



Business Messenger

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WELCOME TO THE RM BUSINESS BUZZ

START EXPLORING

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Be Part of the Buzz!



It's easy for local businesses to be featured on

The RM Business Buzz. Contact Business Advocate Martha Corner (cornerm@cityrm.org or 847-870-9004) or visit rmbusinessbuzz.org and click the "Join the Buzz" button on the homepage.

New City-Sponsored Website Helps Businesses Connect with Customers

The RM Business Buzz – a new website created specifically to expand public awareness of Rolling Meadows-based companies and increase their interactions with customers – is the latest City-sponsored initiative designed to support the local business community.

High-Value Offers

At its core, The Buzz (rmbusinessbuzz.org) promotes business-to-customer (B2C) relationships by offering a platform for local companies to post high-value offers, activities, and coupons that are not available anywhere else.

"Businesses are vital components of a strong, healthy community and, especially in the wake of COVID-19, people understand the importance of shopping locally," Rolling Meadows' Business Advocate Martha Corner explained. "The RM Business Buzz is a convenient, cost-effective way for business leaders across all industries to connect with their customers more effectively and drive sales.

"What differentiates the site from other eCommerce platforms is our hyper-local market focus and the opportunity

for businesses to offer outstanding one-of-a-kind deals," she added.

The site is available to all Rolling Meadows-based businesses at no cost.

Corner also emphasized that the City is not attempting to create the next Yelp or Groupon. Rather, The Buzz helps foster stronger connections between area businesses and their customers.

Keep Customers Informed

"Aside from coupons and special offers, participating businesses are also welcome to share news, milestones, awards, job openings, and other information that will appeal to their intended audiences," she said. "We want this site to be the talk of the town. That's why we called it The Buzz."

The site, which launched October 16th, already features more than 750 local company listings. Users may search for specific businesses by name, or by industry category, such as:

- Shopping
- Services
- Dining
- Health/Well-Being
- Construction
- Other

City officials are already exploring ways to add new features and create further value for participating businesses. Ideas currently in development include online "business of the month" profiles and listings of upcoming business events.

Developed in Partnership

The RM Business Buzz is hosted and managed by the City, but it was developed with the help of Divine Design & Marketing, a Rolling Meadows-based marketing agency. The partnership allows the City to leverage DDM's industry expertise, reduce overall development costs, and minimize staff time required to launch and manage the site.

"As a Rolling Meadows-based business, Divine Design & Marketing has a personal interest in this website's success," explained Lori Ciezak, Assistant to the City Manager. "The Buzz would not have been possible without their creativity, initiative, and a willingness to help their fellow City businesses. We thank them for everything they've contributed to this project."

Community Event Sponsorships Forge Customer Connections

Businesses that sponsor Rolling Meadows community events enjoy an outstanding – and cost-effective – opportunity to connect with customers and build brand equity at the local level.

Sponsors are prominently featured in all City promotional and marketing efforts, including the Rolling Meadows website, Facebook page, monthly newsletter, and more. These initiatives encourage public attendance at upcoming events and expand awareness of your company's products and services.

"Community event sponsorships are a great way for companies to join the fun and generate positive word-of-mouth in the process," explained Lori Ciezak, Assistant to the City Manager/Community Events Foundation Liaison.

To learn more about business sponsorships and plans for next year's events calendar, Contact Ciezak at ciezakl@cityrm.org or 847-394-8500.



Business sponsorships help support City events, such as last year's Holiday Tree Lighting and Community Dinner.

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



COVID-19 Donations Highlight Local Businesses' Community Spirit

Throughout the COVID-19 pandemic, Rolling Meadows businesses and local organizations have stepped forward to donate meals, personal protective equipment (PPE), and other items to City staff and emergency responders, as well as local food pantries that are helping those most in need. We offer a heartfelt "thank you" to all who have offered their support over the past several months:

- 21st Century Institute** (face coverings)
- 28 Mile Vodka** (hand sanitizer)
- Arthur J. Gallagher** (meals for staff)
- Bob Dhaliwal** (gloves and masks)



Arthur J. Gallagher is among those that have supported emergency responders and City staff during the pandemic.

- Buona Beef** (lunch)
 - Burger Baron** (lunch and dinner for both fire stations)
 - Christopher B. Burke** (food pantry donations)
 - Cook County** (PPE)
 - Cub Scout Pack 168** (frozen desserts)
 - DePaul Engineers** (face shields)
 - Girl Scout Troop 25522** (meals)
 - Girl Scout Troop 41331** (cookies)
 - High School District 214** (face shields)
 - Hunt Chemical** (masks, gloves, coveralls)
 - Little Caesar's** (meals and food pantry donations)
 - McDonald's** (meals for Police & Fire Department members)
 - Meijer** (gift card donations & food pantry donations)
 - Mobil Gas Station, 2101 Hicks Rd** (PPE)
 - Pearl of Rolling Meadows** (staff lunches)
 - Plum Grove Creek Subdivision** (pizza for both fire stations)
 - Plum Grove Supportive Living** (meals)
 - Rep's Place** (pizza for police officers and firefighters)
 - Ring** (protective masks and gloves)
 - Rolling Meadows Chamber of Commerce** (face coverings)
 - Rolling Meadows Mustangs Youth Football & Cheer** (pizza for firefighters)
 - Stadium Sports Club** (food pantry donations)
 - Toscana Restaurant** (meals for staff)
 - Walmart** (gift baskets)
 - White Glove Janitorial Service & Supplies** (hand sanitizer)
- Editor's Note: Gift cards and ear savers were provided by anonymous/unknown donors as well.*



The revised Zoning Code helps ensure the visual attractiveness of Rolling Meadows' business districts.

Revised Zoning Code to Promote Economic Development, Offer Greater Flexibility

Rolling Meadows' updated Zoning Code is designed to be more responsive to the needs of local companies and boost economic development throughout the City, Community Development Division Planning Assistant Elizabeth Payne reports.

Support Future Growth

The revised code – the product of more than a year of discussion and deliberation by City staff, members of the Planning & Zoning Committee, and urban planning and legal service consultants (Teska Associates and Ancel Glink) – supplants a code of ordinances dating back to the 1970s. Its achievements include:

- Offering a more user-friendly code for business owners and developers.
- Improving the City's visual attractiveness and appeal.
- Identifying alternative uses for vacant properties.
- Providing guidelines for newer uses.

The updated Zoning Code takes its cues from Rolling Meadows' Comprehensive Plan, which itself was revised in 2019.

"The Comprehensive Plan was a critical step in our long-term efforts to nurture the City's future growth and development," Payne explained. "It was also a guide for developing the

new Zoning Code, which provides the tools to achieve the vision outlined in the Comprehensive Plan."

Curb Appeal

Codes governing signs and landscaping, for example, reflect just how closely the new Zoning Code and Comprehensive Plan align. The look and feel of the City's business corridors were among the top concerns expressed by business owners during the public input phase of the Comprehensive Plan's development.

The updated code provides standards that ensure the appeal of City business districts while also protecting current rights and allowed uses.

"The revised code offers guidance for how commercial districts should look in the future without adversely impacting businesses' current signs and landscaping," Payne said. "Existing signs may remain until they are taken down, or until the cost of repair is more than half the value of the sign."

Above all, the new Zoning Code offers greater flexibility for business owners and developers seeking to invest or expand in Rolling Meadows, she added.

The updated code, adopted by City Council on November 10th, takes effect January 1st. For more information, contact the Community Development Division at 847-506-6030 or cd@cityrm.org.

6b Tax Incentives Drive Property Upgrades at DiCarlo Construction

New landscaping, upgraded parking, and interior/exterior improvements were among the investments made by DiCarlo Construction to its warehouse site at 4000 Industrial Avenue, after the company was granted Class 6b status by the Cook County Board of Commissioners.

The 6b classification promotes redevelopment by offering real estate tax incentives that help business owners reinvest in their properties. These efforts help attract new industry, stimulate expansion and retention of existing industry, and increase employment opportunities.

Rolling Meadows' City Council voted unanimously in support of DiCarlo's efforts to gain Class 6b classification earlier this year.

DiCarlo Construction provides sewer, water, and drainage construction/repair for homeowners and commercial property developers throughout the Chicago area.



DiCarlo Construction, 4000 Industrial Avenue



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

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CONNECT WITH US

City Manager's Office847-394-8500
 Finance Department847-394-8500
 Fire Department (non-emergency)847-397-3352
 Police Department (non-emergency)847-255-2416
 Public Works Department.....847-963-0500
 Community Development Division847-506-6030

OPEN FOR BUSINESS

2020 New Business Openings Maintain Steady Pace

City officials continue their assessment of the novel coronavirus' effect on the local economy but are inspired by the number of new businesses joining our community. The following listing of companies and restaurants that have opened their doors over the past several months offers compelling evidence that – global pandemic aside – business leaders remain optimistic in their view of Rolling Meadows as an excellent investment.

Accomplished Plumbing – *Plumbing company office/storage*
 3840 Industrial Ave. (847-239-3529)

Burrito Parrilla Mexicana – *Mexican restaurant*
 2101 Plum Grove Rd.

Busse's Flowers & Gifts – *Flower shop*
 3445 Kirchoff Rd. (847-259-2210)

DiCarlo Construction – *Sewer/erosion control*
 4000 Industrial Dr. (847-833-1484)

Dragons Lair Garage – *Auto restoration*
 3870 Industrial Dr. Unit A
 (224-545-6330)

I Mart* – *Gas station/food mart*
 3321 Algonquin Rd. (847-873-0446)

K-BBQ – *Korean BBQ*
 1925 Plum Grove Rd. (847-485-7072)

Knockout Prints – *Print shop/graphic arts*
 4007 W. Algonquin Rd (847-804-8211)

Los 2 Amigos* – *Mexican restaurant*
 2216 Algonquin Rd. (847-749-2836)

Martinizing Dry Cleaning*
 2201 Plum Grove Rd. (847-303-1700)

Phoenix HVAC – *Commercial/residential heating/air conditioning*
 1051 Rohlwing Rd. Ste. A
 (224-829-4822)

PHP Construction LLC – *General contractor*
 1813 Hicks Rd. #A (847-999-0646)

Pizza Ready* – *Pizza parlor (carryout)*
 2222 Algonquin Rd. (847-749-4329)

Safeway Tuckpointing – *Masonry*
 (847-295-5348)

SEA Ltd. – *Engineering legal services*
 5600 Apollo Dr. #1000 (847-354-4720)

Subway* – *Sandwich shop*
 1990 Central Road (847-398-0100)

Tacos Jerez – *Mexican fast food*
 1410 Golf Rd. (847-258-5524)

Touching Hearts at Home – *At-home senior companionship/care*
 1600 Golf Rd. #1200 (847-715-6063)

Tropical Smoothie Café
 1456 Golf Road (847-262-5147)

Vensar Technology, Inc. – *Software development/staffing*
 1807 Hicks Rd. #C (847-621-2016)

WCEDI – *Mailroom service outsourcing*
 2100 Golf Rd. #350 (800-297-6906)

Weldy Lamont Group – *Electrical power product manufacturing rep*
 3201 Tollview Dr. #200 (847-868-9750)

**Under new ownership*



Burrito Parrilla Mexicana is one of the newest restaurants to join Rolling Meadows' local business community.