

# Economic Development Planning Village of Big Rock

May 13, 2013

# IEDC Definition

*From the International Economic Development Council:*

“...a program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provide a stable tax base.”

# Economic Development Policy Areas

- Monetary and fiscal policies, regulation of financial institutions, trade, and taxation (Federal Level)
- Infrastructure development and quality of life issues -- highways, parks, affordable housing, crime prevention, and education (Local and State level)
- Job creation and retention through specific efforts in business finance, marketing, neighborhood development, small business development, business retention and expansion, technology transfer, and real estate development (Local level)

# Village Board Role

- Set Strategic long-term goals - *Infrastructure, Incentives, Recruitment targets*
- Define Policy - *Infrastructure, Incentives, Recruitment targets*
- Assist in legislative lobbying at state and federal levels
- Reach out to community resources and partners, including business retention
- Sounding board as needed on community issues

# Definitions and Roles

- **Economic Development is**

... the process of creating wealth through the mobilization of human, financial, capital, physical and natural resources to generate marketable goods and services.

- **Role of a local ED Professional**

... to influence the process for the benefit of the community through expanding job opportunities and the tax base

... to facilitate development of the product (the City)

... to facilitate collaborative visioning, leadership development, and problem solving

# Types of Infrastructure

- Physical
- Sewer
- Water
- Roads
- Electric
- Storm water
- Fiber
- Human

# More than job creation

- Economic development provides a context for the private sector climate to work in, a good pro-business climate where governmental regulations are reasonable and maintain the desired quality of life without over taxing business.
- Retention first, but complementary attraction necessary or you'll lose dollars to other towns.

# Why Build Human Capital?

**To negotiate and mediate  
competing interests!**

*“Networks get things done”*



# Where to start?

On a broad scale, anything a community does to foster and create a healthy economy can fall under the auspice of economic development.

## To Summarize....

- Create an **environment** where business wishes to locate and will locate because the community has the right infrastructure in place.
- More than roads, sewer, water, electric, this includes fiber optics and **HUMAN infrastructure**.
- All communities have **strengths and weaknesses, problems, and opportunities**.
- How the community works together to solve problems and meet goals depends on human infrastructure – **leadership** (formal and informal).
- **More than Jobs and Sales Tax**

# Situational Analysis

- Economic Development Goals and Objectives differ between communities and over time in the same community.
- Identify the community's vision about where to go before determining tactics on how to get there.
- Most ED programs focus on the physical infrastructure but the human capital is the most important.
- A sustainable program begins with the right people at the table.
- Identify strengths and weaknesses. Sell the strengths, plan to strengthen the weaknesses.

# Situational Analysis

- What are your resources?
- How much participation do you have from local government?
- How much participation do you have from the private sector?
- What work sectors?
  - Tourism
  - Downtown development
  - Industrial or commercial development

# Sustainable Eco Dev

## Key is the Process

- Bring Community Leadership together **on a regular and on-going basis** to identify, define, and create action plans to address community problems.
- Intervene as needed in normal economic growth by making it easier or more attractive.
- Influence the direction of private sector investment toward opportunities that can lead to sustained economic growth.

# Sustainable Eco Dev

*An additional note on sustainability:*

*Capital is rational and seeks the greatest return.*

While financial incentives can help encourage investment in a community, **there is no alternative to private sector investment as the engine for long term economic growth.**

# Data is the Foundation

- Databases:
  - Employers Database
  - Available Sites
  - Request for Information (RFI)
  - Business Activity (*new, closed, relocations*)
  - Sales Tax payees
- Recruitment Packet is based on data
  - Development Opportunities Inventory
  - Community Profile
  - Tax Base statistics

# What Data is applicable?

- EAV – Urban Land Institute – *(65% / 35%)*
- Traffic Counts *(2003 Land use Plan – 7,000 on Route 30)*
- Population *(daytime and visitor)*
  - Union – *900 population– Restaurant and Legion, 2 Auto Repair, Offices, Trench It, 2 Museums, 3 office/services, 6 mfg plants*
  - What does everyone leave town for?
  - Who can open second location?
- Needed Infrastructure – Village Engineer - *PTE per use type*

# Basic EDD Goals

## Goal #1: Strengthen Downtown

- Facilitate collaboration among stakeholders – regular meetings
- Marketing assistance for business promotions
- “Customer Friendly Hours Program”
- “Front Line Training”
- Tourism Programming
- Business Development



# Basic EDD Goals

## Goal # 2: Business Retention

- Knowledge of resources, grants, outside funds
- Identification of unique and new products
- Business Surveys and Visitation Program
- Clearly stated consistent permit process
- Business Assistance Programming – refer to Small Business Development Center and Library
- Building Connections – biz and property owners, residents, Chamber

# Basic EDD Goals

## Goal #3: Business Recruitment

- Available Sites Database
- Marketing materials tailored for each business district and sectors of the economy
- Commercial property owner relationships
- On-line Marketing – State of Illinois LOIS
- Basic Recruitment Packet - *Community Profile, Business Resource Guide, Demographics, Retail and Development opportunities, Traffic Counts, Consumer Expenditures, Daytime Population*


# Partnerships!

- With limited resources, don't duplicate services. Partnerships with the Small Business Development Center, Chamber of Commerce, and other governmental agencies are invaluable.
- City of Geneva's relationship with our Chamber of Commerce is integral and vital to our successes.

# Why Big Rock?

- Meet with existing businesses
- Interests?
  - Horses
  - Antiques
  - Photography
  - Motorcycle / Car Clubs - scenic rides
  - Trains
  - Camping
- On the Way to Where?
  - I-39 to aurora
  - Chicagoland to Camping
  - Sandwich Fair

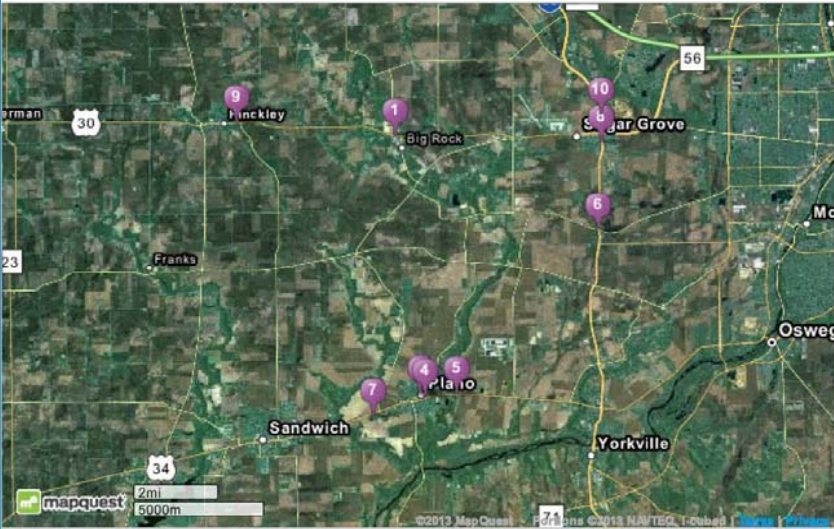
# What does via “social media” say about Big Rock, Illinois?



Search Results 1-10 for:  
**"Gas Stations"**

Notes

|   |  |    |  |
|---|--|----|--|
| 1 | <b>ROCKWAY MINI MART</b><br>48W230 US HIGHWAY 30<br>BIG ROCK, IL 60511<br>(630) 556-3841 | 6  | <b>COUNTRY STOP CITGO</b><br>95595 STATE ROUTE 47<br>SUGAR GROVE, IL 60554<br>(630) 466-4699 |
| 2 | <b>CITGO</b><br>101 WAUBONSEE DR<br>PLANO, IL 60545<br>(331) 552-7867                    | 7  | <b>MURPHY USA #6639</b><br>6700 LAKESIDE DR<br>PLANO, IL 60545<br>(630) 552-1909             |
| 3 | <b>CASEYS GENERAL STORE</b><br>16 N CENTER ST<br>PLANO, IL 60545<br>(630) 552-1204       | 8  | <b>MOUTRAYS BP</b><br>109 CROSS ST<br>SUGAR GROVE, IL 60554<br>(630) 466-7925                |
| 4 | <b>PLANO BP</b><br>204 E SOUTH ST<br>PLANO, IL 60545<br>(630) 552-1641                   | 9  | <b>JACKS BP</b><br>535 E LINCOLN AVE<br>HINCKLEY, IL 60520<br>(815) 286-3121                 |
| 5 | <b>MARATHON</b><br>1001 W ROUTE 34<br>PLANO, IL 60545<br>(630) 552-3330                  | 10 | <b>GAS MART USA #22</b><br>201 STATE ROUTE 47<br>SUGAR GROVE, IL 60554<br>(630) 466-7680     |



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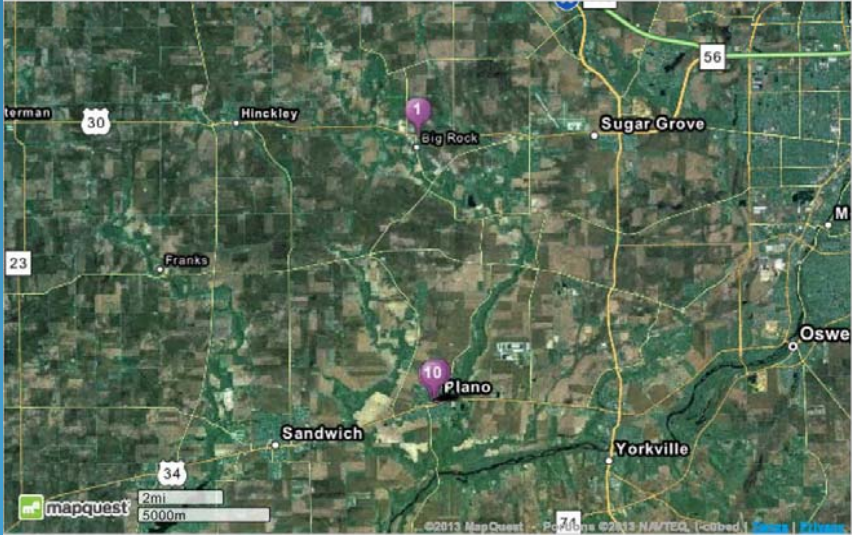
What do  
visitors hear at  
the cafe?  
Post Office?  
Library?  
Schools?  
  
See on your  
website?

**mapquest**

Search Results 1-10 for:  
**"All"**

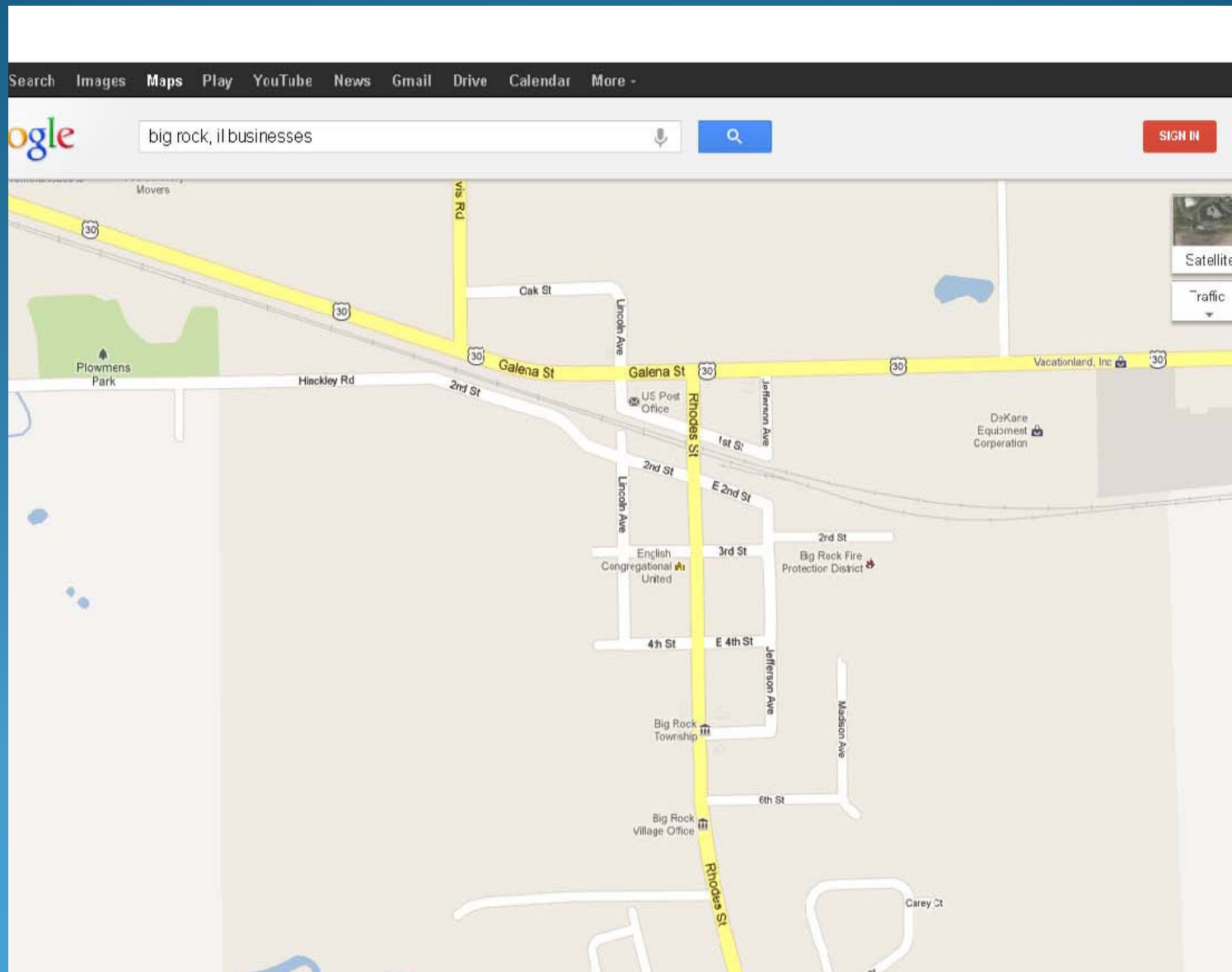
Notes

|  |  |
|--|--|
| <b>1 Country Cafe</b><br>103 E Galena Rd<br>Big Rock, IL 60511<br>(630) 556-3610               | <b>6 Main Street Diner</b><br>1 E Main St<br>Plano, IL 60545<br>(630) 552-8191                           |
| <b>2 Hometown Lanes &amp; Sports Bar</b><br>209 W Main St<br>Plano, IL 60545<br>(630) 552-4177 | <b>7 Michael D's Gourmet Cookies &amp; Pastries</b><br>12 W Main St<br>Plano, IL 60545<br>(630) 552-3900 |
| <b>3 Hard Daze Night</b><br>16 W Main St<br>Plano, IL 60545<br>(630) 552-4000                  | <b>8 Torresmania</b><br>10 N Center St<br>Plano, IL 60545<br>(630) 552-1625                              |
| <b>4 Wurst Kitchen Sausage Co</b><br>12 W Main St<br>Plano, IL 60545<br>(630) 552-1770         | <b>9 Sherry's Cafe</b><br>1 E Main St<br>Plano, IL 60545<br>(630) 552-0300                               |
| <b>5 The Friendly Tap</b><br>14 N Center St<br>Plano, IL 60545<br>(630) 552-3696               | <b>10 Uncle Lar's Pizza</b><br>108 W Main St<br>Plano, IL 60545<br>(630) 552-3535                        |



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# Have you “claimed your “Google Place?”



# Write your own future in Wikipedia.

## Big Rock, Illinois

From Wikipedia, the free encyclopedia

**Big Rock** is a small village in Kane County, Illinois. It is located approximately fifty miles due west of Chicago, Illinois. It is between the villages of Hinckley and Sugar Grove.

As of the 2000 census, the village had a total population of 658, although it wasn't incorporated until July 26, 2001.

### Contents

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## Geography

Big Rock is located at 41°45′30″N, 88°32′17″W<sup>[1]</sup>.

According to the 2010 census, the village has a total area of 4.33 square miles (11.2 km<sup>2</sup>), all land.<sup>[2]</sup>

## Education

Big Rock Township is a part of the Hinckley-Big Rock CUSD 429.

## Images



Big Rock Post Office



Big Rock grain elevator

Coordinates: 41°45′50″N 88°32′49″W

### Big Rock Village



Gazebo in downtown Big Rock

|                               |   |
|-------------------------------|---|
| <b>Country</b>                | United States   |
| <b>State</b>                  | Illinois  |
| <b>County</b>                 | Kane  |
| <b>Coordinates</b>            | <span><span><span><span><span>41°45′50″N</span> <span>88°32′49″W</span></span></span></span></span> |
| <b>Area</b>                   | 4.33 sq mi (11 km <sup>2</sup> )  |
| <span> </span> - land         | 4.33 sq mi (11 km <sup>2</sup> )  |
| <span> </span> - water        | 0.00 sq mi (0 km <sup>2</sup> )   |
| <b>Population</b>             | 658   |
| <b>Founded</b>                | 2001  |
| <b>Mayor</b>                  | Village president   |
| <b>Timezone</b>               | CST (UTC-6)   |
| <span> </span> - summer (DST) | CDT (UTC-5)   |
| <b>Postal code</b>            | 60511   |
| <b>Area code</b>              | (630)   |



downtown Big Rock



Big Rock town hall

### See also

- Big Rock Township, Kane County, Illinois

### External links

- Official Village of Big Rock website (<http://www.villageofbigrock.us/>)
- Big Rock Forest Preserve ([http://www.co.kane.il.us/Forest/fp/big\\_rock.htm](http://www.co.kane.il.us/Forest/fp/big_rock.htm))
- Big Rock Park District (<http://www.bigrockparks.com/>)
- Hinckley-Big Rock CUSD 429 (<http://www.hbr429.org/>)

### References

- ↑ "US Gazetteer files: 2010, 2000, and 1990" (<http://www.census.gov/geo/www/gazetteer/gazette.html>). United States Census Bureau. 2011-02-12. Retrieved 2011-04-23.
- ↑ "2010 Census U.S. Gazetteer Files for Places - Illinois" ([http://www.census.gov/geo/www/gazetteer/files/2010\\_place\\_list\\_17.txt](http://www.census.gov/geo/www/gazetteer/files/2010_place_list_17.txt)). United States Census. Retrieved 2012-10-13.

Retrieved from "http://en.wikipedia.org/w/index.php?title=Big\_Rock,\_Illinois&oldid=543011702"

Categories: Big Rock, Illinois | Villages in Illinois | Populated places in Kane County, Illinois

Populated places established in 2001 | Illinois stubs

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Location of Big Rock within Illinois

Website: <http://www.villageofbigrock.us/>





# Any Questions?

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