

**2013-2017**  
**ECONOMIC DEVELOPMENT**  
**STRATEGIC PLAN:**  
Building Economic Success



Adopted: June 10, 2013

Last Updated: January 25, 2016

## INTRODUCTION

Lincolnshire, a suburban community in southern Lake County, Illinois, is committed to business, and providing the essential elements for business growth and success. The Village prides itself on its diverse economic base, accessible location within the region, low taxes comparable with surrounding communities, high-profile industrial and commercial buildings, nationally-recognized public schools, and abundant parks and open spaces, along with the benefits of a closed-knit small-town. Incorporated as a Village in 1957 with just 200 residents, the Vil-

lage's permanent population of 7,275 grows to approximately 25,000 during the day with a flourishing business community. Today the Village boasts four corporate/business centers and three major commercial retail centers, providing a broad range of employment opportunities and retail and service offerings to both residents and employees.



Building upon the previous 2006 Economic Development Strategy Plan (the first economic development plan in the history of Lincolnshire), the current Economic Development Strategic Plan titled *"Building Economic Success: Lincolnshire Economic Development Strategic Plan"* establishes an ambitious, yet achievable and measurable economic development agenda for the next five years. The plan was formulated with public participation in recognition of an elevated role of economic development in the Village. The Village hosted five focus group meetings in the fall of 2012. The purpose of these meetings was to obtain feedback on Lincolnshire's strengths, weaknesses, opportunities and threats to aid in developing plan priorities. The focus groups solicited feedback from representatives of Community, Office, Commercial/Retail and Hotel sectors and included participation by the Mayor and Village Trustees. Staff advertised focus group meetings on the Village website, weekly E-News, and through direct solicitation letters and telephone calls to targeted business community stakeholders. Focus group attendees shared insights and comments to be analyzed and incorporated into the Draft Strategy. On April 1, 2013, the draft plan was reviewed by Lincolnshire's Village Board and was subsequently refined based on feedback from community members obtained during a 30-day public comment period.

The Economic Development Strategy Plan was adopted by the Village Board at its June 10, 2013 meeting. The Plan is intended to be a working document, reviewed on an annual basis and updated, as necessary, through the end of its term in 2017, to ensure it remains current and relevant. The most recent update occurred in January 2016.

## **GOAL 1: STRENGTHEN & MAINTAIN RELATIONSHIPS WITH BUSINESS COMMUNITY**

- **Conduct Regular Business Visits.** Conduct 12 business site visits annually to obtain business community feedback.
- **Host Business Roundtable Meetings.** Host annual local business roundtable meetings (or more frequently as needed) to discuss community concerns and solutions.
- **Establish and Improve Inter-Agency Relations.** Establish and improve relationships with federal, state and local organizations, including *Illinois Department of Commerce and Economic Opportunity (DCEO)*, *Lake County Partners*, *College of Lake County*, *Building Owners and Managers Association of Chicago (BOMA)*, and *the Institute of Real Estate Management (IREM)* to assist with economic development and commercial real estate financing, education, training and other business programs.
- **Conduct Annual Business Surveys.** Conduct an annual local business survey to obtain feedback on satisfaction with Village services and local employee needs.
- **Host Commercial Broker and Landlord Meetings.** Host annual commercial broker/landlord meetings to discuss Village developments and issues.
- **Expand Transportation Relationships.** Explore expanded interaction between employers and *Transportation Management Association of Lake Cook (TMA of Lake Cook)* regarding PACE public transportation options. Partner with PACE and local businesses to explore opportunities for updates to existing shelters and addition of new bus shelters if warranted by corporate ridership.

*“Lincolnshire offers an ideal location for businesses, providing them with access to the top talent in the Midwest, premier office and industrial parks, and first-class amenities. Whether you’re a start up or a global corporation, you will benefit from the advantages of being located in Lincolnshire. “*

*- Michael Stevens, President & CEO, Lake County Partners*

## **GOAL 2: IMPLEMENT IMPROVED COMMUNICATION WITH LOCAL BUSINESS COMMUNITY**

- **Initiate Business Newsletter.** Launch quarterly business newsletter to include information about Village Code updates, initiatives, events, programs and services.
- **Update Welcome Packet.** Create Village's business "welcome packet".
- **Increase Use of Social Media.** Expand social media use to promote economic development and promote business-related news/announcements.

## **GOAL 3: PROMOTE LOCAL BUSINESSES**

- **Update Shop & Dine Guide.** Update guide annually. Expand distribution to include residents, local hotels, *Chamber of Commerce* and *Visit Lake County*.
- **Create Lincolnshire Business Website.** Create and administer a separate website to promote Village businesses, restaurants, retail, hotels and entertainment venues.
- **Create Village Brand.** Create a Village brand, including a logo and slogan, to be used across all Village platforms (website, promotional materials, etc.).
- **Increase Lincolnshire participation in Visit Lake County Advertising.** Explore opportunities to take advantage of Visit Lake County "cooperative advertising" program to promote Lincolnshire regionally.
- **Explore Creation of Local Business Associations.** Survey specific local businesses regarding potential establishment of restaurant, merchants and lodging association. Facilitate creation of associations if sufficient interest.

## **GOAL 4: IDENTIFY & ATTRACT NEW BUSINESSES**

- **Regularly Recruit Prospective Commercial Businesses.** Prospect regularly for new business based upon assessment of market conditions, gaps in products/service offerings, resident desire, and daytime population needs. Focus on meeting family and young adult/young professionals' needs.
- **Recruit and Retain Targeted Industry.** In conjunction with *Lake County Partners*, target biopharma; healthcare; medical instrument; professional and technology industries; and arts, culture and entertainment opportunities.
- **Conduct Resident Surveys.** Conduct survey of Village residents to determine desired

business mix. Survey regularly and solicit ongoing feedback via the Village website.

- **Participate in Trade Shows.** Participate in annual International Council of Shopping Centers (ICSC) Deal Making sessions and other similar opportunities as they arise.

#### **GOAL 5: UPDATE VILLAGE CODES & POLICIES TO MEET THE NEEDS OF BUSINESSES**

- **Create a Fast-Track Permit Process.** Investigate fast-track permit reviews for tenant finishes, temporary signs and special event applications.
- **Review and Update Sales Tax Sharing Guidelines.** Review Village's current sales-tax sharing practices. Consider developing a specific sales-tax agreement policy.
- **Evaluate Opportunities to Increase Condominium Housing.** Explore permitting additional executive/professional condominiums in or nearby the Village Downtown.
- **Explore Rezoning Opportunities.** Determine opportunities for additional sales tax revenue generation, including possible rezoning of properties near the Milwaukee Avenue corridor.
- **Refine Village Procurement Policy.** Refine an existing policy to give priority to local businesses in Village procurement of products and services, where feasible and appropriate.

#### **GOAL 6: INCREASE VILLAGE SUPPORT OF SPECIAL EVENTS**

- **Promote Local Community Events.** Expand local special event promotion via internet, community events calendar, kiosk sign and social media sites with enhanced marketing materials.
- **Strengthen Community Partnerships.** Increase participation with the *Buffalo Grove Lincolnshire Chamber of Commerce, Lincolnshire Community Association, Lincolnshire Sports Association, Lincolnshire Swim Club, Morningstar Rotary Club* and other local organizations/agencies to create opportunities for partnerships between businesses and residents to organize and implement community-wide events. Identify a point person within each community organization.
- **Attract/Promote Special Events.** Partner with *Visit Lake County, Lincolnshire Community Association, Lincolnshire corporate/business centers* and neighboring park districts to attract and promote regional and national sporting events, recreational events, trade shows, community farmers market, mobile food vendors, outdoor concert/movie series and similar events.

- **Create New Community Event.** Develop new events, in partnership with the *Buffalo Grove Lincolnshire Chamber of Commerce, Lincolnshire Community Association, Lincolnshire Sports Association, Lincolnshire Swim Club* and other local organizations, to provide a year-round event schedule.

### **GOAL 7: STRENGTHEN CHAMBER PARTNERSHIP**

- **Increase Cross-Promotion Opportunities.** Encourage local businesses, in partnership with the *Buffalo Grove Lincolnshire Chamber of Commerce*, to participate in cross-promotional activities, such as weekend golf getaways, “Dinner and a Show” at Viper Alley or the Marriott Theater, hotel/day spa packages, etc.
- **Create “Sidewalk” Sale Event.** Create a well-publicized event, in partnership with the *Buffalo Grove Lincolnshire Chamber of Commerce*, in which Village requirements related to outdoor sales, signage, and other temporary uses are “relaxed” on 1-2 weekends in the Summer and/or Spring. Promote the event with a local fair or carnival atmosphere.
- **Create holiday “extended shopping hours” Program.** Create an extended shopping hours event, in partnership with the owners of Lincolnshire’s shopping centers and the *Buffalo Grove Lincolnshire Chamber of Commerce*, at the holiday season, possibly in conjunction with a Holiday Tree Lighting ceremony on a Saturday, resulting in a “holiday crawl” event along Milwaukee Avenue.

### **GOAL 8: ENCOURAGE AND FACILITATE DEVELOPMENT AND REDEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES**

- **Develop and Maintain Broker/Owner Relationships.** Develop quarterly contact with listing brokers and vacant property owners to obtain information on the level of interest in specific development-ready sites, and offer Village assistance with meeting facilitation and Code interpretation.
- **Initiate Dialogue with Property Owners Near Village Boundaries.** Maintain contact with property owners near Village corporate boundaries to promote opportunities and development options.
- **Initiate Vacant Storefront Program/Regulations.** Implement Vacant Storefront Program to encourage vacant building owners to maintain window displays. (Displays could include community organization information or art displays from local schools.)

### **GOAL 9: ENHANCE ACCESS TO AND CONNECTIVITY TO COMMERCIAL AREAS**

- **Develop and Implement Wayfinding, Identification & Pedestrian Plan for Downtown.** Create a comprehensive Identification & Pedestrian Plan for the Village Downtown including: unified signage, lighting, landscaping, street furniture elements, and thematic design.
- **Improve Pedestrian/Bicycle Connections and Signage.** Provide pedestrian/bicycle path connections along Milwaukee Avenue and Half Day Road to improve access from residential neighborhoods and corporate centers to hotels, retail centers, restaurants and entertainment venues. Install signage on paths to promote businesses. Explore the feasibility of modernizing existing Village kiosk sign and installing a new kiosk sign on Milwaukee Avenue for business promotion.

### **GOAL 10: FOSTER ENTREPRENEURIAL DEVELOPMENT IN THE VILLAGE**

- **Support and Develop Small Businesses.** Promote small business development programs to assist established small businesses in growth and development.
- **Research Potential for Small Business Incubator.** Research potential for establishing a small business incubator program for aspiring entrepreneurs.

### **GOAL 11: IMPLEMENT ECONOMIC DEVELOPMENT REPORTING**

- **Implement Economic Development Reports.** Provide monthly reports to Village Board regarding economic development activities including: business site visits, new business leads, requests for assistance, and available commercial properties.
- **Maintain Inventory of Redevelopment Sites.** Prepare an inventory of sites with redevelopment potential. Include information on utilities, zoning, etc. to use in discussions with interested businesses and local brokers.
- **Update Daytime Population Data.** Update the daytime population database, including all Village-based businesses and schools, every two (2) years. Provide information to brokers and new businesses.

*“Lincolnshire is one of our key community partners with first-class hotels and superb restaurants. Their access boosts local tax receipts and keeps the Village thriving.*

*- Maureen Riedy, President, Visit Lake County*

## **IMPLEMENTATION**

The 2013-2017 Economic Development Strategic Plan, which sets forth our community's vision, goals and action steps for the Village's economic development efforts and priorities, is designed for immediate implementation following adoption by the Village Board. The Implementation Matrix contains the Plan's 11 Goals and 40 Action Steps and assigns specific implementation timeframes, responsible Village departments and budget considerations. Each year, through 2017, the Village Staff will review the entire plan and prepare a detailed progress report to the Village Board, in order to evaluate the plan's effectiveness and make required adjustments reflective of evolving priorities and staffing and budget considerations.

## ACKNOWLEDGEMENTS

### Village Board of Trustees

Brett Blomberg, Mayor  
Elizabeth Brandt, Trustee  
Karen Feldman, Trustee  
Dr. Mara Grujanac, Trustee  
Tom McDonough, Trustee  
Dan Servi, Trustee  
Patrick McAllister, Trustee  
David Saltiel, Former Trustee  
Barbara Mastandrea, Village Clerk  
Christopher Curtis, Village Treasurer

### Village Staff

Bradly Burke, Village Manager  
Steve McNellis, Director of Community Development  
Jennifer Hughes, Director of Public Works/Village Engineer  
Tonya Zozulya, Planner, Plan Project Manager  
Stephen Robles, Planner, Plan Layout/Graphic Design  
Stan Roelker, Former Director of Financial Systems

*Thank you to all community stakeholders who participated in focus group sessions and other aspects of the plan creation process.*

### Special thanks to these individuals for their input:

Bob Gregory, President, Lincolnshire Community Association  
Maureen Riedy, President, Visit Lake County  
Michael Stevens, President & CEO, Lake County Partners



## SWOT ANALYSIS: As Identified by Focus Group Participants (Fall 2012)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Small-town atmosphere</li> <li>• Top-rated public schools</li> <li>• Safety</li> <li>• Location/accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of family-oriented restaurants/venues</li> <li>• Inflexible Village Codes</li> <li>• Lack of tourism attractions in the Village</li> <li>• Insufficient pedestrian/bicycle connections in commercial areas</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Create additional retail/entertainment opportunities for young adults</li> <li>• Develop/administer a promotional business website</li> <li>• Enhance cross-promotion between hotels/dining/entertainment venues</li> <li>• Provide additional pedestrian/bicycle connections in commercial areas</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate relocation out of the Village</li> <li>• Perception of resident apathy to volunteer at events</li> </ul>

## LINCOLNSHIRE DEMOGRAPHICS: Census 2010; 2007-2011 American Community Survey, Esri

	2010 Census	2020 Projection
Population	7,275	7,550
Median age	45.7	53.5
Households	3,017	3,222
Average household size	2.31	2.29
Median household income	\$116,107	\$122,729
Population 25+, bachelor's degree or higher	66%	N/A

## TAPESTRY SEGMENTS: Esri

Rank	Tapestry Segment	Lincolnshire	US
1	Top Rung	53.70%	0.70%
2	Connoisseurs	42.90%	1.40%
3	Boomburbs	3.40%	2.30%
4	In Style	0.10%	2.50%

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

CED=Community & Economic Development; PW=Public Works;  
Admin=Administration  
\$= 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	CED	X					N/A	
Host Business Roundtable Meetings	CED			X	X	X	X	N/A
Establish & Improve Inter-Agency Economic Development Relations	CED	X						N/A
Conduct Annual Business Surveys	CED			X	X	X	X	N/A
Host Commercial Broker and Landlord Meetings	CED			X	X	X	X	N/A
Build Transportation Relationships	CED	X						N/A
<b>2 IMPROVED COMMUNICATION WITH LOCAL BUSINESS COMMUNITY</b>								
Initiate/Publish Business Newsletter	CED	X						N/A
Create/Update Business Welcome Packet	CED				X	X	X	N/A
Increase Use of Social Media	CED, Admin	X						N/A
<b>3 PROMOTE LOCAL BUSINESSES</b>								
Update Shop & Dine Guide	CED	X						\$
Create Lincolnshire Business Website	CED; Admin					X		\$
Create Village Brand	CED, Admin			X	X	X		\$
Increase Lincolnshire Participation in Visit Lake County Advertising	CED					X	X	\$
Explore Creation of Local Business Associations	CED					X		N/A
<b>4 IDENTIFY &amp; ATTRACT NEW BUSINESSES</b>								
Regularly Recruit Prospective Commercial Businesses	CED	X						N/A
Recruit and Retain Targeted Industry	CED	X						N/A
Participate in Trade Shows	CED	X						\$
Conduct Resident Surveys	CED				X	X	X	N/A

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	RESPONSIBILITY	TIMEFRAME					BUDGET NEEDED	
		ONGOING	2013	2014	2015	2016		2017
<b>5 UPDATE VILLAGE CODES &amp; POLICIES TO MEET NEEDS OF BUSINESSES</b>								
Create Fast-Track Permit Process	CED					X	N/A	
Update Sales Tax Sharing Guidelines	CED; Admin; Finance	X					N/A	
Explore Rezoning Opportunities	CED					X	N/A	
Refine Village Procurement Policy	Admin; Finance; CED				X	X	N/A	
<b>6 INCREASE VILLAGE SUPPORT OF SPECIAL EVENTS</b>								
Promote Local Community Events	CED; Admin	X					N/A	
Strengthen Community Partnerships	CED	X					N/A	
Attract/Promote Special Events	CED; Admin	X					N/A	
Create New Community Event	CED					X	N/A	
<b>7 STRENGTHEN CHAMBER PARTNERSHIP</b>								
Increase Cross-Promotion Opportunities	CED	X					N/A	
Create "Sidewalk" Sale Event	CED					X	N/A	
Create Holiday "Extended Shopping Hours" Program	CED					X	N/A	
<b>8 ENCOURAGE &amp; FACILITATE DEVELOPMENT &amp; REDEVELOPMENT OF VACANT &amp; UNDERUTILIZED PROPERTIES</b>								
Develop and Maintain Broker/Owner Relationships	CED	X					N/A	
Initiate Dialogue with Property Owners Near Village Boundaries	CED				X	X	N/A	
Initiate Vacant Storefront Program/Regulations	CED					X	N/A	
<b>9 ENHANCE ACCESS TO &amp; CONNECTIVITY TO COMMERCIAL AREAS</b>								
Develop & Implement Wayfinding/Identification/Pedestrian Plan for Downtown	CED; PW				X	X	\$\$	
Improve Pedestrian/Bicycle Connections	PW; CED				X	X	X	\$\$\$\$

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	RESPONSIBILITY	TIMEFRAME					BUDGET NEEDED
		ONGOING	2013	2014	2015	2016	
<b>10 FOSTER ENTREPRENEURIAL DEVELOPMENT IN THE VILLAGE</b>							
Support and Develop Small Businesses	CED	X					N/A
Research Potential for Small Business Incubator	CED					X	N/A
<b>11 IMPLEMENT ECONOMIC DEVELOPMENT REPORTING</b>							
Implement Economic Development Reports	CED	X					N/A
Maintain Inventory of Redevelopment Sites	CED	X					N/A
Regularly Update Daytime Population Data	CED	X					N/A