

La Grange looks to attract millennials

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By SUBURBAN LIFE MEDIA

LA GRANGE – The La Grange Business Association and village of La Grange are working to attract millennials to the village, according to a news release.

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“We’ve taken on a strategy that targets millennials; the first thing we know is that millennials are drawn to a vibrant retail district, so we encourage and support a wide variety of independent retailers,” Village President Tom Livingston said in the release. “Also, because three in four in this age group would choose to spend money on an experience rather than buying something, we create fun, enriching, memory-making events that attract young families, and we also work to encourage restaurateurs that are creating the distinctive dining experiences that millennials seek out.”

La Grange business leaders have created unique events that attract new residents, businesses and visitors including the new Just Desserts walking tours this summer, the release stated. Culinary art also has been added to the West End Art Festival.

Leaders are working to support three new eating establishments and two new retailers that are soon to be opening in La Grange, according to the release.

In addition, the village supports the development of 254 high-end new residential rental units at Ogden Avenue and La Grange Road. Statistics show the millennial generation would rather rent than buy a home, the release stated.