

Economic Development

Mayor Robert Eschbach

and

Reed Wilson,

Director of Economic Development

City of Ottawa

Thursday, October 22, 2009

Ottawa



Illinois River Town



History

*Columbus Street, North from Madison Street,
Ottawa, Ill.*

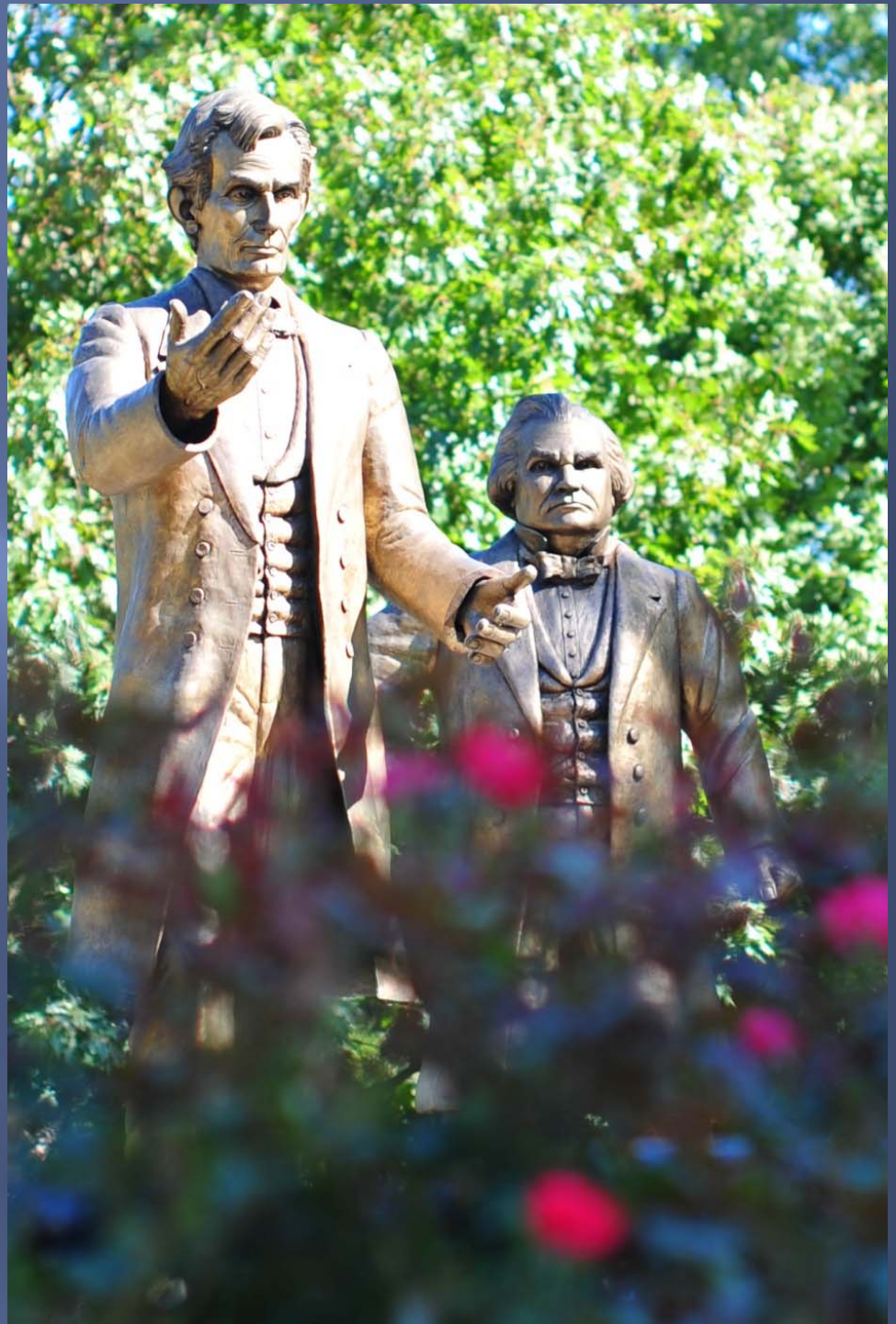


COLUMBUS STREET. FROM JEFFERSON STREET.

12342. View on Madison St. East, Ottawa, Ill.



History



History





KEY ECONOMIC DEVELOPMENT INGREDIENTS

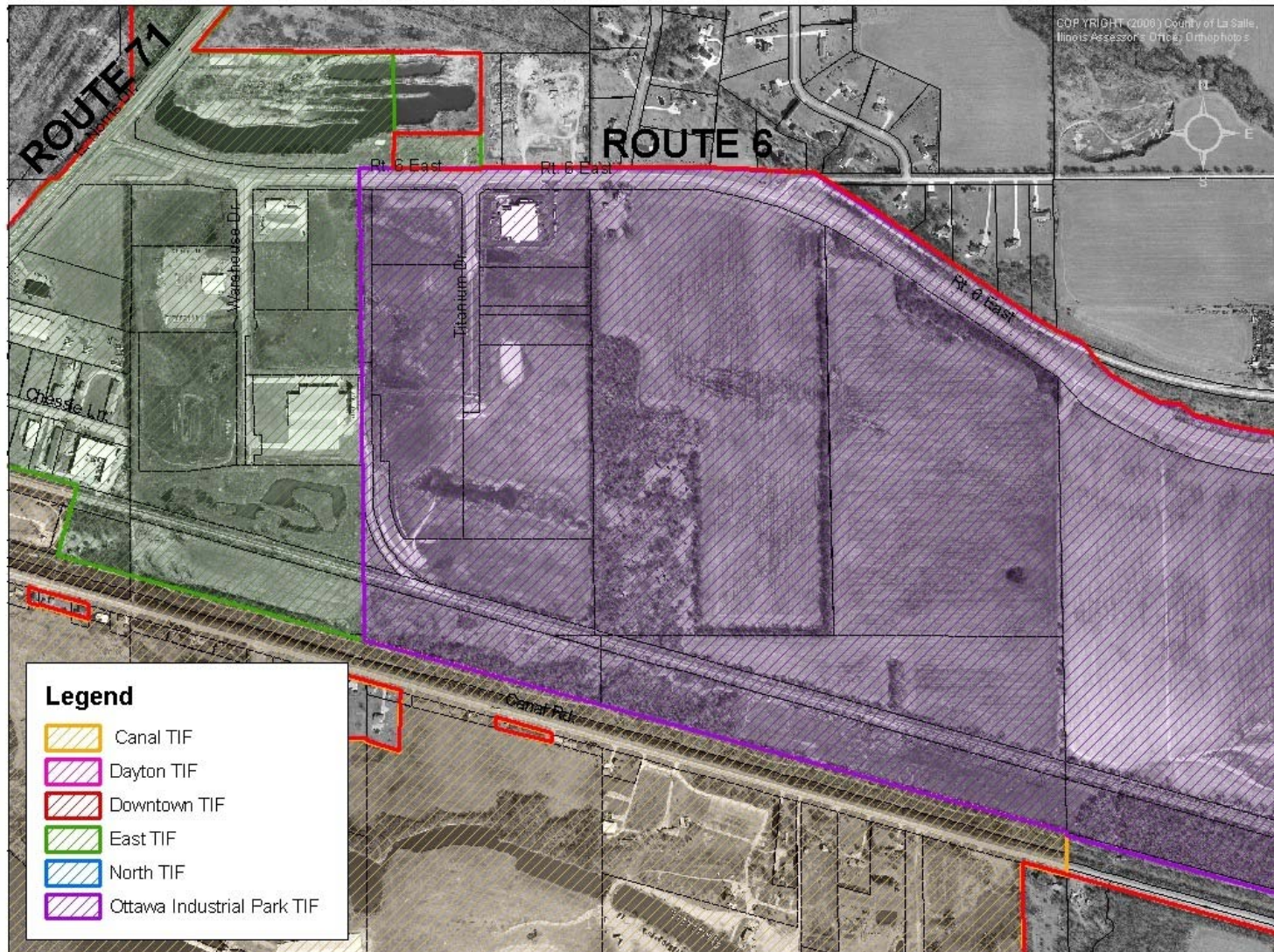


INCENTIVES LAY
THE GROUNDWORK
FOR GROWTH

■ Ottawa Industrial Park



Ottawa Industrial TIF



Motorcycle Tour Conversions



SIKA



International Titanium Powder



▪ TIF DEVELOPMENT

PETsMART



Interstate 80 - Ottawa Centre



Kohl's Distribution Center



Kohl's Distribution



Kohl's Distribution Center



Over 9 Miles
of
Conveyor Belts

Clover



Fairfield Inn

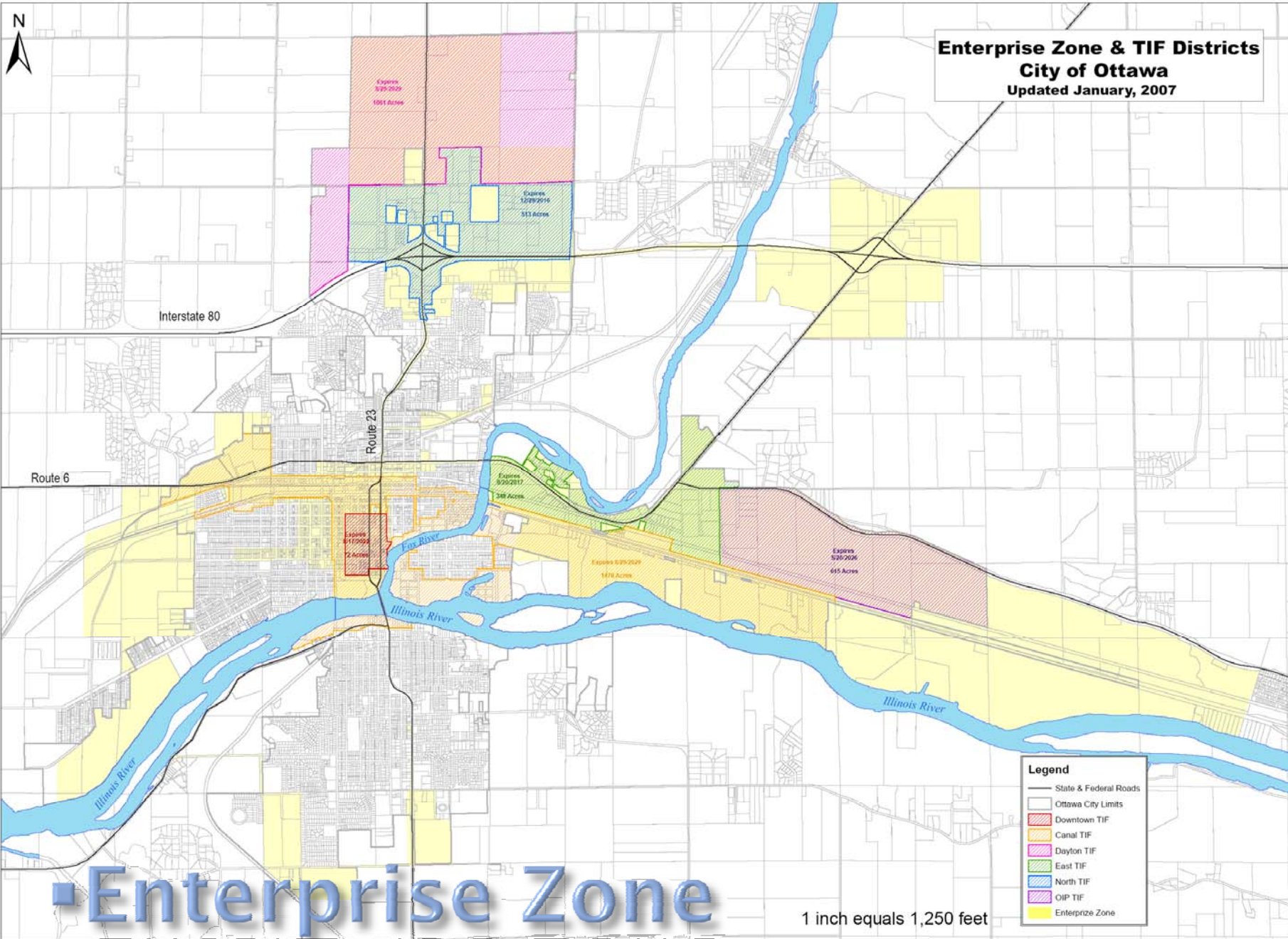


PROPOSED FRONT ELEVATION (MASONRY BASE)

FAIRFIELD
INN & SUITES

ETNA ROAD
OTTAWA IL.

qi archiplan international, llc.
archiplan international, llc.
105 north plum grove rd. suite 1
schaumburg, illinois 60193-0284
(312) 619-9100 fax (312) 619-1440



Enterprise Zone & TIF Districts
City of Ottawa
 Updated January, 2007



Interstate 80

Route 6

Route 23

Fox River
 Illinois River

Illinois River

- Legend**
- State & Federal Roads
 - Ottawa City Limits
 - Downtown TIF
 - Canal TIF
 - Dayton TIF
 - East TIF
 - North TIF
 - OIP TIF
 - Enterprise Zone

Enterprise Zone

1 inch equals 1,250 feet

Expires 9/30/2012
 1061 Acres

Expires 12/31/2016
 511 Acres

Expires 9/30/2017
 388 Acres

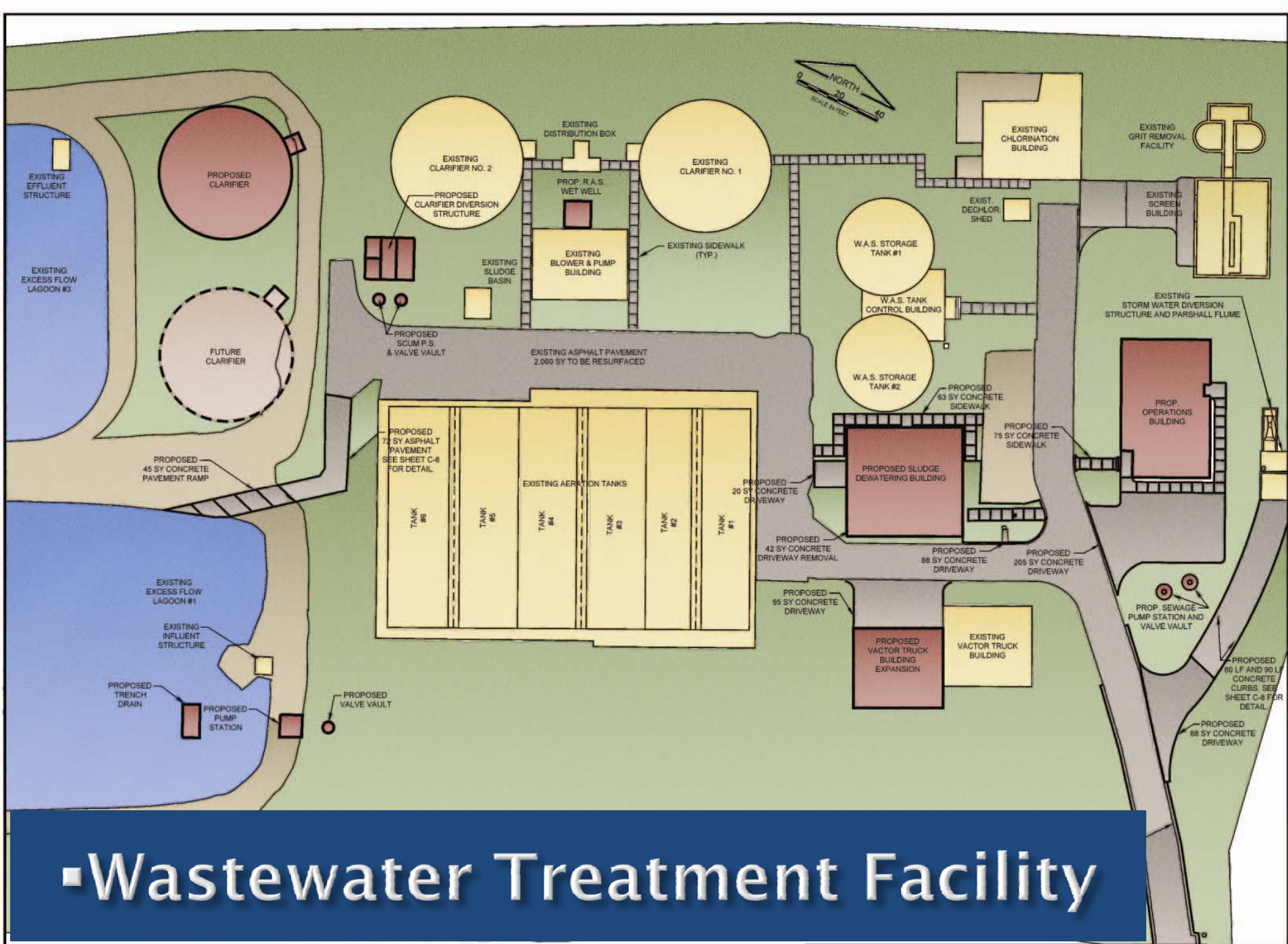
Expires 11/30/09
 2 Acres

Expires 9/30/2029
 1478 Acres

Expires 9/30/2006
 615 Acres

▪ REVOLVING LOAN FUND

INFRASTRUCTURE



Wastewater Treatment Facility

Wastewater Operations Building

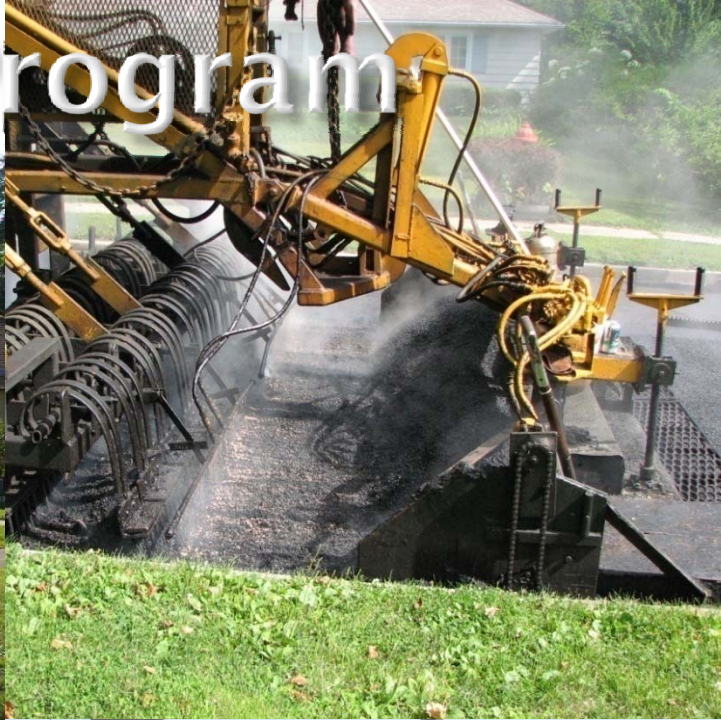


- EASTSIDE REGIONAL
LIFT STATION



▪ West Side
Water Tower

Street Repair Program



Illinois River is a Key Part of Ottawa's Future



Heritage Harbor



This graphic of Heritage Harbor is an artistic representation. Any of the buildings, blocks, parking lots, walking paths or other features depicted in this drawing are subject to change. Any of the particular features, existing or new, that are represented may change as a result of design development & site requirements.



HERITAGE HARBOR
Ottawa, Illinois

Master Plan

May 7, 2008



Heritage Harbor Homes







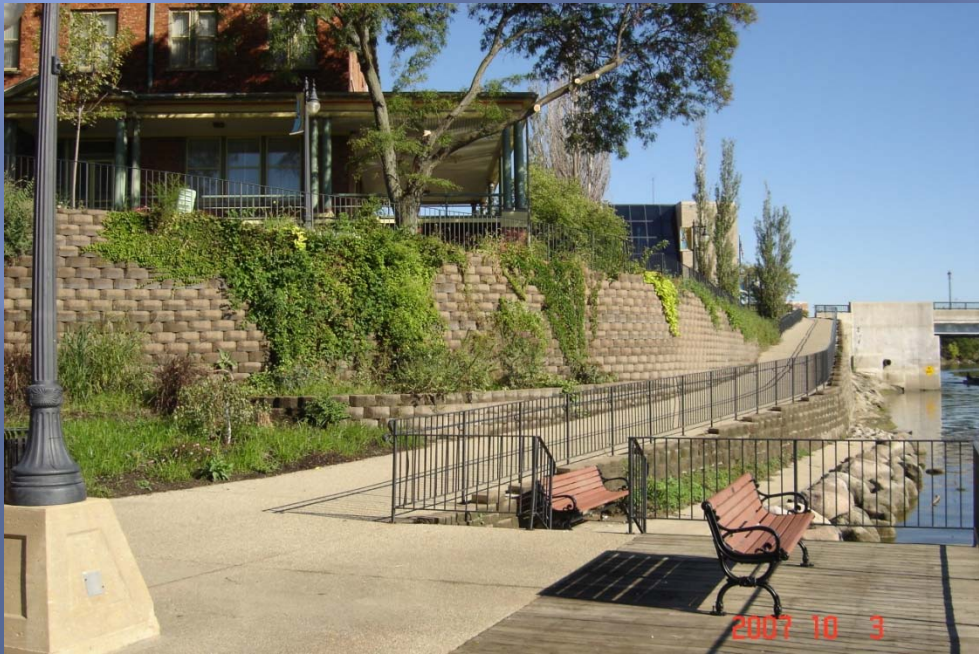
Crawdad's Bar and Grill



Riverwalk



Riverwalk



ENHANCE THE QUALITY
OF LIFE



■ Ottawa Parks



▪Ottawa Township High School music program



SEEKING PRIVATE SECTOR SUPPORT

▪ **Individual**

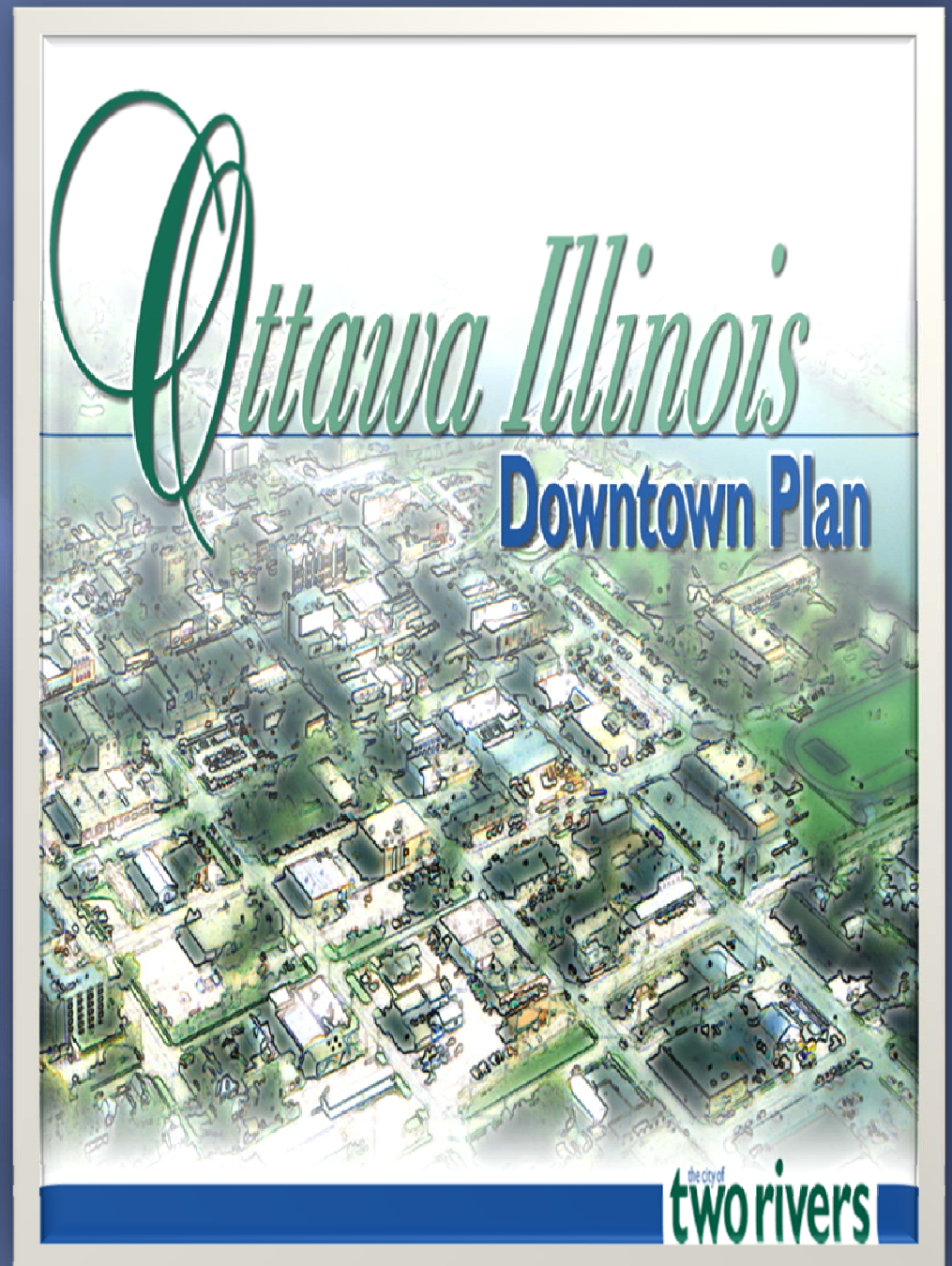


▪ Wind Farms



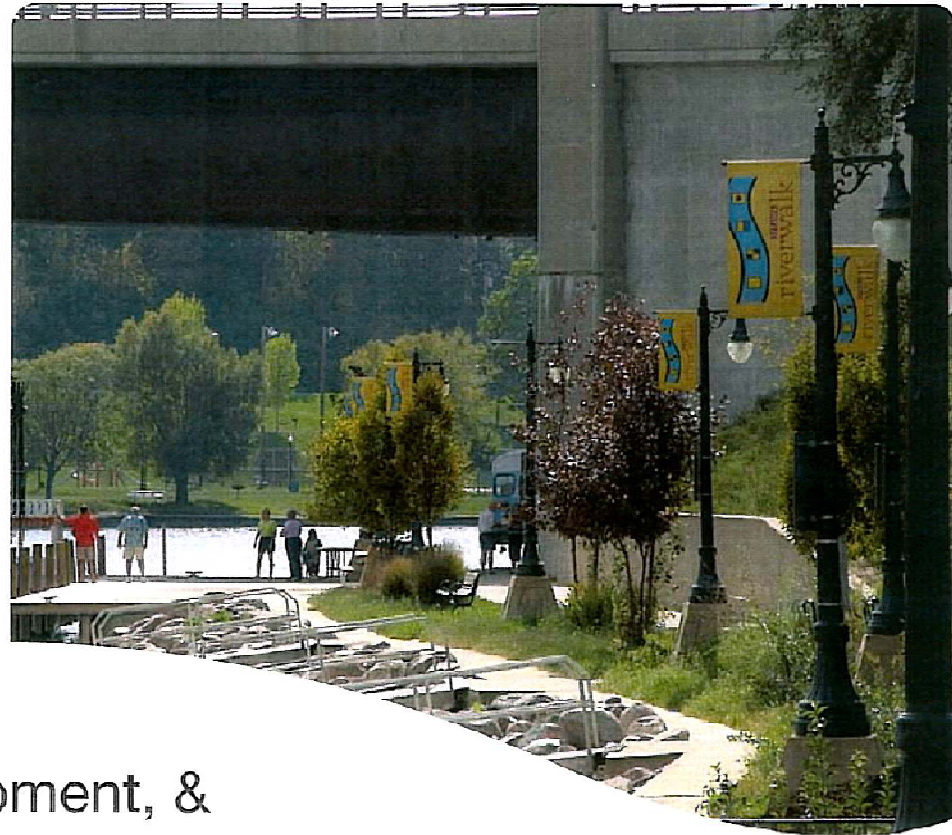
HEALTHY AND VIBRANT
DOWNTOWN WHICH
ATTRACTS VISITORS AND
TOURISTS

Downtown Development



Ottawa, Illinois
September 2008

Destination 
Development 



Branding, Development, &
Marketing Action Plan

Ottawa's Brand Promise (the downtown Ottawa of the future)

Green and glorious, the new Ottawa has emerged as a gardener's paradise, a regional centerpiece for the botanical arts. Once the western frontier of our nation, then a vital transportation and manufacturing link in the Midwest, Ottawa now stands as a premier destination for the traditions and practical art of gardening.

Ottawa's historic downtown and its architecturally beautiful buildings have been transformed into an engaging botanical experience showcasing the aesthetic pleasures of plant life in its many forms. The waterfront invites a meander, with its beautiful English-inspired greenhouse, while the downtown features unique signature shops and original restaurants showcasing organic produce along the tree-lined streets shimmering with springtime blossoms. Here you can also learn from Master Gardeners, watch skilled craftsmen create outdoor art from glass, iron and clay, or just amble through the Farmer's Market for the best produce the region has to offer.

Each season Ottawa brings new gardening experiences to life – whether it is to shop for specialty tools and supplies amid the fragrances of spring and summer, enjoy the fall harvest celebration, or experience the dazzling light displays during the winter – all the while learning how to prepare your garden for the next season. Ottawa surprises and delights gardeners, young and old, throughout the year.

WHY IS A BRAND NEEDED?

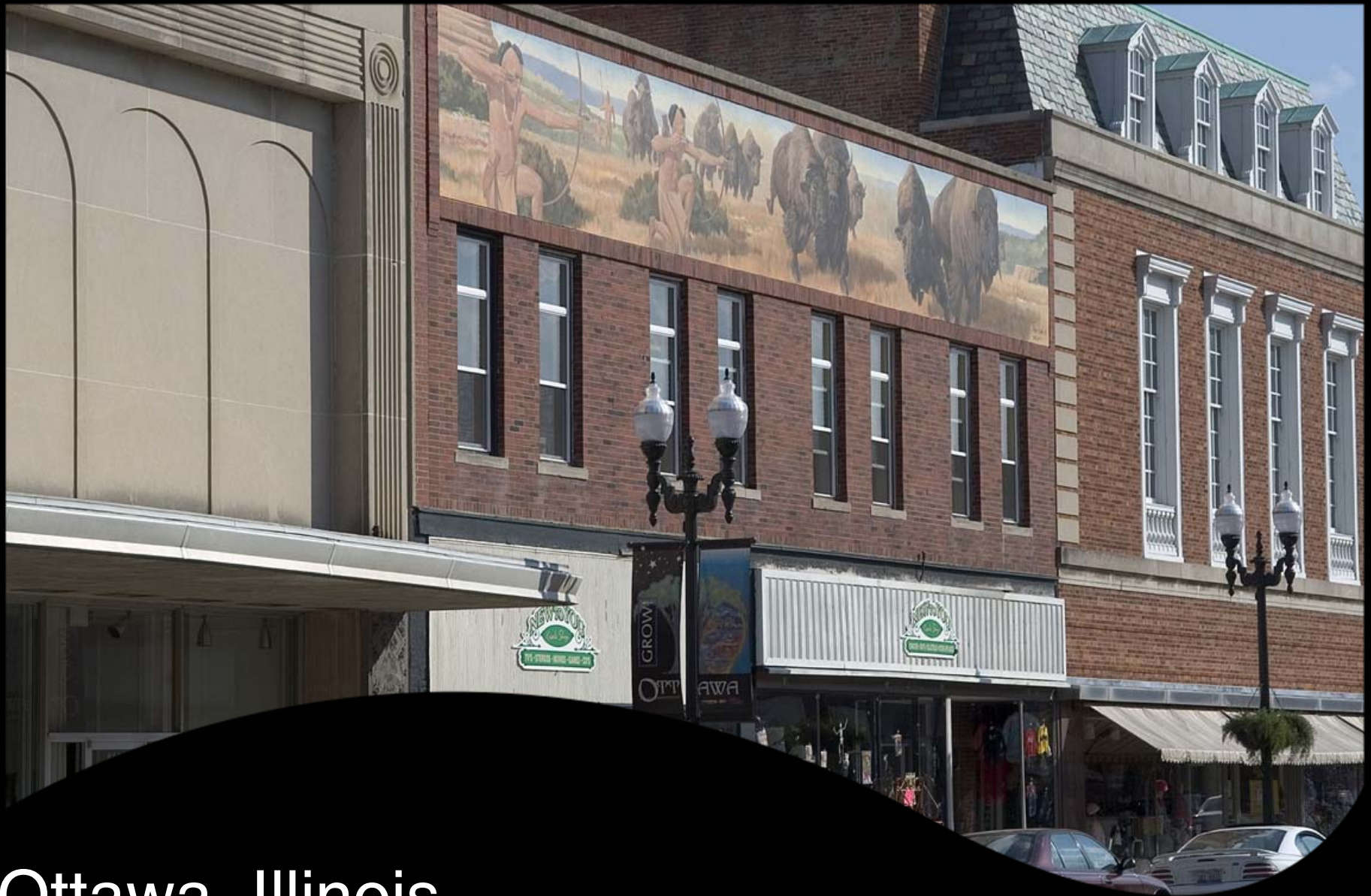
The generic, all-things-to-all people approach to marketing your city just does not cut it anymore. These campaigns all seem the same and will not survive the quick, couple of seconds glance given to the campaign by the average viewer.

You need to find a niche in the marketplace.



WHY THE GARDENING AND BOTANICAL ARTS BRAND FOR OTTAWA?

- ❖ Regional demographics - 9.6 million people live within 75 miles of Ottawa
- ❖ Popularity of gardening - one of the fastest growing hobbies. According to a 2007 survey, 71% of all U.S. households participate in one or more types of lawn and garden activities including 30% listing flower gardening alone as their favorite lawn or gardening activity.
- ❖ Uniqueness - No other city in the Midwest and only a few in the entire nation are pursuing this brand.



Ottawa, Illinois

Branding, Development & Marketing Action Plan



AFTER



Historic Restoration-Preservation



BEFORE



▪ Façade Improvements



▣ BEFORE



▣ AFTER

Edward Jones Investments

221 W. Main Street

before



after





First National Bank



Downtown Streetscape



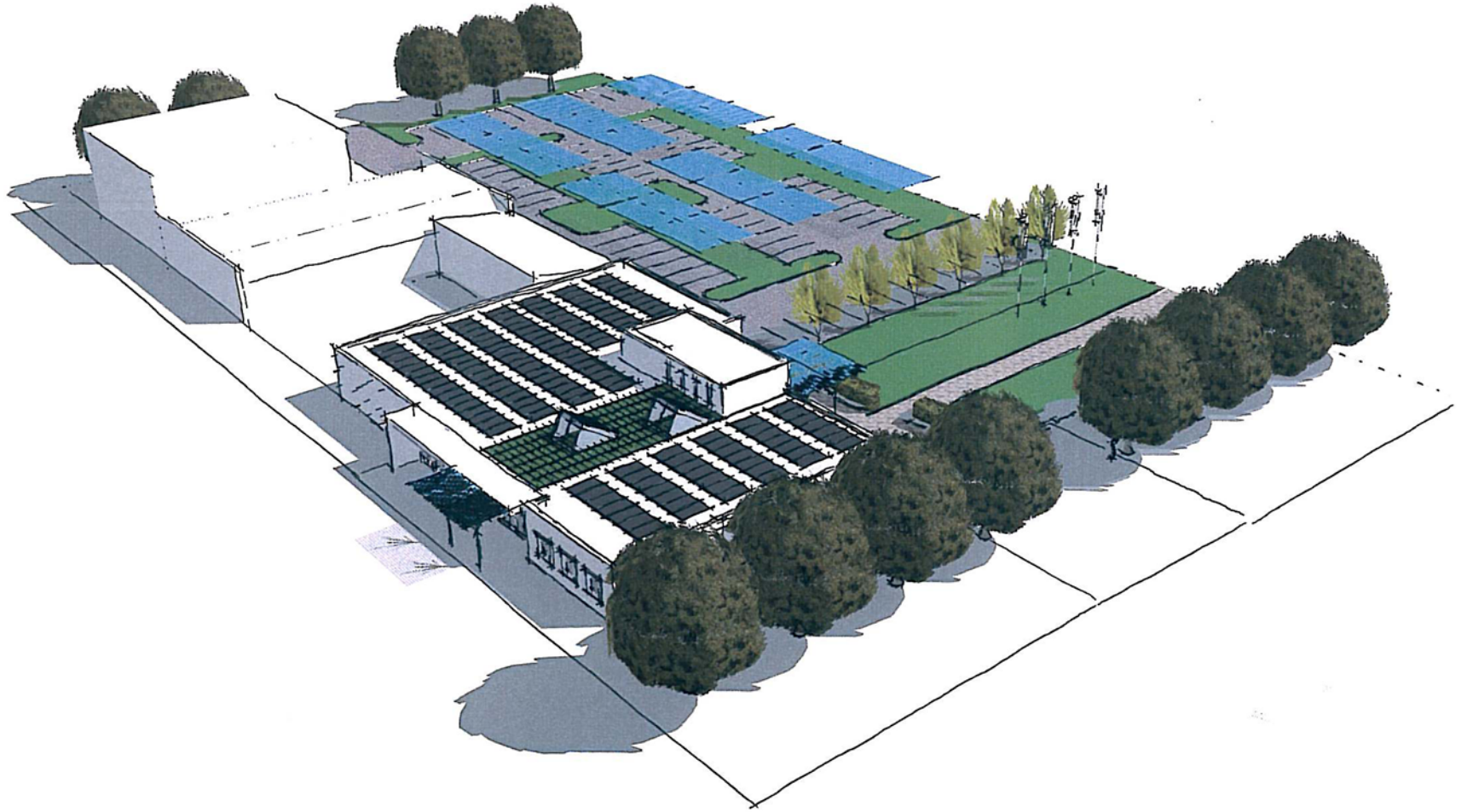




Illinois River Road National Scenic Byway Kiosk



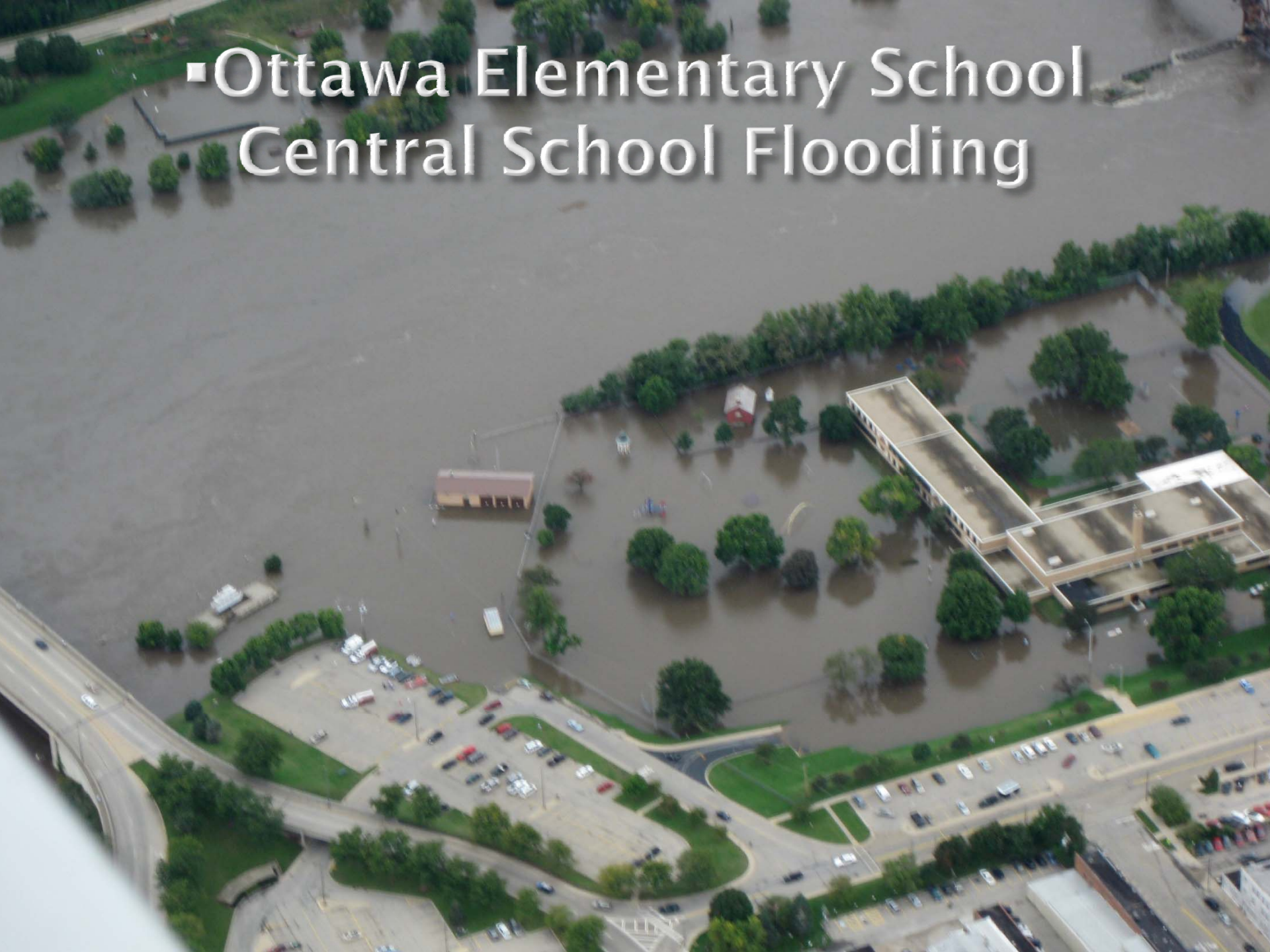
PARTNERSHIPS
ARE
IMPORTANT



IVCC Ottawa Satellite

Ottawa, IL

▪ Ottawa Elementary School Central School Flooding



Pilkington



LOOK TO FUTURE CHALLENGES

- Enhanced Broadband Access

THE END