



AGENDA

President and Board of Trustees

Village of Arlington Heights

Committee-of-the-Whole

Community Room

33 S. Arlington Heights Rd., Arlington Heights, IL 60005

August 13, 2018

7:30 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL OF MEMBERS

IV. NEW BUSINESS

- A. Discussion Re: Code Provisions on Campaign Contributions
- B. Discover Arlington Rebranding Research

V. OTHER BUSINESS

VI. 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: Discussion Re: Code Provisions on Campaign Contributions

Department: Legal/Manager's Office

Earlier this year, Staff was asked to review the Code provisions related to campaign contributions. The current Code provisions are:

Section 1-604 Campaign Contributions. No individual may make, and no candidate for Village office may accept, a contribution of more than a total of \$250 cash or in kind, to any candidate running for the office of Village Trustee or Village President, or the candidate's campaign committee. No organization may make, and no candidate for Village office may accept, a contribution of more than a total of \$500 cash or in kind, to any candidate running for the office of Village Trustee or Village President, or the candidate's campaign committee. These limitations on campaign contributions shall not apply to the candidate's own contributions to his/her campaign. These limitations on campaign contributions shall be applicable every two calendar years. The two year period shall be defined as the calendar year preceding the year in which a Consolidated Election is held and the calendar year in which a Consolidated Election is held. For purposes of this Article, "contribution" means moneys, loans, debts incurred, property-in-kind, or things having a monetary value incurred or received by a candidate or his/her agent or other person on behalf of the candidate for use in advocating the election of the candidate. "Contribution" does not include any activity to which an individual is invited in his official capacity. For purposes of this Article, "organization" shall mean a trust, partnership, committee, association, corporation or any other organization or group of persons.

Section 1-605 Prohibition of Contributions. No candidate for Village office may accept any contribution from any individual, corporation or partnership currently holding a liquor license in the Village. For purposes of this Section, "liquor license holder" includes all officers of any corporation holding a liquor license and all partners of any partnership holding a liquor license.

These Code provisions were initially adopted in 1991, after significant discussion by the Village Board, both at the Committee level and the Village Board level. At that time, Village Attorney Jack Siegel advised that he believed the limitations were arguably unenforceable, because there was a State Election Code in place

that governed all elections in the State. He thought that a strong legal challenge could be made that the Village did not have any authority to adopt anything inconsistent with the State's provisions. There was an amendment to the provisions in 1994. Mr. Siegel provided the same opinion but, as was done in 1991, the Board approved the Code amendment.

To date, there have been no legal challenges to these Code provisions. However, while Section 1-605, which prohibits contributions from any entity holding a liquor license in the Village, has not yet been challenged, both inside and outside counsel believe it should be deleted. Recent decisions from the U.S. Supreme Court and lower courts have made it clear that a law that favors some types of speakers over other types of speakers are inconsistent with the First Amendment protection of speech and political associations and thus are subject to a level of scrutiny that cannot be met. By prohibiting only contributions from one type of business, Section 1-605 is not likely to withstand a legal challenge on Constitutional grounds.

With regard to Section 1-604, there are two different restrictions: one for individuals and one for organizations. Under recent decisions from the U.S. Supreme Court and lower courts, a governmental body may set a campaign contribution limitation like those in Section 1-604 if the body has sufficiently important interests in the limitation and the limitation is closely drawn to avoid unnecessary abridgment of associated freedoms such as freedom of speech. The issue is not whether limitations on contributions are constitutional (they are) but whether the Village has the authority using its home rule powers to enact limitations for candidates running for local office.

There are arguments on both sides of the issue of whether or not the Village has legal authority under home rule to enact an individual local campaign contribution limit. It is also telling that local limits are relatively rare in our area, and the large difference between the State of Illinois limits and our local limits could someday open the Village up to suggestions that the current individual limit of \$250 (compared to the state limit of \$5,600) is overly restrictive, putting more scrutiny on the legality of our limits.

Recommendation

1. Delete Section 1-605.
2. Given the lack of clarity of our authority and the relative rarity of local campaign contribution limitations, Staff believes the continuation of local campaign contributions ought to be reconsidered. If the Board does wish to continue with local limits, an updated definition of "organization" should be considered that mirrors the State Election Code. In addition, an increase in the local limit should also be considered given the relative amount of the State limits and the fact that they have not been reviewed in 24 years.

ATTACHMENTS:

Description

Type

No Attachments Available



Item: Discover Arlington Rebranding Research

Department: Planning & Community Development

The Village Board's 2018-2019 Strategic Business Plan includes the following strategic priority.

#7 Evaluate the Village of Arlington Heights Identity and Brand in the Community and Region

General Description of the Project:

In the past, the Village Board has discussed along with the Arlington Economic Alliance and Staff, the Discover Arlington brand. In 2012 the Arlington Economic Alliance conducted research and issued a Position Statement. There was subsequent Board discussion on this topic. The purpose of this study will be to update, review and redistribute research on other communities' branding efforts and prepare a memorandum outlining options and recommendations along with possible timing and funding for Village Board discussion and consideration regarding a possible re-branding initiative.

Rebranding Study:

Twenty-two municipalities and organizations from Northern Illinois were examined. Costs of re-branding initiatives range from zero for in-house campaigns to some in excess of \$200,000 for a comprehensive re-branding approach. Some communities fully implemented the conclusions of their branding research, while others received negative reception from their respective constituents and some communities abandoned their new re-branding initiatives. Several towns in DuPage County, such as Wheaton, Naperville, and Downers Grove made the decision not to have a slogan or a logo. Nine municipalities in DuPage County do not have official branding programs for various reasons.

Recommendations:

Further details and recommendations regarding timing and funding will be researched and developed after receiving feedback from the Village Board regarding their direction as outlined above.

ATTACHMENTS:

Description	Type
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Rebranding Memorandum July 19, 2018	Memorandum
Rebranding Study March 2019	Exhibits
Current Village Logos	Exhibits
Discover Arlington Summary 2017	Exhibits
Arlington Alliance Position Statement	Exhibits
Past Village Board Meeting Minutes discussing Discover Arlington	Minutes

MEMORANDUM

TO: Randy Recklaus, Village Manager

FROM: Charles Witherington-Perkins
Director of Planning and Community Development

DATE: July 19, 2018

SUBJECT: *Discover Arlington Rebranding Research*

The Village Board's 2018-2019 Strategic Business Plan includes the following strategic priority.

#7 Evaluate the Village of Arlington Heights Identity and Brand in the Community and Region

General Description of the Project:

In the past the Village board has discussed along with the Arlington Economic Alliance and Staff, the Discover Arlington brand. In 2012 the Arlington Economic Alliance conducted research and issued a Position Statement. There were subsequent Board discussion on this topic. The purpose of this study will be to update, review and redistribute research on other communities' branding efforts and prepare a preliminary memorandum outlining options and recommendations along with possible timing and funding for the Village Board discussion and consideration regarding a possible rebranding initiative.

Project Lead: Charles Perkins, Director of Planning & Community Development

Timeline:

- 1Q 2018 – Research other communities' branding efforts, project scope, and costs
- 2Q 2018 – Memo to the Village Manager and Village Board issued with recommendations, timing and funding

Rebranding Study:

Consistent with the business plan objective, a study was undertaken to update and review research on other communities branding efforts. For this study 22 municipalities and organizations from Northern Illinois were examined. Costs of the rebranding initiatives range from zero for in house campaigns to some in excess of \$200,000 for a comprehensive rebranding approach. Some communities fully implemented the conclusions of their branding research, while others received negative reception from their respective constituents and some communities abandoned their new rebranding initiatives. While conducting research on the 22 communities that have conducted recent branding studies to various degrees, an article was obtained on several towns in DuPage County, such as Wheaton, Naperville, and Downers Grove that made the decision, not to have a slogan or a logo. The attached rebranding study includes a summary of the communities case studies that have been evaluated and images of before and after logos and slogans where they were able to be obtained.

Branding

Various communities and organizations have taken different approaches to branding. When the Village hired its last consultant and developed Discover Arlington the focus of the branding and marketing initiative was geared towards consumers, tourism and entertainment. Many communities have also branded their community from a tourism perspective such as "Explore Elmhurst", and "Gurnee's Got It".

Other communities have looked to take a community wide branding approach, such as Aurora “City of Lights”, Des Plaines “Good Move”, and Hanover Park “Americas Global Village”. Some communities have attempted to take their branding to a community wide approach and encompass all organizations within their community, although this is often extremely difficult to implement. In many instances, community wide branding has often proven controversial as the community brand and image means many things to different people. For this reason, many communities have focused their branding efforts on “the community as a place to do business”, or “the community as a place to visit”. Lastly, as noted within the materials, several communities have not adopted any official marketing or city slogan, or tag line. Nine municipalities in DuPage County do not have official branding programs for various reasons. Naperville being the standout community in this respect. Another point to keep in mind is, typically the larger the scope is, the greater the cost becomes.

Options:

After reviewing the rebranding research, several options are available to the Village Board. These are outlined as follows:

1. Make no change, continue with the current Discover Arlington program.
2. Develop a Request for Proposal (RFP) for a full rebranding initiative, which would likely involve focus groups with stakeholders, residents, etc. A determination would have to be made as to whether the project branded the community as a whole, the community as a place to do business, or the community as a place to visit, or some combination. Costs would most likely range from \$50,000 to \$150,000 or more, plus implementation costs at the conclusion of the study.
3. Develop a Request for Proposal (RFP) to develop an updated and refreshed logo design for rollout and implementation. Similar to Arlington Economic Alliance previous recommendation. This would be a Staff led design update only with input from the Arlington Economic Alliance. Costs have yet to be determined for such an approach, but would most likely be in the range of \$5,000 to \$25,000 plus implementation costs at the conclusion of the redesign.
4. Explore consolidation of the various Village logos and create protocol for appropriate logo use. Currently 7 logos are in use.

Under any of the options outlined above including making no change, development of an updated and refreshed set of ads will need to be developed in the near future.

Process:

There are numerous processes that the Village could explore depending upon the option that the Village Board chooses.

1. Create a task force (could include members of the Arlington Economic Alliance)
 - a). Vision / mission/scope of effort (i.e. what are we branding)
 - b). Tasks
 - c). Members – How many
 - d). Time frame
 - e). Reporting
2. Industry Experts Meeting(s)
 - a). Host a meeting or series of small meetings with industry experts
 - b). Identify who how many / broaden reach
 - c). Brainstorm input and ideas
 - d). Summary report /direction
3. Village Board / Staff
 - a). Consensus & direction on option
 - a). Develop scope of work
 - c). Prepare RFP/research/study as needed
 - d). Outline options, recommendations, timing and funding

Costs and Budget Implication:

Additional time and research would be necessary to determine potential estimated costs for implementation depending upon the option considered by the Board. If a full rebranding initiative is desired by the Board, funds would need to be budgeted in fiscal year 2019 for the study and most likely in 2020 for the implementation costs. Options one, making no change, and option 3 updating and refreshing the current logo design could most likely be accommodated within the current budget in fiscal year 2018 or with a small budget amendment.

Recommendations Timing and Funding:

Further details and recommendations regarding timing and funding would be researched and developed after receiving feedback from the Village Board regarding their direction as outlined above.

Attachments:

Rebranding Study March 2019

Discover Arlington Summary 2017

Arlington Alliance Position Statement 2012

Past Village Board Meeting Minutes Discussing Discover Arlington

Rebranding Study

Northern Illinois Municipalities and Organizations



Prepared by the Department of Planning &
Community Development
March 2018



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Introduction



As part of the Village Board's Strategic Priorities for 2018-19, this study was undertaken to update, review, and fortify research on other communities' branding efforts. For this study, 22 municipalities and organizations from Northern Illinois were examined.

Costs of these rebranding efforts ranged from \$0 to \$3,000 for in-house campaigns, and reached sums in excess of \$200,000 for comprehensive rebranding efforts involving research groups, new logo and slogan development, and marketing campaign implementation through digital and traditional media channels.

While many of these efforts reached full implementation, some were met with a negative reception from their respective communities. Five of the studied municipalities fell into this negative reception category, including the Oak Park Area Convention and Visitors Bureau, School District 308, the City of Aurora, the Village of Schaumburg, and the City of Des Plaines.

Of these negatively received campaigns, two were scrapped in their entirety. The new taglines and logos prepared for the Oak Park Convention and Visitors Bureau and Village of Schaumburg were outright rejected, never reaching full implementation.

A notable absence from this study is Naperville, which despite its large population and active downtown has not adopted any official marketing or city slogan. Nine additional municipalities in DuPage county do not have official slogans, with varying reasons for the lack of desire to adopt a brand. In the case of Naperville, former Mayor George Pradel stated that while a committee was formed in the past to consider adopting a slogan, nothing formal came of the effort. For Carol Stream, Village Manager Joseph Breinig stated that developing a non-organic slogan would seem "forced...it would be having a slogan for the sake of having a slogan".

This study includes an at-a-glance comparison of the aforementioned 22 municipal rebranding initiatives, as well as more detailed case studies explaining the attributes of each campaign. Costs for each initiative have been adjusted for inflation.

Rebranding Campaigns at a Glance

Organization	Date	Cost*	Company	Results/Tagline	Initiative	Notes
Aurora	2012-2015	\$161,500	North Star Destination Strategies (Nashville)	"City of Lights"	New logo, for use on City letterhead/vehicles/business cards	Mixed reception, implemented
Berwyn	2006	\$125,000	Local Residents with Advertising Experience.	"Nothing like a suburb"	New tagline, market research, focus groups, community meetings.	Implemented, revamped campaign. Appx. \$60,000 annual cost for billboards/activation pieces
	2015	\$79,500	Firebelly	"Nothing like a suburb"	New logo, district branding, banners, new website, billboard/transit advertising. Yearly campaigns. Included in-person interviews/research	
Carpentersville	Jan 2018 - Present	\$60,000	Business Districts, Inc (Forest Park)	TBD	New logo, tagline, social media strategies, redesigned website	
Des Plaines	Approved June 2015	\$91,400	North Star Destination Strategies (Nashville)	"Good Move"	Marketing and branding plan	Controversial reception, may revert to previous tagline "City of Destiny"
Elmhurst (Visitor & Tourism Dept.)	2016	\$47,000	Village Staff, Explore Elmhurst Advisory Committee	"Explore Elmhurst"	Business and attraction promotion plan, website, e-newsletter, social media integration	
Freeport	2016 - 2018	\$436,350	a5	"ALL IN Freeport"/"Freeport ALL IN"	Marketing/Tourism promotion campaign. Website, new social media presence	Cooperative public-private effort. \$20,000 in public funding provided by Park District, \$40,000 from hotel tax, remainder from private sources.
Gurnee	Apr 2011 - Oct 2011	\$43,800	Robin Malpass & Associates (Ottawa, IL)	"Gurnee's Got It"	Business website; sweepstakes; advertis	Partnered w/ Lake County CVB and Gurnee Chamber on expenses
Hanover Park	2017	\$33,900	a5	"America's Global Village"	New Village logo, tagline, website	
Highland Park	2013-2015	\$75,000	North Star Destination Strategies (Nashville)	"Live with Heart, Lead with Passion"	Research, tagline, direction of marketing	Research, tagline, and initial development
	2015	\$137,000	Samata LLC (Barrington)	"Live with Heart, Lead with Passion"	Brand communications strategy	Implementation of 2013 development
Lake Bluff	Approved Feb 2014	\$68,600	North Star Destination Strategies (Nashville)	"North Shore Life. Lake Bluff Style"	Logo, tagline, comprehensive branding	

Updated 3/5/18

*Cost Adjusted for Inflation

Rebranding Campaigns at a Glance

1

Organization	Date	Cost*	Company	Results/Tagline	Initiative	Notes
Lake Zurich	Approved May 2014	\$3,100	Village Staff	"At the Heart of Community"	New seal, flag, logos, and slogan	\$3,000 to graphic designers
Lakemoor	Oct 2013 - Mar 2014	\$3,200	Five-by-Five Media Direction	"Pride & Prosperity"	New logo & incorporate it on website	\$3,000 to graphic designers
Meet Chicago Northwest	2013	\$59,200	STIR (Milwaukee)	"It's Better on the Edge"	Rebranding the organization	
Mundelein	July 2013 - Mar 2014	\$79,700	BDI Consultants (Evanston)	"start here. star here."	Branding program	
Oak Park (Oak Park EDC)	2015-Present	\$100,000	Sasaki (Watertown, Mass.)	TBD	Unifying marketing of all business/community orgs., form and methods TBD	Cost includes lead up/discovery work only
Oak Park (Oak Park Area Convention & Visitors Bureau)	2009	\$74,500	North Star Destination Strategies (Nashville)	"Step out of line."	New Logo, Slogan	Mixed to negative reception. Logo mocked. Created only for tourism/promotional materials
Oswego	July 2016	\$61,800	Business Districts, Inc (Evanston)	"Go Oswego" (#GoOswego)	Branding and Identity plan, new marketing logo and website. Evaluate current Village logo, tagline, website	As of March 2018, no change to Village logo
Rosemont	Approved Apr 2014	?	VIRGEN, Inc.	"It's All Here"	New tagline; updated website	Spending \$62k on bus/taxi wraps
Schaumburg	May 2016 - Jan 2018	\$43,300	North Star Destination Strategies (Nashville)	"Skillfully Planned. Artfully Achieved"	New logo, tagline	Rejected by Village Board in January. Chose to retain old logo and tagline
School District 214	July 2013 - June 2014	Staff \$0	Dist. 214 Staff; graphic designer on Staff	"Discover Your Future"	New brand & tagline; part of greater outreach strategy	Jessica Thunberg, Dir. of Community Engagement and Outreach
School District 308	Aug 2014	\$2,600	Jim Lingenfelter (Minneapolis based graphic designer)	N/A	New name, logo, website	Petition to revert name to original submitted by teachers, residents, students in August of 2017
Woodstock	2014-July 2015	\$155,800	a5	"Real Woodstock"	New tagline, social media, digital media, traditional media, advertising on Metra and in Chicago	\$51,900 (adj.) budgeted for 2014-15, \$103,900 (adj.) budgeted for 2015-16.

Updated 3/5/18

*Cost Adjusted for Inflation

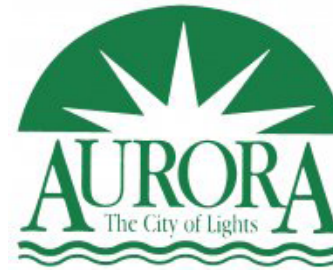
5

Case Studies

Aurora

Aurora hired *North Star Destination Strategies* in 2012 to develop a new City logo for use on letterhead, vehicles, and business cards. The new “searchlight” logo was developed based on the City’s slogan – “City of Lights”. It was received with mixed reception, but was officially implemented in 2015 on the City website, with gradual rollout on City vehicles. the inflation-adjusted cost for the rebranding effort was \$161,500.

Old and New Slogan: “City of Lights”



Previous Logo



New Logo



Billboard Advertising



Marketing Logo



District Branding Installation

Berwyn

The Berwyn Development Corporation began initial development of their continued marketing campaign 12 years ago. The initial development cost approximately \$125,000 (adjusted for inflation), and resulted in the tagline “Nothing like a Suburb”. The Berwyn DC utilized local residents with experience in advertising for this initial development, who also held community meetings, conducted market research, and hosted focus groups in the process of developing the tagline.

In 2015, the campaign was revamped, this time with the Berwyn DC hiring *Firebelly Design* at a cost of \$79,500 (adjusted). The revamp utilized the existing tagline, but included a new logo, district branding, banners, a new website, and designs for billboards. Research for the revamp included in-person interviews with local residents and business owners. Yearly, Berwyn allocates approximately \$60,000 for the purchase of advertising space.

Old and New Slogan: “Nothing like a Suburb”

Case Studies

2



Carpentersville

Carpentersville's ongoing rebranding process began in January of 2018, with *Business Districts, Inc.* hired at a cost of \$60,000 to develop a new logo, new tagline, and new website. The campaign also aims to increase the Village's social media presence.

Des Plaines

In 2015 Des Plaines approved a \$91,400 (adjusted) rebranding campaign with *North Star Destination Strategies*, with the goal of developing a new marketing and branding campaign, logo, and tagline. The new logo and tagline, "Good Move", were received negatively, and the City may revert to their previous tagline, "City of Destiny". The new logo has been partially implemented, appearing on Fire Department uniforms and the Village website.

Old Slogan: "City of Destiny"
New Slogan: "Good Move"



Previous Logo



New Logo



Explore Elmhurst Logo with Advertisement

Elmhurst Visitor and Tourism Department

In 2016 a \$47,000 (adjusted) rebranding campaign was undertaken by Elmhurst Village Staff, in conjunction with the Explore Elmhurst Advisory Committee. The primary goal of this effort was to develop a new business attraction and promotion plan, as well as develop an improved website and increased social media presence. The rebranding was centered around the tagline "Explore Elmhurst". The campaign included a newly designed website, print and e-newsletter, social media pages on Facebook, Facebook, and Instagram, as well as a trolley service combined with a summer sweepstakes program.

Slogan: "Explore Elmhurst"

7

Case Studies



Freeport

In 2016, Collaborative Freeport (A group of business, government, and community leaders in conjunction with citizens) began a rebranding effort with the goal of developing a marketing/tourism promotion campaign for Freeport and the Stephenson County area, with a new website and social media presence. Collaborative Freeport partnered with the firm *a5* to design and manage the campaign, with the taglines "All In Freeport" (For external marketing) and "Freeport All In" (For internal marketing). Funding for the campaign comes from various sources. As of January 2018, Collaborative Freeport had raised \$436,350 for the campaign, with \$20,000 coming from the Park District, \$40,000 coming from hotel tax revenue, and the remainder from private sources.

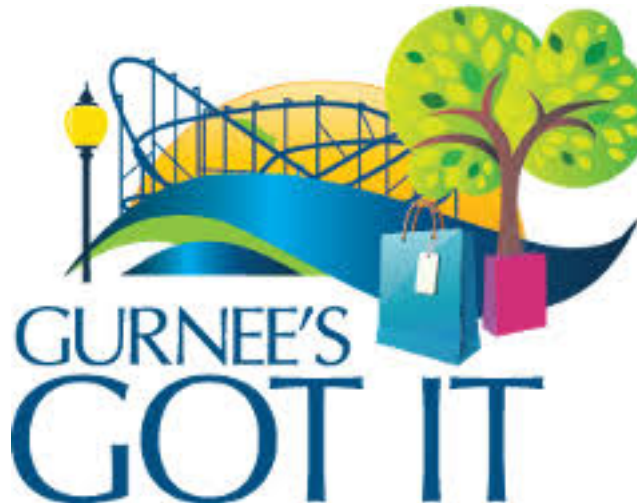
Internal Slogan: "Freeport All In"

External Slogan: "All In Freeport"

Gurnee

In 2011, Gurnee awarded an inflation adjusted amount of \$43,800 to *Robin Malpass & Associates* to continue their "Gurnee's Got It" campaign. Between September and December of the previous year, the first leg of the campaign had been run featuring online coupons, a sweepstakes, and advertising on traditional and social media. Village officials anticipated a \$26,000 contribution from the Lake County Convention and Visitors Bureau and Gurnee Park District towards the cost of the campaign.

Slogan: "Gurnee's Got It"



Campaign Logo



Sweepstakes Advertisement

Case Studies

2

Hanover Park

In 2017, Hanover Park partnered with the firm *a5* to develop a new Village logo, slogan, and website. In 2018 the new globe logo was adopted, with the new tagline "America's Global Village". The new logo and slogan appear on Village vehicles and the new website. Information on the cost of the rebranding effort was not readily available.

Old Slogan: "One Village - One Future"

New Slogan: "America's Global Village"



Previous Logo



New Logo



Old City Logo



New City Logo

Highland Park

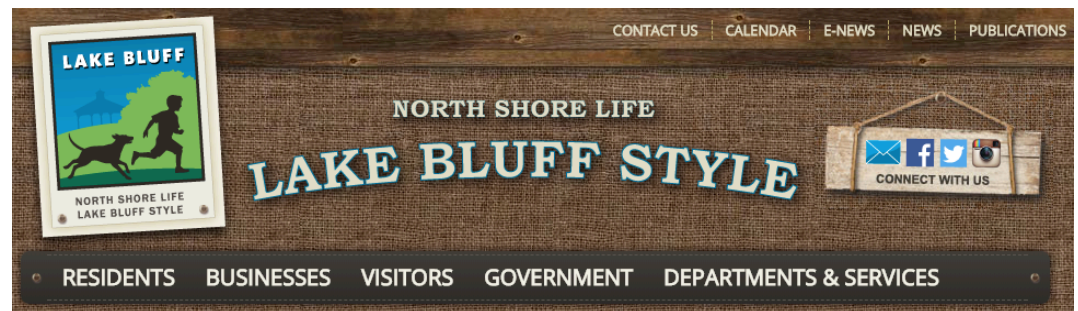
In 2013, Highland Park hired *North Star Destination Strategies* to conduct preliminary market and community research in an effort to rebrand the City. The 2 year, \$75,000 (adjusted) project culminated in a new logo and the tagline "Live with Heart, Lead with Passion". In 2015, Highland Park hired Samata LLC at a cost of \$137,000 (adjusted) to develop a brand communications strategy.

New Slogan: "Live with Heart, lead with Passion"

Lake Bluff

In 2014, Lake Bluff approved an inflation adjusted amount of \$68,600 to hire *North Star Destination Strategies*, with the goal of developing a new logo, tagline, and comprehensive branding campaign. The new tagline selected was "North Shore Life, Lake Bluff Style", and included a refreshed website.

New Slogan: "North Shore Life, Lake Bluff Style"



Screenshot of Lake Bluff website

Case Studies

Lake Zurich

In 2014, Lake Zurich approved a new branding campaign developed by Village staff. The campaign included a new Village seal, flag, logos, and slogan – “At the Heart of Community”. \$3,000 was spent to hire graphic designers.

New Slogan: “At the Heart of Community”



Previous Logo



*At the Heart of Community
New Logo*



Old Logo and Sign



New Logo

Lakemoor

In 2013, Lakemoor hired *Five-by-Five Media Direction* to develop a new logo and tagline for the Village. At a cost of \$3,000, a new logo and tagline – “Pride & Prosperity” – were developed and incorporated on Village signage and their website.

*Old Slogan: “Progress through Planning”
New Slogan: “Pride and Prosperity”*

Meet Chicago Northwest

In 2013, *STIR* of Milwaukee was hired to rebrand the Woodfield Chicago Northwest Convention Bureau. The campaign resulted in a new name for the organization, Meet Chicago Northwest, and included a new logo, advertising campaign, and slogan – “It’s Better on the Edge”. The effort cost \$59,200, adjusted for inflation.

New Slogan: “It’s Better on the Edge”



Old Name and Logo



New Name, Logo, and Slogan

Case Studies

2



Old Logo and Slogan



New Logo and Slogan

Mundelein

In 2013, Mundelein released an RFQ seeking to rebrand the Village. *BDI Consultants* was hired at a cost of \$79,700 (adjusted), who developed a new logo and tagline – “Start Here, Star Here”.

Previous Slogan: “Rooted in Our Past...Reaching for Our Future”

External Slogan: “Start Here, Star Here”

Oak Park Economic Development Corporation

In 2016, the Oak Park Economic Development Corporation began working with the firm *Sasaki* to create a cohesive and comprehensive brand image for all of the separate business and community organizations operating in the Village. *Sasaki* had previously done work with Oak Park developing a new system of wayfinding signage, giving them some familiarity with the community. The aim is to create a distinct brand and image that all of Oak Park’s different business and community organizations can use. The form this image will take is still to be determined, whether it will involve a similar theme for marketing materials, a logo, a tagline, or a collective website. A 2018 delivery is anticipated. The research and development cost up to today has been approximately \$100,000.

Oak Park Area Convention and Visitors Bureau

In 2009, the Oak Park Area Convention and Visitors Bureau entered into an inflation adjusted \$74,500 contract with *North Star Destination Strategies* to develop a new logo and tagline for use on tourism and promotional materials. The new logo and “Step out of line” tagline were met with negative reception, with the logo being openly mocked in a Chicago Tribune article. As of March 2018, neither the logo or tagline appears on the Oak Park CVB’s website.

Slogan: “Step Out of Line”



STEP OUT OF LINE.

Campaign Logo and Slogan

Case Studies



Campaign Logo

Oswego

In 2016, Oswego entered into a \$61,800 (inflation adjusted) contract with *Business Districts, Inc.* to develop a new branding and identity plan for business and event promotion, create a new marketing logo, and create a website to match. Secondly, the effort would evaluate the existing Village logo, tagline, and website to determine if they were in need of refreshing. In 2017, the new marketing website, logo, and tagline – “Go Oswego” – were launched. The campaign also features social media integration with the #GoOswego hashtag. No modifications have been made to Village branding as of March 2018.

New Slogan: “Go Oswego”

Social Media Tag: “#GoOswego”

Rosemont

In 2014, Rosemont approved a rebranding campaign with *VIRGEN, Inc.* to develop a new marketing tagline and website to promote their entertainment, hospitality, and retail community. The campaign included an updated marketing website, a new logo and the tagline “It’s All Here”. Information was not readily available on the campaign’s development costs, though \$62,000 was spent on bus and taxi wraps.



Slogan: “It’s All Here”



Rejected New Logos

Current Logo ->



VILLAGE OF SCHAUMBURG

Schaumburg

In 2016, Schaumburg entered into a \$43,300 (inflation adjusted) agreement with *North Star Destination Strategies* to develop a new Village logo and tagline. The results of this rebranding effort included three potential new logos and a new tagline – “Skillfully Planned. Artfully Achieved.”. The new logos were rejected by the Village Board in January of 2018, along with the new tagline.

Current Slogan: “Progress Through Thoughtful Planning”

Rejected New Slogan: “Skillfully Planned. Artfully Achieved.”

Case Studies

2

School District 214

In 2013, School District 214 began the process of refreshing their brand image with a new logo and tagline, as part of a greater outreach strategy. In 2014 the new logo was implemented, as well as the new tagline "Discover Your Future". The rebranding effort was undertaken by District Staff, and required no additional funding.

New Slogan: "Discover Your Future"



Previous Logo



New Logo

School District 308



Old Logo



New Logo with Slogan

In 2014, School District 308 paid Minneapolis-based graphic designer *Jim Lingenfelter* an inflation-adjusted sum of \$2,600 to develop a new logo and website for the District. The District also changed their name, dropping "Oswego" from their name and shortening the overall title to "SD 308". The new name and logo have been implemented on District property and their website. In 2017, a petition was submitted by a collective of students, teachers, and staff to change the name back to the original "Oswego Community Unit School District 308".

Slogan: "World-Class Schools Serving Caring Communities"

Woodstock

In 2014, Woodstock hired design firm *a5* to undertake a rebranding effort at an inflation adjusted cost of \$155,800. The effort included creating a new marketing tagline, as well as developing a campaign stretching across social media, digital media, and traditional media. The campaign has been implemented, with the new website online and ads having appeared on Metra and throughout Chicago.

Slogan: "Real Woodstock"



Campaign Logo



Prepared by
Village of Arlington Heights
Planning & Community Development Department
33 S. Arlington Heights Road
Arlington Heights, IL 60005

Current Village Logos



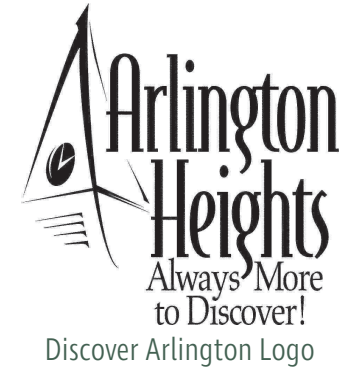
Logo as seen on Village website



Police Department Logo



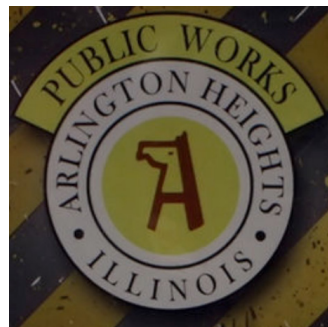
Fire Department Logo



Discover Arlington Logo



Village Seal



Public Works/Village Vehicle Logo



Logo shown on Parking Signage

Discover Arlington Marketing – 2017 Efforts

The Arlington Economic Alliance and the Village Marketing Team spend extensive time marketing Arlington Heights to visitors. Discover Arlington is promoted via advertising, Facebook, DiscoverArlington.com, and a variety of other efforts. This aligns with the confidential Three Year Marketing Strategy, outlining a series of goals, objectives, and tactics:

Marketing Strategy Vision:

“Promote Arlington Heights as the dining, shopping, entertainment, and cultural destination for consumers and tourists.”

Goal:

“Increase consumer traffic and retail spending.”

The following is a summary of Discover Arlington Marketing initiatives during 2017:

Print Advertising

Discover The Best

Purpose: Promote Arlington Heights as a Chicago-area destination for shopping, dining, and entertainment.

Publications:

- o Annual Chamber Guide 2016-2017 – Half-page
 - Circulation: Over 30,000
 - Includes digital links on Chamber website
- o *Daily Herald* – Quarter-page in “Best of the Best” special sections – four runs
 - Reach: 168,000 per ad
 - Includes 50,000 digital impressions
- o *Homes & Land* – Half-page
 - Circulation: 12,000
 - Includes half-page editorial



Where Taste “Buds” Meet

Purpose: Attract visitors to Arlington Heights during the Mane Event/Taste of Arlington, as well as the Arlington Million thoroughbred race.

Publications:

- o *Daily Herald* – Quarter-page in *Neighbor* section on July 22, 24, 27, and 31
 - Reach: 22,250 per ad
- o *Daily Herald* – Quarter-page in main news section on July 25
 - Reach: 120,000
- o *Daily Herald* – Front page “strip ad” on July 29 and August 1
 - Reach: 120,000 per ad

The ad was also made into a poster and put in kiosks around Downtown leading up to the event.



Small Business Saturday

Purpose: Promote the independent retail and service businesses in Arlington Heights on Small Business Saturday (the weekend following Thanksgiving).

Publications:

- o *Daily Herald* – Quarter-page ads from 11/20-11/22; ad wrapper on 11/23
 - Reach: 212,000 total



Suit Up! Exercise Your Inner Santa

Purpose: Encourage visitors to visit DiscoverArlington.com and the Village for holiday events. Portray Arlington Heights as having unique events that set it apart from area communities.

Publications:

- o *Suburban Family* magazine – Fall issue (Half-page, inside cover)
 - Reach: 178,500
 - On-Line Reach: 10,000
- o *Daily Herald* – Half-page in Holiday Happenings section on 11/10
 - Reach: 70,000
- o *Journal & Topics* – Half-page in Holiday Guides on 11/22-1/23
 - Reach: 100,000

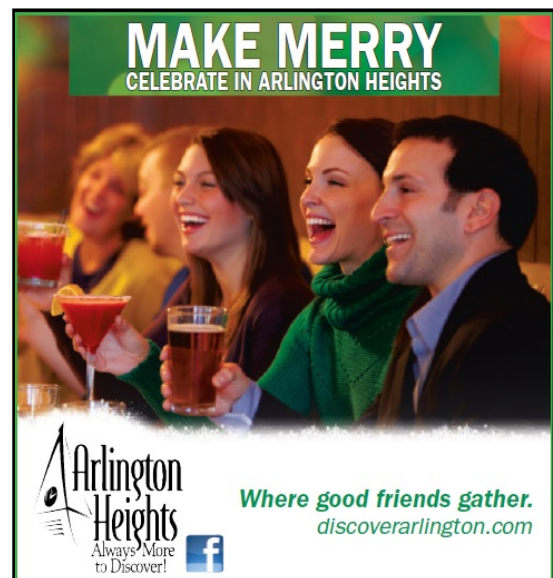


Make Merry: Celebrate in Arlington Heights

Purpose: Entice residents and visitors to celebrate the holiday season with their family and friends at an Arlington Heights establishment. Staff also ran a digital campaign for this ad, reaching over one million people. Information on the Village's digital campaign efforts is found on page 32.

Publications:

- o *Chicago Tribune* – Quarter-page in "On The Town" Friday entertainment section on 12/1 and 12/8
 - Reach: 44,000
- o *Daily Herald* – Half-page in "Time Out" Friday entertainment section on 12/1 and 12/8
 - Reach: 70,000



Social Media

In 2017, DiscoverArlington.com (now “Shop.Dine.Play”) received 59,668 visitors over 10 months. Unfortunately, due to an error with Google Analytics during the first two months of the implementation of the new website, Staff does not have data for October or November. However, based upon trends and past data, it appears that the Discover Arlington has likely surpassed last year’s number of visitors (65,650), which had been down slightly from 2015’s total of 67,421 visitors.

***Monthly and Annual Website Hits
SHOP.DINE.PLAY (DiscoverArlington.com)***

Month	Total 2016	Total 2017	% '17 vs. '16	Mobile Users 2017	% Mobile Users 2017
January	2,995	4,556	+52.1%	1,216	26.7%
February	2,854	3,756	+31.6%	424	11.3%
March	3,561	6,252	+75.6%	1,654	26.5%
April	4,346	5,504	+26.6%	1,671	30.4%
May	5,337	6,244	+17.0%	2,073	33.2%
June	10,951	9,553	-12.8%	3,415	35.8%
July	9,530	7,939	-16.7%	2,874	36.2%
August	7,097	12,207	+72.0%	2,292	18.8%
September	4,191	5,314	+26.8%	1,462	27.5%
October	4,466	Unknown	Unknown	Unknown	Unknown
November	3,887	Unknown	Unknown	Unknown	Unknown
December	6,435	3,293	-48.8%	1,308	39.7%
TOTAL	65,650	59,668+	Unknown	18,389+	~30.8%

Due to issues with Google Analytics, because of the transition to the new website in October, Staff was not able to pull data from October or November. The issues with Google Analytics could potentially explain the decrease in visits during the month of December or the combining of the websites.

The data shows notable improvement in visits to DiscoverArlington.com (which now links to the Shop.Dine.Play webpage) from the previous year. Of the ten recorded months in 2017, seven saw increases in visits to the site from 2016. Three of these months saw increases of 50% or greater. A December decline will be looked into to ensure that the new Shop.Dine.Play site continues to grow in 2018.

Meanwhile, the Discover Arlington Facebook page continues to receive notable positive interaction. Overall, the page itself received over 450 new positive interactions (or “likes”) for the regularly-posted information in 2017. Combined with last year’s figures, this represents an increase of nearly 1,000 new followers in the past two years.

Facebook “Likes” in 2017

Month	Cumulative "Likes"	# Increase*
January	11,523	+7
February	11,531	+8
March	11,531	0
April	11,533	+2
May	11,637	+104
June	11,787	+150
July	11,838	+51
August	11,863	+25
September	11,863	0
October	11,905	+42
November	11,941	+36
December	11,973	+32
TOTAL	-	+450

*Compared to previous month

Facebook distinguishes *reach* as the number of unique people who see a post, as opposed to *impressions* which are the total number of times a post has been seen, regardless of how often an individual person has seen it. Several posts received extensive interaction during 2017. Notable posts included:

- A January post promoting the upcoming Meet Chicago Northwest annual *Restaurant Week* reached 9,300 people.
- A post in February highlighting upcoming shows at the Metropolis Performing Arts Centre reached 9,200 Facebook users.
- An April post promoting the grand opening of Jaunt, a Downtown furniture and home furnishings store, reached 12,500 people.
- A post in May covering the opening of Downtown’s new restaurant, Shakou, reached 10,500 people while a follow-up post in June reached 27,400 Facebook users.
- A post in June regarding the Promenade of Art reached 9,300 people.
- A June post regarding Kirkland’s opening in Arlington Heights reached 15,400 people.
- Another June post, this one highlighting Frontier Days, reached 13,500 Facebook users.
- A September post promoting the upcoming opening of Passero restaurant in Downtown reached 13,400 Facebook users.
- Another post in September highlighting a *Daily Herald* article referencing Arlington Heights as having a successful Downtown was seen by 12,100 people.
- A post in December promoting Hey Nonny reached 10,400 Facebook users.

Radio Advertising

In response to several years of positive feedback, the Village's Marketing Team once again pursued radio advertising to promote Arlington Heights during October, as well as during the holiday season. Due to it being one of top five radio stations in terms of listenership during the holiday season, Staff selected WBBM (AM 780 / 105.9 FM) for second year in a row.



This decision was based upon demographics and listenership (in December 2015, WBBM had the second-highest listenership of any radio station in the Chicago area).

For the fall, the Village ran a 30-second commercial 34 times during the week of October 9. The commercials emphasized taking advantage of the great shopping, salons, dining, and entertainment in Downtown. The ad also incorporated the new "Shop Dine Play" tagline. WBBM also aired the commercial 40 times online during the week and the on-air broadcaster made reference to Arlington Heights leading into a commercial break ten times.

For this year's holiday campaign, two 30-second commercials ran a total of 56 times from November 27-December 10:

- In the first ad, "A Christmas Carol" at the Metropolis Performing Arts Centre is highlighted. The commercial promoted shopping and dining in Arlington Heights and mentioned the "Make Merry" and "Be Urban – But Park for Free" taglines used in our holiday print ads.
- The second commercial highlighted The Second City's "Holiday Revue" at the Metropolis Performing Arts Centre. Like the previous commercial, it promoted shopping and dining, as well as the "Make Merry" and "Be Urban – But Park for Free" taglines.

Both commercials emphasized visiting DiscoverArlington.com as well (which links to the new Shop Dine Play webpage). In addition to the 56 cumulative commercials, WBBM aired the commercials 35 times each week over the two weeks on their website. Also, the on-air broadcaster made reference to Arlington Heights leading into a commercial break ten times each week.

The Marketing Team chose WBBM due to strong demographics and listenership. Per WBBM's representative, over 1.5 million adults (age 18+) listen to AM 780 / 105.9 FM each week. Over 500,000 of these listeners represent a household income of over \$100,000 while 80,000 represent a household income of over \$250,000. Besides the high-income demographic, WBBM listeners are well-educated, with 70% having attended college. Additionally, these listeners average over \$18,000 annual spending on retail. This equates to \$27 billion in total yearly retail spending and therefore is a key demographic in which to promote the Village's shopping, dining, and entertainment options.

Digital Advertising

This year, the Village continued to further its efforts to utilize digital advertising to promote *Discover Arlington*. In October, the Village committed to 500,000 impressions on multiple webpages to promote *Be Urban – Discover World Cuisine*. In late November, and through December, the “Make Merry” ad was again utilized to promote Arlington Heights throughout the surrounding area as a destination for holiday enjoyment. Here is a summary of the Village’s digital marketing efforts for 2017:

Fall Advertising (“Be Urban – Discover World Cuisine”)

- *Chicago Tribune* – 10/1 through 10/31
 - Reach: 505,705 impressions
 - **Ad Clicks 3,698; Click-Thru Rate: 0.73%**
- *Daily Herald* – 10/1 through 10/31
 - Reach: 774,254 impressions
 - **Ad Clicks: 674; Click-Thru Rate: 0.09%**
- TOTAL REACH: 1.28 million
 - **Ad Clicks: 4,372; Click-Thru Rate: 0.34%**



Holiday Advertising (“Make Merry”)

- *Chicago Tribune* – 11/27 through 12/17
 - Reach: 467,685 impressions
 - **Ad Clicks: 2,627; Click-Thru Rate: 0.56%**
- *Daily Herald* – 12/1 through 12/31
 - Reach: 676,928 impressions
 - **Ad Clicks: 671; Click-Thru Rate: 0.09%**
- WGN Digital Partner Advertising – 12/1 through 12/31
 - Reach: 501,400 impressions
 - **Ad Clicks: 427; Click-Thru Rate: 0.09%**
- TOTAL REACH: 1.65 million
 - **Ad Clicks: 3,725; Click-Thru Rate: 0.22%**



The Village reached nearly three million people via digital marketing in 2017. All told, 8,097 people clicked the Arlington Heights ads, for a click-thru rate of 0.28%. While this may seem insignificant, the standard click-thru rate for a similar ad campaign is 0.05%. Therefore, Arlington Heights digital marketing efforts in 2017 were nearly six times more successful in attaining audience interaction than comparable campaigns. Many who saw our ads identified our brand and took the next step to learn more about the community and what it offers. Regardless of the number of clicks, hundreds of thousands saw Arlington Heights advertised via these digital channels, and future repeated marketing will enable greater establishment of the brand.

Additional Marketing Efforts

- Continued updates of business directory posters with the Engineering Department to support the “Walk Arlington” campaign instituted by a Village Trustee.
- Continued re-use of newspaper boxes next to Vail Avenue parking garage to carry Discover Arlington promotional materials.
- Promotion of the Chamber’s “Holiday Twilight Shop” event via social media and DiscoverArlington.com.
- Updated and distributed the Downtown Arlington Heights marketing brochure across the Village and to Southtown hoteliers.
- Partnership with Meet Chicago Northwest on the creation of an Arlington Heights visitor guide to be placed in hotels across the community. The guide will be published in 2018.
- Continued adding of posts to the Discover Arlington Facebook page.
- Creation of a new e-newsletter template to communicate news and information to Village-wide businesses.

In-House Publications

- The *2016 Business Development Report*. This report, which summarizes the previous year’s economic development activities of the Planning & Community Development Department, was completed and provided to the Village Board in February.
- The *Annual Planning & Community Development Report for the Village Board* was completed and distributed in March. This report contains all facets of activity within the Planning & Community Development Department including economic development efforts.
- A *Downtown Entertainment Market Analysis* report was composed in December per the Village Board’s strategic priority for Staff to conduct “Downtown Entertainment Market Research”. The finalized report will be disseminated to the Village Board in early 2018.
- A summary analysis of the Class 6b program, as well as Staff-proposed modifications to the program, was provided to the Mayor and Trustees for the February 13 Committee-of-the-Whole meeting. A presentation was given regarding this.
- Staff-proposed modifications to the Small Business Sales Tax Rebate program, was provided to the Mayor and Trustees for the February 13 Committee-of-the-Whole meeting also. A presentation was given as well.
- A *Report on Vacant Commercial and Industrial Space* in Arlington Heights was composed, as well as an update to the *Downtown Retail & Commercial Occupancy Status* report. These documents were discussed and provided to the Mayor and Trustees for the February Committee-of-the-Whole meeting.
- The *Economic Development Statistics Report* was updated throughout 2017 as a means of providing local business development data to the Arlington Economic Alliance. This report was created in 2016 and new information, as is becomes available, is relayed to that Commission.
- The *Demographic and Development Summary* was updated for the 3rd-annual Meet Chicago Northwest hotel summit in August. This guide has also been reproduced as a business attraction and Village promotional tool for events and targeted recruitment efforts. At the hotel summit, the Business Development Coordinator also sat on a panel with five other economic development staff members from other nearby communities.

- Southtown light pole banners were designed by the Department's summer intern, and produced via Staff oversight, in order to help create greater ambiance and sense-of-place on the south side of the community.
- A restaurant flyer for Downtown visitors were updated by the Department intern this past summer and can be found in the newspaper box next to the Vail Parking Garage.
- The content for the annual Arlington Economic Alliance newsletter was produced within the Planning & Community Development Department who partnered with Arlington Heights-based VisualEdge on the design, printing, and delivery to over 3,200 commercial addresses in the Village. The newsletter was disseminated in early spring.
- The Department of Planning & Community Development sent out 15 e-newsletters, Village-wide and Downtown-specific, throughout 2017. These e-blasts focused on a wide array of topics from promoting DiscoverArlington.com, to workshops offered by the Chamber and SBDC at Harper Community College, to promoting individual business' holiday events, and Meet Chicago Northwest's *Restaurant Week*.

Editorials and Interviews

- Planning & Community Development Staff conducted numerous interviews with media sources such as *The Chicago Tribune*, *The Daily Herald*, and the *Journal & Topics*.
- Mayor Hayes was placed in the *Homes & Land* May issue, promoting Arlington Heights as an outstanding place to live.
- An editorial was placed in the *Journal & Topics* annual "Business & Progress" May issue, promoting Arlington Heights as a destination for prospective businesses.
- An editorial covering doing business in Illinois and available incentive programs in the September/October issue of *Business Facilities* magazine provided substantial coverage on the assets and ongoing development of Arlington Heights.
- An interview with Planning & Community Development Staff was conducted, and published, in the September/October issue of *Business Xpansion Journal*, extolling on the benefits of the Village as a location for business expansion or relocation while highlighting development projects and community assets.
- A brief editorial in the November/December issue of *Suburban Family* magazine focuses on holiday activities in Arlington Heights.

Final Note

This report is an extracted portion of the *2017 Business Development Report*, which was produced by the Department of Planning & Community Development.

Arlington Economic Alliance Position Statement & Recommendation

Approved July 17, 2012

SCOTT WHISLER MOVED, SECOND BY GARY SKIBA TO APPROVE THE ARLINGTON ECONOMIC ALLIANCE POSITION STATEMENT & RECOMMENDATION ON THE DISCOVER ARLINGTON MARKETING STRATEGY. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Purpose and Task

On Monday January 23, 2012 the Village Board at the Committee-of-the-Whole discussed the Discover Arlington Marketing program. The meeting commenced with a detailed Staff presentation on marketing efforts of the Discover Arlington program, which was followed by a series of questions from the Village Board. A presentation was then provided by Angelique Gunderson and Richard Blocki. At the conclusion of the meeting, the following motion was made.

Trustee Breyer moved, second by Trustee Scaletta, that the Committee-of-the-Whole recommend to the Village Board that the Board continue the discussion on Marketing Strategy and have another Committee-of-the-Whole meeting on this subject after hearing from the Arlington Economic Alliance.

On Monday, February 6, 2012 the Village Board at their regular meeting ratified this motion, referring the matter to the Arlington Economic Alliance.

History & Background

A significant amount of information and data was reviewed by the Arlington Economic Alliance. To assist in providing an overview of this matter, the following information was reviewed and evaluated:

- Copy of the January 23, 2012 Committee-of-the-Whole meeting minutes.
- Copy of Staff memorandum dated January 13, 2012
- Marketing article entitled "Putting communities at the center of branding".
- Updated web data for 2012.
- Current 3 year Discover Arlington Marketing Strategy.
- Staff presentation.
- Focus group data.
- Downtown Business Survey.
- Extensive knowledge of past marketing efforts.

Issues and Opportunities

The request for the Alliance to study the Discover Arlington Marketing Strategy asked the Alliance members to discuss a series of issues and opportunities which were discussed and evaluated over several meetings. The following are just a few questions that were considered by the Alliance members as the discussion evolved:

- Has the current Discover Arlington Marketing program been successful?
- What is wrong with the current Discover Arlington program?
- Should the Discover Arlington program be refreshed?
- Should the Discover Arlington program be disbanded and start again from scratch?
- What are the pluses and minuses of disbanding the Discover Marketing Strategy?
- Should a strategic planning session be necessary?
- Should other agencies such as the Park District, Library, and Schools be involved in marketing tourism to the community?
- Are tourist and retail customer's needs the same as Parks, Library, and Schools?
- What are the potential costs associated with significant changes to the Discover Arlington Strategy?

Process

In evaluating this matter, the Arlington Economic Alliance has held four meetings as well as four focus groups with the business community. The process was as follows:

- Initial kick off meeting with Arlington Economic Alliance and facilitator Bill Howard on February 21.
- Chairman Tony Guido, facilitator Bill Howard, John Melaniphy, and Charles Witherington-Perkins met on several occasions to discuss a process to move this topic forward. As a result of these meetings, it was recommended that a series of focus groups be held.
- The Arlington Economic Alliance met on April 24 and further discussed Discover Arlington and endorsed proceeding with the focus groups.
- Conducted a series of focus groups in May with six to eight people attending each session along with two Arlington Economic Alliance members. Each focus group included the following:
 1. A brief overview of the Discover Arlington program and a handout was provided to participants in advance.
 2. Focus group facilitation by Bill Howard.
- Four focus groups were held as follows:
 - Group 1: Organizations (Park District, Library, School Districts, Hospital)
 - Group 2: General Retail/Restaurant
 - Group 3: Downtown Retail
 - Group 4: Entertainment (Metropolis, Arlington Park, Chamber of Commerce, Convention Bureau, Arlington Theater, Hotels, Special Events,)

For the focus groups a total of 53 businesses or organizations were invited to attend with each one receiving a written invitation and Discover Arlington background materials. At the focus groups 24 businesses or organizations attended along with two Alliance members.

- Results of the focus groups were summarized.
- Arlington Economic Alliance held its own focus group with facilitator Bill Howard on June 5 to evaluate individual focus group results and build consensus and recommendation.
- Arlington Economic Alliance meeting on July 17, 2012 to finalize recommendation.

Alliance Findings

Prior to the June 5 Arlington Economic Alliance meeting and focus group, Alliance members reviewed the summarization results of all the focus groups which combined with their review an analysis of various documents that were evaluated as well as their attendance at each of the focus groups formulated the basis for their findings. During the Alliance focus group they identified their view of the strengths, weaknesses, and areas to modify of the Discover Arlington program.

The Alliance believes that Discover Arlington has been successful in many respects especially in creating a well established recognized brand and logo. This was also endorsed by all focus groups as well as having a good web site and integrated marketing campaigns. The Alliance does not recommend scratching the Discover Arlington strategy and logo and starting again. This would be costly, time consuming, and counter productive to the momentum already developed. It was recognized the web site continues to grow in popularity as does the development of Discover Arlington Heights Facebook.

The Alliance does believe that the Discover Arlington strategy can continue to be refreshed, expand communication channels, conduct a consumer survey, expand targeted marketing and modify the current 3-year marketing strategy to include some specific tactics identified by the focus groups.

The following is a summary from the Alliance focus group on June 5, 2012:

<u>Strengths</u>	<u>Weaknesses</u>
Good branding Logo Well established recognized brand Design pieces are there logo Resources for business Consistency Visible in many places Good website Web site improvements Integrated campaign/coordinated message across multiple media channel	Target market Get more to residents Outside focus Target audience local or outside Distribution of info Local residents Surrounding areas Shotgun approach More focus Target market More awareness for business Positive calls to action Lack of business Communication
<u>Modify or New</u>	<u>Modify or New</u>
Improved Communication Target Frequency Communication Talk to customers research company Increase social media E-News to business & residents Increase use of social media Develop better target marketing Demographics New approaches/special campaigns	Who: Special audience for tourist For residents For employees in town Sell the “experience of Discover” New energy Communication more precise City right here Discover subtitle New Heartbeat of Midwest Modern Village

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.

Attachments: Meeting minutes
Memorandums
Focus group report

COMMITTEE-OF-THE-WHOLE
MINUTES OF THE MEETING OF THE MAYOR AND THE BOARD OF
TRUSTEES OF THE VILLAGE OF ARLINGTON HEIGHTS BOARD ROOM
MONDAY, SEPTEMBER 10, 2012 7:30 P.M.

President Mulder called the meeting to order at 7:30 p.m.

BOARD MEMBERS PRESENT: Trustees Blackwood, Breyer, Farwell, Glasgow, Hayes, Rosenberg, Scaletta, Sidor, and President Mulder

STAFF MEMBERS PRESENT: Bill Dixon, Village Manager; Diana Mikula, Assistant to the Village Manager; Charles Witherington-Perkins, Director of Planning & Community Development; John Melaniphy, Business & Development Coordinator; Eileen Hellstrom; Recording Secretary

SUBJECTS:

4. Arlington Economic Alliance Position Statement & Recommendation on the Discover Arlington Strategy
 5. Arlington Economic Alliance Recommendation to retain Public Research Group to conduct a Consumer Research survey
 6. Arlington Economic Alliance annual review
 7. Other Business
 8. Adjournment
-

President Mulder called the meeting to order at 7:30 PM. The Pledge of Allegiance was recited. The Recording Secretary called the roll.

Trustee Breyer entered the meeting at 7:36 PM.

4. Arlington Economic Alliance Position Statement & Recommendation on the Discover Arlington Strategy

Village Manager Bill Dixon said that in July of 2011 the Village Board held its biennial goal setting session. At that time the Board reviewed the goals that had been in place and modified the goals that were determined to be appropriate.

Goal #1 is to focus on Village wide business development. Under that heading, there are two objectives that are relevant to tonight's meeting.

- 1D states to continue and refresh the comprehensive marketing and business plan.
- 1G states evaluate effectiveness of marketing brand and program.

Chairman Tony Guido, spoke on behalf of the Arlington Economic Alliance. He spoke of commission goals that have been completed over the last year, which included, providing the business community a strong partnership with the Village, promoting a healthy

business climate, and acting as the Village Board's Economic Advisory Commission on business issues.

Back in January 2012, the Village Board asked the Alliance to work with the marketing strategy for Arlington Heights. Over the past seven months, the Alliance has been working on this project. Tonight, members of the Alliance will be speaking about this project.

The Arlington Economic Alliance Commission members are Tony Guido, Chairman; Sue Duchek, Picket Fence Realty; Mike Field, School District #214; Mike O'Connor, Motorola; Scott Whisler, Brian Properties; Regina Schlamp, Village Bank; Gary Skiba, Northwest Community Hospital; Kris Stabler, Arlington Park Racetrack; and Amy Philpott, Tuscan Market.

Kris Stabler gave a presentation, "Current Marketing Strategy," from the "Arlington Economic Alliance Position Statement & Recommendation." (See Attachment A)

Ms. Stabler said that Discover Arlington is a work in progress. It is flexible and can change its focus based on the current market. Included in the presentation is a summary of recent marketing initiatives for Discover Arlington and examples of print advertising.

Regina Schlamp talked about the process to obtain more information regarding Discover Arlington. An Economic Alliance focus group facilitated by Bill Howard was conducted where the Alliance discussed their opinions of the Discover Arlington Marketing Strategy and the overall focus group findings. There were four focus group sessions with facilitator Bill Howard which consisted of general retail/restaurants, Downtown retail, organizations, and entertainment.

On June 5th The Arlington Economic Alliance held its own focus group with facilitator Bill Howard to evaluate individual focus group results and build consensus and recommendations.

On July 17th The Arlington Economic Alliance met to finalize all their recommendations and reviewed the summarization from results of all the focus groups.

The Alliance has come to this meeting with their recommendations.

Michael O'Connor spoke about some of the findings the Alliance has in regards to the Discover Arlington brand and presented evidence that supports these findings. The Alliance does not recommend scratching the Discover Arlington brand. What we learned through the focus groups is that it is strong and many businesses recognize and understand Discover Arlington. The Alliance determined that the website continues to grow in popularity as does the development of Discover Arlington Heights Facebook. The Alliance does believe that the Discover Arlington strategy can continue to be refreshed and built upon. This brand has helped us to drive people to our website and our Facebook likes are very significant. We are using Discover Arlington brand in different ways and it has been very successful. We recognize that we need to continue to expand the channels of communication, into Facebook, Twitter, and e-blasts as well as continue to be in the traditional channels of communication. Website hits were almost twice as many this year

Committee-of-the-Whole

September 10, 2012

Page 2 of 11

as last year. This shows the momentum of the Discover Arlington brand. Website hits spike in June, July, and August with all the events going on in Arlington Heights. These events help drive people to our website. Our weekly reach on Facebook in August was 40,994.

Mr. Guido said the Alliance has five strong recommendations:

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 to implement the walking concierge idea for Downtown Arlington Heights.

Trustee Scaletta thanked the Alliance for their initiative. He asked about their recommendation 1.c.:

- c. Refresh the tag line "Always more to Discover" by retaining a marketing consultant to provide input.

He is supportive of the motion, but his question is what is the depth of retaining a marketing consultant to provide input? What would be the cost?

Charles Perkins responded that we do not have any preliminary costs proposals of what a consultant would charge.

Trustee Scaletta discussed not having someone who is focused on Facebook. He knows that Facebook is very time consuming, and would hope for a solution for the future.

Mr. Perkins said the Village is conscious of this, and Nancy Kluz and Chester Gorecki are

the two employees who do the majority of the posts and monitor Facebook every day. We look for creative and unique things to put on Facebook. This is one of the reasons we haven't gone to Twitter yet since we want to be able to manage what we have and grow what we've done so far.

Trustee Scaletta said he would prefer to utilize funds to have an employee update Facebook instead of paying for a walking concierge. Trustee Scaletta liked the idea of a walking concierge but thought the concierge could be a volunteer position.

Trustee Blackwood asked Mr. O'Connor about his indication from the focus groups and fellow residents that the tag line Discover Arlington was strong. The comments from the focus groups that Mr. O'Connor was present at, indicated that there were comments saying the Discover Arlington campaign had become stale and needed refreshing. The focus group participants saw the program as ambiguous and that it needed to evolve.

Trustee Blackwood asked Mr. O'Connor to elaborate on how this impacts his ability to say that focus groups or people he has talked to feel it is a strong tag line.

Mr. O'Connor said when you looked at all the focus group data, and the data we received from the Discover Arlington website, the brand is strong and he wouldn't want to abandon it. We want to try and expand upon the tag line and revive it. It has gotten us this far and we would like to take the opportunity to refresh it and to continue to move it forward.

Trustee Blackwood said she would agree with that and especially if it is highly recognizable. She was looking for three comments from Mr. O'Connor that would support the strength of the tag line. One comment would be recognizable, and asked what would be two other comments to show the strength from his perspective.

Mr. O'Connor said two other words would be longevity and sustainability. We have been building this for a number of years and you are starting to see the response growing year after year. If we were to take a step back and start over, you would be starting from scratch. If we can continue to build upon Discover Arlington and create sub tag lines underneath Discover Arlington, we would continue to leverage that brand but also bring something fresh into it.

Trustee Blackwood asked if he felt the tag line would strengthen the brand.

Mr. O'Connor responded absolutely.

Trustee Blackwood asked if he feels that it's the Discover Arlington brand that drives people to the Taste of Arlington, etc., or is it the events that drive people to come to Arlington Heights.

Mr. O'Connor said he thinks it goes both ways. The events we have helped create the brand image, and help to make it more vibrant. Once you get exposed to the Discover Arlington brand and the website, you start to see more of what's going on in Arlington Heights.

Trustee Glasgow said the statistics show that the internet is the way to communicate with people outside of Arlington Heights. He was impressed with the presentation and all the information the Alliance has put together. He would like to have the Discover Arlington website kept more current. There are some restaurants and shops that are no longer in business or have moved out of Arlington Heights and they are still listed on the website. He feels the Discover Arlington brand is very strong and he is impressed with the amount of marketing done via the internet.

TRUSTEE GLASGOW MOVED, TRUSTEE SCALETTA SECONDED THAT THE COMMITTEE-OF- THE-WHOLE RECOMMEND TO THE VILLAGE BOARD CONCURRENCE WITH THE ARLINGTON ECONOMIC ALLIANCE JULY 17, 2012 POSITION STATEMENT & RECOMMENDATION ON THE DISCOVER ARLINGTON STRATEGY AS FOLLOWS:

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.

Trustee Glasgow mentioned that he agrees with Trustee Scaletta about the walking concierge being a volunteer position.

Trustee Breyer asked if someone wanted to open a restaurant, who would approach them to use the Discover Arlington website.

Mr. Perkins said that the Planning Department would let them know about the website.

They get a welcome letter from John Melaniphy, Business & Development Coordinator, once their business license has been approved. About 75% of the time, John will put their business on the website for the first time, to help make sure they are on the website. He will also show the business how to make any updates. The Planning department has instructions to give businesses on how to log into the website and update their profile, also how they can add photos, special events and coupons.

Trustee Breyer asked if we try to have every business in Arlington Heights on the Discover website?

Mr. Perkins replied that every business that is a dining, entertainment, tourism, or a service type venue. We do our best to get all those types of businesses on the website.

Trustee Breyer agreed with the comments regarding the walking concierge and that it should be a volunteer. He asked if having it in the downtown area only, would be construed as favoring the downtown and ignoring uptown and the southtown for not doing the same.

Mr. Perkins responded that downtown is unique.

Trustee Scaletta mentioned that the downtown area has public sidewalks that people utilize.

Ms. Stabler replied that she was at that the focus group when the idea of a walking concierge came from one of the shop owners. She said often the Chamber of Commerce is located in the downtown area. Our Chamber is not, but they help give out information and this is where the idea came from to have a concierge in the downtown area to help give out information.

Trustee Breyer talked about having uniform evening hours. Can we do more to push this idea.

Mr. Dixon said recently our Planning Department sent a letter to all property owners Downtown and encouraged and offered suggestions for the merits of uniform hours.

Trustee Scaletta said to regulate hours is difficult in the Downtown shops. As much as they want to stay open, they haven't found that it has worked for them to stay open later.

Trustee Glasgow said that brick and mortar stores are competing with internet. He feels encouraging uniform hours is beneficial for everyone.

Trustee Sidor thanked the Alliance for all the hard work they have done over the last seven months. He asked about the brand and wanted to know what the Arlington Heights brand means to people.

Ms. Stabler talked about Arlington Heights being a community, and our brand is that we are the Village of good neighbors.

Mr. O'Connor said when you look at Arlington Heights from a brand perspective, residents might look at it as loyalty. People have deep roots here and are very passionate about their community. People that live here tend to stay here and they have an infectious way of talking about Arlington Heights in a good way. Arlington Heights as a brand gives you that neighborhood feel.

Trustee Sidor said he agrees with them. His question is how is our messaging moving towards that brand and how are we telling people that's who we are?

Mr. O'Connor replied that when you see some of the ads and you come here and experience Arlington Heights you feel what the ad is portraying, a neighborhood feeling. In the ads you see people coming together, and that is how we are showing our brand.

Trustee Sidor said he is glad to hear that they are moving towards a more emotional draw to our town. He feels this is who we are. He asked how in the marketing plan, are we going to position Arlington Heights differently than others towns surrounding us, and how can we show differentiation between us and the other towns.

Mr. O'Connor said in terms of what the Alliance talks about is we want to leverage the unique things that Arlington Heights has such as the Metropolis, the racetrack, and fine restaurants in our downtown area.

Mr. Dixon said he thinks the recommendation is to retain Discover Arlington and where we need to differentiate ourselves is the tag line. The tag line, Always Something More to Discover, probably needs to be revised.

Mayor Mulder agrees with Mr. Dixon that the tag line needs to be refreshed.

Trustee Blackwood asked about the second motion and the amount listed of \$16,500 for surveys to continue. She asked if the survey process is to establish or broaden Discover Arlington's tag line?

Mr. Perkins replied no, the \$16,500 does not have to do with the tag line. The \$16,500 is for a consumer survey to ask the residents from the inner ring and outer ring area, their opinions on Discover Arlington, where they shop and dine, so this information can be taken by the Alliance along with the data from the focus groups to update the marketing strategy.

Mr. Perkins said regarding the recommendation to hire a consultant to look at the tag line, we do not have a price on a consultant yet and will work on that with the Alliance. We have not done this yet because we needed the Board to make a decision.

Mr. Guido said the Alliance agrees the tag line needs to be refreshed, but you also need to direct people to our website and bring people to Discover Arlington.

Trustee Sidor asked what type of tactics does the Alliance see moving forward to leverage Arlington Heights assets and differentiate Arlington Heights from surrounding communities.

Mr. O'Connor replied that the Mane Event and the Metropolis are all assets for Arlington Heights and you can't go to other communities for these events.

Trustee Sidor asked when talking about the Downtown area, did any of the focus groups focus on what percentage of the revenue comes from shopping versus entertainment versus the restaurants.

Mr. Perkins said the Downtown with approximately 40 restaurants and the Metropolis, there is a heavy emphasis on dining and entertainment. The objective is to try to encourage more shopping and add more retail stores.

Trustee Sidor asked about the consumer survey that is being proposed and wanted to know what we are hoping to get out of this survey.

Mr. Guido replied they want to survey the inner and outer rings, the community, and the businesses. We want to hear from both ends of town.

Trustee Sidor is not sure if the money should be spent on the survey. He feels the \$16,500 can be used for media buys, successful ads, and the campaigns that run along the Metra.

Trustee Farwell thanked the Alliance for their hard work and is very enthused with the amount of work they have done.

Trustee Rosenberg also thanked the Alliance for their hard work. He asked if new residents get anything to welcome them to the Village. Mr. Dixon replied that the Village has a new resident packet. Trustee Rosenberg asked if there is a way to put information into the new resident packet that talks about the downtown and southtown area. Mr. Perkins said this could be looked into.

Trustee Rosenberg said he would like more information about:

- 1c. Refresh the tag line "Always more to Discover" by retaining a marketing consultant to provide input.

He would like to learn more about what the consultant would do and get more information on this.

Mr. Dixon said this could easily be accomplished by means of preparing a request for proposal and sharing it with the Board before it goes out. There seems to be some concern and a need for further definition.

THE MOTION CARRIED UNANIMOUSLY.

Trustee Sidor replied yes, with a comment. His comment was he is not sure about item #3:

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.

5. Arlington Economic Alliance Recommendation To Retain Public Research Group To Conduct A Consumer Research Survey

Mr. Guido talked about the next recommendation of conducting a consumer research survey. He said the survey would address the shopping habits, shopping patterns, and why consumers do or do not shop in Arlington Heights. Also the restaurants frequently visited and entertainment frequently utilized. Additionally, new stores that should be added, and likes and dislikes on some of the improvements.

Trustee Rosenberg asked if the survey would be a true sampling of the entire Village.

Mr. Perkins replied that it would be a random sample size in Arlington Heights of 5000. It would be a combination of mail surveys, telephone, and text and email surveys. The inner ring would be a sample of 500 telephone surveys, 3000 using emails, and the outer ring would be 500 by telephone and 5000 by emails. They also have a GIS program that can plot the responses by geographic location. Analysis can be done according to where people live and where they shop.

Mr. Perkins said they would talk to the research group and make sure it is an evenly spread random sample.

Trustee Glasgow asked how they came up with the amount of \$16,500?

Mr. Guido replied that was the quote given to the Alliance from a firm.

Trustee Glasgow asked about #3 in the first recommendation regarding interviewing three firms for a consumer survey.

Mr. Guido responded that the Alliance did interview three firms.

Trustee Glasgow asked if the cost of the firm would be \$16,500 or below.

Mr. Perkins replied the recommendation would be not to exceed \$16,500.

Trustee Glasgow said the other Trustees brought up some good points that the money could be spent in other ways. His concern was the last research study was done ten years ago and we are working on old data.

TRUSTEE GLASGOW MOVED, TRUSTEE FARWELL SECONDED THAT THE COMMITTEE-OF-THE-WHOLE RECOMMEND TO THE VILLAGE BOARD APPROVAL OF THE ARLINGTON ECONOMIC ALLIANCE RECOMMENDATION OF AUGUST 21, 2012 TO ENTER INTO A CONTRACT WITH PUBLIC RESEARCH GROUP TO CONDUCT THE CONSUMER RESEARCH SURVEY IN THE AMOUNT NOT TO EXCEED \$16,500.

Trustee Scaletta said he is torn with this concept. We should have the facts and until we do a survey we won't have this information. We can use the information from the survey for new businesses. He is in favor of the motion.

Trustee Farwell said he is glad we are doing the survey. Someone will have to fulfill making the research we are approving tonight, go to the benefit of bringing in more business and the retention and attraction of more businesses to Arlington Heights. As we go through this again, we should make a conviction to carry this through. Trustee Farwell asked about the timing of this project and when would the finished product be available.

Mr. Perkins replied it would be three to four months.

Trustee Farwell asked if we would be able to share this information with our existing businesses so they can utilize the findings.

Mr. Perkins said they hope to let the businesses utilize this to their advantage.

Trustee Farwell asked about the report and if it will give us a guideline or instructions on what to do with the data.

Mr. Perkins replied no, that it is a survey and we will get the results, but it won't say what the Village should or shouldn't do as the result of the information. It is up to the Alliance, the Board and the Staff to go through the information and make those recommendations.

Trustee Farwell said we are going to have research and the Alliance is going to help us understand what we are going to do with it.

Mr. Perkins responded that the Alliance will take the information from the survey along with the feedback from the focus groups to update the three year market strategy and identify areas that are missing or areas that we can improve our marketing strategy to our customer base.

Trustee Farwell said he is looking forward to seeing what the results are and more importantly really looking forward to having the Economic Alliance help all of us to determine what to do with the information.

THE MOTION CARRIED UNANIMOUSLY.

6. Arlington Economic Alliance annual review

Mr. Guido said this survey will help us with the new marketing strategy and we will do the best job we can.

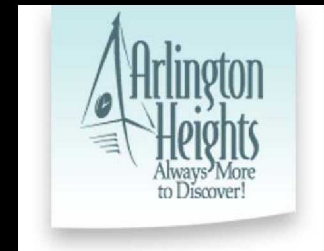
7. Other Business

None

8. Adjournment

**TRUSTEE SCALETTA MOVED, SECONDED BY TRUSTEE ROSENBERG TO ADJOURN
THE MEETING 10:04 P.M.**

THE MOTION CARRIED UNANIMOUSLY.



Arlington Economic Alliance Position Statement & Recommendation

Approved July 17, 2012



Arlington Economic Alliance Recommendation

July 17, 2012

SCOTT WHISLER MOVED, SECOND BY GARY SKIBA TO APPROVE THE ARLINGTON ECONOMIC ALLIANCE POSITION STATEMENT & RECOMMENDATION ON THE DISCOVER ARLINGTON MARKETING STRATEGY. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Anthony Guido, Chairman

Susan Duchek

Mike Field

Michael O'Connor

Scott Whisler

Regina Schlamp

Gary Skiba

Kris Stabler

Amy Philpott

Purpose & Task



Trustee Breyer moved, second by Trustee Scaletta, that the Committee of-the-Whole recommend to the Village Board that the Board continue the discussion on Marketing Strategy and have another Committee-of-the-Whole meeting on this subject after hearing from the Arlington Economic Alliance.

January 23, 2012



Current Marketing Strategy

Marketing Strategy Vision:

“Promote Arlington Heights as the dining, shopping, entertainment and cultural destination for consumers and tourists”

Goal:

“Increase consumer traffic and retail spending”

Key strategic approaches, accompanying objectives and tactics are identified to accomplish the current 3 year strategy goals of attracting residents from Arlington Heights, the inner ring, outer ring communities and tourists into Arlington Heights to Discover all we have to offer.

Key Target Market Strategies

(Excerpt from Confidential 3 year Marketing Plan)



The following are key strategic approaches and accompanying initiatives to accomplish the Village's goal of bringing residents from both Arlington Heights and neighboring communities into the Village for shopping, dining and entertainment venues.

1. Tourism: promote event attendance and general awareness of Arlington Heights amongst residents in Arlington Heights and neighboring communities through: (see details)
2. Maximize exposure on the Internet through the VAH site, Discover Arlington site, as well as 3rd party opportunities.
3. Market Downtown as a cohesive shopping, restaurant and entertainment destination.
4. Cross promote Uptown, Southtown and Downtown shopping and dining.
5. Create a New Shop Local Program
6. Use Village relationships with local press to feature VAH businesses.
7. Maximize resident and tourist exposure through use of multiple media products (event calendars, videos, etc.).

Key Target Market Strategies

(Excerpt from Confidential 3 year Marketing Plan)



The following are key strategic approaches and accompanying initiatives accomplish the Village's goal of bringing residents from both Arlington Heights and neighboring communities into the Village for shopping, dining and entertainment venues.

8. Focus on specific market segments, such as furniture stores, ethnic specialty shops and the Uptown shopping centers.
9. Maximize use of marketing funds through close coordination of initiatives with the Chamber of Commerce and the Greater Woodfield CVB.
10. Leverage tourist exposure through cooperative marketing efforts with key local tourist attractions and hotels.
11. Maximize business benefit realized from Village events as appropriate, while acknowledging that not all events exist just to promote local businesses, but also to provide entertainment opportunities for Village residents. (See Attachment B for a listing of current Village sponsored events.)
12. Leverage Village advertising and promotional efforts for benefit of Arlington Heights businesses.
13. Continually monitor the effectiveness of the Village's marketing initiatives.
14. Evaluate the cost/benefit of new non-traditional marketing channels.

Key Target Market Strategies

(Excerpt of objectives for strategy No. 2)



2. Maximize exposure on the Internet through the VAH site, Discover Arlington site, as well as 3rd party opportunities.

- a. Update the revamped vah.com web site on a regular basis. The objective is to more effectively provide information about Village meetings, services, programs, activities, and events.
- b. Prepare regular updates to the discoverarlington.com web site to provide most current information on shopping, dining, entertainment, hotel accommodations and links.
- c. Promote new shopping, dining and entertainment venues on the discoverarlington.com web site through the virtual business directory.
- d. Distribution of the discoverarlington.com business card to hotels, train stations, Village departments, and area stores to promote the discoverarlington.com web site.
- e. Creation of a discoverarlington.com Facebook page.
- f. Ensure all restaurants and entertainment venues are correctly listed on site and encourage new businesses to submit their businesses to the site.
- g. Maximize use of free and paid opportunities for exposure on the Greater Woodfield CVB site.
- h. Ensure web links with other venues such as Metropolis and Arlington Park.
- i. Explore other appropriate Social Media marketing channels.

Target Audience Definitions



- **Tourists/Shoppers:** Customers with disposable income and average household income of \$60,000 or more. Like to attend events; interested in restaurants and entertainment. From suburban area including the core, inner ring and outer ring range and from out of state (customers visiting on business, visiting local relatives, etc.)
- **Residents:** Residents of all ages and income, who want to know what's new, enjoy the livability of Arlington Heights, Discover its community events, businesses and entertainment venues, as well as potential residents who may locate here. Most tend to have disposable income.
- **Downtown Residents:** Young professionals, empty nesters, and seniors who enjoy and partake in the urban lifestyle and ambience Downtown.
- **Downtown Businesses:** Independent store owner with a unique product and needs assistance in marketing and making the community aware of their identity.

Target Audience Definitions



- **Commuters:** Professionals who are residents in and adjacent to Arlington Heights and commute via train to work. Enjoy the Downtown and its proximity to the train. Like to know and discover what's new; and due to familiarity with Downtown they enjoy its ambience, events, and businesses. Customers with disposable income.
- **Businesses:** All varieties from independent business owners to large retail entities and entertainment venues. All want to increase the awareness of their business and build loyal customers.
- **Targeted Marketing:** Audience specific to initiative e.g., Pet Post Card – residents with pet licenses, Small Business Retail Incentive attraction – Select Small Business in the communities.

Core: 60004 & 60005

Inner Ring: 60074, 60067, 60173, 60089, 60090, 60070, 60056, 60007, 60008

Outer Ring: 60193, 60194, 60195, 60010, 60047, 60069, 60015, 60062, 60025, 60018

Discover Arlington 2012 Initiatives- Target Audience



<u>Current/Ongoing Initiative</u>	<u>Target Audience</u>	<u>Market Reach</u>
New web site upgrades	> Tourists/shoppers	36,924 hits in 2011 core, inner ring, outer ring & more
Update/maintain web site	> Residents	15,652 June/July 2012
	> Businesses	
	> Commuters	
Discover Facebook	> Tourists /shoppers	Direct marketing to customers
(Revamped February 2012)	> Residents	Current reach up to 40,528
	> Businesses	
Downtown posters/kiosks	> Tourists /shoppers	Promotion to Downtown pedestrian
(Integrating QR Codes)	> Commuters	activity.
	> Downtown residents	
	> Downtown businesses	
E-news	> Downtown businesses	200 Downtown businesses
	> Expanding to community wide businesses	1,000 businesses community wide, growing over time to capture up to 4,000 business license holders
E-Blasts	> Tourists /shoppers	4,000 emails signed up
	> Businesses	1,000 businesses up to 4,000
	> Targeted marketing	Targeted lists & contacts

Discover Arlington Initiatives-Target Audience



<u>Spring/Summer Campaign</u>		
TribLocal on line	> Tourists /shoppers	98,000 impressions - per month exposure
	> Residents	
Ad Campaign	> Tourists/shoppers	
(Integrating QR Codes)	> Residents	56,111 readership circulation, Northwest region
Train Station Kiosk	> Commuters	3,000 commuters, free small business exposure
<u>Summer Campaign</u>		
Metra platform billboards	> Commuters	42,100 ridership -
(Integrating QR Codes)	> Tourists/shoppers	Northwest line
		Northline
<u>Initiatives on hold</u>		
Consumer research survey	> Tourists/shoppers	Dependent upon firm selected, core, inner ring, & outer ring
	> Residents	
	> Businesses	
Direct Marketing campaign	> Tourists/shoppers	120,000 customers, core, inner ring, & outer ring
	> Residents	

Arlington Economic Alliance

Summary of Recent Marketing Initiatives



- Discover Arlington Monthly Oversight
- www.discoverarlington.com development and update
- Growing web site
- Metra Billboards
- Trib Local On Line
- Eblasts
- Facebook
- Print Advertising etc.
- Arlington TV- 12 videos – 5,975 views
- Other Initiatives

Print Media



Food

Music

Family Entertainment

**Where
TASTE "BUDS"
Meet!**

For a great
Weekend Getaway
discoverarlington.com

Mane Event • August 10th
5:00 p.m. to 11:00 p.m. at Harmony Park
Food from Arlington Heights Restaurants, Live Music, Family Entertainment, Business Expo

Taste of Arlington • August 11th
3:00 p.m. to 11:00 p.m. at Harmony Park
Food from Arlington Heights Restaurants, Live Music,
Winner of Suburban Chicago's Got Talent - Live Performance!

Arlington Million • August 18th
Catch all of the Excitement of the 30th Running of the Arlington Million!

discoverarlington.com

Like us on Facebook

Discover
Arlington Heights

Chicago Tribune
Publication Date: 08/02/2012

Eat and drink this! recap

Food

Music

Family Entertainment

Food

Music

Family Entertainment

Food

Music

Family Entertainment

Food

Music

Family Entertainment

**Where
TASTE "BUDS"
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For a great
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Arlington Million • August 18th
Catch all of the Excitement of the 30th Running of the Arlington Million!

discoverarlington.com

Like us on Facebook

Discover
Arlington Heights

Tribune Ads: August
Half Page Color Ads in Chicago Tribune

Winter 2011/ 2012 Tribune Ads



GREAT GIFTS AROUND EVERY CORNER IN ARLINGTON HEIGHTS
SUIT UP!

EXERCISE YOUR INNER SANTA
START AT: discoverarlington.com

NOV. 25 Tree Lighting and Quasiquincentennial Kick-Off
North School Park, 4:45-5:30 pm.

DEC. 3 Rotary Santa 5K Run and 1 Mile Walk, 10:00 am.
Register at: rotarysantarun.org

- November 2011, Tribune Gift Guide

PLAY DATE
IT'S YOUR TURN

Make It A Night To Remember! discoverarlington.com

- Trib Local Northwest region, December 2011

Metra Billboard Ads



- June, July & August billboard.
- Total daily ridership on the Northwest Line: 42,100

Winter Ad



Current Ad



Trib Local



ARLINGTON HEIGHTS

Home | News | Business | Sports | A&E | Lifestyles | Opinion | Real Estate | Cars | Jobs | WEEKLY AD

Chicago Tribune
Quick » Easy » Dynamic Marketing Videos
Affordable » Learn More »

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Fewer drivers getting tickets
Updated Aug 09, 2012
Fewer drivers were stopped by police in the northwest suburbs last year than in 2010, with fewer tickets, continuing a trend seen throughout Illinois, according to a Tribune analysis of recently...

Drought, heat a mixed bag this summer
Updated Aug 02, 2012
Both of the St. Charles Park District's public pools have been packed all summer.

Harper tries to lure back former students
Updated Aug 02, 2012
Both of the St. Charles Park District's public pools have been packed all summer.

Harper tries to lure back former students
Updated Aug 02, 2012
In an effort to boost advancement rate, Harper College is reaching out to students who left the community college but still qualify for a degree — some without taking a single additional class.

MORE TOP STORIES
Sen. Mark Kirk jokes about his 'dreadmill'
Updated Jul 20, 2012
— Sen. Mark Kirk, who suffered a severe stroke in January, met Thursday with Rep. Judy Biggert, who said he is "back on his game" and even wisecracking about his treadmill — which he calls...

2 who pleaded guilty in child porn cases get federal prison time
Updated Jul 27, 2012

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Where do you live?

DISCOVER SUMMER
Arlington Heights
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UPCOMING LOCAL EVENTS
SATURDAY, SEPTEMBER 8
Famous Footwear Launches Rock Your School Contest

UPCOMING LOCAL EVENTS
SATURDAY, SEPTEMBER 8
Famous Footwear Launches Rock Your School Contest
Famous Footwear

SATURDAY, AUGUST 11
Free Wireless Workshop at Verizon Wireless in Arlington Heights
Verizon Wireless

MONDAY, AUGUST 13
Mandarin Storytime at Arlington Heights Memorial Library
Arlington Heights Memorial Library

See all events

CONTRIBUTE
Send us your photos and tell us about upcoming events.
triblocaltips@tribune.com

Online banner ad
June - August 2012

Click rate: .35

National Average click rate: .04

Market areas:

Arlington Heights

Barrington

Des Plaines

Lake Zurich

Mount Prospect

Palatine

Prospect Heights

Total Views: 128,628

Process



- February 21 - Initial kick off meeting with Arlington Economic Alliance and facilitator Bill Howard.
- April 24 - further discussed Discover Arlington and endorsed proceeding with the focus groups.
- Conducted a series of focus groups in May with six to eight people attending each session along with two Arlington Economic Alliance members. Each focus group included the following:
 1. A brief overview of the Discover Arlington program and a handout was provided to participants in advance.
 2. Focus group facilitation by Bill Howard.

Process (cont.)



- Four focus groups were held in May:
- Group 1: Organizations (Park District, Library, School Districts, Hospital)
- Group 2: General Retail/Restaurant
- Group 3: Downtown Retail
- Group 4: Entertainment (Metropolis, Arlington Park, Chamber of Commerce, Convention Bureau, Arlington Theater, Hotels, Special Events)

Process (cont.)



- June 5 - Arlington Economic Alliance held its own focus group with facilitator Bill Howard to evaluate individual focus group results and build consensus and recommendation.
- July 17 - Arlington Economic Alliance meeting to finalize recommendation.
- Alliance members reviewed the summarization results of all the focus groups.
- Review an analysis of various documents that were evaluated.
- Attendance at each of the focus groups formulated the basis for their findings.

Alliance Findings



- The Alliance does not recommend scratching the Discover Arlington strategy and logo and starting again.
- The Alliance concluded that it would be counter productive to the momentum already developed to disband Discover Arlington and start from scratch.
- The Alliance believes that Discover Arlington has been successful in many respects especially in creating a well established recognized brand and logo. This was also endorsed by all focus groups as well as having a good web site and integrated marketing campaigns.

Alliance Findings (cont.)



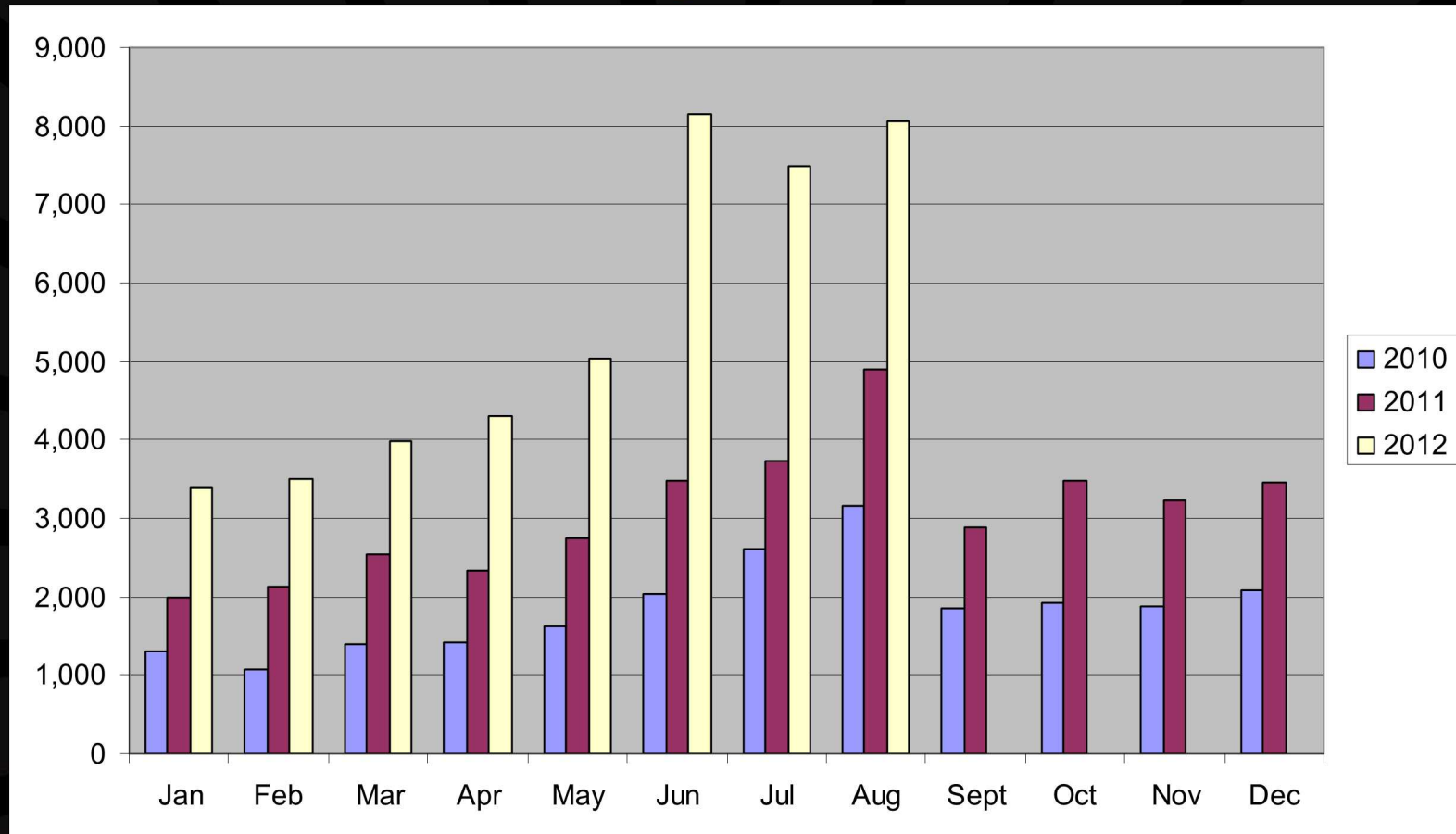
- The Alliance determined that the web site continues to grow in popularity as does the development of Discover Arlington Heights Facebook.
- The Alliance does believe that the Discover Arlington strategy can continue to be refreshed, expand communication channels, conduct a consumer survey, expand targeted marketing and modify the current 3-year marketing strategy to include some specific tactics identified by the focus groups.

Website Hits

2010: 22,360 hits

2011 : 36,924 hits 65% Increase

2012 : 43,943 hits, Jan - Aug



Facebook:

Current Likes: 795



Discover Arlington Heights
722 likes · 47 talking about this · 38 were here

City
Discover Arlington Heights events, activities, dining and shopping!

About Photos Likes Map Events

Highlights

Post Photo / Video

Write something...

Discover Arlington Heights
48 minutes ago

This great picture that captures the ambience of Downtown Arlington Heights was taken by Nevin Nelson. He won the Arts

1 Friend
Likes Discover Arlington Heights

Recent Posts by Others on Discover Arlington Heights See All

August weekly reach 40,994.

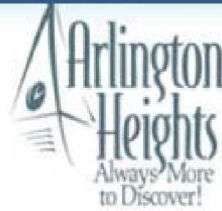
Mane Event post reach 22,565.

Photo contest post reach 7,946.

Farmers Market post reach 7,241.

Time lapse video reach 37,204.

E-Media



Discover a Block Party Weekend in Downtown Arlington Heights, August 9-12

Kick off a summer weekend of events in Downtown Arlington Heights with the Mane Event, Friday, August 10 and the Taste

Get Social

Get all the updated information on events, openings of new businesses, local coupons and special deals by "liking us" on our Facebook page.



Promenade of Art EBlast

- 46% opened
- 16.8 % visited web site
- Facebook increase 38 "Likes"

Mane Event/Taste EBlast

- 45.4% opened
- 15% visited web site
- Facebook increase 52 "Likes"

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.

Recommendation (cont.)



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.

Recommendation (cont.)



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 to implement the walking concierge idea for Downtown Arlington Heights.

DISCOVER

ARLINGTON ECONOMIC ALLIANCE RECOMMENDATIONS



*Where Best
Friends Meet...*

discoverarlington.com



Arlington Economic Alliance

Anthony Guido, Chairman

Susan Duchek

Mike Field

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