

## A Message from the Mayor

FALL 2011



Dear Business Neighbors,

The Village has been working with the Arlington Economic Alliance on providing additional assistance to small businesses. Our objective is to strengthen our public/private partnership with the local business community. The Arlington Economic Alliance, which is an advisory commission to the Village Board, evaluated Small Business Incentive Programs and made

recommendations to implement a well-conceived program. The Small Business Retail Tenant Incentive Program will provide sales tax rebates to eligible new and existing retail businesses throughout the Village. The Economic Alliance and the Village conducted a survey of small businesses to gain their insights into the type of incentive program that might be useful. The first phase was a survey of 178 Downtown businesses and the community-wide survey is next.

The Village and the Arlington Economic Alliance recently worked with Metra to install Discover Arlington billboards at seven Metra Platforms from Park Ridge to Barrington along the Metra Union Pacific Northwest Line. The colorful billboards promote Arlington Heights' shopping, dining and entertainment offerings as well as provide the [www.discoverarlington.com](http://www.discoverarlington.com) web site address. The number of hits on this web site have increased dramatically since the billboards were installed. The Village's marketing team also placed ads on Chicago TribLocal.com to promote the [www.discoverarlington.com](http://www.discoverarlington.com) web site. In addition, Discover

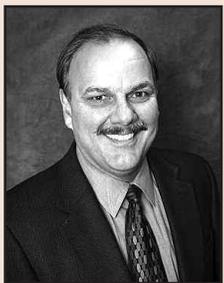
Arlington Heights ads will appear in the Tribune's print editions during November and December.

The Village partners with several organizations to assist in the success of our businesses. Some of these partners include Illinois workNet as well as the Illinois Small Business Development Center (SBDC) at Harper College 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 free of charge. A wealth of helpful information from Federal, State, County and local resources can be found on the Village's web site, [www.vah.com](http://www.vah.com).

The celebration of our "Quasiquintennial," which marks the 125 years since Arlington Heights was incorporated, provides our businesses many marketing opportunities. The celebration will last throughout 2012 and local businesses can participate in the celebration 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 learn more about participating in the 125th anniversary of Arlington Heights, visit [www.vah.com](http://www.vah.com).

Your involvement and partnership with the Village and local business organizations is one of the greatest assets we have in strategically growing and strengthening our business community. A strong business community is important to the strength of our Village. 

## A Message from Economic Alliance Chair - Tony Guido



The Arlington Economic Alliance members are local business people like you. We are facing the same challenges in our businesses, but we are taking steps to grow our companies again. The Economic Alliance has prepared a Small Business Retail Tenant Incentive Program to strengthen our business community. The incentive program will help bring new retail businesses to the Village and help existing businesses expand.

The Economic Alliance members regularly conduct retention visits with local businesses to better understand any challenges or issues that are of concern to them. We also worked with the Village Planning & Community Development Department on a survey of Downtown Businesses to obtain information from businesses on hours of operation, participation in Village events, and other valuable information. One of the goals of the Economic Alliance is to promote common hours of operations. If more stores are open later, it creates vitality throughout the Downtown and draws more consumers. The Economic Alliance is also actively engaged in the Discover Arlington Marketing initiatives which promote the dining, shopping, and entertainment opportunities in Arlington Heights, and help bring more customers in to your business.

The Economic Alliance realizes the challenges facing our small businesses. One of the marketing programs we have worked to promote the success and growth of local businesses is the new Business Marketing Video Program. The program provides an opportunity to showcase a business through a short commercial video that runs on the Village's municipal access channels, YouTube and the Village web sites. Several cost-effective options are available and the video is not only aired through the Village's marketing avenues, but also can be linked to a business website, YouTube account or Facebook account. The potential of hundreds of hits a month can lead new customers through your doors. One recent Business Video posted online has already received over 850 views.

The Fall 2011 Marketing Campaign, which is under way, promotes Arlington Heights' retail, restaurants, entertainment venues and businesses through visually appealing Discover Arlington billboards. The billboards are located at seven Metra commuter rail platforms along the Union Pacific Northwest Line and Metra Stations along the North-Central Service Line.

With the addition of the Metra platform advertising, the Discover Arlington web site experienced an over 63 percent increase in "hits," which increases the value in doing some of your marketing through the Village's Discover web site. The Economic Alliance and Marketing Team is also working

*Continued on page 4*

# Arlington Heights Economic Outreach Breakfast – November 9, 2011

## “STRATEGIES TO IMPROVE YOUR BUSINESS”

November 9, 2011 • 7:30 – 9:00 AM

Arlington Heights Village Hall • Community Room (3rd Floor)

33 S. Arlington Heights Road • Arlington Heights, IL 60005

The Village of Arlington Heights and the Arlington Economic Alliance are hosting the Fall Outreach Breakfast, “Strategies to Improve Your Business.” The Breakfast will feature Maria Coons, Senior Executive to the President of Harper College, who will speak about educational training programs available to improve your business. The second portion of the breakfast will feature Domenic Rinaldi, with Chicagoland Sunbelt, who will focus upon programs for small business to enhance the value of their business. The breakfast is a great way to network with other businesses and Village of Arlington Heights’ representatives.

### Guest Speakers

#### Maria Coons

Senior Executive to the President/Board Liaison  
Harper College

#### Domenic Rinaldi

President and Managing Partner  
Chicagoland Sunbelt

### Moderator

#### John C. Melaniphy, III

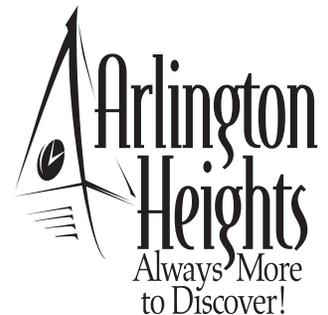
Business & Development Coordinator  
Village of Arlington Heights

### 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: Maria Coons – Senior Executive to the President of Harper College.
- 8:20 – 8:30 Q & A
- 8:30 – 9:00 Presentation by: Domenic Rinaldi – Chicagoland Sunbelt
- 9:00 Q&A

To register, please send \$10 per person payable to the Village of Arlington Heights, and a completed registration form, **by November 7, 2011**, 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

## 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 Cooper's Hawk Winery & Restaurant, Savers, Binny's Beverage Depot, Pulsation Yoga, Dollar Tree, Ross Dress for Less, hhgregg, True Value Hardware, Goodwill, ChicagoMicro, Smashburger, Jersey Mike's, and Caribou Coffee, among others. The total number of business attraction leads are 639 year to date in 2011.

**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 265 retention visits year to date in 2011. 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. As an example, members of the department worked to retain a company that was considering relocation out of Downtown Arlington Heights. The Village successfully retained the business and their 70 employees.

### Discover Arlington Marketing Initiatives Update: Fall 2011

#### Metra Billboards:

Advertising will be placed on 10 Metra billboards along the Union Pacific Northwest Line and the Northcentral Service Line. The Metra Stations include Barrington, Arlington Park, Arlington Heights, Mt. Prospect, Palatine, Cumberland and Park Ridge on the UP Northwest Line. On the Northcentral Service Line the stations include Buffalo Grove, Wheeling and Prospect Heights.



**Quick Response (QR) Code for Smart Phones:** Developed for ads to take user to website.



#### North / South Banner Connectors:

Part of Downtown Masterplan to visually connect the north and south parts of the Downtown.



**Chicago Tribune Ads:** Advertising will be placed on half page color ads on select dates in November and December.

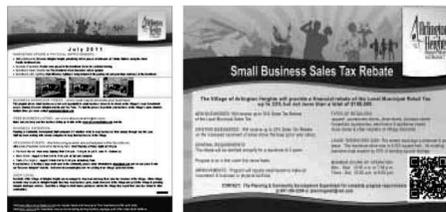
**Trib Local:** Discover Arlington Heights advertising will be placed on on-line banner ads in October & November. June hits for on-line ads were 152,132 and July hits for on-line ads were 185,922. The target zone

includes Arlington Heights, Mt. Prospect, Buffalo Grove and Wheeling.

**Downtown Kiosk Directories:** The Downtown Kiosk Directories and posters are updated regularly with current event posters and maps.

#### Storefront Banners:

Branding theme is reinforced on existing empty storefronts. Images vary from storefront to storefront with active images of the downtown. Tagline is expanded to "Discover our unique downtown" and includes website address.



**Electronic Media:** E-news is sent on a periodic basis for targeted audience; Downtown, new businesses, upcoming events & updates.

**Postcards:** Small Business Retail Sales Tax Postcards sent with the marketing and branding theme with the new QR Code.

#### The Village's Web Site:

www.discoverarlington.com 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.

# Arlington Heights Special Events Calendar

## FALL/WINTER 2011

Activities are still being planned by many civic organizations. To learn of the latest event schedule information, visit [www.discoverarlington.com](http://www.discoverarlington.com).

Date	Event	Time	Location
November 18	<b>Night at the Museum</b> 125 years of Arlington Heights History Comes alive! Visit <a href="http://www.discoverarlington.com">www.discoverarlington.com</a>	6:30 – 10:30 p.m.	Arlington Heights Historical Museum 110 W. Fremont Street
November 25	<b>Tree Lighting</b> Kick off for the Village's Quasiquicentennial year! Visit <a href="http://www.discoverarlington.com">www.discoverarlington.com</a>	4:45 p.m.	North School Park Eastman & Arlington Heights Road
December 3	<b>Rotary Santa 5K Run</b> Visit <a href="http://www.discoverarlington.com">www.discoverarlington.com</a> for more information.	Run starts at 10:00 a.m.	Campbell & Vail Downtown Arlington Heights
December 8, 9 & 11	<b>Holiday Tea at the Historical Museum</b> Visit <a href="http://www.ahpd.org">www.ahpd.org</a> for more information	For times and registration visit <a href="http://www.ahpd.org">www.ahpd.org</a>	Banta House Euclid Avenue & Vail Street
December date to be determined	<b>Movie with Mayor Mulder</b> Admission is a non-perishable food item. Bring an unwrapped new toy to receive a free large popcorn (no stuffed animals); Visit <a href="http://www.discoverarlington.com">www.discoverarlington.com</a>	8:00 a.m. doors open and 9:00 a.m. movies start.	Arlington Theatres 53 S. Evergreen Avenue
February 11	<b>Hearts of Gold Awards</b> Reservations call 847-368-5104		European Crystal 519 W. Algonquin Road

### Message from Economic Alliance Chair – Tony Guido... *continued from page 1*

towards enhancing the [www.discoverarlington.com](http://www.discoverarlington.com) web site to provide new features, tweak the layout and content and add some new elements that should result in more online viewers learning more about your business! One of the enhancements will allow merchants to provide coupons/specials on the web site, which should increase the popularity of the site and hopefully bring more shoppers into our businesses, stores and restaurants.

To learn more about the Economic Alliance and to network with other business and community leaders, the Arlington Economic Alliance invites you to its November 9th Outreach Breakfast. 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. 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. Their leadership has guided the community's marketing and economic development efforts and enhanced the business climate in the Village. ☺

### 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. For more information, contact Lorelle Communications at 847-394-1600 or [info@lorelle-video.com](mailto:info@lorelle-video.com). ☺

## Business Notes

### Nokia Siemens Networks

Congratulations to Nokia Siemens Networks (NSN) who officially unveiled a new sign identifying the business transfer and ownership from Motorola, Inc. On Thursday, September 22, 2011, Mayor Arlene Mulder, Director of Planning & Community Development, Charles Witherington-Perkins along with Chamber of Commerce Executive Director were in attendance during the unveiling of the new NSN campus sign. NSN representatives, Susan Schramm, Director of Marketing and Corporate Affairs/North America and Bill Payne, Director of Innovation and Chief Technology Office for North America, talked about the Arlington Heights NSN campus. NSN raises its profile in Arlington Heights. Company representatives stated their employees (approximately 1,300) work, live, play, and consume products in the community. NSN looks forward to continuing to be a good neighbor in Arlington Heights. Welcome Nokia Siemens Networks.

### Cooper's Hawk Winery & Restaurant

The former Pappadeaux Seafood Kitchen restaurant at Golf and Algonquin Roads will be the new home for a Cooper's Hawk Winery & Restaurant. The 26,000 square foot facility is the largest restaurant in the Village. The Village recruited Cooper's Hawk immediately upon learning of the impending closure of Pappadeaux Seafood Kitchen. Village staff assisted in development of a letter of intent prior to Pappadeaux closing. Cooper's Hawk is a modern, casual restaurant with a menu created with their own handcrafted wines in mind. The facility will offer a Napa style wine tasting room as well as a gift store for unique wine and wine related gifts. Cooper's Hawk provides an award winning dining experience as well as some of the finest hand crafted wines. The restaurant is expected to open later this year.

### Sheraton Hotel



The Village is working with the Argent Group on the redevelopment of the former Sheraton Hotel and CoCo Key Water Park. The Argent Group has prepared a redevelopment plan which may include 200 to 600 luxury apartments in the old hotel as well as building a new 150-room extended stay hotel and 70,000 to 140,000 square feet of retail space.

### 2020 E. Northwest Highway Redevelopment



Nicholas and Associates is redeveloping the former Mark Motor site with three new commercial buildings, including a drive-through Culver's restaurant. Some of the other tenants include the Chicago Swim School and Sherwin Williams, among others. Construction is well under way.

### Smashburger, Jersey Mike's and Caribou Coffee

Three new restaurants opened in 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, West Marine, and hhgregg.

### hhgregg – Annex of Arlington Shopping Center



The new 33,000 square foot hhgregg electronics and appliance store opened 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 hhgregg store has been a catalyst for other retailers at the Annex of Arlington Shopping Center.

### Binny's Beverage Depot



Binny's Beverage Depot is opening at the Annex of Arlington Shopping Center. Binny's will take a 22,000 square foot location adjacent to West Marine. Some of the other anchors include Barnes & Noble, Trader Joe's, and hhgregg.

### Ross Dress for Less – Northpoint Shopping Center



The new Ross Dress for Less store opened in the former Circuit City space in Northpoint Shopping Center. The store features men's, women's and children's apparel. 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.

### Savers



The new Savers store is expected to open in the former Bang & Olufsen property at Dundee and Ridge Road. Savers is a leader and pioneer in the retail thrift industry. When consumers shop at Savers, they help support many local community charities. Savers will take approximately 30,000 square feet adjacent to Ridge Plaza.

### Arlington Crossings



Pulte Homes built a high quality master planned Townhome development with the construction of 66 town homes. Cambridge Homes and D.R. Horton are planning additional phases of residential development on the property with 50 single family homes.

### 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. The project is in the planning stages.

### 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 web site [www.ChicagoNorthwest.com](http://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](mailto: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. For more information, contact the Arlington Heights Chamber of Commerce at 847-253-1703 or [www.arlingtonheightschamber.com](http://www.arlingtonheightschamber.com).

ARLINGTON ECONOMIC  
**ALLIANCE**

Mayor – **Arlene J. Mulder**

Board of Trustees:

<b>Norman Breyer</b>	<b>Thomas Glasgow</b>
<b>Joseph C. Farwell</b>	<b>Bert Rosenberg</b>
<b>Thomas W. Hayes</b>	<b>Michael J. Sidor</b>
<b>Carol J. Blackwood</b>	<b>John Scaletta</b>

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](http://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

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](mailto: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  
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Arlington Heights, IL 60005

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