



AGENDA
Planning, Building & Zoning Committee
Regular Meeting
Village Hall
1900 Hassell Road, Hoffman Estates, IL 60169

September 9, 2024

Council Chambers

**Immediately following
Transportation & Road
Improvement**

1. **CALL TO ORDER/ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. Planning, Building & Zoning Committee 08-05-2024
3. **PUBLIC COMMENT**
4. **NEW BUSINESS**
 - A. Stonington & Pembroke TIF District Implementation Update
 - B. Approval of an Ordinance Creating the Stonington & Pembroke TIF District Small Business Improvement Grant Program
 - C. VisitHoffman Website Redesign Update
5. **REPORTS**
 - A. Planning Division Monthly Report
 - B. Code Enforcement Division Monthly Report
 - C. Economic Development and Tourism Monthly Report
6. **PRESIDENT'S REPORT**
7. **ITEMS IN REVIEW**
8. **OTHER**
9. **ADJOURNMENT**

Further details and information can be found in the agenda packet attached hereto and incorporated herein and can also be viewed online at www.hoffmanestates.org and/or in person in the Village Clerk's office. The Village of Hoffman Estates complies with the Americans with Disabilities Act (ADA). For accessibility assistance, call the ADA Coordinator at 847/882-9100.

**PLANNING, BUILDING & ZONING
COMMITTEE MEETING MINUTES**

August 5, 2024

I. Roll Call

Members in Attendance:

**Gary Stanton, Chair
Karen Arnet, Vice-Chair
Patrick Kinnane, Trustee
Karen Mills, Trustee
Anna Newell, Trustee
Gary Pilafas, Trustee
Mayor William D. McLeod**

**Management Team Members
in Attendance:**

**Eric Palm, Village Manager
Dan O'Malley, Deputy Village Manager
Arthur Janura, Corporation Counsel
Jon Pape, Assistant Village Manager
Rachel Musiala, Finance Director
Alan Wax, Fire Chief
Kathryn Cawley, Police Chief
Peter Gugliotta, Director of Dev. Services
Patrick Seger, Director of HRM
Monica Saavedra, Director of HHS
Darek Raszka, Director of IS
Joe Nebel, Director of Public Works
Patty Richter, Village Clerk
Jennifer Horn, Dir. Planning and Trans.
Michael Walker, Community Planner
Missy Brito, Communications Director
Ric Signorella, Multimedia Production Mgr.**

The Planning, Building & Zoning Committee meeting was called to order at 7:00 p.m.

II. Approval of Minutes

Motion by Trustee Arnet, seconded by Trustee Kinnane, to approve the Planning, Building & Zoning Committee meeting minutes of July 1, 2024. Voice vote taken. All ayes. Motion carried.

Motion by Trustee Arnet, seconded by Trustee Pilafas, to approve the Special Planning, Building & Zoning Committee meeting minutes of July 15, 2024. Voice vote taken. All ayes. (Abstain: Mills). Motion carried.

III. Public Comment

OLD BUSINESS

- 1. Request approval of direction to proceed with the amendment to the Plum Farms Development Agreement to extend the deadline for existing uses at 4800 W. Higgins Road as requested by 5a7 LLC. (Continued from July 1, 2024).**

An item summary sheet from Peter Gugliotta was presented to Committee.

Peter Gugliotta addressed the Committee and reported that the current extension expired in February 2024. Mr. Gugliotta explained that if the extension is approved, staff will work with Corporation Counsel and the petitioner to prepare a formal amendment to the Plum Farms 16-acre Development Agreement to be presented for consideration at an upcoming meeting. The petitioner is requesting a one-year extension.

Motion by Trustee Pilafas, seconded by Trustee Mills, to direct staff to work with Corporation Counsel to prepare a formal amendment to extend the deadline for existing uses to remain on the Plum Farms 16-acre property at 4800 W. Higgins Road until August 5, 2025. Roll call vote taken. Ayes: Stanton, Kinnane, Mills, Newell, Pilafas. Nays: Arnet, McLeod. Motion carried.

NEW BUSINESS

- 1. Request approval of an ordinance granting site plan amendment for Bell Works Townhomes located at 1705 Lakewood Boulevard.**

An item summary sheet from Jim Donahue and Jennifer Horn was presented to Committee.

Several Committee members inquired about parking, landscaping and when Bell Works would be breaking ground. Mr. Ken Gold with Inspired by Somerset Development answered all questions.

Motion by Mayor McLeod, seconded by Trustee Pilafas, to approve an ordinance granting site plan amendment for Bell Works Townhomes located at 1705 Lakewood Boulevard. Voice vote taken. All ayes. Motion carried.

- 2. Request approval of a plat of easement for the property located at 2000 Center Drive (Pfizer lift station project).**

An item summary sheet from Jim Donahue and Jennifer Horn was presented to Committee.

Motion by Trustee Pilafas, seconded by Trustee Arnet, to approve a plat of easement for the property located at 2000 Center Drive (Pfizer lift station project). Voice vote taken. All ayes. Motion carried.

3. Request approval of the 2024-2025 Community Development Block Grant Annual Action Plan.

An item summary sheet from Michael Walker was presented to Committee.

Motion by Trustee Pilafas, seconded by Trustee Arnet, to approve the 2024-2025 Community Development Block Grant Annual Action Plan. Voice vote taken. All ayes. Motion carried.

4. Request approval of a Subrecipient Agreement with North West Housing Partnership for the 2024-2025 Community Development Block Grant Single Family Rehabilitation Program.

An item summary sheet from Michael Walker was presented to Committee.

Motion by Trustee Pilafas, seconded by Mayor McLeod, to approve a Subrecipient Agreement with North West Housing Partnership for the 2024-2025 Community Development Block Grant Single Family Rehabilitation Program. Voice vote taken. All ayes. Motion carried.

REPORTS (INFORMATION ONLY)

1. Department of Development Services monthly report for Planning Division.

The Department of Development Services monthly report for Planning Division was received and filed.

2. Department of Development Services monthly report for Code Enforcement Division.

The Department of Development Services monthly report for Code Enforcement Division was received and filed.

3. Department of Development Services monthly report for Economic Development and Tourism.

The Department of Development Services monthly report for Economic Development and Tourism was received and filed.

IV. President’s Report

V. Other

VI. Items in Review

VII. Adjournment

Motion by Trustee Arnet, seconded by Trustee Kinnane, to adjourn the meeting at 7:23 pm. Voice vote taken. All ayes. Motion carried.

Minutes submitted by:

Debbie Schoop, Executive Assistant

Date



REQUEST: Stonington & Pembroke TIF District Implementation Update
FROM: Phil Green, Transportation & Long Range Planner
ITEM TYPE: Discussion - Committee

REQUEST SUMMARY

The adoption of the Stonington & Pembroke TIF district was a key recommendation from the Barrington Road & I-90 Sub Area Plan, approved by the Village in 2021. This plan outlines a long-term vision for the area, offering redevelopment recommendations for numerous parcels. Recognizing the changes in the post-pandemic suburban office market and the state of the existing buildings in the area, the plan suggests a shift toward multi-family housing, mixed-use office, retail, and flexible industrial spaces. Other key recommendations include:

Transit-Oriented Development (TOD): Leveraging the Pace bus facilities at I-90 and Barrington Road.

Infrastructure Improvements: Addressing stormwater management and other critical infrastructure needs to support redevelopment.

Pedestrian/Bicycle Enhancements: Implementing significant improvements to encourage non-vehicular connectivity.

Since the TIF district's adoption in September 2022, staff has been actively working to advance the vision for the area, engaging property owners and stakeholders, and initiating steps to transform the district into a vibrant mixed-use business hub. This memorandum, along with the accompanying presentation, updates efforts made thus far and outlines future staff action steps.

Actions Taken to Date:

- **Housing Market Study:** Engaged Tracy Cross & Associates to conduct a Village-wide housing market study, focusing on the Stonington & Pembroke area. The study indicates strong potential for multiple new multi-unit developments in the short- to mid-term.
- **Developer & Broker Engagement:** Hosted a roundtable workshop to gather input from developers' perspective. Key findings highlighted the need for a stronger focus on business uses, with less emphasis on residential development immediately adjacent to I-90 and the ComEd substation.

- **Stormwater Needs Assessment:** Conducted an initial internal exploration of stormwater needs and barriers within the TIF area.
- **Enhancing Market Visibility:** Pursuing unique opportunities to enhance visibility and drive traffic to the area by recruiting a Maker's Market, which would bring together a collection of over 80 small businesses. This initiative is designed to attract a diverse range of visitors, stimulate local economic activity, provide an opportunity to recruit Artisan makers to the area, and contribute to placemaking efforts.
- **Recruitment and Business Attraction Efforts:** Engaged in targeted business recruitment of new and interesting uses, such as a local coffee shop, winery, brewery, and artisan-style manufacturers that align with the community's demographics and preferences.

Ongoing Actions:

- **Hassell Road Pedestrian & Bicycle Improvement Project:** Funded by an ITEP grant, Phase II engineering is anticipated to begin in 2024, with construction targeted for 2026. Improvements include enhanced lighting, better bicycle and pedestrian facilities, improved crosswalks for Pace station connectivity, and streetscape/wayfinding enhancements.
- **Property Owner Engagement:** The Village continues to engage with property owners to assess market conditions, potential changes to business plans, and opportunities for support in re-tenanting properties.
- **Economic Development Initiatives:** Ongoing attendance at trade shows and meetings with business owners interested in relocating to the area.
- **Zoning Code Update:** The ongoing update project is expected to include an overlay district to accommodate and encourage a desirable mix of uses within the area.

Future Actions:

Staff has identified three main focus areas in which to continue focusing implementation efforts within the TIF district, as outlined below:

1. Design & Placemaking

- Engage a consultant to collaborate with residents and property owners in defining a brand for the area and develop a strategy for business recruitment and retention.
- Identify opportunities for events and activations to bring foot traffic to the area.

2. Property & Land Use

- Conduct further studies on stormwater management and open space/park needs for development or redevelopment.
- Monitor the property market for opportunities.
- Continue property owner and developer discussions regarding redevelopment opportunities

3. Business Attraction & Retention

- Continue outreach to compatible businesses, such as coffee roasters, breweries, and wineries.
- Launch a Small Business Grant program (details to be covered in a agenda Item 5B).
- Finalize update of zoning regulations for TIF area.

Staff will provide periodic updates to the Committee as progress is made on these efforts.

FINANCIAL IMPACT

The Village's implementation efforts as noted above are expected to be fully funded (or reimbursed) by TIF funds.

RECOMMENDATION

Presented for discussion only.

ATTACHMENTS

1. Stonington & Pembroke TIF District Map

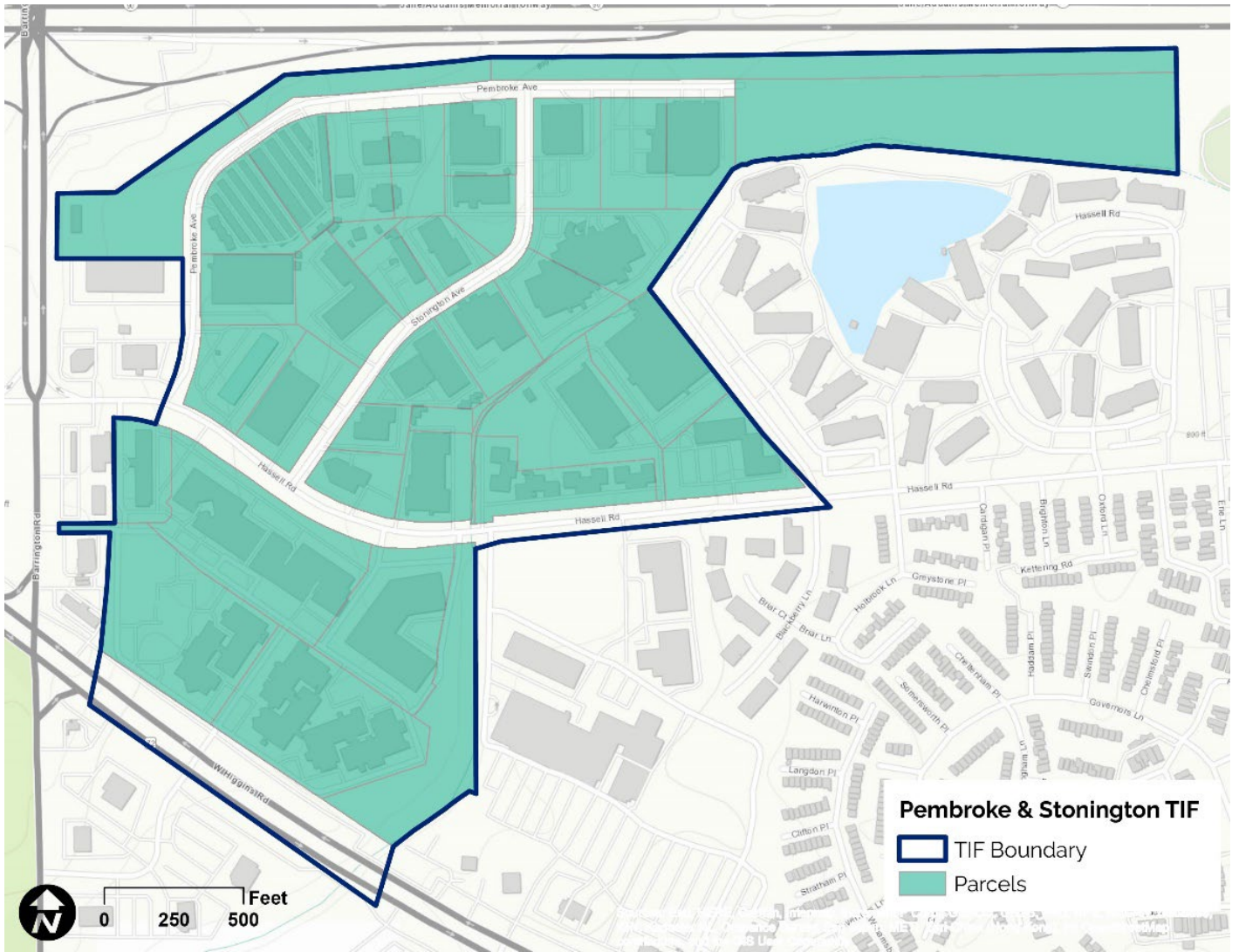


Figure 1: Project Area Boundary



AGENDA ITEM REPORT
Planning, Building & Zoning Committee
September 9, 2024
ITEM 4B

REQUEST: Approval of an Ordinance Creating the Stonington & Pembroke TIF District Small Business Improvement Grant Program

FROM: Kevin Kramer, Director of Economic Development

ITEM TYPE: Ordinance - Committee

REQUEST SUMMARY

There are many economic development tools available for assisting business growth and development. The Village has used redevelopment agreements within a Tax Increment Financing (TIF) District, sales tax rebate agreements, Cook County property tax reclassification, and more. Within the TIF, the Village has been able to leverage public dollars for two to three times the private sector's investment. One incentive yet to be used is the Small Business Improvement Grant many other communities will use in a TIF. In a downtown type of TIF, where there are many property owners with several vacancies, a community can use a small business grant to incentivize a building or business owner to revitalize an older building by bringing it up to code for their unique business. This achieves the goal of filling vacancies while raising EAV with permanent building improvements. These grants are typically amounts up to \$30,000 - \$50,000 of TIF eligible expenses for interior renovations or exterior facade rehabilitation.

The details of the proposed Small Business Improvement Grant within the Stonington & Pembroke TIF District are as follows. It will be **a maximum of \$30,000** per grant. After a thorough review of similar programs in Illinois communities, this is a reasonable amount to assist a small business with renovations. While construction costs have risen and the cost to rehabilitate a space for a targeted business may be higher, this amount would adequately help small businesses when trying to attract them to the area. It will be **a 1:2 matching grant**. Thus, the applicant must spend at least 200% of the grant amount. If they are approved for \$30,000, they must show they are spending at least \$60,000 to move in or expand their space. Applicants must submit a detailed description of the work to be completed, qualified bids for the work to be performed, documentation of other funding sources to know they can complete the work, and professional drawings depicting the work. In order to be reimbursed, applicants must submit contracts for work, invoices for the completed work, proof of payment for the invoices, and final waivers of lien. It is only **for permanent fixtures that improve the property**. One of the goals of the TIF is to upgrade the property and building to increase EAV. Therefore, the grant cannot be used for maintenance work nor can it be used for non-permanent improvements such as furniture, temporary fixtures, or equipment needed for the specific business. Rather, the improvements the grant will fund are for permanent fixtures such as HVAC, plumbing, electrical, carpentry, parking lot safety enhancements, facade improvements, ADA upgrades, and more. Reimbursement will likely take place over two years. With a third being reimbursed

upon opening, a third a year later and the last installment a year after that. Should the business stop operating in that time period, they would not receive any remaining payments. The applicant must complete the work before being reimbursed. Applications are on a **first come, first serve basis**. Not all completed applications will be approved as the Village has the right to approve or deny any grant application or award an amount less than the maximum grant amount. Once the annual funding has been awarded, an applicant will need to wait for the next budget cycle to apply. Initially, three to four businesses will be able to receive funds annually. The grant is **for businesses in targeted categories**. While all businesses are welcomed within the TIF, this grant will assist in targeting specifically retailers, restaurants, and entertainment companies in line with Village redevelopment goals. Another goal of the grant is to bring businesses that will activate this area and these types of businesses will not only consistently bring customers to the area but will maximize other revenues for the Village. A requirement of applying for a grant would be to **attend a Next Level Northwest (NLNW) workshop** to ensure the business owner understands the basics of their business. From this workshop, the owner would also be eligible for one-on-one assistance with a coach of NLNW. Grants will be **approved by the Village Manager with a report to the Board**. The approval process would consist of review by staff from Economic Development, Planning & Transportation, Building and Code, and Finance, with a recommendation to the Village Manager for review and final approval.

As with all incentives, and according to the Village's Incentive Guidelines attached to the Economic Development Strategic Plan, a but-for test must be met and therefore, the application must be approved prior to any work, beyond soft costs, beginning on the site.

FINANCIAL IMPACT

As of December 31, 2023, The S&P TIF has a negative balance of \$16,620 since only one year of increment has been collected. Staff sent a request letter to Cook County asking for the TIF to be split into separate tax codes in order to capture more of the rising increment, as was done for the Higgins-Hassell TIF and Roselle Road TIF in years past.

The 2024 budget for the S&P TIF has \$100,000 allocated for TIF Grants. None have been spent thus far. If approved, the TIF Grant would use General Funds for now and be reimbursed with TIF funds, when available.

RECOMMENDATION

Approval of an Ordinance Creating the Stonington & Pembroke TIF District Small Business Improvement Grant Program

ATTACHMENTS

- 1. Ordinance - S&P TIF Small Business Improvement Grant Program

VILLAGE OF HOFFMAN ESTATES

**AN ORDINANCE CREATING THE STONINGTON & PEMBROKE TIF DISTRICT
SMALL BUSINESS IMPROVEMENT GRANT PROGRAM**

WHEREAS, the Village of Hoffman Estates (the “Village”) has the authority, pursuant to the laws of the State of Illinois, to promote the health, safety and welfare of the Village and its inhabitants, to prevent the presence of blight, to encourage private development in order to enhance the local tax base and increase additional tax revenues realized by the Village, to foster increased economic activity within the Village, to increase employment opportunities within the Village, and to enter into contractual agreements with third parties to achieve the aforesaid purposes, and to otherwise take action in the best interests of the Village; and

WHEREAS, the Village is authorized, under the provisions of the Tax Increment Allocation Redevelopment Act, 65 ILCS 5/11-74.4, as amended (the “TIF Act”), to finance redevelopment in accordance with the conditions and requirements set forth in the TIF Act; and

WHEREAS, pursuant to Ordinance No. 4956-2022, Ordinance No. 4957-2022, and Ordinance No. 4958-2022, adopted September 19, 2022, the Village approved a tax increment redevelopment plan and project (the “TIF Plan”), designated the tax increment redevelopment project area (the “Redevelopment Project Area”), and adopted tax increment financing relative to the Village’s “Stonington & Pembroke District” (the “TIF District”); and

WHEREAS, the TIF District was established as a bonded TIF District, and as a “pay-as-you-go” funded TIF District, which means that incremental tax revenues would be used to pay for Village approved eligible TIF project costs or TIF economic incentives as such funds are generated through year to-year increases in the equalized assessed valuation (“EAV”) of the properties within the TIF District. There are no bond proceeds or other debt financing issued to pay for eligible TIF project costs or TIF economic incentives at this time; and

WHEREAS, the Village desires to meet the goals to the TIF Plan, increase EAV, increase job creation and retention, and encourage small business growth within the TIF District; and

WHEREAS, a matching grant program is a way to encourage the redevelopment of real property and the rehabilitation of existing buildings and to attract new businesses and to retain existing businesses in the TIF District by reimbursing a portion of investments made in such real property and existing buildings that qualify as TIF Eligible Redevelopment Project Costs, according to the TIF Act, thereby implementing the TIF Plan.

NOW, THEREFORE, BE IT ORDAINED by the President and Board of Trustees of the Village of Hoffman Estates, Cook County, Illinois, as follows:

Section 1: Incorporation. That the above recitals and legislative findings are hereby incorporated herein and made a part hereof, as if fully set forth in their Entirety.

Section 2: Targeted Business Categories. While all businesses are welcomed within the TIF, this grant will assist in targeting retailers, restaurants, and entertainment companies in line with Village's redevelopment goals. Attracting businesses within these target business categories to activate the area will not only consistently bring customers to the area but will also maximize other revenues for the Village.

Section 3: TIF Grant Established; Maximum Reimbursement Amount. That there is hereby a matching grant program established within the TIF District ("TIF Grant"). The TIF Grant shall be capped at Maximum Reimbursement Amount of \$30,000 of TIF Eligible Redevelopment Projects Costs. The TIF Grant is only for permanent fixtures that improve the property. Therefore, the grant cannot reimburse for maintenance work nor for non-permanent improvements such as furniture, temporary fixtures, or equipment needed for the specific business. Rather, the improvements the grant will fund are for permanent fixtures including but not limited to HVAC, plumbing, electrical, carpentry, parking lot safety enhancements, facade improvements, and ADA upgrades.

Section 4: Budget. As this TIF District is relatively new, there is not sufficient increment built up to fund this grant initially. Therefore, the Village General Fund will loan the TIF District the money to finance the grant for fiscal year 2024. For subsequent fiscal years, any fund loans shall be pursuant to the annual budget process.

Section 5: Matching Funds. The TIF Grant shall be a 1:2 matching grant so the Applicant shall spend at least two hundred percent (200%) of the grant amount.

Section 6: Pay As You Go. The TIF Grant is a pay as you go grant. The Applicants shall expend funds to improve the property and submit for reimbursement upon completion.

Section 7: Reimbursement Request. After all work is completed, Applicants must submit contracts for all completed work, invoices for the completed work, proof of payment for the invoices, and final waivers of lien. The Village shall have 45 days from the time of a complete submittal to approve or deny the submittal and finalize the repayment amount. After a completed reimbursement request, the Applicant shall be paid one third (1/3) of the approved amount at the time of their Certificate of Occupancy ("CO") for the work completed. A second third (1/3) shall be paid upon the first anniversary of the CO. The final third (1/3) shall be paid upon the second anniversary of the CO. If the business should cease operations within the TIF District prior to all

payments made, the Applicant shall forfeit the right to the remaining balance. Payments shall only be made from the TIF District fund.

Section 8: Small Business Workshop. To ensure all grant applicants have a basic understanding of successful business practices, all applicants must attend a business basics workshop hosted by Next Level Northwest prior to making an application for a TIF Grant.

Section 9: Application and Approval Process. Applicants must submit an Application, a detailed description of the work to be completed, qualified bids for the work to be performed, documentation of other funding sources to ensure completion of the work, and professional drawings depicting the work. The approval process consists of a review of an application and required documentation by a staff committee consisting of representatives from the Village Economic Development, Planning & Transportation, Building and Code, and Finance Departments. Upon unanimous recommendation by the grant committee, the application will be forwarded to the Village Manager for final review and approval. The Village retains sole discretion in awarding grants and will approve grants in order of Village priorities. As such, the Village has the right to approve or deny any grant application or award an amount less than the maximum grant amount. TIF Grants shall be paid out of the TIF District fund. If funds are not available at the time of application, the request may be considered in the follow budget year.

Section 10: Grant Agreement. After approval of an application, the Applicant shall sign a grant agreement with the Village prior to starting work.

Section 11: But For Test. Applicants must meet the but-for standard prior to applying for the TIF Grant. The application must be approved prior to any work, beyond soft costs, beginning on site.

Section 12: Full Force. That this Ordinance shall be in full force and effect immediately from and after its passage and approval.

Section 13: Invalidity of Ordinance. If any section, paragraph, clause or provision of this Ordinance shall be held invalid, the invalidity thereof shall not affect any other provision of this Ordinance.

PASSED THIS _____ day of _____, 2024

VOTE	AYE	NAY	ABSENT	ABSTAIN
Trustee Karen V. Mills	_____	_____	_____	_____
Trustee Anna Newell	_____	_____	_____	_____
Trustee Gary J. Pilafas	_____	_____	_____	_____
Trustee Gary G. Stanton	_____	_____	_____	_____

Trustee Patrick Kinnane _____
Trustee Karen Arnet _____
Mayor William D. McLeod _____

APPROVED THIS _____ DAY OF _____, 2024

Village President

ATTEST:

Village Clerk



REQUEST: VisitHoffman Website Redesign Update

FROM: Kevin Kramer, Director of Economic Development
Linda Scheck, Director of Tourism & Business Retention

ITEM TYPE: Discussion - Committee

REQUEST SUMMARY

VisitHoffman is the digital foundation of the Tourism Office for the Village. The office supports the efforts of the NOW Arena, the single largest demand generator for the nine hotels, 70 restaurants and many event spaces in Hoffman Estates. VisitHoffman is the virtual gateway to learning how to explore and experience the Village of Hoffman Estates and all the regional attractions.

Last updated in 2013 by staff, VisitHoffman now needs a professional redesign to meet today's technology standards. The site needs advanced capabilities that would allow embedded videos, add a blog and social media sections, allow better visibility on mobile devices, improve ADA compliance, and increase optimization to drive visibility on social media sites and search engines.

An RFP was released in June seeking a qualified design group to assist in redesigning a new website. Staff was particularly looking for groups with direct tourism related experience rather than a typical website or municipal design work. 39 responses were received and staff narrowed down the list to interview two groups who had extensive tourism experience. Those two firms were virtually interviewed and McDaniels Marketing out of Pekin, IL was selected.

McDaniels has great depth working in the tourism industry but also understands the Midwest tourism market specifically, having worked with communities such as Champaign-Urbana, Springfield, McHenry County, Peoria, Woodstock, Elgin, Galena, and Cary in Illinois. They not only have the capability to assist with a light rebrand, website redesign, and ongoing site hosting and maintenance for VisitHoffman, but can supplement with photography, videography, and search engine optimization (SEO) should we so choose. They are capable of digitally taking Hoffman Estates Tourism into the 2020s and helping stay relevant in the future.

In order to move this project forward with a goal of launching before the end of the year, Manager Palm authorized the project to move forward with an update to the Board now and near the end of the project. McDaniels and Staff held a kick-off meeting on August 30, 2024.

FINANCIAL IMPACT

The contract for website redesign and light rebranding services is \$29,875.00. This is budgeted within the Economic Development and Tourism budget for 2024.

RECOMMENDATION

For discussion purposes only.

ATTACHMENTS

1. SIGNED VisitHoffman PSA Website Redesign Agreement wProposal

VILLAGE OF HOFFMAN ESTATES

Professional Services Agreement for Website Redesign

This Professional Services Agreement (the “Agreement”) is made and entered into this 17th day of April, 2023, by and between the VILLAGE OF HOFFMAN ESTATES, ILLINOIS, a municipal corporation located at 1900 Hassell Road, Hoffman Estates, IL (“Village”) and McDaniels Marketing, with a principal place of business at 11 Olt Avenue, Pekin, Illinois, (“Consultant”) and sets forth the terms and conditions under which Consultant agrees to perform certain land surveying services as set forth below.

This Agreement is made pursuant to a Hoffman Estates Request for Proposals dated June 3, 2024 and Consultant’s Proposal dated July 29, 2024, attached hereto as Exhibit A and incorporated herein by reference.

1. SERVICES

Consultant will complete services as outlined in Exhibits A.

Other than what is provided in Paragraph 3 below, Village shall not be responsible for the cost of materials and equipment necessary for the performance of the Services.

No claim for services furnished by Consultant, not specifically provided for in this Agreement, shall be allowed by the Village nor shall Consultant perform any services or furnish any material not covered by this Agreement without prior written approval by Village. Such approval shall be considered a modification of this Agreement.

2. TERM AND TERMINATION

This Agreement shall be effective and binding upon execution. The parties agree that the time for completion of the services outlined in Exhibit A is 20 weeks. Failure to complete the services outlined in Exhibit A by Friday, January 17, 2025, shall be considered a breach of this Agreement unless an extension is agreed to in writing by both parties.

3. FEES AND PAYMENT TERMS

The total cost for services shall be \$29,875.00.

Any fee for additional services must be agreed to in writing by the Village.

Consultant shall not incur any expenses or costs on behalf of the Village or in performing the Services, other than what is provided for above, unless Village specifically authorizes in advance such expenses or costs in writing. Such additional expenses may include, but are not limited to, travel and lodging expenses.

Consultant may invoice monthly and the Village shall have 30 days to pay each invoice.

4. PERFORMANCE

Consultant shall perform all Services in accordance with applicable professional standards. Consultants' responsibility to perform Services shall be limited to those Services expressly set forth in Exhibit A. The Services will be provided to Village for its review and all conclusions and decisions as a result of the Services will be the responsibility of Village.

5. RELATIONSHIP OF THE PARTIES

In performing Services hereunder, Consultant shall at all times act as an independent Consultant and not as an agent or employee of Village. The Services shall be completed to the satisfaction of Village; however, the actual details of the Services shall be under Consultant's control. Consultant agrees to comply with all applicable state and federal statutes and the Municipal Code of the Village. Consultant further agrees to indemnify and hold Village harmless for any and all claims made arising out of Consultant's breach of the obligations contained in this paragraph.

Consultant is in no way authorized to make any agreement, warranty or representation on behalf of Village or to incur any expenses or implied obligation on behalf of Village without first obtaining Village's prior written consent.

6. CONFIDENTIALITY

During the course of this Agreement, Consultant may have access to data and information of the Village that should remain confidential. Consultant agrees to keep such data and information confidential and not disclose any data or information obtained during the course of performing the Services to any third party without the prior written consent of the Village.

7. INSURANCE

At Consultant's sole expense, Consultant shall be required to maintain at all times insurance of such types and such amounts, as are necessary to cover responsibilities and liabilities on a project of the character contemplated under this proposal.

Village shall be named as an additional insured and the address for certificate holder must read exactly as:

Village of Hoffman Estates
1900 Hassell Rd.
Hoffman Estates, IL

8. INDEMNIFICATION

Consultant shall indemnify and hold harmless the Village, and all of its officers, directors, partners, officers, agents, representatives and employees of the foregoing from and

Circuit Court in Cook Village, Illinois, and the parties hereby consent to the personal jurisdiction thereof.

12. COMPLIANCE WITH LAWS

Each party hereto covenants and agrees to comply with all applicable federal, state, and local laws, codes, ordinances, rules and regulations.

13. SEVERABILITY

The invalidity or unenforceability of any particular word, phrase, sentence, paragraph or provision of this Agreement shall not affect the other words, phrases, sentences, paragraphs or provisions hereof. This Agreement shall be construed in all respects as if such invalid or unenforceable provisions were omitted and the remainder construed so as to give them meaningful and valid effect. It is the intention of the parties that if any particular provision of this Agreement is capable of two constructions, one of which would render the provision void and the other of which would render the provision valid, the provision shall have the meaning which renders it valid.

14. WAIVER


Either Party's failure to insist upon strict compliance with any provision hereof or its failure to enforce any rights or remedy in any instance shall not constitute or be deemed to be a waiver of any provision, right or remedy.

15. ENTIRE AGREEMENT


This Agreement constitutes the entire agreement and understanding of the parties with regard to the subject matter contained herein and supersedes all prior agreements and understandings between the parties dealing with such subject matter, whether written or oral. No agreement hereafter made between the parties shall be binding on either party unless reduced in writing and signed by the party sought to be bound thereby.

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

The Village of Hoffman Estates

By: 
Printed Name: ERIC PALM
Title: VILLAGE MANAGER
Date: 8/20/24

McDaniels Marketing

By: 
Printed Name: Randall R. McDaniels
Title: President
Date: 08/26/2024

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The Village of Hoffman Estates

Website Redesign and Hosting Proposal

EXHIBIT A

McD

REMARKABLY
UNCOMMON.

We'll Help People Find Your Place & Fall in Love With It.

We can attract more visitors, residents and new business investors to achieve your growth goals. There's a lot of hard work and intelligent planning that must be accomplished before long-term success can be achieved. The road to that success is a journey.

And like any successful journey, research, planning and prep must be implemented — and with enough time to ensure a memorable and exceptional trip. Once all that is in place, we will have access to critical information and guidance to build a real connection to your destination. Your potential visitors, residents and investors won't feel that personal connection if our team hasn't experienced it ourselves.

People want relatable stories that empathetically describe and sell the experience. Our research and discovery process uncovers that story.

// We will describe your story to the visitor
We don't tell stories - we describe them in detail using firsthand descriptive words, striking photography, and video to create a positive image in the potential visitor's mind before they visit.

// We will invite interaction by designing, building and writing informative, responsive websites that easily draw in the user and keep their interest.

// We develop captivating and motivating fun videos and social media content to engage the visitor.

// We will support your strategy with interesting and factual fulfillment materials, including visitors guides, passports, illustrated maps and special event e-blasts etc.

// We will plan and execute an effective marketing and media plan. We customize a highly efficient, transparent, digital strategy blended with the right mix of print, OHH and broadcast media.

// We will gain more earned media coverage through clever and aggressive PR techniques that communicate the unique lure of the area to the press and travel writers/bloggers.

// We will hit KPIs through efficient measurement tools and reports that are easy to understand.





Executive Summary

The Village of Hoffman Estates is seeking a professional redesign of its website that will create a stronger foundation for drawing in visitors. This website should be a pathway for those looking to book an event space or hotel, for businesses trying to find a new home for their office, and should highlight the abundance of events the village offers. By creating an interactive, mobile-friendly and ADA-compliant website, anyone interested in visiting Hoffman Estates will be able to easily find the perfect activity and place to stay that will keep them coming back!

Stronger Branding: Foundational to this project will be the development of a new Hoffman Estates tourism brand logo, color scheme and tagline. The McD team will apply its talents and vast experience in destination branding to set Hoffman Estates apart. Three to five concepts will be provided for review and approval.

The Village of Hoffman Estates requires a site that can meet its technical needs, including:

- Mobile responsiveness
- Ability to easily embed and watch video content
- Interactive event calendar
- Improved ADA compliance
- ArcGis Maps
- Increased optimization
- An easy-to-use content management system allowing staff to perform most updates

Not only must the site meet these technical features, but it must accurately represent the attractions and amenities that are the heart of the Village of Hoffman Estates. The site will have multiple goals to reach all desired audiences. Not only will it provide virtual tours of the Now Arena, but it will also promote other event venues. This site will provide access to interactive event calendars and local hotel guides and provide information to groups and corporate offices.

Target Audiences:

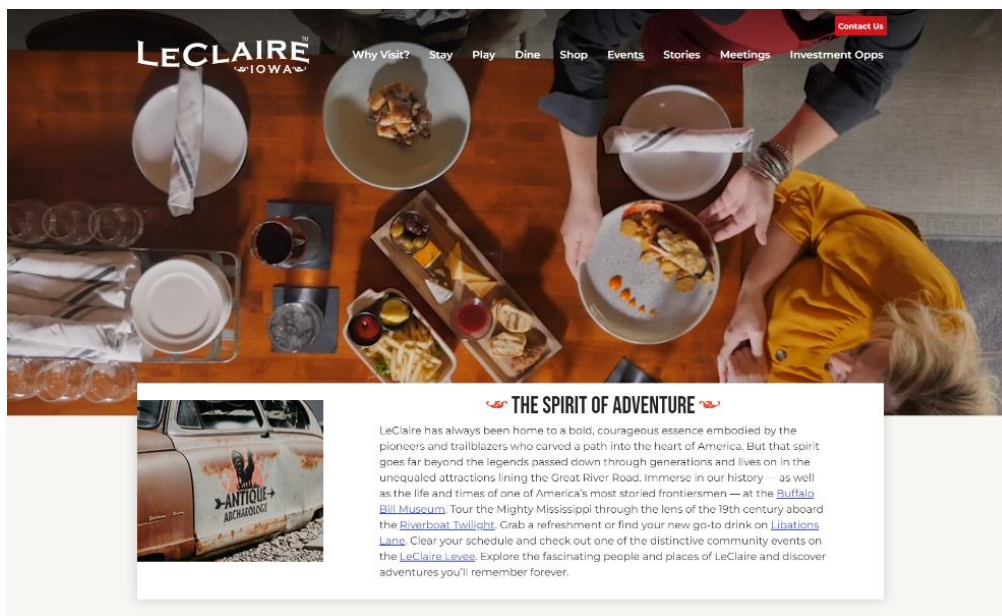
- Leisure travelers
- Event planners interested in booking the Now Arena / Event Venues
- Businesses and potential new residents interested in relocating
- Corporate travelers searching for hotel options

Core Website Sections:

- ✓ Interactive upcoming events/community calendar
- ✓ Where to stay -- links to make lodging reservations
- ✓ Event spaces booking resource
- ✓ Business opportunities -- networking events and other workforce events

- ✓ Economic development & investment opportunities
- ✓ Business directory
- ✓ Where to eat
- ✓ Things to do (including recreation and entertainment)
- ✓ Sporting venues
- ✓ About the city
- ✓ Transportation information
- ✓ Gallery
- ✓ Imbedded social feeds -- Facebook and Instagram
- ✓ Additional recommended sections:
 - Informative blog (great for SEO)
 - Comprehensive set of available investment properties with a slant towards businesses

Here's a great example: <https://www.visitleclaire.com/>



We will help people find your place and fall in love with it.



Eugene W. McDaniels first opened our doors in 1966. A carpenter's son and naval veteran of WWII, Gene's design and creative skills set into motion the hands-on approach and work ethic that still makes McDaniels Marketing a great place to work and do business with today.

Our team has been serving the travel and tourism industry for more than 20 years and we now serve numerous DMOs, attractions and lodging partners in nine states.

That's because your vision is our vision. Your success is our success.

Our Promise

We create a catalyst of meaningful connections that improve lives across both rural and urban places. It's because of these connections and our diverse experience that we are uniquely equipped to help communities thrive -- from getting people to make their first visit to helping local destination partner businesses prosper and grow.

Why McDaniels Marketing & McD Digital

Marketing destinations isn't just about brandishing a catchy slogan set to kitschy music. Today's travelers want something more... They want to feel a connection to the destination before committing to their journey. They don't want facts and figures. **They want stories that sell the experience.**

Our innovative team delivers dramatic results...

We describe your story to the visitor. We don't tell stories, we describe them in detail using firsthand descriptive words, striking photography and engaging video to create a positive image in the potential visitor's mind before they visit.

We invite interaction by designing, building and writing informative, responsive websites that easily draw in the user and keep their interest.



We plan and execute an effective marketing plan. We customize a highly efficient, transparent, digital strategy blended with the right mix of print, OHH and broadcast media. Our approach includes the latest retargeting techniques along with video pre-roll advertising, social media advertising and much more.

We support your strategy with interesting and factual fulfillment materials, including visitor guides, passports, illustrated maps and special event e-blasts.

We develop captivating and motivating videos and social media content to engage the visitor.

We hit KPIs through efficient measurement tools and reports that are easy to understand.

Who are we to make such claims? Ask our clients.

We are a close-knit, strategically smart, highly creative, travel and tourism agency with a results-oriented approach. And it works. We have the know-how and expertise needed to inject new life into your tourism, new resident and economic development efforts. Regardless of your city, county or destination, the list of delighted clients we have helped proves brand authenticity, strong creativity and a strategic mix of digital and traditional media works. By joining forces with us, we'll work together to make people notice and not only head your way, but stay a while and consider living there and/or opening a business! Our results speak volumes.

"Our destination was at a crucial point. Our desire was to bring cohesive messaging and design elements to our investments. McDaniels Marketing has given us a fresh perspective, professional guidance and assistance with data analysis and superior creativity in a mix of mediums. You have a connection to trained and knowledgeable individuals at a more affordable cost than in-house. You can choose to invest in a specific program or project or a more robust selection of services to fit your needs."

– Beth Wiles, Executive Director, Pulaski County, MO Tourism

Client References

- Courtney Sage, Assistant Village Administrator, Village of Cary, IL | csage@caryillinois.com | 847-639-0003
- Dorothy Wolf, Economic Development Coordinator, City of McHenry, IL | dwolf@cityofmchenry.org | 815-363-2175
- Terri Reifsteck, Vice President of Marketing & Community Engagement, Experience Champaign-Urbana | terrir@experiencecu.org | 217-351-4133
- Krisilee Murphy, President & CEO, Explore Elgin Area | krisilee@exploreeelginarea.com | 847-695-7540

MEET YOUR TEAM

McD
DIGITAL
REMARKABLY UNCOMMON.



Randy McDaniels

// PRESIDENT

- + 38+ years of marketing experience; bachelor's degree in marketing, Bradley University.
- + With experience in guiding top destinations in nine states like Galena, Chicago Southland and Lake of the Ozarks, Randy offers invaluable insight for tourism clients, as well as agriculture, finance and healthcare. He loves visiting clients and insists on quick responses to every need.
- + Spends his downtime being a huge history junkie, car guy and classic rock fan. Enjoys fishing and traveling to new places with his wife, Kendra. Also plays drums and adds vocals for local music groups and is a reigning euchre and axe throwing champion.
- + Hometown: Pekin, IL



Mackenzie Taylor

// VICE PRESIDENT, ACCOUNT SERVICES

- + 6+ years of marketing and communications experience, plus a BA in Strategic Communications from St. Ambrose University in Davenport, IA. Worked in corporate communications for John Deere, travel/tourism for Discover Peoria and non-profits, including the Peoria Symphony Orchestra.
- + After playing collegiate softball and being the go-to utility player, MacKenzie has taken those skills to the next level with her clients, adapting a wide range of skills and abilities — writing, directing, creative vision and project management — to create bold campaigns that inspire audiences and boost brand visibility.
- + Heavily involved with the community as a Board Member of the Young Professionals of Greater Peoria and member of Central Illinois' Women in Leadership, Peoria Women's Club and Public Relations Associations of Central Illinois.
- + Hometown: Dunlap, IL



Jim Hover

// WEB DEVELOPMENT DIRECTOR

- + 3+ years in website project management; BA in Biology from Wartburg College
- + When it comes to building your website, you want to have someone on your side that loves to take hundreds of moving pieces, pull them all together and package it with a big, red bow. Lucky for you, that person is Jim. Some might say he's been perfecting these skills for decades with his love of science, crossword puzzles, Super Mario worlds and nerd-level deck-building games. But no matter the source, he's definitely able to tap into the Force. He'll help you launch a website that has been expertly built, relentlessly tested and 100% delivers the very best user experience to help you reach your goals. He's also got a few years of teaching high schoolers under his belt, so rest easy knowing you'll have all the tools and training you need to effortlessly manage your new site.
- + Hometown: Cedar Falls, IA



Zach Singleton

// SEO SPECIALIST

- + A vast knowledge of SEO experience, plus a BA in English from Bradley University with minors in Business Management and Religious Studies.
- + Understands that people are made up of stories and in order to truly understand someone, you need to know those stories that make them who they are. Uses that viewpoint and his experiences working in college ministry to enhance the technical side of a client's brand and optimize their SEO, while keeping in mind the story they are trying to tell.
- + Spends his free time with his wife, Rachel, their daughter, Eloise, and their son, Walter. Also loves cooking, reading and running as he trains for upcoming marathons.
- + Hometown: Dallas, TX/Wheaton, IL



Lauren Schmitt

// VISUAL COMMUNICATIONS DESIGNER & DEVELOPER

- + 3+ years of graphic design, web development and motion graphics experience, plus a BFA in Interactive Design from Maryville University.
- + Brings a holistic design and development approach to all web projects. Carries those skills and mindset over to all traditional and digital illustrations and motion graphics she works on.
- + Spends her free time creating and working on various knit, crochet and embroidery projects. Loves visiting Northern Wisconsin in the summer where she enjoys hot days at the lake, kayaks in the reeds, sips coffee on the porch on misty mornings and sleeps with the windows open on cold nights with a sky full of stars. Also has a cat named Yara.
- + Hometown: Roscoe and Bloomington-Normal, IL



Dylan Polk

// COPYWRITER

- + 15 years experience in professional writing; BA in journalism from EIU
- + Since he was a kid, Dylan knew he wanted to be a writer. Starting with small-town papers and moving to more creative agency work, Dylan's love has only grown for the profession. Calculated and creative, Dylan puts a little bit of his fun-loving, Simpsons-obsessed personality into elevating client work. Something he'll claim is just his job, we say is downright magical. From blogs, SEO, SEM and social media management, he brings his wide range of experiences (and a mild coffee obsession) to help him write meaningful and creative copy for our clients.
- + Hometown: Sherman, IL



Dave Schuette

// WEBSITE & DIGITAL MEDIA DEVELOPER

- + 19 years of experience designing and programming websites and digital animations; BA in Graphic Design and a minor in Multimedia Design from Bradley University
- + From designing fully responsive websites across desktop and mobile to creating jaw-dropping animations that masterfully tell the story of your organization — and even a Christmas-based video game here and there — this agency veteran is a multimedia master. With some seriously awesome illustration skills plus a wealth of experience in digital CMS platforms including Wordpress and Webflow, Dave lends his critical eye for detail to every project he does, focusing on the big picture and how everything works together.
- + Hometown: Lake Zurich, IL



Morgan McDaniels

// ART DIRECTOR

- + 6+ years of design and marketing experience, plus a BS in Graphic Design from Illinois State University.
- + Believes every design choice should have meaning. Uses that to bring visions to life and will resonate with target markets.
- + Loves R&B music, animals (she's a Cat Mom), gardening and interior design. Addicted to shopping, especially for antiques and great thrift finds. Huge fan of Friends, New Girl and all things fantasy. Skilled at being behind and in front of the camera with photography, modeling, acting, directing, makeup and fashion rounding out her talents.
- + Hometown: Pekin, IL

Relevant Experience

Illinois



Iowa



Indiana



Michigan



Minnesota

Ohio

Missouri





Wisconsin



Kentucky



Experience Champaign-Urbana, IL CVB Website



www.experiencecu.org

When Experience Champaign-Urbana completed a rebranding in spring 2024, McD Digital was tasked with redesigning the website we built for them in 2017 to match the new branding. Our Creative and Digital teams worked together to create a unique site that highlights the brilliance of Champaign-Urbana.

Features

- ✓ McD Digital integrated a new video header that plays on the “brilliant” theme. The continually changing first word shows Champaign-Urbana is brilliant in all areas.
- ✓ Bright buttons were added to immediately allow users to find their way deeper into the site, easily allowing meeting planners and U of I visitors to find the correct pages.
- ✓ Service boxes were added and programmed with an animated hover effect that draws the visitor’s eyes and encourages them to engage further with the site.
- ✓ To help promote the entirety of Champaign County, an integrated map was designed and programmed into the homepage, allowing the county to promote activities and businesses in cities outside of Champaign-Urbana such as Paxton, St. Joseph and Mahomet.
- ✓ A second service box section was designed and programmed with the tagline “CU”, allowing visitors to interact with the site once again and find additional content from game days to concerts.
- ✓ An integrated related blog content feature and enabled editable type overlays on the homepage to create a unique and striking look.

Impact & Results

The new branding and website had an immediate impact on web traffic. After launching on Nov. 1, 2023, the first month saw a 23% increase in traffic compared to the same month the previous year.

Lake of the Ozarks, MO

www.funlake.com

The Story

Located in the heart of Missouri, Lake of the Ozarks is a premier summertime destination with world-class boating, watersports, fishing, golfing and state parks — along with a remarkably wide selection of resorts, condos and vacation homes. Whether traveling with friends, bringing the kids along or getting away for a long, romantic weekend, the Lake caters to groups of all ages and lifestyles, inviting everyone to enjoy their idea of a vacation — as laid back or action-packed as they want.

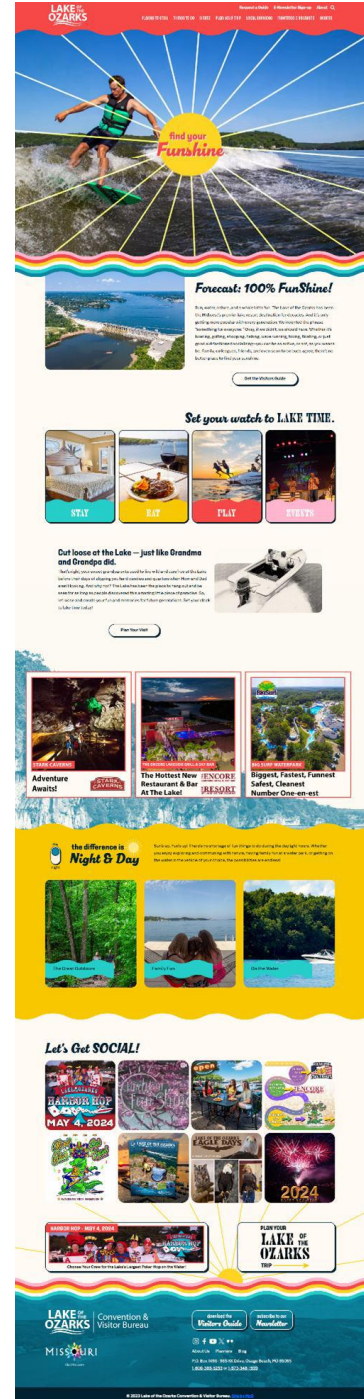
The Challenge

The Lake of the Ozarks CVB worked with MCD Digital to redesign their website, funlake.com, which launched in early 2021 and for a second time in 2024. Designed to provide users with an experience that left them excited, informed and inspired, the site design used impactful photography that accented the Lake’s lure along with prominent service boxes for a sleek, streamlined user interface.

The Solution

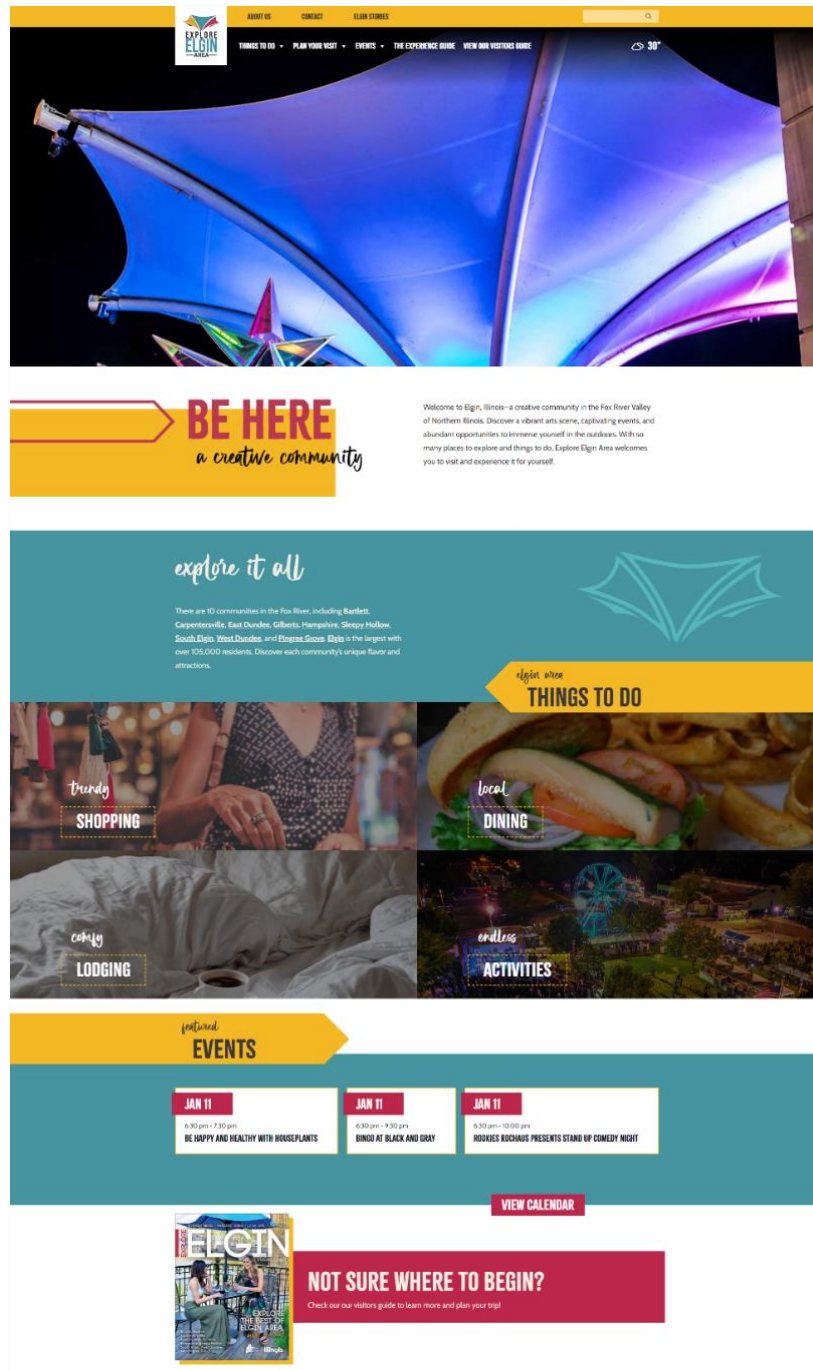
CREATING AN EXPERIENCE

The site design used colors and textures familiar to the organization, accenting a modern design that positioned the Lake as a Midwestern destination of choice. These brand elements were then applied to digital advertising materials to create a sense of brand cohesion. The site also included a fully programmed advertising module, allowing the Lake of the Ozarks CVB to sell advertising throughout the site, including on the homepage and individual under pages. This helps provide the CVB with additional revenue throughout the year.



Elgin Area CVB

<https://exploreeginarea.com/>



Jacksonville, IL CVB

<https://jacksonvilleil.org/>



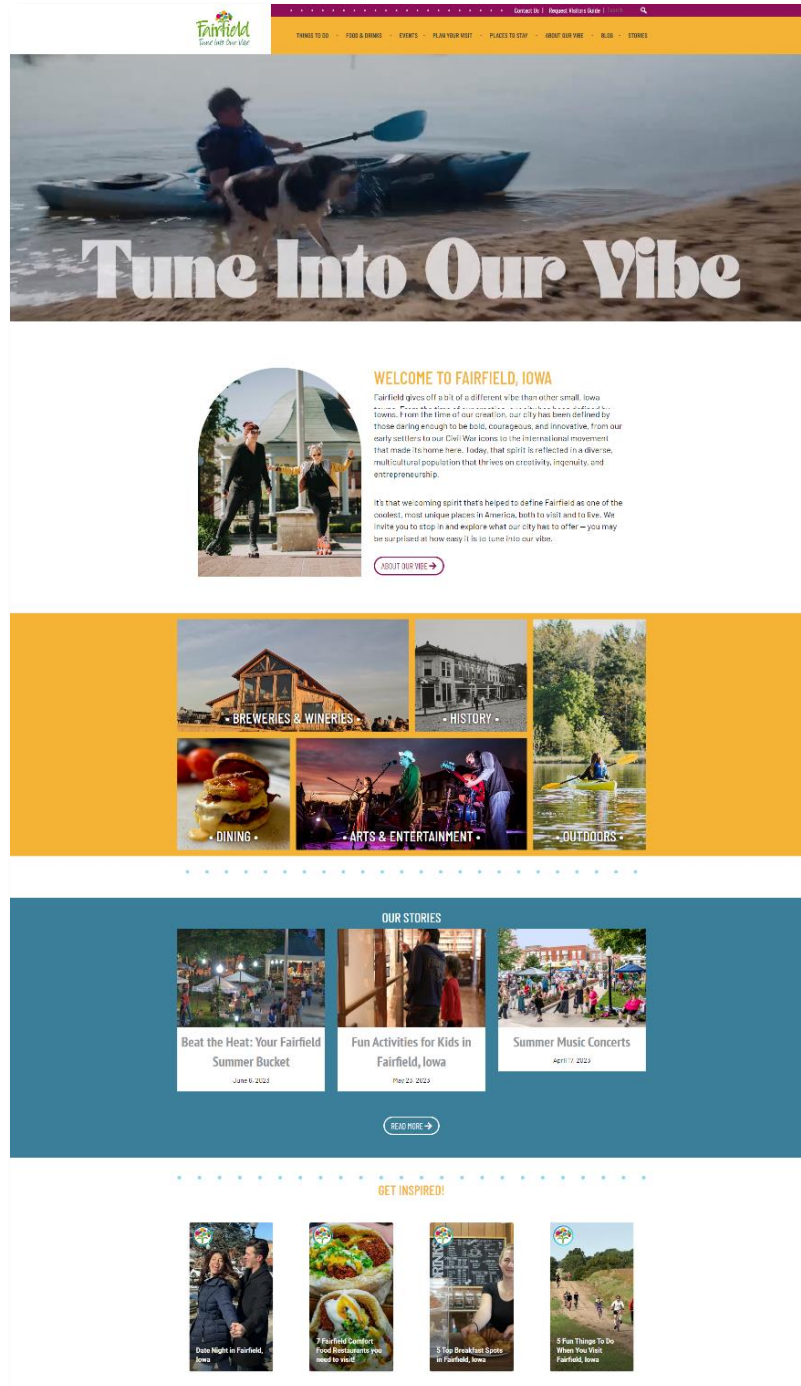
Pulaski County, MO

<https://visitpulaskicounty.org/>



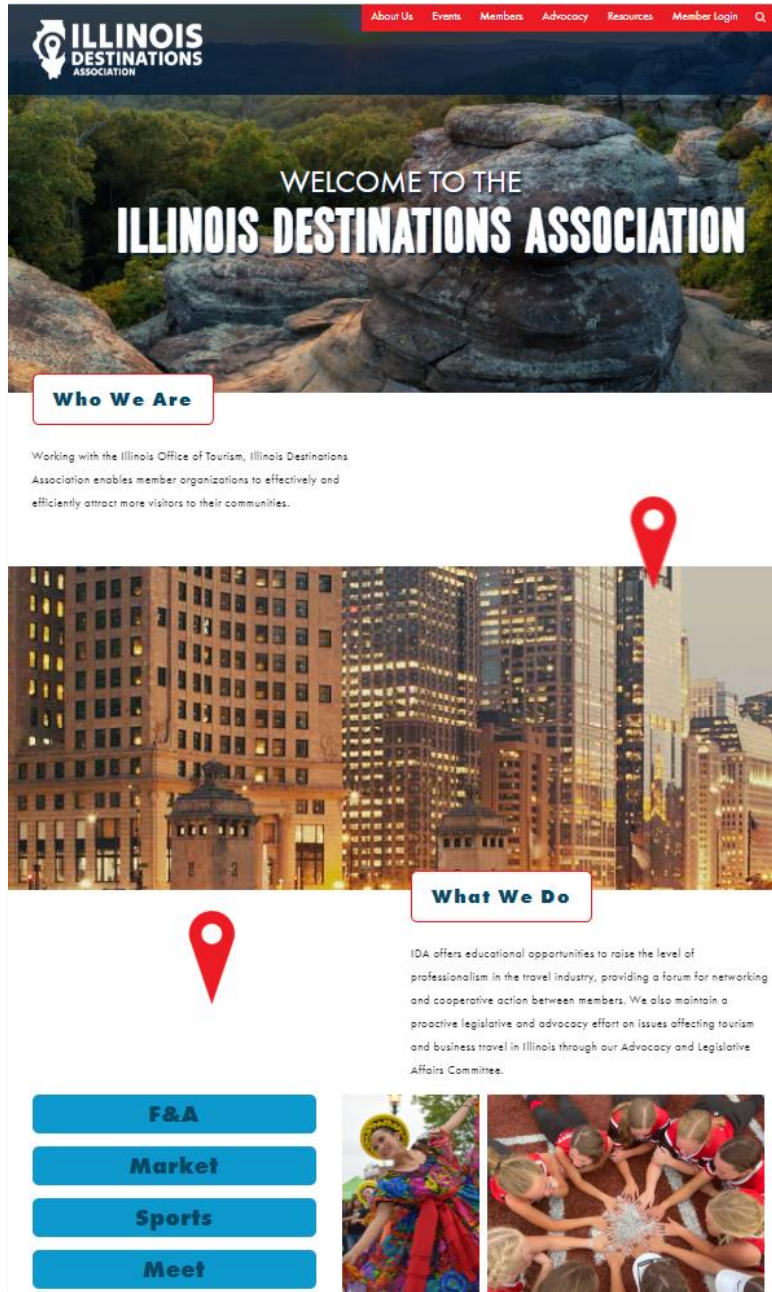
Visit Fairfield, IA

<https://www.visitfairfieldiowa.com/>



Illinois Destinations Association

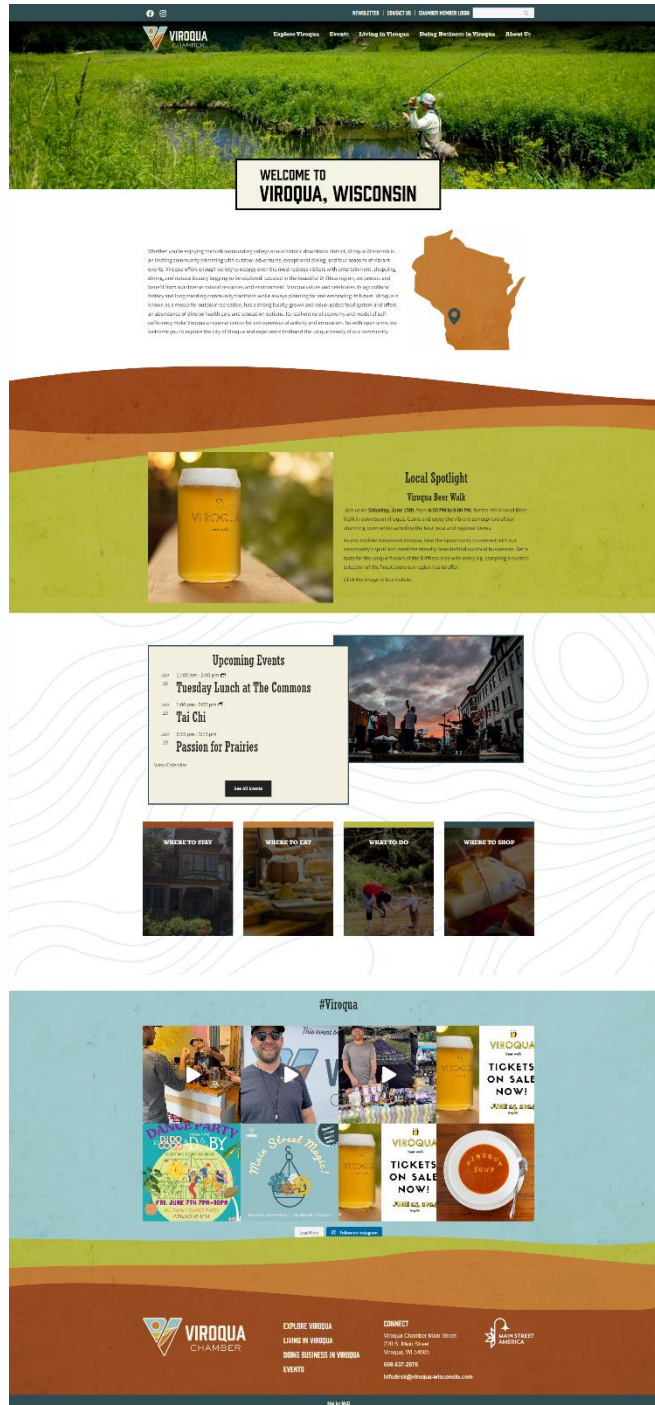
<https://www.ildestinations.org/>



The screenshot shows the homepage of the Illinois Destinations Association website. At the top, there is a navigation menu with links for 'About Us', 'Events', 'Members', 'Advocacy', 'Resources', and 'Member Login'. The main header features the organization's logo and a large banner image of a rocky landscape with the text 'WELCOME TO THE ILLINOIS DESTINATIONS ASSOCIATION'. Below the banner is a section titled 'Who We Are' with a sub-header and a paragraph of text. A red location pin icon is positioned to the right of the text. The next section is titled 'What We Do' and includes a paragraph of text. Below this is a vertical list of four blue buttons labeled 'F&A', 'Market', 'Sports', and 'Meet'. To the right of these buttons are two small images: one of a person in a colorful costume and another of a group of people in red and white uniforms.

Viroqua Chamber – Viroqua, WI

<https://www.viroquachamber.com/>



Think McHenry, IL

<https://www.thinkmchenry.com/>

THINK McHenry ILLINOIS

AVAILABLE SITES | BUSINESS ASSISTANCE | MARKETING STATS | LIVE, WORK, LEARN | BUSINESS DIRECTORY | FAQs

McHENRY ECONOMIC DEVELOPMENT

LIVE & WORK IN THE HEART OF THE FOX RIVER

HOW CAN WE HELP YOU?

WHY MCHENRY? FIND OUT!

NEWS & EVENTS

Looking for a place to bring your vision to life? Whether you're a small business looking for prime retail space or a large-scale company building from the ground up, McHenry, IL, is the perfect place to see your ideas realized with a diverse mix of retail, restaurant, service, residential, and recreational spaces.

The Value We Bring to the Table

The McHenry Economic Development Department thinks outside the box when it comes to the retention, expansion and growth of business activities within the city. Our team asks, "How can we work together to help you?" We strive to improve the economic well-being and quality of life for the City of McHenry by creating and retaining jobs as well as supporting and growing incomes and the tax base.

Quick Facts About McHenry

2,812 TOTAL POPULATION	198 TOTAL BUSINESSES	\$8K MEDIAN INCOME
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The Economic Vision Statement for The City of McHenry: A thriving city that promotes smart, sensible growth while preserving and enhancing its small-town charm.

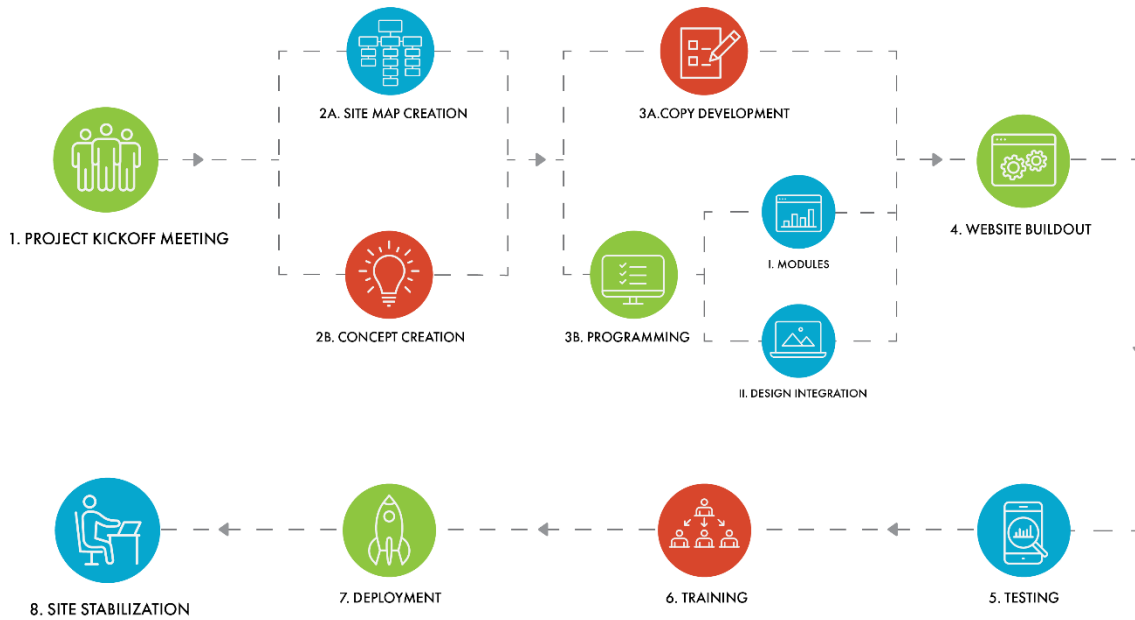
AVAILABLE SITES | BUSINESS ASSISTANCE | GET THE DATA | LIVE WORK LEARN | TALENT TOOLS | FAQs

Choose Cary, IL

<https://www.choosecary.com/>

The screenshot shows the homepage of the Choose Cary website. At the top, there is a navigation menu with links for 'COMMUNITY PROFILE', 'LIVING IN CARY', 'NEW BUSINESS INFORMATION', 'AVAILABLE SITES & PROPERTIES', and 'RESOURCES'. The main content area features a large banner with the text 'SMALL TOWN. URBAN CONNECTIONS.' and 'THE STORY OF OUR BUSINESS COMMUNITY'. Below this is a grid of six smaller images with captions: 'COMMUNITY PROFILE', 'LIVING IN CARY', 'NEW BUSINESS INFORMATION', 'AVAILABLE SITES & PROPERTIES', 'RESOURCES', and 'BUSINESS INCENTIVES'. A section titled 'STRATEGIC ADVANTAGES FOR BUSINESS' follows, with a data bar showing '\$9,357', '961', '8.3%', and '402,500'. At the bottom, there is a map of Illinois highlighting Cary, IL, and contact information for the Village of Cary.

Development Process & Timeline



Project Kickoff: 2 weeks

- Kickoff meeting with McD Digital and client team
- Internal strategy session
- Site mapping/site restructuring
- Client feedback on sitemap
- Changes or updates to sitemap (if any)

Design: 4 weeks

- Design of homepage and under page
- One round of edits
- Design approval from the client

Programming: 8 - 12 weeks

- Programming new design
- Content transfer to new database
- Responsive testing
- QA testing
- Send site link to client team for review

Launch: 2 weeks

- Make adjustments/edits (if any) received from the client team
- Final mobile testing and tweaks to content
- Launch to host

Overall Turnaround Time from Start to Finish: Approximately 4-5 months

Estimated Launch Date: November/December 2024

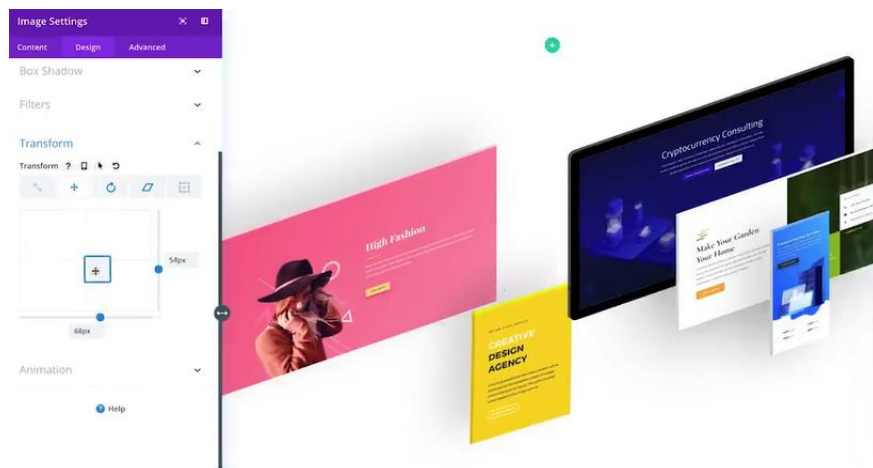
Our Solution



We will utilize WordPress for your new website. WordPress is an extremely versatile CMS that provides long-term growth for your site as it evolves and as future business requirements demand additional functions. WordPress is built using plugins that perform different functions for your website. Some plugins are free and others are paid. There are thousands of plugins available to meet a variety of business needs. As new requirements develop, new plugins can be installed to meet these requirements. Designs are governed by themes. Developing the new site in our preferred WordPress theme “Divi” will enable us to create dynamic page layouts while supporting the overall look and feel of the site.

Divi Takes WordPress To A Whole New Level With Its Incredibly Advanced Visual Builder Technology

You've never built a WordPress website like this before. Divi is more than just a WordPress theme, it's a completely new website building platform that replaces the standard WordPress post editor with a vastly superior visual editor. It can be enjoyed by design professionals and newcomers alike, giving you the power to create spectacular designs with surprising ease and efficiency.



Recommended Plugins

Formidable Forms



Website forms will be created within Formidable, the most advanced WordPress form builder available. You may create an unlimited number of forms for your site. Forms are independently created through this plugin and then simply embedded into a page through a supplied code. You will have the ability to create diverse forms using drop-down lists, radio buttons, check boxes and open fields. reCaptcha can be added to any form to provide additional security.

We anticipate using the free version of Formidable, but paid versions are available if needed.

Business Directory Plugin



Utilizing the Business Directory Plugin, you will be able to showcase the various businesses that make up your thriving economy. The paid plugin includes the ability for customers to claim a listing on the website and then edit their own listing. Additional features include Google Maps, search categories and featured listings.

We recommend using the pro version at an initial cost of \$149/year (renews at \$249/year after year 1).

Event Calendar Pro



Event Calendar Pro is one of the top event calendar plugins on the market. The pro plugin includes multiple views, recurring events and event categories. Optional add-ons are available for community submissions, event tickets and a filter bar.

Event Calendar Pro starts at \$99/year. Community submissions are available for an additional \$89/year and registrations are available for another \$99/year. These are all a la carte, so community submissions are not needed for registrations and vice versa.

Smash Balloon



Smash Balloon allows us to add Instagram, Facebook and other social feeds directly onto your website. These feeds can be from your own social media or aggregate a specific hashtag. These can include moderation if needed.

The plugin starts at \$100/year for an Instagram feed and goes up in price based on what social media accounts you are feeding in.

Yoast SEO

Prior to launch, we will set up/configure the website with Yoast SEO, the No. 1 rated WordPress SEO plugin available. Yoast allows you to easily input SEO related fields such as title tags, meta descriptions and keywords, eliminating the need to code these manually. It also provides a quality score for each page to let you know where your holes in optimization are. Other great features include the ability to generate a sitemap and breadcrumbs while fully integrating with Google Search Console and your social media channels.



Sacuri Security

Sacuri Security is a free security plugin that is used in conjunction with our hosted server solution to make sure your site is secure from bots and hackers. Sacuri monitors known blocklists and provides security notifications when bots or hackers attempt to access your site. With Sacuri and our managed hosting, you can be assured your site is safe and secure for all users.



AccessiBe

AccessiBe is an accessibility plugin that is used to increase compliance with ADA, WCAG 2.1, ATAG 2.0 and Section 508 requirements. It will be used to enhance the browsing experience of those with visual impairments. The tool allows you to desaturate the look of the site, change the color contrast, enlarge text and highlight links. These settings can be changed via a frontend toggle that will always display on top of content on the website.



AccessiBe starts at \$49/month.

G Translate

For a free translation plugin, we recommend G Translate. The plugin offers 103 languages and includes automatic translations. If the free version does not meet expectations, they also offer a paid version or we work with additional vendors that can provide translation services directly.

Project Scope Requirements	
Develop mobile-first designs that are responsive to users on different devices.	With more and more users now on mobile devices, our team will focus on a mobile-first design for your website, providing you with a look that specifically will work on smaller devices but will also look great on desktops.
Improve and streamline site navigation and searchability.	A new website site map will be created in Octopus.do that utilizes a data-driven approach for navigation and customer journey.
Must be cross-browser compatible (Google Chrome, Firefox, Safari, Internet Explorer, etc.).	Our websites support all active browsers, including Chrome, Firefox, Edge (formerly Internet Explorer) and Safari.
The website is required to provide security features to prevent website hacking or defacement.	Our managed hosting solution will keep your site secure with free SSL and active monitoring. An optional two-factor authentication is available if the client chooses to use that feature. WAF and DDoS services can be recommended to complement the site if needed.
Website to include integrations for registration, event calendar and Google Analytics.	Google Analytics 4 and Tag Manager will be installed on your site to allow for tracking site metrics. We will also submit a new website to Google post-launch. An event calendar plugin will be installed and registrations can be added to the plugin for an additional \$99/year.
Refresh the backend, providing cost-effective solutions for hosting software products working within budget parameters.	Our goal with every project is to create sites that are easy for our clients to use and scalable to their needs. We don't earn commission on our plugins, so if one of them does not meet your needs or is outside your budget parameters, we will work with you to find a better solution.
Google Integration for language accessibility.	McD Digital can offer multiple site translation solutions, including both paid and free options depending on your needs.
Utilize responsive design to ensure optimal display on various screens, including mobile devices.	Our mobile-first design strategy and fully mobile response theme will mean your site will work on any device type and screen size.
The site must be able to be updated by the Village after it is built out. Training on updating content, maintaining the website and other support should be included.	Two hours of training are included in the proposal and can be allocated for future use. All sites are warranted 30 days post-launch. After that period, we have included an option for monthly website maintenance.

Technical Requirements	
Specify the preferred content management system (CMS) or any technical platforms to be used.	We recommend WordPress for your new site. WordPress is the No. 1 CMS in the world for a reason. It is easy to use, well-supported and fully scalable.
Define hosting and server requirements, including scalability and security measures.	We offer a managed WordPress hosting solution. This solution is focused on uptime all the time and keeping your site running efficiently and safely. If for whatever reason your site does go down, our team will work quickly to get it back up and running.
Outline performance expectations (e.g. , page load speed, uptime).	Our goal with all sites is uptime all the time. As part of your web build, our programmers will work to create a site that not only looks amazing but scores well with Google PageSpeed Insights for mobile. This includes using the right size images, optimizing and embedding videos, and minimizing additional JavaScript.
Design and User Experience Requirements	
Describe the desired look and feel of the website, including a brand refresh.	All our sites are custom-designed based on client input and branding. We will complete an onboarding process that will include learning more about your destination so we can create a site that truly looks and feels like the Village of Hoffman Estates. As a part of this project, we will develop a new tourism brand logo, colors and tagline.
Specify requirements for responsive design and mobile optimization.	Our solutions are responsive and mobile-optimized out of the gate. No additional requirements from the client are needed to meet this goal.
Outline user experience (UX) considerations and desired features for easy navigation and engagement.	Our team uses our experience and industry data to build sitemaps that are easy to navigate and engage the user. We want users to quickly and easily find the information they are looking for. We utilize UI/UX strategies to fully engage the user and drive them deeper into the site for further engagement!

Content Strategy Requirements	
<p>Discuss content requirements, including text, images, videos and other multimedia elements.</p>	<p>Backend access to the current site would be appreciated so our team can migrate any existing content to the new site. Included in this proposal is additional copywriting time to write new content and punch up existing content. As a full-service marketing agency, McD Digital can also provide quotes for video and photography shoots if required.</p>
<p>Specify any SEO (search engine optimization) requirements for content optimization.</p>	<p>Our copywriters and programmers are SEO trained and will work to create a site that is SEO-optimized at launch. However, as SEO is constantly changing, we have quoted an SEO package at the end of this document. Our team will work with you after launch to help drive organic traffic to your site.</p>
<p>Mention any content creation or migration support needed from the vendor.</p>	<p>Our quote includes hours for content migration and copy creation but is limited to those specific hours. Some copy creation will most likely be needed from the client as well as assistance in moving business directory listings and event listings. The specifics of this will be defined during the kickoff of the project.</p>



WordPress Website Development Budget

Includes the minimum number of hours required for concept, design and copywriting and will require some assistance from the client to complete content.

Onboarding (4 hours)	\$500
Project Management (20 hours).....	\$2,500
Brand Development (Tourism Logo, Color Scheme and Tagline)	\$5,000
Website Concept & Design (50 hours).....	\$6,250
Copywriting (28 hours)	\$3,500
Technical Setup (8 hours)	\$1,000
• Custom Design Integration	
• Sitemap Integration	
Development (53 hours).....	\$6,625
• Data Transfer; Page Buildout & Styling	
• Basic Plugin Installation & Configuration	
• Form Creation	
• Analytics/Search Console/Yoast	
• Redirects	
Business Directory Implementation, Styling & Buildout (10 hours)	\$1,250
Event Calendar Pro Implementation, Styling & Buildout (10 hours).....	\$1,250
Social Media Integration (2 hours)	\$250
Proofing, Testing & Deployment (12 hours)	\$1,500
Training (2 hours).....	\$250
Total Investment.....	\$29,875

3rd Party Costs -- These costs will be paid directly to the plugin/theme developers.

Event Calendar Pro.....	\$99/year (+ \$89/year for Community Submissions)
Business Directory Elite.....	\$149
Smash Balloon.....	\$100 retainer
AccessiBe ADA Plug-in.....	starting at \$49/month \$588/year

Photography and Videography Available: starting at \$150/hour; Additional Copy Writing: \$125/hour or quoted in a bulk package



VILLAGE OF HOFFMAN ESTATES
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING DIVISION MONTHLY REPORT

SUBMITTED TO: PLANNING, BUILDING & ZONING COMMITTEE

BY: Jennifer Horn, Director of Planning and Transportation *Jennifer Horn*

September 2024

GENERAL UPDATES

- Planning staff assisted the Communications team with the Village’s “City Hall Selfie” day, earning an award for “Most Cinematic City Hall Selfie”.

LONG RANGE PLANNING PROJECT STATUS



- ◆ Teska Associates (as lead) and Ancel Glink awarded contract to complete the Zoning Code Update project.
- ◆ The PB&Z Committee moved to support the consultant’s findings and recommendations on August 7, 2023.
- ◆ The project website is live at www.VOHEzoning.org.
- ◆ Drafting is ongoing based on direction provided by the PB&Z.
- ◆ Community engagement remains ongoing and additional public comment emails continue to be received.

Zoning Code Update Timeline



- ◆ Epstein (as lead), HNTB, and All Together awarded contract for comprehensive multimodal plan: Hoffman in Motion.
- ◆ Website is live www.hoffmaninmotion.com.

Public Engagement

- ◆ Steering Committee meeting was on May 2.
- ◆ Over 300 survey responses were received.
- ◆ Focus groups held with the Youth Commission, Sustainability Commission & Commission for People with Disabilities.
- ◆ Pop-Up events held at the Senior Luncheon in May and Crank Revolution Bike Ride on June 12, Bell Works on August 7 and Summer Sounds on the Green on August 15. Visit www.hoffmaninmotion.com/photos to see pictures from these events!
- ◆ The July 11 *Hoffman In Motion Summer Hang* at South Ridge Park was an overwhelming success, with over 300 attendees. Thanks to our partners at Pace, the Windy City Bulls, Crank Revolution, First Student Bus, and the Police and Fire Departments for their support.



Work Product

- ◆ Project remains on track for summer 2025 completion. Existing Conditions Report is drafted and ready for Committee review.



ACTIVE PLANNING PROJECTS

Project	Address	Status	PZC or PBZ Meeting	VB Meeting
Pfizer Lift Station Plat of Easement	2000 CENTER DR	APPROVED	8/5/24	8/5/24
Bell Works Townhomes Site Plan Amendment	1705 LAKEWOOD BLVD	APPROVED	8/5/24	8/5/24
Sideyard Setback Variation for a Deck	1720 HIGHLAND BLVD	PUBLIC MEETING	9/18/24	10/7/24
CMIC Addition	2860 FORBS AVE	ON HOLD		
Beverly Property Mass Grading (staff approval)	2601 BEVERLY RD	UNDER REVIEW		
Compass Data Center Site Plan	3333 BEVERLY RD	UNDER REVIEW		
Dunkin' Water Main Easement	1305 N BARRINGTON RD	UNDER REVIEW		
Apple – Golf Rezoning and Concept Review	1180 & 1190 APPLE ST	UNDER REVIEW		
HE Community Bank Master Sign Plan	2200 W HIGGINS RD	UNDER REVIEW		
Scooter's Coffee	2 E HIGGINS RD	UNDER REVIEW		
Harvest Community Church Parking Lot Expansion	2060 STONINGTON AVE	UNDER REVIEW		
Kensington Fields Townhomes (Pulte)	1950 HASSELL RD	UNDER REVIEW		
Microsoft CHI07	3125 N BARRINGTON RD	UNDER REVIEW		

MONTHLY PLANNING PROJECT ACTIVITY

Projects Submitted by Type	AUGUST	2024 YTD
Pre-Development		2
Agreement		
Annexation		
Courtesy Review		
Easement		3
Master Sign Plan		3
Plat of Subdivision		2
Other Plat		2
RPD Amendment		1
Site Plan Review		14
Special Use		4
Text Amendment		
Rezoning		1
Variation	1	6
Total	1	38
FOIA Processed	0	17
Zoning Verification Letters	0	3
Building Permits Reviewed by Planning	85	588

PLANNING PERFORMANCE MEASURES

Site Plan Review Process	August		Year to Date	
Number of administrative/staff review site plan cases completed	0	NA	7	88%
Number of PZC site plan cases processed	0		1	
Annual goal is to complete at least 65% of site plan cases through administrative review process				

Site Plan Review Timing	August		Year to Date	
Number of cases processed within 105 days	0	NA	8	100%
Annual goal is to complete 100% of cases within 105 days				



VILLAGE OF HOFFMAN ESTATES
DEPARTMENT OF DEVELOPMENT SERVICES
CODE ENFORCEMENT DIVISION MONTHLY REPORT

SUBMITTED TO: PLANNING, BUILDING & ZONING COMMITTEE
BY: Sanyokta Kapur, Director of Building & Code Enforcement

September 2024

GENERAL ACTIVITIES

- On August 1, 2024, David Banaszynski & Kathleen Kuffer put on a presentation for the District 211 school food program.
- On August 13, 2024, Tricia Morandi attended a NWBOCA virtual seminar on Building an Effective Case.
- On August 20, 2024, Tricia Morandi attended a Central Square webinar on 2024 Roadmap.
- On August 28, 2024, Tricia Morandi attended an online Central Square Best of the West Users Group meeting.
- Congratulations to David Dodge, who has joined the Building and Code Enforcement Division as the Building Official.
- **Seasons of Hoffman Estates** has received occupancy for its clubhouse and seven residential buildings. Framing is underway for the final building.
- **Microsoft** has started construction on the Colos 2 to Colos 5 buildouts in Building 1, CHI05. The permit process is ongoing for CHI06, Building 2 of the campus, after Village Board site plan approval.
- Demolition of existing structures is ongoing at the Sears campus. Mass grading of the **Compass** data centers has been approved by Village Board and Site Development permit is under review.
- **Popeye's** on Higgins Rd has received Certificate of Occupancy and is expected to have a Grand Opening soon.
- **Dar-UI -Ilm** Foundation interior buildout for religious center at Lakewood Blvd is ongoing.
- The **I Smell Bacon** on Sutton Rd has received a certificate of occupancy and is officially open for business.
- **Dunkin'** on Barrington Rd. has received a temporary certificate of occupancy and is officially open for business.
- **ComEd** is almost complete with construction on the Pembroke Ave. substation expansion.
- Construction is ongoing for the new **Advocate** outpatient facility on Hoffman Blvd. within Prairie Stone. Interior finishes are almost complete and site work is ongoing.
- The **Starbucks** at Fountain Crossing on Barrington Rd has received certificate of occupancy and is officially open for business.
- **Airdrie Estates** subdivision has several lots under construction for new single-family homes.
- Code Enforcement staff have been involved in several ongoing property maintenance cases as well as annual monitoring of commercial snow removal and pothole maintenance.

Bell Works Construction Update:

- Staff is working with Bell Works on several tenant build-outs and atrium events throughout the east side. Site Development permit approval for Bell Works Townhomes is pending.

2024 Code Enforcement Freedom of Information Act Requests Processed

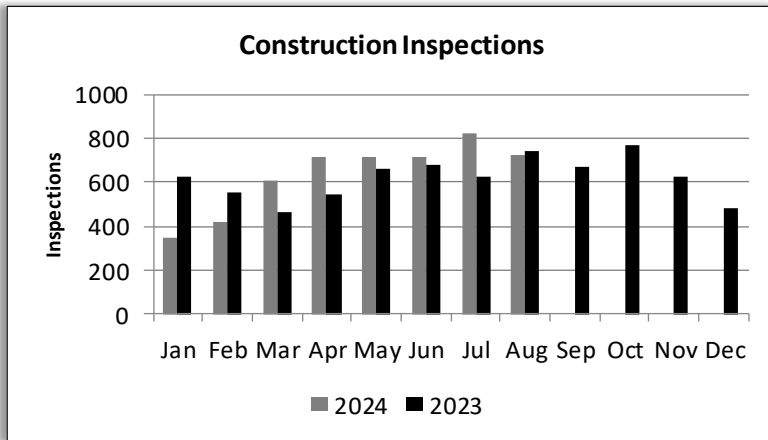
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
31	34	51	46	54	52	52	51					371

2024 Code Enforcement GovQA Questions & Complaints Processed

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
10	4	16	20	35	21	23	13					142

Construction Inspections

Year	2024	2023
Jan	346	628
Feb	415	555
Mar	607	468
Apr	715	544
May	718	657
Jun	717	676
Jul	827	625
Aug	720	743
Sep		671
Oct		770
Nov		629
Dec		478
Total	5065	7444



Construction inspections include review and closure of older permits that have not yet had a final inspection.

RENTAL HOUSING LICENSE AND INSPECTION PROGRAM

- There are currently 1,840 rental properties registered. This includes 1,184 single family and townhome units (64%) and 656 condominium units (36%). This number fluctuates based on new registrants and owners who choose to no longer rent their properties.
- Renewal notifications were mailed on November 15, 2023, to all rental properties. The deadline to submit payment and update registration information was February 1, 2024.
- As of September 3rd, 1,807 properties have renewed.

2024 Rental Inspections

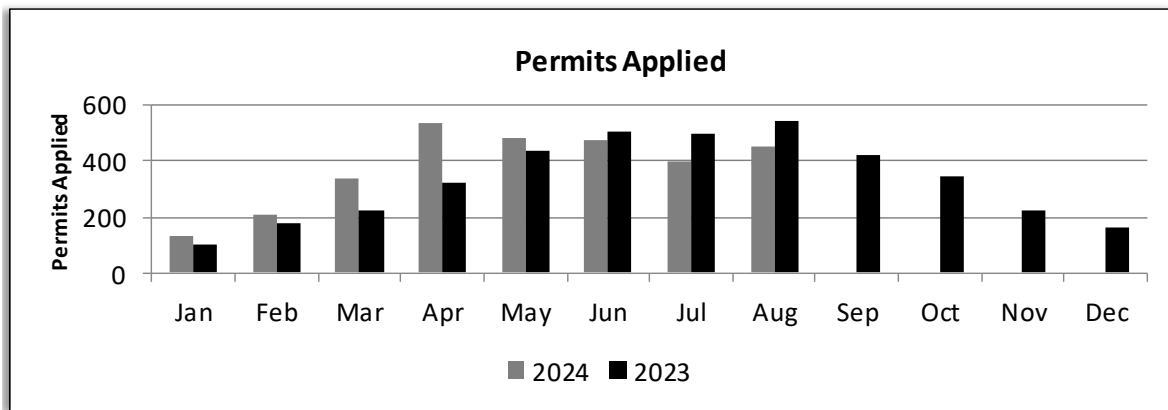
Inspection	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Annual	124	76	68	113	107	127	160	100					875
Reinspections	108	87	64	68	78	79	79	118					681
Total	232	163	132	181	185	206	239	218	0	0	0	0	1556

2024 Permits Issued

Permit	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 YTD	2023 Total
Commercial New	0	1	0	1	2	0	0	3					7	9
Single Family New	0	0	0	0	1	0	0	0					1	5
Land Development	0	0	0	0	0	0	0	0					0	1
Fire	13	8	15	9	3	9	17	18					92	158
All Other Permits	108	127	205	367	299	296	312	308					2022	2907
2024 Total	121	136	220	377	305	305	329	329	0	0	0	0	2122	

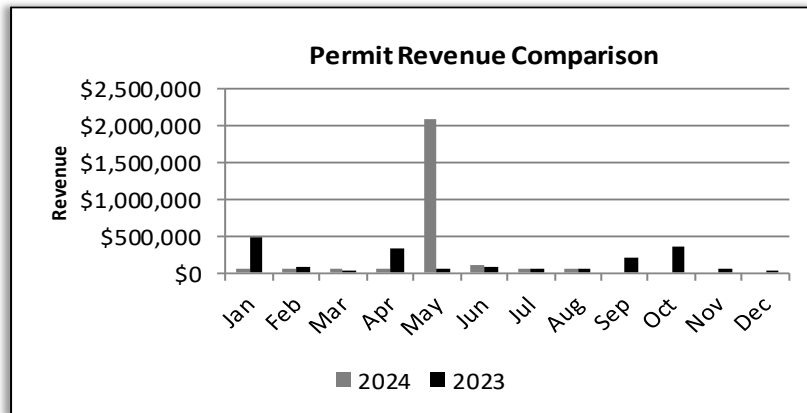
2024 Permits Applied

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2024	134	205	340	535	479	470	395	447					3005
2023	105	179	227	322	433	505	496	544	419	345	223	161	3959



Permit Revenue

Year	2024	2023
Jan	\$54,595	\$475,262
Feb	\$55,383	\$92,415
Mar	\$61,118	\$48,876
Apr	\$63,268	\$331,820
May	\$2,080,130	\$62,483
Jun	\$100,777	\$85,224
Jul	\$67,251	\$67,487
Aug	\$70,712	\$66,181
Sep		\$222,586
Oct		\$350,822
Nov		\$56,694
Dec		\$34,685
Total	\$2,553,234	\$1,894,535

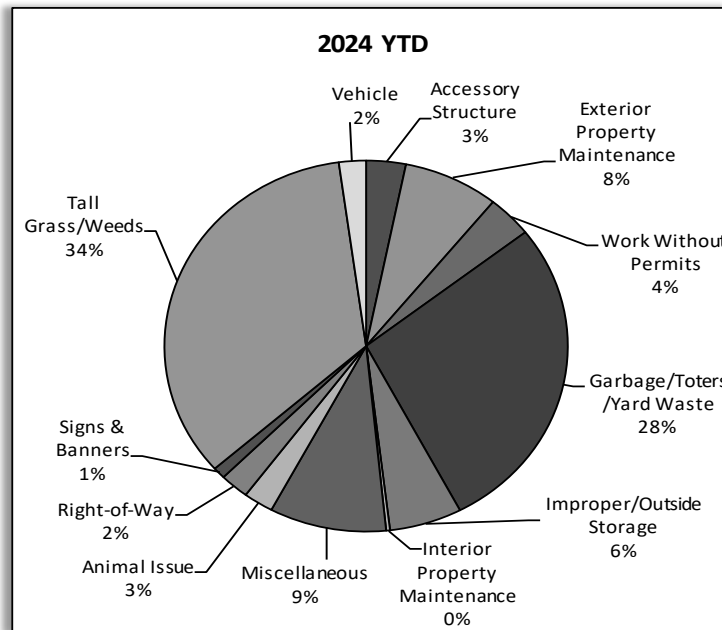


2024 Budget: \$3,767,000.

Total Revenue includes building permits, fire permits and Temporary & Full Certificates of Occupancy.

2024 Property Maintenance Summary Report

Violation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 YTD	2023 Total
Accessory Structure	1	3	3	14	6	6	3	5					41	44
Exterior Property Maintenance	4	2	19	36	15	10	7	6					99	93
Work Without Permits	1	4	5	4	7	9	11	6					47	58
Garbage/Toters/Yard Waste	25	70	25	52	60	28	40	59					359	468
Improper/Outside Storage	5	8	3	10	9	13	12	15					75	165
Interior Property Maintenance	1	0	0	0	2	1	0	0					4	11
Miscellaneous	16	14	27	10	15	15	14	10					121	123
Animal Issue	1	0	0	3	1	2	11	13					31	35
Right-of-Way	4	0	0	10	2	5	3	6					30	15
Signs & Banners	1	3	2	0	2	1	1	3					13	15
Tall Grass/Weeds	0	0	0	21	190	80	78	74					443	276
Vehicle	2	5	3	4	2	4	4	4					28	70
2024 Total	61	109	87	164	311	174	184	201	0	0	0	0	1291	
2023 Total	60	69	49	102	257	208	142	131	107	118	69	61		1373



2024 Citations Issued

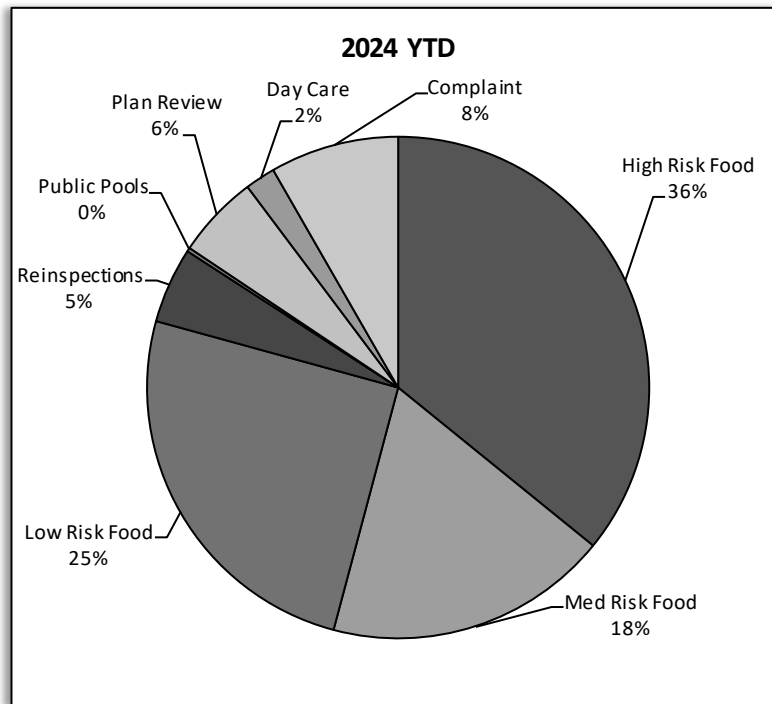
Violation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Business License	24	20	14	2	90	33	8	24					215
Code	42	59	177	46	89	83	67	65					628
Rental	0	74	103	0	113	49	6	66					411
Total	66	153	294	48	292	165	81	155	0	0	0	0	1254

2024 Adjudication Court Dockets - Citations Presented

Court	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Code/Bus. Lic.	37	54	56	65	82	102	106	82					584
Rental	75	84	36	87	73	72	88	60					575
Total	112	138	92	152	155	174	194	142	0	0	0	0	1159

2024 Environmental Health Inspection Report

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
High Risk Food	37	34	0	0	32	39	1	4					147
Med Risk Food	0	0	34	35	0	1	4	1					75
Low Risk Food	0	0	1	2	1	0	42	57					103
Reinspections	2	0	4	2	2	4	3	3					20
Public Pools	0	0	0	0	1	0	0	0					1
Plan Review	3	0	1	6	3	4	2	3					22
Day Care	0	0	2	5	0	0	0	1					8
Complaint	2	1	3	6	5	4	7	6					34
Total	44	35	45	56	44	52	59	75	0	0	0	0	410



Food establishments are divided into the risk categories of high, moderate or low, and planned inspections are performed three, two, or one time each year respectively. A high-risk establishment presents a high relative risk of causing foodborne illness based on the large number of food handling operations typically implicated in foodborne outbreaks and/or the type of population served by the facility. There are approximately 285 facilities that require a total of approximately 525 planned inspections throughout the year (this number fluctuates based on businesses opening/closing).

ECONOMIC DEVELOPMENT

EVENT HIGHLIGHTS



Ms. Oshana attended Celtic Fest to capture moments for Tourism efforts.



Staff attended the Lambda Alpha August Luncheon focusing on Suburban Reinvention projects.



Staff toured and touched based with TRUMPF about the future & present state of the business.



Attended the REJournals Apartment Summit Conference



Networked at the ICSC NextGen event on Wrigleyville Rooftop



Hosted a delegation of Polish brokers through Illinois REALTORS at Bell Works Chicagoland.

SUMMARY OF ACTIVITIES

- Staff worked to draft a Small Business Improvement Grant for the Stonington & Pembroke TIF District to encourage small business growth, increases EAV, and add jobs to the area. The matching grant would be a maximum of \$30,000 for permanent fixture improvements. Further details will be presented at the monthly PB&Z meeting.
- Mr. Kramer volunteers on multiple committees who met this month including the ICSC Community Advancement Advisory Committee and the IEDC Excellence in Economic Development Awards Advisory Committee. He also graded CEcD exams for his continuing education.
- Continued planning the next C-Suite Breakfast. Save the date for October 9th at 9am at the Vistex offices.

SUMMARY OF ACTIVITIES (CON'T)

- Staff met with another 3 businesses as part of the BRE program including TRUMPF, Steven Plastics, and MatrixSpace.
- **As part of the BRE program, Staff planned and executed, in conjunction with the Economic Development Commission, a BRE Blitz on September 4th. This involved going out in teams of two to businesses in the Roselle Rd TIF District. We connected with over 40 businesses within an hour and a half.**
- Continued working on the fall update of the Restaurant Guide. The spring version of the guide received very positive feedback. The guide will be updated on a bi-annual basis.
- Staff prepared for a busy September by getting ready for ICSC@CENTRAL, BISNOW Data Center Midwest, REJournals Multi-family conference, IEDC Annual Conference, and the Data Center Anti-Conference.
- Staff met with several property owners within the S&P TIF to understand the best course for bringing new tenants into the area.
- Worked with Next Level Northwest to plan and market a new quarterly business basics workshop, hosted at Hoffman Estates Village Hall. The new format of NLNW will require all businesses to attend one of these workshops prior to submitting an application for one-on-one coaching assistance.
- Provided resources to small businesses and connected several of them to NLNW.
- Staff met with several potential businesses and developers looking to lease or purchase space in the Village.
- Completed all liaison duties for the Arts Commission including the last summer concerts. Also completed all duties for the Economic Development Commission.
- Staff continued communication with Inspired by having a check-in meeting at Bell Works to talk present and future issues, tenants, and projects.



TOURISM

HOTEL UPDATE

THROUGH JULY 2023 VS JULY 2024

YOY HOTEL TAX REVENUES DECREASED BY \$3,139

2023 YOY HOTEL TAX REVENUE

Total hotel tax revenues collected for June 2023 -\$162,650

2024 YOY HOTEL TAX REVENUE

Total hotel tax revenues collected for June 2024 -\$159,511

Several new General Managers in moved into the Hoffman Estates market; Clint DeLee is the new GM at the Chicago Marriott NW (Clint was previously the GM at the Hilton Garden Inn); the new GM at the Hyatt Place is Michelle Emmons (Michelle was previously the Assistant GM at the Hilton Garden Inn); and Jose Quinones is the new GM at the Hampton Inn and Suites. The Chicago Marriott NW, Hampton Inn and MainStay Suites are currently without Directors of Sales.

VISITHOFFMAN UPDATE

- McDaniels Marketing was selected to assist in a light rebrand and website update of the Village's tourism page. A kickoff meeting occurred on August 30th. Staff will present a detailed report at the PB&Z meeting this month.

EVENTS

- Celtic Fest/Shenanigans on the Green - August 10, 2024: Event attendance grew significantly, bringing an increase in F&B sales seven times the previous year. Commission recap meeting will be held in September to discuss attendance and improvements for 2025.
- Ken Kraft Midlands Wrestling Tournament - NOW Arena December 27-31, 2024: Staff met with event organizers, Northwest University. In 2024, the tournament is growing to include middle school and high school wrestling teams. Staff solicited HE hotels to become host and partner hotels to house teams. Successfully negotiated no rebates or commissions to the event again this year. Host and partner hotels would agree to provide complimentary rooms to house event staff and officials. This event typically draws over 700 room nights.
- Volleyball World - FIVB - NOW Arena June 2025: Tourism staff toured the site selection team for this prestigious event that features top tier National Teams from 7 countries. Toured hotels and practice sites then the NOW Arena. This event, at a minimum, would draw 1,000 room nights to the area. The site team advised that frequently international teams will arrive a week early or remain an additional week after the Tournament increasing the occupancy opportunity. Anticipated F&B spend for the host hotel would be upwards of \$250,000.

MEETINGS/ACTIVITIES

- 4th of July Commission meeting
- Celtic Fest Commission meeting
- Attended Makers Mart at the Hideaway
- Attended Car Show at Barrington Square
- Toured Village to source site for new Makers Mart in Hoffman Estates
- Meeting to discuss ways to improve the MainStay Suites
- Met with Chicago Marriott NW owners, the outgoing GM at Chicago Marriott NW, and the new GM
- Met with MEET Chicago NW Sports Market Director to discuss Volleyball World event in 2025
- Met with Crumbl Cookie owner to discuss strategies to increase sales and participate in Village and School Districts events
- Researching grant opportunities to draw US Volleyball event for 2025
- Webinar - The tourism economy; trends, opportunities and strategies for growth
- Webinar - Get Smart, AI tools essential for planning events



Kevin Kramer, Director of Economic
Development



Linda Scheck, Director of Tourism & Business
Retention