



Village of Arlington Heights
Arlington Economic Alliance
Community Room, 3rd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
April 17, 2019
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 3/20/19

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Plans and Goals for 2019

VI. NEW BUSINESS

- A. Economic Development Statistics

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Arlington Economic Alliance
4/17/2019

Item: Minutes 3/20/19

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON MARCH 20, 2019 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Scott Whisler – Chairman
Rich Casey
Matt Fink
Tony Guido
Rex Paisley
Dave Parulo
Andy Stengren

MEMBERS ABSENT:

Jackie Lewis
Jon Ridler
Brian Roginski
Andi Ruhl
Parth Shaha

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Scott Rowader, Special Events Commission
Melissa Cayer, Resident
Keith Moens, Resident

Development Update

Michael Mertes gave the development update prior to quorum being reached. Two open houses will be held for businesses regarding impending Downtown construction this year, on April 3 and April 8. An e-blast has been sent out to Downtown contacts informing them of these programs, and another will be sent out the week following this Alliance meeting.

The Arlington Beer Company, 19 N. Hickory Avenue, went to early review by the Village Board on March 18. The plan has been amended since last submitted in 2014. Variations are likely needed for parking (the site has no private parking) and size of retail/taproom space (maximum allowed is 35% of total floor space). The Village Board expressed their concerns about parking as well. This project is now going through the Plan Commission process. Chairman Whisler inquired about plans for the approved Hickory-Kensington apartments. Mr. Mertes explained that it is anticipated that the groundbreaking will happen soon. Regarding a question from Mr. Parulo, Mr. Mertes verified that both of these sites are within a TIF district.

On the northern portion of Block 425, the Design Commission approved the Arlington 425 development. The project will be going before the Plan Commission for its public hearing on March 27. Also, a Housing Commission meeting will be held prior to Arlington 425 going to the Village Board for final approval. On the southern one acre of Block 425 is a proposal for 16 three-bedroom rowhomes. This has gone to the Design Commission for early review, as well as the Conceptual Plan Review Committee. Staff is working with the developer on the Plan Commission process.

Elsewhere, the Village Board has approved a land use variation for Goddard School at 1316 N. Arlington Heights Road. Mr. Parulo asked about work being done at a strip center along Arlington Heights Road just south of Central Road. Mr. Mertes responded that this is façade improvements. A Mexican restaurant will be replacing Chowpatti in the next few months along this corridor as well.

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In regards to Chairman Whisler's question about the status of Southpoint, Mr. Mertes stated that a portion of the Floor & Décor parking area along Palatine Road has been subdivided for construction of a potential outlot. In terms of actual development though, no formal plans have been submitted as of yet. Mr. Parulo also made mention that The Daily Herald is moving their offices to 95 W. Algonquin Road.

Tony Guido joined the meeting at 7:44 AM.

Call to Order

Chairman Whisler called the meeting to order at 7:44 AM.

Approval of Minutes – February 20, 2019

The meeting minutes of the February 20, 2019 Arlington Economic Alliance meeting were reviewed.

TONY GUIDO MOVED AND DAVE PARULO SECONDED A MOTION TO APPROVE THE DRAFT FEBRUARY 20, 2019 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Plans and Goals for 2019

Chairman Whisler stated that he plans to meet with the Village Manager once the Alliance has finalized their list of economic development items to provide to the Village Board. Mr. Mertes summarized the attachments that were provided as part of the agenda packet for this meeting:

- The excerpt from the February 11 Committee-of-the-Whole meeting in which the Alliance's proposed change to their purpose and intent was discussed. This was attached in order to provide context of the Mayor's and Trustees' feedback and direction to the Commission.
- The Village Board's strategic priorities for 2018-2019, per the Commission's request from the February monthly Alliance meeting.

He added that Staff is researching potential future revenue sources, per the Village Board's strategic priorities. Once this information is put together, it will be presented to the Economic Alliance for their feedback. In response to Chairman Whisler's request, Mr. Mertes also elaborated on Staff's business attraction efforts. This includes tradeshow attendance (particularly through the International Council of Shopping Centers), ongoing communication with property owners and brokers, working with interested businesses, and targeted recruitment. An idea that Chairman Whisler suggested, that would benefit the business community, is to hold a commercial broker coffee as had been done a few years back by Village Staff. This would be informative to realtors, considering the amount of proposed and approved development in Arlington Heights.

Mr. Parulo suggested emphasizing the importance of the South Arlington Heights Road gateway experience. The Alliance should help ensure this project moves forward and try to make sure that Arlington Heights is able to keep its visitors, rather than having them spend their money in other nearby communities. The restaurant map and visitor guide that were created in partnership between Meet Chicago Northwest and Village Staff are designed to do this. These, in conjunction with the convention and visitor bureau's other marketing efforts, were presented to the Committee-of-the-Whole on February 18. Downtown signage and parking are also of the utmost importance. An update on Downtown Parking Phase 1 implementation was also requested for the April Alliance meeting.

Mr. Paisley recommended that the visitor guide and restaurant map be placed on DiscoverArlington.com. Chairman Whisler inquired about having a shuttle tour of Arlington Heights for local hotel employees. This would be to highlight key assets of Arlington Heights for the hotel staff to recommend to guests. However, Mr. Parulo recommended against this saying that such tours are difficult to arrange, and with so much turnover in the hotel industry that often times after a few months many of the employees on the tour have already moved on to other jobs. Rather, Meet Chicago Northwest is focusing on more turnkey items, such as a map from which it is easy to highlight and direct visitors to points throughout the community.

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Seeing the importance of regional partnerships, Mr. Rowader wondered if it would be feasible to form a coalition of other economic development commissions in the area. If so, then the Alliance could send one its members as a representative. Chairman Whisler asked if Mr. Mertes works with his economic development counterparts in the areas. Mr. Mertes confirmed this occurs with some frequency, often via the ICSC, but also through SelectChicago, a regional foreign direct investment collaborative. Mr. Parulo asked if Mr. Mertes monitors Next Level Northwest, a business accelerator program in which Schaumburg and Elk Grove Village participate, in case he ever sees it as being of value to the Village's economic development efforts. Mr. Mertes noted that he does speak with his counterparts in those communities regarding the initiative, in case it is ever of benefit for Arlington Heights to reconsider participating.

Adding to this, Chairman Whisler inquired about the possibility of sending an Alliance member to a Northwest Water Commission meeting. He also asked if residential realtors could benefit from a program, similar to the commercial broker coffee, where they could learn about new development in Arlington Heights. Mr. Stengren, the Alliance's residential real estate representative, agreed with this idea. An educational effort would be helpful, as well as a timeline for the projects where possible.

Both Chairman Whisler and Mr. Paisley acknowledged that the reason it has been difficult to come up with a "punch list" of items for the Village Board is that unforeseen projects often come up and the Alliance would like to weigh in on them without slowing down the process. Mr. Paisley also requested an update on the modifications made in late 2017 to DiscoverArlington.com, and if there are plans to further modify it in the future. The site can be a great resource and communication channel for residents. Chairman Whisler agreed with this. The ability to go on a website and easily get information is important. Mr. Guido asked how the Village is marketing itself compared to other municipalities in the Chicago area, and what is the plan moving forward. It is also important to know what the Village is losing in terms of business and tax revenue, and how Arlington Heights plans to compensate for these losses.

Mr. Parulo suggested that the Alliance come up with a set list of topics as discussion points, such as opportunities for improvement and/or impediments to doing business and development. This is to let the Village Board and Staff know what they should be monitoring in the future, the needs and ways to assist the business community. Specific examples include corridor improvement, parking, and wayfinding signage. In regards to residential real estate, the primary issue, according to Mr. Stengren, is property taxes. He agreed with Mr. Parulo's idea and feels that such a list of topics should be an annual item to provide to the Board.

Mr. Parulo also asked about resident surveying, referencing the National Citizens Survey, which had been recently conducted in Schaumburg. What residents bring up may provide the Commission with a different perspective. Mr. Casey agreed that such information could be beneficial. Mr. Mertes responded that the Village did their own resident satisfaction survey in the past couple years, and is willing to share the results with this Commission.

Chairman Whisler brought up a recent rise in commercial assessed valuations in Cook County, while Mr. Fink pointed out occupancy costs for opening a business in Arlington Heights, as potential areas on which to draw the Village Board's focus. Mr. Parulo reiterated the need to develop a series of topics that are important to the economic vitality of the community, to provide to the Village Board. Concurring, Mr. Stengren also wants to incorporate the Village Board's strategic priorities, and make sure that the Alliance gets direction from the Mayor and Trustees after their annual strategic planning meeting in June.

The Alliance members will individually provide areas of focus to Mr. Mertes. These will be condensed and provided as an attachment for discussion at the next two meetings. Mr. Stengren asked that the Mayor and Trustees be reminded of the Alliance's wishes to be recognized and given direction, following the Board's annual strategic planning meeting. Mr. Guido reminded the Commissioners to review the minutes from the February Committee-of-the-Whole meeting that pertained to the Economic Alliance.

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Other Business

Mr. Moens, a resident attending the meeting, also asked the Alliance to consider incentivizing residents to support existing businesses and “buy local”, and not to only focus on business attraction. A demand-oriented program, such as a coupon program, could be such an opportunity that rewards residents for supporting local businesses. Mr. Paisley inquired about the Chamber’s discontinued “My Town” program. Any background on lessons learned from that program would be useful. Mr. Guido mentioned that the key issue in such programs is trying to ensure buy-in from the business owners and ensuring that they see value in such a program. Noting the planned Downtown construction in 2019, Chairman Whisler stated that it is important to help existing businesses during this time.

Mr. Parulo inquired about tying in to national business promotional programs, such as “Small Business Saturday”. Encouraging participation from both the Village and its businesses could be of benefit. Chairman Whisler stressed focusing on the entire community, and not just the Downtown. Furthermore, Mr. Stengren emphasized utilizing social media, and that messages are consistent and transmitted regularly. It is also crucial that the Village interacts with other pages in order to potentially increase its followers. Mr. Mertes summarized the Village’s social media channels, including both the Village Facebook page (general community-wide news) and the Discover Arlington Facebook page (business-focused news).

Mr. Rowader has found the Village’s social media channels helpful. He feels that the amount of information provided has increased in the past several years. Chairman Whisler openly asked whether two Facebook pages, one for general community news and one for local business news, are necessary or if just one would be adequate. He asked for social media to be a topic for future Alliance discussion, as well as an update on economic development statistics in the community. Mr. Parulo asked if there is a marketing action plan and Mr. Mertes responded that the Planning & Community Development Department has one.

Adjournment

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

The meeting adjourned at 8:47 AM.

Scott Whisler, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Arlington Economic Alliance
4/17/2019

Item: Plans and Goals for 2019

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Excerpt - COW Meeting Minutes	Minutes
Village Board Strategic Priorities	Exhibits

flooding, and it appears it was not planned well on what to do with all the water. Mr. Papierniak said there have been many design changes in the downtown over the years. Originally the deep tunnel was supposed to handle all the water, that didn't work. The impervious area has stayed the same, what was asphalt is still asphalt. The weather patterns have changed, 20 year storms seem to occur more frequently. Mr. Elgas said this will be very disruptive to businesses. Mr. Papierniak said each business won't be impacted the entire time.

B. Economic Alliance Intent and Purpose Discussion

Mr. Recklaus explained that the Economic Alliance was created in 1992 as an appointive, advisory body whose purpose was to promote existing businesses, attract new businesses, develop and support programs in order to foster and support Village-wide initiatives toward promoting quality economic development. Since then, additional representatives have been added as voting members, such as the Chamber and CVB. Representatives from the Park District and Library (taxing bodies) were included as non-voting members. The scope of work changed to 'advising' the Village on the implementation of programs versus the previous 'developing and implementing'.

Mr. Recklaus said some commissions like the Plan Commission and Design Commission are regulatory, but others are more program based like the Special Events Commission or the Arts Commission. The Code in 1992 reflected that the Alliance was originally more of a programming commission. Recently, the Alliance has made policy recommendations on the minimum wage/sick leave ordinance, the Village's water policy and the Hancock Square Parking agreement. These changes mark a notable shift in role, which brings forward the following questions:

- On what basis would the Alliance decide to take on an issue?
- On what basis would the Alliance base its recommendations?
- What if the Alliance takes on an issue which the Village Board has no interest in?
- What would prevent multiple commissions from reviewing the same topic and making conflicting recommendations?
- Does the Board want the Alliance's input on a matter before discussing it themselves?

Staff believes that adding another layer to the policy making process adds time to important discussions and creates the possibility that the Alliance will take on issues/make recommendations that run counter to the Village Board's views. It is important to note that the Village Board is charged with leading policy discussions, not Commissions. Conflicts between the Board and its own advisory commissions could occur. Staff recommends the Board give the Alliance additional guidance on what types of policy discussions it should or shouldn't initiate prior to Board direction and that the Board retain the right to refer policy items to the Alliance if/when it chooses to do so. This direction will help prevent situations where the Alliance takes on an issue the Village Board is not interested in pursuing or that another Commissions may be discussing.

The Economic Alliance is a creature of the Village Board and should operate within a framework that reflects the Board's vision and values. The Alliance membership is looking for Board direction on what the role should be moving forward. They have put forth a motion for Board consideration.

President Hayes said all the Boards and Commissions serve as advisory bodies to the Village Board based on the time and expertise they can devote. The Village Board does not have the time or expertise to

devote to all of the issues that come forward. The Alliance is a very valuable tool, perhaps recently, the Board has not used the Alliance as much as it could have. He said the Board can continue to think of ways to get the Alliance involved.

Scott Whisler of the Alliance said this is coming from a good place, the group is good and wants to make a difference. The agreement with the Chamber and the staff's work on marketing has evolved over time, and has taken away some of the things the Alliance did in the past. Mr. Whisler read the Alliance motion:

To provide for an appointive, advisory body which shall, after due deliberation, make recommendations to the Board of Trustees on matters relating to new ordinances or changes to existing ordinances that will have an impact on the business community of Arlington Heights.

The Arlington Economic Alliance may review business related ordinances, programs and regulations that are being presented new or updated prior to submittal to the Village Board. Village Staff will present information to the Arlington Economic Alliance needed for discussion and recommendations for changes or approval of support. The Alliance may research any existing ordinances, programs or regulations relating to the business community.

Mr. Whisler said there have been issues that went to the Board that he believes the Alliance could have made a difference; like outdoor seating. He said he did not want to slow things down in the process. He said some of the issues they have taken up, like the water supply on Rand Road, come up because people ask them and they wanted to know why. It's somewhat organic.

President Hayes said he thinks the Board needs to be careful about creating another approval process.

Trustee Rosenberg asked if staff could give more information for their agenda, like an overview of the Planning Department's issues or what is coming up. Mr. Whisler said that occurs, but more information could be better. He said for example, the Alliance would be interested in some of the building code revisions that would affect businesses. Mr. Recklaus said a lot of the projects that staff is working on are Board directed, and are already in the business plan. At what point should the Alliance get involved? There is not an easy/automatic check-in point.

Alliance member Andi Ruhl said the intention is to discover the best way they can work for the Board. She mentioned the parking issue, and that is one where the Alliance could weigh in. They don't intend to step on toes, but want to add value.

Trustee Scaletta said the Board weighs making rules and regulations from many perspectives. The Alliance could make a recommendation, but it might not work because of another factor. He said he was trying to figure out what would go to the Alliance, and the exchange of information. They only meet once a month, whereas the Board meets twice a month, how would this not slow down the process? The idea is to reduce the number of days to get things through. He said he doesn't like polls, he likes to hear his fellow Trustee ideas. He said he is searching for an answer.

Trustee Tinaglia said he wants to hear what the Alliance is talking about. He would love to hear their laundry list. The Board has an annual strategy session. They boil it down to a dozen items that staff gets assigned for the next year. Maybe this information could be shared? He wouldn't want the Alliance

weighing in on every different topic. If the Alliance could be on the same page as staff and offer more, it would be helpful. He can't vote in favor of the motion as the breadth is too wide.

Trustee LaBedz said the motion seemed to cede some of the policy making decisions from the Board. The Village Board is the policy making body of the Village and they are accountable to the citizens. As a Board member, they have to consider issues from many perspectives. Tonight, it sounds like the Alliance was trying to make recommendations versus policy. Mr. Whisler said they are not trying to set policy.

Trustee Blackwood said this is a strategic group. The idea is to bring the business community together in a strategic fashion and have an impact in certain areas. The Board didn't want to tackle the minimum wage issue as it saw it as a State initiative. This should be a collective effort the Alliance drives home, like Rand Road development or Southtown. It should be the voice for strategic business development.

Trustee Sidor said the planning session is a public meeting, perhaps the Alliance could come? It saddened him that this problem hasn't been solved as it was raised a few years ago. He said he agreed with Trustee LaBedz regarding the motion. He is also trying to discern the sweet spot. There are three entities, the Chamber, the Alliance and the Small Business Agreement which are business related that need some coordination. Mr. Whisler said they used to overlap, but do so less now.

Trustee Baldino said he was open to sharing Board objectives with the Alliance. What prohibits the Alliance from sharing their views with the Board at a Board meeting? Mr. Whisler said they do, with a motion, that is communicated. Trustee Baldino said if the Board allowed the Alliance to give recommendations, it might look like the Board is skewed as pro-business. Do they create a citizen's advisory commission to go along with it?

Trustee Tinaglia said he is interested in hearing what some of the topics might consider, but they don't have to be the same as the Board's. After hearing the Alliance list, the Board could direct the Alliance on what to pursue. He also does not want barriers to communication.

Trustee Padovani said based on his background, it might be of value that in June, having something from the Alliance on what the Board should consider would be helpful. Mr. Whisler agreed.

President Hayes said the June session is an internal working board session, the Alliance could attend, but would not be a participating member. What needs to be determined is what and when. There needs to be a process.

Mr. Recklaus said one challenge is of overlap. For example, the Building Code is being reviewed by the Building Code Review Board, which will take several meetings over many months. To what extent do we want to duplicate this process with another commission? One idea would be to add Commissions to the existing strategic priorities process. The Code calls for the Alliance to annually submit to the village Board a statement of its goals and objectives. We could have each Commission come up with what is important. These lists could be submitted to the Board along with staff's list. The Board can decide which items to make priorities for a given two year cycle. Then after Board review at its planning session, staff can develop the business plan with these items included, determining how commissions will be woven in to each project. It's a two year process. For other one-off issues that come up unexpectedly, the Commission can always come to a board meeting to weigh in. There is precedent for that. They can also ask the Board if they would like the Alliance to look into a particular issue that bubbles up. The Board can then give direction.

Peg Lane of Reclaim NW Chicago Progressive Political Meetup said she agreed with not creating another level. She would not want any more distance between officials and the public. She said she wanted public comments on the Committee of the Whole Agenda and said she had been shuttled off to talk to staff versus elected officials. She asked the difference between the Chamber of Commerce and the Economic Alliance. She said the Village doesn't need another business alliance, but one for citizens or working families. She said it seems that mostly white males are appointed to commissions, it is clear what kind of recommendations you want. The democratic process is affected by the Board refusal to use the mandated Roberts Rules.

President Hayes explained the Alliance is an appointed Board that advises the Village Board. They are members of the public and citizens, it is anything but shutting the public out. They provide input from the public, it is a Village entity and follows the Village rules and regulations. It reports to the Village Board. The Chamber is not part of the Village but a separate organization. It is a very valuable part of the team to enhance the business climate in the Village.

Keith Moens agreed with Mr. Recklaus. He would not want the Alliance to set policy. If the Board wants their opinion, that is why they are there, and their opinion could be solicited. He would be worried for the Alliance to have input without a balance on the other side, and would like an objective view point coming forward. He suggested the creation of a working family commission that could put forward ideas upon Board request.

President Hayes thanked everyone for the discussion and asked for Mr. Recklaus' suggestions to be moved forward. Trustee LaBedz said every Board and Commission should have the same opportunity as the Alliance. Mr. Recklaus said this desired by a lot of commissions and this is a first step.

VI. Adjourn

Trustee Tinaglia moved to Adjourn at 10:03. Trustee Scaletta seconded the motion. The motion carried.

Summary of Strategic Priorities, 2018 -19

These priorities and sub-priorities reflect the views of the Village Board identified at the June 28th, 2017 Village Board goal setting session.

Explore new revenue sources to fund Village Service

Identify potential new revenues not currently being utilized by the Village to offset State of Illinois actions and flattening sales tax revenues.

Find ways to grow current revenues by facilitating additional activity in growth sectors of the economy.

Improve Building and Life Safety Processes and Customer Service

Identify specific opportunities for process and communications improvement in the Building and Life Safety Department.

Identify and Implement Best Practices in those areas.

Enhance Village Code Enforcement Efforts.

Increase opportunities for feedback from the business community.

Review and Update Village Business Development and Recruitment Strategy

Identify and analyze new uses and business types that have the

most potential for long term growth.

Align Village recruitment and retention efforts and zoning to target growth uses.

Increase organizational flexibility to take advantage of unforeseen opportunities.

Update strategy for implementation of TIF 4 Redevelopment Project Area based on evolving economic conditions.

Review and Update Village Housing Regulations and Strategy

Analyze demographic trends to determine if current housing mix and regulations will continue to support Arlington Heights' population in the future.

Adjust housing strategy to meet emerging needs.

Ensure that current construction regulations support sustainable neighborhood growth and effective storm water management.

Continue Infrastructure Improvement Efforts

Increase Efficiencies in Service Provision

Explore ways to reduce Village expenditures in light of flattening revenues

Strengthen use of technology to increase organizational effectiveness and reduce operational costs

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



Arlington Economic Alliance
4/17/2019

Item: Economic Development Statistics

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Economic Development Statistics Report (April 2019)	Report

Village of Arlington Heights



Summary of Economic Development Statistics



Department of Planning & Community Development
April 2019

BUSINESS GROWTH

Retail Sales

CATEGORY	2018	2017	2016	2015	2014
TOTAL	\$1,268,401,171	\$1,211,136,994	\$1,242,171,899	\$1,201,101,905	\$1,193,437,412
General Merchandise	\$65,001,132	\$65,638,604	\$67,156,885	\$69,716,729	\$68,516,473
Food	\$174,551,271	\$170,172,046	\$180,313,474	\$193,818,605	\$200,129,694
Eating & Drinking Places	\$160,745,758	\$151,368,277	\$148,466,376	\$149,996,391	\$146,726,150
Apparel	\$33,681,367	\$35,406,339	\$36,641,201	\$36,098,855	\$36,733,442
Furniture & H.H. & Radio	\$88,657,422	\$88,403,553	\$84,899,804	\$90,155,078	\$87,521,924
Lumber, Bldg., Hardware	\$47,572,605	\$48,514,678	\$48,729,612	\$49,788,269	\$49,236,050
Auto & Filling Stations	\$378,540,581	\$360,481,318	\$363,764,225	\$293,619,290	\$280,295,034
Drugs & Misc. Retail	\$161,394,601	\$151,439,321	\$170,868,494	\$158,083,288	\$162,247,633
Agriculture & All Others	\$135,037,633	\$121,508,363	\$117,992,950	\$137,985,335	\$136,930,601
Manufacturers	\$23,218,801	\$18,188,431	\$23,328,850	\$21,922,005	\$25,100,411
Municipal Sales Tax Revenue	\$12,684,012	\$12,111,370	\$12,421,719	\$12,011,019	\$11,934,374

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

Sales Tax Generated (Municipal & Home Rule)

CATEGORY	2018	2017	2016	2015	2014
TOTAL	\$19,965,880	\$18,947,815	\$19,417,270	\$19,153,857	\$19,166,387
General Merchandise	\$1,222,724	\$1,235,231	\$1,262,364	\$1,285,322	\$1,263,104
Food	\$2,183,691	\$2,125,854	\$2,259,380	\$2,413,551	\$2,463,207
Eating & Drinking Places	\$3,066,640	\$2,887,864	\$2,832,050	\$2,852,450	\$2,790,187
Apparel	\$670,992	\$705,572	\$730,560	\$719,440	\$731,192
Furniture & H.H. & Radio	\$1,772,844	\$1,768,046	\$1,697,997	\$1,802,679	\$1,761,426
Lumber, Bldg., Hardware	\$950,933	\$969,065	\$973,763	\$995,280	\$984,073
Auto & Filling Stations	\$4,508,643	\$4,244,304	\$4,228,756	\$3,555,678	\$3,528,284
Drugs & Misc. Retail	\$2,538,362	\$2,315,180	\$2,702,765	\$2,455,384	\$2,526,139
Agriculture & All Others	\$2,595,245	\$2,339,571	\$2,270,067	\$2,644,303	\$2,625,745
Manufacturers	\$455,805	\$356,966	\$459,367	\$429,762	\$493,029

Source: Illinois Department of Revenue

New Businesses

Year	Businesses	Employees	Square Feet	Major Employers
2018	81	700	392,810	Northrop Grumman; Golden Corral; Elite Remodeling; Hey Nonny; JEDirect Corp.
2017	77	351	366,902	Shakou; Vensar Technology; Keefer's Pharmacy; Arrows Up LLC
2016	104	2,329	648,486	HSBC; E3 Diagnostics; LA Fitness; DevLinks; TruSweets
2015	99	982	563,514	Lexus of Arlington; Transitional Care Center of Arlington Heights; SVM

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

VACANCY RATES

Retail Vacancy Rates

Year	Arlington Heights	Northwest Submarket
Existing SF	5.1 million	29.0 million
2018	8.2%	8.9%
2017	10.1%	8.2%
2016	7.3%	9.0%
2015	7.6%	8.9%
2014	6.9%	9.9%
2013	9.3%	10.3%

Source: CoStar (Jan. 2019)

Office Vacancy Rates

Year	Arlington Heights	Northwest Submarket
Existing SF	5.0 million	37.2 million
2018	13.8%	19.6%
2017	15.6%	20.7%
2016	16.3%	21.0%
2015	20.5%	16.8%
2014	15.8%	15.9%
2013	19.5%	18.0%

Source: CoStar (Jan. 2019)

Industrial/Flex Vacancy Rates

Year	Arlington Heights	Northwest Submarket
Existing SF	5.2 million	73.7 million
2018	11.2%	5.0%
2017	13.6%	6.9%
2016	15.7%	9.7%
2015	22.4%	8.5%
2014	15.5%	8.4%
2013	16.3%	10.4%

Source: CoStar (Jan. 2019)

Note: "Northwest Submarket" includes portions or all of the following communities: Arlington Heights; Buffalo Grove; Elk Grove Village; Hoffman Estates; Mount Prospect; Palatine; Prospect Heights; Rolling Meadows; Schaumburg

VILLAGE STAFF EFFORTS

Attraction and Retention Efforts (Individual Businesses Assisted)

Year	Attraction / Recruitment	Retention / Expansion
2018	323	255
2017	495	263
2016	368	360

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

EMPLOYMENT FIGURES

Private Sector Businesses and Employees*

Year	Companies	Workers
2018p	2,865	43,304
2017	2,858	41,165
2016	3,157	50,079
2015	3,156	49,644
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

p = projected (March 2018)

Per IDES, the figures were re-calculated in 2017. The decline does not represent a loss from any specific number of companies nor decline in employees, but rather a correction of previous data.

**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
2018	470,450	2.32	2:25	56.86%
2017*	61,765	2.37	2:33	55.61%
2016	415,704	2.83	2:57	48.66%
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%

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	2018	2017*
(Home Page)	61.8%	74.6%
/your_government	30.7%	29.5%
/our_community	26.5%	10.1%
/village_services	24.2%	21.7%
/search	15.6%	14.0%
/get_connected	6.0%	3.4%

Source: Google Analytics

Traffic Sources

Source	2018	2017*
Google – organic	47.8%	39.0%
(Direct)	24.1%	30.9%
VAH.com – referral	12.6%	9.7%
Facebook – referral	3.4%	4.7%
Bing – organic	3.0%	3.7%

Source: Google Analytics

**Note: due to update of website, only figures from Nov. 1 – Dec. 31, 2017 are available*

SHOP.DINE.PLAY (DISCOVER ARLINGTON) - WEBPAGE

Site Data

Year	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate
2018	59,070	2.16	1:03	56.77%
2017*	37,297	2.46	1:21	55.94%
2016	65,650	2.59	1:28	52.84%
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%

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	2018	2017*
(Home Page)	33.7%	51.6%
Fests & Events	7.6%	5.3%
Business Directory	5.1%	4.3%
Food Scene	4.0%	4.0%

Source: Google Analytics

Traffic Sources

Source	2018	2017*
Google – organic	28.2%	#2
(Direct)	22.2%	#4
DA.com – referral	17.1%	#3
VAH.com – referral	14.4%	#6
Facebook – referral	4.9%	#17

Source: Google Analytics

***Note: due to update of website, only figures from Nov. 7 – Dec. 31, 2017 are available**

DISCOVER ARLINGTON - FACEBOOK

Cumulative “Likes”

Year	Total Likes
2018	12,262
2017	11,973
2016	11,503
2015	10,980
2014	9,365
2013	6,282

Source: Facebook Insights

Most Viewed Posts (2018)

Topic	Views	Month
“Spring Cleaning” – Electronics Recycling	6,800	Apr.
Honey Jam Café – Now Open	5,300	Feb.
Hey Nonny – Opening Soon	4,600	Oct.
Meet Chicago Northwest – Restaurant Week	4,500	Feb.
Arlington Downs – Phase II	4,200	Mar.
Marshalls – Grand Re-opening	3,900	Aug.
Northwest Community Hospital – Accolade	3,900	Aug.
A Walk in the Park – Art Show	3,800	Aug.
Eiffel Flower – Interview in <i>Chicago Tribune</i>	3,800	Nov.
Arts Commission – Photography Competition	3,600	Nov.

Source: Facebook Insights