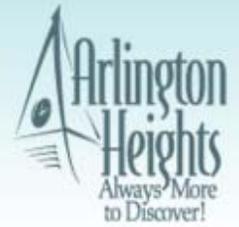




DOWNTOWN E-News



May 2011

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

WELCOME NEW BUSINESSES:

- Carlos & Carlos: Re-opened at a new location - 27 W. Campbell Street.
- TTOWA Restaurant: Opened at 161 W. Wing Street.
- Shapes Supply: Opened at 320 W. Northwest Highway.

MARKETING UPDATE & PHYSICAL IMPROVEMENTS:

- Discover Arlington Posters: Placed in the Downtown Kiosks for customer viewing.
- Downtown Street Lighting: New LED high efficiency lighting has replaced the existing street lights. Additional LED lighting will be installed shortly in the parking lots and pedestrian walkways.
- Vacant Store Front Displays: Additional "Discover Arlington" store front displays were designed, fabricated, and installed throughout Downtown.

SIGN TOOL KIT VIDEO - a better way to Brand and Market your business:

A video describing the Sign Tool Kit and various signage options is now available to local businesses. The Sign Tool Kit can be viewed free of charge at www.discoverarlington.com and by clicking on the "Business Promo" icon. The video showcases small and large businesses and how they have utilized existing allowable signage, to brand and market their business.

BUSINESS SHOW CASE VIDEOS - a low cost way to promote your business:

The Arlington Economic Alliance has created a new program to allow small businesses a low cost opportunity to create business videos to be shown on the Village's local Government access channels, Discover Arlington web site and You Tube.

Go to www.discoverarlington.com to view the following Downtown business videos: **Back to Nature, Forbici, Peoples' Bank, Urban Harvest, Donny's Pizzeria, and Discover Arlington**. Other business videos are currently being developed. To start the process to promote your business on local access cable channel multiple times per week contact planningmail@vah.com.

FREE BUSINESS LISTING - on www.discoverarlington.com:

Make sure you keep your free business listing up to date on the www.discoverarlington.com website. This is absolutely free for businesses in Arlington Heights with a valid Business License.

BUSINESS RETENTION:

Planning & Community Development Staff conducted 108 retention visits from January through April.

Congratulations to **Aurico Reports** for staying in Downtown Arlington Heights and the approximately 75 jobs retained in the community. Aurico Reports is currently in permitting phase for making upgrades to their building and providing additional signage on their property. **Peggy Kinnane's** has signed a new lease and are planning upgrades to their outdoor eating area.

page 1 of 2

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EVENTS & AWARDS:

Congratulations to the following:

- **Starship Travel:** Celebrates a 25 year anniversary this year.
- **Congratulations:** To the Downtown Businesses that were Daily Herald Readers Choice Award recipients.

If your business is hosting a large event open to the community, please email information to nkluz@vah.com and we can place it onto our "Discover Arlington" website

UPCOMING EVENTS:

- **Salute "Got Freedom?" 5K/10K Run and 5K Walk:** 8 a.m. - Noon, Sunday May 29.
- **Memorial Day Parade & Ceremony:** Steps off at 9:30 a.m. in front of Village Hall on Sigwalt St., May 30.
- **Promenade of Art:** 10 a.m. - 6 p.m., Saturday and Sunday - June 25 & 26, Vail & Campbell.
- **Sounds of Summer Concert in Harmony Park:** Check www.discoverarlington.com soon to find out details.
- **Sidewalk Sales:** July 14 - 16.
- **Farmers Market:** Held every Saturday from 7:30 a.m. - 1:30 p.m. in Lot S: June 11 - October 22.

Visit www.discoverarlington.com – for a listing of all Village sponsored events.

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 for information.

RETAIL ATTRACTION:

Additional recruitment material was provided to independent small retailers that the Planning & Community Development Department Staff identified as having a unique retail concept in other communities that would be an excellent addition to Downtown Arlington Heights. Department Staff have solicited and been in contact with over 350 business recruitment leads and outreach in 2011.

RELEVANT BUSINESS MEETINGS:

- April 6, 2011: A Multi-Chamber Networking event was held.
- April 14, 2011: Hotel Concierge tour was conducted with all the Hotel Managers and Staff.
- April 28, 2011: Chicago Micro Open House. The Village assisted in attracting Chicago Micro to Downtown.

BUY LOCAL - www.buylocalah.org:

Buy Local of Arlington Heights is a group of Arlington Heights businesses working together to provide residents with information and discounts on their purchase. One of the goals of "Buy Local" is to provide the community with incentives to support the local economy by shopping locally. Buy Local Arlington Heights was recently formed and already has 11 Downtown business members.

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

page 2 of 2

MORE INFORMATION:

Visit www.discoverarlington.com on a regular basis and keep your free business profile up to date.

Visit www.vah.com for business resources including demographics, signage, and other important matters.