

**COMMISSION: Business & Economic Development**

**CY2017 COMMISSION WORKPLAN SUBMITTAL**



**Jurisdiction and Purpose:**

The Business & Economic Development Commission (BEDC) promotes and fosters business and development in the City of Highland Park in an advisory capacity to the City Council. BEDC prepares and recommends development programs designed to achieve the City's Master Plan goals in the community's commercial, industrial, residential and office zoning districts. The Commission will conduct 4 regular meetings and 3 Meetings with the Mayor January - December for all relevant groups, and as warranted.

<b>2017 Workplan Objectives</b>	<b>Associated Funding Request</b>
Assist with activities of the City's Business Districts - A representative of the Commission will attend meetings of the Ravinia Business District TIF Advisory, Briergate Business Association District and any other group's meetings, as warranted. The Commission will continue to host the Mayor's Council for Business Development meetings to bring business development groups and sister governments together to maintain communication and foster collaboration amongst them. All Commissioners will be required to act as a liaison to one or more of the various groups and attend the Mayor's Council for Business Development meetings.	\$350
Business Summit - The Commission will assist with the development and implementation of the City's Business Summit.	
Business Development Strategic Plan Updates - The Commission will assist staff to update the City's Business Development Strategic Plan.	
Beautification Awards - The City Council recognizes local businesses that have made significant efforts to enhance the visual aesthetics of their building exteriors. The Commission will continue to recommend award recipients to the City Council. Funding for frames and certificates.	\$125
Business Recognition Awards - The City Council and BEDC honor those businesses that have been in the community over 25 years, and recognize their excellence and innovation in business operations, and commitment to the Highland Park community as they serve as an example to all businesses of how hard work, dedication to providing high-quality service and products, and adapting to the market can lead to long-term success. Funding for frames and certificates.	\$125

<b>Commission Operating Expense Requests</b>	<b>Amount</b>
Food for Mayor's Council for Business Development meetings	\$350
Frames for Beautification Awards	\$125
Frames for Business Recognition Awards	\$125

**2017 TOTAL REQUEST: \$600**  
**2016 BUDGET: \$600**

**2016 Workplan Objectives**

**Status**

<p>To promote business in Highland Park, the Commission hosted Mayor's Council for Business Development meetings to encourage and maintain a connection to community stakeholders and encourage collaboration amongst them; The Commission continued to assist the Briergate Business Association District to develop a marketing plan and achieve desired short-term improvements funded by SSA 18; A member of the Commission continued to serve as a seated member of the Ravinia Business District TIF Advisory to work with City staff to set priorities for the Ravinia Business District streetscape plan.</p>	<p>Ongoing</p>
<p>The City Council recognizes individual businesses and property owners for their contribution to the overall appearance of the community through the Beautification Awards in five categories: Retail, Restaurant, Auto Dealer, Service, and Office / Mixed-Use Building. The awards are based on the following criteria: Façade and building appearance; Cleanliness; Window display clarity; Adherence to City Code; Landscaping. The Commission toured the community and recommended award recipients to the City Council for consideration and approval.</p>	<p>Award Presentation Fall 2016</p>
<p>The Commission assisted the City Council to recognize businesses for their longevity, commitment to the community, and their success.</p>	<p>Award Presentation Fall 2016</p>
<p>The Commission has guided staff in the planning and production of the 2016 Business Summit.</p>	<p>October 2016</p>
<p>Business Development Strategic Plan Updates - The Commission assisted staff with updating the City's Business Development Strategic Plan.</p>	<p>November 2016</p>
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**2016 Additional Accomplishments**

<p>Commissioners conducted business outreach to new business owners via one on one interviews to learn about their business, identify their needs, and ascertain how the City may help them toward their goals, which in turn will encourage business retention and add to the City's financial stability.</p>
<p>As part of the interim website design project to incorporate the City's new branded look, and the full-redesign of the City's website, the Commission reviewed and provided feedback on five updated municipal websites to staff. The sites were evaluated on their appearance (imagery, fonts, layout, dark or light background, icons, pictures, video, categories - subtitles &amp; tabs) and ease of use (navigation, scrolling, tabs).</p>
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I certify that the Commission approved this workplan request by a vote of 6 on the date of September 27, 2016 for CY2017:

Commission Chair

Signature:

*Paul Miller*

Date:

9/30/2016