



Aurora's Economic Development Partnership

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

info@investinaurora.org | www.investinaurora.org

To: Mayor Robert O'Connor
From: David Hulseberg, President/CEO
Date: January 9, 2017
Re: Business Attraction, Expansion and Retention Summary October 1, 2016 – December 31, 2016

Below is a report detailing the Invest Aurora's (IA) progress on economic development initiatives from October 1, 2016 through December 31, 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 75 companies.

Pursuant to Section 7.2 A (iii), in this quarter, IA responded to 1 request for information from DCEO.

Pursuant to Section 7.2 A (iv), IA contacted 9 economic development related prospects referred by the City of Aurora.

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 4 grants processed during this period for a total of \$77,523.50.

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

- October 6, 2016 – Aurora Downtown
- October 11, 2016 – Invest Aurora Board Meeting, Finance Committee
- October 12, 2016 – CDBG Funding
- October 13, 2016 – NICAR Luncheon, BAR Downtown
- October 14, 2015 – Aurora Business United
- October 18, 2015 – LAI Conference
- October 20, 2015 – Aurora Downtown, Conservation Foundation
- October 24, 2016 – CMAP, Intersect Illinois Luncheon
- October 26, 2016 – Conservation Foundation
- October 29, 2016 – Quad County Urban League Gala
- October 31, 2016 – Aurora Downtown
- November 8, 2016 – Invest Aurora Board Meeting, Aurora Downtown
- November 10, 2016 – Aurora Downtown, BAR Downtown
- November 11, 2016 – Aurora Business United
- November 16, 2016 – LAI, CF Fall Membership Awards



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November 17, 2016 – Aurora Downtown
December 1, 2016 – Aurora Downtown
December 2, 2016 – Aurora Convention Visitors Bureau End of Year
December 6, 2016 – Finance Committee, Aurora Downtown, COW Aurora
December 7, 2016 – Conservation Foundation, Aurora Chamber 2016 Annual Celebration
December 8, 2016 – BAR
December 9, 2016 – Aurora Business United
December 13, 2016 – Invest Aurora Board meeting, Convening of Interested Food Hub
December 14, 2016 – IAMMA Metro Holiday Luncheon

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
- NICAR(2 meetings)
- German Chamber Delegation Trip to Germany
- AIRE
- ICMA Legacy Project-Women in Local Government
- Hospitality Expo
- Revolving Loan Fund Kickoff
- Pre-Bid RFP meeting
- Multi-Chamber Holiday
- Linkubator Open House
- Aurora Downtown Pop-up(3)
- Winter Lights Festival
- Food Hub Meeting
- Hump Day
- Hospitality Expo
- IEDC Basic E.D. Class
- Multi-Chamber Holiday Party
- ICSC Chicago Deal Making
- NBAA Orlando
- Women's Business Leadership Summit at Benedictine University
- Choose DuPage IBEW Luncheon
- Will County Center for Economic Development Annual Report to Investors
- Kane County Economic Development Roundtable
- DuPage County Business Forum



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- Aurora Public Library's Gala
 - Cyrus One Ground Breaking
 - Quad County Urban League Gala
 - Chicago Community Loan Fund 25th Anniversary
 - Junior Achievement Women's Career Event
 - Accion Payment Processing seminar
 - All Aurora Downtown Meetings (Annual, Monthly, Committee)
 - Kane County Jobs Committee

Pursuant to Section 7.2 A (v) d, representatives from IA have attended 18 pre-bid and DST meetings.

Pursuant to Section 7.2 B (i), IA has completed surveys with 0 companies.

Pursuant to Section 7.2 B (ii), Invest Aurora, as of July 1, 2016, has conducted 50 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 a 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 1 business forums with approximately 39 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 with both DCEO and the new statewide P3. IA is continuing to partner and build a stronger relationship with Choose DuPage.

Pursuant to Section 7.2 D (i), IA has redesigned, updated and continues to update www.investinaurora.org. This quarter IA has the following pages:

- Revolving Loan Fund
- Community Development Block Grant
- Demographics
- Retention Visits
- Community Partners
- Financial Advice
- Aurora Business Spotlight Articles
- News
- Invest Aurora Reports

Pursuant to Section 7.2 D (ii), IA staff continues to post community and organizational material/resources on the IA 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. The website features stories that include quality of life and cultural amenities in Aurora. This quarter there were 2 spotlight articles, 39 tweets, and 52 Facebook posts. IA increased Facebook followers by 58%.

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

- Continued rollout of John C. Dunham Revolving Loan Fund; \$178,950 in HUD CDBG Funds; \$75,000 in Bank Match Funds; \$1,000,000 from Dunham Fund
- Held John C. Dunham Revolving Loan Kickoff event
- Collected submittals for RFP for 80 S River
- Attended ribbon cuttings for The Elks Lodge, Support Techs, Cyrus One, Fire Museum, and IN2 Café
- Completed downtown vacancy rate analysis
- Attended Aurora Works meetings
- Attended Quad County African American Chamber board meetings
- Attended Aurora Public Library board meetings
- Attended YWCA Aurora board meeting
- Attended Aurora Downtown: Executive, Holiday Decoration, Legislative, Landscape, BAR, Wayne's World, and committee meetings
- Coordinated popup shops at First Fridays



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- Presented IA to Rotary Club
 - Presented at Accion Payment Processing seminar
 - Guest Speaker at Junior Achievement Women's Career Event East Aurora High School
 - Created new print advertising for networking event
 - Attended Valley Industrial Association Networking event
 - Conducted IA workshop for 5th Scale Up Aurora Class
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