ARLINGTON ECONOMIC
ALLIANCE

SPRING 2011

A Message from the Mayor

Dear Business Neighbors,

The Village is proud of its strong partnership with the local businesses community. There are so many great businesses in this community and we are grateful to have you.

The Arlington Economic Alliance, which is an advisory commission to the Village Board, has been asked by the Village Board to evaluate Small Business Incentive Programs and make recommendations to implement a well-conceived program. The Economic Alliance and the Village will conduct a survey of small businesses to gain their insights into business needs.

The Economic Alliance provides guidance to the Village Board on business attraction, business retention, and the community's marketing efforts. The Alliance directed the Business Marketing Videos Program which provides a low cost opportunity to create business videos as part of our Shop Local initiative. This Local Business Showcase allows local businesses to showcase their goods and services in a video on the Village cable channels and on the Village web sites. The videos can also be posted on the business's web site with a link to You Tube. This is a great way to market our Arlington Heights businesses and promote shopping locally. Another free tool to promote your business is the Online Business Directory located on the Village's Discover Arlington website, at www.discoverarlington.com. The Online Directory features details of your business, a picture, operating hours and other information about business that you may choose to add.

Marketing our community and our businesses reaches beyond videos and other web-based materials. Marketing the appeal of Arlington Heights is also done through physical improvements, such as the recent addition in Downtown of 13 vacant "Discover Arlington Heights" storefront displays, six new large Discover banners placed at high-traffic Downtown entry points, two new informational kiosks, Downtown LED street lighting improvements, and upgrades to Miner Street Plaza. All of these initiatives help to attract and promote the shopping, dining and entertainment district in Downtown.

Another marketing opportunity for businesses will be participating in the celebration of our "Quasquicentennial," which marks the 125 years since Arlington Heights was incorporated. The celebration will last throughout 2012 and local businesses will be asked to participate in the celebration as well as generate ideas to maximize the benefits of the event. The Village has come a long way since 1887 and our partnership with the local business community has been a catalyst for our success.

To assist businesses in being successful, the Village provides resources through various programs and services, including the Illinois Small Business Development Center at Harper College (SBDC) located in Village Hall. Bonnie Richter, Director of the Illinois Small Business Development Center at Harper College (SBDC), is here to assist our small businesses. A wealth of helpful information from Federal, State, County and local resources can be found on the Village's website, www.vah.com and by contacting the Planning and Community Development Department.

Each business is vital to Arlington Heights. Your involvement and partnership with the Village and local business organizations is one of the greatest assets we have in growing and strengthening our business community. A strong business community helps to attract additional businesses and retain the great ones we are fortunate to have. Together, we will continue our work to enhance the business community in the Village.

A Message from Arlington Economic Alliance Chair - Tony Guido

The Arlington Economic Alliance members are leaders from the local business community and are the voice for small business to the Village Board. The Economic Alliance is in the midst of several small business initiatives for 2011. The Village Board has asked the Economic Alliance to evaluate Small Business Incentive Programs and provide recommendations to the Village Board. The Economic Alliance members have also conducted several retention visits with local businesses to hear firsthand the issues facing our business community. The Economic Alliance wants you to know we are partners in the success and growth of your business. We spearheaded the Business Marketing Video Program for use on the Village's municipal access channels and Village web sites. This is part of our Local Business Showcase and Shop Local Initiative. Local businesses can create a marketing video through a vendor selected by the Village to

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Arlington Heights Economic Outreach Breakfast – June 8, 2011

"STRATEGIES TO IMPROVE YOUR BUSINESS"

June 8, 2011 • 7:30 – 9:00 AM • Daily Herald Offices – 155 E. Algonquin Road

The Village of Arlington Heights and the Arlington Economic Alliance are hosting the Spring Breakfast entitled "Strategies to Improve Your Business". The Breakfast will feature Preston Scruggs from Groupon Inc. speaking about strategies to improve your business using Groupon. The second portion of the breakfast will feature Greg Galanos who will focus upon energy efficiency programs and how your business can save on energy costs.

The Arlington Economic Alliance, the Village Board appointed economic advisory committee for Arlington Heights, is pleased to host the Economic Alliance Spring Breakfast seminar focused on "Strategies to Improve Your Business." The presentations will provide useful information for small businesses in Arlington Heights.

Guest Speakers

E. Preston Scruggs II
Account Executive
Groupon Inc.

Greg Galanos
CEO
Energy 360 Solutions

Moderator

John C. Melaniphy, III
Business & Development Coordinator
Village of Arlington Heights

Arlington Heights
Always More to Discover!

Program Agenda

7:30 – 7:45	Registration & Buffet Breakfast
7:45 – 7:50	Introduction by Tony Guido & Welcome by Mayor Mulder
7:50 – 8:20	Presentation by: E. Preston Scruggs II - Groupon, Inc.
8:20 – 8:30	Q & A
8:30 – 9:00	Presentation by: Greg Galanos - Energy 360 Solutions
9:00	Q&A

To register, please send $10 per person payable to the Village of Arlington Heights, and a completed registration form, to the following:

Attn: Linda Neri, Village of Arlington Heights
Department of Planning and Community Development
33 South Arlington Heights Road, Arlington Heights, IL 60005 • (847) 368-5200

Arlington Heights Economic Breakfast "Strategies to Improve Your Business" Registration Form

Name(s)/Title(s): _____

Company: _____ Phone: _____

Address: _____

Method of Payment ($10 per attendee):
❑ Cash or check made payable to the Village of Arlington Heights enclosed for $ _____
❑ Visa ❑ Mastercard ❑ Discover ❑ American Express

_____
Name (as it appears on credit card) Signature

_____
Credit Card Number (include all digits) Expiration Date (month/year)

To help prepare for an effective meeting, please provide any questions or comments you may have related to strategies for small business and/or web site development. Specific questions regarding the Village of Arlington Heights web sites can also be provided below:

_____

_____

Send checks to:
Village of Arlington Heights Department of Planning and Community Development
Attention: Linda Neri, 33 S. Arlington Heights Rd., Arlington Heights, IL 60005

Tony Guido… Continued from page 1

showcase their products and services. The videos are aired on the Village's cable TV channel and Village web sites. The business marketing video can also be posted on your web site with a link to You Tube. Contact the Planning and Community Development Department for information about the low costs and details of the program. The Economic Alliance Business Breakfast provides an opportunity to network with other business leaders from the community. Members of the Economic Alliance will also be there along with Village Trustees to hear from you on how the Village can better assist your business. Please join us at our Spring Economic Breakfast for a special event focused on strategies for small business. See the invitation in this newsletter for details.

Finally, I would like to thank my colleagues on the Arlington Economic Alliance for their commitment to the business community in Arlington Heights and their strong leadership. Our primary goal has been to enhance the marketing efforts and business climate in the Village.

ECONOMIC DEVELOPMENT EFFORTS

The Department of Planning & Community Development has engaged in aggressive Economic Development efforts including business attraction, business retention and Discover Arlington marketing initiatives. Staff regularly attends trade shows and other industry forums to attract new businesses to Arlington Heights. The Village's Discover Arlington marketing initiatives include listings and advertorials in trade magazines oriented toward business, retail and industrial site selection.

Business Attraction Efforts have improved following the recession. Staff has successfully attracted numerous new businesses including Dollar Tree, Ross Dress for Less, hhgregg, True Value Hardware, Goodwill, Furniture Stop, ChicagoMicro, Smashburger, Jersey Mike's, Caribou Coffee, Biggby Coffee, Litepoint Corporation, Global Energy Partners, Audit Bureau of Circulations, First Surgical Assistants and Okaya USA Corporation. In the past year, Arlington Heights has recruited businesses to lease more than 100,000 square feet of vacant retail space, which is expected to generate about $600,000 annually in sales taxes to the village.

Business Retention Efforts have been successful in retaining several businesses and assisting others with rent relief, landlord negotiations, business counseling, expansion needs, and other services. Staff conducted over 250 retention visits in 2010. The objective of the retention visits is to let each business owner know the Village values their business and is available to assist them. Staff has assisted existing businesses with expansion of their facilities, relocation, rent abatement, grant programs, signage needs, lease renewals, and SBA loans among other services. Members of the department worked to retain a business that was considering relocation out of Arlington Heights. Staff was able to retain the business and the 70 employees in Downtown Arlington Heights.

Discover Arlington Marketing Initiatives have focused upon a consistent branding strategy of our Discover Arlington web site, trade journal advertising, storefront banners, north-south connectors, and shop local programs. The www.discoverarlington.com web site was specifically designed to market the Village's shopping, dining, entertainment, and service businesses. The Discover Arlington Strategy has also utilized numerous forms of advertising including Chicago Tribune, Daily Herald, Chicago Windy City Guide, Metromix, Global Corporate Expansion, Business Facilities Magazine, Shopping Center Business, and Area Development Magazine, among others. Staff regularly attends trade shows including the International Council of Shopping Centers (ICSC) to market Arlington Heights to developers, retailers, restaurants and entertainment venues.

VILLAGE GIVES SMALL BUSINESS A BOOST

The Village of Arlington Heights and the Illinois Small Business Development Center at Harper College Cooperate to Help Small Businesses Start and Grow

There's no question that small business is an important contributor to the vibrancy of our local and national economy. Starting and growing a small business is challenging, and most business owners could use a helping hand, now and then.

The Village of Arlington Heights and the Illinois Small Business Development Center (SBDC) at Harper College are working together to help our local businesses start, grow, and expand. In May 2008, Harper College opened a satellite business counseling office in the Planning & Community Development Department in the Village Hall. (The main SBDC business counseling office is located at Harper Professional Center, 650 E. Higgins Road, Schaumburg, IL.)

The Illinois SBDC at Harper College provides premier counseling services to small businesses. Typical issues addressed, but not limited to, include business start-up and expansion, business plan development, marketing and sales assistance, accounting and bookkeeping issues, human resources, eCommerce, financial analysis, and other general business issues. The SBDC offers "No-Cost" confidential one-on-one counseling, "by appointment", to help small business owners needing assistance to achieve financial and operational success.

The SBDC at Harper College is funded in part through a cooperative agreement with the U.S. Small Business Administration and the Department of Commerce and Economic Opportunity, and Harper College to provide business counseling services to the public.

To schedule a counseling appointment at either SBDC location or for more information, contact Bonita Richter, Director, Illinois Small Business Development Center at Harper College, at 847-925-6570 or brichter@harpercollege.edu .

Arlington Heights Special Events Calendar

Spring/Summer 2011

Activities are still being planned by many civic organizations. To learn of the latest event schedule information, visit www.discoverarlington.com.

Date	Event	Time	Location
Starting in June	**Sounds of Summer Concert Series** Unplugged Thursdays and Sounds of Summer Fridays. Visit www.discoverarlington.com for more information	7:30 p.m.	Harmony Park Vail Avenue and Campbell Street
June 11	**Arlington Heights Farmer's Market** Begins Saturday June 11th. The Farmer's Market has been moved to Lot S to accommodate more vendors. Visit www.discoverarlington.com for more information.	7:30 a.m. to 1:30 p.m.	Lot S - Vail Avenue & Fremont Street across from the Arlington Heights Museum
June 12	**Historical Society House Walk & Tea** Visit www.ahmuseum.org for more information. 847 255-1225	Noon to 5:00 p.m.	Arlington Heights Museum 110 W. Fremont Street
June 25-26	**Promenade of Art** Visit www.amdurproductions.com for more information.	10:00 a.m. to 5:00 p.m.	Downtown Arlington Heights – Campbell Street to Vail Avenue
July 14-16	**Downtown Sidewalk Sales** Visit www.discoverarlington.com for more information.	10:00 a.m. to 5:00 p.m.	Downtown Arlington Heights
July	**Frontier Days Festival** Visit www.frontierdays.org for more information. 847 577-8572		Recreation Park 500 E. Miner Street
July	**Irish Fest** Visit www.ahmuseum.org for more information. 847 255-1225	6:00 p.m. to 11:00 p.m.	Arlington Heights Museum 110 W. Fremont Street
August	**Bon Dance Festival** Visit www.mitsuwa.com for more information. 847 956-6699	Noon to 8:00 p.m.	Mitsuwa Marketplace Mitsuwa Marketplace
August 2	**National Night Out** Visit www.ahpd.org for more information. www.vah.com 847-368-5100.	5:30 p.m. to 8:30 p.m.	North School Park Eastman Avenue and Arlington Heights Road
August 12 & 13	**Mane Event & Taste of Arlington** Visit www.discoverarlington.com 847-368-5100	5:00 p.m. to 10:30 p.m.	Vail Avenue and Campbell Street
October 1	**Autumn Harvest** Visit www.discoverarlington.com for more information 847 368-5100	11:00 a.m. to 4:00 p.m.	North School Park Eastman Avenue and Arlington Heights Road

Free Virtual Business Directory-www.discoverarlington.com

The Village's www.discoverarlington.com web site is a great way to promote your business for visitors and residents. The business listing is free to Arlington Heights businesses with a valid business license. Our primary goal is to list businesses catering to visitors and residents looking for lodging, dining, shopping, entertainment, recreation, arts, cultural attractions and services. The web site is a marketing tool to attract consumers to our community and to be an informational resource for Arlington Heights residents. The Discover web site also features the business marketing videos which promote shopping locally.

Business Notes

Energy Efficiency and Conservation Block Grant - Small Business Loan Program

For a limited time, the Village of Arlington Heights is offering eligible business a unique opportunity to reduce energy consumption. The Village is offering 0% interest and deferred loans up to $10,000 for making energy efficiency improvements to their commercial buildings. Additional information on the EECBG Small Businss Loan Program is provided on the Village web site.

Hhgregg – Annex of Arlington Shopping Center

The new 33,000 square foot hhgregg electronics and appliance store will open this Fall in the former Sports Authority space at the Annex of Arlington Shopping Center. The new hhgregg is one of the first of 20 new stores in Illinois. We expect this store to provide significant economic benefits to the Village by providing retail sales, jobs, and goods quality merchandise for our residents. The store is expected to open in September 2011.

Ross Dress for Less – Northpoint Shopping Center

The new Ross Dress for Less store will open in the former Circuit City space in Northpoint Shopping Center this Fall. The store will feature men's, women's and children's apparel. Ross Dress for Less is new to the Chicago Metropolitan Area with approximately 85 stores planned. Ross provides designer and brand name fashions for women, men, kids, and home at everyday low savings of 20% to 60% compared to department stores and specialty stores.

True Value Hardware

True Value Hardware opened a new store in the Rand-Dryden Plaza at the corner of Rand Road and Dryden. The new 13,000 square foot store was recruited to the former Sears Hardware store space. The Village has been attempting to attract a hardware store to this segment of the Village for some time.

ChicagoMicro

The Village worked with ChicagoMicro to identify an 8,000-square-foot location above California Pizza Kitchen in the Arlington Town Square development. ChicagoMicro is a "hi-tech" hardware and software company engaged in the support of business and IT strategies to optimize daily technology operations. ChicagoMicro opened in Downtown Arlington Heights with 25 employees and plans to double in size in the next year.

Goodwill

A new Goodwill Store is planned on the pad of Surrey Ridge Shopping Center located at 900 W. Algonquin Road. Goodwill is getting ready to proceed with their renovation plans to convert the southern 16,540 square foot tenant space Goodwill hopes to complete construction by Fall of 2011.

Smashburger, Jersey Mike's and Caribou Coffee

The Village contacted and recruited three new restaurants for the vacant former Lone Star Steakhouse on the pad of the Annex of Arlington Shopping Center. The new restaurants include Smashburger, Jersey Mike's, and Caribou Coffee. The shopping center is anchored by Barnes & Noble, Trader Joe's, Petsmart, and West Marine. The new hhgregg store should also help to reinvigorate the shopping center.

Arlington Crossings

Pulte Homes is bringing a high quality master planned Townhome development to part of the Arlington Market site Construction on the 66-unit town home development has proceeded. Now, Red Seal Development is planning additional phases of residential development on the property. Red Seal will build 50 single family homes on the property.

Transitional Care Management

A short term, skilled nursing and rehabilitation facility with 120 beds is planned for the former AT&T building located at 1200 N. Arlington Heights Road.

2020 E. Northwest Highway Redevelopment

Nicholas and Associates is proposing to redevelop the former Mark Motor site with three new commercial buildings, including a drive-through Culver's restaurant.

Convention Bureau Offering Free Marketing Opportunities

The Woodfield Chicago Northwest Convention Bureau has adopted a new business model that now offers free marketing opportunities for all of Arlington Heights' hotels, restaurants, attractions and sporting facilities. The free marketing benefits, aimed at visitors, includes promotion in printed visitor publications, on the bureau's tourism website www.ChicagoNorthwest.com, online coupons, social media and event promotion. For information on how to take advantage of these programs, contact Bren Zuschlag, Partnership Development Manager 847-490-1010 or at bzuschlag@chicagonorthwest.com

Arlington Heights Chamber of Commerce

The Arlington Heights Chamber of Commerce offers many programs to area businesses including the My Town Shop Arlington Heights program, business networking events, Downtown Business Committee meetings, After Hours Programs, SCORE business counseling, Young Professional's Lunch, Professional Women's Council Luncheon and many other gatherings which provide business networking opportunities. Contact the Chamber of Commerce at 847-253-1703.

Shop Local Business Marketing Videos

The Economic Alliance and the Village of Arlington Heights launched the business marketing videos for use on the municipal access channel and the Village web sites. Lorelle Communications is producing the videos for businesses and they are aired on the Village cable channel and Village web sites. The videos can also be used on your own web site through a You Tube link. Contact Planning and Community Development at 847-368-5200 or planningmail@vah.com.

ARLINGTON ECONOMIC
ALLIANCE

Mayor – **Arlene J. Mulder**

Board of Trustees:

Norman Breyer **Thomas Glasgow**
Joseph C. Farwell **Bert Rosenberg**
Thomas W. Hayes **Michael J. Sidor**
Carol J. Blackwood **John Scaletta**

Village Manager's Office 847-368-5100

Police and Fire Emergency – 9-1-1

Published by the Village of Arlington Heights
Department of Planning & Community Development www.vah.com

Important Contact Information

Department of Planning & Community Development	847-368-5200
Department of Building	847-368-5560
Department of Engineering	847-368-5250
Wheeling Township Assessor's Office	847-259-1515
Elk Grove Township Assessor's Office	847-437-0300
Arlington Heights Chamber of Commerce	847-253-1703

The Village of Arlington Heights is here to serve your business. Are we missing an important topic in our newsletter coverage? Please call the Department of Planning and Community Development at 847-368-5200 or send your e-mail to planning@vah.com to share your ideas! ***Visit us on the web at www.vah.com***

Alliance Members	Company	Phone Number	Email Address
Anthony Guido Chair	Arlington Heights Ford	(847) 870-1300	tguido@ahford.com
Susan Duchek	Picket Fence Realty	(847) 394-5804	picket999@aol.com
Mike Field	School District 214	(847) 718-7706	mike.field@d214.org
Mary Ellen Hogan	Urban Harvest	(847) 632-0860	urbanharvest@earthlink.net
Michael O'Connor	Motorola	(847) 576-2906	michael.o'connor@motorola.com
Regina Schlamp	Village Bank & Trust	(847) 385-7066	rschlamp@bankatvillage.com
Gary Skiba	Northwest Community Healthcare	(847) 618-5016	gskiba@nch.org
Kris Stabler	Arlington Park	(847) 255-4300	kstabler@arlingtonpark.com
Scott Whisler	Brian Properties	(847) 640-1500	swhisler@brianproperties.com

The Arlington Economic Alliance meets the third Tuesday of every month at 7:30 am at the Arlington Heights Village Hall, 33 S. Arlington Heights Rd., Arlington Heights.

HAVE COMMENTS OR QUESTIONS? CALL AN ECONOMIC ALLIANCE MEMBER

The Arlington Economic Alliance encourages any member of the Arlington Heights business community to call or email its members with any thoughts, observations, comments or questions relative to doing business in Arlington Heights. Please refer to the information at the head of this newsletter for Alliance member names, telephone and email contact information.

The Village of Arlington Heights is here to serve your business. Are we missing an important topic in our newsletter coverage? Please call the Department of Planning and Community Development at 847-368-5200 or send your email to planningmail@vah.com to share your ideas! Also, to receive updates on Village News sign up for the Village E-News.

Village of Arlington Heights
Department of Planning and Community Development
33 South Arlington Heights Road
Arlington Heights, IL 60005

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