



# DOWNTOWN E-News

July 2011

The Planning & Community Development Department is pleased to provide you with this Downtown E-News.

## WELCOME NEW BUSINESSES:

- dmb Group opened at 171 W. Wing Street.
- Pulsation Yoga is expected to open at 26 S. Evergreen following all Village approvals.

## VISUAL PREFERENCE SURVEY (VPS):- August 11, 2011 - Meeting:

The Planning & Community Development Department is conducting a Visual Preference Survey (VPS) on signage in the community. The survey will allow business owners and residents to provide their opinions on signage which will allow the Village to better evaluate future policies regarding signage. The survey will be conducted using the Chicago Metropolitan Planning Agency for Planning survey tool which will give immediate results on attendees' preferences. The meeting will be held on Thursday, August 11, 2011 at the Village Hall at 33 S. Arlington Heights Road on the Third Floor Board Room. A \$50 gift certificate to a local business will be included in a random drawing if you attend the event. Please contact [planningmail@vah.com](mailto:planningmail@vah.com) to register for the 9:00 a.m., 2:00 p.m. or 7:00 p.m. meeting.

## MANE EVENT - Friday, August 12, 2011:

The Mane Event is the annual block party held at Vail and Campbell. Music includes entertainment from Metropolis Performing Arts groups as well as a 7:00 p.m. performance by Heartless, a Heart Tribute Band and a 9:00 p.m. performance by Frank Libido Funk Circus, which plays music covering all eras. Food from area restaurants, Business Expo and more! Vail Street, from the Vail Parking Garage north to Davis Street, and Campbell from Dunton west to Highland will be closed to on-street parking as of 4 a.m. on Friday, August 12 and will re-open early Sunday, August 14. The parking garages and surface lots will remain open for parking.

## TASTE of ARLINGTON HEIGHTS - Saturday, August 13, 2011:

The "Taste of Arlington Heights" will showcase great food from area restaurants as well as live music in Harmony Park featuring Exit 147 at 6:00 p.m. followed by an 8:30 p.m. performance by Dot Dot Dot. The event will be held on the Downtown streets of Vail and Campbell.

## ARLINGTON HEIGHTS 125th ANNIVERSARY - Quasquicentennial:

The Village will be celebrating 125 years of the community's history, progress, and future throughout the year 2012. The year 2012 represents 125 years since the official naming and incorporation of Arlington Heights on January 18, 1887. The Village's Quasquicentennial or 125 years since incorporation will kick off at the annual Tree Lighting ceremony at North School Park on Friday, November 25<sup>th</sup> 5:00 p.m. Sponsorship opportunities and commemorative items are available. The committee plans to sell specialized street banners that will be hung throughout the Village for 12-14 months. There will also be "Train on the Tracks" similar to "Ponies on Parade" conducted in the 1990's. Individuals, groups, and businesses can purchase a train engine to paint or decorate that will be placed on display. For further information visit the Facebook page at <http://www.facebook.com/ArlingtonHeights125>. The chairperson for the event is Lauree Harp at [www.laureeharp@sbcglobal.net](http://www.laureeharp@sbcglobal.net).

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### MARKETING UPDATE & PHYSICAL IMPROVEMENTS:

- **Metra Billboards:** Discover Arlington Heights advertising will be placed on billboards at 7 Metra Stations along the Union Pacific Northwest Line.
- **Sounds of Summer:** Posters were placed in the Downtown Kiosks for customer viewing.
- **Downtown Kiosk Directories:** The Downtown Kiosk Directories will be updated.
- **Downtown LED Lighting:** High efficiency lighting is being installed in the parking lots and pedestrian walkways in the Downtown.



### BUSINESS SHOWCASE VIDEOS: - a low cost way to promote your business:

This program allows small businesses a low cost opportunity to create business videos to be shown on the Villages's local Government access channel, Discover Arlington website and You Tube. To start the process to promote your business on the Village's cable channels multiple times per week contact [planningmail@vah.com](mailto:planningmail@vah.com).

### FREE BUSINESS LISTING: - on [www.discoverarlington.com](http://www.discoverarlington.com):

Make sure you keep your free business listing up to date on the [www.discoverarlington.com](http://www.discoverarlington.com) website.

### BUSINESS RETENTION:

Planning & Community Development Staff conducted 217 retention visits to local businesses from January through July this year. Staff has been working with several companies to keep their businesses in the Village.

### UPCOMING EVENTS: - the following events are scheduled in the Downtown:

- **Sounds of Summer Concert in Harmony Park** - Held Thursday & Friday nights at 7:00 p.m.
  - **Farmers Market** - Held every Saturday from 7:30 a.m. - 1:30 p.m. in Lot S: June 11 - October 22.
  - **Mane Event** - August 12 from 5:00 to 11:00 p.m. at Vail and Campbell.
  - **Taste of Arlington** - August 13 from 5:00 to 11:00 p.m. at Harmony Park.
- If your business is hosting a large event open to the community, please email information to [nkluz@vah.com](mailto:nkluz@vah.com) and we can place it onto our "Discover Arlington" website. Visit [www.discoverarlington.com](http://www.discoverarlington.com) - for a listing of all Village sponsored events.

### SHOP LOCAL:

Residents of the Village of Arlington Heights are encouraged to shop local and keep their sales tax revenues in the Village. When Village residents shop locally in Arlington Heights they help local business grow, create more jobs in the Village and assist the Village in providing valuable municipal services. Each time a Village resident makes purchases outside the Village they export their sales tax dollars to other communities.

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### MORE INFORMATION:

Visit [www.discoverarlington.com](http://www.discoverarlington.com) on a regular basis and keep your free business profile up to date.

Visit [www.vah.com](http://www.vah.com) for business resources including demographics, signage, and other important matters.

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## RETAIL ATTRACTION:

Staff attended the National Shopping Center Convention at the end of May. Meetings were held with over 30 retailers and restaurants and follow up attraction efforts continue. The Village staffed a trade show booth and distributed marketing materials to highlight the Village's excellent location. Meetings were also held with developers regarding the Sheraton Hotel. Some of the successful attraction efforts have included Cooper's Hawk Winery & Restaurant, hgregg, Ross Dress for Less, Smashburger, Jersey Mike's, Caribou Coffee, True Value Hardware, Dollar Tree, Culver's, Nathan's Hot Dogs, and Savers, among others.

## SHERATON HOTEL:

The former Sheraton Hotel was purchased by the Argent Group in June. The developer has met with the Village and discussed various concept plans. The developer is expected to finalize their concept plans over the next 45 days as they complete their market studies and other research.

## REVISED ENERGY LOAN PROGRAM:

The EECBG Small Business loan program offers eligible businesses a unique opportunity to reduce energy consumption. The Village is offering 0% interest deferred loans up to \$10,000 for making energy efficiency improvements to their commercial buildings. Contact 847-368-5200 or [planningmail@vah.com](mailto:planningmail@vah.com) for information.

## RELEVANT BUSINESS MEETINGS:

- June 8, 2011: The Village and the Arlington Economic Alliance hosted the Spring Economic Alliance Outreach Breakfast at the Daily Herald offices.
- June 16, 2011: Staff attended the Woodfield Chicago Northwest Convention & Visitors Bureau Annual Meeting and Breakfast at the Metropolis Ballroom.
- A meeting was held with the 125<sup>th</sup> Anniversary Committee.
- The Chicagoland Chamber of Commerce meeting with Toni Preckwinkle was attended by staff to identify strategies for regional economic development efforts.
- July 26, 2011: Staff attended the ChicagoMicro open house with other high tech companies.
- July 28, 2011: Staff attended the Chamber of Commerce Annual Summer BBQ Bash at the Courtyard by Marriott North.

## SOLICITATION CALLS MADE BY METROPOLITAN ALLIANCE OF POLICE:

The Village of Arlington Heights has learned that local businesses are receiving solicitation phone calls from the Metropolitan Alliance of Police, a Chicago area Labor Organization (M.A.P.). The callers are requesting funds for their organization. This solicitation has no correlation between donations made and the level or quality of local police services delivered by the Village of Arlington Heights Police Department. The Village does not endorse or support the solicitation efforts of the M.A.P. organization.

**Please share this with your business neighbor & encourage them to provide their email address for future communication.**

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