



Strategic Plan - Executive Summary

Lombard Town Centre (LTC) was founded in 2005. Our start was as a small grassroots, Main Street, organization with fundraising and operations shaped by our founding members and the perceived needs of the Village.

Mission Statement: *Lombard Town Centre is dedicated to preserving and promoting our historic downtown as the heart of Lombard and a vibrant commercial destination.*

Vision Statement: *The vision of Lombard Town Centre is 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.*

We dedicate ourselves to:

- *Enhancing a 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.*
- *Educating and assisting property and business owners regarding possible design enhancements to existing structures that would improve the esthetic value of our downtown.*
- *Creating a maintaining a positive and cooperative working relationship with downtown merchants and being a resource for them; fostering collaboration and facilitating engagement with other interested parties.*
- *Continuing our strong relationship with the Village of Lombard elected officials, staff and committees, and other community organizations.*
- *Recruiting a strong membership and volunteer base, committed to the core values of Lombard Town Centre and Illinois Main Street*

LTC achieves this through our relationships with businesses, residents, and Village officials, by communicating among these various groups, promoting to neighboring communities, and by hosting events that raise revenue and awareness.

As a community based organization, we receive the majority of our funding through the Village via the downtown TIF. Recently, funds have been split between the TIF and the Village Hotel/Visitors tax.

While this funding has enabled LTC to achieve our goals over the past 11 years, it is imperative for us to become sustainable beyond Village/TIF funding. Since our inception, the downtown has grown significantly in terms of decreased vacancy, increased foot traffic, number of events, increased interest in the downtown, and the overall perception of the area.

As the needs of the community evolve, and the downtown continues to prosper, LTC has re-evaluated our role to determine the best ways to satisfy the needs of community.





After a thorough planning process, resident and business feedback, and ongoing conversations with the Village, LTC has determined that relationship building, communication, and targeted events allow us the best opportunity to not only promote and preserve the downtown, but to be a valuable resource to the businesses who operate there.

Our plan includes growth in businesses, events and revenue; all while strengthening our organizational skills and reach. Rather than trying to be ‘everything to everyone’, our focus is targeted on what is needed downtown and growing bigger and better events rather than trying to do more. The key to all of this is communication, not just in the improvement of the Purple Plans, but by the Executive Director and Board Members, all who are committed to engagement within the community.

The ED and Board, however, are not enough. LTC is taking steps to strategically grow their Volunteer base, through defined roles, responsibilities, and time considerations. Beyond volunteer engagement, LTC is also evaluating strategic partnerships and alliances with organizations that share a mutual interest in the historic downtown. It is together that downtown Lombard with thrive, and Lombard Town Centre is determined to be the catalyst for positive change.

While it may seem simple, there is complexity in this plan, and many moving parts. To make strategic changes, enhance communications, grow events, and be deeply involved in the community take both time and money. LTC is committing to all of these, along with becoming less dependent on Village funding. Over the next several years, LTC will decrease our funding request to the Village and increase our funding from outside sources. This allows LTC to be sustainable beyond the life of the TIF and to be less dependent on the Village over the long term. In the short-term, however, we look to the Village of Lombard to commit and fund LTC in order to continue promoting downtown, as well as strategically shifting to our new model. LTC appreciates our longstanding partnership with the Village, and our relationship within the community. Together, we are making downtown Lombard a vibrant commercial destination for shopping and dining