

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Special Meeting on
Tuesday, January 26, 2009

Members Present: Marc Cella, Eileen Crane, Craig Chapello, Jan Grisemer, and Steve Potter

Members Absent: Jeanie Janes, John Karstrand, Alan Schneider, and Brad Summers

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce

Call to Order

With Chairman Karstrand unavailable for the meeting, Ms. Grisemer made a motion to approve Mr. Chapello as Acting Chairman. Mr. Cella seconded, and the motion was approved unanimously.

Acting Chairman Chapello called the special meeting of the Economic Development Commission (EDC) to order at 7:00 p.m. on Tuesday, January 26, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Cella made a motion to approve the minutes of the special meeting of the EDC that was held on December 15, 2009. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported that base sales taxes increased 3.3% for the month of January (October sales) versus the previous year and added that the increase, when viewed in conjunction with what could be considered a larger than expected decline for the previous month, produced a two-month period reflective of the same period for the previous year. Staff commented that the lower figure for December could have been due, at least in part, to late reporting. Staff then noted that total sales taxes had declined by \$222,480 (-11.5%) for the fiscal year-to-date and added that the decline is less than had been projected by the Village in its budgeting process.

Staff stated that food and beverage tax revenue was averaging approximately \$20,865 for the first nine months of the fiscal year, noting that this amount exceeded the Village's budget projection. Staff remarked that if the trend continued, the EDC would potentially receive additional resources for use in the current fiscal year, and added that the topic could be revisited during the group's budget discussion later in the meeting. (Agenda Item 3)

Business Registrations/Licenses

Staff reported that 459 registrations/licenses had been received, representing \$34,425 in revenue and approximately 69% of the Village's base goal of \$50,000 (or 667 paid registrations). Staff commented that a tally for retail businesses would be prepared in order to understand compliance by the sales tax-producing businesses in each district. Staff remarked that reminder notices would be prepared and sent in the near future. Mr. Cella inquired about how the current pace of submittals compared to the past, and Staff responded that the rate was at least equal to that of last year. (Agenda Item 4)

2009 Holiday Program

Staff commented that the holiday program could be considered a success when measured by the public's participation in the festivities based in Burlington Park, with 899 children having visited the gingerbread factory (a.k.a., cookie decorating tent) and 650 people having ridden on the horse-drawn carriage on the three Saturdays leading up to the Christmas holiday. Noted was that this year's attendance had been achieved even with a reduction in media spending, with the Commission having elected to rely primarily on dedicated ads in *The Hinsdalean* in the editions of the three weeks of the promotion.

Members noted improvements to the Village's holiday lighting and decorations, and Staff stated that a new scope of services would need to be prepared as the contract had just expired. Ms. Grisemer stated that an additional level of decoration could increase Hinsdale's appeal as a holiday destination but that it was contingent on merchants' willingness to adorn the interior perimeters of their display windows with simple white lights. Staff noted that such decoration would cost each retailer very little in terms of material, and Ms. Grisemer commented that volunteerism could be one approach to installation of the lights. The group was receptive to the idea and suggested that it and other elements of the holiday promotion be discussed at a meeting or meetings of the EDC well in advance of next year's holiday season. (Agenda Item 5)

Advertising Campaign

Staff stated that more than 27 retailers had participated in the “who, what, wear” campaign, adding that those who had shared positive feedback on the style, content, and exposure that the campaign affords featured businesses. Staff reviewed the various means by which participation had been solicited, including: a letter to all retail businesses, mentions at quarterly and after-hour meetings of the Chamber of Commerce, phone calls, and mass e-mail. Mr. Grisko suggested that an additional e-blast or blasts be sent to retailers to continually remind them of the free advertising opportunity.

Mr. Potter expressed his support for the campaign and added that the free exposure shows a demonstrable commitment by the Village to its retailers. Mr. Potter added that the busy nature of the holiday season may have affected participation and remarked that he would consider ways to increase participation by fellow retailers. Staff also added that he and Direct Advantage would consider the potential for other “shop local” themes within the established framework. (Agenda Item 6)

Village Place Signage

Staff stated that the first of the two signs planned for Village Place had been installed at the north end of the internal street and reported that the project had come in under budget. Staff noted that he had slightly altered his original design in order to permit the addition of at least one placard to the panel assembly should the need arise in the future.

Since the project was considered a priority of the Commission, members expressed their desire to pursue fabrication and installation of the second sign during the current fiscal year. Staff commented that resources may be available as a result of being under budget on the first sign and a few other EDC budget items, as well as the potential to receive additional revenue should food-and-beverage tax receipts exceed budget projections. Staff reminded members that at least eight weeks are required from both the pole manufacturer and sign fabricator. (Agenda Item 7)

Consideration of Local Retailer Survey

Mr. Chapello stated that he, Mr. Summers, and Staff had met to discuss the retailer survey and how the Commission could best use the results. Mr. Chapello suggested that a summary should reveal what the Commission had done in response to the results of the survey, what had yet to be completed, and what was planned. Members discussed how the proposed summary could be communicated to retailers, and ideas included distribution of a written document and a public meeting. (Agenda Item 8)

Budget Review Current Fiscal Year

Staff provided updates on expenditures to date for each budget item, noting that the Commission was: at budget for most items; under budget for several items, including but not limited to snow removal of downtown sidewalks and the first identification sign for Village Place; and \$250 over budget for the holiday event-based promotion. Members were pleased with the status of the budget and expressed a desire to complete the second sign of the two-sign Village Place sign project during the current fiscal year. Additional updates on and discussions about the budget were suggested for a future meeting. (Agenda Item 9)

Hinsdale Chamber of Commerce

Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, addressed the Commission, providing members with an update of their efforts to generate resident and business owner awareness in "The '3/50' Project". On behalf of her Board of Directors, Ms. Anderson expressed her appreciation for the financial support the Village is providing to the Chamber for the program. Ms. Anderson stated that regular advertising was occurring through weekly inserts in *The Hinsdalean*. She added that other ideas to activate the campaign, such as distribution of branded eco-friendly shopping bags around Earth Day and vertical banner signs that would rotate businesses around town, were to be discussed at upcoming meetings of the Chamber's marketing committee. (Agenda Item 10)

Adjournment


With no additional business before the Commission, Mr. Cella made a motion to adjourn. Ms. Cranc seconded, and the motion passed unanimously. The January 26, 2010 special meeting of the EDC was declared adjourned at 9:07 p.m. (Agenda Item 11)

Respectfully submitted,

DRAFT

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: February 16, 2010
RE: Monthly Sales Tax Review

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 February (November sales) amounted to \$188,701 as compared to the previous year's receipts of \$171,043. This represents an increase of \$17,658 (10.3%) for February. Total base sales tax receipts for the fiscal year-to-date (sales through November 30, 2009) amounted to \$1,794,057 as compared to the previous year's receipts of \$1,969,996. This represents a decrease of \$175,939 (-8.9%).

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 February (November sales) amounted to \$14,614 as compared to the previous year's receipts of \$19,533. This represents a decrease of \$4,919 (-25.2%) for February. Total local use tax receipts for the fiscal year-to-date (sales through November 30, 2009) amounted to \$174,373 as compared to the previous year's receipts of \$214,175. This represents a decrease of \$54,416 (-25.4%).

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

Total Sales Tax receipts for the month of February (November sales) amounted to \$203, 315 as compared to the previous year's receipts of \$190,576. This represents an increase of \$12,739 (6.7%) for February.

Total Sales Tax Receipts for the fiscal year-to-date through February 2010 (sales through November 30, 2009) amount to \$1,968,430 as compared to the previous year's receipts of \$2,184,171. This represents a decrease of \$215,741 (-9.9%).


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	188,701	17,658	10.3%	1,969,996	1,794,057	(175,939)	-8.9%
March	December	202,306							
April	January	151,169							
Total		2,323,471	1,794,057	(175,939)					
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	14,614	(4,919)	-25.2%	214,175	174,373	(39,802)	-18.6%
March	December	28,098							
April	January	17,886							
Total		260,159	174,373	(85,786)					
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	203,315	12,739	6.7%	2,184,171	1,968,430	(215,741)	-9.9%
March	December	230,404							
April	January	169,055							
Total		2,583,630	1,968,430	(615,200)					

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: February 16, 2010
RE: Food and Beverage Tax

For the first nine months of the fiscal year, food-and-beverage tax receipts remain strong even with a decrease in January (to \$18,377). Through January 31, 2010, the Village collected \$185,299. This translates to a monthly average of \$20,589.

It remains possible that additional resources may be available to the Economic Development Commission (EDC) if better than expected results for food-and-beverage revenues are achieved, as the group's budget is based upon 50% of the revenue generated by the 1% food-and-beverage tax.

For illustrative purposes, using a range of \$17,000 to \$21,000 for monthly receipts for the remaining months of March, April, and May, the Village would finish the fiscal year having generated between \$236,299 and \$248,299 in food-and-beverage tax.


As mentioned previously, members may wish to review the EDC's original list of priorities and working budget in order to consider which projects should receive funding if additional revenue became 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.

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: February 17, 2010
RE: Business Registrations/Licenses

For the 2010 calendar year to date, we have received 486 business registrations/licenses. This represents \$36,450 in revenue. Reaching \$50,000 in revenue from business registrations/licenses requires 667 participating businesses. To date, the Village has reached approximately 73% of this stated goal.

To increase the number of businesses that are registered, we referenced the latest list of IL sales tax payers (i.e., those Hinsdale-based entities with IL Business Tax Numbers, or IBTNs). Letters were sent reminding them of the need to comply with the Village's business registration/licensing program. A person with an IBTN who claims that their business is inactive is asked to submit a concise explanation in writing.

As part of our current effort to update the retail directory on the EDC's website and at the shopper parking lot, we will be calculating compliance for retailers by district. Reminder letters will be composed, with required compliance and benefits of registration highlighted.


In addition, a late notice or a series of them will be sent to those businesses that have not yet 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.

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: February 18, 2010
RE: Advertising Program Update

“Who, What, Wear” to date

The EDC’s “who, what, wear” advertising campaign has been distributed through *The Hinsdalean* and the bi-monthly *West Suburban Living* (WSL) Magazine. These two channels are being used to reach residents and the targeted demographic in the surrounding region, respectively. A copy of the ad for the March-April edition WSL Magazine is attached for your reference.

This grant program (free to participating retailers) is scheduled to continue in both publications through the end of the fiscal year, April 30th, although the group may wish to consider extending the campaign into the next fiscal year. Since the last meeting of the EDC, we have received a number of new participants, which is likely attributable to the latest e-mail blast.

Interest throughout the campaign has also been generated from word-of-mouth among retailers, as well as invitations to participate at meetings and events of the Chamber of Commerce (their board and quarterly meetings and after-hours at host businesses). Although not universally used, the vast majority of retailers have signed up through the EDC’s dedicated micro-website, HinsdaleRetail.com.

Other Local and Regional

At the last meeting of the EDC, members requested information about the other local newspapers as potential distribution for the “who, what, wear” campaign and potential advertising endeavors in the future. Attached you will find information from Direct Advantage for both *The Doings* and *Suburban Life* newspapers. *The Hinsdalean* has proven effective given its local focus and complete distribution to the local market (free delivery to all households) versus the other subscription-based papers. However, as raised by members, these local papers and their affiliated regional counterparts may offer additional means to get the word out about Hinsdale as a shopping and dining destination to loyal resident-readers of these papers and to those in the surrounding area.

These papers were used in the past for the holiday promotion but were not this past year due to budget constraints and the equity and awareness that

members believed had been achieved with the event. Similarly, members appreciated the exposure to the desired, targeted demographic that publications such as *Chicago Magazine*, *Chicago Social*, and others provide but have recognized the challenge of their premium pricing strategy (even for "remnants").

Other Media

Outdoor: At previous meetings, members of the Commission expressed an interest in gaining some insight into the outdoor advertising market. Cited was the use of year-round outdoor advertising by the City Centre organization of nearby Elmhurst. Members have discussed briefly the appropriateness and associated costs of the medium and may wish to be prepared to do so at the meeting on the 23rd and perhaps in the future. For reference purposes, attached is information from Direct Advantage from one of several suppliers of outdoor advertising.

Web: Members have expressed an ongoing interest and commitment in building equity in the DistinctlyHinsdale.com site, including refinement of existing content and the development of new content and features. A subject not discussed thoroughly to date is the appropriateness, utility, and potential for social media and/or a blog, as well as sponsorship of the site or a small area for advertisers. Some social media was used for promotion of the holiday event in the park. Also, additional domain names that redirect inquiring parties to the site are possible, as is consideration of advertising space on the site as well as advertising on other sites (e.g., stylechicago.com).

The Commission has worked to maximize resources currently available to it, choosing initiatives based upon their potential to tout Hinsdale as a distinct place that serves residents' needs and attracts those from surrounding communities. The aforementioned items are meant for discussion purposes and for the consideration of the group as it plans its work.

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.

Thank you.

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

Who:

Steve Potter, Owner, Hinsdale Clothiers
"Proudly celebrating 21 years of keeping the western suburbs dressed to the nines."
777 N. York Rd., Hinsdale - (630) 323-1858 -
hinsdaleclothiers.com

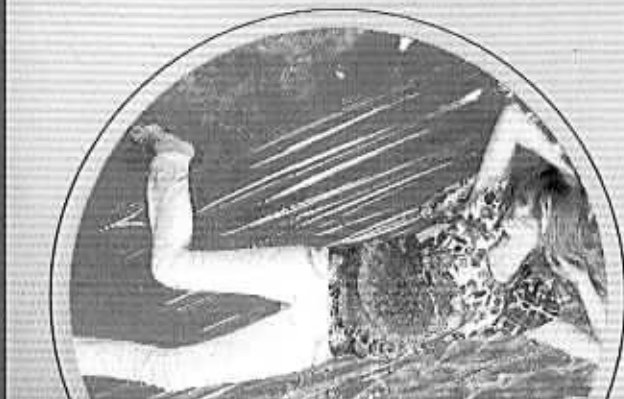


What:

The San Benito Vintage Collection from Virgins, Saints & Angels. Every piece is made in Mexico with materials blessed with Holy Water from the Vatican. Available at Alixandra Blue - 2 W. First St., Hinsdale - (630) 455-0022 - alixandracollections.com

Wear:

Contemporary lines for spring, such as Barcelona's Designal. We enjoy interpreting the latest trends for our customers at Schoen's. 120 S. Washington St., Hinsdale - (630) 323-2400 - schoensofhinsdale.com



distinctly
Hinsdale
Since 1875

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

www.distinctlyhinsdale.com

PRINT RATES FOR WHO/WHAT/WEAR CAMPAIGN:

THE DOINGS:

We recommend the full run circulation:

The Doings "GA" zone circ = 17,575

Full Circ-The Doings-Hinsdale, Clarendon Hills, Oak Brook/Oak Brook Ter, Elmhurst, La Grange/LaGrange Highlands-Westchester, Western Springs/Indian Head Pk., Burr Ridge/Willowbrook/Darien Edt.

1/4 Page (12 unit ad) = /\$567 open rate

If you commit to 4x, you get the 26x rate = \$455 per ad

If you commit to 8x, you get the 39x rate = \$398 per ad

1/2 Page (24 unit ad) = \$1131 open rate

If you commit to 4x, you get the 26x rate = \$905 per ad

If you commit to 8x, you get the 39x rate = \$790 per ad

SUBURBAN LIFE:

Various zones, map attached. We recommend full run, which comes with a 15% discount per zone:

1/4 Page, full color, in the DuPage Suburban Life edition would be \$326

1/2 Page, full color, in the DuPage Suburban Life edition would be \$552

1/4 Page, full color, in the South DuPage edition would be \$524

1/2 Page, full color, in the South DuPage Life edition would be \$947

1/4 Page, full color, in the Central DuPage edition would be \$317

1/2 Page, full color, in the Central DuPage Life edition would be \$533

1/4 Page, full color, in the East DuPage edition would be \$439

1/2 Page, full color, in the East DuPage Life edition would be \$778

1/4 Page, full color in all the zones would be \$1,364

1/2 Page, full color all zones would be \$2,389

Zip Codes/Circulations

CENTRAL COOK SUBURBAN LIFE WED.	ZIP CODE	CIRCULATION
Suburban Life		
LaGrange, LaGrange Highlands, Countryside, Hodgkins, Indian Head Park, McCook, Pleasantdale, Burr Ridge	60525	
Lyons	60534	
LaGrange Park	60526	
Berkeley	60163	
Broadview	60155	
Brookfield	60513	
Hillside	60162	
North Riverside, Riverside, Riverside Lawn	60546	
Westchester	60154	
Western Springs	60558	
Willow Springs	60480	
TOTAL CIRCULATION		20,464

CENTRAL DUPAGE NEWS & LEADER THURS.	ZIP CODE	
Glen Ellyn News		
Glen Ellyn	60137	
Wheaton Leader		
Wheaton	60187	
TOTAL CIRCULATION		19,553

DUPAGE SUBURBAN LIFE FRI.	ZIP CODE	
Suburban Life		
Clarendon Hills	60514	
Oak Brook	60523	
Hinsdale	60521	
Darien	60561	
Willowbrook & Burr Ridge	60527	
TOTAL CIRCULATION		5,530

EAST COOK LIFE WED.	ZIP CODE	
Life		
Berwyn, Stickney, Forest View	60402	
Cicero, Chicago's Island Nbrhd	60804	
TOTAL CIRCULATION		4,495

EAST DUPAGE PRESS, SPECTATOR & ARGUS FRI.	ZIP CODE	
Elmhurst Press		
Elmhurst	60126	
Lombard Spectator		
Lombard	60148	
Villa Park Argus		
Villa Park & Oakbrook Terrace	60181	
TOTAL CIRCULATION		21,980

KANE REPUBLICAN THURS.	ZIP CODE	
Batavia Republican		
Batavia	60510	
Geneva Republican		
Geneva	60134	
St. Charles Republican		
St. Charles	60174, 60175	
TOTAL CIRCULATION		25,104

LEMONT REPORTER/ MET FRI.	ZIP CODE	CIRCULATION
Lemont Reporter/ Met		
Lemont	60439	
TOTAL CIRCULATION		4,591

MCHENRY FARMSIDE THURS.	ZIP CODE	
Farmside		
Huntley	60142	
Marengo	60152	
TOTAL CIRCULATION		616

NORTHEAST DUPAGE PRESS FRI.	ZIP CODE	
Press		
Addison	60101	
Bensenville	60106	
Wood Dale	60191	
TOTAL CIRCULATION		1,472

NORTHWEST DUPAGE PRESS FRI.	ZIP CODE	
Bartlett Press		
Bartlett	60103	
Hanover Park	60133	
Streamwood	60107	
Press		
Bloomington	60108	
Carol Stream	60188	
Glendale Heights	60139	
Itasca	60143	
Roselle	60172	
TOTAL CIRCULATION		8,276

SOUTH DUPAGE REPORTER & PROGRESS WED.	ZIP CODE	
Downers Grove Reporter		
Downers Grove	60515, 60516	
Westmont Progress		
Westmont	60559	
TOTAL CIRCULATION		20,037

WEST DUPAGE POST & PRESS THURS.	ZIP CODE	
Press		
Warrenville	60555	
West Chicago	60185	
Winfield	60190	
TOTAL CIRCULATION		4,175

WILL SOUTH DUPAGE REPORTER WED.	ZIP CODE	
Reporter		
Bolingbrook	60440	
Lisle	60532	
Woodridge	60517	
Naperville	60540	
Romeoville	60446	
TOTAL CIRCULATION		5,351

Total circulation for all publications: 141,028

[illegible]

Suburban Life
Publications
mysuburbanlife.com

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St. Charles, IL 60174-2463
(630) 513-5050 • fax (630) 513-0601



VILLAGE OF HINSDALE

Panel#	Description	Size	DEC	Avail Date	PROPOSED 4-WK NET RATE	PROPOSED 4- WK NET RATE	CURRENT ADVERTISER
					Guaranteed	Remnant	
1328	TriState Tlwy (I-294) E/S .3 mi N/O North F/N	20' x 60'	115,700	3/1 and on	\$3,500	\$2,000	Blank
1611	TriState Tlwy (I-294) W/S .4 mi S/O Archer	14' x 48'	108,660	4/5-5/30, 8/23 and on	\$2,700	\$1,500	Dr Pepper
1618	Stevenson Xwy (I-55) N/S .6 mi E/O Harlem F/E	14' x 48'	111,140	3/1 and on	\$3,500	\$1,500	Gold Eagle Heat
1409	I-55 N/S W/O TriState Tlwy (I-294) F/W	20' x 60'	103,650	3/1-5/2	\$4,800	\$2,000	Rogers & Hollands
1454	I-55 N/S E/O Rt 83 F/W	20' x 60'	115,400	3/1 and on	\$3,600	\$2,000	County or Midwest Gold

Vinyl Costs:
 20x60 - \$1,800
 14x48 - \$1,000



Village of Hinsdale

Map #1





Village of Hinsdale



Advertising Strengths: Located next to O'Hare Airport on the Tri-State Tollway, reach travelers heading from O'Hare to the South and West suburban areas of Chicago. Close proximity to corporate headquarters such as True Value, Albertson's Jewel Regional and McDonalds Corporation. Other major attractions in area are Allstate Arena and Rosemont Theatre.

Location #1

Panel: 1328

Media/Style: Permanent Bulletin/Regular

Market: COOK COUNTY

Location: TRISTATE TLY (I-294) E/S .3 MI N/O NORTH

Facing/Read: North / Left

Copy Size: 20' 0" x 60' 0"

Vinyl Size: 21' 0" x 61' 0"

Illuminated: YES

DEC: 115697

Lat/Long: 41.91222 / -87.91899

Rate:

Current Advertiser:

Misc:



Contact Lamar Advertising of Northwest Indiana

Regional Address: 1775 West 41st Avenue, Gary, IN 46405 • Mailing Address: 1775 West 41st Avenue, Gary, IN 46405 •

Phone: 219-963-1337, Fax: 219-930-1208



Village of Hinsdale



Advertising Strengths: Located on the Tri-State Tollway near the affluent communities of Willowbrook, Hinsdale and Burr Ridge, this 14x48 reaches suburban traffic moving toward expressways leading into the city. Just south of hard-to-reach Ogden Avenue exit in Hinsdale. The major attraction in the area is the Brookfield Zoo.

Panel: 1611

Media/Style: Permanent Bulletin/Regular

Market: COOK COUNTY

Location: TRISTATE (I-294) W/S .4 MI S/O ARCHER

Facing/Read: South East / Left

Copy Size: 14' 0" x 48' 0"

Vinyl Size: 15' 0" x 49' 0"

Illuminated: YES

DEC: 108657

Lat/Long: 41.74297 / -87.83579

Rate:

Current Advertiser:

Misc:



Contact Lamar Advertising of Northwest Indiana

Physical Address: 1870 West 11th Avenue, Gary, IN 46405 • Mailing Address: 1770 West 8th Avenue, Gary, IN 46403 •
Phone: 219-886-1942, Fax: 219-886-1202



Village of Hinsdale



Advertising Strengths: This "in-your-face" 20x60 sign is located on I-55, delivering inbound traffic between upscale DuPage Counties and the city. The sign is situated directly with the driver's sightlines with a long very long approach. Air travelers heading to Midway Airport from western suburbs are guaranteed to pass this location.

Panel: 1409

Media/Style: Permanent Bulletin/Regular

Market: COOK COUNTY

Location: I-55 N/S W/O TRISTATE TLWY (I-294)

Facing/Read: West / Left

Copy Size: 20' 0" x 60' 0"

Vinyl Size: 21' 0" x 61' 0"

Illuminated: YES

DEC: 103649

Lat/Long: 41.76127 / -87.90176

Rate:

Current Advertiser:

Misc:



Contact Lamar Advertising of Northwest Indiana

Physical Address: 1770 West 41st Avenue Gary, IN 46520 • Mailing Address: 1770 West 41st Avenue Gary, IN 46520 •

Phone: 219-833-1147, Fax: 219-833-1149



Village of Hinsdale



Advertising Strengths: Located on I-55 in DuPage County, this sign serves traffic leading to the city from the Naperville/Bolingbrook/Joliet area of Will County, as well as the very upscale DuPage County cities of Lemont, Darien and Willowbrook. This sign also has a great read from northbound SR- 83, which serves traffic leading from Orland Park to the expressway.

Location #5

Panel: 1454

Media/Style: Permanent Bulletin/Regular

Market: DUPAGE COUNTY

Location: I-55 N/S E/O RT 83

Facing/Read: West / Left

Copy Size: 20' 0" x 60' 0"

Vinyl Size: 21' 0" x 61' 0"

Illuminated: YES

DEC: 115431

Lat/Long: 41.74500 / -87.94031

Rate:

Current Advertiser:

Misc:



Contact Lamar Advertising of Northwest Indiana

Regional Offices: 1770 West 17th Avenue, Gary, IN 46508 • Mailing Address: 1770 West 17th Avenue, Gary, IN 46508 •
Phone: 219-933-1457, Fax: 219-933-1356

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: February 17, 2010

RE: Village Place Signage

With the Economic Development Commission on track with most budgeted items and under budget on a few others, and given the support of members for the project, the second of two planned signs identifying businesses located on Village Place is under construction.

The sign will be installed at the northeast corner of the exit of one-way southbound Village Place at First Street. Hinsdale Avenue. The pole-and-sign assembly is closest to Hinsdale Bank and Trust with Blue Mercury on the other (west) side of Village Place.

Installation is to be completed in advance of April 30th, which is the end of the Village's current fiscal year.




If you have any questions or comments, please contact me at (630) 789-7005 or at 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: February 18, 2010
RE: Retailer Survey, Summary, and Potential Follow-up

In terms of the Commission utilizing the existing survey of downtown retailers, we have as a work-in-progress a high-level summary of how the results informed the EDC's work. Attached you will find Commissioner Summers' bulleted recap of the survey results and qualitative comments from respondents.

The summary could be supplied to downtown retailers to demonstrate that their time completing the thorough questionnaire was well spent in that their feedback has been and is reflected in efforts of the Commission. The summary acknowledges concerns, notes what has been done to address those concerns, and identifies work that is ongoing or remains.

A follow-up survey of retailers could be considered, with existing questions revisited and/or new ones developed if needed. If members elect to pursue a new survey, the data captured could provide fresh perspectives and reflect the current pulse of the business community, given that there has been some tenant turnover and a change in economic conditions since the initial survey.

Additional follow-up could take the form of a concise, educational piece for property owners. If embraced, included could be a statement about the presence of staff, the ability to advertise freely available tenant space, a listing of commercial brokers who live in Hinsdale (and perhaps the spaces they've secured tenants for in the past), and any other pertinent information. The tone would be positive and decidedly cooperative.

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. Thank you.

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

Analysis of Survey Results

- a) The merchants do not believe that additional special events will have a positive impact on their business, nor should the Village devote resources to sponsoring or developing such events, as indicated by the combined responses under question 18 and 12. The merchants pointedly indicated that the Village should devote its efforts to other issues, most notably parking, developing the 'destination shopper' habits of the shoppers, and advertising the downtown. The narrative comments under questions 15, 16, and 19 further confirm this point, indicating that event sponsorship actually distracts attention from the main problems facing the district.
- b) The results of question 13 were enlightening: easing parking limits was noted as a significant issue to be addressed, almost as much as building a parking garage. Customer-Only Parking restrictions were viewed significantly lower as being effective; in fact, certain merchants view the customer-only parking initiatives as simply a diversion from the main problem.
[Note: the results for this question were presented as an average on a 0 to 5 scale. As a result, figures above 4 in this presentation (as was the case for each of these initiatives) indicates the large majority of merchants highlighted these issues.]
- c) A profile of the 'average' merchant can be derived from responses under the first section questions:
 - 40% have been in business for less than 5 years (question 1).
 - There was no clear indication of how a merchant determined what product/service to offer (i.e. no clear direction under question 5(a)) which, when combined with the results of questions 5(e-g) (which show a majority of merchants did not put any significant effort toward developing any type of business plan), point to a lack of preparation and planning for the challenges of running a retail business.
 - Over 45% of the merchants had no or limited experience that was directly related to their new business (question 6).
 - While 46% of merchants expected that at least 50% of revenues would be derived from Hinsdale residents (question 5(g)), 40% of respondents have been disappointed in the level of revenues coming from the residents (question 7(c)). This latter figure is significant due to the fact that such a high percentage (23%) of respondents to this question didn't have a forecast.
 - 45% of merchants have seen decreasing revenues overall (question 7(b)), and a significant majority of the merchants have had to utilize their financial resources to support the business (question 7(d)).
 - While a third of the respondents have initiated efforts to move their business, over half have been approached by developers, etc. from outside of Hinsdale to inquire about moving their business (question 7(e)). The Survey does not shed light on whether this is an increasing trend but, at the least, it points to a dynamic situation.
- d) Responses under question 5(b), 9(a) and 11, clarify a commonly-held perception that the CBD is "quaint" and "a gem".

Question 7

- Our sales were in line originally but has dropped significantly since the downtown renovation of streets and walkways.

Question 13

- More concerned about lack of restaurants than losing business to Burr Ridge project.
- People resent the meters; the Village is parking-unfriendly or just looking to give tickets.
- Move commuters and business people from Downtown
- We're unsure what is the best solution for parking, but think it's the most important issue for economic growth and vitality.
- Employees use too much parking as it is.
- Stop employees from parking in prime spots; it's the most important problem!
- Non-resident shoppers have quit coming to Hinsdale due to tickets
- Need long-term parking solution
- Once and for all – do it! It is so needed for businesses to survive.
- Customer-Only parking will never solve the problem. Cut to the chase and build and attractive garage.
- When buying a luxury like a fur coat, it takes a little longer than 2 hours to sell.
- Easing limits will help; several of our customers need more time to make purchases (not just buying coffee).
- What good will establishing Customer-Only Parking do? Sometimes employees are also customers. How will you determine if they are working or shopping?
- Usage should definitely be restricted to customer use only.
- Acknowledge that there is a lack of parking now.
- There is a parking problem, but the perception is worse.

Question 15

- I create a great service experience to assure repeat business, in spite of the negative connotation of the Hinsdale shopping experience – due to a much-publicized unfriendly attitude towards non-Hinsdale residents, not to mention bad attitude about parking.
- So many vacancies doesn't make trip worthwhile to a non-resident shopper. Why spend all that money beautifying when you need to be marketing to viable businesses to enhance the mix.
- Not everyone is making their store fronts, windows, etc. as fun and attractive as possible. The empty stores don't help.
- City restriction on outdoor display or dining. Reduce or eliminate high cost for signage. Parking police.
- Uniquely Thursday hampers the shops on 1st St. It could be held in other areas, like the street by the rose garden or KLM. Also our Christmas Walk should be re-thought; all it is is people looking for a hand-out not even thinking of shopping. We should do something fun for our community.
- Closing my street on Thursdays early during the summer is criminal. I would want to sue!

- Empty stores due to over-priced rent.
- We need the Village to advertise itself. Money needs to be set aside to promote all aspects of the Hinsdale shopping districts supported by Village dollars.
- Encourage younger stores to compliment the demographics that is moving here. The older people who live here do not shop. Not a good shop mix: too many salons, too many art galleries, need more clothing stores and mens stores.

Question 16

- The size of our downtown shopping area makes it comfortable and convenient
- Looking forward to results from Oasis Kiosk.
- People like and enjoy shopping in Hinsdale, and like good friendly service and gift wrapping
- Landscape improvements – sidewalk repair, special events to benefit non-profits (wine walk)
- The flowers at the corners and the black gates around the trees and the black benches are attractive.
- Nice quaint downtown
- Customers have commented on the beautiful plantings
- Hopefully opening this dialogue, and getting rid of old agendas. There have been few if any positives in the last 3-4 years, unfortunately.

Question 17

- Will be interested in participating in future meetings if they will bring the right results.
- We keep on going and doing these surveys but nothing changes. Hinsdale is continuing on going down. There are too many other places to shop now that don't cause a hassle. We are no longer unique. Look how many small shops that use to bring people here gone. And how many empty stores tell the tale to customers.
- Waste-of time to get involved; nothing ever gets accomplished.
- Not interested; haven't been to a meeting where the Village has actually committed to helping – only 'fishing'. You have the funds and capability to hire professionals to analyze the situation. You have been reactive and not proactive and unfortunately it's a little late. Don't spend much time on the residents' view, because the Chicagoland area is laughing at us!
- Not interested, since I will be leasing to new parties soon. Have not been fruitful in finding such replacement so far.
- I attended many meeting 3-4 years ago. I stopped attending because no one listened or seemed to care about issues important to me.
- If I could see any positive changes taking place; that would say to me that someone is being heard, and that now, someone is listening. That would encourage me to come to these meetings, because the possibility of change is really there. The Village has nitpicked us to death, starting with our hanging sign at street level. We are a lower level space.

- Businesses are the ones involved in Uniquely Thursday. Why is it always held in the very location where the 'favored' businesses are located? Uniquely Thursday does nothing for the rest of Hinsdale except close down the streets early and discourage business on Thursday afternoons. These so-called special events do not create or help to create a consistent customer base, which is what Hinsdale needs.
- The merchants were the first to hear about the parking problem and you ignored us. There has to be 'customer appreciation' days or a reward. The parking men should relax too.

I also must mention the fact that I believe that you miss the point on what the major downtown market is – women. Hinsdale is a destination town and a ladies' 'lunch' town. You might have already known that if you were incorporating a visual survey in this project. Luxury autos are not high on their list when it comes to a 'passport'. A little more input from the merchants might have been solicited as to what the reward is and the presentation package should look like. A classy village such as Hinsdale doesn't really need a simple box that resembles a 'trip to Mexico or Disneyworld' that one finds in the vestibule of a cookie cutter corner restaurant or grocery store. Before you can enhance your business district to 'distinguish' it, you have to know your market and I can't find your concern in this survey with regard to this. The target market should be #1 on your list.

Also, regarding the parking situation. An additional burden is now placed on the shopowner by not having duplicate permits. Time, money and anxiety is going to be expended for those involved in the transfer of permits to co-workers. Another reason to consider relocating away from Hinsdale. Seems like the inability of the Village employees to perform their job accurately is being transferred to the merchants.


I should be appreciative to those involved in initiating some sort of awareness of the slow death of the downtown district, but I'm not convinced that the approach has been in keeping with the appearances the Village and its residents strive for. The Village needs to work with the merchants/Chamber and not transfer their pain caused from their own ignorance they are guilty of over the past few years.

- Uniquely Thursdays are not worth it.
- Assisting Chamber activities more will be important because they have very limited resources and member promotion
- Restaurants are needed
- Kudos to the EDC for this initiative. The EDC should be as strong and involved as are any of the other commissions and committees that make up the Village govt. Our business community is very important to the overall desirability of investing in a home and/or business in Hinsdale.
- Thanks for all your efforts!
- Keep up the good fight!
- Four words: Parking, Restaurants, Large Anchors. Also, I would assess a special tax to those buildings which remain vacant for more than 1 year.
- The Chamber of Commerce is a self serving organization that promotes only businesses that share their politically-driven opinions. I used to be a member but cancelled my membership when the Chamber started speaking for me. The Village should not support an organization that favors only a handful of businesses.

- Events that do not interfere with their daily shopping (see below)
- A focus on the thousands of untapped residents who do not shop in town and point out that the dollars spent come right back to them
- A good-sill campaign by our police dept to educate residents and visitors that the parking meter guard is here to ensure that precious space is utilized fairly not to 'catch' some one. Also, the guard can and should be a good will ambassador that residents learn to know and respect. The perception exists that he is out to get them and perhaps this won't change – no one likes getting a ticket even when they're wrong.

Uniquely Thursdays is detrimental to our business. A customer who is spending hundreds or thousands of dollars should not have to move her car at 4pm for a street fair. Consequently, she learns not to shop on Thurs afternoon. We have paid our customers tickets so we can appease them and ensure that we are not punishing them for spending their money in our town. We do not have a problem with the idea of Uniquely Thursday but would suggest that the event be moved to another location (across from Memorial Bldg) or the set-up time be later after the majority of businesses are closed.

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: February 18, 2010
RE: Chamber of Commerce Update

Attached you will find updates from the Hinsdale Chamber of Commerce for two of their efforts to promote business in the Village.

First is the Chamber's effort to promote "The '3/50' Project", and included is a recap on the project and the costs associated with its various elements. Based upon EDC feedback, the group is proposing a gift card-driven element to the promotion, which would encourage shopping trips to local merchants and in turn generate sales tax revenue. This would replace the eco-friendly shopping totes originally envisioned by the Chamber.

Secondly is the "Spring Celebration Sale" event, which is one of the Chamber's quarterly events that are designed to generate additional foot traffic and sales. The others are the January and July Sidewalk Sales and the Merchant Garage Sale. The Spring Celebration Sale introduces a connection with local charities that could prove beneficial to all parties involved and a revised approach to advertising the event locally.

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.

Thank you.

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

Hinsdale Spring Celebration Sale Event

April 22nd, 23rd & 24th

So what is the Spring Celebration Sale Event?

Last year, a group of local retailers/restaurants wanted to build upon the success of the July Sidewalk Sale and came up with the idea of having an event each quarter to help the local businesses highlight their offerings and, of course, sell more goods and services. Those events are:

- *The January Sidewalk Sale*
- *The Spring Celebration Sale Event*
- *The July Sidewalk Sale*
- *The Hinsdale Merchants Garage Sale*

What's different about the Spring Celebration Sale Event?

There are 2 big differences to this year's event.

The first is about "Hinsdale helping Hinsdale". Ten local charities have been invited to help generate excitement about this event by telling all their members to support our community. In return for their help, a Charity Pre-view Sale Day is included with the Spring Celebration Sale Event that will be held on Thursday, April 22, 2010. Local participating merchants will support the local charities by donating a portion of Thursday's sales receipts. It will be up to each individual participant to determine the percentage to be donated, yet offering whatever Friday & Saturday specials available as a pre-view sale to charity supporters on Thursday. In order to get the best results, staying open a few extra hours on Thursday evening is highly recommended.

Participating charities will also have the opportunity to promote themselves in participating businesses during the Thursday pre-view sales event.

The second difference is the participant advertising package designed through local newspapers for an **extra, extra, extra** special ad rate for this event; including individual ad space in each publication, that will be **included** in the Chamber registration fee to support all event advertising and promotional costs and fees.

THE 3/50 PROJECT – HINSDALE CHAMBER

Updates & Proposed Revisions: February 16, 2010

Marketing Plan: January through May (5 months)

Budget: \$14,000 allocated from the Economic Development Commission

Print Advertising:

1. Newspaper: 11 Inserts (using Hinsdalean with 6,000 households)

Inserts are \$45 per M = \$270.00 plus design/layout/printing 6,000 8 1/2" x 11" = \$640.00 (2 sided)

One insert total cost \$910.00 Eleven inserts: \$930 x 11 = **\$10,010.00**

2. Portable Banners: 2 free standing portable banners to be displayed inside local businesses.
Banners: \$500.00 x 2 = **\$1000.00**

3. Window Decals: Project support identification in local businesses – 300 printed.
Cost: **\$450.00**

4. Recyclable Bags: The 3/50 Task Force evaluated this option. Estimated cost per bag: \$ 1.00 ea. The cost for 7000 bags – production and distribution would overrun the current balance left. Although the task force believed the bags to be an outstanding idea, the costs associated with the promotion exceeds the allocated budgeted funds. In order to offset the additional costs the group felt sponsorship sales would still be difficult to achieve in the current economic climate.

As an alternate solution the task force is proposing to utilize the Hinsdale Gift Card and promote the 3/50 Project through a secret shopper program during the merchant's Spring Celebration Sale event scheduled for April 22, 23, & 24, 2010. The Chamber would like to distribute 20 - \$100.00 Hinsdale Gift Cards during the event. Promotion of the 3/50 project/secret shopper gift cards will be incorporated in the April 1st & 15th newspaper inserts and event advertising.
Cost: **\$ 2,000.00**

Total: \$13,460.00

Additional Opportunities Produced By Chamber:

1. Chip Clips: 2000 promotional giveaways for special events & parade
2. Special Event Banners: displayed at special events
3. Website: displayed on home page and linked to 3/50 Project Website
4. Chamber Communications: promoted on weekly updates, newsletter, event posters, and other publications.
5. Press Releases & News Articles: Chicago Tribune, Hinsdalean, Suburban Life, West Suburban Living Magazine.