



ECONOMIC DEVELOPMENT MEETING

FEBRUARY 10, 2016 5:30 PM

HAMPSHIRE VILLAGE HALL

ESTABLISH QUORUM

APPROVE REPORT FROM 11-18-15

Motion Second Voice Vote

CITIZEN COMMENTS

REVIEW COMMITTEE PRIORITY PLAN AND UP-DATE

REVIEW HAMPSHIRE INDUSTRIAL PARK SIGN PROGRESS

DISCUSS FUNDING FOR 2015-2016 BUDGET YEARS

OLD BUSINESS

NEW BUSINESS

ADJOURN

Motion Second Voice Vote

Economic Development Meeting
November 18,2015
Report

A quorum was established at 5:53 PM

Present- President Magnussen, Trustees Brust, Kraus and Reid

Chamber- Loree Hendry, Lynn Acker, Art Zwemke

Kane County- Keith Burkhout

Guests, Michael Gazzola and Joseph Feeney from Entre Commercial Realty

Approve report from October 14, 2015 meeting

Motion, Jan Kraus Second, George Brust All, Ayes

There were no citizen comments

The final draft of the letter to businesses in the Hampshire Industrial Center for the cost to replace the damaged entry sign was presented from Trustee Reid and will be forwarded to the interested businesses management for payment.

The open air market project will be handled solely by the Chamber.

The haunted house project will not be pursued.

A presentation/discussion from Entre Commercial Realty was made about the use of property currently owned by Art Zwemke at the Northeast corner area of Widmayer and Higgens. The property would be developed for logistic buildings. The use would be welcomed by the Village of Hampshire to start more development in that area. Mr. Gazzola said they would continue to work on the project.

Trustee Reid suggested that we go back to and work our original plan from July of 2013. We will be doing this in 2016.

New business was the Entre presentation

Old Business was the 2013 plan

Motion to Adjourn

Motion- Jan Kraus

Second- George Brust

All Ayes

Meeting adjourned at 6: 40 PM

From: Arthur Zwenke [mailto:arthur@robertarturandcompany.com]
Sent: Tuesday, November 24, 2015 4:50 PM
To: 'George E. Brust'
Subject: RE: Clean copy & Business Development Matrix Idea

George, sorry, I do not have a clean copy. I have some thoughts about this list from 2013 and Jeff's comments last week as follows:

1. With 20/20 hindsight, the 2013 list looks Tactical and not Strategic.
2. I think Jeff wants this group to be more Strategic with specific, measurable goals.
3. The Business Development Matrix could be a tool to create a Strategy based upon a certain location and whether we are seeking a New business, Retaining and existing business and Expanding an existing business.

See attached.



This email has been checked for viruses by Avast antivirus software.
www.avast.com

Location	1	2	3
	New	Retain	Expand
1 Downtown			
2 I-90 Interchange			
3 Route 72			
4 Route 20			
5 Route 47			

WHY DOES GROWTH WE WANT
SO OFTEN GO SOMEWHERE ELSE 11-29-12

Qualities we have:

- Plenty of land quality available
- A sizeable workforce within a 15 mile radius
- Adequate water
- Adequate Sewer
- Adequate electric power Adequate natural gas
- 4 main highways
- Limited TIF area
- Reasonable LOCAL taxes
- A foreseeable major increase in population
- An active Chamber of Commerce
- A logistics dream with roads and distance to 2 airports for freight

What else do we need?

- Revise Comprehensive plan to show commerce welcome on both side of highways
- Lobby the County to remove us from the agricultural status in the 2040 plan
- Speculative buildings with open occupancy and modern amenities. (WiFi, fiber optics, etc.)
- Top notch web-site
- Ease of setting up a business
- Car dealerships
- Larger company re-location
- Advertise names of large companies already located in Hampshire.

DRAFT PRIORITY LIST FOR EDC

1. Update Comp Plan (V) . 5
2. Top Notch Web-Site (V) *Advertise existing companies/ links to Web-Site #1* *INCLUDE BUS. NAMES ON WEBS NATIONAL & LOCAL.*
3. Ease of Setting Up Business (V)
4. Image/ Impression of Village Hall (V)
5. Train Service (V) *COMMUTER.*
6. Increase Rooftops (V&C)
7. Kane County Business Development (V&C&K) *2, 5*
8. Incubator buildings and business (V&C&D) *3, LIST AVAILABLE BLDGS. WITH*
9. Resident communication (V)
10. Tourism attractions (V&C)
11. Business Roundtables (V&C)
12. Business incentive program (V)
13. Business Communication (C)
14. Truck stop build-out. What do we want. (V&C)
15. Over all Village appearance (V&C)
16. Bus route service
17. Development to fill in open spaces between annexed areas (V)
18. Retention of current business (V&C)
19. Business re-location service/perks (V) *815-779-0082*
20. Convention participation (V)
21. Marketing assistant or intern in Administrator's office (V) ^
22. High Speed Internet/Fiber Optics (V&C&D) *# 3* *mike + BONNIE*
23. Highway Info signs (V&S) *# 2*
24. Thorough Market Study (V) *# 6*
25. Budget for projects (V)

(V)=Village, (C)=Chamber, (D)=Developer (S)=State (K)=County

7-7-13

PAID RET'D CALL 7/18/13 NOON

Called Dave Olson 7/15/13 10:45 AM -
POT SIGN ON PROPERTY FROM CROWN... GODA ART

TAXES -
TRAFFIC IMPACT
SPRINKLERS
ZONING BUILD CODES ISSUES
OFFSITE SIGNAGE

SECONDARY ISSUES FOR EDC

1. Park District programs
2. Property maintenance not only main entrances but Village as a whole
3. Car pool
4. Attractions for tourism
5. Business roundtables
6. Grants and who does them
7. Brand the area or the Village
8. Golf course
9. Convention Bureau participation-who and how
10. Stanley Tool property on State St. What use?
11. Airport
12. TV weather forecast (name on weather maps)
13. Kane County 2040 plan

Village of Hampshire
 Economic Development Committee
 Business Improvement List
 Prepared 05/06/2013

azvhedebil1

Category	#	Description	Rank	Comments
Generic	1	Update Comp Plan	A (B)	Focus on Corridors
	2	Kane Co 2040 Plan Ag land use	D	Revisit in 2018 w/2050 update
	3	Spec buildings w/WIFI & Fiber	C	Berklow & others
	4	Top notch website	A	Doug Maxeiner
	5	Ease of setting up a business	A	Doug Maxeiner
	6	Car Dealerships	C	Is Fenzl secure?
	7	Large company relocation	C	What kind of company?
	8	Advertise existing companies	A	Add to website w/links
	9	Image of Village Hall	A	Between Huntley & Pingree
	10	Fiber optic network	C	Rooftops
	11	High speed Internet	C	Rooftops
	12	Lack of rooftops	UC A	Impact fees
	13	Newspaper	D	Digital world
	14	Train service	A	
	15	More Park District programs	B	
	16	Kane Co Business Development	A	Chris Lauzen UC
	17	Touism attraction	UC A	Soap Box Cars - Hills Not Steep Enough
	18	Incubator business	A	
	19	Business roundtables	A	EDC
	20	Retail gap analysis	A	EDC
	21	Business incentive program	A	EDC
	22	Business communication	A	Chamber
	23	Resident communication	A	Doug Maxeiner
Downtown	1	General appearance	A	Clean up day/quarter
	2	Mobil station roof	A	Contact owner
	3	Mill Street junk	A	Clean up day/quarter
	4	RR track cleanup	A	Clean up day/quarter
	5	Dirty windows	A	Contact owner
	6	Parking	A	Later Date Mike's Rail Road Right of Way
I-90 Interchange	1	Signage to downtown	A	Contact property owner
	2	Bus service	D	Pace
	3	Car pool program	D	PARK + RIDE
	4	Destination Retailer	A	Tractor Supply, Rural King
	5	Shireland redevelopment	B	Contact property owner
Route 72	1	Burnt out nurse building	A	Kane Co help
	2	Chic n Dip sign condition	A	High school project
	3	Chic n Dip driveway	A	IDOT
	4	Village sign replacement	A	LED D?
	5	Points of interest signage	A	Schools, subdivisions, business ROBERT ALLEN
Route 20	1	Signage to downtown	A	Contact property owner
	2	Points of interest signage	A	Schools, subdivisions, business 109 CANON
Route 47	1	Signage to downtown	A	Contact property owner
	2	Points of interest signage	A	Schools, subdivisions, business CANON
Ranking Code	1	Mandatory	A	
	2	Budget Constraints	B	
	3	More Rooftops	C	
	4	Not likley in next 5 years	D	

RETAIL ISSUES

APPEARANCE:

Burned out Klehms nursery on Rt. 72

Chik N Dip driveway condition and "FOOD" sign ✓ - Paint chipping - Dead Bugs & Light Fixtures

Railroad track at Park St. INVESTIGATE

Seagren's lot on State St. (Material) ALREADY NOTED - ACTION

Gas Station at Rinn and State ALREADY NOTED - ACTION

Old Growth building appearance and material piled in back on Park St. ALREADY NOTED - ACTION

Dirty windows - LETTER PRIDE in COMMUNITY

Burned out Video store ALREADY NOTED ACTION

RVs parked on lawns RE VISIT

Rusted propane tanks on Mill. - SEE IF LISTED

Village Hall gangway wall falling apart - NEEDS ATTENTION

Weeds and over growth in creek at State St. - KEEP TRACK w/CO Lin

TRADE AREA :

How far into?

HUNTLEY

BURLINGTON

GENOA

ELGIN

SYCAMORE

DE KALB

MARENGO

BELVEDERE

MIKE REID

WHAT PART OF TRADE AREA POPULATION AGAINST TOTAL? DISTANCE

HUNTLEY

BURLINGTON

GENOA

ELGIN

SYCAMORE

DE KALB

MARENGO

BELVEDERE

WHERE DO THEY GO + WHAT DO THEY BUY

NORTHERN ILL. STUDY 5-6 YEARS BACK

Look into Definition of Local Area =

RETAIL ISSUES

(Comments from committee meeting of 5-8-2013 in red)

APPEARANCE:

Burned out Klehms nursery on Rt. 72 Keith Berkout Kane Cty. working on.
Chik N Dip driveway condition and "FOOD" sign Hydrolic issues with IDOT, also paint chipping on building, dead bugs in the yellow light fixtures
Railroad track at Park St. Investigate if we can fill in pot holes or will R.R. repair?
Seagren's lot on State St.(Material) previously noted prop. maint, what action ?
Gas Station at Rinn and State previously noted prop. maint. what action ?
Old Growth building appearance and material piled in back on Park St. previously noted what action ?
Dirty windows letter in water bill about pride in appearance
Burned out Video store previously noted prop. maint. what action?
RVs parked on lawns previously at the Board re-examine
Rusted propane tanks on Mill. previously noted prop. maint what action?
Village Hall gangway wall falling apart what is cost to "plaster" coat wall ?
Weeds and over growth in creek at State St. make a monthly maintenance issue with PW

TRADE AREA : Trustee Reid to do internet maps

How far into?

HUNTLEY

BURLINGTON

GENOA

ELGIN

SYCAMORE

DE KALB

MARENGO

BELVEDERE

WHAT PART OF TRADE AREA POPULATION AGAINST TOTAL ?DISTANCE

HUNTLEY

BURLINGTON

GENOA

ELGIN

SYCAMORE

DE KALB

MARENGO

BELVEDERE

Where do they go and what do they buy. Information may be in the Northern Illinois Study completed about 6 years ago Trustee Kraus will investigate

What is our definition of a junk yard?

1 (Fire Response Time)

WHAT DO WE HAVE:

- Vacant land
- Growing population
- Skilled professionals
- Semi-skilled
- Blue Collar
- Ample water
- Ample electric and natural gas
- Modern wastewater disposal
- 3 Highways and Toll road (logistics)
- 1 rail siding
- Mid-Way between O'Hare and Rockford airports
- Modern Schools
- Active Village Board and Chamber willing to assist new inquiries

Low CRIME RATE
 APPROVED RESIDENTIAL LOTS
 @ 3.5 OCCUPANTS

WANT LIST:

- Buildings ready to move into
- Roadway visibility
- What type of retail is desirable
- Can we build on the commercial already here
- Visibility (signage) for Rt. 47 and Rt.20
- An interactive web-site
- What are services residents want or what's missing in the "Trade Area"
- Transportation- Rail, bus or taxi
- Removal of the transportation fee
- Comprehensive plan to show commercial wanted on main highways
- County to change land use description of Hampshire area
- High speed internet - fiber optics ~~(scribble)~~
- More residents to draw business

INVOLVE IN CONVENTION
BUREAU

OTHER IMPORTANT ISSUES;

- Advertising on community web-site
- Communication with County Economic Development Committee (When re-instated)
- No tourism or attraction to interest visitors *STICK ON STATE BUILDING*
- Need a welcome packet with services offered and instructions on how to contact departments that will assist in helping a business locate in Hampshire
- Administrator to be present at meetings of ECD
- Add pictures to GOOGLE maps *PICTURES + TAG.*

- Participate in retail industry events (conventions etc.)
- Find a temporary replacement for the current Village Hall (portables at the new site)
- Crown to put up a billboard on RT.47 showing Hampshire availability *Go to follow up*
- Directions to downtown Hampshire on Rt. 20 - *STATE - KEITH*
- Signage at truck stop directing people back to the Village as well as brochures touting the Hampshire area *Parking DIRECTIONS - PARK IN TOWN.*
- Primary area for 80-85% of their business. A great restaurant for breakfast and lunch.
- Secondary trade area for 15-20% of their business. A great restaurant for dinner.
- Go thru latest census for info on age, households, race, income levels etc.
- How much money is leaving Hampshire?
- Target retailers that are a good match for the community
- Various loan fund availability should be available (packet)
- Establish a retail (business) retention group
- Established business need to be contacted by Village officials
- Establish a Strategic Plan and follow it.
- What is our daytime population?
- How many of our population work in Hampshire ?
- What are the occupations of the people who work outside of Hampshire
- What are the top OPTIONAL items purchased outside of Hampshire (automobiles etc)
- Identify the local stakeholders and how they can be recruited to help bring in new business
- Don't be a pest but be persistent in contacting potential new business.

WHAT DO WE HAVE:

Vacant land

Growing population

Skilled professionals

Semi-skilled

and

Blue Collar

Ample water

Ample electric and natural gas

Modern wastewater disposal

3 Highways and Toll road (logistics)

1 rail siding **privately owned**

Mid-Way between O'Hare and Rockford airports

Modern Schools

Active Village Board and Chamber willing to assist new inquiries

Low crime rate

What are Fire District response times?

List how many APPROVED residential lots are available

resultant population count at 3.5 per D.U.

WANT LIST:

Buildings ready to move into

Roadway visibility

What type of retail is desirable **Get involved with the Elgin Convention Bureau**

Can we build on the commercial already here

Visibility (signage) for Rt. 47 and Rt.20

An interactive web-site

What are services residents want or what's missing in the "Trade Area" **M.R.**

Transportation- Rail, bus or taxi

Removal of the transportation fee **County**

Comprehensive plan to show commercial wanted on main highways **Village & County, Keith**

County to change land use description of Hampshire area **COunty Keith**

High speed internet - fiber optics (Mike Reid)

More residents to draw business

OTHER IMPORTANT ISSUES;

Advertising on community web-site

Communication with County Economic Development Committee (When re-instated)

Brust

No tourism or attraction to interest visitors **Stitches on State ?**

Need a welcome packet with services offered and instructions on how to contact

departments

that will assist in helping a business locate in Hampshire **committee**
Administrator to be present at meetings of ECD

2

Add pictures to GOOGLE maps **free pictures and tags (Reid)**

Participate in retail industry events (conventions etc.) **President/delegate**

Find a temporary replacement for the current Village Hall (portables at the new site)

Crown to put up a billboard on RT.47 showing Hampshire availability **Brust follow up**

Directions to downtown Hampshire on Rt. 20

Signage at truck stop directing people back to the Village as well as brochures touting
the Hampshire area **No parking for RVs, campers and motor homes**

MOST OF THE BELOW IS MARKET RESEARCH

Primary area for 80-85% of their business. A great restaurant for breakfast and lunch.

Secondary trade area for 15-20% of their business. A great restaurant for dinner.

Go thru latest census for info on age, households, race, income levels etc.

How much money is leaving Hampshire?

Target retailers that are a good match for the community

Various loan fund availability should be available (packet) **committee project**

Establish a retail (business) retention group **committee project**

Established business need to be contacted by Village officials **President-Administrator**

Establish a Strategic Plan and follow it **Village Board.**

What is our daytime population?

How many of our population work in Hampshire ?

What are the occupations of the people who work outside of Hampshire

What are the top OPTIONAL items purchased outside of Hampshire (automobiles etc)

Identify the local stakeholders and how they can be recruited to help bring in

new business **Village, Committee and Chamber**

Don't be a pest but be persistent in contacting potential new business.

RETAIL IS ECONOMIC DEVELOPMENT 4-7-2013

10 STEPS

LOOK AT THE COMMUNITY THRU THE EYES OF A RETAILER/DEVELOPER

#1 Appearance: Chick N Dip driveway and "FOOD" sign, Creek Weeds, Walkway between

the Village Hall and Farmers brick falling off our building, Old Growth building and storage

area, Burned out video store, Seagrens lot on State Street, rusted tanks at Peterson's on Mill.

We need to INCLUDE neighboring population in info packet and add SBA Small Business Administration info along with our Revolving Loan info.

KNOW YOUR COMPETITION

#2 Competition: Biggest local competition is Huntley, advantage they are in 2 Counties and McHenry does not have Transportation Tax, fiber optics?, larger population and they have a higher traffic count on Rt. 47 with a new interchange being built. Their web-site is geared for

commercial interest as well as their Comprehensive Plan. What do we have to offer except a potential growing population and highways. Do we have an abundance of engineers, scientists, inventors, blue collar worker abundance?

KNOW YOUR TRADE AREA

#3 Broachers and web-site need to be expanded to include about 15 miles from the center of Hampshire as well as what desirable services and products are available just outside of that circle. If they are beyond that area we should attempt to lure them to our community as a business draw. Changes to the Comprehensive Plan maps and zoning need to be made to let VIRTUAL BUSINESS SHOPPERS know that we open for business.

KNOW YOUR DEMOGRAPHICS AND (PSYCHOGRAPHICS-marketing the study of the psychological profiles of potential buyers of a product, used to improve marketing)

#4 What is our daytime population as opposed to evening hours? How many of our population work in Hampshire. How do we find out what are the TOP wanted services/stores/products that our population will frequent and spend money.

KNOW HOW MUCH RETAIL OPPORTUNITY EXISTS

#5 What is around us that we don't have and is a high demand business. What is in DeKalb/Sycamore, Huntley, Elgin or for that matter West Dundee that would make us drive there to make a purchase. What are the PLANS FOR THE FUTURE for the existing successful business we currently have? (Block's, Fenzel, Sysco, Elgiloy etc)

TARGET RETAILERS THAT ARE A GOOD MATCH FOR THE COMMUNITY

#6 Where do our people shop and for what? Beside staple items (food etc.) what else is purchased that could be considered optional purchases? Automobile dealers of different varieties, movie complex with novelty stores, home improvement stores etc.

INVOLVE YOUR STAKEHOLDERS

#7 Identify what and who is a stakeholder. Current business owners or managers and the citizens of Hampshire. What will the plan be to recruit, who participates in what and who takes the lead are probably the guide lines for this.

HAVE A RETAIL RETENTION PROGRAM

#8 What will happen to Block's, Fenzel, the truck stop, remember we are pushing clean energy electric, natural gas and God know what next. Will these companies become obsolete or morph into the next generation of the business. How can we be part of this program

PARTICIPATE IN RETAIL INDUSTRY EVENTS

#9 Conventions, conferences, RECON and the Chicago Deal Making Conference in October,
www.icsc.org . Who is the best person to go? President? Administrator? Consultant?

BE TENACIOUS AND PATIENT

#10 (My examples) U S Cellular, the INTERNATIONAL company, the HARDWARE store this does not happen overnight we need to learn that there is a difference between being persistent and being a pest. We need to do our HOMEWORK, listen very carefully and only speak when we are sure of the words coming out of our mouths are true. It is better to say that "I will try" and then fail that to say "I can do that" and fail. Truth and Trust are the cheapest and most effective tools we can use.

George E. Brust
Economic Development Committee
Hampshire Il.
April 10,2013

Hampshire Business improvement list
From 5/06/13

Category		Rank	Comments	
Generic	1	Update Comp plan	B	Focus on corridors
	2	Kane Cty. 2040	D	Revisit in 2018 w/2050 update
	3	Spec buildings w/WIFI & fiber	C	Burklow & others
	4	Top notch web-site	A	Administrator or web master
	5	Ease of setting up business	A	Administrator
	6	Car Dealerships	C	Is Fenzel secure?
	7	Large company relocation	C	What kind of Companies
	8	Advertise existing companies	A	Add to web-site w/links
	9	Image of Village Hall	A	Between Huntley & Pingree Grove
	10	Fiber optic network	C	Rooftops
	11	High Speed Internet	C	Rooftops
	12	Lack of rooftops	?	
	13	Newspaper	D	Digital world
	14	Train Service	A	
	15	More Park programs	B	
	16	Kane Cty. EDC	A	County Chairperson
	17	Tourism attraction	A	
	18	Incubator buis. facilities	A	
	19	Business roundtables	A	EDC
	20	Retail gap analysis	A	EDC
	21	Business incentive program	A	EDC
	22	Business communication	A	Chamber
	23	Resident communication	A	Administrator/ President
Downtown	1	General appearance	A	Clean up day every quarter
	2	Rinn st. roof	A	Contact owner
	3	Mill St. junk	A	Clean up
	4	RR track clean up	A	Clean up
	5	Additional parking	A	Later date
I-90 Interchange	1	Signage to downtown	A	Contact property owners
	2	Bus service	D	Pace
	3	Car pool program	D	Park & Ride
	4	Destination retailer	A	Tractor Supply, Rural King
	5	Shireland redevelopment	B	Contact property owner
Route 72	1	Burnt out nursery bldg.	A	Kane Cty./ Insurance
	2	Chic n Dip sign condition	A	High School Project
	3	Chic n Dip driveway	A	IDOT/ Owner
	4	Points of interest signage	A	School, business, subdivisions etc.
Route 20&47	1	Signage to Downtown	A	Contact property owners
	2	Points of interest signage	A	Schools, business, subdivisions etc.
Ranking code	A = Mandatory			
	B = Budget Constraints			
	C = More Rooftops			
	D = Not likely in the next 5 years			