



ECONOMIC DEVELOPMENT COMMISSION
Work Plan 2020-2021 Fiscal Year

The Commission will focus on the following areas:

- Economic Growth - Promote economic growth in the Village
- Funding and Income Opportunity - Explore funding and income diversification opportunities
- Communication - Enhance communication with existing and prospective businesses .
- Roads and Transportation - Monitor transportation activities and proposals (roads and pathways) that support Long Grove residents and businesses.
- Recognition - Promote the business community for its integral role in the community
- Website - Expand business opportunity and welcome portion of Long Grove Website

The commission will meet twice a month to provide more opportunities to share and discuss within the bounds of the Illinois Open Meetings Act.

The commission will take on such tasks or projects as the Village Board requests.

Specific activity to be continued will include:

- Act as a sounding Board for new businesses locating to Long Grove and assist with guiding them through the Village approval process and with making introductions to local business development organizations, such as Lake County Partners
 - Work with Village officials to develop a process and flow chart for new businesses to follow focusing on resources and lines of communication for potential new businesses so as to comply with local zoning, licensing, etc.
 - Create a more robust EDC microsite as part of the Long Grove Website, which may include an EDC vision, showcasing properties, automated marketing tools (i.e. HubSpot), EDC members photos and background information, as well as projects that the EDC is currently involved in.
- Enhance ongoing communication with Lake County Partners and other area economic development organizations and centers of influence such as banks, other Village commissions, broker and real estate trade associations and Chambers of Commerce to promote Long Grove as a place to do business.
 - Facilitate monthly meetings between designated EDC members and Lake County Partners economic development director
 - Designate EDC member(s) to attend and report on relevant International Council of Shopping Centers (ICSC) webinars, seminars and/or meetings (one per quarter) for purpose of networking and learning about latest business trends

- Connect with local banks and law firms to assist the Village with identifying business expansion opportunities
- Send letter or other communication to these local business contacts introducing them to the Village’s economic development opportunities, directing them to the relevant sections of the Long Grove Website, and introducing them to EDC members as contacts.

- Establish ongoing communication with current Long Grove businesses and enhance opportunities to demonstrate the Village’s support of the local business community
 - Invite an officer or marketing representative from the Long Grove Downtown Business Association (HDLGBA) to attend EDC meetings;
 - Have an EDC member attend (on a rotating basis) the HDLGBA meetings (with goal of attending at least one meeting per quarter)

- Expand social media use across various platforms, including print media, to promote Village business-related news, announcements and milestones, such as business expansion, grand openings and community-wide festivals and events. Expand communication distribution to include residents, Chambers of Commerce as well as Visit Lake County.
 - Create business interview podcast or video series entitled “How’d You Do That?”- spotlighting how selected business owners in Long Grove got their start, why they chose to locate to Long Grove and how they became successful

- Explore Funding sources to enhance Long Grove’s infrastructure and opportunities to further execute the Village Comprehensive Plan
 - Explore Federal and State Grant opportunities to facilitate financing enhancement to Village infrastructure and other projects that have been slated by the Village Board as priorities for the Village

BUDGET

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| ● Memberships and subscriptions | \$750 |
| ● Publicity (Video production, graphic art preparation) | \$2,000 |
| ● Hospitality | \$500 |
| ● Exploring Funding Sources (Grants) | \$1000. |