

**AGENDA**  
**Economic Development Committee**  
**Wednesday, November 20, 2019**  
**7:00 p.m. – Darien City Hall**

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – October 9, 2019**
- 4. New Business**
  - a. IRC Retail Centers Representative**
  - b. Darien Economic Development Survey Results**
- 5. Old Business**
  - a. Incentive Website Link Completion (Vision, Mission, Application)**
  - b. Incentive Matrix/Template and Application Rollout**
  - c. Implementation of Business Outreach Program**
    - i. Message outline (purpose, what we want to accomplish, informational material handouts)**
    - ii. Draft reach out write up for Mayor**
    - iii. Business Contacts – First round**
  - d. Darien Marketing Material Update**
- 6. Next Scheduled Meeting**
- 7. Adjournment**

**City of Darien**  
**Minutes Economic Development Committee**  
**Wednesday, October 9, 2019**

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**1. Call to Order**

The meeting was called to order at 7:05pm by Chairwoman Tina Beilke. Other committee members present were: Louis Mallers, Bryan Gay, Matt Weberling, Robert Hahn, Angelo Imbrogno and Nick Pitzer. The meeting was held at Darien City Hall.

**2. Public Comment**

There were no Public comments.

**3. Approval of Minutes - September 11, 2019**

The minutes as submitted for September 11, 2019, were approved.

**4. New Business**

**a. Chamber of Commerce Update**

James Burke, Chairman of the Board, and April Padalik, Executive Director, offered an update on the Chamber Mission; to work proactively with all community leaders to enhance the vitality and prosperity of the Darien Businesses, citizens, schools, government services and organizations. A brochure was provided detailing the main events the Chamber sponsors. Membership and revenues are stressed. Various options to increase both were offered. They shared the willingness of the Chamber to collaborate with the EDC, City staff, Park District, Lions and other Clubs to grow impact on the Darien business community. April and James provided their questions for the survey the EDC is preparing for submission.

**b. Welcome Committee Member Nick Pitzer**

All committee members shared their enthusiasm to have Nick on the committee to offer input and commentary.

**5. Old Business**

**a. Business Statistics and Data—Plan to Begin Business Outreach**

Significant discussion centered on the process for and the content expected to build an effective effort to capture the attention of Darien's businesses to build the data needed for meaningful reporting to the City Council. The specific detail script was reviewed with the requested inclusions/adjustments offered by City staff and the Chamber.

The Outreach/Visitation effort was crafted to request to include an introductory letter/email from the Mayor to Darien business owners/decision makers. The letter would request, a not to exceed, 10 minute personal visit from an EDC member to learn what that business needs from the City to assist in keeping and

growing that business in Darien. Goal is to quantify contact script in 2019 and launch visitations to capture data and statistics in 2020.

**b. Incentive Website Link Finalization (Vision, Mission, Application)**

With additions to content included, the committee reviewed and approved the economic guidelines for incentive requests from applicants and the language used on the City's website with a request to include the link for the application at the end.

**c. Incentive Matrix/Template and Application**

Extended discussion addressed the City of Darien Economic Development draft application. With the inclusion of the current list of Darien City incentives and amended—"What percentage of the cost needs financing and what is the Projects financial business Plan?" And replacing the word "incurred" with "to" developer in the sixth box on the application, the committee approved the application, as amended. The goal is for this final version to be presented to the Darien City Council in November.

**d. Darien Economic Development Survey Updated**

The final version of the survey, with additional input and discussion, was approved for usage. The committee hopes to obtain City staff approval in the next few days before launching to Darien citizens via Darien Direct Connect.

**e. Darien Marketing Material Update**

This remains an ongoing effort. No City staff was present to provide further update.

**6. Next Scheduled Meeting**

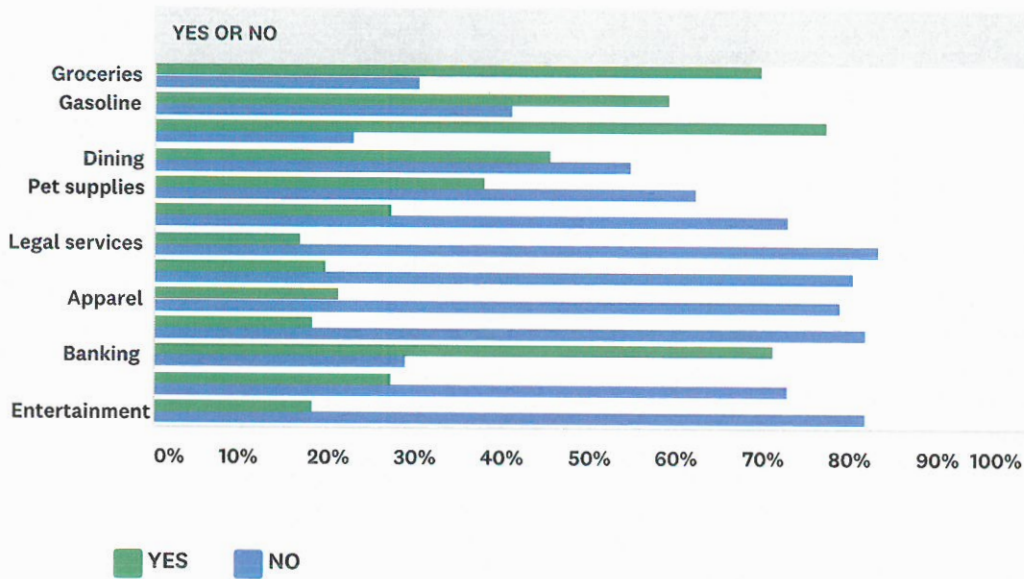
Chairwoman Beilke asked if we could change the date of next month's meeting which would have been November 13. Committee agreed on a new meeting date of November 20, 2019.

**7. Adjournment**

Motion to adjourn at 9:00pm approved.

# Q1 Do you utilize a Darien business at least 50% of the time for the following purposes:

Answered: 66 Skipped: 0



YES OR NO	YES	NO	TOTAL
Groceries	69.70% 46	30.30% 20	66
Gasoline	59.09% 39	40.91% 27	66
Home improvements and garden supplies	77.27% 51	22.73% 15	66
Dining	45.45% 30	54.55% 36	66
Pet supplies	37.88% 25	62.12% 41	66
Medical services	27.27% 18	72.73% 48	66
Legal services	16.67% 11	83.33% 55	66
Automobile repair	19.70% 13	80.30% 53	66
Apparel	21.21% 14	78.79% 52	66
Specialty services	18.18% 12	81.82% 54	66
Banking	71.21% 47	28.79% 19	66
Financial services/support	27.27% 18	72.73% 48	66

City of Darien - Economic Development Committee

Entertainment

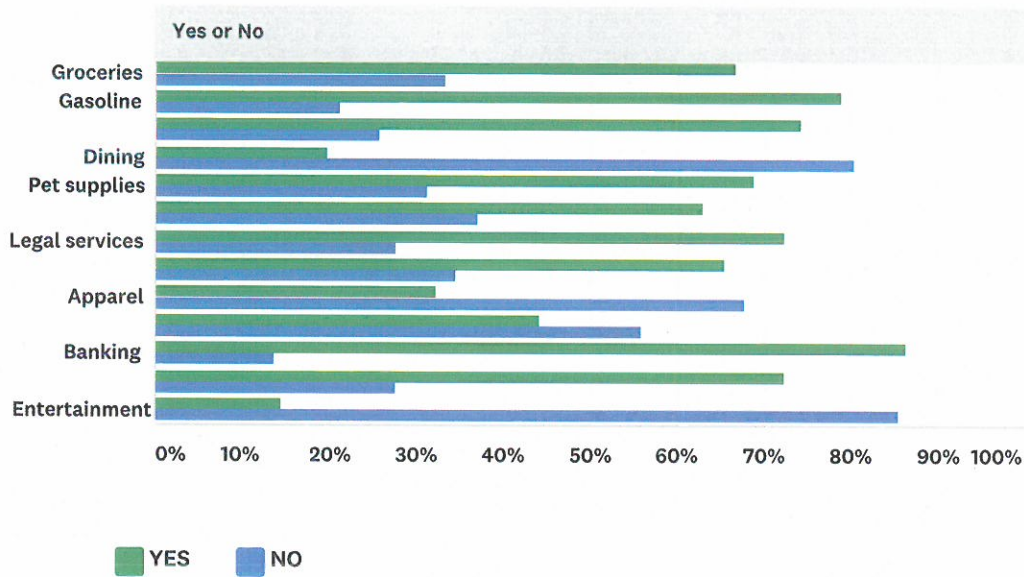
18.18%  
12

81.82%  
54

66

## Q2 Are you satisfied with the choices Darien offers for the following purposes:

Answered: 66 Skipped: 0



Yes or No	YES	NO	TOTAL
Groceries	66.67% 44	33.33% 22	66
Gasoline	78.79% 52	21.21% 14	66
Home improvements and garden supplies	74.24% 49	25.76% 17	66
Dining	19.70% 13	80.30% 53	66
Pet supplies	68.85% 42	31.15% 19	61
Medical services	62.90% 39	37.10% 23	62
Legal services	72.41% 42	27.59% 16	58
Automobile repair	65.57% 40	34.43% 21	61
Apparel	32.26% 20	67.74% 42	62
Specialty services	44.07% 26	55.93% 33	59
Banking	86.36% 57	13.64% 9	66
Financial services/support	72.41% 42	27.59% 16	58

City of Darien - Economic Development Committee

Entertainment

14.52%  
9

85.48%  
53

62

**Q3 What type of businesses would you like to see locate in Darien (Please be specific) (3 skipped)**

Independent dog daycare
Would like to see higher employee paid non-retail. Darien could use some tech jobs, not another minimum wage store.
Anything but a Cana is business
1. Adult recreation (the Darien Park Dist. is inept). 2. Drone race / obstacle course. 3. Ice cream parlor. 4. Bicycle store. 5. Quality grocery store. 6. Pop-up of contemporary interest.
Ace Hardware or True Value
Major Restaurants and Entertainment/ theater.
Quality dining, shoe repair
movie theater; nice sit down restaurant
N/A
none come to mind
Fifth Third Bank; Trader Joe's; fine dining restaurant
those that appeal to families as well as adults
Yoga classes More grocery stores like Mariano s Bring back a store like Penney's More coffee shops to visit A car wash
It would be nice to have a small Downtown type of feel with dining and entertainment.
Trader Joes, more entertainment places, more restaurants, sporting goods store, places for teens to hang out, SAM's Club, butcher shop, Fuller's car wash, escape room, DMV, antique store
NOT a marijuana retail store. Car dealership (large tax base)
More sit down restaurants, not fast food
Nicer restaurants, a downtown area, clothing boutiques
More restaurants/dining. (in place of apartments on/near Cass/75th/Plainfield). Create more of a feel of a city center.
Movie theater, non fast food restaurants, Meijer, wood fired pizza, indoor play for kids gym with a pool
Movie theater
Costco, Target, Mariano's, more sit down restaurants
Chick Filet
Food and entertainment. Jersey mikes, upscale restaurants



**Q3 What type of businesses would you like to see locate in Darien (Please be specific) (3 skipped)**

High skilled, highly paid service offices. Highly paid manufacturing and support industry. Menards, Lowes or specialty home improvement. Low key, social clubs with food/beer and live entertainment. Specialty stores and services such as music sales and instruction, tailor and shoe repair, used books and music, bicycle sales and service, upscale specialty food dining and delivery, dance instruction and products, UPS store mail and shipping services, phone repair, etc.

Trader Joes

Ice cream parlor, cafe, Italian restaurant. Please no more nail salons, banks, hair salons.

Trader Joe's. More restaurants. Higher scale ones, not fast food. Ones that keep up with their property appearance unlike Brookhaven.

Restaurants, not fast food. Retail shops. Nothing to do with trucking...we are becoming Bolingbrook.

More upscale restaurants

Craft beer tap houses, movie theater, Pizza Hut, axe throwing, arcades, roller rink.

Women clothing And average priced dining restaurants

Restaurants and entertainment

Upscale restaurant, (Capri of Burr Ridge as example)

Nothing comes to mind

Restaurants

Movie theater like Alamo Draft House, more locally owned dining options, Woodman's Food Market, Tap room with dining.

a hardware store beauty salon dentists and doctors and high end stores and specialty stores to improve the area not these second class restaurants and businesses that we seem to get

Family Style Restaurants-utilize the property on Cass avenue west of Plainfield, where Rosati's and the bakery are located. Plenty of open land going to waste-put in a Goodwill, a Home Depot, and an American style restaurant, not more BBQ.

Vegan restaurant

Anything that can bring in a substantial amount of Sales Tax for the city

I would like to see an increase in restaurant and entertainment. Additionally, increases to improved residential property to lift homeowner real estate values.

Large and specialty groceries, independent bakeries, bagel, cafes, coffee houses, deli shops. Garden and landscape supply, recreational marijuana dispensary, restaurants, day spa.

The development of a central "downtown" location. Darien doesn't have a Metra like our surrounding suburbs who take advantage of developing business around Metra locations, but it would nice to have a centralized area in Darien for food, entertainment, and business. Something similar to a modern contemporary business district.

Trader Joe's, movie theater, Sam's Club

nicer dining that is not a chain, cluster of unique shops.

Great American Bagel

Upscale Restaurants. Entertainment. Arts. Clothing. Outdoor activities/sports

**Q3 What type of businesses would you like to see locate in Darien (Please be specific) (3 skipped)**

I'd love to see a Qdoba or Chipotle, I really wish the new Kids Academy on 75th would've been a retail like a CVS so I could walk from my home in Farmingdale without having to cross Cass or 75th. A Children's Museum would be great! We do need more entertainment venues here.

Menards, Ace, True Value, mom and pop type hardware/home center. Gun/fishing/sport shop. No marijuana shops. Nothing good comes from that other than tax money for government to spend.

Family Entertainment Centers, White Table Cloth Eating Establishments,

Home Depot needs some competition. The nearest Lowes or Menards are in Bolingbrook and/or Hodgkins. Also, Mariano's is in Westmont, Pete's is in Willowbrook, sure there is Brookhaven but it's too small and too specific. Everybody talks about wanting a Trader Joe's in the area. I don't even know where an apparel/activewear store is in Darien, I only know of most of them in Woodridge (Kohl's shopping area) and Downers Grove (Old Navy shopping area). Darien is very residential but there is no sporting goods/fitness around unless you go to Dick's on Butterfield. The nearby Sports Authorities all closed down. A smaller, independent sporting goods retailer (Play it Again maybe) would be nice. Also restaurants, Darien needs a nice, sit down restaurant so bad!

Distribution and light manufacturing

small hardware store

Finer dining experiences, boutique/specialty shopping, medical services beside quickie clinics, reliable and financially reasonable auto service, entertainment possibilities such as theater or family activities, an area or building dedicated to medical and/or legal professional services.

Not another empty warehouse against a forest preserve, you halfwits.

Quality restaurant. Not a low level chain, but a real, sit-down, quality restaurant.

I'd like to have more giant warehouses in our forest preserves, can you make that possible? Clearcut it and maybe put in some Chase banks too. If Joe could stop giving away our reserves to the golf course under a poorly drafted and rushed agreement, that'd be great. How about something for young families to enjoy, like a "Funtopia."

All good now

A "family restaurant"... not a fast food place. But I can tell you what I don't want.... another TRUCKING FACILITY disaster like you approved.

fine dining restaurant, women's clothes boutique, printed newspaper

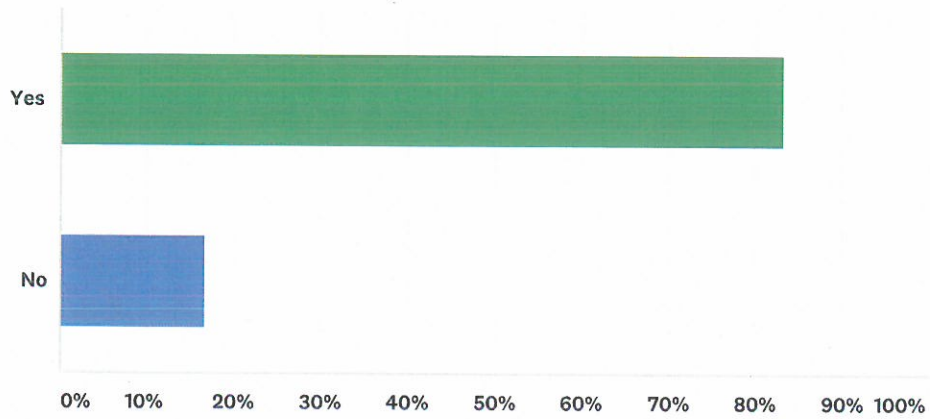
Higher end restaurants nicer shopping. Nice grocery stores. Higher end hotel More parks

Deli.



### Q4 Are you aware of the Darien Chamber of Commerce?

Answered: 66 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

Yes	83.33%	55
No	16.67%	11
<b>TOTAL</b>		<b>66</b>

**Q5 How does the Chamber of Commerce create awareness of our local businesses in Darien? (7 skipped)**

??

They work with non profits and neighboring chambers of commerce.

Other than special events, it doesn't.

Not sure

Darien Magazine

Darienfest

Ads in the (quarterly?) Darien "magazine" publication. Ads in the mail.

I don't know

I don't know.

not really sure

Don't know

I am not too familiar with it.

Not sure

the first thing I think the Chamber should make people aware of is they are not a government body and they are not a CHARITY; they are not for profit trade organization and works for the betterment of business and to increase the profit of their members. They too often present themselves as something they are not.

Thru meetings and Darien booklet

Not sure

Advertising

Events

N/A

I don't know

Poorly

It doesn't really, and daryenfest needs to be discontinued, irs an embarrassment to our community

**Q5 How does the Chamber of Commerce create awareness of our local businesses in Darien? (7 skipped)**

Hosting local events and networking within membership. Does a poor job of marketing Darien businesses to the community and beyond. No real impact on drawing new businesses from outside or growing Darien's economy. Where is the online directory of Darien businesses?

Doesn't every town have a chamber of commerce? I just presumed one existed for our town.

I never know when a place opens up until I see the grand opening sign.

5K, news letter, chamber luncheon.

The Darien magazine is all we see. Darien is spread out and we really need nicer stores. We need a better Image.

Idk

Utilize Social media to engage younger resident

Don't know

Quarterly newsletter

Through their participation in the Neighbors Magazine. Darienfest.

Through the Darien website and Darien Connect.

By extending the reach of traditional marketing for the business.

not aware of any information provided by them to residents

Need to be aware of open land going to waste.

Print newsletter

Could do a better job of it

Chamber of Commerce should play a more visible role in creating awareness for local business and development within Darien.

Social media

Mailing and City quarterly mailing newsletter/booklet.

Don't know

it does not to me. Only see it noted in the quarterly Darien mailed pamphlet

Activities

The Darien magazine

**Q5 How does the Chamber of Commerce create awareness of our local businesses in Darien? (7 skipped)**

I don't know.

Not aware other than annual mailer.

Through "Neighbor's" magazine, Darienfest, Dancing with the Chamber Starz

Unknown. I've seen coupon books promoting local businesses mailed out to Downers Grove and Burr Ridge residents but haven't received any such direct mail pieces for Darien businesses or anything from the Darien Chamber of Commerce.

DarienFest and other local events sponsored by the Chamber mailing booklet

Chamber of Commerce only evident in periodic publication of Darien News Pamphlet. Most information of new businesses or new offerings of an established business are received per each individual local business efforts.

They don't!

Through promotions and advertisements.

Only aware of the Darien Fest activities.

Publications and on line

Doesn't for me.

unsure except for Darien booklet

Mailings maybe?



**Q6 What, if anything, would you suggest to help promote awareness between local businesses? (14 skipped)**

Not sure

Discount "coupons" between businesses.

How about something like the "Taste of Darien" or more public events where local businesses can come and promote themselves

Local newspaper we receive Suburban Life and all the ads are for LaGrange & McCook.

I think Chamber needs more free or low cost events

N/A

I don't know.

?

I don't know

We need more of a advertisement and a down town type of feel.

Host a local business event to talk about stuff

Awareness BETWEEN local business what does that mean and why would you ask the public how to promote awareness BETWEEN business. Maybe promote awareness of local business

More info in patch or Darien newsletter

Not sure

N/A

Nothing

Events

...

As a business owner who tried to participate in the chamber, it is an old business club who is set in there ways and don't welcome new businesses. We have lived in Darien for 30 and loved our business here, joined the chamber and they were less than welcoming

**Q6 What, if anything, would you suggest to help promote awareness between local businesses? (14 skipped)**

Wrong question! It is not a question of whether local businessmen know each other but if the public knows that products and services are here in the community. A public directory of every Darien retail business on a sponsored website (City of Darien?) that every citizen has access to would inform the public of what is available here. One may live in this community for thirty years and not know that a certain business even exists. Every citizen should know every business that is here in Darien. But how can you do that?

More representation of businesses at local events

No clue

A coupon book for just Darien businesses.

Don't understand the question. Awareness of what?

Idk

Isn't that the city's job?

Benchmark with other chambers.

Networking or private Facebook group

Wish I had some good ideas for you.

Proactively market Darien residents demographics and disposable income to outside investors seeking our level of available income.

get business to benefit the residents and community

?

Events for the public

Social media, events that are charitable and to benefit the local community or local families or organizations. Events that promote health & fitness.

Small business fair that engages the community.

What does this mean? "between local businesses"

This now seems to be a chamber of commerce survey disguised as a city one.

Na

Business matchmaking event



**Q6 What, if anything, would you suggest to help promote awareness between local businesses? (14 skipped)**

I don't know

The city of Darien should reach out to local businesses through its Economic Development committee to assist businesses within Darien and provide them with a better idea as to their interdependency on one another.

As mentioned in my response in Question 5, some type of direct mailer promoting businesses and offering coupons to shop local would be nice.

I have none

na

Local businesses and the Chamber of Commerce need a plan to upgrade the offerings available and then the better the use of marketing techniques to promote their offerings and what is available.

Quit chasing away prospective businesses.

Local flyers, newspapers, mailings

N/A

Nothing

If you bring in a business people can use, people with utilize it. We don't need another bank or slot machines. And we certainly don't need marijuana establishments.

not sure

Facebook, emails

**Q7 What can the Chamber do to effectively create awareness to local residents? (14 skipped)**

Use public records to see who has moved into the community and welcome them.

A published directory without "political" bias.

See above.

Be more visible

advertise

Offer some sort of presentations at the library? Maybe silly idea, not even sure exactly what I mean!

Use Darien Direct Connect

I don't know.

more advertising exposure

Send us material , send an emails

The chamber does a great job with community events. Darine would benefit from a down town type of thing.

Advertise new businesses in the weekly Darien newsletter

Is this a Chamber survey or a EDC survey. You are blurring lines again from reading this survey it looks like the EDC is just a puppet of the Chamber that is masquerading as a government body

Newsletters, patch

Not sure

Create a directory of all businesses (by type) and mail to homes.

Advertising, special offers

Put up booths at local fairs/events

...

The chamber is an embarrassment to our community. There is no resident who has respect for them

**Q7 What can the Chamber do to effectively create awareness to local residents? (14 skipped)**

A website with a full directory of every Darien retail business would be a start. Links to individual business websites, social media, etc. would help. The largest and most sophisticated corporations (Disney, TV Networks, banks, etc.) use the free, open source Joomla or Drupal content management systems software to build powerful websites. Local consultants in the area are experts in building and maintaining such sites. (This is in direct contrast with the very expensive and clunky sites that government officials contract for including the City of Darien). A single website with fill in the blank pages for each local business with directories and search is very inexpensive to build and operate. The result could be a powerful driver of customers from around the area into Darien expanding our tax coffers.

Not sure

Cable channel? Email?

Newsletter, coupon book offering deals for residents, open house events at businesses.

They could emulate Downers Grove.

Idk

I have no clue

Share on Facebook page. That's where I get all my darien info.

Participate in Welcome Wagon for new residents. Advertise in local papers.

Probably keep posting on the websites you use. Digital is the way to go.

Utilize the Darien connect or urge complimentary businesses to compile group offerings that may expose residents to more local business.

get info to residents get some exciting activities not a race and chamber dinner create things for residents and to also bring persons from other surrounding areas like naperville does

Post more in the Darien Direct Connect

Email

More engagement on a regular basis

Social media and events

I believe it does a good job already provided the size of the town.

Mail residents a listing of the local businesses and what they have to offer.

Na

Email



**Q7 What can the Chamber do to effectively create awareness to local residents? (14 skipped)**

Idk

The Chamber should concentrate more on business development in the city rather than in sponsoring activities. They should be "business centered." They should work with the city in promoting businesses through joint activities.

Are there even Chamber sponsored events? I know Lions Club sponsors Darien Fest and the parade. What is the chamber's role? Where is the chamber located?

I am not sure

don't know

Except for the semi-joint venture that may exist between the Lions and the local businesses I can't recall any direct promotion that the Chamber is doing. Local proprietors seem to be on their own.

See above.

See 6. Work in a collaborative manner, rather than adversarial, with local government.

The stock of businesses in town may not match the desire or residents.

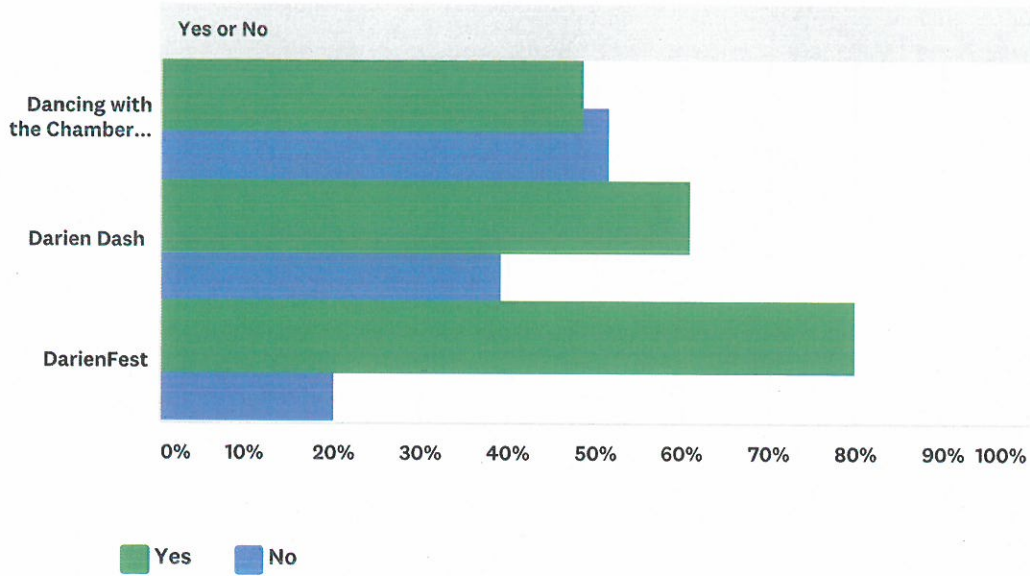
Manage what they presently have

Not sure.

Emails

## Q8 Are you aware that the Chamber manages these community events that offer opportunities for business exposure?

Answered: 65 Skipped: 1



Yes or No

	YES	NO	TOTAL	
Dancing with the Chamber Starz	48.44%	51.56%		
	31	33		64
Darien Dash	60.94%	39.06%		
	39	25		64
DarienFest	80.00%	20.00%		
	52	13		65

## **Economic Development Committee**

### **Business Outreach Program**

**Why we are here** - Part of a business retention program with the goal of proactively connecting with existing businesses to understand and respond to local business needs.

**What we want to accomplish-** Through these visits we hope to:

- (1) Develop a clearer picture of the number and types of businesses operating in our community
- (2) Gauge the workforce needs of our local businesses
- (3) Anticipate and recognize any challenges that are threatening our local businesses
- (4) Expand open dialogue between our businesses and local governments
- (5) Identify plans for relocation, expansion, etc.
- (6) Collect feedback and work with City to address needs of businesses

#### **Informational material -**

- City contact information of elected officials and staff
- City programs (police safety visits, etc.)
- Com Ed energy efficiency audit program
- Restaurant and leisure activities info
- Darien Chamber of Commerce Brochures

#### **Other resource material –**

- COD Training programs
- workNet DuPage
- Illinois Department of Commerce Incentive Programs