

AGENDA COMMITTEE OF THE WHOLE February 18, 2020 – 7:30pm

- 1) Community Development Division of Public Works Update
- 2) Economic Development 2019 Recap
- 3) 2020 Census
- 4) New Utility Billing Software Service Enhancements
- 5) 2020 Community Events

COMMITTEE OF THE WHOLE AGENDA – February 18, 2020

1) **Topic:** Community Development Division of Public Works Update

Attachments: PowerPoint Provided at Meeting

Background:

Staff has been asked to provide an update to City Council on the Community Development Division of Public Works. As such, a presentation will be provided, and will include a history on the Community Development Division, a timeline of events over the last 2-1/2 years, and our goals for the immediate future in 2020.

The services provided by the Community Development Division are integral to the success of the City and the quality of life for City residents. The quality of construction and code compliant buildings and site improvements improves the value of that property and surrounding properties, which stabilizes the tax base and tax burden of local residences and businesses.

The Community Development Division's goal is to provide quality services and support to the City's residents, elected officials, property owners, and business owners. The Division is tasked with the enforcement of City adopted building codes, established and updated throughout the years by the City Council. In its ongoing effort to promote investment within the Community, Staff utilizes the City's adopted Comprehensive Plan and zoning regulations to facilitate various development processes, and must temper those requirements, at times, in sensitive and/or politically charged scenarios. Lastly, staff continues to make great strides toward developing an efficient permitting process, through updating outdated processes and by implementing new technologies to improve customer service. This Division's core responsibilities are the following:

- Building inspection and Code Enforcement Services
- Plan Review Services
- Planning and Zoning Services
- Health Services
- Fire Prevention and Life Safety Services
- Business Licensing / Contractor Registration Services
- Property maintenance Regulations
- Rental Housing Services

Diligent attention to these services help protect and enhance the quality of life for businesses and residents of the City of Rolling Meadows, and all who visit.

As always, Council members are welcome to spend time with staff in Community Development and/or Public Works to better understand the operations and process.

Staff is available for any feedback related to the information provided or any other matters related to the Department operations.

COMMITTEE OF THE WHOLE AGENDA – February 18, 2020

2) Topic: Economic Development 2019 Recap and Look Ahead

Attachments:

Next Level Northwest 2019 Annual Report Business Marketing Tool Kit 2020

New Businesses

During 2019, 51 new businesses opened in the City (one was a second location, another a new and larger location as shown by the attached table). Ten (10) businesses were home occupations. Openings by City Ward's were as follows:

Ward 1 – 5 Ward 2 – 13 Ward 3 – 2 Ward 4 – 2 Ward 5 – 0 Ward 6 – 29 Ward 7 - 0

While all businesses in the City are important, notable business openings during 2019 include:

- Amish Farmers Market (2122 Plum Grove Road);
- Autobon Holdings Inc. (3653 Blackhawk Drive);
- Cottage Door Press (5005 Newport Drive);
- Daisy's Café (3334 Kirchoff Road);
- Fuller's Car Wash (2765 Algonquin Road);
- Hangout Café (1937 Plum Grove Road);
- Isabella's Café (5540 New Wilke Road).
- Perfect Turf (5540 Meadowbrook Court):
- School Health Corporation (5600 Apollo Drive);
- Sunset Pools & Spas (1675 Hicks Road);
- [Tesla (10 additional charging stations 1301 Meijer Drive not a business but notable)].

Other businesses have received or are in the process of receiving approvals for new construction or remodeling and continue to work toward 2020 opening dates:

- ATS sortimat business expansion (5655 Meadowbrook Drive);
- Aloft Hotel (3405 Algonquin Road);
- Burrito Parilla Mexicana (2101 Plum Grove Road);
- Busse's Flowers & Gifts (Now Open 3445 Kirchoff Road):
- Continental Towers Interior and Outdoor Updates (1701 Golf Road);
- Epig Solutions (*Now Open* 3740 Industrial Drive):

- K-BBQ (1973 Plum Grove Road);
- Leaky Keg Brewing (5100 Newport Drive);
- Lulu's Café (2633 Kirchoff Road);
- Nature's Care Recreational Cannabis (975 Rohlwing Road);
- Sally's Place Restaurant (1973 Plum Grove Road);
- S-E-A Limited (5600 Apollo Drive School Health building);
- Tacos Jerez (1401 Golf Road);
- Teriyaki Madness (1319 West Golf Road).

The actual number of new business openings per year is largely a function of economic conditions, vacancies and other factors external to the City; however it is important to note that all business openings, whether in large or small locations, require much team effort on the part of City Staff and equal time by the business owner. The City continues to pride itself on a continuously high level of public/private collaboration.

2017 Business Survey Update as of January 2020

Per the 2017 Rolling Meadows business survey report completed during October 2017, the following are specific action items that have been completed or are ongoing:

- 1) Annual City of Rolling Meadows Business & Community Showcase
- 2) Business Messenger quarterly newsletter
- 3) Economic Development Committee new business outreach/communications
- 4) Next Level Northwest (NLNW) business accelerator program
- 5) Business Marketing Tool Kit
- 6) Rolling Meadows Dining Guide on City website and hard copy pamphlet
- 7) Various Cook County Class 6b property tax incentive support resolutions
- 8) Video gaming approvals
- 9) Restaurant Incentive program
- 10) Possible Open Land/Empty Office Building Incentive
- 11) Business Advocate
- 12) Restaurants outdoor seating policy review part of updating Zoning Code (2020 to complete)
- 13) Update City of Rolling Meadows Comprehensive Plan (2019 completed)

- 14) Update City of Rolling Meadows Zoning Code (2020 to complete)
- 15) Community Events Foundation (CEF) enhanced programming and events
- 16) Community Development Department staffing and procedural improvements
- 17) Annual recognition of City business sponsors and donors to community events and programs

Event and Marketing

City Staff continues to build upon marketing and events programing including:

- 1) <u>Business Messenger Newsletter</u> Started in 2017, the *Business Messenger* is a quarterly publication with a strictly Rolling Meadows business focus on items of interest to the City's business community. The newsletter is mailed to all businesses in the City of Rolling Meadows.
- 2) Business & Community Showcase The second annual Rolling Meadows Business & Community Showcase event took place on Thursday, April 25, 2019 at the Meridian Banquet & Conference Center. 48 Rolling Meadows businesses and affiliated groups participated at a nominal cost of \$25 each. The third annual event, scheduled for Thursday, April 23, 2020 at Meridian Banquet & Conference Center, is also promising to be a success with business owners already asking about participation. Showcase enhancements include advertising available job opportunities by participating businesses, sharing of marketing materials by businesses not able to attend the event, and display of available commercial properties in the City of Rolling Meadows.
- 3) Next Level Northwest (NLNW) The City hosted its first Rolling Meadows NLNW Pitch Panel application review and approval for Rolling Meadows-based Lakeshore Title Agency to enter into a professional coaching engagement on behalf of NLNW. The engagement will finish during February 2020. 2020 will be an even more productive year with hopefully another Rolling Meadows business budgeted to take advantage of this innovative, non-profit program involving five (5) municipal Board members (Elk Grove Village, Hanover Park, Hoffman Estates, Schaumburg and Rolling Meadows) and two private sector Board members (Wintrust Bank and Comcast). The Next Level Northwest 2019 Annual Report is attached.

- 4) <u>Community Events Foundation (CEF) Programming</u> The CEF will continue to build upon volunteer participation and business support of events throughout the year (thanks to the work of the volunteers and Assistant to the City Manager Lori Ciezak):
 - Taste the Town (February 29);
 - St. Pat's Day Dinner (March 14);
 - City Market (May 23, June 27, July 18, August 22, September 26);
 - Memorial Day Parade & Ceremony (May 23);
 - Block Party on Central Road (June 12);
 - July 4th Parade (July 4):
 - FRIDAYS ROCK! Concert Series (June 19, July 10, September 18);
 - Family Night with the Rolling Meadows Cops (August 1);
 - National Night Out (August 4);
 - Wine-Down by the Creek (August 14);
 - Senior Luncheon (September 8);
 - Hometown Hoedown Fall Fest (October 3);
 - Fire Department Open House (October 10);
 - Veterans Dinner (November 6);
 - HolidayTree Lighting (December 3);
 - Spaghetti Dinner (December 3).

Economic Development

City Staff work together on a variety of economic development initiatives to foster economic development and business success in Rolling Meadows:

- 1) Economic Development Committee (EDC) During 2019, to support economic development, the EDC provided a number of City Council policy recommendations:
 - Feedback from the 2019 Business & Community Showcase to be utilized in 2020 Showcase.
 - Open Land/Empty Office Building Incentive Real Estate Transfer Tax Incentive Program (this will be back to the City Council in 2020).
 - City Website Review.
 - Next Level Northwest Work (Lakeshore Title Agency to finish engagement during February 2020) attached you will find the 2019 Annual Report.
 - 6b Request by LC Mold (3640 Edison Place extension).
 - Business Marketing Tool Kit on City website and printed distribution.
 - Restaurant listing with video gaming listed on City website. A different listing is available in pamphlet form.
- 2) <u>Business Advocate Business Attraction, Retention & Networking</u> Throughout the year, City Staff meets with prospective or existing business owners, including property owners, to identify their needs as appropriate to the City of Rolling Meadows and to assist with follow up. Items may include site

development questions, marketing assistance, research, meeting scheduling, business development or general relationship building. The Business Advocate works hard to make sure business needs are addressed while also fitting in with the ongoing Community Development, Administration and Public Works operations and other City department functions. 2020 promises to be an even more eventful and productive year.

- 3) Comprehensive Plan & Zoning Code Updates During 2018, the City engaged the planning consulting firm Teska & Associates to work on updating the 2006 City of Rolling Meadows Comprehensive Plan. The update, including specific recommendations for updating the City's economic development strategy, was completed during 2019. Also, to improve the City's development regulation process, a comprehensive Zoning Code update is scheduled for 2020.
- 4) <u>Vacant Property List</u> To assist prospective business owners or real estate brokers with site location research, the City maintains an Available Property listing on the City website. The website is updated as needed and includes itemized listings for Office, Retail, Industrial and Vacant sites.
- 5) <u>Business Marketing Tool Kit</u> A Tool Kit of marketing ideas and options, some offered by the City and others offered by third parties, is available for Rolling Meadows business representatives on the City website and in a hard copy format. The Tool Kit includes the 2020 Rolling Meadows CEF event listing and sponsorship opportunities.



2019 Annual Report

www.NextLevelNorthwest.org

Next Level Northwest (NLNW) is a 501 C-3 business acceleration public-private partnership serving the Northwest Chicagoland region. We support regional and local businesses through collaborative and innovative initiatives to help grow the economy. Our mission is to accelerate local businesses with the ultimate goal to strengthen and support the Northwest Chicagoland economy.

Achievements

- Added two new private Board Members and a Sponsor
- NLNW received the Gold Seal of Transparency for grant funding
- NLNW held five pitch nights in participating communities

Clients Assisted through NLNW Process

- Application
- Pitch Night
- Award Letter
- Client Coach
 Agreement
- Discovery Phase
- Performance
 Commitment
 Agreement
- Discovery Report
- Proposed Design for Client Action
- 30 Day Coach Report
- 60 Day Coach Report
- 90 Day Coach Report
- Summary Report
- Ongoing Mentoring



https://relishcateringkitchen.com/
19 W Wise Rd
Schaumburg
847.352.8840



Relish Catering Kitchen in Schaumburg was able to create 2 new jobs, expand their facility and grow their revenue nearly 15% due to the NLNW program

"Next Level Northwest encouraged me to look at the big picture of my business, improve my processes, and strategically plan for the future" John Eggert, Relish Catering Kitchen Schaumburg

Clients Assisted through NLNW Process



http://radarepairs.com/ 160 Martin Ln Elk Grove Village 224.261.7232



Rada Auto in Elk Grove Village saw revenue growth of 30% after completing NLNW program



https://blinktees.com/ 2400 Hassell Rd #360 Hoffman Estates 847-497-8337



Blink Tees of Hoffman Estates created 2 new jobs, expanded their facility and projects year over year revenue growth of 70% due to the NLNW coaching

Clients active in the NLNW process now who are expected to complete their coaching in 2020 and begin their mentoring phase include:

 Lakeshore Title Agency, 3501 Algonquin Rd, Rolling Meadows 847.758.0300 http://lstitle.com/



Clients Assisted through NLNW Process

• Country Style Donuts, 1519 Irving Park Rd, Hanover Park 847.893.6222

http://www.countrystyledonut.com/



 Crafted Wild Cabinetry, 101 Kelly St Unit A, Elk Grove Village 815.290.WILD

https://craftedwild.com/



 Miller Industrial, 621 E. Devon Ave, Elk Grove Village 847.616.8002

https://www.millerindustrial.com/



NLNW Coaches and Partners

- Sybil Ege, Oracle Business Planning
- Jeff Williams, Bizstarters
- Allen Gabe Law, P.C.
- Leif Jensen and Associates
- Red Caffeine

2020 Goals

- Assist ten new businesses through the program
- Implement Marketing Program to enhance social media content, promote success stories, and support public relations
- Recruit one additional private business to serve on the Board of NLNW
- Secure grant and foundation money to help NLNW grow

NLNW Board

- Raymond Rummel, Village of Elk Grove Village, President
- Paula Hewson, Village of Schaumburg, Vice-President
- Juliana Maller, Village of Hanover Park, Secretary
- Barry Krumstok, City of Rolling Meadows, Treasurer
- Jim Norris, Village of Hoffman Estates
- Chris Nelson, Comcast
- Teresa Faidley, Wintrust Bank

NLNW Sponsors



www.NextLevelNorthwest.org



City of Rolling Meadows Business Marketing Tool Kit 2020

Martha H. Corner, AICP Rolling Meadows Business Advocate 3600 Kirchoff Road Rolling Meadows, IL 60008

Phone: 847-870-9004

Email: cornerm@cityrm.org

www.cityrm.org

Business & Community Showcase



Events and Sponsorships

Community Events Foundation (CEF) events Chamber of Commerce events (ribbon cuttings, etc.) Job fairs Special Events

City Electronic Sign

New business

New business owner

Hosting a large public event

Sponsoring the City or Rolling Meadows Community Events Foundation (CEF) in some fashion Special events for the community

Business congratulations/milestones/anniversaries

City Website or City Facebook Account

New business

New business owner

Hosting a large public event

Sponsoring the City or Rolling Meadows Community Events Foundation (CEF) in some fashion

Special events for the community

Business congratulations/milestones/anniversaries

Business Messenger

Business anniversary

Business expansion

Business congratulations/milestones/anniversaries

News and information

Meet Chicago Northwest

Christina Nied

cnied@chicagonorthwest.com

847-278-3442

Newspapers/Digital Display Advertising

Daily Herald Media Group

Nancy Van Jacobs, Multimedia Account Executive

nvanjacobs@dailyherald.com

847-427-4635

Journal & Topics

Tom Wessell, Managing Editor

tomwessell@journal-topics.com

847-299-5511x101

Cross Marketing

Sales Collateral and Promotional Items

Social Media and Technology

Facebook

Twitter

Linkedin

Mailchimp

Instagram

Utube

Yelp

Tumblr (blogs)

Foursquare

Influencer Marketing

Misc. Search Advertising

Programmatic Marketing

Remarketing

Committee of the Whole Agenda Item – February 18, 2020

3) 2020 Census

Attachments:

None

Background:



WHAT IS THE 2020 CENSUS?

The 2020 Census is a count of every person living in the 50 states, District of Columbia, and five U.S. territories. The count is mandated by the U.S. Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency.

WHO NEEDS TO BE COUNTED?

The 2020 Census will count every person living in the United States regardless of their country of origin or immigration status. Every person residing in your household on April 1, 2020 should be counted. This includes children, newborn babies, grandparents, friends, non-relatives, and anyone else living in your home.

WHY IS THE 2020 CENSUS IMPORTANT?

Federal Funding

Every year, billions of dollars in federal funding go to local hospitals, fire departments, schools, roads, and other essential resources based on census data.

Political Representation

The results of the census also determine the number of seats each state will have in the U.S. House of Representatives, and they are used to draw congressional & state legislative districts as well as the City's Wards.

Critical Information

The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for you and your community.

Constitutional Mandate

Article 1, Section 2, mandates that the country conduct a count of its population once every 10 years. The 2020 Census will mark the 24th time that the country has counted its population since 1790.

HOW CAN I RESPOND?

In March 2020, each home will receive an invitation to respond to the 2020 Census questionnaire by mail. The invitation will include all the necessary information and instructions to complete the 2020 Census. There will be three ways to respond:

- Online
- By phone
- By mail

The 2020 Census marks the first time you'll have the option to respond online. You can even respond on your mobile device.

WHEN CAN I TAKE THE 2020 CENSUS?

The US Census Bureau is reporting that the 2020 Census questionnaire will be available for completion and submission as early as March 26, 2020. According to the US. Census webpage (as of January 22, 2020) from March 12-20, Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

WHAT HAPPENS TO MY INFORMATION?

Your personal information is kept confidential! The Census Bureau is bound by federal law to protect your information, and your data is used only for statistical purposes. Your responses are compiled with information from other homes to produce statistics, which never identify your home or any person in your home.

WHAT IF I DO NOT RESPOND?

Please remember, completing the 2020 Census questionnaire is required by federal law. [April 1 is actually "Census Day."] If you do not self-respond by the end of April 2020, your household will be placed into a "non-responsive" status. The US Census Bureau will send representatives, several times, to non-responsive households throughout May, June, July, and August 2020 until the questionnaire has been completed. To avoid repeated visits from US Census Bureau representatives, it is highly recommended to self-respond to the 2020 Census questionnaire as early as possible.

HOW CAN I AVOID SCAMS?

During the 2020 Census, the US Census Bureau will never ask you for:

- Your Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

If someone claiming to be from the Census Bureau contacts you via email or phone and asks you for one of these things, it is a scam, and you should not cooperate.

If someone visits your home to collect a response for the 2020 Census, check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

If you still have questions about their identity, you can call 800-923-8282 to speak with a local Census Bureau representative.

Please note that US Census Bureau representatives will <u>not</u> be required to receive a City-issued solicitor or canvasser permit.

BE A CENSUS TAKER (PART-TIME JOBS)

Apply online at: www.2020census.gov/jobs or for more information or help applying, please call 1-855-JOB-2020

FOR MORE INFORMATION, VISIT

www.2020census.gov

Staff Comments & Recommendation:

This is just for informational purposes at this time. Please get the word out!

Committee-of-the Whole Meeting – February 18, 2020

4) Utility Billing Service Enhancements

The Finance Director will be providing Power Point presentation to the City Council to highlight some of the new Utility Billing service enhancements for Utility Billing. The new system will go live with the new Utility Bills and new customer service portal in May 2020.

This important upgrade is part of the City's investment into a comprehensive software update called Enterprise Resource Planning (ERP) software.

The City is making sure that residents are aware of the upcoming changes through a variety of methods – in person, on the phone, on the City's website, by mail, via social media, and articles in the City's e-News & Views /printed News & Views.

- ✓ Displayed information at the City's Finance Front Counter.
- ✓ Discussing the new changes with residents over the phone and in person.
- ✓ Provided information on the City's website (multiple landing pages).
- ✓ Developed an article for the **December 2019** E-News & Views.
- ✓ Presented information at the **January 21, 2020** Committee-of-the-Whole Meeting.
- ✓ Provided a Staff Report at the **January 28, 2020** City Council Meeting.
- ✓ Sent out an insert with the **February 1, 2020** Utility Bills.
- ✓ Developed an article for the **January/February 2020** Printed News & Views.
- ✓ Developed an article for the **February 2020** E-News & Views.
- ✓ (In process now) Developing a special mailing for residents to be mailed out the 1st week of March 2020. This mailing will also include an insert on the U.S. Census Survey from the City's Complete Count Committee.

As the City moves closer to the "go-live" date for the Utility Billing software, more information will be provided to residents. In the meantime, if residents have questions, they may call Finance at (847) 394-8500 or send an email to finance@cityrm.org.

Committee-of-the-Whole Agenda – February 18, 2020



2020 Community Events for the City of Rolling Meadows

Attachment: 2020 Community Events Calendar

With the celebration of the City's 65th year of incorporation in 2020, the Rolling Meadows Community Events Foundation Committee will celebrate by showcasing a new St. Patrick's Day dinner event and an impressive line-up of band and event features throughout the year.

To date, there are approximately thirty active volunteers from the Community Events Foundation that play an integral part in helping with all City events, and new volunteers are always welcome. This group meets monthly to discuss all aspects of event planning, promoting and implementation. Adding to the current volunteer roster is a top priority in 2020, as additional volunteer help is always needed, especially with fundraising, setting up, directing the vendors, assisting residents, parking, clean up, etc.

2020 Rolling Meadows Community Events

- TASTE the TOWN Saturday, February 29th
 - Featuring music by Howl2Go Dueling Pianos
- ST. PAT'S DAY DINNER Saturday, March 14th
 - Featuring music by the band, Arranmore
- BUSINESS & COMMUNITY SHOWCASE Thursday, April 23rd
 - Over 30 businesses are expected to participate in this event.
- CITY MARKET Saturday, May 23rd (same day as the City's Memorial Day activities)
 - Featuring music by David Paige (local musician and resident)
- MEMORIAL DAY PARADE & CEREMONY Saturday, May 23rd
- BLOCK PARTY on Central Road Friday, June 12th
 - o Featuring the band, American English

- FRIDAYS ROCK! & ROLL IN MEADOWS Summer Concert Series
 - o Friday, June 19th featuring the band, Hi-Infidelity
 - o **Friday, July 10**th featuring the band, Hot Rocks
 - Friday, September 18th featuring the band, Boy Band Review and the Rolling Meadows Environmental Committee annual Duck Race
- **CITY MARKET** Saturday, June 27th
 - Featuring music by Stann Champion (lead singer of the band, Roots Rock Society)
 - Special Feature: Rolling Meadows City Council Meet & Greet (suggested date)
- 4TH OF JULY PARADE & FIREWORKS Saturday, July 4th
- CITY MARKET Saturday, July 18th
 - o Featuring music by Brian Castillo
- FAMILY NIGHT WITH THE RM COPS Saturday, August 1st
- NATIONAL NIGHT OUT Tuesday, August 4th
- WINE-DOWN BY THE CREEK Friday, August 14th
 - Featured music by the band, Semple
- **CITY MARKET** Saturday, August 22nd
 - o Featuring music by Rolling Meadows High School Band
- **SENIOR LUNCHEON** Tuesday, September 8th
 - Featured music TBD
- **CITY MARKET** Saturday, September 26th
 - Featuring music by Arlington Heights School of Rock
 - Special Feature: Rolling Meadows City Council Meet & Greet (suggested date)
- HOMETOWN HOEDOWN FALL FEST Saturday, October 3rd
 - Featuring music by the band, Wyatt Earp
- FIRE DEPARTMENT OPEN HOUSE Saturday, October 10th
- ANNUAL VETERANS DINNER Friday, November 6th (first time in November)
- HOLIDAY CELEBRATION Thursday, December 3rd

For more information on these events, or to donate or volunteer to the Rolling Meadows Community Events Foundation, visit www.cityrm.org.

UPCOMING EVENTS:



TASTE the TOWN - Saturday, February 29, 6-9 pm – fill your plate with food from more than 15 Rolling Meadows restaurants as you enjoy the upbeat music from Howl2Go Dueling Pianos. \$15/person; no registration required. Cash bar with wine, beer and margaritas. (While supplies last.)



ST. PAT'S DAY DINNER (New this year!) – **Saturday, March 14, 6-10 pm** – the City is partnering with the Park District for this popular event in its 20th year! Enjoy Irish/American cuisine and fun Irish music by the band, Arranmore. Try your luck at the Reverse Raffle's grand prize of \$1,500! Dinner and raffle tickets are \$30 a piece and for sale at City Hall (Lori Ciezak) or the Park District (Amy Charlesworth).