



— City of Elgin —

Mayor
Ed Schock

Council Members
Richard Dunne
Robert Gilliam
David Kaptain
John Prigge
John Steffen
Michael Warren

City Manager
Sean R. Stegall

May, 2010

To: Mayor and Members of the City Council
Sean R. Stegall, City Manager

From: Economic Development Working Group

Subject: Sustainable City Master Plan Semi-Annual Report

Purpose

The purpose of this memorandum is to provide the Mayor and Members of the City Council with information regarding the Elgin Sustainable City Master Plan, and the progress made by the Urban Design working group.

Group Membership

The following individuals are members of the Economic Development working group.

Beth Kruger - Group Chair, Barb Dickson, Frank Sygulla, Michael O' Kelley, Erin Curtin, and Toya Randall

Goals

The following is a list of goals generated by the Economic Development working group.

1. Grow Sustainable Businesses & Encourage Innovation
2. Encourage Resident Continuing Education
3. Become a Midwest Destination City
4. Make Elgin a place where all residents can Live, Work and Play
5. Make Elgin a sustainable community through healthy growth
6. Emphasize Elgin's Unique Identity
7. Become a Wired City

Relevant Discussion Items

Below is a list of significant items discussed at the during all the working group meetings.

I. ADMINISTRATION

A. Short Term Goals

- i. Hire dynamic, insightful economic development director or consultant.
- ii. Identify economic development past wins, losses and why

- iii. Inventory & Geo-Code all city-owned property for development; provide access to City website
- iv. Upgrade City website to be more user-friendly for those looking to learn more about doing business in Elgin
- v. Create an easily maintainable and current, online searchable, comprehensive inventory of Commercial Buildings in Elgin. Segment by geographic sub-area, class, size, product type, etc.

B. Intermediate Term Goals

- i. Create a Residents Economic Development Board/Commission to assist City economic development efforts.
- ii. Provide public access to all city GIS – shape files that are downloads via the City website.
- iii. Initiate college intern program to create GIS corporate inventory. Include all business listings through Illinois Secretary of State’s office.

II. Business Development / Recruitment

A. Short Term Goals

- i. Recruit Smart Meter manufacturing and research facility to Elgin.
- ii. Develop a recognition program for business with sustainable focus.
- iii. Identify all suppliers to all green businesses in Elgin; attract them to Elgin.
- iv. Pursue a public commercial Cisco Tele-presence Facility in Elgin.

B. Intermediate Term Goals

- i. Identify all businesses in Elgin that could potentially change their product of service to benefit the “green” community; help them find ways to retool, market themselves, etc.

III. Education

A. Short Term Goals

- i. Conference with local educators on their green design programs to identify ways that integrate bettering Elgin businesses and benefiting their curriculum.

B. Intermediate Term Goals

- i. Create a world-class wind energy training program at Elgin Community College.
- ii. Develop a program that provides one laptop computer for each student in the Elgin schools.

C. Long Term Goals

- i. Diversified workforce training programs integrated into public schools, higher education and industries.

IV. Energy

A. Short Term Goals

- i. Purchase detailed wind energy supply chain analysis.
- ii. Attract business that vertically serve multiple energy producing markets such as wind, photo voltaic, geothermal, etc.

V. Land Use

A. Short Term Goals

- i. Identify goals to attract home building, buying of existing properties and developments.
- ii. Further comprehensive planning of Elgin Far West Area to include more opportunities for commercial, office, industrial, manufacturing uses.

VI. Public Information and Image

A. Short Term Goals

- i. Explore significant signage identifying Elgin in view of I-90 and Il-31, Il-25 and Randall Road.
- ii. Create public information campaign that educates Elgin residents about green businesses in Elgin, and encourages them to buy and work locally.
- iii. Marketing effort to METRA riders of Milwaukee District West Line about Elgin – “Rediscover Elgin, because if you are on the train already, we are just as close (or closer) to Chicago and less expensive”.

B. Intermediate Term Goals

- i. Create a prize-worthy long-term sustained competition in Elgin High Schools.
- ii. Create a Northwest Suburban Olympic Visitor’s Center / Fox Valley first Nation’s Heritage Site where the bus station is; secure world class architect and private sponsors for funding.
- iii. Adopt a 5-10 year plan to have Elgin ranked by Money Magazine in their “Best 100 Places to Live”.

VII. Workforce Development

A. Short Term Goals

- i. Attract former Elgin residents back to Elgin, keeping the mental capacity Elgin invested in Elgin.

B. Long Term Goals

- i. Reduce Elgin’s unemployment rate to half that of the State of Illinois.

Group Focus for Upcoming Quarter

- Increase efforts to coordinate with other committees such as Urban Development, Pedestrian Transportation and Transportation quarterly.
- Organize / Partner / Participate as a committee that acts as a clearing house of Economic Development information/stakeholders.
- Explore in more detail:
 - The Elgin Image
 - Live – Work – Play
 - Workforce Development – create an environment for increased white collar employment.
 - Elgin as a hub for both education and healthcare.
- Find ways to keep those raised in Elgin in Elgin as adults.
- Increase Committee Member