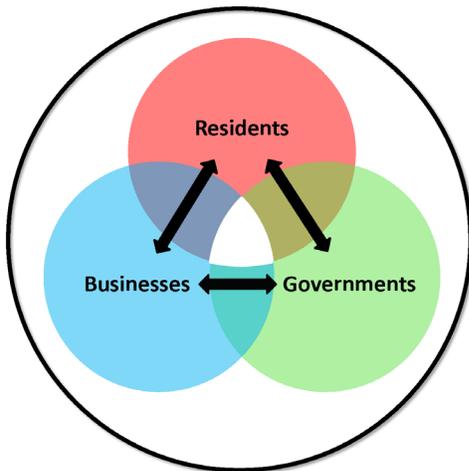


Spotlight on the Northbrook Economic Development Committee

The Northbrook Economic Development Committee (EDC) is celebrating 25 years of service.

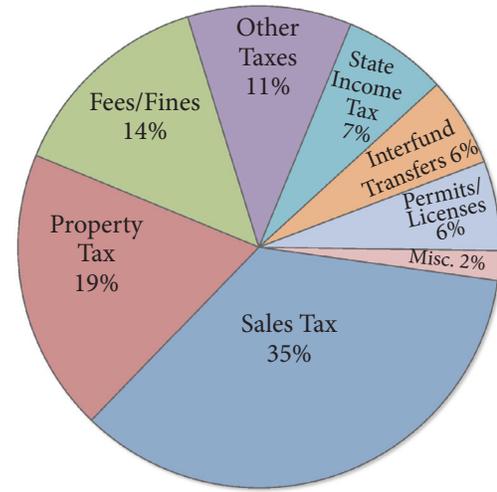
Formed in 1993, the EDC consists of representatives from the Village, School Districts, the Park District, and the Public Library, as well as the Northbrook Chamber of Commerce, local business representatives, and community members at large. The EDC is committed to establishing and sustaining relationships among Northbrook residents, Northbrook businesses, and Northbrook governmental entities. These partnerships are grounded in the reality that the economic vitality of the greater Northbrook community benefits residents, businesses, and governments. The interdependence of these groups is illustrated in the logo below.



Northbrook Economic Development Committee (EDC)
Sustainable Partnerships Built on Common Ground

The EDC provides a continuing forum for sharing information about economic development to improve decision-making processes. In addition, the EDC promotes appropriate economic development policy implementation to benefit the community as a whole. For example, the critical services provided by the Village are funded primarily by sales tax generated from local businesses. A total of 35% of the Village's corporate fund is derived from sales tax. The EDC supports the Village's LIVE-SHOP-DINE campaign. Please support our local businesses this holiday season!

Village Corporate Fund Revenue Sources



In future issues, the Newsletter will shine a spotlight on the importance of maintaining a strong and diverse tax base to the Village, School Districts, Park District, and the Public Library.

Northbrook Holiday Promotions

November kicks off the holiday season, and the Village is busy working with the Chamber to promote Northbrook as an outstanding shopping and dining destination. Our retail businesses and restaurants are given the spotlight in print, cable TV, and social media campaigns. The promotion includes the popular "Nicki the Northbrook Shopping Elf" Facebook Campaign (www.facebook.com/NorthbrookShoppingElf), all designed to increase retail sales for local businesses and support the Village through vital sales tax revenue. Since sales taxes make up one-third of the Village's budget, the "shop local" message of the campaign has a positive impact on all residents and businesses.

Northbrook retailers and hospitality businesses are invited to take advantage of this free marketing assistance. For more information, call 847-513-6006 or email, tensley@northbrookchamber.org

Holiday Commercial

An eye-catching television ad featured on Comcast channels and websites, invites viewers to discover luxury retailers and fine dining in Northbrook, which fits in with the tagline "Where Michigan Avenue meets the North Shore." Visit www.youtube.com and search for Shop Northbrook to view the commercial and visit www.liveshopdinenorthbrook.com for a listing of Northbrook establishments.



Speaking of Finances

Village Treasurer's Report

The Annual Treasurer's Report for the fiscal year beginning May 1, 2017, and ending April 30, 2018, is on file and available for inspection and/or copying during normal business hours in the Office of the Village Clerk at the Village Hall and at the Northbrook Public Library reference desk.

You can also find the report and much more related to Village finances by visiting www.northbrook.il.us/taxdollarsatwork

