



Preserving our Heritage,
Fostering Opportunity,
Building Community and
Enhancing Quality of Life for All

www.stcharlesil.gov

VOLUME 5
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Community Profile

THE CITY OF

St. Charles

Marketing St. Charles - Initiatives for Attracting Business and Tourism

A central focus of the City of St. Charles Economic Development Department is promoting our riverside community to several audiences. We know St. Charles is a great place to live, work, or visit. And through a variety marketing and advertising initiatives, the department works to make sure everyone else knows it too. Over the last several years, the City has developed multiple promotions to attract business and tourism to the community. Here is a sampling of outreach efforts:

Restaurant Week

For five days in February, St. Charles holds Restaurant Week to show off its local flavors. More than 25 of the City's dining establishments, from east to west and everywhere in-between, offer patrons 25% off their meal. Customers receive the discount when they present the promotional postcard mailed to all St. Charles residents, an advertised coupon from local newspapers, or a downloaded form from the City web page, www.stcharlesil.gov/restaurant-week. This is an opportunity to draw attention to St. Charles' top-notch dining scene, and bring guests from all over the Chicago area to our community.

- *International employers, innovative schools, beautiful parks, local & regional resources and unique architecture have earned St. Charles its reputation as the Pride of the Fox!*
- *Located in both DuPage & Kane counties, the City of St. Charles is 35 miles west of downtown Chicago. State Highways 25, 31, 38 & 64 cross St. Charles, as do county thoroughfares Randall & Kirk roads.*
- *Visitors enjoy more than 2,402 hotel rooms, 3 shopping districts, a full service resort and spa, golf courses, several live theaters, convention centers and free parking downtown.*
- *More than 2,100 businesses employ 18,000 people, consisting of a balanced mix of retailers, restaurants, and manufacturing facilities. They are assisted by an active Chamber of Commerce, a full service Convention and Visitors Bureau and the Downtown St. Charles Partnership.*

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St. Charles Welcomes New Businesses

Businesses are a tremendous asset to our community, especially in this time of slower economic growth. Please show support for these or any of the other

1,700+ businesses in St. Charles. For a complete list of businesses in St. Charles visit the Business page of our website www.stcharlesil.gov.

DOWNTOWN

Chicago Turtle Factory

10 S. Riverside Ave., 630-991-7038

Devon Bank Home Loan Center

440 S. 3rd St. #206, 630-549-0930

Treasure Broker

218 State St., 630-383-8758

S & L Tri-Cycle Fit Studio

602 S. 1st St., 630-746-0982

WEST GATEWAY

Brown's Chicken

1910 Lincoln Hwy., 630-584-2411

Charm Thai Restaurant

1415 W. Main St., 630-277-2300

Fox Valley Mathematics Instruction

902 S. Randall Rd., Ste. B, 630-209-2600

JM Baker Graphic Design

611 Katherine St., 630-797-5168

Massage World

2460 W. Main St. #106, 630-303-7466

Olympia Chiropractic & Physical Therapy

1615 W. Main St., 630-513-0600

Time Out Sports Pub

2051 Lincoln Hwy., 630-444-0732

Marigold Massage

2075 Prairie St. #104, 847-226-0027

MSI Reserve Mortgage Lending

116 Oakhill Ct., 630-440-6165

Van Der Snick Law Firm

2435 Dean St., Suite F, 630-845-8200

EAST GATEWAY

3D FigureWorks 3D Photo Studio

Charlestowne Mall, 630-524-2044

Chapple West, Inc Construction Management

103 N. 11th Ave., Unit 2R, 630-406-1500

Children of America Childcare

155 S. Tyler Rd., 630-444-1443

Curfew Teen Dance Club

2400 E. Main St.

SMH Solutions Property Maintenance

951 State Ave., Unit K1, 224-402-3020

That Little Salon

1150 N. 5th Ave., 630-945-7332

The Spotted Fox Tavern/Restaurant

3615 E. Main St., 630-584-2239

Vero Voce Visual & Performing Arts School

951 State Ave., Suite F, 630-965-0825

Advance Auto Parts

1510 E. Main St.

Cafal Clinic for Psychiatry

455 Dunham Rd. #100, 630-770-3475

EAST GATEWAY – INDUSTRIAL

DG Jr Records Inc Management Services

3720 Illinois Ave., 630-464-4740

KC Cleaning

1830 Wallace Ave. #218, 630-907-9880

Phoresight Group Inc Management Consulting

1820 E. Production Dr., Suites D & G, 888-874-0999

Ritmo Manufacturing Co.

3540 Stern Ave. #109, 630-444-0744

Midwest Underground Technology Telecom Construction

3890 Commerce Dr., 217-819-3040

Specialty Graphics Supply

3875 Commerce Dr., 630-584-8202

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Marketing St. Charles

Advertising

The St. Charles Economic Development Department runs several different ads in a variety of publications to draw attention to our community. One recent campaign featured a three-piece ad series promoting St. Charles shopping, dining, and entertainment that was used as a business recruitment piece. The department also utilizes an industrial recruitment advertisement which highlights the benefits of opening a manufacturing, distribution, or other industrial-type use. Also, in conjunction with the Downtown St. Charles Partnership, a seasonal ad ran in select publications for the holidays to draw

visitors from around the Chicago area to shop, dine, and take part in downtown holiday festivities.

Direct Mail/Promotional Items

The Economic Development Department also uses promotional pieces and direct mail, to attract new businesses. A marketing folder for direct mail and tradeshow features inserts tailored to each potential business industry and includes information on resident demographics, incentives, and employment figures.

The department also created a 14-sided, three-dimensional marketing piece. This pop-up item is distributed to potential businesses, and commercial and industrial real estate brokers to keep St. Charles in mind and provide Economic Development Department contact information.

Commercial Real Estate Brokers Tour St. Charles

Recently, more than 35 Commercial Real Estate Brokers from around the Chicagoland area descended upon the City of St. Charles. They accepted an invitation to join the city's Economic Development staff on a 2-1/2 hour bus tour to view available properties located throughout St. Charles. The tour featured as many as 25 properties along the route, which began at 1st Street and included the downtown area, Industrial Parks, and East and West Commercial gateway corridors.

The tour was an opportunity for brokers to share information about properties they represent in St. Charles. With insights into the location, building features and specifications of the properties shown, the brokers gained a greater understanding of each site's strengths within the west suburban commercial and industrial real estate market.

After the tour, everyone gathered at The Office restaurant for socializing and continued professional networking. The success of the event in large part was due to the efforts city staff received from Ann Dvorak and Sharon O'Leary at Murray Commercial, Spare Wheels transportation company and the team at The Office.



ST. CHARLES QUICK FACTS

Population

| | |
|------------------|--------|
| 2017 Projection* | 34,694 |
| 2012 Estimate* | 33,153 |
| 2010 Census | 32,919 |

Households

| | |
|-------------------------|--------|
| 2017 Projection* | 12,943 |
| 2012 Estimate* | 12,404 |
| 2010 Census | 12,424 |
| Average Household Size* | 2.58 |

Education

| | |
|----------------------------|----|
| Public Elementary Schools | 12 |
| Public Middle Schools | 3 |
| Public High Schools | 2 |
| Private Elementary Schools | 4 |
| Special Education Schools | 1 |

Tax Rates

| | |
|------------------------------|-------|
| Telecommunications Tax | 12% |
| Sales Tax | 8% |
| Property Tax | 6.36% |
| Utility Tax (incl. electric) | 5% |

Income*

| | |
|------------------|----------|
| Avg. Household | \$98,530 |
| Median Household | \$75,800 |
| Per Capita | \$37,356 |

Recreation

| | |
|----------------------------------|-------|
| Hotels | 11 |
| Resorts | 1 |
| Total Rooms | 2,402 |
| Eating & Drinking Establishments | 117 |
| Banquet Facilities | 6 |
| Churches | 12 |
| Museums | 3 |

Expo Space (Sq. Ft.)

| | |
|-------------------------|--------|
| Kane County Fairgrounds | |
| Enclosed Buildings | 82,120 |
| Open Buildings | 81,480 |
| DuPage Expo Center | 25,000 |
| Pheasant Run | 38,000 |

**Based on 2012 estimates provided by Nielsen Claritas*

Community Resources



Utilities and Services

| | |
|--|----------------|
| Natural Gas: Nicor | (888) 642-6748 |
| Cable TV: Comcast | (800) 266-2278 |
| Local Phone: AT&T | (800) 288-2020 |
| Residential Refuse & Recycling: Advanced Disposal Services | (630) 587-8282 |
| Utility Billing (City of St. Charles Water & Electric) | (630) 377-4426 |

Community Organizations

| | |
|--------------------------------------|----------------|
| City of St. Charles | (630) 377-4400 |
| Community School District #303 | (331) 228-2000 |
| Downtown St. Charles Partnership | (630) 513-5386 |
| Kane County Government | (630) 232-3400 |
| St. Charles Arts Council | (630) 443-3794 |
| St. Charles Chamber of Commerce | (630) 584-8384 |
| St. Charles Conv. & Visitor's Bureau | (800) 777-4373 |
| St. Charles Main Post Office | (630) 584-2318 |
| St. Charles Park District | (630) 584-1055 |
| St. Charles Public Library | (630) 584-0076 |
| St. Charles Township | (630) 584-9342 |

Upcoming Events in St. Charles

2013 St. Patrick's Parade



Come on out for the St. Patrick's Parade Saturday, March 16 at 2 p.m. The parade runs right down Main St./Rt. 64 and features Irish dancers, authentic Irish music, floats and more. Get into the Irish spirit and join us in downtown St. Charles! For more information, visit the Downtown St. Charles Partnership website at www.downtownstcharles.org/stpats.

Transportation

INTERSTATE HIGHWAYS

- I-90 (9 miles north)
- I-88 (7.5 miles south)
- I-355 (11 miles east)

STATE HIGHWAYS

- IL 25 5th Ave./Riverside Ave.
- IL 31 2nd St./Geneva Road
- IL 38 Lincoln Highway/Roosevelt Road
- IL 64 Main St./North Ave.

COUNTY HIGHWAYS

- Kirk Road Kane County Highway 77
- Randall Road Kane County Highway 34

RAIL

- Geneva Metra Station, Union Pacific West Line (1.5 miles south)

PACE BUS LINES

- St. Charles-Geneva Call n Ride

AIRPORTS

- DuPage County Airport (Eastern border of St. Charles)
- O'Hare International Airport (20 miles northeast)
- Midway (35 miles southeast)



Follow us

CITY OF ST. CHARLES
2 E. Main Street, St. Charles, IL 60174
(630) 377-4400
www.stcharlesil.gov

#1 City for Families
St. Charles named by FamilyCrate 2011