

Glen Ellyn Economic Development

2016 Annual Review

2016 proved to be a productive year for economic development in Glen Ellyn. 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 has continued to monitor and update the Village's economic incentive guidelines to encourage business growth including the Façade, Downtown Retail Interior Improvement and Fire Prevention System Awards. These programs were created to help offset some of the costs of renovating older buildings to meet current code and safety requirements. In 2016 the Village again exceeded the budgeted amount of funds for award programs in requests received. The Village Board has increased funds for 2017 for the Award programs.

In 2016 the Village continued their partnership with DuPage County communities that also lost a Dominick's in 2014 and are actively seeking to fill the void. The communities hosted a joint press conference in hopes of applying pressure to Albertson's to terminate their lease on the vacant storefront and on the property owner to work more aggressively to come to terms with Albertson's and bring in a new viable tenant.

As business ombudsman, the Economic Development Coordinator continues to assist new and existing businesses grow and strengthen their enterprises as well as navigate Village processes and procedures.

Commercial Districts

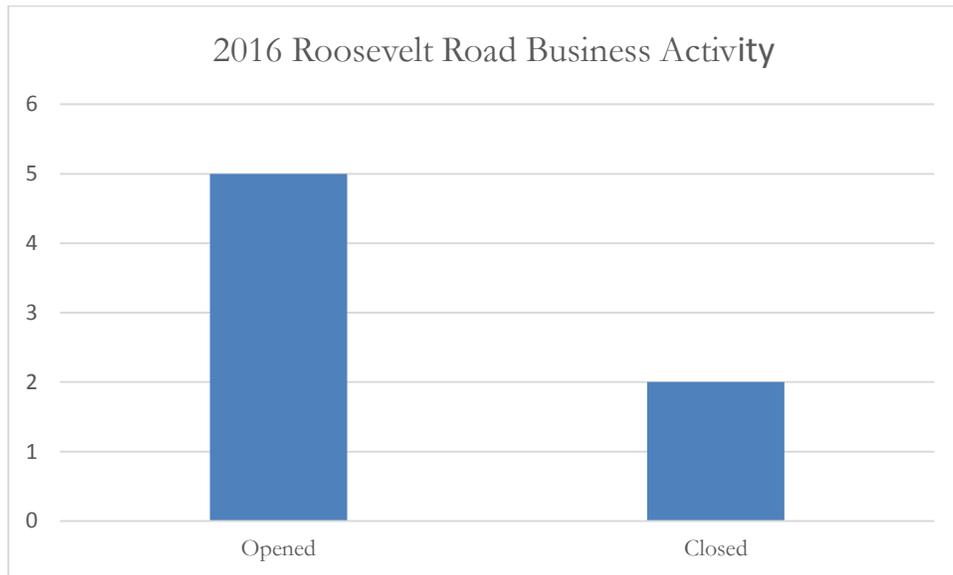
This collective effort between the Chamber of Commerce, Alliance of Downtown Glen Ellyn, DuPage Convention & Visitors Bureau Choose DuPage and others serves the business community well and goals are met through a team effort (see organization chart attached). A quick review of the commercial districts illustrates some of the new businesses and plans for the future:

Roosevelt Road Commercial Corridor

Roosevelt Road continued to transform and grow in 2016. 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. Property owners for the Roosevelt Glen office park have been actively seeking new businesses to redevelop the parcel. In 2016, concept plans were approved by the Architectural Review Commission and Plan Commission to demolish three (3) office buildings and start a new development project with a new drive thru Panera Bread as a lead tenant. The developer continues to solicit other businesses to complete the project and staff anticipates movement on the project in 2017.

The former Grandma Sally's, 369 Roosevelt Road, was approved for a new project in 2015 and was completed in 2016. Mattress Firm opened in one of the new retail spaces and the property owner continues to solicit a tenant for the remaining space. DeSitter Flooring was approved in 2015 for a \$100,000 sales tax rebate by the Village Board, they opened their doors in the second quarter of 2016. ATI began renovation of the neighboring property and will expand their business in 2017 from their previous location at Baker Hill Shopping Center.

These projects and others that have been in preliminary discussion with staff, demonstrate the continued interest in Roosevelt Road and the addition of the TIF District will lead to continued development projects.



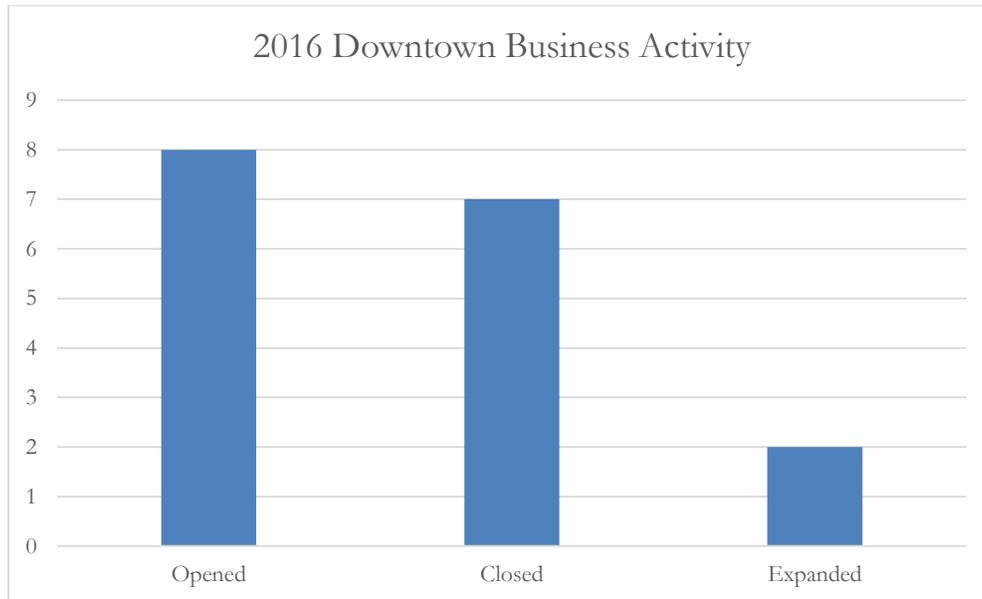
Central Business District (CBD) - Downtown

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 for the past couple of years. 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 long anticipated redevelopment of the site by OPUS, was terminated by the developer. The Giesche property returned to the market and was placed under contract by a new developer. Staff anticipates an update in 2017.

McChesney & Miller Grocery Store was purchased in 2015 by SpringBank Development. The team presented concept plans to both the Architectural Review and Plan Commissions in the fall of 2015 and the mixed use retail/luxury apartment project received positive feedback from both commissions. The Development team continues to refine the project and plans to bring the development back to the Commissions and Village Board in 2017.

Pennsylvania Avenue sees another new downtown property owner with the sale of 530 Pennsylvania Avenue, formerly Karmis Carpet which sat vacant for nearly 5 years. Ms. Elizabeth Mager purchased the building in the fall of 2015 and began demolition work to accommodate her new business Stam Chocolatier.

The downtown has seen a number of new businesses open and a couple who have expanded.



Downtown Street Level Commercial Space Inventory Suitable for Retail				
	Inventory *	Vacant	% Vacant of total inventory	% Change from 2015
North of rail tracks**	174,730	20,377		
South of rail tracks	80,813	24,721		
Total	255,543	45,098	17.6%	-0.8%
C5A		21,721	8.5%	-0.6%
C5B or inside mall		23,377	9.1%	-0.2%
* The inventory includes all spaces zoned C5A, including interior mall spaces, all street level spaces zoned C5B in current retail use, and all street level C5B spaces that are available.				
** Includes 12,600 purchased for redevelopment				
At the close of 2016, 9,600 sq ft of the total vacant are under contract for sale.				

Stacy's Corners

After hiring DK Mallon to market village owned property at 825 N Main Street, in 2014, the Village Board entertained a handful of development opportunities. In early 2016, the Village anticipates selling the parcel to True North for a gas station and convenience store on the site.

Business Attraction and Retention

Business Retention

The Village began to formalize the business retention effort during 2012, and has continued to reach out to the business community every month with a goal of meeting at least two businesses each month. A snapshot of some of the businesses contacted or visited during 2016 include but not limited to the following:

Shawn Sergeant Designs	The Sweet Shoppe
A Toda Madre	The Glen Movie Theatre
M & Em's Boutique	Young's Appliance
ReNew	Salon Esteem
The Beer Cellar	Learning Express
Olive 'n Vinnie's	Bottle & Bottega
Sign of the Whale Antiques	Paisley on Main
Veiled by Cha Cha	Chicks 'n Salsa
Motor World	Cosmo's Beauty Bar
Made in Italy	The Prince's Table

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

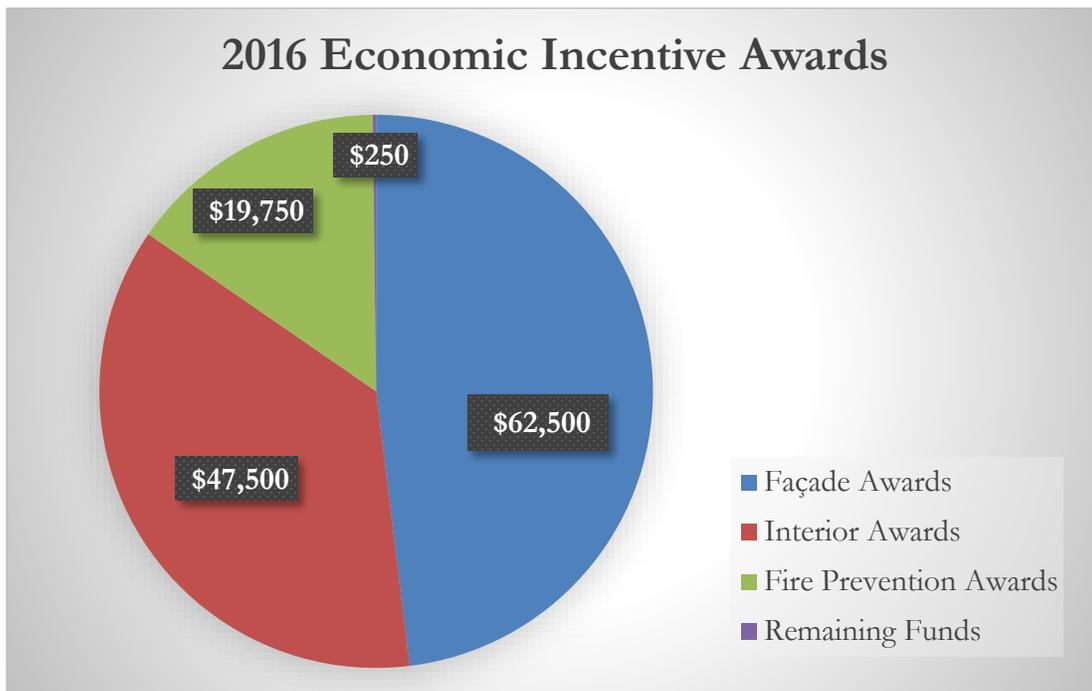
- Phillips Edison & Company
- Ramco Gershwin Properties
- CBRE
- Sperry Van Ness
- Stahelin Properties Management
- Madison Corporate Group
- ReMax

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

- Ramco Gershwin Properties (final water connection from Oberweis development)
- JAYNE
- Crepe House
- Stam Chocolatier
- DesignStorms
- The Beer Cellar
- Eco Nails
- Glen Art Theater
- Oak & Steel

In total, the Village Board awarded and earmarked \$129,750 through these partnerships. These investments 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. The Fire Prevention award assisted with updating fire alarm systems in downtown properties.

The Village Board earmarked \$42,500 from the upcoming 2017 Annual Budget due to the numerous requests received that exceeded the 2016 Awards Budget.



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, Haggerty Chevrolet and DeSitter Flooring 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 accelerated the Village’s relationship with the SBDC and COD. Collaboration efforts with business recruitment and retention efforts have accelerated over the past year. 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 2016:

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 2016, the Village continued the Glen Ellyn Economic Development E-Newsletter. The recipient list, of 570 addressees has more than doubled since, 2012, and added 150 qualified recipients this year. The open rate has continued to be strong, averaging 49% among newsletter recipients for the year, an increase of 5% over 2016 (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.). Staff participated in a roundtable discussion to focus on marketing opportunities for DuPage County. The DCVB is using the information from these discussion groups to drive traffic to DuPage County and highlight the County’s diverse tourism attractions.

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 events continue to bring consumers to downtown and drive traffic to the businesses. In addition to driving customers to downtown Glen Ellyn, the Alliance met their goals of increasing sponsorship dollars and creating unique sponsorship opportunities to increase revenue to the organization and therefore increase marketing and advertising efforts.

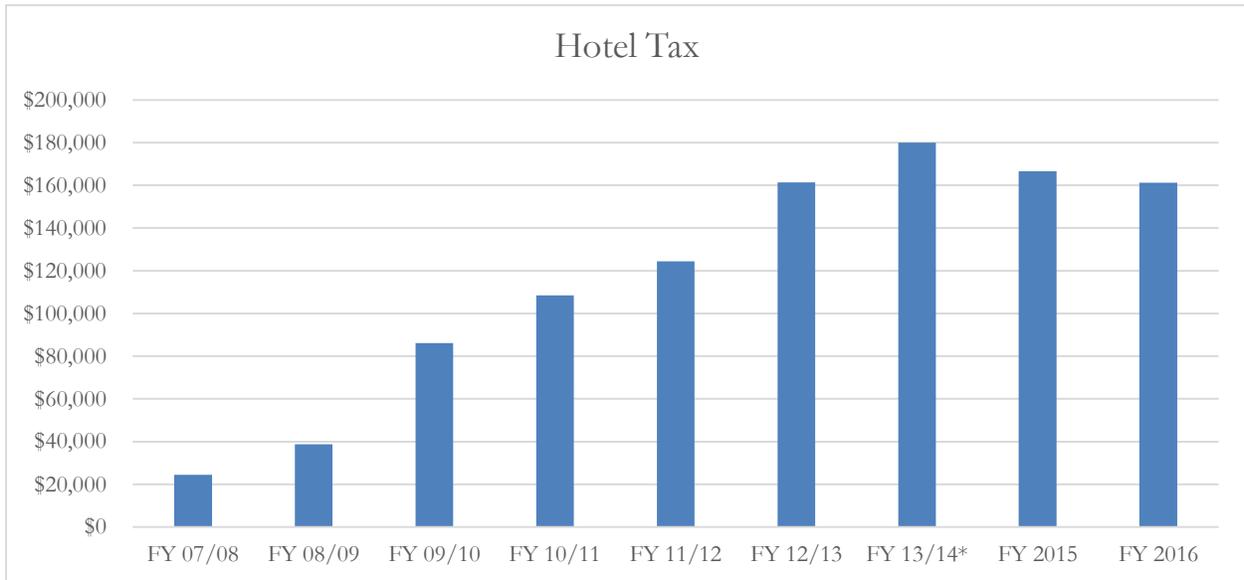
Other On-Going Initiatives

- 1) The Glen Ellyn Experience – The Village continued the video series promoting the people and places of Glen Ellyn that make up The Glen Ellyn Experience. Staff strives to shoot 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 2016.
- 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/After Hours/ 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.
- 6) Economic Development Programs – The Village Continues to monitor other communities’ economic development programs to remain competitive in the Village’s programs.
- 7) Increase Partnership Opportunities – The Village continues to look for opportunities to engage with economic development partners including the DuPage Convention & Visitors Bureau, College of DuPage, Choose DuPage and the Small Business Development Center. Staff looks for occasions to introduce businesses to the opportunities these organizations can bring to them as far as education, marketing, and branding Glen Ellyn as a place to do business.

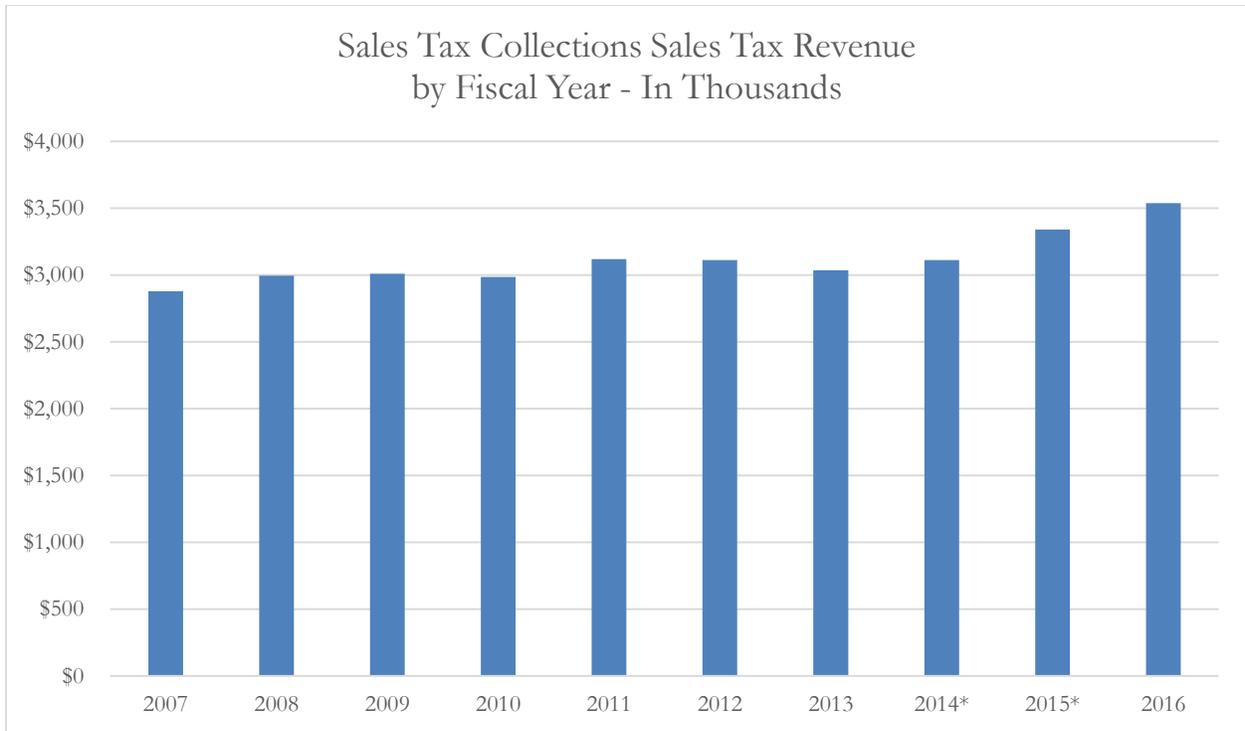
Performance Metrics

During 2015, 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.



Year	Hotel Tax	Percentage Change
FY 07/08	\$24,497	
FY 08/09	\$38,751	36.78%
FY 09/10	\$86,182	55.04%
FY 10/11	\$108,393	20.49%
FY 11/12	\$124,446	12.90%
FY 12/13	\$161,314	22.85%
FY 13/14*	\$180,000	10.38%
FY 2015	\$166,506	-8.10%
FY 2016	\$161,203	-3.29%

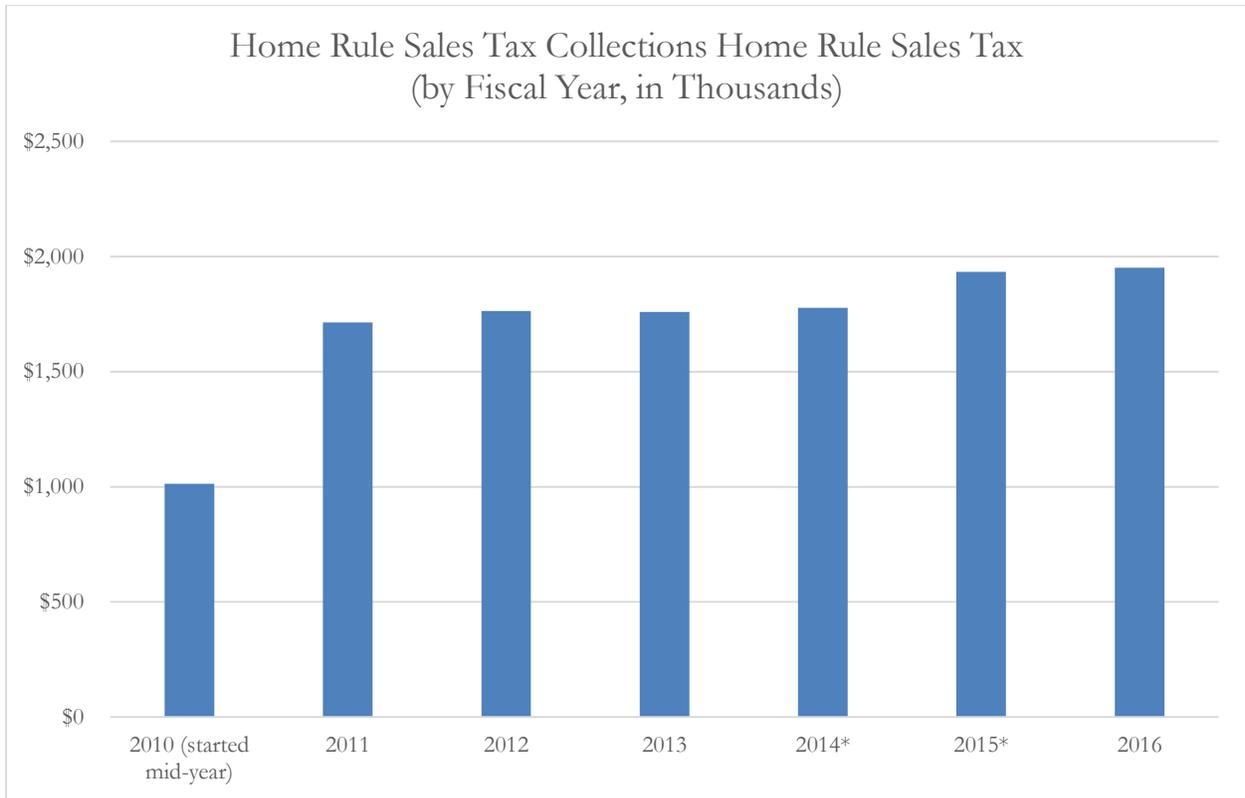
*FY 13/14 hotel taxes actual through January 2014, remaining months projected.



Sales Tax Collections		
Year	Sales Tax Revenue	Percentage Change
2007	\$2,880	
2008	\$2,995	3.84%
2009	\$3,010	0.50%
2010	\$2,986	-0.80%
2011	\$3,120	4.29%
2012	\$3,112	-0.26%
2013	\$3,037	-2.47%
2014*	\$3,112	2.41%
2015*	\$3,340	6.83%
2016	\$3,539	5.62%

**2014 reflects data from May 1, 2013 – April 30, 2014. 2015 data is the first calendar year, January 1, 2015 – December 31, 2015. The short year is excluded since it does not represent a full 12 month period.*

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 continued to rebound 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

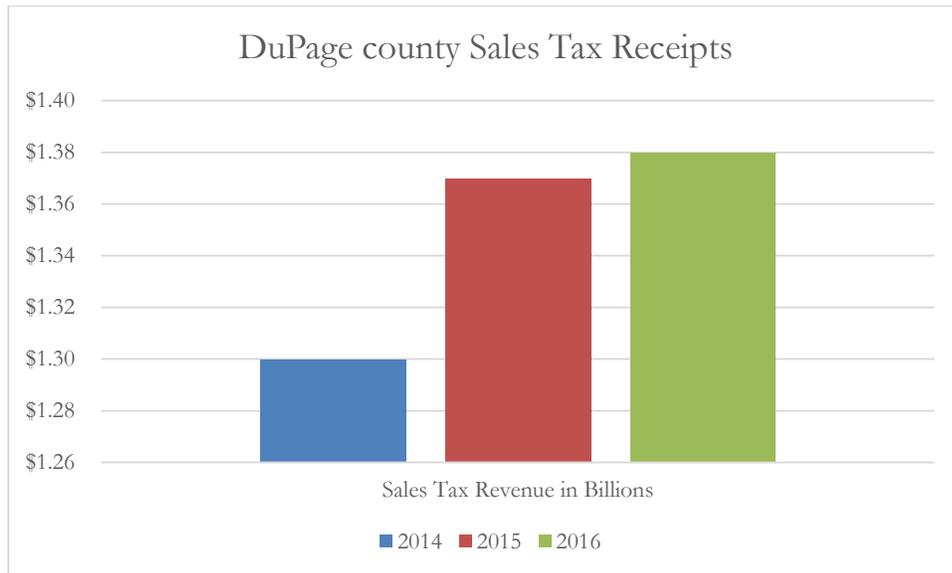
Year	Home Rule Sales Tax	% Change	% of Sales Tax Collection
2010 (started mid-year)	\$1,013		
2011	\$1,714		54.94%
2012	\$1,763	2.78%	56.65%
2013	\$1,760	-0.17%	57.95%
2014*	\$1,778	1.01%	57.13%
2015*	\$1,934	8.07%	57.90%
2016	\$1,951	0.87%	55.13%

**2014 reflects data from May 1, 2013 – April 30, 2014. 2015 data is the first calendar year, January 1, 2015 – December 31, 2015. The short year is excluded since it does not represent a full 12 month period.*

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 2016 Annual Report shows similar growth regionally in sales tax receipts. DuPage County sales tax receipts have continued to rise over the past three years.



Choose DuPage’s complete quarterly and annual reports can be found on their website at ChooseDuPage.com.

In summary, Glen Ellyn has seen continued growth in the business community during 2016. Efforts made by the Village Board and staff have laid the ground work for future development opportunities and business growth. Under the direction of the Village Board, staff will continue to work with the Village’s economic development partners to seek opportunities to grow and expand Glen Ellyn’s business community through targeted development sites, business expansion projects and investments throughout the Village.

VILLAGE OF
Glen Ellyn
 ECONOMIC
 DEVELOPMENT
 ORGANIZATIONAL CHART

VILLAGE BOARD

VILLAGE
 MANAGER

MARK FRANZ

ECONOMIC DEVELOPMENT
 COORDINATOR

MEREDITH HANNAH

DIRECTOR OF PLANNING &
 DEVELOPMENT

STACI HULSEBERG

ECONOMIC DEVELOPMENT
 PARTNERS

CHAMBER OF COMMERCE

- Manage License Agreement for 810 North Main Street
- Support Chamber programs & events

ALLIANCE OF DOWNTOWN
 GLEN ELLYN

- Manage Service Agreement
- Support Alliance programs & events

DUPAGE CONVENTION &
 VISITORS BUREAU

- Manage Partnership Agreement
- Facilitate conversations between DCVB & Partner Organizations

CHOOSE DUPAGE

- Liaison for business development leads & events
- Liaison for state/federal assistance programs

SPECIAL PROJECT
 CONSULTANTS

- Financial Consultants: review of all financial assistance requests, including TIF, sales tax rebates and cost sharing
- Business Consultants: grocery or other specialty business feasibility studies
- Real Estate Consultants: development studies and appraisals