



COMMITTEE OF THE WHOLE MEETING
MONDAY, OCTOBER 7, 2024
(Immediately following the Village Board Meeting)

AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

TRUSTEE COMMENTS

DISCUSSION

1. 2025 Road Program
2. Public Works Policy Manual Updates
3. Economic Development Strategy

EXECUTIVE SESSION

1. Collective Bargaining
2. Pending Litigation

ADJOURN

Initials: SB

Memorandum



To: Mark Gaffino, Village President & Board of Trustees
 Cc: Steven Bosco, Village Administrator
 From: Brandon Tonarelli, Assistant Public Works Director / Village Engineer
 Date: October 1, 2024
 Re: Proposed 2025 Road Program

Annually the Public Works Department prepares a presentation for the selection of streets for the road maintenance program. This year the road program will be continuing with miscellaneous streets on the east side of the Village that are in poor condition. The program will also focus on a few areas in the west part of the Village. The streets targeted for the 2025 Road Maintenance Program are listed in the table below:

#	Street Name	From	To
1	Aspen Court	Woodland Circle	End
2	Carlisle Lane	Western Drive	End
3	Deerpath Road	Pavt. Joint Near Zepelak Drive	Pavt. Joint Near Tanner Road
4	Elleby Avenue	Western Drive	End
5	Elleby Court	Western Drive	End
6	Hampton Avenue	Remington Lane	Western Drive
7	Hathaway Court	Mooseheart Road	End
8	Lake Run Court	Western Drive	End
9	Lake Run Lane	Western Drive	Elleby Avenue
10	Lilac Lane	Butterfield Road	Woodland Circle
11	Linn Court	Dee Road	End
12	Mooseheart Road	Deerpath Road	Hathaway Court
13	Remington Lane	Western Drive	End
14	Western Drive	Tanner Road	Elleby Avenue
15	Woodland Circle	Lilac Lane	Lilac Lane

The estimated 2025 road program is approximately \$1.84 million for 2.83 miles of road improvements. The Capital Projects Fund has an adequate fund balance to cover the program cost in 2025.

Memorandum



To: Mark Gaffino, Village President & Board of Trustees
Cc: Steven Bosco, Village Administrator
From: Brandon Tonarelli, Assistant Public Works Director / Village Engineer
Date: October 2, 2024
Re: Annual Road Program Policy and Related Policies

The Public Works Department has been developing policies and formalizing past practices for public works operations and services.

Village Staff has created an annual road program policy to formalize the process for the selection of the roads to include in the annual program. The policy references two additional new policies pertaining to grass and driveway restoration. A significant amount of the Village’s annual grass and driveway restoration efforts occur during the annual road program. The three new policies are essentially current practice. With the creation of an annual road program policy, two existing policies related to curb and gutter replacement and sidewalk repair and replacement were updated as they also often coincide with the Village annual road program as well.

In addition to the policies related to the annual road program, staff significantly revised the existing tree trimming policy as parkway tree trimming requests have been on the rise over the past few years. Staff revised the current policy to create a long-term trimming program that can effectively address tree trimming on a more aggressive yet sustainable basis. Per the revised policy, the Village’s goal is to trim almost all parkway trees in subdivision/neighborhood on a seven-year cycle with individual trees trimmed when they are reported by citizens or identified by staff. Staff will evaluate trees scheduled for subdivision and/or neighborhood trimming on an annual basis and may adjust the areas scheduled for trimming as needed.

There is a current budget of \$90,000.00 for contracted tree trimming services in the 2024-25 fiscal year. The staff has estimated that the parkway tree trimming budget will have to be increased anywhere from \$55,000.00 to \$98,000.00 per year

depending on which areas are scheduled to be trimmed. This can change year to year depending on the prices we receive from the contractors.

Attached is the Public Works Policy Manual, which includes the updated and new policies being reviewed. Staff is looking for any feedback the Village Board may have on these policies.

Public Works Policies



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Village of North Aurora Complete Streets Policy

PURPOSE

The Village of North Aurora seeks to create a comprehensive, integrated, connected multi-modal transportation network for all roadway users to encourage accessibility, inclusiveness, and safety. Complete Streets principles and best practices should be considered when planning, designing, operating, and maintaining the street network to determine if an appropriate context sensitive solution can achieve this purpose.

DEFINITION

Complete Streets are facilities designed, operated, and maintained to assure safe and comfortable mobility appropriate to the function and context of the facility for users of all ages and abilities, including pedestrians, bicyclists, and transit passengers as well as truck, bus, and automobile drivers.

BENEFITS

Complete Streets provide the following benefits:

1. **Increases Accessibility:** Streets that provide travel choices can give people the option to avoid traffic congestion and increase the overall capacity of the transportation network.
2. **Improves Safety:** Design and accommodation for bicyclists and pedestrians reduces crashes.
3. **Creates a Sense of Place:** Increased bicycling and walking are indicative of vibrant and livable communities, offering economic, social, and recreational opportunities for everyone.
4. **Generates Community Vitality and Economic Development:** Complete streets can reduce transportation costs and travel time while increasing property values and job growth in communities.

5. Advances Efficient, Quality, and Responsive Services: Integrating sidewalks, bike lanes, transit amenities, and safe crossings into the initial design of a project spares the expense of retrofits later.
6. Improves Public Health: Public health experts are encouraging walking and bicycling as a response to the obesity epidemic. Streets that provide room for bicycling and walking help people of all ages get physical activity and gain independence.

POLICY GOALS

1. The Village's Complete Streets policy will consider the needs of all users through the planning, design, and implementation processes for construction, reconstruction, or retrofit of streets, if the safety and convenience of users can be improved within the scope of the work.
2. Create a comprehensive, integrated, connected multi-modal network by providing connections to bicycling and walking trip generators such as employment, education, residential, recreational, and public facilities, as well as retail and transit centers.
3. Collaborate with the neighboring municipalities and the Metropolitan Planning Organization Chicago Metropolitan Agency for Planning (CMAP) to work with regional partners to ensure that jurisdictional boundary conditions are considered as a part of infrastructure projects.
4. Provide safe and accessible accommodations for existing and future pedestrian, bicycle, and transit facilities.
5. Establish a checklist of pedestrian, bicycle, and transit accommodations, such as accessible sidewalks curb ramps, crosswalks, countdown pedestrian signals, pedestrian scale lighting, median refuges, curb extensions, bike lanes, shoulders, and bus shelters, for consideration in street improvement projects.
6. Establish a procedure to evaluate resurfacing projects for complete streets inclusion according to length of project, local support, environmental constraints, total available right-of-way, funding resources and bicycle and/or pedestrian compatibility.
7. Evaluate the interaction of distinct modes of transportation along and at the intersection of transportation corridors.
8. Design bicycle and pedestrian facilities to the best currently available standards and practices including the American Association of State Highway Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities, the AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities, the AASHTO Green Book: A Policy on Geometric Design of Highways and Streets, the Federal Highway Administration (FHWA) Highway Capacity Manual (HCM), the FHWA Manual of Uniform Traffic Control Devices (MUTCD), the Americans with Disabilities Act Accessibility

- Guidelines (ADAAG), and others as related. Methods for providing flexibility within safe design parameters, such as context sensitive solutions and design, will be considered.
9. Research, develop, and support best practices in improving safety and mobility. 9) Implement training for Engineers and Planners on Bicycle/Pedestrian/Transit policies and integration of non-motorized travel options into transportation systems.
 10. Make provisions for pedestrians and bicyclists when closing roads, bridges or sidewalks for construction projects.
 11. Consider connections for Safe Routes to Schools, trail crossings, and areas or population groups with limited transportation options.
 12. Comply with the Americans with Disabilities Act (ADA).
 13. Complement the context of the surrounding community.
 14. Update all necessary and appropriate codes, standards, and ordinances to ensure that design components for all modified streets follow the intent of the policy.
 15. Identify all current and potential future sources of funding, including grant opportunities, for Complete Streets improvements.

EXEMPTIONS

The most context sensitive solution for street projects should be incorporated into the design to evaluate if Complete Streets Policy goals are appropriate. Exemptions include the following:

1. Non-motorized users are prohibited on the roadway.
2. The cost of accommodations for a particular mode is excessively disproportionate to the need and potential benefit of a project.
3. The project involves ordinary maintenance activities designed to keep assets in acceptable condition, such as cleaning, sealing, spot repairs, patching, and surface treatments, such as micro-surfacing.

EVALUATION GOALS

The following measures document the success of Complete Streets Policy goals:

- 1) Number of new miles of on-street bicycle routes defined by streets with clearly marked or signed bicycle accommodations.
- 2) Number of linear feet of new or reconstructed pedestrian accommodations.
- 3) Number of new or reconstructed accessible curb ramps.
- 4) Total number of funded bicycle and pedestrian projects and new facilities.
- 5) A periodic review of performance measures will evaluate their effectiveness in achieving outcomes and modified as necessary to accomplish policy goals.



Right of Way Maintenance and Mowing Policy

PURPOSE

The Village is responsible for maintaining turf areas to the standards outlined in Village ordinances, the standards in the approved contract, and as defined in this policy.

DESCRIPTION

This policy identifies parties responsible for right of way maintenance.

POLICY

The Village is responsible for maintaining turf areas through its lawn maintenance mowing contract. The Village's mowing contract primarily includes areas such as; SSAs (Special Service Areas), welcome signs, medians and village owned facilities/properties.

The contract also includes right of way areas abutting other governmental agency properties and public utility company properties. Staff will use its discretion to identify these areas. Rights of way that abut residentially owned properties will be mowed if an SSA is not established to fund the mowing.

Rights of way that abut non-residential properties will not be mowed under the Village contract and shall be maintained by the abutting property owner. In circumstances where an undeveloped non-residential property abuts a natural area such as a wetland or prairie, property owners will be required to mow the right of way between the curb and sidewalk, or within 15 feet of the curb if not sidewalk exists. Additionally these properties will have the option of mowing the remainder of the property to a depth of 12 inches as opposed to the 8 inch standard established for all other areas.

The lawn mowing program runs for approximately 32 weeks (32 cuts) between April and November. The mowing contract also includes a spring and fall clean up in areas that are being maintained.



Leaf Pick-Up Policy

PURPOSE

This policy is established to explain the leaf collection program schedule and procedure.

DESCRIPTION

There are two Leaf collection services available to North Aurora residents. The Village of North Aurora provides a curb-side leaf collection service and the Village's contracted waste hauler provides a bagged leaf program.

CURB-SIDE LEAF COLLECTION PROGRAM

The Village of North Aurora offers a free leaf pickup service to residents. The leaf pickup program runs from mid-October through late November. The start date is dependent on weather and when the leaves begin to fall. The start date will typically be the third week of October. The starting location will alternate between the east and west sides of town annually.

During the designated east/west weeks residents must place leaves at the curb 6:30 a.m. Monday of the specific week, to ensure pickup in case your street is serviced first. It is the Village's goal to provide the residents with three opportunities to have their leaves collected. The leaf collection program is weather dependent and can potentially overlap with snow removal operations. In the event that weather prevents residents from receiving three opportunities for leaf collection, the Village may have to suspend or cancel the leaf collection program. If the program is either suspended or cancelled the Village will notify residents.

BAGGED LEAF PROGRAM

The Village's waste hauler provides a leaf bagged leaf program. Leaves can be placed in Kraft paper bags for pick-up and will not require a sticker during the months of October and November. Bagged leaves and yard waste will be picked up by the waste hauler on day of regular pick-up of until the end of November. Yard waste pick-up ends the last full week of November and resumes in April.



Mailbox Replacement Policy

PURPOSE

Maintain mail service for residents

DESCRIPTION

Describes the circumstances in which the Village replaces mailboxes.

During snow removal operations it is not uncommon during some snow events that mailboxes are damaged. In snow events where there is a high-water content creating a heavier snow damage is more likely to occur. Mailboxes are typically damaged by the snow that is being cleared from the roadway. In these circumstances the Village does not replace the resident's mailbox. However, if damaged to the point where mail will not be delivered, then the Village will provide a temporary mailbox until the damaged one is replaced by the resident.

If the mailbox is struck by the plow, and was installed properly according to the United States Postal Services guidelines the Village will provide a temporary mailbox and reimburse the resident up to \$100 for the replacement and installation of the new mailbox.



Sidewalk Repair and Replacement Policy

PURPOSE

Maintaining and building safe and accessible sidewalks for pedestrians throughout North Aurora.

DESCRIPTION

This policy is composed to establish how hazardous sidewalks are identified, repaired or replaced.

POLICY

1. Identification

Resident Request – Upon receiving a request from a resident, Public Works Staff will visit the location and evaluate the hazard. Based on the nature of the hazard, staff will utilize the appropriate method identified below for repair and replacement.

Employee Observation – Village employees are routinely working outdoors collecting data, enforcing ordinances, and performing maintenance. When employees identify a hazardous sidewalk, the location shall be conveyed to the Public Works Department to determine the appropriate method of repair.

Annual Road Program – Every year Village staff determines roads to be included in the upcoming annual street maintenance program. Once the roads for the annual street maintenance program are selected, Public Work staff will evaluate the adjacent sidewalks to the selected roads to determine the appropriate method of repair.

High Priority Areas – Each year after the roads for the annual street maintenance program are selected, Public Work staff will evaluate sidewalks adjacent to schools, public facilities, recreational facilities and other areas generating significant amounts of pedestrian traffic.

2. Methodology

Sidewalk Repair (Leveling/Shaving) – Generally, this type of repair is utilized when a sidewalk exhibits a surface distress and/or a trip hazard has been identified as small enough to be leveled as opposed to fully replaced. Sidewalks in this category are added to a list to be cut during an upcoming sidewalk leveling program.

Sidewalk Replacement – Generally, this type of repair is utilized when a sidewalk exhibits surface distress and/or a trip hazard larger in scope than what can be rectified through sidewalk leveling. Sidewalks in this category are added to a list to be replaced during an upcoming annual road program. Sidewalk removal and replacements are done within the street resurfacing area of the annual road, as well as a Village-wide miscellaneous concrete replacement program.

Emergency Sidewalk Replacement – Generally, this type of repair is utilized when a sidewalk exhibits surface distress and/or a trip hazard larger in scope than what can be rectified through sidewalk leveling and pose a more immediate threat to public safety. In these instances, the sidewalk square(s) are added to a list to be replaced as soon as possible and may be replaced by Village Public Works staff to expedite the replacement.

In the event the Village receives a complaint regarding a sidewalk square(s) which exhibits a surface distress such as “pitting”, it shall be the determination of the Public Works Department as to whether the sidewalk(s) square shall be deemed a hazard or cosmetic issue. In the event that the sidewalk square(s) is deemed a hazard or potential hazard in the near future, the Public Works Department shall determine the appropriate method of repair.

If the list of sidewalks earmarked for sidewalk repair or replacement exceeds the amount of funds budgeted in a fiscal year, staff will prioritize which sidewalks should be repaired or replaced immediately. Sidewalks not repaired or replaced during the fiscal year will be kept on the list to be reprioritized each subsequent fiscal year until they have been repaired or replaced.



Tree Replacement Policy

PURPOSE

Maintain a healthy urban forest.

DESCRIPTION

Describe the process for tree replacement in parkway and public properties

Typically trees are replaced because the tree has been identified by a resident or staff member that the tree is dead or dying. The request is then included on a tree replacement list. Public Works or arborist inspects the tree and confirms it is dead or dying the tree then the list is updated to indicate the tree is scheduled for removal by Public Works staff.

As time permits throughout spring and summer Village staff will remove trees up to 15 inches in diameter. Trees larger than 15" will typically be removed by a contractor. When the trees have been removed the list is updated once again and now the remaining stump is scheduled for stump grinding. Stump grinding is an operation performed by a contractor.

After stump grinding staff will inspect all proposed locations for trees to confirm the location has the space requirements to thrive. The Village will select a diverse species of trees from the list in Municipal Code section 12.17.010. Staff will visit the nursery to select the trees the contractor will be planting to confirm the appropriate diameter. If the trees are not available for inspection they will be measured upon delivery. Trees that do not meet the minimum diameter will be returned and replaced with one that meets specification.

The trees planted in the annual program are guaranteed for one year. Prior to the end of this one year warranty period, public works staff inspects the health of the trees. Any trees that are deemed to be in poor quality are identified for replacement by the contractor responsible for planting the trees.



Curb and Gutter Replacement Policy

PURPOSE

This policy is composed to establish how curb and gutter is replaced throughout the Village.

DESCRIPTION

Curb and gutter functions to collect and convey storm water to storm structures in the curb line. It also delineates the roadway and acts as a barrier to the parkway. If the curb and gutter fails to perform either of these functions it becomes a candidate for replacement.

POLICY

Curb and Gutter is evaluated on streets included in the annual Road Program in the design phase of the project. Curb and gutter that is identified to be in poor condition by the design engineers will be included in the Road Program. It will be removed and replaced within the project.

When staff receives requests to replace curb and gutter on streets outside the limits of the annual Road Program, Public Works Staff will determine if the curb and gutter is still functional. More specifically if its condition has deteriorated to the point where it no longer functions as an effective barrier, may cause property damage, or no longer conveys stormwater and creating a hazardous condition on the pavement. In such cases staff will use asphalt to patch the curb and gutter temporarily, if necessary, until it can be addressed in an upcoming road program.. Curb and gutter will not be removed and replaced by Public Works staff.



Tree Trimming Policy

PURPOSE

This policy is composed to establish how parkway trees are selected for trimming. Tree trimming is done to improve overall health, structure, aesthetic appearance, and for safety reasons.

DESCRIPTION

The Village trims parkway trees at various times throughout the year using in-house labor and private contractors. Below is a description of how trees are selected for trimming. As part of the tree trimming policy, trees found in poor condition, obstructing the Village's right-of-way, obstructing signage, obstructing streetlights or planted in the Village's right-of-way without permission may be removed.

OBSTRUCTION TRIMMING

When Public Works identifies a tree that is obstructing regulatory signs, the effectiveness of a streetlight or obstructing line of sight at an intersection, Public Works staff will trim the tree to eliminate the obstruction. In some cases, Public Works may remove the tree if necessary. There can be times when trees on private property obstruct signs and sidewalks and thus pose a safety hazard. In these instances, the Village will communicate with the property owner to come to a resolution to get the tree trimmed.

STREET MAINTENANCE TRIMMING

Prior to the beginning of the annual street maintenance project, the parkway trees will be evaluated to identify trees that are in need of trimming. If needed the crown of these trees will be trimmed to a height that will prevent damage from the paving contractors' machinery. This operation is performed by a private contractor or Village crews in advance of the annual street maintenance program. If trees are damaged during the construction process crews will trim those trees after the project is completed. However, if the timing of the tree trimming work interferes with the street maintenance program, then the trimming will be done after project is completed.

SUBDIVISION/NEIGHBORHOOD TRIMMING

The Village's goal is to perform necessary parkway trimming in subdivisions and neighborhoods within a seven-year cycle. This tree trimming would typically be performed by a private contractor, but also may be done by Public Works staff as needed. Staff will create and maintain a schedule for each subdivision and/or neighborhood to be trimmed. Staff will evaluate trees scheduled for subdivision and/or neighborhood trimming on an annual basis and depending on need in other areas or financial resources, may adjust the trimming schedule.

STORM OR DISASTER RELATED TRIMMING

Periodically, weather events occur that have can damage parkway trees. Depending on the scale of the damage, a private contractor may be enlisted to assist staff in the removal of branches and trimming of the remaining branches. Trees that are severally damaged will be assessed at that time and determined if removal is needed.

In cases where weather is deemed to have caused significant damage to trees within a neighborhood or throughout the community, the Village may choose to provide collection of any non-parkway trees provided that a property owner follows any guidelines provided by the Village to prepare their private trees for collection.

INDIVIDUAL TREE TRIMMING

Public Works staff will respond to staff and resident requests for tree trimming when these requests are received. Trees will NOT be trimmed or removed outside of the normal 7-year cycle unless one or more of the following is present.

1. A broken or hanging branch.
2. A branch that is hanging lower than six feet off the ground that is over a sidewalk, street, or driveway.
3. A dead branch that is over 2" in diameter.
4. A branch that is causing a site obstruction or is blocking a street sign.
5. A tree or portion of the tree is deemed to be in poor health or presents a safety concern

Non-cycle trimming deemed necessary and non-hazardous by the Village will be placed on a list for trimming and/or removal. Trees on this list will be addressed as quickly as possible depending on staffing and department priority of available resources. Incoming requests

will be handled in the order they are received unless it is deemed necessary to expedite a tree on the list.

Residents may hire a tree trimming contractor, at their own expense, to trim their parkway tree if they do not want to wait for the next trimming cycle.



Overhead Sewer Grant Program

PURPOSE

To prevent flooding in basements associated with sanitary sewer back-ups.

DESCRIPTION

This program is designed to help eligible residents offset the cost of plumbing improvements needed to prevent future flooding associated with sanitary sewer back-ups.

POLICY

The Village will offer eligible residents a percentage of the project costs to transition the existing plumbing system into an overhead sewer system. The Village will offer 75% of the cost of the project up to \$6,000 to all residents

This grant is specific to the improvements necessary to convert the existing plumbing into an overhead sewer system. While there are other alternatives to prevent flooding including, but not limited to: plugs, caps, standpipes, and backflow prevention devices (check valves); they are NOT eligible for grant funding under this program. Restoration costs are not eligible for reimbursement. This would include costs for carpet, tile, dry wall etc.

This program is for residential properties only. It is first come first served until the funds budgeted for the program are used. The Village of North Aurora will cover all costs derived through administrative time and inspections by Village staff. Each property is only eligible to participate in the program one time. If the property changes ownership and the property has participated in the program in the past they the new owners are not eligible to participate again.

Residents qualify for the program by meeting the below criteria:

- 1) Have a basement inspection performed by the Village Plumbing Inspector to confirm the residence qualifies for the program. The Village will cover the cost of this inspection.

- 2) Comply with inflow and infiltration inspection at time of Plumbing Inspection and bring the home into compliance prior to qualification.
- 3) At the time of inspection the homeowner must also pass an Inflow and Infiltration Inspection. If a violation exists, such as an illegal sump pump connection, the resident must correct the sources of inflow and infiltration at their own expense prior to qualifying for this program.
- 4) Submit two quotes from contractors outlining the scope of work to be performed. The Village would typically pay 75% of the lowest quoted price. If the resident chose to select a quote from a higher priced contractor, the Village would still pay the agreed percentage of the lowest quote.

The homeowner is required to secure a Building Permit from the Village of North Aurora for which the fee will be waived. A permit is also required from Fox Metropolitan Reclamation District.

At completion of the project the work performed must pass a plumbing inspection performed by the Village and Fox Metro Reclamation District. After passing inspections the Village will then reimburse the resident the agreed percentage of cost.

The Village of North Aurora assumes no responsibility for any defective work or other damage, injury or loss resulting from any act of negligence by the contractor or property owner while installing, operating, or maintaining the sewerage ejector system with overhead plumbing. An unexpected sewer collapse or obstruction, power failure, extreme weather conditions or other unforeseen factors could cause a backup. Therefore, the Village of North Aurora does not guarantee that a sanitary sewer backup will never occur.



Green Infrastructure

PURPOSE

The Village of North Aurora seeks to improve water quality by strategically implementing Green Infrastructure principles into infrastructure projects.

DEFINITION

Section 502 of the Clean Water Act defines green infrastructure as "...the range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspiration stormwater and reduce flows to sewer systems or to surface waters. Green infrastructure is a patchwork of natural areas that provides habitat, flood protection, cleaner air, and cleaner water. At the neighborhood or site scale, stormwater management systems that mimic nature soak up and store water.

BENEFITS

Green Infrastructure principles can lead to a cleaner environment and reduce flooding by encouraging infiltration that will recharge aquifers, filter out pollutants, and reduce the volume of runoff.

POLICY GOALS

The Village's Green Infrastructure policy will consider implementing green infrastructure principles through the planning, design, and implementation processes for construction, reconstruction, or retrofit of public infrastructure projects and private development. Implementing green infrastructure throughout the Village can demonstrate the Village's commitment to a cleaner environment and influence citizens to be more environmentally conscious.

EXEMPTIONS

Green Infrastructure strategies are intended to be implemented where they are context sensitive and financially appropriate. Retrofitting historic properties to include green roofs may not be an appropriate green infrastructure strategy. Similarly, it is not the intent of this policy to impose strategies that would limit the ability to develop a property or complete a project. Rather the intent is to consider how green infrastructure can enhance a project and improve the environment in a responsible manner within the context of the project.

EVALUATION GOALS

Success of this project will be measured by the number of projects that plan for, design, and construct projects that include green infrastructure principles.



Grass Restoration Policy

PURPOSE

This policy is composed to establish how grass restoration is performed in the Village.

DESCRIPTION

Grass areas within the Village's rights-of-way or on private property may be disturbed or removed due to removal and replacement of various Village infrastructure, repairs to Village infrastructure, or due to Village operations.

POLICY

VILLAGE PROJECTS

When the Village has a planned, designed project for replacing or installing new Village infrastructure, the Village will include grass restoration within the project's contract. Grass restoration of all areas that are removed or disturbed by the work will be restored. Examples of Village projects would include the annual road program, water main replacement, new sidewalk installation, sewer installation or replacements, etc.

The restoration of the areas requires the placement of topsoil, erosion control blanket, grass seed, and fertilizer all meeting the Illinois Department of Transportation Standard Specifications. The typical grass seed mixture used for these projects is a Lawn Mixture, unless special conditions of the area to be restored requires a different seed mixture to be specified.

VILLAGE MAINTENANCE AND OPERATIONS

When the Village disturbs grass areas due to maintenance or operations outside of a Village project, Village staff will normally perform the grass restoration.

Village staff will restore the areas with topsoil, grass seed, and fertilizer. On smaller restorations, staff may also place straw. On large restoration areas, staff may use erosion control blanket. The typical grass seed mixture used for these projects is a Lawn Mixture, unless special conditions of the area to be restored requires a different seed mixture.



Driveway Restoration Policy

PURPOSE

This policy is composed to establish how driveway restoration is performed in the Village.

DESCRIPTION

Driveways within the Village's rights-of-way or on private property may be disturbed or removed due to removal and replacement of various Village infrastructure, repairs to Village infrastructure, or due to Village operations. The apron of the driveway is the portion of the driveway located in the Village's right-of-way, which typically is between the curb and sidewalk.

POLICY

VILLAGE PROJECTS

When the Village has a planned, designed project for replacing or installing new Village infrastructure, the Village will include driveway restoration within the project's contract. Driveway restoration of all areas that are removed or disturbed by the work will be restored. Examples of Village projects would include the annual road program, water main replacement, new sidewalk installation, sewer installation or replacements, etc.

Only the portion of the driveway impacted by the work is replaced, unless the following criteria is met. If over 50% of the driveway apron is disturbed, a full apron replacement will be completed. When two patches on the same driveway are within 4 feet of each other, the patches will be connected to form one patch. An apron may be fully replaced to avoid causing a new drainage issue that would have occurred due to the Village project altering adjacent grades within the project. Damage due to Contractor mistakes would be completed at the Contractor's cost and depending on the extent of the damage may include up to a full apron replacement.

The driveway restoration will be done with the same type of material and thickness as the existing driveway. Brick Paver driveways will have the original bricks reused when possible.

Where curb or sidewalk is replaced through an asphalt driveway or apron, the repair will have an approximately two feet wide patch adjacent to the replaced curb or sidewalk.

VILLAGE MAINTENANCE AND OPERATIONS

When the Village disturbs driveways due to maintenance or operations outside of a Village project, Village staff may perform the driveway restoration or may contract out the restoration work depending on the size and complexity of the driveway area to be restored.

Only the portion of the driveway impacted by the work is replaced, unless the following criteria is met. If over 50% of the driveway apron is disturbed, a full apron replacement will be completed. When two patches on the same driveway are within 4 feet of each other, the patches will be connected form one patch. The driveway restoration will be done with the same type of material and thickness as the existing driveway. Brick Paver driveways will have the original bricks reused when possible.



Annual Road Program Policy

PURPOSE

This policy is composed to determine how the streets in the annual road program are selected and other aspects of programs associated with the road program our administered.

POLICY

ROAD SELECTION PROCESS

The Village desires to maximize the return on the capital resources expended on the road infrastructure. In order to do so the streets are selected based on several criteria including a pavement condition index study and staff analysis of this data. Every three to five years a pavement condition index study completed by a pavement management consultant is completed to provide new data that scores each street segment.

Village staff uses this data to geographically group streets in poor conditions into areas. These areas consist of a group of streets that require maintenance. Each area is evaluated by staff to determine the order they will be addressed in the future years of the annual road program.

When evaluating these areas, the factors that are considered include but are not limited to: pavement condition, resident feedback, traffic volume on the street, project impact on the neighborhood, if any utilities (water main, storm, or sanitary) need to be replaced, curb and sidewalk condition, American Disabilities Act compliance, and cost of the project. Based on this analysis an area is then selected for the current year's maintenance program typically in the fall of each year. The remaining areas are then programmed for future years.

After the current year's street maintenance project has been completed in the summer, Village staff will re-assess the areas identified for maintenance. This provides the Village with the flexibility to re-order the areas if one area may have experienced significant deterioration over the winter and needs more immediate attention.

CONCRETE SIDEWALK AND CURB AND GUTTER REMOVAL AND REPLACEMENT

All streets that are included for road resurfacing within the Village's annual road program have all the concrete sidewalk and curb and gutter inspected and evaluated by Village staff. Replacement is completed per the Village's Sidewalk Replacement Policy and Curb and Gutter Replacement Policy.

SIDEWALK ADA CURB RAMPS

When the Village resurfaces in front of any existing sidewalk curb ramp, the Village is required to bring the curb ramp into compliance with the latest Americans with Disabilities Act standards. The Village follows the latest design standards, which includes Illinois Department of Transportation standard details and the Pedestrian Facilities in Public Right-of-Way guidelines.

Typical improvements of the curb ramps include bringing the sidewalk curb ramps into compliance with the maximum allowable running and cross slopes and installing a detectable warning tile.

To comply with the maximum allowable running slopes, the sidewalk corner may need to be lowered. When lowering the sidewalk corner, the Village utilizes grading along the sidewalk edge to meet ADA requirements. When there is a more significant drop in elevation of the sidewalk corner, barrier curb may be utilized along the edge of sidewalk in conjunction with grading.

GRASS RESTORATION

When sidewalk or curb is removed and replaced adjacent to grass areas, restoration of the grass areas will be necessary. Any excavation or damage done by the road program contractor, is restored per the Village's Grass Restoration Policy.

DRIVEWAY RESTORATION

When sidewalk or curb is removed and replaced adjacent to driveways, restoration of the driveway is typically required. Any removal or damage to the existing driveway done as a part of the road program, will be restored per the Village's Driveway Restoration Policy.

Once the road program has been presented to the Village Board in the fall, the Community Development Department is notified of the streets within the following year's road program. They will advise residents that submit for driveway building permits within the road program area, of the upcoming project to try to avoid any restorations to new driveways.

**VILLAGE OF NORTH AURORA
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
CC: STEVE BOSCO, VILLAGE ADMINISTRATOR
FROM: MIKE TOTH, BUSINESS SERVICES MANAGER
SUBJECT: ECONOMIC DEVELOPMENT STRATEGY
AGENDA: OCTOBER 7, 2024 COMMITTEE OF THE WHOLE MEETING

DISCUSSION

As part of the 2022-2023 Strategic Plan, the Village Board identified the creation of an economic development plan as a key goal for the strategic facilitation of economic and business development activities. The plan is to identify specific actions, priorities, and programs to enable the Village of North Aurora to achieve its economic development goals by building upon the Village's economic assets and identifying new opportunities. In 2024, the Village held the 2024-2025 strategic planning workshop to specifically solicit the current Village Board's status on economic development related issues with the intent of using this information to initiate the Economic Development Strategy. While the Comprehensive Plan and the 2022-2023 Strategic Plan declare the need for an economic development strategy and cite various plan objectives.

At the July 15, 2024 Committee of the Whole meeting, staff presented information on the economic development incentive portion of the strategy for feedback. At this time, staff is requesting additional feedback on the economic development incentive policy and feedback on the remainder of the Economic Development Strategy.

Staff will be providing a presentation at the October 7, 2024 Committee of the Whole meeting for feedback on this item.

Introduction

The Village of North Aurora is located in the heart of Chicago's western suburbs in southeast Kane County, only 30 minutes west of Chicago city limits. Coined "The Crossroads on the Fox", North Aurora is located on the Fox River and enjoys direct access to I-88, IL Route 31, IL Route 25, IL Route 56, Randall Road, and Orchard Road. The proximity of these major suburban routes makes for easy access to Chicago's metropolitan center and has created a hub for commerce. While supporting over 330 registered businesses in town, the Village of North Aurora still offers numerous opportunities for continued economic growth.

The Village Board identified the creation of an economic development plan as a key goal for the strategic facilitation of economic and business development activities. The plan is to identify specific actions, priorities, and programs to enable the Village of North Aurora to achieve its economic development goals by building upon the Village's economic assets and identifying new opportunities.

Additionally, the Village's Comprehensive Plan, recommends the Village establish a comprehensive economic development strategy that addresses marketing, financing, regulations and development review, incentives, and other factors as described in the Comprehensive Plan. The Economic Development Strategy was carefully crafted to fulfill recent economic development goals, while also being mindful that the Village has already adopted economic development policies included in the following documents:

- **Comprehensive Planning**
 - 2023 Comprehensive Plan Update

- **Tax Increment Financing Redevelopment Planning**
 - Lincoln Highway/Route 31 TIF Redevelopment Plan (2002/2005/2009)
 - North Aurora United TIF Redevelopment Plan (2021)

In 2024, the Village held an economic development workshop as part of the 2024-2025 strategic planning process to specifically solicit the current Village Board's status on economic development related issues with the intent of using this information to initiate the Economic Development Strategy.

Create and maintain a thriving economic environment for businesses and residents by attracting and maintaining a wide range of businesses throughout the community with an emphasis on targeted business uses.

Economic Development Tools

Economic Development Incentives

The goal of any economic incentive provided by the Village is to demonstrate a substantial public benefit in support of developments that create new jobs, eliminate blight, strengthen the employment and economic base of the Village, increase property values and tax revenues, create economic stability and attract businesses that the Village deems to be desired.

Economic Incentive Request – Incentive Types

Sales Tax Reimbursement

The Village receives 1% of the 6.25% State sales tax on general merchandise (or 1% of gross sales). The Village can use sales tax as an incentive to promote new growth through the reimbursement of the sales tax generated by the specific project.

Amusement Tax Forgiveness

A 3% amusement tax is levied on patrons of amusement places in the Village of North Aurora for admission to any facility and/or the use or rental of any facility, device, or equipment. The Village can reduce, eliminate or reimburse the amusement tax to provide future financial stability to amusement businesses.

Village Fee Reduction

Building Permits. The Village collects fees for building permits, which are documents issued by the Village when an individual or company wants to engage in construction in the Village. The Village can reduce or eliminate building permit fees to reduce the upfront cost of a development project.

Impact/Connection Fees. As a matter of policy, the Village collects payment of impact fees to defray the initial cost of public infrastructure. The Village can reduce or eliminate certain impact and/or connections fees to reduce the upfront cost of a development project. Some examples of Village impact and connections fees include water and sewer connection fees, traffic impact fees, public works fee or other fees associated with annexation agreements.

Business License Fees. Although the Village generally cannot license a business (as a non-home rule entity), businesses in the Village are required to register their business annually. Additionally, some businesses are required to obtain a license for their business activities, such as liquor sales, tobacco sales and tattooing. These fees could be eliminated or reduced. Liquor license fees and business registration fees were waived during the pandemic.

Property Tax Rebate

Property tax is a tax based on the assessed value of real property, which the Village collects its proportionate share of annually from properties located in the Village. Other taxing districts also collect their proportionate share of property taxes based upon their respective tax rate. The Village's proportionate share of property taxes is typically around 5%. The Village can eliminate or reduce its property tax share or broker discussions with other respective taxing districts with higher shares of property taxes to incentivize certain development projects.

Tax Increment Financing

The Village's Comprehensive Plan encourages the use of Tax Increment Financing to help accomplish the Village's economic development objectives. When a TIF district is created, the property values for all parcels within the district are frozen, creating a base value. As development occurs and property values increase, the overall value of the district increases as well. This new value that is created is called the increment, which is the difference between the current total value and the base value. The increment can be used as a financial incentive to encourage private investment and development by providing needed improvements, such as new roads and sewers, to attract private development, to assist existing businesses expand or improve their properties and for beautification efforts. The Village of North Aurora currently has two Tax Increment Financing Districts: the United TIF District and the Route 31 TIF District.

Tax Increment Financing Grant Program (Façade Grant Program)

The Village of North Aurora Tax Increment Financing Grant Program (NATIFGP) is designed to provide financial assistance for building and signage improvements to ultimately achieve visual improvement to properties located in the North Aurora Rt.31 District and the United TIF District. Examples of eligible improvements include:

- Brick cleaning, tuck pointing and restoration of original architectural features
- Site landscaping and parking area improvements
- Windows, doors, awnings and signage

Qualified applicants are eligible to apply for grant funds equal to fifty (50) percent of the cost of improving their properties up to \$20,000.00 and up to \$10,000.00 (no match required) for sign improvements. If funding for a desired project exceeds the qualified amount of NATIFGP funding, the Village may review the request as a general TIF incentive request.

Economic Incentive Request - Qualified Uses of Funding

Qualified Uses	Qualified Expenses
<ul style="list-style-type: none">• General Retail• Automobile Sales• Places for Eating & Drinking• Entertainment Venues & Event Complexes• Lodging/Resorts• Mixed Use Development• Beautification Projects• Vacant Commercial Site Enhancement	<ul style="list-style-type: none">• New Construction• Existing Space Buildout• Property Acquisition• Property Assemblage• Infrastructure Improvements• Site Preparedness• Façade Improvements• Signage• Demolition
Unqualified Uses	Unqualified Expenses
<ul style="list-style-type: none">• Liquor Stores• Tobacco Shops• Gas Stations• Cannabis Dispensing Organizations• Convenience Stores• Establishments hosting video gaming• Residential*• Warehousing/Industrial*	<ul style="list-style-type: none">• Business Equipment• Payroll• Office Supplies• Furniture

*Unqualified unless approved by Village Board by resolution waiving the requirements of this policy.

Economic Incentive Request - Funding Policy

- Economic incentive requests for qualified expenses via this policy must be approved by the Village Board prior to the issuance of a building permit. Should a building permit not be required, the request must be approved prior to project commencement.
- Economic incentive requests involving any rebate or share of the retailer's occupational taxes received by the Village must adhere to the statutory findings included in 65 ILCS 5/8-11-20 of the Illinois Municipal Code, all other State Statutes, federal regulations and Village Codes.
- TIF incentive requests shall only apply to properties located in a TIF district and must adhere to the Illinois TIF Act, all other State Statutes, federal regulations and Village Codes.
- All applications made requesting funds under the Tax Increment Financing Grant Program shall adhere to the grant guidelines.
- Taxes or revenues historically received by the Village will not be reduced below the base year of an incentive. The Village shall reserve the right to consider historic averages when formulating the base year.
- The Village will not accept requests made for front-loaded debt prior to a project starting. All TIF incentive funding shall only occur on a reimbursement basis from funds derived from net increases in tax increment associated with the project.
- The Village Board has the right to refuse any incentive request regardless of the use, if deemed undesirable.
- The Village Board may consider warehousing and industrial requests after formal presentation of incentive request and concept plan review.
- All applicants shall be in good standing with the Village of North Aurora, having no open Village Ordinance violations or defaults in payments to the Village. Any open Ordinance violations or defaults in payment will result in automatic disqualification.
- Video Gaming may be allowed once incentive terms are complete or the incentive has been forfeited.
- An unqualified use or development project seeking an incentive, where the terms of the policy do not allow for an incentive, may be reviewed by the Village Board. Should the Village Board choose to grant the incentive, the Village Board may only do so by resolution waiving the requirements of this policy.

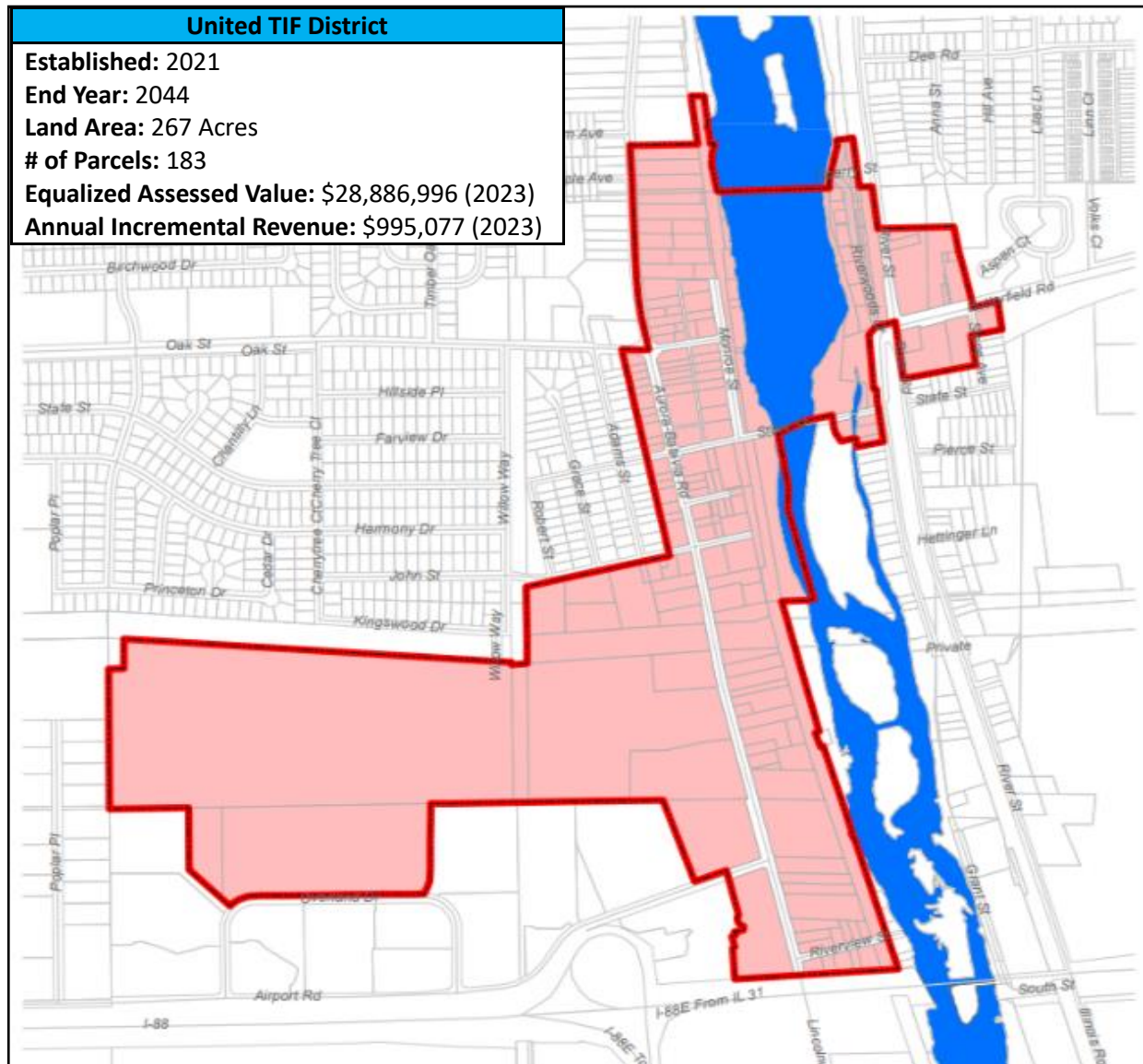
Economic Incentive Request – Request Process

Step #	Action
1	Financial incentive requests shall be submitted to Village staff. The request shall include documentation that identifies the nature of the request, rationale and justification for the request and the source of funding that is intended to be utilized as part of the project.
2	Staff shall conduct an initial review of the submittal information to ensure the request qualifies for an incentive and the request meets the policy requirements.
3	Staff shall follow up with further instructions or questioning.
4	After review is completed by staff, the request is forwarded to the Village Board for review at a Committee of the Whole meeting for initial discussion. A formal presentation of the incentive request may be required of the applicant.
5	If the Village Board agrees with the request, it shall be brought back to a future Village Board meeting for final consideration.

Tax Increment Financing Districts

The Village of North Aurora currently has two Tax Increment Financing Districts; the United TIF District, which comprises of the TIF properties north of I-88 and the Route 31/Lincolnway District comprising of TIF properties south of I-88.

United TIF District



United TIF District Action Plan

Objective	Action(s)	Time Frame
Assemble Block One properties to provide for the site's redevelopment.	Acquire necessary properties for Block One development.	Immediate/ Ongoing
Facilitate redevelopment of the Block One site into a high-quality mixed-use development, as planned in the Comprehensive Plan, that capitalizes on access to the Fox River, Fox River Trail and Monroe Street.	Explore opportunities for a business incubation program intended to promote entrepreneurialism and foster business growth.	Initial development and/or developer negotiations
	Reserve space for pedestrian-oriented businesses to leverage local foot traffic and the Fox River Trail.	
	Plan and promote outdoor special events to draw people to the Block One site.	Once the Block One site is developed
Encourage and support redevelopment of underutilized commercial properties adjacent to and near the Block One site and the intersection of IL Routes 31 and 56.	Continue to monitor the local real estate market for property acquisition opportunities adjacent to and near the Block One site, primarily near the intersection of IL Routes 31 and 56 between Oak Street and John Street.	Ongoing
	Solicit Village Board feedback on the acquisition of available properties adjacent to and near the Block One site, primarily near the intersection of IL Routes 31 and 56 between Oak Street and John Street.	As needed
Use Tax Increment Financing as a funding mechanism for:		
Private Redevelopment	Update marketing literature highlighting TIF incentive opportunities intended for prospective developers and businesses.	As needed
	Distribute marketing literature to all property and business owners located in the United TIF District.	June 1 st of each year
Public Improvements & Beautification	Evaluate use of Village-owned properties for public parking.	Immediate/ Ongoing
	Work with the Fox Valley Park District to evaluate the use of Island Park, the Berman Tower site and the Sperry property to increase public parking and event space.	Ongoing
	Promote the proactive beautification of public property, right-of-way and private property.	
Promote the availability and use of the Village's TIF façade improvement program.	Evaluate North Aurora Tax Increment Financing Grant Program (NATIFGP) to determine the program's effectiveness of enhancing the character of commercial corridors.	During Annual Budget planning
Work with utility providers to coordinate the burying or relocation of overhead lines as roadway improvements or redevelopment occurs.	Work with ComEd to determine comprehensive list of properties where powerlines can be buried.	Ongoing
	Determine feasibility to bury or relocate overhead lines whenever a property develops or redevelops.	
	Determine feasibility to bury or relocate overhead lines whenever an infrastructure project is planned.	
	Budget for the burial of overhead powerlines.	During Annual Budget planning

Route 31/Lincolnway TIF District



Route 31/Lincolnway TIF District Action Plan

Objective	Action(s)	Time Frame
Prepare for closeout of the Route 31/Lincolnway ahead of the August 2025 expiration.	Notice businesses and property owners of upcoming TIF expiration and provide literature highlighting TIF incentive opportunities.	Immediately
	Create a TIF closeout report, which includes a summation of the remaining TIF funds.	When needed
	Send notice to other taxing bodies and engage discussion regarding TIF funds.	
	Complete any other mandatory TIF program closeout responsibilities.	

Business Attraction

The Village will prioritize a targeted approach to attracting private business investment in the community by following business attraction strategies and tactics to create awareness of the Village and what the community offers.

Targeted Uses

Staff will focus primarily on attracting businesses in the dining, lodging and entertainment sectors while also continuing efforts to attract retail businesses, car dealerships, anchor tenants and employment contributors. The following is a breakdown of the uses included in the dining, lodging and entertainment sectors:

Dining	Lodging	Entertainment	Employment Contributors
Fast Food Restaurants	Chain Hotels	Sports Complexes	Corporate Headquarters
Fast Casual Restaurants	Resorts	Event Centers/Banquet Facilities	Regional Headquarters
Casual Dining Restaurants	Boutique Hotels/Inns	Venues	Medical Centers/Uses
High End Restaurants	All-Suites	Indoor Leisure Family Activities	Call Centers
Brewery/Brewpubs	Conference Center Hotels	Outdoor Leisure Family Activities	Manufacturers

The following table depicts high-level information used to classify each available commercial property:

Use	Property Size	Zoning
Fast Food Restaurant	±0.5 – 1.0 Acres	Permitted Use - All Business Districts
Fast Casual Restaurant	±1.0 – 1.5 Acres	Permitted Use - All Business Districts
Casual Dining Restaurant	±1.5 – 2.0 Acres	Permitted Use - All Business Districts
Lodging	±1.5 – 2.0 Acres	Permitted Use – B-2, Special Use B-3
Car Dealership	±5 Acres	Special Use – B-2
Indoor Entertainment Facility	<i>Varies</i>	Permitted Use – B-2, Special Use B-3
Outdoor Entertainment Facility	<i>Varies</i>	Special Use – B-2, Special Use B-3

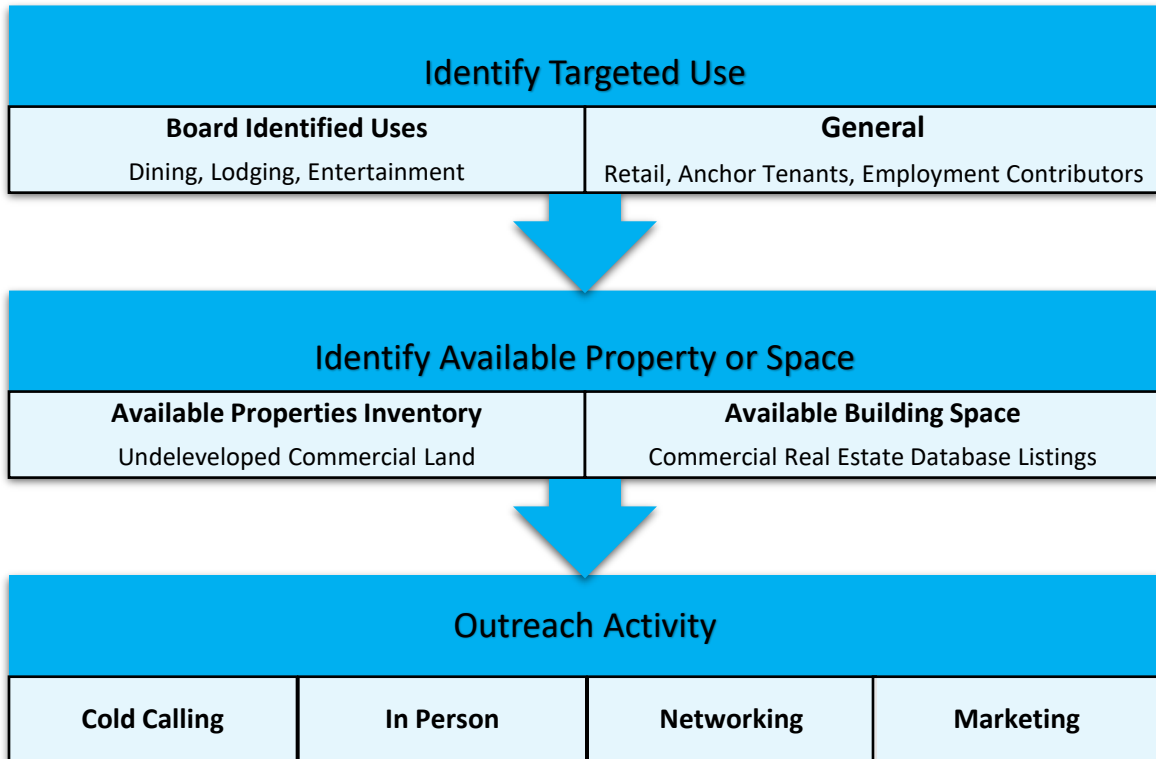
Available Properties Inventory

Staff will create an inventory map of all available commercial properties to help determine where the Village can accommodate targeted uses. To identify appropriate properties, the inventory will utilize GIS parcel data, Illinois Department of Transportation traffic data and/or Village zoning information. The inventory will become a real-time inventory of properties with staff updating the information as the properties transact or when the underlying data changes.

Available Building Space

Staff will maintain a subscription with a commercial real estate information provider for their real estate listing information and analytics to assist developers and potential businesses when evaluating space in the Village.

Outreach Strategy



Outreach Activity

Staff will develop a list of targeted businesses by using relevant databases, association membership lists, and information obtained through networking activities. The goal will be to promote the economic incentive opportunities and convey the unique benefits of locating their business in North Aurora.

Cold Calling	In Person	Local Networking	Marketing
Regional Business Solicitation	Business Walk-Ins	Local Chambers of Commerce Events	International Council of Shopping Centers Profile
National Business Solicitation	Local Lender Appointments	Aurora Area Convention & Visitors Bureau Events	Direct Mail – Marketing Literature
Commercial Lenders	Regional Lender Appointments	Kane County EDO	Email Blasts – Marketing Literature
Development Companies	Scheduled Corporate Appointments	International Council of Shopping Centers Events	North Aurora Economic Development Website

Economic Development Website

Staff will create an economic development website as an effective means to convey the information contained in the Economic Development Strategy. The website will be a professional and positive first impression, while providing accurate and relevant information. The information can be easily shared with a QR code.

Advertising Campaign

Staff will evaluate opportunities to advertise North Aurora as a positive place to do business on a local, regional and national platform. Staff will explore different local, regional and national means of advertising the Village and whether an advertisement campaign could prove to be a cost-effective means to highlight the business community, North Aurora as a community and as hub for commerce. Staff will also explore the use of marketing firms to assist the Village with advertising efforts.

The Aurora Area Convention and Visitors Bureau (AACVB) is a private, nonprofit organization dedicated to marketing and promoting the region as a premier overnight destination. The goal of the AACVB is to enhance the economic and environmental well-being of the region comprised of ten communities, including North Aurora. The Village contributes 90% of the 3% Hotel Tax collected from North Aurora hotel stays to the AACVB. Staff will maximize the marketing capacity of the AACVB to promote North Aurora as a destination on a local, regional and national platform.

Lastly, staff will create profiles for the purposes of marketing North as a positive place to do business with companies whose digital media platforms reach an international/professional audience, such as LinkedIn and the International Council of Shopping Centers.

Business Retention

The Village recognizes the value and importance of a strong and varied business community; as such, staff will take a multifaceted approach to business retention to preserve and enhance the Village's business environment.

Visitation Program

The goal of the business visitation program will be to find ways to better assist the business community and learn more about their operations, products, and services so the Village can properly convey their value. Staff will utilize the following guiding principles when targeting and meeting with the Village's business community:

Prioritize outreach efforts.

- Staff will prioritize targeted business meeting based upon predetermined criteria, such as: number of employees, business sector or location.

Meet with high level individuals.

- Staff will engage the Mayor and establish meetings with individuals with knowledge of local operations and have the ability to clearly effectuate change.

Don't just survey.

- Staff will be conducting a separate business survey program so the business visitation meetings should be productive and beneficial to both the Village and the business.

Be the Village's ambassador.

- Staff will be ready to educate and offer solutions to topics that might arise during the business visitation meetings and also be ready to share opportunities to connect them with other members of the business community, Village staff and other outside government agencies.

Utilize economic development partners.

- Staff will be ready to convey opportunities offered by other outside economic development and government agencies.

Convey positivity.

- The future of North Aurora is bright so staff will convey positivity when highlighting the Village's accomplishments and provide direction on its future.

Surveying

Staff will survey North Aurora businesses with the intent to better assist the business community. The businesses being surveyed, and the frequency of surveying will be planned prior to each release and be reevaluated for maximum effectiveness. Some of the survey questions can also be used as an icebreaker during the business visitations, but staff will create a specific questionnaire to send directly to the businesses. The following is a list of sample questions that could be posed to the businesses:

Survey Questions
Are you satisfied with North Aurora’s public infrastructure (road condition, water quality, street lighting, stormwater/flood control, etc.)?
Are you satisfied with Village service delivery (policing, snow removal, customer service, license fees, etc.)?
Are there any additional services or infrastructure the Village could provide to assist you?
Are you satisfied with the infrastructure and service delivery of non-Village entities (cellular/data service, road condition, trash removal, etc.)?
Are there any businesses or service providers (currently not located in the area) that would be beneficial to you being in closer proximity (suppliers, etc.)?
What programs or services do the city/county/state currently offer to help to make your company more competitive?
What programs or services should the city/county/state offer to help make your company more competitive?

Business Promotion

Staff will seize the opportunity to engage personnel and resources in place to proactively promote North Aurora’s business community. Most promotional activities can be executed rather quickly and are meant to be fun, engaging, and informative. The following is a list of ideas that could be implemented:

Resources	Activities	Anticipated Frequency
Social Media (Facebook, Instagram & LinkedIn)	National ‘Food or Product’ Day Posts	<i>Weekly - Biweekly</i>
	New Business Spotlight	<i>Quarterly</i>
	Business Awards & Anniversaries	<i>As Presented</i>
	Holiday Posts	<i>Weekly - Monthly</i>
	Generic Posts	<i>As Desired</i>
Print Media (Village Newsletter)	New Business Spotlight	<i>Bi-Monthly</i>
	Business Awards & Anniversaries	<i>As Presented</i>
	Generic	<i>As Desired</i>
Village Website	New Business Spotlight	<i>As Presented</i>
	Business Awards & Anniversaries	<i>As Presented</i>
Community Sign	National _____ Day Posts	<i>Weekly - Monthly</i>
	New Business Spotlight	<i>Quarterly</i>
	Business Awards & Anniversaries	<i>As Presented</i>
	Holiday Posts	<i>Monthly</i>
	Generic Posts	<i>As Desired</i>
Business Engagement	Business Passport	<i>As Desired</i>
	Business Scavenger Hunts	<i>As Desired</i>

Economic Development Partners

The Village will continue to leverage the resources of local, regional and national organizations that exist to support commerce. Benefits may include access to capital through various grant opportunities, economic incentive programs and the promotion of tourism.

Involvement	Organizations
Local	Aurora Area Chamber of Commerce
	Batavia Chamber of Commerce
	Aurora Regional Hispanic Chamber of Commerce
	Aurora Area Convention and Visitors Bureau
	Kane County Economic Development
	Valley Industrial Association
	Waubonsee Community College Small Business Development Center
Regional	Department of Commerce and Economic Opportunity
	Illinois Economic Development Association
	Illinois Tax Increment Association
	Intersect Illinois
	Illinois Small Business Development Centers
National	United States Department of Commerce
	United States Small Business Administration