



Business Messenger

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City Assistance Program Offers COVID-19 Recovery Funding for Businesses

Rolling Meadows' 2021 Local Business Assistance Program, approved by City Council in January, provides up to \$2,000 in grant funding to help businesses whose operations have been affected by the COVID-19 pandemic.

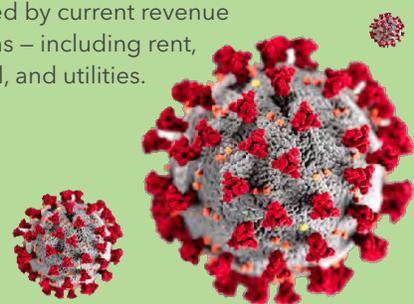
Companies that apply for program funding must have:

1. Previously pursued/exhausted all business assistance programs available at the federal, state, and county levels.
2. Been operating in Rolling Meadows for at least six months.

Both criteria must be met in order to be eligible for City grant funding.

For more information and to request an application, contact Martha Corner, Rolling Meadows Business Advocate (847-870-9004 or cornerm@cityrm.org).

Companies may use Local Business Assistance Program funding for expenses not being covered by current revenue streams – including rent, payroll, and utilities.



Taking Business to the 'Next Level'

Accolades Help Nonprofit Business Accelerator Expand Reach, Strengthen Economy

Rolling Meadows' goal when launching Next Level Northwest in 2018 with four other suburban communities was simple: support business growth and promote regional economic prosperity through programs designed to help local companies reach new levels of success.

Entering 2021, the nonprofit accelerator has garnered multiple accolades for its effectiveness in helping businesses increase revenue and create new jobs. These honors include the:

- **Annual Award for Business Excellence (Category: Not-for-Profit Organization)**, presented by The *Daily Herald Business Ledger*.
- **Chicago Metropolitan Agency for Planning "Onto2050" Partner**, signifying NLNW's role in creating a more robust regional economy.
- **Nonprofit Profile Seal of Transparency (Platinum)**, given by Guidestar by Candid, a trusted provider of data on nonprofit entities.

"Expanded awareness of Next Level Northwest's efforts is leading a growing number of business leaders to explore the benefits of NLNW programs and tap into its well of expertise," explained Martha Corner, Rolling Meadows Business Advocate.

How it Works

NLNW matches participants with an approved professional business coach who provides tools, support, and guidance to help:

- Break down growth barriers.
- Solve challenging business issues.
- Increase productivity.
- Access a regional mentor network.
- Build an actionable business plan.
- Update marketing strategy.
- Define a budget.
- Assess new risks.
- Expand supplier and lead networks.

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City's Street Banner Program Offers Local Businesses High-Profile Marketing Exposure

Rolling Meadows' annual street banner program offers local



businesses and community groups a high-profile opportunity to market themselves while supporting the City's Community Events Foundation.

The 30" x 60" banners (\$250 each or \$350 for two) hang from streetlights along Kirchoff Road and other high-traffic areas around town. They may be customized to include a sponsoring company's name and/or logo, and help promote upcoming events – including the 4th of July Parade, National Night Out, Wine-Down by the Creek, and Community Block Party.

Order forms will be available online in late February at www.cityrm.org. For more information, contact Lori Ciezak, Assistant to the City Manager (ciezakl@cityrm.org or 847-394-8500).



Street banners help promote upcoming community events and local businesses.

Connect with us at www.cityrm.org or through:



Thank You, Businesses

Rolling Meadows thanks the following businesses for their generous support of two important programs that helped community members in need during the holiday season:

Walmart provided the financial resources for the Police Department's "Shop with a Rolling Meadows Cop" program (pictured). This year's initiative helped 50 local children take part in a Walmart holiday shopping spree to purchase gifts for their families.

Jewel-Osco, **School Health Corporation**, and **U-Haul** donated financial, material, and volunteer support to the Police Department's Holiday Food Drive. This year's drive benefited Palatine Township Food Pantry.



City Welcomes Great New Tastes

Rolling Meadows is fast becoming synonymous with great cuisine – a sentiment reflected by the growing number of City restaurants offering a wide variety of flavors and experiences. Over the last several months, no fewer than seven new restaurants have opened for business. Together, these latest additions to the local culinary landscape offer business owners, customers, and employees an opportunity to sample great new tastes.

Burrito Parrilla Mexicana –
Mexican cuisine
2101 Plum Grove Road
847-485-8691
www.burritopm.com

K-BBQ –
Korean barbecue
1973 Plum Grove Road
847-485-7072

Kung-Fu Tea
1643 W. Algonquin Road
847-962-2188
www.kungfutea.com

Rosati's Pizza
2631 Kirchoff Road
847-786-9900
www.myrosatis.com

Tacos Jerez – *Mexican food*
1410 Golf Road
847-258-5524
www.facebook.com/tacosjerez847

Teriyaki Madness – *Fresh Asian grill*
1319 Golf Road
847-258-5761
www.teryakimadness.com

Tropical Smoothie –
Smoothies, flatbreads, wraps, sandwiches, bowls, and more
1456 Golf Road
847-262-5147
www.tropicalsmoothiecafe.com

Find a complete listing of Rolling Meadows restaurants online at www.cityrm.org/DocumentCenter/View/3228/Restaurant-Listing.



Pre-pandemic event goes gather at Rolling Meadows' Community Block Party.

Pent-Up Demand for Community Events Offers Opportunities to Build Brand Equity

Local businesses that sponsor Rolling Meadows community events enjoy an outstanding – and cost-effective – opportunity to connect with customers at the local level. Now, as City officials proceed with tentative plans to host nearly two dozen community events in 2021, there's never been a better time for local businesses to build their local brand equity.

"As the City begins to emerge from the effects of COVID-19 pandemic, there is pent-up desire for community celebrations where residents can once again gather with family, friends, and neighbors," explained Lori Ciezak, Assistant to the City Manager and Community Events Foundation

Liaison. "Event sponsorships offer a great opportunity for companies to join the fun and generate positive word-of-mouth among the local customer base."

Business sponsors are prominently featured in all City promotional and marketing efforts. These initiatives encourage the public to attend upcoming events while simultaneously expanding awareness of a company's products and services.

View a complete listing of upcoming events online at www.cityrm.org/669/Community-Events. Business leaders may contact Ciezak (847-394-8500 or ciezakl@cityrm.org) for further details.

Taking Business to the 'Next Level' ...continued from page 1

In one striking success story, Rolling Meadows-based Lakeshore Title Agency experienced revenue growth of 120% and expanded its staffing by 50% after founder and CEO Min Bowler completed the NLNW program.

"I've always been receptive to new ideas for improving business," Ms. Bowler told *The Business Messenger* last year. "NLNW offered an outstanding opportunity to develop a program that helps us reach

customers and potential employees more effectively. We were grateful to be a part of it."

Take the Next Step

Learn more about how your business can benefit from NLNW support by visiting www.nextlevelnorthwest.org.

Editor's note: NLNW's founding municipalities include Rolling Meadows, Elk Grove Village, Hanover Park, Hoffman Estates, and Schaumburg.

Be Part of the 'Buzz'



The new **RM Business Buzz** website (www.rmbusinessbuzz.org) proudly lists over 760 City-based enterprises, making it easier than ever for local customers to find their favorite shops and service providers.

Best of all, these listings are available to **all** Rolling Meadows businesses at **no** cost.

The "Buzz" is an economic development initiative launched last year by the City of Rolling Meadows to support the local business community. The site's navigation features allow users to search for companies by name or review listings organized into specific categories, such as Shopping, Dining, Construction, Services, and Health/Well-Being.

Special Offers & New Features

Participating businesses are invited to feature coupons and deals through the website. These are listed on the Buzz's "Special Offers" page.

The City is also introducing a host of new site features that will help expand user interest and enhance its value for participating businesses, including:

- **Business of the Month Showcase** that highlights a member of Rolling Meadows' local business community.
- **Community Events Preview**, offering a listing of upcoming events scheduled for 2021.
- **Job Opportunities**, detailing openings at local companies.
- **Local Business News/Accolades** that share company success stories.

Join the Buzz!

It's easy for businesses to be featured on the RM Business Buzz. Contact Business Advocate Martha Corner (847-870-9004 or cornerm@cityrm.org) or visit www.rmbusinessbuzz.org and click "Join the Buzz" on the homepage.



3600 Kirchoff Road
 Rolling Meadows, IL 60008
 (847) 394-8500

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CONNECT WITH US

City Manager's Office 847-394-8500
 Finance Department 847-394-8500
 Fire Department (non-emergency) 847-397-3352
 Police Department (non-emergency) 847-255-2416
 Public Works Department 847-963-0500
 Community Development Division 847-506-6030

IN HINDSIGHT

Business Community Continues Multi-Year Expansion in 2020

Despite a deadly pandemic that continues to affect global economic activity, Rolling Meadows' business community continued its multi-year expansion in 2020 with 37 new companies opening their doors during the calendar year.

In total, more than 300 businesses have put down roots in Rolling Meadows over the past six years.

Notable 2020 additions include:

- **DiCarlo Construction** (4000 Industrial Avenue) – *Sewer, water, drainage construction/repair.*
- **Knockout Prints** (4007 Algonquin Road) – *Customized promotional printing/apparel.*
- **Patients Choice Medical** (3601 Edison Place) – *Healthcare equipment, supplies, services.*

- **Phoenix HVAC** (1051 Rolhwing Road, Suite A) – *Heating, ventilation, and air conditioning.*
- **S-E-A Limited** (5600 Apollo Drive) – *Forensic engineering.*

These 37 new enterprises also provide clear evidence that Rolling Meadows continues to be viewed favorably by company leaders and entrepreneurs as an appealing location in which to conduct business.

Help Businesses Achieve Goals

New business opening statistics are predicated on a number of external factors, such as economic conditions and available vacancies, but City officials pride themselves on their commitment to working closely with business owners to help them realize their goals.

"Our business development and retention programs are designed to promote success," explained City Manager Barry Krumstok. "City staff members have a wealth of resources and information available to help business owners and their representatives make sound decisions that achieve their specific goals."

Expansive Resources Available

From **vacant property listings** and an online **Business Marketing Tool Kit** to a newly updated **Comprehensive Plan** and **Zoning Code**, City staff members are positioned to provide companies with the information they need to be successful.

Local businesses also have access to the services of **Business Advocate Martha Corner**, who works to support the success of Rolling Meadows-based companies, Krumstok added.



Forensic engineering firm S-E-A Limited now operates from 5600 Apollo Drive, which is also the headquarters of School Health Corporation.