

Item #4:
**Proposal From Business Districts Inc. (BDI) For
Performing Village-wide Economic Development Consulting**



January 22, 2015

David Lothspeich
Village Manager
Village of Long Grove
3110 Old McHenry Road
Long Grove, IL 60046

Dear Dave,

As you requested, we are providing a proposed Scope of Services that details the tasks, budget, and timeline to provide economic development coordination for the Village of Long Grove. As I mentioned at the Policy Alternatives Exploration Workshop, we have the ability to supplement BDI staff with experts in public relations and design. I have included information on a selection of those affiliates

We are excited about the opportunity to join the Village in its effort as it creates the best possible development and are confident that our team can successfully deliver an economic development program that will resonate in the marketplace.

Sincerely,

A handwritten signature in blue ink that reads 'Bridget L. Lane'. The signature is written in a cursive, flowing style.

Bridget Lane
Director, Business Districts, Inc.

Project Description

To provide comprehensive economic development with value one must understand a community's regional position and how it is created by a variety of stakeholders. BDI believes that its years of experience evaluating Long Grove's local economy uniquely qualifies it to coordinate future economic development. Relationships with both Long Grove officials and the development community will help BDI assert Long Grove's leadership in defining its development image as a community, and powerfully capitalize on its unique location, mixed use, and scale advantages.

Capitalizing on Long Grove's strengths to attract consumers and promote new business investment will require, at the very least, efforts to continue the Policy Alternatives Exploration Process' work in identifying the benefits and features of the community's homes, jobs, institutions, shopping, and dining. As economic development coordinator, BDI would continue that work by focusing on the following questions:

- How do Long Grove residents, employees, and visitors benefit through economic changes?
- What consumer markets does Long Grove most appeal to and what message will bring them to the community?
- What qualities do potential investors value in the market associated with Long Grove?
- How can the Village support high quality independent development that fits the local economy?

BDI will use a team approach that focuses on a variety of tested techniques and tools to promoting economic development in Long Grove. The qualifications section of this proposal documents some of the talented individuals that BDI could bring to Long Grove's Economic Development efforts. BDI also recognizes that increasingly tight municipal budgets require that effective economic development be inclusive and utilize broad community organizations and resources – private public partnerships– and reliable financing mechanisms.

The following project approach details how BDI's process will refine and extend Long Grove's economic development efforts to generate greater regional awareness of the investment opportunities in Long Grove and implement effective development enhancement strategies.

The slide is divided into two main sections. On the left, under the heading "Who we are", is the logo for BDI (Business Districts, Inc.), which consists of the letters "bdi" in a stylized, overlapping font with "business districts, inc." written vertically to the right. On the right, under the heading "Implementation Specialists", is a vertical list of seven blue rectangular boxes, each containing a service name: Market Analysis, Market Positioning, Development Strategies, Organization Strategies, Financial Analysis, Consumer Behavior Surveys, and Historic Preservation Assessments.

Approach Overview

Capitalizing on the previously completed work identifying regional markets and positioning, BDI's Economic Development coordination can focus on presenting specific opportunities to the community. Those presentations will use both BDI's market experience and the confidential reviews of developers currently undertaking projects in the Chicago suburban market to pinpoint specific projects that are possible on specific sites. Working with Long Grove Village staff, citizens serving on Long Grove advisory boards, and elected officials, BDI will facilitate development of a market acceptable vision that matches community goals and the development possibilities. The final product of each site analysis will be an action plan that details steps to prepare the property for development, who would undertake the work, when it should be completed, and any costs for the work. BDI would also provide promotional materials for targeted properties.

Scope of Services

Phase 1: Monthly Activity

Task 1: Site Assessment. In each of the next six months, BDI will use its developer contacts and market knowledge to research a specific development possibility for one of these opportunities.

- Downtown Triangle
- Former Geimer property
- Menards Outlots
- Lake Cook & 53
- Sunset Grove Extension
- Community-wide

Once these opportunities are analyzed, BDI will work with Village Staff and interested residents to create a list of properties for subsequent assessment.

Task 2: Staff Review. BDI will present site research to the Village staff in a conference call and complete follow-up research that results in a strategic opportunity analysis listing strengths, weaknesses, opportunities, and threats associated with the development possibility. Then, it will be determined whether the assessment involves Village action appropriate to be discussed in a regular or executive session.

Task 3: Village Board and Advisory Commission Review. BDI will prepare a draft briefing memo and 30-minute presentation documenting each opportunity for Village Board review. At the Village Board's option, there can be an additional review by an advisory committee.

Task 4. Implementation Action Plan. After incorporating the comments of the Village Board and Advisory Commissions, BDI will prepare an Opportunity Memo and Implementation action plan.

Phase 2: Additional Services

Task 1: Image Enhancement. The BDI team would assist Long Grove in the development of press releases and a media kit that promote Long Grove's economic development initiatives.

Task 2: Proposal Review. As developers approach Long Grove with proposals, BDI would assist Long Grove staff in evaluating the strengths, weaknesses, opportunities, and threats associated with the contemplated development.

Task 3: Communication. At project commencement BDI would work with Long Grove's web site coordinator to create a template for a monthly economic development updates and a business opportunities page where available property can be highlighted.

Task 4: Job Description and Mentoring. If Long Grove determines that Village based staff is necessary to achieve its economic development vision, BDI can assist in creating a job description and mentoring the selected candidate.

References

Oak Forest

Adam Dotson

Community Development Director

(708) 687-4050, Ext. 1007

Lake Forest

Susan Kelsey

Economic Development Coordinator

(847) 615-3522

Mundelein

John A. Lobaito

Village Administrator

(847) 949-3200

Western Springs

Marty Scott

Director of Community Development

(708) 246-1800

Budget

BDI believes that the Phase 1: Monthly Activities could be completed for a budget of approximately \$3,000 per month. If the Village elects to engage BDI for additional services, a budget reflecting the exact assignment would be created and approved prior to commencing work.

Team Resumes

Bridget Lane

Experience

Bridget Lane specializes in economic development strategy, market analysis, development financing review, and retail business development. Her experience as a retailing executive, a professor at Chicago's University of Illinois and DePaul University, and manager of Downtown Evanston has established a practical foundation for her market analysis and business development consultations.

Recent clients included communities as diverse as Lake Forest, Illinois; Shorewood, Wisconsin; Hobart, Indiana; West Dundee, Illinois; and Olympia Fields, Illinois. Bridget also has led retail business recruitment efforts and workshops in business development for community development leaders. Bridget conducts the basic research and analysis necessary to create business development and marketing strategies, moderates focus groups, and develops consumer surveys.

Residential development impacts, industrial recruitment, neighborhood retail business development, and mixed-use project enhancement have all been subjects of Bridget's research and consulting work. She created university courses covering economic development for urban planners, retail management, advertising, introductory marketing, and personal selling. Bridget's profit-improving workshops for independent retailers have been heralded by participants and the sponsoring communities.

Bridget began her retailing career at Jb Robinson Jewelers, where she had line responsibility for sales and profits in the company's largest region. She also sat on the executive committee charged with policy development during the company's rapid expansion. New store location, display, and start-up were under her supervision. She implemented employee hiring and development programs.

Earlier in her career, Bridget served as a public and legislative relations coordinator for the Illinois Department of Conservation. She was also a preservation planner at the National Trust for Historic Preservation in the United States.

Affiliations

Bridget Lane has served on various public service committees and boards including a term on her community's Economic Development Corporation, Trustee of the District 64 Elementary Learning Foundation, and treasurer of the Pickwick Theatre Council. Bridget serves on the Urban Land Institute's (ULI) Public Policy Committee. She participated in ULI Panels for Chicago's Argyle Street and Rosenwald Apartments and chaired the Chicago District's Suburban Retail Technical Assistance Panel.

Education

Before obtaining a Master's Degree in Business Administration from the Harvard Business School, Bridget graduated from the University of Illinois with a degree in Urban Planning.



Bridget Lane

Selected Project Experience

Downtown and Corridor Business Development Action Plans

South Suburban Retail investment Patterns; DuPage County Corridors Study; Mundelein, IL; LaGrange Park, IL; Lake Forest, IL; DeKalb, IL; Long Grove, IL; Moline, IL; Oconomowoc, WI; Noblesville, IN; Plano, IL; Yorkville, IL; Addison, IL; Chicago Avenue, Oak Park, IL; Lake Street, Oak Park, IL; Mequon/Thiensville, Mequon, WI; Matteson, Matteson, IL; Plainfield, IN; Calumet Corridor, Harlem Avenue Corridor, and Lincoln Avenue Corridor, Route 30 Corridor, Metra Electric Corridor, South Suburban Mayors and Managers Association; Massachusetts Avenue, Indianapolis, IN; Route 30, North Aurora, IL; East Dundee, IL; Frankfort, IL; Madison Street, Forest Park, IL; Roosevelt Road, Broadview, IL; Lake Forest, Lake Forest, IL; South Gateway, South Bend, IN; Lake Bluff, IL; South Bend, South Bend, IN; Lincoln Way West, South Bend, IN; Western Avenue, South Bend, IN; Portage Avenue, South Bend, IN; Grayslake, Grayslake, IL; Elkhorn, Elkhorn, WI., Oakland Street, Shorewood, WI.

Transit Oriented Development Plans

River Grove, IL; Northbrook, IL; Hanover Park, IL; Midlothian, IL; Western Springs, IL; Plainfield, IL; Lombard, IL (2011 Strategic Plan Award for Downtown Plan); South Suburban Transit Development Overview; Mundelein, IL; Matteson, IL; Hazel Crest, IL.

Comprehensive Plans

Plainfield, IL; Matteson, IL; Hoffman Estates, IL; Villa Park, IL (2010 Illinois APA Burnham Award winner); Hanover Park, IL; Mokena, IL.

Retailer Development

Topics:

Making an Old Store Look Good; 50 Ideas to Jump-Start Your Holiday Sales; Get More Bang for Your Advertising Buck; Power-up Your Staff to Sell More; Low Cost Loss Prevention; You Can Control Your Inventory; 50 Tips that Build Store Profits.

Communities:

La Grange, IL; Plainfield, IL; Princeton, IL; Elmhurst, IL; Andersonville Neighborhood, Chicago, IL; Edgewater Neighborhood, Chicago, IL; Zion, IL; Libertyville, IL; Blue Island, IL; Nappanee, IN; Evanston, IL; Glen Ellyn, IL; Homewood, IL; Highland Park, IL; Park Ridge, IL; Hyde Park, Chicago, IL; Woodstock, IL.

Community Surveys

Oak Forest, IL; Hobart, IN; Mundelein, IL Northbrook, IL; Hanover Park, IL; DeKalb, IL; Grayslake, IL; Western Springs, IL; St Charles, IL; Kenilworth, IL; Rockford, IL; Broadview, IL; Clarendon Hills, IL; Park Ridge, IL; Olympia Fields, IL; Plainfield, IL; LaGrange Park, IL; Lake Forest, IL; Andersonville Neighborhood, Chicago, IL.

College Level Courses Developed

University of Illinois, Chicago: Economic Development Studio

DePaul University, Chicago: Introduction to Marketing; Personal Selling; Retail Management; Advertising; Advertising Campaigns.

Business Districts, Inc.



Diane Williams

Experience

Diane Williams joined Business Districts, Inc. in 2003 with a unique combination of public and private sector experiences and skills. Diane's careers in both sectors encompass three decades of experience in understanding markets and their relationship to strategy development, and within the last decade, their significance to commercial district revitalization, economic development, and preservation economics.

During Diane's first five years with Business Districts, Inc., she also served as the Executive Director of Evmark (now Downtown Evanston), the downtown marketing and management organization in Evanston, Illinois. Previously, Diane served as the Assistant State Coordinator for Illinois' statewide Main Street program. While with Illinois Main Street, Diane provided technical and consultative services on commercial district economic issues to Illinois' nearly 60 local Main Street programs. Diane's work with these local organizations encompassed downtown strategy development, market data assessments, market opportunity assessments, financial incentive development, local program evaluation, and historic preservation issues.

Prior to pursuing graduate studies in historic preservation, Diane Williams was a Vice President at Citibank in Chicago. She has twenty-one years of banking experience, including thirteen as a commercial banker to the small business market. During her banking career, Diane had varied opportunities, including managing a start-up small business banking unit, selling banking services to small business owners, developing new market strategies, directing new product introductions, and conducting training for new bankers.

Diane has presented at local, state, and national Main Street meetings on successful financial incentive programs, small business financing, market analysis tools and strategies, and working with downtown property owners.

Education

Diane has a Bachelor's degree from Rosary College, now Dominican University, in River Forest, Illinois and a Master's degree in Historic Preservation from The School of the Art Institute of Chicago. She has completed undergraduate business courses at Northwestern University and M. B. A. coursework at DePaul University. Diane is also a graduate of the National Trust Main Street Center's Certification Institute in commercial district revitalization.

Affiliations

Diane has also served on various Boards, Committees, and Advisory Councils. She has served as a Board member of the Evanston Community Foundation and as a member of the City of Evanston's Downtown Plan Steering Committee. Diane is a current member of Evanston's Preservation Commission and of Lambda Alpha. Diane has also participated in three Urban Land Institute Technical Assistance Panels for Pullman, Lincolnwood's Devon Avenue Corridor, and the Rosenwald Apartments.

Selected Project Experience

Market Analysis and Economic Development Projects

Evanston, IL; South Bend, IN; Plymouth, IN; Matteson, IL; Thornton, IL; Libertyville, IL; Madison, WI; Plano, IL; Plainfield, IL; Elmhurst, IL; South Suburban Mayors and Managers Association; Long Grove, IL; Mountain Brook, AL; Itasca, IL; Crete, IL; Naperville, IL, Oak Park, IL; Itasca, IL; Cook County, IL; Frankfort, IL; Berkeley, IL; Crystal Lake, IL; Sugar Grove, IL; Steger, IL; Rockton, IL; DeKalb, IL; Andersonville Development Corporation, Chicago, IL; Shorewood, WI; Grayslake, IL; Hammond, IN; Westfield, IN; Montgomery, IL; Bensenville, IL; Angola, IN; Lockport, IL; Urbana, IL; Lombard, IL; Mt. Prospect, IL; Moline, IL; Mundelein, IL; Pingree Grove, IL; Mount Washington Community Development Corporation, Pittsburgh, PA; Glenwood, IL; Oconomowoc, WI; Forest Park, IL; Elgin, IL; Fox Lake, IL; Hobart, IN; Northfield, IL; Wicker Park Bucktown Chamber of Commerce, Chicago, IL.

Historic Preservation and Main Street Projects

National Trust Main Street Center, Washington DC; Clare, MI; Royal Oak, MI; Grand Haven, MI; Ishpeming, MI; Stevens Point, WI; New York Main Street; Syracuse, NY; Sherman, NY; Bath, NY; Dixon Springs Agricultural Center, Dixon Springs, IL; Oak Park, IL; Illinois Historic Preservation Agency, Springfield, IL (for Lincoln's New Salem, Petersburg, IL); Illinois Main Street; Urban Land Institute (ULI) Technical Assistance Panels for the Rosenwald Apartments (2010) and the Pullman State Historic Site (2011); Minnesota Main Street, St. Paul, MN: Statewide Business Retention and Recruitment Training; Texas Main Street, Austin, TX: Preserve America Assessments (Economic Development) for Pharr, TX and Rio Grande City, TX; Minnesota Main Street, St. Paul, MN: Special Service District (SSD) Process, Faribault, MN; Oak Park, IL: Stakeholder Focus Group and Public Process Facilitation for Updated Architectural Review Guidelines.

WOHLTGROUP

wohltgroup combines expertise in urban planning and branding to create innovative branding and placemaking strategies for planning and design consultants, municipalities, community development organizations, and private sector investors.

Before founding wohltgroup, Carl Wohlt was a senior associate and urban planner at Hitchcock Design Group, where he managed master planning projects focused on commercial district revitalization. Carl was also a member of studio6, Hitchcock Design Group's creative SWAT team. As part of studio6, Carl provided award winning urban planning, urban design, branding, graphic design, writing, and research services for HDG's other practice areas.

Prior to joining Hitchcock Design Group, Carl was a principal and creative director at Crosby Associates, one the country's most respected branding and visual identity design firms. His design work has been recognized for excellence by every major graphic design organization and publication and is included in the permanent archive of the American Institute of Graphic Arts.

Additional information is available on our website:
www.urbranding.com



CINDY BOHDE ENTERPRISES, INC.

Cindy Bohde Enterprises, Inc. (cbe) is a strategic marketing firm specializing in retail, real estate and consumer marketing.

The firm is headed by Cindy Bohde-Tobiaski, a marketing veteran with executive marketing experience at the corporate and agency level in the private and public sectors. With a business-oriented perspective based on hands-on work with CEO-level executives, cbe understands the concerns of corporate and municipal management and the importance of bottom-line impact.

A boutique company, cbe is nimble and can quickly and effectively trouble-shoot, analyze existing programming, determine new opportunities and execute new projects.

Cindy Bohde combines more than 30 years in shopping centers, retail and consumer marketing to develop clear, creative marketing strategies and implement effective initiatives that work across all marketing platforms – traditional media to websites and new media. Her insight comes from working at the senior executive level in the corporate world as well as public relations agencies and newspapers. This experience gives her hands-on knowledge of public relations, advertising, special event and promotion strategies to effectively reach and influence consumer, business and grassroots groups.

She works with real-estate companies, municipalities, retailers and entrepreneurs to create and implement strategic plans and programming designed to meet specific business goals. Her current clients include the Village of Skokie, Randhurst Village (for CASTO Properties) and Ivanhoe-Cambridge, a global real estate company based in Canada. She consults with trigris sponsorship and marketing based in Denver. For the Village of Skokie, cbe led the team that developed the Downtown Skokie positioning logo and brochure, as well as for West Dempster St. The logos and materials created in 2009/10 have been used extensively on everything from advertising to signage to promotional materials and banners – and continue to be used today. For Randhurst Village, Cindy led the 50th anniversary marketing program and continues to develop and implement plans for 2013.

Prior to forming her own consulting company in 2002, Cindy was Executive Vice President, National Director of Marketing for Urban Retail Properties Co., then the nation's third largest manager of shopping centers and among the top five mall owners. Cindy's responsibilities included the consumer marketing initiatives of more than 60 regional shopping centers in 26 states and the District of Columbia. Marketing plan development, advertising, public relations, crisis communications, special events, holiday decor, tourism, sponsorships and strategic planning were elements of the marketing programs for all the properties. Until the portfolio was sold in 2002, the Urban-owned shopping centers were among the most profitable and recognized in the country, with the nation's second-highest level of sales per square foot.

Prior to joining Urban, Cindy was Vice President with Margie Korshak Associates, Inc., where she headed the retail division. Her clients included Crate & Barrel, Bloomingdale's, Henri Bendel and Mark Shale. From 1981 through 1984, Cindy was the Marketing Director for Saks Fifth Avenue in Oakbrook. She was a fashion and lifestyle editor for The Chicago Sun-Times' suburban paper from 1978 to 1981. Cindy is a graduate of the University of Illinois Urbana-Champaign. She is a member of the International Council of Shopping Centers.