

## ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION MATRIX:2013-2017

CD=Community Development; PW=Public Works; ES=Executive Services

\$= Under \$5K; \$\$=\$5K-\$10K; \$\$\$=\$10K-\$20K; \$\$\$\$=Over \$20K

	RESPONSIBILITY	TIMEFRAME						BUDGET NEEDED
		ONGOING	2013	2014	2015	2016	2017	
<b>1 STRENGTHEN &amp; MAINTAIN BUSINESS COMMUNITY RELATIONSHIPS</b>								
Conduct Regular Business Site Visits	CD	X						N/A
Host Business Roundtable Meetings	CD		X	X	X	X	X	N/A
Improve/Maintain Inter-Agency Economic Development Relations	CD	X						N/A
Conduct Annual Business Surveys	CD			X	X	X	X	N/A
Host Commercial Broker and Landlord Meetings	CD			X	X	X	X	N/A
Build Transportation Relationships	CD					X		N/A
<b>2 IMPROVED COMMUNICATION WITH LOCAL BUSINESS COMMUNITY</b>								
Initiate Business Newsletter	CD		X					N/A
Update Welcome Packet	CD		X		X		X	N/A
Increase Use of Social Media	CD, ES	X						N/A
<b>3 PROMOTE LOCAL BUSINESSES</b>								
Update Shop & Dine Guide	CD			X	X	X	X	\$
Create Lincolnshire Business Website	CD; ES		X					\$
Create Village Brand	CD, ES		X	X				\$
Increase Lincolnshire Participation in Visit Lake County Advertising	CD			X				\$
Explore Village Kiosk System Improvements								
· Evaluate feasibility of modernizing existing Village kiosk	CD; PW				X			\$\$
· Explore feasibility of altering Village gateway signs	CD; PW				X			\$\$
Explore Creation of Local Business Associations	CD					X		N/A

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<b>4 IDENTIFY &amp; ATTRACT NEW BUSINESSES</b>							
Regularly Recruit Prospective Commercial Businesses	CD	X					N/A
Recruit Targeted Industry	CD	X					N/A
Participate in Trade Shows	CD		X				\$
Conduct Resident Surveys	CD			X			N/A
<b>5 UPDATE VILLAGE CODES &amp; POLICIES TO MEET NEEDS OF BUSINESSES</b>							
Implement Fast-track Permit Process	CD			X			N/A
Evaluate Sales Tax Sharing Policy	ES; Finance; CD		X				N/A
Evaluate Opportunities to Increase Condo/Apartment Housing	CD				X		N/A
Explore Rezoning Opportunities	CD					X	N/A
Institute Village Procurement Policy	Finance; CD					X	N/A
<b>6 INCREASE VILLAGE SUPPORT OF SPECIAL EVENTS</b>							
Promote Local Community Events	CD; ES	X					N/A
Strengthen Community Partnerships	CD	X					N/A
Attract/Promote Special Events	CD; ES			X			N/A
Create New Community Event	CD				X		N/A
<b>7 STRENGTHEN CHAMBER PARTNERSHIP</b>							
Increase Cross-Promotion Opportunities	CD			X			N/A
Create "Sidewalk" Sale Event	CD					X	N/A
Create holiday "extended shopping hours" Program	CD					X	N/A

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<b>8</b>	<b>ENCOURAGE &amp; FACILITATE DEVELOPMENT &amp; REDEVELOPMENT OF VACANT &amp; UNDERUTILIZED PROPERTIES</b>							
	Develop and Maintain Broker/Owner Relationships	CD	X				N/A	
	Initiate Dialogue with Property Owners Near Village Boundaries	CD		X			N/A	
	Implement Vacant Storefront Program/Regulations	CD				X	N/A	
<b>9</b>	<b>ENHANCE ACCESS TO &amp; CONNECTIVITY TO COMMERCIAL AREAS</b>							
	Develop & Implement Wayfinding/Identification/Pedestrian Plan for Downtown	CD; PW			X		\$\$	
	Improve Pedestrian/Bicycle Connections	PW; CD			X		\$\$\$\$	
<b>10</b>	<b>FOSTER ENTREPRENEURIAL DEVELOPMENT IN THE VILLAGE</b>							
	Support and Develop Small Businesses	CD			X		N/A	
	Research Potential for Small Business Incubator	CD				X	N/A	
<b>11</b>	<b>IMPLEMENT ECONOMIC DEVELOPMENT REPORTING</b>							
	Implement Monthly Economic Development Reports	CD	X				N/A	
	Maintain Inventory of Redevelopment Sites	CD	X				N/A	
	Regularly Update Daytime Population Data	CD	X		X		X	N/A