



Village of Hanover Park Administration

Municipal Building
2121 West Lake Street, Hanover Park, IL 60133
630-823-5600 tel 630-823-5786 fax

hpiil.org

Village President
Rodney S. Craig

Village Clerk
Kristy Merrill

Trustees
Yasmeen Bankole
Liza Gutierrez
Syed Hussaini
James Kemper
Herb Porter
Bob Prigge

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

2121 W. Lake Street, Room 214, Hanover Park, IL 60133

Tuesday, March 14, 2023

12:30 p.m.

AGENDA

1. **Call to Order**
2. **Acceptance of Agenda**
3. **Townhall**
Persons wishing to address the public body must register prior to Call to Order.
Please note that public comment is limited to 5 minutes per speaker.
4. **Approval of Minutes – February 14, 2023**
5. **EDC Speaker Series: Business Resources at Libraries**
Schaumburg Township District Library and the Poplar Creek Public Library present:
 - How to create a contact list of companies or individuals that fit customer criteria, and find recent industry or market reports.
 - How to use tools by business type, and get an overall picture of what's happening with sales, competition, and trends in your field.
6. **Old Business**
 - 5-a. **Restaurant Month/Week** - Continue discussion, feedback from local restaurants, and decide dates
 - 5-b. **Adoptee Updates** – Outreach activity for the prior month
 - 5-c. **Next topic/date of presentation** (from February mtg)
7. **New Business**
 - 7-a. **Recommend Next Level Northwest candidates**
8. **New Business Welcomes**
 - 8-a. **New businesses** - none
 - 8-b. **Recap Welcome Visits Prior Month**
9. **Development Updates**

10. Committee Member Events

a. Bartlett Area Chamber Events (BACC)

- Cocktails & Contacts – March 14th @ 5-7pm – O’Hare’s Pub & Restaurant, 391 Bartlett Plaza, Bartlett
- **Membership Appreciation Breakfast: Wed. Mar 15, 2023, 8:00 - 9:15 am** at The Oak Room at the Bartlett Community Center - 700 S. Bartlett Rd, Bartlett
- Mid-Day Meet Up – March 21st @ 12-1 pm – Neehee’s, 1850 Army Trail Rd., Hanover Park
- Top 10 Mistakes Business Owners Make & How to Avoid Them – March 23rd @ 11:30am – 12pm, via Zoom

b. Northwest Hispanic Chamber Events (NWHCC)

- Lunch & Learn Lonchesito with 1-Tom Plumber – March 15th @ 12-3pm, 1033 N. Lombard Rd., Lombard

c. Women’s Business Development Events (WBDC)

- Starting Your Business in Illinois – March 15th @ 11am-12:30pm (webinar)
- Access to Capital-Let’s Chat: Business Tax Season, Be Prepared! – March 30th @ 11am – 12pm (webinar)

11. Upcoming Village Events

Visit the Village website for complete details on upcoming events for 2023:

- Doggie Eggstravaganza – April 1
- Hanover Park Blood Drive – April 6
- Hanover Park Community Health & Resource Fair – April 23
- Arbor Day Celebration – April 29
- Market at the Metra – May 14
- MLK Build Up Day – May 21
- Memorial Day Observance – May 30
- Community Apiary Open House – June 4
- Touch a Truck – June 11
- Summer Concert: *R-Gang* – June 15
- Movie in the Park – *Sing 2* – June 24
- Mayor Craig’s Play Ball Baseball Game – July 12
- COPS Day & Movie in the Park – *Space Jam: A New Legacy* – July 15
- Summer Concert: *EssoFunk* – July 20
- Summer Concert: *The Dynamix* – August 3
- Hanover Park Car & Motorcycle Show – August 7
- Movie in the Park – *Spiderman: No Way Home* – August 12
- 9/11 Remembrance Ceremony – September 9
- Corks & Crafts – September 17
- Hanover Park Recycles – September 24
- Fire Department Open House – October 1

12. Adjournment

5. OLD BUSINESS – Business of the Year

EDC members discussed changes or suggestions for the 2023 Business of the Year:

- Each EDC member will continue to nominate a business.
- Combining businesses with over or under 50 employees will continue (there will continue to be only one category)
- The committee suggested putting Business of the Year on the September Agenda, so there is extra time to interview businesses.
- By December the winner will be determined, before the holidays.

6. NEW BUSINESS

6-a. Restaurant Week/Month

EDC members discussed if and how the Village would participate:

- Members commented that it would be great publicity for restaurants.
- The businesses could decide what their individual promotion will be (special menus, coupons, discounts, free desserts or appetizers, etc.)
- Having the event for just a week may be better than a whole month since it could create more participation by only requiring a week's worth of discounts.
- Holding the event in warmer months may be better since people are out and about more than they are in February (when Chicago and the Northshore hold theirs)
- It was noted however, that in colder months, business is slower, so it is a good incentive to get people out of the house and helps businesses during the slow season
- A survey could be taken to find out which restaurants want to participate
- The challenge will be to get our restaurants to participate
- EDC members will each reach out to one of their restaurants on the mentorees list (by 2-17-2023) to get feedback on what month would work best

Motion by member Zanfardino and second by member Candelas to pursue holding a restaurant week in Hanover Park. Date to be determined.

Voice Vote: All Ayes

Motion carried.

6-b. Presentations at EDC Meetings – Topic Ideas

- Member Candelas suggested the topic of I-TIN lending for business owners without a social security number. He also suggested hosting that event at the EWC since many Hispanic business owners are not comfortable going into government buildings.
- A business librarian will attend the March EDC meeting to educate members on the resources available at the libraries.
- Member Farfan suggested possibly getting the Mexican consulate (mobile unit) to present.
- Member Calatayud suggested both chambers, the WBDC, and the banks all present to the committee on what their organizations do on a daily basis.
- An event focused on helping businesses in areas of their interest was suggested.
- EDC members should try to get one of their mentorees to attend an EDC meeting.

7. New Business Welcomes

7-a. New Businesses

- Fessak African Store – member Zanfardino will visit

8. DEVELOPMENT UPDATES – Director Govind

- Hanover Park becoming EV-ready was the topic at the February 13th Development Commission meeting.
- The commission discussed if the Village should require new developments to be EV-ready, what to require, and what should not be required.
- The PowerPoint presentation from the meeting is available.

9. COMMITTEE MEMBER UPDATES

- Member Zanfardino – the library will have an electric vehicle program presentation in April
- Member Gudenkauf (Bartlett Area Chamber) - they will be hosting their annual Casino Night at Moretti's on February 24th
- Member Farfan (Northwest Hispanic Chamber) – they will be hosting a networking event at Lucky Monk in Barrington
- Member Candelas (Hanover Park Bank) – the bank is offering great CD rates
- Member Calatayud (WBDC) – they are currently offering the Rise Up CoHort and Scale Higher Cohort, and will have an author visit for One Book One Community
- Belinda Mustafa (Hanover Park Park Foundation) – plans for the June Community Bash are underway; there will also be a 5K run and a craft show

10. ADJOURNMENT

Motion by member Swan and second by member Shah to adjourn the meeting.

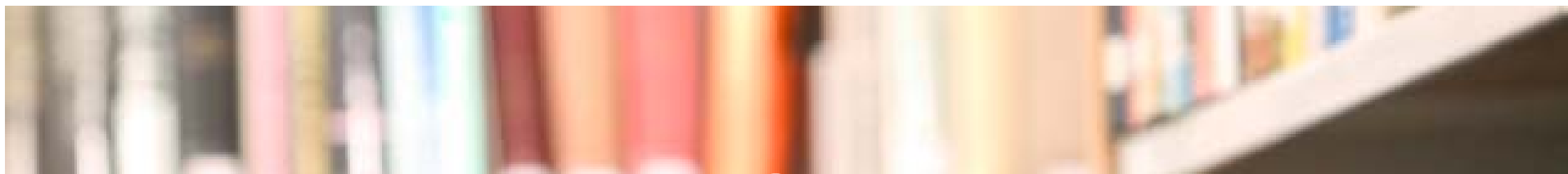
Voice Vote: All Ayes

Motion carried. Meeting adjourned at 1:36 pm

Transcribed by:

Kathy Sjodin, Admin. Assistant
On this 14th day of February, 2023

Gail Tobin, Chairperson



Village of Hanover Park's Economic Development Committee Presents:

Business Resources at Libraries

Business Owners and Entrepreneurs are invited to:

Learn from Patricia Smolin and Steven Zanfardino to apply business sources available at the Schaumburg Township District Library and the Poplar Creek Public Library. Create a contact list of companies or individuals that fit your customer criteria, and find recent industry or market reports. Use these tools which relate to your business type, and give you an overall picture of what's happening with sales, competition, and trends in your field.

Businesses within these service areas may receive a business library card for remote access to useful business resources.

When: Tuesday, March 14, 2023
12:30 to 1:00 pm

Where: Rm. 214—Village Hall
2121 Lake Street, Hanover Park, IL 60133

Cost: **FREE!!** We will provide lunch!



FOR DETAILS, CALL:
Phone: 630-823-5780
E-mail: CDevelopment@hpil.org



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Dear Hanover Park business owner,

We wanted to make you aware of a 'Business Accelerator' program **Next Level Northwest (NLNW)** that the Village of Hanover Park is making available to you - at no cost to you – to help you grow your business. Mayor Craig, along with 4 other mayors (Schaumburg, Hoffman Estates, Elk Grove and Rolling Meadows), were instrumental in supporting this Business Accelerator program to help our businesses grow.

Next Level Northwest (NLNW) is FREE for Hanover Park businesses! Once accepted into the program, NLNW pays to provide confidential coaching to the business – in whatever area they need help in – for example – marketing, managing finance, sales, operations – whatever you need – to grow your business.

Hanover Park's Country Style Donuts participated in the program in 2020 and saw a 20% increase in profits! Beautiful Mind Therapy benefitted in 2022. Read some other success stories: <https://www.nextlevelnorthwest.org/success-stories/>

What is Next Level Northwest?

- Next Level Northwest (NLNW) is a not-for-profit 501c3 organization, set up specifically to help existing small to medium-sized businesses grow by providing free coaching.
- NLNW is not an incubator or a co-working space.
- It does NOT provide grant funding.
- NLNW is a unique public-private partnership started by five municipalities - Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg.

How do you get started?

1. Contact Community & Economic Development Department at 630-823-5780 to confirm eligibility.
2. Fill out the attached simple application form
3. A 'Pitch Presentation' will be scheduled for you to present your case. Prepare a PowerPoint presentation – it's simple, and staff can help.
4. The Pitch Panel will make a recommendation for NLNW board approval and you will be assigned a coach.
5. Coach will work with you confidentially for 90 days.

Pl see attached information about NLNW and hope you would let us help you grow your business! Let us know if you would like more information or would like to apply.

Shubhra Govind
Director of Community and Economic Development
630-823-5781



ACCELERATE YOUR BUSINESS

WHAT IS NEXT LEVEL NORTHWEST?

Next Level Northwest (NLNW) is a not-for-profit business accelerator program designed to help existing small- to medium-sized businesses grow. It's a unique public-private partnership brought together by five municipalities to strengthen the regional economic ecosystem through collaborative leadership.

HOW WE DO IT

NLNW works with leaders and owners of existing businesses through a competitive business accelerator process, as well as educational programs and events directed toward ongoing development.

WHY NEXT LEVEL NORTHWEST?

When communities work together, the regional economy grows. NLNW brings together municipalities to collaborate and ignite innovative ideas to grow and strengthen local established businesses.

PARTICIPATING MUNICIPALITIES



SUPPORT

Gain the support you need from the community and other local businesses



WISDOM

Get answers and critical feedback from coaches and mentors



LEARNING

Continue to learn from each other's challenges and successes



LEARN HOW TO SOLVE CHALLENGING BUSINESS ISSUES AND INCREASE PRODUCTIVITY

ACCELERATOR PROGRAMS

NLNW provides an intensive business accelerator program for business operators who are ready and committed to taking their business to the next level. You'll receive support and guidance from an NLNW-approved professional business coach and regional mentors to help improve your business' bottom line.

PHASE 1 - ACCELERATOR ENGAGEMENT

Business operators can apply to the program by completing and submitting a background application packet to NLNW. Applicants will be screened by NLNW staff based on qualifying criteria. Qualified applicants will be invited to make a presentation to the local pitch panel in the participating communities.

PHASE 2 - ONGOING DEVELOPMENT

The pursuit of business excellence is a journey. NLNW is committed to supporting businesses as they continue on this path. Upon completion of Phase 1, participating businesses will be given access to the NLNW network of regional business mentors and are strongly encouraged to further their development through a 12- or 24-month mentor commitment.

SERVING NORTHWEST CHICAGOLAND

HOFFMAN ESTATES

ROLLING MEADOWS

SCHAUMBURG

ELK GROVE VILLAGE

HANOVER PARK

To get started, visit NextLevelNorthwest.org and/or contact your Village Economic Development Director for more information.

Accelerator Engagement Application

Information within this application is considered confidential and will not be shared outside of the Next Level Northwest Review Process.



Please fill in all appropriate shaded areas.

Name of Business:

Business Address:
 (Number and Street) (City/Village) (Zip code)

Municipality: (Check one only) Elk Grove Village Hanover Park Hoffman Estates Rolling Meadows Schaumburg

Address Type: Commercial/Business Joint Use (Bus/Residence) Residential Other (Specify)

Contact Person: Daytime Phone:
 (Full legal name)

Email address: Mobile Phone:

Is the business owner the same as the contact person? Yes No

If "No," please give the position/title of contact AND

Give the owner's name and mobile phone contact # Mobile Phone:

Please describe your business in 100-150 words.

Type of Business:	Number of Employees in Full-time Equivalents:	Full-time		Part-time	
		<10	11-19	20-29	30-49
<input type="checkbox"/> C Corp		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> S Corp		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> LLC		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Non-profit		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Year in which the company was founded/incorporated? Number of full operating years at time of application

Do you have financial data for the past three fiscal years? (P&L, Balance Sheet, Cash flow reports) Yes No

Is your company generating revenue? Yes No

If "yes" to the above, what is your current year's projection in US dollars?

Did your company show a net profit last year? Yes No

Accelerator Engagement Application – Page 2

Information within this application is considered confidential and will not be shared outside of the Next Level Northwest Review Process.



Company Name _____

Do you believe your company is profitable? Yes No

From your view, which of the following functions affect your profitability? Please Check all that apply.

Function	Examples of existing issues	Please identify your top 3 priorities
<input type="checkbox"/> Human Resources	High turnover; Finding and recruiting the right talent; Retention of our best talent	<input type="checkbox"/>
<input type="checkbox"/> Operations	Excess inventory; inefficiencies in processes; quality issues requiring more direct management oversight	<input type="checkbox"/>
<input type="checkbox"/> Productivity	Not having enough of the right people on board; performance issues with some staff	<input type="checkbox"/>
<input type="checkbox"/> Sales	Not meeting monthly, quarterly, or annual goals; Not reaching critical decision-makers in potential client companies	<input type="checkbox"/>
<input type="checkbox"/> Marketing	Marketing plan not linked to strategies; hitting target markets less than desired	<input type="checkbox"/>
<input type="checkbox"/> Infrastructure	High up-front investment; unplanned IT and other equipment upgrades that demand capital investment	<input type="checkbox"/>
<input type="checkbox"/> Financial	Details missing or incomplete for P&L, Balance sheet; Everyone in the company is not attuned to how the company uses resources	<input type="checkbox"/>
<input type="checkbox"/> Planning	Lack strategic or current business plans; Appropriate metrics not defined or tracked routinely	<input type="checkbox"/>
<input type="checkbox"/> Other 1:	Specify:	<input type="checkbox"/>
<input type="checkbox"/> Other 2:	Specify:	<input type="checkbox"/>
<input type="checkbox"/> Uncertain	What are your concerns?	<input type="checkbox"/>

What do you expect to gain from this engagement? You may give up to four (4) goals or objectives

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-
-
-

I attest the information included within this application is accurate. I understand:

- a. This submission does not guarantee selection for the Accelerator Engagement;
- b. A competitive process for selection exists;
- c. I must prepare and present a “pitch” but giving the presentation does not guarantee selection;
- d. I have no financial obligation up front but am expected to contribute an amount equal to the grant received over a period of three years after graduating from the accelerator engagement, and
- e. I may withdraw at any time without penalty or prejudice prior to presenting my “pitch.”

Signature

Date

Printed Name: _____