

# **ILCMA CONFERENCE COMMUNITY BRANDING**

**JOHN LOBAITO, ADMINISTRATOR  
VILLAGE OF MUNDELEIN**



## Why Brand Mundelein?

- Needed to change Mundelein's perception.
- Community suffered from an unfavorable image.
- Needed to change how we conducted business.
- Needed to visually communicate a more fresh and vibrant look throughout the Village.



## Why Brand Mundelein?

To try and determine brand identity for a municipality consider three basic queries: “Who are we?”, “How are we different?”, “What do we stand for?” This is a good place to start.



## Community Rebranding Process

- Interviewed and hired a branding consultant.
- Why hire a consultant? **You don't know what you don't know.** With a rebrand-it's important to listen to an unbiased assessment of the community.
- We engaged the community in the rebranding process to ensure buy in and to educate the community concerning the benefits of branding.



# Community Rebranding Process

- Consultants and Village staff sought input from the community via:
  - Online and paper surveys
  - Focus Groups x 5
  - Leadership Teams/Community Members
  - Community Open House
  - Follow-Up and Status Meetings
  - Press coverage and newsletter articles (Print and electronic versions)



## Established Brand Promise

1. As a result of the preliminary research and community branding activities, the Consultants drafted Mundelein's Brand Promise.
2. The Brand Promise articulates Mundelein's new direction/focus and it is the foundation upon which we move the Village forward.



# Brand Promise

- **Mundelein will be Central Lake County's premier location for entrepreneurs and known as a welcoming community.**
- In this statement, we are focusing on three key positive aspects unique to Mundelein:
- **Location:** Central Lake County
- **Business:** Strong entrepreneurial attitude/spirit
- **Community:** Welcoming environment



# Brand Promise

- The “Brand” reflects management’s promise. Branding involves a promise we make as a Village and we have to deliver on that promise.
- We manage the brand...the community owns the brand, and ultimately, the community decides if we deliver everything we promise.



# A Few Notes About Branding

- **Brands are about differentiation.** What sets us apart from other communities? **We Are Mundelein**-Center of Lake County, entrepreneurial spirit, business-friendly, welcoming community.
- **Brands have a narrow focus.** Brands are specific. It's important for community leaders to find their niche.



# A Few Notes About Branding



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- **A cohesive brand**—better articulates the essence of Mundelein and sends a message about our community. Defining, understanding, and managing our brand—helps the Village in business development activities and real estate growth.
- **A cohesive brand**—ensures consistency of message across all platforms increasing awareness and use.



# BRAND ROLLOUT SHOULD BE COMPREHENSIVE AND THOROUGH



As part of the branding process, the Village conducted a brand audit of everything that features the logo.

## HERE'S A VISUAL RECAP

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# Welcome to our New Home— Village of Mundelein's Village Hall

Mundelein's new Village Hall not only houses the corporate offices of Village Government, it serves as a catalyst for the Downtown's growth. The Village's long-term vision for an ideal Downtown is a unique mix of opportunities for living, working, shopping, dining, and socializing.

Mundelein's central location, first-rate transportation infrastructure, healthy demographics, and visionary leadership make Mundelein an ideal place to **START...AND STAR!**

Learn More! Call 847-949-3282



**Village of Mundelein**  
300 Plaza Circle  
Mundelein, Illinois 60060  
847-949-3200

VILLAGE OF  
**Mundelein**  
Incorporated in 1909

## CURRENT PROJECTS

The Village of Mundelein actively promotes business development. Here are a few projects currently underway.



**Cardinal Square Apartments**  
• 65-unit apartment building located near Midway and Prospect  
• This is the second building of the Cardinal Square development  
• Currently under construction  
• Located on Midway and Prospect  
• Project expected to be completed May 2015

**Cardinal Square**  
• 133-unit apartment building  
• Located on Midway and Prospect  
• Project expected to be completed May 2015

**Commercial Building**  
• 2500 South Lake Street  
• Conversion of current structure into a multi-level commercial building  
• Permit applied for and under review  
• Construction expected late summer

**Cross of Mundelein**  
• Groundbreaking May 23, 2014  
• 20-unit condominium building  
• Located on the west side of Chestnut Lake  
• Located on Chestnut Lake Road just west of Lake Street (S Hwy 43)  
• Project expected to be completed by Fall 2015

**Dorland Chevrolet Truck**  
• 300 East Lake Street  
• Restaurant will be located within the gas station  
• Permit applied for and under review

**Grand Overlook - Oak Woods Community**  
• 60 single-family homes  
• Residential project  
• 100 lots to be developed  
• Estimated completion date 2015

**Lake Ridge Subdivision**  
• Under new ownership  
• 50 lots to be developed  
• 42 lots to be completed  
• Subdivision Agreement to be completed  
• Construction to begin late this fall

**Linden-Nelson**  
• 1400 Linden-Nelson  
• Permit applied for and under review for parking lot expansion



**Mundelein Community Bank**  
• Groundbreaking June 10, 2014  
• 1000 square foot building  
• 81 million dollar project in downtown Mundelein  
• The development of a regional intersection, Lake Street  
• Located 100 West Lake Street  
• Project expected to be completed December 2014

**Oak Creek Shopping Center**  
• Projected redevelopment of shopping center  
• To be anchored by Super Wal-Mart



**Orchard of Mundelein**  
• Single Family Home Development  
• 60 single-family homes  
• Construction expected to begin Fall 2014

**Revelry**  
• Plans to relocate from building in Warren Hills  
• Purchased 621 Taylor Street  
• Planned administrative conversion for building materials  
• Some materials installed on the site

VILLAGE OF MUNDELEIN WEBSITE  
[WWW.MUNDELEIN.ORG](http://WWW.MUNDELEIN.ORG)

Provides important information to business owners, residents, and visitors in a convenient and easy-to-use format. The Economic Development section of the website provides detailed information on available properties, business licensing, financial assistance programs, planning, and business announcements, including a monthly featured business.

NEED HELP FINDING  
THE IDEAL LOCATION  
FOR YOUR BUSINESS?

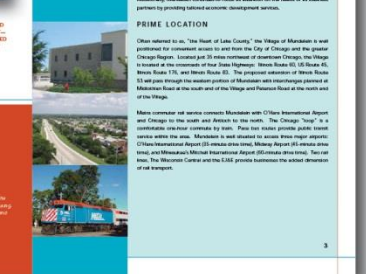
START HERE!

VILLAGE OF  
**Mundelein**  
Incorporated in 1909

30 MILES NORTHWEST OF CHICAGO

Employment contact center. Plus, Mundelein's central location, first-rate transportation infrastructure, healthy demographics, and visionary leadership make Mundelein an ideal place to **START...AND STAR!**

If you are looking for an ideal location for your business, we can help. We have a variety of properties available for lease or purchase. We also have a variety of services available to help you with your business. Contact us today at 847-949-3200.



## BUSINESS DEVELOPMENT KEY INITIATIVES

### GRANT PROGRAM

The Village of Mundelein recently introduced a grant program to assist downtown businesses owners who are interested in building in their property. Under the plan, qualifying projects would include signs, landscaping, facade improvements, door replacements, and ornamental lighting. The program is open to the owners of existing, for-profit businesses within the downtown district. Eligible business owners could receive 50 percent of the project cost, up to \$25,000, under the program. The Village would reimburse business owners on the work is completed.

Mundelein has budgeted \$75,000 for the program in the current fiscal year, ending April 2015. The village will not put orders forward nor requests, parking lot improvements or similar improvements, among other restrictions. To protect the Village's investment, officials have enacted a timeline that requires recipients who close their business to pay back part of the subsidy. The district position would force owners to repay 75 percent of the grant if their business shuts down in less than a year.

The goal is to funnel money into projects that refresh up properties on a larger scale than routine maintenance. Village Administrator John Lobato said, "We want to do whatever we can to encourage people to invest in their property. The incentives could generate a buzz that attracts new shoppers and developers who want to do business in Mundelein. We hope to create a sense of place in the downtown."

### BUSINESS INCENTIVE PROGRAMS

The Village of Mundelein actively engages in business attraction, expansion, and retention activities. The following services and incentives to help businesses achieve their goals. For more information on the Village of Mundelein's business incentives, please contact Village Administrator John Lobato at 847-949-3225 or Director of Community Development, Victor Barona at 847-949-3202. The type of business incentive is:

• Tax Increment Financing (TIF)  
• Industrial Revenue Bonds (IRB)  
• Sales Tax Sharing  
• Five-Way  
• Land Acquisition A  
• Grants

• Other: The Village of Mundelein, the Cook County Board of Supervisors, and the State of Illinois have entered into a Memorandum of Understanding (MOU) to provide a variety of incentives to businesses that relocate to the Village of Mundelein.

The new Village of Mundelein, signed on September 10, 2011, entered into a number of agreements to provide a variety of incentives to businesses that relocate to the Village of Mundelein.

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VILLAGE OF  
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start here. star here.

300 Plaza Circle, Mundelein, IL 60060  
847-949-3200 [www.mundelein.org](http://www.mundelein.org)

## BUSINESS ANALYTICS - VILLAGE INTERACTIVE MAP

The Village of Mundelein's interactive map is a useful tool for collecting information about a property. By entering a location or typing in an address a user can find the property's location, owner, zoning, and other information about the property. The map also provides a variety of other information, including a list of nearby businesses and a list of nearby schools. The map is available at [www.mundelein.org](http://www.mundelein.org).

## OPENING A NEW BUSINESS

START HERE!



## VILLAGE GOALS FOR ECONOMIC GROWTH

START HERE!





1995  
1996  
1997  
2000  
2001  
2003  
2004  
2005  
2010  
2011  
2012  
2013  
2014

#### AN ONGOING PROCESS—STEPS TAKEN TO UNLOCK DOWNTOWN MUNDELEIN'S POTENTIAL

- Entered into agreement with Metra for new station (Jan. 1995)
- Completed work on the Metra North Central Line (April 1996)
- Created working group on Jan. 1997
- Built new Metra Station (2001)
- Created a Tax Incremental Financing (TIF) District (September 2004)
- Completed a Transit Oriented Development (TOD) for the Metra Station (2005)
- Partnered Axiom Building Systems (2006)
- Partnered Spina Building (July 2006)
- Adopted a Comprehensive Plan which includes (Downtown Station Plan) (2007)
- Received anticipated industrial use properties from the downtown station (2007)
- Strategically enhanced the Village's infrastructure and awarded to enable redevelopment, traffic, lighting, and public transit (2011 and ongoing)
- Continued a Master Redevelopment Implementation Plan that complements the goals of the Downtown Station Plan (2011 and ongoing)
- Re-zoned the large geographic area proximate to the new Village Hall for new office, residential, retail, and dining options (September 2012)
- Added a Quiet Zone to improve the residential environment in the downtown. No Automated Train Control (ATC) needed in the downtown (2012)
- State granted on New Village Hall with partnership to meet space to Metra and bring jobs to the downtown (2013)
- Partnered land for the future home of Mundelein Public Works to move Public Works from its current downtown location to make way for more appropriate use of the property (November 2013)
- Partnered land for other future development, including parking garage over the Metra station

#### PARTNERING WITH WESTON SOLUTIONS

Weston Solutions, a 50 year old environmental engineering firm, has been engaged in its efforts to enhance, improve and assist in the development of the Village of Mundelein in its downtown redevelopment efforts based on its regional expertise and proximity to the train station.

The downtown redevelopment is one of the most important that is a "Place Based Partnership" Village of Mundelein (public participation) and Weston Solutions (private industry). Also, related to it is a TIF program, the arrangement is a unique type of alternative service delivery.

#### COMMITTED TO WHAT'S NEXT

As part of the Village of Mundelein's downtown redevelopment strategy, there are a number of opportunities available to private developers. Please contact the Community Development Department at 847-360-3300 to learn more about partnering with the Village of Mundelein.



The Village of Mundelein's Downtown Redevelopment strategy is a "Place Based Partnership" Village of Mundelein (public participation) and Weston Solutions (private industry). Also, related to it is a TIF program, the arrangement is a unique type of alternative service delivery.

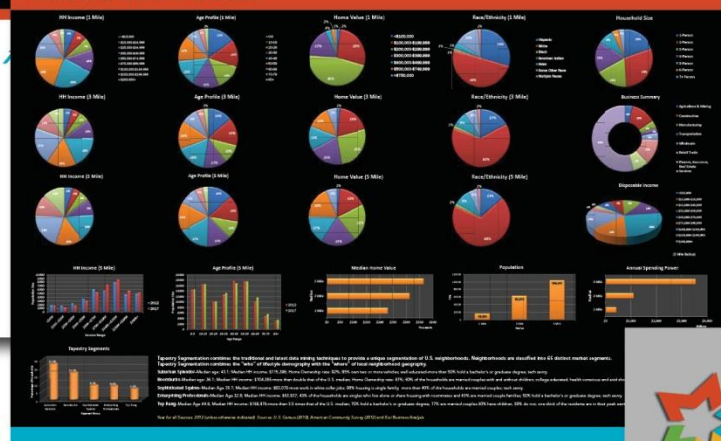
**VILLAGE OF Mundelein**  
start here. star here.

300 Plaza Circle, Mundelein, IL 60060  
847-360-3300 www.mundelein.org

#### MUNDELEIN—A VILLAGE ON THE RISE

"We want everyone from public officials to residents, to business owners and leaders to take note of the steps we've taken and the vision we've made and say 'this is what we want for Mundelein'."

#### VILLAGE OF MUNDELEIN—BY THE NUMBERS



#### VILLAGE OF Mundelein INSIDER

Incorporated in 1909

WINTER 2014

#### INSIDE THIS EDITION

- Mundelein Paramedics Perform Miracle Save
- Important Winter Water Tips
- Mundelein Offers Grant Program to Business Owners
- Mundelein Fire Department Acquires New Tower Ladder Truck
- Residents Encouraged to Participate in Village's Recycle Program
- Snow Removal and Ice Control Reminders
- Expanded 4 Page Section—Village of Mundelein Year in Review

#### Message From the Mayor

As the year winds down, we should now reflect on our accomplishments and look forward to what's ahead for the Village of Mundelein in the New Year.

2014 was a great year for us. One of Mundelein's top accomplishments was the completion of our Village Hall ahead of schedule and under budget. Using savings, anticipated TIF revenue, and through a unique private/public partnership with a top floor tenant, we completed this project without raising taxes. This new facility will enable our professional staff to serve our community well for generations to come. Additionally, the new Village Hall puts Mundelein in a better position to attract other private investment to the Downtown.

Another notable accomplishment was the launch of our new Mundelein branding campaign. After much research, study and community input, our branding promise is that, "Mundelein will be central Lake County's premier location for entrepreneurs and known as a welcoming community." Our tag line is, "Start here. Star here." And our new logo, appropriately, is a well designed multi-colored star. I'm excited about this because, with over 700 total businesses in town, our village can well deliver on our brand promise. We have a great central location within Lake County, our schools are wonderful, and our water and sewer infrastructure are second to none. I would argue that Mundelein delivers more bang for the buck than any village in Lake County. The future is very bright for our community.



Your Village Board of Trustees and Village Staff will be very busy this next year. As central Lake County's premier location for entrepreneurs, we will continue to deliver on that branding promise through a new Comprehensive Business Incentive Program designed for businesses of all sizes in 2015. Also, two high-end apartment buildings and a new bank branch will open. Our downtown property redevelopment efforts will continue and, most notably, the long-awaited Hawley Street rehabilitation project will get under way by this summer.

Mobile Application -- If you have not already done so, please download the Village of Mundelein's custom designed Mobile App. Simply go to the Play Store or Apple Store and type in "Village of Mundelein." The App is free and it will connect you to everything Mundelein has to offer—driving, bill paying, shopping local, service requests, Board of Trustees and more.

On behalf of the Board of Trustees, Village Administrator and staff, I wish everyone a wonderful holiday season and a New Year filled with much promise.

Steve Lertz  
Mayor of Mundelein

#### Village of Mundelein

GOVERNOR'S HOMETOWN AWARD WINNER	TOP 100 SAFEST CITIES IN AMERICA—RANKED 52	RECIPIENT NEW URBANISM CHU MERT AWARD FOR MASTER REDEVELOPMENT IMPLEMENTATION PLAN	CALEA ACCREDITED—THE GOLD STANDARD IN PUBLIC SAFETY ACCREDITATION	MUNDELEIN PARKS AND RECREATION DISTRICT—ILLINOIS DISTINGUISHED ACCREDITED AGENCY
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#### Where Innovation Meets Possibility.

Centrally Located in Beautiful Lake County, Illinois

Excellent Business Location

Great Housing Values



VILLAGE OF Mundelein  
Incorporated in 1909

35 MILES NORTHWEST OF CHICAGO

#### MUNDELEIN

Situated in the center of beautiful Lake County, Illinois—one of the strongest areas of commercial and industrial growth in the Nation.

35,000 households (Pop: 98,459) within a 5-mile radius.



start here.  
star here.



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#### Where Innovation Meets Possibility.

New State-of-the-Art Village Hall

Abundant Recreational Opportunities

Top-Rated School Districts



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35 MILES NORTHWEST OF CHICAGO







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## APRIL

- 1 Boat Launch Permits on Sale-Mundelein Park and Recreation District
- 3 10 a.m. | Free Egg Hunt (ages 1-6)-Mundelein Park and Recreation District
- 8 9 a.m.-3 p.m. | Fire Department Blood Drive
- 14 6:30-9 p.m. | Citizen Fire Academy
- APRIL 28-MAY 8 Spring Clean Up

## MAY

- 1 Public Works Electronics Drop Crystal Street | Monday-Friday 6-9 p.m. | Park on Park Car Show 8 a.m.-1 p.m. | A-May-Zing Mi (starts at Police Department)
- 17 MHS Graduation
- 25 10 a.m. | Memorial Day Parade (starts at Hawley and Chicago)
- 27 Golf Outing to benefit Special
- 31 5-6:30 p.m. | Outdoor Concert Cop on a Roof-Special Olympic Dunkin' Donuts

## JUNE

- 6 1-5 p.m. | 4th Annual Craft Bazaar (Village Hall Plaza)
- 10 6-9 p.m. | Park on Park Car Show
- 19 3-7 p.m. | Farmers Market-New Location-Santa Maria Loc
- 27-28 GLIM Relay for Life-Century I
- 26 3-7 p.m. | Farmers Market
- 28 5-6:30 p.m. | Outdoor Concert 6:30 p.m. | Miss, Junior and Li Pageants (MHS)

## JULY

- JULY 2-JULY 5 Mundelein Community Days
- 3 1-7 p.m. | Fire Department Blood Drive
- 4 8 a.m. | Mundelein Park and Recreation District Freedom Classic Run/Walk
- 4 10 a.m. | Annual Patriotic Celebration-Fort Hill Heritage Museum
- 4 9:30 p.m. | Fireworks
- 5 8-11:30 a.m. | Pancake Breakfast

## AUGUST

- 2 5-6:30 p.m. | Outdoor Concert-Mighty Wheelhouse (Country)-Kracklauer Park
- 4 5-9 p.m. | National Night Out at Santa Maria Grounds (Seymour and Courtland)
- 4 6:30-9 p.m. | Citizen Fire Academy
- 7 3-7 p.m. | Farmers Market
- 9 5-6:30 p.m. | Outdoor Concert-TropiXplosion (Caribbean)-Kracklauer Park
- 12 6-9 p.m. | Park on Park Car Show (Seymour and Park)
- 14 3-7 p.m. | Farmers Market
- 16 5-6:30 p.m. | Outdoor Concert-B-Side Band (Rock)-Kracklauer Park
- 21 3-7 p.m. | Farmers Market
- 23 5-6:30 p.m. | Outdoor Concert-The Nevery Brothers (Rock n Roll Evolution)-Kracklauer Park
- 28 3-7 p.m. | Farmers Market
- TBD 11 a.m.-3 p.m. | Del Webb Car Show

## SEPTEMBER

- 5 1-3 p.m. | Fire Department Blood Drive
- 9 6-9 p.m. | Park on Park Car Show (Seymour and Park)
- 11 3-7 p.m. | Farmers Market
- 11 3:15 p.m. | MHS Homecoming Parade
- 12-13 10 a.m.-5 p.m. | Mundelein Fine Arts Festival-Kracklauer Park
- 13 11 a.m.-2 p.m. | Fire Department Open House
- 18 3-7 p.m. | Farmers Market
- 20 One World Festival (Metra Station)
- 25 3-7 p.m. | Farmers Market

## OCTOBER

- 2 3-7 p.m. | Farmers Market
- 5-11 Fire Prevention Week
- 9 3-7 p.m. | Farmers Market (last market for the season)
- 11 9 a.m.-3 p.m. | Fire Department Blood Drive
- 23-25 CERT New Member Training
- 24 4-7 p.m. | Boo Bash-Mundelein Park and Recreation District
- 31 4-8 p.m. | Halloween Trick or Treat Hours

## NOVEMBER

- 1 Daylight Savings Time-Turn Your Clocks Back
- 3 General Election
- 8 8 a.m.-Noon | Household Chemical Waste Collection
- 16 Toys for Tots drop off begins at the Police Department and Mundelein Village Hall

## DECEMBER

- 4 5:30-6:30 p.m. | Annual Tree Lighting Ceremony and Fireworks
- 4 5:30-8 p.m. | Citizen Police Alumni Academy Spaghetti Dinner
- 4 6:30-8 p.m. | Santa's Cottage Opens (corner of Park and Seymour)
- 5 9 a.m.-3 p.m. | Fire Department Blood Drive
- 5 Noon-3 p.m. | Santa's Cottage (corner of Park and Seymour)
- 12 Noon-3 p.m. | Santa's Cottage (corner of Park and Seymour)
- 18 Last day for Toys for Tots Drop Off at Police Department and Mundelein Village Hall
- 19 Noon-3 p.m. | Santa's Cottage (corner of Park and Seymour)

OVER →





## Consistency of Message and Visuals

- Mundelein's new brand is the platform for the Village's marketing and economic development efforts.
- Consistency of message and visuals in all communication is **critical** to a successful brand launch. Over time, this is what will firmly establish Mundelein's new brand.



## Final Thoughts-Community Branding

Brand Strategy Development and Marketing Implementation are not the same thing.

**The project should be divided into two stages:**

1. The formulation of the brand strategy—requiring strong brand research, analytical, and strategic skills.
2. The strategy and marketing implementation—requiring advertising agency, web design, public relations agency, and social media expertise.



# Final Thoughts-Community Branding

## IMAGE-BRAND-IDENTITY

- **Image** reflects the broad perception of the community...Image is how the community **THINKS** about the brand.
- **Brand** reflects management's **PROMISE.**
- **Identity** reflects graphics, colors, logo, type, and graphic standards...Identity is how the brand **LOOKS.**



# Questions-Comments

Thank you for the opportunity to speak with you.