



MEMORANDUM

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

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

DATE: August 8, 2016

SUBJECT: Lombard Town Centre

Following up on the July ECDC meeting, Lombard Town Centre (LTC) has provided supplemental information on their current visioning effort. These documents will help the ECDC understand their current and projected actions.

Recommendation

The ECDC should review the materials provided by LTC. No formal action is being sought. However, at the September 12, 2016 meeting the ECDC will be asked to provide a recommendation vote on LTC 2017 funding.



MEMO

To: Economic Community Development Committee

From: Chris Cholewa, Lombard Town Centre Board of Directors President, Lombard Town Centre Board of Directors, and Interim Executive Director Lynne Magnavite

Subject: Lombard Town Centre Updates

Date: August 2, 2016

2016/2017 Lombard Town Centre High Level Goals

Operational and Strategic Goals

- Identify and implement a Personnel Committee (July 2016-completed) which will recommend position roles and responsibilities, staff skills needed for role, how to achieve position goals with limited resources, and serve Executive Director search committee (In process)
- Identify with Interim Executive Director current and past job responsibilities, set priorities, and quantify time and talent of need for position (September 2016)
- Create internal structure to position new Executive Director for success including identifying and implementing protocols and procedures (October 2016), determine priorities, and increase volunteer base for office support (March 2017)
- Implement communication plan to make LTC Strategic Plan public creating excitement and engagement for all audiences (September 2016)
- **Identify goals and objectives 2017-2019 with realistic and achievable outcome measures. Goals will be based on strategic plan, staffing, and volunteer capabilities. (December 2016)**

Promotion and Revenue Generation

- **Identify and implement sustainable revenue sources which act in a dual role by promoting downtown businesses**
 - **Cruise Nights/American English Event/August 27, 2016-** LTC will focus on the promotion of the downtown and businesses. Innovative ways are being developed to engage businesses and create excitement by carrying the theme through the downtown i.e. theme food, drink specials, window decorating, etc. LTC representatives will be on site passing out downtown maps of locations of businesses and sharing options of evening specials and other opportunities. (August 27, 2016) This will be an annual event
 - **Spooktacular/ October 16, 2016-** Identify and implement engaged committee and sub-committees for October 2016 Spooktacular event (Completed-May 2016). Priorities include business engagement and promotion, community engagement (including surrounding communities), revenue generation through

participation and sponsorship. The goal is continued annual growth for businesses, community and revenue (October 16, 2016) This is LTC's annual signature event.

- **Bears Versus Packers Viewing Event/October 20, 2016-** Engage community in downtown family event while promoting businesses and generating revenue through sponsorships and a raffle. (October 20, 2016) This is an annual viewing event.
- **Lombard Summerfest/June 2017-** LTC has identified committee members and is assessing all of the needs for a large event to take place in the downtown. (In process) The goal is for this to be a second LTC annual signature event.

Increase Engagement

- Determine what resources are needed to support businesses and create a list of what is inside and outside the scope of LTC. Develop resource tools for businesses both inside and outside of scope. (TBD)
- Maintain, support and partner with the downtown businesses holding weekly "check-ins" to continue to identify needs and provide on-going support for businesses. (ongoing)
- Continue to work with property owners and outside resources to engage potential new businesses and bring new opportunities to downtown Lombard (ongoing)
- Identify, vet and onboard new board members, committee members, and volunteers. (2 board members by December 31, 2016, 4 committee members by December 2016)

Marketing and Communication

- Develop marketing plan and identify resources for implementation (TBD)
- Research viability of mobile app for downtown to increase business and support marketing (TBD)
- Coordinate events with downtown businesses offering opportunities to expand visibility, create excitement, and promote foot traffic. (ongoing)
- Send weekly e-news promoting downtown businesses and events with a focus on community engagement and increasing visibility (on-going)
- Utilize social media to promote downtown businesses and create excitement and increase engagement by posting more than weekly creative information (ongoing)

July ECDC Meeting Memo Nine Point Follow-Up

1. Completion of Strategic Planning Effort

July ECDC Meeting LTC Response: All action items would be assigned to the LTC Executive Director.

August 2016 LTC Additional Response: With a single part-time Staff member, all action items ultimately fall to the LTC Executive Director. That said, there is no expectation that

all work will be done by the ED. While many items are specifically related to LTC Staff, the ED, and Board, will oversee volunteer engagement, partner relations, consultant engagements, and any other items that require delegation. LTC is very dependent on its volunteers, and is focused on engaging them in a much more empowering fashion to ensure success of its strategies and Mission.

2. Alignment of Planning Effort with Initial Scope of Work

July ECDC Meeting LTC Response: Mr. Saxe said the planning effort changed over the six months and the LTC Board had critical eyes throughout the process.

August 2016 LTC Additional Response: In reviewing the initial Scope of Work with the outcomes, all the documented tasks were completed. Meetings were held with all appropriate Stakeholders, and their feedback was incorporated into the Plan. The Board was heavily involved in the crafting of the Plan. All believe these strategies are the best way to grow and sustain LTC.

3. Alignment of Overall Mission and Stated Future Goals

July ECDC Meeting LTC Response: Mr. Bennett said he felt the plan lacked a marketing component. Mr. Saxe said there is no formal marketing plan in the document since this is a strategy document.

August 2016 LTC Additional Response: As discussed in the July meeting, while Marketing strategies are certainly part of the Plan, a comprehensive Marketing Plan has yet to be developed. At this early stage of execution, it is premature to build. However, there are short-term Marketing strategies already in place. We believe the supporting documentation provided addresses these issues, and we are happy to discuss in further detail with Mr. Bennett and anyone else from the ECDC or the Village.

4. Alignment with Main Street Objectives

July ECDC Meeting LTC Response: Mr. Saxe said overall the LTC vision aligned with Main Street.

August 2016 LTC Additional Response: The crux of our Mission still focuses around the promotion and preservation of Lombard's Historic Downtown. While this overarching statement keeps us very aligned with the Main Street guidelines, the detailed strategies LTC has approved are very focused on the specifics of Lombard. While we will always remain true to aspects of the Main Street guidelines, our focus must be on what is best for the Historic Downtown of Lombard, its businesses, residents, and visitors.

5. Alignment with TIF Requirements

July ECDC Meeting LTC Response: Ms. Ganser said this point is important as LTC receives funding from the Downtown TIF and state statute mandates what is a TIF eligible expense. Mr. Saxe said the TIF is not addressed in the strategic plan, but will be in an operational plan and that LTC works on TIF eligible expenses.

August 2016 LTC Additional Response: We fully recognize the importance of the TIF funding, the accounting required to ensure proper utilization, and the legal and statute mandates related to its disbursement. While the Plan does not specifically address TIF, the operational plan focuses on tracking income, expenses, time, resources, by source.

ALL TIF funds will be used within the TIF as mandated. LTC will keep detailed records to ensure compliance and provide reporting to the Village.

6. Special Events

July ECDC Meeting LTC Response: The ECDC discussed the proposed summer event and did not have concerns about LTC hosting a new event.

August 2016 LTC Additional Response: LTC appreciates the confidence and trust of the ECDC and its members. We look forward to working with you and your peers within the Village to ensure a successful new event.

7. Measurements of Accomplishment

July ECDC Meeting LTC Response: The ECDC said this was discussed in the first point.

August 2016 LTC Additional Response: As discussed in our follow-up documentation, we are developing matrices to track our successes and opportunities for improvement. While many of these will be used internally by LTC, many will be reported to the Village in our monthly and annual reports.

8. Tasks that Led to Plan

July ECDC Meeting LTC Response: was incorporated into the strategic plan.

August 2016 LTC Additional Response: LTC would like to specifically thank Trustee Johnston and Trustee Whittington for their involvement during the Strategic Planning process. The time spent with LTC did not go unnoticed by the Board or its Consultant. They have been not only an effective conduit to the Village, but their insight and input helped LTC determine the best strategies for an effective partnership.

9. Funding Request

July ECDC Meeting LTC Response: Ms. Ganser the funding would be discussed and voted on at the August ECDC meeting.

August 2016 LTC Additional Response: We believe we have supplied comprehensive documentation in support of our funding request, and look forward to our discussion prior to the August ECDC meeting. Please feel free to reach out to board chair Chris Cholewa as she is happy to meet with you to discuss any questions about Lombard Town Centre. We are partners in creating a prospering sustainable downtown.