



AGENDA

City of Crystal Lake Economic Development Committee

City of Crystal Lake
100 West Woodstock Street, Crystal Lake, IL
P 105/ P 106 Training Room

Regular Meeting

Tuesday, August 23, 2022 – 8:00 a.m.

1. Call to Order
2. Roll call

Approve the minutes for the June 28th 2022 regular committee meetings
3. Public participation
4. Clearly Crystal Lake Update
5. Business Anniversaries and Business tours
6. Organization reports:
 - A) Downtown Crystal Lake (Stephanie Ormsby)
 - B) Chamber of Commerce (Bill Eich)
 - C) McEDC (Heather Maieritsch MCEDC/EDGE Representative)
 - D) City of Crystal Lake (Heather Maieritsch)
7. Comments and suggestions from the Committee
8. Adjourn

Next EDC meeting: Tuesday, October 25th, 2022- 8:00 a.m.

City of Crystal Lake Economic Development Committee
June 28, 2022 – 8:00 a.m.
Municipal Complex – City Council Chambers

Call to Order

The meeting was called to order at 8:00 a.m. by Mr. Fowler.

Roll Call/Attendance

Members Ormsby, Reece, Affrunti, Saidler, Eich and Fowler were present. Members DeHaan, Leech and McClain were absent. Mayor Haig Haleblian and Heather Maieritsch, Economic Development Manager were also present.

Public Participation

Approve Minutes from the June 28th Meeting

Mr. Reece moved to approve the minutes from the June 28th EDC meeting. Mr. Affrunti seconded the motion. On voice vote, members Ormsby, Reece, Affrunti, Saidler, Eich and Fowler voted aye. Motion passed.

I Shop Crystal Lake Update

Ms. Maieritsch said that the transition from I Shop to Clearly Crystal Lake on the social media platforms was very popular and well received within the community.

Business Anniversaries and Business Tours

Ms. Maieritsch said we are resuming manufacturing tours this fall and will be in contact with the new user, Quality Mirror & Glass, at 115 Erick Street and will reach out to Fox Valley Containers.

Organization reports:

Downtown Crystal Lake

Stephanie Ormsby said the Downtown is bustling with activity. The Farmers Market started and has more vendors than ever before. Last month there was a scavenger hunt in the downtown that was lively and fun. The parking issues in downtown are being addressed and enforcement has ramped up resolving the parking concerns.

Crystal Lake Chamber

Bill Eich said the 4th of July parade has 91 participants and will be a great lineup of acts including jugglers and a mariachi band.

City of Crystal Lake

Ms. Maieritsch summarized the current developments underway in Crystal Lake by housing developers, fast casual restaurants and retailers. The City is continuing proactive marketing of sites throughout the City. There have been a number of inquiries and interest in the Crystal Lake market and the City anticipates announcing some new restaurants, retailers and fitness additions to the market in the coming months. Some new businesses that recently opened or will be opening later this month include Mario's Cart, Dollar Tree and Tasty Bistro.

Adjourn

The meeting was adjourned at 8:40 a.m. by Mr. Reece and seconded by Mr. Affrunti.



Economic Development Committee Summary Report

August 23, 2022

5) Clearly Crystal Lake Update

In the month of July, engagement was up significantly and the most engaging posts were about the new Clearly Crystal Lake brand. The number of followers and likes were exceptionally high this month due to the rollout of the new Clearly Crystal Lake brand and marketing images from businesses throughout the community.

6) Business Anniversaries and Business Tours

- Business Anniversary Recognition
 - First Institute- 40th Anniversary Proclamation

7) Organization reports

- Downtown Crystal Lake- Stephanie Ormsby
- Chamber of Commerce- Bill Eich
- MCEDC- Heather Maieritsch
- City of Crystal Lake- Heather Maieritsch

Business Updates:

New Businesses:

- Mario's Cart- 1145 S Route 31
- Dollar Tree- 4427 Northwest Hwy
- Beetle & Bird, LLC- 82 Railroad (Marketing Agency)
- Advantage Glass Corp- 115 Erick St (Manufacturer of insulated glass, glass tempering)

Coming Soon:

- Casey's Gas Station- 4220 Northwest Highway
- Crystal Lake Junction- 88 Railroad Street
- Mercyhealth- Construction ahead of schedule moved to Spring 2023 opening.
- Wee Little Paws Inn- 6110 Lou Street
- Beesy Bar- 230 W Virginia Street, Unit 820
- The Joint Chiropractic- 1125 Route 31, Unit D
- Encore At Crystal Lake- 495 Alexandra Blvd (Assisted Living Facility)
- Summer Moon- 625 Cog Cir (Coffee Shop)
- NuCrown LLC / Coventry Eye Care- 500 Coventry Ln, Unit 200
- Valvoline Instant Oil Change- 6319 Northwest Hwy
- Woody's Smoke Shop- 461 W Virginia St
- Banfield Pet Hospital- 6340 Northwest Hwy
- Ollie's Bargain Outlet Inc- 4483 Northwest Hwy
- Pots and Pies- 67 E Woodstock Street
- Blue Smoke Barbecue Supply- 35 E Berkshire Road, Unit 14
- Soil & Spade Company- 12 E Crystal Lake Ave
- Kirin King- 446 W Virginia Street
- Naomi Michelle Salon and Day Spa- 318 Memorial Drive, Suite 100

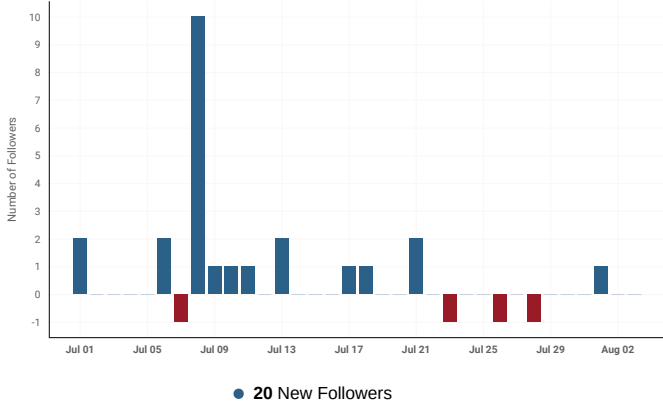
- Peacewalker Industries (online auto sales)- 15 Morgan Street, Unit 2
- Rookies- 72 N Williams Street
- Orange Theory Fitness- 6232 Northwest Highway
- Guzman Y Gomez- 5459 Northwest Highway



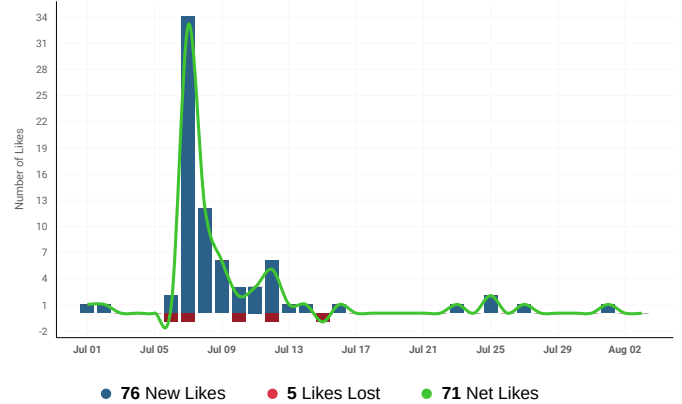
July Report

Jul 2022, 01 - Aug 2022, 03

Instagram: Follower Growth



Facebook: Page Like Growth



Twitter: Tweets & Engagement Summary

TOTAL TWEETS

17 ↓ 41.38%

Avg. per day: <1

TOTAL ENGAGEMENT

2 ↓ 85.71%

Avg. per day: <1

TOP TWEET

via Zoho Social by Jenna Ehrhardt

6 Jul 2022 11:38 AM



In Crystal Lake, businesses open and thrive! ✨ We're excited to share these success stories and show you why...

Likes	1
Replies	0
Retweets	1
Engagement	2
Engagement Rate	<1%

ENGAGEMENT BY TWEET TYPE

TYPE	ENGAGEMENT	%
Image	2	100%
Text	0	0%
Link	0	0%
Video	0	0%
Gif	0	0%
Poll	0	0%



Instagram: Post & Engagement Summary

TOTAL POSTS

25 ↓ 16.67%

Avg. per day: <1

TOTAL ENGAGEMENT

279 ↑ 71.17%

Avg. per day: 8

TOP POST

via Instagram by Jenna Ehrhardt

5 Jul 2022 09:05 AM



We've got some exciting news! ☑ You may have already noticed that we've transitioned to new colors for the l...

Reactions	63
Comments	8
Engagement	71
Engagement Rate	5%

ENGAGEMENT BY POST TYPE

TYPE	ENGAGEMENT	%
Image	208	74.55%
Video	71	25.45%
Carousel	0	0%





Twitter: Audience Summary

TOTAL FOLLOWERS

985

NEW FOLLOWERS

1 ↑ 200%

Avg. per day: <1

Instagram: Audience Summary

TOTAL FOLLOWERS

1.4k

NEW FOLLOWERS

20

Avg. per day: <1

Facebook: Post & Engagement Summary

TOTAL POSTS

52 ↑ 0%

Avg. per day:2

TOP POST

directly via Facebook

5 Jul 2022 08:57 AM



We've got some exciting news! ☑ You may have already noticed that we've transitioned to new colors for the I...

Reactions	66
Comments	2
Shares	5
Engagement	73
Engagement Rate	2%

ENGAGEMENT BY POST TYPE



TYPE	ENGAGEMENT	%
Image	356	77.73%
Video	75	16.38%
Link	27	5.9%
Text	0	0%

TOTAL ENGAGEMENT

458 ↑ 74.81%

Avg. per day:13

Facebook: Performance Summary

PAGE PROFILE VIEWS

377 ↑ 550%

Avg. per day:11

TOP EXTERNAL REFERRER

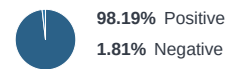
URL	COUNT	%
	0	0%

PAGE CLICKS

2k ↑ 162.49%

Avg. per day:67

POSITIVE VS NEGATIVE FEEDBACK



Facebook: Audience Summary

TOTAL PAGE LIKES

4.4k

NEW LIKES

76 ↑ 850%

Avg. per day :2

LIKES LOST

5 ↑ 0%

Avg. per day :<1

ORGANIC VS PAID LIKES

