Town of Normal

Business Brief



October 30, 2026

Insights, Updates and Opportunities



Nik Duffle, Director of Economic Development

Meet With Nik Duffle

New Investment and Resources for Normal Businesses

October has been another busy month for business activity in Normal, with new investment, additional resources for local businesses, and a few important dates on the horizon.

This month's Business Brief highlights the groundbreaking of 7 Brew along Veterans Parkway, grant opportunities available to eligible businesses through Wabash Valley Power Alliance, and upcoming deadlines for annual business license renewals.

Whether you're planning a new project, exploring ways to improve your business operations, or simply staying up to date on Town requirements, we hope you'll find these updates helpful.

Thank you for reading and for being an important part of Normal's growing and thriving business community.

Growth and Infrastructure Improvements Across Normal

Parking Options Expand in Uptown

The College Avenue parking deck ground floor has been expanded to allow for additional an 31 new parking spaces in Uptown. The expanded parking provides much needed spaces and helps provide relief for the displaced parking from Underpass construction in Uptown South. For more information on parking in Uptown, visit the Town's Parking Garage webpage.



7 Brew Breaks Ground on Veterans Parkway

7 Brew has officially broken ground in Normal, bringing its popular drive-thru coffee concept to the area. The new location is being constructed at 1700 E. College Avenue, in the southwest corner of the existing retail center near Five Guys, Petco and Office Depot. 7 Brew is one of the fastest-growing coffee chains in the country and this addition represents another new major retail investment along Veterans Parkway.



Wabash Valley Power Alliance Grant Opportunities

The Wabash Valley Power Alliance offers grant opportunities for eligible commercial and business customers served by Corn Belt Energy to support energy efficiency improvements, equipment upgrades, and other qualifying projects.

These programs can help businesses offset project costs, reduce energy consumption, and improve operational efficiency. Businesses are encouraged to explore available funding opportunities for the upcoming year 2027, and review program requirements to determine whether their planned projects qualify.

Community Support Grant

A grant to support comprehensive studies and projects that foster sustainable economic development through strategic investments. Grant awards are up to $5k annually and issued each spring.

Site Readiness Grant

This grant supports site preparation for industrial development to attract new business and job growth. Businesses can receive up to $10k annually and awards are issued each spring.

Automation Workforce Grant

Supports local businesses to train new or existing employees to transition to new technology. Business can receive up to $15k annual and applications are available year round.

Before applying, applicants should reach out to their local Corn Belt Energy Economic Development representative, Mike O'Grady at m_ogrady@wvpa.com. To view applications and find more information on Wabash's economic development grant programs, visit their Incentive Webpage.

Business License Renewals

Annual License Renewal Deadline Approaching

Town of Normal Business License renewals are due by **January 10, 2027**. Businesses with active 2026 business licenses were emailed renewal applications for 2027 from the Town's

Smartsheet application on October 15, 2026. These emails contain individualized links for businesses to update their information and submit their renewal.

If you have not received your link, please be sure to check your spam filter or you can contact the Clerk's Office at 309.459.9509 or via email at deputyclerk@normalil.gov to request your renewal link.

New Business Licensing Software Coming Soon

The Clerk's Office is onboarding a new license management software that will allow business owners to manage all their business, liquor, video gaming, and retail tobacco licenses in one convenient online portal. Because of this transition, the issuance of renewed business licenses may be delayed. However, you will still receive your renewed license before the January 10, 2027, deadline. We appreciate your patience while we upgrade our technology to better serve you.

Town of Normal

Stay Up to Date

Review Council Ordinances & Resolutions

Read Project Updates **Receive Community Alerts**

Read Council Reports & Minutes

Visit the Open Data Portal **Watch a Council Meeting**

Contact the Council

Manage your preferences | Opt Out using TrueRemove™
Got this as a forward? Sign up to receive our future emails.
View this email online.

Town of Normal Communications Dept | Normal, IL 61761 US

This email was sent to .
To continue receiving our emails, add us to your address book.

emma

Subscribe to our email list.