



THE MARKETING MACHINE WORKSHEET

The City of Lake Forest Office of Economic Development assists local businesses with marketing and communications. To coordinate your business plan with all the Lake Forest opportunities, use the following Marketing Machine Worksheet (MMW) to assist you with every step of the process. For additional detail or assistance with developing a customized plan, please contact the Office of Economic Development at 847-615-3522.

Name of Business: _____

Contact Person: _____

Address: _____

Phone: _____

E-Mail: _____ Website: _____

Customer Profile Information: _____

2009 Business Goals:

[] Goal #1: _____

[] Goal #2: _____

[] Goal #3: _____





Are you Participating in these programs?

- Marketing Tools/Signature Events:**
- Shop Lake Forest Parking Map and Bike Lake Forest Map
- Courtyards of Lake Forest Walking Tour Map
- Marketing Itineraries for the Lake Forest Visitor
- Stocking Stuffer Flyer
- Tree-Lighting Ceremony
- Green Business Campaign Program
- "How to Start a Business in Lake Forest"
- New Resident Program
- Corporate Connection
- The City of Lake Forest Signage, Directory, Kiosks, Maps (*coming soon*)
- Lake Forest Visitor Program (*coming soon*)
- Retail 101 Workshop
- Quarterly Retail Exchanges
- Wildlife Discovery Center Programs
- The Non-Profit Connection
- Earth Day Celebration
- Restaurants On-line
- Lake Forest Recreation and Parks Programs
- Bagels with the Mayor
- Lake Forest Symphony
- Hot Chocolate with the Mayor
- LEAD, CROYA
- Artisan Guild Events
- Shop Your Cause Event
- Home & Garden Tours, Lake Forest Garden Club Events
- Stirling Hall Programs
- Lake Forest Day
- Cabin Fever Jazz Concert at Gorton
- Citadel Theater
- Elawa Farm and Foundation
- Market Square Concert on the Square
- Lake Forest Openlands Programs
- Deer Path Art League Fall Art Show
- Fourth of July Community Celebration
- Deer Path Golf Course and Grill
- Rotary Antique Car Show
- Market Square Sidewalk Sale
- Art on the Square Event
- Meeting Spaces Registration
- Special Event Log
- Metra Shop and Ride Program
- Materials at Lake Forest Visitor Center
- Sector Marketing Program (Health, Tech, Meetings)
- Back-to-School Event
- Mother's Day Specials





Communications/Public Relations Vehicles:

- The City of Lake Forest Website
- The Chamber of Commerce Website/Newsletter/Coupons
- The City of Lake Forest Dialogue Newsletter
- The City of Lake Forest E-Newsletter to Residents
- "Inside Lake Forest" Channel 17 Cable TV Show
- Channel 17 Information Slides
- Community Sign Corner
- Lake Forester Newspaper (Sticker, Ads), Forest & Bluff Magazine (Ads), Gazebonews.com
- Buzz Marketing/Gorilla Marketing
- The City of Lake Forest Press Release Program
- Lake County Tourism Bureau
- Pace Bus Advertising, Senior Bus Advertising
- Lake Forest Story Attachment

Technical Assistance:

- Website presence or enhancement
- Chamber Connection
- E-Commerce Market
- Financial Assistance
- Secret Shopper and evaluation Program
- Merchandising Assistance
- CEO Mentoring Program
- Lake County Partners Finance Assistance
- State of Illinois Small Business Incentives
- College of Lake County Business Education
- Lake County Partners Incentives

For assistance with coordinating with city-wide programs and events, or developing strategies to improve your business, please contact The City of Lake Forest Office of Economic Development at 847-615-3522 or visit us on our website:

http://www.cityoflakeforest.com/cs/ocm/cs_ocm2e.htm.

