



AGENDA ITEM # 14A

AGENDA ITEM EXECUTIVE SUMMARY

Village Board Meeting

January 25, 2021

Item Title: Economic Development Program Presentation

**Staff Contact: Brian Joanis, Management Analyst
Steve Jones, Economic Development Consultant**

VILLAGE BOARD ACTION

Receive a presentation from staff regarding economic development activities and provide direction on proposed economic development projects.

Executive Summary:

At its October 22, 2020 meeting, the Village Board approved an employee leasing agreement with GovTempsUSA to provide economic development consulting services. Since the Board's approval of the agreement, staff has been working in tandem with the consultant, Steve Jones, on multiple economic development initiatives focused on continuing to develop a proactive economic development program that enhances the economic vitality of the Village. The first three months out of the six month employee lease agreement has resulted in successful deliverables on a wide range of economic development activities. The following is a summarization of said activities, along with certain economic development related items requiring Board direction.

Economic Development Activities

The activities and efforts of staff made over the past three months have been focused upon achieving several broad objectives:

- Foster a more proactive economic development orientation.
- Enhance communication with brokers/owners marketing property, as well as the general business community.
- Identify and implement pertinent data solutions that will assist with understanding the strengths and opportunities within the Roselle market and using that to drive economic growth.
- Identifying opportunities and programs that may lead to development success.

Specific initiatives to achieve these objectives are noted as follows:

Broker/Owner Outreach

Staff has contacted every broker and property owner known to be listing commercial property for lease or sale within the Village. Communication was made to demonstrate that the Village is a partner in encouraging business development, as well as to update contacts and specific property information. A number of individuals have already expressed appreciation for the Village approach.

Economic Development E-News

Staff has created a new electronic news publication called “Think Roselle First” to better engage with local businesses and the general public on items specific to business. The E-News will aim to foster the current relationship with the business community and highlight business related activities that include the following:

- **COVID-19 Business Resource Updates:** communicating mandates, available business grants, loans, and other information related to the COVID-19 Pandemic.
- **Business Related Events:** highlighting new business openings, ribbon cuttings, local and regional networking events, and affiliated associations including the Roselle Main Street Merchants, Roselle Chamber, etc.
- **Village Board and Village staff Initiatives:** sharing development approvals and success stories, business development programs, adopted strategic initiatives.
- **Advocacy:** spreading awareness of business related articles and links to regional, state, and national resources.

The first of two publications was distributed on January, 11, 2021. A copy of the second publication is attached. Staff will continue to evaluate the best frequency of issuance as pertinent news and activities become available.

Economic Development Web Page

A full review of the [Village webpage](#) dedicated to economic development has been completed. Staff has updated the available commercial property page to include all new broker and property information that is for lease or sale within the Village. To enhance the marketing of property, each property address and its associated data has been linked to an economic development platform hosted by [Intersect Illinois](#), the State’s economic development agency. Future refinements to the webpage will include reorganization and reclassification of subpages to highlight the diversity of the Roselle business community and provide the most up-to-date demographic and labor data. In addition, a focus on available local business programs and news will provide a fresh and professional appearance.

Property-Real Estate Database

Staff has evaluated several real estate analytic solutions that provide a comprehensive and timely listing of development and leasing opportunities. Following a review, staff will proceed with a firm called CoStar. This solution will provide real-time identification of properties available for sale or lease, and assist staff with managing marketing and inquiries. It will also provide data report generating capabilities based upon the location of a property. Such solutions alleviate the need to manually research and update the listings by staff, providing enhanced productivity. Some immediate neighbor communities using CoStar include Bloomingdale, Schaumburg, Elk Grove Village, Wood Dale, and Bensenville. The monthly cost of a CoStar subscription is \$450. The expense can be

allocated between the three TIF District Funds and General Fund. Staff will evaluate the usefulness and success of CoStar on a month-to-month basis to determine if the solution is best for a long-term economic development tool.

Market-Economic-Demographic Database

Staff has identified data capabilities within our existing GIS system that will provide valuable information and report writing capabilities pertaining to demand for certain types of business, as well as community characteristics that may be attractive to certain businesses. As a result, the Village is able to better target economic development efforts to focus upon those businesses most in demand and likely to succeed. The data is compiled by a firm called Esri, and would be obtained through our GIS consortium at no cost to the Village.

Itasca Boundary Agreement

The boundary agreement with the Village of Itasca expired on August 1, 2009 upon reaching the statutory twenty-year timeout. As there has been conceptual discussion regarding potential redevelopment at the intersection of Irving Park & Medinah Roads, it is prudent to ensure that a renewal of the boundary agreement occurs. Village staff has reached out to Itasca staff about renewing the agreement using the existing boundary. Itasca staff was agreeable to the concept and a draft agreement is currently being prepared by Village staff.

Economic Development Projects Requiring Further Village Board Direction

1. TIF Incentive Program

The Village Board identified economic development as a priority of its 2018 - 2021 Strategic Plan. Two initiatives of the Strategic Plan include expanding the business retention and recruitment programs. The Village has three established TIF Districts to utilize as economic development tools. Although TIF has been used for redevelopment projects in the past, there is no comprehensive TIF incentive program in place that could expand the business retention and recruitment programs of the Village. Staff has prepared a draft TIF incentive program to establish a framework for future use. The draft includes potential TIF grant programs such as small business micro-grants, site appearance grants, façade-exterior improvement grants, and interior improvement grants. This type of program is very typical for communities with TIF districts. The goal is to provide incentives to catalyze growth and encourage business retention by encouraging a greater degree of private investment within the TIF districts.

The general framework of the program has been attached for review and comment. **Staff is seeking further Board direction on the overall concept of the program.** If there is direction to proceed, staff will then undertake the following steps:

- Seek program input from the business community
- Refine the program incorporating Village Board and business community input
- Bring the program back to the Village Board for further discussion and formal approval
- After formal approval, begin marketing the program to solicit development and redevelopment opportunities

2. Village Owned 6.5 Acre Development Site

It has been a goal to seek development of the Village-owned 6.5 acre property located south of I-390 at Roselle Road. Despite early interest from the development community to locate a hotel on the site, nothing ever came to fruition and along with the pandemic impact, the Village has not received further inquiries about the property since early last year. Therefore, staff recommends the Village prepare the site for marketing for potential development.

In order to prepare for the marketing of the site and increase the likelihood of attracting interest, there is a need to evaluate the site and conduct preliminary studies to answer basic questions regarding the building site (survey, topography, wetland assessment, environmental, etc.). Completing said preliminary studies will aid the marketing process and provide the private sector with information necessary for developmental intent. Staff's goal is to remain proactive while strategically moving forward towards seeking development.

Village staff is developing a scope of services to be used in obtaining an engineering proposal that will include all the aforementioned studies. The estimated cost of the services is \$50,000 - \$60,000 that would be funded by the Roselle-Nerge TIF Fund. In addition, an on-going engineering analysis is underway to determine a potential relocation of the Den Lift Station that may have an impact upon this property. However, the recommended engineering proposal's scope of services and estimated costs will not be impacted by ongoing evaluation of the potential relocation of the Den Lift Station.

If the Board concurs with staff's recommendation, a proposal for the work will be submitted for Village Board consideration at a future meeting.

Implications:

Is this item budgeted? N/A

Any other implications to be considered? N/A

Attachments:

Draft TIF Incentive Program

Think Roselle First – January 20, 2021

PROPOSED TIF INCENTIVE PROGRAM

1. SMALL BUSINESS MICRO-GRANT

This grant would provide funding directly to *new* businesses who decide to rent or lease space within the TIF Districts. Reimbursement would be based upon a 50-50 match, and maximum Village share of \$2,500. Eligible reimbursement could include:

- New Signage
- Upgrade or replacement of interior fixtures (i.e., lighting, plumbing, etc.)
- Remodeling or modernization expenses (counter tops, doors, interior trim, ceiling tiles, etc.)
- Other permanent improvements that will remain with the space.

2. SITE APPEARANCE GRANT

This grant would provide funding to business or property owners for projects adding improved appearance, curb appeal and aesthetic value to the public-facing portion of the property within the TIF Districts. Reimbursement would be based upon a 50-50 match, and maximum Village share of \$2,500. Eligible reimbursement could include:

- Streetscape enhancements visible from the public right-of-way
- Installation of landscape planters, greenspace, or other decorative vegetation
- Foundation, parking lot and perimeter landscaping visible from the public right-of-way
- Installation or replacement of sidewalks, brick pavers or other public access surface areas
- Replacement of pole, monument, or ground signs
- Parking lot expansion or improvements
- Installation of screened refuse or recycling enclosures

3. FACADE-EXTERIOR IMPROVEMENT GRANT

This grant would provide funding to business or property owners for projects making permanent improvements to the exterior of a building. Reimbursement would be based upon a 50-50 match, and maximum Village share of \$20,000. Eligible reimbursement could include:

- New signage
- Window frame replacement
- Door replacement
- New Awnings
- Facade renovation/replacement
- Utility capacity upgrades
- Restoration of original architectural features
- Exterior lighting
- Painting, only if in conjunction with other façade related improvements

- Tuckpointing, if in conjunction with other façade related improvements
- Addition of facilities to create outside dining.
- Artistic murals depicting a general theme and not directly advertising a product or service.

4. INTERIOR IMPROVEMENT GRANT

This grant would provide funding to business or property owners for projects making permanent improvements to the interior of a building. Reimbursement would be based upon a 50-50 match, and maximum Village share of \$20,000. Eligible reimbursement could include:

- HVAC, mechanical, electrical, or plumbing system upgrades
- Installation of sprinkler or fire suppression systems
- Upgrades related to accessibility (ADA) or other code compliance
- Utility capacity upgrades
- Structural upgrades
- Installation or upgrades to restroom facilities.
- Ingress/egress improvements
- Improvements that create an entirely new floorplan, significantly change the interior form of a space, or adapt a space to a significantly different interior use. Grants can cover a combination of multiple improvements such as new flooring, walls, ceilings, carpeting, lighting, trim, or attached fixtures.

EXISTING TIF INCENTIVE PROGRAM

STRATEGIC INVESTMENT INCENTIVE

A Strategic Investment Incentive is a customized assistance package intended to encourage projects that will have a considerable impact upon the Village. Due to the fact this incentive category is intended to represent a significant investment of public funds, there is an expectation of a significant return on investment that will benefit the community. The terms and conditions of this incentive are negotiated on a case by case basis. Most recent examples include Amperage Electrical Supply and Metro 19.

Business News from the Village of Roselle - January 20, 2021

IDPH Adjusts Metrics Resulting In Regions 8 & 10 Mitigation Roll-Back

The Illinois Department of Public Health (IDPH) launched a Surge Staffing Program to increase capacity in hospitals across the state. The results have helped regions lift stricter restrictions and move towards the original [Restore Illinois Plan](#). The full press release can be read [here](#). Region 8 and 10 has moved from Tier 3 to Tier 2 mitigations. Tier 2 mitigation highlights include:



- Video gaming may resume
- No indoor service for restaurants and bars
- Outdoor party limited to 6 guests (restaurants and bars)
- Limited fitness classes may resume indoor
- Meetings of up to 10 people allowed both indoor and outdoor settings

A full review of the mitigations for each Tier can be viewed on the IDPH website or by [clicking this link](#).

Paycheck Protection Program (PPP) Open To All PPP Lenders

The SBA announced the PPP portal has been opened for all eligible lenders beginning Tuesday, January 19, 2021. Small businesses can take advantage of applying for First Draw or Second Draw PPP loans. Eligible businesses must have 300 employees or less and provide proof of a 25% reduction in gross revenue. Those eligible for a Second Draw will need to expend all awarded PPP funds prior to receiving a second loan. More information regarding eligibility and applications for both First and Second Draw loans can be found on the SBA's website [here](#).



Economic Injury Disaster Loan (EIDL) Program Extended

Businesses and homeowners experiencing economic hardship can apply for disaster assistance loans administered by the Small Business Association. The EIDL Program has been extended to December 31, 2021. More information and the application portal can be found on the SBA's website or by [clicking this link](#).

Upcoming Events

The US Chamber of Commerce has created a free mini

series of virtual webinars aimed at helping businesses navigate the impacts of COVID-19. More recent events have included updates regarding the \$900 billion stimulus bill and changes made to the PPP requirements, eligible expenses, tax credit changes, grants, and more. The event held on Tuesday, January 19, 2021, focused on what changes to look out for when applying for PPP loans. A replay of that event, and future events held by the US Chamber of Commerce can be found [here](#).

The Village's COVID-19 Business Resource Page also includes local, regional, and national events that are upcoming for businesses to take advantage of. Click the Quick Link below to learn more about resources available for your local business. Thank you for Choosing Roselle!



Quick Links

[COVID-19 Business Resource Page](#)

[Roselle Chamber of Commerce and Industry](#)

[Village of Roselle Economic Development](#)

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