

# RECRUITMENT BROCHURE

Voorhees Associates, LLC is pleased to announce the recruitment and selection process for the Director of Business Development and Marketing for the Village of Elk Grove Village, Illinois. This profile provides background information on Elk Grove Village, the municipal organization, and the business community. The position reports to the Village Manager. Candidates interested in applying for the position should submit their résumé and cover letter along with contact information for five work-related references by June 1 to [resume@VoorheesAssociates.com](mailto:resume@VoorheesAssociates.com).



Additional information about Elk Grove Village can be found on the Village's website: [www.ElkGrove.org](http://www.ElkGrove.org).

Heidi J. Voorhees, President



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Formal applications should be submitted to:  
[resume@voorheesassociates.com](mailto:resume@voorheesassociates.com)

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ELK GROVE VILLAGE,  
ILLINOIS

DIRECTOR OF BUSINESS  
DEVELOPMENT AND  
MARKETING

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## PROFESSIONAL ANNOUNCEMENT

*Elk Grove Village, Illinois, (pop. 34,737), a strategically located, progressive community that is home to the largest consolidated business park in North America, is seeking economic development professionals as candidates for its Director of Business Development and Marketing position. Elk Grove Village is located in Cook and DuPage Counties adjacent to O'Hare International Airport. The planned community is home to approximately 3,600 businesses located in its 5.4 square mile business park, as well as Alexian Brothers Medical Center, Apple Vacations, Illinois Tool Works, CitiBank Card, Pepsi Cola Distribution and many other corporations and businesses. The 10.5 square mile community is served by several interstate highways and the Elgin-O'Hare Expressway. Reporting to the Village Manager and Deputy Village Manager, the Director will create, direct and administer all of the Village's marketing and business development initiatives. In addition, the Director will be expected to develop partnerships with local businesses and business organizations, conduct business retention and outreach programs, and serve as an ombudsman between the business community and the Village. Importantly, the*

*position directs the enhancement of the economic vitality of the community through media activities. The Director will also recommend improvements to Village processes in order to enhance customer service and further the Village's business development goals. Candidates must demonstrate initiative, creativity and experience to proactively build and expand business with a record of success in leading as well as collaborating on business development efforts. A bachelor's degree in business, marketing, economic development or related field is required; a master's degree in business, public administration or related field is preferred along with 5 years of business marketing experience, business development experience, land use development experience or an equivalent combination of education, training, and/or experience. Starting salary: \$100,000+/- with excellent fringe benefits/pension package. Apply by June 1 to Heidi J. Voorhees, President, Voorhees Associates, 500 Lake Cook Road, Suite 350, Deerfield, Illinois, 60015. E-mail: [resume@voorheesassociates.com](mailto:resume@voorheesassociates.com). Tel: 847-256-7299; Fax: 866-401-3100.*

# ELK GROVE VILLAGE

Elk Grove Village is seeking a business development professional to lead the Village's unique and highly successful business development effort. This Recruitment Brochure provides background information on Elk Grove Village and the Director of Business Development and Marketing position. It specifically outlines the important qualifications and experience in the next Director of Business Development and Marketing. Importantly, this Brochure for the Director of Business Development and Marketing position will be used as a guide in the recruitment process, providing specific criteria by which applications will be screened and individuals selected for final interview and appointment consideration.

## COMMUNITY BACKGROUND

Elk Grove Village (population 34,737) is uniquely situated with borders on Chicago's O'Hare International Airport as well as the nationally-recognized Busse Woods Forest Preserve, which is home to 11 miles of pathways and a herd of elk honoring the Village's namesake. Elk Grove's founding residents took advantage of their strategic location to develop a community for families that is also home to North America's largest consolidated business park.



Settled by German immigrant farmers, Elk Grove's land was originally used for timber and hunting. The Village was incorporated in 1956 when the first developer began constructing single family homes. Throughout the 1950s, Village leaders worked with developers to carefully plan the community for its eventual growth and commercial development. This included planning for major highways, commercial areas, the consolidated business park, and residential subdivisions with parks, schools, shopping centers, and religious institutions. Today, Elk Grove is a dynamic, bustling community that includes excellent schools, medical care, leisure activities, and commercial business. The Elk Grove Park District boasts 450 acres of space that include athletic fields, tennis courts, 18-hole Championship golf courses, an outdoor water park, a children's

theme park, and a senior citizen center. There are more than 125 retail shops and restaurants in Elk Grove. In addition, Woodfield Mall and Arlington Park Race Track are less than 10 miles away.

### Elk Grove Quick Facts

Population:	34,727
Size:	10.9 square miles
Counties:	Cook and DuPage
Median Family Income:	\$76,402
Median Home Value:	\$297,100
Single Family Housing Units:	8,281
Multi-Family Housing Units:	5,678
Equalized Assessed Valuation:	\$2,541,484,358
ISO Rating:	2
Municipal Bond Rating:	AAA

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## ELK GROVE BUSINESS DEVELOPMENT CLIMATE

Elk Grove Village is home to more than 60,000 professional and technical workers. The five square mile business park hosts approximately 3,600 businesses and sits in a labor market of 1.6 million skilled, semi-skilled, professional and technical workers. The Business Park offers incentives, credits and programs for new development and redevelopment initiatives. Recently, more than \$40 million of public improvements have been completed in the Park, including high speed voice and data transmission.

In addition to the Business Park, Elk Grove is home to the Alexian Brothers Medical Center, which was constructed in 1966 and is the largest single employer in the community with over 2,200 employees. The Medical Center recently expanded to nearly double its offices and parking capacity with a four-story building and six-story office center. A number of other well-known corporations are located in Elk Grove including Apple Vacations, the American Academy of



Pediatrics, Illinois Tool Works, Symons, CitiBank Card, FedEx, UPS, and Pepsi Cola Distribution. The 125-acre Northwest Point Office Park is home to eight office buildings, including a ten-story tower with 200,000 square feet of office space. Elk Grove has numerous assets to market to potential businesses, including a 20 minute drive to O'Hare Airport, 22 miles from downtown Chicago, easy access to commuter trains with multiple stops, daily freight trains connecting with rails via the Chicago switching districts, close to 150 carriers for standard and over-night delivery and economical year-long barge services along Lake Michigan's borders.

### Upcoming Economic Development Opportunities

Elk Grove's enviable location and careful planning have made the business community very successful although not immune to the national economic downturn. The Business Development and Marketing Director can expect to work with the business community and the Village government on the following:

- The Industrial/Commercial Revitalization Commission will complete a new ten-year master plan at the end of June 2010. This master plan revisits the 1996 Master Plan which outlined more than \$40 million in improvements to the Business Park. To date, the Village, in conjunction with the Commission, has successfully implemented more than \$40 million of improvements within the Business Park. The improvements are funded with a 3 percent telecommunications tax as well as federal, state and county grants. The next Director can expect to work closely with the Commission and Village staff to implement the recommendations in the 2010 plan.
- The Village is working with the Elk Grove Chamber of Commerce to develop an Industrial Association. Other initiatives include an incubator grant for manufacturing and the further development of partnerships with Elk Grove High School, Harper Community College and the Small Business Administration.

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- Over the past two years, rents have fallen 25%. Many manufacturing facilities are transitioning to storage facilities. Elk Grove's major competitor is DuPage County. DuPage County's lower property tax structure can make it a desirable location. The Business Development and Marketing Director will work with the Chamber of Commerce, the Industrial/Commercial Revitalization Commission, and the Village to make formal and informal connections with businesses and outline the considerable advantages Elk Grove has. This will include retention visits, and participation in marketing and outreach efforts at trade shows and other venues where contacts can be made.
- Elk Grove has also experienced a shift to retail and office uses from manufacturing. The next Director can expect to be extremely involved repositioning Elk Grove for this change in market conditions.

## VILLAGE GOVERNMENT

Elk Grove Village is a progressive, dynamic, full-service municipal organization. The Mayor and six Trustees are elected at large for four-year terms. The Village Manager is appointed by the elected officials. The current



Manager has worked for the Village of Elk Grove since 1989 and has been Village Manager since 2007. The Village Manager appoints the department heads, including the Director of Finance, the Police Chief, the Fire Chief, the Director of Engineering and Community Development, the Director of Public Works, and the Director of Health and Community Services. The Deputy Village Manager and Humans Resources Director also report to the Village Manager. The Village's Police Department is a nationally accredited department and the Village has a AAA bond rating.

## THE POSITION OF DIRECTOR OF BUSINESS DEVELOPMENT AND MARKETING

The Village previously employed an Economic Development Coordinator, who recently retired after serving Elk Grove Village for more than 20 years. The Village has since created a new Business Development and Marketing Director position that will assume all of the duties previously overseen by the Economic Development Coordinator, as well as an expanded list of responsibilities and duties.

## CANDIDATE QUALIFICATION CRITERIA

The following factors of education, experience, leadership, management style, and personal traits have been identified as *ideal* attributes for the Director of Business Development and Marketing to possess in order to function effectively and achieve a high level of success in the position. The starting salary for the position is \$100,000 +/- DOQ. Residency in Elk Grove Village is not required.

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## Education and Experience

Candidates must possess a bachelor's degree in business or public administration, economic development or related field; candidates must have five years of business marketing experience or an equivalent combination of education, training, and/or experience. A master's degree in business, public administration, urban affairs or urban planning is strongly desired.

Candidates must have a demonstrable experience in collaborative leadership, effectively forming partnerships and communicating a clear strategy for the Village's business development and marketing function.

Candidates must embrace interaction with the business community, service organizations, and any other groups which may be important in promoting the Village's business development strategy; this includes regular attendance at meetings of economic/business development professionals, service organizations, and other gatherings—social as well as business.

Ideally, candidates will have considerable knowledge of incentive programs, particularly those offered by Cook County and the State of Illinois.

Candidates must have experience serving as an ombudsman for businesses, assisting them with approval processes at all levels of government, with a track record of success.

Candidates must have experience in proactively addressing the needs of small businesses to include start-up, growth, and retention; it is particularly important for candidates to be knowledgeable about various funding resources for small businesses including revolving loan programs, façade rebate programs, etc.

Candidates must have the ability to work effectively with other Village departments, developing partnerships based on trust, respect, and communication; candidates must be able to take a fresh look at the Village's regulatory and permitting processes, diplomatically suggesting changes that will facilitate business development while maintaining the underlying basis for the regulations.

Candidates should possess strong real estate development and redevelopment experience in retail, commercial, manufacturing, and office space projects.

Candidates must have experience serving as a liaison to the business community, promoting and coordinating business development programs through personal contacts with existing and potential businesses, property owners, real estate developers and the business associations including but not limited to the Chamber of Commerce and the Village's Industrial/Commercial Revitalization Commission.



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Candidates must be skilled in oversight of marketing strategies to promote Elk Grove locally and nationally as an ideal business and industry location, including use of public relations materials, press releases, trade shows, and internet presence.

Candidates must have knowledge of and experience in financial management, including real estate and banking practices, and the ability to evaluate the fiscal impact of economic development projects and programs.

Candidates must be able to review and oversee implementation of policy changes for loan programs, real estate acquisition procedures and business development programs and projects.

Candidates must be able to read, compose, analyze and comprehend documents pertaining to business development projects including master plans, construction site plans, budget documents, technical reports, strategic plans and government regulations.

Candidates must possess the ability to speak before groups and interact positively with the media.

## **Leadership and Management Skills**

Candidates must display personal and professional integrity when performing their duties, understanding their role as a high-profile representative of the Village of Elk Grove.

Candidates must display perseverance and have confidence in their abilities, understanding when to take a leadership role and when to work collaboratively toward resolution of a business development initiative, project or issue.

Candidates must possess and display initiative, with the ability to work independently, knowing when to advise the Village Manager of activities and issues that may have broader community impact.



Candidates must have a reputation for follow through, building respect, trust and reliability in the Village's business development office.

Candidates must have experience in developing and promoting business assistance programs including businesses interested in locating in Elk Grove Village as well as outreach programs to local businesses interested in expanding.

Candidates must possess and demonstrate excellent written and verbal skills with strong public presentation abilities.

Candidates must be skilled in negotiations and conflict resolution, able to work effectively with the business community,

Village Hall staff, and other elected and appointed officials toward the resolution and implementation of projects.

Candidates must be able to establish and maintain an effective working relationship with employees, agencies, citizens, and other governmental units using well-developed interpersonal skills.

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