

GROWING ECONOMIC SUCCESS

2018-2022



Village of Lincolnshire
Economic Development Strategic Plan

Adopted by the Village Board: February 26, 2018

Find and grow your space in Lincolnshire!



OVERVIEW

Lincolnshire, a progressive suburban community in southern Lake County, Illinois, is an ideal location for any business to find and grow its space. The Village is committed to serving the business community and providing essential elements for business growth and success. The Village prides itself on its diverse economic base, accessible location, enviable amenities within the region, and low taxes comparable with surrounding communities.

Lincolnshire enjoys high-profile industrial and commercial buildings, nationally-recognized schools, abundant parks and open spaces, all with the benefits of a close-knit small-town. Incorporated in 1957, the Village's permanent population of 7,275 grows to approximately 25,000 during the day due to a flourishing business community. Today Lincolnshire boasts four corporate/business centers (Lincolnshire Corporate Center, Lincolnshire Business Center, CDW Office Center, Millbrook Business Center). In addition, Lincolnshire is home to four major commercial retail centers (CityPark, Lincolnshire Commons, Village Green and Lincolnshire Marketplace), as well as a number of global corporations (Aon Hewitt, CDW, Zebra Technologies, Sysmex and others), providing a broad range of employment opportunities and retail and service offerings.

Building upon the previous Economic Development Strategic plans, "*Growing Economic Success*" sets forth our community's vision, goals and action steps for the Village's economic development efforts and priorities for the next five years, 2018-2022. The plan was updated based on input from approximately 150 businesses and residents obtained via online surveys and public meetings. The Plan was adopted by the Village Board at its February 26, 2018 meeting. The Implementation Matrix, incorporated into the Plan, contains 7 Goals and 31 Action Steps and assigns specific implementation timeframes, responsible Village departments and budget considerations. Each year, Village Staff reviews the plan and prepares recommendations to the Village Board to evaluate the plan's effectiveness and make adjustments reflective of evolving priorities, staffing and budget considerations.

VISION

The Village of Lincolnshire is a progressive community that supports its existing businesses and is committed to diversifying and expanding the Village's economic base.



- 30 miles from the Chicago Loop
- 65 miles from Milwaukee
- 20 miles from Chicago O'Hare International Airport
- 60 miles from Milwaukee General Mitchell International Airport
- Under 10 miles from Chicago Executive Airport in Wheeling, IL
- 20 miles from Waukegan National Airport in Waukegan, IL
- Direct access to full interchange at I-94 (Tollway)
- Directly served by Rte 22 (Half Day Rd) and Rte 21 (Milwaukee Ave)
- Served by several Metra trains along North Central and Milwaukee District North lines
- Served by several PACE bus routes (#272 & 626) and private transportation options
- Access to College of Lake County and Harper College training/apprenticeship programs
- Active regional economic development and tourism agencies, including Lake County Partners, Buffalo Grove Lincolnshire Chamber of Commerce and Visit Lake County CVB

GOAL 1: INCREASE BUSINESS SUPPORT

- **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”, hotel/day spa packages, etc.
- **Increase Lincolnshire Participation in Visit Lake County Advertising.** Explore opportunities for Visit Lake County’s “cooperative advertising” program to promote Lincolnshire regionally.
- **Increase Use of Social Media.** Expand social media use across various platforms, including Facebook and Twitter, to promote business-related news, announcements and milestones, such as construction updates, grand openings and community-wide events.
- **Update Shop & Dine Guide.** Update guide annually or more frequently as needed. Customize for special events. Include a listing of Village-sponsored special events. Expand distribution to include residents, hotels, Chamber of Commerce and Visit Lake County.
- **Establish Co-Working Office Space Opportunities.** Explore partnerships with School Districts 103 and 125, as well as the Vernon Area Public Library District, to identify opportunities for sharing Village Hall space with small businesses or community groups in need of office space and resources.
- **Create a Fast-Track Permit Process.** Investigate fast-track permit reviews for tenant finishes, temporary signs and special event applications. Launch credit card payments.
- **Review and Update Village Codes.** Regularly review and update Village codes to facilitate business development and growth while maintaining Lincolnshire’s quality development and aesthetic standards.
- **Establish Summer Internship Programs.** Partner with local businesses, Adlai E. Stevenson High School and Buffalo Grove Lincolnshire Chamber of Commerce and local colleges to develop and implement collaborative programs to establish summer internship opportunities for high school students.
- **Develop Workforce Development and Talent Attraction Strategies.** Partner with Lake County Workforce Development and Job Center, Lake County Partners and the Buffalo Grove Lincolnshire Chamber of Commerce to assist local businesses in training employees and attracting new talent.

GOAL 2: ENHANCE BUSINESS COMMUNICATION

- **Conduct Regular Business Visits and Surveys.** Conduct monthly business site visits and periodic online surveys to obtain business community feedback about Village amenities, services, transportation, and other matters.
- **Publish Business Newsletter.** Regularly publish the digital business newsletter regarding topics of interest to the business community.
- **Update Business Welcome Packet.** Update Village's business welcome packet and provide it to new businesses.
- **Establish and Improve Inter-Agency Relations.** Establish and improve relations with and leverage resources of federal, state and local organizations, including, but not limited to, Illinois Department of Commerce and Economic Opportunity, Small Business Administration, Lake County Partners, College of Lake County, Harper College, Pace, Transportation Management Association of Lake Cook to assist with economic development, training, education, transportation and other forms of business assistance.

GOAL 3: ATTRACT NEW BUSINESSES

- **Recruit New Office Users.** Actively recruit new office users in partnership with Lake County Partners, targeting biopharma, healthcare, medical instrument, professional and technology industries, as well as arts, culture and entertainment opportunities to fill office vacancies and develop vacant sites.
- **Recruit New Commercial Businesses.** Attract new chain and independently-owned Mexican, seafood, Italian, Asian, table-service pizza and casual American restaurants, bakeries, coffee shops, liquor stores, indoor children's entertainment establishments, boutiques, gift shops, art galleries, hardware and small-format department stores. Prospect based upon assessment of market conditions, gaps in products/service offerings, resident surveys, and daytime population needs.
- **Participate in Trade Shows.** Participate in annual International Council of Shopping Centers (ICSC) Deal Making sessions and other similar opportunities as they arise.

GOAL 4: INCREASE VILLAGE SUPPORT FOR AND DIVERSITY OF SPECIAL EVENTS

- **Implement and Promote Local Community Events.** Expand special event promotion and information-sharing on the Village website, community events calendar, newsletter, kiosk, water bill and social media platforms with enhanced marketing materials. Include

Village-sponsored events as well as those sponsored by Visit Lake County, Chamber of Commerce and local businesses. Consider incorporating activities geared toward adults, seniors, teens and different demographic groups. Evaluate the feasibility of creating a dedicated website for past, current and future special events with information and photos.

- **Engage Community in Special Events.** Engage local community groups, organizations, businesses and residents regarding opportunities to organize and implement community events. Seek private sponsorships.
- **Create Small Business-Focused Promotional Events.** Partner with local shopping center owners, tenants and the Chamber to create “shop local” and extended holiday shopping hour events centered around the National Small Business Saturday, Small Business Week and Holiday Tree Lighting.

GOAL 5: FACILITATE DEVELOPMENT/REDEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES

- **Develop and Maintain Broker/Owner Relations.** Maintain regular contact with brokers and property owners to discuss property status and to provide Village assistance. Host industry-focused roundtable discussions as needed.
- **Initiate Dialogue with Property Owners Near Village Boundaries.** Maintain regular contact with property owners near Village boundaries to discuss development opportunities.
- **Be Open to Establishing Improvement Programs.** Be open to establishing a Tax Increment Finance District and/or a Special Service Area or a Business Improvement District to facilitate development/redevelopment, infrastructure improvements, marketing and special events along the Milwaukee Avenue Corridor and in other strategic locations in the Village.
- **Initiate Vacant Storefront Program.** Implement Vacant Storefront Program to encourage vacant building owners to maintain window displays to include community organization information or art displays from local schools.
- **Seek Grant Funding Opportunities.** Research and apply for appropriate grant funding for planning studies and infrastructure and streetscape work to facilitate property development and redevelopment.

GOAL 6: ENHANCE ACCESS TO AND VIABILITY OF COMMERCIAL AREAS

- **Develop and Implement Wayfinding, Identification & Pedestrian Plan for Downtown.** Create a comprehensive and consistent Identification & Pedestrian Plan for the Village Downtown including: unified signage, lighting, landscaping, street furniture elements, and thematic design.
- **Improve Pedestrian/Bicycle Connections.** 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.
- **Improve Transportation Access.** Raise awareness about existing public and private transportation options in the business community and develop solutions to address transportation challenges in partnership with businesses and transportation entities, including last-mile connections between train stations and offices.
- **Introduce Public Art.** Evaluate the feasibility of establishing partnerships with local artists to add public art to commercial areas.

GOAL 7: IMPLEMENT ECONOMIC DEVELOPMENT REPORTING

- **Implement Economic Development Reports.** Provide reports to the Village Board regarding economic development activities including: business site visits, new business leads, vacancies, requests for assistance, and available commercial properties.
- **Maintain Inventory of Vacant Properties and Development Opportunities.** Prepare and post a quarterly inventory of available properties and sites.
- **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.



ACKNOWLEDGEMENTS

Village Board of Trustees

Elizabeth Brandt, Mayor
Karen Feldman, Trustee
Mara Grujanac, Trustee
Mark Hancock, Trustee
Gerard Leider, Trustee
Tom McDonough, Trustee
Dan Servi, Trustee
Barbara Mastandrea, Village Clerk

Village Staff

Bradly Burke, Village Manager
Michael Peterson, Finance Director/Treasurer
Bradford Woodbury, Director of Public Works
Tonya Zozulya, Economic Development Coordinator

Find and grow your space in Lincolnshire!



ECONOMIC DEVELOPMENT STRATEGIC PLAN IMPLEMENTATION MATRIX:2018-2022

CED=Community & Economic Development; PW=Public Works;
Admin=Administration

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

	RESPONSIBILITY	TIMEFRAME					BUDGET NEEDED
		ONGOING	2018	2019	2020	2021	
1 INCREASE BUSINESS SUPPORT							
Increase cross-promotion opportunities	CED	X					N/A
Increase Lincolnshire participation in Visit Lake County advertising	CED	X					\$
Increase use of social media	CED; Admin	X					N/A
Update Shop & Dine Guide	CED	X					N/A
Establish co-working office space opportunities	CED			X			N/A
Create a fast-track permit process	CED		X				N/A
Review and update Village codes	CED; All departments	X					N/A
Establish summer internship programs	CED		X				N/A
Develop workforce development and talent attraction strategies	CED			X			N/A
2 ENHANCE BUSINESS COMMUNICATION							
Conduct regular business visits and surveys	CED			X		X	N/A
Publish business newsletter	CED; Admin	X					N/A
Update business welcome packet	CED	X					N/A
Establish and improve inter-agency relations	CED	X					N/A
3 ATTRACT NEW BUSINESSES							
Recruit new office users	CED	X					N/A
Recruit new commercial businesses	CED	X					N/A
Participate in trade shows	CED	X					\$

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	RESPONSIBILITY	TIMEFRAME					BUDGET NEEDED
		ONGOING	2018	2019	2020	2021	
4 INCREASE VILLAGE SUPPORT FOR AND DIVERSITY OF COMMUNITY EVENTS							
Implement and promote local community events	CED; Admin	X					N/A
Engage community in special events	CED; Admin	X					N/A
Create small business-focused promotional events	CED					X	N/A
5 FACILITATE DEVELOPMENT AND REDEVELOPMENT OF VACANT AND UNDERUTILIZED PROPERTIES							
Develop and maintain broker/owner relations	CED	X					N/A
Initiate dialogue with property owners near Village boundaries	CED	X					N/A
Be open to establishing improvement programs	CED; Admin; Finance	X					N/A
Initiate vacant storefront program	CED				X		N/A
Seek grant funding opportunities	CED; Admin	X					N/A
6 ENHANCE ACCESS TO & VIABILITY OF COMMERCIAL AREAS							
Develop and implement wayfinding, identification and pedestrian plan for downtown	CED; PW		X				N/A
Improve pedestrian/bicycle connections	PW, CED	X					N/A
Improve transportation access	CED; PW	X					N/A
Introduce public art	CED				X		N/A
7 IMPLEMENT ECONOMIC DEVELOPMENT REPORTING							
Implement economic development reports	CED	X					N/A
Maintain inventory of vacant properties and development opportunities	CED	X					N/A
Update daytime population data	CED		X		X	X	N/A