

*Economic Development Strategies:
Fostering Growth, Supporting
Small Businesses, and Harnessing
Opportunities*

2024 ILCMA Summer Conference





Today's Agenda

1. Panel Introduction
2. Practically Talking Economic Development
 - *Garnering community support, inventory currently policies & procedures, and learning the process of implementing business friendly policies.*
 - *Emphasizing your community's assets to provide a market for businesses and effectively using development tools within your community.*
 - *Leveraging unfortunate opportunities to boost investment and cultivating relationships to secure funding for future development.*
 - *Building a network of tools for regional development.*
3. Q & A Session
4. Prompts for a further dive (time permitting)



Our Panelists



Josh Wray

Director of Economic
Development
City of Pekin

*Former Assistant to the VM
Village of Hampshire*



Matthew Galloway

Economic Development
Coordinator
Village of Roselle



Cody Moake

Chief of Staff
City of Marion



Kevin Considine

President & CEO
Lake County Partners

Doing Economic Development With No Money

Josh Wray

Director of Economic
Development, City of Pekin

2024 ILCMA Summer Conference



Background of Hampshire, IL

General Info

- 7,700 population
- NW Kane County
- I-90 interchange with US 20
- Admin, Water/Sewer, Streets, Police (outside Fire and Parks)
- Outsourced building and engineering departments

Development Activity 2020-2023

- 2 million sqft of industrial built
- 3,000 lots subdivided
- 300 new homes built
- 350 acres annexed
- 4 new downtown businesses

It All Starts
with
Leadership

**Elected
officials must
want it**

Growth
Efficiency
Lower Property Taxes



**Management
must live it**

Continuous Improvement
Effective Communication
Empowerment in Departments

Culture of Yes



MISSION, VISION, GOALS



ECONOMIC DEVELOPMENT
STRATEGIC PLANNING



BUSINESS DEVELOPMENT
COMMISSION



STAFF INVESTMENT

Free Tools

Process Improvement

- Development Audit
- Streamline Public Meetings
- Coincident Reviews
- One-Page Applications

Marketing

- Modern Website
- Available Properties Page
- Intersect Illinois
- Real Estate Agents

Free Tools

Transparency

- Fee Schedules & Estimators
- Compiled Development Code Webpage
- Online Development Guides and Applications

Internal Procedures

- Single Facilitator from Start to Finish
- Leader for Each Step
- Development Team Meetings

Accomplishments in Hampshire, IL

Actions

- Combined Plan Commission and Zoning Board of Appeals
- Added online permitting system
- Held bi-weekly development team meetings
- Standardized zoning processes

Deliverables

- [Commercial Development Guide](#)
- Permit Fee Estimator
- Land Use Application Packet
- One-Webpage Development Info

Questions?

Josh Wray

Director of Economic
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Economic Development Assets

ILCMA Summer Conference, 2024



Relationships

Small Town Feel, Big City Challenges

- **Know and communicate with your property and business owners**
 - They should know you are a resource
- **Host and participate in community events**
 - Roselle hosts annual business meetups to share information on available resources
 - Staff attends Chamber and other community events to show support and share information about available programs



Capacity

Staffing and Resources

- Having a dedicated Economic Development professional allows for ED to be a priority instead of an additional task.
- ED internally advocates for business development and growth even when it is not a priority for other departments.
- ED can help coordinate and clarify the development process internally with departments and externally for new business developers

Elected Officials

Support for Development

- Having Village Board members who understand and support Economic Development is invaluable.
- You may have Board members who are local business owners. They can be your greatest advocates.



Incentives

Programs to Encourage Business Growth

- **Know what is in your Economic Development toolbox.**
 - Don't have a toolbox?
Start setting one up.
- **Tax Increment Financing**
 - Grant Programs
 - Redevelopment Incentives
- **Business Districts**
- **Sales Tax Sharing**
- **Bonds**
- **Loans**



Infrastructure

Know your capacities and expand if needed

- Work closely with your Public Works and Utility providers to understand your capacity for development.
- Advocate for increased capacities if development is likely.
- Know what you want to attract and if it is realistic.



Thank you!



Contact:

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REVITALIZING MARION



—● cityofmarionil.gov ●—

Cody Moake, MPA

Chief of Staff

cmoake@cityofmarionil.gov





MISSION

Leverage public investment and grants to be a catalyst for private investment. A community revitalization approach to the carrot versus stick model.



Before



After

RESIDENTIAL REVITALIZATION

Using TIF as a tool for residential development, we've encouraged developers, homeowners, and landlords to invest in new single family homes, duplexes, and rehabbing of existing structures all within walking distance of our downtown business corridor.



Before



After

RESIDENTIAL REVITALIZATION

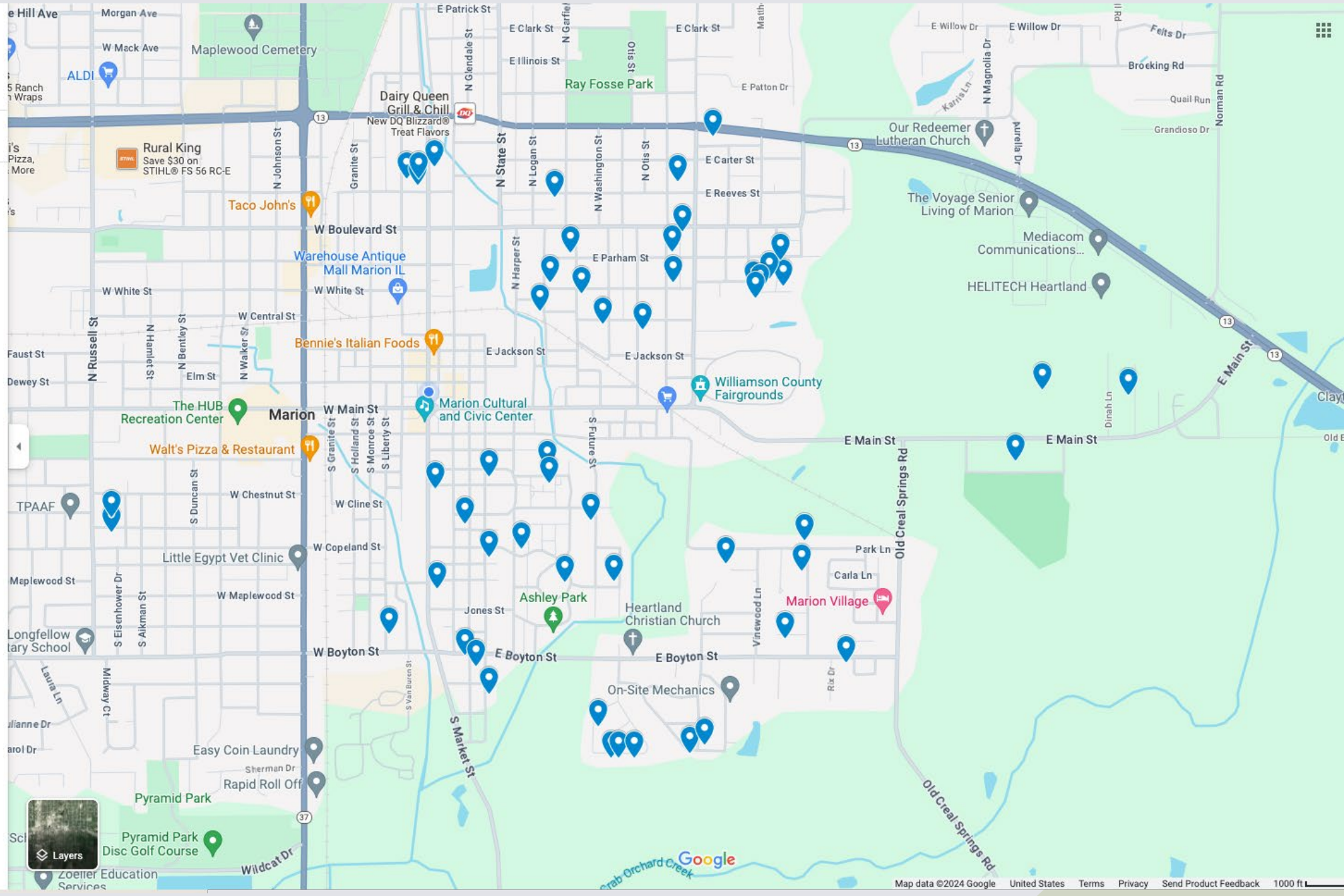
Abandoned church demolished to make way for six homes generating \$3,000 each in property tax annually. City keeps \$1,200/year/house for remaining 20 years of TIF.

Search Google Maps

Residential TIF Grant Tracker

Open in My Maps

All items





RESIDENTIAL IMPACTS

We started an exterior improvement grant program in May 2023 and invested \$250,000 in TIF money back into the neighborhoods. Total spend topped \$600,000 in year one of what will now be an annual program for our oldest neighborhoods.



New Development

Nearly 200 new units built and another 100 renovated since TIF focused on residential development was approved in 2020.

Infrastructure

Several miles of sidewalks repaired or installed since 2021 and many more to go. Stormwater projects corrected throughout the TIF area.

Grants

Over \$300,000 in increment invested back into the neighborhoods generating the taxes through exterior improvement grants.

Future Plans

Continue offering grants and making infrastructure improvements to spur private investment and reinvestment.

2022

CENTER PLAZA

Only City-owned public gathering space. For downtown businesses to thrive we need pedestrians so we created a welcoming space for people to come and enjoy and hopefully spend money.

2024

DOWNTOWN STREETScape

In order for pedestrians to feel safe, we needed a new radical approach to protect pedestrians from motorists. Awarded ITEP grant to construct improvements.



DOWNTOWN REVITALIZATION



TOWER SQUARE RENOVATIONS

Added fountains in 2022 and a seasonal ice skating rink. 2024 adding brick pavers, new crosswalks with notification beacons in the pavement, and more green space.



2018

PRIVATE INVESTMENT

2023



PRIVATE INVESTMENT



2016



2023



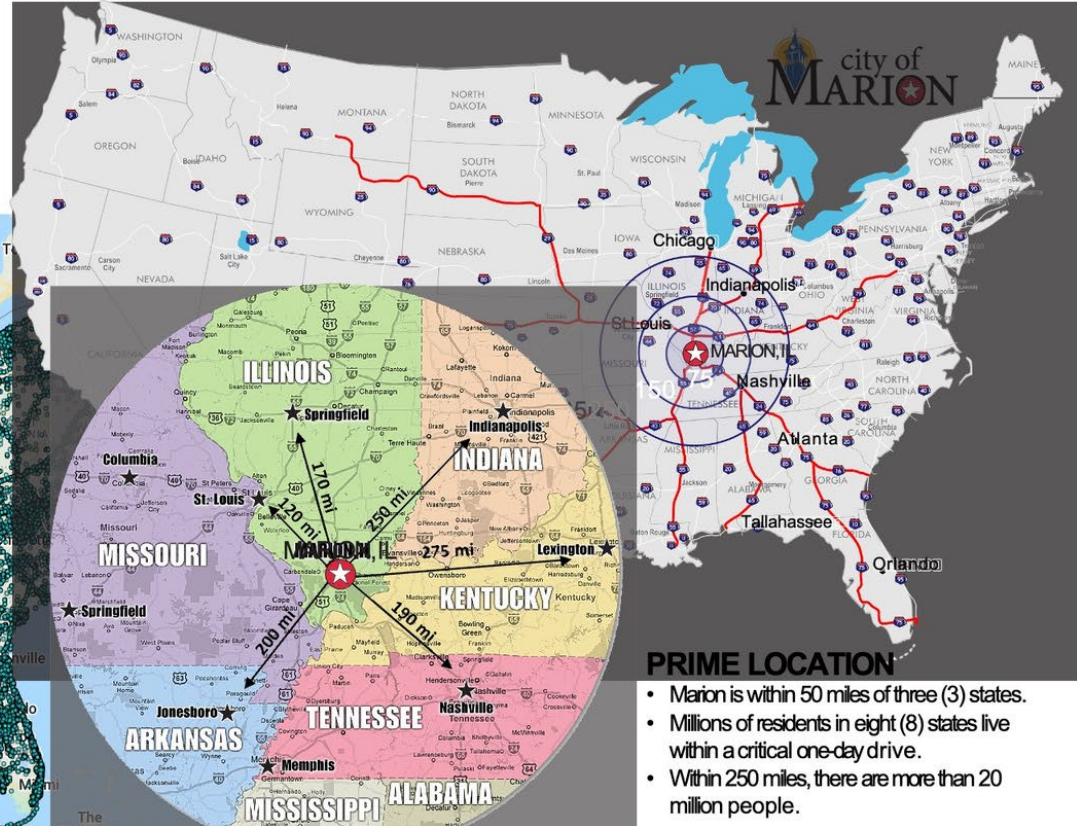
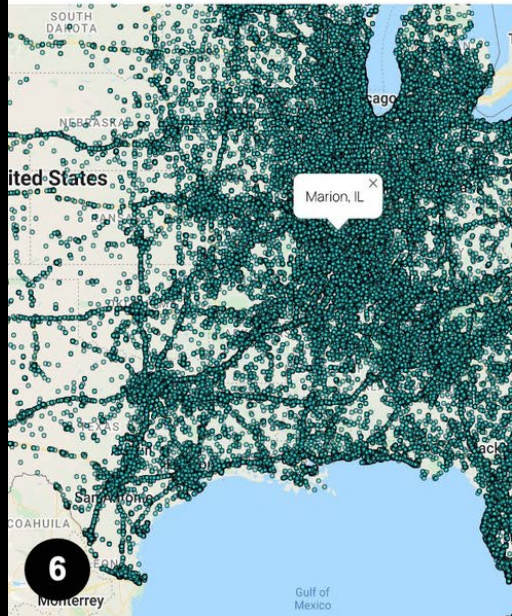


STAR BONDS

GATHER THE DATA & FOLLOW THE SUCCESS

POPULATION

- 75 miles 980,193
- 150 miles 6,799,935
- 250 miles 21,671,233



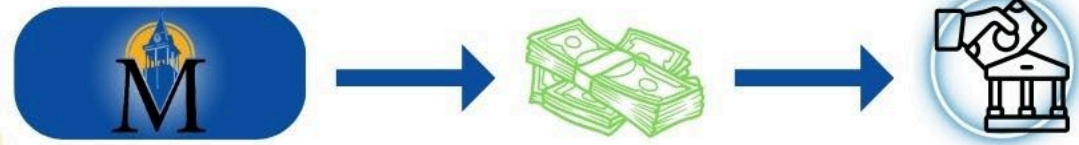
cityofmarionil.gov/star-bonds/



**City Issues Bonds and
a Bank(s) Buy Bonds**



**City Deposits Bond Proceeds
into Special Account**



**Developer Starts Construction and
Requests Construction
Draws from Bond Proceeds
to Pay Contractors**



**Incremental Sales Tax is
Deposited from State to
Second Special City Account**



**City Uses Incremental Sales
Tax Special Account to
Make Bi-Annual Bond Payments**



OASS SPORTS PARK

3



KOKOPELLI

6



1

OASS OUTDOORS

4

OASS GOLF &
PICKLEBALL COMPLEX

5

MINDEN PARK



2

OASS SOUTH
SHOPPING CENTER



13

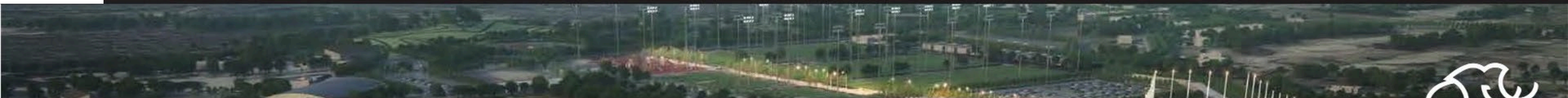




ECONOMIC IMPACT

OASIS SPORTS COMPLEX & OASIS MIXED USE DEVELOPMENTS

FEASIBILITY STUDY CONDUCTED BY SPORTS FACILITY MANAGEMENT & JOHNSON CONSULTING (YEAR 5)



OASIS GOLF AND PICKLEBALL COMPLEX & 130 ROOM HOTEL

FEASIBILITY STUDY CONDUCTED BY MAMMOTH (YEAR 5)



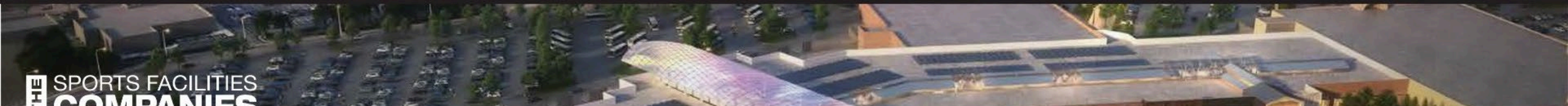
240,000+ VISITORS
ANNUAL VISITATION TO MARKETPLACE

228 NEW JOBS
TOTAL JOBS AFTER YEAR 5

\$10.2 MILLION
ANNUAL INCREASED EARNINGS

\$21.5 MILLION
ANNUAL DIRECT SPENDING

\$40.5 MILLION ANNUALLY
ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)



THE SPORTS FACILITIES COMPANIES

SFM NETWORK

WWW.SFMNETWORK.COM

OASIS SPORTS COMPLEX

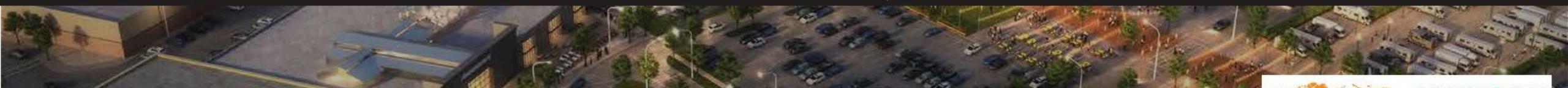
THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA (AT STABILIZATION)

450,000 VISITORS
ANNUAL VISITATION TO MARKETPLACE

62,725 ROOM NIGHTS
PROJECTED ROOM NIGHTS ANNUALLY

\$47.5 MILLION ANNUALLY
DIRECT, INDIRECT & INDUCED SPENDING

64 TOURNAMENTS
AND EVENTS TO THE MARKET ANNUALLY



OASIS MIXED USE DEVELOPMENTS

FEASIBILITY STUDY CONDUCTED BY JOHNSON CONSULTING (PROJECT 1 COMPLETION)



556,000 VISITORS
ANNUAL VISITATION TO MARKETPLACE

2,310 NEW JOBS
TOTAL JOBS AFTER YEAR 5

\$148 MILLION
ANNUAL INCREASED EARNINGS

\$310 MILLION
ANNUAL DIRECT SPENDING

\$585 MILLION ANNUALLY
ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)

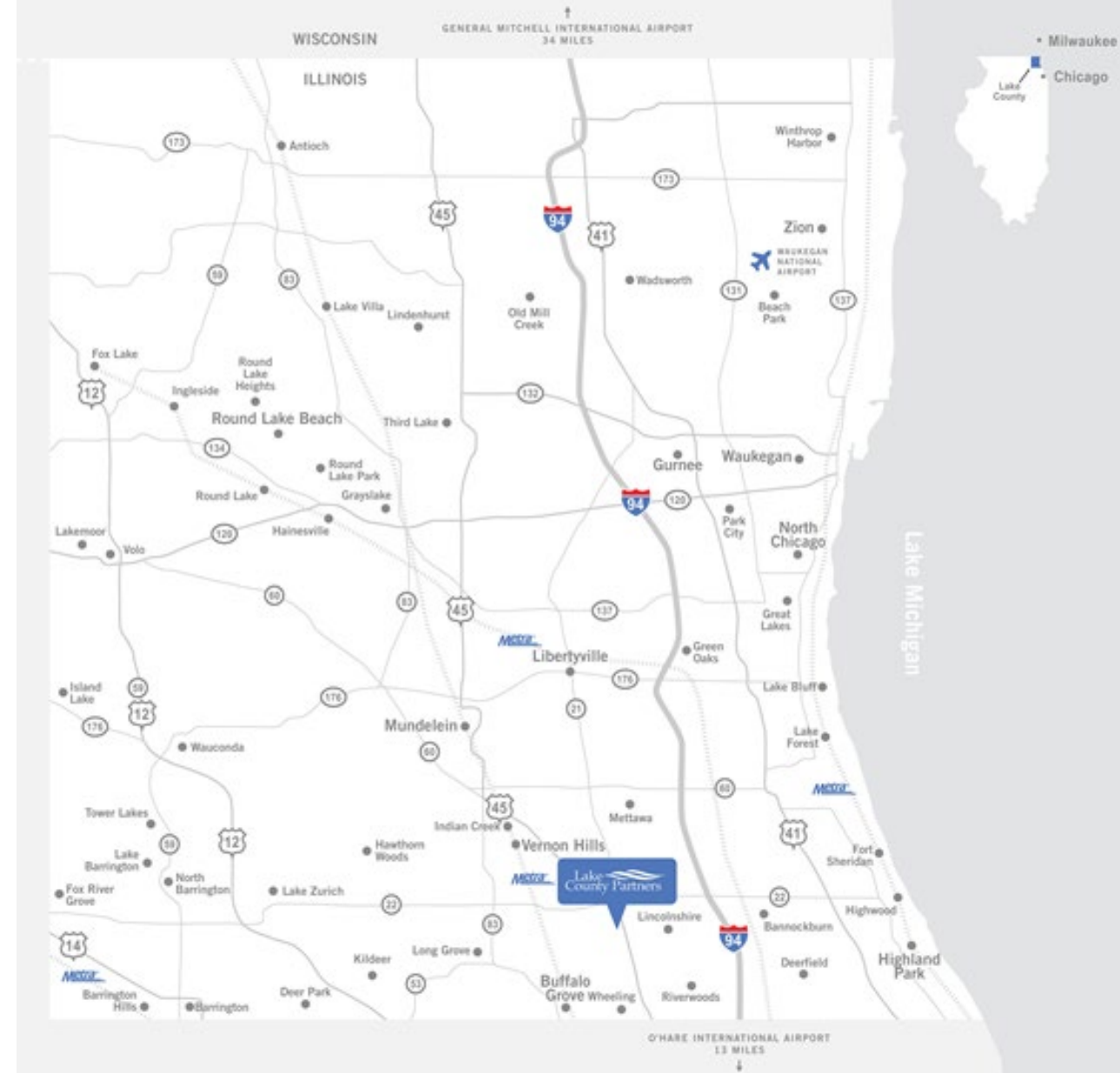


PARTNERSHIPS FUELING RETENTION & GROWTH

LAKE COUNTY PARTNERS

LAKE COUNTY BY THE NUMBERS

- Population 714,000
- 30,000 businesses
- 52 Municipalities
- More than 350,000 jobs
- 10 Fortune 500 HQs
- Top 10 life science cluster



ABOUT LCP

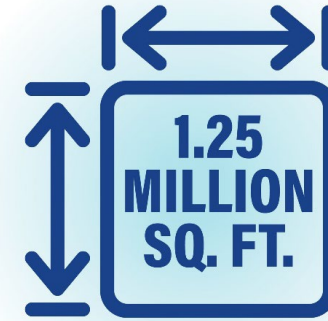
- Established 1998
- 501c3 public-private partnership
- 40% public funding
- 5 full time staff



2023 WAS A GREAT YEAR FOR ECONOMIC GROWTH

**\$610
MILLION**

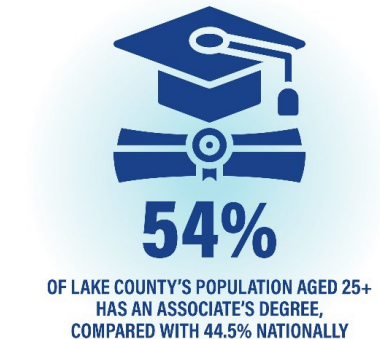
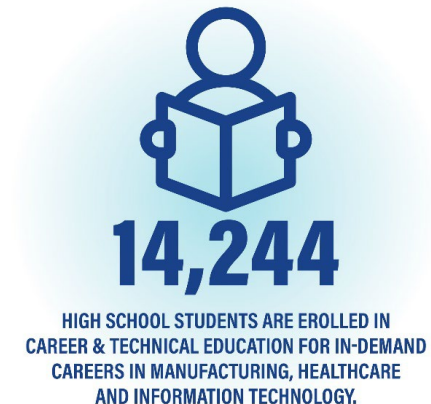
IN CAPITAL INVESTMENT
DRIVEN BY LCP



OF NEW & REACTIVATED SPACE
AS A RESULT OF LCP'S WORK



NOMINAL GROSS DOMESTIC PRODUCT
HAS GROWN TO \$69.7 BILLION SINCE 2020



Over the last 5 years, LCP has fueled **\$1.2 BILLION** in direct capital investment, driven the creation of **4,445** new jobs and kept **4,739** existing jobs in Lake County.

WHAT WE ACTUALLY DO

- Bread & Butter economic development
- Workforce Ecosystem Partnership
 - Community College
 - Workforce Dev Dept.
 - High schools and other
- High Schools, etc.
 - Counselor tours
 - Employer connections
 - Data & insights
- CEDS
- Reverse commute partnership



MUNICIPAL SERVICES

- Roughly 60% of Lake County municipalities are LCP investors
- \$0.22/per capita
- In addition to general economic development, LCP provides
 - Quarterly professional development
 - Data
 - Custom insights
 - Other duties as assigned



QUARTERLY PROFESSIONAL DEVELOPMENT

Quarterly meeting of municipal staff with speakers on topics they influence

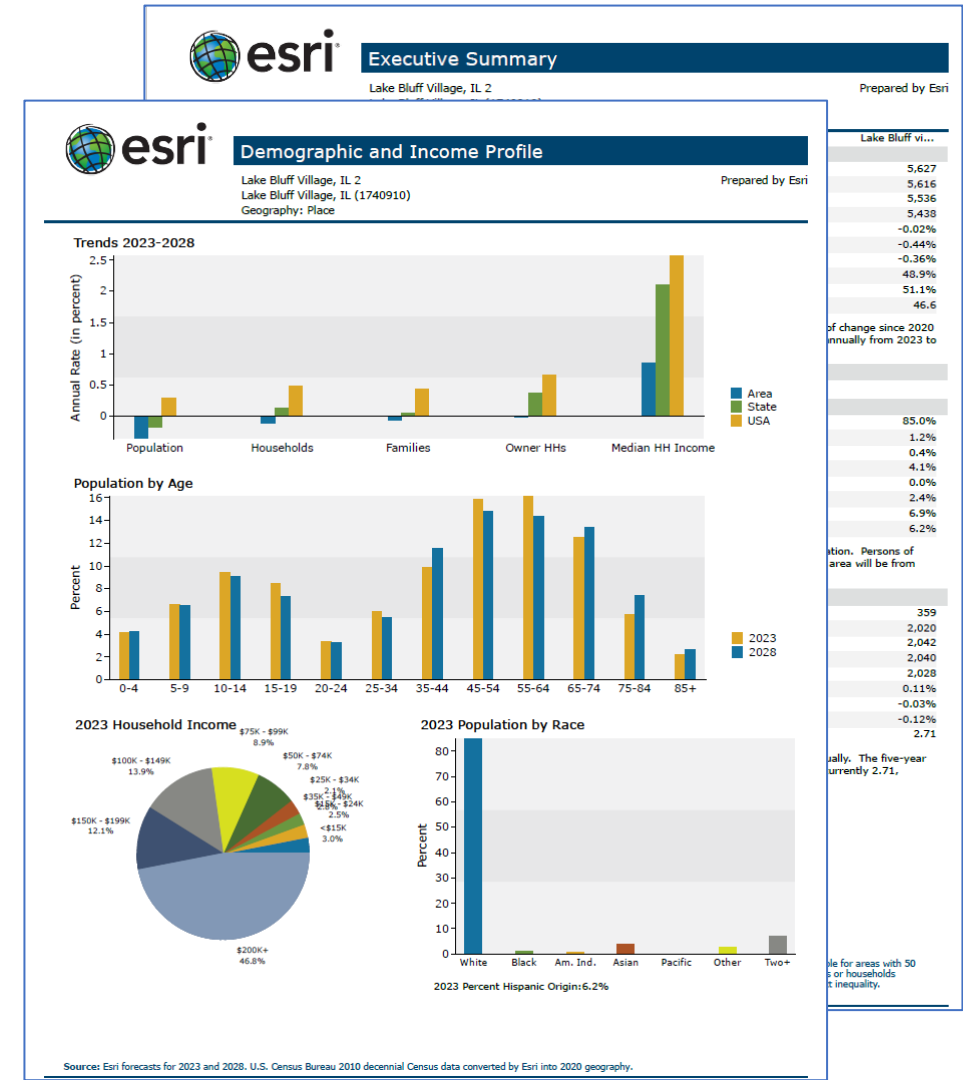
- Series sponsored by local bank
- Topics have included
 - Cyber security / Fraud
 - Creative financial solutions
 - Sustainable infrastructure
 - HR & recruiting
- Fosters cross sharing among municipalities



DATA & INSIGHTS

5-8 reports pulled quarterly for each investor municipality

- Costar
- ESRI
- Lightcast (EMSI)
- Data axle
- World Business Chicago Research Center





Lake
County Partners