



Aurora's Economic Development Partnership

43 W. Galena Blvd. | Aurora, IL 60506
630-256-3160

info@investinaurora.org | www.investinaurora.org

To: Mayor Thomas Weisner
From: David Hulseberg, President/CEO
Date: October 14, 2016
Re: Business Attraction, Expansion and Retention Summary July 1, 2016 – September 30, 2016

Below is a report detailing the Invest Aurora's (IA) progress on economic development initiatives from July 1, 2016 through September 30, 2016.

Pursuant to the agreement between the City of Aurora and Invest Aurora, following is an update on progress of core services to be supplied by IA to the City.

Pursuant to Section 7.2 A. (i), IA is providing information on available land, buildings, demographics, education and infrastructure to the public via the website, www.investinaurora.org.

Pursuant to Section 7.2 A (ii), IA has provided information on possible sites to 42 companies.

Pursuant to Section 7.2 A (iii), in this quarter, IA responded to 0 requests for information from DCEO. No requests were made by DCEO.

Pursuant to Section 7.2 A (iv), IA has responded to requests for information and referrals for 34 companies.

Pursuant to Section 7.2 A (v) a, per information gathered by IA and subsequent recommendation, the Finish Line Downtown Grant has been created to assist downtown businesses/property owners with renovations. IA continues to provide recommendations to the City on possible TIF restructuring. There were 3 grants processed during this period for a total of \$27,332.65.

Pursuant to Section 7.2 A (v) b, Dave Hulseberg attended:

- July 7 – Aurora Downtown
- July 14 – Funding Forum and Lender Matchmaking
- July 18 – Conservation Foundation
- July 20 – Aurora First
- July 21 – Aurora Downtown
- July 22 – CMAP
- July 27 – IDOT
- July 28 – Conservation Foundation
- August 3 – Technology Business Forum
- August 4 – Aurora Downtown
- August 11 – BAR
- August 12 – Aurora Business United
- August 17 – Aurora First
- August 18 – Aurora Downtown



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August 23 – Flight to the Suburbs, District 204
August 26 – District 200
August 29 – Conservation Foundation
September 1 – Aurora Downtown
September 8 – Conservation Foundation, BAR
September 9 – Aurora Business United
September 15 – Aurora Downtown
September 16 – Weisner Foundation
September 20 – Talks Ambitious Adaptive Reuse Projects
September 21 – Weisner Foundation. SCORE Breakfast, Aurora First, LAI
September 23 – Keynote at Matea HS
September 27 – Weisner Foundation
September 28 – Conservation Foundation
September 30 - IEDA

Pursuant to Section 7.2 A (v) c, other staff Judy Dawson, Cadence Peterson, Brett Michaelson, Debbie Van Sickle, and Derek Conley attended the following events:

- Aurora Business United
- Kane County Economic Data Review Work Group
- Oshkosh Air Show
- Kane County Fiber Presentation
- IHDA Downtown Tour
- Chicago Bisnow Data Center Event
- Chicago Gourmet Event Bisnow
- Adaptive Reuse and Property Management Event
- Grand Re-Opening Holiday Inn Express
- Multi Chamber Luncheon hosted by Batavia Chamber of Commerce
- Quad County African American Chamber Golf Outing and Networking event
- NorthStar Credit Union and Waxing the City ribbon cuttings
- Valley Industrial Association Networking meetings
- Dunham Fund Non Profit Center Class
- APA Fall Conference
- ICSC Chicago Retail Connection
- IEDC Annual Conference
- IEDC Sustainability Advisory Committee meeting
- Data Center open house
- Mutual Ground Fundraiser



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Pursuant to Section 7.2 A (v) d, representatives from IA have been attending pre-bid and DST meetings.

Pursuant to Section 7.2 B (i), IA has completed surveys with 24 companies.

Pursuant to Section 7.2 B (ii), Invest Aurora, as of July 1, 2016, has conducted 24 onsite business retention visits.

Pursuant to Section 7.2 B (iii), IA has been in contact with many existing businesses in Aurora via phone, networking events, email, and in person.

Pursuant to Section 7.2 B (iv) a, David Hulseberg or his designee attends all Mayor's Economic Development Roundtables.

Pursuant to Section 7.2B (iv) b, OnLight/Fiber is featured as a header/key differentiator on IA website and trade show displays, OnLight/Fiber is key talking point for retention and attraction efforts.

Pursuant to Section 7.2 B (iv) c, IA website offers economic, demographic and property information. Additionally, staff regularly fields questions and offers information and suggestions to businesses.

Pursuant to Section 7.2 B (iv) d, IA regularly updates information and website with information on Aurora's economic profile.

Pursuant to Section 7.2 B (iv) e, IA has partnered with the business park associations and business organizations to conduct 3 business forums with approximately 184 attendees.

Pursuant to Section 7.2 B (iv) g, IA is in the process of creating monthly, quarterly and annual reports for the City which will include information from surveys, retention visits and identify potential actions to be taken.

Pursuant to Section 7.2 C, IA is continuing to foster relationships both DCEO and the proposed news statewide P3. IA is continuing to partner and build a stronger relationship with Choose DuPage.

- DZO Community Forums Kane County Income and Education Action Team Meeting
- Will County Economic Development Presentation
- Chicago Regional Growth Initiatives Meeting

Pursuant to Section 7.2 D (i), IA has redesigned, updated and continues to update www.investinaurora.org. One new testimonial video has been added with an additional video in production. A new members section was created to the website which provides all of the organizations data. This information is being considered by the Board of Directors to become an open portal to all making the organization largely transparent.



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Pursuant to Section 7.2 D (ii), IA staff continues to provide information to agencies on economic development issues and business issues facing the city and update information on the website. A downtown survey was completed with some 750 respondents on what they would like to see downtown. That information is now on the website.

Pursuant to Section 7.2 D (iii), IA reposts press releases and shares social media statuses from City and partner organizations that promote and demonstrate Aurora's positive aspects. Website features stories that include quality of life and cultural amenities in Aurora. Seven spotlight articles, 3 press releases, 65 Facebook posts, 27 tweets, 11 LinkedIn post, 1 YouTube channel upload and 4 new website pages have been added.

In addition to the projects, goals and achievements mentioned above, IA has:

- Launched Revolving Loan Fund; \$178,950 in HUD CDBG Funds; \$75,000 in Bank Match Funds; \$1,000,000 from Dunham Fund
 - Issued RFP for 80 S River
 - Presentation to West Aurora Concerned Citizens Group
 - Published article in July Edition of Northern Illinois Real Estate Magazine
 - VIA Get In Gear Event
 - Aurora Works and Aurora Downtown meetings
 - Quad County African American Chamber board meetings
 - Aurora Public Library board meetings
 - YWCA Aurora board meeting
 - Managing commercial Real Estate, Infographics and Gold Collar Workers Webinars
 - Mutual Ground Fundraiser
 - ICMA Legacy Project
 - Pop-ups/Food Truck Festival
 - Aurora Downtown executive, holiday decoration, legislative, landscape, BAR, Wayne's World, and marketing committee meetings
 - CMAP Downtown Plan Steering Committee meeting
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