

Functions**DISCUSSION/POTENTIAL ACTION ITEMS****Business Development**

Historic Downtown
Sunset Grove
Long Grove Commons
Highway Retail District
Greater Long Grove Retail and Service Areas

Identify and assess underutilized properties to develop strategies for their highest and best use
Develop a plan on how to improve the overall competitiveness of the community, and how to create opportunities and developable sites for future economic development.
Identify programs for implementation to reduce business vacancy rate.

Business Retention

Program development for maintaining relationships with existing businesses and make recommendations to retain, enhance and market.
Conduct two business site visits per month
Conduct two business summits per year. One retail and one service industry.
Develop a plan for business seminars, financial, managing supply chain, human resources, etc.
Establish goals and methods for enhancing the relationship between the Village and its business community.

Municipal Revenue Enhancement

Identify and qualify Intergovernmental Funding Opportunities
Investigate and recommend incentives to facilitate revenue growth
Identify programs and opportunities for public private partnerships.
Develop a program to promote a variety of restaurants and retail stores.

**Employment Growth/Workforce
Development**

Develop a labor market needs assessment in partnership with existing business community
Develop a plan/program to fill labor gaps.

Marketing and Community Branding

Long Grove Differentiators
Key Business Sectors
Area Branding

Coordinate economic development outreach to surrounding units of local government.
Develop a program for effective content management for Social Media and Website platforms
Formalize a program to communicate business successes
Develop an annual business recognition breakfast program
Cooperating with local governments, economic development organizations, chambers of commerce, educational institutions, convention and visitors bureaus, and other City organizations and commissions in their marketing and promotion efforts to attract new businesses.