



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 21, 2024

8:45 A.M.

MEMORIAL BUILDING – MEMORIAL HALL

19 E. Chicago Avenue, Hinsdale, IL

(Tentative and Subject to Change)

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES**
 - a) November 15, 2023
- 4. PUBLIC COMMENT**
- 5. OLD BUSINESS**
 - a) Rolling calendar review
 - b) Holiday events recap
 - c) Hinsdale business update
 - d) Sales tax update
 - e) Downtown Directory Map update
- 6. NEW BUSINESS**
 - a) FY2024 EDC budget
 - b) Restaurant Week 2024
 - c) Outdoor Dining
- 7. OTHER BUSINESS/DISCUSSION ITEMS**
 - a) 150th Anniversary update
 - b) Wellness Week update
- 8. ADJOURNMENT**

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for Board of Trustee approval at this meeting may be referred to the Board for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact promptly Andrianna Peterson, ADA Coordinator, at 630-789-7005 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's Web Site at www.villageofhinsdale.org

**VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF THE MEETING
Wednesday, November 15, 2023**

CALL TO ORDER

ROLL CALL

Present: Chairman Jill Sunderson, Commissioners Lyn Burgess, Richard Eck (departed at 9:30am), Michael Kiyosaki, and Carrie Thangamani
Absent: Commissioners Angela Lavelli and Natalie Zelasko
Others Present: CJ Bak, 111 N Lincoln
Eva Field, Hinsdale Chamber of Commerce
Amanda Wagner, Hinsdale Chamber of Commerce
Karen Keefe, Hinsdale Library
John Kokoris, Hinsdale Library
Staff Present: Carrie Dittman, Assistant Village Manager/Director of Finance
Alex Snyder, Management Analyst
Mike Hayes, Superintendent of Parks and Recreation
Todd Linder, Recreation Supervisor
Maggie South, Administrative Assistant

APPROVAL OF MINUTES

A. August 23, 2023

Commissioner Kiyosaki made a motion to accept the minutes of the August 23, 2023 meeting as presented. Commissioner Burgess seconded the motion. Upon the call of the roll, the vote was:

Ayes: Commissioners Burgess, Eck, Kiyosaki, Thangamani, and Chairman Sunderson

Nays: None

Absent: Commissioners Lavelli and Zelasko

The motion carried. The minutes of the August 23, 2023 meeting were approved.

PUBLIC COMMENT

None.

OLD BUSINESS

A. Rolling Calendar Review

Mr. Snyder presented the rolling calendar. Events of note include the upcoming holiday events. Amanda Wager and Eva Field of the Hinsdale Chamber of Commerce reported on their Farmer's Market and Fall Sidewalk Sale. The Chamber is looking at adding a winter sidewalk sale in January. Staff reported that there was a decent turn out for Fall Fest in spite of the poor weather. The event's proximity to the Police and Fire Department's Open House was noted as a positive. Outdoor dining concluded on October 31st. Shop Local holiday banners will be going up in the next few weeks. Mr. Snyder also reported that donations have been coming in for the Memorial Building Campaign, with over \$50,000 in donations coming from residents and local businesses. The campaign will continue to run through the holiday season, and everyone is encouraged to contribute. All donations are tax deductible. The carillon and bell has been installed and should be operational by December 1st. The Commission again encouraged staff to establish a goal for fundraising for the Memorial Building Plaza and Roof Railing Campaign for the final fundraising push.

B. Hinsdale Business Update

Mr. Snyder presented the new and closed business update - closed businesses include Corner Bakery and Char Crews. The Village has reached out to several different businesses to open a fast-casual food business in the former Corner Bakery location and has received feedback that the

space is too large. Ultimately, it is up to the building owner to attract a business to open in the space. Mr. Snyder will forward the real estate listing to the Commission. Chairman Sunderson encouraged the Commission to reach out to Assistant Village Manager Peterson if they have any ideas for the space. Char Crews has closed both of their locations and the building owner has started marketing the space. Mr. Snyder also provided an update on vacancies in Gateway Square. There have been some business closures and staff is working to help fill open spaces. The Commission requested that staff perform an analysis of Gateway Square businesses. New businesses in town include Que Miso in the former Sauted Pizza space and Humble Pizza in the former Dips and Dogs space. Bake Homemade Pizza is not opening, but there may be another pizza business opening in that location. Overall, the Village's retail and office occupancy rates remain steady.

C. Sales Tax Update

Ms. Dittman provided the sales tax update. When comparing Q2 2022 to Q2 2023, the Village of Hinsdale's sales tax revenue decreased by \$12,353. The Village's core businesses remain strong and tax revenue is performing well. Ms. Dittman also provided clarification on the SIC codes as discussed in the previous meeting.

D. Outdoor Dining Wrap-Up

The outdoor dining season concluded on October 31st. Staff would like to assess the program via a survey that would be sent to businesses for feedback.

E. Downtown Retail Map

The Hinsdale Retail Guide display box sign on Washington Street will be ordered to display a downtown retail map with the goal to display it before the end of the year. This map will be evaluated and updated on a bi-annual basis.

NEW BUSINESS

A. Small Business Saturday

Mr. Hayes presented the Small Business Saturday materials that were obtained through American Express. Staff has scheduled social media posts to help promote the program. An email has gone out to businesses encouraging them to promote the campaign. Staff will also be distributing materials on foot in the downtown. The Chamber of Commerce will be promoting the program as well.

B. Holiday Events

Staff is offering several new holiday programs. One is the holiday window painting program to encourage people to walk around town and visit businesses. The second program is the Hinsdale's Golden Ticket program to encourage people to visit businesses and have their ticket punched. Once all spaces on the ticket have been punched, the ticket can be brought back to Village Hall to be entered into a raffle. Both programs will be advertised in The Hinsdalean. Staff will be adding a lighted holiday train to the Burlington Park light display to serve as a photo op and to tie in to the 150th Anniversary celebrations. Hinsdale for the Holidays is scheduled for December 9th and 16th, featuring cookie decorating, carriage rides, and other holiday fun. The carriage route has changed to help mitigate long waiting times and eliminate the need to cross the train tracks.

The Commission discussed the Golden Ticket program. Mr. Hayes clarified the program details from a business perspective and from a participant perspective. The library is willing to collect completed golden tickets as well. The Chamber discussed their Christmas Walk and Tree

Lighting, which is scheduled for December 1st. The Commission requested that staff explore the option of adding a live music to future holiday events.

OTHER BUSINESS/DISCUSSION ITEMS

None.

ADJOURNMENT

There being no further business before the Commission, Commissioner Kiyosaki made a motion to adjourn the meeting at 9:48am. Commissioner Thangamani seconded the motion. Upon the call of the role, the vote was:

Ayes: Commissioners Burgess, Kiyosaki, and Thangamani and Chairman Sunderson

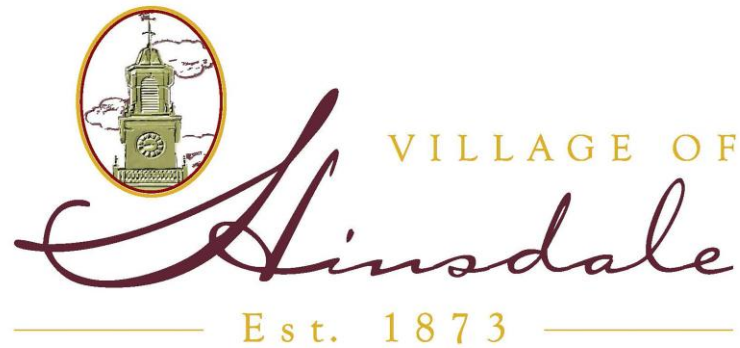
Nays: None

Absent: Commissioners Eck, Lavelli, and Zelasko

The meeting was adjourned at 9:48am.

ATTEST:

Maggie South, Administrative Assistant



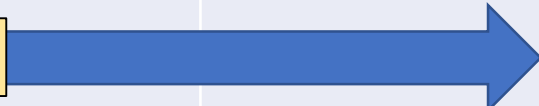

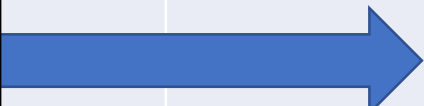




Economic Development Commission Quarterly Report

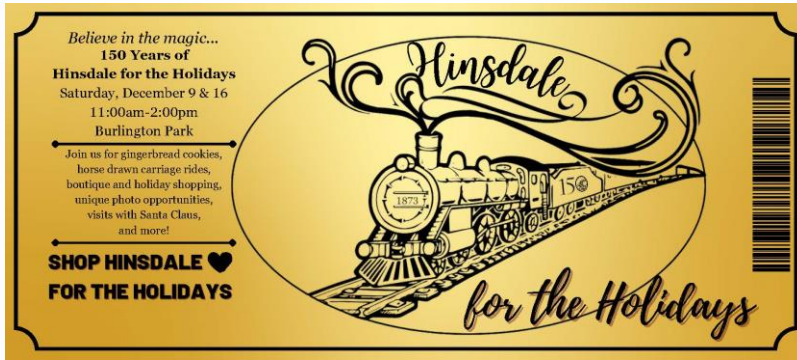
February 21, 2024



Village, EDC & Chamber Rolling Calendar 2023/2024

Tactic	December	January	February	March	April	May	June
Promotions/Events	<div>Christmas Walk (December 1)</div> <div>Breakfast with Santa & Pizza with Santa (December 2)</div>	<div>Winter Wonderland (December 3)</div> <div>Hinsdale for the Holidays (December 9 & 16)</div>			<div>Restaurant Week</div>	<div>Fine Arts Festival (June 1 & 2)</div> <div>Uniquely Thursdays (June 13 – Aug. 22)</div>	<div>Farmer's Market (June 3 – Oct. 14)</div>
Shop Local Marketing Campaign							
Outdoor Dining Street Closures					<div>Outdoor Dining Begins (mid-April)</div>		
Annual Sidewalk Sale							
Seasonal/Holiday Campaign							
150 th Anniversary							

Holiday Events Recap



Hinsdale for the Holidays Recap:

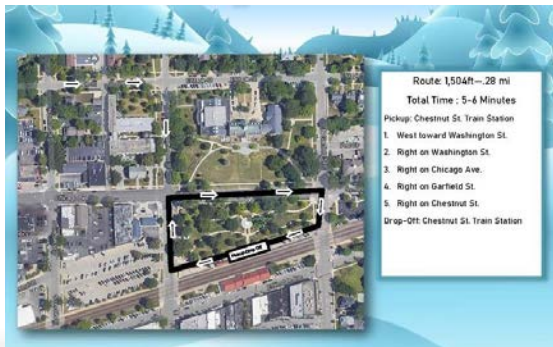
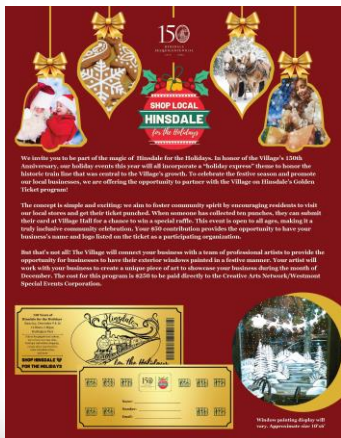
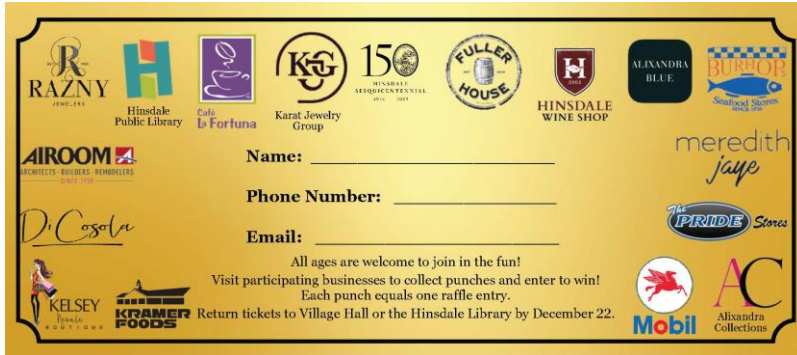
- Saturday, December 9th had nice weather which contributed to the success of the event and great turnout. We estimated that over 1,000 individuals attended the event on this day.
- Saturday, December 16th had less favorable weather, but still a steady stream of people.
 - The new carriage route helped to accommodate more individuals and helped to manage the wait time for patrons.
 - Overall, the event was well attended.

Golden Ticket Program Recap:

- The Golden Ticket Program encouraged shoppers to visit the participating businesses to get their ticket punched when a sale was made. Each punch equated to one raffle ticket, with a chance to win a prize. The program ran from December 4 – 22, 2023.
- 16 businesses participated in the promotion, the Village solicited a survey to these businesses and general feedback was positive, suggestions to improve included more marketing of the promotion.

Business Window Painting Program Recap:

- The Window Painting Program offered an opportunity for businesses to have their windows painted in a festive display.
- 4 businesses participated in the Window Painting Program.



Lighted Train:

- The lighted train was a success and offered a photo opportunity for park goers.
- The display also balanced out Burlington Park with the other decorations.

Carillon and Bells:

- The carillon and bells have been active as of December 2023.

Hinsdale Businesses Opened/Closed/Coming

Hinsdale Businesses Update						
Name	New	Coming	Relocating	Closed	Address	Notes
Frederick Lynn Haberdasshere	X				33 E. First St.	As of 01/30/2024
Normandy Remodeling			X		Moving to 222 E. Ogden Ave	As of 01/30/2024
Mouse Motors		X			2 Salt Creek Lane	As of 01/30/2024
New Pizza Restaurant (Formerly Dips and Dogs)		X			50 S. Garfield St.	As of 01/30/2024
ElevareMD		X			14 W. 1st St.	As of 01/30/2024
Brasi's Pizzeria		X			34 E. Hinsdale Ave	As of 01/30/2024
Vacant (Formerly Char Crews)				X	8 Grant Square	As of 01/30/2024
Vacant (Formerly Corner Bakery Café)				X	42 E. Hinsdale Ave	As of 01/30/2024

Gateway Square Shopping Center – 777 N. York Rd.

- Lease information: <https://www.loopnet.com/Listing/777-N-York-Rd-Hinsdale-IL/12513496/?action=contact>

Retail/Office Vacant Available Percent (Village Wide)		
As of 2/1/2024		
Location	Retail	Office
DuPage	5.60%	16.30%
Downers Grove	7.40%	17.20%
Wheaton	8.10%	9.10%
Naperville	5.90%	16.00%
Hinsdale	3.30%	9.20%
Glen Ellyn	3.30%	6.80%
Elmhurst	1.40%	6.50%
Clarendon Hills	4.00%	1.10%

Data From
Choose DuPage

- As of December 2023, the retail vacancy rate in the Central Business District was 2.4%.

Retail Occupancy Rate

Retail Occupancy Rate

Historical Vacancy Report

Period	Inventory Bldgs	Inventory SF	Vacant SF Total	Vacant Percent % Total	Total Available SF Total	Total Available Percent % Total	Vacant Available SF Direct	Vacant Available Percent % Total
2024 Q1 QTD	93	810,687	27,114	3.3%	37,440	4.6%	27,114	3.3%
2023 Q4	93	810,687	29,864	3.7%	42,370	5.2%	29,864	3.7%
2023 Q3	93	810,687	31,046	3.8%	44,540	5.5%	30,864	3.8%
2023 Q2	93	810,687	35,748	4.4%	35,717	4.4%	27,084	3.3%
2023 Q1	93	810,687	23,758	2.9%	43,288	5.3%	23,758	2.9%
2022 Q4	93	810,687	20,902	2.6%	34,032	4.2%	19,502	2.4%
2022 Q3	93	810,687	25,294	3.1%	40,711	5.0%	25,294	3.1%
2022 Q2	93	810,687	23,216	2.9%	30,236	3.7%	23,016	2.8%
2022 Q1	93	810,687	14,519	1.8%	25,039	3.1%	14,519	1.8%
2021 Q4	93	810,687	9,485	1.2%	13,968	1.7%	5,985	0.7%
2021 Q3	93	810,687	9,485	1.2%	19,143	2.4%	9,485	1.2%
2021 Q2	93	810,687	10,300	1.3%	14,743	1.8%	5,085	0.6%

The Village-wide retail occupancy rate (includes all three business districts) is at 96.7%. Choose DuPage is an economic development agency that provides economic indicator data for municipalities in DuPage County. Choose DuPage suggests 90% occupancy as a healthy goal for the retail category.

Data provided by Choose DuPage
Updated 2/1/2024

Office Occupancy Rate

Office Occupancy Rate

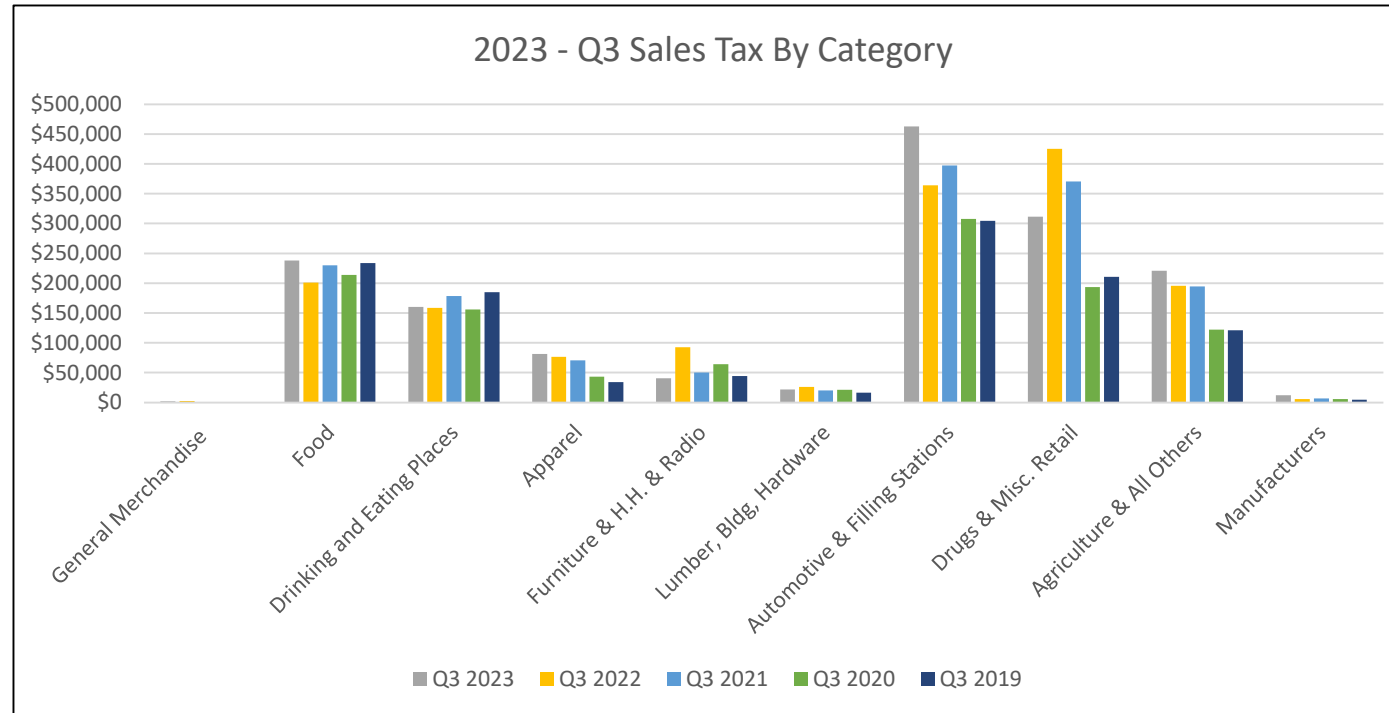
Historical Vacancy Report

Period	Inventory Bldgs	Inventory SF	Vacant SF Total	Vacant Percent % Total	Total Available SF Total	Total Available Percent % Total	Vacant Available SF Direct	Vacant Available Percent % Total
2024 Q1 QTD	78	1,388,961	127,812	9.2%	169,170	12.2%	126,312	9.2%
2023 Q4	78	1,388,961	124,860	9.0%	168,025	12.1%	123,360	9.0%
2023 Q3	78	1,388,961	130,974	9.4%	157,905	11.4%	129,474	9.4%
2023 Q2	78	1,388,961	136,628	9.8%	176,536	12.7%	132,172	9.6%
2023 Q1	78	1,388,961	128,253	9.2%	150,772	10.9%	124,585	9.1%
2022 Q4	78	1,388,961	113,089	8.1%	134,088	9.7%	111,963	8.1%
2022 Q3	78	1,388,961	130,328	9.4%	151,516	10.9%	127,562	9.3%
2022 Q2	78	1,388,961	144,099	10.4%	181,773	13.1%	141,073	10.2%
2022 Q1	78	1,388,961	132,966	9.6%	166,065	12.0%	130,540	9.5%
2021 Q4	78	1,388,961	146,597	10.6%	174,819	12.6%	141,512	10.3%
2021 Q3	78	1,388,961	151,627	10.9%	170,229	12.3%	146,542	10.6%
2021 Q2	78	1,388,961	191,433	13.8%	240,384	17.3%	191,283	13.8%

The Village's office occupancy rate currently exceeds the target of 75% occupancy recommended as a healthy goal by Choose DuPage.

Data provided by Choose DuPage
Updated 2/1/2024

Sales Tax Revenue



When comparing the totals from Q3 2022 to Q3 2023, the Village of Hinsdale's sales tax revenue increased by \$2,823. Q3 2023 state sales tax revenue was \$1,550,738, and Q3 2022 was \$1,547,915. This chart includes both Regular and Non-Home Rule Sales Tax.

Updated
2/1/2024

Downtown Directory



- Updated directory was installed in February 2024.
- Directory is expected to be updated at least annually.
- Map includes historic downtown architecture.

FY2024 EDC Budget

- Significant budgetary changes from FY2023 to FY2024 include an increase to the Holiday Lighting line-item from \$30,000 to \$40,000 due to increased cost, which was offset by a reduction to the Promotions line item from \$40,000 to \$30,000. The Gift Card program has been discontinued, but existing cards will be valid until their expiration date. The budgeted amount is for monthly fees associated with the program through March 2024. All other items are status quo.
- Economic Development capital improvement items include funds for wayfinding signage, display boxes, and parking deck pedestrian enhancements.
- Outlined below is the FY2024 EDC budget:

FY2024 Approved EDC Budget	
Flyers and Postcards	\$ 100
Gift Cards	\$ 150
Social Media Ads	\$ 1,000
Water Bill Inserts	\$ 1,000
Misc.	\$ 1,750
Downtown Dining	\$ 2,500
Posters and Banners	\$ 3,500
News Ads	\$ 5,000
Outdoor Dining Stages	\$ 5,000
Promotions	\$ 30,000
Holiday Lighting	\$ 40,000
TOTAL	\$ 90,000

Updated Signage



Tollway



York Road

Restaurant Week 2024



2023 Materials

RESTAURANT WEEK



Staff met with Vistro Prime to receive feedback from last year's Restaurant Week and to discuss the upcoming 2024 Restaurant Week. In 2023, 10 restaurants participated.

- Dates recommended for 2024 are April 12th – 20th, with an adjustment to end on a Saturday versus a Sunday (includes two Saturdays).
- 2024 theme/marketing ideas are outlined below:
 - Tagline “It’s Spring-Thyme” or “Eat Like a Local”
 - Each could include a special ingredient (like Iron Chef)
 - “Spring-Thyme” – ingredient could be “Spring” related or Thyme.
 - Other Tagline ideas:
 - “A Feast for your Senses”
 - “Where Food Meets Artistry”
 - “Food that Speaks to your Soul”
 - “Deliciously Unforgettable”
 - “Where Every Bite is an Experience”

Any feedback will help with marketing.

Wellness Week

Staff met with the Chamber in November to discuss options for Wellness Week.

- Staff is looking into possibly hosting a wellness themed event potentially in August or September.
- The event was not held in 2023, and 2022 generally saw positive feedback - of the six businesses that responded to the survey - five stated they would participate again.
- The Village and Chamber would work together to promote the event.
- Possible re-tooling of event to include parks and Farmer's Market (healthy living).

HINSDALE'S 2ND ANNUAL

HEALTH & WELLNESS week

NURTURING MIND & BODY

Support Hinsdale's local Health & Wellness Industry
by taking advantage of specials at participating
establishments throughout the week!



SEPTEMBER 17-25, 2022
VENDORS ONSITE SEPTEMBER 19 | 8 AM
@ HINSDALE FARMERS MARKET

#HinsdaleLovesHealthy
villageofhinsdale.org/wellnessweek

SPONSORED BY:



2022 Materials

HEALTH & WELLNESS week		BUSINESS SPECIALS
	Rogers Behavioral Health 907 N Elm St Ste 300	Building off a health and wellness basket and giving away some special bags with Rogers items, such as stress balls, items, etc.
	Younique Balance Health Coaching 516 S Park Avenue	20% off any service. That includes: Pantry Makeovers, 1 month one on one coaching, 6 month one on one coaching, Grocery store tours, and our Better Body Blueprint program launching this September.
	CRYOEFFECT 124 W Chicago Ave, Suite B	1 week Kickstart - \$99
	Nourished 111 South Vine Street	10% OFF a One-Day Soup Cleanse Package
	Fashioned Health 328 N Monroe Street	Discount for members
	Energie Pilates & Spa 18 W First Ave, 2nd Floor	\$25 unlimited classes for 1 week
	Club Pilates Westmont 810 E Ogden Ave Westmont	1 Free Intro Class
	Spring Orthodontics 800 Hillgrove Ave, Suite 200 Western Springs	Free consultation and \$250 off any treatment started in September
	Hustle Fitness 74 W 63rd St Willowbrook	30 Day Hustle Fat Loss Program
	Just Lift Fitness 154 Burlington Ave Clarendon Hills	1 Free 30 MIN Phone Consultation
	Ten Friends Blow Dry & Style House 11 E 1st Street	Free deep conditioning treatment (value \$25) when booked with a blowout
	BU Wellness & Spa 201 E Ogden Ave, Suite 127	Aesthetic Care
	Longevity Wellness 5 South Bruner Street	Complimentary Initial Nutrition & Wellness Session (45 minutes, \$225 value)
	Root & Bloom Chiropractic 140 Burlington Ave Clarendon Hills	1/2 off a consultation & exam
	Beautycounter 225 Forest Edge Ct Burr Ridge	20 % off
	Bodily by D'Michelle 49 1/2 S Washington St	EmuSculp 4 sessions for only \$750
	InnerJasmine Yoga & Wellness 45 S Washington Street	20% off package or private event

SPONSORED BY:



Future Meeting Dates

It is proposed that the Economic Development Commission meets on the third Wednesday of the second month of each quarter at 8:45 a.m.

Upcoming 2024 Meeting Dates:

- May 15, 2024
- August 28, 2024
- November 20, 2024