



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
December 21, 2016
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 11/16/16

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Holiday Marketing Campaign - 2016
- B. Potential Projects - 2017

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes 11/16/16

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

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MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON NOVEMBER 16, 2016 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Scott Whisler – Chairman
Tony Guido
Lisa Henderson
Jamie Janeczko
Mike Kalway
Rex Paisley
Dave Parulo
Jon Ridler
Andi Ruhl

MEMBERS ABSENT:

Frank Appleby
Tom Gaynor
Jackie Lewis
Brian Roginski

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Jim Platt – Arlington Heights Chamber of Commerce

Call to Order

Chairman Scott Whisler called the meeting to order at 7:37 AM.

Approval of Minutes – October 26, 2016

The meeting minutes of the October 26, 2016 Arlington Economic Alliance meeting were reviewed.

DAVE PARULO MOVED AND TONY GUIDO SECONDED A MOTION TO APPROVE THE DRAFT OCTOBER 26, 2016 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Update

There are two new businesses opening Downtown in the coming weeks. Jaunt is a reclaimed and refurbished furniture store selling items from India, Thailand, and Indonesia. They are currently conducting build-out at 131 W. Wing Street. Woodcrafters DIY Studio, a do-it-yourself personalized wooden signs and crafts store with a BYOB element, is conducting build-out at 28 S. Evergreen Avenue in Evergreen Plaza. Also, Paragon Theaters, which purchased Star Cinema Grill, is holding their grand opening during the upcoming weekend as well.

Performance Metrics

The Village has seen positive trends this year in terms of reoccupation of vacant commercial and industrial sites. The retail vacancy rate in Arlington Heights has dropped 0.2% since June and 0.5% since the beginning of the year. The office vacancy rate has also seen improvement, dropping 3% since June and 4% since the beginning of the year, while the submarket's rate has increased by 6.5% this year. In Arlington Heights, 20 new office users have been approved for business licenses since July, reoccupying almost 50,000 square feet of space and bringing nearly 150 new employees to the community.

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There has also been a decline in the municipal industrial vacancy rate, which has dropped 2.5% since June and 7% since the beginning of the year. Meanwhile, the submarket's industrial vacancy rate is down 2% this year. Since July, seven new industrial users have been approved for biz licenses in the Village, taking approximately 80,000 square feet of space and bringing nearly 70 new employees to Arlington Heights.

Next Level Northwest – Regional Business Accelerator

The Village has temporarily withdrawn from the program and will monitor how it moves forward with the remaining municipalities. Staff will analyze the progress of the program, as well as responses to the Village Board's and Economic Alliance's questions and concerns from October, before considering rejoining the partnership.

Potential Projects – 2017

Chairman Whisler referenced the 2017 Alliance budget, noting the amount that goes towards the two annual Alliance newsletters. He questioned the need to send out two Alliance newsletters every year, and feels that one annual newsletter would likely be sufficient. The dollars saved from not sending out the second newsletter can go towards other Alliance efforts. Lisa Henderson asked about the costs per newsletter, to which Michael Mertes replied approximately \$2,500 each. Jon Ridler noted that if the newsletter is e-mailed, instead of mailed, that the Village doesn't have every commercial e-mail address and therefore some businesses will not receive it. Still, looking at a digital newsletter could be an opportunity to collect more e-mail addresses for future electronic correspondence.

Jamie Janeczko expressed that it seems other Commissions are very active in the community and that the Alliance should consider promoting other Village activities. Mr. Whisler concurred and suggested piggy-backing on other community programs. Additionally, he requested feedback from the Commissioners on whether to continue the annual Alliance Breakfast. Lisa Henderson feels that moving to a different format may be worthwhile, instead of continuing the annual program as-is. It's important to determine the Commission's goals, how the Alliance can bring value to the community, and satisfy what people are looking for.

The feedback that Andi Ruhl received from the 2016 Breakfast was that attendees wanted more information about what was going on in the community. Furthermore, many of the business owners need to know what it is that the Alliance does. Dave Parulo would also like a format to discuss topical issues, such as the State's current budget situation and new laws that impact small businesses. Chairman Whisler added that the early morning time of the Alliance Breakfast may hinder attendance, and a lunch or evening program might be more appropriate. On that note, Jon Ridler replied that appropriate timing of the event may depend on the topic. The Chamber does multiple programs annually to cover different groups. The Alliance can partner with the Chamber on their programs as well and that collaborative efforts would be welcomed. Ms. Henderson offered that the programs shouldn't necessarily revolve around a meal and instead focus more on timing that gets the greatest attendance from the target audience.

Regarding the newsletter, Chairman Whisler recommended one issue per year which would be an annual recap of everything going on in Arlington Heights in terms of business and development. Mr. Parulo suggested a tab on the updated website that would provide such information as well. Also, the Chamber has recently started a partnership with the *Daily Herald Business Ledger* what could be an opportunity to promote development, as well as the Alliance itself. In regards to the Breakfast, Chairman Whisler asked that the Commission look at alternatives, agreeing with Mr. Parulo on discussing relevant political issues as well.

As a follow-up to the October Alliance meeting, the Chamber discussed opportunities to partner with the Alliance. Mr. Ridler added that this conversation would be exclusively about concepts, and not about funding at this juncture. Jim Platt, the Chamber's Business Development Director, talked about increasing electronic communication with the business community. They have been working with the Building Department on the business licensing process, particularly providing an electronic application with mandatory fields. The Chamber wants to get the message out that they and the Village are united regarding business concerns. Chairman Whisler asked if the data that's obtained through the business licensing is shared among other departments in Village Hall. Mr. Mertes responded that the Planning & Community Development Department gets copies of business license applications. Planning & Community Development Staff records the information in their databases and shares the names and addresses of

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new businesses with the Chamber on a monthly basis. Mr. Ridler suggested that if the information is submitted electronically, this will mitigate any potential errors as well as the limiting the work other departments have to do in terms of re-entering the data.

Mr. Platt added that the Chamber would like to pitch ideas to the Alliance for the Commission to consider and weigh in on potential effectiveness. Also, this presents an opportunity to send the message that the Village and the business community are working together. The Micro Marketing Project is a program to help businesses market and sell themselves to local residents, creating a bond between the two. It's up to each neighborhood to determine how they want to be communicated with, and it is incumbent upon the businesses to determine what is considered success and what isn't. Rex Paisley suggested using DiscoverArlington.com as a tool to align businesses with proximate neighborhoods. Adding to this, Andi Ruhl asked about putting neighborhood association info on the website and a map of closest businesses to individual neighborhoods.

Mike Kalway suggested a subcommittee to work on Chamber-Alliance collaborations and offered to sit on that group. The purpose of the subcommittee would be to formulate an outline for how to best approach a project such as Micro Marketing. Ms. Henderson agreed with the idea and recommended an action plan for implementation. Mr. Ruhl sees benefits for such a partnership helping small businesses. However, she emphasized that the Alliance should still maintain an individual identity.

Mr. Platt noted that while the Chamber is a membership-driven organization, outreach per the Small Business Development Agreement (SBDA) and programs such as Micro Marketing helps connect with all business types, including Chamber non-members. Currently the Chamber has about 500 members. Tony Guido stated that lots of businesses look for channels to market themselves but don't have the funds or resources to do so. It's also a retention opportunity, Ms. Henderson noted. Programs and outreach make a business feel more valued and tied in with the community, and allows them greater exposure to new audiences and customers. She voiced her support for the program. Mr. Platt also emphasized the benefit of collaboration and noted that more and more businesses prefer electronic communication.

Mr. Parulo expressed his support of the Micro Marketing concept. He would like to ensure that, as a local government Commission, the Alliance remains encompassing to all businesses. Additionally he asked if the Commission should be involved in business-to-business marketing. Would some businesses take offense at certain businesses getting more attention or priority over others? Mr. Platt responded that some Uptown and Southtown businesses feel that the Downtown is favored, such as with events, and need to feel equally supported as well. Ultimately, the purpose of the Chamber approaching the Alliance is to ask for input on how to best develop the Micro Marketing Project.

In response to Ms. Janeczko's question, Mr. Platt responded that the Chamber has already communicated with several homeowners' associations and the response has been uniformly in support of the proposed concept. The intent is to dovetail on events the associations already have, not create new ones for them. Chairman Whisler referenced the idea of a subcommittee and asked for interest. He feels that it can be an area in which the Alliance can supplement their current efforts. Mr. Paisley asked how the micro markets will be defined. Mr. Platt replied that they will be defined by individual neighborhoods and the more formally organized associations representing them. Real estate brokers can help get the word out and provide the new residents and neighborhoods with information.

Mr. Mertes will email the Alliance about potential upcoming meeting dates and interest in a subcommittee to discuss Micro Marketing.

Other Business

Staff is wrapping up commitments for their annual holiday marketing campaign. This campaign will encompass print, digital, and radio advertising. Mr. Mertes offered to bring a more comprehensive summary of Staff's efforts to the next Alliance meeting.

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Mr. Ridler mentioned that a three-year agreement to continue the SBDA through 2019 was approved by the Village Board. Mr. Parulo asked if Mr. Platt could report quarterly on recurring trends heard through SBDA outreach. This information could be communicated back to the Village Board and would strengthen the agreement's message and Mr. Platt's efforts. Mr. Ridler noted that the Chamber does provide a quarterly report to Village Staff which also gets forwarded to the Mayor and Trustees. Chairman Whisler inquired if the Alliance could get a copy of the quarterly report as well. Mr. Ridler said that once it's provided to the Village Board and Staff, it should be a public document and that it could then be provided to the Commission.

Adjournment

JON RIDLER MOVED AND TONY GUIDO SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 8:52 AM.

Scott Whisler, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Holiday Marketing Campaign - 2016

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Holiday Campaign Summary (2016)	Exhibits

Village of Arlington Heights 2016 Holiday Advertising Campaign

Suit Up! Exercise Your Inner Santa

Half-page (inside cover) in *Suburban Family*

- o November/December issue

Half-page in *Daily Herald* “Holiday Happenings”

- o 11/13

Half-page in *Journal & Topics* “Holiday Guide”

- o 11/23-11-24



Make Merry

Quarter-page in *Chicago Tribune* “On the Town” Friday Section

- o 12/2 and 12/9

Half-page ad in *Daily Herald* “Time Out” Friday Section

- o 12/2 and 12/9

Chicago Tribune Digital Advertising

- o 11/28-12/18 (3 weeks)

Daily Herald Digital Advertising

- o 11/29-12/31 (5 weeks)



Discover Small Business Saturday

Half-page ad wrapper in *Daily Herald* Main News section

- o 11/21-11/24

WBBM Radio (AM 780)

30-second commercial spots on AM 780

- o 12/1-12/14
- o 68 commercials (two different commercials)
- o 80 streaming commercials on website
- o 20 on-air mentions





Item: Potential Projects - 2017

Department: Planning & Community Development

ATTACHMENTS:

Description

Micro Marketing Project

Type

Exhibits

Micro Marketing Project

Arlington Heights Chamber of Commerce Collaborative

Developed by Jim Platt

Definition: Micro Marketing is focusing marketing efforts of a neighborhood or homeowner association to the businesses closest to those residents.

Objective: The rationale is that residents want convenience in fulfilling their purchasing needs. Developing a neighborhood or association relationship between residents and businesses can create a deeper loyalty as well as a sense of community. The project deepens the small town feel and can make residents feel safer as they look out for one another.

A village and business objective is to use this project to help identify the gaps in services or retail that residents would like to have in their neighborhoods. Business recruitment efforts can be focused on these gaps and this helps both village outreach to potential businesses and encouragement for prospective business owners to see a neighborhood calling for their product or services.

Target Market: Initial focus is recommended on large homeowner associations and condominium associations. The larger groups provide a broader scope of shopping needs while utilizing existing association tools to help communicate with residents.

Strategy: Develop relationships with the Target Markets to dovetail off existing efforts of their association and integrate the Micro Marketing Project in a customized method to appeal to their preference for means of communication.

Potential Communication Opportunities:

1. Door hanger or e-door hanger program with local business promotions/offers
2. Association newsletter for content and advertising
3. Block Parties or Association annual events (picnics, movie night, etc.)
4. Resource information for Village and Business services either printed or e-news
5. Association meetings
6. Association leadership team meetings
7. Welcome program for new residents
8. Shopping events for residents as a meet/greet

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