

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Draft Minutes of the Special Meeting on
Tuesday, February 23, 2010

Members Present: Marc Cella, Craig Chapello, Jan Grisemer, Jeanie Janes, John Karstrand, Steve Potter, Alan Schneider, and Brad Summers

Members Absent: Eileen Crane

Staff Present: Timothy Scott, AICP,
Community Development Strategist

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

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, February 23, 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 January 26, 2010. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

The following agenda item was reviewed out of order.

Hinsdale Chamber of Commerce

Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, addressed the Commission, providing members with an update on their efforts to generate resident awareness in "The '3/50' Project". Ms. Anderson expressed appreciation for the financial support that the Village was providing and provided details of the project's execution, with a promotional flyer inserted into local newspaper, *The Hinsdalean*, the primary means of getting the word out. Ms. Anderson also informed the group that other ideas would be considered at meetings of the marketing committee of the Chamber. Members of the Commission expressed their preference for a shopping-focused, action-oriented approach along the lines of the Secret Santa program, where shoppers were rewarded with Hinsdale gift cards.
(Agenda Item 8)

Tax Revenue Review: Sales and Food & Beverage

Staff reported that base sales taxes increased 10.3% for the month of February (November sales) versus the prior year and noted that this was the second consecutive month to see an increase. Staff relayed that this improvement reduced the percentage decline to single digits for total sales taxes for the fiscal year-to-date (-9.9%) and commented that the next reporting month would convey the results of the holiday shopping month of December.

Staff stated that for the first nine months of the fiscal year, the Village received \$185,299 in food-and-beverage tax, representing a monthly average of \$20,589. Staff added that if a range of \$17,000 to \$21,000 were applied to the remaining three months of the fiscal year, food-and-beverage revenue would be between \$236,299 and \$248,299. Staff remarked that that this could result in additional resources for the EDC as its budget is based upon 50% of the 1% food and beverage tax and that the original forecast and budget for the year were \$230,000 and \$115,000, respectively.

Staff commented that new entrants to the Village should produce a positive impact on food-and-beverage tax revenue, with Fuller's Dips 'n' Dogs relatively new and with New York New York opening soon, Sweet Ali's Gluten-Free Bakery opening in mid-April, and a planned sushi/Japanese restaurant. Staff added that these new entrants could help stem the leakage of resident dollars to other communities while simultaneously increasing the appeal of the Village as a dining destination.
(Agenda Item 3)

Business Registrations/Licenses

Staff reported that the Village had received 486 business registrations/licenses to date, translating to \$36,450 in revenue and 73% of the baseline goal for the year. Staff added that the number received had risen 4% from the last month as a result of an effort to secure registrations/licenses from business in Hinsdale with IL Business Tax Numbers. Staff commented that many of the businesses with IBTNs that hadn't already secured registrations/licenses were reportedly no longer active, adding that staff requested that representatives of those entities send the Village a brief written statement explaining the inactive or expired state of their businesses.

Staff stated that a preliminary review of the Village's retailers revealed that approximately 72% were in compliance with the Village's requirement to secure a registration/license and that it would be conducting a more thorough review in order to report compliance by district. (Agenda Item 4)

Advertising Program

Staff provided a brief review of the EDC's "who, what, wear" advertising campaign, noting that the grant program was well-received by those who had participated to date. Staff added that regular communication of the availability of this free advertising had been required to secure participation.

Members revisited the line item in their budget for advertising beyond those the Village had already committed to, discussing options such as other print publications, website banners, and outdoor. Members expressed their preference for the use of outdoor, as it represented both a new approach for the group and a potentially cost-effective means to achieve many impressions. Cited was the outdoor campaign of Elmhurst City Centre, as well as ads for high-end local retailers. (Agenda Item 5)

Village Place Signage

Staff stated that the second business identification sign for Village Place was being pursued based upon: the support for the item during the budget prioritization exercise; available resources due to the Commission spending under what had been assigned for several line items; and, the positive feedback of the group toward the first sign of the two-sign project.

Staff informed members that orders had been placed for the pole from the foundry and the sign assembly from the fabricator. Staff commented that installation of the assembly would be completed before the end of the fiscal year, April 30th. (Agenda Item 6)

Survey of Local Retailers

Staff informed the Commission that a summary of the retailer survey was being prepared that would concisely present: the issues that were frequently cited by business owners; what and how identified issues had been or are being addressed; and what items and work remained.

Members considered the prospect of re-surveying business owners based upon whether the summary is ultimately sent to retailers, and if so, what their reaction may be to the information and the idea of responding to another survey. Another potential reason cited for re-surveying was the presence of new retailers since the original survey that was administered.

Chairman Karstrand suggested that based upon the results of the survey, additional outreach could potentially include an educational piece for property owners. Mr. Cella commented that the piece may be helpful as long as it was designed simply to provide information and insight for the Village's commercial property owners. Information that could potentially be addressed in the piece

included a sense of the general environment and market conditions and a listing of Hinsdale residents who are real estate brokers, with a citing of local projects a possible, helpful addition. (Agenda Item 7)


Adjournment

With no additional business before the Commission, Mr. Cella made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The February 23, 2010 special meeting of the EDC was declared adjourned at 8:50 p.m. (Agenda Item 9)

Respectfully submitted,

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: April 21, 2010
RE: Monthly Sales Tax Review

Following is a review of sales taxes for the months of March and April.

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 March (December sales) amounted to \$209,586 as compared to the previous year's receipts of \$202,306. This represents an increase of \$7,280 (3.6%) for March. Total base sales tax receipts for the fiscal year (sales through December 31, 2009) amounted to \$2,003,643 as compared to the previous year's receipts of \$2,172,302. This represents a decrease of \$168,659 (-7.8%).

Base Sales Tax receipts for the month of April (January sales) amounted to \$158,804 as compared to the previous year's receipts of \$151,169. This represents an increase of \$7,635 (5.1%) for April. Total base sales tax receipts for the fiscal year (sales through January 31, 2010) amounted to \$2,162,447 as compared to the previous year's receipts of \$2,323,471. This represents a decrease of \$161,024 (-6.9%).

March and April join January and February to reveal four straight months of increases in base sales taxes relative to last year.

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 March (December sales) amounted to \$25,121 as compared to the previous year's receipts of \$28,098. This represents a decrease of \$2,977 (-10.6%) for March. Total local use tax receipts for the fiscal year-to-date (sales through December 31, 2009) amounted to \$199,494 as compared

to the previous year's receipts of \$242,273. This represents a decrease of \$42,779 (-17.7%).

Local Use Sales Tax receipts for the month of April (January sales) amounted to \$14,949 as compared to the previous year's receipts of \$17,886. This represents a decrease of \$2,937 (-16.4%) for April. Total local use tax receipts for the fiscal year (sales through January 31, 2010) amounted to \$214,443 as compared to the previous year's receipts of \$260,159. This represents a decrease of \$45,716 (-17.6%).

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

Total Sales Tax receipts for the month of March (December sales) amounted to \$234,707 as compared to the previous year's receipts of \$230,404. This represents an increase of \$4,303 (1.9%) for March.

Total Sales Tax receipts for the month of April (December sales) amounted to \$173,753 as compared to the previous year's receipts of \$169,055. This represents an increase of \$4,698 (2.8%) for April.

Total Sales Tax Receipts for the fiscal year ending April 30, 2010 (sales through January 31, 2010) amount to \$2,376,890 as compared to the previous year's receipts of \$2,583,630. This represents a decrease of \$206,740 (-8.0%).

The Village budgeted for fiscal year 2009-10 total sales taxes of \$2,250,000. Although down 8% from last year, with \$2,376,890 generated in total sales taxes for the year, this reveals an increase of \$126,890 (or 5.6%) over the figured used for budgeting purposes.

If you have any questions, please do not hesitate to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

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	209,586	7,280	3.6%	2,172,302	2,003,643	(168,659)	-7.8%
April	January	151,169	158,804	7,635	5.1%	2,323,471	2,162,447	(161,024)	-6.9%
Total		2,323,471	2,162,447	(161,024)					


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	25,121	(2,977)	-10.6%	242,273	199,494	(42,779)	-17.7%
April	January	17,886	14,949	(2,937)	-16.4%	260,159	214,443	(45,716)	-17.6%
Total		260,159	214,443	(45,716)					

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	234,707	4,303	1.9%	2,414,575	2,203,137	(211,438)	-8.8%
April	January	169,055	173,753	4,698	2.8%	2,583,630	2,376,890	(206,740)	-8.0%
Total		2,583,630	2,376,890	(206,740)					

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: April 22, 2010
RE: Food and Beverage Tax

Through March 31, 2010, the Village has collected \$228,923. This translates to a monthly average of \$20,811.

The Economic Development Commission (EDC) budget is based upon 50% of the 1% food-and-beverage tax. For the current fiscal year, food-and-beverage revenues were estimated to be \$230,000.

With revenue for the month of April not yet added, it appears safe to suggest that the Village will exceed its estimated amount of revenue from the food-and-beverage tax.


For fiscal year 2010-11, which begins May 1st, the EDC has currently been assigned \$120,000 for its budget. This figure reflects expected increases in food-and-beverage tax revenue, with new establishments such as “New York, New York” and “Sweet Ali’s Gluten-Free Bakery”, as well as a planned sushi restaurant downtown, factoring into this projection.

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 Caulcy & 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: April 22, 2010
RE: Business Registrations/Licenses

For the 2010 calendar year to date, we have received 550 business registrations/licenses, which translate to \$41,250 in revenue. The new total reveals a 9% increase in the number of registrations/licenses since the last meeting of the Economic Development Commission.

Reaching \$50,000 in revenue from business registrations/licenses requires 667 participating businesses. To date, the Village has reached approximately 82% of this stated goal.

Efforts to increase compliance have included letters and late notices. Letters were sent to all those on the IL sales tax payers list (those with IL Business Tax Numbers, or IBTNs). When someone cites inactivity of a business entity with an IBTN, we request that a concise explanation be submitted.


An initial set of late notices has been issued to those businesses that are in the Village's system. As mentioned previously, 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: April 22, 2010
RE: Budget and Initiatives Summary

Attached you will find a copy of the budget that was approved by the Economic Development Commission (EDC) for fiscal year 2009-10. The EDC will finish the year under budget. Spending in all but one category was either at or below the placeholder amount; some initiatives were deferred or re-balanced, and this afforded others to be completed in their entirety. Examples of such “savings” include dropping the event videos and postponing certain website improvements. And, a limited, six-week trial run with outdoor came in less than was allocated for the “other” regional advertising category. Additionally, and fortunately, there was less snow removal than anticipated. As a result, the additional resources that were made available permitted the fabrication and installation of the second identification sign for Village Place.

To facilitate discussion among the group to establish a working budget for the new fiscal year beginning May 1st, attached you will find a two-page summary of potential initiatives. This is the same process that was used last year. Some of the items are continuations of past efforts, while others represent new ideas. Items not on the list can certainly be added. The figures shown are merely rough estimates. Some of them are based upon the Commission’s past efforts, while others are approximations by staff and Direct Advantage. The group’s discussions and prioritization may change the list and alter the allocations.

When reviewing, considering, and prioritizing the items, please note that the budget currently assigned to the EDC for the new fiscal year is \$120,000, which is 50% of the estimated 1% food-and-beverage tax.

If you have any questions or comments, please do not hesitate to 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

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


EDC Budget FY 2010-11: Potential Initiatives and Estimated Costs - For Discussion Purposes

Agency Retainer	Priority	Rough Estimate	Timing/Duration/Frequency/Details/Comments
Ideas/Channels		\$24,000	Creative development, media buying, graphic design/execution, etc.
Print Publications			
Regional Audience			
West Suburban Living Magazine		\$8,500-\$9,000	Five full-page, full-color, bi-monthly issues (July '10 through April '11)
Chicago Magazine		\$7,000-\$9,000	Chicago Mag: options include single large remnant to multiple smaller ads
Others: Chicago Social, Michigan Ave. etc.			
Local Audience			
The Hinsdalean		\$6,000-\$12,000	Every other week to every week; all Hinsdale households receive each week
Others: The Doings, Sub. Life, Trib./Local			Used in the past for "Distinctly Hinsdale for the Holidays"
Business-to-Business			
The Business Ledger - Market Facts		\$2,000	Publishers liken product to a suburban Crain's
Others: Crain's, ICSC, Urban Land Institute			Trade-oriented publications; special editions offering tie-ins typically available
Brochure(s)			
Fold-out Navigator/Explorer		\$3,000-\$5,000	Production estimate for 3,000 to 5,000 pieces; could be available on counters
Video Development			
Event Videos - Fine Arts, Holidays, etc.		\$2,250	Production of three, 30-second videos (cost-free airing on cable access Channel 6)
Retailer Videos		\$750	Cost of each; could be Village-financed or a cost-sharing partnership with retailers
Cable Television			
Targeted Media Buy		\$7,500-\$20,000	Select regional areas and programs of Comcast &/or AT&T systems; Village fully funds buy or development of a partnership/co-op with retailers
Web			
Professional Services Map and Directory		\$1,500-\$2,500	Based on interactive retailer map and directory; business registration benefit
Doing Business In Hinsdale: Other Updates		\$1,000-\$2,000	Add new content; edit/update existing content
Hosting		\$900	Required of dedicated DistinctlyHinsdale.com website
Social Media		\$3,000-\$10,000	Add to website; larger, coordinated campaign would require additional resources
Advertising on other sites		\$5,000-\$15,000	Yahoo; Style Chicago; sites of select print publications
Outdoor (Billboard) Space &			
Outdoor (Billboard) Production		\$	One or two locations; traditional shopping season or other
		\$1,000-\$3,000	"Charm" is produced; another theme or others to have semi-annual or quarterly
Misc. Production			
		\$1,500-\$3,000	Photography, special art, other related
			continued on next page

EDC Budget FY 2010-11: Potential Initiatives and Estimated Costs - For Discussion Purposes

<i>Ideas/Channels</i>	<i>Priority</i>	<i>Rough Estimate</i>	<i>Timing/Duration/Frequency/Details/Comments</i>
Promotions			
Existing Events - Hinsdale Chamber		\$9,000	Request for funding of Uniquely Thursdays (extended season)
Annual Distinctly Hinsdale for the Holidays		\$11,000	Horse-and-carriage rides and gingerbreadman factory (cookie decorating)
Sales-based (moderate-scale)		\$5,000-\$10,000	Mystery/Secret Gift Card Program
Other Downtown Support			
Holiday Lighting/Decorations - Park		\$10,000-\$15,000	New contractual arrangement needed
Holiday Lighting/Decorations - Dntn, Trees		\$15,000-\$25,000	New contractual arrangement needed
Professional Organizations			
		\$1,000-\$2,000	IEDC, ICSC, and others; award applications, events, materials and displays, etc.
Alternative Messaging			
Movie Theatre Impressions		\$3,000/month	Could be used during shopping and/or event season or when times are slower
Hotel Rack Cards		\$600/month	O'Hare area and west area (display in 110 hotels)
Metra Train Interior Car Cards Space &		\$7,500-\$15,500	Three-to-six months; fourth quarter/holiday season &/or event season
Metra Train Interior Car Cards Production		\$1,200	Production of train interior car cards; goes hand-in-hand so priority number same
Physical			
Way-finding Signage		\$7,000 each	With Ogden's east end having a few signs, perhaps west Ogden or 55th St.
Historic Downtown Signage		\$4,000 each	Addition of signs to better define boundaries and celebrate district
Gateway(s)		\$25,000-\$50,000	Ogden Avenue and I-294 for first installation; rough concept design completed
Retail Directory		\$15,000 each	Near main train station or across street at commuter lot
Burlington Park Sign Board Assemblies		\$18,000 each	Would replace vinyl banners; design concept completed
Directory Graphic Inserts		\$150-\$200 each	Design and production
Window Graphics Available Space		\$3,500-\$5,000	10 oz. vinyl rolls (54" x 20'; \$275-\$400 each); decorative printing
Window Graphics Available Space		\$5,000-\$9,000	Multiple simulated storefronts (different business types)
Banners		\$75 each	New themes
Contingency			
			Amount set aside to account for unexpected items during year and for flexibility
Sponsorships			
			Economic climate makes prospects limited
Budget			
		\$120,000	50% of the 1% food-and-beverage tax revenues estimated for fiscal year 2010-11

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: April 22, 2010
RE: Request of Support for Uniquely Thursdays

Attached you will find a letter from the Hinsdale Chamber of Commerce seeking support for the upcoming season of “Uniquely Thursdays.”

As you are aware, the Economic Development Commission (EDC) has historically supported the event both monetarily and in-kind. The Chamber is requesting \$7,500 in financial support and in-kind services in the form of personnel from the Village’s Public Services Department and Police Department.

The level of support requested by the Chamber is similar to what has been asked for and received in the past. The current figure for the EDC budget for the fiscal year 2010-11 (beginning May 1st) is \$120,000. You may wish to consider the Chamber’s request in the context of a larger yet preliminary discussion of potential initiatives for the new fiscal year.

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 Chamber of Commerce
22 East First Street
Hinsdale, IL 60521



UNIQUELY THURSDAYS 2010

April 21, 2010

Village of Hinsdale
Economic Development Commission
Attention: John Karstrand, Chairman
19 East Chicago Avenue
Hinsdale, IL 60521

Dear Chairman Karstrand and E.D. Commissioners,

Each year, the Hinsdale Chamber of Commerce produces several community events to promote and support the Hinsdale business community. The *Hinsdale Farmers Market*, *Hinsdale Fine Arts Festival* – (in partnership with the Hinsdale Center for the Arts), *Uniquely Thursdays*, *Merchants Spring and Summer Sidewalk Sales*, *Merchants Garage Sale*, *Hinsdale Fall Festival* (partner with Park & Recreation Dept.) and the annual *Hinsdale Christmas Walk* are proudly offered by the Chamber as special activities, promotions and entertainment for the Hinsdale community.

Additionally, through special events and programs it has always been the Chamber's goal to increase the amount of awareness brought to/upon the Village of Hinsdale. For each event promoted, we are in essence, promoting the town and its valuable assets; shopping areas, great place to live, great place to raise kids, great place to dine etc. We have been able to recognize interest and awareness in Hinsdale by acknowledging feedback, working with radio stations and their websites, newsprint media and steadily noting increased traffic in town during these events.

Traditionally, the Chamber has maintained all of these popular and long time events and relied upon membership dues, participation fees, sponsorship fees

and Village assistance to cover the production and advertising costs for each venue. The Chamber is ever mindful and respectful of the additional financial support granted to us each year through the Economic Development Commission, Administrative and Community Affairs Commission, and Village Board of Trustees for this purpose. In kind, the Chamber is dedicated to reinvest profits earned back into further additional marketing efforts for the benefit of the entire Hinsdale community.

This year, the Chamber is planning to conduct *Uniquely Thursdays* for ten consecutive weeks. We are formally requesting the amount of \$7,500.00 for the production and promotion of the Uniquely Thursdays event. Ever mindful of the strained economy, the Village's tightened budget, and the Economic Development Commission's investment and dedication towards promotional activities during the holiday season the Chamber reduced this year's request in supportive funding.

Going into its eighth season, the *Uniquely Thursdays* event continues to grow and successfully brings visitors and residents to Hinsdale. *Uniquely Thursdays* has become an established favorite and very popular event the community thoroughly enjoys and supports. The Chamber is requesting the *Uniquely Thursdays* event to be located in Burlington Park and is asking the Village's permission to close Chicago Avenue between Garfield Street and Washington Street each Thursday evening between 5:00 p.m. to 10:00 p.m. starting on June 17th through August 19th.

In addition, we would appreciate the Village's contribution of "in kind" service costs for Village personnel associated with the event. That would entail the support of the public works department, which has proven to be a tremendous help, and that of the police department on event nights (10 Thursdays throughout the summer.)


If you have any questions, please do not hesitate to contact me at the Chamber Office (630) 323-3952. I thank you for your time in advance.

Best Regards,

Jan Anderson
Executive Director
Hinsdale Chamber of Commerce

cc: Tom Cauley, Village President
Dave Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: April 22, 2010
RE: Draft Letter to Property Owners

Attached you will find a draft letter that is intended to be sent to owners of commercial property in the Village. It has a decidedly positive tone and focuses on what the Village can do to help support owners, from advertising their available space to working with their existing and prospective tenants.

The letter also provides a brief list of items that the EDC has accomplished over the last couple of years. To get the information out, a contact list is being assembled from both Village and County records. It is hoped that the letter will be received and read by those who have decision-making ability for the respective addresses.

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

Village of Hinsdale
19 East Chicago Avenue
Hinsdale, IL 60521

April 21, 2010

Dear _____,

It is with community pride and enthusiasm that I am contacting you today. I serve as the Chairman of Hinsdale's Economic Development Commission (EDC), an advisory body to the Village's Board of Trustees that is funded by 50% of the Village's 1% food-and-beverage tax.

Support from the EDC

I want to bring to your attention the following support that is available to you.

The Village's Community Development Strategist and staff liaison to the EDC, Timothy Scott, has established himself as an ombudsman to the business community and set up a "one stop shop" for prospective businesses. Please take advantage of his availability and expertise. He will help you, your tenants, and any interested parties through the Village's requirements and processes, as well as speak about retail in general terms. He may be reached at (630) 789-7005 and tscott@villageofhinsdale.org.

Also, please contact him when you have available retail or office space, as he will upload information and supporting images about your property to a database on the EDC website, www.DistinctlyHinsdale.com. Listing is at no cost to you, and it is a resource that is viewed frequently by prospective businesses and real estate brokers.

The EDC would like your feedback

While we often hear that rent and related expenses make it difficult to thrive or start a business in Hinsdale, we want to know what you perceive the barriers to securing and maintaining quality tenants are and hope that you will take a few minutes to do so. I may be reached at (630) 989-1000 and at jfkarstrand@msn.com; or, feel free to attend a meeting of the EDC. Meetings are regularly scheduled for 7:30 p.m. on the fourth Tuesday of each month.

Some of what the EDC has accomplished

Over the last couple of years, the EDC has spearheaded on behalf of the Village a variety of initiatives that are designed to stabilize and improve the business climate, support existing businesses, and seek complementary businesses to enhance Hinsdale's mix.

Specifically, among other things, the EDC has:

- Launched the *Distinctly Hinsdale* brand and multi-media marketing plan
- Had a consistent presence in local and regional print publications such as *The Hinsdalean* and *West Suburban Living Magazine*
- Developed the “Who, What, Wear” advertising campaign and provided free space to participating retailers
- Produced an award-winning business recruitment brochure and complementary tri-folds
- Developed DistinctlyHinsdale.com, a dedicated economic development website with an interactive retail directory and an available properties database
- Produced a community video, with a two-minute chapter highlighting the Village’s retail community
- Built a retail directory kiosk and plaza at the Washington Street shopper parking lot
- Designed and had installed the first four of a series of planned way-finding signs
- Designed and had installed identification signage for business within Village Place
- Designed and had installed signage celebrating the downtown historic district
- Created Distinctly Hinsdale for the Holidays, an annual winter holiday celebration in Burlington Park
- Strengthened its partnership with the Hinsdale Chamber of Commerce, providing support for their traditional event series and the Hinsdale Gift Card
- Attended retail industry trade shows on a regular basis
- Worked with existing, prospective, and new business owners
- Worked with the retail brokerage community* and several property owners and their representatives

I believe it’s safe to say that everyone wants the best for the Village, and I hope you’ll view this letter as an invitation to open a healthy dialogue and collaborate on developing additional solutions.


Thank you for your time and consideration.

Sincerely,

John F. Karstrand
Hinsdale Resident
Chairman, Economic Development Commission

* We have interacted with several experienced commercial real estate brokers who also happen to be Hinsdale residents. They possess detailed knowledge of the community, the region, and commercial real estate and have been instrumental in landing high-quality tenants for the Village. We would be happy to provide you with their names and contact information.

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: April 22, 2010
RE: Tenant Update

Following is a brief update on some of the tenant activity in the Village's retail districts.

Downtown: The breakfast and lunch restaurant, New Yolk, New Yolk, and Sweet Ali's Gluten Free Bakery have recently opened, as has My Sister Kate, a youth-oriented apparel store. An art gallery/appraiser will be open full-time upon a return from a buying trip. Construction drawings for a planned sushi restaurant for the south side of First Street, mid-block between Washington and Garfield, have been reviewed by the Village's third-party reviewer. Comments resulting from this review were addressed by the applicant, and he has subsequently submitted revised plans.

Grant Square/Norhtown: With an expanded Walgreens, Gateway Square is fully occupied. Two tenant spaces will be available at the strip center at Chestnut and Lincoln, including the large Blockbuster space.

Gateway Square/Ogden: Two new tenants are planned for Gateway Square. Construction has begun for Bien Assorti, a nail salon whose parent company has other locations on the north shore. Plans to build out a Kumon Learning Center are being reviewed now that a zoning text amendment has officially been approved.

59th & Madison: A recent departure from the strip center will be followed by another shortly. This will leave the strip center with three available tenant spaces.


Planned for the near future is an updating of the available properties database on the EDC website.

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 18, 2010
RE: Advertising Program Update

“Who, What, Wear” Recap

As you are aware, the “who, what, wear” advertising campaign of the Economic Development Commission (EDC) has been executed with two tracks, with local exposure gained from *The Hinsdalean* and with regional visibility produced via bi-monthly *West Suburban Living* (WSL) Magazine.

This has been a grant program (i.e., free to participating retailers), with 41 unique businesses having participated to date. The EDC got the word out with an initial letter and then followed up with individual e-mails, group e-mail blasts, phone calls, and in-person invitations.

The campaign is currently scheduled to conclude with the end of the fiscal year, April 30th. However, members may wish to consider extending the campaign into the next fiscal year.

Feedback from those who have participated has been overwhelmingly positive. Although we created a convenient means for retailers to sign up for the program with dedicated website, HinsdaleRetail.com, the ad format of three unique businesses per ad has proven to be a bit time consuming to administer. Additionally, “Who, What, Wear” is visually-intensive, so having high-quality images (resolution and composition) is critical. Ensuring their availability via voluntary submittals has proven a bit challenging.

Should the EDC wish to continue the program, it could be used on an occasional or special basis, likely without much difficulty. However, if the group would like to maintain the weekly frequency of the last six months, it would behoove us to build up an ample supply of participants from which to choose.

If the EDC elects to use “who, what, wear” occasionally, then a new campaign theme or themes will need to be developed. This will be addressed with Direct Advantage with ideas to be presented at an upcoming meeting of the group.

Other Regional

At the last meeting of the EDC, members expressed their support for outdoor advertising over other print publications. A number of creative themes were considered, with "Hinsdale Charm" being selected for its broad appeal and emphasis on what makes the Village distinct. Members requested a call-to-action, and that is reflected in the "discover the boutiques and



beauty of Hinsdale" tagline. Several appropriate locations were discussed and then essentially rank-ordered. Timing and available supply dictated placement of this initial board on I-55 at Lemont Road. The board was in place mid-March and will conclude with the end of the fiscal year, April 30th. Given the high-visibility and number of impressions that outdoor can generate, members may wish to consider its use as a medium during the 2010-11 fiscal year.


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

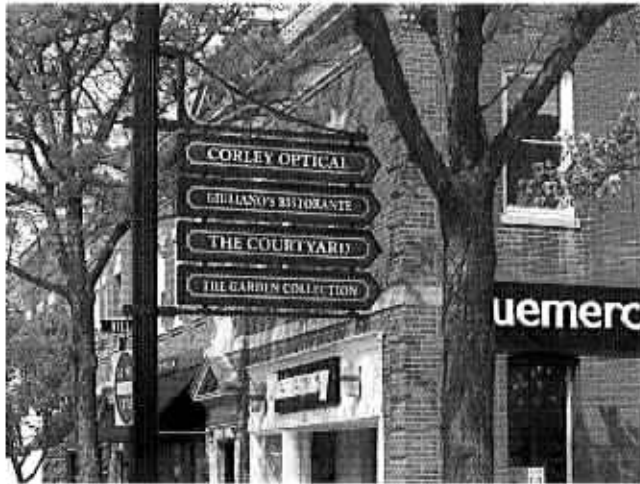
To: Chairman Karstrand & Economic Development Commission Members

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

Date: April 22, 2010

RE: Village Place Signage

Since the Economic Development Commission (EDC) was on track with most budgeted items and under budget on a few others, and given the support expressed by members for the sign project, the second of the two planned signs identifying businesses located on Village Place has been completed.



It is located at the northeast corner of the exit of one-way southbound Village Place at First Street. The pole-and-sign assembly is nearest to the entrance of Hinsdale Bank & Trust with Blue Mercury on the other (west) side of Village Place (see background of photo above).

Since it was completed before April 30th, the Village Place signage project will have been financed by resources in the EDC's budget for the 2009-10 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