



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

Wednesday, November 15, 2023

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) August 23, 2023
- 4. PUBLIC COMMENT**
- 5. OLD BUSINESS**
 - a) Rolling calendar review
 - b) Hinsdale business update
 - c) Sales tax update
 - d) Outdoor dining wrap-up
 - e) Downtown Retail Map
- 6. NEW BUSINESS**
 - a) Small Business Saturday
 - b) Holiday Events
- 7. OTHER BUSINESS/DISCUSSION ITEMS**
- 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 SPECIAL MEETING
Wednesday, August 23, 2023**

CALL TO ORDER

Chairman Sunderson called the meeting to order at 8:45am.

ROLL CALL

Present: Chairman Jill Sunderson, Commissioners Lyn Burgess, Richard Eck, Michael Kiyosaki, Angela Lavelli, Carrie Thangamani, and Natalie Zelasko

Absent: None

Others Present: Eva Field, Hinsdale Chamber of Commerce

Staff Present: Andrianna Peterson, Assistant Village Manager
Alex Snyder, Management Analyst
Tom Lillie, Deputy Chief of Police
Carrie Dittman, Assistant Village Manager/Director of Finance
Michael Hayes, Superintendent of Parks and Recreation
Maggie South, Administrative Assistant

APPROVAL OF MINUTES

A. May 17, 2023

Commissioner Lavelli made a motion to approve the minutes of the May meeting as presented. Commissioner Burgess seconded the motion. Upon the call of the roll, the vote was:

Ayes: Commissioners Burgess, Eck, Kiyosaki, and Lavelli

Nays: None

Absent: Commissioners Thangamani and Zelasko (arrived after Call to Order)

The motion carried.

PUBLIC COMMENT

None.

OLD BUSINESS

A. Rolling Calendar Review

Ms. Peterson presented the rolling calendar. Ms. Field noted that Uniquely Thursdays was well-attended, particularly due to the 150th Anniversary Light Show following the final concert.

The Chamber will be participating in the Fall Festival and will be running the costume contest and downtown trick or treating again. The Wine Walk will be held on October 12th with 750 tickets for sale. The Christmas Walk will be held on Friday, December 1st. More and more businesses are choosing not to remain open during the Christmas Walk, and the Chamber will be reaching out to them to gauge their interest in participating.

Mr. Hayes presented the Parks and Recreation Department's remaining special events for the year. This year, Fall Fest will be held in Burlington Park to better dovetail with the Police and Fire Department's Open Houses and with the downtown trick or treating. This year, the event will have a costume contest, free pumpkins, inflatables, and giveaways. The Department will also be hosting Breakfast and Pizza with Santa and Winter Wonderland at the Lodge at Katherine Legge Park. Breakfast and Pizza with Santa have already sold out and more tickets

are being added. Winter Wonderland has grown into one of the most popular events for the Department and can accommodate a large number of people.

B. Health and Wellness Week

Ms. Peterson provided an update on Wellness Week. Staff is proposing moving this event to the spring and working with the Chamber to incorporate their Fitness in the Park events. The event would be retooled to promote parks and park amenities as part of health and wellness, as the Village has a higher than average amount of parks. Mr. Hayes provided an overview of the 2022 Health and Wellness Week for the Commission. Eighteen businesses took part in the event last year. The Village is proposing it as a way to promote renewal in the spring.

The Commission asked that staff find ways to incorporate businesses into the event to promote the event from an economic development perspective and making sure that the wellness businesses are included. The Commission also discussed the history of the event and the challenges of evaluating its success or impact.

C. Hinsdale Business Update

Ms. Peterson provided a list of new, relocated, and closed businesses to the Commission. The Commission encouraged staff to explore businesses that could offer casual grab and go food for the former Corner Bakery or Bake Pizza space, as they feel that is a business model that is currently lacking in the downtown. Per Choose DuPage, Hinsdale is still performing well in terms of retail and office occupancy. The Village is seeing a desire to occupy vacant spaces in the downtown.

D. Sales Tax Update

Ms. Dittman provided an update on the Village's sales tax revenues. From the first quarter of 2022 to the first quarter of 2023, the Village saw an increase in sales tax revenue. A large amount of the increase was in the category of Agriculture and All Others. Overall, the Village is performing very well. This information is helpful when the Village is planning and looking to attract new businesses, as it represents what type of businesses do well in Hinsdale.

E. Update on Capital Projects

Ms. Peterson provided an overview of the Burlington Park and Washington Street display cases. Structurally, the cases are in good shape, but they do need some minor touch-ups, which will be included in the 2024 budget. Staff has removed the outdated information from the cases on Washington Street and is working to update it by compiling an accurate list of businesses in the downtown. Staff is planning to review and update the list cyclically to make sure that it is current. The pedestrian walkthrough bids were not favorable, so the project has been deferred and will be rebid in spring of 2024.

F. Update on Hinsdale 150th Events

Ms. Peterson provided an update on the upcoming 150th Anniversary events. She provided a review of the 150th Anniversary Light Show, which was held on August 17th. The light show was well-attended and has been well-reviewed. The 150th Anniversary Subcommittee has been working on a campaign to restore the historical roof rail on the Memorial Building as well as reconstruct the plaza. The subcommittee has been working to reach out to businesses and will now shift its focus to reaching out to residents. The subcommittee is asking that commissioners share the information on the campaign on their social media channels and spread the word. There are different ways to donate and different levels of donation. This is the first phase of a fundraising campaign that will eventually include the interior of the Memorial Building. The Commission discussed the campaign and offered suggestions for staff to be able

to reach the business owners and residents.

NEW BUSINESS

A. Holiday Events

Ms. Peterson touched on the upcoming holiday events, including the Christmas Walk, Breakfast and Pizza with Santa, and Winter Wonderland. Businesses are encouraged to incorporate the 150th Anniversary into their decorating. Staff is recommending establishing a subcommittee to help guide these efforts. The Commission suggested adding attractions to the downtown during the weekends to draw people into the area, including carolers, live music, or adding sidewalk heaters. The Village will be maintaining its signature events, such as Hinsdale for the Holidays and the holiday lights. The Commission also recommended reaching out to comparable towns to see what they do for the holidays to attract visitors.

B. Downtown Parking Update

Deputy Chief Lillie discussed the recent changes to the downtown parking for businesses and patrons. In 2022, the Village changed from using parking meters to three-hour parking zones. Merchant permits have changed from hangtags to an online permit system. The Police Department has also changed the parking deck to a six hour parking zone to keep commuters from parking on the lower level of the deck. Other changes include the introduction of pay by text or pay by plate parking for the Village's commuter lot and evaluating parking usage now that school has resumed for the year.

OTHER BUSINESS/DISCUSSION ITEMS

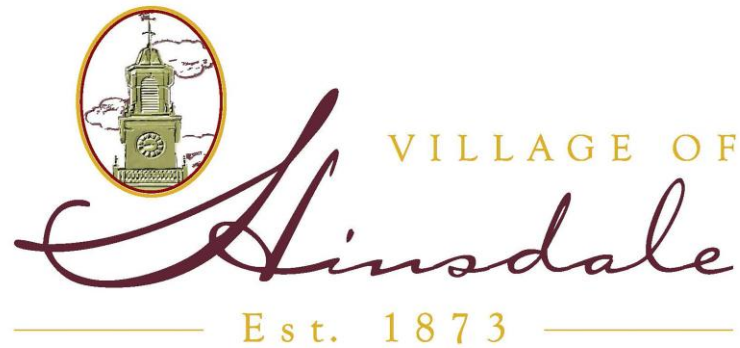
The next meeting of the Economic Development Commission is scheduled for November 15, 2023.

ADJOURNMENT

With no further business before the Commission, Commissioner Kiyosaki made a motion to adjourn the meeting. Commissioner Lavelli seconded the motion. A voice vote was called and all were in favor. The meeting was adjourned at 10:15am.

ATTEST:

Maggie South, Administrative Assistant



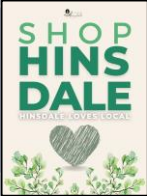









Economic Development Commission Quarterly Report

November 15, 2023



Village, EDC & Chamber Rolling Calendar 2023

Tactic	August	September	October	November	December	January	February
Promotions/Events			<div>Farmer's Market (concluded October 9)</div> <div>Wine Walk (October 12)</div> <div></div>		<div>Christmas Walk (December 1)</div> <div>Breakfast with Santa & Pizza with Santa (December 2)</div> <div></div> <div>Hinsdale for the Holidays (December 9 & 16)</div>		
Shop Local Marketing Campaign	<div></div>						
Outdoor Dining Street Closures			<div>Outdoor Dining Concludes (October 31)</div> 				
Annual Sidewalk Sale			<div>Hinsdale's Annual Fall Sidewalk Sale (October 21)</div>				
Seasonal/Holiday Campaign				<div></div>			
150 th Anniversary	<div></div>						

Hinsdale Businesses New/Closed

Hinsdale Businesses New/Closed						
Name	New	Coming	Relocating	Closed	Address	Notes
Airoom	X				36 S. Washington St.	As of 11/2/2023
Que Miso	X				114 S. Washington St.	As of 11/2/2023
Antiques Hinsdale Underground	X				5 W. Second St.	As of 11/2/2023
Mosaic Counseling	X				119 E. Ogden Ave	As of 11/2/2023
How to Fade Hair, Inc Barbershop	X				250 E. Ogden Ave	As of 11/2/2023
Humble Pizza (Formerly Dips and Dogs)		X			50 S. Garfield St.	As of 11/2/2023
ElevareMD		X			14 W. 1st St.	As of 11/2/2023
Images Med Spa			X		from 18 W. 1st St. to 22 W. 1st St.	As of 11/2/2023
Bake Homemade Pizza (*has not opened)					34 E. Hinsdale Ave	As of 11/2/2023
Vacant (Formerly Nicho Niche)				X	10 W. 1st St.	As of 11/2/2023
Vacant (Formerly Corner Bakery Café)				X	42 E. Hinsdale Ave	As of 11/2/2023
Vacant (Formerly Hua Ting Restaurant)				X	777 N. York Rd #18	As of 11/2/2023
Vacant (Formerly Char Crews)				X	8 Grant Square	As of 11/2/2023
Vacant (Formerly Ivy Rehab Physical Therapy)				X	100A/100B Chestnut St.	As of 11/2/2023
Vacant					108 Chestnut St.	As of 11/2/2023
Vacant (Formerly Copymed Express)				X	244 E. Ogden #110	As of 11/2/2023

Retail/Office Occupancy		
As of 11/2/2023		
Location	Retail	Office
DuPage	5.70%	16.30%
Downers Grove	7.60%	17.30%
Wheaton	6.60%	8.80%
Naperville	6.00%	15.70%
Hinsdale	4.20%	9.40%
Glen Ellyn	3.10%	8.40%
Elmhurst	1.40%	6.70%
Clarendon Hills	0.00%	2.60%

Data From
Choose DuPage

Retail Occupancy Rate

Retail Occupancy Rate

Historical Vacancy Report

Period	Inventory Bldgs	Inventory y SF	Vacant SF Direct	Vacant SF Sublet	Vacant SF Total	Vacant Percent % Direct	Vacant Percent % Sublet	Vacant Percent % Total	Total Available SF Direct	Total Available SF Sublet	Total Available SF Total	Total Available Percent % Direct	Total Available Percent % Sublet	Total Available Percent % Total	Vacant Available SF Direct	Vacant Available SF Sublet	Vacant Available SF Total	Vacant Available Percent % Direct	Vacant Available Percent % Sublet	Vacant Available Percent % Total
2023 Q4																				
YTD	93	754,618	31,642	0	31,642	4.2%	0.0%	4.2%	44,680	1,100	45,780	5.9%	0.1%	6.1%	31,642	0	31,642	4.2%	0.0%	4.2%
2023 Q3	93	754,618	31,046	0	31,046	4.1%	0.0%	4.1%	43,440	1,100	44,540	5.8%	0.1%	5.9%	30,864	0	30,864	4.1%	0.0%	4.1%
2023 Q2	93	754,618	35,748	0	35,748	4.7%	0.0%	4.7%	35,717	0	35,717	4.7%	0.0%	4.7%	27,084	0	27,084	3.6%	0.0%	3.6%
2023 Q1	93	754,618	23,758	0	23,758	3.1%	0.0%	3.1%	43,288	0	43,288	5.7%	0.0%	5.7%	23,758	0	23,758	3.1%	0.0%	3.1%
2022 Q4	93	754,618	20,902	0	20,902	2.8%	0.0%	2.8%	34,032	0	34,032	4.5%	0.0%	4.5%	19,502	0	19,502	2.6%	0.0%	2.6%
2022 Q3	93	754,618	25,294	0	25,294	3.4%	0.0%	3.4%	40,711	0	40,711	5.4%	0.0%	5.4%	25,294	0	25,294	3.4%	0.0%	3.4%
2022 Q2	93	754,618	23,216	0	23,216	3.1%	0.0%	3.1%	30,236	0	30,236	4.0%	0.0%	4.0%	23,016	0	23,016	3.1%	0.0%	3.1%
2022 Q1	93	754,618	14,519	0	14,519	1.9%	0.0%	1.9%	25,039	0	25,039	3.3%	0.0%	3.3%	14,519	0	14,519	1.9%	0.0%	1.9%
2021 Q4	93	754,618	9,485	0	9,485	1.3%	0.0%	1.3%	13,968	0	13,968	1.9%	0.0%	1.9%	5,985	0	5,985	0.8%	0.0%	0.8%
2021 Q3	93	754,618	9,485	0	9,485	1.3%	0.0%	1.3%	19,143	0	19,143	2.5%	0.0%	2.5%	9,485	0	9,485	1.3%	0.0%	1.3%
2021 Q2	93	754,618	10,300	0	10,300	1.4%	0.0%	1.4%	14,743	0	14,743	2.0%	0.0%	2.0%	5,085	0	5,085	0.7%	0.0%	0.7%
2021 Q1	93	754,618	22,481	0	22,481	3.0%	0.0%	3.0%	24,142	0	24,142	3.2%	0.0%	3.2%	15,784	0	15,784	2.1%	0.0%	2.1%

In summary, over the past twelve quarters the Village's retail occupancy rate has decreased slightly from 97.9% to 95.8%. Choose DuPage suggests 90% occupancy as a healthy goal for the retail category.

Data provided by Choose DuPage
Updated 11/2/2023

Office Occupancy Rate

Office Occupancy Rate

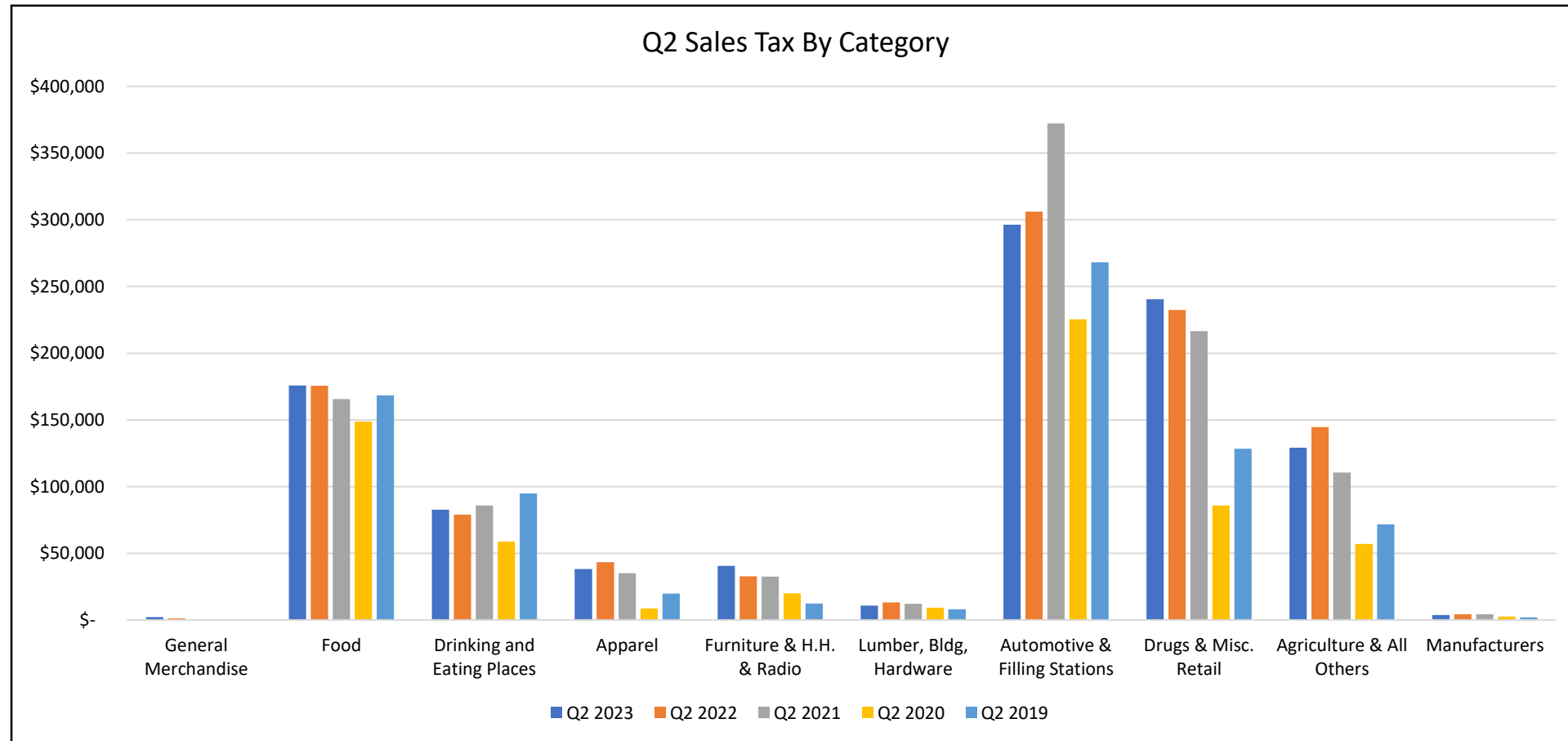
Historical Vacancy Report

Period	Inventory Bldgs	Inventory SF	Vacant SF Direct	Vacant SF Sublet	Vacant SF Total	Vacant Percent % Direct	Vacant Percent % Sublet	Vacant Percent % Total	Total Available SF Direct	Total Available SF Sublet	Total Available SF Total	Total Available Percent % Direct	Total Available Percent % Sublet	Total Available Percent % Total	Vacant Available SF Direct	Vacant Available SF Sublet	Vacant Available SF Total	Vacant Available Percent % Direct	Vacant Available Percent % Sublet	Vacant Available Percent % Total
2023 Q4																				
YTD	75	1,360,958	126,038	1,500	127,538	9.3%	0.1%	9.4%	167,216	1,500	168,716	12.3%	0.1%	12.4%	126,038	1,500	127,538	9.3%	0.1%	9.4%
2023 Q3	75	1,360,958	129,474	1,500	130,974	9.5%	0.1%	9.6%	156,405	1,500	157,905	11.5%	0.1%	11.6%	129,474	1,500	130,974	9.5%	0.1%	9.6%
2023 Q2	75	1,360,958	135,128	1,500	136,628	9.9%	0.1%	10.0%	176,474	1,500	176,536	13.0%	0.1%	13.0%	132,172	1,500	133,672	9.7%	0.1%	9.8%
2023 Q1	75	1,360,958	127,127	1,126	128,253	9.3%	0.1%	9.4%	149,646	1,126	150,772	11.0%	0.1%	11.1%	124,585	1,126	125,711	9.2%	0.1%	9.2%
2022 Q4	75	1,360,958	111,963	1,126	113,089	8.2%	0.1%	8.3%	132,962	1,126	134,088	9.8%	0.1%	9.9%	111,963	1,126	113,089	8.2%	0.1%	8.3%
2022 Q3	75	1,360,958	129,202	1,126	130,328	9.5%	0.1%	9.6%	150,390	1,126	151,516	11.1%	0.1%	11.1%	127,562	1,126	128,688	9.4%	0.1%	9.5%
2022 Q2	75	1,360,958	142,973	1,126	144,099	10.5%	0.1%	10.6%	180,647	1,126	181,773	13.3%	0.1%	13.4%	141,073	1,126	142,199	10.4%	0.1%	10.4%
2022 Q1	75	1,360,958	131,840	1,126	132,966	9.7%	0.1%	9.8%	164,939	1,126	166,065	12.1%	0.1%	12.2%	130,540	1,126	131,666	9.6%	0.1%	9.7%
2021 Q4	75	1,360,958	145,471	1,126	146,597	10.7%	0.1%	10.8%	173,693	1,126	174,819	12.8%	0.1%	12.8%	141,512	1,126	142,638	10.4%	0.1%	10.5%
2021 Q3	75	1,360,958	150,501	1,126	151,627	11.1%	0.1%	11.1%	169,103	1,126	170,229	12.4%	0.1%	12.5%	146,542	1,126	147,668	10.8%	0.1%	10.9%
2021 Q2	75	1,360,958	173,933	0	173,933	12.8%	0.0%	12.8%	222,884	0	222,884	16.4%	0.0%	16.4%	173,783	0	173,783	12.8%	0.0%	12.8%
2021 Q1	75	1,360,958	180,858	0	180,858	13.3%	0.0%	13.3%	221,729	0	221,729	16.3%	0.0%	16.3%	173,754	0	173,754	12.8%	0.0%	12.8%

In summary, over the past twelve quarters the Village's office occupancy rate has increased from 87.2% to 90.6%. Choose DuPage suggests 75% occupancy as a healthy goal for the office category.

Data provided by Choose DuPage
Updated 11/2/2023

Sales Tax Revenue



When comparing the totals from Q2 2022 to Q2 2023, the Village of Hinsdale's sales tax revenue decreased by \$12,353.

Q2 2023 state sales tax revenue* was \$1,019,894, and was \$1,032,247 in Q2 2022.

* Does not include Non-Home Rule Sales Tax

Updated
11/1/2023

Outdoor Dining Wrap-Up



- The 2023 Outdoor Dining program ended on Tuesday, October 31st
- Staff plans to assess this program through a survey that will be distributed to restaurants and the community in the coming weeks.
- The information that is received will be used to help improve the program for next year.
- 2022 received positive feed back from the Outdoor Dining.

Downtown Retail Map



FOOD & DINING

1. ALTAMURA PIZZA
9 W. First St
2. BURBOP'S SEAFOOD
12 Grant Sq
3. CAFE LAFORTUNA
46 Village Pl
4. CASA MARGHERITA
25 E. Hinsdale Ave
5. QUE MISO
114 S. Washington St
6. EGG HARBOR CAFE
29 E. First St
7. ENSTEIN BROTHERS
BAGELS
54 S. Washington St
8. FONTANO'S SUBS
9 S. Lincoln St
9. FULLER HOUSE
35 E. First St
10. GIULIANO'S PIZZA
40 Village Pl
11. HINSDALE FRUIT STORE
26 W. First St
12. HINSDALE VINE SHOP
12 E. Hinsdale Ave
13. VACANT
777 N. York Rd #18
14. IL POGGIOLO
RISTORANTE
8 E. First St
15. JADE DRAGON
43 S. Washington St
16. JIMMY JOHN'S
777 N. York Rd #1A

17. KRAMER FOODS
18 Grant Sq
18. NABUCCI
18 E. First St
19. PAGE'S RESTAURANT
26 1/2 E. Hinsdale Ave
20. PRIME 'N TENDER MEATS
777 N. York Rd #4
21. STARBUCKS COFFEE
33 S. Washington St
22. SWEET ALI'S OF BAKERY
31 S. Washington St
23. TONY'S CAFE
13 W. First St
24. VIBRO
112 S. Washington St
25. WILD GINGER
44 S. Washington St
26. VIA TUA'S CAFE
13 Grant Sq

SALON & SPA

27. 35 SALON
26 E. Hinsdale Ave
28. ADDORE NAILS
18 W. Hinsdale Ave
29. BEN ASSORTI
777 N. York Rd #9A
30. BLUE MERCURY
21 E. First St
31. BROW PARADISO
7 E. First St
32. CHEEKY ESTHETICS
42 S. Washington St #4
33. ELYSIAN NAIL SPA
24 W. Chicago Ave #A
34. FIRST STREET HAIR
SALON
8 W. First St
35. HALO HAIR AND SKIN
45 S. Washington St #201
36. HINSDALE BARBER SHOP
28 W. Hinsdale Ave
37. I DESIGN SALON
777 N. York Rd #18

38. IMAGES MED SPA
18 W. First St
39. INDIFFERENCE SALON
6 W. Hinsdale Ave
40. LEVATO SALON & SKIN LAB
29 E. First St
41. HAIR BY LML
36 E. Hinsdale Ave #13
42. JACK'S HAIR DESIGN
15 W. First St #1
43. JAMES JOSEPH EXPERIENCE
26 E. Hinsdale Ave
44. NAIL TIME HINSDALE
10 E. Hinsdale Ave
45. PELA + MATT
36 E. Hinsdale Ave #1
46. REA SPA
5 W. Second St #1
47. SALON LOFTS
17 W. First St
48. THE FACELIFT
41 S. Washington St
49. THE LASHE SPOT
18 W. First St
50. THE SALON BY DAVID & WILLIAM
7 E. First St
51. TEN FRIENDS BLOW DRY & STYLE
11 E. First St
52. TRU ANANDA SKIN SPA
52 S. Washington St #203
53. WHITE BUFFALO
BARBERSHOP
10 Grant Sq
54. ZAZU SALON & DAY SPA
18 E. Hinsdale Ave

HOME & DECOR

56. ACQUISITIONS IN FINE ART
10 E. Hinsdale Ave
57. VACANT
8 Grant Sq
58. COUNTY LINE A/V
CONSULTANTS
8 W. Hinsdale Ave
59. EXPRESSION GALLERY OF
FINE ART
35 E. First St
60. FULLER'S HOME &
HARDWARE
17 W. First St
61. HINSDALE FLOWER SHOP
17 W. First St
62. HOLLAND HARDWARE
46 Harrison Pl
63. JANE'S BLUE IRIS
17 W. First St
64. JC LIGHT
46 Grant Sq
65. MARABELLA HOME
28 E. Hinsdale Ave
66. PHILLIP'S FLOWERS &
GIFTS
47 S. Washington St
67. STOCKHOLM OBJECTS
39 S. Washington St
68. THE COURTYARD
63 Village Pl
69. TRUMEAU
28 W. Hinsdale Ave
70. TURKISH HOME & DESIGN
10 E. First St
71. VIRGIL CATHERINE
GALLERY
50 S. Washington St

72. YANKEE PEDDLER
30 E. Hinsdale Ave
73. YVES DELOUPE
38 S. Garfield St

FASHION & JEWELRY

74. ALEXANDRA BLUE
2 W. First St
75. BROWNING & SONS
JEWELLERS
46 S. Washington St
76. JOCELYN D JEWELRY
14 Grant Sq
77. JACQUAUGLIN
53 S. Washington St
78. KARAT JEWELRY GROUP
9 E. First St
79. KELSEY RESALE BOUTIQUE
49 S. Washington St
80. KINGA SHOES
777 N. York Rd #10
81. LEPA BOUTIQUE
42 S. Washington St #4
82. MARCUS
101 S. Washington St
83. MY SISTER KATE
48 S. Washington St
84. RACZY JEWELLERS
37 S. Washington St
85. REDE MAS
36 E. First St
86. SWEET WILLIAM
15 E. First St
87. THE WATCH SHOP OF
HINSDALE
8 W. First St
88. VINTAGE CHARM
52 S. Washington St

MISC. RETAILERS

91. AT WORLD PROPERTIES
106 W. Chestnut St
92. CHRISTIAN SCIENCE READING
RM
14 E. First St
93. CORLEY OPTICAL
44 Village Pl
94. GLIMPSE VISION
12 E. First St
95. HINSDALE NEWS AGENCY
24 E. Hinsdale Ave
96. KING KEYSER
41 S. Washington St
97. MAYEYER
104 S. Washington St
98. PEAK LIFESTYLE
45 S. Washington St
99. SASS 'N CLASS
19 W. First St
100. SCHOOL OF ROCK
116 S. Washington St
101. STEINWAY & SONS
120 S. Washington St
102. THE VELVET TOUCH
110 W. Chestnut St
103. WALGREENS
15 Grant Sq
104. WORK + SHOP
14 W. First St
105. FREEZE FIX & CRYO EFFECT
24 W. Chicago Ave #B
106. AIBOOM
36 S. Washington St

- The Hinsdale Retail Guide display box sign on Washington Street will be ordered with the goal to display before the end of the year.
- We are coordinating this project with the Village's business license renewals process to confirm accuracy of information.
- Staff plans to review the list of businesses and update on a bi-annual basis.

Small Business Saturday

- Small Business Saturday is Saturday, November 25th.
- Staff is utilizing promotional materials provided by American Express.
- Staff will be distributing giveaways (shown below) to Hinsdale businesses.



Small Business Saturday

Message sent to businesses on November 6, 2023

Dear Valued Business:

Small Business Saturday is Saturday, November 25 – falling on the Saturday after Thanksgiving and Black Friday at the peak of the holiday shopping season. Small Business Saturday encourages consumers to shop locally and support small businesses over that weekend and during the entire shopping season. For many downtowns like Hinsdale, and our valued small business owners within them, Small Business Saturday has become one of the busiest and most profitable times of the year.

In 2021, Small Business Saturday sales reportedly reached \$23.3 billion, putting Small Business Saturday on par with Black Friday (more than \$30 billion) and Cyber Monday (\$10.7 billion), according to the 2021 Small Business Saturday Consumer Insights Survey commissioned by American Express.

To assist our small business owners in encouraging people to Shop Small during the holiday season, the Village and the Hinsdale Chamber of Commerce will be promoting Small Business Saturday, and the importance of shopping local throughout the months of November and December.

To help make this year your best Small Business Saturday yet, consider the following to attract visitors and shoppers to shop and dine in Hinsdale:

- *Start Early*
- *Advertise special deals and sales*
- *Decorate your Storefront*
- *Use Hashtags like #ShopSmall or #ShopSmallSaturday to increase visibility and sharing*
- *Have Extended Shopping Hours*
- *Create Gift Bundles*
- *Provide Giveaways*
- *Create Limited edition Products*
- *Collaborate with Other Local Businesses*
- *Support a Local Cause*
- *Host a Contest*

If you are interested in receiving some items to help promote Small Business Saturday, please respond to this e mail.

Thank you – Village of Hinsdale

Small Business Saturday

Scheduled social media posts



Scheduled for November 9



Scheduled for November 15




Scheduled for November 20



Scheduled for November 25


Holiday Events



We invite you to be part of the magic of Hinsdale for the Holidays. In honor of the Village's 150th Anniversary, our holiday events this year will all incorporate a "holiday express" theme to honor the historic train line that was central to the Village's growth. To celebrate the festive season and promote our local businesses, we are offering the opportunity to partner with the Village on Hinsdale's Golden Ticket program!

The concept is simple and exciting: we aim to foster community spirit by encouraging residents to visit our local stores and get their ticket punched. When someone has collected ten punches, they can submit their card at Village Hall for a chance to win a special raffle. This event is open to all ages, making it a truly inclusive community celebration. Your \$50 contribution provides the opportunity to have your business's name and logo listed on the ticket as a participating organization.

But that's not all! The Village will connect your business with a team of professional artists to provide the opportunity for businesses to have their exterior windows painted in a festive manner. Your artist will work with your business to create a unique piece of art to showcase your business during the month of December. The cost for this program is \$250 to be paid directly to the Creative Arts Network/Westmont Special Events Corporation.



Window painting display will vary. Approximate size: 10' x 10'

PARTICIPATION OPPORTUNITIES

Below, please find partnership opportunities for Hinsdale for the Holidays. We hope you will choose to participate in one or both of these programs!

HOLIDAY WINDOW PAINTING | \$250

COMMIT BY NOVEMBER 20 TO ALLOW PAINTING TIME

- A professional artist will design and paint your business's exterior window(s) in a holiday theme throughout the month of December.
- Fee includes: artist, paint, materials, and removal at the end of the season.
- Painting is coordinated directly with the artist.

SCAN QR CODE TO REGISTER YOUR BUSINESS AND PAY!



HINSDALE'S GOLDEN TICKET | \$50

COMMIT BY NOVEMBER 20 TO ALLOW PRINTING TIME

- Your business name and logo on Hinsdale's Golden Ticket
- Business name and logo on event marketing materials, including 8 1/2" x 11" event posters delivered to businesses and social media marketing efforts
- Raffle prize donations accepted in lieu of \$50 sponsorship payment

To participate in the Golden Ticket, please return this form by November 20.

Name: _____ Date: _____

Business/Organization: _____

Address: _____

Email: _____ Phone: _____

Method of Payment (Circle One): Credit Card Check Cash

Credit card payments may be taken over the phone. Checks made payable to the Village of Hinsdale.

SIGNATURE: _____

- ☐ YES, my business will donate a prize for the Golden Ticket raffle!
- ☐ My business will participate in the Golden Ticket promotion, but we cannot provide a prize for the raffle.

Completed forms and payment can be submitted to Village Hall (19 E. Chicago Ave. in Hinsdale) or emailed to parkrec@villageofhinsdale.org

- Hinsdale for the Holiday's is scheduled for Saturday, December 9th and 16th from 11 a.m. to 2 p.m.
 - Staff has identified several holiday programs to provide to residents and the business community this holiday season.
 - The Golden Ticket
 - Ornament
 - Window Painting
 - Light Up Holiday Train
- Hinsdale's Winter Wonderland is scheduled for Sunday, December 3rd and registration for this event is nearing capacity. We will be advertising dining and shopping options in Hinsdale to capture visitors.

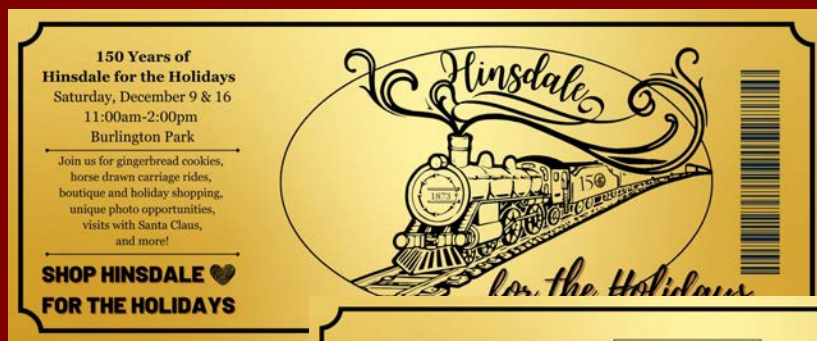




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YOUR LOGO	YOUR LOGO	YOUR LOGO	150 HINSDALE SESQUICENTENNIAL 1873 2023	SHOP LOCAL HINSDALE FOR THE HOLIDAYS	YOUR LOGO	YOUR LOGO	YOUR LOGO
Name: _____							
YOUR LOGO	YOUR LOGO	Number: _____				YOUR LOGO	YOUR LOGO
Email: _____							



Window painting display will vary. Approximate size 10'x6'

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SIGNATURE: _____

☐

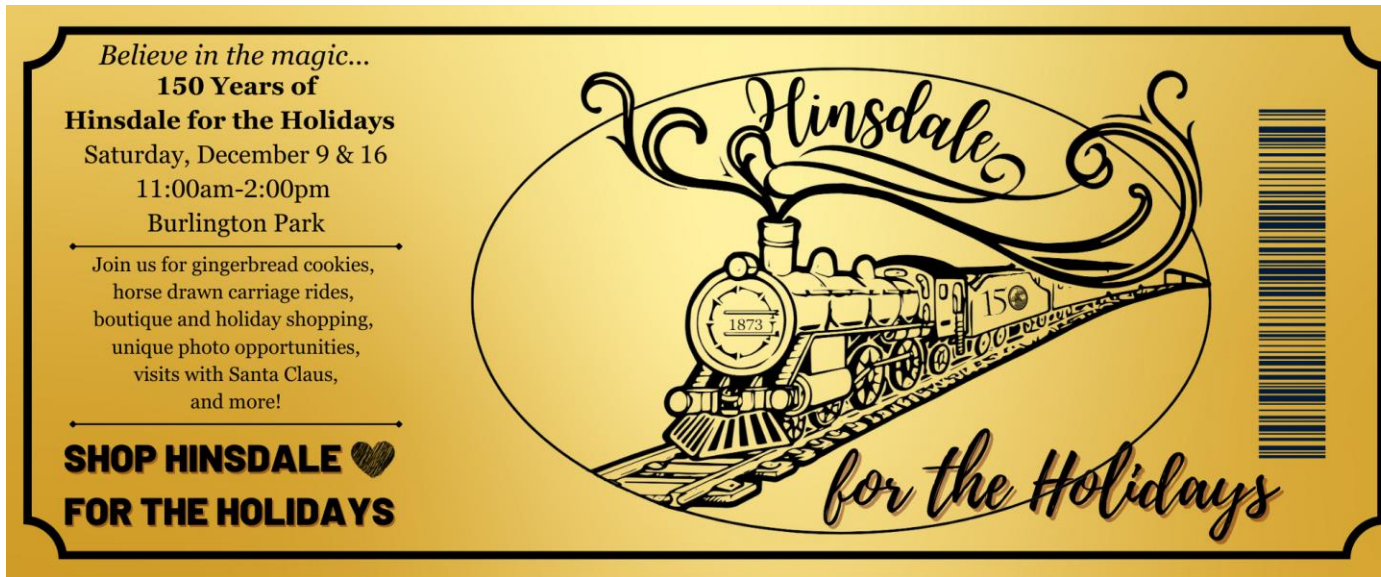
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☐


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Holiday Events



Front

YOUR LOGO **YOUR LOGO** **YOUR LOGO**  **YOUR LOGO** **YOUR LOGO** **YOUR LOGO**

Name: _____

Number: _____

Email: _____

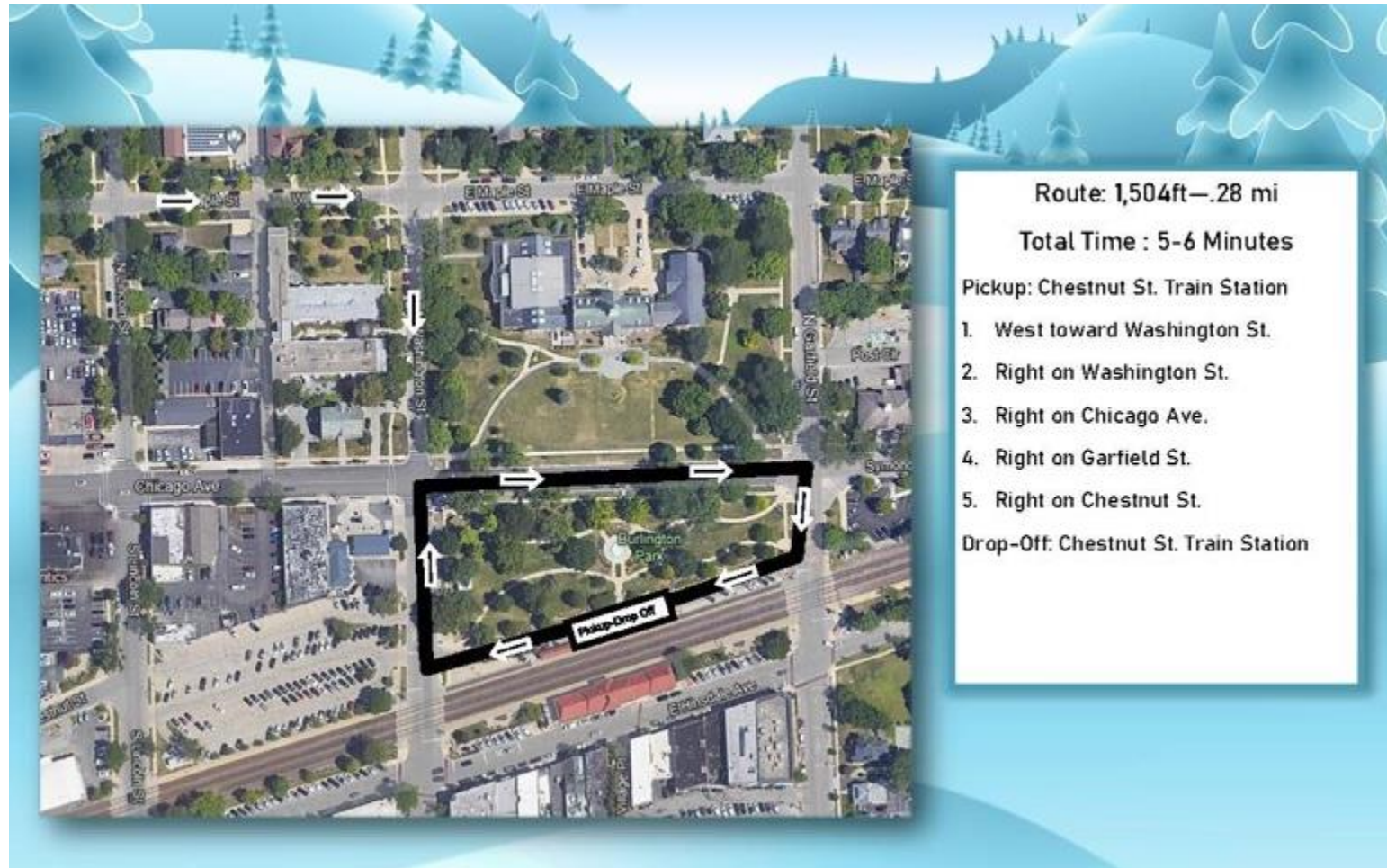
YOUR LOGO **YOUR LOGO** **YOUR LOGO** **YOUR LOGO**

All ages are welcome to join in the fun! Return your punched ticket to Village Hall for a chance to win.

Back

Holiday Events

Hinsdale for the Holiday's Horse and Carriage Route



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:

- February 21, 2024
- May 15, 2024
- August 28, 2024
- November 20, 2024