

CITY OF WARRENVILLE
MEMORANDUM

TO: Mayor, City Council, and City Administrator White
FROM: Liam Walker, Economic Development Specialist 
SUBJECT: ECONOMIC DEVELOPMENT OUTREACH SUMMARY
SURVEY AND NEWSLETTER
DATE: JULY 10, 2025

The Economic Development Division has initiated several new outreach efforts aimed at strengthening communication with the local business community and gaining better insight into their needs. These efforts are part of a broader strategy to foster a more responsive, informed, and engaged economic development environment in the City of Warrenville. This memorandum outlines three recent initiatives: the launch of a citywide business survey, the publication of the City's first-ever business newsletter, and direct engagement with local businesses during ongoing retail vacancy assessments.

Business Survey

In an effort to better understand the current landscape of Warrenville's business community, a citywide business survey was developed and launched by Economic Development Specialist (EDS) Walker. The survey is designed to collect feedback on business needs, concerns, and expectations from City Hall, as well as to identify areas where municipal support may be most impactful. Preliminary results are attached to this memorandum for review.

The survey will remain open throughout the summer and is intended to serve as a foundation for future programming, resource development, and policy adjustments aimed at supporting local business retention and growth.

Warrenville Biz Connection Newsletter

The business survey is housed within the Warrenville Biz Connection, the City's first business-specific newsletter. Created by EDS Walker, this quarterly publication is exclusively distributed to registered businesses within city limits. The goal of the newsletter is to provide timely, relevant, and actionable information to business owners and operators. Each issue will include updates on city policies and programs, tips and tricks for navigating municipal resources, regional business news, and highlights of local initiatives and opportunities.

This newsletter establishes a consistent and professional communication tool that will not only keep businesses informed, but also reinforce the City's commitment to being a proactive partner in economic development.

Direct Business Engagement

As part of a recent review of retail vacancies, EDS Walker also conducted in-person outreach to six Warrenville businesses. These visits were used to introduce himself and offer the City as a resource for their future needs. These face-to-face interactions are crucial for relationship-building and will continue as part of an ongoing strategy to maintain a visible and accessible City presence in the business community.

Conclusion

These outreach efforts represent a deliberate shift toward a more connected and data-informed approach to economic development in Warrenville. By combining quantitative feedback from the business survey with qualitative insights gained through direct engagement and communication tools like the Warrenville Biz Connection, the City is positioning itself to more effectively serve its business community. As more survey responses are collected and engagement continues, staff will bring forward targeted strategies and recommendations to enhance support for existing businesses and ensure that Warrenville remains a competitive and welcoming environment for commercial investment.

Attachments:

- Preliminary Business Survey Results
- First Edition of Warrenville Biz Connection

WARRENVILLE BIZ CONNECTION

July 2025 | Volume 1 / Issue 1

TOP NEWS

WELCOME TO THE FIRST EDITION OF THE WARRENVILLE BIZ CONNECTION

We're excited to bring you the very first edition of Warrenville Biz Connection, a new quarterly newsletter designed to keep our local businesses informed, engaged, and connected.

We know how important it is for businesses to stay up to date on developments, economic trends, and opportunities that can help you succeed. That's exactly what this newsletter is here to provide.

Each quarter, we'll bring you the latest news on City initiatives, business resources, upcoming events, and success stories from local entrepreneurs.

Whether you're a home-based, local shop, or a well-established company, our goal is to make sure you have access to valuable insights and opportunities that help your business thrive.

Warrenville Biz Connection is more than just a newsletter—it's a way to strengthen connections within our business community. We encourage you to share your feedback, tell us what topics matter most to you, and join us in shaping the future of business in Warrenville.

Thank you for being part of this exciting new initiative. We look forward to growing together and supporting a thriving local economy!

Business Engagement Survey - Page 1

We've launched a Business Engagement Survey to learn what local businesses need most. Your feedback will guide future City programs, resources, and support.

City & Economic Developments - Page 2

Warrenville is on the move! In this section, we're highlighting exciting updates from around the city—from a word about economic development in Warrenville from Mayor Johnson to the City wide ERP software roll out.



The City of Warrenville is committed to supporting our local businesses, and we want to hear from you! We've launched a **Business Engagement Survey** to better understand the challenges you face, what resources you need, and how the City can help your business thrive.

By filling out this short survey, you'll have a direct impact on **future business programs, funding opportunities, and policy decisions** that support economic growth in Warrenville. Your insights will help shape initiatives like **grants, networking events, infrastructure improvements, and more!**

Take the survey today and make your voice heard!



CLICK HERE



Together, we can build a stronger, more vibrant business community!



Click the calendar icon to view our upcoming community events!



Stay Connected! To ensure you receive our business newsletter and updates, please add us to your email safe list. If you have any questions or concerns, please contact Liam Walker, *Economic Development Specialist*, at (630)-836-3035 or lwalker@warrenville.il.us





DID YOU KNOW?



A Message from Mayor Johnson!

I am excited about the development prospects in Warrenville. We've got a great team working on identifying and vetting developers with the right vision and passion for Warrenville. Looking along Butterfield Rd, or at the Warrenville Rd/Batavia Rd (3rd Street for you older residents) corner, I see great potential for new small business enterprises. Filling in our open commercial spaces and reimagining some existing developments will be a prime focus of mine. At the same time, I look forward to encouraging and supporting those businesses that have already made a commitment to Warrenville. We all benefit from a strong business base and I hope everyone one reading this will support our local businesses. Before you go out, or online, to buy anything, ask yourself...."Can I buy this from a Warrenville business?"

Meet Warrenville's First Economic Development Specialist

Hello Warrenville business community! My name is Liam Walker, and I'm thrilled to introduce myself as the City's first Economic Development Specialist. Originally from Cleveland, Ohio, I hold a degree in Business Economics and bring a deep passion for supporting local economies and helping communities thrive. In this role, I'll be your primary point of contact for anything related to business in Warrenville—whether you're a longtime shop owner, franchisee, or an up-and-coming entrepreneur. I'm excited to get to know each of you and to support your goals as we work together to make Warrenville an even more vibrant hub for retail, dining, and innovation. I'm here to help Warrenville businesses grow, connect, and succeed—now and into the future.

New ERP Software Launch

We're excited to roll out our new ERP software, bringing major improvements to how Community Development serves Warrenville. The updated system includes a streamlined permitting application, online payment options, and tools designed to make life easier for residents and business owners alike.

Business Resources & Tips

- The Western DuPage Chamber of Commerce and local economic development groups offer free webinars and in-person workshops on marketing, finance, and business growth. Check their websites for upcoming events.
Pre-Application Meetings: You can meet with Community Development before starting a project to review zoning, permits, and timelines.
Your input helps shape local policy and programming: The City surveys businesses to understand local needs and trends. If you receive a survey or are invited to a roundtable, we encourage you to participate—your voice directly informs economic development efforts and funding priorities.
The City partners with Choose DuPage for business resources and regional promotion: As a Warrenville business, you benefit from programs offered by Choose DuPage, including small business support, workforce development, and access to regional data. Explore resources at choosedupage.com.
You can request a business visit from City staff: Want to share feedback, ask questions, or showcase your operation? We're happy to stop by—just reach out.
Keep Us Updated: Ensure your business info is current so you don't miss resources or alerts.

Thank You

Local Business Survey

Preliminary Results and insights
for growth



Overview

The **Warrenville Local Business Survey** is crucial for understanding the needs and challenges businesses face, enabling effective strategies for community growth and support.

OBJECTIVES

- Understand current challenges local businesses face
- Identify what resources businesses want from the City
- Improve City processes and strengthen partnerships
- Help shape policies and initiatives that foster growth



Who Took the Survey? (So Far)

12*

Total Responses

- Retail
- Manufacturing
- Hospitality
- Services
- etc.

Business Types
Represented

- 16.7 %: Less than 1 year
- 16.7%: 1-5 years
- 25%: 6-10 years
- 41.7%: 10+ years

Years in
Operation

* A survey response of ~3% is typical for surveys sent by mass email.

Key Challenges

**HIRING AND
RETENTION**

**HIGH OPERATING
COSTS**

**ACCESS TO
FUNDING**

**MARKETING AND
OUTREACH**

Resources Needed



**MARKETING AND
BRANDING SUPPORT**



**NETWORKING AND
BUSINESS CONNECTIONS**

Local Government Relationship



AVERAGE: 3.33

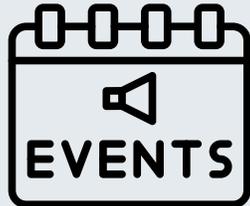
Top suggestions for improvement:

- Streamlined permitting and licensing
- More visibility/promotion for local businesses
- Faster City service response times
- Support for business collaboration

Growth Ideas



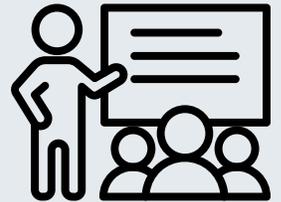
Attract new businesses



Enhance community events



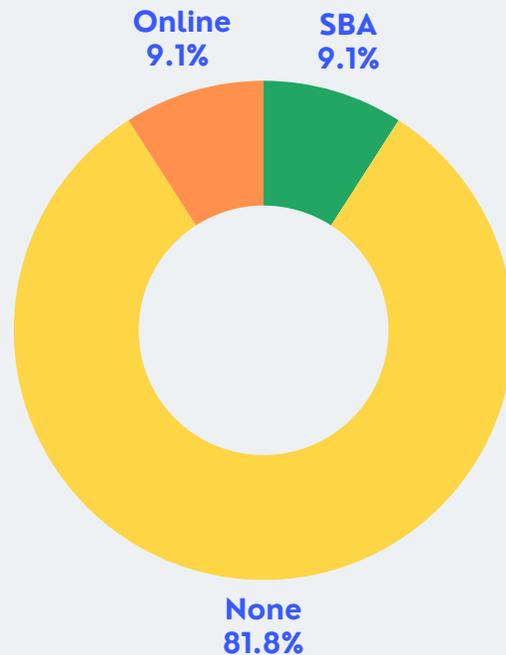
Promote local partnerships



Develop marketing classes

Top Business Resources Used

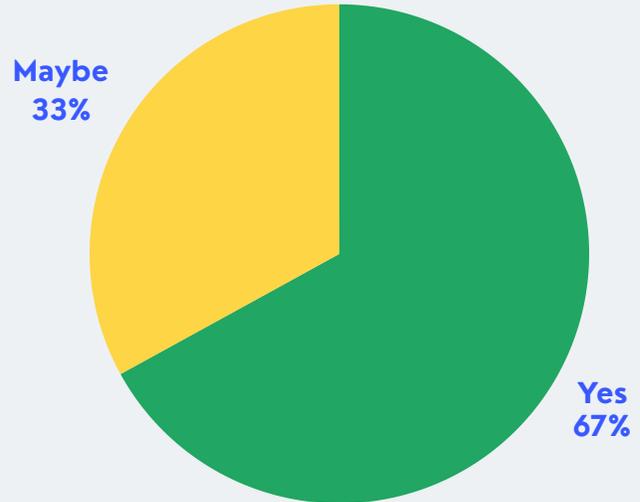
The data reveals that many businesses are **unaware** of crucial resources, highlighting a significant need for enhanced communication and outreach from local organizations.



Resource utilization over the past year

Interest in Networking Events

The data reveals a strong **willingness** among local businesses to engage in community events, highlighting opportunities for increased collaboration and support.



Survey responses from Q2 2023

Final Thoughts



MORE REGULAR COMMUNICATION



BUSINESS RECOGNITION

Next Steps



SURVEY DISTRIBUTION

Share the survey link again to registered businesses



RESPONSE COLLECTION

Gathering data until the end of next month.



DATA ANALYSIS

Analyze results for meaningful insights and trends.



REPORT FINALIZATION

Prepare and share findings with business owners and community.

