



HOFFMAN ESTATES
ILLINOIS
Economic Development
& Tourism



2025

Annual Report

A year-in-review of the community's
economic vitality and tourism performance



GROWHOFFMAN.COM

Executive Summary



In 2025, Hoffman Estates continued to build on prior economic development successes, advancing major initiatives that strengthen the Village's long-term competitiveness. The Compass Datacenters redevelopment of the former Sears corporate campus progressed into vertical construction, representing one of the largest private investments in the community's history and reinforcing Hoffman Estates' role as a regional data infrastructure hub. Bell Works Chicagoland remained a key economic anchor with ongoing tenant activity and programming, while strong multi-family housing occupancy and demand supported new construction. The Economic Development and Tourism (ED&T) Team expanded business retention outreach visits, launched GrowHoffman.com and VisitHoffman.com to enhance the digital presence of the community, created a new small business assistance program, hosted roundtables for the C-Suite community to connect, and much more to position the Village for continued economic resilience.

Main Topics



YEARLY STATISTICS



PROJECT UPDATES



LESSONS LEARNED



ECONOMIC INDICATORS

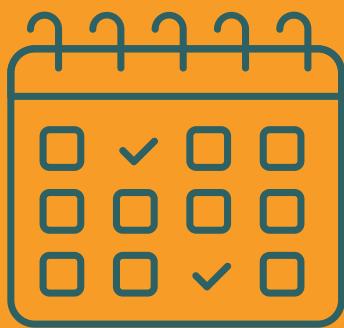
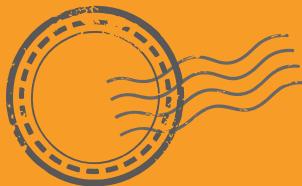


2025 By The Numbers



1200+ Post Cards

Post cards were sent to over 1,200 businesses to keep them informed of economic development resources and contact information.



50+ Events

Economic Development staff attended over 50 events in 2025, averaging one event per week.

500+ Residential Units Approved

The Village Board approved over 500 new residential units in 2025. Most units will be constructed in 2026.



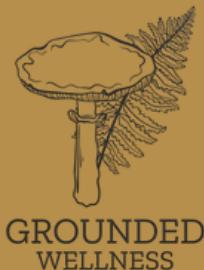
12 Major Projects

The Village Board approved twelve major commercial real estate projects that are now under construction.



4 Businesses Assisted

The Village launched a small business assistance program that provides qualified businesses with professional coaching at no cost.





Project Updates

Data Centers



COMPASS DATACENTERS

Compass Datacenters has made significant progress on redeveloping the former Sears campus. The sheer scale of this project signals a long-term commitment to the municipality.

Currently, Compass is "out of the ground" on two of their five planned buildings. This project is not merely a construction win; it represents a stabilizing force for the local tax base.

Data Center Info



MICROSOFT

Microsoft continues to expand its footprint in the Village. They are currently out of the ground and vertical on Building 2 of their 93-acre data center campus. They have submitted plans to add another building to the site as they finish their first two. Scan the code for more information on data centers in Hoffman Estates.

PLUM FARMS CRITICAL

The Plum Farms site at the northwest corner of Routes 72 and 59, long planned for mixed-use and residential, was purchased by a developer to explore the possibility of a data center campus on the 185 acres.

DATA CENTERS FAQ

The EDT team created an FAQ page for data centers in Hoffman Estates. [Check it out here or scan the code above.](#)



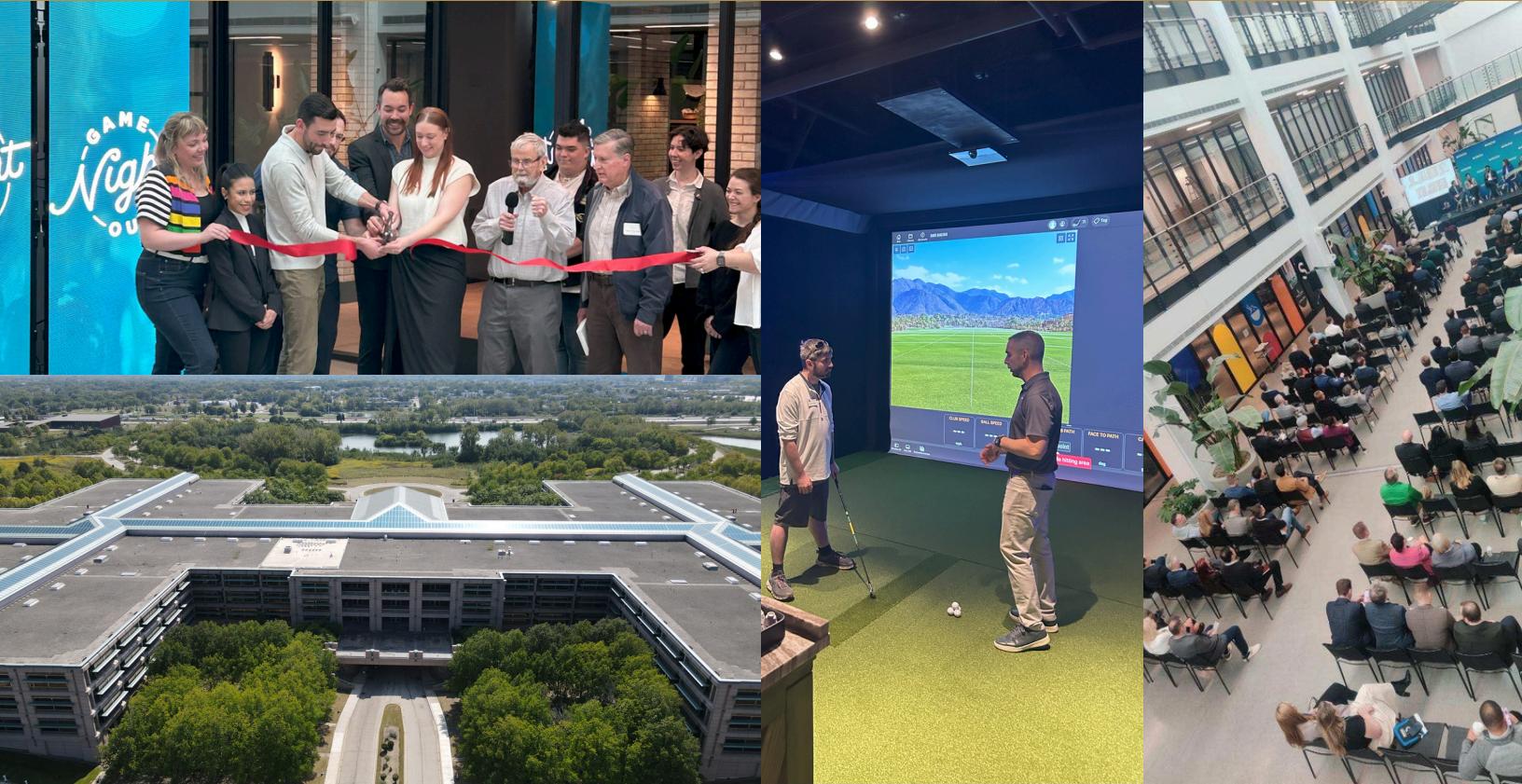
Project Updates

Bell Works Chicagoland



Inspired by Somerset Development's "Metroburb" concept on the former AT&T campus has proven a resounding success in the Village. The Bell Works East Side is now stabilized at 97% occupancy, anchored by new major tenants like Convergint, a global systems integrator; First Service Residential, a property management company; and Identiti, a national provider of signs, graphics and maintenance services, while new entertainment venues, Swing Loose, an indoor golf simulator, and Game Night Out, a competitive party game venue, added excitement. Complementing the commercial success is the residential densification of the site.

Pulte Homes has broken ground on 164 townhomes, integrating high-quality housing directly onto the campus. Furthermore, plans for an apartment component are currently under review.





Project Updates

Housing & More



APARTMENTS

Synergy Construction received approval in 2025 for a transformative project at Barrington Square Shopping Center, building 335 residential units. This project is a great example of modernizing aging retail centers into vibrant mixed-use districts.

Additionally, the entire Seasons of Hoffman Estates project leased up to full occupancy within 12 months, showing the need for new multi-family rental homes in the Hoffman Estates market.



TOWNHOMES

Beyond the Bell Works campus, Hoffman Estates' residential boom saw developers convert underutilized commercial assets into high-demand housing. This included Pulte Homes' 69-unit Kensington Fields project near Village Hall, their second project in the Village, and D.R. Horton's proposal to transform the former car dealership on Higgins into a 72-unit townhome community.



RETAIL & HOSPITALITY

The Chicago Marriott Northwest celebrated a Grand Re-opening, following significant investment to the rooms, lobby, ballroom, and new Bar Louie and Starbucks restaurants. Many more small business retailers choose Hoffman Estates to open their doors and we are thrilled to support them!



RESTAURANTS & ENTERTAINMENT

On the restaurant front, the recent ribbon cutting for Taco Lamas highlights the continued absorption of retail space by growing regional operators, adding to the vibrancy of the local dining scene. Meanwhile, Pancake Cafe opened and the Playroom Cafe opened at the start of the 2025 providing quality play and food to kids and parents alike!

Launching in 3...2...1!

The ED&T Team improved the digital presence of the Village by designing and launching two new websites.



VisitHoffman.com & GrowHoffman.com

VisitHoffman.com

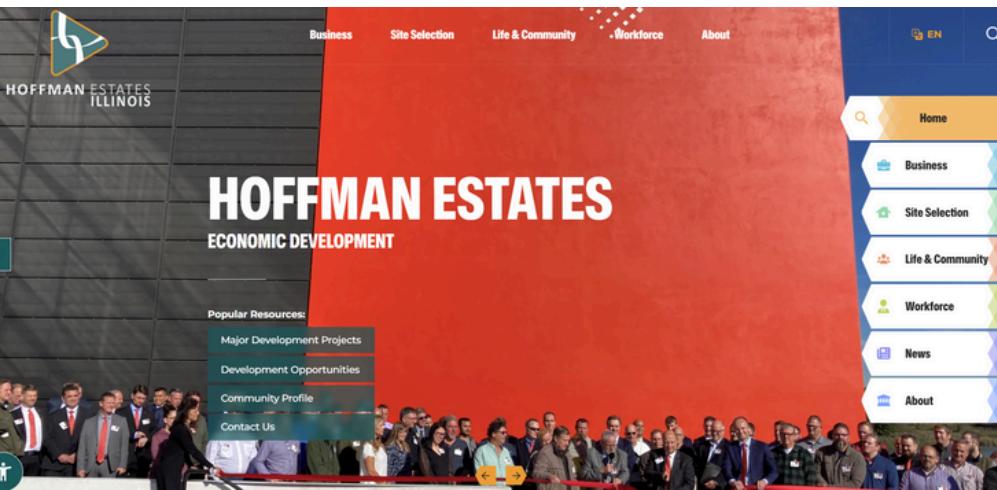
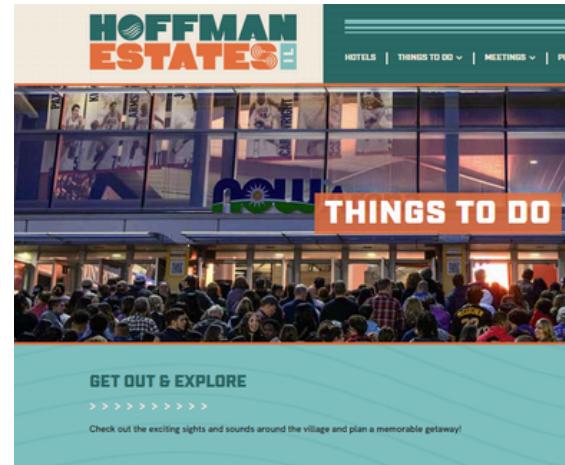
- The tourism office relaunched its website after a brand refresh and redesigned site. Going live in March 2025, the site is modern, intuitive, interactive, mobile responsive, and freshly promotes all that Hoffman Estates has to offer visitors and residents alike. Click the link above or scan the QR Code to check it out.

VisitHoffman.com



GrowHoffman.com

- Launched in September 2025, GrowHoffman.com is the first dedicated Economic Development website for the Village in 23 years. Intended to provide streamlined, user-friendly access to business data, development resources, and investment opportunities, while also showcasing local attractions, events, dining, and lodging, the site helps to modernize the Village's marketing and outreach efforts.



BRE-Workforce Highlights

Hosted two C-Suite Discussion events providing an opportunity for leaders in the community to connect, learn from each other, and voice their thoughts and needs. These annual events are always well received as a touchpoint throughout the year.

Developed a new set of testimonials with long-time and first-time businesses in Hoffman Estates.



Celebrated **National Workforce Development Day** with our Workforce Partners!



National Workforce Development Day
September 17, 2025



30+

Coordinated the second annual Business Blitz visiting more than 30 businesses in an hour and a half with the help of the Village board, the Economic Development Commission and staff.



Wins & Weaknesses (improved)

There is a temptation to only promote the wins in Hoffman Estates, yet to do so would discount the lessons learned from the weaknesses or the projects that didn't completely "win". Below are a few ways the Economic Development & Tourism team learned from non-wins in 2025.

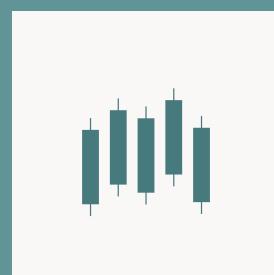
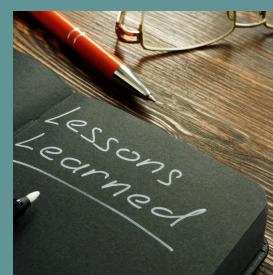
- • • • • We tried mailing postcards to each business in the community as a Business Retention & Expansion (BRE) strategy. I really wanted the postcard mailing to generate a lot of BRE interest from businesses who had not considered reaching out previously. While a few businesses did schedule visits and others even called just to say they appreciated us showing we care, overall it really did not have the wave of leads for future BRE visits that I was hoping, especially considering the time involved in the task. While we may not do this again in future years, I think there is a window for activities that showcase Hoffman Estates is **NOT** a careless entity and are indeed both rooting for them and happy to assist wherever possible."

"We went to more than 50 events last year and made a lot of initial connections. Yet in all of those it was **easy to get lost in "the next"** and forgetting the follow up. **The connection is good, the follow-up is better** because it is in the follow-up that we make meaningful connections.

Economic Development is a relational business, it's about the people, so staying meaningfully connected in the most important."



"I really try to push and push and push a project to get it to be a win but in the end, I can only carry so much of the load, I can only push so far. If it's not a win-win, maybe it's not meant to happen. If everyone isn't pushing in the same direction together, maybe it's not meant to happen. **Clear, honest communication will set the tone and expectation for less solo-pushing and more team wins.**



"The only real mistake is the one from which we learn nothing"

~Henry Ford~



Economic Indicators in Hoffman Estates



Demographics*

255,799
Population



\$339,794
Median Home Value



\$134,479
Average Household Income



Labor Market*

3.5%
Unemployment Rate



46.3%
Bachelor's Degree or higher



Business Climate

7

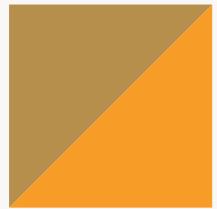
All seven board members have a positive attitude towards growth and development

* Statistics are the trade market (20 minute drive time) of Hoffman Estates



Occupancy Rates

- Office 70.1%
- Industrial 96.7%
- Retail 97.2%
- Multifamily 94.8%





Village of Hoffman Estates Officials and Staff

Mayor

William D. McLeod

Trustees

Karen J. Arnet
Patrick Kinnane
Karen V. Mills
Anna Newell
Gary J. Pilafas
Gary G. Stanton

Village Clerk

Patty Richter

Village Manager

Eric J. Palm

Economic Development & Tourism Team

Kevin Kramer, CEcD - Director of Economic Development
Linda Scheck - Director of Tourism
Matthew Galloway - Economic Development Specialist
Michael Walker - Community Planner



FOR MORE INFORMATION

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 www.GrowHoffman.com
www.VisitHoffman.com

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