

La Grange Business Association

We are small business
advocates that work to
grow the local economy.



Public Events

Sidewalk Art Exhibit & Auction benefits local charities including Pets & Pals.



Ahhh! La Grange Carnival

A local tradition that kicks off
the summer. Primary source of
funding for LGBA.



La Grange Craft Show

Celebrating its 40th year in 2014.



West End Art Festival

New this year: performance art, culinary art and hands-on art activities.



Halloween Walk & Fall Festival

Local merchants host a day of fall-themed fun to encourage shopping and dining.



Hometown Holiday

Festive events and Santa's arrival kick off the holiday shopping season.

Marketing Support

- Sales Promotions To Enhance Revenue
 - Girlfriends Getaway
 - Restaurant Week
 - Sidewalk Sale
 - Small Business Saturday
 - Gift Certificate Sales



Publicity

- Ribbon Cuttings
- Blogs
- Social Media
- Advertising
- Strategic Partnerships
- Targeted Themes



Member Education

LGBA Schoolhouse:
Helping Members Work
Smarter

Business Support & Advocacy

Networking



Village Liaison



Who are the members?

- Restaurants
- Retailers
- Non-Profit Organizations
- Service Industry Businesses

How is it organized?

- One paid Executive Director
- Volunteer Board of Directors
- Unpaid college intern
- Various volunteer membership committees

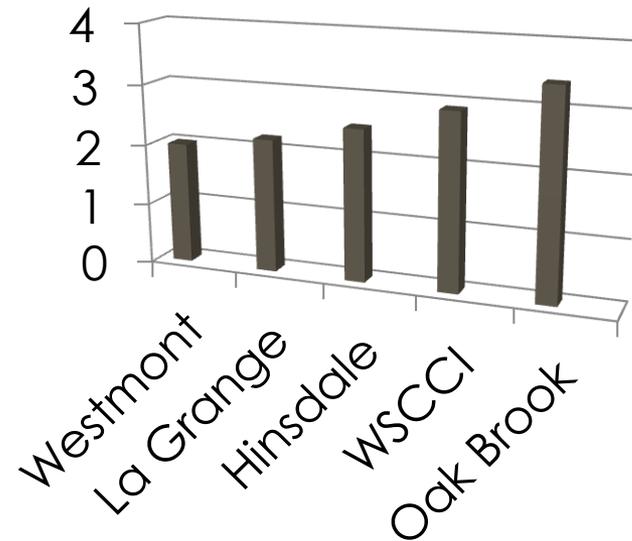


Looking to the future:

Membership Boom

- 220 members and growing
- Two-thirds the size of the West Suburban Chamber of Commerce & Industry
- Biggest source of growth will be on the south end and the 47th street corridor.

Area Business Groups



What are our challenges?

- Parking limitations
- Ensuring sustainable growth
- Understanding membership
- Maintaining healthy financials
- Growing the leadership team
- Retaining Executive Director with administrative support



LGBA

Focusing small.
Thinking big.