



**HARVARD  
ECONOMIC  
DEVELOPMENT  
CORPORATION**

P. O. Box 623 • Harvard, IL 60033  
(815) 943-1036

## Chairman's Column

By HEDC Chairman Roger Lehmann



The HEDC's recognition dinner on March 11 was a big success, with nearly 40 people in attendance. Guests heard about the benefits of Enterprise Zone status, were introduced to the

HEDC's new reward program and had an opportunity to network and share ideas with Harvard business and community leaders. Thank you to everyone who joined us on that special evening.

The HEDC introduced its new Ambassadors program at the dinner. Harvard's existing employers have always been our community's best references. We are stepping up our ongoing efforts to bring new and expanding businesses to town and are looking for new ways to get the Harvard community involved.

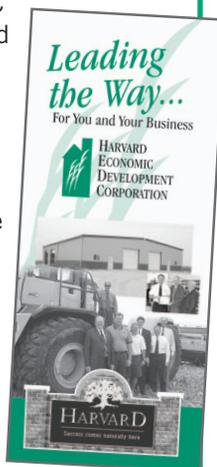
If you have a contact at a company that is looking to relocate or expand, send their information to the HEDC and we'll do the rest. You'll be rewarded with \$100 if they come to town for a visit, and also earn \$50 for every job that they create if they choose to expand in Harvard. It's a win-win for our community, all the way around.

## Join us! Become an HEDC Member

Membership in the HEDC demonstrates leadership and a commitment to creating a bright economic future for our community. Join us as we continue to move Harvard forward!

Members are also eligible to post commercial and industrial property listings in the HEDC's online Land & Sites Database. Properties must be owned or represented by the member and meet other listing requirements.

You can learn more about the benefits of HEDC membership and to find out how you can play a role in Harvard's future at [www.harvardedc.com](http://www.harvardedc.com), or call (815) 943-1036 to receive a membership kit by email or regular mail.



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# HEDC Offers Rewards for Referrals

The **Harvard Economic Development Corporation (HEDC)** has introduced a program that rewards community members who help bring new businesses to Harvard.

The HEDC referral program pays \$100 for a verified lead which results in a site visit to Harvard by an expanding or relocating company. The referring individual can also earn \$50 for each full-time job that is created in Harvard by that same company during its first year of operation, with a maximum of \$5,000 paid per business lead.

Individuals should contact the HEDC with the name, phone number and email address of their contact at a business that is actively looking to relocate or expand. The HEDC will verify the contact and the referring individual will receive \$100 within 30 days once a decision maker from that company has met with a representative from the HEDC.

Lead information should be emailed to the HEDC at [leads@harvardedc.com](mailto:leads@harvardedc.com) or called in to (815) 943-1036. The referring individual should also provide their name, phone number and email address.

Referrals will be reviewed and assigned on a first-come, first-served basis. All rewards are subject to review and approval by the HEDC's Board of Directors.

"The Harvard EDC is always working to recruit new businesses to Harvard," according to **HEDC Chairman Roger Lehmann**. "Our best ambassadors have always been the business owners and residents who already live or work in Harvard and are eager to see other new businesses come to town. This program is a new way to reward those efforts."

Leads will be contacted by **HEDC Executive Director Charlie Eldredge**, who will arrange a meeting in Harvard and tours of available sites that meet the company's needs.

"Harvard has a good assortment of commercial and industrial sites available that are ready for move in or fast-track development," noted Eldredge. "Our goal is to get prospects out to see what Harvard has to offer."



## HEDC Targets Grocery Store for Harvard

Harvard has the population, the spending power and the consumer demand needed to support another grocery store, according to a study commissioned by the Harvard Economic Development Corporation (HEDC).

The 80-page report took a close look at the potential Harvard grocery trade area, which has a population of 23,848 (2015 estimated Census data) and includes the towns of Hebron, Capron and Sharon (WI), in addition to Harvard.

According to the study, Harvard is well-suited to support a store of approximately 30,000 – 50,000 square feet that includes a deli, bakery, quality meats, fresh produce and a modern, service-oriented environment.

Three sites in Harvard were evaluated for their ability to

host a successful grocery store. Both discount and specialty chains are possibilities, according to **Harvard City Administrator Dave Nelson**. Harvard's WalMart store is currently the primary grocery retailer in town. The trade area includes a number of smaller and independent chains.

"Expanding into Harvard would be a good opportunity for any of them," noted Nelson. "Having multiple options in a single community makes it more of a shopping destination."

The HEDC is actively working to identify grocery operations that fit the profile and welcomes referrals of contacts at prospect chains through the organization's new referral reward program (see related story).



## Mayor's Column By Mayor Jay Nolan

The grocery study that the HEDC paid for comes at a good time. We are starting to hear from companies that have some interest in coming to Harvard to open stores and restaurants and the market data will help us attract more prospects.

Harvard has the ability to become a regional shopping destination that would provide sales tax revenues, as well as greater convenience for residents. Adding a new store to the Harvard community would also help recapture the dollars that are lost when residents take their money to shop in other nearby towns.

O'Reilly's is preparing for an early May opening. Aldi's is looking at sites in town. A popular chain restaurant has expressed an interest in Harvard. These are all positive signs of coming growth.

## Need to Know...

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**FOR LEASE:** 12,000 sft. 18' ceilings, 2 docks, 14' x 14' drive-in door. 400 amp. \$4/sft NNN.

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## HEDC 2014 ANNUAL REPORT NOW ONLINE!

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## Working For Harvard

Harvard Economic Development Corp.  
(815) 943-1036

Other Local Contacts:  
City of Harvard (815) 943-6468