

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Draft Minutes of the Special Meeting on**  
**Tuesday, December 15, 2009**

**Members Present:** Marc Cella, Eileen Crane, Craig Chapello, Jan Grisemer, Jeanie Janes, and John Karstrand

**Members Absent:** Eileen Crane, Steve Potter, and Alan Schneider

**Staff Present:** Timothy Scott, AICP,  
Community Development Strategist

**Others Present:** Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce and Paul Garver, President of the Hinsdale Chamber of Commerce

**Call to Order**

Chairman Karstrand called the special meeting of the Economic Development Commission (EDC) to order at 6:38 p.m. on Tuesday, December 15, 2009.  
(Agenda Item 1)

**Approval of Minutes**

Mr. Cella made a motion to approve the minutes of the special meeting of the EDC held on November 24, 2009. With a request to verify the status of a motion from the group's "3/50" discussion, Mr. Chapello seconded. The motion to approve the minutes of the November 24<sup>th</sup> meeting passed unanimously. (Agenda Item 2)

**Consideration of Chamber of Commerce's Promotion of "The '3/50' Project"**

Since Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, was unavailable at the November special meeting of the EDC, members expressed their desire to provide the Chamber with the opportunity to present an update of the "3/50" program. Ms. Anderson and Paul Garver, President of the Chamber, provided an overview of the proposed campaign.

With Village Board approval, the EDC's budget included resources (up to \$14,000) to support the Chamber's promotion of "The '3/50' Project." Even given this line item, the EDC had requested that the individual elements of the proposed campaign be reviewed and considered. With respect to the first component of the proposed program, Mr. Chapello made a motion to approve the funding requested for inserts

and ads in *The Hinsdalean* (\$4,700: \$3,300 for inserts and \$1,400 for ads). Ms. Grisemer seconded, and the motion passed unanimously. In terms of the second component of the program, Ms. Janes made a motion to approve the \$570 in funding requested for the interior banner signs that would rotate among willing local businesses (six at \$95 each). Mr. Cella seconded, and the motion passed unanimously.

Ms. Anderson and Mr. Garver provided details for the third major element of the program, specifically, branded, reusable shopping bags. Ms. Anderson stated that the bags would likely feature artwork by local artist, Meg Morel, who is known for thematic depictions of Hinsdale (and other towns). The bags would reportedly be delivered to each Hinsdale household through either the same vendor that delivers *The Hinsdalean* or a similar one.

Mr. Chapello expressed concern over the bags being dropped onto driveways to be potentially ruined by inclement weather, driven upon, or blown away. Ms. Anderson explained that the intention would be to have the bags delivered to the entrances of residences and actually hung on front door handles. The preliminary estimate for the cost of the bags was approximately \$8,000 (or roughly, \$1 per bag, plus a reserve supply of bags beyond those delivered to Hinsdale's more than 6,000 households). Members suggested that the shopping bags and window posters for retailers be considered at the next meeting of the Commission. (Agenda Item 3)

### **Consideration of Local Retailer Survey**

Mr. Summers provided a brief overview of his survey effort for members of the Commission. He noted that there were three versions prepared with targeted audiences being owners of independent businesses, property owners, and onsite managers of chain stores. Mr. Summers remarked that the survey was administered at a time that preceded new, fully-operational, major retail developments in Burr Ridge and Willowbrook.

Mr. Summers noted the high response rates that were achieved and commented that the survey of downtown independent business owners would likely be of the most interest to the Commission. Members discussed potential next steps, including whether to use the existing data or to re-administer the survey with potential revisions. Although there was some support for "new" data, members opted to try and work with the existing survey results.

Staff commented that an executive summary could be prepared, with particular attention paid to areas of great concern to merchants and what has been done by the Village and the Chamber of Commerce to address those concerns. The Commission could then also use the survey data to address potential outstanding issues, which could parallel members' interests in pursuing non-monetary



initiatives. Members expressed a desire to revisit the survey and related future work of the group at the next meeting of the Commission. (Agenda Item 4)

### **Discussion of Shopping Outlook**

Staff commented that the information provided from the popular press and trade journal in members' packets was intended to provide an overview of what's being reported on the retail sector of the economy, the holiday shopping season, and how consumer behavior may have been affected and reshaped by the recession. Staff noted while the uniqueness of the Hinsdale marketplace may certainly limit the parallels that might be able to be drawn from such information, members nonetheless confirmed the utility of having it provided to them on occasion for their review.

Ms. Janes noted several of the findings in the survey conducted by the International Council of Shopping Centers (ICSC) vis-à-vis her own experiences as the owner of a local retail business. Staff commented that results of this national survey underscore the changing face of retail, particularly with respect to consumers' format preferences. (Agenda Item 5)

### **January Meeting Date, Time, and Agenda**

Based upon availability of the members present, Mr. Chapello made a motion to keep the regular meeting date of Tuesday, January 26, 2010 and to move up the starting time from 7:30 p.m. to 7:00 p.m. Mr. Cella seconded, and the motion was approved unanimously. (Agenda Item 6)

### **Adjournment**

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The December 15, 2009 meeting of the EDC was declared adjourned at 7:29 p.m. (Agenda Item 7)


Respectfully submitted,

**DRAFT**

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Timothy Scott, AICP

## MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members  
From: Timothy J. Scott, AICP – Community Development Strategist   
Date: January 19, 2010  
RE: Monthly Sales Tax Review

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### **Base Sales Tax – Distributed on a point-of-sale basis**

*(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)*

Base Sales Tax receipts for the month of January (October sales) amounted to \$177,271 as compared to the previous year's receipts of \$171,650. This represents an increase of \$5,621 or 3.3% for January. Total base sales tax receipts for the fiscal year-to-date (sales through October 31, 2009) amounted to \$1,605,356 as compared to the previous year's receipts of \$1,798,953. This represents a decrease of \$193,597 or -10.8%.

### **Local Use Sales Tax – Distributed on a per-capita basis**

*(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")*

Local Use Sales Tax receipts for the month of January (October sales) amounted to \$16,361 as compared to the previous year's receipts of \$21,830. This represents a decrease of \$5,469 or -25.1% for January. Total local use tax receipts for the fiscal year-to-date (sales through October 31, 2009) amounted to \$159,759 as compared to the previous year's receipts of \$194,642. This represents a decrease of \$34,883 or -17.9%.

### **Total Sales Tax: Base Sales Tax plus Local Use Sales Tax**

Total Sales Tax receipts for the month of January (October sales) amounted to \$193,632 as compared to the previous year's receipts of \$193,480. This represents an increase of \$152 or 0.1% for January.

**Total Sales Tax Receipts for the fiscal year-to-date through January, 2009 (sales through October 31, 2009) amount to \$1,765,115 as compared to the previous year's receipts of \$1,993,595. This represents a decrease of \$228,480 or -11.5%.**

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cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

# Village of Hinsdale

## Sales Tax Report

### Base Sales Tax

Receipt Month	Liability Month	FY 08-09	FY 09-10	Dollar Change	Percent Change	FY 08-09 YTD	FY 09-10 YTD	Dollar Change	Percent Change
May	February	182,267	150,744	(31,523)	-17.3%	182,267	150,744	(31,523)	-17.3%
June	March	187,509	173,322	(14,187)	-7.6%	369,776	324,066	(45,710)	-12.4%
July	April	196,643	167,017	(29,626)	-15.1%	566,419	491,083	(75,336)	-13.3%
August	May	218,546	196,679	(21,867)	-10.0%	784,965	687,762	(97,203)	-12.4%
September	June	209,008	186,688	(22,320)	-10.7%	993,973	874,450	(119,523)	-12.0%
October	July	211,521	186,061	(25,460)	-12.0%	1,205,494	1,060,511	(144,983)	-12.0%
November	August	184,914	182,484	(2,430)	-1.3%	1,390,408	1,242,995	(147,413)	-10.6%
December	September	236,895	185,090	(51,805)	-21.9%	1,627,303	1,428,085	(199,218)	-12.2%
January	October	171,650	177,271	5,621	3.3%	1,798,953	1,605,356	(193,597)	-10.8%
February	November	171,043							
March	December	202,306							
April	January	151,169							
Total		2,323,471	1,605,356	(193,597)					


### Local Use Tax

Receipt Month	Liability Month	FY 08-09	FY 09-10	Dollar Change	Percent Change	FY 08-09 YTD	FY 09-10 YTD	Dollar Change	Percent Change
May	February	17,848	15,992	(1,856)	-10.4%	17,848	15,992	(1,856)	-10.4%
June	March	22,852	19,188	(3,664)	-16.0%	40,700	35,180	(5,520)	-13.6%
July	April	21,072	19,591	(1,481)	-7.0%	61,772	54,771	(7,001)	-11.3%
August	May	19,377	16,571	(2,806)	-14.5%	81,149	71,342	(9,807)	-12.1%
September	June	23,815	22,033	(1,782)	-7.5%	104,964	93,375	(11,589)	-11.0%
October	July	19,935	17,506	(2,429)	-12.2%	124,899	110,881	(14,018)	-11.2%
November	August	25,106	15,638	(9,468)	-37.7%	150,005	126,519	(23,486)	-15.7%
December	September	22,807	16,879	(5,928)	-26.0%	172,812	143,398	(29,414)	-17.0%
January	October	21,830	16,361	(5,469)	-25.1%	194,642	159,759	(34,883)	-17.9%
February	November	19,533							
March	December	28,098							
April	January	17,886							
Total		260,159	159,759	(34,883)					

### Total Sales Tax

Receipt Month	Liability Month	FY 08-09	FY 09-10	Dollar Change	Percent Change	FY 08-09 YTD	FY 09-10 YTD	Dollar Change	Percent Change
May	February	200,115	166,736	(33,379)	-16.7%	200,115	166,736	(33,379)	-16.7%
June	March	210,361	192,510	(17,851)	-8.5%	410,476	359,246	(51,230)	-12.5%
July	April	217,715	186,608	(31,107)	-14.3%	628,191	545,854	(82,337)	-13.1%
August	May	237,923	213,250	(24,673)	-10.4%	866,114	759,104	(107,010)	-12.4%
September	June	232,823	208,721	(24,102)	-10.4%	1,098,937	967,825	(131,112)	-11.9%
October	July	231,456	203,567	(27,889)	-12.0%	1,330,393	1,171,392	(159,001)	-12.0%
November	August	210,020	198,122	(11,898)	-5.7%	1,540,413	1,369,514	(170,899)	-11.1%
December	September	259,702	201,969	(57,733)	-22.2%	1,800,115	1,571,483	(228,632)	-12.7%
January	October	193,480	193,632	152	0.1%	1,993,595	1,765,115	(228,480)	-11.5%
February	November	190,576							
March	December	230,404							
April	January	169,055							
Total		2,583,630	1,765,115	(228,480)					

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** January 14, 2010  
**RE:** Food and Beverage Tax

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For the first nine months of the fiscal year, food-and-beverage tax receipts are slightly exceeding the Village's projection. Through December 31, 2009, the Village collected \$166,922. This represents a per month average of \$20,865.


Should this trend continue, additional resources may be available to the Economic Development Commission, as the group's budget is based upon 50% of the revenue generated by the 1% food-and-beverage tax. Members may wish to review the group's original list of priorities and working budget in order to consider what project(s) should receive funding should the additional revenue become available.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** January 14, 2010  
**RE:** Business Registrations/Licenses

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For the 2010 calendar year to date, we have received 447 business registrations/licenses. This represents \$33,525 in revenue. The Village's base goal is to reach or exceed \$50,000 in revenue from business registrations/licenses, which requires at least 667 participating businesses. To date, the Village has reached approximately 67% of this stated goal.

To increase compliance, late notices will be sent to those businesses that have not submitted payment of their \$75 annual fee. Over the past few years, the use of late notices has produced slow but steady increases in compliance.

If you have any questions or comments, please contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/ Comm. Dev. Director

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## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist  
**Date:** January 14, 2010  
**RE:** Holiday Event Recap

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The Village's Third Annual *Distinctly Hinsdale for the Holidays* was conducted in Burlington Park on the three Saturdays leading up to Christmas (5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup> from 11 a.m. to 3 p.m.). The festivities included horse-drawn carriage rides and the gingerbread man factory (i.e., cookie decorating for children). A larger tent was used this season, and it made for a more comfortable atmosphere.

In terms of attendance, 899 children visited the gingerbread factory over the three Saturdays, with the busiest day on the 12<sup>th</sup>, followed by the 19<sup>th</sup>, with the slowest day being the first (which has been the case historically). This total is down slightly from last year's attendance of 1,043 but is up from 825 the first year. Additionally, approximately 650 people road on the horse-drawn carriage over the course of the promotion, with weather permitting rides on all three Saturdays.

It is important to note that the total number of attendees to the park remained strong even with the EDC's decision to reduce paid advertising of the event. The success in attendance might be attributable to the promotion being an established tradition after three seasons as well as the effectiveness of local advertising in *The Hinsdalean*.

Changes were made to the lighting and decoration of the park grounds and the blue spruce tree in front of the Memorial Building so that they were festive yet understated. A new contract for these services will be needed given that this season marked the third year of a three-year contract. A revised scope will need to be authored to ensure a coordinated plan for the park and downtown area. It should be noted that this scope may be affected by the resources available to the Commission and the Village.

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In addition, you may recall that when considering the current fiscal year's budget, members discussed briefly the idea of swapping budget items with Public Services in the future so that snow removal would be their responsibility (adding downtown sidewalks to their street plowing) with




holiday lighting and decorations the responsibility of the EDC (street tree lighting downtown combined with the park and the Memorial Building).

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** January 14, 2010  
**RE:** Advertising Program Update

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The “who, what, wear” campaign has been activated with two points of distribution. The primary vehicle is the local, weekly paper, *The Hinsdalean*, while outreach to surrounding western suburbs has been done through the bi-monthly *West Suburban Living* Magazine. Copies of some of the ads are attached for your reference.

The program is scheduled to continue in both publications through the end of the fiscal year, April 30<sup>th</sup>. To date, approximately 27 retailers have participated in the campaign. We have communicated the availability of this free advertising through letter, group e-mail, and at meetings and “after hours” of the Hinsdale Chamber of Commerce.

In terms of securing content for ads, we have received information from participants through the micro website, HinsdaleRetail.com, that we set up for the campaign, as well as through e-mail exchanges and phone calls in order to accommodate those who found those means more convenient and for those who are less comfortable with technology. Continuation of the campaign will require additional outreach to retailers.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

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cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## Who:

Buster of Busters

*"Woof! We love our dog-friendly town.*

*Dogs love shopping at Busters!" - 22 E. First St. -  
(630) 325-4200*



## What:

Signature White Chocolate Mousse Cake.  
Three layers of vanilla sponge cake  
surround two layers of luscious white  
chocolate mousse, which are masked with  
fresh whipped cream and then covered in  
white chocolate shavings; available at Toni,  
51 S. Washington St. - (630) 789-2020 -  
[tonisweets.com](http://tonisweets.com)

## Wear:

Delicately used Carmen Marc Valvo  
evening gown, Stuart Weitzman  
shoes and matching purse.  
Entire ensemble is under \$300  
and available at Formally Hers,  
33 E. 1st Street (2nd Floor) -  
(630) 455-0136 - [formallyhers.com](http://formallyhers.com)



distinctly  
*Hinsdale*  
Since 1875

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)



## Who:



Deb McCormick - Founder, Absolutely Done, Inc.  
"I feel quite fortunate to now have an Absolutely Done location in downtown Hinsdale, where we can be accessible to clients and help make their lives easier...one task at a time."

6 W. Hinsdale Ave. - 630-325-3663 -  
[absolutelydone.com](http://absolutelydone.com)

## What:

The freshest premium fish and seafood in the Chicago area, right here in Grant Square! Available at Burhop's Seafood Store (Now open in a beautiful new location, three doors east of the old store.) 12 Grant Square - 630 887-4700 - [burhopsseafood.com](http://burhopsseafood.com)

## Wear:

A Persian Lamb Stroller with Fringed Mink Trim, available at Hinsdale Furriers.  
33 E. First St. - (630)-323-1840 -  
[hinsdalefurriers.com](http://hinsdalefurriers.com)



distinctly  
*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:



Sean Chaudhry, Hinsdale Wine Shop  
 "I liken Hinsdale to a Vintage Cabernet.  
 It is a Village of classic taste and richness of flavour."  
 12 E. Hinsdale Ave. - 630-654-9862 -  
[hinsdalecellars.com](http://hinsdalecellars.com)

## What:

Ramon Vilanova's "Ecos de siega en una clara manana." This original oil painting, along with works by Renoir, Whistler, Altman, Royo and many others, are available at  
 Expression Galleries of Fine Art. -  
 42 S. Washington St. - (630) 986-9848

## Wear:

Fashions from a store just for boys!  
 Wes & Willy Boys Apparel is available at  
 Red 21, 11 E. First St. - (630) 655-9163 -  
[red21boys.com](http://red21boys.com)



*distinctly*  
**Hinsdale**  
 Since 1873

*Experience the friendly retailers,  
 independent boutiques and award-winning dining  
 options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

# Who:

Design Staff, Drapery Connection

*"We've been family owned since 1939. At Drapery Connection, you'll receive stylish window treatments and personalized service from experienced designers."* 26 W. Chicago Ave., Hinsdale - (630) 323-4845 - draperyconnection.com



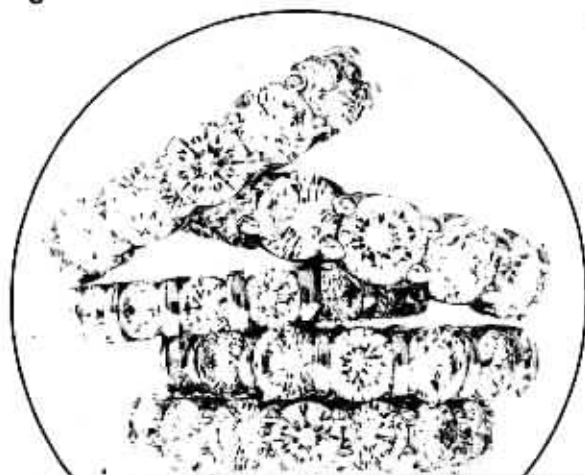
# What:

One-of-a-kind functional art for your table; available at ArtQuest, 49 S. Washington St., Hinsdale - (630) 887-8281 - artquestgallery.com



# Wear:

A Link Stackable Diamond Bands set in 18K White Gold or Platinum; available at Browning & Sons Fine Jewelers, 46 S. Washington St., Hinsdale - (630) 986-0880 - browningandsons.com



distinctly  
*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make the Village of Hinsdale distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)



# Who:

Susie Duboe-Bryant, Owner, Hinsdale Furriers

*"The Village of Hinsdale is quite like slipping into a fine fur coat. You're greeted with warmth, surrounded by elegance, and you're reminded to celebrate the finer things in life."*

33 E. First St. - (630) 323-1840 - [hinsdalefurriers.com](http://hinsdalefurriers.com)



# What:

Chef Kilberg's handmade Chitarra pasta with a rich meat ragu is available at Il Poggiolo, 8 E. First St. - (630) 734-9400 - [ilpoggiolohinsdale.com](http://ilpoggiolohinsdale.com)



# Wear:

4ct Green Tourmaline in 18-carat white gold and diamond semi-mount is available at Razny Jewelers, 37 S. Washington St. - (630) 455-1900 - [razny.com](http://razny.com)



distinctly  
*Hinsdale*  
Since 1873

*Just a small sample of the friendly retailers,  
independent boutiques and award-winning dining  
options that await you in the Village of Hinsdale.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

# Who:

Sean Chaudhry, Hinsdale Wine Shop  
"I liken Hinsdale to a Vintage Cabernet.  
It is a Village of classic taste and richness of flavour."  
12 E. Hinsdale Ave. - 630-654-9862 - hinsdalecellars.com



# What:

Cioppino - A classic seafood medley in tomato stew over linguini available at Zak's Place. 112 S. Washington St. (630) 323-9257 - zaksplace.com



PHOTOGRAPHY BY: TYLLIE BARBOSA

# Wear:

Diane von Furstenberg silk jersey wrap dress  
available at TOTEM. 35 S. Washington St (2nd Level)  
(630) 986-0900 - shoptotem.com



Fine Shopping. Fine Dining. Fine Living.

distinctly  
*Hinsdale*  
Since 1873  
[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:

### The Schoen's Staff

*"Holiday shopping in Hinsdale is wonderful, not just for the unique and beautiful gifts, but also for the warm and friendly people."* - Jeanie Janes, Owner  
20 S. Washington St. - (630) 323-2400 -  
[schoensofhinsdale.com](http://schoensofhinsdale.com)

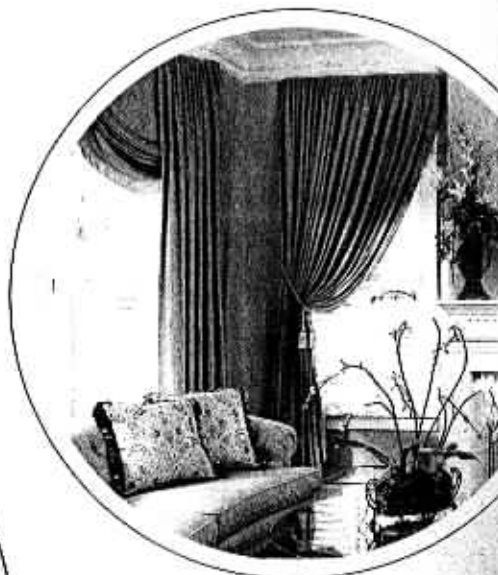


## What:

Creative drapery, window covering, motorization and decorating expertise from Drapery Connection.  
26 W. Chicago Ave. - (630) 323-4845 -  
[draperyconnection.com](http://draperyconnection.com)

## Wear:

Enchanting Eau de Parfum, Body Water and Cologne from Thymes. Available in a variety of scents at Yankee Peddler.  
16 E. 1st Street - (630) 325-0085



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*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)



## Who:

The Gingerbread Man!, Village Of Hinsdale  
*"Bring the kids down for free Christmas cookie decorating from 11am to 3pm this Saturday at my factory in Burlington Park. I'll see you there!"*  
[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)



## What:

Nest Holiday Candles combine traditional scents and beautiful packaging for a perfect gift. Available at Trousseau, 777 N. York Rd. - (630) 455-5990 - [shoptrousseaux.com](http://shoptrousseaux.com)

## Wear:

Hip and trendy children's clothing available at Gap Kids, 44 S. Washington Street - (630) 325-5299 - [gapkids.com](http://gapkids.com)



distinctly  
*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
fashion-forward boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:



Greg Burhop, John Powers & live lobsters,  
Burhop's Retail Seafood & Gourmet Prepared Foods  
*"We love our customers here in Hinsdale, and hope  
you'll come see our new store!"* 12 Grant Square -  
(630) 887-4700 - burhopsseafood.com

## What:

Grüet Demi Sec Champagne & A 2006  
Cabernet Sauvignon from Frank Family Vineyards.  
Perfect for pairing with a meal, or popping at  
midnight, these are a supple and stylish way to  
ring in the new year. Available at Taste of Vino.  
24 W. Chicago Ave. - (630) 325-8466 -  
atasteofvino.com

## Wear:

4ct Green Tourmaline in 18-carat  
white gold and diamond semi-mount  
is available at Razny Jewelers,  
37 S. Washington St. - (630) 455-1900 -  
razny.com



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*Hinsdale*  
Since 1873

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independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:

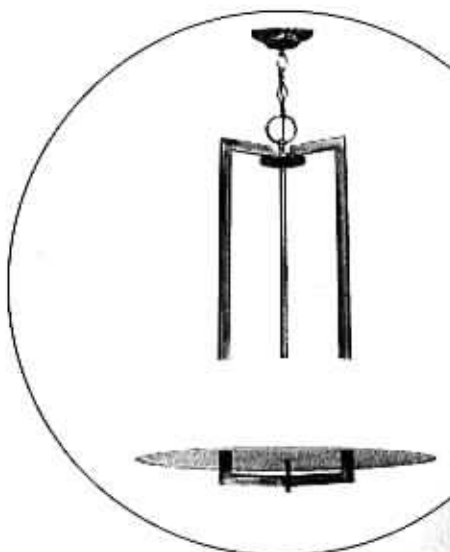


Toni Marie Cox, Owner, Toni

*"After being in business for 15 years, I've found that not only is it a warm and inviting place to work, but it's the friendly and supportive people that make Hinsdale such a great town."* 51 S. Washington St. - (630) 789-2020 - [tonisweets.com](http://tonisweets.com)

## What:

Metro Drum Shade Pendant. \$475, available at Hinsdale Lighting, 777 N. York Rd., Suite 9 - (630) 734-0662 - [hinsdalelighting.com](http://hinsdalelighting.com)



## Wear:

Fashions from a store just for boys!  
Wes & Willy Boys Apparel is available at  
Red 21, 11 E. First St. - (630) 655-9163 - [red21boys.com](http://red21boys.com)



distinctly  
*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:



Design Staff, Drapery Connection

*"We've been family owned since 1939.*

*At Drapery Connection, you'll receive stylish window treatments and personalized service from experienced designers."*

26 W. Chicago Ave. - (630) 323-4845 -  
draperyconnection.com

## What:

Fine furniture, over 5,000 designer fabrics, and free, expert design assistance are available at Calico Corners, 777 N. York Rd. - (630) 920-1955 - calicocorners.com



## Wear:

A functional, tasteful wardrobe you'll love from Sweet William's Women's Boutique, where you can shop in a beautiful environment and receive attentive customer service. 15 E. First St. - (630) 920-8444 - sweetwilliaminc.com



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*Hinsdale*  
Since 1873

*Experience the friendly retailers,  
independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)



## Who:



Annette Brinkmeier, Store Manager,  
Bedside Manor Ltd.

*"Hinsdale offers a wonderful mix of charming  
unique stores and a slower-paced, very personalized  
shopping experience - all within an easy stroll."*

38 S. Garfield Ave. - (630) 655-0497 -  
[shopbedside.com](http://shopbedside.com)

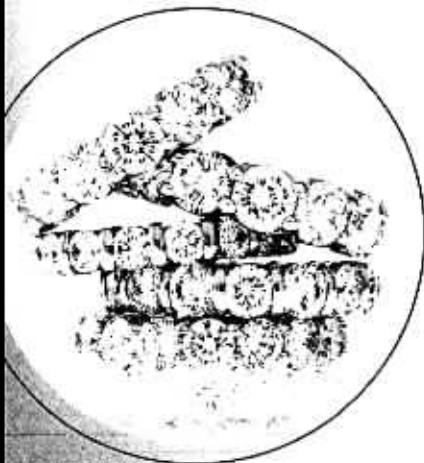
## What:

Festive Poinsettias and Holiday bouquets  
delivered throughout Chicagoland and  
nationwide, available at  
Phillip's Flowers & Gifts, 47 S. Washington St. -  
(630) 323-9300 - [phillipsflowers.com](http://phillipsflowers.com)



## Wear:

A Link Stackable Diamond Bands set in  
18K White of Gold or Platinum, available  
at Browning & Sons Fine Jewelers  
46 S. Washington St. - (630) 986-0880

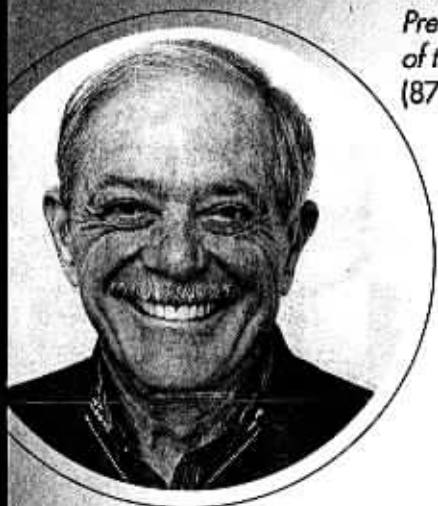


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independent boutiques and award-winning dining  
options that make your village distinct.*

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## Who:



John Weinberger, President,  
Continental Auto Sports

*"Hinsdale is the perfect setting to showcase our  
automotive gallery of Ferraris, Maseratis and  
Pre-Driven Exotic Cars. We're proud to be a part  
of this community."* 420 E. Ogden Ave. -  
(877) 600-2894 - [continentalautosports.com](http://continentalautosports.com)

## What:

One-of-a-kind functional art for your table  
at ArtQuest, 49 S. Washington St. -  
(630) 887-8281 - [artquestgallery.com](http://artquestgallery.com)

## Wear:

Lilla P. Open Wrap Sweater in  
"Seaglass," available at Schoen's,  
120 S. Washington St. -  
(630) 323-2400 -  
[schoensofhinsdale.com](http://schoensofhinsdale.com)



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*Hinsdale*  
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independent boutiques and award-winning dining  
options that make your village distinct.

[www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com)

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist  
**Date:** January 14, 2010  
**RE:** Village Place Signage

---

On Monday, January 11<sup>th</sup>, the first of two planned signs identifying businesses located on Village Place was installed. This sign is located at the northwest corner of the entry into one-way southbound Village Place at Hinsdale Avenue. The pole-and-sign assembly is closest to Zazu Salon and Day Spa, with Hinsdale News Agency on the other (east) side of Village Place.

Members of the Economic Development Commission had listed fabrication and installation of the second sign (at the south end of Village Place) as a stated priority but removed it from their adopted budget due to available resources.



However, members may again wish to consider production of the second sign since additional money may be available to the Commission as food-and-beverage tax is exceeding the Village's projection for the current fiscal year ending April 30th. Please keep in mind that an eight-to-ten-week cycle time is needed to receive a poll and sign assembly that is ready for installation.

If you have any questions or comments, please contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/ Comm. Dev. Director

## MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP – Community Development Strategist



Date: January 19, 2010

RE: Retailer Survey Results

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Attached again for your reference is a copy of the results of the survey that was conducted of downtown retailers. Please review and develop a list of the points you find salient and most telling. It is hoped that an interactive discussion can be had as to how to use the data moving forward, and in particular, with development of future work plans and the corresponding allocation of resources.

Many of the initiatives listed in the survey have been pursued by the Village. Members may wish to consider a piece that would summarize the group's activity for retailers so that they know the Village listened to their feedback. An additional item to consider is whether follow-up questions should be asked given the passage of time since the completion of the survey, changes in Hinsdale retailers, the offerings of nearby communities, and the larger economy.

In terms of using data to develop the group's future work, members may wish to review the survey with particular items in mind. These items could include but are not necessarily limited to: Hinsdale's competitive advantages; available space in and ownership of downtown buildings; regulations and policies of doing business with the Village; supply and management parking; business mix; and, marketing and support of the local business community by the Village, Chamber of Commerce, and individual businesses.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

---

cc: President Cauley & Board of Trustees

David C. Cook, Village Manager

Robb McGinnis, Building Commissioner/Comm. Dev. Director





***Village of Hinsdale Economic Development Commission***

***Statement of Purpose***

This Survey initiative is being conducted by the Economic Development Commission in order to gain a better understanding of the factors affecting the financial health of the commercial and professional businesses, as well as property owners, operating within the Hinsdale Central Business District ("Downtown"). This understanding will be instrumental to assisting the Village of Hinsdale in its future development of initiatives aimed at enhancing the Downtown shopping experience and improving the Downtown's business prospects. Maximizing the Downtown's business prospects is recognized as a critical factor in enhancing Hinsdale's position as one of the most prominent communities in Illinois.

It is the intention of the Economic Development Commission to conduct this survey on as comprehensive a basis as possible; we strongly encourage every Downtown participant to respond. This initiative is further intended to augment other efforts conducted by the Village of Hinsdale, which typically have yielded voluntary and, hence, incomplete input. Effectiveness of future Village policy will be a function of how well government understands the circumstances and concerns of all Downtown participants.

*The Economic Development Commission is very interested in your input!*

No information provided in response to any of the questions included herein will be provided to any tax or governing authority, or used in any manner other than as described herein. All responses will be used strictly for internal analysis and aggregate reporting. Your name and the name of your business will be held in strict confidence.

Most questions in this Survey are multiple choice in nature; hence, you will likely need only about **20** minutes to complete it. Numerous opportunities are provided to write in or include additional opinion and input.

*Please: Your opinion is important!*

*Thank you!*

### Profile & Background

This first section is intended to gather basic information about you, how you decided to establish business, and how well you are doing.

1. Please indicate how long you have been in business in Hinsdale:

32% 1 - 3 Years  
7 4 - 6 Years  
16 7 - 10 Years  
9 11 - 15 Years  
37 15+ Years

2. Please indicate where you live (town or city):

23% Chicago, Hoffman Estates, Elgin, Oakbrook, etc.  
7 Willowbrook, Naperville, Clarendon, Downers Grove  
10 Westmont, Western Springs  
13 LaGrange, Burr Ridge  
47 Hinsdale

3. Do you own the building in which you operate your Business?

Yes 19% No 81%

4. How many employees do you have in your Business?

Full Time:	<u>1 - 3</u> 39%	<u>4 - 6</u> 13%	<u>8 - 10</u> 2%	<u>24 +</u> 3%
Part Time:	<u>1 - 3</u> 56%	<u>4 - 6</u> 26%	<u>8 - 10</u> 13%	<u>14 +</u> 14%

5. The following questions seek to review the major original (or, if applicable, the on-going) elements of your merchant Business Plan:

- a) What was the original basis for choosing your store's product/service offering?

- 27% I determined that there was demand for a *new* or *unrelated* offering within the Downtown or in the vicinity (e.g. a wine store, etc.).
- 15 I determined that there was demand for additional *similar* offerings within the Downtown.
- 8 I determined that there was demand for additional *complimentary* offerings within the Downtown or in the vicinity (e.g. a specialty store offering women's shoes, to compliment a women's fashions store within the Downtown; alternatively, a restaurant that would support a destination shopping experience, etc).

- 18 I focused primarily on my personal motivations and preferences when determining my business offering.
- 29 I bought a business that was already operating within the Downtown.
- 3 Other: \_\_\_\_\_

(If more than one answer applies, please indicate as such.)

b) What was the original basis for electing the Hinsdale Downtown for your business location?

- 29% I was attracted by Hinsdale's favorable demographics.
- 9 I was attracted to the architectural atmosphere of the Downtown, which is distinguished from the typical 'mall' environment.
- 33 I determined that my product offering was well-suited to the Hinsdale market, but expected additional demand from non-Hinsdale residents.
- 24 Hinsdale was favorably located to where I lived.
- 5 Other. \_\_\_\_\_

c) What other locales did you consider for your business?

- 52% I only considered Hinsdale's Downtown for my business location.
- 48 I reviewed more than one locale before settling on Hinsdale's Downtown, including: \_\_\_\_\_

d) Do you have other store locations?

- 19% Yes, we operate [ ] locations throughout the western suburbs of Chicago. \_\_\_\_\_
- 12 Yes, we operate [ ] locations in Chicago and [ ] other areas. \_\_\_\_\_
- 68 No, our only location is located in the Hinsdale Downtown.

(Please indicate a number inside the brackets.)

e) How did you calculate the extent/degree of financial resource commitment(s) to support your business in Hinsdale?

- 22% Based on our experience with our other locations, we forecasted a multi-year period would be needed for our Hinsdale location to become financially stable (i.e. to be operating profitably). We budgeted financial support for this period.
- 22 Based on our research of similar businesses located in the vicinity, we forecasted a multi-year period would be needed for our business to become financially stable (i.e. to be operating profitably). We budgeted financial support for this period.
- 56 We did not specifically forecast a time frame necessary for our location to become financially stable.
- \_\_\_\_\_ Other. \_\_\_\_\_

- f) What was your methodology for setting the original forecast of revenues for the business?
- 10% We set a multi-year sales forecast that was based on the performance of our other locations.
  - 29 We did not have other locations to rely on for setting our sales forecast. However, we set a multi-year sales forecast that was based on information available on the performance of similar businesses within our industry and comparable locations.
  - 12 We did not have other locations to rely on for setting our sales forecast. However, we set a multi-year sales forecast that was based on information available on the performance of similar businesses within Hinsdale Downtown and comparable locations.
  - 49 We did not determine any sales forecast.
- g) What percentage of revenues did you forecast to be derived from Hinsdale residents?
- 10% We anticipated 100% of our store revenues would be derived from Hinsdale residents.
  - 36 We anticipated *at least* 50% of our store revenues would be derived from Hinsdale residents.
  - 5 We anticipated *less than* 50% of our store revenues would be derived from Hinsdale residents.
  - 28 We targeted a customer base to be drawn from Hinsdale and the surrounding locales, and were not sensitive to sales derived solely from Hinsdale.
  - 21 We did not determine any sales forecast.
- h) Your lease expense likely represents one of your major operating expenses. Please describe your experience when entering your original lease (check all that apply).
- 9% We reviewed the local market by asking for comparable rent levels of other tenants in the Downtown area (e.g. inquiry to the Chamber of Commerce, realtors, etc.).
  - 18 The landlord was flexible in setting terms for my new business. We agreed to a shorter term initially with the understanding that a more standard lease would be set after I stabilized my business.
  - 25 The landlord indicated that the lease terms were fairly standard as compared to the rest of the Downtown area, and was not receptive to accommodating any flexible terms.
  - 2 The landlord analyzed or otherwise critiqued the premise of my business plan.
  - 32 The landlord did not conduct any review of my application or business plan, other than a credit check of my financial standing.
  - 14 Other. \_\_\_\_\_



- i) When comparing your rent with other attractive locales near Hinsdale, how would you rate it?
- 48% My rent level in the Hinsdale Downtown is *higher* than what is available in other locales.
  - 37 My rent level in the Hinsdale Downtown is *approximately the same as* what is available in other locales.
  - 15 My rent level in the Hinsdale Downtown is *lower* than what is available in other locales.

6. Please describe your previous merchant experience that is applicable to your current business:

- 22% Initially employed in an existing Hinsdale or Downtown business (and subsequently assumed ownership of this business after [ ] years).  
 Years 5: 11% 7: 22% 10: 56% 20: 11%
- 24 Direct retail experience of [ ] years at a non-Hinsdale or non-Downtown *independent merchant* whose business offering is/was directly comparable to my existing business.  
 Years 2-5: 20% 10: 10% 15: 30% 20: 30% 30: 10%
- 7 Direct retail experience of [ ] years at a non-Hinsdale or non-Downtown *national chain* whose business offering is/was directly comparable to my existing business.  
 Years 4: 14% 5: 43% 8: 14% 12: 14% 45: 14%
- 7 Direct retail experience of [ ] years at a non-Hinsdale or non-Downtown *national chain* whose business offering is/was *not* directly comparable to my existing business. (Year detail combined with above)
- 22 Non-retail business experience (professional, corporate, etc.) of [ ] years which is/was *not* directly comparable to my existing business.  
 Years 5: 27% 8: 7% 10: 33% 15: 7% 20: 27%
- 17 No previous retail or other business experience, and I either bought an existing business or opened a new business within the Downtown.

(Please indicate a number of years inside the brackets.)

7. The following questions seek to capture an indication of the current performance of your business:

- a) What percentage of your revenues is derived from Hinsdale residents?
- |           |            |            |            |            |            |            |          |
|-----------|------------|------------|------------|------------|------------|------------|----------|
| <u>5%</u> | <u>25%</u> | <u>30%</u> | <u>40%</u> | <u>50%</u> | <u>60%</u> | <u>70%</u> | <u>?</u> |
| 4%        | 14%        | 25%        | 9%         | 13%        | 9%         | 18%        | 7%       |
- b) What trend is notable in this regard?
- 15% Over the last few years, the percentage of revenues coming from Hinsdale residents has been *increasing*.

- 45 Over the last few years, the percentage of revenues coming from Hinsdale residents has been *decreasing*.
- 38 The percentage of revenues derived from Hinsdale residents has been *stable*.
- 2 I don't know.

c) How does this recent performance compare to your original forecast?

- 32% The percentage of revenues coming from Hinsdale residents is *significantly below* our original forecast.
- 17 The percentage of revenues coming from Hinsdale residents is *below* our original forecast.
- 13 The percentage of revenues coming from Hinsdale residents is *above* our original forecast.
- 3 The percentage of revenues coming from Hinsdale residents is *significantly above* our original forecast.
- 12 The percentage of revenues coming from Hinsdale residents is *consistent* with our original forecast.
- 23 I didn't have a forecast.

d) Have you had to rely on your financial resources to maintain your business during the last three years?

- 29% My business has performed as I expected, and I have not had to use my financial resources beyond original expectations.
- 66 I have had to utilize my financial resources more heavily than expected.
- 5 I have utilized my financial resources less than expected.

e) Have you considered moving your business to a different location?

- 18% No.
- 12 Yes, I have made inquiries regarding other location(s) within Hinsdale.
- 21 Yes, I have made inquiries regarding other location(s) within 10-15 miles of Hinsdale.
- 34 I have been approached by developers related to locations within 10-15 miles of Hinsdale.
- 14 I have been approached by local government representatives within 10-15 miles of Hinsdale.

8. How do you currently market or otherwise promote your business? (check all that apply)

- 23% I conduct direct mail campaigns:
  - How many times per year? \_\_\_\_\_
  - What type?
    - Purchased list \_\_\_\_\_
    - Our own customer list only \_\_\_\_\_
    - Mass mailing house \_\_\_\_\_

- 1   I conduct print advertising in the following publications:  
\_\_\_\_\_
- 28  I conduct radio advertising.
- 2  I conduct TV advertising.
- 22  I have a web site.  
Is it linked to other sites? \_\_\_\_\_
- 24  I hold special events in my store.  
Do you send out press releases? \_\_\_\_\_
- Other: \_\_\_\_\_

### **Outlook & Opinion**

In this section, we seek out your opinions regarding the current state of the Downtown, as well as your opinions on what can be done to improve and revitalize it.

9. What do you consider to be the most pressing issues directly facing your business?  
(Please provide a ranking of the importance of each issue listed below (5 = high); provide a -0- for any issue that is not a concern)
- a) Within the Hinsdale Downtown:
- 4.02  High rent.
  - 3.95  Attracting enough Hinsdale residents as customers.
  - 3.85  Attracting enough non-Hinsdale residents as customers.
  - 2.73  Attracting enough of the 'right kind' of customer (i.e. a clientele characterized as more of a 'destination shopper' intent on devoting a portion of the day shopping at more than one establishment).
  - 4.41  The perception that the Downtown is not as attractive as it used to be to shop in, or as accessible (e.g. parking is difficult)
  - 4.13  Lack of foot traffic.
  - 1.34  Too many stores providing similar products or services.
  - Other: \_\_\_\_\_
- b) Outside of the Hinsdale Downtown:
- 0.62  Competition from businesses in Grant Square, Northtown (north of the RR tracks), Ogden Ave., and Gateway Square.
  - 2.68  Competition from businesses in adjoining or nearby townships.
  - Other: \_\_\_\_\_

10. What degree of impact do empty store fronts have on your Business?

- 4.15 I have received direct feedback from my traditional customers who have indicated that they shop less frequently than before because the Downtown 'isn't as active as before'.
- 4.11 There has been some impact.
- n/a I don't notice an impact.

11. To what degree do you agree with the following statement: (Please check all that applies)

"Business prospects for the Central Business District will be positively affected if it can distinguish itself relative to other business districts in surrounding locales. Towards that end, the businesses within the Central Business District would benefit from a distinctive 'Attraction' because it would enhance 'walk-by customer' traffic."

- 89%I agree. Further, I believe the following elements of the Hinsdale Downtown effectively serve as such an Attraction:
  - 26%The unique architecture of the buildings.
  - 38 As a group, the variety and uniqueness of the businesses that make up the Downtown, which is derived by the large percentage of independent merchants that are established here.
  - 21 Additional 'National Chain' stores of a high-end nature that are not otherwise represented within the Chicagoland area or immediate surrounding locales, but would have a positive 'recognizability' factor (thereby providing a natural draw or "buzz").
  - 15 An appropriate entertainment or cultural complex.
  - Other: \_\_\_\_\_
- 11%I disagree.

12. Which of the following actions would have the greatest immediate positive impact on your business? (Please provide a ranking of importance (5 = high))

- 3.78 Increase the "convenience" or "directed purchase" shopping pattern of Hinsdale residents (i.e. promote and educate Hinsdale residents on the types of merchandise offered by the merchants, so that they are confident that their shopping needs will be met during their visit).
- 4.37 Increase the 'destination shopper' habit of Hinsdale residents (i.e. promote the Downtown shopping experience with visits to several merchants during one trip, including dining at a restaurant).
- 4.35 Increase the 'destination shopper' habit of non-Hinsdale customers.
- 4.12 Improve signage and direction(s) to available parking options.
- 3.88 More restaurants.
- 1.79 More special events within the Downtown.
- 1.49 More special events within Hinsdale (including KLM).



(Please check more than one, if applicable; also, provide a ranking of importance (5 = high))

13. Which of these initiatives would have the greatest positive impact on your business, and why?

(Please provide a ranking of the importance of each issue listed below; provide a -0- for any issue that is not a concern)

- 4.17 Ease Parking Limits on the majority of the available parking spaces in the Downtown to greater than 2 hours (this does not effect the recent initiative to designate a minor number of spaces as 30-minute slots).

▪ Rationale: See Attached

- 4.52 Build a Parking Garage (as frequently discussed).

▪ Rationale: \_\_\_\_\_

- 3.09 Establish Customer-Only Parking restrictions throughout the whole Downtown (from and including Garfield Ave. to Lincoln St., and Hinsdale Ave. to Second St.).

▪ Rationale: See Attached

- \_\_\_\_\_ Other: \_\_\_\_\_

▪ Rationale: See Attached

14. Do you agree that simply the "*perception*" of a parking problem (whether or not you agree that one actually exists) contributes to avoidance by Hinsdale residents of shopping in the Downtown?

Yes 96%      No 4%

15. Can you point out any additional issues (not otherwise discussed above) that are *negatively* affecting your business, the Downtown, or otherwise reducing its appeal as an enjoyable shopping experience?

See Attached

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

16. Can you point out any additional issues (not otherwise discussed above) that are *positively* affecting your Business, the Downtown, or otherwise enhancing its appeal as an enjoyable shopping experience?

See Attached

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. From time to time, the Village of Hinsdale has solicited input from merchants, property owners, and other interested parties in the Downtown to attend open forums and meetings to discuss and bring clarity to the issues facing Hinsdale businesses. A copy of a letter sent by Trustee Vic Orler (Administration and Community Affairs Committee Chairman) summarizing the results of one of the recent meetings is attached.

- How many of these meetings have you attended during the last two years?

<u>0</u>	<u>1 - 2</u>	<u>3 - 4</u>	<u>5+</u>
40%	22%	18%	20%

- Are you interested / not interested in attending future meetings of this type?

Interested: 67%      Not interested: 33%

Rationale: See Attached

18. In its desire to be proactive and provide support to the business community, the Economic Development Commission (EDC) is considering and undertaking many initiatives to generate awareness and drive traffic to its stores.

(Please rank, in order of importance (9 = hi), the EDC's following initiatives)

- 7.43 **Comprehensive multi-media marketing campaign:** Work to include items such as: discovering/building the Hinsdale brand; advertising via print, direct mail, cable TV, web (search engine, coupons); media kit containing key information for prospective businesses; dedicated EDC web site acting as a "one stop shop"; promotional video; and public relations/outreach
- 6.71 **Periodic "summits":** opportunities for the business community and the Village to engage in open dialogue (seek feedback and offer opinions on current and pending projects; voice concerns and address issues)
- 5.70 **Way-finding sign program:** navigate and lure traffic from thoroughfares into downtown and other shopping areas; historic district placards to complement the way-finding signs and celebrate downtown's listing on the National Register of Historic Places
- 4.05 **Directories:** map and list shopping, dining, and services in the various business areas
- 5.43 **Gateway features:** identify Hinsdale's borders and welcome visitors
- 2.55 **Hinsdale Oasis:** sharing space in the Northern Illinois Tourism Development Office's informational kiosk, provide print materials to generate awareness of the Village's myriad offerings
- 7.79 **Parking:** simplify existing system and communicate changes, including a "shopper only parking lot" adjacent to the Hinsdale Middle School and a

"shopper only" parking zone on Washington Street between Hinsdale Avenue and First Street

- 4.03 **Special events:** Village's sponsorship of staples such as the "Christmas Walk" and "Uniquely Thursdays"
- 3.50 **Promotional campaign:** planned for this fall season is a travel-themed promotion with a grand prize of a free one-year luxury car lease (winner will be able to select from four different makes/models)

19. We welcome your opinions. Please take a moment to provide other thoughts and suggestions:


See Attached

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## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** January 14, 2010  
**RE:** Budget Update

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Attached is the working budget of the Economic Development Commission (EDC) for the current fiscal year, which ends April 30<sup>th</sup>. A copy that lists additional items that had been discussed in the budgeting process has been included as the group's spending is tracking favorably to date and given that the potential exists for additional resources to potentially become available if revenue from the 1% food-and-beverage tax continues to exceed the Village's projection. Please consider what items you may deem priorities for the purposes of the group's discussion at the meeting on the 26<sup>th</sup>.

If you have any questions or comments, please contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/ Comm. Dev. Director

EDC Working Budget - Meeting of Tuesday, August 25, 2009			
	Consensus / Committed	Discussed / Considered	Priority
<b>Ideas / Channels</b>			
<b>Magazine &amp; Newspaper and Outdoor</b>			
Regional Audience			
West Suburban Living Magazine	\$6,700		
Billboard/Outdoor		\$10,000	
Other Regional Marketing	\$6,000		
Local Audience			
The Hinsdalean	\$6,000		
<b>Video</b>			
Event Videos (3) - Holidays, Fine Arts, other	\$2,250		
<b>Distinctly Hinsdale Website</b>			
Community Event Calendar			
Professional Services Map and Directory			
Retail Map and Directory Update			
Misc. Edits and Updates			
Website Hosting			
Est. Website Total	\$4,500		
<b>Website Advertising</b>		\$3,000	
<b>Events / Promotions / Public Relations</b>			
Distinctly Hinsdale for the Holidays - EDC	\$10,000		
Local Promotion or Direct Mailer - EDC		\$2,000	
Uniquely Thursdays - Hinsdale Chamber	\$9,000		
"3/50 Project" - Hinsdale Chamber	\$14,000		
<b>Physical</b>			
Village Place Signs - fabricate & install*	\$7,000	\$7,000	
Retail Directory Graphic Inserts	\$630		
<b>Other Downtown Support</b>			
Snow Removal	\$13,500		
Holiday Lighting	\$9,970		
<b>Managerial</b>			
Agency Retainer	\$24,000		
Professional Organizations	\$1,450		
<b>Other Potential Revenue</b>			
Sponsorships	\$0	\$0	
<b>Total Commitments</b>	\$115,000		
<b>Total Available Budget</b>	\$115,000		
<b>Uncommitted Budget</b>	\$0		
<b>Future Consideration</b>		\$22,000	
*Note: Cost per sign; budget calls for one this FY			