPage to recruit new in-office and event volunteers.	1. Worked with Giving DuPage to recruit Spooktacular volunteers.	1. Work with local universities/colleges to assess need for interns to assist with special projects. Goal 1-2 annually.	1. Work with local universities/colleges to assess need for interns to assist with special projects. Goal 1-2 annually.	1. Work with local universities/colleges to assess need for interns to assist with special projects. Goal 1-2 annually.
Increase professional volunteers.			2. Work with professional programs that provide retired workers specializing in fundraising, events, and marketing. Goal 1 annually.	2. Work with professional programs that provide retired workers specializing in fundraising, events, and marketing. Goal 1 annually.	2. Work with professional programs that provide retired workers specializing in fundraising, events, and marketing. Goal 1 annually.
			3. Utilize social media and volunteer sites to reach out to potential volunteers and board members.	3. Utilize social media and volunteer sites to reach out to potential volunteers and board members.	3. Utilize social media and volunteer sites to reach out to potential volunteers and board members.

			4. Continue to work with Giving DuPage or Volunteer Match to recruit new in-office and event volunteers.	4. Continue to work with Giving DuPage or Volunteer Match to recruit new in-office and event volunteers.	4. Continue to work with Giving DuPage or Volunteer Match to recruit new in-office and event volunteers.
Goal 4: Increase the foot-traffic in Lombard's T.I.F. district by promoting downtown events and the many dining, shopping and special services options.					
OBJECTIVE	DELIVERABLE/METRIC C CY16	YTD OUTCOME CY16	DELIVERABLE/METRIC C CY17	DELIVERABLE/METRIC C CY18	DELIVERABLE/METRIC C CY19
Create an atmosphere in the downtown to attract more traffic.	1. Promote downtown businesses during Cruise Nights, Viewing events, downtown Concerts,	1. All events were promoted on Social Media and in the Purple Plans newsletter. LTC Board members participated at each event in various ways. They shared information about Lombard Town Centre with guests, walked through the crowds passing out downtown area maps and event information while discussing business and answering questions.	1. Facilitate communication with businesses to promote "group events" to draw more people to the downtown. LTC will convene the businesses and assist in promoting the event. Convene first meeting by January 2017.	1. Host 3 business run events and LTC promoted events annually.	1. Host 3 business run events and LTC promoted events annually.
	2. Promote downtown businesses during Spooktacular event and all LTC events.	2. Provided all downtown area businesses not located on St. Charles the opportunity to sponsor a booth or table at the event. Highlighted downtown businesses in Purple Plans special Spooktacular Edition and on social media.	2. Promote downtown businesses during Spooktacular event and all LTC events.	2. Promote downtown businesses during Spooktacular event and all LTC events.	2. Promote downtown businesses during Spooktacular event and all LTC events.
	3. Work with businesses to create engagement around Small Business Saturday.	3. Promoted Small business Saturday by handing out SBS tote bags to business owners for customer use, designing two banners celebrating small businesses which hung in the downtown area and on Main Street. Shared business specials and stories in Purple Plans and on social media.	3. Work with businesses to create engagement around Small Business Saturday.	3. Work with businesses to create engagement around Small Business Saturday.	3. Work with businesses to create engagement around Small Business Saturday.

				4. Improve the aesthetics in the downtown as specified in the Lombard Revitalization Guidebook. The LTC design committee will set specific goals and strategies.	4. LTC design committee will set specific goals in coordination with the Lombard Revitalization Guidebook.	4. LTC design committee will set specific goals in coordination with the Lombard Revitalization Guidebook.
	4. Partner with Jingle Bell Jubilee committee to determine the theme and outcomes for the event.	4. Worked with local businesses to serve as store front stage for The Dance Centre's Nutcracker. Promoted to the public via postcards, FB, Purple Plans and JBJ partnerships. LTC staff and volunteer managed the Trolley and shared information about downtown Lombard during looped rides.		5. Partner with Jingle Bell Jubilee committee to determine the theme and outcomes for the event.	5. Partner with Jingle Bell Jubilee committee to determine the theme and outcomes for the event.	
Develop an innovative program to attract individuals and families that brings fun to the downtown.	1. Assess feasibility of an app that will promote downtown businesses.	1. Assess feasibility of an app that will promote downtown businesses.	1. Defer goal to 2017.	1. Assess feasibility of an app that will promote downtown businesses.	1. Assess feasibility of an app that will promote downtown businesses.	1. Assess feasibility of an app that will promote downtown businesses.
	2. Engage community by hosting outdoor viewing events.	2. Hosted events July 16th Family Outdoor Movie (200). October 20, Bears vs Packers game (30.)		2. Engage community by hosting outdoor viewing events.	2. Engage community by hosting outdoor viewing events.	2. Engage community by hosting outdoor viewing events.
	3. Develop proposal for Lombard Village Grant for either a Fall Festival in 2017	3. Proposal was submitted in December 2016.		3. Assess potential for a scavenger hunt program (hidden sculptures or items to search for on St. Charles Rd. and Main Street) to create excitement in the downtown.	3. Work with LTC businesses to raise promotion and increase downtown business transactions involving daily Metra commuters.	
Continue to prioritize building strong relationships with	1. Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard.	1. Had weekly check-ins with Village Staff. Fielded calls from property owners and businesses providing updates on lease and ownership status. Continue to keep on top of new opportunities.		1. Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard.	1. Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard.	1. Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard.

<p>current property and business owners and bringing in new businesses for an ultimate goal of 100% occupancy .</p>	<p>2. Maintain, support and partner with the downtown businesses holding weekly "check-ins" to continue to identify needs and provide on-going support for businesses.</p>	<p>2. On a weekly basis met with a minimum of 6-8 local businesses. Listened to concerns, created a list of needs and marketing/promotion opportunities. Of the downtown area business LTC currently supports, 42% were engaged in 2016.</p>	<p>2. Maintain, support and partner with the downtown businesses holding weekly "check-ins" to continue to identify needs and provide on-going support for businesses.</p>	<p>2. Maintain, support and partner with the downtown businesses holding weekly "check-ins" to continue to identify needs and provide on-going support for businesses.</p>	<p>2. Maintain, support and partner with the downtown businesses holding weekly "check-ins" to continue to identify needs and provide on-going support for businesses.</p>
<p>Goal 5: Become a self-sustaining organization through increasing membership revenue, growing special events and seeking corporate and foundation support.</p>					
<p>OBJECTIVE</p>	<p>DELIVERABLE/METRIC CY16</p>	<p>YTD OUTCOME CY16</p>	<p>DELIVERABLE/METRIC CY17</p>	<p>DELIVERABLE/METRIC CY18</p>	<p>DELIVERABLE/METRIC CY19</p>
<p>Increase membership of businesses and individuals to create greater engagement with LTC and with the downtown.</p>	<p>1. Increase membership by 5 percent</p>	<p>1. Increased membership by 33%. Added 22 new business members between July - December 2016.</p>	<p>1. Assess and implement membership program for businesses and individuals and implement ways to attract more members.</p>	<p>1. Increase membership by 11 percent</p>	<p>1. Increase membership by 12 percent</p>
<p>Increase signature event (Spooktacular) participation and revenue to create greater engagement and revenue.</p>	<p>1. Build on LTC's Signature Event by annually increasing event size through audience participation, community partners, and sponsorships.</p>	<p>1. 4,500 attendees, 80 volunteers, • 22 Organizations & Local Business Booths • 18 Art & Craft Booths • 10 Prairie Food Co-op Vendor/Game/Music Booths • 10 Attractions • 2 Food Booths</p>	<p>1. Increase event revenue to \$15K.</p>	<p>1. Increase event revenue to \$18K.</p>	<p>1. Increase event revenue to \$20K.</p>
<p>Identify Grant and Foundation opportunities.</p>	<p>2. Achieve event revenue goal of \$12K.</p>	<p>2. Gross revenue: \$9,902.70 In-kind donation: \$4,250</p>	<p>1. Identify local family foundations loyal to Lombard and the western suburbs that will support LTC.</p>	<p>1. Develop relationships with family foundations with a goal of achieving \$1000 in revenue</p>	<p>1. Develop relationships with family foundations with a goal of achieving \$1000 in revenue</p>

Identify new revenue generating opportunities.	1. Participate in partnership events to raise revenue for LTC.	1. Participated in Art & Craft Fair, Ale Fest, Cruise Nights and Jingle Bell Jubilee. Partnered with producing organizations to help promote the events.	1. Continue partnership events with same expected revenue of \$4-\$5K	1. Continue partnership events with same expected revenue of \$4-\$5K
	2. Assess current funding opportunities.	2. Added Bears Raffle sponsored by Board of Directors. Revenue: \$522	2. Add an annual funding event to provide organizational sustainability with a long-term goal of \$10K-\$15K. First year goal of \$5K.	2. Continue to grow Summer Fest by TBD.
	3. Research special taxing districts used by other downtown organizations.	3. Defer goal to 2017.	3. Research special taxing districts used by other downtown organizations.	



BOARD OF DIRECTORS

CHRIS CHOLEWA, BOARD PRESIDENT



Chris is the President & CEO of Affinium Services LLC, a consulting company assisting nonprofits and small businesses in achieving successful and sustainable outcomes. Chris's background includes over 25 years in the nonprofit sector with more than a decade of program experience and management and over 20 years of leadership, fund development, planning, marketing, and board development and training. Chris has served in leadership roles for national and local nonprofits including the American Brain Tumor Association, Sharing Connections, and the Crohn's and Colitis Foundation. Chris was one of the original board members when LTC began 11 years ago, and is honored to have been elected back to the board 2 years ago. Chris has resided in Lombard with her son Jacob for the past 18 years. She is a passionate leader who is committed to using her experience to further the mission of Lombard Town Centre and the community.

RACHAEL REAL, VICE-PRESIDENT & EVENT COMMITTEE CHAIR

Rachael is a full-time licensed and lead agent of The Real Team at Keller Williams Premiere Properties and has worked in Lombard and the surrounding communities since 2005. Prior to working in real estate, Rachael worked in sales and marketing for a major industrial supply company, as well as retail management. Rachael believes in providing the best customer experience possible and takes great pride in creating long lasting relationships with her clients and brings those beliefs to LTC. Rachael lives in Lombard with her husband, two sons and rescued yellow Labrador. She also enjoys renovating homes, and has renovated several over the past 22 years.



LYNNE MAGNAVITE, VICE-PRESIDENT & MEMBERSHIP COMMITTEE CHAIR

Lynne is the President and CEO of Lynne Magnavite Consulting with a background in training and development, meeting planning, and communications. For the last 11 years, she served as the Senior Director, Education for The Institute of Real Estate Management. Lynne has taught public speaking at Loyola University, Chicago and coaches individuals and groups to build confidence when interacting with customers, peers, vendors and teams. Since 2010 Lynne served as a Lombard Town Centre board member and most recently as the Interim Executive Director. Lynne is excited to transition from her role as Interim Director and to serve on the Lombard Town Centre board and give back to the community she loves.



SARA DRAKE, SECRETARY & PROMOTIONS COMMITTEE CHAIR

Sara is the Marketing Manager at the Advanced Group with nearly a decade of traditional marketing experience with a focus on branding. Sara oversees the non-digital marketing efforts for four brands with responsibilities including collateral, event management, and public relations. Prior to joining Advanced, Sara started the marketing department at ARCO/Murray, and successfully managed the company's rebranding effort. Sara has four years of association management experience, including responsibilities for membership, event management, association communications and website management, as well as advising the board of directors. Sara holds a Bachelor of Science in Management, Organizational Leadership from Illinois State University. Sara lives in Lombard and enjoys decorating her new home.



PATRICK CASEY, DIRECTOR & GOVERNANCE COMMITTEE CHAIR

Pat is Vice President, Fleet Management with TTX Company. He is responsible for the planning, acquisition and management for the Company's fleet of over 220,000 freight railcars. Pat joined TTX in 2000 as Director, Forecasting and Planning. He was named Assistant Vice President, Forecasting and Planning in 2005 and assumed his current responsibilities in 2007. Pat holds a bachelor's degree in economics from Towson University and a master's degree in economics, from the University of Delaware. He also earned the Certified Business Economist™ designation from the National Association for Business Economics. Pat moved to Lombard in 2000 with his wife and 3 children. Pat has also served on the board of directors for Sacred Heart School of Lombard, Towson University Alumni Association, University of Denver Transportation Institute and the Railway Supply Institute.



BARB HENEGHAN, DIRECTOR & EVENT PARTNER COMMITTEE CHAIR

Barb is retired after a 30-year career at UPS. Barb's career has been focused on outstanding customer service and working to build relationships. She was recognized for her exemplary contributions to UPS including Employee of the Year. She spends her time volunteering so she can give back to the community. Barb has lived in Lombard for more than 25 years and is a resident of the downtown. Barb raised her 2 children in Lombard and now enjoys spending time with her 2 grandchildren in the downtown as she watches the town grow. Barb shares her time and talent with LTC because she loves the small-town atmosphere and enjoys being part of a community that cares.



WAYNE KANKOVSKY, DIRECTOR & DESIGN COMMITTEE CHAIR

Wayne is a Building Consultant with US Inspect. He is responsible for examining buildings to make sure they conform with the building code and are safe for use. He is Illinois licensed for Radon Measurement & Wood Destroying Insect inspections. Wayne has an extensive background in technology including hardware and software installations and maintenance, technical and operation support, and custom programming. He has been the LTC downtown WiFi Coordinator for the past 6 years. Wayne is very active in the community and has participated on many community boards and committees including Kiwanis, Helen M. Plum Memorial Library, Lombard Park District, Lombard YMCA and School District #44 and #87. Wayne lives in Lombard with his wife and daughter and has been a resident of Lombard for 34 years. He enjoys performing on Trombone with the Lewis University Community Jazz Ensemble and Freenotes, Inc., singing with classical music choruses.



ROCHELLE POKORN, DIRECTOR & ECONOMIC DEVELOPMENT COMMITTEE CHAIR

Rochelle is the President of Fairy Tales, Inc. a store specializing in unique collectables and gifts since 1992, with a store in downtown Lombard since 1993. Rochelle has taken an active role in the growth of the downtown participating in events and adding innovative ways to bring people to the downtown. Fairy Tales and the Pokorn Family believe in philanthropy and annually host a fundraiser with funds designated to a nonprofit. Some of the organizations to date have been the AIDS Foundation, Children's Memorial Hospital, Susan G. Komen of Chicago, and Saving Tiny Hearts raising in total more than \$250,000. Rochelle has lived in Lombard since 1991 with her husband and 4 children. Last year she became an ordained minister so she could reside over a friend's wedding.



LIVE*WORK*PLAY *Purple*