EXHIBIT 2

OAK PARK RIVER FOREST CHAMBER OF COMMERCE
2017 SCOPE OF SERVICES
PROGRAM GOALS AND MEASURES

The Oak Park River Forest Chamber of Commerce will operate the following programs to support the Oak Park Business Community by creating services which provide assistance to business groups and associations in their efforts to promote local businesses.

A. SCOPE OF SERVICES

1. Create and or update documents that support organizational management within the business districts, which could include association by-laws, volunteer job descriptions, management protocols, and meeting templates.

2. Establish core teams and goals for business districts including appropriate dues structures.

3. Assist business district leadership with financial management activities.

4. Develop communication strategies to and from the business community.

5. Develop strategies for managing the online business directory developed in Phase 1.

6. Work with business district leadership to develop and execute marketing plans for business districts.

7. Identify potential signature events, appropriate décor and other self-funded activities that add vitality to the business districts.

8. Assist in the development of strategies to launch and manage events and area maintenance.

B. **PROGRAM GOALS AND MEASURES**

The Oak Park River Forest Chamber of Commerce shall provide to the Village a quarterly report of expenditures, including year to date actuals as compared to the budget, as well as reports as the Village may require. Included in the quarterly report will be data measuring the performance criteria listed below:

1. Number of Business Districts receiving the following support services
   a. Management documents development
   b. Organizational goals and dues structures development
   c. Financial management assistance.
   d. Special event and area maintenance plan development

2. Maintain an accurate database of local businesses to facilitate appropriate support services.
   a. Number of database updates annually.
   b. Development of strategies to reach outside of traditional business district boundaries.
   c. Inclusion of home based and not for profit businesses in the business directory.

3. Assist in the development of communication and marketing tools to and from the business community
   a. Development of a communication template to local businesses
   b. Development of "Welcome" strategies for new businesses.
   c. Development of marketing strategies for special events.