

**AGENDA
ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, July 17, 2018
7:00 p.m.
Burr Ridge Village Hall
Conference Room**

DISTRIBUTION:

Mayor Mickey Straub, Chairperson
Trustee Tony Schiappa
Trustee Zach Mottl
Kirsten Jepsen
Sheryl Kern
Bhagwan Sharma
Doug Pollock
Evan Walter
Janet Kowal

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES
- Regular Meeting of May 15, 2018**
- 4. FINALIZATION OF BUSINESS SURVEY**
- 5. DISCUSSION REGARDING MARKETING CONSULTANT RFP**
- 6. DISCUSSION REGARDING NEW ART-THEMED EVENT**
- 7. VILLAGE CENTER UPDATE**
- 8. NEW DEVELOPMENT UPDATE**
- 9. ADJOURNMENT**



VILLAGE OF BURR RIDGE
MEMORANDUM

TO: Economic Development Committee
Mayor Mickey Straub, Chairperson

FROM: Evan Walter, Assistant to the Village Administrator

DATE: July 12, 2018

SUBJECT: July 17, 2018 Regular Meeting

FINALIZATION OF BIENNIAL BUSINESS SURVEY

Staff has elected to re-work elements of the business survey and is seeking final approval of the new edition. Efforts were made to streamline the survey and consolidate the number of total questions that were asked of businesses. Staff requests that final direction be provided regarding distribution as well.

DISCUSSION REGARDING MARKETING CONSULTANT RFP

Mayor Straub requested that staff release an RFP for marketing consulting services this fall, specifically related to management of the Village's hotel/motel marketing program. Staff requests final approval of the proposed RFP, with greater emphasis placed on marketing Burr Ridge as a whole instead of a narrow focus on hotels and restaurants.

DISCUSSION REGARDING NEW ART-THEMED EVENT

Staff is presenting a new art-themed event for consideration. With the success of the summer concerts, staff has been considering new ideas for events which would bring new and different residents and visitors to the downtown area which promote the Village as a culturally-vibrant community. Several concepts for the event are provided for consideration with feedback requested.

VILLAGE CENTER UPDATE

Kristy Tramontana will be present to provide an update regarding the Village Center.

NEW DEVELOPMENT UPDATE

Please refer to the attachment for the list of businesses that have received a Certificate of Occupancy since the last EDC meeting.

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
May 15, 2018

CALL TO ORDER: Chairperson Mickey Straub called the meeting to order at 7:00 p.m.

ROLL CALL: **Present:** Mayor Mickey Straub, Trustee Tony Schiappa, Bhagwan Sharma and Sheryl Kern

Absent: Trustee Zach Mottl and Kirsten Jepsen

Also Present: Village Administrator Doug Pollock; Communications and Public Relations Coordinator Janet Kowal; Assistant to the Village Administrator Evan Walter; Burr Ridge Village Center General Manager Kristy Tramontana; and Debbie Hamilton from the WB/BR Chamber of Commerce

MINUTES: A **MOTION** was made by Mr. Schiappa to approve the Minutes from the January 16, 2018 meeting. The **MOTION** was seconded by Ms. Kern and approved by a vote of 4-0.

DISCUSSION REGARDING BUSINESS SURVEY

Mayor Straub asked Ms. Kowal to provide a summary of this item. Mr. Kowal said that the business survey was ready to be distributed to Village businesses but sought final feedback regarding content and distribution methods. Mayor Straub said that paper alone was not sufficient and was difficult to tabulate results, but suggested a postcard be mailed with the survey link included. Ms. Kern suggested that completed surveys be put into a raffle for prizes, such as complimentary dinners or hotel nights, as an incentive. The Committee agreed with these suggestions.

DISCUSSION REGARDING MARKETING CONSULTANT AND RFP

Mayor Straub asked Mr. Walter to provide a summary of this item. Mr. Walter provided a review of the previous year's impression data to the Committee. Mr. Walter noted that the cost per 1000 impressions was more expensive than the industry standard, and described how an impression was generated as compared to clicks or shares. Mr. Walter then reviewed a draft RFP/RFQ for marketing consultants that would be used to potentially recruit a new consultant, describing that a committee would be put together to choose selected firms to interview and ultimately select a candidate. Mayor Straub said that marketing the Village was an important task and hoped to find a local company that better understood the Village's location and products. Mayor Straub also noted that the cost of the marketing program was very high and wanted to ensure that the taxpayer received the highest value possible on their expenditure. The Committee agreed with each of these assertions and approved the draft RFP/RFQ for distribution.

DISCUSSION REGARDING ECONOMIC DEVELOPMENT PLAN UPDATE

Mayor Straub asked Mr. Walter to provide a summary of this item. Mr. Walter reviewed a number of pages within the Economic Development Plan that required updating by staff. A discussion was held regarding changing the ZCO from having no expiration to expiring every three years, with the purpose of getting up to date information on Village businesses. There would be no charge for this policy; rather, this was suggested as a way to ensure that staff had accurate information on contacts as well as a business' size and status on an ongoing basis. All information collected would continue to be kept in strict confidentiality and never used for commercial purposes. The Committee agreed with this change in policy.

Mr. Walter also asked the Committee for feedback regarding the existing sales tax abatement program and whether it should be expanded or targeted to recruit certain industries to Burr Ridge, such as the medical or tech sectors. Ms. Kern and Mr. Schiappa expressed support for having an official discussion on the matter at a later meeting; Mayor Straub said he would support having a discussion but was reluctant to recommend the Village voluntarily accept less tax revenue than they were entitled to, as it was his feeling that Burr Ridge already offers a considerable advantage to businesses with its location, tax base, and business-friendly governing approach. The Committee agreed to hold an official discussion on this matter at a later date.

VILLAGE CENTER UPDATE

Kristy Tramontana, General Manager of the Burr Ridge Village Center, was present and provided a report about the Village Center retail. She said the stores were currently 72% occupied and that sales were up 20% in Q1 from one year ago. She reviewed new and departing tenants, as well as updates on tenants who have moved or renovated their space, and different events at the Village Center.

NEW DEVELOPMENT UPDATE

Mayor Straub presented the staff's New Development Update Report to the EDC.

ADJOURNMENT

There being no further business, a **motion** was made by Tony Schiappa to adjourn the meeting, **seconded** by Sheryl Kern and **approved** by a vote of 4-0. The meeting was adjourned at 8:45 p.m.

Respectfully submitted,

Evan Walter
Assistant to the Village Administrator

EBW:bp



Burr Ridge Business Survey 2018

1. Business Name (Optional): (All responses are otherwise confidential.)

2. How long has your business been located in Burr Ridge?

- ☐ Less than 1 year
- ☐ 0 - 5 years
- ☐ 6 - 10 years
- ☐ 10+ years

3. Please estimate the approximate annual revenue of your company at its Burr Ridge location:

- ☐ Under \$1 million
- ☐ \$1.1 - \$5 million
- ☐ \$5.1 million - \$10 million
- ☐ \$10.1 million - \$15 million
- ☐ Over \$15 million
- ☐ Don't know

4. How do you find out about Village Business? (Please check all that apply)

- ☐ Word of mouth
- ☐ Newsprint - The Doings, Suburban Life, Tribune
- ☐ Local Cable TV (6 & 99)
- ☐ Village Communications - Burr Ridge Website, E-Briefs, Newsletter
- ☐ Burr Ridge Social Media Sites - Facebook, Twitter, etc.
- ☐ Willowbrook/Burr Ridge Chamber of Commerce

5. Please describe your predominant business environment at its Burr Ridge location.

- ☐ Manufacturing/Warehouse/Distribution
- ☐ Business Office
- ☐ Retail
- ☐ Medical/Dental
- ☐ Restaurant
- ☐ Hospitality
- ☐ Other

6. Over the next 3 to 5 years, do you anticipate...

- ☐ Adding to your number of employees
- ☐ Maintaining the same number of employees
- ☐ Cutting back on your number of employees

7. Including you, how many people are currently employed at your Burr Ridge worksite in each category?

Number of Full - Time (30
hours or more per week)

Employees?

Number of Part-Time (less
than 30 hours per week)

Employees?

Total number of Employees at
this worksite?

8. Approximately how many electric power outages have you experienced in the past 12 months?

- ☐ None
- ☐ 1 - 2
- ☐ 3 - 4
- ☐ 5 or more
- ☐ Don't know/Can't recall

9. How would you describe electric service in comparison with previous years?

- ☐ Service has remained as reliable as it has been in previous years.
- ☐ Service is more reliable than it was in previous years.
- ☐ Service is less reliable than it was in previous years.
- ☐ Don't know/No opinion.

10. In which County is your business located?

- ☐ Cook
- ☐ DuPage

11. What are the biggest advantages to having your business located in Burr Ridge?

12. What is one policy you feel the Village should enact to help the Village be more "Business Friendly"?

13. In your opinion, what is the single most significant thing the Village could do to improve your business experience in Burr Ridge?

14. Are you currently a member of the Willowbrook/Burr Ridge Chamber of Commerce?

- ☐ Yes
- ☐ No

15. Please rate the quality of each of the following services provided by the Village:

	Excellent	Good	Fair	Poor	Don't Know
Street Repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow Removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm Drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land use, planning, and zoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking adequacy - lots, ramps, spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permits and inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Services - price, quality, billing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Code Enforcement (weeds, signs, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police Services - traffic enforcement, visibility, response time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime Prevention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime Investigation/Criminal Apprehension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Have you had any in-person, phone, or email contact with an employee of the Village within the last 12 months?
(including police, receptionist, planners, others, etc.)

- ☐ Yes
☐ No

17. What was your impression of the employee(s) of the Village in your most recent contact? (Please rate each characteristic below)

	Excellent	Good	Fair	Poor	Don't Know
Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Please rate the following categories of the Village government performance.

	Excellent	Good	Fair	Poor	Don't Know
The value of services for the taxes paid to the Village of Burr Ridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The job the Village does informing me of community issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The job the Village Government does at listening to businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall direction the Village is taking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility of Village business regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of Elected Officials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Please list a few business sectors that you fee would be valuable to add to the Village of Burr Ridge. (gas stations, fast food eateries, hardware store, etc.)

Thank you for your input! Please complete your survey by _____, 2018. Questions? Call Evan Walter, Assistant to the Village Administrator at 630-564-5161, ext. 2018.



**VILLAGE OF
BURR RIDGE, ILLINOIS**

REQUEST FOR PROPOSALS (RFP)

FOR

**PROFESSIONAL MARKETING SERVICES FOR THE DEVELOPMENT
AND MANAGEMENT OF
A MARKETING PLAN FOR THE VILLAGE OF BURR RIDGE**

**Village of Burr Ridge, Illinois
7660 County Line Road
Burr Ridge, Illinois 60527**

VILLAGE OF BURR RIDGE

REQUEST FOR PROPOSALS (RFP) - PROFESSIONAL MARKETING SERVICES FOR THE DEVELOPMENT AND MANAGEMENT OF A MARKETING PLAN FOR VILLAGE OF BURR RIDGE

A. Introduction

The Village of Burr Ridge, Cook and DuPage Counties, Illinois, population 10,559, is located 19 miles southeast of downtown Chicago. The Village is strategically located less than 30 minutes from O'Hare International Airport and Midway Airport as well as at the intersection of Interstates 55 and 294. Burr Ridge boasts a thriving and vibrant downtown, home to the Village Center, a major mixed-use lifestyle center home to prominent tenants such as Kohler Spa, Cooper's Hawk, Design Bar, and the busiest LifeTime Fitness Center in the United States. Our downtown plays host to numerous special events throughout the year, including our popular Friday Summer Concert Series, the Run the Ridge 5K and annual Car Show each June, and the holiday-themed Jingle Mingle. Five unique hotels call Burr Ridge home, all of which have been built or renovated since 2015, including a Marriott, Crowne Plaza, Spring Hill Suites, Hampton Inn, and Extended Stay America. Overall, over 550 businesses, occupying more than 5 million square feet of floor area, call Burr Ridge home. The Village recently partnered with the DuPage Convention and Visitor's Bureau (DCVB) in an effort to further develop Burr Ridge's reputation as a premier destination for overnight travel in the Chicagoland region. The Village has invested in marketing programs since 2005 with the combined input of the Economic Development, Hotel, and Restaurant Marketing Committees.

A sample of current marketing efforts can be found here:

- burrridgehotels.com
- burrridgerestaurants.com
- [Facebook.com/BurrRidgeHotels](https://www.facebook.com/BurrRidgeHotels)
- [Facebook.com/BurrRidgeRestaurants](https://www.facebook.com/BurrRidgeRestaurants)

B. Scope of Work

The Village of Burr Ridge seeks the services of a progressive and professional marketing consultant to develop, manage, and analyze an annual marketing program to promote Burr Ridge's brand, primarily focusing on Burr Ridge as a premier hotel and restaurant destination in the Chicagoland region, but also promoting awareness of Burr Ridge as a place of doing business generally. The qualified firm will use a mix of established and emerging mediums to improve awareness and increase market shares for our primary business sectors, including hotels, restaurants, and other entertainment uses. Services to be provided are to include, but not limited to, the following:

- Analyze and review the Village's current marketing strategy as they relate to current marketing trends

- Development of contemporary and effective ideas to help develop the “Burr Ridge brand”, including the promotion of our hotels and restaurants to increase awareness and market share.
- Development of draft marketing plans, including proposed costs, for both hotels and restaurants for review and comment by the two Committees
- Preparation of an annual report to be presented to the Economic Development Committee for recommendation to the Village Board.
- Execution of the marketing plan throughout the fiscal year.

The qualified firm shall solicit the input of our hotels, restaurants, and other destination businesses as part of its planning process.

C. Selection Process

The anticipated project schedule is as follows:

- August 25, 2018 – Deadline for submittal of RFP response
- Week of September 10, 2018 – Selection of firms to be interviewed
- September 24 – October 5, 2018 – Interviews
- Week of October 8, 2018 – Selection of preferred firm

D. Type of Contract

While the Village cannot guarantee any length of contract, the Village is committed to building a partnership with the qualified firm towards building momentum in building our brand over the long term.

E. Qualifications and Selection Criteria

Each of the submitted proposals will receive careful and thorough review and evaluation by the Village of Burr Ridge. A Selection Committee consisting of the Mayor, Village Administrator, Assistant to the Village Administrator, Communications and Public Relations Coordinator, and members of the Economic Development, Hotel, and Restaurant Marketing Committees will conduct this evaluation process. It is expressly prohibited for soliciting firm to make any effort to contact any member of the Selection Committee regarding the selection process other than the Assistant to the Village Administrator.

Interested firms should submit ten (10) copies of a marketing proposal in a sealed envelope or package along with a USB drive containing all elements of the proposal in electronic form, each of which shall include the following:

- **Contact Information:** Provide the name, address, phone number and email address of the responding firm and the specific individual who will be the Project Manager.
- **Project Personnel:** Provide the names of key personnel that may be involved in the project, their respective titles, experience, periods of service with firm, and a brief description of their roles in this project.

- **Statement of Previous Experience, Qualifications, References:** Present a list of three to four references and the type of work done for each reference listed. Provide the name of the sponsor organization for each project as well as detail about each project so as to draw a comparison with the marketing-related issues and goals within the Village of Burr Ridge.
- **Work Program:** Provide a suggested work program that your firm may follow to complete this project. Be specific with regards to the recommended steps in the work program, consultant responsibilities, Village responsibilities and anticipated deliverables. Explain how your firm's approach may be unique and differ in a positive way from your competitors.
- **Tracking Performances:** Explain how you will track performances and gauge improvements and successes in the marketing campaign. Performance measures such as hotel occupancy rate, restaurant seating rate, and other industry standard metrics shall be applied.
- **Project Schedule:** Describe the anticipated project schedule, based on a tentative work program and the experience of the firm on similar projects.
- **Price:** Provide an outline of costs for your firm to develop, manage and maintain a contemporary and effective marketing program for Burr Ridge with a total estimated budget of \$300,000. All submittals shall provide a line-item accounting for any and all professional services provided as part of the marketing plan.
- **Copies:** Ten (10) bound paper copies of your firm's proposal are required along with a USB drive containing all elements of the complete proposal in electronic form.

F. Directions for Submission

All responses to this Request for Proposal (including but not limited to official submittals, inquiries, etc.) must be submitted to the following contact before 5:00 p.m. on July 12, 2018, at the following address:

Evan Walter
Assistant to the Village Administrator
Village of Burr Ridge
7660 County Line Road
Burr Ridge, IL 60527-4721

Responses shall be marked "Marketing Proposal for the Village of Burr Ridge." Submittals will not be accepted by facsimile machine or email. Submittals received after the announced time and date, by mail or otherwise, as well as incomplete submittals, will not be considered.



VILLAGE OF BURR RIDGE

MEMORANDUM

TO: Economic Development Committee
Mayor Mickey Straub, Chairperson

FROM: Evan Walter, Assistant to the Village Administrator

RE: Burr Ridge Art Event

The purpose of this memo is to discuss the potential for creating a new art-themed event in Burr Ridge. The goals of this event are to bring new and different residents and visitors to the downtown area while promoting the Village as a culturally-vibrant community, thus meeting two of the Board's strategic goals of hosting an interest-generating community event while increasing Village promotions.

Art festivals are commonly held in suburban Chicagoland communities, including the more established Glencoe Festival of Art, Riverside Arts Weekend, Hinsdale Fine Arts Festival, and the La Grange West End Festival. Several common elements are usually offered to the attendees at these festivals, including a juried selection of local artists who showcase their work using different mediums and elements, photography competitions, food stands and trucks, as well as live music. These events are often good exposure for the host communities in that they tend to attract a more affluent visitor, and thus act as a promotional opportunity for more than just the artists who enter the festivals. Streets are often closed to vehicular traffic to provide a unique visitor experience.

Staff has presented this idea to the management and marketing staff at the Village Center, with the goal of possibly hosting the



event at or near the Village Green with positive feedback provided. Staff has also considered different types of attractions that could be provided as part of a festival. One such concept was identified by Village Center staff as providing an art installation in empty tenant space as a paid seasonal attraction, such as the Happy Place concept that has proven to be very successful. Happy Place is a family-friendly immersive space which features one-of-a-kind rooms that are used as photo opportunities. Two examples are featured below from the existing Chicago location.



Staff requests feedback on the following items:

- Should staff pursue the establishment of an art festival in Burr Ridge? If so:
 - Broadly, what are the major elements that should be included with such an event?
 - Where and when should it be held? Consideration may be given to providing a community event in a month where little to no events are currently held.
 - What amount of financial support, if any, should the Hotel/Motel Fund provide to such an event? This event would qualify to receive funds from this account. This event could also be self-funded through sponsorships.
 - Should fee-based art installations such as a Happy Place concept be included, and if so, should public money be spent on attracting one to Burr Ridge?

If the EDC recommends that an art festival of some sort be undertaken, staff will begin to prepare a cost estimate for such an event. If the event will take place in FY 19-20 (after May 1, 2019), a budget request from the Hotel/Motel Fund will be made in the upcoming budget cycle.

New Businesses and Business Expansions

Zoning Certificates of Occupancy Issued Since 5/31/2018

Based on Zoning Certificates of Occupancy Issued - Prepared by Burr Ridge Community Development Department

<i>Issued</i>	<i>Business, Owner, Location, Contact</i>	<i>Land Use Description</i>
5/31/2018	Your American Windows Armond Cozzi/Joe Miller 7932 Madison St Kathy Lowe 630-923-6458	<i>LandUse:</i> Commercial <i>Description:</i> Window and Door Company 7 Employees 2,000 Sq. Ft. <i>Zoning CO Issued For:</i> New Business in Burr Ridge
6/7/2018	Premier Physical Therapy Dr. Mohamed Hassan 570 Village Center Sui Joseph Juhasz 630-920-4670	<i>LandUse:</i> Office <i>Description:</i> Clerical office for Premier Physical Therapy (all locations). 8 Employees 1,870 Sq. Ft. <i>Zoning CO Issued For:</i>
6/7/2018	On the Rise Investments LLC Angela Thorton 7420 County Line Road Angela Thorton 773-835-8400	<i>LandUse:</i> Office <i>Description:</i> The company will conduct business meetings, monitor incoming and outgoing mail and meet with clients to discuss business transactions. 2 Employees 450 Sq. Ft. <i>Zoning CO Issued For:</i> New Business in Burr Ridge
7/3/2018	Macronet Group Ltd. Jim Ayyad 8330 Madison St Donna Overby 386-451-2242	<i>LandUse:</i> <i>Description:</i> Wholesale consumer electronics e-commerce reseller; no on-site retail sales. 10 Employees 0 Sq. Ft. <i>Zoning CO Issued For:</i> Expansion of Existing Burr Ridge Business