



**REGULAR MEETING
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, March 4, 2020
6:00 PM
Burr Ridge Village Hall – Board Room**

The mission of the Economic Development Committee (EDC) is to grow a stronger business climate by being an active partner with businesses, investors, and residents. The EDC shall strengthen economic development in the Village by developing business retention, expansion, and attraction programs; the creation and implementation of economic development plans and policies; being business ambassadors to the community; coordinating with other governments on projects; and submitting an annual Economic Development Position Report to the Village Board at the beginning of the fiscal year.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES OF JANUARY 8, 2020 MEETING**
- 4. CONSIDERATION OF SPRING REALTOR EVENT**
- 5. CONSIDERATION OF DRAFT ECONOMIC DEVELOPMENT POSITION REPORT**
- 6. UPDATE REGARDING BUSINESS LICENSE PROGRAM**
- 7. CONSIDERATION OF CONTINUED 2020 EDC GOALS**
- 8. OTHER CONSIDERATIONS**
- 9. PUBLIC COMMENT**
- 10. ADJOURNMENT**

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
January 8, 2020

CALL TO ORDER:

Chairperson Gary Grasso called the meeting to order at 6:00 p.m.

ROLL CALL:

Present: Mayor Gary Grasso, Trustee Tony Schiappa, Bhagwan Sharma, Debbie Hamilton, Ramzi Hassan, Kirsten Jepsen and Sam Odeh

Absent: Leslie Bowman, Michael Simmons, Mark Stangle, and Paul Stettin

Also Present: Village Administrator Doug Pollock, Assistant Village Administrator Evan Walter, Communications & Public Relations Coordinator Janet Kowal, and Management Analyst Andrez Beltran

MINUTES:

A **MOTION** was made by Mr. Sharma to approve the Minutes from the December 4, 2019 meeting. The **MOTION** was seconded by Ms. Jepsen and approved by a vote of **7-0**.

CONSIDERATION OF BUSINESS LICENSE REGULATIONS AND POLICIES

Mr. Walter reviewed the proposed Business License Ordinance. He stated it is an annual \$100 application fee with renewal by May 1 to coincide with the Village fiscal year, and that it applies to all businesses with a physical address in the Village except those that are home based or solely P.O. box. Two significant improvements over the ZCO process will be a re-occupancy inspection by either Fire District to ensure life and safety as well as a business survey on renewal. The Mayor would have the authority to enforce actions against nuisance businesses for the health and welfare of the Village. Application and payment will be available online and by paper.

Mayor Grasso wanted one amendment to the proposed ordinance under Mayoral powers; he wished to it read “the Mayor and/or his designee” for increased flexibility. He also stated that with the new program he would like to touch base with some businesses every year going forward as part of a business visit program.

A **MOTION** was made by Mr. Sharma to send to the Village Board the recommendation to adopt the Business License program with the proposed revisions; **SECONDED** by Ms. Hamilton. **APPROVED 7-0.**

CONSIDERATION OF HOTEL/MOTEL BUDGET REVISIONS

Mr. Walter stated that because of the recent change in the law (which is to sunset in 2023), the Village is able to use 25% of the Hotel/Motel tax revenue for infrastructure or economic development whereas previously it was restricted for tourism. The expect revenue this year is \$680,000, giving \$170,000 available to be used. As the Village Board is looking to use those funds for road maintenance, the budget must be reduced proportionally. After review and discussion with the Hotels in Burr Ridge, the market budget would be reduced from \$350,000 to \$145,000, with a small increase in the Hotel Grant fund from \$14,000 to \$23,000.

The Committee discussed the effects of it on bringing new businesses into the Village, not just for Hotels but also restaurants. The Committee agreed to look at the ROI data provided by the Village's marketing firm Kivvit to understand the effects.

Mr. Hassan asked if the budget reduction was such a concern could the Village not raise the Hotel/Motel tax from 4% to 5% (max allowed under law for non-home rule municipalities) to offset that? Mayor Grasso stated that was being considered, as it would match the surrounding rates and, after speaking to the Hotels, it would not affect room rentals.

CONSIDERATION OF A DEVELOPMENT OPPORTUNITY AT 15W776 NORTH FRONTAGE ROAD (PORTERHOUSE STEAK AND SEAFOOD)

Mr. Walter stated that Porterhouse Steak and Seafood at 15W776 North Frontage Road closed on January 1, 2020. While there has been no contact to the Village from owners, there has been at least one contact from a potential buyer about a fueling station possibly locating there and whether that would be allowed in that location. Mr. Walter stated that this was a good opportunity for the EDC to look at the development of not just that corner, but also the area of Madison Street adjoining Willowbrook, which is mostly unincorporated.

Mr. Odeh asked to comment as he has 30+ years of experience working with Exxon Mobil placing fueling stations. He stated that the current property was not large enough to house a fueling station, even a small one, due to engineering and safety needs. However, if the surrounding parcels were included, a travel center type fueling station option could be explored as the intangibles currently point towards viability. A traffic study would need to be conducted to get a firmer idea of feasibility, however. Mayor Grasso asked the Committee to think about it, and the entire area, and let the Committee know if they hear anything.

OTHER CONSIDERATIONS

Mr. Sharma wanted to talk about the idea of making the Village more walkable, and adding benches along the major walking paths, particularly between 91st street and 79th street. He hoped this might make people walk to and from downtown more. Staff stated they would look into it.

Mayor Grasso asked the Committees opinion about moving the concerts to Thursday nights. The draw of the concerts could help bring people to Village Center on a less busy night, and possibly draw in some business travelers as well. The Committee agreed they think it would be a good idea to try.

Mr. Hassan asked if the Village would consider looking at the density requirements in the Village. Higher density leads to more consumers, which could help the economy. Mayor Grasso stated that it was something the Village is asked all the time. However, the Village Board has been skeptical of adding density in more of the low-density areas. However, if a plan came forward in an appropriate area, the Village would be happy to review it.

PUBLIC COMMENT

There were no public comments on the above agenda items.

ADJOURNMENT

Economic Development Committee
Minutes – January 8, 2020

Mayor Grasso asked for a MOTION to adjourn. Trustee Schiappa made the **MOTION**; Ms. Hamilton **SECONDED**. With no objections, the meeting was adjourned at 7:32 p.m.

Respectfully submitted:

A handwritten signature in black ink, appearing to read "Andres Beltran". The signature is fluid and cursive, with the first name "Andres" written in a larger, more prominent script than the last name "Beltran".

Andrez Beltran
Management Analyst



VILLAGE OF BURR RIDGE
MEMORANDUM

TO: Economic Development Committee (EDC)
Mayor Gary Grasso, Chairman

FROM: Evan Walter, Assistant Village Administrator

DATE: March 4, 2020

RE: Realtor Event

Staff is requesting feedback from the EDC regarding scheduling the spring realtor event. EDC member Leslie Bowman has offered to host such an event at her business, Design Bar. The Village has traditionally hosted a biannual spring event for local residential realtors, often taking the form of a presentation displaying the economic achievements and capital investments that have been realized in the past two years. The most recent event was held in 2015 and not held in 2017 due to that year's mayoral election.

Through day-to-day conversation with the realtor community, staff has identified the following issues that are most commonly brought up:

- Sterigenics
- Ease and cost of subdividing land
- Perception of divergent school quality
- Perception that the Comprehensive Plan is out of date
- Lack of non-single-family options (most specifically apartments)
- Use of accessory buildings (most specifically, the ability to construct in-law facilities)

Staff requests direction as to scheduling a date for this event as well as if a specific format is desired. Staff has already begun to update the list of realtors who will be invited to the event.



VILLAGE OF BURR RIDGE
MEMORANDUM

TO: Economic Development Committee (EDC)
Mayor Gary Grasso, Chairman

FROM: Evan Walter, Assistant Village Administrator

DATE: March 4, 2020

RE: **Annual Position Report**

As part of its charter, the EDC has many objectives and responsibilities, among them being the submission of an annual Economic Development Position Report to the Board at the beginning of the Village's fiscal year. The Village's operates on a May 1 fiscal calendar. A position report, or annual report, is a commonly produced report in other municipalities, providing the Village and potential investors with a deeper dive into the condition of the Village's finances, trends observed within the local economy, as well as an update on the EDC's goals, strategies, or current projects. Staff has included the 2018 economic development position report produced by the Village of Woodridge as an example; other examples may be provided if requested.

Staff is requesting feedback from the EDC as to what is to be accomplished with this report. The 2020 edition will represent the first year in which the Village will produce such a report; staff encourages the EDC to place information within this report that will set itself up for success in the future through objective targets. Example categories or topics of study may include:

- Discussion of the Village's strong industrial market
- Revitalization efforts at the Village Center
- Highlight of key industry sectors, such as hotels, restaurants, and medical
- Comparative tax rate studies
- Number of permits issued
- Future goals and objectives



VILLAGE OF WOODRIDGE ECONOMIC DEVELOPMENT ANNUAL REPORT 2018



AT THE CROSSROADS OF OPPORTUNITY



MESSAGE FROM THE MAYOR

I am pleased to present the Village of Woodridge 2018 Economic Development Report! This publication is now in its 6th year and highlights Woodridge accomplishments, changes to the development environment, and challenges from the previous year. As we move into 2019, the Village's 60th anniversary, I would like to not only celebrate the successes of the past year, but also highlight the progress of the past six decades that has made Woodridge the vibrant, diverse community it is today.

The Village grew from 459 residents in 1959 to 33,447 today. This growth includes a diverse mix of over 13,957 households and plentiful recreation opportunities. With the foresight of diversifying the tax base, the Village Board approved three major annexations in the 1980s, expanding the small community of 2/3 of one square miles centered around Janes Avenue and 75th Street to over 10 square miles today. This aggressive expansion allowed for the development of 10 business parks at the crossroads of I-55 and I-355 and over 13 million square feet of office-warehouse space. It also paved the way for significant retail, office, recreational and residential mixed-use expansions in the Seven Bridges Development and the Woodward Avenue/83rd Street corridor.

In 2018 we welcomed 35 new businesses and witnessed the completion of 300,000 square feet of new office-warehouse development. I am happy to report that long-time businesses that planted their roots in Woodridge continued to expand and reinvest their economic future with us in 2018!

2018 saw the start of two new residential developments, Hobson Hill single-family subdivision and Woodview Townhomes, both at the intersection of I-355 and 63rd Street. The Village's first assisted living community, Cedarhurst Assisted Living and Memory Care, was also completed in 2018. These additions are helping to make Woodridge a great place to live for residents of all ages!

While 2018 was a year of steady growth in the residential and office-warehouse sectors, the Village continued to feel the effects of a struggling retail market. To address this changing landscape, in 2018 the Village Board committed to evaluating the market conditions in our major retail and commercial corridors and creating a sustainable vision for the future of our community.

The Woodridge Village Board remains focused on building on the progress of the last 60 years and maintaining our competitive position at the Crossroads of Opportunity. I encourage you to read more and discover why Woodridge continues to be a great place to live, work, play and do business. I also encourage you to view our Economic Development Update Video that highlights many of the items featured in this report!

Thank you for being a part of our progress and success,

Mayor Gina Cunningham



[Click here to view the Economic Development update video for 2019](#)

VILLAGE OF WOODRIDGE ECONOMIC DEVELOPMENT

The Village of Woodridge Community Development Department is responsible for creating economic development programs, initiatives and opportunities to support the community. Our team works vigorously to retain and expand existing businesses and to attract new ones. The result is a strong industrial base and a variety of retail activity - all key elements for a prosperous, healthy community.

Located at the Crossroads of Opportunity, Woodridge's success is due in large part to its centralized location and its connection to the regional transportation system. Woodridge is linked to the rest of the region via an extensive highway network. The most significant of these highways are Interstate Highway 55 (I-55) and Interstate Highway 355 (I-355), with I-355 being the principal north-south toll road serving DuPage County. There are three I-355 interchanges in the Village, each of which has become a vital commercial node. Of the three, 75th Street has been established as the main commercial arterial in the community. The I-355/I-55 interchange has become an important location for business development. Additionally, easy connections can be made to other highways, including I-80, I-88, I-290, I-294 and beyond.

Top Reasons To Do Business In Woodridge

- ◇ High Quality of Life
- ◇ Lower Taxes
- ◇ Plenty of Customers
- ◇ Access to Workforce
- ◇ Location Advantage
- ◇ Pro-Business Environment



COMMUNITY SNAPSHOT



2018 Population **33,447**



13,957
Households



\$80,757
Median Household Income



50.9%
Bachelor's Degree or
Higher



36.1
Median Age

*Source: U.S. Census Bureau, 2013-2017
American Community Survey*





DEVELOPMENT STATISTICS



\$69,853,962

Total 2018 Development Investment
(Commercial + Residential)



\$41,750,686

Commercial Investment



\$28,103,276

Residential Investment



35

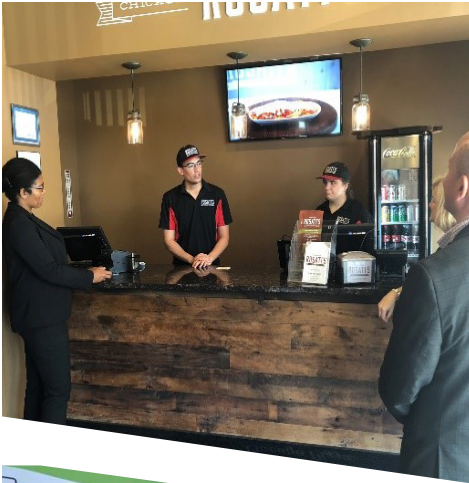
New Businesses
Opened in 2018



144

Single Family Housing
Permits Issued within
the Last 2 Years

Source: Village of Woodridge



ACCOMPLISHMENTS & ACCOLADES

A \$25,000 **Small Business Grant** was approved for Ike & Oak Brewing Co. The Small Business Grant Program offers new or expanding Woodridge businesses 50% reimbursement up to \$25,000 for tenant buildout costs. The Village Board approved the continuation of the grant program for Fiscal Year 2019.

The Village launched an **Economic Development Video Series** that featured development updates on the Village's YouTube channel.



The Mayor and Village staff conducted its third annual **Woodridge Business Walk** at Hobson Road Plaza and Woodridge Court Centre in September. The Mayor and staff met with 13 businesses at this event.



The Community Development Department hosted the sixth annual **Shop Local** tent at Woodridge Jubilee on June 16, 2018. Staff gave out 200 reusable green shopping bags filled with coupons and special deals from nearly 40 Woodridge businesses.



The **2018 Small Business Saturday** was promoted once again by the Village. Small Business Saturday is a national promotional event that highlights local retailers, restaurants, service providers, markets and specialty stores in the area.



Woodridge was highlighted in **Crain's Chicago Business** as one of 31 suburbs where more homes sold, at higher prices and faster, in the first half of 2018 than in the same period in 2017. Overall, single-family homes sales were strong in 2018 with short stints on the market compared to surrounding communities.



The Village had a record setting year in 2018 for **development and permit activity!** The Community Development Department issued 1,701 building permits and conducted 6,491 building inspections, exceeding the previous records in 2004 and 2002 respectively.



The Village received the **Certificate of Achievement of Excellence in Financial Reporting** by the Government Finance Officers Association (GFOA) in 2018 for the 14th consecutive year!



The Village continues to maintain an **AAA bond** rating with Fitch Raings and **Aa1** bond rating with Moody's Investor Services. These high ratings are due to the Village's diverse revenue sources, ample fund balance, and low debt burden.



DEVELOPMENT SUMMARY

Residential Market

The community saw a continuation of the housing boom, with two residential developments breaking ground in 2018. **Hobson Hill Subdivision** is a 43-lot subdivision located southwest of the I-355 and 63rd Street interchange. The subdivision by Pulte Homes offers 2,400 - 3,000 square foot single-family homes with great pedestrian connectivity to nearby schools, parks and recreation. The **Woodview Townhomes** by M/I Homes is a 50-unit townhome development located at the northeast corner of the I-355 and 63rd Street intersection. The 3-story townhomes range in size from 2,000 - 2,400 square feet.

2018 also brought the opening of the first assisted living facility to the Village. **Cedarhurst Assisted Living and Memory Care** is a 109-unit assisted living and memory care residence located at the southwest corner of 75th Street and IL Route 53.

Retail-Restaurant Market

The 2018 retail focus on technology and slimming down brick and mortar operations left fewer traditional retail tenants in the leasing and building arena. This downturn in the retail industry presented challenges for **Centerpointe Shopping Center** owners looking to retenant vacant spaces with other retailers in 2018. The shopping center industry overall continues to experience a transformation by mixing in new uses to support retail development in today's market.

While traditional retail experienced challenges, the restaurant and medical office market thrived in Woodridge in 2018. Most notably, **AMITA Health** opened an immediate care facility, lab, and physician's offices in the 65,000 square foot former Dominick's space at 2363 63rd Street. **Fresenius Medical Care** completed a new 7,200 square foot dialysis center on Janes Avenue. Several new restaurants also located in Woodridge in 2018, including a new **Starbucks** with drive-thru and **Legends Grill & Bar** in the Seven Bridges development. Additionally, **Ike & Oak Brewing Company** purchased a long vacant building along Main Street of Seven Bridges. The locally owned brewery will feature craft beers brewed onsite and artisan pizza.

Office/Warehouse Market

The I-55 and I-355 corridors remain a robust location for logistics, transportation, and office-warehouse users. This was evident for Woodridge in 2018 with the completion of an additional **300,000 square feet of new office-warehouse development** and an additional 165,000 square feet under construction. The strength in the market and Woodridge's prime location at the crossroads of I-55 and I-355 encouraged several long-time Woodridge businesses to expand in 2018. **Hendrickson International** purchased a second building in the Waterfall Glen Business Park expanding their Woodridge footprint from 103,000 to 173,000 square feet. **Boerman Moving & Storage** completed a 15,000 square foot expansion to their building in Prologis Park Internationale Center, and **RJW Transport** expanded into an additional 355,000 square foot space in Prologis Park Internationale Centre.



MARKET TRENDS

5 Year Vacancy Trend

		2014	2015	2016	2017	2018	1 YR TREND
Markets	2018 Total Building SF	% Vacant	% Vacant	% Vacant	% Vacant	% Vacant	% Vacant
Retail	1,423,119	10.0%	9.4%	8.6%	18.1%	21.7%	↑
Office/Warehouse	12,593,146	4.9%	6.5%	7.8%	5.8%	9.0%	↑
Office	1,027,399	13.0%	11.3%	14.9%	20.9%	16.4%	↓

Regional Indicators Compared to Previous Year



Source: Village of Woodridge, 3rd Quarter and CBRE Research Institute

EMPLOYMENT TRENDS

New Businesses In 2018

AMITA Health	Legends Grill & Bar
Bartech Precision Machining	Mangalya Jewelers
Bird Ladder & Equipment	Metro PCS
Blink Beauties	Mike Rice LLC
Boost Mobile	ONCO360
Destar Salon LLC	Orangetheory Fitness
Elite Mops And Brooms.	Prisma Stoneworks LLC
Excel Mechanical Services	PS Salon & Spa
Extra Logistics INC	S&L Grocers Inc.
FGS-INC	Samson Controls Inc.
Freight Global	Service 1 Plumbing, Heating & A/C.
Fresenius Medical	Soleo Health
Global Trade	Southern Prosthetic Supply
Green Machine Towing	Talley
Grimco	United Senior Services
Home Care Solutions	Verizon Wireless
Jessica & Nikki's Canine	Xtech Designworks LLC
Corner & Kitty Boutique	

Source: Village of Woodridge Building Permits

Top 10 Woodridge Employers

Business Name	Employee Count
The Morey Corporation	450
Woodridge School Dist. 68	431
Orbus Exhibit & Display	414
Edward Don & Company	407
Allstate Insurance Company	344
Comcast	320
Senior Midwest Direct	300
Follett Educational Services	264
Greencore	260
MPS Chicago Holdings, Inc.	257

Total Employees in Woodridge

(Businesses with 50+ Employees)

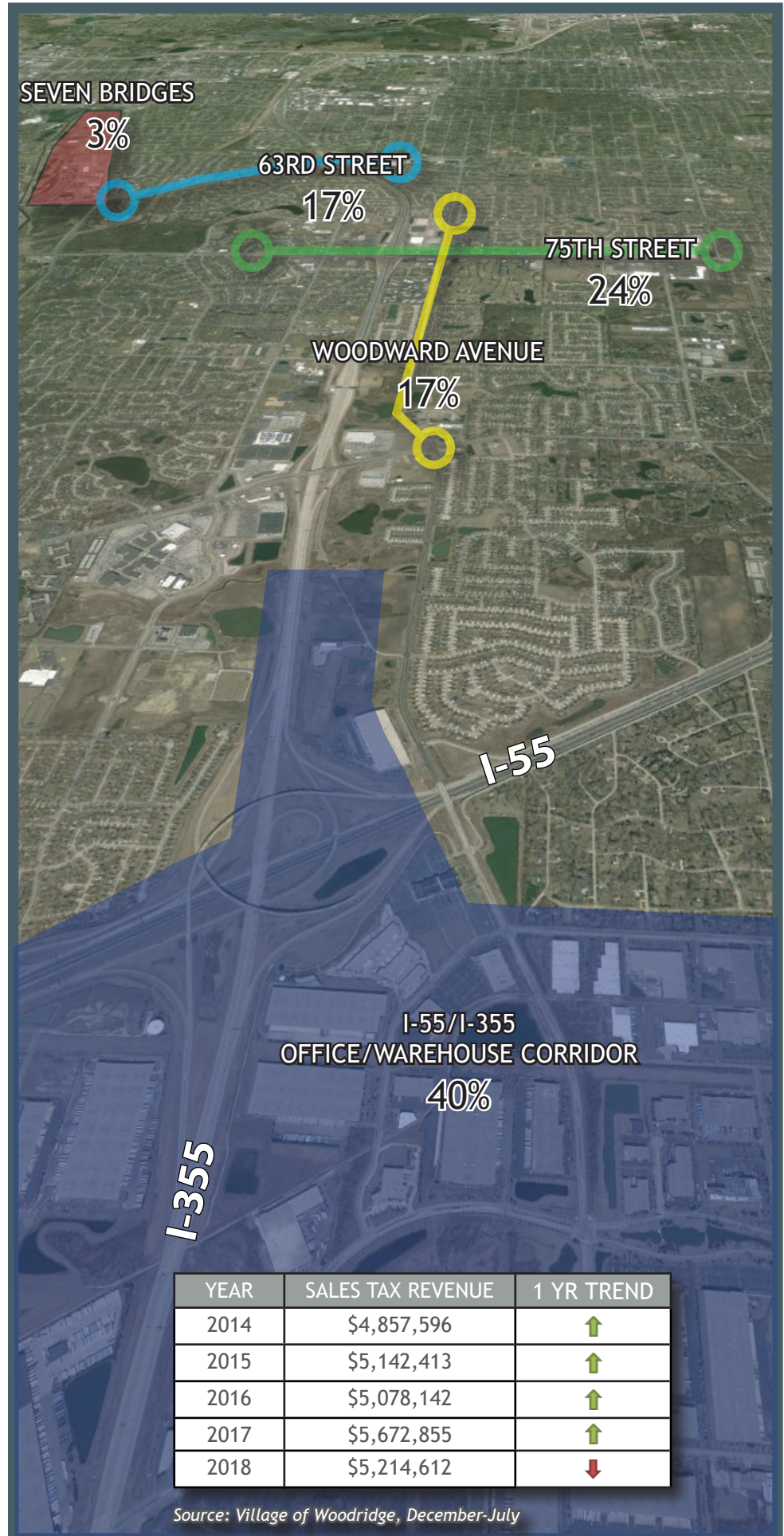
Year	Employee Count
2014	9,414
2015	9,488
2016	9,749
2017	9,504
2018	9,271

SALES TAX TRENDS

The Village tracks sales tax revenue (home rule and municipal) for the entire Village. Through the 8 month period of calendar year 2018 the Village is trending approximately 8% lower than the previous year.

The illustration to the right identifies the proportion of sales tax that the Village generates for approximately 60 businesses, including the Village's top 20 tax generators. These 60 businesses made up nearly 90% of sales tax generated through the 8 month period of calendar year 2018.

Source: Illinois Department of Revenue





VILLAGE OF WOODRIDGE AT THE CROSSROADS OF OPPORTUNITY

Mayor Gina Cunningham
Trustee Greg Abbott
Trustee Mary Anne Blair
Trustee Mike Krucek
Trustee Mike Martinez
Trustee Kay Page
Trustee Cameron Hendricks
Village Clerk Joseph Kagann

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