

NOTICE OF SPECIAL ECONOMIC DEVELOPMENT & MARKETING COMMITTEE MEETING

is scheduled for
Tuesday, December 4, 2018, beginning at 6:45 p.m. in the

Council Chambers located at the
Village Hall of Tinley Park
16260 South Oak Park Avenue
Tinley Park, Illinois

A copy of the agenda for this meeting is attached hereto and can be found at
www.tinleypark.org.

Kristin A. Thirion
Clerk
Village of Tinley Park

**NOTICE OF SPECIAL MEETING OF THE
ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE**

Notice is hereby given that a special meeting of the Economic Development and Marketing Committee of the Village of Tinley Park, Cook and Will Counties, Illinois, will begin at 6:45 p.m. on Tuesday, December 4, 2018, in the Council Chambers at the Village Hall of Tinley Park, 16250 S. Oak Park Avenue, Tinley Park, Illinois.

The agenda is as follows:

1. OPEN THE MEETING.
2. CONSIDER THE APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON OCTOBER 23, 2018.
3. DISCUSS ECONOMIC DEVELOPMENT STRATEGIC PLAN.
4. DISCUSS MARKETING ACTION PLAN.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

MINUTES
Economic Development and Marketing Committee
October 23, 2018 – 6:30 p.m.
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

Members Present: C. Berg, Chairman
M. Pannitto, Village Trustee
J. Curran, Village Trustee

Members Absent: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager
B. Bettenhausen, Village Treasurer
M. Zonsius, Assistant Village Treasurer
M. Thomas, Information Technology Manager
D. Framke, Marketing Director
P. Connelly, Village Attorney – Arrived 6:40 p.m.
L. Godette, Deputy Village Clerk
L. Carollo, Commission/Committee Secretary

Item #1 - The meeting of the Economic Development and Marketing Committee meeting was called to order at 6:36 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON AUGUST 28, 2018 – Motion was made by Trustee Pannitto, seconded by Trustee Curran, to approve the minutes of the Economic Development and Marketing Committee meeting held on August 28, 2018. Vote by voice call. Chairman Pannitto declared the motion carried.

Item #3 – DISCUSS WAYFINDING AND MARKETING SIGNS – The Marketing Department, in coordination with the Marketing and Branding Commission, has been working with KMA on development of a Village-wide wayfinding sign program, which has included review and development of the Village's existing sign inventory, facilitation and analysis of a public survey, research on local and federal regulatory signage requirements and collection of vehicular traffic counts throughout the community. As a result, eight potential gateway sign locations have been identified:

- West 159th Street at 86th Avenue
- West 159th Street at South Harlem Avenue
- 167th Street at Anna Marie Avenue
- 183rd Street at Ridgeland Avenue
- South Harlem Avenue at 183rd Street
- South 80th Avenue at Lakeside Drive
- LaGrange Road at 179th Street
- LaGrange Road at 171st Street

Additionally, the following destinations have been identified as key points of interest for the Village:

- Brookside Marketplace
- Convention Center Hotel District
- Downtown Metra train station
- Downtown Tinley
- Hollywood Casino Amphitheater
- Odyssey Fun World
- Tinley Park Convention Center
- Tinley Park High School
- Tinley Park Public Library
- Tinley Park Village Hall
- Victor J. Andrew High School
- Vogt Visual Arts Center
- West Hotel District
- White Water Canyon Water Park
- 80th Avenue train station

Staff and commissioners have also been working on creating a new sign design concept, which incorporates a sense of identity with a brand-inspired design, for which the Village will become more well-defined and more easily navigable within its boundaries. The sign package will include entrance identification signs, vehicular directional signs, destination identification signs, public parking identification and pedestrian information kiosks downtown.

The creative process started with three concepts and proceeded through several refinements. At the October 15th Commission meeting, concurrence was reached for the design concept, which is being brought forward to the Economic Development and Marketing Committee for approval. Upon approval, this concept will be moved to the next phase of the process, which will include finalizing a defined location plan and further development of this design scheme to include full-scale mockups, samples and prototypes.

Chairman Berg asked the Economic Development and Marketing Committee if there were any questions or comments. Discussion continued on next steps, timeframes and other types of signage.

Item #4 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Motion was made by Trustee Pannitto, seconded by Trustee Curran, to adjourn this meeting of the Economic Development and Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:44 p.m.

lc



Interoffice Memo

Date: December 4, 2018

To: Trustee Berg and Economic Development and Marketing Committee

Cc: David Niemeyer, Village Manager
Paula Wallrich, Community Development Director

From: Patrick Hoban, Economic Development Manager

Subject: Economic Development Strategic Plan

Background:

The Village of Tinley Park is the first and only Accredited Economic Development Organization (AEDO) by the International Economic Development Council (IEDC) in the State of Illinois. To retain the AEDO accreditation, the Village of Tinley Park must update its economic development strategic plan. The Economic Commercial Commission (ECC) created the last economic development strategic plan in 2013.

The ECC began the strategic plan process in July of 2018. Staff discussed three standard economic development goals (Prospect Development, Resource Development and Business Development) with four objectives to accomplish each goal for a total of twelve economic development objectives. The first goal is Resource Development which focuses on developing a community's resources, such as infrastructure, available sites and workforce. The second goal is Business Development which focuses on developing our local businesses through business expansion, advocacy, technology transfer and entrepreneurship. The third and final goal is Prospect Development which focuses on attracting new development by creating incentives, encouraging development, sales and project management.

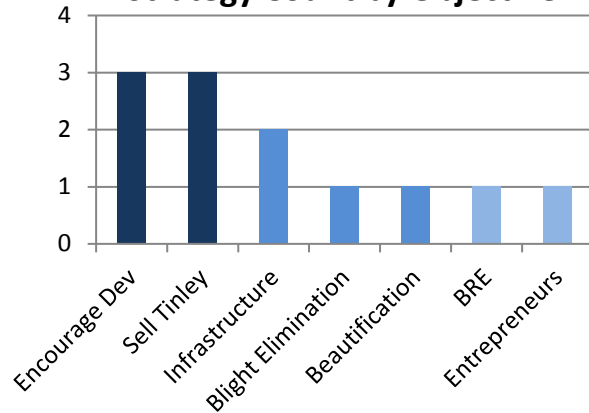
Staff then presented the Economic Development goals/strategies from the Village's strategic plan to the ECC and asked them to recommend additional strategies if necessary. The ECC came up with six strategies between two objectives to accomplish the prospect development goal, four strategies between three objectives to accomplish the resource development goal and two strategies between two objectives to accomplish the business development goal.

The ECC then prioritized the strategies and with staff identified tactics, cost of those tactic and metrics to measure the success of each strategy.

Strategic Plan Hierarchy Example



Strategy Count by Objective



Request:

Staff is recommending approval of the strategic plan to complete the IEDC Accreditation process and prioritize economic development efforts.

Strategic Plan Checklist:

1. Long-Term Complex, Tier 4: Seek accreditation for all our major departments to demonstrate professionalism and our commitment to high-quality services and operations that meet national standards.

Benefits:

- Provides Economic Development staff direction.
- Increase Economic Development reporting capabilities.
- Recognizes Tinley Park Nationally as an Accredited Economic Development Organization.

Staff Recommendation:

The Economic and Commercial Commission (ECC) recommended this item for approval on November 12th. If this item is approved, it will be eligible for Village Board approval January 1st.

Economic
Development
Strategic Plan

2019

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



CONTENTS

Opportunity	3
Mission Statement.....	3
Vision Statement	3
Knowledge Base.....	4
Economic Development Flywheel	5
Strategy 1 - Update Legacy Code	6
Strategy 2 - Continue and advance Downtown development; have one major project started every year ..	7
Strategy 3 - 159th Harlem Retail.....	8
Strategy 4 - See ongoing downtown development and reinvestment continue	9
Strategy 5 - Develop a long-term plan for North Street improvements	10
Strategy 6 - La Grange Road Infrastructure	11
Strategy 7 - See substantial start to the old State Mental Health Center property redevelopment with projects underway and remediation completed	12
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	13
Strategy 9 - Redevelop Panduit TIF site; see improvements at the 45-acre site on the east side of town ..	14
Strategy 10 - Secure a major new development in Rich Township (Cook County).....	15
Strategy 11 - Conduct a Village-wide business retention analysis/assessment survey as part of our economic development efforts.....	16
Strategy 12 - Complete the assessment and evaluation of unincorporated parcels and possible annexations where appropriate or desirable.	17
Projects.....	18
In House Projects.....	18
Development Projects.....	18
Deals.....	18

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

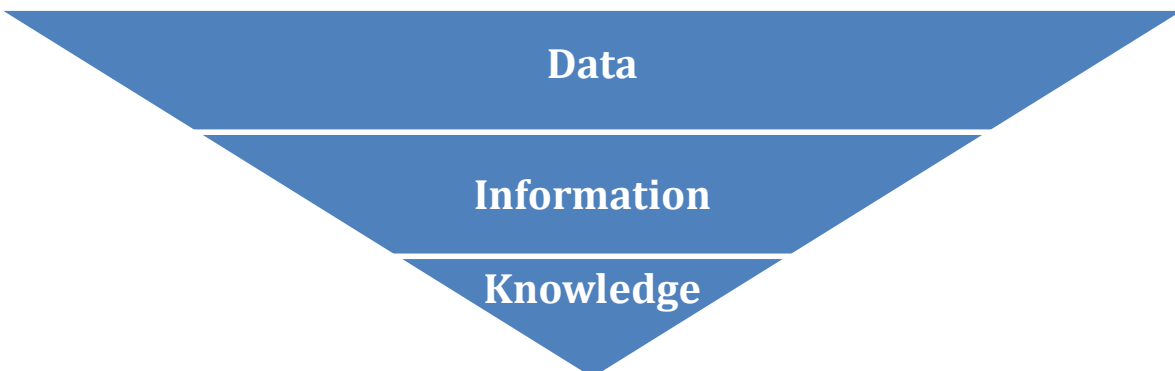
Total	30,714
Agriculture/Mining	0.2%
Construction	6.1%
Manufacturing	8.6%
Wholesale Trade	2.1%
Retail Trade	11.8%
Transportation/Utilities	6.9%
Information	1.5%
Finance/Insurance/Real Estate	8.7%
Services	49.8%
Public Administration	4.3%

Civilian Employed	96.1%
Civilian Unemployed	3.9%

White Collar	68.5%
Services	13.2%
Blue Collar	18.3%

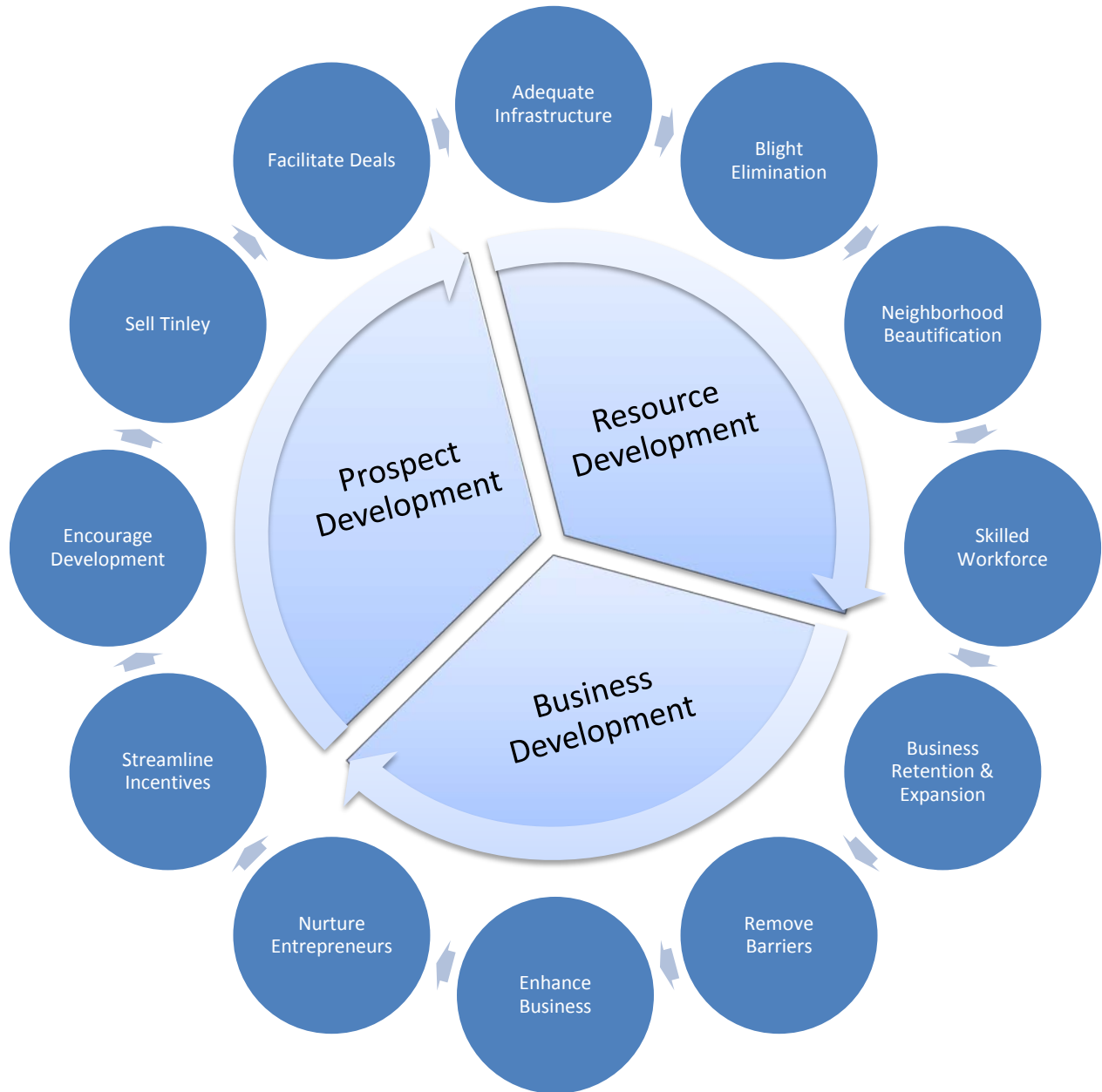
EDUCATIONAL ATTAINMENT

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

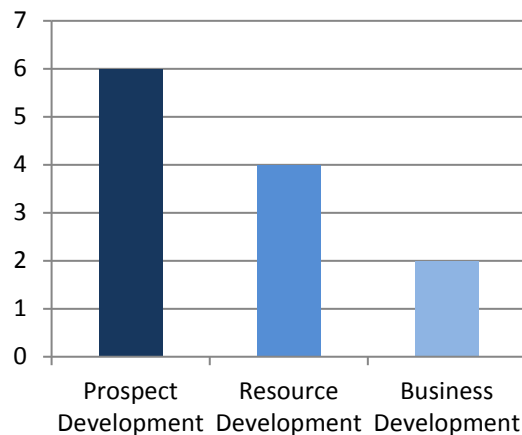
Maintaining relationships with developers drives development. This involves tracking our available buildings, sites and encouraging spec buildings. It also involves identifying areas to annex, clean up and redevelop via land banking.

DEALS

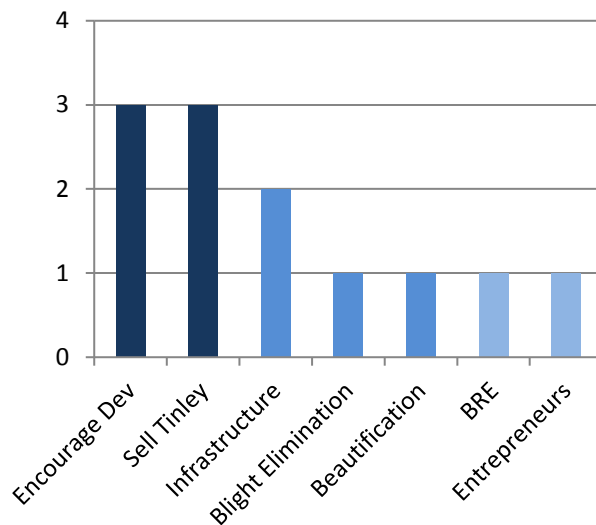
The heart of Economic Development is the deal. If we do not take care of the deals we have, it will be difficult to attract new ones. All parties involved in the deal making process are our customers. We need them at the table and we need them keep coming back to the table.

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





DRAFT MARKETING ACTION PLAN 2019-2020

The marketing department, in coordination with the marketing and branding commission, has made significant progress on the 2017 Branding, Development and Marketing Action Plan including creating a Brand Style Guide, securing domain names and logo trademarking, rebranding of the village website with music calendar, rebranding the village communication channels and creating the 'Best of' brochure, media ads and logo gear. The plan below reflects a continuation of the branding plan (with revised timelines) and other overall village marketing initiatives.

Some items called for in the action plan will be deferred until the plaza is nearly operational including execution of a comprehensive promotional plan, update of the Village's tourism video, purchase of CRM software, evaluation of a Downtown BID (business improvement district) and consideration of an ordinance allowing sidewalk dining and alcohol consumption.

In addition to maintaining the existing communications and special events schedule, marketing staff will undertake the initiatives below over the next 18 months. Corresponding funding has been identified in the marketing department budget or requested in a capital improvement request (as noted with an asterisk).

1. **Begin construction of Harmony Square (branding plan item #39)**

Timeline: Spring 2019 through plaza opening in spring/summer 2020)

Lead: Community Development, Marketing and Public Works

Approximate cost: \$8 million*

This is a key component of the Village's new brand which includes the planning and development of venue; development of the programming schedule and plaza O & M plan; and planning for the eventual grand opening promotional plan.

Measurement: Completion of the O&M plan, grand opening of the venue and execution of a comprehensive programming schedule in 2020.

2. **Wayfinding signage program (branding plan item #10)**

Timeline: Plan is underway, Installation to begin Spring 2019 through 2020

Lead: Marketing department

Approximate cost: Estimated at \$200,000 per year over two years*

Wayfinding sign plan will be completed in FY19. Phase one sign construction and installation is scheduled to begin in FY20 and phase 2 slated for completion in in FY21.

Measurement: Successful installation of the wayfinding signs.

3. **Manage brand visibility initiatives including distribution and installation of brand awareness posters, pole banners, street printing, brand support/signage at the music theater and convention center (branding plan items 11, 13, 18)**

Timeline: Spring/Summer 2019

Lead: Marketing department

Approximate cost: \$40,000

The marketing department will coordinate the production and installation of brand awareness posters and pole banners in the spring. Brand support/signage will be coordinated with the convention center and amphitheater management.

Measurement: Installation of brand awareness posters around town and branded pole banners in spring 2019; brand presence at the convention center and amphitheater and street printing installation in Downtown Tinley.

4. Evaluate options for better, more direct reinvestment of hotel/motel funds to support Village's tourism needs and consider the potential development a Tinley Park (or regional) Destination Management Organization (*branding action plan item #30*)

Timeline: Begin winter 2018/19

Lead: Marketing department

Approximate cost: TBD

Plan will address needs and voids in current process as identified by branding plan and convention sales staff including a fragmented/interrupted sales process and lack of direct contact with prospective clients and show organizers; more focus on key trade shows that support association, corporate and leisure markets; a better, local VIC (visitor information center); sales support (with fully-functioning customer management system); and the need for Tinley Park-specific convention support services, familiarization tours, premium items and travel writing/ photography support.

Measurement: Finalization of a plan that maximizes the use of our hotel motel funding to support the Village's tourism marketing needs.

5. Adding Tinley Park businesses to GPS services and web-based applications and creating a database of clubs and organizations and large non-profit organizations (*branding plan items 17, 28, 29*)

Timeline: Fall 2019

Lead: Marketing department

Approximate cost: Staff time

Coordinate with businesses to add or update their information on a variety of applications. Create and/or update databases of clubs and organization and large NFPs.

Measurement: Development of databases and place pages.

6. Develop an enhanced public art project: 'Musical Chairs'

Timeline: Spring 2019

Lead: Benches on the Avenue coordinators

Approximate cost: \$5,000

This program, recommended by the marketing and branding commission, will be a companion program to the 'Benches on the Avenue' program that will be aimed at creating foot traffic in businesses while engaging residents and visitors.

Measurement: Roll out of new program.

7. Develop a new 'Community Profile & Opportunities' brochure (*branding plan item 37*) and other marketing support materials requested by Tinley Park hoteliers

Timeline: Summer 2019

Lead: Marketing department

Approximate cost: \$20,000

This publication will be a snapshot of Tinley Park that can be used by economic development staff, local real estate agents, etc. for business recruitment purposes and by the marketing department to attract festivals and events. It will include demographic information, weather, some history and other information. A new, electronic entertainment/'Things to Do in Tinley Park' guide will be developed for use by Tinley Park Hoteliers and other hospitality-related businesses.

Measurement: Publication of new brochure.

8. Develop community pride campaign

Timeline: Summer/Fall 2019

Lead: Communications staff

Approximate cost: Staff time

Roll out a village-wide campaign (using existing village-owned communication channels) aimed at featuring the many positive village attributes in Tinley Park. Topics will include economic viability, neighborhood livability, safety, transportation accessibility/convenience, entertainment opportunities, other good news stories and, of course, music.

Measurement: Campaign roll out.

9. Evaluate participation in new resident engagement platforms such as Next Door.

Timeline: Winter 2019/20

Lead: Communications staff

Approximate cost: Staff time

Measurement: Evaluation of platform and recommendation to leadership.

10. Evaluate the visitor experience at the Hollywood Casino Amphitheatre including pedestrian flow and alternate transportation initiatives (e.g., trolley)

Timeline: Begin winter 2018/19

Lead: Interdisciplinary staff team: Marketing, Police, Community Development departments

Approximate cost: Staff time

This request has come through the marketing and branding commission. The rationale is that if music is our brand, and large numbers of people are attending concerts at the amphitheater and visiting our community, we want to ensure that the visitor experience is as positive as possible.

Measurement: Evaluation of experience and recommendation to leadership.

11. Evaluate the feasibility of creating of a year-round, music-centric destination such as a 'wall' of signed photos from famous musicians who have performed in Tinley Park.

Timeline: Spring 2020

Lead: Village staff and leadership of Hollywood Casino Amphitheatre

Approximate cost: Staff time

The concept is that Tinley Park would create a destination, perhaps at the music theater to extend its season or at a Downtown VIC (nearby the new plaza). The idea is to create a 'must see' feature to enhance our brand and is inspired by Disney's 'purple wall', Planet Hollywood's displays and old-time celebrity photos in nostalgic restaurants.

Measurement: Research and evaluation of similar, successful destinations and development of recommendation to execute a program/experience in Tinley Park.

12. Make concierge training available to front line staff of all hospitality-related businesses in Tinley Park (*branding action plan item #50*)

Timeline: Winter 2019/20

Lead: Marketing staff

Approximate cost: \$10,000

Measurement: Development of program and execution of training .

13. Evaluate and make recommendations on the development of a trolley transportation program.

Timeline: Spring/Summer 2019

Lead: Marketing staff

Approximate cost: Staff time

Staff has been asked to evaluate the purchase and coordination of a Village-owned trolley to support large group transportation (e.g., shows at the convention center) and potentially include an organized 'Tinley Park Ale Trail. The idea is to create an additional 'after hours' event for residents and visitors.

Measurement: Evaluation of program and recommendation to leadership.

- 14. Develop and execute a brand- and tourism-focused advertising and PR campaign to include media ads (cable, radio, trade publication), co-op advertising campaigns (with Metra, State VICs), boosted social media posts; travel writing/editorials, video and visitor outreach; and get a brand spokesperson on film (*branding action items 15, 53*)**

Timeline: Spring/Summer 2020

Lead: Marketing department

Approximate cost: \$100,000*

In coordination with the grand opening of Harmony Square, the marketing department will execute a comprehensive promotional campaign to create a buzz around the new plaza and Downtown Tinley's redevelopment initiatives.

Measurement: Successful execution of PR campaign surrounding grand opening of Harmony Plaza/Downtown Tinley.

- 15. Evaluate the feasibility of creating a winter draw (e.g., large event at convention center) to fill hotel rooms during slow season.**

Timeline: Summer 2020

Lead: Marketing Department and convention center staff

Approximate cost: TBD

Measurement: Recommendation to leadership.

**PUBLIC
COMMENT**

ADJOURNMENT