



SPECIAL COMMITTEE OF THE WHOLE MEETING

**Community Room
Monday, April 27, 2015
6:00 p.m.**

Reasonable accommodations or auxiliary aids will be provided to enable persons with disabilities to effectively participate in any public meetings of the Board. Please contact the Village Administrative Office (847. 883.8600) 48 hours in advance if you need any special accommodations in order to attend.

CALL TO ORDER

1.0 ROLL CALL

2.0 ITEMS OF GENERAL BUSINESS

2.1 Community and Economic Development

2.11 Report from TeamWorks Media Regarding Status of Lincolnshire Branding Initiative and Consideration of Brand Design Options

3.0 ADJOURNMENT

**REQUEST FOR BOARD ACTION
Special Committee of the Whole
April 27, 2015**

Subject:	Report from TeamWorks Media Regarding Lincolnshire Branding & Marketing Initiative
Action Requested:	Consideration of Brand Design Options
Originated By/Contact:	Tonya Zozulya, Economic Development Coordinator Department of Community & Economic Development
Referred To:	Village Board

Background:

- At the November 24, 2014 meeting, the Village Board approved a professional services agreement with Chicago-based TeamWorks Media for Lincolnshire brand development and public relations campaign services.
- Over the last 4 months, TeamWorks has gathered and reviewed background information on Lincolnshire and other communities.
- In January and February of 2015, the consultant conducted in-depth interviews with 8 residents, 6 business representatives, 2 school district representatives, 8 Village Board members, 6 Village staff and others (see attached interview findings report).
- TeamWorks has also analyzed and incorporated the results of the staff-administered Business, Resident and School surveys into their information-gathering activities.

April 27th Workshop Meeting:

- TeamWorks plans to make a presentation focusing on the following topic areas, to obtain the Board's feedback and direction:
 - Summary of in-depth interview findings
 - Commonly used brand components
 - Current Village logo and its applications throughout the community
 - Brand examples from other communities
 - Series of logo, narrative and tagline options developed for Lincolnshire and their potential application in the areas of special events, communication, etc.

Following the Board's discussion and direction at the April 27th workshop, TeamWorks intends to refine the preferred brand design option and develop a public relations and marketing campaign for Lincolnshire. The goal is to have the new brand approved by the Village Board and unveiled to the public this summer.

Recommendation:

Consideration & discussion of consultant-submitted brand design options, with feedback and direction to TeamWorks and staff.

Reports and Documents Attached:

- Branding interview findings report, prepared by TeamWorks Media.

Meeting History	
Special COW discussion (current)	April 27, 2015



TeamWorks
M E D I A

Village of Lincolnshire Branding Initiative

Interview Findings

3/3/15



Village of Lincolnshire Branding Initiative

Interviews

Between January 20, 2015 and February 10, 2015, TeamWorks Media interviewed the following:

1. 6 Members of the Business Community
2. 2 School District Leaders (103 & 125)
3. 6 Village Staff Members
4. 8 Village Trustees
5. 8 Residents
6. Multiple Visitors and Non-affiliated

The Village of Lincolnshire Current State

The Village of Lincolnshire is a haven for families and business leaders alike. It boasts some of the best schools in the country, hosts an impressive array of respectable, highly-profitable corporations, and provides both spacious and private living quarters for someone to hang their hat, at the end of a long day. It is a sophisticated community with salt of the earth people, a breath of fresh air in an otherwise stuffy North Shore.

In Lincolnshire, winding bike paths connect the different neighborhoods; beautiful parks and the Forest Preserve provide options for families to enjoy each other's company outdoors, away from their day-to-day, technology-driven world. Divided in half by the fertile Des Plaines River, both the residential and business communities benefit from the lush Prairie surroundings. The Village is committed to the preservation and growth of its numerous native trees and indigenous foliage. Respecting the foundation Lincolnshire was built on, the Village is ready to turn the page and welcome in new residents, businesses and visitors to its progressive and family-friendly community.

Interview Subsets

1. Long-time Residents (Kids out of the Home)
2. Short-time Residents (10 Years or Less/Parents)
3. Business Community
4. Transients/Visitors



Findings

1. Long-time Residents (kids out of the home)

A. Top Identified Assets of Lincolnshire

- a) Above average size lots among natural surroundings
 - Many long-time residents did not move to Lincolnshire for the schools. They were brought to the area for business or fell in love with the natural surroundings of the community. Long-time residents, more often than not, feel like they got a deal on real estate, that the houses they purchased came with above-average sized lots.
- b) Consider Lincolnshire a “hidden gem” in area
 - When a co-worker or friend asks a long-time resident where he lives, that resident is completely fine that the person who asked will have never heard of Lincolnshire. Lincolnshire has become a well-kept secret, a less-pretentious North Shore community that is still high-end, well-manicured, and quiet for residents who appreciate privacy.
- c) Friendly and approachable community
 - Long-time residents have lived in Lincolnshire for well over a decade. They know and are friendly with the majority of their neighbors. During their time in Lincolnshire, they have created a network of familiar and like-minded people. They keep in touch with friends whose children moved away and are now coming back, buying in Lincolnshire with their own families. They believe they can count on the Village to meet their expectations of the “friendly Lincolnshire” they used to be immersed in. When long-time residents leave town for vacation, they know that they can call the Police to have someone watch their house. Their unspoiled version of Lincolnshire is still alive and well for them, but they are observing a shifting tide in the community.

B. Top Desired Improvements

- a) Lower taxes
 - Long-time residents have seen an increase in taxes over the years. There is a perception that taxes are high because of the schools. They no longer have kids in the school system and are well aware that the schools are some of the best in the country. The schools are a point of pride for the community, but without a personal attachment to them anymore, there is a sense of resentment that the taxes are still high. Among long-time residents who purchased higher-end homes, there seems to be a perceived disconnect between the price of their home and the amount of property taxes they have to pay. Residents believe neighboring communities have better tax rates than Lincolnshire, when both Vernon Hills and Buffalo Grove have a higher over-all tax rate (as of 2013).
- b) Development of the Village Green area
 - Long-time residents, when speaking about the development of a downtown area, focused exclusively on the Village Green. The creation of that area is a sore



point for residents who are invested in the community. They don't want outsiders to see a stain on the "Mayberry image" of their village and don't feel like it represents the community they love. Long-time residents would like to see the Village follow through on filling out that area with restaurants and retail that provides value for residents. Long-time residents want to see boutiques and shops they can frequent. They want to see a vibrant place for the entire community to gather, an open area for a farmer's market, concerts, ice skating, family activities, etc.

c) Community volunteers/Village involvement

- Long-time residents believe that volunteering is the cornerstone and foundation of the charming community they created for themselves. When they first moved to the Village of Lincolnshire, they were greeted by a welcoming committee, and were instantly a part of something. They wanted to continue to give back. As clubs, events, and organized functions were created, both male and female residents gave of their time to the Village. Today, these long-time residents are watching everything they worked for fall apart because of volunteer burnout. With the influx of new residents here for the schools and less invested in the Village, there is no one to pass the torch to for Village functions.

C. Current Statement

- a) "Lincolnshire is a quiet suburb, a place where people can raise a family and send their kids to good schools, then retire. People don't leave Lincolnshire to move to neighboring communities. It is a friendly community that used to be tightknit, but the demographics are changing and no one volunteers their time anymore."

D. Vision Statement

- a) "Lincolnshire is a community-oriented Village where people can raise a family and retire, it offers an array of restaurants and shops and is recognized outside of Lincolnshire as an ideal community."

E. Action Plan to Get from Current to Vision Statement

a) Investment in downtown Lincolnshire

- Investment in a downtown Lincolnshire for long-time residents means a place for them to enjoy their community, to see people out and about, to meet a friend for coffee or have dinner with their spouse.

b) Village ownership of events

- Long-time residents feel they have put in their dues, having volunteered for many things over the years. They want to step back and enjoy the events that they spent so many years working. Without an influx of new volunteers in the Village, it's important for the Village to take on the ownership of events to keep them organized and consistent in quality and expectations.
- ***Village event recommendations and marketing of those events will be part of a separate tactical plan.***

c) Development of retail and restaurants along Milwaukee



- Long-time residents want a more full-service community. They typically no longer have kids in the house to buy groceries for and they'd like to see more restaurant options in the Village. They'd also like some retail options to lessen the need to go elsewhere. There is an expectation that these things will go along the undeveloped area of Milwaukee Ave.
- d) Improved communication from Village
 - Long-time residents are familiar with the Lincolnshire website and can easily navigate it, but it is not a source of communication they check regularly. They receive the e-blasts, but don't read every one, and most residents find that the quarterly newsletter no longer provides news, but they do flip through it when it comes. There is a need to set expectations on which communication channels will provide what type of information, so residents can locate the information they are looking for and not miss any news updates.
 - ***Village communication recommendations will be part of a separate tactical plan.***

2. Short-time Residents (10 years or less); Parents

A. Top Identified Assets

- a) The schools
 - The school system is the number one reason newer residents move to the Village of Lincolnshire. The reputation of the schools has brought them to a village they knew little about and the parents are satisfied because the schools lived up to their expectations. These parents identify more with the community surrounding their kids' school than the Village community. They get regular communication from the schools and it aligns with their high touch priorities (kids, family, career). The Village is not seen as a high priority, unless there is something they need that affects their family or living situation.
- b) Lincolnshire Sports Association (LSA)
 - Short-time residents appreciate having an outlet for their kids to participate in organized sports, particularly when their kids are younger. LSA takes the place of a park district, which is not missed because of the void LSA fills.
- c) Public services (leaves, snow, spring cleaning)
 - Short-time residents have good things to say regarding the Village's services. They are pleased with the maintenance of the Village and the condition of the roads. Leaf pickup and spring cleaning are viewed favorably and are appreciated by the residents, assisting their busy schedules. They are aware that these are services that not all neighboring communities receive.
- d) The 4th of July celebration
 - The only event in the Village of Lincolnshire that is attended by everyone is the 4th of July celebration. On a holiday when traffic is heavy and people are traveling, short-time residents sing the praises of the Village for providing a quality celebration that is convenient for their whole family to enjoy.



B. Top Desired Improvements

- a) A downtown area, connected safely to bike paths
 - Parents of children in the Village expressed a desire for a more pedestrian-friendly destination for their family. They want to be able to ride bikes to a downtown area in the summer to hang out and get ice cream. Repeatedly, Milwaukee Ave. was cited as an unsafe barrier preventing this from happening, in addition to the desire for more walking space, family-friendly retail and food options near the Village Green. They'd like the bike paths to be connected throughout the village and made safe for their children.
- b) Family-friendly restaurants
 - Families with kids in Lincolnshire are looking for a place to have dinner with the whole family. Parents of young kids would not bring their family to a steak house and they do not want to sit down at a fast-casual place for dinner. Dads are looking for a place they can get a drink with friends on the weekend, or gather after their kid's baseball game for a burger and a beer. Students are looking for an after-school place to hang out with their friends.
- c) More retail and a full-service grocery store
 - Short-time residents are appreciative to have The Fresh Market in Lincolnshire, but they view it as a store of convenience, not full grocery shopping. If they need an ingredient or a gallon of milk, they go to the market. For the weekly grocery run, they go outside of Lincolnshire, as most residents do. The desire for newer residents to see more retail is a convenience factor. They do not want to have to travel far to run errands. They and their kids' lives are busy and the more time saved by staying local, the less stressful their day.

C. Current Statement

- a) "I live in Lincolnshire because of the school system, it's what brought me and my family here and the schools are great. The Village itself is a fine place to live, but it has no real identity. There are nice bike paths and parks, but there is no place for my kids to hang out after school, no destination for my family to gather on the weekends."

D. Vision Statement

- a) "I moved to Lincolnshire because I wanted to send my kids to the best schools in the area. I am pleased with our move and have found so much more to love in the Village of Lincolnshire; it's family-friendly. In addition to the great parks, there is a wonderful downtown where my family and I can enjoy a meal, attend a Village event or do some shopping. It is an ideal community to raise a family."

E. Action Plan to Get from Current to Vision Statement

- a) Development of downtown
 - Parents want a place where they can bring their family, enjoy a meal, go shopping, attend a farmer's market or an outdoor concert, and they want to be able to do all of this without having to move their car to get from location to location. Parking and pedestrian-friendly are key.
- b) A continuation of bike paths, particularly across Milwaukee Ave.



- Safety is the number one concern for parents of children who ride their bikes. Connectivity is their second concern. They want to ensure when their kids are using the paths that their surroundings to not pose a risk, and they would like to accompany their kids to a specific communal destination.
- c) Addition of family-friendly restaurants
 - Knowing this is already in the works, communication to families in Lincolnshire that they are being heard is important. Beyond the Village Green, there is opportunity to include family-friendly restaurants along Milwaukee Ave. that would also attract people passing through Lincolnshire on the busy thoroughfare. Visibility and awareness will be important for these much desired restaurant additions.
- d) Village development and ownership of events
 - Dual-income parents reiterated how busy their lives are and their priorities in order of importance. Parents are more than willing to participate in events that support their family time, but they are less willing to plan and put on those events if it means taking precious family time away from them. There are lots of options to entertain their families outside of Lincolnshire, they do not feel obligated to volunteer for Lincolnshire. Based on their priorities, they are hesitant to commit time to anything, as their time is precious and they already have more important commitments.
 - ***Village event recommendations and marketing of those events will be part of a separate tactical plan.***

3. Business Community

A. Top Identified Assets

- a) Convenience, a central location, near the highway
 - Owners of businesses live in the surrounding area, not necessarily in Lincolnshire. The Village is viewed as centrally located for people living in the area or commuting via car from the city, based on the ease of access to the Tri-State Tollway.
- b) The many Fortune 500-1000 companies support local hotels and are a business draw
 - Awareness of other major corporations in the area are appealing for business owners. Reputation and referrals help support new business in the area.
- c) The Village offers a great school system for employees who live in the area
 - Most business owners live within close proximity to their place of employment. Lincolnshire is a draw for attracting talent with families. The school systems are a bonus to offer potential employees who would be moving to the area, as well as for business owners.

B. Top Desired Improvements

- a) Overall, the businesses feel like the city regulations and permit process are designed for residents, not business owners. The scale and speed of businesses are not taken into consideration without business owners actively pushing back on village staff.



- b) Signage regulations are restrictive and cumbersome
 - Signage requirements are a pain point for all types of business in Lincolnshire. From corporate buildings that resent the landscaping requirements and replacement of expensive signs, to small business owners who feel like the ordinance is restrictive and unsupportive in attracting new customers or passersby. Even business community members who were able to navigate the ordinance to achieve their signage needs or get additional types of signage quoted the arduous process of having their needs met.
- c) The permitting process is slow and inflexible
 - Businesses and residents alike quoted a slow permitting process. Businesses move at a fast pace and often feel held up because of the Villages inability to move them through the permitting processes in a timely manner.
- d) A more business-friendly response from Village staff is desired
 - Business community members echoed a sentiment that the initial contact they have, for things like permitting or Village regulations, is usually restrictive and that staff are not receptive or understanding of their needs as a business. In order to be heard and feel like they are understood, they often need to contact the Village Manager or higher-level staff/trustees to make progress.
- C. Current Statement
 - a) “Lincolnshire is a quiet community that caters to its residents. It is a fine place to open and operate a business, but could be more pro-business in its day-to-day dealings.”
- D. Vision Statement
 - a) “Lincolnshire is the ideal place to own and operate a business and raise a family. It is a full-service community, fulfilling our employees’ needs and the Village staff is very attentive in helping us achieve our goals.”
- E. Action plan to get from current to vision statement
 - a) Address permitting within the Village
 - Refine the process from initial call to permit issuance and identify all the triggers that hold up that process for businesses.
 - b) Adjust the sign ordinance
 - The sign ordinance is a deterrent for businesses and needs to be re-written to address: less rigorous signage restrictions, less costly signage, less cumbersome upkeep, as well as more time for businesses to comply with new measures.
 - c) Empower managers and lower-level staff to be flexible and supportive of local businesses
 - Village employee training around fielding concerns will go a long way in empowering employees who field both business and residential phone calls to provide answers or solutions more promptly.
 - d) Open up regular lines of communication with the business community
 - Continuing the conversation with business community members beyond the survey to gain regular feedback will be key as you make changes.
 - ***Village business communication will be part of a separate tactical plan.***



4. Transients/Visitors

A. Top Identified Assets

- a. Visitors currently come to Lincolnshire for two reasons: they know someone/have business in Lincolnshire or they are attending an event in the Village.
- b. The Marriott Theater
 - When polled, people who live in the Chicagoland area, but not in Lincolnshire, quote the Marriott Theater as the only reason for visiting Lincolnshire.
- c. The forest preserve and bike trails
 - By association, the Lincolnshire Forest Preserve and bike trails connect directly with other communities, bringing neighboring residents into Lincolnshire.
- d. The 4th of July event
 - The 4th of July event is known for bringing the community together, the quality of the fireworks display also attracts residents from outside Lincolnshire.

B. Top Recommended Improvements

- a. More family-friendly events that are marketed outside of Lincolnshire
 - Neighboring communities will call Lincolnshire a destination if they are given reasons to visit. Creating consistent, well-branded events that are marketed outside of Lincolnshire will help attract a new audience to the Village. Recreating those events, with the same level of quality, will keep people coming back and bringing friends.
- b. Create a destination for visitors, a downtown, shops, restaurants
 - People in town on business or those passing through the Village need a reason to stop and stay. Making Lincolnshire a destination means quality restaurants and retail, centrally or conveniently located, with accessible parking to bring people in.
- c. Create public, visitor-friendly entrances to the forest preserves
 - People who use the bike trails aren't usually entering them in Lincolnshire. Beyond the less prominent entrance located on the Marriott property, most people are entering them in Vernon Hills or Riverwoods.
- d. Improve signage to notify visitors when they are in Lincolnshire
 - Current signage blends in with its surroundings and is not particularly visible for transients, especially those not familiar with the area.

C. Current Statement

- a. "I visit Lincolnshire for business or to go to the Marriott Theater with my family. There is not much in Lincolnshire, a lot of trees and open space. I don't have any other reason to visit Lincolnshire."

D. Vision Statement

- a. "Lincolnshire is a beautiful village with great shops and restaurants. I go there to run errands, dine out, or use the bike trails with my family. I discovered Lincolnshire through its great events/through a friend's recommendation/through something I read or saw online."

E. Action plan to get from current to vision statement



- a. Take ownership of creating a few, consistent, high-quality events
 - ***Village event recommendations and marketing of those events will be part of a separate tactical plan.***
- b. Create a downtown area, shops and restaurants
 - Building out a downtown destination will improve notoriety. Making sure it's visible, accessible and well-manicured at all times will reinforce that idea.
- c. Make the Village more pedestrian-friendly
 - Bike trails should connect throughout and have public-facing access points.
 - Retail needs to be a destination, accessible parking, so multiple errands can be run at the same time.
 - Sidewalks and bus stations on main thoroughfares will make the Village appear more pedestrian-friendly and be safer for visitors using public transportation.
 - A paved walking trail along the Deplanes River would also invite visitors to enjoy Lincolnshire's natural surroundings.
- d. Market Lincolnshire outside of Lincolnshire
 - Bringing visitors in to Lincolnshire requires communicating to visitors where they are in their everyday life.
 - ***Village marketing will be part of a separate tactical plan.***



References

Real Estate Comparisons

Note: For residents who voice issues with “high taxes” or “cost of homes,” communicating a clear picture of the surrounding area usually helps alleviate undue stress.

	Lincolnshire	Lake Forest	Deerfield	Riverwoods	Vernon Hills	Buffalo Grove
Median Home Value	\$444,600	\$845,400	\$452,900	\$681,800	\$292,200	\$273,400
Total Tax Rate (2013)	8.6%	5.5%	9%	8%	9.6%	9.8%
Average Property Tax	\$11,095	\$13,119	\$10,400	\$15,525	\$7,724	\$7,046
2014 Value Increase	3.7%	6.0%	5.8%	6.0%	6.5%	5.6%
2014 Median Rent (Chicago - \$1,623)	\$2,700	\$3,802	\$2,834	\$3,630	\$2,200	\$1,977
Days on Market (movoto.com)	95	143	66	127	70	68
Walk Score	N/A	19	40	N/A	32	39

(Total Tax Rate - Lincolnshireil.gov; Average Property Tax – Homesbymarco.com; Home/Rent Value – Zillow.com; Days on Market – Movoto.com)



Adlai E. Stevenson High School Makeup

Note: The schools in Lincolnshire are growing, but it's not necessarily Lincolnshire driving that growth. Neighboring communities which offer more attainable housing are behind much of the expansion.

Village	Count
Buffalo Grove	1866
Long Grove	521
Vernon Hills	451
Lincolnshire	321
Kildeer	181
Hawthorn Woods	155
Deerfield	128
Prairie View	96
Lake Forest	76
Lake Zurich	61
Riverwoods	34
Mundelein	31
Total	3921



Additional Findings from In-Person Interviews

Note: In addition to our initial recommendations, the following notes offer more specifics shared during in-person interviews with the Lincolnshire community.

Village Board/Staff

Resident Insights

- Overall, residents have had good experiences working with Village staff, feeling “heard” when they bring something to the staff’s attention.
- There is a perception that a faction of the Village trustees have a “this is the way it has always been” attitude, unwilling to make important changes when necessary.

Permits

Business Insights

- Outsourcing permitting creates unnecessary delays and setbacks.
- There should be a permitting/construction department within the Village Hall.

Trees

General Findings

- Emerald Ash Borer (EAB) tree blight hit businesses and residents alike.
- Businesses and Residents understand the need for a tree ordinance but find the Village’s approach to be overbearing.

Resident Insights

- It is viewed as an ‘annoyance’ to have to contact the Village or get a permit every time a tree needs to be removed or planted.

Business Insights

- When the EAB epidemic took place, businesses did not feel like they received much support from the Village.
- During the EAB blight, building owners, who have buildings in multiple neighboring communities, found Lincolnshire particularly difficult to deal with.
 - Ex: Buffalo Grove, in some cases, had already cleared and replaced the trees themselves.
 - Ex: Vernon Hills gave business owners free reign to remove trees as best they could without permits.
 - Ex: Lake Forest – residents could remove their own trees without permits.
 - Ex: Lincolnshire tagged trees, assessed fines, made owners pay for permits to remove and replace trees. It took a while for Village staff to react to the size and scale at which



businesses had to remove and replace trees, being far greater than a resident who maybe had to replace 4-5 trees. The ordinance to replace the diameter of the trees was also cited as being unrealistic.

- There is a perception that Village tends to be a little “tree obsessed.”

Protective Services

General Findings

- Fire Department
 - The fire inspector is seen as a nuisance and has “unrealistic expectations” for business compliance.
- Police Department
 - Police are in good standing with residents.
 - Police are providing public programming for residents.
 - There is a need to evaluate residents’ wants in programming and communication of programs made available.

Roads/Traffic

Residential Insights

- In general, residents are pleased with road upkeep.
- I-22 traffic is viewed as a problem.
- There was a suggestion that I-22 should be 40 MPH, like surrounding communities’ main thoroughfares.

Business Insights

- Stevenson Drive traffic is a problem for people in the business corridor, particularly around lunch time.

Public Areas

Business Insights

- Better access to public transportation needed.
- A Metra station would do a great deal of good for recruiting.
- Sidewalks and Pace bus shelters on main roads would go a long way for businesses attracting workers outside of Lincolnshire.
- Sidewalks or bike paths were also suggested for the corporate centers.
- There is no real “town center” for hotels to shuttle people to.

Public Events

General Findings



- The main events in Lincolnshire are The 4th of July, Taste of Lincolnshire and Boo Bash.
- Residents, business community members and school stakeholders would like to see the Village take ownership and organization of main events in the village.
- The only people who consider the Taste of Lincolnshire a successful event are the people who run it.
- Different factions of people report “owning” or “organizing” the same event, meaning there is no central ownership or formality to town events.

Resident Insights

- Residents think the Taste of Lincolnshire isn’t great, and tends to be “low-budget” and “hokey.”
- A small faction of residents who are resistant to change enjoy the Taste as it stands.
- Residents state “lack of volunteers” as the reason why events some events are less successful than others.

Business Insights

- Local businesses do not find value in being a part of the Taste of Lincolnshire; the event does not pull in enough of the surrounding communities and restaurants do not feel they gain new customers from participating.
- Staffing events for businesses can also be an issue.

Volunteerism

General Findings

- Volunteerism is down for Village events.
- School volunteerism for committees and in the classroom is down.
- There is a perception by some that seniors in the Village volunteer at the schools. By and large they do not.
- There is a perception that changing demographics are a cause for lower volunteer numbers.
- There is a select group of residents that volunteer for everything.

Resident Insights

- There is an expectation among residents that volunteering for events is handled by the people and clubs who volunteer for everything; there is also a perception that you need to be a part of those close-knit groups in order to volunteer for an event or program.
- There is a sect of residents who reported not being asked to volunteer or not being communicated to that volunteers are needed; not feeling included.
- The core group of resident volunteers have expressed burnout and a desire for the Village to take on more ownership and management of events.
- LSA reported sports/coaching volunteers being down as a trend in the region.



- Overall, there is a general hesitation to commit time, when time is valued elsewhere.

Schools

General Findings

- The schools have a good relationship with the Village staff.
- The schools have a good relationship with the Police Department.
- Neighboring communities which feed into Lincolnshire schools are growing and building attainable housing for single families, which has a direct effect on Lincolnshire.
- The traffic around Stevenson is a problem.

School Insights

- There can be cross-over when it comes to building codes.
 - Identifying which codes take precedence, the schools or the Village, can be cumbersome, but each party has always been able to work through it.
 - As the school system continues to grow, this will be something to look at in the future.
- The Rivershire Nature Center, Vernon Area Public Library and Marriott Theater are seen as assets to the schools.
- There aren't many places for kids to go after school when they want to hang out.
- Alumni of the school who choose to get involved after graduation tend to do so through the clubs, teams or organizations they were involved in.
- The school board and Village government don't look like the community anymore.
 - The community isn't adjusting to the changing demographics well.

Housing

General Findings

- There is a perception that Lincolnshire lacks attainable housing.
- Neighboring communities which have more affordable housing options (apartments, town homes, condos, single-family homes) feed into Lincolnshire schools.
- Housing options make it difficult to attract a younger workforce to live in Lincolnshire.

Resident Insights

- Residents do not want to drastically change the demographics of the Village by accommodating affordable housing.
- There is pride in the status of the community, but also a perception that the newer million-dollar homes built in Lincolnshire are sending the wrong message about the community.
- Some residents have noted that it is difficult to sell the million-dollar homes in today's market.

Business Insights



- Corporate business owners trying to attract a younger staff are open to “higher end” more affordable housing options (luxury apartments, condos and townhomes).
- Local establishments, including restaurants and hotels, encounter difficulties when staffing due to unaffordable housing in the area. They draw from neighboring communities.

Retail & Restaurants

General Findings

- There is a good mix of restaurants in Lincolnshire between fast casual and sit-down dining.
- Shopping/Dining local is not on the top of mind among residents.

Residential Insights

- The kids on Stevenson’s campus go home for lunch, there aren’t many options for food around the school. This contributes to the traffic around the school.
- The growing Indian population is predominantly vegetarian, one resident mentioned they generally only entertain Italian, Indian or Mediterranean restaurants when dining out.

Grocery Store

General Findings

- It took a long time to acquire the Fresh Market.
- The Fresh Market’s offerings are determined by its headquarters in North Carolina.

Resident Insights

- Residents are glad to have *something*, but would prefer a full-service grocery store.
- Many residents do the majority of their grocery shopping at Mariano’s or Heinen’s grocery stores in neighboring communities.
- It’s incredibly difficult to enter the parking lot, unless you know where you are going, making it particularly difficult for someone who has never been there before.

Business Community

Business Insights

- In addition to neighboring communities, it was approximated that 7-10 percent of the workforce in Lincolnshire lives in Wisconsin, where it is more affordable.
- Many in the business community feel the Village ordinances and processes favor residents and were written with them in mind, making it difficult to accomplish things for an entire business.
 - EX: Tree removal and replacement policies and costs
 - EX: Inflexibility with codes
- Perception that no one is driving business to Lincolnshire, or has invested interest in the current businesses there, promotional support.



- Perception that the Village government doesn't take into consideration the enormous day-time business population when making decisions.
- Perception that residents are unaware of the many and various businesses in their town and the benefits of having them there.
 - Ex: Black Dog Racing, Newman/Haas Racing as a niche

Resident Insights

- Unless working in a Lincolnshire business, the enormous business community is not top of mind with residents.
- One resident moved to Lincolnshire and said it "never occurred to him to move his business to Lincolnshire." He was "never approached" to entertain the idea.

Remaining Deliverables

- Logo Revisions, branding marks and style guide
- Campaign Platform
 - Overarching campaign and slogan
 - Marketing tactics
 - Communication strategy