

Village of Wauconda

ECONOMIC DEVELOPMENT

ANNUAL REPORT

FISCAL YEAR 2010-2011



ECONOMIC DEVELOPMENT COMMITTEE HIGHLIGHTS

The Department of Economic Development has had a number of successes in the 2010/2011 fiscal year. The intention of this Annual Report is to offer an overview of key topics addressed, outreach efforts, and business successes.

ECONOMIC DEVELOPMENT COMMITTEE – GUESTS & TOPICS

The Economic Development Committee met in June 2010, September 2010, November 2010, and January 2011. The following are highlights of these meetings:

SPECIAL GUESTS:

- *Economic Development Discussion with Metro Chicago developer **Jim Sheridan** from Sheridan Partners in Itasca.*
- *Director of NIU's Center for Governmental Studie**Bob Gleason** gave a comprehensive overview of regional trends, economic challenges and possibilities, and possible options for moving the Village forward,*
- *Overview of Business District and potential redevelopment plans with **Jeremiah Yeksavich** from Rolf Campbell & Associates.*
- *Roundtable discussion with guests **Michael Racana** with RE/MAX Commercial Superior regarding current development market and **James Stolt** with Wells Fargo regarding Small Business Administration current development/lending climate.*

SPECIAL TOPICS

- *2010-2011 Strategic Goals - Determine, Update & Implement Actions*
- *ShopQA Business Listing Initiative for Website (Implemented)*
- *Business District Research & Discussions*
- *Commercial Wastehauler Agreement for Businesses*
- *Revitalization Efforts on Main Street*

ECONOMIC SUMMIT

On November 9th, The Mayor, Village Administrator and Director of Economic Development attended an Economic Summit arranged by Jim Schneider. Key speakers were Dr. Robert Gleeson from NIU's Department of Governmental Studies, real estate market analyst Tracy Cross, real estate developer Doug Buster, Economic Development consultant Bridget Lane, and real estate attorney Jerry Schain.



At the Summit, it was discussed that this "Great Recession" has changed the rules of business practices to the point where new strategies have to be considered. Efforts in Economic Development are one of the key tools that can pull together the processes and lead to future economic improvements. All municipalities would benefit by focusing on land development/redevelopment, attracting a skilled workforce, and business innovations that attract people to their community. We'd like to thank Mr. Schneider for bringing together these key leaders to share economic and community trends.

TRAINING & CONFERENCES

SUPPORTING OUR BUSINESS COMMUNITY We have officially kicked-off our promotion for ShopQA, an important tool to help promote and retain our local businesses. Over 440 letters went out to the business community inviting them to participate in the new program. Included with the letter was an invitation to view a special webinar on Thursday, September 16th. The purpose of the webinar was to allow business owners to understand the potential of ShopQA.

"REINVENTING COMMUNITY: BRANDING, REBRANDING AND ECONOMIC DEVELOPMENT"

On November 19th, Director Krajniak attended a conference called "Reinventing Community: Branding, Rebranding and Economic Development". Hosted by the Real Estate Center and DePaul University's Chaddick Institute, the program opened with an overview of branding practices from two keynote speakers: Claudia



Sieb of Sieb Org. and Carl Wohlt of Wohltgroup with a question/answer session moderated by The Urbanophile blogger, Aaron Renn. Here are a few take-aways from the program:

- *Brand promises (or mottos) must be real, tangible benefits that can be delivered to the buyer; never promise what you can't deliver.*
- *These promises are based on unquestionable facts about the business and its services, and these promises cannot be broken.*
- *Municipalities must think of their towns as products in order to manage the brand.*
- *Brands have human-like qualities that audiences can identify with--and for which they feel an unmistakable connection.*

ICSC NETWORKING OPPORTUNITY

Director Krajniak and Coordinator

Ogorzaly attended the annual Chicago Deal

Making event on October 28th, sponsored by the International Council of Shopping Centers.



During the event, Director Krajniak and Coordinator Ogorzaly also attended a special round table discussion where they were seated with Dominick's leasing representative for the State of Illinois. It was a valuable session that included real estate attorneys, community developers, retailers, and retail recruitment consultants.



ICSC IDEAEXCHANGE & ALLIANCE PROGRAM -

On February 17th & 18th, staff attended this year's ICSC IdeaExchange in Chicago, which offered the following panel discussions:



- New Realities of Public-Private Partnerships
- What's the Good Word? Using Social Media for Retail & Customer Attraction/Retention
- What to Do with Dark Retail
- Supporting Retail Development on a Shoestring Budget

The Keynote Luncheon Speaker was **Carl Muller, Vice President of Real Estate (North) for Walmart Stores, Inc.** Mr. Muller discussed Walmart's new "neighborhood grocery" prototype that is currently being introduced to the City of Chicago. If successful, these neighborhood stores will be extended into the suburbs within five years. Roundtable discussions were focused on issues such as:

- The Vacancy Challenge – How to Lease Those Difficult Spaces
- Who Is the Next "To Die For" Retailer for Your Market – Active Retailers In Today's Marketplace.
- Attracting Independent Retailers – How to "Bring More" "Indie" Businesses to Your Community
- One Man's Challenge Is Another Man's Gold – How to Handle Distressed Properties
- Which Comes First? The Chicken (the Development) or the Egg? (the Retailer) – Municipal Recruitment

SHOWCASING AVAILABLE SITES

Deb Ogorzaly, Economic Development Coordinator, participated in a webinar hosted by **LocationOne**. The **LocationOne Information System (LOIS)** is a real-time, on-line economic development site selection tool that utilizes a GIS-enhanced site database system. This allows for more exposure for Wauconda's available sites at no cost to the Village. LOIS meets the needs of site selectors and real estate consultants and offers customized websites that showcase the advantages of our community.



This project will take quite a bit of preliminary work and collaboration before we can go live with the product. However, it will put us on a level playing field with other communities that are competing for the attention of national and regional site selectors.

OUTREACH EFFORTS



VILLAGE HELPS MARKET LOCAL BUSINESSES

The Board and staff are working hard to support community development and local business retention. As part of this effort, the Village of Wauconda has partnered with **ShopQA** to participate in a pilot program that supports the idea of "going local."

The Village of Wauconda is funding this new initiative to promote local business to its citizens and visitors. With **ShopQA**, potential customers can go to one central location on the village website to search for local businesses. They will have the ability to see menus, ask questions, determine store hours, join mailing lists, and find the business location among a host of other possibilities. There will also be a link on each site that will allow businesses to post store coupons and specials.

OUTREACH EFFORTS, CON'T

WELCOME TO WAUCONDA BROCHURE

The Department of Economic Development has updated the "Welcome to Wauconda" brochure that's available for downloading and printing for a variety of sports and community events. The brochure was e-mailed to various organizations throughout Wauconda.

LAKE COUNTY PARTNERS

Department staff met with Steven Anderson (President & CEO) and William Whitmer (VP of Economic Development) from Lake County Partners (LCP). At the meeting we discussed possible opportunities to work together to gain positive results. Relatively new to Lake County Partners, Mr. Anderson has brought a fresh approach to the operations of LCP based on his extensive knowledge of business development, expansion, and retention. We look forward to working with LCP throughout the year.



Location. Collaboration. Opportunity.

RELOCATIONS & REHABS

EDWARD JONES INVESTMENTS has relocated to the newly refurbished building at 121 N. Main Street. The building's owner, Dave Bunge, says that it took almost five months to complete the renovation. Edward Jones has been serving individual investors since 1871, providing high quality, long term investment opportunities and financial planning.

SLYCE COAL FIRED PIZZA, located in the newly remodeled Culligan site, is sure to be a great addition to our community. Slyce is dedicated to preserving the fine art of making hand crafted artisanal coal fired pizzas with the freshest ingredients available.



VITALITY, INC. Congratulations to Linda DeFever, CPT, who has just relocated Vitality, Inc. to 211 South Main Street, Suite 102.



KUMON MATH AND READING CENTER Congratulations to Anidrita Dutta who just relocated Kumon Math and Reading Center to 523 W. Liberty Street in the Liberty Plaza Shopping Center.



SYNERGY FLAVORS, INC. Food flavoring manufacturer Synergy Flavors Inc. acquired an 85,357-square-foot industrial building in northwest suburban Wauconda, where the company will move and expand its local operation. Synergy paid \$4 million for the building and eight additional acres for future expansion, says Daniel Benassi of Entre Commercial Realty LLC, which represented Synergy in the purchase. The building at 1260 Henri Drive was sold by principals of the previous occupant, Henri Studio Inc., a stone statuary and outdoor fountains manufacturer that moved a few years ago to another location. Mr. Benassi says Synergy will move from about 40,000 square feet at nearby 1230 Karl Court in Wauconda and also consolidate some other operations. He says the company plans to renovate and expand the Henri building to accommodate research and development, production and distribution.



THE FRAME SHOP & SPORTS GALLERY Congratulations to Kelly Lincoln who will be moving his business into the space that was previously occupied by The Victorian Lady (121 S. Main Street). Kelly will be ready to re-open his doors to the public in early November.

BOEHMER AUTOMOTIVE The Boehmer Family Auto experience has been in Wauconda since 1913. Steve Boehmer has re-branded his automotive business and is now specializing in the sales of pre-owned cars, trucks, and SUVs, accompanied by a dedicated service center and Genuine ACDelco parts store. What has not changed is their way of doing business and their ongoing commitment to our community. Boehmer Automotive is still your friendly hometown dealer.



NEW BUSINESSES

Wauconda's Department of Economic Development has identified 36 new business openings since May of 2009, these business include:

- **Caccia & Associates** - 1120 N Rand Road, Suite C
- **Bliss Wine & Gifts** - 201-A S. Main Street
- **Bulldogs Grill** - 122 S. Main Street
- **ServePro** - 1000 Brown St, unit 209
- **Ultimate Athletics** - 1210 Karl Court
- **Asset Computer Repair** - 218 S. Main Street
- **Marco's Communications** - 220 S. Main Street
- **On Point Installations** - P.O. Box 891
- **Lake County Water Sports** - 26591 N. Route 12
- **Dreamscapes Whimsical Boutique** - 119 S. Main
- **Corner Pantry** - 620 W Liberty St
- **Advocate Medical Group** – 224 Brown Street
- **Bradco/ABC** – 405-415 S. Barrington Road
- **NW Dental Health & Aesthetics** – 224 Brown St.
- **Key River Watersports, Inc.** – 950 N. Rand
- **Brass Baron Fountains & Statuary** – 1250 Henri Dr.
- **Affordable Beds** - 375 W Liberty St
- **Kids Discount Furniture** - 398 W. Liberty Street
- **Midwest Motors** – 1000 Brown Street
- **Affordable Collision of Wauconda**– 1205 Karl Ct
- **RAM Systems & Communication** – 950 Rand Rd
- **Hard Times General Repair** – 398 W. Liberty
- **POS Remarketing Group** – 1059 N. Old Rand Rd
- **U Call It** – 451 W. Liberty Street
- **AP Inspections** – 2930 Glacier Way
- **New E-Pay, LLC** – 469A W. Liberty Street
- **Good Luck Tobacco Inc.** – 529 W. Liberty
- **Ja'nnell Desizn** – 108 N. Main Street
- **Street Swagg.com** - 1000 N Rand Road, # 103
- **V&C Transmissions** – 308 W. Liberty
- **Harley Dog Hut and Grill** - 327 N Main Street
- **Artfull Balloons** - 327 N Main Street
- **Confetti Party Rental** - 327 N Main Street
- **Slyce Coal Fired Pizza** - 127 North Main Street
- **At the Green Bench** - 115 S. Main Street
- **LaMalenche** - 461 W. Liberty Street



Grow
Your Business
in Wauconda, IL