

# Commercial Revitalization Plan Implementation Matrix

Updated November 2013

Action Item	Classification	Activity Update	Target Completion Date
Attend ribbon-cutting events	Ongoing	This effort has been sporadic in the past. A formal process should be put in place identifying who will attend ribbon-cuttings and how potential attendees will be notified.	NA
Check on local businesses during emergencies or times of crisis	Ongoing	Staff recently checked in with businesses during the April/May flooding event	NA
Attend La Grange Park Chamber of Commerce Meetings	Ongoing	The Assistant Village Manager attends all monthly Chamber Board of Directors meetings and all monthly member meetings.	NA
Utilize local businesses and services when possible	Ongoing	The Village already strives to do this, as permitted by law.	NA
Send out press releases/announcements on new businesses	Ongoing	Village announced arrival of Fruitful Yield in E-Briefs and on website and will prepare future announcement in coordination with a ribbon cutting.	NA
Explore additional ways to promote shop local campaign	Ongoing	The Village currently promotes shop local through the E-Briefs and Rose Clippings and the LGP Chamber promotes it through street light banners.	NA
Utilize E-briefs & Rose Clippings to highlight businesses	Ongoing	Administrative staff continually requests businesses submit information for inclusion in the E-briefs. Beginning in 2012, each quarterly edition of the Rose Clippings has included a full-page highlighting new and existing businesses in the community. <b>Village has begun advertising Chamber of Commerce community events in E-Briefs.</b>	NA
Utilize Forbes.com "Named Among America's 20 Most Stable Housing Markets 2010" designation	Ongoing	This designation is currently noted on the Village website, on Village entryway signs, on promotional letters, etc.	NA
Attend industry events and conferences and engage with local commercial realtors	Ongoing	The AVM and CR Intern attended the 2012 ICSC Dealmaking Conference in October 2012.	NA
Recognize business milestones within the community	Ongoing	Most recently recognized Cat Nap's 20th anniversary in the Village	NA
Provide information on vacant properties in the Village to the Chamber on a regular basis	Ongoing	This information is on the website, where the Chamber can easily reference it.	May 2013
Maintain membership in ICSC	Ongoing	Currently, Julia, Emily and Katie are members	NA
Periodically meet with business owners/managers	Ongoing	Staff met in June with Woodman of the World to discuss the owner's plans for the Village Market. <b>Emily checked-in with the owners of 31st Street Antiques &amp; Hearts Desire in October.</b>	NA
Create a spreadsheet to track business status through Village approval process and make available to all Village Departments and Village Trustees	Level 1	Implemented.	March 2012
Establish procedures for processing business inquiries, including establishing a primary point of contact for all new businesses	Level 1	This process has been established.	March 2013
Develop and maintain a comprehensive list of all businesses in the Village and make it available to residents	Level 1	A comprehensive list of businesses is available on the Village website, along with maps identify business locations	May 2013
Invite key property managers and business owners to CRC meetings	Ongoing	TBI	TBD
Publish a Top Ten Employers List	Level 1	TBI	TBD

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Create a "Business Resource Guide"	Level 1	This guide is complete and available at Village Hall, on the Village website and will be distributed with all new busienss license applications.	August 2013
Create a "New Business Checklist" to guide businesses through Village procedures and processes (To be included in larger guide/handbook)	Level 1	This checklist was completed and incorporated into the Business Resource Guide	August 2013
Create and promote a list of advantages for locating your business in La Grange Park	Level 1	Staff completed a "Top 10 Reasons to Choose La Grange Park" flyer in January 2012.	January 2012
Initiate code enforcement against commercial properties that are blighted	Level 1	Staff has been working with some existing property owners on bringing their properties into compliance	Underway
Create marketing site sheets for all vacant properties in the Village	Level 1	Complete.	October 2012
<i>Develop a Business Outreach Program</i>	<i>Level 3</i>	<i>TBI</i>	<i>TBD</i>
Conduct a gap analysis ot determine shopping habits and guide outreach efforts	Level 2	TBI	TBD
Work with local property owners to encourage landscaping and facade improvements	Level 2	TBI	TBD
Hold forum with community stakeholders to identify needs/wants	Level 2	TBI	TBD
Collect data on home businesses	Level 2	TBI	TBD
Consider potential amendments to Village regulations to make them more business friendly	Level 2	TBI	TBD
Identify potential economic development incentives to encourage business location in La Grange Park	Level 2/3	Staff met with DCEO representatives in September/October 2012 to discuss available state resources.	TBD
Encourage and/or provide additional parking along the 31st Street corridor	Level 3	Beach Avenue Parking Lot Completed November 2012. Will consider additional opportunities as they become available.	November 2012
Develop a Business Retention Survey to distribute to all businesses to obtain information on Village needs and feedback on Village efforts	Level 3	TBI	TBD
Develop a marketing campaign	Level 3	TBI	TBD
Create Village Marketing Materials	Level 3	Staff has prepared flyers for current vacant properties in the Village, along with a map of property locations, a demographic info. flyer and included all relevant Village marketing materials on a jump drive for distribution. <b>This information was updated for the October ICSC event.</b>	TBD
<b>Consider conducting a marketability study to evaluate opportunities for redevelopment of the Village Market</b>	<b>Level 3</b>	<b>In June, staff submitted an application to CMAP/RTA for grant assistance with completing a preliminary TIF study. It was confirmed by CMAP in October that we did not receive the grant award.</b>	<b>TBD</b>
<b>Create a web link or interface to provide information on available properties</b>	<b>Level 3</b>	<b>A partial listing of vacant properties in the Village is included on the website and staff is contuing to work to update this information</b>	<b>TBD</b>
Create a weblink or interface for local businesses	Level 3	TBI	TBD