

h.e.d. Lines

A publication of the Harvard Economic Development Corporation



**HARVARD
ECONOMIC
DEVELOPMENT
CORPORATION**

Chairman's Column

By HEDC Chairman Roger Lehmann



Positive Signs ...

We hope you will join us in welcoming *The Harvard Main Line* to our community. Harvard has always been a good local media town, publishing its first local newspaper, *The Harvard Herald*, in 1887. (*The Herald* was sold to Dixon Publishing in 1967. Another local paper, the *Harvard Shopper*, was later bought and merged with publications from Woodstock, McHenry and Marengo to create the *Northwest Herald* in 1985.) We wish Harvard's newest home town newspaper great success and have published our quarterly newsletter in its debut issue as a show of support.

We'd also like to congratulate Harvard community radio station 88.5 FM on its first anniversary. The station celebrated with a free concert for local listeners in August.

New businesses continue to open in Harvard and District 50 has begun construction of its new elementary school. Harvard automobile dealers are not just surviving, but thriving, despite the national economy. All of these are positive signs of a healthy community -- one that is strong and ready to make the most of economic recovery.

I would also like to take this opportunity to thank Ron Raupp of Meyer Material and Verne Sisson, formerly of Castle Bank, for their contributions as members of the HEDC's Board of Directors. Both Ron and Verne have recently stepped down from the board. Their tireless effort on behalf of the Harvard community is greatly appreciated.

Reaching Out To Retail

The Harvard Economic Development Corporation (HEDC) is in the early stages of an accelerated retail development effort.

The goal, according to HEDC Chairman Roger Lehmann, is to capitalize on the interest that recent activity by retailers such as Walmart, Inc., Tractor Supply, Walgreens and Advance Auto has created in Harvard.

"We're reaching the point where the size of our population and the arrival of major retailers is putting us on the radar of more site selectors and retail developers," Lehmann said. "The HEDC is working to build on that momentum."

Programs and tools are being developed to prepare for an active business attraction effort in the coming months.

The HEDC recently expanded the Land and Sites Database on its website to create a separate category for retail listings. The group is now working to solicit information on available retail sites in the Harvard area from property owners and real estate agents. Owners of retail (business-zoned) buildings, storefronts or vacant land are encouraged to contact HEDC Executive Director Terry Smith to obtain a free listing for their property on the HEDC's website. Listings include space for a photo and a floor or site plan.

"Right now, we are offering the listings free to individuals who own or represent a viable retail property in Harvard," Smith said. Contact him at (815) 943-1036 or at tsmith@harvardedc.com.

The HEDC also has a free electronic newsletter which is distributed to nearly 1,000 site selectors, developers and other interested parties who subscribe through the organization's website. HEDC members are eligible to have their properties featured in the newsletter.

"It's a great opportunity to put a property in front of a national audience," said Arrowhead Industrial Park developer Mark Stricker. Stricker is busy constructing a 42,000 square

foot industrial spec building in the park which is scheduled to be completed before the end of the year.

The HEDC is using both Land & Sites and the electronic newsletter to market a prime piece of retail-zoned property on Front Street in downtown Harvard for redevelopment. "Promoting downtown Harvard to developers and new businesses is a prime objective of our retail development program," noted Lehmann. "The City made a significant investment in the downtown streetscape program. Now it's time to ensure that the downtown district is fully utilized."

Last year, the HEDC surveyed Harvard residents to determine what types of retail businesses they would like to see in town. At the top of the resident wish list were a Kohls-like department store, a home improvement store, a national retailer like Target, a craft store, a dry cleaner and a fitness center. Fast food chains including KFC, Culver's and Burger King were also frequently cited.

Since the time of the survey, Wal-Mart opened a new 150,000 square foot SuperCenter on McGuire Road, Walgreens opened on Airport Road and Tractor Supply Co. chose to open its first northern Illinois store in Harvard. Fitness center franchise Anytime Fitness opened in Harvard this summer.

"Harvard is doing well in attracting retail, despite the economy," noted Smith. "It's up to us to make sure that the momentum builds as the national recovery begins."

Seen Around Town ...

District 50 Breaks Ground on New School



More than 150 people participated in the "Bring Your Own Shovel" Groundbreaking for the new elementary school in July. Follow the project's progress at <http://cusd50.org>

Friends Market Opens in Harvard



Tammy Herrera opened her local market earlier this summer. Shown at the ribbon cutting are (left to right) Barb Rowe, Rosalinda Carreno, Betty Newlun, Vicki Schulz, Herrera, Stephanie Freimund, Harvard Mayor Jay Nolan, Cindy Rowe, Roger Pescinski and Bonnie Moller. The store's diverse offering includes fresh-baked pies, green coffee beans, organic and gluten-free products. Visit www.friendscountrymarket.com or call (815) 770-0400 for more information.

Retail District Map Debuts

The HEDC has created a Retail District Map which calls attention to Harvard's six emerging retail areas. They include South Route 14, the Airport Road/McGuire Road corridor, West Route 173, East Route 173, North Route 14 and Downtown Harvard.

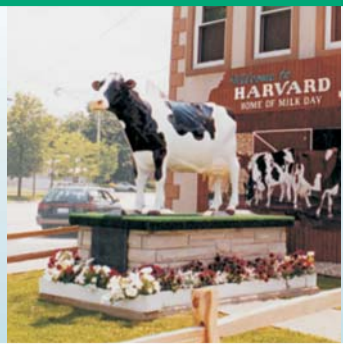
The color-coded map can be found on the HEDC home page at www.harvardedc.com and on the website's Land and Sites Database of local commercial, industrial and retail properties.

The map will also be sent to developers, national retailers and site selectors who make inquiries about retail opportunities in the Harvard area, according to HEDC Executive Director Terry Smith.

"Harvard is starting to attract more attention from national and regional chains," noted Smith. "The new map shows how well-positioned we are to experience beneficial retail growth."



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Harvard Dealerships Stay Strong

Two automobile dealerships in Harvard are on track to have one of their best years ever.

"Business is absolutely great," according to Sean Sivore, a partner with Harvard Ford and Harvard Chevrolet Buick GMC. "We were already doing well this year and then the Cash for Clunkers program came along and really helped."

"Our Chevy dealership is on track to have its best year ever," he noted. Harvard Ford opened in April 2003 and Harvard Chevrolet Buick GMC in April 2005.

Sivore attributes the ability of his Harvard dealerships to succeed while other car dealers in McHenry and Boone counties are closing to a number of factors. "A lot of it is due to our Harvard customers, who have always been very loyal, and to people from other towns who have heard rumors about other area dealerships going out of business," he said. "Cash for Clunkers also brought in a lot of people who were on the fence about buying a new car."

"This is probably the best time I've ever seen to pick up a new car due to all of the programs and rebates," Sivore said.



There are also plenty of good buying opportunities when it comes to used vehicles, he added. "Most of the used cars on the market are really good ones now."

Both Harvard dealerships are on a hiring push as they work to keep up with increasing demand in both car sales and service.

"We are always looking for employees," Sivore noted. "We're growing faster than we can get new people. Sales people, mechanics and office people, we need them all." Call (815) 943-4455 for information.

Business News ...

Anytime Fitness Opening

Fitness Center Opens in Harvard

Harvard has its own fitness center, following a ribbon cutting at Anytime Fitness in July. The business is located on Route 14, next to Tractor Supply Co. Anytime Fitness has locations worldwide and was an early innovator of the 24-hour club access concept. The Harvard center is owned by Mark and Linda Hathaway. Call (815) 943-2407 for more information.



Spec Building Rises In Arrowhead

Construction is underway on a 42,000 square foot industrial building in Arrowhead Industrial Park. The building is located on a 5.13-acre site in Phase III and features four depressed docks, four drive-in doors and a 21-foot ceiling height. It is being offered For Sale or For Lease and can be divided down to 10,500 square foot units with office space built to suit. Developer Mark Stricker expects the building to be move-in ready before the end of the year. Call (815) 943-8788 for all the details.

Front Street Opportunity Beckons!

Special financing and incentives are being offered on a prime piece of vacant property on Front Street. The nearly half-acre site (170 x 114 ft.) in downtown Harvard is zoned B-2, has been cleared and graded and is located close to the Metra station. That makes it ideal for commuter or resident retail, including gourmet coffee, fast fresh, meals to go, news, books, office supplies, a salon or specialty foods. Multi-use, upper floor residential development is also possible. Special pricing and incentives. Call the HEDC at (815) 943-1036 for details.



Join us!

The HEDC is leading the way in helping Harvard become an even better place to do business.

Call Executive Director Terry Smith at (815) 943-1036 to find out how you can play a role in Harvard's future.

Affordable memberships exist for companies of all sizes, individuals and civic groups.

It's always a good time to get involved.

Membership Drive Now Underway!

Mayor's Column

By Mayor Jay Nolan



Retail development is important to the future of any community. Sales tax revenues fund needed programs and services. Bringing new businesses to town also makes it possible for residents to shop locally, close to home. We applaud the HEDC for its efforts to attract new stores to Harvard and to partner with local businesses and property owners to develop downtown Harvard to its fullest potential.

We also applaud the local businesses that have managed to not just survive, but even thrive, in a very tough economy. Harvard is proud to be home to two of the strongest automobile dealerships in the area.

The City of Harvard joins the HEDC in welcoming *The Harvard Main Line* to our community. We will publish the City's resident newsletter in this spot next month instead of mailing it. Watch for it in mid-October.

Make it a point to visit the HEDC's website at www.harvardedc.com to see photos of Downtown Harvard in bloom. City crews have been working hard to keep all of the new streetscape plantings in top shape and their efforts have really paid off all summer. Downtown Harvard has never looked brighter.



Working For Harvard

Call us with your comments and suggestions:
Harvard Economic Development Corp.
(815) 943-1036

Other Local Contacts:

Mayor Jay Nolan/City Hall
(815) 943-6468

State Senator Pamela Althoff
(815) 455-6330

State Representative Jack Franks
(815) 334-0063

Harvard Chamber of Commerce
(815) 943-4404



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