



MEMORANDUM

TO: Trustee Bill Johnston, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development *WJH*

MEETING DATE: January 9, 2017

SUBJECT: Village Board Strategic Plan - ECDC Retention & Engagement

Continuing from the discussion at last month's ECDC meeting, the Committee is tasked to assist the Village Board in advancing the Strategic Plan initiatives conceived in late 2015. In 2015, the Village made significant strides in reducing the private cost of construction activity through building and zoning code modifications. In 2016, business recruitment was advanced through the implementation of the Village's Economic Incentive Policy for the Sam's Club, Mariano's and Bluestone/Thornton's projects.

To start off 2017, staff is seeking to turn attention to the Strategic Plan Goal to develop a business retention initiative aimed at key sites. This broad effort is intended to ensure that specific businesses are also engaged in the Village's efforts to maintain and/or strengthen a healthy business climate with the existing business community.

To start the ECDC in this effort, Community Development staff has prepared a presentation that encompasses many of the insights presented to Village staff by local organizations such as the College of DuPage as well as materials prepared by the International Economic Development Council (IEDC) at a conference last November. This event was specifically geared for local officials on the latest approaches and successful methods for engaging the business community in this endeavor. While lengthy, the slides offer a great background context to many of the economic development challenges facing individual businesses and business sectors.

Staff intends on presenting this material at the January 9 meeting, consistent with the memorandum to the ECDC last month. Most importantly, the presentation was created to engage the Committee on specific tasks and activities that should be considered to advance an effective program in 2017. The presentation will also direct staff to invite and engage other prospective business partners, such as the Illinois Department of Economic Opportunity, Choose DuPage, DuPage Workforce Development Board and the College of DuPage on their programs as "teammates" in the retention and expansion efforts. While most of the activities are regional or statewide in nature, staff can work with these partners to link local businesses accordingly.

COMMITTEE ACTION REQUESTED

This item is being placed on the January 9, 2017 ECDC agenda for informational and discussion purposes. While no formal action is requested, staff will be seeking active engagement regarding the following:

1. Establishing the “teamwork” of existing resources to meet implementation goals;
2. Determining engagement priorities for future business retention efforts; and
3. Developing implementation actions to be undertaken in 2017 and beyond.

Through this effort, measurable goals can be developed to determine success levels.

Strategic Priority: Economic Development					Key Outcome Indicator:	
Initiative: Develop Business Retention Initiative Aimed at Key Sites						
ACTION	MEASURE OF SUCCESS	WHO'S RESPONSIBLE	TARGET DATE	STATUS		
Identify Criteria to Qualify As Key Sites	Review previously adopted Economic Strategies Plan and supplement with identification of SIC businesses in a report format	Community Development Dir Finance Director (FD) Village Manager (VM)	10/12/15	Completed		
Conduct Inventory to Identify Key Sites	Develop report to identify those most ripe for redevelopment and compile database inventory	Community Development Dir Finance Director	11/1/15	Completed		
Present Inventory to ECDC for Input	Review previously adopted Economic Strategies Plan and supplement with additional sites ripe for pending redevelopment opportunities in a report format	Community Development Dir ECDC	12/31/15	Completed.		
Conduct Research on Retention plans of other towns	Report presented to ECDC	Community Development Dir	1/31/16	Completed		
Develop Retention Program	Program should include an introduction letter, business database, Village information and promotional efforts.	Community Development Dir Village Manager (VM)	3/15/16	Completed		
Present stated Program To ECDC	Report presented to ECDC	ECDC Chair	5/1/16	Completed – Staff completed all the above efforts. A memo was presented in October 2015 and updated in April.		

Develop a comprehensive business database to be the public and businesses (to promote business-to-business transactions within the community)	The Database is to be shared with businesses during staff visits.	Community Development Dir	9/1/2016	On hold. During retention visits staff noted that a business database was not requested. However, the Lombard Chamber does have a member directory which can be shared, if needed.
Commit to the previously established business visitation program by visiting at least 24 businesses per year (including follow-up visits)	Annual reports to the Economic and Community Development Committee shall be provided.	Community Development Dir	12/31/2016	Ongoing. Staff met with fourteen businesses as of 12/5/16 and contacted six additional businesses that did not result in a meeting. Staff will continue the program into 2017.
Develop a "Welcome to Lombard" program for new businesses	Program should include an introduction letter, business database, Village information and promotional efforts.	Community Development Dir Village President	12/31/2016	On hold. Due to staffing, this project was put on hold. However, this information is online and available by request.
Create and maintain a comprehensive database of prospective businesses that may be seeking to locate into Lombard.	Quarterly reports to the Economic and Community Development Committee shall be provided.	Community Development Dir	12/31/2016	Ongoing. Staff keeps tracks of potential businesses interested in Lombard and sets up meetings, when appropriate. Many businesses are looking to remain confidential and information is shared when allowed.
Create a new business follow-up policy and develop a schedule for regular follow-ups.	Issues identified by businesses should be addressed all applicable Village Departments.	Community Development Dir	9/1/2016	On hold. Due to staffing, this project was put on hold. However, this information is online and available by request.
Continue to represent the Village of Lombard at local trade shows and events.	Create a database of contacts obtained and maintained	Community Development Dir	10/7/2015 and ongoing	Ongoing. Staff attends the International Council of Shopping Centers (ICSC) regularly and other events as needed. These events provide for networking.