



Economic Development Strategic Plan

Approved May 5, 2015

Mission: To strengthen and diversify the Village's tax base in order to support effective delivery of core services for the entire community, and promote a high quality of life for residents.

Strategic Goals:

Five strategic goals are needed to pursue this mission over the next one to five years.

- 1. Strengthen & Maintain Relationships with the Existing Business Community**
- 2. Promote Wauconda**
- 3. Encourage and Facilitate Development and Redevelopment of Vacant and Underutilized Properties**
- 4. Improve Infrastructure**
- 5. Update Codes and Policies to Simplify Compliance**

Economic Development Strategic Plan

1. Strengthen & Maintain Relationships with the Existing Business Community.

Action Steps:

- a. Work with Chamber and other resources to establish a business educational seminar program.
- b. Establish a business visitation program including contacting and meeting with at least one business owner per month.
- c. Establish Business Alliance Programs with meetings at least two times per year.
- d. Update and maintain a Business Listing on the Village website.
- e. Update and maintain an available Property for sale and for rent listing on the Village website.
- f. Prepare and conduct an annual business survey program utilizing available data.
- g. Assess the effectiveness of current services to promote Economic Development.

2. Promote Wauconda

Action Steps:

- a. Establish a Business Recognition Program featuring an existing Wauconda Business or New Wauconda Business once per quarter including a press release, website feature and through other social media.
- b. Continue ads in local publications
- c. Research and construct a new Community Sign
- d. Partner with the local Chamber of Commerce to coordinate initiatives that lead to the attraction of new businesses or promotion of existing Wauconda businesses.
- e. Provide a strategic level of support for Special Events
- f. Maintain Village visibility at various Economic Development Regional events, workshops and seminars.
- g. Complete Gateway Sign Program including installation of a Gateway Sign on West Route 176.
- h. Engage Village Board Marketing Committee with research and visits to other communities to gather alternative promotional ideas.
- i. Research and develop a unified light pole banner program throughout the Village.

3. Encourage and Facilitate Development and Redevelopment of Vacant and Underutilized Properties

Action Steps:

- a. Identify and meet with site selectors and developers, and promote available properties.
- b. Identify potential re-development pods within the context of the TIF District Master Plan.
- c. Research and prepare data sheets for various re-development pods.
- d. Prepare Illustrative-Marketing Site Plan(s) for pod areas as part of the TIF District Master Plan.
- e. Identify unincorporated properties, research and update data base for potential annexation.
- f. As appropriate, contact and meet with strategic contiguous property owners and review development opportunities including annexation.
- g. Prepare and begin implementing a Route 176 Corridor Enhancement Plan
- h. Where designated in the Comprehensive Plan, seek to rezone properties with the Owner's permission to facilitate business development.
- i. Explore the potential of establishing boundary agreements with communities near growth areas.

4. Improve Infrastructure

Action Items:

- a. Research and establish center lines for key potential streets within TIF District.
- b. Research potential water and sanitary sewer improvements to further development.
- c. Participate with IDOT with the installation of a traffic signal at Route 176 and Brown Street.
- d. Complete Preliminary Transportation Planning activity and coordinate with IDOT to bring traffic signal(s) along Route 12.
- e. Identify and complete preliminary studies for the location of additional Route 12 Traffic Signals.
- f. Identify public right-of-way areas throughout the community for visual enhancement.
- g. Research the opportunity to bring fiber optics to Village.
- h. Research the opportunity to improve Village wide electrical service.
- h. Research the opportunity to bury overhead power and utilities along Route 176.
- i. Identify potential solutions for downtown parking along Main Street between Slocum Lake and Liberty Street.
- j. Explore Wi-Fi potential within Business areas.

5. Update Codes and Policies to Simplify Compliance

Action Items:

- a. As necessary, review and amend ordinances to address potential barriers to development (zoning, signage, development, and building).
- b. As necessary, conduct appropriate meetings and hearings to amend appropriate ordinances.
- c. Complete a current Village wide Land Use Inventory.
- d. As necessary, evaluate fees associated with development.
- e. Update Village website to promote improved access to information, codes and ordinances.
- f. Discuss an Economic Development Incentives Strategy with the Board.

Economic Development Strategic Plan - Implementation Matrix - 6-5-15

Goal #1. Strengthen & Maintain Relationships with the Existing Business Community.

Action Item	Responsible Party	Time Line	Human Resources	Challenges	Milestone /Evaluation	Fiscal Resources
1.a. Work with Chamber and other resources to establish a business educational seminar program.	Admin & ED	Mar 2016	Staff	Man Power Limitation	Conduct Initial Need Evaluation / Establish Programs	Absorb into Budget
1.b. Establish a business visitation program including contacting and meeting with at least one business owner per month.	Admin & ED	Sep 2015	Staff	Man Power Limitation	Establish Questionnaire / Contact & Feedback	Absorb into Budget
1.c. Establish a Business Alliance Program which meets at least two times per year.	Admin & ED	Oct 2015	Staff	Content / Man Power	Conduct Meeting / Evaluate Feedback	Absorb into Budget plus \$2500 for Intern
1.d. Update and maintain a Business Listing on the Village website.	Admin & ED	Monthly	Staff	Man Power	Website Visibility /Stats Evaluation	Absorb into Budget
1.e. Update and maintain an available Property for sale and for rent listing on the Village website.	Admin & ED	Monthly	Staff	Man Power	Website Visibility /Stats Evaluation	Absorb into Budget
1.f. Prepare and conduct an annual business survey program utilizing available data.	Admin & ED	Feb 2017	Staff	Man Power Content Data Interpretation	Data Gathering Evaluation Survey	Absorb into Budget
1.g. Assess the value of service currently underway to promote economic growth.	Admin & ED	On-going	Staff	Parameters	Annual Review	Absorb into Budget

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Goal #2. Promote Wauconda

Action Item	Responsible Party	Time Line	Human Resources	Challenges	Milestone /Evaluation	Fiscal Resources
2.a. Establish a Business Recognition Program featuring a Wauconda Business or New Business once per quarterly including a press release, website feature and through other social media.	Admin & ED	Committee Parameters 2016	Committee & Staff	Determine Parameters & Man Power	Parameters Jan 2016 Implementation July 2016	\$1K to \$2K
2.b. Continue ads in local publications	Admin & ED	On-going	Staff	Funding	Quarterly	\$5K to \$6K
2.c. Research and construct a new Community Sign	Admin & ED	On-going	Staff & Committee	Site Acquisition / Funding	Site Acquisition / Construction June 2017	\$40K+
2.d. Partner with the local Chamber of Commerce to coordinate initiatives that lead to promotion of Wauconda businesses.	Admin & ED	On-going	Staff	Membership Limitations	Annual Evaluation	Absorb into Budget
2.e. Provide a strategic level of support for Special Events	Admin & ED	On-going	Staff	Staffing, Funding, # of Events	Annual Evaluation	TBD
2.f. Maintain Village visibility at various Economic Development Regional events, workshops and seminars.	Admin & ED	On-going	Staff	Man Power	Annual Evaluation	Budgeted
2.g. Complete Gateway Sign Program including installation of a Gateway Sign on West Route 176.	Admin & ED	2017	Staff & Consultant	Annex Property	Completion June 2017	\$15K to \$20K
2.h. Engage Village Board Marketing Committee with researching and visiting other communities to gather alternative promotional ideas.	Admin & ED	2017-18 Intern Hiring	Staff, Committee, Intern	Man Power / Funding		TBD
2.i. Research and develop a unified light pole banner program throughout the Village.	Admin & ED	2018	Committee & Staff	Funding / Man Power	Annual Review	\$25K

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Goal #3. Encourage and Facilitate Development and Redevelopment of Vacant and Underutilized Properties

Action Item	Responsible Party	Time Line	Human Resources	Challenges	Milestone /Evaluation	Fiscal Resources
3.a. Identify and meet with site selectors and developers including tour of available properties.	Admin & ED	On-going	Staff	Property Availability / Man Power	Annual Review	Absorb into Budget
3.b. Identify potential re-development pods within the context of the TIF District Master Plan.	Admin & ED	2015-16	Staff	Man Power	Update Annually	Absorb into Budget
3.c. Research and prepare data sheets for various re-development pods for the TIF District Master Plan.	Admin & ED	2015-16	Staff	Man Power	Update Annually	Absorb into Budget
3.d. Prepare Illustrative-Marketing Site Plan(s) for pod areas as part of the TIF District Master Plan.	Admin & ED	2016-17	Staff & Consultant	Funding / Man Power	Site Evaluation / Concept Plan	\$10K to \$30K
3.e. Identify unincorporated properties, research and update data base for potential annexation.	Admin & ED	2016-17 On-going	Staff	Man Power	Mapping / Data Base Prep	Absorb into Budget
3.f. As appropriate, contact and meet with strategic contiguous property owners and review development opportunities including annexation.	Admin & ED	2017-18 On-going	Staff	Man Power / Incentives	Contact with Property Owner	Absorb into Budget
3.g. Prepare and begin implementing a Route 176 Corridor Enhancement Plan	Admin & ED	2016 Planning 2018 Implementation	Consultant & Staff	Funding / IDOT / Adjacent Property Owners	Plan Completion Implementation	Plan - \$10K to \$20K Implementation \$75K
3.h. Where designated in the Comprehensive Plan, seek to Rezone properties with the Owner's permission designated for business development.	Admin & ED	2015	Staff & Consultant	# of Parcels / Owner Documents	Public Hearing / Village Board Action	\$3K to \$5K
3.i. Explore the potential of establishing boundary agreements with communities near potential growth areas.	Admin & ED	2018	Staff & Consultants	Funding / Man Power		\$15k to \$20K

Economic Development Strategic Plan - Implementation Matrix - 6-5-15

Goal #4. Infrastructure Improvements

Action Item	Responsible Party	Time Line	Human Resources	Challenges	Milestone /Evaluation	Fiscal Resources
4.a. Research and establish center lines for key potential streets within TIF District.	Admin, Planning, Engineering	2017	Staff & Consultant	Funding / Multiple Ownership	Record Centerline	\$10K to \$20K
4.b. Research potential water and sanitary sewer improvements to further development.	Admin, Planning, Engineering	As Needed	Staff & Consultant	Funding / Multiple Ownership	Studies Initiated	TBD
4.c. Participate with IDOT with the installation of a traffic signal at Route 176 and Brown Street.	Admin, Planning, Engineering	2015-16	Staff & Consultant	Funding / Committed Project	Install Complete	\$40K (Committed)
4.d. Complete Preliminary Transportation Planning activity and coordinate with IDOT to bring traffic signal(s) along Route 12.	Admin, Planning, Engineering	2015	Staff & Consultant	Man Power	IDOT Input or Action	\$5K
4.e. Identify and complete preliminary studies for the location of additional Route 12 Traffic Signals.	Admin, Planning, Engineering	2017 or as needed	Staff & Consultant	Funding / IGA	Initiate Study / Study Complete	\$5 to \$15K
4.f. Identify public right-of-way areas throughout the community for visual enhancement.	Admin, Planning & PW	2015	Staff	Funding	Completed	TBD
4.g. Research the opportunity to bring fiber optics to Village.	Admin & ED	2017-18	Staff	Man Power	Research/ Analysis Completed	Absorb into Budget
4.h. Research the opportunity to improve Village wide electrical service.	Admin & ED	2015-16	Staff	Man Power	Meeting w/ComED / ComEd Report	Absorb into Budget
4.i. Research the opportunity to bury overhead power and utilities along Route 176.	Admin, Planning, Engineering	2020	Staff & Consultants	Funding / TIF Success	Engineering Feasibility	TIF Funds \$1-2M
4.j Identify potential solutions for downtown parking along Main Street between Slocum Lake and Liberty Street.	Admin, Planning, Engineering	2015-16	Staff & Consultant	Funding / Man Power	"T Box" Install Complete	\$6K
4.k. Explore Wi-Fi potential within Business areas.	Admin & ED	2017	Staff / Intern	Funding / Man Power	Study Recommendation	\$2,500

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Goal #5. Update Codes and Policies to meet community needs.

Action Item	Responsible Party	Time Line	Human Resources	Challenges	Milestone /Evaluation	Fiscal Resources
5.a. As necessary, review and amend ordinances to address potential barriers to development (zoning, signage, development, and building).	Admin, Planning, Engineer, Building Consultant, PW, Fire District, ED, Plan Commission & Village Board	2015-16	Staff & Consultants	Funding Man Power	Zoning & Signages 2016 Development & Building 2017	\$15K \$10K
5.b. As necessary, conduct appropriate meetings and hearings to amend appropriate ordinances.	Admin, Planning, Plan Commission & Village Board	2016-17	Staff & Consultant	Man Power	Adoption of Ordinance 2016-217	\$5K
5.c. Complete a Village wide current Existing Land Use Inventory.	Admin & Planning	2017	Staff & Intern	Man Power	Complete Inventory	\$2,500
5.d. As necessary, evaluate fees associated with development.	Admin, Planning, PW & ED	On-going / 2016	Staff & Consultants	Man Power / Funding	Implementation	\$1,000
5.e. Update Village website to promote improved access to information, codes and ordinances.	Admin & ED	2015	Staff & Consultant	Funding / Man Power	Implementation	Committed
5.f. Discuss an Economic Development Incentives Strategy with the Board.	Admin, ED & Development Committee	2015-16	Staff	Man Power	Consensus / Direction	Absorb into Budget