



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
November 19, 2014
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 10/15/14

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Discussion of Alliance Mission

VI. NEW BUSINESS

- A. Discussion of Village Holiday Marketing Efforts

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Item: Minutes 10/15/14

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Minutes	Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON OCTOBER 15, 2014 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido - Chairman
Sue Ducheck
Mike Field
Lisa Henderson
Jamie Janeczko
Regina Schlamp
Gary Skiba
Scott Whisler

MEMBERS ABSENT:

Amy Philpott

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Anita Pacheco – Arlington Heights Park District
Dave Parulo – Meet Chicago Northwest
Jon Ridler – Arlington Heights Chamber of Commerce
Neil Scheufler – Arlington Heights Special Events Commission

Call to Order

Chairman Tony Guido called the meeting to order at 7:38 AM.

Approval of Minutes – August 20, 2014

The meeting minutes of the August 20, 2014 Arlington Economic Alliance meeting were reviewed.

SCOTT WHISLER MOVED AND GARY SKIBA SECONDED A MOTION TO APPROVE THE DRAFT AUGUST 20, 2014 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Reports

No reports were given.

Discussion of Alliance Mission

Michael Mertes explained the revisions made to the proposed Alliance Code update since the last meeting. Membership make-up would consist of 13 people, with voting members serving three-year terms. Representatives of the Arlington Heights Chamber of Commerce, Meet Chicago Northwest, Park District, and Memorial Library would be listed as organizations requested to have a representative serve on the Commission. Language ensuring that the Alliance exists as an advisory body was added. All these updates are subject to Village Board approval.

Mike Field asked if the language can be adjusted to say that quorum would be 50% plus one member. Mr. Mertes replied that he spoke with legal and his understanding was that specific numbers need to be used (in this proposed case it would be a 13-member body, so seven people would constitute the quorum). However, he offered to verify if language saying a quorum of 50% plus one member can be used in the Code. Also, Mr. Field suggested changing the language to reference a representative of education in general, as opposed to “Higher Education” which is what is currently laid out in the Code section.

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Regarding possible Alliance projects for 2015, Mr. Guido inquired as to how Chamber of Commerce activities are organized. Jon Ridler answered that each committee handles different initiatives: networking, events, membership/development, and strategic partnerships. These areas are headed by different Vice Presidents overseeing different subcommittees. Mr. Mertes suggested the Alliance Breakfast, and updating the format and content of the Alliance Newsletter, as possible areas of focus for the 2015 Plan. Coming back with three or four tasks next year would be beneficial for the Commission.

In regards to any aspects in which the Alliance may be able to focus, Sue Duchek inquired as to any critical concerns that the Chamber hears from the business community and how the Alliance can assist. Outdoor dining was one such example that she provided. Mr. Ridler replied that sandwich board signs are a topic that the Chamber could have brought to the Alliance, who then could have provided their input to the Village Board. Ms. Duchek feels that helping businesses get through the approval process would be a great benefit, referencing the "How to Get to Yes" Alliance Breakfast a few years prior. Mr. Ridler suggested taking common themes learned from retention visits and bringing them to the Alliance for their thoughts and potential recommendations to the Village Board.

Scott Whisler noted that building and fire codes often come from the federal or state levels and Village Staff then needs to filter through them. Unawareness of Code regulations can cause issues for business owners who may have already signed a lease or be conducting space renovations. Trying to get Code information out as early as possible would be tremendously helpful to such businesses. Mr. Whisler suggested another program similar to "How to Get to Yes" for the spring Alliance Breakfast in 2015. Also, it may be helpful to the Alliance to have a code enforcement official, or representative from the Building Code Review Board, give a presentation on the submittal process to the Commission. Also, being made aware of changes to the building code would be helpful. Concurring, Ms. Duchek sees value in helping the Alliance understand the review process and educating the applicants on the process.

Mr. Whisler also suggested the retail incentive program, the Alliance Breakfast, and an industrial networking event as areas in which the Commission could focus on in 2015. Retaining and educating businesses, whether they are growing, shrinking, or staying put is important in Mr. Guido's view. Additionally, giving input on Village Staff's marketing efforts, and helping gauge their effectiveness, is another opportunity for the Commission. Regina Schlamp noted that this should be in an advisory role, and that the Alliance shouldn't be creating the marketing pieces.

Mr. Ridler said that the business community would like to know that there is a Commission advocating for them. The Alliance could be a sounding board for the business owners. Dave Parulo agreed, adding that Chamber retention reports to the Alliance would be useful. Such reporting should focus on both the positive and negative responses provided by business owners to the Chamber.

A survey sent out to businesses could be very worthwhile, in Mr. Field's opinion. If used to look at review processes, the feedback could help Staff discover opportunities for streamlining or finding alternative possibilities. Anita Pacheco sees value in communicating Code changes and updates. Proactive outreach can help prevent business owners from spending money and making assumptions on something they may end up needing to change. Mr. Whisler emphasized making sure there's not a disconnect between the Village and the architects and contractors. Helping entrepreneurs understand the Code and laying out the specifics for them would help communication with Village Staff in Mr. Ridler's view. The Alliance can serve as a bridge between businesses and Staff.

Mr. Guido also spoke of identifying the Village's business attraction tools, and supports utilizing a community-wide survey. Such a survey should be condensed in order to get critical information with a high response rate. Mr. Field and Mr. Parulo added that the survey can be used to identify trends across the Village. Ms. Schlamp and Gary Skiba vouched for the importance of surveys as a validation tool. Before the Alliance proceeds with additional steps, it's important to see how the businesses respond and where they are focusing their attention. Convening a subcommittee of Alliance members to meet with Code Enforcement Staff to help educate the Commission was

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suggested by Mr. Field. Mr. Guido was in agreement, stressing a need to meet with Staff and do their due diligence before recommending anything to the Village Board.

Ms. Pacheco sees the survey as an opportunity for the Alliance to promote itself too. It can draw attention to the Commission while promoting the fact that it is listening to the business community. In agreement, Jamie Janeczko added that the survey could also clarify who the Alliance is, and mitigate being confused with other commerce-related entities such as the Chamber of Commerce. The survey could be promoted in an upcoming newsletter. Mr. Skiba also noted that by proclaiming accomplishments achieved from previous business interactions, the survey is likely to be given more validity and likely attain a higher response rate. Mr. Parulo added that it's crucial to follow up the survey by addressing the responses that were obtained. Lastly, Mr. Guido suggested starting consideration of the format, distribution, and potential questions for the survey.

Discussion of Fall Alliance Newsletter

Mr. Mertes stated that the Fall Alliance Newsletter is going through formatting and a rough draft would be available for the Commission's review shortly. The finished newsletter is expected to be published in late October/early November.

Other Business

An update on upcoming marketing efforts by the Village was requested by Mr. Guido. Mr. Mertes discussed several trade shows in which Planning Department Staff had recently attended. He then provided a summary of the 2014 spring/summer Discover Arlington campaign, and expects to have information on the Village's upcoming holiday advertising campaign at the November meeting. Mr. Guido also recommended drawing shoppers to Arlington Heights on "Black Friday". Ms. Pacheco and Ms. Janeczko recommended tracking the effectiveness of marketing efforts. Authenticity in advertising was stressed by Ms. Duchek, who recommended that real images of the community should be used over stock photography. Mr. Guido emphasized consistency in advertising, whether by format, color scheme, or any other aspect that makes the community identifiable in each marketing piece.

Lastly, Ms. Pacheco announced the re-opening of the Camelot Community Center. Mr. Parulo noted that Lake Arlington Park will host the Great White North national Dragon Boat competition in 2015. Walgreens has agreed to be the major sponsor for the event.

Adjournment

MIKE FIELD MOVED AND SCOTT WHISLER SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 9:01 AM.

Tony Guido, Chair
Arlington Economic Alliance

Prepared by Department of Planning and Community Development



Item: Discussion of Alliance Mission

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Alliance Code Section - Edited Verson (Nov. 2014)	Exhibits
Alliance Municipal Code (Sec. 6-505)	Exhibits
Economic Alliance Visioning - Brainstorming	Exhibits
Discussion Items - Potential Projects for 2015	Exhibits

Section 6-505 The Arlington Economic Alliance. There is hereby created the Arlington Economic Alliance.

- a. Intent and Purpose. To provide for an appointive, advisory body whose purpose shall be to promote existing businesses and attract new businesses to the Village and to develop and support programs in order to foster and support a Village-wide initiative towards the promotion of quality economic development.
- b. Members. The Arlington Economic Alliance shall consist of ~~44~~ **13** members, either residents of the Village or individuals working for a business located in the Village, appointed by the Village President, by and with the advice and consent of the Board of Trustees. There shall also be one member of the Village staff, appointed by the Village Manager, serving as ex-officio member.
- c. Tenure. All members of the Arlington Economic Alliance shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than ~~four~~ **five** members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. ~~With the exception of members holding initial terms of one or two years, no member shall serve more than one term in a category. Members, holding initial terms of one or two years may be reappointed for a second term.~~ Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Arlington Economic Alliance to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.

In addition to the ~~two~~ staff members serving ex-officio, membership of the Arlington Economic Alliance shall consist of individuals representing the following organizations or types of business. ~~The number of years for each appointee's initial term is also listed.~~ With the exception of the representative of the top twenty employers, each organization or type of business shall have one representative on the Arlington Economic Alliance. There shall be two representatives from top twenty employers, but they shall be from different employers. For any of the categories of members, if a classification cannot be filled from the designated category, the appointee may be from any business within the community.

<u>Organization or Type of Business</u>	<u>Length of Initial Term</u>
Business Representative	1 year
Top Twenty Employer - two	2 years
top twenty employer	3 years
Industrialist	1 year
Financial Institution	2 years
Commercial Real Estate, Developer or Retail Property Manager	3 years
Hospitality Industry	1 year
Automobile Dealer	2 years
Higher Education	3 years

Chamber of Commerce 1 year
~~Central Business District Association~~ Downtown Business Owner 2 years
 Convention and Visitors Bureau
 Arlington Heights Memorial Library
 Arlington Heights Park District

- d. Compensation. Members of the Arlington Economic Alliance shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
- e. Powers, Duties and Responsibilities. The Arlington Economic Alliance shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below:
 1. The Arlington Economic Alliance shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Arlington Economic Alliance.
 2. The Arlington Economic Alliance shall promote economic development by activities including, but not limited to, the following:
 - a) Advising the Village on the development and implementation of ~~Developing and implementing~~ a business retention/expansion programs;
 - b) Advising the Village on the implementation of ~~Developing and implementing~~ a marketing program to attract new business and industry;
 - c) Monitoring business activity and trends on the local, state, and national levels;
 - d) Establishing a focal point for businesses to approach and discuss issues that affect them;
 - e) ~~Assisting business through mechanisms such as seminars and university programs; and~~
 - f) Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.
 - g) Annually, not later than the beginning of the fiscal year, submit to the Village Board for approval, a statement of its goals and objectives and procedures for accomplishing them.
- f. Meetings, Quorum, Voting. Regular meetings of the Arlington Economic Alliance shall be scheduled on a quarterly basis at a date and time to be determined by the Arlington Economic Alliance and announced in the Village calendar and other appropriate media.

Special meetings may be called by the Village President, the Board of Trustees, ~~the Liaison Committee of the Board of Trustees,~~ the Chair of the Arlington Economic Alliance or a quorum of the Arlington Economic Alliance. ~~Six~~ **Seven** members shall constitute a quorum. The Chair shall vote with other members of the Arlington Economic Alliance.

- g. Records and Reports. The Arlington Economic Alliance shall keep written records of its proceedings, which records shall be open at all times to public inspection. An annual report shall be made to the Board of Trustees, to include matters before the Arlington Economic Alliance and their status.

ARLINGTON HEIGHTS MUNICIPAL CODE

(Ord. #95-089)

Section 6-505 The Arlington Economic Alliance. There is hereby created the Arlington Economic Alliance.

- a. **Intent and Purpose.** To provide for an appointive, advisory body whose purpose shall be to promote existing businesses and attract new businesses to the Village and to develop and support programs in order to foster and support a Village-wide initiative towards the promotion of quality economic development.

(Ord. #02-025)

- b. **Members.** The Arlington Economic Alliance shall consist of 11 members, either residents of the Village or individuals working for a business located in the Village, appointed by the Village President, by and with the advice and consent of the Board of Trustees. There shall also be one member of the Village staff, appointed by the Village Manager, serving as ex-officio member.

(Ord. #02-025, #09-020)

- c. **Tenure.** All members of the Arlington Economic Alliance, shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than four members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. With the exception of members holding initial terms of one or two years, no member shall serve more than one term in a category. Members, holding initial terms of one or two years may be reappointed for a second term. Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Arlington Economic Alliance to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.

In addition to the two staff members serving ex-officio, membership of the Arlington Economic Alliance shall consist of individuals representing the following organizations or types of business. The number of years for each appointee's initial term is also listed. With the exception of the representative of the top twenty employers, each organization or type of business shall have one representative on the Arlington Economic Alliance. There shall be two representatives from top twenty employers, but they shall be from different employers. For any of the categories of members, if a classification cannot be filled from the designated category, the appointee may be from any business within the community.

<u>Organization or Type of Business</u>	<u>Length of Initial Term</u>
business representative	1 year
top twenty employer	2 years
top twenty employer	3 years
industrialist	1 year
financial institution	2 years

BOARDS AND COMMISSIONS

commercial real estate, developer or	
retail property manager	3 years
hospitality industry	1 year
automobile dealer	2 years
higher education	3 years
Chamber of Commerce	1 year
Central Business District Association	2 years

- d. Compensation. Members of the Arlington Economic Alliance shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
- e. Powers, Duties and Responsibilities. The Arlington Economic Alliance shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below:
1. The Arlington Economic Alliance shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Arlington Economic Alliance.
 2. The Arlington Economic Alliance shall promote economic development by activities including, but not limited to, the following:
 - a) Developing and implementing a business retention/expansion program;
 - b) Developing and implementing a marketing program to attract new business and industry;
 - c) Monitoring business activity and trends on the local, state, and national levels;
 - d) Establishing a focal point for businesses to approach and discuss issues that affect them;
 - e) Assisting business through mechanisms such as seminars and university programs; and
 - f) Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.
 - g) Annually, not later than the beginning of the fiscal year, submit to the Village Board for approval, a statement of its goals and objectives and procedures for accomplishing them.

ARLINGTON HEIGHTS MUNICIPAL CODE

- f. Meetings, Quorum, Voting. Regular meetings of the Arlington Economic Alliance shall be scheduled on a quarterly basis at a date and time to be determined by the Arlington Economic Alliance and announced in the Village calendar and other appropriate media. Special meetings may be called by the Village President, the Board of Trustees, the Liaison Committee of the Board of Trustees, the Chair of the Arlington Economic Alliance or a quorum of the Arlington Economic Alliance. Six members shall constitute a quorum. The Chair shall vote with other members of the Arlington Economic Alliance.
- g. Records and Reports. The Arlington Economic Alliance shall keep written records of its proceedings, which records shall be open at all times to public inspection. An annual report shall be made to the Board of Trustees, to include matters before the Arlington Economic Alliance and their status.

Section 6-506 Senior Citizens' Commission. There is hereby created a commission to be known as the Senior Citizens' Commission.

- a. Intent and Purpose. To provide for an appointive, advisory body which shall promote the needs and concerns of the senior citizens of the Village of Arlington Heights and to cooperate with the Village Government and all other governmental agencies in the promotion of the cause of the senior citizen.
 - b. Members. The Senior Citizens' Commission shall consist of ten members, residents of the Village, appointed by the Village President by and with the advice and consent of the Board of Trustees.
- (Ord. #09-020)
- c. Tenure. All members of the Senior Citizen's Commission shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than three members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Senior Citizens' Commission to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.
 - d. Compensation. Members of the Senior Citizens' Commission shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
 - e. Powers, Duties and Responsibilities. The Senior Citizens' Commission shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below.
 - 1. The Senior Citizens' Commission shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Commission.
 - 2. Make recommendations from time to time to the Board of Trustees with respect to adoption and amendment of ordinances relating to senior citizens.

Arlington Economic Alliance

Visioning/Brainstorming Session Summary

February 19, 2014

On February 19th, the Arlington Economic Alliance began discussions on composing a strategic plan for 2014. The commission chose to focus its efforts on the three essential economic development principles of business attraction, business retention, and marketing. Due in part to the successes of subcommittees formed for tasks in 2013, the Alliance felt that the subcommittee format was appropriate for defining the goals of this year's strategic plan.

The Economic Alliance has decided to create three subcommittees based on the aforementioned principles: Business Attraction, Business Retention, and Discover Arlington Marketing. The subcommittees will develop each of these ideas in more detail, prioritize tasks, establish timelines, and see projects through to their completion.

Business Attraction

Subcommittee Members: Tony Guido, Michael O'Connor, Scott Whisler

- Broker Coffee Program
 - Create quarterly networking opportunities for local brokers to network and market available sites
 - Create potential partnerships in filling vacancies (i.e. broker representing building makes deal with broker representing tenant)
 - Educate brokers on useful news and programs in Arlington Heights
 - Host at Village Hall or vacant site being advertised
- Citizen Lead Program
 - Offered incentive (gift card, etc.) in past to residents for suggesting businesses to Arlington Heights staff that eventually located within in the Village
 - Consider re-booting the program
 - Potentially allow current business owners to participate as well
 - Determine criteria and award
- Mentorship Program
 - Alliance members mentor businesses that are considering (in process of) an Arlington Heights location
 - Alliance members mentor businesses the first 12-18 months that they are open
 - Create networking opportunities for the new businesses
 - Help businesses become more involved and engaged in the Village
 - Pair up with similar business types (i.e. have an established boutique retailer mentor a new boutique retailer)

- Retail Incentive Program (Re-Evaluate)
 - Currently a 33% sales tax rebate of municipal sales tax for maximum of 3 years
 - Is this enough of an incentive?
 - Tenant must have 5-year lease or longer
 - Maximum store size is 5,000 square feet
 - Expand requirement? Shrink requirement?
 - Existing business must expand by 50% or greater
- Business Information Seminars
 - Educate business owners on ways to enhance their business (effective window displays, using social media, etc.)
 - Share information on useful news and programs in Arlington Heights
- Identify Attraction Tools
 - Determine how to answer most difficult questions asked by businesses, brokers, and site selection representatives
 - Identify advantages of Arlington Heights that prospective businesses should know
 - Discuss current incentives and/or potential additional incentives to make Arlington Heights more attractive
 - Figure out best practices for attracting commercial and industrial
- Same Day Permitting
 - Monitor same day permitting and potential businesses
 - Review previously composed materials on the subject
- Small Retail Business Contacts
 - Reference current list of independent retailers in other communities with potential to expand into Arlington Heights
 - Actively recruit additional small businesses looking to expand to Arlington Heights
 - Encourage Alliance members to visit other businesses, when in other towns, and ask if they're seeking a 2nd location

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Business Retention

Subcommittee Members: Tony Guido, Regina Schlamp, Gary Skiba

- Alliance Breakfast
 - Continue work of former Alliance Breakfast subcommittee
 - Invite businesses considering Arlington Heights
 - Create awareness throughout the business community
 - Educate and inform attendees about news, programs, and incentives at various geographical levels (local, regional, state, and national)
 - Decide on topic that is useful and interesting to ensure the best attendance possible
 - Consider giveaways to entice registration and attendance for the event
 - Consider providing promotional materials at the Breakfast

- Ethnic Business Groupings
 - Determine prominent ethnicities within Arlington Heights and region
 - Identify existing ethnic businesses
 - Promote current ethnic businesses to similar demographic within Village and region
 - Recruit businesses that cater to dense or under-served local demographics
 - Consider Asian, Polish, Jewish, and others
- Industrial Networking Event
 - Put together event that brings together Village's industrial employers by region and/or industry
 - Opportunity to create business-to-business partnerships
 - Create awareness of industrial companies throughout the community
 - Educate industrial businesses about news, programs, and incentives at various geographical levels (local, regional, state, and national)
 - Attract businesses that will complement industrial companies currently in the Village
 - Collaborate with educational institutions regarding job training and employment recruiting
- Retention Calls/Visits
 - Pro-actively seek businesses in need of attention
 - Continue partnership with Chamber
 - Have Alliance members come, on occasion and where appropriate, to retention visits with Village staff
 - Seek opportunities for Alliance members to serve as bridge between Village and business community; use to enhance communication between both parties

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Discover Arlington Marketing

Subcommittee Members: Sue Duchek, Jamie Janeczko, Amy Philpott

Ex-officio Members: Dave Parulo, Neil Scheufler, Village Marketing Team

- Continue to implement 5-point recommendation to Village Board (July 17, 2012) - *attached*
 - Discover Arlington as a brand should remain
 - Communication channels
 - Conduct a consumer survey (completed)
 - Targeted marketing
 - Review the current three-year marketing strategy
- Update Existing Confidential 3-Year Marketing Plan
 - Reflect on performance from 2011-2013
 - Determine what was effective, what was not effective, and what was never implemented
 - Evaluate current plan in detail and comprehensively update
 - Compose course of action regarding marketing for future years

- Prioritize 1-Year Marketing Plan
 - Collaborate between Village Marketing Team and Economic Alliance
 - Reflect on marketing efforts in 2013
 - Prioritize what marketing initiatives should be undertaken in 2014
- Refresh Discover Arlington Logo
 - Consider utilizing local marketing firm to refresh Discover Arlington logo and/or tagline
 - Allow for subtle changes in order to maintain use of already-completed posters and banners
 - Work on consistency with branding message
- Partnerships
 - Maintain and enhance partnerships with the Library, Park District, Senior Center, Chamber of Commerce, Convention & Visitors Bureau, School Districts and Rotary
 - Utilize the partnerships to create greater awareness of each other

* * *

Recommendation

After many hours of research, study, and analysis conducting public meetings and focus groups, the Arlington Economic Alliance recommends to the Village Board the following:

1. **Discover Arlington as a brand should remain.**
 - a. The infrastructure is in place, it is well established and recognized.
 - b. Build upon the strong momentum already established.
 - c. Refresh the tag line "Always more to Discover" by retaining a marketing consultant to provide input.
2. **Communication channels.**
 - a. Continue to expand communication channels, such as social media.
 - b. Provide stronger communication to the business community on the benefits of Discover Arlington to their business in ways they can utilize the web site to their advantage.
3. **Conduct a consumer survey.**
 - a. The Arlington Economic Alliance will review a previously submitted Request for Proposals for a consumer survey, interview the three firms and make a separate recommendation regarding this item.
4. **Targeted marketing.**
 - a. Expand the targeted marketing that has taken place to date.
 - b. Identify new approaches and areas of focus.
 - c. Establish a clear set of goals and impact.
5. **Review the current three-year marketing strategy.**
 - a. The Arlington Economic Alliance will review the current three-year marketing strategy and make modifications and amendments to it based upon input received during the focus groups.
 - b. Include in the marketing strategy some specific tactics that were identified by the different focus groups.
 - c. Explore ways as soon as possible to implement the walking concierge idea for Downtown Arlington Heights.

Discussion Items – Potential Projects for 2015

Business Survey

A brief survey of businesses in Arlington Heights to gauge their thoughts on the benefits, and any negatives, to doing business in the Village.

- Can be done on-line to save resources
- Mail out a postcard with the survey link?
- Potential questions?

Alliance Breakfast

Annual meeting with invitations sent to all businesses in the community. Also promoted in the spring Alliance Newsletter and via e-mail.

- Potential topics
- Sub-group to organize the event?
- Consider program similar to “How to Get to YES”
 - Help business community understand the Building Code and approval processes

Small Business Sales Tax Rebate Program

Analyze the current program and determine if it needs to be altered to be more enticing and effective.

Industrial Networking Event

An event in which industrial-type businesses in the Village are invited to network, learn more about what the Village offers, and potentially create business partnerships.

Village Marketing Efforts

Advise Village Staff on spring/summer and holiday advertising campaigns for 2015.

Retaining/Educating Businesses

Consider opportunities to help businesses stay, grow, and thrive in Arlington Heights.

Business Attraction Tools

Analyze the information and programs available to Village Staff and help determine if anything can be created or modified to attract new businesses to the community.