



CITY OF PARK RIDGE

MEMORANDUM

DATE: March 4, 2014
TO: Mayor, Alderman, & City Clerk
FROM: Shawn Hamilton, City Manager
RE: **FY15 Funding of Economic Development Coordinator Position**

In the FY15 budget, I have included funding for the Economic Development Coordinator. This is the only new position in the proposed FY15 Budget.

In this competitive business environment, this position is one that our City must reinvest in. The marketing, public relations, and community relations work this individual will complete, to continue to promote the "Business Friendly" atmosphere here in Park Ridge, will continue to grow our business tax base, which should reduce the property tax dependency of our residents. As we have stated numerous times in the past, the more sales tax revenue we can generate, the less of a property tax burden our residents should have to realize.

One of the recommendations of the Economic Development Task Force Final Report was the filling of an Economic Development position for the City. In the FY14 budget, there was \$30,000 allocated for Economic Development, until such a time that analysis could be completed by the CP&D Director and I to determine the best course of action. At the time, I stated that the CP&D Director and I would research how best to invest those funds to get the largest return for the City. It is our opinion, and the opinion of many others, that hiring of this position by the City will have the largest return. None of the FY14 funds have been spent at this time, and this budget line will be included in the carryover memo presented in a future budget meeting.

I have spoken with various stakeholders about the advantage of the City having this type of position return. Nearly all of them talk about the competitive advantage the City can realize with an individual who can take the time marketing and promoting our City to the prospective business community. Members of the business community, through the Chamber of Commerce, have pledged their support for the return of the position in a letter they sent to me last week.

The CP&D Director and I are completing the development of the position's job description. With consent of Council, I will have the position posted and complete interviews by mid-April, with the hopes of a start date of May 1, right before the spring and summer business season. This is a full time position budgeted at \$80,000 with benefits.

I will continue to report on the progress in the Economic Development Report that I will be producing every other month.

Our Mission:

THE CITY OF PARK RIDGE IS COMMITTED TO PROVIDING EXCELLENCE IN CITY SERVICES IN ORDER TO UPHOLD A HIGH QUALITY OF LIFE, SO OUR COMMUNITY REMAINS A WONDERFUL PLACE TO LIVE AND WORK.



February 26, 2014

TO: Park Ridge Mayor Schmidt, City Council Members and City Manager Hamilton
FROM: Park Ridge Chamber of Commerce
RE: Economic Development Coordinator Position

Gentlemen:

On behalf of the Park Ridge Chamber of Commerce—and also on behalf of our Chamber leaders who served as Mayoral appointees to the Economic Development Commission—we enthusiastically thank you for including the position of Economic Development Coordinator in the upcoming City budget!

We understand that having a dedicated City professional handling marketing, communications and other outreach efforts on behalf of the City are essential. From the time a business owner considers possible locations for his or her operations, Park Ridge faces vigorous and worthy competition from numerous nearby municipalities. It will greatly improve our position when we have a professional on staff who will help businesses find locations, comply with ordinances, and take advantage of marketing and management tools such as those provided by the Chamber and other organizations.

The funding of an Economic Development Coordinator will directly help businesses, but for those of us who are residents, the indirect value of this position is even greater. The Coordinator's success will bring in more long-awaited shopping, dining, and service options for Park Ridge residents, and will thus improve the attractiveness of Park Ridge as a place to buy a home.

And we don't want to leave out the most compelling reason of all for hiring and supporting an Economic Development Coordinator: To attract more businesses that will help shoulder the tax burden now carried primarily by homeowners!

Furthermore, one challenge faced by residents in need of human and social services is identifying and leveraging the existing support systems already provided by various nonprofit and municipal services. Having the help of the Economic Development Coordinator in this effort will make it easier and more efficient for people to find the services they need.

Bottom line: The position of Economic Development Coordinator has everything to do with fulfilling the City's mission of making and keeping Park Ridge a wonderful place to live and work. Again, we are pleased and enthusiastically supportive of this position, and we applaud your vision and your willingness to continue improving Park Ridge.

Sincerely,

Joshua Nichols
President

Park Ridge Chamber of Commerce

720 Garden Street | Park Ridge, Illinois 60068
847.825.3121 p | 847.825.3122 f
info@ParkRidgeChamber.org
www.ParkRidgeChamber.org

**PARK RIDGE, ILLINOIS CITY GOVERNMENT
CLASS SPECIFICATION**

CLASS TITLE: ECONOMIC DEVELOPMENT COORDINATOR
DEPARTMENT: ADMINISTRATION
REPORTS TO: CITY MANAGER

CLASS CODE:
FLSA STATUS: E
DATE: 03/14
Civil Service Test: NO

JOB SUMMARY:

Under the direction of the City Manager, administers and directs the activities of Economic Development including business retention, business growth and expansion, community relations, and marketing.

ESSENTIAL JOB FUNCTIONS: (All responsibilities may not be performed by all incumbents.)

Facilitate the relationship between the existing business community and the City of Park Ridge; act as a conduit for existing business and attract new businesses to the City of Park Ridge.

Monitor the business climate with regards to available space and economic development opportunities.

Determine the annual and future goals and objectives of the Economic Development program; formulate annual and multi-year budgets; monitor and approve expenses.

Develop and implement marketing strategies including, but not limited to, trade shows, press releases and the web site.

Manage the City's public outreach and communications efforts, including social media activities.

Facilitate the completion, modification, and/or implementation of a long range comprehensive economic development strategy.

Participate in matters relating to economic development incentives, TIF Districts, Redevelopment Agreements, PUDs, etc.

Serve as liaison to any and all Advisory Committees in and around the state and region with the approval of the City Manager.

Represent the City as liaison with local human and social service organizations to promote City opportunities.

Assist in the negotiation of agreements with developers regarding economic development issues.

Maintains and upgrades professional knowledge, skills, and development by attending seminars and training programs and reading trade and professional journals and publications.

Represents the organization at various functions such as making speeches at civic and business associations, meeting with influential persons within the community, developers, officials, citizens, and representatives of the press, to establish goodwill and resolve/respond to issues.

Serves as the City's liaison to the Chamber of Commerce

Complete periodic reports to the Council and City stakeholders on Economic initiatives.

Performs other related duties as assigned.

MATERIAL AND EQUIPMENT USED:

Computer General Office Equipment Smart Phone Automobile

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

Bachelor's degree from an accredited four-year college or university in business or a related field; and,

Six or more years of progressively responsible experience in a commercial or municipal setting; or,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

LICENSES AND CERTIFICATIONS REQUIRED:

Illinois Driver's License

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

Governmental policies, procedures, rules and regulations.

Experience with website content and development initiatives including use of social media.

Thorough knowledge of principles, practices, laws, ordinances and statutes of economic development.

Strong leadership skills to effectively and effectively organize, direct and coordinate the activities of the economic development program.

Excellent written and verbal communication skills; must be effective in negotiating, public speaking, consulting, conflict resolution, report writing, editing of written materials, interpretations, and analysis of technical and statistical information.

Ability to work with professional independence within the policies established by the City Manager and City Council.

Ability to establish and maintain an effective working relationship with elected officials, employees, agencies and other governmental units, and the public using strong interpersonal communication skills.

MENTAL AND PHYSICAL ABILITIES:

Significant ability to concentrate and pay close attention to detail in reviewing, preparing and presenting budgets, reading and writing reports, or representing City at in-house or outside public meetings.

Ability to speak effectively before groups of employees.

Ability to speak effectively before public groups and respond to questions.

Ability to define problems, collect data, establish facts and draw valid conclusions.

Ability to interpret a variety of technical instructions with abstract and/or concrete variables.

While performing the essential functions of this job the employee is frequently required to sit, use hands to finger, handle, or feel, and speak and hear.

While performing the essential functions of this job the employee is occasionally required to lift and/or move up to 10 pounds.

WORKING CONDITIONS:

Work is performed in a normal office environment. Some exposure to the outdoor environment when inspecting sites and locations related to the job functions.

The incumbent's working conditions are typically quiet.

**Staff Proposal on Implementing Goals
of the Economic Development Task Force update 1/31/2014**

Goal	Task	Person(s) or Group Responsible	Skill Set	Status
Update the City website				
	Complete input of all content and creative direction edits.	IT / EDC		80% Complete
	Prioritize inputting the content and creative direction edits to the "Doing Business" section.	IT / EDC		80% Complete
	Prioritize inputting the content and creative direction edits to the "Economic Development" section.	IT / EDC		80% Complete
	Have AmericanEagle.com include idev CMS within the City site so that staff or other non-tech person can update it efficiently. (AmericanEagle.com already does this for Village of Wilmette and is preparing to do it for the Park Ridge Chamber of Commerce.)	IT / EDC		Complete
	If this CMS system is already in place, train key staff on it.	EDC		post May 1, 2014
<i>minimum monthly</i>	Assign staff who can a) professionally rewrite and edit content provided by various City department heads to meet City image and marketing requirements; and who can also b) creative direct photo shoots, selection of available photos and other graphics and overall placement of elements within AmericanEagle.com template to meet City image and marketing requirements.	EDC	Writing and editing, web design, photography	post May 1, 2014
	Develop & assign additional urgent website content additions/updates and related creative direction in addition to new/edited content and creative direction provided by the Task Force, and make one round of corrections.	EDC	Writing and editing, web design	post May 1, 2014
Include 1/3-page stuffer in every water bill highlighting events to encourage shopping and attendance by residents.	cost estimates and funding TBD	EDC		
	Craft a sell message and select an enticing typeface and layout for a low-cost, text-only format slip-in/stuffer. Each stuffer should reference the City website for ongoing cross-marketing. Estimated print on 20# offset stock (printer paper), colored stock, print quantity approx. 5,000, cut into thirds to make 15,000 stuffers for 14,000+ households.	EDC	marketing copywriter, writing and editing	post May 1, 2014

Develop a media list of electronic and print outlets				
	Solicit lists from Park District, Chamber, Economic Development Task Force members and others.	EDC	Organization, data base management, communication	post May 1, 2014
	Research and augment list with additional appropriate media Ex: <i>Chicago Magazine, Today's Chicago Woman</i> , etc.	EDC	Organization, data base management	post May 1, 2014
	Research and Implement social media message and marketing delivery	EDC	Public relations, communication, editing	post May 1, 2014
	Assign a contact on all outreach press release e-blasts, to be available for comment within 24 hours of request. Relay requests to City Manager and assist in crafting and conveying official response as needed.	EDC (includes responding to misc. requests)	Public relations, communication, editing	post May 1, 2014
Send e-blasts of newsworthy new retailers, special events, etc.				
	Build City's business and resident email database by requesting email addresses on all forms (business license renewals, City stickers/vehicle and pet licenses, construction permits, etc.) Indicate that info is never sold and is used to help City more cost-effectively contact residents with info of importance and/or interest. Work with Police and CERT to ensure no conflict and repurpose contact information where appropriate. Update list monthly.	CP&D / EDC	Organization, data base management	prior May 1, 2014 (form changes), post May 1 (ongoing enhancements)
	Build City's media email database (see Communication Goal re: "Develop a media list...."). E-blasts to media function as news releases.	EDC	Organization, data base management, social media	
	Develop eblast content and (optional) appropriate visuals for promotional e-blasts. Send no more often than once per week and include opt-out language. Includes soliciting suggested topic(s) from City management.	EDC (1 per month)	Writing, editing, social media	post May 1, 2014
	Reference City website on each e-blast.	EDC		post May 1, 2014
Develop pdf-format promotion for Park Ridge events				
	Investigate "Clear Slide" software and analytics to optimize collateral.	EDC	Research	post May 1, 2014
Create a promotional flyer to solicit participation in events.				

	Craft a compelling sell message and engaging graphics in a simple 8.5x11" flyer template suitable for posting in retail store windows, hand-out at City Hall, Library, Farmers Market, etc. Each flyer should reference the City website for more info and ongoing cross-marketing. Print on 20# offset stock (printer paper), colored stock, print quantity approx. 5,000 for use as handout.	Chamber/event organizers, EDC can push out information and hours are included in eblasts and web updates		
Provide events for coming year for publication calendars				
	Solicit marketing events from Chamber, Taste, South Park Merchants and smaller, ad hoc event producers like the recent Northwest Highway promotion (Raffia, etc.) Other events (cultural, charity sales, etc.) held by service groups may also be included as in <i>Spokesman</i> .	EDC	Customer service, communication	ongoing
	Develop standard format to capture key information in consistent form media can use, assemble master list and keep updated.	EDC	Organization, data base management	ongoing
Develop a way for the City Website to capture requests for information and a way to have someone fulfill.				
	It appears this is already being done on the current site. However, "General Information" when the lengthy alpha list of FAQ topics doesn't address a person's question makes it hard to ask one's question. Better to use standard practice of adding "Other" to the end of the listing and highlight it. (This will also eliminate odd pairing of "Animal Inquiries" and "General Information" under "General Requests.")	IT (Future)	web design	future / ongoing
	Consider adding other opt-ins for information to make it easy for those contacting us with questions about basic City services to also sign up for e-notices of special events, online version of the Spokesman, etc. at the same time.	IT (Future)	Web design	future / ongoing
Continue to update City website				
	Manage day-to-day web content. Make updates as requested by departments to ensure information is current and expressed in a way that meets professional standards.	EDC	Editing, web management	post May 1, 2014
	Develop new content and edit provided content as needed and ensure it supports City's goals and image.	EDC	Writing, editing	post May 1, 2014

	Manage photo and graphic options and utilize as needed to successfully illustrate content.	EDC	Photography, graphics, illustration	post May 1, 2014
	Work with City management and website host to refine and improve content options over time.	EDC	Working with a team	post May 1, 2014
	Add ability to post videos (video production to be priced separately)	EDC/IT (Future)	Web design	future
	Add ability to use effectively in all formats including smartphones.	EDC (Future)	Social media	future
Fill Economic Development Position				
	Job description changed / modification / enhancements			by February 2014
	post position, interview			by March 2014
	hire			by April 2014
	Onboarding, responsibilities, networking, etc	City Manager / Admin		by May 1, 2014
Create selling strategy and presentation deck for Park Ridge to use to attract new business				
	Summarize and analyze consumer survey results.	Admin/EDC/CD&D	Analytic	post May 1, 2014
	Gather additional data, if available (from information wish list).	EDC	Research, Economic development	GIS program identifying available sites 90% complete
	Analyze all data for key insights.	Admin/EDC/CD&D	Analytic	post May 1, 2014
	Pull together presentation deck.	EDC	Presentation	post May 1, 2014
	Review presentation deck with group.	EDC	Managing a group	post May 1, 2014
	Turn over presentation deck to appropriate people.	EDC		post May 1, 2014
	Make recommendations for businesses to target and present to appropriate people.	Admin/EDC/CD&D		post May 1, 2014
	Longer-term, conduct retailer focus groups.	EDC (Future)	Focus group management	future
Incentive package for new and current businesses				
	Return of façade renovation matching program	Future		future
	Tax benefit (when we are finally healthy)	Future		future
Complete an Economic Development plan				
	Recommend that a firm who is professional and knows what they're doing and can hit the ground running. i.e. Findzall.	Recommendation EDC and Advisory Committee that meets quarterly	Managing a group	Discussions with Findzall with City Manager, CP&D Director, and Alderman Shubert January 2014, analysis ongoing
	Formulate RFP / obtain quotes	City Manager / Admin / CP&D		by February 2014

Market to media and outside Park Ridge				
	Press releases about what is going on in town- utilize media more to promote the City work with Rosemont Visitor and Convention Bureau to try to get visitors to Park Ridge.	EDC (Add to e-mail and mailing lists)	Press releases, writing, editing	post May 1, 2014 / ongoing
	Attend conventions to promote the City such as the International Council of Shopping Centers (ICSC).	Admin/EDC/CD&D	Economic development	Attended even in October
Stage windows/vacant space/visions for vacancies				
	Text Amendment to Sign Ordinance.	CP&D		In Progress
	Visions for Vacancies- Patch.com asks the public to state business they'd like to see at vacant space.	EDC (Utilize Survey by ED Task Force)	Survey	post May 1, 2014
	Social media / online marketing	EDC		future
Media Relations				
	Training elected officials in addressing and working with the media. All about "image" 3 day media training for current and elected.	EDC		future
Research other towns' successful marketing				
	Identify successful programs and evaluate if programs can be implemented in Park Ridge.	EDC	Evaluation	
Review ordinances and make recommendations for better enforcement or new language				
	Assign staff to find relevant sections.	Admin, CP&D		
	Staff, "Promote Park Ridge" Sub-Committee, and City Attorneys to meet on recommended changes.	Admin, CP&D with appropriate committee		
	Decide and send recommendations to City Council.	Admin, CP&D		
Investigate use of empty storefront windows by other merchants				
	Assign staff to find relevant sections.	Admin, CP&D		In Progress
	Staff, "Promote Park Ridge" Sub-Committee, and City Attorneys to meet on recommended changes.	Utilized Sign Task Force		Complete
	Decide and send recommendations to City Council.	Admin, CP&D		In Progress
Explore ways to make "pop-up" shops easy in empty stores for short periods				
	Assign staff to find relevant sections.	Admin, CP&D (Future)		

	Staff, "Promote Park Ridge" Sub-Committee, and City Attorneys to meet on recommended changes.	Admin, CP&D with appropriate committee (Future)		
	Decide and send recommendations to City Council.	Admin, CP&D (Future)		
Promote Park Ridge as a site for special events that build business				
	For the Norwegian Day parade, encourage parade organizers to come on Saturday (instead of Sunday).	EDC (Future)	Public relations, communication	future
	Support "First Fridays" with wider Marketing help from City.	EDC (included with web Updates and e-blasts)	Marketing	future
	Connect with existing charity local events with tie-in marketing.	EDC (Future)	Public relations, communication	future
Penalize landlords who leave property vacant for an extended period				
	Investigate examples that may have been implemented in our municipalities.	EDC	Research	
	City Attorney drafts Park Ridge Ordinance for City Council approval.	City Attorney		
Market Park Ridge's cultural heritage as Kalo has initiated				
	Contact Oakton Community College BD. Chair to arrange for a meeting with key people and Sub-Committee representative for advice on how to do and what it costs.	EDC (Future)	Research, organization	
	Contact Oak Park (or others) to learn best approach based on their experience. EDC, CP&D Director, City Manager included	EDC (Future)	Research, organization, public relations, communication	
Promote regional tourism through various media				
	Contact state government/other support and identify Park Ridge professional marketing resource needs to make recommendation of plan and budget and deliverables with due dates.	EDC (Future)	Budgeting, project management, public relations, communication	
Review relevant ordinance and provide Council with recommendations for revisions				
	Committee review ordinances to determine areas to streamline.	Admin, CP&D		

	Prepare recommendations for possible presentation to Council.	Admin, CP&D		
<i>Follow new businesses through process of starting the business and obtain feedback</i>				
	Select recently opened and/or renovated businesses to interview and conduct a minimum of 8 interviews.	EDC	Interview, communication	
	Document business concerns.	EDC	Documentation	
<i>Create checklists of processes with sign off by owner and City</i>				
	Create checklist/guidelines for new business owner.	EDC,CP&D	Editing, organization	
<i>Signage, parking, liquor requirements (revisions)</i>				
	Document recommendations to Council for ordinance change/update.	Admin, CP&D		Liquor for Whole Foods Complete, Signage in Progress
MISC	Meetings, calls, e-mails, special projects, monthly reports	EDC		
Total				