

Review of Questions Received on Proposed 2017 Budget

The Village's proposed 2017 budget of \$180,350,900 will be discussed at a budget meeting scheduled for 7:00p.m. on Monday, November 14 in the Village Board Room. To ensure residents were provided an opportunity to ask questions pertaining to the proposed budget, an email address was made available for questions. All emails received by November 6th are found below along with detailed responses from the Village Staff.

We hope this information is helpful to better understand the proposed budget. If anyone has further questions, please do not hesitate to call Finance at 847-368-5500 or email Finance@vah.com

2017 Budget Questions & Answers:

1. **Question:** ALGONQUIN RD AND NEW WILKE RD INTERSECTION IMPROVEMENT. The Village Manager's transmittal letter mentions \$200,000 for improvements at the Algonquin/Wilke intersection. I assume there is other funding available, and that this is just the Village's portion. Is that correct?

Answer: The Village is partnering with the City of Rolling Meadows to improve the intersection and is requesting 80% federal funding through the Council of Mayors. A 20% local match will be provided by Arlington Heights and Rolling Meadows. The Villages \$200,000 budget for this project represents the Village's estimated portion of the 20% local match.

2. **Question:** THE PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT budget includes \$20,000 for a Visitors Guide. I believe the Board had previous concerns about the Visitors Guide.

Answer: In April 2013, the Village Board discussed a bid request to update the Arlington Heights Visitors Guide and took no action over concerns regarding the quantity and timing of the publication. Staff reached out to Hoteliers in late 2013 to discuss the Visitors Guide with them. The Village's Business Development Coordinator met with the General Managers of the Holiday Inn, DoubleTree and Courtyard by Marriott where all parties agreed that they liked the Visitors Guide and would distribute the Guide. Staff took no action to move forward with bringing the Visitors Guide proposal back to the Village Board at that time due to the Board's concerns.

In April 2016, hoteliers representing the Southtown corridor of Arlington Heights and a representative of Meet Chicago Northwest met with Village Staff and a Village Trustee to discuss improvements to this area of the community. As part of this meeting a presentation was made by the hoteliers suggesting an Arlington Heights Gen Y Directory which was proposed as a hard covered glossy magazine style entertainment and restaurant guide. (See next page)

(Question 2 continued)



In their recent goal setting the Village Board also identified as Strategic Priority #5a - Evaluate prudent physical corridor improvements for Rand Road, Southtown/Southern Hotel District and other corridors. Part of the Village Board's strategic plan is for Staff to develop a strategy on the South Arlington Heights Road corridor improvements. This includes not only a comprehensive study of the area, but also providing new updated marketing materials to hoteliers, and installation on a temporary basis of banners in this area. On an interim basis, the Downtown restaurant and entertainment guide has been updated and placed in the hotels. In addition, since the above referenced meeting, the Village's Business Development Coordinator has communicated with the Courtyard by Marriott's General Manger and discussed this further. If funds are approved in the budget for 2017, more discussions would take place with the hoteliers regarding the Visitors Guide. It is not feasible to have a hard covered glossy publication as outlined in the hotelier presentation last year. General discussions with the General Managers have focused on a more condensed version with less text and more focus on dining and entertainment venues. \$20,000 was proposed in the draft budget. However, no work has commenced on this until it is budgeted. Therefore, the exact format and costs have not been detailed.

3. **Question:** DOWNTOWN ENTERTAINMENT MARKET RESEARCH – Estimated Cost (TBD). What do we plan on learning from this possible study? What can we extract from previous “downtown” studies and the Johnson Consulting report on the Metropolis that may be useful?

Answer: As part of the Village Board goal setting session, Strategic Priority #2a was approved - Examine ways to facilitate greater entertainment/ restaurants emphasis. While Staff is already focused on this in efforts to attract the Arlington Ale House and a replacement restaurant for the current Armand's, expansion of Mago, etc., part of the Village Board's strategic plan for 2017 is to review past surveys, evaluate existing uses and further identify key entertainment uses to continue Downtown growth.

4. **Question:** METROPOLIS – Exterior Marquee (BL-14-01) \$20,000.00. Did the Board approve a placeholder for this? I believe Metropolis was encouraged to begin fundraising for this possible addition to the building. Please advise with further details.

Answer: As the owner of the Metropolis Theater and all of its assets, each year the Village asks the operator of the Theater, the Performing Arts at Metropolis, to recommend capital improvements for inclusion in the Village’s Arts, Entertainment & Events Fund. Page 339 of the proposed 2017 Budget shows the five recommended capital improvements totaling \$128,000. Of this amount, \$20,000 is budgeted toward an exterior marquee for the Metropolis Theater. The Performing Arts at Metropolis is also seeking donations to put toward the total cost of the marquee.

5. **Question:** INTEGRATED SERVICES - What is the estimated launch date for the new Village website?

Answer: The expected launch date of the new Village website design is during the late spring of 2017. The data to be reviewed, reorganized, and migrated is substantial. A demonstration to the Village Board of the current design concept and new features is planned for the Village Board in late 2016 or early 2017.

6. **Question:** ECONOMIC ALLIANCE – (101-1021-502.40-40) \$15,300. As the Economic Alliance has become an “Advisory Commission”, has it been confirmed that they will continue with two Newsletters and Economic Outreach Breakfasts?

Answer: On August 31, 2016, the Arlington Economic Alliance made a motion to approve the Alliance’s 2017 fiscal budget request, which includes 2 newsletters and the breakfasts, as shown on page 130 of the budget. However at the next meeting scheduled for November 16, 2016, the Alliance Chairman wants to discuss alternatives to the Alliance Breakfast. It is not expected that this would result in a reduction of their budget request, but the Alliance may consider different format options.