



Economic Development Administrative Report Items: January 2010

Overview:

The Village's 2014 Strategic Goals are being finalized for the February 9th COW. Two of the six goals are directly related to Economic Development:

1. Strengthening the sense of community and community identity.
2. Supporting Economic Development initiatives in Wauconda.

On January 23rd, Trustee Murphy met with Director Krajniak to finalize the set of goals related to community identity. The key objectives for the next five years are the following:

- ❖ Realize economic and community cohesiveness and vitality
- ❖ Utilize effective PR communication programs to promote Wauconda
- ❖ Increase reputation of community through beautification

On January 19th, the Executive Economic Development Committee met to finalize the five year goals that will support Economic Development opportunities in our Village. AT this time, the key objectives for this item are the following:

- ❖ Reduce commercial and employment use vacancies
- ❖ Pursue annexation opportunities
- ❖ Support landowners interested in development and redevelopment
- ❖ Secure funds to pursue redevelopment of key business areas

What's happening...

Here are items happening in Economic Development since December's Administrative Report was distributed:

- Director Krajniak met with representatives of Zifkin Realty Group, the new real estate brokers for Liberty Square (Jewel). In this meeting, we discussed potential retail opportunities based on our community's needs. Director Krajniak also included Chamber Director Sandy Hartough in the meeting, who was able to offer a different perspective. As a result, Jennifer Kaufman, a representative of Zifkin, will be joining the Chamber and looks forward to participating in upcoming events.
- Deb Ogorzaly assisted with two different requests regarding the vacant Main Street Café location. We will inform the Board if progress is made on this location.

- *Reminder:* Jeramiah Yeksavich from Rolf C. Campbell will continue his informational overview of redevelopment finance options at the February 3rd Executive Economic Development Committee meeting (3:30 p.m. at Village Hall).
- Deb Ogorzaly assisted Carol Krynski, manager of the Advocate Medical Facility on Brown Street, by researching signage options to improve marketing efforts for the location.

New Businesses:

- Coming to Wauconda early 2010!



119 S. Main Street www.DreamScapesbyAP.com

DreamScapes is a whimsical, hand crafted jewelry business that uses a combination of Semi-Precious Genuine Gemstones, fresh water Pearls, and Swarovski Crystals, all created with sterling silver clasps & accents. Located at

Owned by Andrea Perez, the store will sell her uniquely designed creations. It will also host enrichment classes for people of all ages.