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One Call, 10 Stores, A Million Customers Campaign Launches - Communities Partner to Fill Empty Dominick's Stores

A group of nine Chicago area communities, representing ten former Dominick's stores, have kicked off a regional economic development attraction effort, "One Call, 10 Stores, A Million Customers." "Dominick's was an institution that had a long term presence in each of our communities. This certainly created a unique opportunity for our group to fill the vacant spaces left behind", said Jason Zawila, a planner who coordinates economic development efforts for the Village of Woodridge. "We strongly believe that there is an opportunity for a business that is not currently in the Chicago market to take advantage of locating in an area with a potential base of one million customers."

The communities have been meeting since December of last year to develop the comprehensive marketing program, which culminated in the creation of a website, www.1call10stores.com. The marketing campaign will involve direct emailing, phone calls and distribution of the brochure at future conferences and trade shows. "Combined we represent nearly 700,000 square feet of retail space that is strategically located for a new retailer looking to make an aggressive entry into the Chicago area market" said Christine Jeffries, president and CEO of the Naperville Development Partnership.

Focusing on grocery stores and retailers that are not currently in the Chicago market, the promotional effort is seeking companies that might find a package of several stores attractive. The promotion was developed with input from the local brokerage community representing each community's site. The marketing materials include demographic information, property representation in addition to community contacts in one easy to find location all available on www.1call10stores.com website.

The nine participating communities include Bartlett, Bensenville, Glen Ellyn, Glendale Heights, Naperville, Oswego, Romeoville, Wheaton and Woodridge. "Communities have different regulations and processes for business openings that can be a stumbling block for a new retailer looking to enter the Chicago market," said Vijay Gadde, Economic Development Director for the Village of Oswego. "By combining our resources in one easy to find location including regional demographics, we can conveniently offer the information needed for their site analysis. This effort demonstrates a great regional economic development campaign to find a replacement for

Dominick's and is a good example of intergovernmental cooperation to promote economic development.”

Potential tenants are encouraged to visit the website at www.1call10stores.com and then reach out to brokers and communities with the provided contact information.



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