



Chairman's Column

By HEDC Chairman Roger Lehmann



Stronger Together

One of Harvard's greatest strengths has always been its willingness to work together as a community. The Harvard EDC works closely with the City of Harvard and the Harvard Chamber of Commerce to make sure that

new and existing businesses can survive even the toughest times.

Ribbon cuttings are still taking place in Harvard. The businesses may be smaller, but they're still coming — and they're staying in town, to succeed. Last month, the Harvard City Council recognized Bonnie and Red Gates for operating a successful small business in Harvard for 50 years. Reds Tavern & Pizzeria is just one example of a long-time community business that chose to tie its fortune to Harvard's. There are many other examples throughout our community. The Harvard EDC applauds them all, for adding strength to our local economy, in good times and bad.

Harvard EDC members had an opportunity to sit down with Congressman Don Manzullo this fall to ask questions and get answers about issues that are facing all businesses. We'd like to thank the Congressman and his staff for taking the time to listen to Harvard business owners.

We'd also like to welcome Tina Magnetta of Castle Bank to the Harvard EDC Board of Directors. Tina is a long-time McHenry County resident who will bring new energy to our efforts.

Free Retail Property Listing

Attention owners of retail (Business zoned) buildings and property that are for sale in Harvard: You can receive a free listing for your property on the Harvard EDC's website.

You can put your property in front of national retailers and developers across the country by adding it to the website's Land and Sites Database, which features commercial, industrial and retail properties that are available for sale or lease throughout the Harvard community. See it online at www.harvardedc.com.

The database works with the new Retail District Map produced by the Harvard EDC, which highlights Harvard's six emerging retail areas. Both are regularly featured in the organization's electronic newsletter, which is distributed to nearly 500 subscribers each month.

Contact Harvard EDC Executive Director Terry Smith at (815) 943-1036 to add your retail property to our database. **It's easy, it's effective and it's free!**

Why the Census Matters

Once every ten years, America stands up to be counted.

In March, households in Harvard and across the country will receive questionnaires from the United State Census Bureau as part of the ten-year census. The 2010 census is expected to count at least 310 million people living in 130 million households across America. It is a snapshot of our nation — and our community — that tells us who we are and how we've changed over time.

Census results have a big impact on our daily lives:

- The State of Illinois distributes various tax revenues based on census population data. Unreported residents represent a loss of revenue for our community;
- The amount of funds that Illinois receives for Federal programs such as Medicaid and highway construction are based on census counts. The state loses grant funds for each person who isn't counted. More than \$300 billion is allocated to states based on census data. An under-counted population can affect a community for the next decade because the revenue distribution from so many state and federal programs is allocated based on census population data;

- Legislative representation is also determined by population. An accurate census helps assure a fair allocation of Federal funding and ensures that our community is well-represented at the State and Federal levels;

- Census data helps make informed community decisions about infrastructure planning, road construction, schools, public safety, human services and community services and programs. Community organizations use census data to develop social service programs for senior citizens and children and businesses use it to make

decisions about locating new factories, shopping centers, movie theaters, banks and office buildings. New businesses and buildings often bring new jobs with them.

In short, every uncouneted resident costs our community money, in one way or another.

Most communities also experience growth between census events and some of them conduct a special census to document that growth and update their numbers. In 2005, the City of Harvard conducted a special census that showed a significant increase in population. The new number (8,968) made the City eligible for additional funds and also made our community more attractive to expanding and relocating companies. Many national retailers look for populations of 10,000 or more in new markets.

Your census questionnaire will arrive in March. National Census Day is April 1. Take 10 minutes to complete the survey and send it in promptly to save census workers from having to visit your home. Your responses are completely confidential and can not be requested or seen by the City, the State, a court or even the President of the United States for a period of 72 years.

It only takes Ten Minutes Every Ten Years. Stand up and be counted Harvard. Your community's future depends on it!



Downtown Harvard Opportunity

A unique development opportunity is available in downtown Harvard. The Harvard EDC is offering special pricing and financing incentives on a prime piece of vacant property on Front Street which is very close to the Metra station. The nearly half-acre site (170 x 114 ft.) is zoned B-2, has been cleared and graded and is ideal for a variety of retail or food service uses, including gourmet coffee, meals to go, news and books, a salon or specialty foods. A multi-use development with upper floor offices or residential is also possible. Price and terms negotiable for the right project. Call the Harvard EDC today at (815) 943-1036 for details.



Business News ...

Gluten-Free Store Rides Trend

Business is booming at Friends Country Market, according to owner Tammy Herrera. The specialty foods store located at 19 N. Ayer Street opened this summer and has already completed its first expansion. The bulk foods company that supplies Friends with one of its more popular product lines added an entire wall unit of new products. "They don't usually do that so quickly," said Herrera, who attributes the business' strong start to a growing emphasis on healthy eating and price sensitive shopping. "People are looking for more economical ways to shop," she noted. "With bulk, they're not paying for a brand name or a lot of packaging." Gluten-free products have also been selling well and the store has added nearly 25 new products in that line since opening. What's flying off the shelves this season? The store carries a full line of holiday baking needs, including sprinkles and specialty flours. "If I don't have it, I can get it," Herrera said. Friends Country Market is open until 8 p.m. every evening except Sunday. Call (815) 770-0400 for information.

Spec Building Ready In Arrowhead

A new 42,000 square foot industrial building is ready and waiting in Arrowhead Industrial Park. The building sits on a 5.13-acre site in Phase III and features four depressed docks, four drive-in doors and a 21-foot ceiling height. "We've taken the building as far as we can and still have the option for a company to have it finished to fit their needs," according to developer Mark Stricker. The facility is being offered For Sale or For Lease as part of Arrowhead's 'Ready Inventory Strategy', which strives to have at least one building ready for immediate occupancy at any time. The building can be divided down to 10,500 square foot units with office space built to suit. Call (815) 943-8788 for details.



Mayor's Column

By Mayor Jay Nolan



Always In Season

The holiday season is here, along with the excitement, anticipation and hope that always comes with it.

Downtown Harvard, local businesses and Harvard neighborhoods are glowing with holiday lights and decorations, as retailers hope holiday sales will help them end the year on a stronger note. The City of Harvard encourages residents to shop locally whenever they can. Harvard businesses depend on your patronage to survive and the City depends on the sales tax revenues that these businesses provide to pay for important City services and programs for residents.

Ribbon cuttings are continuing in our community, which makes us cautiously optimistic for the coming year. The 2010 Census is coming at a very good time. As Harvard's population edges closer to 10,000 residents, our community will be noticed by a growing number of national retailers and developers. New commercial and residential development is a good sign of a healthy community. New businesses bring new jobs and new jobs keep Harvard residents working.

A complete census count will ensure that Harvard gets its fair share of State and Federal funding in the years to come. The City has formed a committee and census workers will strive to make sure that every head is counted. Make their job easier by completing the census questionnaire when it arrives in your mail box in March. It's time to stand up and be counted for your community. It only takes ten minutes to do your part. Help us keep Harvard strong.



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

Seen Around Town ...

Red's Tavern Recognized for 50 Years

Mayor Nolan recognized Bonnie and Red Gates at the October City Council meeting.



Sullivan's Opens Gas Station

Mayor Nolan, city and chamber officials joined Sullivan's manager Mark Castiguoni (center) as he cut the ribbon on the company's new gas station.



Wellspring Healing & Ministries Opens



Shown left to right: Barb Rowe, Tony Stricker, Patricia Klye, Mayor Jay Nolan, Scott Logan. Back row: Sonja Brook, Julie Gerrish, Majella Hieden, Angela Hougas.

Trade N Try Games Opens

Shown left to right: Scott Logan, David Tittle, Sarah Allen, Steve Allen, Vicki Schulz, Cindy Rowe, Jay Schultz, Mayor Jay Nolan.



Join us!

Membership Drive Now Underway!

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.**



www.harvardedc.com



P. O. Box 623 Harvard, IL 60033



Vol. 8, No.1
Winter 2009

Published Quarterly

Window To The World

The **Harvard Economic Development Corporation** (HEDC) website has a fresh, new look. Stop by and see what's new at www.harvardedc.com.

The expanded site features updated information on the Harvard community and its many assets. Visitors will also find information on new projects and development throughout Harvard. The HEDC's quarterly newsletter, press releases and the organization's monthly developer e-newsletter can also be found online.

Updated photos give out of area visitors a feel for what it is like to live and do business in Harvard. A new page showcases photos from the City's recently completed \$2.4 million downtown streetscape project, many of which were taken by Harvard Alderman Scott Logan, an avid photographer.

An updated site plan for Arrowhead Industrial Park has been added, showing the Phase III expansion.

One of the biggest improvements to the site is its online Land and Sites Database, which is designed to enable site selectors, developers and business owners to actively search for commercial and industrial properties that are for sale or lease in Harvard. **HEDC Executive Director Terry Smith** is working with local listing agents and property developers to ensure that the database includes current information on Harvard's best available properties.

A new Resources page provides information on sources for project financing and includes a directory of HEDC members. Links to member websites are included where available.

HEDC advertising and newsletters promote the website and work to encourage traffic. Site visitors can sign up to receive the latest site and development information. Nearly 1,000 subscribers currently receive information from the HEDC on a monthly basis.

That visibility helps keep Harvard on the radar of expanding companies, according to **HEDC Chairman Roger Lehmann**.

"Harvard is managing to hold its own, despite the national economy," Lehmann said. "The HEDC's website keeps our city visible and in front of site selectors and retail developers who are still active in the marketplace or planning their next move."

"The website helps get Harvard on the short list of communities being considered by expanding companies," agreed Smith.

"Getting on that list is the first step to getting a phone call or inquiry," he noted, "and getting an inquiry is the first step toward bringing a new employer to town."

Smith New HEDC Executive Director

Terry Smith is the new Executive Director of the Harvard EDC.

Smith brings more than 35 years of experience to



Terry Smith

the part-time position, including planning or administrative roles with the cities of Columbus (WI), and Marengo, Oakbrook Terrace and West Chicago, IL.

Smith began his career in southern Illinois, working first for Madison County and then for the city of Edwardsville. He holds both a Bachelor's and a Master's degree in city and regional planning from Southern Illinois University.

Smith fills the vacancy created by the retirement of former Executive Director Ralph Henning last fall. He can be reached at (815) 943-1036.



**HARVARD
ECONOMIC
DEVELOPMENT
CORPORATION**

Inside This Issue ...

- Open For Business
- School Project Update
- Tractor Supply Chooses Harvard

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New Beginnings ...

Good things are happening in our community as we kick off another new year.

First and foremost, Harvard voters deserve a big 'thank you' for passing the District 50 elementary school referendum. This new educational facility is a good investment in Harvard's future.

Harvard Mayor Jay Nolan also deserves a round of congratulations and thanks, for championing the downtown streetscape project and for working hard to ensure that it was completed in a timely manner with as little disruption as possible. The fact that the project also came in under budget is yet another feather in the Mayor's cap. Thank you to everyone who had a hand in this exceptional downtown renovation project.

The HEDC is also excited to welcome Terry Smith as our new Executive Director. Terry brings a wealth of civic and administrative experience to his new role as our organization's lead contact.

We are optimistic about the coming year, despite the still-gloomy economic forecast. The HEDC and the City have worked very hard to build a foundation for economic stability in Harvard and to create new energy in our retail sectors. We are confident that our efforts will help carry our community through to better times.

Visit our website at
www.harvardedc.com

Seen Around Town ...



Downtown Debuts

Harvard celebrated as Mayor Jay Nolan cut the ribbon on the city's downtown streetscape project and then officially kicked off the holiday season by flipping the switch on Ayer Street's 75 new lighted streetlamp wreaths.



Castle Bank Opens

Castle Bank cut the ribbon on its new Route 14 facility in late December. Shown, left to right, are Castle Bank employees Doug Thompson, Jennifer Bannwolf, Stephanie Niedswikie, Abi Logan, Deanna Schmidt, Tina Magnetta, Verne Sisson, Helen Brugger, Betty Newlun and Luis Gonzales; Mayor Jay Nolan and Alderman Scott Logan.

Walgreens Opens

Walgreens opened at the corner of Route 14 and Airport Road in mid-January.



China Buffet Now Serving

The restaurant opened on Route 14 and 173 late last year.

Business News ...

Arrowhead Phase III Debuts

Phase III of **Arrowhead Industrial Park** is now open for business, according to park developer **Mark Stricker**. Phase III of Harvard's premiere business and industrial park features 15 lots on 25 acres and flexible planning that allows for custom lot configurations. Special pricing is now in effect. Check out the site plan at www.harvardedc.com.

Stingerz Plans March Opening

Harvard restaurateur **Nick Halimi** plans to open **Stingerz Bar & Grill** in the 5,000 square foot building at 703 E. Diggins Street, which formerly housed Adrianna's restaurant. The new eatery is scheduled to open March 1 with a new interior look and a menu that boasts sandwiches, salads, appetizers, pastas and a Friday night fish fry. Stingerz will have a 'casual, comfortable neighborhood restaurant feel' and will have a DJ playing popular hits on weekends, according to Halimi, who also owns the Kozy Nook restaurant on Route 14.

District 50 Elementary School Project Update

Much has happened since residents voted last Fall to approve the construction of a new elementary school in Harvard. Design features are being finalized and meetings have taken place with the City to plan infrastructure and permitting needs, according to **District 50 Director of Facilities Management Dr. Richard Crosby**. Project documents should be finalized in March, with bids awarded by June 15, 2009. Construction is scheduled to commence on June 15 and continue through July of 2010. The new school will open in August of 2010. Follow the progress of the project at the District's website at <http://www.cusd50.org>. Click on Schools and then New School to see photos and project updates.



Mayor's Column

By Mayor Jay Nolan

The openings of Castle Bank, China Buffet, Walgreens and (soon) Tractor Supply are bright spots at a time when few communities have good things to talk about. We are especially pleased that Tractor Supply has chosen Harvard as the location of its first store north of the I-88 corridor.

Harvard City Hall will have a new location of its own come March. The City has purchased the former Castle Bank facility on Diggins Street and is doing some interior remodeling to configure it to serve the needs of Harvard residents. Plenty of parking and a central downtown location will ensure that City Hall remains accessible to the entire community.

The Harvard Police Department will absorb the space that the City is vacating at 201 N. Front Street, enabling it to also serve residents more efficiently. An open house event will be held at both facilities this spring.



Join us!

Did You Know? The HEDC's monthly electronic newsletter goes to nearly 1,000 registered subscribers each month. HEDC members are eligible to feature appropriate commercial and industrial properties. Call for details.

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 and individuals. It's always a good time to get involved.

City Hall Plans Move ... see inside!



Working For Harvard

Call us with your comments
and suggestions:

Harvard Economic Development Corp.
(815) 943-1036

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

Harvard MainStreet
(815) 943-3431



www.harvardedc.com

Tractor Supply Chooses Harvard

Tractor Supply Co. will open in Harvard at the end of this month.

The nation's largest retail farm and ranch store chain is busy renovating nearly 21,000 square feet in the space formerly occupied by Walmart, Inc. on Route 14. The Harvard store will be the chain's 15th location in Illinois and its first north of I-88 when it opens at the end of February.

Long-time area resident Tim Heflin will manage the Harvard location.

The store will employ up to 17 team members and sell a wide range of products including clothing, boots, horse and pet supplies, tractor and trailer parts and accessories, lawn and garden supplies, building supplies, power tools, fencing, welding and pump supplies and more. "People are usually pleasantly surprised at the wide range of products that we carry," company spokesperson Ashley Charlton said.

Store employees readily share their expertise with customers. "Our team members have the know-how to help our customers buy and use the proper products," noted Charlton. "You can come into Tractor Supply and tell one of the employees what you want to do and they will tell you the proper equipment to use and how to install it."

"We like seeing that kind of relationship develop between our team members and our customers," she said. "Many of our team members are former customers."

Tractor Supply operates more than 791 locations in 43 states. Stores are typically located in the outlying towns near major metropolitan markets and in rural communities. Learn more about the company by visiting its website at www.tractorsupply.com.