



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
April 20, 2016
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 3-9-16

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Performance Metrics
- B. DiscoverArlington.com Improvements
- C. Annual Alliance Breakfast

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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



Item: Minutes 3-9-16

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON MARCH 9, 2016 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido – Chairman
Frank Appleby
Tom Gaynor
Jamie Janeczko
Mike Kalway
Jackie Lewis
Dave Parulo
Jon Ridler
Andi Ruhl
Scott Whisler

MEMBERS ABSENT:

Lisa Henderson

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Matt Ottaviano – Special Events Commission
Anita Pacheco – Arlington Heights Park District
Jim Platt – Arlington Heights Chamber of Commerce

Call to Order

Chairman Tony Guido called the meeting to order at 7:33 AM.

Approval of Minutes – February 17, 2016

The meeting minutes of the February 17, 2016 Arlington Economic Alliance meeting were reviewed.

JON RIDLER MOVED AND DAVE PARULO SECONDED A MOTION TO APPROVE THE DRAFT FEBRUARY 17, 2016 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Reports

The former Yanni's restaurant building has been demolished to make way for a future restaurant. The property is owned by Yamasho, Inc. which currently operates two Sushi Station restaurants in the Chicago area. Honey Brunch Café (*note: since the Alliance meeting, the restaurant has changed its name to "Golden Brunch"*) will be opening in the next few months at 31 E. Golf Road, replacing the recently vacated International House of Pancakes (IHOP) building. Beginning next month, HSBC is planning on moving their first employees to their new Arlington Heights location at 1421 W. Shure Drive. By the end of the year, the company expects to employ 1,500 workers at that facility.

Chamber of Commerce – Small Business Development Agreement

Jim Platt, Director of Business Development for the Arlington Heights Chamber of Commerce, gave a summary of the first two years of Chamber of Commerce business retention efforts under the SBDA (Small Business Development Agreement) with the Village. Initially, the Chamber's focus was on business visits to help get an understanding of their operations and needs. Businesses have begun to initiate contact with the Chamber as well.

DRAFT

The Village has several defined processes, some of which new businesses need to learn on-the-go. The SBDA program was created to help businesses better grasp processes with which they may be unfamiliar. The number of qualified visits made by the Chamber has increased. Qualified visits involve lengthy engagement, as opposed to just introductions and data collection. Mr. Platt emphasized his role as a business advocate. As a former business owner, he understands what businesses deal with on a daily basis. There has been productivity in partnering with the Village. One example is helping businesses get from the starting point to getting their paperwork submitted (permits, business license, etc.) The program has provided a channel for businesses in need of help navigating through the process.

Mr. Platt explained two key successes of the program. The first is identifying businesses in the early stages of need and helping accelerate the process to approval. The second goal is identifying common denominators and addressing them. Attached was a 24-month case study guide from the Chamber which serves as a summary of identified common threads. The Village also composed a supplementary report on Village efforts to assist those businesses.

Pure Salon is an example of a business that was ready to open (had passed all inspections) but didn't have their State license yet. In discussing with the Village's Building Department, it was determined that if the salon could verify that they had submitted all required documents and payment to the State, then the department could issue a certificate of occupancy, which it did. The license from the State didn't come until six weeks later. By getting at the front end of openings or expansion efforts, then potential issues can be resolved before they inhibit businesses from operating.

Andi Ruhl asked Mr. Platt how he is identifying businesses for outreach. Initially it was by random visits. More recently, businesses have been initiating contact. Further, by establishing communication with brokers, he has been able to speak with more businesses. Dave Parulo inquired about mentoring processes. Mr. Kalway suggested an orientation program, if possible. Mr. Mertes stated that Planning & Community Development will meet with business owners and appropriate Staff from other departments as needed. Additionally, the Planning & Community Development Department offers a *Business Resource Guide* to help new businesses navigate things such as available resources and the permitting process. Mr. Platt referenced business assistance services offered by the Arlington Heights Memorial Library. Unfortunately, not every business comes to the Village before they open. So, getting to these businesses early in the process would be the ideal next step of the SBDA program.

From a statistical standpoint, Tom Gaynor recommended identifying common issues, and determining cause and effect. Finding ways to make Arlington Heights an easy place to do business would be tremendously beneficial. Whatever common threads are a hindrance for businesses, the Village should see if they can be remedied. Scott Whisler noted that every situation can be different. For example, depending on the work being done, an owner may need to get an architectural rendering done. He provides Mr. Platt's contact to businesses in need of assistance.

Chairman Guido asked how the Chamber responds when a business says that they're not making it financially. Mr. Platt said that some businesses get off to a bad start and just want to leave when their lease expires. The Chamber provides a packet of information that explains available resources. For example, the U.S. Postal Service has an inexpensive program to help businesses that want to send out mailers by offering a significant discount over standard mailing rates. Additionally, the Library offers many free resources. He is currently working now with neighborhood associations in order to try and bring local business to them. Anita Pacheco added to this saying, per the Park District's experience, that fewer people want paper materials and are requesting to receive email instead. Mr. Platt responded that the Chamber offers digital too, and is trying to cover all bases with a mixture of print and digital.

Mr. Kalway asked what the Alliance should do to accelerate the SBDA program. Mr. Platt responded that it's difficult to allocate enough time to everyone. Getting the Alliance involved would be helpful. They can provide access to resources and suggest areas of focus. He can then report back to the Commission with what he's learned. Regarding focus, Mr. Parulo asked which business type seems more at-risk: new/prospective businesses or existing businesses. Mr. Platt acknowledged a need to focus on both. Retaining the existing businesses is very important

DRAFT

and it's not easy to find at-risk businesses before they've committed to closing or moving out. Also, it would be good to have a cohesive look for Downtown. The combination of vacancies and stores that close early leaves parts of the Downtown looking fragmented. Ultimately, under the SBDA, the Chamber seeks to fill any language gap between business owners and Village requirements.

Ms. Ruhl spoke of a mostly positive experience in working with the Building Department and noted regular communication between her and the Village. Chairman Guido noted that the permitting process was discussed by the Village Board a few years back. The process has been somewhat simplified since then. Mr. Whisler noted that Building Codes are constantly changing. Contractors and architects have to keep up with the changes, and the Building Departments still need to enforce them. Having an unorganized contractor can be problematic for a business owner. He acknowledges that it's hard to find out when leases are coming up for renewal because brokers and property owners want to keep their tenants and not divulge this information.

Mr. Ridler summarized the ultimate goal of the SBDA as to create a better-educated business owner. Also, a business's general contractor may be handling multiple jobs at one time. The owner may blame the Village for a hold-up in obtaining the permit, but in actuality the contractor may have not yet picked up the permit. Mr. Kalway expressed his support of the SBDA program and for an extension once the three-year initial agreement lapses. Mr. Gaynor noted that the Alliance could help identify what the program needs to focus on. Also, to help gauge which Village processes work well and which can be made more efficient.

Chairman Guido inquired if there were any common threads based upon geography. Mr. Platt replied that threads are not so much common by location (Uptown, Southtown, and Downtown) as they are based on the business category. One common thread is signage. Sandwich Board signs are an example of a suggestion brought forward and now Code exists allowing them throughout the community. Mr. Ridler added that the focus of the Chamber's efforts, per the SBDA agreement, is on businesses smaller than 2,000 square feet and eight or fewer employees.

Jackie Lewis asked if there is a program available for businesses that need to do upgrades to their space that they did not anticipate prior to signing a lease. Mr. Mertes noted that there are some options available, such as a federal tax credit for businesses that bring their space up to ADA compliance. Mr. Whisler also voiced his support for the SBDA and requested an update for the Alliance when funding for renewal of the program will be discussed. Frank Appleby also supports the program. He complimented Arlington Heights, both the Village and Chamber, for drastic improvements in the past few years in working with businesses.

The Alliance thanked Mr. Platt for attending and presenting at the meeting.

Performance Metrics

There were no new metrics to discuss this month. Mr. Mertes noted that 2015 sales figures should be available via IDOR (Illinois Department of Revenue) in April. He plans to report this data at the next Alliance meeting.

DiscoverArlington.com Improvements

Currently the Village is negotiating a contract with the consultant selected by the Village Board in February that will be tasked with updated the Village and Discover Arlington websites, and merging them into one site. Once the Village and consultant agree to terms, Mr. Mertes will work with the Alliance subcommittee (Ms. Janeczko and Mr. Parulo) and Village Staff on updates to DiscoverArlington.com

Annual Alliance Breakfast

Howard Sudberry, Senior Director of Marketing & Communications for the Arlington International Racecourse, has agreed to speak at the annual Alliance Breakfast. The topic will be Arlington Park and its importance to the Village and the business community. The event is scheduled for Wednesday, May 4th at 7:30am. The location will be Ditka's Restaurant. The Alliance subcommittee (Ms. Henderson and Ms. Janeczko) will work with Mr. Mertes on the invitation and means of outreach to promote the event.

DRAFT

Other Business

Mr. Mertes is working on the Spring Arlington Economic Alliance newsletter and requested that the Commissioners contact him if they have any particular items for inclusion. Also, Mr. Mertes distributed the *2015 Business Development Report* that was previously distributed to the Village Board. This is a summary of all the economic development efforts undertaken by Planning & Community Development Department Staff including recruitment, retention, and marketing efforts. Highlights of the Economic Alliance's 2015 undertakings are also included.

Adjournment

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

The meeting adjourned at 8:50 AM.

Tony Guido, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Performance Metrics

Department: Planning & Community Development

ATTACHMENTS:

Description

ED Statistics Report

Type

Report

Village of Arlington Heights



Summary of Economic Development Statistics



Department of Planning & Community Development
April 2016

BUSINESS GROWTH

Retail Sales

CATEGORY	2015	2014	2013	2012
TOTAL	\$1,201,008,818	\$1,193,437,412	\$1,117,087,211	\$1,035,793,029
General Merchandise	\$69,716,729	\$68,516,473	\$69,643,789	\$68,415,193
Food	\$193,818,605	\$200,129,694	\$194,300,650	\$194,029,920
Eating & Drinking Places	\$149,996,391	\$146,726,150	\$141,513,966	\$145,027,687
Apparel	\$36,098,855	\$36,733,442	\$35,976,049	\$33,831,436
Furniture & H.H. & Radio	\$90,155,078	\$87,521,924	\$86,304,607	\$79,137,222
Lumber, Bldg., Hardware	\$49,788,269	\$49,236,050	\$46,360,831	\$41,650,161
Auto & Filling Stations	\$293,619,290	\$280,295,034	\$236,672,946	\$189,748,507
Drugs & Misc. Retail	\$158,083,288	\$162,247,633	\$157,640,595	\$139,795,827
Agriculture & All Others	\$137,985,335	\$136,930,601	\$119,505,829	\$119,322,256
Manufacturers	\$21,828,900	\$25,100,411	\$29,167,949	\$24,834,820
Municipal Sales Tax Revenue	\$12,010,088	\$11,934,374	\$11,170,872	\$10,357,930

Source: Illinois Department of Revenue / Village of Arlington Heights Department of Finance

Sales Tax Generated (Municipal & Home Rule)

CATEGORY	2015	2014	2013	2012
TOTAL	\$19,153,857	\$19,166,387	\$18,071,926	\$17,028,496
General Merchandise	\$1,285,322	\$1,263,104	\$1,284,756	\$1,261,831
Food	\$2,413,551	\$2,463,207	\$2,393,915	\$2,397,637
Eating & Drinking Places	\$2,852,450	\$2,790,187	\$2,686,287	\$2,741,126
Apparel	\$719,440	\$731,192	\$714,296	\$675,728
Furniture & H.H. & Radio	\$1,802,679	\$1,761,426	\$1,725,285	\$1,578,909
Lumber, Bldg., Hardware	\$995,280	\$984,073	\$926,279	\$832,090
Auto & Filling Stations	\$3,555,678	\$3,528,284	\$3,079,034	\$2,568,175
Drugs & Misc. Retail	\$2,455,384	\$2,526,139	\$2,411,769	\$2,216,948
Agriculture & All Others	\$2,644,303	\$2,625,745	\$2,271,949	\$2,264,793
Manufacturers	\$429,762	\$493,029	\$578,356	\$491,259

Source: Illinois Department of Revenue

New Businesses

Year	Businesses	Employees	Square Feet	Major Employers
2015	99	982	563,514	Lexus of Arlington; Transitional Care Center of Arlington Heights; SVM
2014	114	896	461,615	European Imports; Joe Caputo & Sons Fruit Market; Ditka's
2013	132	1,199	Unknown	Star Cinema Grill; Napleton Chrysler Dodge Jeep; Abcor Home Health

Source: Village of Arlington Heights Department of Planning & Community Development

VACANCY RATES

Retail Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	7.6%	8.9%
2014	6.9%	9.9%
2013	9.3%	10.3%

Source: CoStar (Dec. 2015)

Office Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	20.5%	16.8%
2014	15.8%	15.9%
2013	19.5%	18.0%

Source: CoStar (Dec. 2015)

Industrial Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	22.4%	8.5%
2014	15.5%	8.4%
2013	16.3%	10.4%

Source: CoStar (Dec. 2015)

VILLAGE STAFF EFFORTS

Attraction and Retention Efforts

Year	Attraction / Recruitment	Retention / Expansion
2015	659	532
2014	428	453

Source: Village of Arlington Heights Department of Planning & Community Development

EMPLOYMENT FIGURES

Private Sector Businesses and Employees*

Year	Companies	Workers
2015	3,304	49,635
2014	3,257	48,028
2013	3,234	45,651
2012	3,213	45,386
2011	3,227	44,007
2010	3,196	44,641
2009	3,214	45,252
2008	3,225	47,776
2007	3,212	49,077
2006	3,201	47,952
2005	3,163	46,471

Source: IL Department of Employment Security

**Note: 2012 U.S. Census estimates list Arlington Heights as having 8,255 total “firms” while the Reference U.S.A. database lists 5,369 total businesses in the Village.*

VILLAGE WEBSITE (VAH.com)

Site Data

Year	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate
2015	377,971	2.98	3:00	47.41%
2014	350,717	3.25	2:58	42.58%
2013	320,507	3.39	2:39	40.89%
2012	346,065	3.36	2:21	42.81%
2011	290,808	3.63	2:15	40.55%
2010	250,640	4.10	2:31	35.02%

Source: Google Analytics

Sessions: Number of total visits to the site by a user.

Pages/Session: Number of pages viewed per session, on average.

Average Session Duration: Length of time (minutes: seconds) per session, on average.

Bounce Rate: Percentage of sessions where the user left after visiting only the home page.

Most Viewed Pages

Page	2015	2014	2013	2012
/departments	30.9%	34.1%	36.2%	31.2%
/village_info	17.8%	16.5%	14.9%	12.8%
(Home Page)	17.3%	15.6%	13.1%	20.2%
/residents	6.3%	6.6%	7.0%	6.2%
/news	5.6%	4.2%	3.4%	4.1%
/documents	4.7%	5.0%	6.0%	6.1%
TOTAL	82.6%	82.0%	80.6%	80.6%

Source: Google Analytics

Traffic Sources

Source	2015	2014	2013	2012
Google – organic	49.0%	48.9%	47.2%	55.2%
(Direct)	31.7%	30.9%	30.4%	22.2%
Yahoo – organic	5.5%	6.5%	5.6%	5.9%
Bing – organic	5.0%	5.0%	5.4%	5.3%
TOTAL	91.2%	91.3%	88.6%	88.6%

Source: Google Analytics

DISCOVER ARLINGTON - WEBSITE

Site Data

Year	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate
2015	67,397	2.93	1:43	47.08%
2014	81,917	3.16	1:56	44.24%
2013	74,099	3.17	1:55	44.90%
2012	62,446	3.65	2:10	40.11%
2011	36,924	3.92	2:18	37.71%
2010	22,360	4.10	2:30	36.40%

Source: Google Analytics

Sessions: Number of total visits to the site by a user.

Pages/Session: Number of pages viewed per session, on average.

Average Session Duration: Length of time (minutes: seconds) per session, on average.

Bounce Rate: Percentage of sessions where the user left after visiting only the home page.

Most Viewed Pages

Page	2015	2014	2013	2012
(Home Page)	9.3%	11.4%	15.8%	15.9%
(Mobile Site)	7.0%	4.6%	N/A	N/A
/events	6.4%	5.1%	6.1%	2.8%
/shopping/downtown	4.9%	4.7%	4.9%	5.0%
/dining	4.5%	4.5%	7.8%	6.9%
TOTAL	32.1%	30.3%	34.6%	30.6%

Source: Google Analytics

Traffic Sources

Source	2015	2014	2013	2012
Google - organic	65.9%	68.0%	52.3%	48.8%
(Direct)	12.7%	12.7%	21.5%	14.0%
Yahoo - organic	5.8%	4.2%	3.6%	3.2%
VAH.com - referral	4.9%	5.1%	8.1%	20.4%
Bing - organic	3.6%	3.2%	2.6%	2.9%
Facebook - referral	0.6%	1.7%	3.6%	1.1%
TOTAL	93.5%	94.9%	91.7%	90.4%

Source: Google Analytics

DISCOVER ARLINGTON - FACEBOOK

Cumulative “Likes”

Year	Total Likes
2015	10,980
2014	9,365
2013	6,282

Source: Facebook Insights

Most Viewed Posts (2015)

Topic	Views	Month/Year
Aurelio’s Pizza – Now Open	13,600	May
Jimmy Garoppolo – Link to Article	12,800	November
Vail Davis Building - Renovation	11,100	October
Cortland’s Garage – Opening Soon	9,700	August
Outdoor Dining – Coming Soon	8,900	April

Source: Facebook Insights

Most Viewed Posts (2014)

Topic	Views	Month/Year
Ditka’s – Opening Soon	21,300	June
Spring Sweep Electronics Recycling – Coming Soon	16,600	March
Mane Event – Now Happening	15,400	August
Comprehensive Plan – Survey	14,600	October
Metropolis PAC – Survey	13,800	December

Source: Facebook Insights



Item: Annual Alliance Breakfast

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Economic Alliance Breakfast Invite	Exhibits



RACING FORWARD...

THE PRESENT AND FUTURE ECONOMIC IMPACT OF ARLINGTON PARK

MAY 4, 2016 • 7:30 A.M. - 9:00 A.M. • DITKA'S ARLINGTON HEIGHTS



The Village of Arlington Heights, Arlington International Racecourse and the Arlington Economic Alliance are pleased to host ***"Racing Forward... the Present and Future Economic Impact of Arlington Park,"*** on Wednesday, May 4th at Ditka's Arlington Heights, 2000 W. Euclid Avenue.

Please join Mayor Tom Hayes and Arlington Economic Alliance Chairman Tony Guido for breakfast and this exciting presentation. Learn about Arlington Park's plans for the future and how having this asset in the community benefits your business.

Breakfast will be provided and the cost is \$10/person.



KEYNOTE SPEAKERS FROM ARLINGTON PARK:

Howard Sudberry
Sr. Director Marketing & Communications

Tony Petrillo
General Manager

Alyssa Ali
Marketing Manager

Racing Forward... the Present and Future Impact of Arlington Park

Please respond no later than Friday, April 22, 2016

Attendees: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Method of Payment: (\$10 per attendee)

Cash or check made payable to the **Village of Arlington Heights** enclosed for \$ _____ or charge my:

____ Visa ____ Mastercard ____ American Express ____ Discover

____ \$ _____
Name (as it appears on credit card) Amount

Credit Card Number (include all digits) Expiration Date (month/year)

Signature

TO REGISTER, PLEASE SEND \$10 PER PERSON PAYABLE TO:
THE VILLAGE OF ARLINGTON HEIGHTS
ALONG WITH A COMPLETED REGISTRATION FORM
(SEE REVERSE SIDE) TO THE FOLLOWING:

Attention: Linda Pascucci, Village of Arlington Heights
Department of Planning and Community Development
33 South Arlington Heights Road
Arlington Heights, IL 60005
(847) 368-5200



Village of Arlington Heights
Department of Planning and Community Development
33 South Arlington Heights Road
Arlington Heights, IL 60005
www.vah.com
www.discoverarlington.com

Pre-Sorted Standard
U.S. Postage
PAID
Palatine P & DC, Illinois
60095
Permit #2594

ECRWSS
BUSINESS POSTAL CUSTOMER

The background of the bottom section is a photograph of a horse race. A jockey in a blue helmet and white and blue silks is riding a brown horse. Other horses and jockeys are visible in the background. Overlaid on the left side of the image is the "Arlington Heights & Arlington" logo. The "Arlington Heights" part is in a stylized, dark red font with a graphic of a stylized 'A' to its left. The "&" is in a large, yellow, cursive font. The "ARLINGTON" part is in a bold, green, sans-serif font with a white outline, set against a green rectangular background that also features a white silhouette of a jockey on a horse. Below the logo, the text "Always More to Discover!" is written in a smaller, dark red font.

Invite you to the Annual Arlington Economic Alliance Breakfast
May 4, 2016 • 7:30 a.m. - 9:00 a.m. at Ditka's Arlington Heights
2000 W. Euclid Avenue, Arlington Heights, IL