



SHOP WOODRIDGE.

T A S K F O R C E



Action Plan

March 2017

**Developed by the
Shop Woodridge Task Force**



SHOP WOODRIDGE.
T A S K F O R C E



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Executive Summary

The Mayor and Board of Trustees have identified, as one of their initiatives for 2016, the need to create a consistent Woodridge business advocate group. Current business support and promotion largely occurs through different means: Chamber630, which is an area wide chamber that largely consists of Woodridge and Downers Grove businesses; business associations specific to local shopping areas, such as the 7 Bridges Business Association; and the Village's Shop Local initiatives. The Shop Local Woodridge campaign, which prior to 2014, was a collaborative effort between the former Woodridge Area Chamber of Commerce and the Village. The campaign is now solely managed by Village staff.

In order to better plan for and accommodate the needs of local businesses, the Village of Woodridge established the Shop Woodridge Task Force in 2015, with the objectives of identifying business issues in the community and developing recommendations to the Village Board regarding business support.

The Village understands the importance of local businesses and what they contribute to the community and recognizes the benefit in identifying and developing action items that address promoting local businesses. Not only is it important to improve strategies for promoting local businesses but there is a need to create viable strategies for future business success.

The Task Force met a total of 5 times between August 2015 and June 2016. In this time, the Task Force accomplished all of its directives—creation of a survey, dissemination of the survey, evaluation of the survey results to determine local business needs, and drafting of the Shop Woodridge Action Plan document for the consideration by the Woodridge Village Board.

Woodridge Business Survey

To assist with the development of this Action Plan, a Woodridge Business Survey was released in February 2016 and closed in March 2016. A total of 108 surveys were submitted and 19 questions were included in the survey, covering the following topics:

- Business Demographics
- Business Location and Tenant Satisfaction
- Business Concerns
- Business Growth
- Communication
- Village Support

Within each category there was an opportunity for participants to answer direct questions as well as to provide open ended responses related to that particular topic. The survey was made available online. It was publicized over a two-month period in the Village's e-news, at the Village Hall, and at Village events, including the Woodridge State of the Village.

This report, provided in the Appendix, presents the key findings and detailed responses provided by the survey participants. We anticipate this report will be of interest to the public, the Mayor and Village Board of Trustees, the Village's taxing district partners, and to business employees and managers throughout the Village. It was a useful tool in determining goals, priorities and action items that will address the needs of the business community. Ultimately, this report assisted the Task Force in preparing recommendations to the Village Board, provided in this plan.

Shop Woodridge Action Plan

The Shop Woodridge Action Plan organizes implementation items into several domains:

- Enhanced Electronic Promotion
- Public/Private Partnerships
- Shop Local Application Development
- Business Retention and Expansion
- Website Enhancement
- Commercial Grant Program
- Regional Branding
- Local Business Interactions and Networking
- Business Support and Education
- Streamlined Commercial Permit Process

The domains directly address areas where the Village can support the future success of local businesses. The recommended actions items are outlined in the Action Plan Matrix included on page 4 of this document.

The Shop Woodridge Task Force also participated in an exercise that involved members selecting their “Top 5 Priorities” from the proposed Action Plan. The results of their exercise are provide in the Appendix.

The Action Plan Matrix takes into consideration the Shop Woodridge Task Force’s recommend priorities, budget and Village staff availability. The Action Plan Matrix is intended to be a road map for improving Woodridge’s support of the local business community over the next three to five years. Implementation of the action items will require dedication by the Village of Woodridge, support of local business organizations such as Chamber630 and the 7 Bridges Business Association, and assistance from the business community.

Action Plan Matrix (By Program Year)

Annual

DOMAIN	ACTION ITEM	RESOURCE IMPACT
Enhanced Electronic Promotion	1. Promote electronic discount opportunities (i.e. Groupon) to local Woodridge businesses.	Staff Time: <i>Low</i> Budget: <i>Low</i>
Business Retention and Expansion	2. Continue the annual business retention and expansion program, in addition to evaluating additional "Mayor Business Walks" throughout the various retail and business centers.	Staff Time: <i>Low to Mid</i> Budget: <i>Low</i>
Website Enhancement	3. Promote the annual business retention and expansion program to local businesses.	Staff Time: <i>Low</i> Budget: <i>Low</i>
Business Retention and Expansion	4. Meet with shopping center owners and tenants to understand property owner and business needs.	Staff Time: <i>High</i> Budget: <i>Low</i>

Year 1-2

DOMAIN	ACTION ITEM	RESOURCE IMPACT
Enhanced Electronic Promotion	5. Evaluate how Channel 6 can be more accessible to promote Woodridge businesses.	Staff Time: <i>Low</i> Budget: <i>Low</i>
Enhanced Electronic Promotion	6. Create and advertise local business offerings in something similar to E-News (or incorporate local business offerings in E-News).	Staff Time: <i>Medium to High</i> Budget: <i>Low</i>
Enhanced Electronic Promotion	7. Evaluate how the Village's website can be improved so that the information provided is more user-friendly and accessible to Woodridge businesses.	Staff Time: <i>Mid to High</i> Budget: <i>Low</i>
Commercial Grant Program	8. Evaluate funding options for commercial grant programs to offer to local property owners and businesses.	Staff Time: <i>High</i> Budget: <i>Mid-High to High</i>

Years 2-3

DOMAIN	ACTION ITEM	RESOURCE IMPACT
Public/Private Partnerships	9. Evaluate public/private partnerships for marketing opportunities.	Staff Time: <i>Mid</i> Budget: <i>Low to High</i>
Enhanced Electronic Promotion	10. Evaluate various electronic means to elevate the internet search of Woodridge businesses (i.e. purchasing website domains, Google Ads).	Staff Time: <i>Low</i> Budget: <i>Low to High</i>
Shop Local Application	11. Evaluate the development of a shop local app for local Woodridge businesses.	Staff Time: <i>Mid - High</i> Budget: <i>Mid-High</i>
Regional Branding	12. Investigate the hiring of a branding expert or public relations consultant to better promote local Woodridge Businesses.	Staff Time: <i>Mid</i> Budget: <i>High</i>
Local Business Interactions & Networking	13. Identify and promote additional networking opportunities for Woodridge Businesses.	Staff Time: <i>Mid-High</i> Budget: <i>Mid to Mid-High</i>
Local Business Interactions & Networking	14. Evaluate scheduling coffee with the Mayor during weekday or evenings at local Woodridge businesses.	Staff Time: <i>Mid</i> Budget: <i>Low to Mid</i>
Business Support & Education	15. Offer an informational session on signage to local businesses.	Staff Time: <i>Low</i> Budget: <i>Low</i>
Streamlined Commercial Permit Process	16. Investigate the implementation of weekly tenant buildout meetings for local businesses, where building, planning and engineering staff are readily available to answer questions and/or approve permits on the spot.	Staff Time: <i>High</i> Budget: <i>Low</i>

Staff Time Key

Low: < 80 hours of staff time
 Mid: > 80 hours and < 320 hours of staff time
 High: > 320 of staff time

Budget Key

Low: < \$1,000
 Mid: > \$1,000 and < \$5,000
 Mid-High > \$5,000 and < \$20,000
 High: > \$20,000

Years 3-5

DOMAIN	ACTION ITEM	RESOURCE IMPACT
Regional Branding	17. Identify additional opportunities to promote community quality of life aspects of Woodridge to potential businesses.	Staff Time: <i>Mid</i> Budget: <i>Low</i>
Regional Branding	18. Evaluate the placement of billboard advertisements to promote Woodridge Businesses.	Staff Time: <i>Low</i> Budget: <i>High</i>

Staff Time Key

Low: < 80 hours of staff time
 Mid: > 80 hours and < 320 hours of staff time
 High: > 320 of staff time

Budget Key

Low: < \$1,000
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Appendix A: Shop Woodridge Prioritization Exercise Summary

ACTION ITEM	TALLY
Evaluate how Channel 6 can be more accessible to promote Woodridge businesses.	4
Continue the annual business retention and expansion program, in addition to evaluating additional “Mayor Business Walks” throughout the various retail and business centers.	3
Meet with shopping center owners and tenants to understand property owner and business needs.	3
Evaluate funding options for commercial grant programs to offer to local property owners and businesses.	3
Evaluate various electronic means to elevate the internet search of Woodridge businesses (i.e. purchasing website domains, Google Ads).	2
Create and advertise local business offerings in something similar to E-News (or incorporate local business offerings in E-News).	2
Investigate the hiring of a branding expert or public relations consultant to better promote local Woodridge Businesses.	2
Evaluate how the Village’s website can be improved so that the information provided is more user-friendly and accessible to Woodridge businesses.	2
Evaluate the development of a shop local app for local Woodridge businesses.	1
Evaluate public/private partnerships for marketing opportunities.	1
Promote the annual business retention and expansion program to local businesses.	1
Investigate the implementation of weekly tenant buildout meetings for local businesses, where building, planning and engineering staff are readily available to answer questions and/or approve permits on the spot.	1

Appendix B: Woodridge Business Survey Findings Report

VILLAGE OF WOODRIDGE BUSINESS SURVEY FINDINGS REPORT

April 2016

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Executive Summary

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The Village understands the importance of local businesses and what they contribute to the community and recognizes the benefit in identifying and developing action items that address promoting local businesses. Not only is it important to improve strategies for promoting local businesses but there is a need to create viable strategies for future business success.

To assist with this effort a Woodridge Business Survey was released in February 2016 and closed in March 2016. A total of 108 surveys were submitted. A total of 19 questions were included in the survey, covering the following topics:

- Business Demographics
- Business Location and Tenant Satisfaction
- Business Concerns
- Business Growth
- Communication
- Village Support

Within each category there was an opportunity to provide open ended responses related to that particular topic. These responses were categorized and provided in the Detail Open Ended Response Report section of this document.

The Survey was made available online. It was publicized over a two month period in the Village's e-news, at the Village Hall, and at Village events, including the Woodridge State of the Village.

This report presents the key findings and detailed responses provided by the Survey participants. We anticipate this report will be of interest to the public, the Mayor and Village Board of Trustees, the Village's taxing district partners, and to Village employees and managers. It will be a useful tool in determining goals, priorities and action items that will address the needs of the business community. Ultimately, this report will assist the Task Force in preparing recommendations to the Village Board, which is anticipated to be presented to the Mayor and Village Board of Trustees in the summer of 2016.

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Survey Highlights – Business Demographics

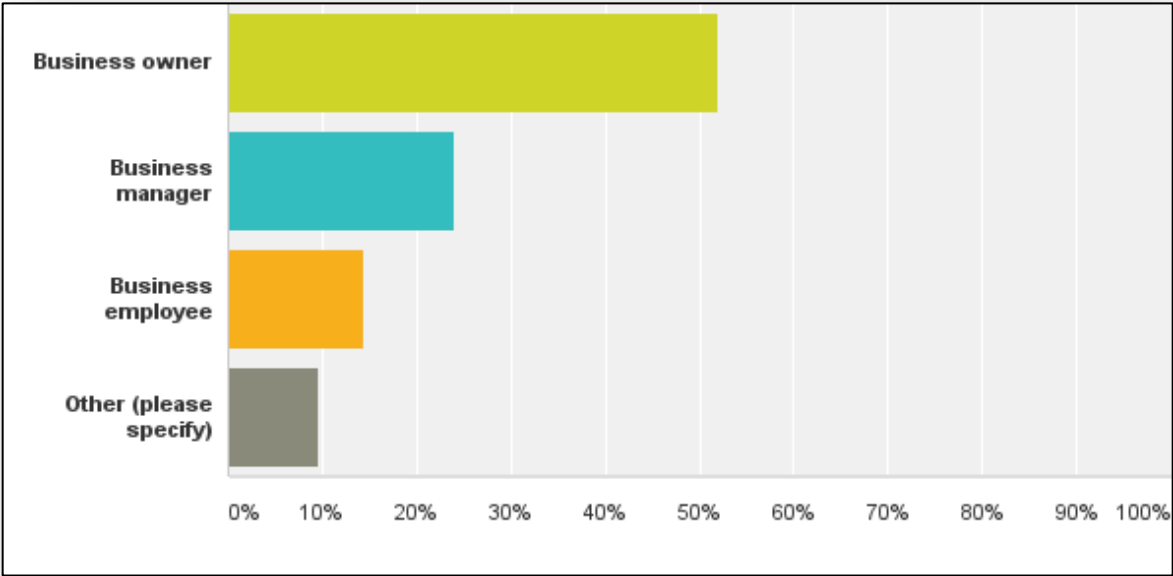
OVERVIEW

To get an understanding of demographic profile of the survey respondents, the survey asked four introduction questions on the following topics:

- Business Role
- Business Type
- Business Age
- Business Location

TRENDS

- The majority of respondents (52%) indicated they are business owners.

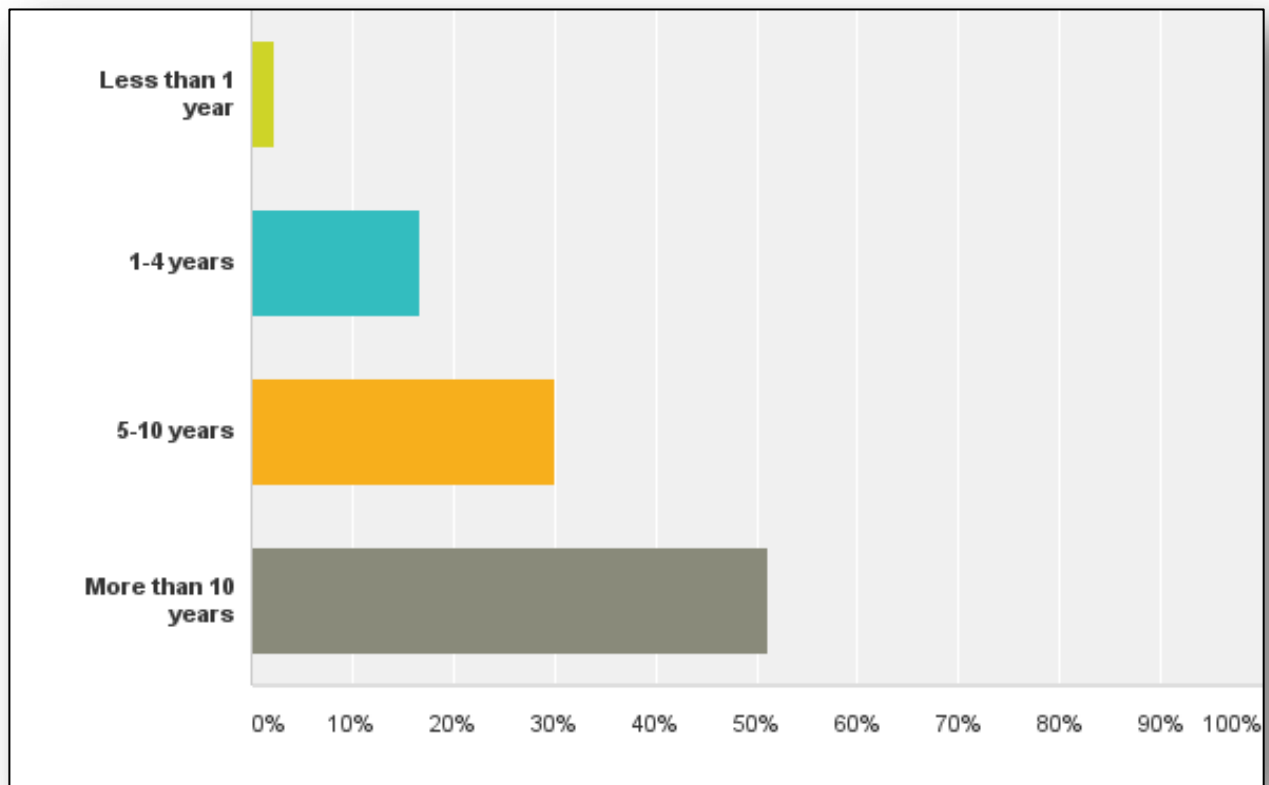


- Survey respondents, for the most part, proportionally represented the various business sectors throughout the community. The notable exception includes Restaurants and Entertainment (12.90%), Retail (13.98%) and Other (13.98%).

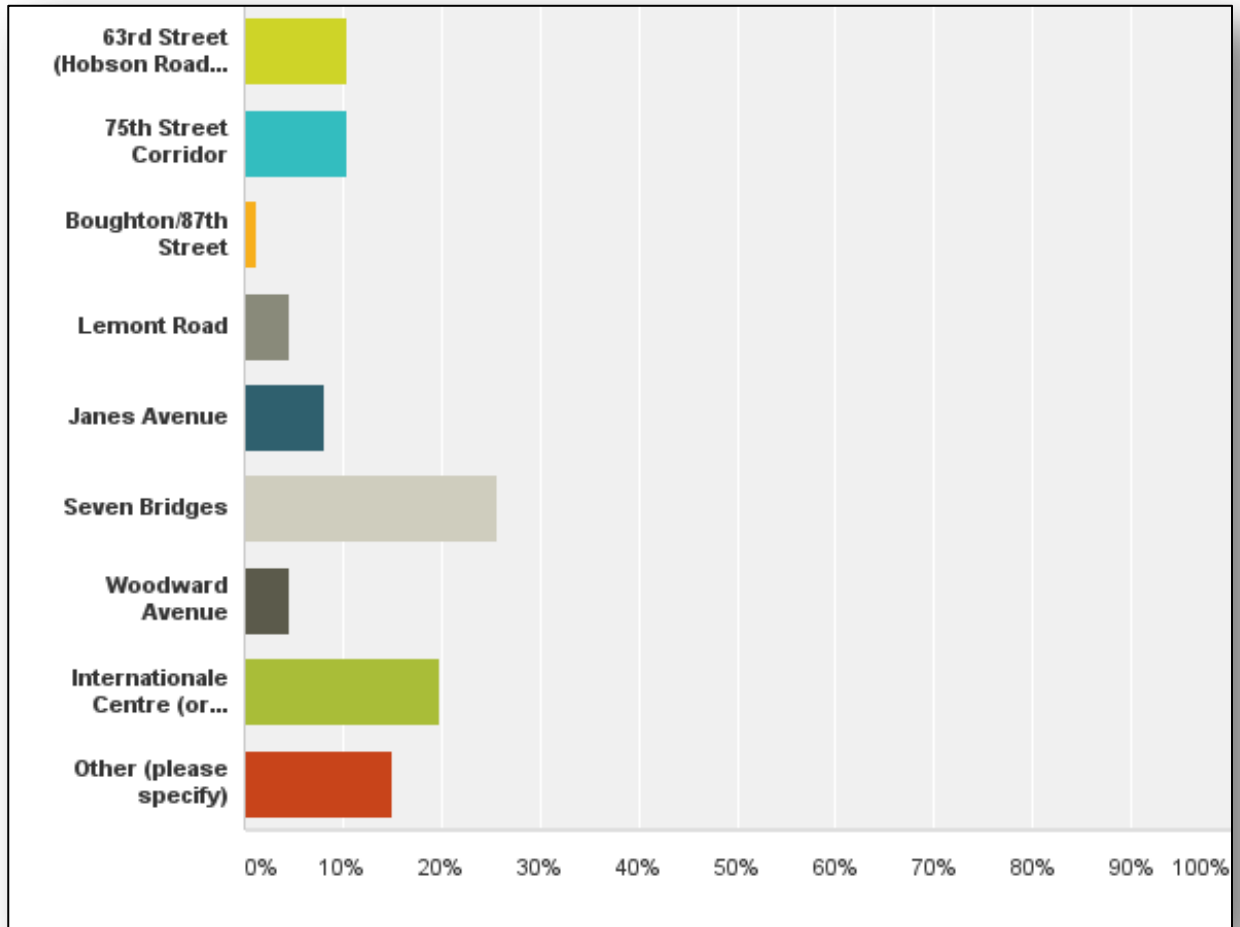
Answer Choices	Responses	
Automobile Repair and Service	2.15%	2
Construction and Development	4.30%	4
Finance and Insurance Services	6.45%	6
General Service	1.08%	1
Health and Beauty	7.53%	7
Health Care and Social Assistance	1.08%	1
Information Technology	1.08%	1
Manufacturing	9.68%	9
Medical	3.23%	3
Professional, Scientific, and Technical Services	5.38%	5
Real Estate, Rental and Leasing	5.38%	5
Recreation	4.30%	4
Restaurants and Entertainment	12.90%	12
Retail	13.98%	13
Warehousing and Transportation	6.45%	6
Wholesale Trade	1.08%	1
Other (please specify)	13.98%	13
Total		93

Survey Highlights – Business Demographics

- 51% of respondents indicated that they have been in business for more than 10 years. 30% of the respondents have been in operation between 5-10 years, and the remaining 20% have been in business less than 5 years.



- Nearly 25% of respondents indicated that their business is located in Seven Bridges and 20% indicated that their business is located in Internationale Centre. The remaining 55% were located throughout the rest of the community as demonstrated in the chart below.



Open Ended Responses

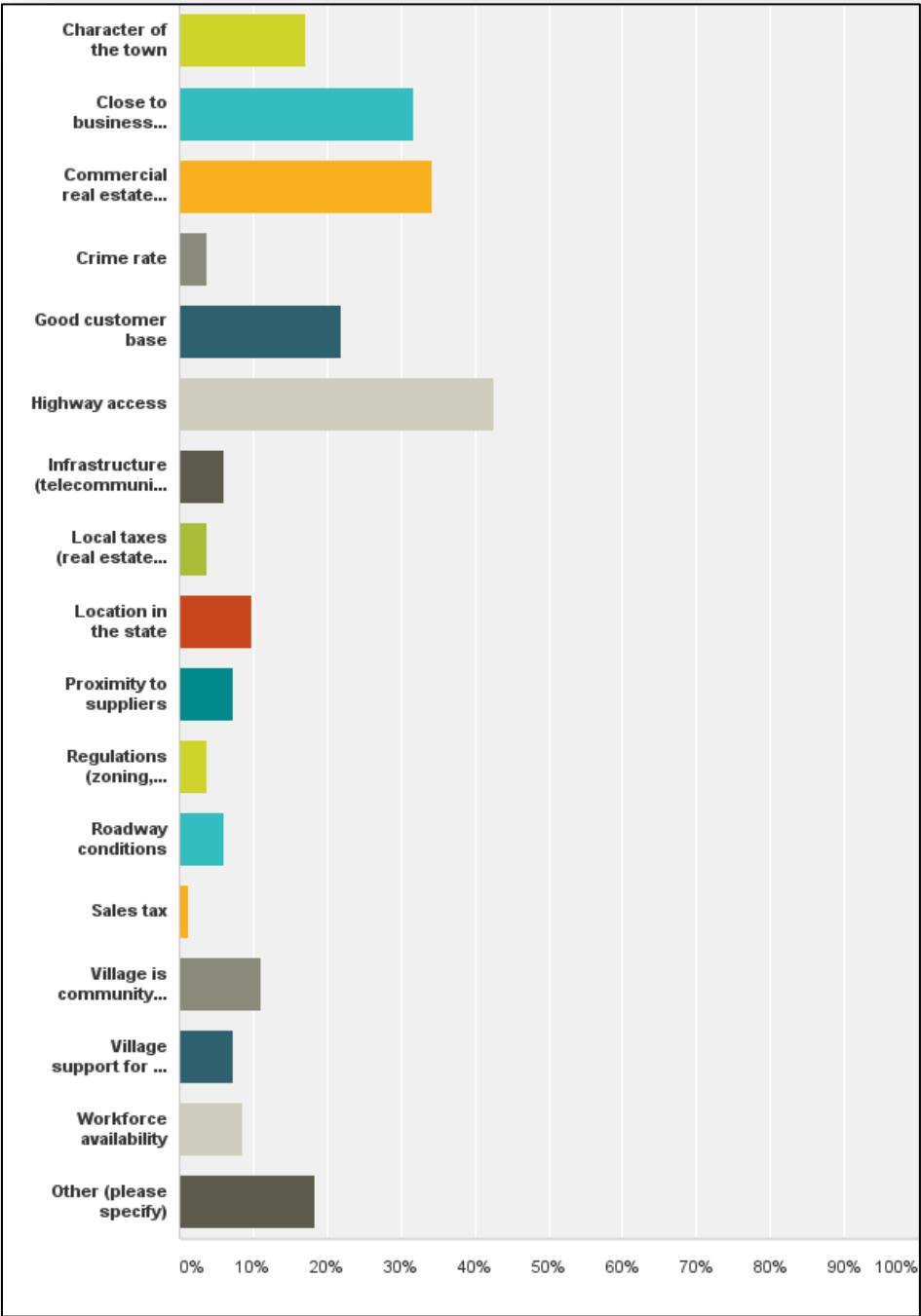
Additional responses to the Business Demographics category are provided in the Detailed Open Ended Responses Section starting on page 17.

Survey Highlights – Business Location and Tenant Satisfaction

OVERVIEW

In order to understand why businesses locate in the Village respondents were asked why they chose their location in Woodridge. This will assist the Village and Task Force to potentially understand the strengths the Village has to attract and retain Woodridge businesses. While it does not apply to all respondents the Task Force requested an understanding of tenant satisfaction with their locations and their property managers.

TRENDS



- Nearly 43% of respondents indicated that they chose their location because of highway access; followed by commercial real estate (availability and costs) (34%) and proximity near the business owner's home (32%).
- Across all categories 75% of tenants are either neutral or satisfied with the categories listed below. The one exception was their satisfaction with maintenance of common area or landscaping. Approximately 16% of respondents were unsatisfied with this category.

	Satisfied	Neutral	Unsatisfied	Not Applicable
Building exterior quality	58.62% 34	15.52% 9	8.62% 5	17.24% 10
Customer parking	60.34% 35	13.79% 8	3.45% 2	22.41% 13
Ease of lease process	49.12% 28	22.81% 13	5.26% 3	22.81% 13
Lighting	56.90% 33	20.69% 12	5.17% 3	17.24% 10
Maintenance of common area or landscaping	49.18% 30	18.03% 11	16.39% 10	16.39% 10
Property management	48.28% 28	25.86% 15	3.45% 2	22.41% 13

Open Ended Responses

Additional responses to the Business Location and Tenant Satisfaction category are provided in the Detailed Open Ended Responses Section starting on page 17.

Survey Highlights – Business Concerns

OVERVIEW

Respondents were asked what concerns they have as a business in Woodridge. The responses will assist the Village and the Task Force in understanding what local business concerns exist, which are most prevalent in the community and what potential recommendations could be developed. Related to the list of business concerns provided, respondents were also asked to provide what they feel are the greatest impediments to their business over the next 5 years.

TRENDS

- The primary concern of respondents is property taxes as indicated in the chart on the next page. Nearly 75% of respondents indicated that they are concerned about this issue.
- Other items of concern to note include common area maintenance fees, competition, business regulations and sales taxes. For these categories approximately 50-60% of respondents indicated that they have some level of concern.
- The categories that businesses have the least amount of concern include education, transportation for customers and transportation for employees. With these categories over 70% of respondents indicated that they are not concerned.

	I am very concerned	I am concerned	No concern
Business rules and regulations	21.54% 14	33.85% 22	44.62% 29
Common area maintenance fees	23.88% 16	34.33% 23	41.79% 28
Competition	25.37% 17	26.87% 18	47.76% 32
Education	12.31% 8	15.38% 10	72.31% 47
Identifying resources for business expansion	18.75% 12	28.13% 18	53.13% 34
Relationship with lessor (building owner or management company)	14.75% 9	19.67% 12	65.57% 40
Security at your business location	16.92% 11	32.31% 21	50.77% 33
Taxes (Property)	41.18% 28	32.35% 22	26.47% 18
Taxes (Sales)	26.56% 17	25.00% 16	48.44% 31
Transportation (for customers)	13.85% 9	9.23% 6	76.92% 50
Transportation (for employees)	14.29% 9	15.87% 10	69.84% 44
Workforce availability	12.50% 8	31.25% 20	56.25% 36
Workforce training	14.06% 9	23.44% 15	62.50% 40

Open Ended Responses

Respondents were also asked to state their greatest impediment for the success of their business over the next 5 years. See Detailed Open Ended Response starting on page 19.

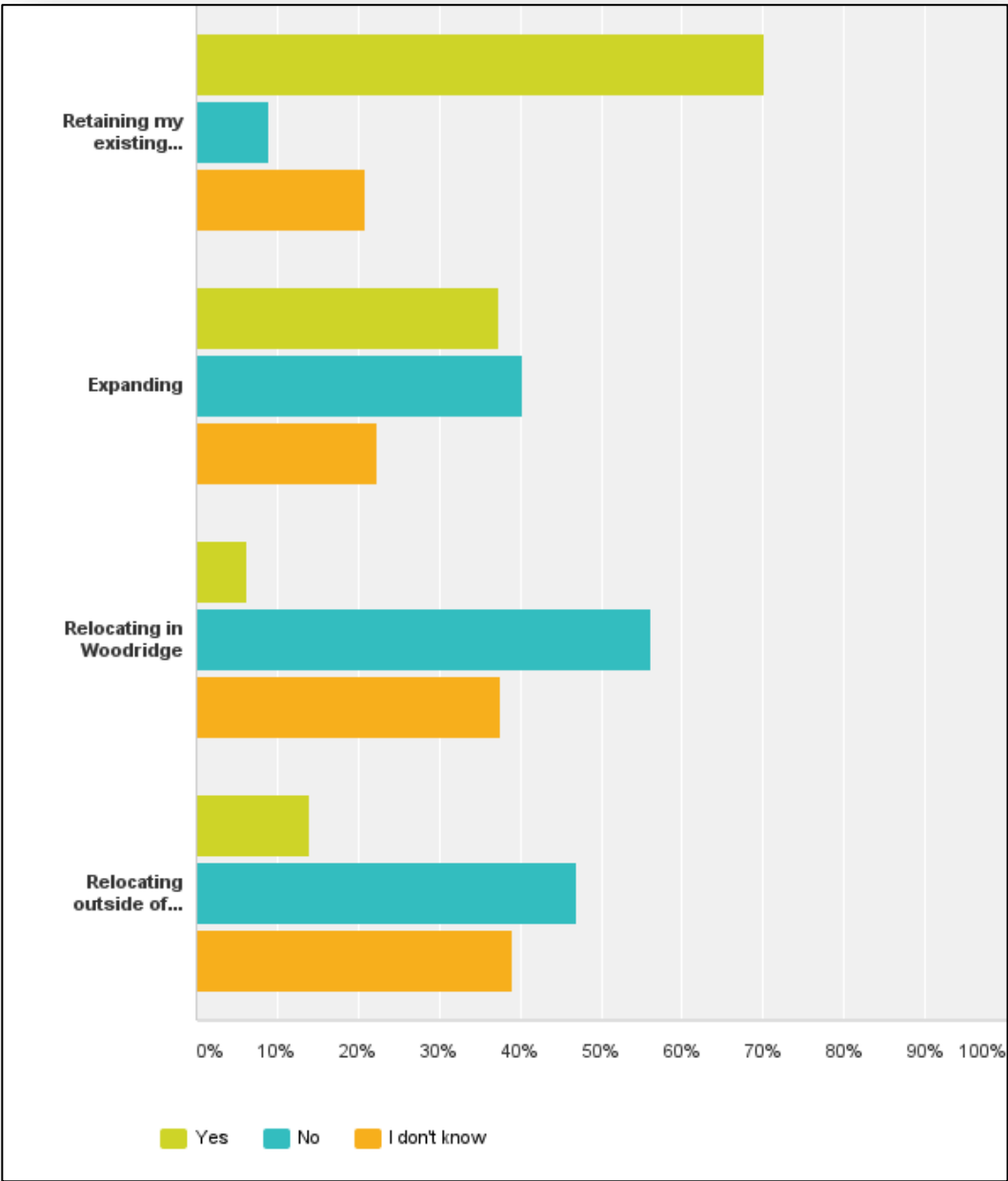
Survey Highlights – Business Growth

OVERVIEW

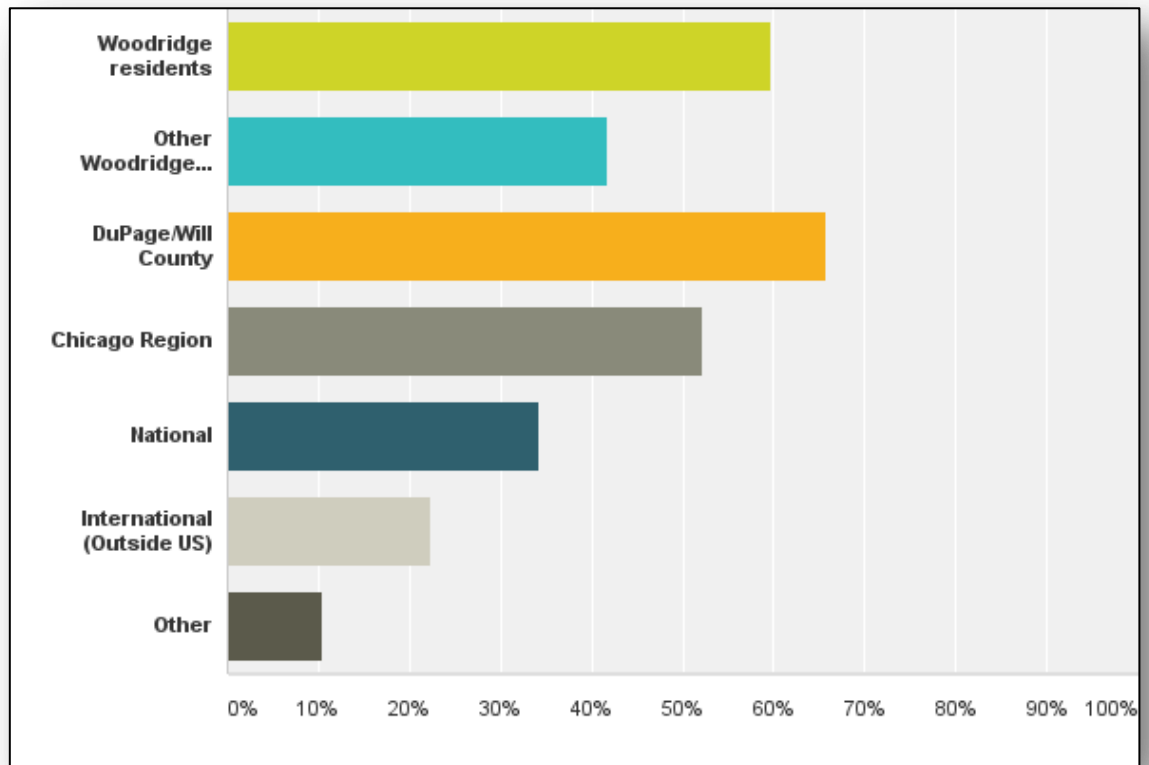
To better understand the likelihood that respondents will retain their existing location, expand or relocate, the survey asked respondents their plans for business growth over the next 5 years. This question can serve as a potential indicator of business location satisfaction and Woodridge’s business climate for growing and retaining businesses.

TRENDS

- 70% of respondents indicated that they will retain their existing business location, while nearly 40% of respondents noted that they plan on expanding their location in the next 5 years.



- When asked who your customers are, respondents indicated that a majority of their customers are from DuPage Will County (65.67%) and Woodridge residents (59.70%).
- Nearly 42% of the respondents also indicated that other Woodridge businesses are their customers too.



Survey Highlights – Communication

OVERVIEW

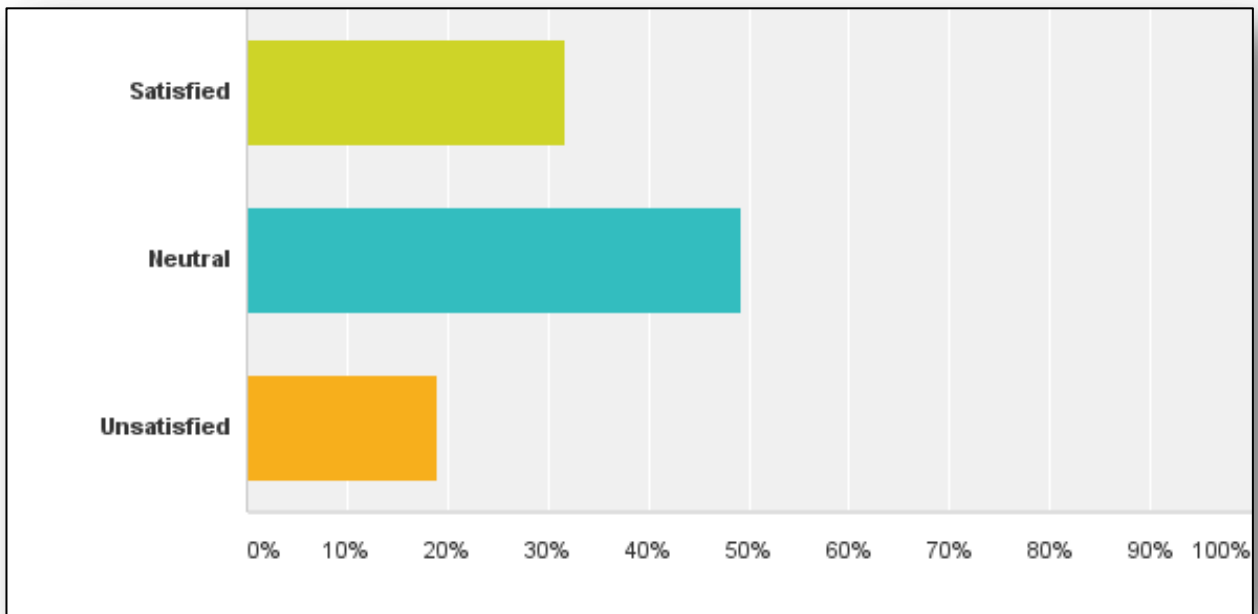
How businesses communicate with customers is critical to their success. As the Village has attempted to communicate business opportunities in several different forms over the years, the Task Force wanted a better understanding on what has worked best for respondents with their businesses. Critical to most outreach efforts for local business, is the use of signage. The survey provided an opportunity for respondents to state their opinion of the Village's signage regulations.

TRENDS

- When businesses were asked the success rate of various means of reaching customers, over 87% of respondents indicated that electronic communication are either sometimes or very successful.
- Nearly 81% and 70% of respondents indicated that social media and signage, respectively, are also successful methods to communicate with customers.
- Nearly a third of the respondents do not market through trade shows or paper flyers.

	Very Successful	Sometimes Successful	Never Successful	I do not market with this
Electronic communications	47.76% 32	40.30% 27	2.99% 2	8.96% 6
Paper flyers/coupons	10.77% 7	43.08% 28	10.77% 7	35.38% 23
Word of mouth	77.27% 51	15.15% 10	1.52% 1	6.06% 4
Trade shows / conferences	13.85% 9	36.92% 24	10.77% 7	38.46% 25
Social media	28.79% 19	53.03% 35	7.58% 5	10.61% 7
Signage	28.79% 19	42.42% 28	9.09% 6	19.70% 13

- Less than 20% of respondents indicated that they are unsatisfied with the Village's signage regulations.



Open Ended Responses

For those that said they were unsatisfied with Village's signage regulations, respondents provided additional input as provided in Detailed Open Ended Responses starting on page 20.

Survey Highlights – Village Support

OVERVIEW

This category is perhaps most critical to the Village's understanding of how the various Village departments can assist with local business promotion, in addition to aiding the Task Force with the development of recommendations to the Village Board. With the questions provided in the survey, respondents were able to offer input on their interaction with local government departments in addition to providing the type of support that they would like the Village to assist with assisting their business succeed.

TRENDS

- Of the categories listed below, 65% of respondents feel that Village staff and officials are accessible.
- Nearly 50% of respondents also feel that the Village's regulations support economic growth.

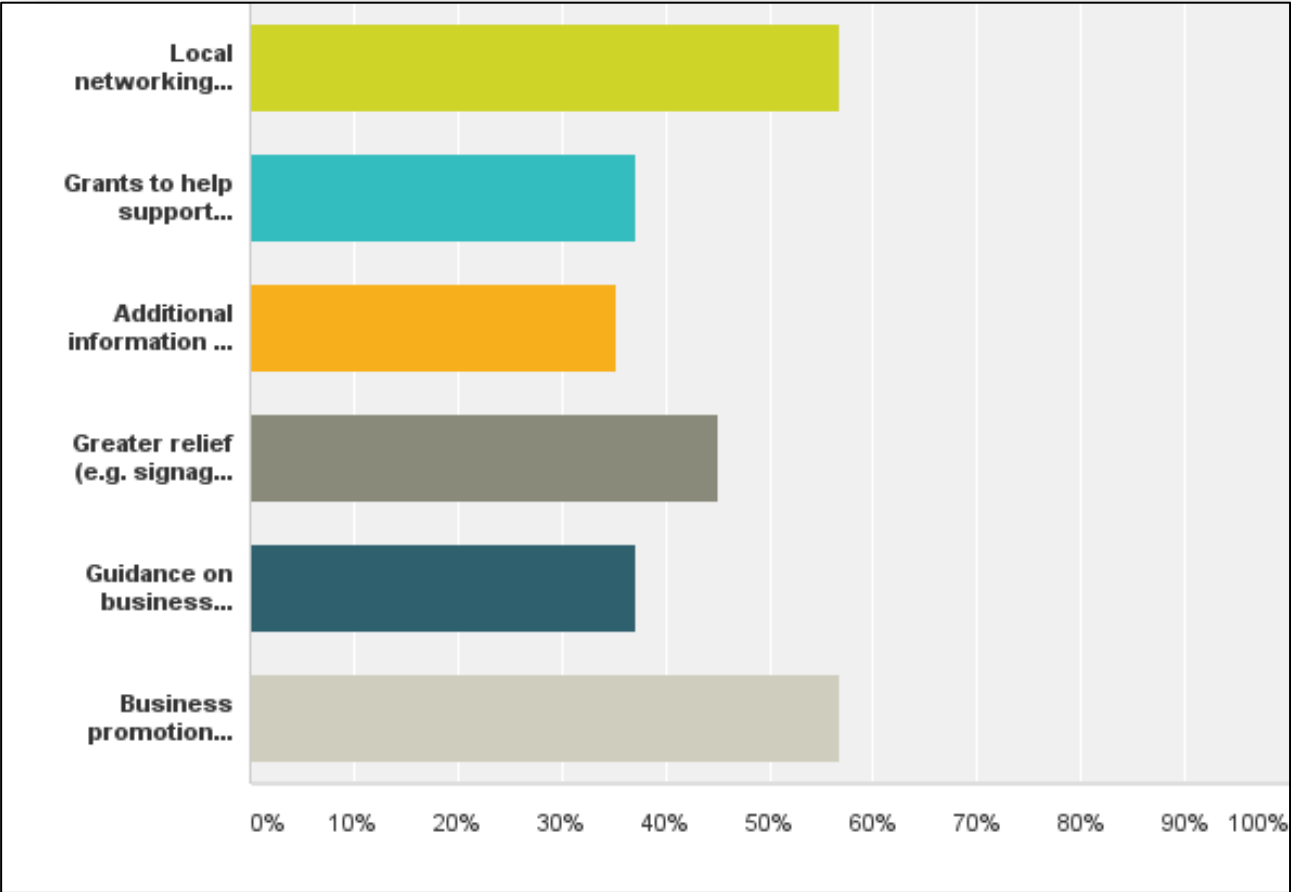
	Agree	Disagree	No opinion
The Village's regulations support economic growth	45.45% 30	12.12% 8	42.42% 28
Village staff and officials are accessible	65.15% 43	3.03% 2	31.82% 21
I know who to contact at the Village for assistance	56.06% 37	21.21% 14	22.73% 15

- Across all categories less than 4% of respondents had a poor experience in their interaction with municipal departments.

	Excellent	Good	Average	Poor	Never Interacted
Community Development	31.82% 21	21.21% 14	3.03% 2	1.52% 1	42.42% 28
Administration	40.91% 27	22.73% 15	13.64% 9	1.52% 1	21.21% 14
Police Department	43.08% 28	30.77% 20	4.62% 3	1.54% 1	20.00% 13
Public Works Department	30.77% 20	15.38% 10	12.31% 8	3.08% 2	38.46% 25

Survey Highlights – Village Support

- When asked what type of support would respondents like to see from the Village nearly 60% indicated that they would like additional local networking opportunities and business promotion support.



Open Ended Reponses

The open ended questions in this section provided respondents with the opportunity to express additional items of support that may have not been listed in the question. See Detailed Open Ended Response starting on page 20.

Detailed Open Ended Response Report

Business Demographics

Please define your role? Other (please specify) (Question 1)

- Citizen (x2)
- Consumer/Shopper (x5)
- Employee

What best describes your business type? Other (please specify) (Question 2)

- Dental
- Education
- Engineering Firm
- Fitness & Day Spa
- Government
- HVAC
- Optical
- Private School/Child Care
- Research and Technology
- Retired
- Sales Office (Manufacturing)
- Security Guard Agency
- Tanning Salon

Business Location and Tenant Satisfaction

Where is your business located? Other (please specify) (Question 4)

- 75th Street and Lemont Road (x2)
- 103rd Street
- Hobson and Route 53
- Home Based (x4)
- Lemont and I-55
- Town Center

Why did you or your company select Woodridge as a business location? Other (please specify) (Question 6)

- Building available with infrastructure to conduct research
- Current customer base
- Employee access
- Location close to food, shopping
- Location for attracting customers
- Per capita was higher than other potential locations
- Rail Service
- Relationship with Local Doctors
- Growing location
- There was not a Woodridge State Farm Agent in the 70's they had to drive to Downers Grove.
- Was existing business
- We did a survey on where our employees lived. Woodridge was in the middle.
- We were annexed by Woodridge.

Please provide additional comments about your experience as a tenant in the Village of Woodridge (Question 7)

- Everything has been great since moving to this facility.
- Excellent experience as a tenant in Woodridge.
- Very concerned about the lack of common area and landscaping in and around Woodridge - not inviting.
- Good services
- Great so far. I would request more time be given to put up temp signage for advertisement. Currently u give 16 weeks out of 52. Maybe that can be raised. It's a great way for small businesses to the their name out to the community. And really helps.
- I do not feel that the village has done much to help me as a business owner. I thought my location would attract customers because of the movie theater traffic but this is not the case. Furthermore, it costs a lot of money to have my name put on the signage and I was not allowed to do any banner or such along rt 53 to attract customers.
- I think our shopping center needs a facelift and have a name...we do not have a shopping center name for identification purposes... We do not have decorations during the Holidays and feel they just care about receiving rent and tax's and that's it. I've been here 40 years ..still the same story...
- Lately there seems to be a lot of trash flying around. Also the trash cans outside of my building by Starbucjs is always over flowing.
- New management company, let's see how they improve.
- None at this time
- The Fire Protection District has been historically difficult to work with. Little or no flexibility.
- Waiting for the old Dominicks building to be leased. It would bring more traffic to area.

- We built the building we are located in.
- We wish we had a handicapped front door entrance for our patients in wheel chairs and crutches.

Business Concerns

What is the greatest impediment for the success of your business over the next 5 years?

- Actually, not related to the Village of Woodridge but rather the overall economic condition of the US.
- Advertising such that the traffic along route 53 can know that I am located at Seven Bridges. Maybe having affordable signage.
- Better signage
- Competition
- Cost of Business Expenses
- Economic slowdown and Obamacare
- Expandable capacity. Although owning the property, unable to expand on building to meet needs due to regulations.
- FINDING WORKERS WHO WANT TO WORK
- For Woodridge to actually develop something!!
- Government Regulations
- Growing staff
- Having the development around me grow
- I have financial hurdles ahead as I am planning to expand and purchase property in the area instead of leasing space
- Lack of large employers in the area. Lack of retail in Seven Bridges. Concerns about not having enough draws to the Seven Bridges area- need more advertising. The Village should do something to help the businesses stay in business in Woodridge.
- Lease Rates
- Location is off the beaten track. A "green sign" for our location would be nice. We asked for it 35 years ago and they said ask us in 20 years.
- minimum wage specifically tipped employee minimum wage
- New ARC Center. A municipal government should not be in the business with competing with established businesses within the Village.
- None
- Not filling the old Dominicks space.
- Not sure any of the particular impediments within my industry would even make any sense to an outsider. I will say an impediment to my business staying at this current location is the ridiculous nature of the intersection of South Frontage Road & Westgate Road (Argone) just prior to Lemont Road. Wasted time there will cause me to move when lease is up.
- Outgrowing our facility.
- property for growth...at max capacity in current building we are renting
- Recruiting/Hiring/training appropriately skilled workers for my business.

- Regulation and taxes.
- Reliable, quality work force.
- Taxes & Insurance requirements
- That we leverage our technology at every location.
- the ability to compete against the big box stores
- The lack of signage in the Seven Bridges area; and lack of 'welcome' in & around Woodridge. The Village as a whole needs an environmental update.
- The reliability of utilities.
- The state of Illinois disastrous pension/tax situation. It is dire and many of my customers have moved out of state. Taxes taxes taxes pensions pensions pensions all on my back
- This is kind of misleading... Do we have a concern (as if it needs to be fixed?) or is it important to us? We answered as if it was important to us.
- We're in the pizza business, so another pizza place nearby is always a problem

Communication

When the respondent answered unsatisfied with the Village's signage regulation, the following comments were provided (Question 15)

- Blanket restrictions of 8 panels on sign is restrictive. If a Sign is well executed and if a building has more than 8 tenants, how does the tenant get there name out there?
- Had a lot of problems with the signage issue.
- I can have a sign only in front of my building, but we are about 1,000 feet from the road. Sometimes people cannot find me.
- I would need more information
- Not only is the village making signage an issue but also ownership does not allow signage which could improve my customer base by 15%
- poor signage for 7 bridges buissness
- See earlier in survey as to my disappointment.
- To much paper work
- was not able to put the window stickers of our choice on our windows like other locations have in other towns.
- we have no sign
- Would like to have more time to put up signs for enrollment and/or available spots as well as the fact that we have a Kindergarten program

Village Support

Please specify what other additional support you would like to receive from the Village (Question 19)

- highlighting or recognizing small private businesses

- I bet the real estate transfer tax is limiting investments into commercial properties in Woodridge. When you can be in DG and avoid it, why be in Woodridge?
- I would like some signage permission.
- None
- Pedestrian walk and don't walk signs often don't work and are not fixed even after reporting they are not working. Utility boxes are often tipped with wires exposed, and they are not fixed even after reporting this.
- The village to use in town business for there vehicles

Appendix C: Woodridge Business Survey Form

Thank you for taking the time to participate in the Woodridge Business Survey. Established in 2015, the Shop Woodridge Task Force has been tasked with identifying business issues in the community and developing recommendations to the Village Board regarding business support. The Village understands the importance of local businesses and what they contribute to the community and recognizes the benefit in identifying and developing action items that address promoting local businesses. Not only is it important to improve strategies for promoting local businesses but there is a need to create viable strategies for future business success.



Business Description

1. Please define your role

- ☐ Business owner
- ☐ Business manager
- ☐ Business employee
- ☐ Other (please specify)



Business Description

2. What best describes your business type?

- ☐ Automobile Repair and Service
- ☐ Construction and Development
- ☐ Finance and Insurance Services
- ☐ General Service
- ☐ Health and Beauty
- ☐ Health Care and Social Assistance
- ☐ Information Technology
- ☐ Manufacturing
- ☐ Medical
- ☐ Professional, Scientific, and Technical Services
- ☐ Real Estate, Rental and Leasing
- ☐ Recreation
- ☐ Restaurants and Entertainment
- ☐ Retail
- ☐ Warehousing and Transportation
- ☐ Wholesale Trade
- ☐ Other (please specify)



Business Description

3. How long has your business been in existence in Woodridge?

- ☐ Less than 1 year
- ☐ 1-4 years
- ☐ 5-10 years
- ☐ More than 10 years



Business Description

4. Where is your business located?

- ☐ 63rd Street (Hobson Road) Corridor
- ☐ 75th Street Corridor
- ☐ Boughton/87th Street
- ☐ Lemont Road
- ☐ Janes Avenue
- ☐ Seven Bridges
- ☐ Woodward Avenue
- ☐ Internationale Centre (or near)
- ☐ Other (please specify)



Your Business Location

5. Why did you or your company select Woodridge as a business location? (Select all that apply)

- ☐ Character of the town
- ☐ Close to business owner's home
- ☐ Commercial real estate (availability or cost)
- ☐ Crime rate
- ☐ Good customer base
- ☐ Highway access
- ☐ Infrastructure (telecommunications, utilities)
- ☐ Local taxes (real estate, property)
- ☐ Location in the state
- ☐ Proximity to suppliers
- ☐ Regulations (zoning, permitting)
- ☐ Roadway conditions
- ☐ Sales tax
- ☐ Village is community oriented
- ☐ Village support for my businesses
- ☐ Workforce availability
- ☐ Other (please specify)



Your Business Location

6. If you are a tenant, please state your satisfaction with the following:

	Satisfied	Neutral	Unsatisfied	Not Applicable
Building exterior quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of lease process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of common area or landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please provide additional comments about your experience as a tenant in the Village of Woodridge:



Business Issues

8. Please rate your level of concern with the following:

	I am very concerned	I am concerned	No concern
Business rules and regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Common area maintenance fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identifying resources for business expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with lessor (building owner or management company)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security at your business location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (Property)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (Sales)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation (for customers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation (for employees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What is the greatest impediment for the success of your business over the next 5 years?



Business Growth

10. For your business to expand how important are the following factors?

	Important	Neutral	Not Important	Not Applicable
Access to customer base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available space (Commercial)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available space (Office)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available space (Industrial/Warehousing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available space (Retail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy building permit processing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of competition in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lease affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readily available business services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (Property)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (Sales)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Business Growth

11. Are you considering the following in the next five years?

	Yes	No	I don't know
Retaining my existing location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relocating in Woodridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relocating outside of Woodridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Business Promotion

12. Who are your customers? (Select all that apply)

- ☐ Woodridge residents
- ☐ Other Woodridge businesses
- ☐ DuPage/Will County
- ☐ Chicago Region
- ☐ National
- ☐ International (Outside US)
- ☐ Other



Business Promotion

13. How successful are the following for reaching customers?

	Very Successful	Sometimes Successful	Never Successful	I do not market with this
Electronic communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paper flyers/coupons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade shows / conferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Business Promotion

14. What is your level of satisfaction with the Village's signage regulations?

☐

Satisfied

☐

Neutral

☐

Unsatisfied

15. If you answered "Unsatisfied" with Question 14, please specify.



Village Communications

16. Do you agree or disagree with the following statements?

Agree

Disagree

No opinion

The Village's regulations
support economic
growth

☐☐☐

Village staff and officials
are accessible

☐☐☐

I know who to contact at
the Village for assistance

☐☐☐

Village Communications

17. Think back to the last time you had interaction with the municipal departments listed below, how would you rate your experience?

	Excellent	Good	Average	Poor	Never Interacted
Community Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Works Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Village Communications

18. What type of support would you like to see from Woodridge? (Select all that apply)

- ☐ Local networking opportunities
- ☐ Grants to help support business expansion
- ☐ Additional information on local regulations
- ☐ Greater relief (e.g. signage, development parameters, etc.)
- ☐ Guidance on business resources
- ☐ Business promotion support

19. Please specify what other additional support would like to receive from the Village:

Thank You!

20. Thank you for taking the time to fill out the business survey. Your input will be helpful to the Shop Woodridge Task Force and the Village Board as they continue to work on recommendations to make Woodridge a better place for business.

CONTACT ME. I would like to meet with someone from the Village of Woodridge to further discuss my experiences with doing business in Woodridge or how the Village could help businesses operate or planning to locate here. Please provide your contact information below and staff will contact you to follow up.

Name

Company

Address

Address 2

Email Address

Phone Number