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## **Economic Development Administrative Report Items: July 2010**

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### ***What's happening...***

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

### **SUPPORTING OUR BUSINESS COMMUNITY**

We have officially kicked-off our promotion for ShopQA, an important tool to help promote and retain our local businesses.

Please spread the word that with ShopQA, you can go to one central location on the Village website to search for local Wauconda businesses. You have the ability to print out coupons, see menus, ask questions, determine store hours, join a mailing list and find the business location. The web pages are designed and updated by each business, offering them the flexibility to revise their pages in a matter of minutes.

At this time, ShopQA has pre-loaded 443 business listings and we expect this number to increase when word gets out that the Village has implemented a program to support its industrial, commercial and retail establishments at no charge to the businesses. For more information, businesses interesting in participating can contact Director Linda Krajniak at 847-276-7660.

Please see the attached article that was recently published in the Daily Herald.

### **RECENT INQUIRIES:**

There have been a number of inquiries from developers and realtors requesting assistance in finding Village locations that might suit their needs. One such realtor, Michael Bacik from Grubb & Ellis Company, is actively trying to find parties interested in investing in our industrial areas.

We have also had an inquiry from a prospective business owner that would like to open an Italian restaurant in our community. One location, in particular, would fit her needs but the owner of the building stated that he had no interest in renting to a restaurant. We will continue to follow up with this lead.

Spencer LeMenager (owner of Liberty Plaza) has been in contact with the Economic Development Department on a consistent basis. He has approached a number of business owners in an effort to secure new tenants.

### **REVITALIZATION OF MAIN STREET:**

Director Krajniak has had conversations with Main Street restaurant owners to see if there would be interest in participating in events that would showcase Main Street businesses and draw people from neighboring communities. As a result, business owners are working together to organize Wauconda's first annual "Wurst Festival." We will offer more details as they become available.

### **BUSINESS RELOCATION:**

Edward Jones Investments has relocated to the newly refurbished building at 121 N. Main Street. The building's owner, Dave Bunge, says that it took almost five months to complete the renovation.



Edward Jones has been serving individual investors since 1871, providing high quality, long term investment opportunities and financial planning.

For more information, please contact Mark Hornok at 847-526-4945

### **COMING IN SEPTEMBER!**

Slyce Coal Fired Pizza, located at 127 N. Main Street, is sure to be a great addition to our community. Slyce is dedicated to preserving the fine art of making hand crafted artisanal coal fired pizzas with the freshest ingredients available. For more information, visit their website at [www.slycecoalfiredpizza.com](http://www.slycecoalfiredpizza.com).



# Daily Herald

Big Picture . Local Focus

## Wauconda creating online business portal

By Kristina Hauptmann | Daily Herald Staff

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The village of Wauconda is launching an online business directory next week in an attempt to give local businesses another tool for success.

The directory will list about 440 local businesses, linking each entry to individual, village-provided web pages. The link is on the village website, [www.wauconda-il.gov](http://www.wauconda-il.gov).

The online directory is part of a larger effort to spur economic expansion and job growth in Wauconda, said Linda Krajniak, the village's economic development director. Other ventures, such as tax incentives to new companies, also aim to jump-start local business.

"Like everyone, we do have empty storefronts," Krajniak said. "If we can attract businesses through this program and we can maintain them, then we are succeeding at our goals."

To entice businesses to participate, Wauconda is covering the costs of the online directory, she said. The village paid a \$3,000 one-time fee for ShopQA, the program that sets up the businesses' web pages. Because it is a test program, Wauconda will not pay a monthly fee for a year, she said.

The village is connecting the directory to its home page to give businesses greater visibility online, Krajniak said. Many times, people go to the village website in search of a business list and do not find anything.

Each web page follows the same template, but the companies can choose to add to their pages. They can post contact information, business descriptions, job opportunities and links to their own websites. They can also upload photos, videos or PDFs.

"It's just one more way to advertise their business," Krajniak said. "It's one more great tool."

Jill Koffen, a secretary at NorthWest Dental Health & Aesthetics, said she thought the online setup seemed user-friendly and really liked the concept.

"If people don't know a lot about us, then they could go to the village website and connect that way," said Koffen, who attended a program seminar Aug. 9. "It would be very easy for them to navigate."

Another local business, M & L's Flooring America, went to the seminar and had a similar impression of ShopQA.

"I think it's great to showcase the local businesses at the village website," general manager Kim Flynn said. "It can benefit businesses that are not on homeowners' regular routes."

The directory will offer information about all businesses, from commercial to home-based companies, Krajniak said. Members of the Wauconda Area Chamber of Commerce will be highlighted. While 443 businesses have preregistered, she expects more to sign up once word gets out.