



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room, 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
January 17, 2018
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 11/15/17

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Performance Metrics

VI. NEW BUSINESS

- A. Potential Projects for 2018

VII. OTHER BUSINESS

- A. Arlington Heights Water-Sharing Policy

VIII. ADJOURNMENT

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Item: Minutes 11/15/17

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON NOVEMBER 15, 2017 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Scott Whisler – Chairman
Frank Appleby
Jackie Lewis
Rex Paisley
Jon Ridler
Brian Roginski
Andi Ruhl

MEMBERS ABSENT:

Tony Guido
Lisa Henderson
Dave Parulo
Parth Shaha

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

None

Call to Order

Chairman Scott Whisler called the meeting to order at 7:31 AM.

Approval of Minutes – October 18, 2017

The meeting minutes of the October 18, 2017 Arlington Economic Alliance meeting were reviewed.

JON RIDLER MOVED AND FRANK APPLEBY SECONDED A MOTION TO APPROVE THE DRAFT OCTOBER 18, 2017 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Report

Ivy Hotel was rejected by the Village Board unanimously on November 6 based primarily on a lack of available parking.

Hey Nonny, a proposed music venue and restaurant at 10 S. Vail Avenue was recommended for approval by the Plan Commission unanimously. The Special Use request will go to the Village Board for final approval. Mr. Roginski expressed some concern of the impact on parking that the music venue would bring. Ms. Lewis inquired if the Village is looking into Downtown parking. The Village has budgeted funds for 2018, according to Mr. Mertes, to hire a consultant to conduct a study of Downtown parking and help determine how to best utilize existing spaces and whether additional spaces are needed. Mr. Ridler noted that there is usually parking available on the top floor of the Vail Avenue garage, but often visitors don't want to go all the way up. Understanding the customers' needs for convenient parking must be taken into account as well.

Mon Jardin, a daycare facility, is proposed for 955 E. Rand Road (former Chuck E. Cheese property). Day care facilities require Special Use approval and the applicant is currently going through the Plan Commission process.

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A 330,000 square-foot industrial spec building is proposed for 703-709 W. Algonquin Road. Individual tenant units would start at 25,000 square feet. Work is planned be done in two phases, starting with 138,000 square feet constructed along Algonquin Road, followed by a 192,000-square foot portion behind it. The Design Commission will be reviewing the proposal in the next few weeks.

Electronic signage for commercial properties was approved unanimously by the Village Board on November 6. Any property owners or business owners wanting electronic signage must go through a Conditional Use process involving public review by the Design Commission and formal approval by the Village Board. Only ground or monument signs are eligible, the electronic portion cannot make up more than 33% of the face of the sign, and it cannot be within 300 feet of a residential property. The digital image also must be stagnant for at least ten seconds.

Mr. Ridler feels that this is the kind of topic that should be discussed by the Alliance prior to the Village Board voting, to which Chairman Whisler concurred. In order to better advise the Mayor and Trustees, the business community would benefit from the Alliance weighing in before final approval is brought to the Village Board. For example, the Commission may have liked to weigh in on the 300-foot distance requirement from residential property. Mr. Mertes said that direction from the Village Board was for Staff to compose the ordinance language, and then for it to be reviewed by the Design Commission.

Staff is working with the developer of a proposed five-story apartment building at the corner of Hickory & Kensington. As of this point in time, a date is not yet set for a public hearing before the Plan Commission. Also, there is still interest in developing on the Southpoint property, but no formal plans have been submitted to Village Staff.

Business Retention Survey

The deadline to complete the survey was on Friday, November 3. The response rate was less than expected (127 total responses). To draw attention to the survey, two mailers were sent out to the business community, as well as three e-blasts. The Chamber and Meet Chicago Northwest also sent out e-blasts to their Arlington Heights members. Mr. Mertes asked if the Alliance recommends closing the survey or leaving it open to garner more responses.

Chairman Whisler recommended leaving the survey open a little longer. Mr. Ridler suggested leaving the survey open a little longer and doing another e-blast. He offered to send another e-blast to Chamber members as well. He also recommended a 48-hour deadline to emphasize urgency. Reiterating what former Alliance member Tom Gaynor had said at a previous meeting, a 4%-5% response rate is fairly standard for a survey. By sending out the survey once more, hopefully the Village should achieve a higher rate than that.

South Arlington Heights Road Corridor

Mr. Mertes provided the Commission with a summary of a presentation that was given by Bill Enright, Deputy Director of Planning & Community Development, to Southtown stakeholders back in September. The presentation was an update on Staff's efforts to look for potential improvements to the corridor stemming from a 2016 meeting between Village Staff, South Arlington Heights Road corridor hoteliers, Meet Chicago Northwest, and Trustee Blackwood. Among the things that were identified in the presentation summary: the corridor study area and its business and zoning composition, development opportunities, potential aesthetic and pedestrian mobility enhancements, and possible funding opportunities. The Planning & Community Development Department has begun undertaking a comprehensive corridor plan to focus on these aspects.

A short survey requesting feedback regarding the South Arlington Heights Road Corridor is online and has already been taken nearly 600 times. Per Ms. Lewis' inquiry, the survey is targeted towards Southtown stakeholders, but anyone with an interest can take the survey. Chairman Whisler noted the importance of the International Plaza shopping center and asked about its status. Mr. Mertes responded that the TIF district was renewed in the past couple years. The Village had designated a developer for the site, but the developer was unable to generate redevelopment or new tenants to the property. Conversations continue with the property owner regarding potential redevelopment. Multi-family residential has been considered as one possibility for the site to replace some of the

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commercial. Chairman Whisler feels that XSport Fitness is an important tenant that could potentially dictate what happens to the site. Also, the office market in the area is not in high demand, so that should not be a target for the site.

Mr. Ridler asked how IDOT works with municipalities in terms of redevelopment along State roads. Mr. Mertes replied that much of it depends upon the determinations made by their engineers. Chairman Whisler feels that Staff's plan, as presented, is at least a step in the right direction. Additional landscaping would be a huge improvement to the area.

Other Business

Chairman Whisler asked that the Alliance come up with a plan, in 2018, for Rand Road. The goal is to identify issues among the communities (Arlington Heights, Mount Prospect, and Prospect Heights), such as regarding the sharing of water, and work together to resolve issues. By encouraging municipal collaboration, this would benefit the taxpayers. He asked Mr. Mertes to analyze the boundaries of the communities along Rand Road (Euclid Avenue to Palatine Road). Adding to this, there are some properties within the municipal boundaries of Arlington Heights that do not get their water from the Village and are on well water and septic.

Mr. Ridler asked what the potential issues were, if the Village has an abundant water supply, to sell water to nearby properties in Prospect Heights. Mr. Paisley noted that the Village has filled up private tankers before and charged a fee. This was done with a meter and was approved by the Village. Chairman Whisler asked Mr. Mertes to look into this possibility further.

The Rotary Santa Run will be held the morning of Saturday, December 2. Mr. Ridler added that registration is open and there are currently about 100 more runners registered than at this time last year. The Alliance members in attendance agreed to forego the December meeting and meet next on the regularly-scheduled January date.

Adjournment

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

The meeting adjourned at 8:36 AM.

Scott Whisler, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Performance Metrics

Department: Planning & Community Development

ATTACHMENTS:

Description

Statistic Report

Type

Report

Village of Arlington Heights



Summary of Economic Development Statistics



Department of Planning & Community Development
January 2018

BUSINESS GROWTH

Retail Sales

CATEGORY	2016	2015	2014	2013
TOTAL	\$1,242,171,899	\$1,201,101,905	\$1,193,437,412	\$1,117,087,211
General Merchandise	\$67,156,885	\$69,716,729	\$68,516,473	\$69,643,789
Food	\$180,313,474	\$193,818,605	\$200,129,694	\$194,300,650
Eating & Drinking Places	\$148,466,376	\$149,996,391	\$146,726,150	\$141,513,966
Apparel	\$36,641,201	\$36,098,855	\$36,733,442	\$35,976,049
Furniture & H.H. & Radio	\$84,899,804	\$90,155,078	\$87,521,924	\$86,304,607
Lumber, Bldg., Hardware	\$48,729,612	\$49,788,269	\$49,236,050	\$46,360,831
Auto & Filling Stations	\$363,764,225	\$293,619,290	\$280,295,034	\$236,672,946
Drugs & Misc. Retail	\$170,868,494	\$158,083,288	\$162,247,633	\$157,640,595
Agriculture & All Others	\$117,992,950	\$137,985,335	\$136,930,601	\$119,505,829
Manufacturers	\$23,328,850	\$21,922,005	\$25,100,411	\$29,167,949
Municipal Sales Tax Revenue	\$12,421,719	\$12,011,019	\$11,934,374	\$11,170,872

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

Sales Tax Generated (Municipal & Home Rule)

CATEGORY	2016	2015	2014	2013
TOTAL	\$19,417,270	\$19,153,857	\$19,166,387	\$18,071,926
General Merchandise	\$1,262,364	\$1,285,322	\$1,263,104	\$1,284,756
Food	\$2,259,380	\$2,413,551	\$2,463,207	\$2,393,915
Eating & Drinking Places	\$2,832,050	\$2,852,450	\$2,790,187	\$2,686,287
Apparel	\$730,560	\$719,440	\$731,192	\$714,296
Furniture & H.H. & Radio	\$1,697,997	\$1,802,679	\$1,761,426	\$1,725,285
Lumber, Bldg., Hardware	\$973,763	\$995,280	\$984,073	\$926,279
Auto & Filling Stations	\$4,228,756	\$3,555,678	\$3,528,284	\$3,079,034
Drugs & Misc. Retail	\$2,702,765	\$2,455,384	\$2,526,139	\$2,411,769
Agriculture & All Others	\$2,270,067	\$2,644,303	\$2,625,745	\$2,271,949
Manufacturers	\$459,367	\$429,762	\$493,029	\$578,356

Source: Illinois Department of Revenue

New Businesses

Year	Businesses	Employees	Square Feet	Major Employers
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	29.3 million
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 (Dec. 2017)

Office Vacancy Rates

Year	Arlington Heights	Northwest Submarket
Existing SF	4.9 million	36.6 million
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 (Dec. 2017)

Industrial/Flex Vacancy Rates

Year	Arlington Heights	Northwest Submarket
Existing SF	5.7 million	74.8 million
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 (Dec. 2017)

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
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
2017p		
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

**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
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	2017*	2016	2015	2014	2013
/departments		30.0%	30.9%	34.1%	36.2%
(Home Page)		18.9%	17.3%	15.6%	13.1%
/village_info		17.1%	17.8%	16.5%	14.9%
/residents		7.0%	6.3%	6.6%	7.0%
/news		6.6%	5.6%	4.2%	3.4%
/documents		4.6%	4.7%	5.0%	6.0%
TOTAL		84.2%	82.6%	82.0%	80.6%

Source: Google Analytics

Traffic Sources

Source	2017*	2016	2015	2014	2013
Google – organic	#1	48.9%	49.0%	48.9%	47.2%
(Direct)	#2	31.3%	31.7%	30.9%	30.4%
Bing – organic	#4	5.3%	5.0%	5.0%	5.4%
Yahoo – organic	#7	3.8%	5.5%	6.5%	5.6%
Facebook – referral	#3	3.2%	1.9%	<1%	<1%
TOTAL		92.5%	93.1%	91.3%	88.6%

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
2017*				
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	2017*	2016	2015	2014	2013
/events		11.7%	6.4%	5.1%	6.1%
(Mobile Site)		9.2%	7.0%	4.6%	N/A
(Home Page)		8.7%	9.3%	11.4%	15.8%
/shopping/downtown		5.3%	4.9%	4.7%	4.9%
/dining		3.3%	4.5%	4.5%	7.8%
TOTAL		32.1%	32.1%	30.3%	34.6%

Source: Google Analytics

Traffic Sources

Source	2017*	2016	2015	2014	2013
Google – organic	#1	63.9%	65.9%	68.0%	52.3%
(Direct)	#2	13.0%	12.7%	12.7%	21.5%
Yahoo - organic	#4	5.2%	5.8%	4.2%	3.6%
VAH.com - referral	#3	4.6%	4.9%	5.1%	8.1%
Bing - organic	#5	3.4%	3.6%	3.2%	2.6%
Facebook - referral	#7	1.7%	0.6%	1.7%	3.6%
TOTAL		91.8%	93.5%	94.9%	91.7%

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
2017	11,973
2016	11,503
2015	10,980
2014	9,365
2013	6,282

Source: Facebook Insights

Most Viewed Posts (2017)

Topic	Views	Month
Shakou – Now Open	27,400	June
Kirkland’s – Now Open	15,400	June
Frontier Days – Coming Soon	13,500	June
Passero – Coming Soon	13,400	September
Jaunt – Grand Opening	12,500	April

Source: Facebook Insights

Most Viewed Posts (2016)

Topic	Views	Month
Woodcrafters DIY Studio – Now Open	18,100	December
Interview with Owner of Javier’s – Link to Article	17,600	March
Via Arenella – Now Open	14,200	December
Jaunt – Now Open	13,000	December
Armand’s Pizzeria – Relocating	12,900	June

Source: Facebook Insights