

Economic
Development
Strategic Plan

2019

Improving our quality of life by improving our quality of place.



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THIS PLAN HAS BEEN WRITTEN RECOGNIZING THAT LOCAL ECONOMIC DEVELOPMENT REQUIRES ONGOING EFFORTS AND FLEXIBILITY TO ADAPT AND RESPOND TO REGIONAL, NATIONAL AND GLOBAL CHANGES. THE PLAN IS INTENDED TO BE A LIVING DOCUMENT THAT IS REVIEWED AND UPDATED REGULARLY.

OPPORTUNITY

TINLEY PARK IS A BEDROOM COMMUNITY. THE MAJORITY OF OUR RESIDENTS LIVE IN TINLEY PARK BUT WORK IN CHICAGO. THIS PROVIDES AN OPPORTUNITY TO ATTRACT COMPANIES TO TINLEY PARK AS OUR ABUNDANT WORKFORCE IS THE TOP SCARCE RESOURCE COMPANIES ARE LOOKING FOR.

	2015	2016	2017
	Count	Count	Count
Living Outside, Employed in Tinley Park	17,300	17,654	18,503
Employed and Living in Tinley Park	2,843	2,887	2,903
Living in Tinley Park, Employed Outside	25,020	25,677	26,057

MISSION STATEMENT

THE MISSION OF THE VILLAGE OF TINLEY PARK ECONOMIC AND COMMERCIAL COMMISSION (ECC) IS TO ADVISE THE VILLAGE BOARD REGARDING MATTERS RELATED TO THE VILLAGE'S ECONOMIC ENVIRONMENT, BUSINESS CLIMATE, AND QUALITY OF LIFE. THIS STRATEGIC PLAN HAS BEEN PREPARED BY THE COMMISSION IN ORDER TO ESTABLISH GOALS AND STRATEGIES TO CREATE WEALTH AND CONTINUOUSLY IMPROVE THE LOCAL ECONOMIC CLIMATE.

VISION STATEMENT

THE VILLAGE OF TINLEY PARK SHALL BE RECOGNIZED AS A VIBRANT, SAFE, AND FISCALLY STRONG COMMUNITY THAT PROVIDES A HIGH QUALITY-OF-LIFE FOR CITIZENS TO WORK, LIVE, INVEST, SHOP, PLAY, AND RAISE A FAMILY.

KNOWLEDGE BASE

KNOW THYSELF. THE ESSENCE OF ECONOMIC DEVELOPMENT IS INFORMATION BROKERING. LETTING WHO, KNOW WHAT AND WHEN. IF ANY OF THESE ARE OFF CURRENT AND FUTURE DEALS MAY BE LOST. THE GOAL IS TO USE THE FOLLOWING DATA TO CREATE INFORMATION AND CONVERT IT INTO KNOWLEDGE TO FORM STRATEGIES AROUND.

BUSINESS DATA

Businesses	1,608
Employees	23,227

COMMUNITY DATA

Population	55,744
Daytime Population	49,153
Workers	23,525
Residents	25,628
Median Age	41.2
Median Income	\$37,790
Median Home Value	\$248,266

GAPS

Grocery Stores	\$62,608,938
Gasoline Stations	\$61,433,946
Clothing Stores	\$26,357,197
Non-store Retailers	\$18,158,030
Furniture Stores	\$9,110,379
Health Stores	\$8,417,323
Sporting, Hobby Stores	\$1,504,377

SITE DATA

Office Rent	\$21.27/SF
Industrial Rent	\$5.95/SF
Retail Rent	\$14.24/SF
Office Vacancy Rate	7.5%
Industrial Vacancy Rate	10.5%
Retail Vacancy Rate	4.9%

EMPLOYMENT

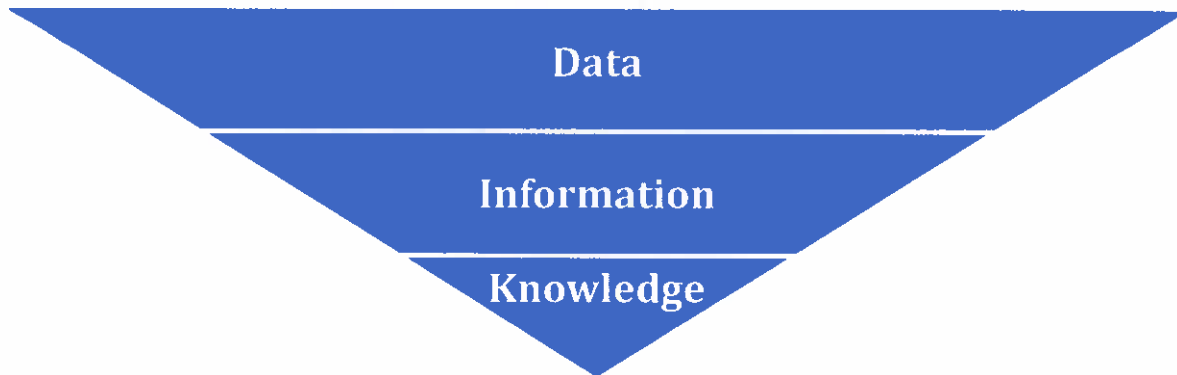
Total	30,714
Agriculture/Mining	0.2%
Construction	6.1%
Manufacturing	8.6%
Wholesale Trade	2.1%
Retail Trade	11.8%
Transportation/Utilities	6.9%
Information	1.5%
Finance/Insurance/Real Estate	8.7%
Services	49.8%
Public Administration	4.3%

Civilian Employed	96.1%
Civilian Unemployed	3.9%

White Collar	68.5%
Services	13.2%
Blue Collar	18.3%

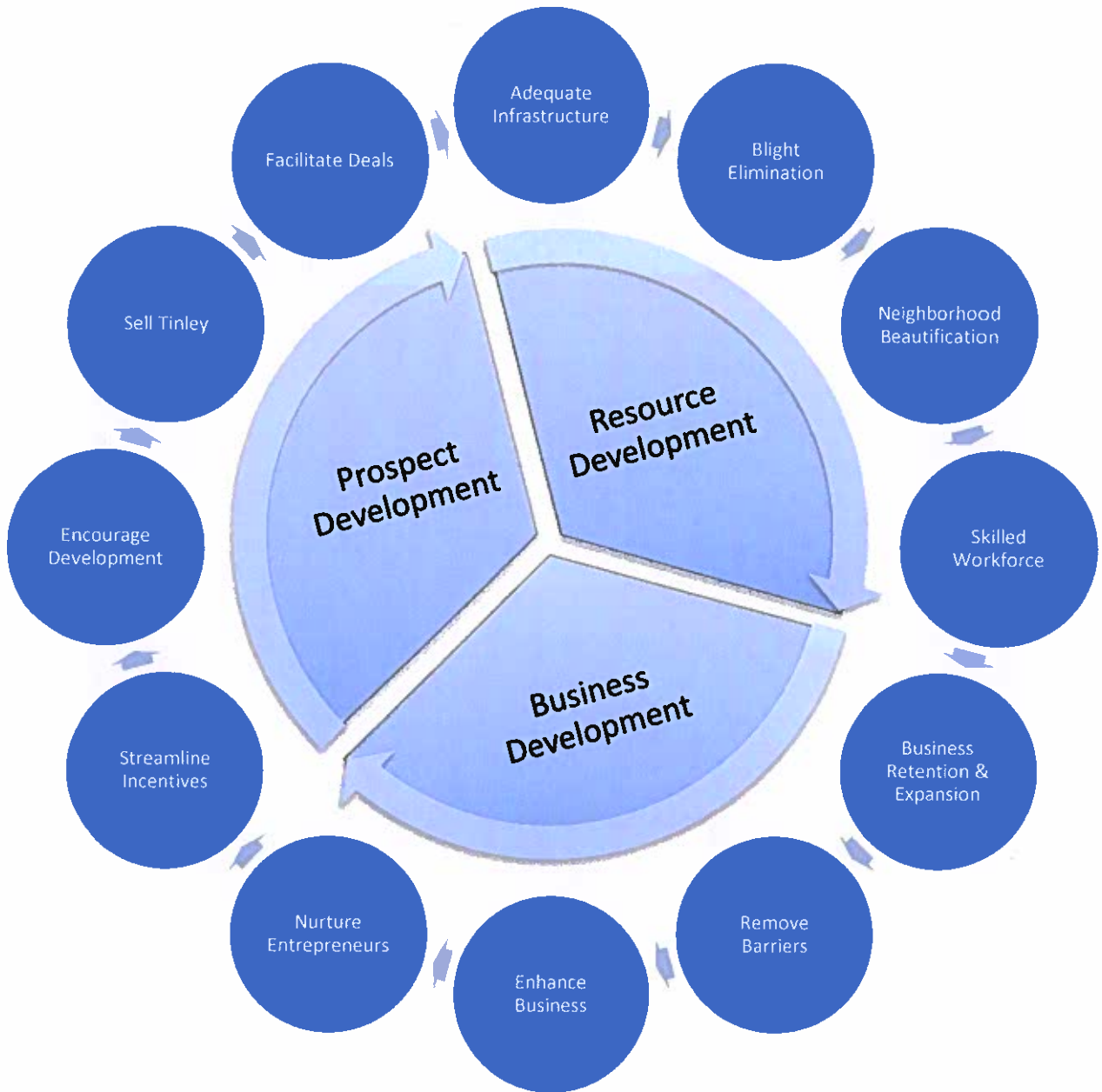
EDUCATIONAL ATTAINMENT

Total	40,301
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	22.8%
GED/Alternative Credential	2.3%
Some College, No Degree	23.7%
Associate Degree	8.8%
Bachelor's Degree	25.2%
Graduate/Professional Degree	12.0%



ECONOMIC DEVELOPMENT FLYWHEEL

THERE ARE THREE GOALS: RESOURCE DEVELOPMENT, BUSINESS DEVELOPMENT, AND PROSPECT DEVELOPMENT WITH TWELVE OBJECTIVES IN ECONOMIC DEVELOPMENT. THIS PLAN WILL UTILIZE PRIORITIZED STRATEGIES TO ACCOMPLISH THESE GOALS, BUT NOT NECESSARILY IN THIS ORDER.



STRATEGY 1 - UPDATE LEGACY CODE

Objective - Encourage Development

Lead	Role	Timeline	Budget	Source
Planning	Research and update code and location of zones.	Schedule: NA	Staff Time	Village
Other: Plan Commission		Start Date: Q1-19		
Status #1: Sep-18				
Add mixed-use designation in certain areas of the Neighborhood General District; Draft text amendment to address condominium issue; Develop standards to address Variations;				

20% Percent Complete

THE LEGACY CODE CALLS FOR RESIDENTIAL IN AREAS THAT INCLUDES COMMERCIAL. THE ECC RECOMMENDS REVIEWING THE LEGACY CODE LANGUAGE AND LOCATION OF DISTRICTS.

TACTICS

REVIEW CODE — Planning department review and amend the code to encourage development.

REVIEW DISTRICT LOCATIONS — Planning department review and amend legacy districts to encourage development.

METRICS

PERCENT COMPLETE — When the Legacy Code is changed, the strategy will be accomplished.

STRATEGY 2 - CONTINUE AND ADVANCE DOWNTOWN DEVELOPMENT; HAVE ONE MAJOR PROJECT STARTED EVERY YEAR

Objective - Encourage Development

Lead	Role	Timeline	Budget	Source
Econ Dev	Market available downtown land to developers.	Schedule: 1 Year	Staff Time	Village, Potential public/private partnership, Future TIF funds
Other: Business Elected Officials Property Owners		Start Date: Jul-17		
Status #1: Jul-17				
Banging Gavel's incentive package was approved. SIP Wine Bar is in planning. The Boulevard (South Street) is in negotiations. Bremen Station is in negotiations.				
Status #2: Jan-18				
SIP Wine Bar is in planning. The Boulevard (South Street) is in negotiations. Bremen Station is in negotiations. Holladay Properties (North Street) is in negotiations.				

100% Percent Complete

DOWNTOWN TINLEY PARK IS A DESTINATION FOR RESTAURANTS AND ENTERTAINMENT. A MAJOR DOWNTOWN DEVELOPMENT WOULD CREATE THE DENSITY RETAILERS ARE LOOKING FOR IN A VIBRANT DOWNTOWN. PREFERENCE WILL BE GIVEN TO MUSIC BASED BUSINESSES.

TACTICS

TARGET AREAS – rank available sites in the legacy district for development potential.

LAND BANK – control under-utilized sites within the Legacy District for future development.

METRICS

PROJECT COUNT – Downtown major project trends.

ACTIVITY COUNT – The sum of downtown major project meetings and inquiry trends.

PERCENT COMPLETE – When a major project is complete, the strategy will be accomplished.

MARKETING TARGET(S)

DEVELOPERS

FUTURE LOG

VR FAM TOURS – utilize virtual reality and augmented reality technology to tour and showcase development ideas.

STRATEGY 3 - 159TH HARLEM RETAIL

Objective - Sell Tinley

Lead	Role	Timeline	Budget	Source
Econ Dev	Work with brokers to recruit tenants to fill vacancies.	Schedule: 1 year	\$3,700	Village
Other:		Start Date: Jan-18		
Status #1: Oct-18				
Interest in K-Mart.				

0% Percent Complete

RETAIL IS ONE OF TINLEY PARK'S MAIN ECONOMIC DRIVERS. THE HARLEM RETAIL CORRIDOR SOUTH OF 159TH HAS SUFFERED HIGHER THAN NORMAL VACANCY RATES DUE TO KMART'S CLOSURE. THE ECC RECOMMENDS WORKING WITH BROKERS AND RETAIL SITE SELECTORS TO RECRUIT RETAILERS TO THE CORRIDOR.

TACTICS

DESIGNATE LAND — Access Cook County reclassification incentives.

TRADE SHOWS

ICSC RECon Las Vegas	\$1,650
Consultants Forum	\$1,500
ICSC Deal Making Chicago	\$350
Retail Live	\$200

METRICS

PROJECT COUNT — 159th and Harlem project trends.

ACTIVITY COUNT — The sum of 159th and Harlem project meetings and inquiry trends.

PERCENT COMPLETE — When 100% of vacancy is occupied, the strategy will be accomplished.

MARKETING TARGET(S)

BROKERS, RETAILERS AND SITE SELECTORS

FUTURE LOG

RETAIL FEEDBACK TOUR Hold open houses at vacant retail spaces and invite the public to share ideas.

**STRATEGY 4 - SEE ONGOING DOWNTOWN DEVELOPMENT AND REINVESTMENT
CONTINUE**

Objective - Nurture Entrepreneurs

Lead	Role	Timeline	Budget	Source
Econ Dev	Promote Oak Park Playbook grants to small businesses.	Schedule: Ongoing	\$350,000	Village
Other:		Start Date: Ongoing		
Status #1: Ongoing				
Grants approved. Grants advertisements placed in local media. Multiple businesses applied.				

50% Percent Complete

THE VILLAGE BOARD BUDGETED \$350,000 TO ENCOURAGE SMALL BUSINESS DEVELOPMENT IN OUR DOWNTOWN WITH THE OAK PARK PLAYBOOK.

TACTICS

MARKET GRANTS – utilize local media to promote grant program.

METRICS

PROJECT COUNT – Downtown project trends.

ACTIVITY COUNT – The sum of downtown project meetings and inquiry trends.

PERCENT COMPLETE – When a project is complete, the strategy will be accomplished.

MARKETING TARGET(S)

BROKERS, SITE SELECTORS AND SMALL BUSINESSES (Performing Artists, Bed & Breakfast, Music Stores)

FUTURE LOG

ACCELERATOR – can be a great place for an Entrepreneur to start. This is a facility that has mentors on hand to assist with starting a business. Similar to a Start-Up weekend contest, but more of an ongoing service rather than a one and done weekend. The Tinley Center would be an ideal location for an accelerator/incubator.

SIDE YARD PROGRAM – Some of our brownfields are located next to successful businesses. It could be beneficial to inquire if those businesses would be willing to take ownership of the site if the Village was willing to clean it up for them.

STRATEGY 5 - DEVELOP A LONG-TERM PLAN FOR NORTH STREET IMPROVEMENTS

Objective – Neighborhood Beautification

Lead	Role	Timeline	Budget	Source
Planning	Partner with Marketing on Plaza.	Schedule: 1 year	Staff Time	Village
Other: Roger Brooks International, North Street property owners, Design Consultant		Start Date: Dec-16		

20% Percent Complete

THE VILLAGE OF TINLEY PARK OWNS CENTRAL MIDDLE SCHOOL AND MULTIPLE PARCELS ALONG NORTH STREET. LOKATA IS WORKING ON PLANS FOR THE VILLAGE PLAZA.

TACTICS

MASTER PLANNER – Hire master planner to develop plaza.

METRICS

PROJECT COUNT – North Street project trends.

ACTIVITY COUNT – The sum of North Street project meetings and inquiry trends.

PERCENT COMPLETE – When the North Street project is complete, the strategy will be accomplished.

FUTURE LOG

DEVELOPMENT TEAM – partner with a development team to develop area around the plaza.

STRATEGY 6 - LA GRANGE ROAD INFRASTRUCTURE

Objective - Adequate Infrastructure

Lead	Role	Timeline	Budget	Source
Econ Dev	Encourage infrastructure development to attract investment.	Schedule:	\$2,000,000	Village, Developers (via recapture)
Other:		Start Date:		
Status #1:				
Discussed with Village Development Review Team.				

0% Percent Complete

MULTIPLE DEVELOPERS HAVE APPROACHED THE VILLAGE OF TINLEY PARK WITH PROJECTS, BUT THE TAXES AND LACK OF INFRASTRUCTURE ARE A CHALLENGE.

TACTICS

QUOTE — get a quote to install adequate infrastructure along LaGrange Road to spur development.

METRICS

PROJECT COUNT — La Grange infrastructure project trends.

ACTIVITY COUNT — The sum of La Grange infrastructure project meetings and inquiry trends.

PERCENT COMPLETE — When the La Grange infrastructure is complete, the strategy will be accomplished.

FUTURE LOG

APPLE ORCHARD — The easy access of La Grange road would make this corridor an ideal location for a tourist attraction such as an apple orchard or a pumpkin patch.

STRATEGY 7 - SEE SUBSTANTIAL START TO THE OLD STATE MENTAL HEALTH CENTER PROPERTY REDEVELOPMENT WITH PROJECTS UNDERWAY AND REMEDIATION COMPLETED

Objective - Blight Removal

Lead	Role	Timeline	Budget	Source
Econ Dev	Identify master developer to maximize economic impact of site.	Schedule: Multi-year	\$4,000,000	Village, Potential Public/Private Partnership
Other: Village Board, Staff, Residents, Consultant		Start Date: May-19		
Status #1: Oct-18				
Issued RFQ Invited 3 development teams to submit RFP responses. Toured MHC with all 3 development teams. Received RFP responses from all 3 development teams.				

10% Percent Complete

THE STATE-OWNED MENTAL HEALTH CENTER IS THE SINGLE BIGGEST DEVELOPMENT OPPORTUNITY IN TINLEY PARK.

TACTICS

- ISSUE REQUEST FOR QUALIFICATIONS – to identify developers.
- ISSUE REQUEST FOR PROPOSALS – from identified developers.
- PURCHASE SITE FROM STATE
- WORK WITH THE CHOSEN DEVELOPMENT TEAM - to maximize the site’s potential.

METRICS

- PROJECT COUNT – MHC project trends.
- ACTIVITY COUNT – The sum of MHC project meetings and inquiry trends.
- PERCENT COMPLETE – When the MCH is developed, the strategy will be accomplished.

MARKETING TARGET(S)

DEVELOPMENT TEAMS

STRATEGY 8 - AS PART OF OUR ECONOMIC DEVELOPMENT STRATEGIES, WORK TO ATTRACT BUSINESSES WITH GOOD PAYING JOBS BY THE PANDUIT HEADQUARTERS PROPERTY AND OTHER LOCATIONS

Objective - Sell Tinley

Lead	Role	Timeline	Budget	Source
Econ Dev	Market available land to targeted businesses (Office, Tech, Medical, Vocational Training).	Schedule: Ongoing	\$10,000	Village
Other: CSIA		Start Date: Ongoing		
Status #1: Ongoing				
Meeting with major employers and Mayors of the group. Working on the CSIA marketing plan. Working on the CSIA website.				

20% Percent Complete

THE ECONOMIC COMMERCIAL COMMISSION IDENTIFIED OFFICE, TECH, MANUFACTURING AND VOCATIONAL TRAINING AS TARGETED BUSINESSES FOR THE I-80 CORRIDOR.

TACTICS

CHICAGO SOUTHLAND INTERSTATE ALLIANCE – Partner with Mokena, Orland Park, Will County CED and Area Businesses to Market Regionally and Sell Locally

METRICS

PROJECT COUNT – Panduit area business attraction project trends.

ACTIVITY COUNT – The sum of Panduit area business attraction meetings and inquiry trends.

PERCENT COMPLETE – When the Panduit area land is developed, the strategy will be accomplished.

MARKETING TARGET(S)

OFFICE, MEDICAL, TECH AND VOCATIONAL TRAINING

STRATEGY 9 - REDEVELOP PANDUIT TIF SITE; SEE IMPROVEMENTS AT THE 45-ACRE SITE ON THE EAST SIDE OF TOWN

Objective - Encourage Development

Lead	Role	Timeline	Budget	Source
Planning	Convert to land use to residential and market to developers.	Schedule: Ongoing	Staff Time	Village, Developers, Panduit
Other: Developers		Start Date: Ongoing		
Status #1: Ongoing				
Interest in site.				

10% Percent Complete

THE FORMER PANDUIT HEADQUARTERS IS SLATED FOR DEMOLITION, LEAVING 45 ACRES OF DEVELOPABLE LAND.

TACTICS

PARTNER – with Panduit to market site to residential developers.

METRICS

PROJECT COUNT – Legacy TIF project trends.

ACTIVITY COUNT – The sum of Legacy TIF meetings and inquiry trends.

PERCENT COMPLETE – When the Legacy TIF land is developed, the strategy will be accomplished.

MARKETING TARGET(S)

DEVELOPERS

FUTURE LOG

ABC SUPPLY – Find a compatible use for former ABC site.

PARKING LOT – Research if site could be used for auto storage.

STRATEGY 10 - SECURE A MAJOR NEW DEVELOPMENT IN RICH TOWNSHIP (COOK COUNTY)

Objective - Sell Tinley

Lead	Role	Timeline	Budget	Source
Econ Dev	Market available land to targeted businesses (Retail & Tourism).	Schedule: 2 Years	\$3,700	Village, 3rd Party
Other: Property owners		Start Date: Jul-17		
Status #1: Jul-18				
Hillwood Speculative building complete.				

100% Percent Complete

DEVELOPMENT IS THE EASIEST SECTION TO MEASURE AS YOU CAN SEE IT EVERY DAY. THE EASIEST WAY TO SPUR DEVELOPMENT IS TO CONTACT DEVELOPERS.

TACTICS

TRADE SHOWS

ICSC RECon Las Vegas	\$1,650
Consultants Forum	\$1,500
ICSC Deal Making Chicago	\$350
Retail Live	\$200

METRICS

PROJECT COUNT – Major Rich township project trends.

ACTIVITY COUNT – The sum of Major Rich township meetings and inquiry trends.

PERCENT COMPLETE – When a Major Rich township project is complete, the strategy will be accomplished.

MARKETING TARGET(S)

DEVELOPERS, RETAILERS, TOURIST ATTRACTIONS (Sports Team and Water Parks)

STRATEGY 11 - CONDUCT A VILLAGE-WIDE BUSINESS RETENTION ANALYSIS/ASSESSMENT SURVEY AS PART OF OUR ECONOMIC DEVELOPMENT EFFORTS

Objective - Business Retention & Expansion

Lead	Role	Timeline	Budget	Source
Econ Dev	Maintain ongoing communication with local businesses.	Schedule: 3 months	\$120,000	Village
Other: N/A		Start Date: Jan-18		
Status #1: Oct-18				
Full-time BRE Position approved by the board. Position posted on September 27, 2018. Applications are due October 19, 2018.				

20% Percent Complete

EIGHTY PERCENT OF JOB CREATION COMES FROM EXISTING BUSINESSES. THIS MAKES BUSINESS RETENTION AND EXPANSION ONE OF THE TOP PRIORITIES IN ECONOMIC DEVELOPMENT.

TACTICS

CONVERT - business Retention Specialist position to full-time.

HIRE - Business Retention Specialist.

SURVEY - local businesses to encourage growth.

METRICS

PROJECT COUNT – BRE project trends.

ACTIVITY COUNT – The sum of BRE meetings and inquiry trends.

MARKETING TARGET(S)

LOCAL BUSINESSES

STRATEGY 12 - COMPLETE THE ASSESSMENT AND EVALUATION OF UNINCORPORATED PARCELS AND POSSIBLE ANNEXATIONS WHERE APPROPRIATE OR DESIRABLE.

Objective - Adequate Infrastructure

Lead	Role	Timeline	Budget	Source
Planning	Identify highly visible properties to annex.	Schedule: 1 year	\$15,000	Village
Other: Consultant, Staff, Village Board		Start Date: Mar-18		
Status #1: Oct-18				
Included in 2019 the Capital Improvement Project request.				

0% Percent Complete

BEFORE SITES CAN BE DEVELOPED, THEY MUST BE ANNEXED AND SERVED WITH INFRASTRUCTURE. THERE ARE MULTIPLE SITES IN TINLEY PRIME FOR ANNEXATION.

TACTICS

RANK SITES – identify all available sites for annexation. Rank sites based on potential use, job creation and visibility (traffic count).

ANNEX SITES – hire consultant to annex sites.

METRICS

PROJECT COUNT – Annexation project trends.

ACTIVITY COUNT – The sum of annexation meetings and inquiry trends.

PERCENT COMPLETE – When all annexation project are complete, the strategy will be accomplished.

PROJECTS

THE PROJECTS TO COMPLETE THE STRATEGIES FALL UNDER THREE CATEGORIES: IN-HOUSE PROJECTS, DEVELOPMENT PROJECTS AND DEALS. ALL THREE CATEGORIES AFFECT ONE ANOTHER. THE KEY TO A SUCCESSFUL PROJECT IS MOMENTUM. THE SUCCESS OF AN IN-HOUSE PROJECT COULD SPUR A DEVELOPMENT PROJECT WHICH IN TURN COULD ATTRACT A DEAL.

IN HOUSE PROJECTS

In-house projects set the economic development table. Examples include (but not limited to) grant creation, marketing, the annual business breakfast, roundtables, business retention and expansion, public relations and sales.

DEVELOPMENT PROJECTS

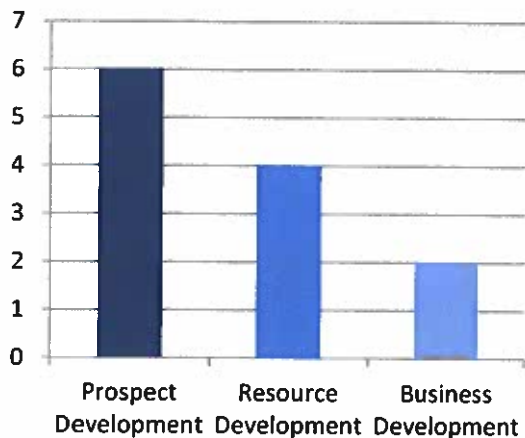
Maintaining relationships with developers drives development. This involves tracking our available buildings, sites and encouraging spec buildings. It also involves identifying areas to annex, clean up and redevelop via land banking.

DEALS

The heart of Economic Development is the deal. If we do not take care of the deals we have, it will be difficult to attract new ones. All parties involved in the deal making process are our customers. We need them at the table and we need them keep coming back to the table.

THE GOAL OF TRACKING THE 3 PROJECT TYPES IS TO ALIGN OUR ECONOMIC DEVELOPMENT ACTIVITIES WITH THE STRATEGIC PLAN. BELOW ARE THE CATEGORIES OF FOCUS OF THE ECONOMIC DEVELOPMENT STRATEGIC PLAN.

Strategy Count by Goal



Strategy Count by Objective

