

# Glen Ellyn Economic Development

## 2015 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 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 2015 the Village exceeded the budgeted amount of funds for award programs in requests received.

Other initiatives in 2015 included a joint commercial real estate broker event with Choose DuPage and DK Mallon to market the Village's property at 825 N Main and a partnership with DuPage County communities that also lost a Dominick's in 2014 and are actively seeking to fill the void.

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**

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:

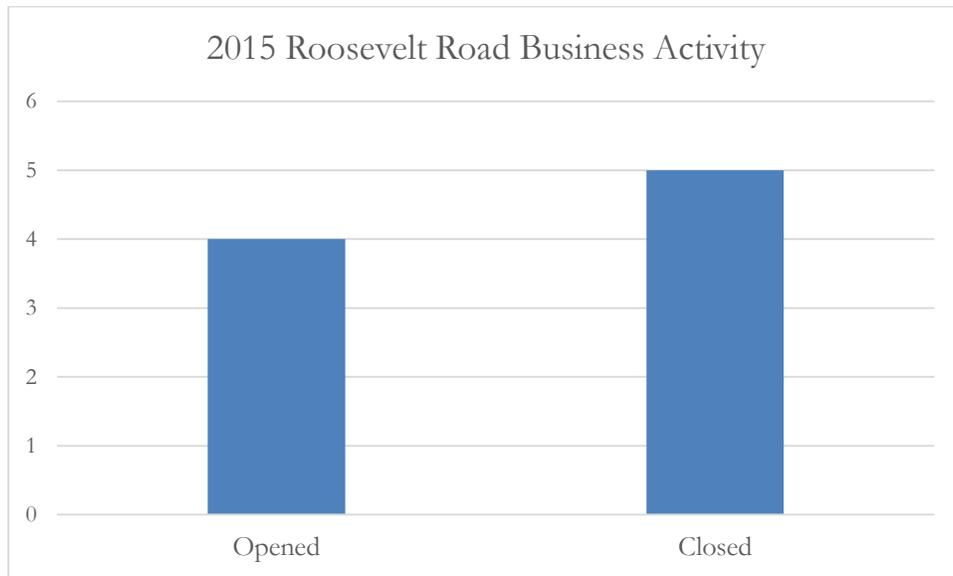
#### ***Roosevelt Road Commercial Corridor***

Roosevelt Road continued to transform and grow in 2015. 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 with. In 2015, concept plans were brought before 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 2016.

Other sites that have seen activity in 2015 include 10 N Park Boulevard, a former garage/storage facility was purchased with plans approved by the Village Board for a breakfast and lunch restaurant. The building was demolished in 2015 with plans to move forward with the new development. Unfortunately, costs for the project exceeded estimates and the original project proposed will not be

moving forward. However, the site sits clean and ready for a new project to take its place. The former Grandma Sally's, 369 Roosevelt Road, was also approved for a new project and the site will be demolished and a new two tenant retail building will be built in its place in 2016.

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.



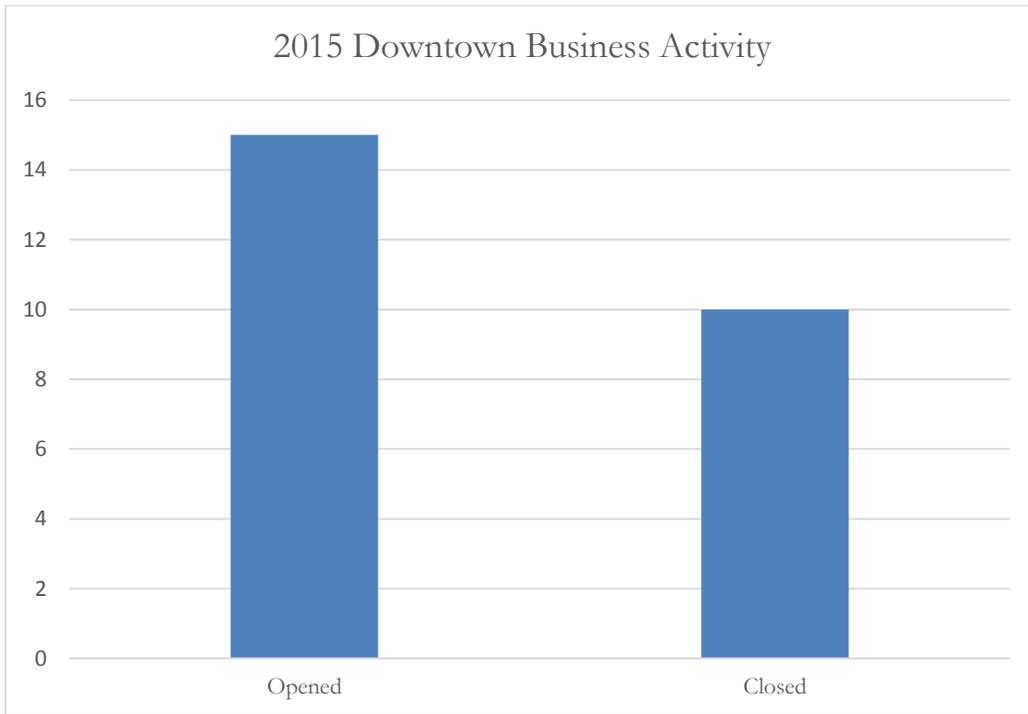
### ***Central Business District (CBD) - Downtown***

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 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 Village is expecting to receive updated plans for this site, without St Petronelle's property sometime in spring 2016.

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 2016 for approvals.

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.



Downtown Street Level Commercial Space Inventory Suitable for Retail					
	Inventory *		Vacant		% Vacant of total inventory
North of rail tracks**	174,730		22,277		
South of rail tracks***	80,813		24,721		
<b>Total</b>	<b>255,543</b>		<b>46,998</b>		<b>18.4%</b>
<b>C5A</b>			<b>23,221</b>		<b>9.1%</b>
<b>C5B or inside mall</b>			<b>23,777</b>		<b>9.3%</b>
* 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					
*** Includes 15,252 under contract for redevelopment					

### ***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 will sell 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. Some of the businesses contacted or visited during 2015 include the following:

Community Bank	Fabulous Me Boutique
Green Branch Florist	Made in Italy
Shawn Sergeant Designs	The Sweet Shoppe
A Toda Madre	The Glen Movie Theatre
M & Em's Boutique	Young's Appliance
ReNew	Salon Esteem
Costello Jewelry	Learning Express
Lola Boutique	Bottle & Bottega
Le Petit Armoire	Berkshire Hathaway Real Estate
Inland Bank	Paisley on Main
The Beer Cellar	Renaissance Art Studio
Olive 'n Vinnie's	Chicks 'n Salsa
Sign of the Whale Antiques	Cosmo's Beauty Bar
Veiled by Cha Cha	Einstein Bagels
Motor World	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 Gershenson
- CBRE
- Sperry Van Ness
- Stahelin Properties Management
- Coldwell Banker
- Madison Corporate Group
- ReMax

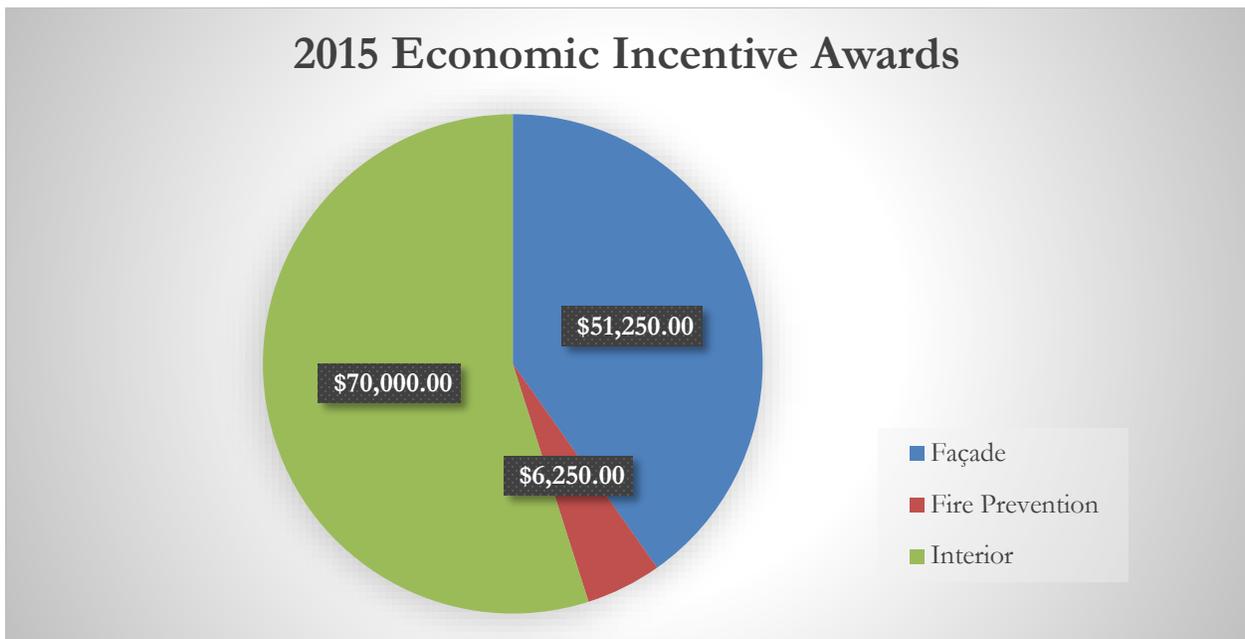
With the assistance of the Downtown Interior and Façade Improvement Award programs, the Village was able to assist the following businesses with expansion or relocation efforts to meet their business needs:

- Ramco Gershwin Properties (Core Power Yoga)
- Banyan Tree Mall

- Marche
- RE:New
- M & Em's Boutique
- Main Street Pub

In total, the Village Board awarded and earmarked \$121,250 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 Village Board also awarded the first Fire Prevention Award to the property owner of 479 N Main Street for \$6,250. The award assisted with updating the fire alarm system in the building. 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 2015:

#### ***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.

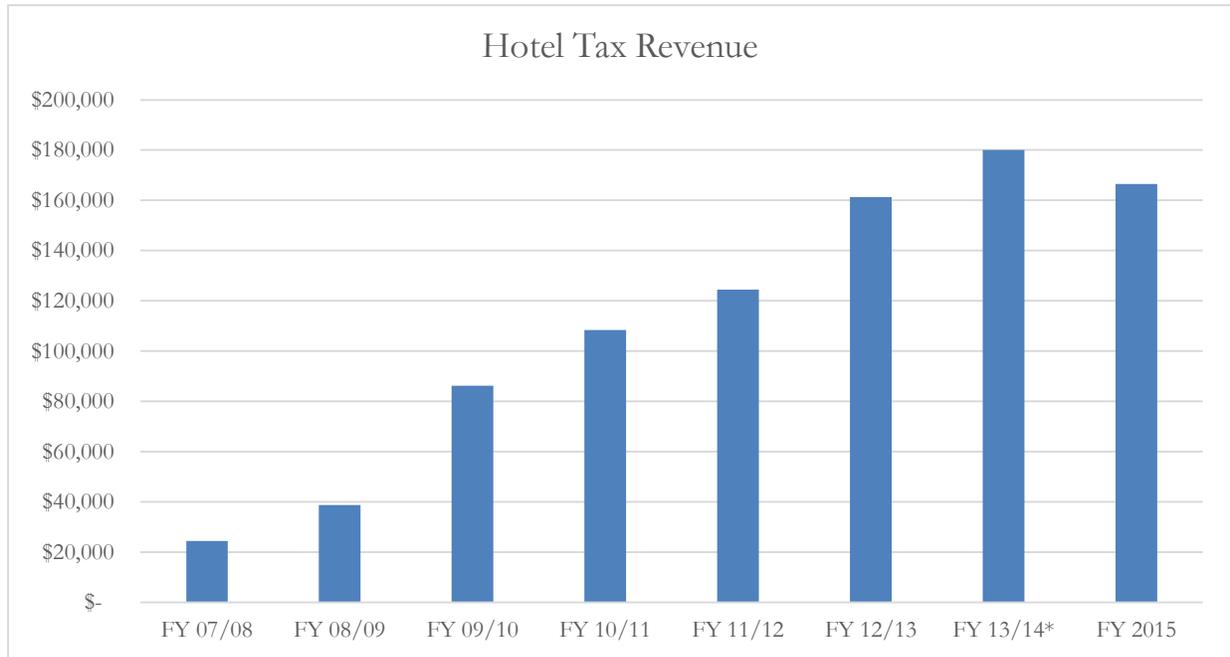
### ***Other On-Going Initiatives***

- 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 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.

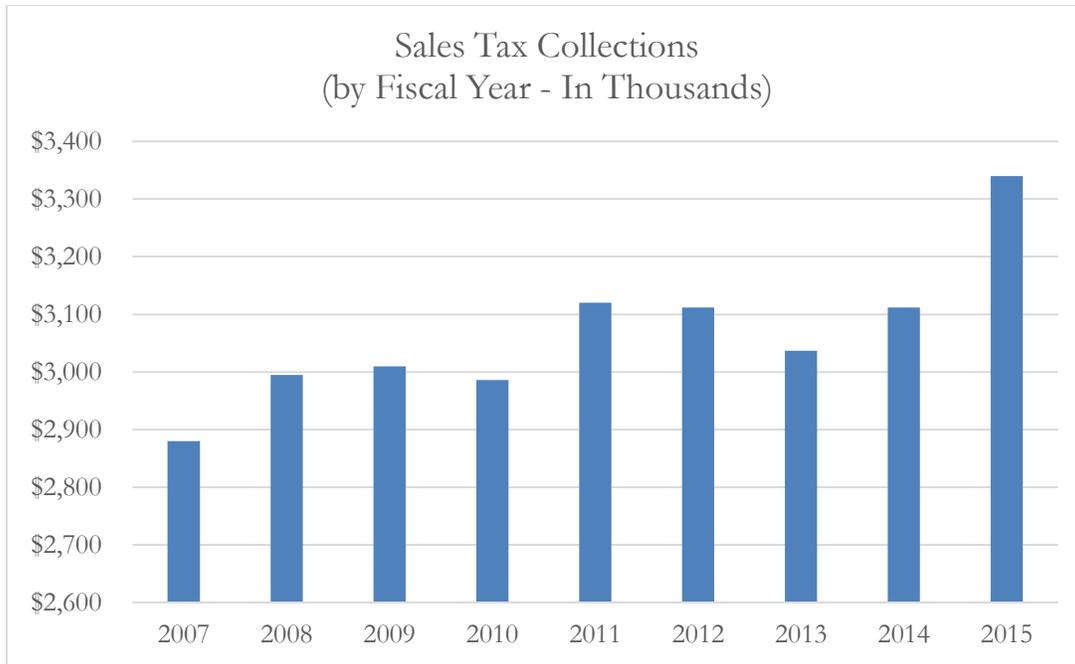
**Performance Metrics**

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.



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 2015	\$ 166,506

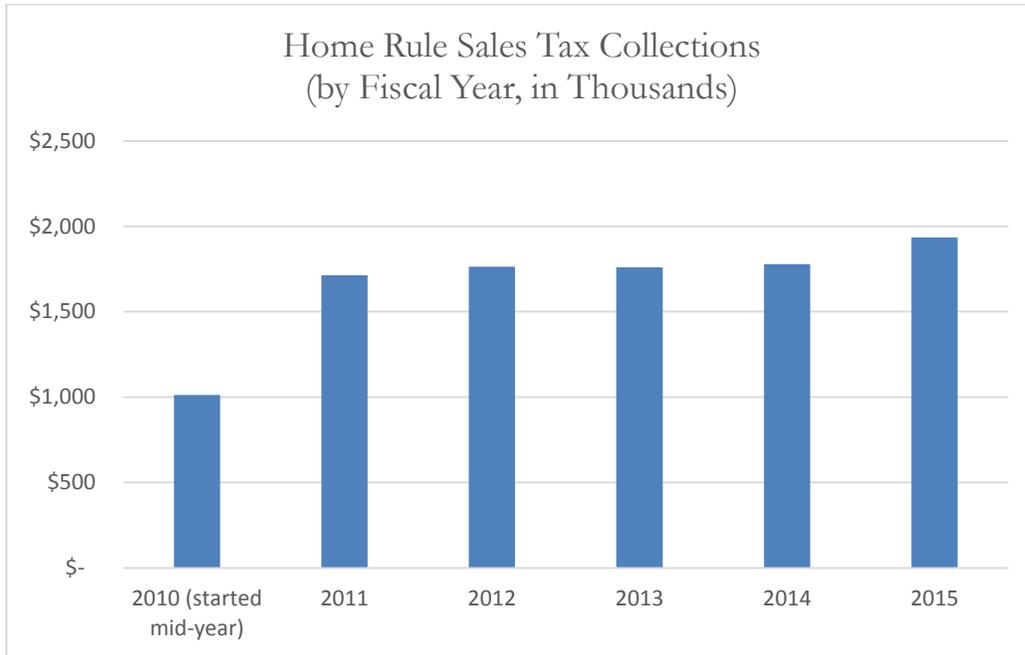
\*FY 13/14 hotel taxes actual through January 2014, remaining months projected.



Year	Sales Tax Revenue	Percentage Change
2007	\$ 2,880	
2008	\$ 2,995	4.0%
2009	\$ 3,010	0.5%
2010	\$ 2,986	-0.8%
2011	\$ 3,120	4.5%
2012	\$ 3,112	-0.3%
2013	\$ 3,037	-2.4%
2014*	\$ 3,112	2.5%
2015*	\$ 3,340	7.3%

*\*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).



Year	Home Rule Sales Tax	% Change	% of Sales Tax Collection
2010 (started mid-year)	\$ 1,013		
2011	\$ 1,714		54.9%
2012	\$ 1,763	2.9%	56.7%
2013	\$ 1,760	-0.2%	58.0%
2014*	\$ 1,778	1.0%	57.1%
2015*	\$ 1,934	8.8%	57.9%

*\*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 2015 Annual Report shows similar growth regionally in sales tax receipts. “DuPage County sales tax receipts rose 5.53% over 2014. Sales tax receipts for 2014 were \$1.3 billion in 2014 and \$1.37 billion in 2015.”

<b>Indicator</b>	<b>2014 Change</b>	<b>2015 Change</b>	<b>Trend</b>
<b>Job Growth in DuPage County</b>	1%	1.5%	
<b>Unemployment Rate Change</b>	4.2%	4.5%	
<b>Growth in County Sales Tax Receipts</b>	3.14%	5.53%	
<b>Office Space Vacancy Rate</b>	17%	16%	
<b>Industrial Space Vacancy Rate</b>	5.6%	5.1%	

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