

CHALLENGE: The Lynne Broydrick Group is an integral part of the team that is helping Goodwill of Southeastern Wisconsin and Metropolitan Chicago meet their goal of adding new retail locations. Goodwill owns and manages the retail stores which obtain much of their merchandise through donations. The proceeds from the sale of these new and used goods go to fund the mission of this not for profit organization.

Goodwill Industries

EXECUTION: The Lynne Broydrick Group works with municipal officials and staff to obtain the approvals necessary to open a new store. This includes providing information about the operation and mission of Goodwill. It also includes working closely with the design team to design a building and site that meet the needs and requirements of the community.

RESULT: To date, the Lynne Broydrick Group has successfully managed the municipal approval process in Glendale Heights, Yorkville and Carpentersville, Illinois, as well as in Beaver Dam, Wisconsin. We are currently involved with the process in several other communities.