

David Lothspeich

From: Jmm1359@aol.com
Sent: Wednesday, March 03, 2010 5:38 PM
To: jmaguire@longgrove.org
Subject: Long Grove Partners Board Memo

3/3/2010
LGBCP Board Members,

We need to fill you in on recent discussions at the Village Board level. In the Village's budgeting process for their fiscal year that begins in May, they have tentatively penciled in a reduction of their annual contribution to LGBCP from \$50,000 down to possibly \$40,000.

The budget isn't final yet, but if we need to offer a case for keeping the annual 50K amount, we have to speak up this week.

Our fiscal year runs from January-December, and in our budget the \$50,000 amount was figured (typically received in June-July). Our approved budget already showed a 29K shortfall, as we conservatively projected revenues based on last year. But we accepted that budget with the optimism that we will earn more through events and the understanding that our spending is monitored throughout the year to modify as needed. Which we have done well. But we are always in a crucial cash-flow time period right now, with only Chocolate Fest revenues to support us until the Village and SSA revenues begin to arrive in June-July.

The Village Board is in the same position many organizations are, trying to balance their efforts with today's financial realities. Some Board Members voiced opinions that we should not be reduced at all (or increased!), others favored a more gradual reduction that we could have time to plan for.

The next and possibly last Village Board public hearing on the budget is next Tuesday, March 9th, 7:00 PM at Village Hall. To voice our opinions on our funding, we urge you, as Board Members to speak with individual Village Board Members before then, or attend the meeting to speak on behalf of Long Grove Partners.

Talking points would be:

- The LGBCP exists primarily to drive business sales, generating SALES TAX REVENUE for the Village of Long Grove's general revenue.
- Retail experts advise that economic downturns are the worst time to reduce spending on promotions, marketing, consumer outreach and technology upgrades. To remain competitive we have to increase all of those efforts this year.
- Businesses in Long Grove are depending on our organization now, more than in a typical economy. Without our program fully functioning, we could lose more good operators and see more vacancies.
- This reduction would take our stable funding base from \$215K down to \$205K to

cover overhead, operations, staff, committee projects & community outreach (\$165K SSA + \$50K Village). All other revenues come from festivals, memberships & coop advertising, which will all be difficult to match or exceed expectations this year.

- We did not have a chance to contemplate this reduction during our budgeting process in October-November, so work plans and projects would have to be re-evaluated.
- A gradual reduction next FY would be easier to plan for, if necessary.
- The original intent of the was for the Village grant and LGBCP SSA to merge funding continually, to maintain a partnership that would enhance to the business community, improve property values and Long Grove's image for its residents.
- We gratefully acknowledge the Village's focus and investment in planning, infrastructure, Archer improvements and increased services to help the commercial districts Village-wide. We truly appreciate the progress of the last 4-5 years. That is community "investment"...

But to maximize those investments, the LGBCP provides the continuing "operations" necessary to make the improvements worthwhile. Long Grove needs a fully-functioning program to keep the business community active and visible in the eyes of the paying customer, who ultimately pays our way, and keeps revenues flowing to the Village.

Please contact me, Peg Ball or Executive Committee members with other thoughts or approaches to consider.

Thanks,
John

John Maguire

Director - Community Development
Long Grove Business & Community Partners
307 Old McHenry Road
Long Grove, IL 60047
Office: 847-716-0902
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David Lothspeich

From: Long Grove Business & Community Partners [infocenter@longgrove.org]
Sent: Thursday, February 25, 2010 3:38 PM
To: David Lothspeich
Subject: The Long Grove Business Insider (Newsbriefs)

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The Long Grove Business Insider

Newsbriefs for Members of Long Grove Business & Community Partners,

Neighbors, Officials and Associates

in this issue

WELCOME TO OUR NEW LOOK  
ICE MELTIN'S BLUES  
LONG GROVE'S WORLD TOUR  
FARMERS MARKET

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WELCOME to our new look & delivery system for the occasional "Newsbriefs" we issue to those "Insiders" who work with our Long Grove Business and Community Partners organization. Here we try to communicate all the news, meeting & event details, marketing opportunities, local developments & issues and more.

We'll keep this distribution list as current as we can, but we'll need your help to notify us of address changes or additions. If you have additional team members who would benefit from the topics we discuss, we can send this directly to them too. Just contact the Visitors Center (847) 634-0888 or infocenter@longgrove.org [mailto:infocenter@longgrove.org] .

NOTE! This is our first test of our email format. Please call us if it comes across in a bad way or if you encounter problems in opening it.

2010 Overview

- With a fresh start to a new year, and the urgency to drive business issues to the forefront in this difficult economy The Long Grove Partners have been aggressively analyzing operations, tactics and budgets for 2010. Membership and committee meetings have narrowed our priorities to tasks we can accomplish this year and efforts with the highest impact.

We can't fix the world around us, as lifestyles and business realities evolve. What we CAN DO, is to work together to improve conditions locally for business, keep our name and activities visible to consumers and when they do visit, always be ready to greet them with service, value and a memorable experience.

Each of our committees is taking action steps for the short-term, to adjust budgets and work plans. We'll have much more news in the days ahead about new efforts.

HOURS OF OPERATION

The one issue that will continue to be debated until we take action, are the daily hours of operation that we are open, and are accessible to the public. Business conditions as they are, we need to take every action possible to attract people to Long Grove. Nationally, 70%-80% of all retail sales occur after 6:00 PM or on weekends. Until we change our 10-5 work day, we will continue to lose out on customers

are unable to shop at their prime times. Two-income families and different lifestyles leave little room for weekday, midday shopping, as we have seen for the past few years.

A proposal on the table is to begin new hours of operation on May 1st - Chocolate Fest weekend, (daylight is longer) and continue through the end of the year.

- Monday thru Saturday 10 AM - 7 PM and Sundays, 10-5

We know this would affect business owner's lifestyles, overhead and labor costs. But at some point we have to take the plunge, to begin changing customer's perceptions that we shut down before they can get here, especially nearby residents. Our restaurants are good attractions, seven nights a week, that we could gain more customers from.

But to accomplish this, we would need a majority of businesses to willingly commit to this plan, so that we can promote it widely, with confidence. If guests arrive between 5-7 PM and more stores are closed than open, they'll never come back.

Whether we start these hours, May 1st, September 1st or May 1st 2011, we have to make a group decision to live by those guidelines. Customers can't be trained overnight. It may take many lonely hours and commitment to shift perceptions. But if we're not here to serve at our customers' convenience, why are we here?

The LGBCP Board will be seeking input over the next couple of weeks, so please weigh in before our monthly Board Meeting 3/16, by calling Peg Ball (847)634-9322 or other Board Member.

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ICE MELTIN' BLUES MARCH 27-28

For the 2nd Year we're hosting this event, designed to offer some LIVE blues music in various indoor locations throughout the district, driving visitors to circulate between multiple venues. We'll be promoting this event and Long Grove in general on WXRT Radio during March, and other marketing modes.

Please contact us TODAY if you would like to participate:

\_\_\_\_\_ Host live music inside your store on Saturday, 3/27 and/or Sunday, 3/28. (you book & pay the performers, or we can help find affordable talent for your price)

\_\_\_\_\_ Contribute \$100 towards the marketing of the Ice Meltin' Blues and we can include you on many of the print, online & onsite materials.

\_\_\_\_\_ Offer a "Blues" special item, music related incentive or activity on your business that weekend  
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Long Grove's World Tour- International Showcase

All of Labor Day Weekend 2010

The concept of hosting music, dancing, food & drink from all the cultures represented in Long Grove businesses has been proposed for Labor Day Weekend (Sept.4-5-6). These activities would be sponsored, arranged and hosted by individual business, and then marketed under a common Long Grove banner. To include this in our calendar and publications,

we need assurances that enough businesses will participate, to make it worthwhile event for our guests to visit. To discuss ideas or to commit to hosting some form of themed activity, please contact us now. We need to have details in place by May 1st, to accurately plan and promote for Labor weekend.

Farmers Market - Sundays, June-October

See the following flyer from Mary Ann at The Village Tavern, and call to become a participating business. (Preference is for LG businesses to benefit the most!)
. Please respond quickly, as planning for this year is moving ahead.

FYI...

Ma & Pa'scandy has not moved. Though Bella Donna opened where Crock & Block was, we want to assure neighbors and customers that Ma & Pa's is still in place as they have been for many years. Stop in and get some of the old world treats they offer

and we all love.

2010 VISITORS GUIDES will be delivered soon. Any last minute changes to locations or business details need to be sent to the Visitors Center TODAY!!!

Expert Links:

Constant Contact - Several businesses (plus LGBCP) are now using email newsletters & bulletins to stay in touch with their best customers, mailing lists and the public. It is a simple, user-friendly, very affordable way to promote your services and products. We hope to schedule a workshop in town with the company soon, for some hands-on instruction. But we encourage everyone to check out this system at www.constantcontact.com

[http://r20.rs6.net/tn.jsp?et=1103031527137&s=421&e=001U8WzJS9uU9Zid57zF8OMeBOcqALg06jkDAYxPAgyVAVPHBq0nh91JDWluKWOK1Tjiiqi9NDYEDj1CCFgNdruI_EF0C-J8I4bFo-YJQFE9Tvhm6LGB04pizwNCLAmUdLb]

Destination Development, Inc. - A company that has offered sound advice for years has just launched a new website that speaks to many of our issues: www.DestinationDevelopment.com

[http://r20.rs6.net/tn.jsp?et=1103031527137&s=421&e=001U8WzJS9uU9ZCFEBzXAvsx_zrVKUc_1vQ-BcAjv73SXSk80KXvciA9XTDXsylv4cj_7oErE84nKB1C0qIU5JRMHW-TWmCp9G1r9z76ectD6WdJhayizVUKmxQ7AbjAWg7]

DDI Principal Roger Brooks speaks to our tourism and downtown management associations and is right-on some of our most pressing issues (hours! signs!)

Upcoming Dates

Friday, Feb 26 Festival Meeting w/Star Events - 8:30am @ LGBCP Office
Friday, March 12 Festival Meeting w/Star Events - 8:30am @ LGBCP Office
Tuesday, March 16 Board of Directors Meeting - 5:15 pm @ Village Hall
March 27-28 Ice Meltin' Blues

2010 Calendar of Events

(subject to approvals and participation)

ICE MELTIN' BLUES	MARCH 27-28
CHOCOLATE FEST	APRIL 3, MAY 1-2
SUNDAY FARMER'S MARKET	JUNE-OCTOBER
PORSCHE CLUB CONCOURS	JUNE 20
STRAWBERRY FEST	JUNE 25-26-27
"DRIVE IN" CAR SHOW EVENT (concept)	TBA - LATE JULY
"GREAT TASTES" FINE ARTS FEST	AUG.14-15
"WORLD TOUR" INTERNATIONAL SHOWCASE	SEPT. 4-5-6
ROTARY CLUB'S HERITAGE 5K RUN & WALK	SEPT. 11
APPLE FEST	OCTOBER 1-2-3
OKTOBERFEST	OCTOBER 16-17
HOLIDAY PREVIEW WINE WALK	NOVEMBER 13
TURKEY TROT 5K RUN	NOVEMBER 25

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Name

2010 Officers & Staff

Title

Phone

Peg Ball

President

847-634-9322

Bob Stoll

Vice President

847-634-3044

Rachel Perkal

Secretary

847-821-8867

Sal Gudagna

Treasurer

847-793-0771

John Marshall

Village Representative

847-279-7940

Dave Lothspeich

Village Manager

847-634-9440

John Maguire

Director-Community Development

847-716-0902

Tobin Fraley

Design Committee Chair

847-793-8970

Rick Petrocelly

Economic Development Committee Chair

847-478-8744

Karen Krahn

Marketing Committee Chair

847-821-0011

June Neumann

Organization Committee Chair

847-634-1009

Jacquie Longeway

Promotions Committee Chair

847-634-9242

Tim Almy

Director At Large

847-883-8930

Jodi Hutch

Director At Large

847-353-5495

John Kopecky

Director At Large

847-634-2292

Ami Shah

Director At Large

847-582-9427

Sarah Yerkes

Director At Large

847-478-8224

Kelley Happ

Communications Coordinator

846-566-0768

Barbara Dale

Visitors Center Staff

847-634-0888

Caroline Lange

Visitors Center Staff

847-634-0888

Joan Rapacz

Visitors Center Staff

847-634-0888

Mary Jo Reid

Visitors Center Staff

847-634-0888

Village Hall

847-634-9440

John Barry

Star Events

773-665-4682

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LONGGROVEFARMERSMARKET

The Village Tavern is in the process of putting together a farmers market for this year. The market will be every Sunday starting June 13th through October 17th from 8 a.m. to 12 noon. The market will feature a variety of fresh vegetables, fruit, flowers, food and other specialty items. Our goal is to create a blend of quality vendors and unique products along with some family entertainment. We will also be including a charity tent that would support our local scouts, churches, Lions, etc. The vendors will be in the parking lot of The Tavern and across the street in Towner Green the exact location of all the vendors and tents is still being worked out.

We would like to feature some of Long Groves businesses, particularly in the specialty foods and gourmet products area. We are offering this opportunity to the local merchants first and outside vendors after that. The fee for the year will run \$300.00 for a 10 x 10 white tent. The tent is to be provided by the vendor or shop. All money generated from the farmers market fees will be going to advertising and promoting of the market. If you have any questions or want more information regarding the market please call Mary Ann at The Village Tavern.

Mary Ann

135 OLD MC HENRY ROAD, LONG GROVE IL. 60047

847-634-3117

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VISITORS INFORMATION CENTER (847) 634-0888

Open 10-3 Mon-Thurs

10-4 Fri, Sat-Sun

WWW.LONGGROVEONLINE.COM [http://r20.rs6.net/tn.jsp?et=1103031527137&s=421&e=001U8WzJS9uU9YGQX18ZhpZfjXYNd5Ni8y7E6pHPHONWleJXQTK\_FcTveOdQT602sZGSWcrv2aweldHjy9nny5KRV4do44pJd51p4B7eS4pV8wsR7RStc1VxHYRB\_ByPnCl]

John Maguire (847) 716-0902  
[mailto:JMAGUIRE@LONGGROVE.ORG]

JMAGUIRE@LONGGROVE.ORG

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