



# Proven Community Strategies

## Business Location Decision-Making in Uncertain Political/Economic Times

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# Oh No! Uncertain Times Ahead!



# Be Confident that Your Community is Ready



# Why Refer to Tinley Park?



- ☑ **One of the strongest and most diversified economies in the Region:**  
*Manufacturing, Retail, Distribution, Health Care, Hospitality, Office, Higher Education, Government, Area's only Convention Center*
- ☑ **During Recession, among the few cities in the Midwest:**
  - \* **Maintained AA+ Credit Rating (top 5 percent in nation)**
  - \* **Balanced Budget – even surplus**
  - \* **No Tax Increase**
  - \* **No Municipal Layoffs**
  - \* **Net increase in new businesses**





# Only City in Nation:

Receiving All These National Awards

**“America’s Best Place to Raise Kids”** – Bloomberg Business Week

**“National Winner Econ. Dev. Excellence”** – U.S. Department of Commerce

**“Award for Municipal Excellence in Economic Development”**

– National League of Cities

**“Top 12 U.S. Cities for Leadership and Innovation”** -

CoreNet Global



# National Model

- 20<sup>th</sup> Largest City in Illinois – 57,000
- Market - \$89,000 income; 700,000 trade area
- 13<sup>th</sup> Largest Retail Center in Metro Chicago
- Low Unemployment Rate now at 6.7 percent
- Over 29,000 daytime employment
- Reduced Comm. Vacancy Rate – 22.7% (2009) to 10.7% (2013)
- Home to 1,400 Businesses
- 165 Net New Businesses since 2008
- Only Class A Office Park on I-80 Corridor





# Proven Strategies That are Working

**Tinley Park, Schaumburg, and Champaign, Illinois**

**Allen, and Mansfield, Texas**

**Fishers, and Noblesville, Indiana**

**O'Fallon, and Lee's Summit, Missouri**

**Blaine, and Plymouth, Minnesota**



# The Successful... Stick to the Basics

1. Economic Development is the process of Creating Wealth
2. A strong, successful Community is a Great place to Live, Work, Invest, and Play.
3. Believe. Prepare. Maintain.





# BELIEVE

- In Yourself
- In Your Community
- In Your Future
- In Your Businesses
- In the Private Sector
- In the Profit Motive



# Policy for Excellence



- ☑ Broaden and Diversify the Tax Base
- ☑ Encourage Appreciation of Home and Business Values
- ☑ Quality Development Requirements
  
- ☑ POLICY over politics

# Strategies for Quality

- Diversify Economy - Jobs and Income
- Education
- Housing
- Control Crime
- Market Enhancement
- Planning and Zoning
- Protect and Enhance Investments
- Incentive Policy
- Financial Strength





# Be Prepared

- Plan for Good and Bad Economies
- Be the Best you Can Be – Don't Settle
- Honest, Transparent Government
- Be Competitive and Innovative
- Be Business Friendly
- Be Investor Friendly
- Build on Region Strengths



# Maintain

- Code Enforcement
- Business Retention
- Show Your Pride
- First Impressions
- Quality\*Quality\*Quality



# Communities Can Achieve Economic Development Success and Be Prepared for Uncertainty

Reduce Reliance on Other Government Funding or Grants

Be Self Supporting with a Diversified Economy

Consensus Building Government Leadership

Take Pride – Show Pride

Demand Quality and Excellence

Plan Ahead



**ECONOMIC  
GROWTH**



**Believe**  
**Be Prepared**  
**Maintain**

**SIMPLY  
THE  
BEST**

