



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room, 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
February 17, 2016
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes - 1/20/16

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

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Item: Minutes - 1/20/16

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes 1/20/16

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON JANUARY 20, 2016 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido - Chairman
Frank Appleby
Tom Gaynor
Jamie Janeczko
Lisa Henderson
Mike Kalway
Jackie Lewis
Dave Parulo
Jon Ridler
Scott Whisler

MEMBERS ABSENT:

Andi Ruhl

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

None

Call to Order

Chairman Tony Guido called the meeting to order at 7:41 AM.

Approval of Minutes – December 9, 2015

The meeting minutes of the December 9, 2015 Arlington Economic Alliance meeting were reviewed.

SCOTT WHISLER MOVED AND TOM GAYNOR SECONDED A MOTION TO APPROVE THE DRAFT DECEMBER 9, 2015 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Jon Ridler abstained as he was not in attendance for this particular meeting.

Development Update

Michael Mertes is working with Scott Whisler on a date and agenda for the Broker Open House. He summarized the October 2014 program and how outreach was conducted. It was open to realtors who represent properties in Arlington Heights, as well as those who represent tenants potentially interested in opening a location within the community.

One Arlington, the first phase (residential) of the Arlington Downs redevelopment, is over 85% leased. Plans to start the second phase of the Arlington Downs project are progressing. Also, the Department of Planning & Community Development is reaching out to potential developers regarding the Hickory-Kensington redevelopment plan, but no formal commitments have been made at this point nor have any plans been submitted. Teddy's Liquors has closed all their Chicago-area locations, save for the Rand Road location in Arlington Heights. A business license has been submitted for a new convenience store for the former location just south of Downtown, which would also sell liquor. HSBC is still planning to relocate offices to Shure Drive beginning in the spring. When the relocation is complete in late 2016 the company will bring approximately 1,500 employees to the Village and occupy over 160,000 square feet of space.

DRAFT

Performance Metrics

Mr. Mertes provided a document showing the economic development statistics tracked by Village Staff. This data comes from a variety of sources such as other Village and State Departments, and online resources such as CoStar. In summary, the following statistical categories are tracked and were presented:

- Retail sales and sales taxes generated
- New businesses (via business licensing)
- Vacancy rates
- Village staff business attraction/retention efforts
- Village employment
- Discover Arlington website and Facebook interactions

Frank Appleby asked why the industrial vacancy rate in Arlington Heights was higher than the average of the submarket. The consolidation of Nokia Networks created a significant amount of vacant space on the former Motorola campus, though HSBC will be occupying a large portion of this vacant space in 2016. Mr. Whisler also noted that the property between the Rohrman auto dealerships would fall into the industrial/flex category and would impact the vacancy rate. Larger unoccupied properties may be skewing the vacancy figures as opposed to simply looking at the number of unoccupied spaces.

Jon Ridler noted a substantial increase in the categories of “Automotive & Filling Stations” and “Agriculture & All Others”. Examples of business types in the latter category include landscaping and lawn care businesses. He recommends identifying the trends and businesses that may have most impacted these figures for future monitoring.

Mike Kalway inquired as to the reasons for a drop in interactions with DiscoverArlington.com. The specific reasons are unclear although there has been an increase in social media use that may be affecting it. Staff will make an effort in the upcoming year to promote the site through channels such as Facebook. Mr. Mertes did identify an increase in use of the mobile site from the previous year. Jackie Lewis suggested adding all the Village-wide events for the upcoming year to the website in January so that businesses can better plan their year around these events.

Per Lisa Henderson, the bounce rate for a typical website site is between 40%-55%. Therefore, the rate for DiscoverArlington.com (47%) is about average. Fresher, newer content drives people to engage more with a website, but content development is hard to do with limited resources. Adding to that, she suggested capturing images from events. Visitors tend to be visually engaged, and providing images will help keep people at the site.

Content development was stressed by Dave Parulo. He acknowledged that this is difficult with a limited budget. However, new content re-engages audiences and causes visitors to spend more time on the site. Regarding the definition of “organic” hits, this is when a visitor enters a website by initiating the search themselves (entering the web address, using a search engine, etc.) By comparison, a “referral” is when the visitor accesses the site through an ad or link on a different website. Mr. Guido complimented the look of DiscoverArlington.com in comparison to other communities. However, he requested that opportunities be considered to make the home page more attractive and easier to navigate.

Regarding interpretation of the data, Tom Gaynor requested the Alliance consider how such information would hypothetically be presented, for example to the Village Board. What are the explanations behind the data? Are the numbers positive, negative, or neutral? Mr. Guido noted that other communities have different demographics. It's important to identify how the data reflects the Village's physical and demographic make-up. It was recommended finding explanations for trends. This will help explain any noticeable future changes in the data.

DRAFT

DiscoverArlington.com Improvements

Mr. Gaynor asked how content is managed. The Village uses a consultant, American Eagle, to provide upgrades to the site itself. However, various Staff members have access to the site and can update some of the content such as coupons and events. Regarding the transfer of funds dedicated to Discover Arlington upgrades from the Alliance to the Village's IT Department, the Village Board still requests the Commission's feedback on any potential changes to the site. Mr. Gaynor added that the data collected regarding the website would be useful to share with the content management consultant in order to look for modifications that will draw more traffic to, and interaction with, the site.

Mr. Parulo suggested discussing with American Eagle whether or not they are tracking data as well, and if so, how to best utilize the information that they are collecting. Thus far, they have been used primarily for updating pages. In reviewing the most-viewed pages, Ms. Janeczko recommended focusing on these pages with the mobile site. Having a phone application ("app") for Discover Arlington was discussed as well. Mr. Mertes responded that this was considered during the mobile site process. Due to cost and the finite audience for the site, it was determined not to be the best use of resources. That being said, in posters and other marketing materials, the Village has promoted how to turn a webpage into a button on a mobile device. That way, mobile users can still access the site at the push of a button, instead of needing to re-enter the address every time.

Mike Kalway agreed with Mr. Guido's earlier comment that the site is much more visually appealing than many other communities'. However, with different people contributing content, he feels that the site may need a common language for consistency purposes. He suggested an Alliance subcommittee to look at ways to drive traffic to DiscoverArlington.com and suggest how to make the site more cohesive. Adding to this, Mr. Parulo recommended a plan to determine the audience and promote it to them. Also, re-directing to other websites can be a partnership opportunity with Village businesses, institutions such as the Metropolis Performing Arts Center, and other entities such as the Park District.

Mr. Guido requested the same data for VAH.com as was provided for DiscoverArlington.com. Mr. Mertes said that information can be obtained, but the site is going through and overhaul in the next few months as well. Those interested in participating on a DiscoverArlington.com subcommittee should contact Mr. Mertes before the next Alliance meeting. This work group would involve appropriate Village Staff as well.

Regarding the addition of events to the website, the Village posts the dates of year-round events as they come. Businesses can also add their own events and Staff promotes this function to them. However, Staff is also willing to post the event for the business if they need assistance.

Annual Alliance Breakfast

Mr. Mertes is working with Ms. Henderson and Ms. Janeczko on the Alliance Breakfast subcommittee. He has reached out to Marcus Lemonis about headlining the program as the main speaker, who was suggested by Ms. Lewis. Mr. Lemonis is a Chicago-based businessman with a nationally-broadcast cable television show *The Profit* who also is involved with Arlington Heights-based Bentley's Corner Barkery. Mr. Mertes is awaiting a response. The subcommittee is considering additional topics/speakers as well.

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 8:46 AM.

Tony Guido, Chair
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Performance Metrics

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
ED Statistics Report (2016) - UPDATED	Exhibits

Village of Arlington Heights



Summary of Economic Development Statistics



Department of Planning & Community Development
February 2016

BUSINESS GROWTH

Retail Sales

CATEGORY	2014	2013	2012	2011
TOTAL	\$1,193,437,412	\$1,117,087,211	\$1,035,793,029	\$1,045,956,085
General Merchandise	\$68,516,473	\$69,643,789	\$68,415,193	\$66,978,695
Food	\$200,129,694	\$194,300,650	\$194,029,920	\$200,265,572
Eating & Drinking Places	\$146,726,150	\$141,513,966	\$145,027,687	\$139,101,334
Apparel	\$36,733,442	\$35,976,049	\$33,831,436	\$33,106,680
Furniture & H.H. & Radio	\$87,521,924	\$86,304,607	\$79,137,222	\$78,040,985
Lumber, Bldg., Hardware	\$49,236,050	\$46,360,831	\$41,650,161	\$50,080,849
Auto & Filling Stations	\$280,295,034	\$236,672,946	\$189,748,507	\$191,370,876
Drugs & Misc. Retail	\$162,247,633	\$157,640,595	\$139,795,827	\$135,313,425
Agriculture & All Others	\$136,930,601	\$119,505,829	\$119,322,256	\$121,325,364
Manufacturers	\$25,100,411	\$29,167,949	\$24,834,820	\$30,372,305
Municipal Sales Tax Revenue	\$11,934,374	\$11,170,872	\$10,357,930	\$10,459,561

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

Sales Tax Generated (Municipal & Home Rule)

CATEGORY	2014	2013	2012	2011
TOTAL	\$19,166,387	\$18,071,926	\$17,028,496	\$17,188,740
General Merchandise	\$1,263,104	\$1,284,756	\$1,261,831	\$1,237,132
Food	\$2,463,207	\$2,393,915	\$2,397,637	\$2,493,430
Eating & Drinking Places	\$2,790,187	\$2,686,287	\$2,741,126	\$2,628,363
Apparel	\$731,192	\$714,296	\$675,728	\$661,211
Furniture & H.H. & Radio	\$1,761,426	\$1,725,285	\$1,578,909	\$1,559,571
Lumber, Bldg., Hardware	\$984,073	\$926,279	\$832,090	\$1,000,555
Auto & Filling Stations	\$3,528,284	\$3,079,034	\$2,568,175	\$2,608,872
Drugs & Misc. Retail	\$2,526,139	\$2,411,769	\$2,216,948	\$2,139,863
Agriculture & All Others	\$2,625,745	\$2,271,949	\$2,264,793	\$2,260,794
Manufacturers	\$493,029	\$578,356	\$491,259	\$598,948

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

Businesses and Employees

Year	Companies	Workers
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

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