

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, April 27, 2010

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

Members Absent: Eileen Crane and Steve Potter

Staff Present: Timothy Scott, AICP,
Community Development Strategist

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

Call to Order

At 7:30 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, April 27, 2010.
(Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC held on February 23, 2010 as submitted. Mr. Cella seconded, and the motion was approved unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported that base sales taxes had increased for the fourth straight month when compared to the same period last year. Staff commented that total sales for the fiscal year ending April 30, 2010 had decreased 8% from the previous year but noted that the total for the year was \$126,890 or 5.6% over the figure used for budgeting purposes.

Staff provided the total for food-and-beverage tax revenue through March 31, 2010 of the fiscal year as \$228,923 and commented that the total for the full fiscal year would exceed its projection. Staff added that the EDC's budget for the new fiscal year would be \$120,000, noting that this reflected a projected increase in food-and-beverage tax for fiscal year 2010-11. (Agenda Item 3)

Business Registrations/Licenses

Staff reported that the Village had received 550 business registrations/licenses to date, translating to \$41,250 in revenue and 82% of the baseline goal for the year. Staff added that the number received had risen 9% from the last meeting of the EDC in February. (Agenda Item 4)

Fiscal Year 2009-10 Budget

Staff informed members that the EDC would finish the year under budget, with spending in all but one category either at or below the placeholder amount. Staff cited examples and reminded members that the "savings" afforded the group the opportunity to complete the second sign for Village Place. (Agenda Item 5)

Fiscal Year 2010-11 Budget

Staff relayed to members that the Commission's budget for the fiscal year beginning May 1st would be \$120,000, or 50% of the 1% food-and-beverage tax revenue projected by the Village. Staff provided a comprehensive listing of potential initiatives for members to review and be prepared to discuss at the next meeting of the EDC. Direct Advantage, the Village's marketing agency, presented background information on and ideas for the potential use of social media in event and retail sales promotion. (Agenda Item 6)

Hinsdale Chamber of Commerce – Uniquely Thursdays

Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, relayed to the EDC their request for funding of \$7,500 and in-kind services from the Village. Members elected to defer a decision on funding to a future meeting of the EDC so that the request could be considered in a larger discussion of priorities and corresponding allocations for the new fiscal year. (Agenda Item 7)

Outreach to Commercial Property Owners

Members reviewed the draft letter prepared by staff that was intended to be sent to owners of commercial property in the Village. The EDC expressed their support for the use of the letter as composed. Staff explained that the letter would be sent upon completion of the database of owners, which was a work-in-progress at the time of the meeting. (Agenda Item 8)

Retail Tenant Update

Staff provided members of the Commission with an update of retail tenants for the Village's historic central business district, Grant Square/Northtown area, Gateway Square/Ogden/York area, and the strip center at 59th & Madison. Staff added that the tenant additions and changes would be included in an updating of the Village's

retail directory kiosk at the Washington Street shopper parking lot plaza and on the EDC's website, DistinctlyHinsdale.com. (Agenda Item 9)

Advertising Program

Staff informed members that 41 individual retailers participated in the Commission's "who, what, wear" advertising campaign, commenting that the grant program was well-received by those who had participated. Staff suggested that members consider whether they would like to see the campaign utilized in the new fiscal year, either on a consistent basis or on occasion. Members expressed their satisfaction with the EDC's trial outdoor ad, "Hinsdale Charm", and briefly discussed an out-of-the-box idea that a billboard structure could be placed on Village right-of-way between I-294 and Veeck Park. (Agenda Item 10)

Village Place Signage

Staff shared that the second business identification sign for Village Place was completed, noting that it would be paid for by the group's budget for the current fiscal year, 2009-10. (Agenda Item 11)


Adjournment

With no additional business before the Commission, Mr. Cella made a motion to adjourn. Ms. Janes seconded, and the motion was approved unanimously. The April 27, 2010 meeting of the EDC was declared adjourned at 9:15 p.m. (Agenda Item 12)

Respectfully submitted,

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: May 20, 2010
RE: Monthly Sales Tax Review

Following is a review of sales taxes for the month of May (reflects February sales)

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 May (February sales) amounted to \$177,262 as compared to the previous year's receipts of \$150,744. This represents an increase of \$26,518 (17.6%) for May.

The increase in May represents the fifth straight month for an increase in Base Sales Taxes in relation 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 were not available as of this writing.

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

Since the May total for Local Use Tax was unavailable, an updated figure for Total Sales Tax receipts was incalculable as well.

Should the revenue figure become available by the time of the meeting, revised figures will be supplied to members of the Economic Development Commission.

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 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	150,744	177,262	26,518	17.6%	150,744	177,262	26,518	17.6%
June	March	173,322							
July	April	167,017							
August	May	196,679							
September	June	186,688							
October	July	186,061							
November	August	182,484							
December	September	185,090							
January	October	177,271							
February	November	188,701							
March	December	209,586							
April	January	158,804							
Total		2,162,447							


Local Use Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	15,992							
June	March	19,188							
July	April	19,591							
August	May	16,571							
September	June	22,033							
October	July	17,506							
November	August	15,638							
December	September	16,879							
January	October	16,361							
February	November	14,614							
March	December	25,121							
April	January	14,949							
Total		214,443							

Total Sales Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	166,736							
June	March	192,510							
July	April	186,608							
August	May	213,250							
September	June	208,721							
October	July	203,567							
November	August	198,122							
December	September	201,969							
January	October	193,632							
February	November	203,315							
March	December	234,707							
April	January	173,753							
Total		2,376,890							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: May 18, 2010
RE: Food and Beverage Tax Revenue

Through April 30, 2010, which marks the end of the fiscal year, the Village collected \$263,903 in food-and-beverage tax revenue. The total reflects an increase of \$34,980, or nearly 15.3%, from the total reported through March 31st.

The total food-and-beverage tax revenue for fiscal year 2009-10 of \$263,903 translates to a monthly arithmetic average of \$21,992. However, it should be kept in mind that this includes revenue from a few vendors who had not complied with the Village's ordinance or had been behind in their submittals. Even when subtracting these catch-up payments, the Village still more than met its original projection for fiscal year 2009-10.

The budget of the Economic Development Commission (EDC) is based upon 50% of the projected revenue from the Village's 1% food-and-beverage tax. For the new fiscal year that began May 1st, food-and-beverage revenues have been estimated at \$240,000. As a result, the EDC's budget for fiscal year 2010-11 is \$120,000.

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: May 20, 2010

RE: Options for New Advertising Campaigns

The Village's marketing agency, Direct Advantage, has prepared two alternative ideas for both regional and local advertising. Attached you will find sample ads for all four of these creative approaches.

Please keep in mind that these are illustrative pieces only (i.e., text would be refined and reviewed to ensure accuracy). For both regional and local campaigns, there is essentially one mainstream concept and one that is more whimsical.

Regional

- *Distinct Possibilities* – highlights a category and the unique nature and competitive advantages of the Hinsdale offerings within it
- *Distinctive Dialogue* – combines two traits into a new adjective to highlight the uniqueness of the community and Hinsdale's establishments

Local

- *When You Shop In Town, It Comes Back Around* – transformed, monetary version of the identifiable recycling arrow highlights reinvestment of sales tax dollars into the community
- *Shopping Locally Makes Common Cents* – multiplier effect of spending locally is reflected in slogan's play on words and use of presidential characters

Publications

Last fiscal year's "Who, What, Wear" creative concept was utilized for both local and regional campaigns in an attempt to personalize and highlight the Village's predominantly independent, owner-operated retailers.

The effort to reach the targeted demographic from the nearby region was done through placement in *West Suburban Living* Magazine, while the importance of shopping locally was communicated to residents via local newspaper *The Hinsdalean*.

Direct Advantage will present these ideas at the meeting of the EDC on May 25th. However, if you have any comments or questions in advance of the meeting, 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

2010
CREATIVE

distinctly 
Linsdale
Since 1873

2010
CREATIVE

DISTINCT POSSIBILITY
EXTERNAL MARKETING

WORLD CLASS DINING WITHOUT TRAVELING TO THE CITY?



IT'S A DISTINCT POSSIBILITY.

ZAK'S PLACE - HINSDALE, IL

MANY OF CHICAGO'S FINEST CHEFS... AREN'T IN CHICAGO. JUST LIKE YOU, THEY SOUGHT TO EXPERIENCE SOMEPLACE NEW AND UNIQUE. SO THEY MADE HINSDALE THEIR HOME AND OPENED THEIR DOORS FOR ALL TO JOIN THEM FOR A MAJESTIC MEAL IN A TRULY HISTORIC SETTING.

distinctly
Hinsdale
Since 1873

DISTINCT POSSIBILITIES
WWW.DISTINCTLYHINSDALE.COM

A LUXURY SPA EXPERIENCE THAT DOESN'T END AT THE SALON DOOR?



IT'S A DISTINCT POSSIBILITY.

ZAZU DAY SPA - HINSDALE, IL

A SOOTHING SPA TREATMENT CAN BE PURE BLISS, SO WHY NOT MAKE THE MAGIC LAST IN HISTORIC DOWNTOWN HINSDALE. WHEN YOUR SPA DAY COMES TO A CLOSE, YOUR DAY OF RELAXATION IS JUST BEGINNING. AS YOU STROLL OUR QUIET, QUANT DOWNTOWN, BROWSING BOUTIQUES SET TO AN AUTHENTIC STORYBOOK SETTING, THE RELAXATION STAYS WITH YOU STEP BY STEP.

distinctly
Hinsdale
Since 1873

DISTINCT POSSIBILITIES
WWW.DISTINCTLYHINSDALE.COM



WORLD CLASS DINING OUTSIDE OF THE CITY?

IN HINSDALE, IT'S A DISTINCT POSSIBILITY.

distinctly
Hinsdale
Since 1873

DISTINCTLYHINSDALE.COM

2010
CREATIVE

DISTINCTIVE DIALOUGE
EXTERNAL MARKETING



Noutique:

(new-teek) adjective hybrid

A small retail shop that specializes in new and unique gifts, fashionable clothes from top designers and amazing accessories, one-of-a-kind and rare items that you simply won't find in a shopping mall or lifestyle center. Most commonly associated with Hinsdale, IL.

"That dress is so noutique! You must have found it in Hinsdale!"

See Also: My Sister Kate, Razny Jewelry, Twisted Between, Schoen's, Yankee Peddler.

distinctly *Hinsdale*
Since 1873

WWW.DISTINCTLYHINSDALE.COM



Quaintessential:

(kwayne-te-sen-shal) noun/adj hybrid

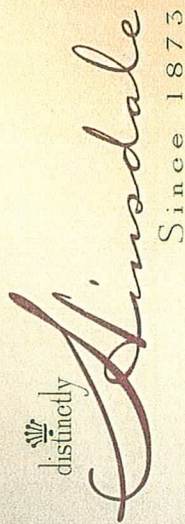
Possessing traits of charm and authenticity. Most commonly associated with the downtown shopping district in Hinsdale, IL.

"The quaintessential beauty of downtown Hinsdale led to it's listing on the National Register of Historic Places."

See Also: Toni, ArtQuest, Calico Corners, Bedside Manor Ltd, etc

distinctly *Hinsdale*
Since 1873

WWW.DISTINCTLYHINSDALE.COM



DISTINCTLYHINSDALE.COM



Quaintessential: noun/adj hybrid

Possessing authenticity and charm. See Also: Downtown Hinsdale.

2010
CREATIVE

SPREE-CYCLING
INTERNAL MARKETING



WHEN YOU SHOP IN TOWN
IT COMES BACK AROUND

When you purchase things locally, a large portion of your purchase price stays right here in the Village. It helps fund our local fire and police departments, supports our schools, repairs our streets, and more. Whether you're out for gas & groceries, a night on the town or a new wardrobe, when you shop locally first, it's a significant investment in Hinsdale's future.

distinctly 
Since 1873

WWW.DISTINCTLYHINSDALE.COM

WHEN YOU SHOP IN TOWN
IT COMES BACK AROUND



When you purchase things locally, a large portion of your purchase price stays right here in the Village. It helps fund our local fire and police departments, supports our schools, repairs our streets, and more. Whether you're out for gas & groceries, a night on the town or a new wardrobe, when you shop locally first, it's a significant investment in Hinsdale's future.


distinctly
Hinsdale
Since 1873

WWW.DISTINCTLYHINSDALE.COM



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distinctly 
Hinsdale
Since 1873

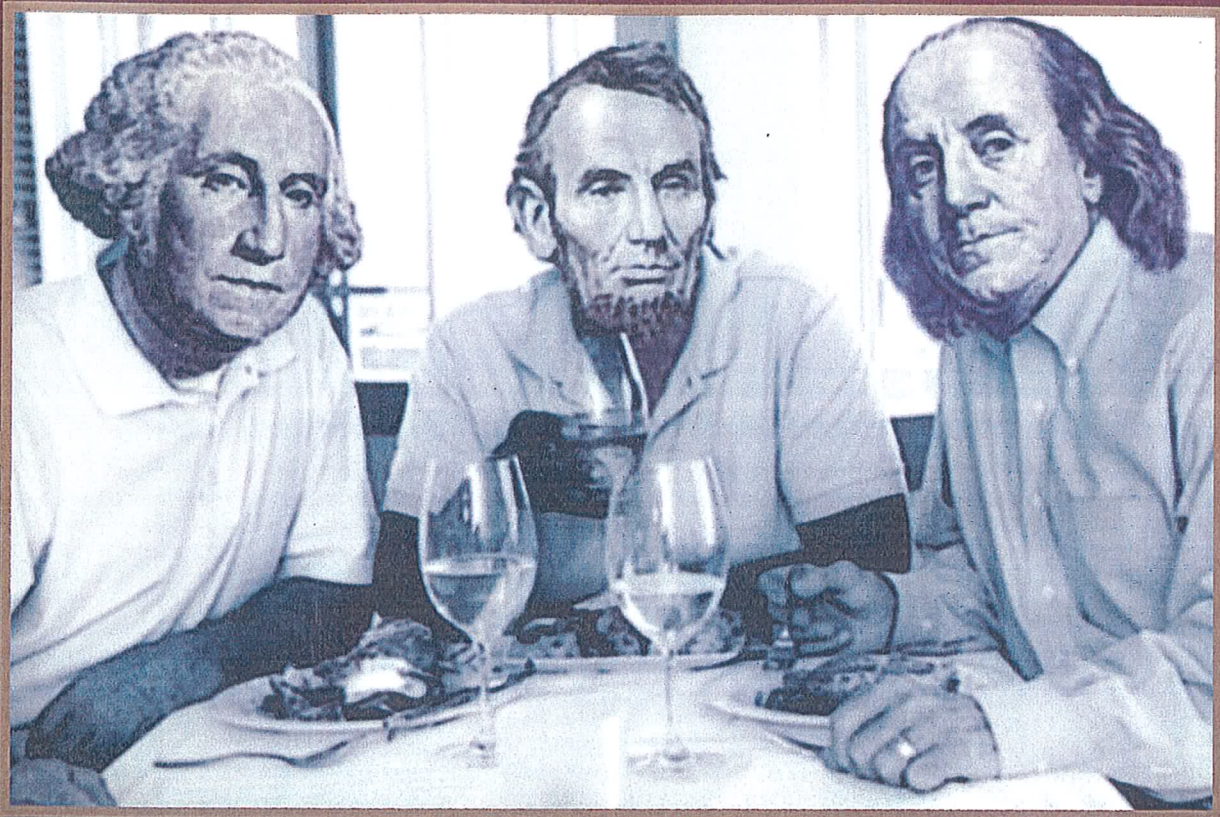
WWW.DISTINCTLYHINSDALE.COM



2010
CREATIVE

SHOPPING LOCALLY
INTERNAL MARKETING

Shopping Locally Makes Common Cents



68% of money spent locally stays within the community

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale. It can provide greater resources for our schools, streets and public safety.

So the next time you're in the mood for a world-class meal, why not have one right here at home? You'll enjoy a wonderful experience and you'll garnish the Village economy with a sprig of (US) mint.

*Estimated from a Civic Economics study. Andersonvillestudy.com

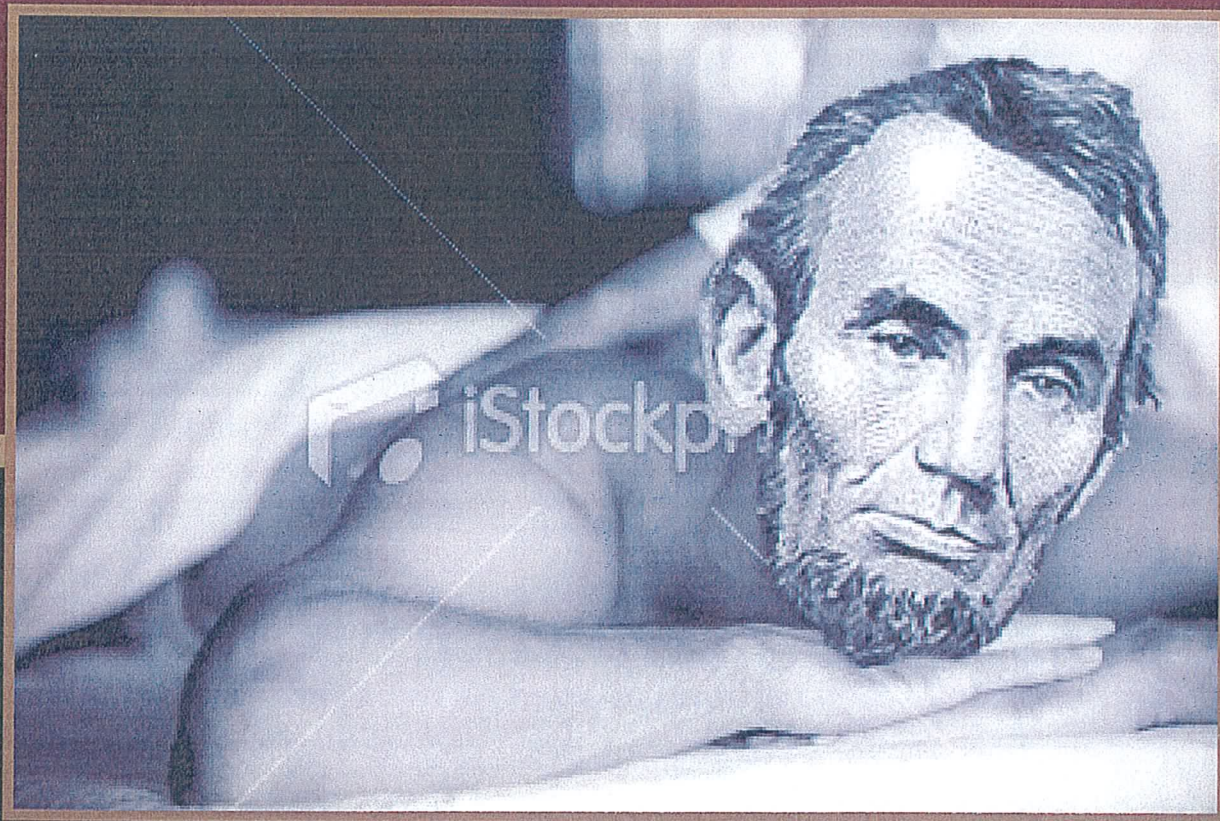
distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!

Shopping Locally Makes Common Cents



68% of money spent locally stays within the community

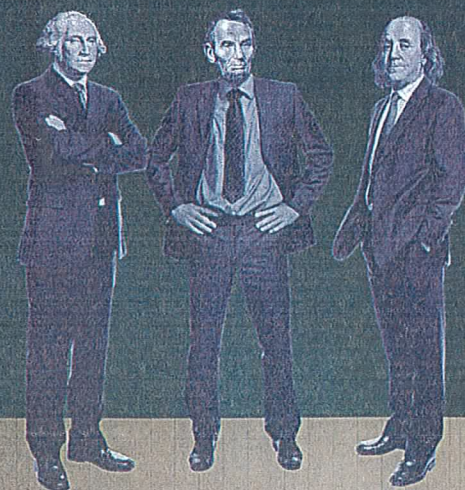
Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale. It can provide greater resources for our schools, streets and public safety.

So the next time you're ready for a mani/pedi, why not do it right here at home?

You'll enjoy a wonderful experience and you'll inject a little botox back into the Village economy.

*Estimated from a Civic Economics study. Andersonvillestudy.com

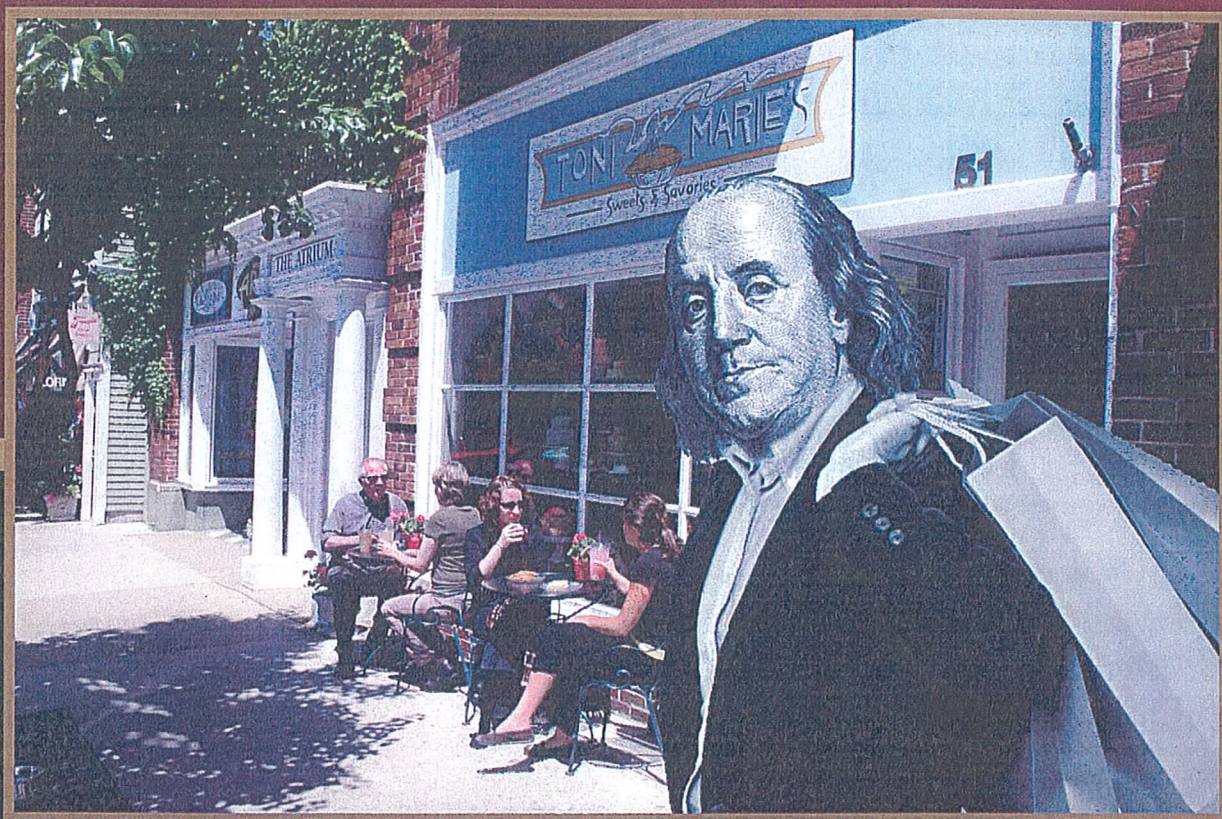
distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!

Shopping Locally Makes Common Cents



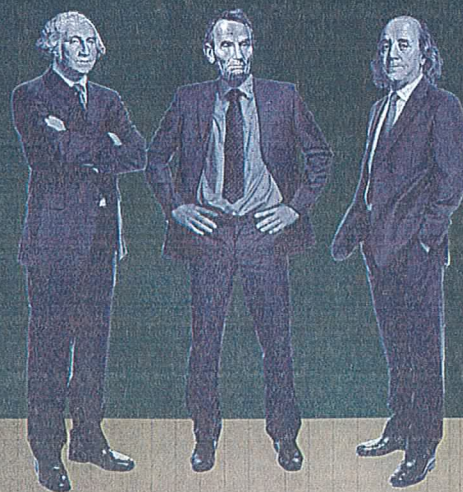
68% of money spent locally stays within the community

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale. It can provide greater resources for our schools, streets and public safety.

So the next time you feel the need for a little "retail therapy," why not start here at home? You'll enjoy wonderful boutiques and you'll keep the Village economy dressed to impress.

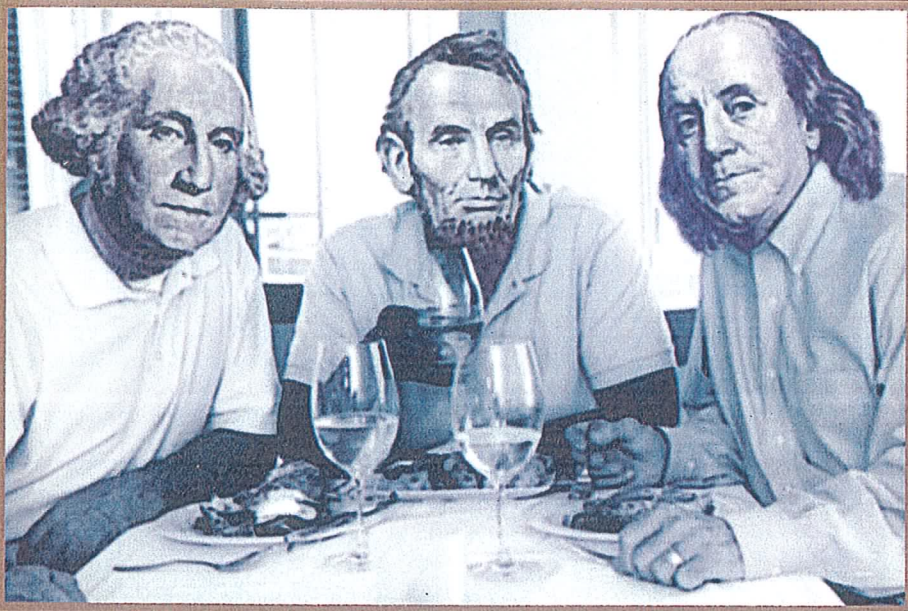
*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay in Hinsdale!



Shopping Locally Makes Common Cents

68% OF MONEY SPENT LOCALLY STAYS WITHIN THE COMMUNITY!

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale. It can provide greater resources for our schools, streets and public safety.

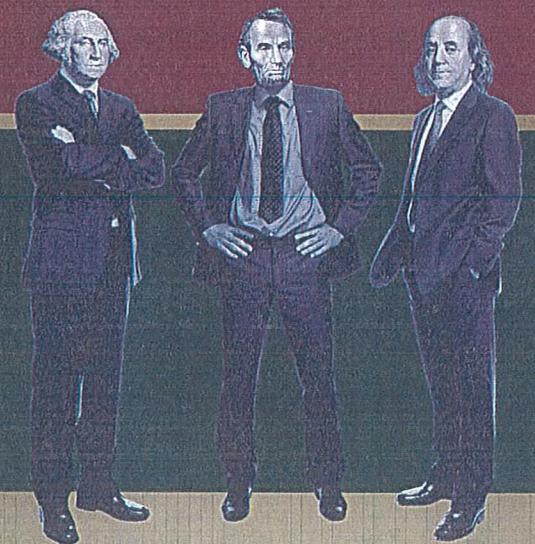
So the next time you're in the mood for a world-class meal, why not have one right here at home? You'll enjoy a wonderful experience and you'll garnish the Village economy with a sprig of (US) mint.

*Estimated from a Civic Economics study. Andersonvillestudy.com

Shopping Locally Makes Common Cents


distinctly
Hinsdale
Since 1873

distinctlyhinsdale.com



You Pay in Hinsdale... We'll Stay In Hinsdale!

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: May 19, 2010
RE: Chamber Gift Card

Attached is a letter from Paul Garver, President of the Hinsdale Chamber of Commerce. It provides an update on the Chamber's gift card program, including that 40 local businesses have consistently participated in the two-year effort.

The letter also states that as a result of an internal review of the program, the Chamber has elected to waive the initial set-up fee and absorb the per-card processing fee in an effort to make the program more attractive to local businesses, with a goal of full participation from Hinsdale's retailers.

To help achieve wider acceptance of the gift card, the Chamber is requesting that the Economic Development Commission (EDC) consider incorporating the gift card into the Village's marketing efforts. Members of the EDC should consider whether to formally incorporate the gift card, and if so, in what form(s) and to what degree.

As a Hinsdale-only program, the gift card directly supports local retailers by encouraging local shopping. The Chamber believes that with greater retailer acceptance and a rise in usage by residents and visitors, the Village would benefit from the resultant incremental increases in sales tax revenue.

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

May 11, 2010

Village of Hinsdale
Economic Development Commission
19 E Chicago Avenue
Hinsdale, Illinois 60521

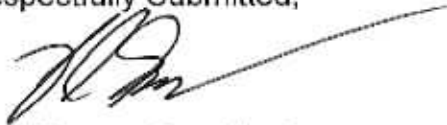
Dear Chairman Karstrand and Commissioners,

The Hinsdale Chamber of Commerce would like to commend the Economic Development Commission for your hard work, consideration and dedication towards the marketing and promotional efforts of Hinsdale and the Hinsdale Business Community.

As you may know, the Chamber introduced the Hinsdale Gift Card program in 2008 to support shopping in Hinsdale. The Chamber has maintained this program with 40 participating businesses. While this program is available to all registered Hinsdale businesses (having the capability to process the MasterCard™ credit format) it is the Chamber's goal to have one hundred percent participation from Hinsdale's merchants. Consequently, the Chamber Marketing Committee has reviewed the Gift Card program platform and is now waiving the initial set up fee for merchants wishing to participate. In addition, the Chamber will also absorb the \$2.50 processing fee (per card) charged to the customer.


In an effort to broaden the scope of this program and promote it to the general public, the Chamber is requesting support of the Hinsdale Gift Card through the EDC's marketing efforts. We believe the Gift Card is a valuable tool for driving shopping dollars back into Hinsdale.

Respectfully Submitted,



Paul Garver, President
Hinsdale Chamber of Commerce

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: May 19, 2010
RE: Potential Outdoor Advertising

Given the Economic Development Commission's past discussions of outdoor as a medium, its trial use of the medium the last six weeks of the last fiscal year, and potential future consideration of the medium, several members suggested that village property be investigated to determine the potential of public land to potentially, and suitably, support the medium. Thoughts included having display space that may be more functional and relevant than boards elsewhere and that having space within the village could make the endeavor cost-neutral or even generate new revenue for the village. Members' admittedly out-of-the-box thinking on this item has been, and is, for exploration purposes only.

EDC member Craig Chapello suggested to the group that village land at the eastern edge of Veeck Park parallel to I-294 right-of-way be explored. A plat of survey of the land was examined to gain a better understanding of property lines, and a site visit with staff was conducted to, among other things, preliminarily assess: visibility/functionality, access for construction and maintenance, capacity to provide lighting, and the ability of existing vegetation to mitigate the potential visual effects of such a structure.


Even with a general sense of the site, there appear to be numerous unanswered questions that would require time to adequately research and answer. As a result, the Commission may wish to determine whether it wishes to pursue this idea further.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: May 19, 2010
RE: Budget and Initiatives

Attached is a copy of the EDC's work program and budget from the fiscal year that ended April 30, 2010. As noted at the last meeting, the group finished the year under budget. Spending in all but one category was either at or below the placeholder amount, with some initiatives deferred or re-balanced. These changes afforded others to be completed in their entirety. Examples of such "savings" included: dropping event videos, postponing certain website improvements, lowering expenditures for "other" regional advertising (outdoor selected instead of other print), and removing less snow from downtown sidewalks. As a result, the second identification sign for Village Place was developed and installed to complete the pair. Two of the businesses on that street, Corley Optical and The Garden Collection, expressed their gratitude for the Village's investment in the signs.

To continue the group's discussion for establishing a list of initiatives working budget for the new fiscal year beginning May 1st, attached you will again find a two-page summary of potential initiatives. As noted previously, this is the same process that was used by the Commission in the past. You will recognize some of the items as recent efforts and others that would be new additions to the program. Please keep in mind that this is not necessarily a complete list. You may wish to add other items or amend the existing, and it should be remembered that the cost figures included are merely rough estimates.

When reviewing, considering, and prioritizing the items you would like to see for the EDC's work during the current fiscal year, please keep in mind the assigned budget of \$120,000, which is 50% of the estimated revenue from the Village's 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 Budget FY 2010-11: Potential Initiatives and Estimated Costs - For Discussion Purposes

Agency Retainer		\$24,000	Creative development, media buying, graphic design/execution, etc.
Ideas/Channels	Priority	Rough Estimate	Timing/Duration/Frequency/Details/Comments
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 display 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

Ideas/Channels	Priority	Rough Estimate	Timing/Duration/Frequency/Details/Comments
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 - Dntrn. 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		\$10,000-\$18,000	Would replace poles and vinyl banners; have conceptual design
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