
MEMORANDUM

TO: RICHARD A. NAHRSTADT, VILLAGE MANAGER
FROM: PHILIP A. KIRALY, ASSISTANT VILLAGE MANAGER
DATE: FEBRUARY 5, 2010
SUBJECT: VILLAGE POSITIONING STATEMENT

At their January 26, 2010 meeting, the Quality of Life Committee discussed a draft of a Village positioning statement prepared by staff. This positioning statement was requested by the Quality of Life Committee at their December 8, 2009 meeting and is meant to provide a written snapshot of the Village of Northbrook, highlighting the many positive attributes that make the community so distinctive. Its initial purpose will be to serve as a guide for redevelopment of the Village's website. Should the Village embark upon other marketing efforts in the future, the statement will be important to that effort as well.

The attached document was modified following the January 26 meeting based upon the comments made by the Committee and fellow Board members.

Staff is recommending approval of the attached statement and corresponding resolution and will be present at the February 9, 2010, Regular Board of Trustees meeting should there be any comments or questions.

POSITION STATEMENT

For people who value community, family and opportunity, Northbrook is a well-positioned North Shore village comprised of quiet tree lined neighborhoods, nationally recognized schools, diverse houses of worship, abundant open space and excellent recreational opportunities that exist amidst one of Chicago's premier business hubs— all of which provide unlimited opportunities to pursue life's rewards.

Northbrook provides only the finest amenities to those who live in and visit the community. Quiet tree lined streets welcome you home in Northbrook. The educational excellence of the local public and private schools along with exceptional parks, forest preserves and recreational opportunities available in the Village are a source of pride to residents. Family oriented local festivals and events, many held within the quaint surroundings of a real “Village Green” nestled within the downtown area, provide opportunities for residents and visitors to enjoy the hometown feel of Northbrook. In addition, over 20 houses of worship serve the community. Northbrook is a civic minded community with an array of organizations committed to enhancing the quality of life for those who call Northbrook “home.”

Northbrook provides excellent municipal services. As a council-manager community, residents and businesses enjoy superior services, provided by forward thinking and dynamic public officials who govern in an open, transparent, and inclusive environment. The Village provides quality municipal services in a cost effective manner, which is reflected by the fact that the Village's portion of a property tax bill remains among the lowest in the region. Northbrook's respect for the natural environment is reflected in its commitment to green initiatives that enhance the urban forest, divert waste from landfills and conserve precious natural resources.

Northbrook is ideally situated, with easy access to the regional transportation system. The community is bordered by both an interstate highway and tollway, contains commuter rail service connecting us to the City of Chicago and beyond, and is in close proximity to major regional and international airports. This transportation network provides residents, workers, customers, and businesses with easy access to and from the community.

Northbrook is the vibrant business hub for Chicago's North Shore that provides the infrastructure and support services for entrepreneurial business success in an environment that allows one to live near where one works. This is reflected in the fact that Northbrook is home to over 3,000 businesses, from corporate headquarters for internationally known companies such as Crate and Barrel and Underwriters Laboratories, as well as other industrial and warehouse facilities and multiple retail centers.

Northbrook provides top notch shopping and dining opportunities. From the distinctive high end retail stores of the 1 million + square foot Northbrook Court regional mall to the varied shopping and dining opportunities throughout Northbrook, including many locally owned retail stores and restaurants, Northbrook offers something for every shopping need. As the Village continues to evolve, the next endeavor will be to further strengthen our downtown as the community center where the entire community gathers together.

RESOLUTION NO. 10-R-

BE IT RESOLVED by the President and Board of Trustees of the Village of Northbrook, County of Cook, State of Illinois, THAT:

A RESOLUTION APPROVING A POSITIONING STATEMENT
FOR THE VILLAGE OF NORTHBROOK

is hereby adopted, as follows:

Section 1. RECITALS.

The President and the Board of Trustees directed Village staff to prepare a statement that encapsulates the resources and opportunities the Village provides and communicates the unique character of the Village ("**Positioning Statement**").

The President and the Board of Trustees have considered the Position Statement and determined that it is in the best interest of the Village and public to approve and adopt the Positioning Statement.

Section 2. APPROVAL AND ADOPTION OF POSITION STATEMENT.

The Position Statement shall be, and is hereby, approved and adopted in the form attached hereto as **Exhibit A**.

PASSED: This _____ day of _____, 2010

AYES: ()

NAYS: ()

ABSENT: ()

ABSTAIN: ()

Village President

ATTEST:

Village Clerk

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