

WESTERN ACCESS

AGENDA

- | Creative
- | Marketing Plan
- | Results
- | Video

CREATIVE

OBJECTIVE OVERVIEW

Establish the Western Access Corridor as a premier site for businesses to locate due to accessibility to O'Hare Airport and other regional resources that benefit the business community. Notify potential targets that this project is happening now.





127

SQUARE MILES OF
UNTAPPED POTENTIAL.
ACCESS THE OPPORTUNITY.

THE WESTERN ACCESS O'HARE PROJECT will change the face and future of the Midwest, creating 65,000 new jobs, saving 145 million dollars in time and fuel, easing congestion, and providing immediate access to O'Hare International Airport from the west.

Access the opportunity at choosedupage.com/westernaccess.

choose
dupage
Economic Development Alliance

WESTERN
ACCESS
O'HARE

MARKETING PLAN

INTEGRATED MARKETING PLAN

- | Local Media
- | Regional Media
- | National Media
- | Social Media
- | Public Relations
- | Community Relations
- | Web Development

MEDIA

| Local

- Illinois Real Estate Journal
- Crain's Chicago Business

| Regional

- Midwest Real Estate Journal

| National

- Site Selection Magazine
- Search & Remarketing Campaigns

SOCIAL MEDIA

| Twitter

- @WesternAccess

| Facebook

- Facebook.com/ChooseDuPage
- Post regularly about Western Access O'Hare

| LinkedIn

- LinkedIn.com/company/ChooseDuPage
- Post regularly about Western Access O'Hare
- Display Ads

PUBLIC RELATIONS

- | Earned media
- | Editorial: Crain's, Sun Times, Chicago Tribune
- | Thought leadership, case studies, project updates

COMMUNITY RELATIONS

- | Impact briefs for communities
- | Seek opportunities to address Mayors and Managers

WEBSITE

| [ChooseDuPage.com/WesternAccess](https://www.choosedupage.com/WesternAccess)

- Project Overview
- Video
- Timeline
- Press Room
- Resources
- Related Links

RESULTS

ADVERTISING

| Print Ads – Run to Date

- Midwest Real Estate Journal
- Site Selection Magazine

| Online Ads – Run to Date

- Midwest Real Estate Journal E-Newsletter
- Crain's Chicago Business
- LinkedIn
- Site Selection Website

Print Ad



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Midwest Real Estate Journal E-Newsletter Ad

Quality Makes All The **Difference**

Walker & Dunlop
Commercial Real Estate Finance

GERMANIA PLACE
108 W GERMANIA PLACE
8:30AM-11:30AM

Metro-Chicago
APARTMENT
SUMMIT March 6, 2014

REGISTER NOW

Meeting the needs of an adapting healthcare industry



The way patients seek medical care has evolved. And the way hospitals, doctors and other medical

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Building Momentum

Examining construction trends in Chicago's Infill, Collar County and Greenfield/ Bulk Distribution markets. [Watch now >>](#)

Crain's Chicago Business Online Ad

translog Winter Hate it - Winter Embrace it - Photos: Bear train - 10 Things - Open House Most Popular News Alerts Mobile Apps

News Blogs Multimedia Lists Small Business Finance & Society Special Features Real Estate Health Care

Society Gallery People on the Move

Home > People & Society

Society Gallery

See all the photos of this event



The organization's Young Leaders list of the local area.



LISA BERTAGNOLI

Skip this introductory page and go to the site
Going to the site in 5 seconds

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Economic Development & Access

adjunct professor at Illinois Institute of Technology



RATIO ARCHITECTS INC
Indianapolis. Chunsheng Tao, 35, to associate in Chicago, from senior professional.

- Jan F. West
Barwest Johnny's opens storefront in West Loop
- Jan F. tweeted
Grace restaurant yearly sweeps Jean Sanchet awards @CrainChicago



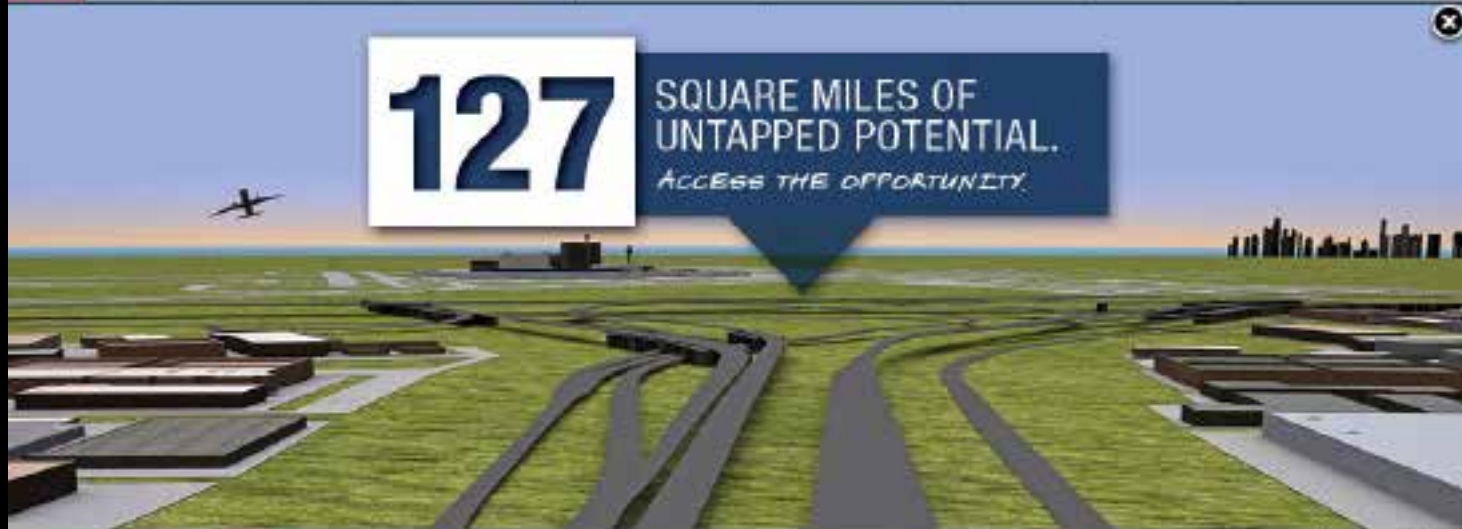
Crain's Chicago Business Online Ad

Trending ||| Winter: Hate It - Winter: Embrace It - Photos: Beertrain - 10 Things - Open House |||

Most Popular | News Alerts | Mobile Apps



News | Blogs | Multimedia | Lists | Small Business | People & Society | Special Features | Real Estate | Health Care



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Business Development Authority



Sorry, Motorola: Lenovo's no Google – but that could be OK

Motorola Mobility's new owner isn't a flashy supporter of stadiums. But its experience with

More Headlines

Chicago's major corporations sit on Super Bowl ad bench

They're back: Banks return to home construction lending

Chicago's bottom-feeders are selling for huge profits

Greg Hinz on Politics

The lessons about government's limits in Motorola sale

ADVERTISING



Crain's Chicago Business Online Ad

WESTERN ACCESS O'HARE

ACCESS THE OPPORTUNITY

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Sorry, Motorola: Lenovo's no Google – but that could be OK

Motorola Mobility's new owner isn't a flashy supporter of startups. But its experience with IBM in North Carolina shows Lenovo still could be helpful in Chicago.

[Full Story](#)

Can China rescue McDonald's?

McDonald's says it'll spend up to \$3 billion this year on 1,600 new restaurants around the globe, with China getting one of the biggest shares. It's a smart move, if a bit tardy, analysts say.

[Full Story](#)

How Chicago's top hospitals really make money

Thanks to 2013's sizzling stock market, local hospitals are reaping huge investment returns — a crucial source of income as health care's tough economics make it harder for them to turn

More Headlines

Chicago's major corporations sit on Super Bowl ad bench

They're back: Banks return to home construction lending

Chicago's bottom-feeders are selling for huge profits

Greg Irtz on Politics

The lessons about government's limits in Motorola sale

Daley likely to remain in hospital several days

United Airlines drops Cleveland as hub airport

Whole Foods taking 7 ex-Cornell's in city and suburbs

Joe Casti on Business

Which big corporate split-ups paid off — and which didn't

Shra Kapoor: Taken Names

Long before he landed at True Value, John Hartmann wore a badge

[View All of Today's News Headlines](#)

ADVERTISING

BALANCED. TRUSTED.

WBEZ 91.5

Social Network Activity

Everyone Friends Me

Recent user activity in chicagobusiness.com

Mariah C. Iuvetis
How Chicago's top hospitals really make money @CasinoChicago
[View this as how you](#)

Anonymous shared
Chicago's major corporations sit on Super Bowl ad bench
[View this as how you](#)

Bill P. shared
How Chicago's top hospitals really make money
[View this as how you](#)

Anonymous shared

Today's Features



Shannon Greene Robb commented on a discussion in [Naperville Business Network](#).



Steven Gumm Learn from Josh Seago , the #naperville #entrepreneur behind The Naperville Winter Ale Fest (Article) <http://bit.ly/1g6WEkR>



Naperville Entrepreneur Behind The Winter Ale Festdrop in local

It's one thing to talk about following your passion, starting a business or doing anything with uncertainty and risk for that matter. But it's...

Like (1) · Comment (1) · 5d ago

Joshua Seago

Shannon Greene Robb Looking forward to the Winter Ale Fest!
5d ago



Steve Visser joined a group:



Gorilla CRM - Bill Good Users Group

An unofficial and informal place to gather with other current, former and prospective Gorilla CRM users to exchange ideas, suggestions and best practices. See <http://www.billgood.com/> for more about the system.

View Group · 44m ago



Say happy work anniversary!



Bob Gibson
3 years this February
State of Illinois

Like (6) · Say congrats (10) · 7d ago

People You May Know



Brenda Laughlin, SPHR,
Human Resources and HCM
[Connect](#)



John Anderson, Retail Manager
[Connect](#)



Patty Rosignal, Owner/Design
Specialist at River Oak Cabinetry
[Connect](#)

[See more »](#)

Ads You May Be Interested In



Content Marketing Event
Chicago Social Content
Marketing Workshop Mar. 4,
Morton's Steakhouse: RSVP

Attention Event Planners

Reach 5,000 new customers for
free with PostNet & Every Door
Direct Mail



Western Access
Western Access O'Hare, 127
miles of untapped potential.
Access the Opportunity.

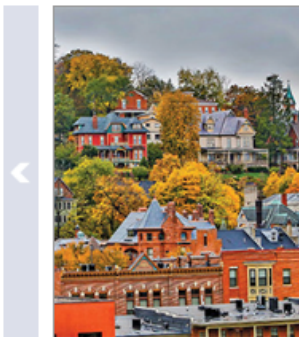
Site Selection Display Ad

SITE SELECTION

THE MAGAZINE OF CORPORATE REAL ESTATE STRATEGY & AREA ECONOMIC DEVELOPMENT



- Web Exclusives
- Site Selection magazine
- Directories & Tools
- Red Hot Locations
- The Pont Group
- About Us



MISSISSIPPI RIVER CORRIDOR Commanding View

Mark Twain found the Upper Mississippi otherworldly, serene and bucolic when he traveled through the region 130 years ago.

[\[...Read More\]](#)



EDITORIAL

- Read the Digital Edition
- Last Issue
- Past Issues
- Subscription
- Press Releases
- Magazine Staff
- Contact Us
- Editorial Mission
- Site Selection's History

DIRECTORIES & TOOLS

- Commercial / Industrial Brokers Directory
- Economic Developers Directory
- Service Providers Directory
- Investment Profiles
- Fast, Free Location Assistance
- Search Community Data
- DA Location Factors Information System
- Conway Data New Plant Reports
- LocationSelector.com

FEATURES

NEW! DATA CENTERS:

FIVE TO THRIVE: Five data center site selection tips for the corporate real estate executive

TOP MICROS:

THE LADDER EFFECT: Bauer Corp. steps up. So does Wooster, Ohio, claiming No. 1 Micro.

TOP METROS OF 2013:

THE CONNECTED CITY: From digital startups to behemoths of industry, Chicago fosters corporate facility growth better than any other metro area in the U.S.

LOGISTICS HUBS:

CITIES OF COMMERCE: It's the 20th anniversary of NAFTA. Do you know where your goods are?

FDI FORUM:

SHANGHAI WELCOMES THE WORLD FORUM FOR FOREIGN DIRECT INVESTMENT: China's gleaming commercial center welcomed delegates from nearly 30 countries in November to The WORLD FORUM for Foreign Direct Investment.

CUSTOMER CONTACT CENTERS:

THE FUTURE IS FLEXIBLE: Customer contact centers are gravitating to locations that can supply workers with a broader range of communication skills, especially social media.

CREATIVE & DIGITAL MEDIA:

LET IT BE: Want to keep your city weird enough to sustain the mash-up

THE ONLINE INSIDER

Monday, March 17, 2014

NEW! ONLINE INSIDER: BLUE, BLUE WINDOW: A new report documents the reach of the nation's coastal zones.



ONLINE INSIDER: HAWAIIAN BEEHIVE: The redevelopment of the Kaka'ako district of Hawaii is under way, and a 50-year-old IBM building is playing a key role.



ONLINE INSIDER: CHECKUP TIME: New analysis can help corporate location evaluators better understand the fiscal health of the states they inhabit - or wish to inhabit.



- Browse the Site Selection Online Insider Archives
- Subscribe to the Site Selection Dispatch

SOCIAL MEDIA

| Facebook

- 620 Fans
- 29,162 Total Impressions
- 563 Total Clicks
- 3 Posts on Western Access
 - 4,603 impressions
 - 100 clicks

SOCIAL MEDIA

| LinkedIn

- 243 Followers
- 13,132 Total Impressions
- 3 Posts on Western Access
 - 1,350 impressions
 - 2 clicks

SOCIAL MEDIA

| Twitter @ChooseDuPage

- 1,055 Followers
- 94 Interactions
- 4 Posts on Western Access
 - 17 interactions

SOCIAL MEDIA

| Twitter @WesternAccess

- 54 Followers
- 16 Tweets
- 17 Interactions

WEBSITE ANALYTICS

- | Overview – Choose DuPage Website
 - 6,531 visits
 - 4,123 page views

WEBSITE ANALYTICS

- | www.choosedupage.com/westernaccess
 - 1,183 visits
 - Second most visited page
 - Average duration 2 minutes 38 seconds

WEBSITE ANALYTICS

- | Where does the traffic come from?
 - Crain's Chicago Business
 - Accounted for 1/2 the visits
 - Home Page
 - Property Request Form
 - Blog Post: Illinois Tollway's Project Overview

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dupage[®]

A dark brown silhouette of DuPage County, Illinois, is positioned to the right of the word "choose". The silhouette shows the county's irregular shape, including its northern and southern boundaries and a small square hole in the upper right corner.

Economic Development AllianceSM