

CITY OF HIGHLAND PARK
BUSINESS DEVELOPMENT WORK PLAN
2015 - 2016



Presented 4-27-2015

Business Development Goals

1. Promote and retain existing businesses.
2. Attract new business to the City.
3. Seek opportunities to rejuvenate and revitalize the City through strategic business development efforts.
4. Coordinate business development efforts with business districts, organizations, and regional and state partners.

This Business Work Plan (“Plan”) sets forth an ambitious, yet achievable, strategic business development agenda for the City of Highland Park for 2015 - 2016.

The purpose of the Plan is to articulate a set of measurable strategies and actions to facilitate economic growth and new opportunities in the City.

This Plan identifies efforts to be made and strategies to follow to work with property owners, businesses, retailers, brokers, consultants and others for continued economic prosperity and enhanced vitality of the City of Highland Park. The Plan is intended to provide guidance and direction for business development efforts within the City.

The Plan was drafted with input from City staff, City Council, business owners and managers and business organizations. Special thanks to the City Council for their vision and direction, and the Highland Park Business & Economic Development Commission for their hard work and commitment to promote the City and improve the quality of life in Highland Park.

City Council

Mayor Nancy R. Rotering
Council members ~

Anthony E. Blumberg	Alyssa Knobel
Daniel A. Kaufman	Michelle Holleman
Paul H. Frank	Kim Stone

Business & Economic Development Commission

Chair Rob Mintz	Vice Chair Paul Miller
Paul Cox	Bill Dytrych
Doug Hart	Jeff Lichtman
Sallye Mason	

Staff Committee:

Ghida S. Neukirch, City Manager
Rudy Espiritu, Deputy City Manager
Carolyn Hersch, Business Development Coordinator
Joel Fontane, Community Development Director
Linda Sloan, Planning Division Manager

About Highland Park ~



Twenty-five miles north of Chicago's Loop, the City of Highland Park is nestled among five miles of Lake Michigan shoreline, and near the center of the metropolitan area's most affluent residential markets. Highland Park is a thriving community with a diverse population of more than 29,000, a stable economic base, top-rated schools and university-affiliated hospital, and offering unique business opportunities in Lake County. It is home to Ravinia Festival, a world-class summer venue for performing arts, and a myriad of exciting special events, including the Port Clinton Art Festival held in conjunction with the Taste of Highland Park. Highland Park is easily accessible from Route 41, Interstate 94 and Interstate 294 and is served by PACE Bus and Metra train services. Highland Park's business community is diverse, with nine commercial districts conveniently located throughout the City. Highland Park businesses enjoy the benefit of an active Office of Business Development, Business and Economic Development Commission, Chamber of Commerce, Highland Park Downtown Alliance, Ravinia Business District SSA 17 Advisory Committee, and Briergate Business Association District Committee which together help to provide the enhancement of economic, civil, cultural and social interests.

Demographic information as well as the City's services and programs can be found on the City's web site at www.cityhpil.com.

This Work Plan sets forth the City's business development activities for 2015 - 2016. As updates are made, changes will be reported to the City Council and posted on the City's web site. This is an evolving document that will be modified as business trends change, business needs arise, and based on the vision of the City Council and recommendations set forth by staff.

Questions about this Business Development Work Plan can be directed to the Office of the City Manager at 847-926-1000 or email info@cityhpil.com.

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1. Conduct on-site visits with businesses

- At least annually, meet with the largest employers and sales tax generators. Explore opportunities to retain the business and support their growth in Highland Park.
- Organize a business outreach program through the Business & Economic Development Commission to conduct on-site visits with locally registered businesses and to gather feedback from businesses via a mail survey.
 - Provide volunteer Commissioners with a survey with which to interview business owners or managers to ensure that the interview is consistent and follow-up can be conducted by City staff. Conduct a minimum of 20 visits per quarter.
 - As there are over 900 registered businesses in Highland Park it is not possible to meet with all of them one-on-one. In conjunction with on-site visits, the Commission will conduct a mail survey of those businesses not interviewed. The results of the interviews and survey will be compiled and shared with the City Council. Any significant business concerns that may be addressed by the City will be added to the Plan.

BUSINESS RETENTION

Coordinate with property owners and work to retain businesses within the community by providing support, economic development incentives, and resources.

2. Business & Economic Development Commission Meetings with the Mayor

On a tri-annual basis, coordinate a meeting with the Mayor, the City's Business & Economic Development Committee, business leaders, sister governments and the Highland Park Public Library to discuss opportunities to enhance the community's business climate. Staff will forward initiatives for property owner, Chamber or other business entities considerations to the appropriate contact(s) for follow-up.

3. Enhance the City's image as the First Stop for Business

- On a bi-annual basis, April and November, include information in the City's newsletter, the Highlander, promoting the City as a resource for local businesses.
- On a bi-weekly basis, include information in the electronic business newsletter promoting the City as a resource for local business.
- On a weekly basis, utilize the City's Business and Economic Development Commission Facebook page to promote the City as a resource for local businesses.

4. Serve as ombudsman for the business community, business associations, and business interest groups

Through on-going communication with local business, support business needs by responding to inquiries and providing resource information. Resource information includes, but is not limited to, small business loans, marketing recommendations, media contacts, special event permit guidance and sign information. The City's graphic image delineating the responsibilities of the City, Business and Economic Development Commission, Chamber of Commerce, Downtown Highland Park Alliance (SSA 16), Ravinia SSA 17 Contractor, Ravinia TIF District, Briergate SSA 18 and Property Owners will be included on the City's web site and promoted via the e-newsletter on a bi-annual basis. The information is attached to this Work Plan for reference.

5. Promote the City's Sales Tax Rebate Program to existing businesses

Include information about the City's Sales Tax Rebate with business registration information. New businesses making minimum capital investments of \$250,000 and generating a minimum of \$1,000,000 in sales tax dollars annually may be eligible for rebates. Existing businesses investing a minimum of \$75,000 in capital improvements and generating a minimum of \$1,000,000 in sales tax dollars annually may be eligible for rebates. Prospective applicants are encouraged to thoroughly read the Sales Tax Rebate Guidelines and Application. All applicants are required to submit a completed application along with a non-refundable application fee to the Office of Business Development for review and processing.

6. Promote the City's Façade Improvement Program to existing businesses

Annually, send registered businesses information pertaining to the City's Small Business Façade Improvement Grant. The City of Highland Park recognizes the importance of independent merchants to the City's image and tax base. The goal of the Small Business Façade Improvement Program is to provide assistance and incentive to property owners and local businesses to improve the look and functionality of their property and place of business. The Program is available for use by small business operators and commercial property owners citywide.

7. Promote business openings, business expansion and relocation news

- Use all modes of communication to promote business in the community including but not limited to, the following: Business Development and City e-newsletters, Highlander; Facebook; Twitter; and HPTV.
- On a quarterly basis, issue communication to brokers, real estate professionals, developers and property owners' information to promote local business and opportunities to do business in Highland Park.

8. Host a Technology Roundtable

- In Q1 host a roundtable meeting for local and regional tech businesses to learn about their needs and identify growth opportunities within Highland Park.
- Compile a list of tech business needs and suggestions from the roundtable and develop an Action Plan to address them, as resources allow.

1. Maintain a “wish list” of business industries and conduct outreach to attract business to the community

On a monthly basis, communicate to a minimum of five businesses or their brokers to invite them to be part of the Highland Park business community. The City will provide information on available property and provide viable leads to property owners and real estate representatives to negotiate the lease or sale terms.

2. Promote available property

- Maintain a list of available commercial property in the community. Ensure that the information is easily accessible from the City’s web site and promoted to interested parties.
- By June 2015, create a pop-up box on the available property page from which visitors may request more information on the City’s available property.

3. Attend the International Council of Shopping Center (ICSC) Deal Making Show

Attend the annual ICSC deal making show to promote available property in the community, network with retailers, real estate brokers, lenders, developers and other real estate professionals.

4. Coordinate a Business Summit in the community

Coordinate the 3rd Annual Business Summit in October 2015 to meet with local leaders, business representatives and interested residents to provide a status update on the City’s Business Development activities, as well as to discuss strengths and opportunities for doing business in the community.

5. Explore additional business incentive programs

In Q2, investigate supplemental incentive programs to retain and attract mid-size businesses and support their business growth.

BUSINESS ATTRACTION

The City of Highland Park has all the assets necessary to help business succeed.

Promote benefits of business in Highland Park and assist business with site selection efforts.

1. Communicate with local business districts

This initiative is also included in the Business Retention section.

On a tri-annual basis as part of the Mayor's Breakfast, City staff will communicate with representatives of each of the core business districts, which is comprised of the Briergate, Central, Crossroads, Ravinia and North Skokie Business Districts to maintain open lines of communication and work together advancing business interests. Staff will respond to concerns of other districts, including Braeside, Garrity Square, Moraine and Old Elm Business Districts on an as-needed basis.

2. Support and serve on local business district boards

- As appointed by the Mayor with concurrence of the City Council, City representatives - one elected official and one staff person - will serve on the Downtown Highland Park Alliance Board as voting members to support and advance the mission, vision and strategies of the Alliance. City representatives will also attend meetings to support the Ravinia Business District Advisory and Briergate Business Association District to assist in advancing the Districts' Special Service Areas. Reports from meetings will be provided to the City Council.
- The City will continue its membership in the Central Business District Property Owners Association (POA) in 2015. At the POA's request, City representatives will review and discuss maintenance, special projects, and capital improvements needs and will work on an established timetable to address and implement the approved initiatives. New projects will include a funding plan for the maintenance and capital improvements; this information will coincide with the City's budget and contract issuances. The City will also explore funding alternatives in an effort to advance the business district improvements and make recommendations to prioritize the City's capital improvement plans for the CBD.

3. Serve on the Highland Park Chamber of Commerce Board of Directors

One elected official and one staff member will serve as ex-officio members on the Board of Directors for the Highland Park Chamber to serve as a liaison between the two organizations. Updates on City activities and programs, and Board dialogue shall be provided to each respective board/council.

LOCAL & REGIONAL PARTNERSHIPS

Enhance local and regional partnerships to bring new investment to Highland Park and the region.

4. Serve in a leadership capacity on Lake County Partners to advance economic development efforts in the region

Lake County Partners is a non-profit economic development corporation working to maintain economic vitality and quality of life in Lake County by creating and retaining quality jobs, stimulating capital investment, pursuing economic diversity and improving the County's business climate. City staff serves on the Board of Governors of Lake County Partners to represent the best interests of Highland Park and to carry out the mission set forth herein.

City staff will also support initiatives coordinated by the Mayor with Lake County municipalities to advance public-private partnerships for the betterment of Lake County.

1. Conduct quarterly meetings with government partners to share information and discuss collaboration efforts and opportunities.

On a quarterly basis, the City will communicate with representatives of government partners in an effort to maintain open lines of communication and work together to advance business interests to benefit the community.

2. Create a three minute video to educate the public about the City's business development efforts

Work with a brand management consultant to write and subsequently film a short video to educate the public about the City's business development efforts and to promote business in Highland Park. Post the video on the City's web site for business attraction purposes, replay on HPTV for Highland Park viewers, and promote in the press.

3. Partner with the nine business districts in Highland Park to improve communication and collaboration.

This initiative is also included in the Business Retention section of this Plan.

- On a quarterly basis, City staff will communicate with representatives of each of the formalized business districts in an effort to maintain open lines of communication and work together to advance business interests to benefit the community.
- On a monthly basis, business information will be updated for each district. A site map identifying the subject area will also be available on the City's web site.

4. Coordinate with the Highland Park Hospital and Ravinia as notable destination locations to enhance communication and promote local business.

- At a minimum on an annual basis, communicate with representatives of the Highland Park Hospital and Ravinia Festival.
 - Explore opportunities to enhance communication between the City and its community partners, and to provide business information to employees, and guests.
 - In coordination with appropriate staff, review opportunities to promote the pedestrian linkages between the Central Business District and both destination locations.

COMMUNICATION

Enhance communication interaction and participation among the City council, staff, residents, community leaders, and other stakeholders.

5. Utilize the City's brand, look, and logo to update the Business Directory and Shopping, Dining, Entertainment & Service Guide featuring all registered businesses operating within commercial space in the community as well as major annual events

- On a monthly basis, update the web site Business Directory featuring all registered businesses in the community.
 - Annually, beginning in 1st quarter 2016, include the Shopping & Dining Guide in the City's newsletter the Shopping, Dining, Entertainment & Service Guide, a list of locations in the community whereby business meetings may be held to promote business networking.
 - *Highlander*. In year 2016, print copies of the Shopping, Dining, Entertainment & Service Guide and distribute throughout the community.
 - Coordinate with appropriate parties to include the Guide in government facilities where the public congregates, such as the Library and Park District, Highland Park Metra stations, places of worship, and other viable locations.

6. Pursue replacement of static business directories to electronic message boards

In the 1st quarter 2015, the City Manager's Office issued a Request for Proposals seeking to replace one static business directory in the Central Business District with an electronic directory. Pending the cost of replacement, the directory will be replaced as the City's budget permits.

7. Implement the City's Brand Communications Plan

In 2012, Business and Economic Development Commission (BEDC) presented supporting documentation to the City Council that Highland Park lacked a clearly communicated brand, and evidence of more than 20 years of requests from City stakeholders for a consistent and meaningful message to build local and regional awareness, attract and retain businesses, consumers and residents with intent, and ultimately increase commercial occupancy, sales and sales tax revenues.

Given these factors and that over 40% of the City's General Fund came from sales tax revenues which pay for City services, the BEDC was tasked with exploring where the City stood in relation to its competition, and to resolve the necessity of a brand and marketing plan in order to secure Highland Park's future in the marketplace and preserve its sales tax revenue.

The BEDC's evaluation of Highland Park and a wide range of communities revealed that Highland Park had devoted less time and resources towards business and economic development planning than many of its surrounding cities. In fact, many communities had developed or were in the process of developing a brand and marketing plan, potentially allowing them to be better poised than Highland Park for growth and success.

As a result of their in depth research and determination that the City lacked resources and staff to conduct this project, the BEDC recommended that the City engage a consultant to develop a comprehensive brand and marketing plan for the City of Highland Park. Without such a plan, Highland Park would be at an increasingly competitive disadvantage as surrounding communities fine tune and expand their branding, marketing and business development efforts.

In 2013, the City of Highland Park launched a comprehensive four-phase community branding project in partnership with North Star Destination Strategies to ascertain Highland Park's brand identity.

In 2014, the City Council approved the brand as presented by North Star Destination Strategies. During the 2015 budget process, the City Council approved \$137,000 for a brand manager to: integrate the brand into the community through development of a short and long term strategy to activate the brand; review what the City is doing currently in terms of marketing and find ways to align all City communications to match the brand, and; train City staff, City officials, local business development organizations, sister governments and businesses to be brand ambassadors. They would also advise the City how to best spend marketing dollars; purchase advertising on the City's behalf, and; create baseline benchmarks to determine the effectiveness of the brand.

In 2015, the City will engage and work with a brand management consultant to establish and execute a comprehensive plan to retain and attract businesses, consumers and residents with intent, increase sales tax revenues, as well as to promote its citizen's quality of life. This work will establish brand direction, clarity of purpose, tell the story of Highland Park, define the City as a cultural, lifestyle and business destination and as a place people want to live, work and visit.

Proposed services will include but will not be limited to:

- Inventory of the City's existing assets and marketing activities
- Alignment of all City assets, marketing activities and communications with the brand
 - Redesign of the Highlander and production of a prototype for copy and content
 - Redesign City sticker
 - Redesign stationery
 - Redesign Business Development business card
 - Refine the design of the website
 - Refine the design of Channel 10
 - Redesign staff wearables (uniforms to be replaced as necessary)

- Redesign Business Development attraction package
- Redesign the Shopping, Dining, Service and Entertainment Guide
- Redesign Dining Brochure
- Redesign New Resident Package
- Redesign signage
 - Gateway
 - Wayfinding (includes parking)
 - Banners
 - Event
- Brand ambassador training sessions for City officials, staff, local business development organizations, sister governments and businesses to integrate the brand into the community
- Creation of baseline benchmarks to determine the effectiveness of the brand

1. Present for Council consideration home-based business registration regulations

By 3rd quarter 2015, present for Committee of the Whole consideration a report and BEDC recommendation establishing registration for home based businesses. Include the purpose of the registration, registration fee, management plan for the program, communication plan to introduce the regulations to the public, and timeline for implementation. Subject to approval, present the recommendation to the City Council for final consideration.

2. Consider and formulate a recommendation for a business fleet vehicle sticker fee reduction to support local business.

As an incentive to small businesses with a fleet of vehicles consider reducing vehicle sticker fees.

3. Continue to carry out the Ravinia Business District Market Analysis Recommendations

In 2012, based on a recommendation of the Advisory Committee, the City Council authorized a Tax Increment Finance (TIF) budget amendment for a Streetscape Design & Identity Plan and a Utility Adequacy Study for the Ravinia District. As part of the planning work for the studies, two open houses were held to solicit feedback and a website was established to provide information on the process and accept public comments and questions. The two studies were completed at the end of 2012.

The Streetscape Design & Identity Plan was prepared by Hitchcock Design Group, in association with Nicholas Associates, and provides a clear framework for implementation and suggested objectives for accomplishing the recommendations contained within the guiding document. At the recommendation of the Advisory Committee, the City Council allowed the Streetscape Design & Identity Plan to include the creation of marketing tools to help promote the neighborhood. As a result of this aspect of the Plan, a brand strategy statement and brand mark were created for the Ravinia District.

The Utility Adequacy Study, prepared by Strand Associates, accompanied the Streetscape Design & Identity Plan and provides a comprehensive outline of the steps that must be taken before, during and after the installation of the streetscape elements to ensure that infrastructure can support improvements in the Ravinia District.

In 2013, the Council directed the Committee to further evaluate the signage elements proposed within the Streetscape Design & Identity Plan and determine which signage the Council should

POLICY
CONSIDERATIONS

Review practices and policies to enhance the quality of life and economic health of the community.

consider installing in the short-term, until TIF funds could accumulate to finance large-scale recommended improvements. The Advisory Committee's recommendations regarding signage were considered by the City Council in early 2014, which resulted in the approval of a subset of signs for installation in the Ravinia District.

In early 2015, the City engaged with RTKL Associates, Inc. to refine the concept designs originally created for the Streetscape Design & Identity Plan and create documents that will be used to fabricate the signs for installation. The installation of the approved subset of signs is scheduled for completion by the end of September 2015.

4. Consider recommended land use & urban design strategies for Downtown Highland Park

In April 2012, the City of Highland Park along with the Highland Park Central Business District Property Owners Association engaged The Lakota Group, Duncan Associates and Gewalt Hamilton Associates to evaluate and develop recommended land use and zoning strategies for Downtown Highland Park. The Plan Commission considered the consultant team's zoning text and map amendment recommendation during public hearings which concluded in May 2014. In Q1 2015, the City Council approved amendments which encourage development by increasing residential density allowing greater building height reducing off-street parking requirements, and implementing urban design regulations for new development in the Central Business District.

An additional planning program directed by the City Council was to engage a consultant to develop urban design plans for the Central District Streetscape, Wayfinding, Gateways and Pedestrian Arcade. The Department of Community Development conducted a request for proposal process in the 4th quarter of 2014 and a consultant has been selected by the staff. Staff is negotiating the specific terms of a Professional Services Agreement that it will bring to the City Council for consideration in the 2nd quarter of 2015.

INTRODUCTION

The following parcels have been identified for possible redevelopment based on the great length of time that they have been available or due to the viability of their potential. If the City does not own the parcels, work as part of this initiative would include collaborating and guiding the property owner to encourage redevelopment.

Overlay zoning districts could be considered to allow the City to coordinate with the property owner and market the property for the overlay zoning, yet maintaining the current zoning should the planning concepts not proceed. Part of the City's effort would also include targeted promotion to retailers, brokers, developers in partnership with the property owner.

DEVELOPMENT & REDEVELOPMENT OPPORTUNITIES

Pursue opportunities for redevelopment of sites in the community to enhance the economic vitality of the subject area.

3500 Western Avenue



This parcel is zoned B1 and located in a neighborhood commercial area. The site is underused. The new owner of the building has done some renovation and received an energy efficiency grant from the Illinois Department of Commerce and Economic Opportunity for retrofitting with energy saving systems. The owner continues to market the site and is supportive of the 2013 zoning code text amendments that modified the Table of Allowable Uses for the B1 district.

The City's work will include communicating with property owners to explore redevelopment of the area for possible transit oriented development.



425 Bloom at Waukegan Moraine District

This parcel has been vacant for more than 30 years. It is in Highland Park and located along Highwood's bordering jurisdiction.

The property is currently zoned B1A, retailing/office/service. The property has been considered for rezoning in past years for affordable apartments and multi-family townhomes but the rezoning was not successful.

The bank-owned property is presently being marketed by the bank. As part of the redevelopment of the area, mixed-use should be considered for this site. The commercial component could include a neighborhood grocery store. A residential component would help support the retail in the immediate area. Due to the proximity of this parcel to single family homes, any development should be designed in a way that is sensitive to the residential neighborhood nearby.



Skokie Valley Road, Crossroads District

The properties along this corridor are zoned a combination of B-3/Office and B-3/Retail. A key challenge to development in this District is fragmented ownership and small lot size. Develop a policy for consideration that would identify opportunities to improve the subject parcels through tools to encourage land aggregation

Special Service Areas

A Special Service Area is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality. The following areas within the community shall be explored as part of this Business Development Work Plan:

- Central Business District – In November 2013, the City Council renewed the Central Business District Special Service Area (SSA) Number 16 effective January 1, 2014 for a three year period. The primary purpose of the SSA is to improve the economic vitality of the Central Business District. Embracing collaboration with businesses, property owners and the City of Highland Park, the Alliance encourages local spending, investment, tourism, and a sense of community through promotion of the Central Business District. In 2014, the budget levy was amended from \$300,000 to \$200,000 per year and is assessed on all impacted properties in the SSA boundary.

The City has been working very closely with the Central Business District Property Owners Association (POA) and an Action Plan has been drafted that sets forth the responsibilities of the Alliance (public/private partnership managing the SSA), the POA and the City. Working in concert with the property owners and business representatives, the City is committed to working diligently to continue to enhance the business climate in the Central Business District and the community overall.

Regular progress reports will be provided to property owners and business owners regarding infrastructure improvements, maintenance efforts, business retention and other activities planned within the CBD.

- Briergate Business District - In December 2013 the City Council approved Special Service Area Number 18 to fund physical improvements in the Briergate Business District. The estimated cost of the improvements is \$3.6 million. The City's portion of the estimated cost is \$3.2 million. The annual budget/levy is \$40,000 over a ten year period, totaling \$400,000. Annually, \$10,000 of the \$40,000 will be dedicated to district marketing and events. Collection began January 2014 and will continue through 2024. Improvements will include vegetation maintenance, business signage, and reimbursement for wayfinding signs, wayfinding sign maintenance, lighting, landscaping and parking. The City will collect the funds and manage the SSA. The Briergate Business Association District (BBAD) will serve as the organizing entity responsible for advancing the Briergate Business District's core goals and to work with the City to address parking needs in the district. If the municipal budget allows, and if the City Council approves the \$3.6 million project, the work will commence in 2025. In 2015, the City will continue to explore grant opportunities to fund the improvements prior to 2025.
- Ravinia Business District - In December 2013, the City Council approved Special Service Area 17 to fund marketing and events in the Ravinia Business District. The three year SSA annual budget/levy is \$90,000. Costs include marketing, events, banners and expanded beautification. In 2014, a contractor was engaged to market the district and produce events. In 2015, the City renewed the agreement with the SSA contractor. The Business Development Coordinator administers the SSA and manages the contractor. The Ravinia Business District SSA 17 Advisory Group serves as the organizing entity to move the completed agenda forward to advance the Ravinia Business District's core business development goals.

Highland Park Theater

The redevelopment of the Highland Park Movie Theater property has been thoughtfully considered and carefully studied by the City, with substantial input from residents, the City's professional staff, and expert outside consultants. After several competitive processes to obtain interest & qualifications for the revitalization of the Highland Park Theater, in January 2014, the City Council agreed to sell the property "as is" and without any of the previously required restrictions that the property be used as a theater or an entertainment center. The City would be willing to consider the adjacent Ori parking lot property as part of the revitalization or redevelopment of the theater property, provided that there is no net loss of public parking.

The City purchased the theater property in 2009 for \$2.1 million. The property includes two existing retail tenants within 441 and 447 Central Avenue, each occupying approximately 750 square feet of the 18,365 square foot building. The theater was closed in May 2012 following an independent fire inspection for life safety reasons. City staff will communicate frequently with the Council and work diligently to advance the sale of the property.

B4 Triangle (bounded by Elm Pl., Green Bay Road., and First St., Central Business District

Coordinate with property owners and pursue opportunities to redevelop the subject area which may include mixed-use development for residential, recreational, commercial, educational and office. Redevelopment scenarios should focus on compliance with the proposed Central District zoning policy presented to City Council for consideration.

Renaissance Place, Central Business District

Coordinate with the property owner and manager and assist in marketing and attracting viable uses to the vacant unit previously occupied by Saks Fifth Avenue. Subject to a letter of intent with the property owner or conditional lease, the City will work with the applicant to amend the Planned Unit Development to accommodate the new business use(s).



*Questions regarding this Business Development Strategy Plan
may be directed to the City Manager's Office at
847-926-1000 or info@cityhpil.com.*

BUSINESS DEVELOPMENT ROLES

City

- Support commerce by providing site selection assistance to new businesses, real estate professionals and property owners
- Help promote available property
- Support business with permit process
- Manage municipal code
- Oversee zoning and development regulations
- Manage event permit process
- Promote business incentive programs

BEDC

- Appointed volunteers by the City
- Recommend policy changes to City Council
- Research and consider new regulations to support business and enhance the community
- Coordinate with 9 business districts via Mayor's Breakfasts; Business Summit; and sit on RBDAG and BBAD
- Opine on Business Awards programs
- Business outreach

Downtown Highland Park Alliance (SSA 16)

- Market and promote the CBD
- Lead contact for CBD communications efforts
- Amplify the messages of the CBD Businesses
- Manage or assist with special events in the CBD

Chamber of Commerce

- Promote members to consumers and businesses, locally, regionally, and digitally
- Provide access to resources and marketing for business development
- Offer education and professional programs for all businesses
- Provide opportunities for connections, partnerships, leads and referrals
- Advocate on business issues with City, State, and Federal agencies
- Promote Highland Park to visitors, relocators, and community

Property Owner

- Tenant recruitment
- Negotiate lease or property sale
- Manage property
- Adhere to City/State regulations for property

Briergate SSA 18

- Infrastructure improvement
- Market and promote the Briergate Business District

Ravinia SSA 17

- SSA 17 approved 2014 - 2016 to market and promote the RBD
- Lead contact for RBD communication efforts
- Develop and manage special events in RBD

Ravinia TIF District

- Ravinia TIF District approved 2005 - 2023 to fund streetscape design, an identity plan, infrastructure improvements

BUSINESS DEVELOPMENT ROLES
