

# Glen Ellyn Economic Development

## 2014 Annual Review

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Through strong Village Board leadership, a pro-business environment has been solidified in Glen Ellyn over the last few years. Municipalities do not necessarily have the ability to create economic development. Instead, proactive Villages create the conditions that allow economic development to thrive. To that end, the Village of Glen Ellyn has taken some progressive initiatives to accomplish this goal.

The Village updated the Façade and Interior Improvement Awards to help offset some of the costs of renovating older buildings to meet current code and safety requirements. The Façade program assists with exterior property improvements that benefit entire commercial districts. The improvements awarded through the programs now reflect permanent structural improvements that will stay with the building regardless of the business moving in and therefore reflect a solid investment in the property.

The Village Board also established a Fire Prevention System Award Program to facilitate downtown properties with updating their fire prevention systems, alarms or sprinklers, to ensure public safety and preservation of the unique buildings in the downtown business district.

Other initiatives in 2014, include enhancing customer parking in the Central Business District, growing business contacts, generating a monthly electronic newsletter, a marketing campaign with the DuPage Convention and Visitors Bureau, and updating the Economic Development website. The website now provides information about the current financial incentives and awards established by the Village Board as well as detailed property availability information. Each property is now maintained on LocationOne through a contract with the state of Illinois, there is no charge to the Village to include property listings. The database shows where each property is located on a map, provides demographic information through ESRI, allows for photos and videos of the listed properties and real estate broker contact information.

As business ombudsman, the Economic Development Coordinator continues to assist new and existing businesses grow and strengthen their enterprises.

### **Commercial Districts**

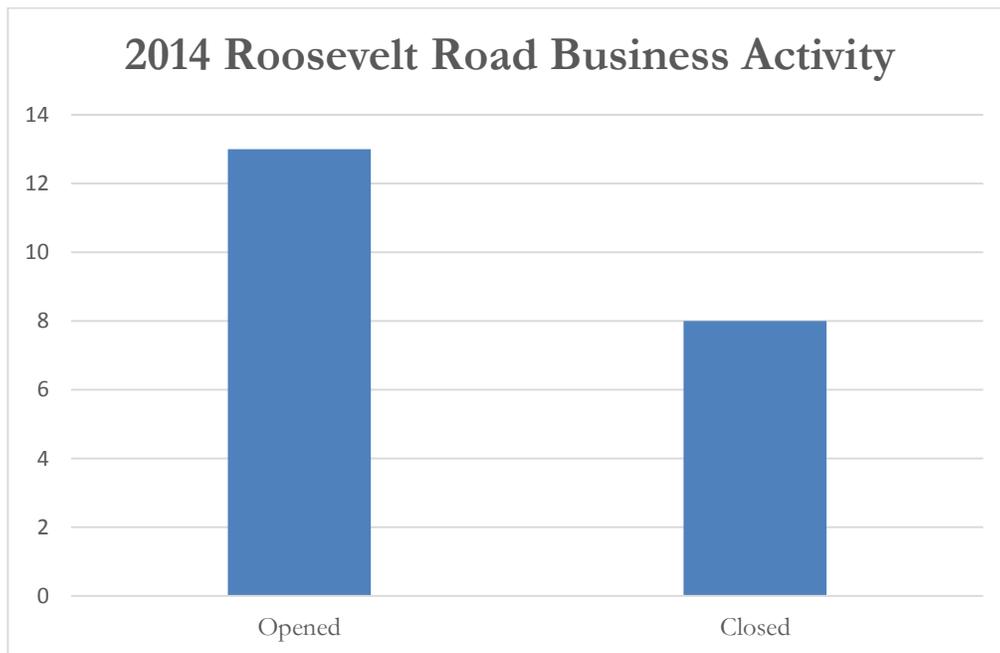
It has taken a collective effort between the Chamber of Commerce, Alliance for Downtown Glen Ellyn, and the Village working together to better serve the business community. A quick review of the commercial districts illustrates some of the new businesses and plans for the future:

#### ***Roosevelt Road Commercial Corridor***

Roosevelt Road started to see major transformations in 2014. The original project the Village undertook partnering with OPUS development to create The Fresh Market Shopping Center was a conduit for the western end of Roosevelt Road. With the completion of The Fresh Market Shopping

Center and the opening of The Fresh Market in February, new developments have continued to occur. Tide Dry Cleaners, a new concept in dry cleaning opened in the center offering drive up and delivery services. A former industrial property just east of the center was demolished and a new Pet Supplies Plus was constructed.

Since the creation of the Roosevelt Road TIF District in 2013, concept plans continue to come before the Village for consideration to redevelop and increase retail shopping opportunities and improve the corridor as a whole. While the plans have been preliminary to date, it is clear that the creation of the TIF District has spurred interest with the development community. The Village anticipates some new projects coming to light in 2015.



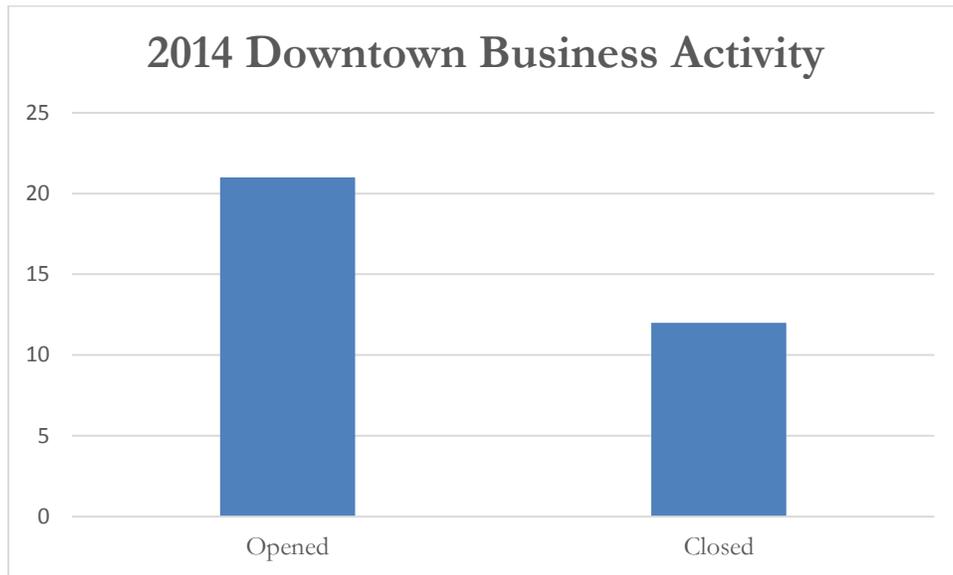
### ***Central Business District (CBD) - Downtown***

The Village continues to encourage developers to consider mixed-use projects in the downtown and is willing to consider a public parking lot with the right project. Discussions have been ongoing throughout 2014, and will continue in 2015. Since the closing of two landmark businesses in downtown, Giesche Shoes and McChesney & Miller Grocery Store, in 2014, the Village has seen progressive plans for mixed use, luxury apartment, retail and parking projects. At the Giesche Shoes property and Main Street parking lot, the Village and the developer, OPUS, have entered into discussions with St. Petronelle's church to utilize a portion of their parking lot as well. The joint efforts of the developer, church and Village show the community's willingness to work together to move the Village forward in growing downtown Glen Ellyn.

McChesney & Miller Grocery Store has also seen a large amount of interest from the development community to take advantage of the access to the Metra station and increase the density downtown

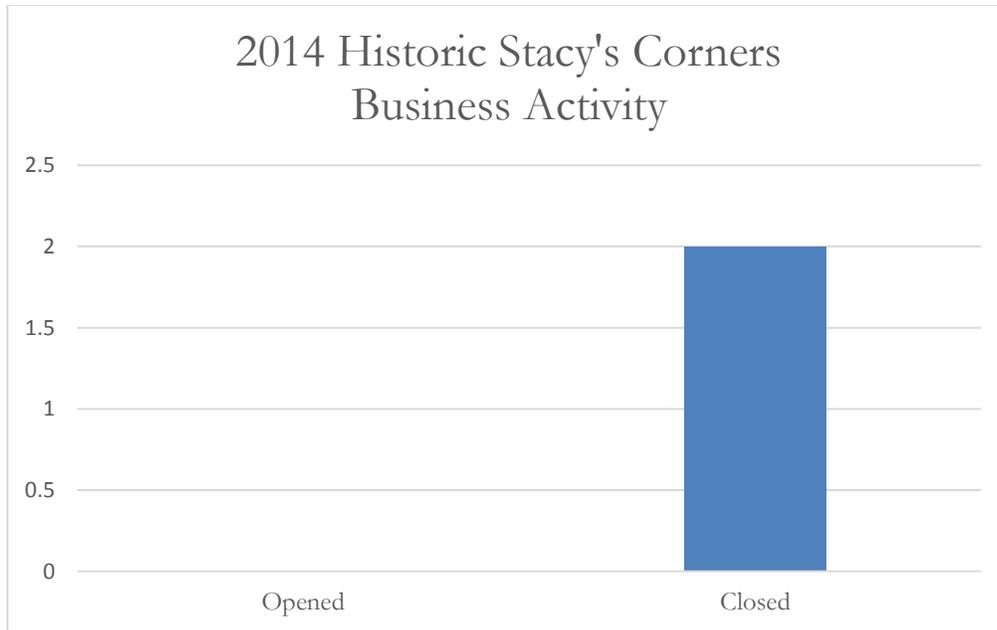
through redevelopment. The opportunities presented at both of these locations offer the community an opportunity to reshape the downtown and encourage downtown living.

The downtown has seen a number of new businesses open. In 2014 alone, the downtown saw an influx of new businesses ranging from restaurants to specialty retail shops and service uses. Some of these new businesses include A Toda Madre, Le Petit Armoire, RISE Fitness Studio, Elevate Art Gallery, Magenium Solutions, One Happy Girl, e & e Aube Designs, as well as new locations for TMC Squared and Fast on Site. Planned to open in 2015, Norabella Boutique and Made in Italy Trattoria Express among others will continue to add to downtown Glen Ellyn's unique shopping and dining experiences.



### ***Stacy's Corners***

The Village issued a second RFP for the sale of Village owned property at 825 N Main Street in early 2014. The process was not successful in bringing in a development project. Recognizing that the site is an opportunity, the Village hired DK Mallon in the summer of 2014 to market the site. The site has received more interest and the Village Board's willingness to participate in a development project makes the site an exciting opportunity.



## **Business Attraction and Retention**

### ***Business Retention***

The Village began to formalize the business retention effort during 2012, and going forward will systematically reach out to the business community every month with a goal of meeting at least two businesses each month. Businesses contacted or visited during 2014 include the following:

Inland Bank	Element Multi Sport
The Beer Cellar	A Bella Bead
Olive 'n Vinnie's	Learning Express
Peanut Butter Planet	Bottle & Bottega
Sign of the Whale Antiques	Berkshire Hathaway Real Estate
Veiled by Cha Cha	Paisley on Main
PJ's Camera & Photo Supply	Renaissance Art Studio
Motor World	West Suburban Auto Body
AK Diamond Gallery	Crown Transmission Service
Fabulous Me Boutique	2 Toots Train Whistle Grill
Made in Italy	Chicks 'n Salsa
The Sweet Shoppe	Lu's Sushi & Chinese
The Patio	Cosmo's Beauty Bar
The Glen Movie Theatre	Einstein Bagels
Young's Appliance	The Prince's Table
Salon Esteem	

Staff has also met with property owners and real estate brokers including representatives working on properties in Glen Ellyn including:

- Phillips Edison & Company
- Ramco Gershenson
- CBRE

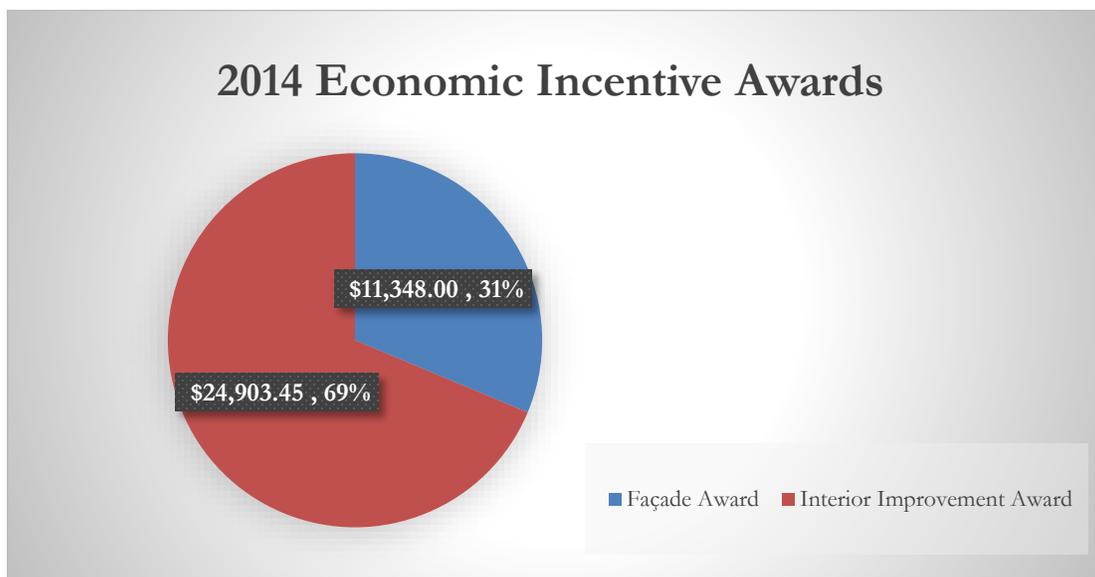
- Sperry Van Ness
- Stahelin Properties Management
- Coldwell Banker
- Madison Corporate Group
- ReMax

With the assistance of the Downtown Interior and Façade Improvement Award programs, the Village was able to assist the following businesses with expansion or relocation efforts to meet their business needs:

- Olive ‘n Vinnie’s
- RISE
- TMC Squared
- A Toda Madre
- Busy Bee Barber

In total, the Village Board awarded \$36,251.45 through these partnerships. Nearly 70% of the funds allocated towards improvement awards contributed to permanent improvements to the interior of the businesses, including ADA compliance improvements, plumbing, HVAC and other structural improvements. The façade awards assisted with businesses also making necessary ADA improvements including ramps and wider doorways for the businesses as well as energy efficient windows and doors.

By partnering with the business community through these improvements, the Village continues to grow and enhance the business friendly climate in Glen Ellyn.



***Business Recruitment***

The Village uses several tools for business recruitment:

- 1) International Council of Shopping Centers (ICSC) trade show participation – ICSC, an international retail real estate industry trade association, regularly hosts trade shows

- throughout the year that include retail real estate professionals and municipal representatives. Glen Ellyn staff participates in all such events.
- 2) Glen Ellyn Economic Development E-Newsletter –The periodic newsletter provides updates on recent projects, new or expanding businesses, business resources and economic development initiatives in the Village of Glen Ellyn. Among newsletter recipients are business owners, real estate professionals, public officials and others as they relate to the greater Glen Ellyn business community.
  - 3) TIF Districts – A Roosevelt Road TIF district was created in 2013 and now the Village has 2 TIF districts. Glen Ellyn’s downtown TIF district was established in 2012. TIF districts are a major incentive for new investment and business attraction in the redevelopment process.
  - 4) Incentive Guide – As illustrated by The Glen Ellyn Market Center and Haggerty Chevrolet incentives, businesses can leverage their investment in Glen Ellyn with incentives, and these guidelines explain how the Village can assist in meeting their business needs.
  - 5) Choose DuPage – Glen Ellyn staff is working more closely with the Choose DuPage team. Staff is utilizing their resources in updating and maintaining our current demographic information, accessing available sites and utilizing their expertise in public relations.
  - 6) Small Business Development Center (SBDC), College of DuPage – Staff has begun building a relationship with the staff at the SBDC. Collaboration efforts have begun with business recruitment and retention efforts. The SBDC offers numerous classes, many for free, to assist new and existing businesses with business plans and financial forecasting. Staff has been encouraging entrepreneurs to contact the SBDC prior to site selection to help businesses get their feet off the ground. With all relationship meetings staff has with existing businesses, owners are encouraged to utilize this resource to ensure that their business is growing at the rate they expect and want.
  - 7) SCORE – SCORE works with the SBDC in growing new and existing businesses. Staff is also working to promote this free mentorship program.

### **Other Activities**

Following are descriptions of specific economic development activity efforts that took place during 2014:

#### ***Alliance of Downtown Glen Ellyn***

The Village has a long history of supporting Glen Ellyn businesses and one avenue that the Village has done so, is through the partnership with the Alliance of Downtown Glen Ellyn. In 2014, the Village formalized this partnership through the creation and adoption of a service agreement. While most of the items outlined in the agreement were being done, the formal agreement allows the Village and the Alliance to better track work that is being done and the commitment from both entities to the partnership.

### ***Economic Development Group***

Comprised of representatives from the Chamber of Commerce, the Downtown Alliance, the Village Manager, Economic Development Coordinator and Planning and Development Department staff, the group meets informally to provide updates on their respective economic development activities. Further, the group discusses potential economic development initiatives including events and marketing and how to best coordinate efforts and reduce duplication of efforts.

### ***Marketing***

- 1) Work with Alliance of Downtown Glen Ellyn and Chamber of Commerce – The Village continues to partner with the Alliance and the Chamber in hosting events, developing an event calendar, and collaborating through the activities of the Economic Development Group.
- 2) Social Media-Economic Development E-Newsletter – During 2014, the Village continued the Glen Ellyn Economic Development E-Newsletter. The recipient list has more than doubled since, 2012, to 416 recipients this year. The open rate has continued to be strong, averaging 44% among newsletter recipients for the year (typical open rate is around 25%).
- 3) Website – The Village made comprehensive updates to the Economic Development section of the website to create a resource of information for property owners, developers and brokers. Staff continues to update and add information to the site to enhance communication efforts.
- 4) DuPage Convention and Visitors Bureau (DCVB) –As a member of the DCVB, the Village has an opportunity to take advantage of their regional and national marketing through DCVB printed brochures and website activity (e.g. digital marketing, event listings, etc.). This year, the Village took advantage of co-op advertising with the DCVB and other DuPage communities including print advertising in the Illinois Getaway Guide which generated nearly 3,000 leads for the Village. Half of these leads received electronic correspondence regarding holiday events, the remainder received a printed brochure via USPS.

Complementary memberships by way of the Village’s membership include:

- Crowne Plaza Hotel
- Village of Glen Ellyn
- Chamber of Commerce
- Downtown Alliance
- Village Links
- College of DuPage (including Inn at Waters Edge)
- McAninch Arts Center
- Glen Ellyn Park District

### ***Special Events***

The Chamber of Commerce and the Alliance of Downtown Glen Ellyn, along with numerous other community organizations, continue to keep Glen Ellyn a vibrant and active community. The Chamber

and the Alliance work with the business community to create events that drive traffic to retail stores and restaurants.

As part of the partnership agreement with the Alliance of Downtown, the Village receives an annual report outlining the endeavors and achievements by the Alliance. The Alliance reported 113 attendees for Annual Wines & Finds Event and over 400 participants in Annual Ladies Night Out with a quarter of the participants reporting they were from outside of Glen Ellyn. The events continue to bring consumers to downtown and drive traffic to the businesses.

2014 also marked a partnership with the Alliance and the Chamber with the Annual Sidewalk Sale Celebration. The organizations will continue this partnership and look for other opportunities to combine efforts and resources.

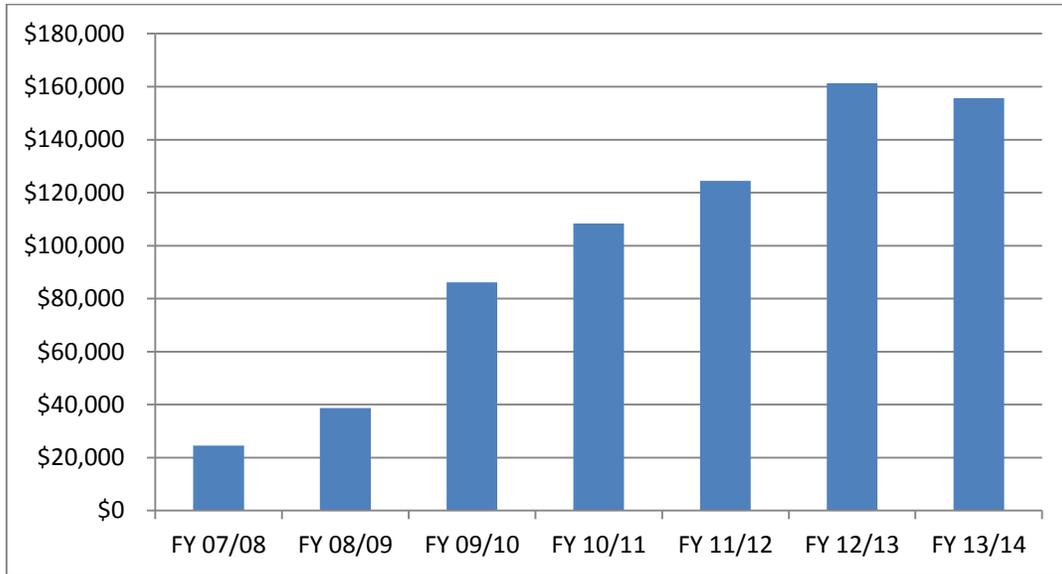
### **New Initiatives Going Forward**

- 1) The Glen Ellyn Experience – The Village launched a new video series promoting the people and places of Glen Ellyn that make up The Glen Ellyn Experience. Staff shoots two videos each month on site at various businesses in Glen Ellyn. The videos have been well received by the business community and are posted on the Village’s website and shared via social media outlets.
- 2) Networking with Developers – The Village maintains close relationships with key area developers by way of ICSC event meetings, lunch meetings, and the Economic Development E-Newsletter.
- 3) Strategic Plan – The Village completed an Economic Development Strategic Plan in the beginning of 2014. The Strategic Plan outlines initiatives that are currently in place and many others that will continue to be implemented during 2015.
- 4) Economic Development E-Newsletter Development, Expansion of Social Media – The Village will continue to build upon the initial Economic Development E-Newsletter effort and work to integrate that and other marketing materials with state of the art social media tools.
- 5) Real Estate Broker Coffees and Tours – The Village continues to offer this as an opportunity to co-market available spaces in Glen Ellyn and development opportunities to area real estate brokers.

**Performance Metrics**

During 2014, leasing and economic activity continues to grow throughout the Village. While the Village cannot control external economic forces and therefore some contributing factors to sales tax and other economic trends, the following indicators illustrate the general success of the Village’s economic development efforts.

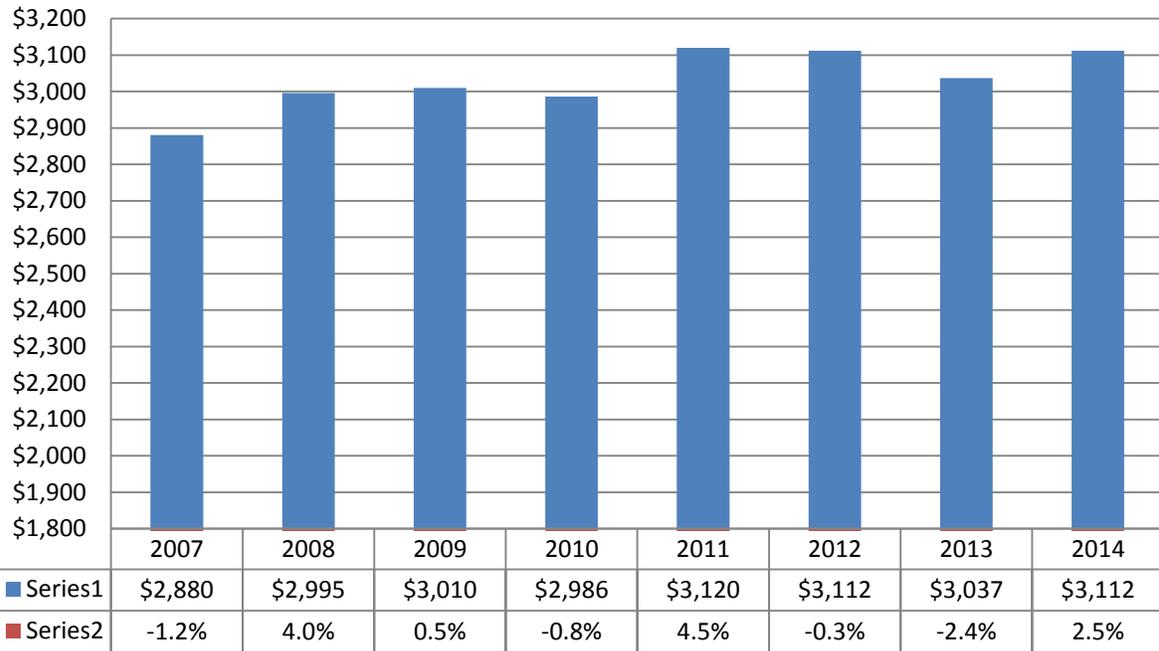
**Hotel Tax Revenue**



FY 07/08	\$24,497
FY 08/09	\$38,751
FY 09/10	\$86,182
FY 10/11	\$108,393
FY 11/12	\$124,446
FY 12/13	\$161,314
FY 13/14*	\$180,000

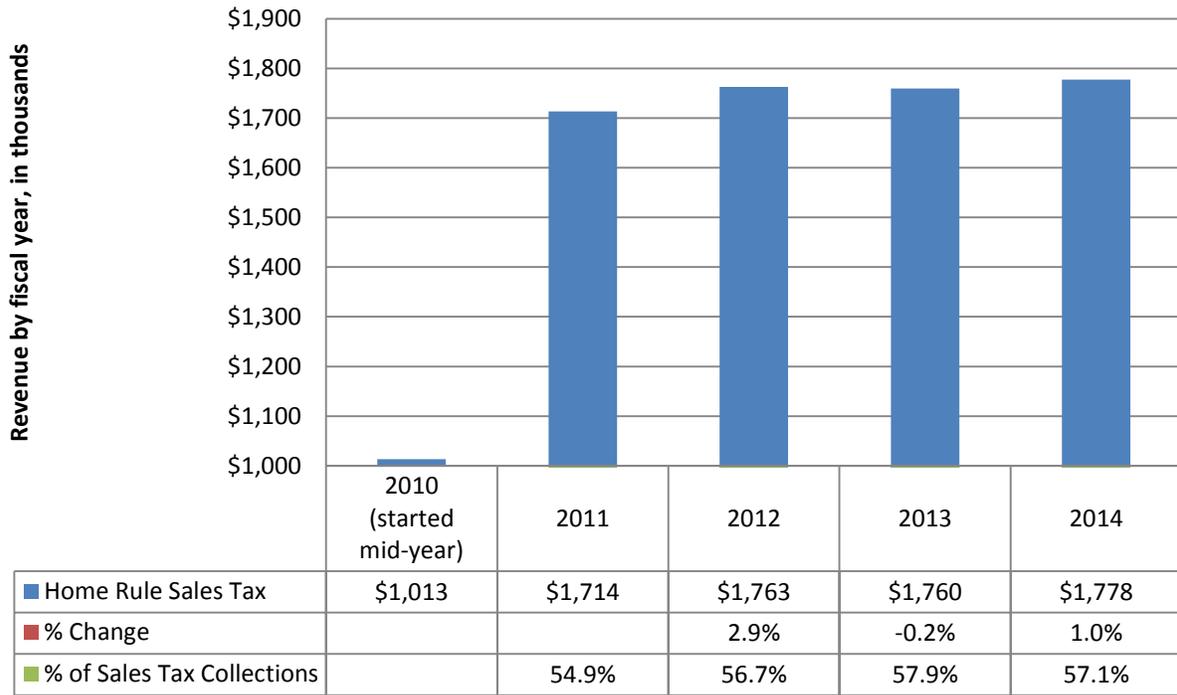
*\* FY 13/14 hotel taxes actual through January 2014, remaining months projected.*

## SALES TAX COLLECTIONS (by Fiscal Year - In Thousands)



Growth in this sales tax revenue has been slow over the 10 year period shown, however, it remained stable during the deep economic downturn of the past few years and has rebounded in the past year. This is largely due to a fairly heavy reliance on goods which are demand inelastic in nature (groceries and everyday needs).

## HOME RULE SALES TAX COLLECTIONS



The Home Rule Sales Tax was implemented as of July, 2009. 2010 includes collections for 9 months of the year.

### **Regional Indicators\***

According to Choose DuPage, DuPage County Economic Indicators from their 2014 Fourth Quarter Report shows similar growth regionally in sales tax receipts. “DuPage County sales tax receipts rose 3.3% from this time last year where sales tax receipts were \$328 million. Sales tax receipts are reported quarter to quarter to accommodate seasonal changes.”

Indicator	Current Rate or Change
Sales Tax Receipts (percent change) from 3 <sup>rd</sup> Quarter 2013	3.3%
Unemployment Rate	4.2%

## Sales Tax Receipts

County	2013 – 3 <sup>rd</sup> Quarter	2014 – 3 <sup>rd</sup> Quarter	3 <sup>rd</sup> Q 2013 – 3 <sup>rd</sup> Q 2014 % Change
Cook	\$1,252,238,020	\$1,317,192,680	5.1%
DuPage	\$328,412,522	\$339,253,936	3.3%
Kane	\$108,186,275	\$115,884,168	7.1%
Lake	\$192,836,216	\$207,596,691	7.7%
McHenry	\$61,540,953	\$63,959,623	3.9%
Will	\$146,738,409	\$159,625,233	8.8%

*Source: Illinois Department of Revenue, Taxes report are from 3Q 2014 (Sales receipts are one quarter behind)*

Choose DuPage's complete quarterly reports can be found on their website at [ChooseDuPage.com](http://ChooseDuPage.com).