



## Year in Review

In This Issue...

[2007 Highlights](#)

[Organizational Development Accomplishments](#)

[Marketing & Communication Accomplishments](#)

[2007 Metrix Recap](#)

We are pleased to provide you with the DGEDC Year in Review for 2007. We hope that you find the below information informative and we welcome your input. As always feel free to visit our website, [www.dgedc.com](http://www.dgedc.com) for the latest updates on Economic Development happenings in Downers Grove.

## 2007 Highlights

**Sara Lee Corporation** finalized their plans for The Kitchens of Sara Lee, a multi-million dollar research and development campus that will be located at their corporate headquartered, in Downers Grove. The 200,000 sq. ft. campus is expected to be completed in 2009. According to Sara Lee President and CEO, Brenda Barnes, Downers Grove "was the clear winner."

**Heartland Business Systems** relocated to Downers Grove from their longtime location in Glendale Heights. Heartland is a custom software solutions provider servicing the Chicago Metropolitan Area.

## DGEDC Is Important

The Downers Grove Economic Development Corporation is a partnership between public and private sectors, created to retain existing businesses located through out the community and to attract new businesses into the region. The DGEDC is also charged with business and leisure travel and the continued viability of Downers Grove hotels. The mission of business attraction charges the DGEDC with marketing Downers Grove on a regional, state and national level. The DGEDC also works with property development firms to ensure the needs of commercial tenants are being met so that additional tenants may be cultivated and recruited to Downers Grove.

**Unique Data Services** relocated to Downers Grove from their location in Villa Park. Their new location is over 80,000 sq. ft. This move establishes them as Downers Grove's third largest employer. Unique Data Services is a data processing and fulfillment provider, with diverse capabilities including: Custom Data Processing, Daily Fulfillment, Letter-Shop Services, and Plastic Card Production.

**Advocate Good Samaritan Hospital** builds a 50,000 sq. ft. state of the art surgical pavilion. This surgical pavilion serves as a national leader in the healthcare industry.

**Premier AutoHaus**, a luxury used car store opens for the first time in Downers Grove.

**ServiceMaster Clean** relocates to Downers Grove from Villa Park. ServiceMaster Clean is the largest ServiceMaster franchise in the Midwest.

**Microsoft** accepts one of Downers Grove's full service hotels into their Preferred Hotel Program for 2007. This acceptance allows Microsoft to use this hotel for their corporate stays.

**Midwestern University** commits to use Downers Grove hotels for their graduation and other special event needs. Each year, Midwestern University has hundreds of graduating students. Until now, most of the out of town guests for this event have stayed in other area hotels.

The DGEDC President, Greg Bedalov, joins the Downers Grove Chamber of Commerce President, Illinois Chamber of Commerce President and over 500 representatives from businesses in Illinois on a lobbying trip to Springfield, Illinois, opposing the **Gross Receipts Tax legislation**.

The DGEDC joins the Mayor of Downers Grove, Village Commissioners, the Village Manager and several staff members on a trip to Springfield, Illinois for the **DuPage Mayors and Managers Conference**.

**Advanced Tournaments** of Woodridge, dedicates new hotel rooms to Downers Grove hotels for 2007 and 2008 events.

The DGEDC in conjunction with the DG Area Chamber of Commerce and Arrow Gear Corporation President Joe Arvin, initiate the formation of an **Ellsworth Park Business Consortium/Task Force**. The goal of the consortium is to address the challenges and opportunities uniquely facing businesses in the Ellsworth Industrial Park as well as manufacturing trends

## Welcome New Board Member Mark Yeager

The EDC would like to welcome, Mr. Mark Yeager, President and Chief Operating Officer of the Hub Group, Inc., to the DGEDC Board. His expertise and insightfulness will be an incredible asset to this growing organization.



## DGEDC News PDF Versions

October 2007  
September 2007  
July 2007  
May 2007  
April 2007  
February 2007

## Fast Links to Downers Grove

in the area.

**Marketing Campaign** developed to educate Downers Grove businesses on the services available through the DGEDC and the hotels regarding corporate meetings and special events.

**Service Package** developed to assist companies and organizations with their meeting and special event arrangements.

Services include:

1. Site Selection
2. Bid Proposals
3. Site Inspections
4. Event Coordination
5. Custom Designed Programs

Board Members Mr. Stan Urban and Dr. Kathleen Goepfinger agree to co-chair the DGEDC public-private partnership initiative, **Pride In Partnership**. This initiative is designed to balance the financial support needed to achieve the current and future goals of the DGEDC with financial support from the Village as well as financial investments from Downers Grove private sector businesses.

A business-to-business campaign to encourage area businesses to use Downers Grove talent and resources before looking to outside providers. The **"I'm In" Campaign** highlights local resources, business to business opportunities, new businesses announcements, and activities of interest.

In celebration of Downers Grove's 175<sup>th</sup> Anniversary the Park District Museum and the DGEDC combines efforts, to present for the first time the **Heritage Trolley Tours**, a combination of the annual Sears Home Trolley Tours and the Heritage Home Tour!

The Downtown Management Corporation and the DGEDC join forces to promote the Annual Downers Grove **Fine Arts Festival**. The Festival showcased over 75 different artists and their craft and attracted record numbers of visitors and resulting retail sales.

**BookMyGroup** announces that they have chosen two Downers Grove hotels to be added to their preferred hotel list. Groups through BookMyGroup can range from 20 to 200, primarily weekend travel and for our area, are primarily youth based groups.

DGEDC attends **ICSC show in Chicago**, in conjunction with DuPage Biz

Village of Downers  
Grove  
Downers Grove  
EDC  
Downtown  
Management  
Corporation  
Downers Grove  
Chamber of  
Commerce

## 2007 Year in Review

If you would like to see the entire 2007 Year in Review, please contact Jennifer Wilson at [jwilson@dgedc.com](mailto:jwilson@dgedc.com)



marketing efforts. DuPage Biz is committed to assisting organization like DGEDC in their efforts to attract and retain business in DuPage County.

DGEDC works with **Metra** to add a 5:11 p.m. express train at the Belmont Station for businesses who have employees reverse commute to the city. Additionally, the Belmont Station is now open until 7 p.m. daily.

**Auto Dealers** make the move to Downers Grove:

- J.D. Byrider moves into DownersGrove Dodge on Ogden Avenue
- Webb Ford moves into Madden Ford
- Puji Mazda Building nearly complete on Ogden Avenue

## Organizational Development Accomplishments

- Completed the bylaws and policies necessary for the operation of the Downers Grove Economic Development Corporation (DGEDC) as a 501(c)6
- Mission and Vision Statements as well as 2006/2007 and 2007/2008 budgets were created and approved.
- Defined general goals and matrix for the organization. Developed reporting mechanisms necessary for reporting outcomes on a quarterly basis to DGEDC Board of Directors and the Village of Downers Grove.
- Developed a strategic plan for the organization.
- Established new offices at Office complex known as the Esplanade Towers, 2001 Butterfield Road, Suite 120.
- Hired DGEDC staff to include Program Coordinator and Manager of Marketing and Tourism.
- Completed the development of the Executive Board to include ten members from a variety of Downers Grove business interests.
- Identified and recruited the Board of Directors to include representatives from the business community, both corporate as well as privately owned, educational institution, utilities, county and state government, Village Council, and representatives from each of the Downers Grove taxing bodies.
- Developed Board sub-committee goals and objectives. Recruited members to chair and to participate on board committees.

- Obtained software and began building the database containing all Downers Grove businesses and related efforts.
- Developed and continue to expand and revise the DGEDC web site to represent the changing needs and growth of the organization.
- Developed partnerships with the Downtown Management Corporation, Chamber of Commerce, the Village of Downers Grove, IL Chamber of Commerce, elected officials and DuPage County and joined local organizations and boards to further develop relationships and networking opportunities through out the community.

## Marketing & Communications Accomplishments



- Updated information on Downers Grove and created a new **Village Profile**. Marketing materials were developed and a cd of all materials has been created for distribution to prospects. Key elements of the Village Profile are available on the web site with the full disk available upon request.
- 

Developed the **Downers Grove EDC web site** ([www.dgedc.com](http://www.dgedc.com)) The website provides visitors an overview of the community and the unique opportunities it presents to potential businesses, travelers and the community as a whole.

- Utilizing interns over **3,000 Downers Grove businesses** were identified. 1750 businesses were researched, validated and contact information obtained for use in the **DGEDC database**.
- Worked with IT Chairperson, Mike Kelch to develop the blueprint for a **database and the software** necessary to create and maintain the database.
- Developed a **corridor databases and communications plan** allowing the organization to communicate strategically with based on their location, interests and or needs.
- Implemented a **communication system utilizing email blasts to target markets**. Created the DGEDC Newsletter for distribution to all email contacts and through the area locations including but not limited to the

Downtown Management Corporation and the Downers Grove Area Chamber of Commerce and Industry.

- Developed the "I'm In" Campaign to encourage Downers Grove businesses, residents and organizations to use community resources first before looking elsewhere. Six strategic video casts are in production, each with a dedicated message about the community or the specific corridor. Video casts will be available on the DGEDC web site.

## 2007 Metrix Recap

### Goals and Objectives

- Strengthen sales tax base
- Strengthen commercial and industrial tax base
- Increase hotel tax revenue
- Increase employment base

### 2007 Metrix Recap

Downers Grove	Sales Tax w/o Home Rule	Sales Tax with Home Rule	Hotel Revenue	Comm./Ind. EAV	Office Vacancy	Employment
Baseline	\$10,152,213	\$13,562,449	\$636,420	\$573,559,520	582,233	26,220
Current	\$9,949,243	\$13,389,556	\$692,185	\$597,634,404	417,640	27,009
Increase/Decrease	-\$202,970	-\$172,893	\$55,765	\$24,074,884	-164,593	789
% Inc/Dec	-2.0%	-1.3%	9%	4%	-39%	3%
Notes	Q1-Q3 2006 vs. Q1-Q3 2007	Q1-Q3 2006 vs. Q1-Q3 2008	Q1-Q3 2006 vs. Q1-Q3 2007	2005 vs. 2006	Q1 2006 vs. Q3 2007	Q1-Q3 2006 vs. Q1-Q3 2007

DuPage Co.	Sales Tax		Hotel Revenue	Comm./Ind. EAV	Office Vacancy	Employment
Baseline	\$29,784,197		n/a	n/a	n/a	501,491
Current	\$29,528,925		n/a	n/a	n/a	518,989
Increase	-\$255,272		n/a	n/a	n/a	17,498
% Increase	-0.9%		n/a	n/a	n/a	3%
Notes	Q1-Q3 2006 vs. Q1-Q3 2007		Q1-Q3 2006 vs. Q1-Q3 2007			Q1-Q3 2006 vs. Q1-Q3 2007

DuPage Sales Tax includes Home Rule Tax whereas Downers Grove does not

Don't hesitate to call us for more information at 630-729-0380 or visit [www.dgedc.com](http://www.dgedc.com)

**We are happy to help!**

**Greg Bedalov**  
President

**Cindy Klima**  
Marketing and Tourism Manager

**Jennifer Wilson**  
Project Coordinator

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Downers Grove Economic Development Corporation



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