

To: Mayor Scott Gartner, Village of Antioch
From: Jim Moran, Economic Development Consultant
Subject: Village of Antioch Economic Development Plan
Date: July 9, 2023

PSPA 635 Module 8 - Final Paper: Village of Antioch Economic Development Plan

The Village of Antioch, Illinois, is a charming community, surrounded by nature, along the Illinois/Wisconsin state line, in the heart of the Chain O' Lakes region, which is the busiest inland freshwater recreational waterway in the nation.

The village offers a blend of small-town tranquility and modern amenities. Surrounded by lakes, parks, and forest preserves, outdoor enthusiasts can enjoy activities like boating, fishing, and hiking. The vibrant downtown area boasts a variety of quaint shops, cafes, and eateries, creating a warm and welcoming atmosphere. In addition to close proximity to nature, the village is also close to both Chicago and Milwaukee, 40 miles from both Mitchel Airport in Milwaukee and Chicago's O'Hare Airport.

Antioch also hosts numerous community events and festivals throughout the year, fostering a strong sense of togetherness among its residents.

This Economic Development plan focuses on the strength of the village's assets and economy and details a plan for sustainable economic growth.

Community Profile

Village of Antioch QuickFacts from the U.S. Census Bureau

(<https://www.census.gov/quickfacts/fact/table/antiochvillageillinois,US#>)

Population: 14,773	Single-Family House Median Value: \$245,000
Square Miles: 8.21	Total Households: 5,459
Population per Sq. Mile: 1,799	Median Household Income: \$100,705
Percentage of Owner-Occupied Households: 73.5%	Population Change: 68% growth between 2000 - 2023

Retail sector:

Industry Analysis: Strengths and weaknesses: The Village of Antioch has several retail trade sectors that produce significant sales tax revenue for the village, while also representing sectors that have the potential for additional growth. There are two primary retail sectors for the Village of Antioch. (Illinois Department of Revenue Sales tax receipts report 2022). First, the Automotive and Filling Stations retail section is driven by new and used automotive sales and new and used boat sales. The Village of Antioch has three strong members of the new car sales community, including the Raymond Auto Group, Kunes Auto, and Antioch Chrysler, Dodge, Jeep, and Ram. Additionally, the Village of Antioch is home to a large new boat retailer, Skipper Buds Marina. It is important to note that the gasoline and filling station part of this category suffers due to the village's proximity to the Wisconsin state line.

Additionally, the village sees strength from the Drug/Miscellaneous retail sector. The presence of Walgreens, CVS, Jewel pharmacies, convenience stores, and other retail establishments showcases the demand for these services in the community. When compared to the Location Quotient of this industry in Lake County, it shows one of our strongest industries matches the strength of the region.

Figure 1.0

NAICS 44111 New car dealers,				
				LQ
Lake NAICS		2,789		1.144972
Lake Total Employment		289,921		
US NAICS		1,078,344		
US Total Employment		128,346,299		
NAICS 44611 Drug Stores				
				LQ
Lake NAICS		2,887		1.867733
Lake Total Employment		289,921		
US NAICS		684,283		
US Total Employment		128,346,299		

The apparel industry is significantly under-represented in Antioch. There is an almost non-existent presence of clothing stores in the village. In most engagement surveys with members of the community, there is a strong desire to see a clothing store open in the village. Besides Walmart, the closest place to buy clothing is in Gurnee, which is almost a 20–30-minute drive from the far western portion of Antioch. The location quotient for this sector shows a strong presence in the county, with an LQ of 1.42. Regionally, there is a demand for this industry. Several neighbors also lack a significant clothing store presence, which indicates there could be a strong demand.

Another underrepresented retail sector in Antioch is furniture retailers. Antioch was once home to one of the largest retail furniture stores in the county. Georgetown Furniture closed about 20 years ago. Now, the village lacks a significant presence in the furniture industry. The limited number of retail furniture options indicates an opportunity for expansion and growth in this sector. Similarly, to family clothing stores, there is a strong LQ in Lake County that represents a demand for this sector, LQ of 2.86. Again, similarly to family clothing, there is also a lack of presence in this sector in the northwest portion of Lake County.

The businesses in Antioch are closely connected to the surrounding region, which includes neighboring counties. Many residents from the region commute to Antioch for shopping and services, which highlights the village's role as a commercial hub. Strengthening partnerships with neighboring communities and collaborating on regional economic development initiatives can enhance overall economic vitality.

Figure 2.0

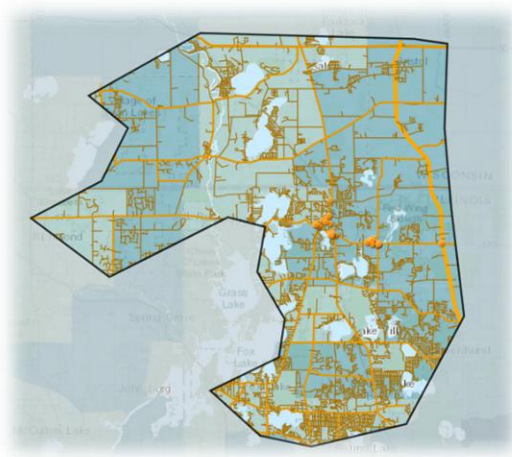
NAICS 44814 Family clothing stores					
					LQ
Lake NAICS		1,149			1.427072
Lake Total Employment		289,921			
US NAICS		356,433			
US Total Employment		128,346,299			
NAICS 44911 Furniture Stores					
					LQ
Lake NAICS		1,436			2.864533
Lake Total Employment		289,921			
US NAICS		221,924			
US Total Employment		128,346,299			

Community Assets: The Village of Antioch has several assets that work in favor of economic growth for the village. All four retail trade sectors that have been highlighted have opportunities for growth. The Village also has strong quality of life factors, including a newly expanded public library, the upcoming redevelopment open space near the downtown business district that will include a park, gazebo performance space, a splash pad, an inclusive park, and the opening of a once covered creek that will provide a beautiful water feature for the property. Additionally, Antioch has a good public school system and a thriving historic downtown. Downtown Antioch was recently named the number one historic downtown in Illinois by ShermansTravel (DuBois, The best historic towns in all 50 states 2023). There are quality events for residents and visitors that are provided by the Chamber of Commerce and the village special events division.

The village's proximity to nature, parkland, and the Chain O' Lakes, plus major the metropolitan areas of Chicago and Milwaukee make it convenient to attract visitors or businesses.

As noted in Planning Local Economic Development, by Leigh and Blakely, "one of the most important factors influencing locational decisions for new private sector investment" is the quality of life in a community (Blakely & Leigh, 2017 p. 136).

Retail Trade Area: Figure 3.0



Development Strategies:

All four sectors highlighted in this memo have opportunities for growth. When compared to elsewhere in the county, all four show strong LQ scores.

There is significant room for growth in retail trade growth for the Village of Antioch. First, the strongest sub-sector in the state is also the strongest regionally, Automotive and Filling Stations. Since the pull factor shows room for improvement, it would be my recommendation to work to recruit at least one more automotive dealership to the community, while also creating an

automotive sales incentive program. By highlighting an area of strength for the village, focusing on automotive sales might lead to the quickest and most profitable results for the village.

Some ways the Village of Antioch can strengthen the representation of these sectors within its village boundaries are:

Targeted Incentives: Provide targeted incentives and support for businesses in under-represented sectors such as apparel and furniture. This can include tax incentives, assistance with location renovation (site buildout), ensuring simple permitting processes, and business development assistance. For the automobile and new boat sectors specifically, a sales incentive similar to the incentive program introduced in 2009 by the Village of Libertyville incentivized new car sales with gift certificates for downtown Libertyville businesses (Zawislak, 2009). The publicity around this program that the Village of Libertyville received made it worthwhile.

Workforce Development: Collaborate with the College of Lake County to develop programs that align with the needs of targeted industries within the village. This will help to ensure a skilled workforce for the businesses and attract new companies to the area.

Creation of an angel investment/alliance group: To attract investment and stimulate growth in the needed restaurant/microbrewery sector, we propose the implementation of the Antioch Entrepreneurial Ventures Alliance (AEVA). This program aims to target local (regional) angel investors and provide support to aspiring entrepreneurs or existing restaurant/brewery owners looking to expand into downtown Antioch, by addressing challenges such as poor information flows and high transaction costs. This program would take advantage of Antioch's proximity to areas that would most likely have a higher concentration of angel investors, including Chicago's North Shore communities, plus potential local investors who live in the Village of Antioch.

Action plan recommendations for the Village of Antioch:

- Improve the quality-of-life factors within the village through improved event programming, improved park experiences, and selective business recruitment.
- Through creative incentives and programs, actively recruit the businesses that will create the most excitement and fulfill the biggest needs for downtown Antioch.
- Short to medium-term goals include:
 1. Creation of a new automotive and boat sales incentive program similar to the Libertyville program that provides local gift certificates with the purchase of a new car or boat. This project would cost the village approximately \$40,000 per year.
 2. Collaborate with the College of Lake County to develop a downtown business incubator project. The village department of economic development can work with the college to pick a project with promising potential. The village can provide financial assistance with build-out costs and rent. This project would cost the village approximately \$75,000 to \$100,000 in its first year, with the rent coverage being phased out as the business builds success.
 3. Creation of a Community Development Manager role within the village. The Village of Antioch has a full-time Economic Development Director, but no one specifically tasked with recruitment/retention efforts for local businesses. This role would have a total cost to the village of approximately \$200,000 per year.
 4. Creation of the Antioch Entrepreneurial Ventures Alliance (AEVA). This angel investment group would help provide financial investment and valuable mentoring to either new or existing businesses. The cost of this program would be minimal to the village, approximately \$10,000 per year, plus staff time.

Works Cited

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