



Agenda Item Executive Summary

Item Name Winnebago Highlands Property Marketing – CBRE Engagement Discussion Committee or Board Committee

BUDGET IMPACT

Amount:	N/A	Budgeted:	N/A
List what fund:	N/A		

EXECUTIVE SUMMARY

The Village is seeking Committee input regarding the potential engagement of CBRE to assist with marketing and positioning the Winnebago Highlands property for future development.

CBRE is a global commercial real estate brokerage firm with significant experience and market presence, including strong exposure within the northern Illinois region. Attached materials include examples of CBRE marketing brochures for comparable properties in the area, which highlight their approach to site promotion, including aerial mapping, demographic data, traffic counts, and regional connectivity.

Engaging a firm such as CBRE could provide professional marketing materials, expanded regional and national exposure, and assistance in identifying and recruiting potential developers or end users. This discussion will allow the Committee to evaluate whether to proceed with a formal agreement for brokerage and marketing services, as well as provide direction on next steps for advancing development of the Winnebago Highlands property.

ATTACHMENTS (PLEASE LIST)

CBRE Property Marketing Brochure – 11024 N. 2nd Street, CBRE Property Marketing Brochure – E. Riverside Boulevard Sites

ACTION REQUESTED

- ☒ For Discussion Only
- ☐ Resolution
- ☐ Ordinance
- ☐ Motion:

MOTION:

Staff: Joseph Dienberg, Village Administrator Date: 4/1/2026