

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, May 25, 2010

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

Members Absent: Marc Cella, Eileen Crane, and Brad Summers

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber
of Commerce; Luis Alvarez, Razny Jewelers; and Dan Grisko,
Direct Advantage

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, May 25, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Potter made a motion to approve the minutes of the meeting of the EDC held on April 27, 2010 as submitted. Ms. Janes seconded, and the motion was approved unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported base sales taxes for May, the first month of the 2010-11 fiscal year, were \$177,262 and that this represented an increase of \$26,518 or 17.6% over the same month last year. Staff emphasized that these results continued a positive trend, with base sales taxes having increased for the fifth straight month in relation to the same period the previous year.

Staff provided the total for food-and-beverage tax revenue through April 30, 2010 of the fiscal year as \$263,903. Staff noted that the total included catch-up payments from a few vendors who had not complied with the Village's ordinance. Staff reminded members of the EDC that their budget for the new fiscal year would be \$120,000, adding that this was an increase of \$5,000 from the previous year and that it resulted from the projected increase in food-and-beverage tax for fiscal year 2010-11. (Agenda Item 3)

Advertising Program

Staff informed members that four creative themes were developed for their consideration, with two options for local advertising and two options for regional advertising. Dan Grisko of Direct Advantage presented these campaigns themes, which were: "When You Shop in Town, It Comes Back Around" (a.k.a., "spree-cycling) and "Shopping Locally Makes Common Cents" for the local audience; and "Distinct Possibilities" and "Distinctive Dialogue" for regional outreach. Members individually expressed their opinions, with the preferred campaigns being "Shopping Locally Makes Common Sense" and "Distinct Possibilities".

(Agenda Item 4)

Hinsdale Gift Card

Chairman Karstrand commented that the Hinsdale Gift Card could be a competitive offering similar to those offered at other shopping destinations and municipalities if wider acceptance could be achieved. He cited the 40 participating businesses in the program and drew a comparison of that figure to the 41 participants in the EDC's "who, what, wear" advertising campaign. Ms. Anderson explained to members that the Chamber intended to absorb both start-up and processing fees in order to increase the attractiveness of the card to Hinsdale's retailers. Mr. Karstrand noted the ease with which retailers could amend their existing systems to accept the card. With discussion concluded, Mr. Potter made a motion to incorporate the Hinsdale Gift Card into the advertising of the EDC. Mr. Chapello seconded, and the motion passed unanimously. (Agenda Item 5)

Outdoor Advertising

Staff revisited the Commission's decision to fund six weeks worth of outdoor advertising at the conclusion of the previous fiscal year, noting the group's interest in the medium. Mr. Chapello reported the preliminary progress that had been made in determining if a suitable location within Hinsdale's corporate limits could be found. He stated that the effort was solely exploratory and that potential next steps would include contact with outdoor advertising companies, the Illinois Toll Highway Authority, IDOT, BNSF, and utility companies. (Agenda Item 6)

Potential Initiatives Fiscal Year 2010-11

Staff suggested that members individually relay the initiatives they would like to see included in the EDC's work program for the new fiscal year. In order, Ms. Grisemer, Mr. Chapello, Ms. Janes, Mr. Schneider, Mr. Potter, and Chairman Karstrand provided this feedback. Staff commented that a draft program would be assembled based upon the items that received the most support, with other or secondary items included on the list for consideration at the next meeting of the EDC. (Agenda Item 7)


Adjournment

With no additional business before the Commission, Ms. Griseimer made a motion to adjourn. Ms. Janes seconded, and the motion was approved unanimously. The May 25, 2010 special meeting of the EDC was declared adjourned at 9:02 p.m.
(Agenda Item 8)

Respectfully submitted,

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Community Development Strategist 
Date: June 17, 2010
RE: Monthly Sales Tax Review

Following is a review of sales taxes for the fiscal year-to-date.

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.

Base Sales Tax receipts for the month of June (March sales) amounted to \$182,547 as compared to the previous year's receipts of \$173,322. This represents an increase of \$9,225 (5.3%) for June.

Total base sales tax receipts for the fiscal year-to-date (sales through March 31, 2010) amounted to \$359,809 as compared to the previous year's receipts of \$324,066. This represents an increase of \$35,743 or 11%.

These results reveal six (6) straight months of increases in from Base Sales Tax receipts. For this period, the mean increase is 7.5%, while the median increase is 5.2%.

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 May (February sales) amounted to \$11,889 as compared to the previous year's receipts of \$15,992. This represents a decrease of \$4,103 (-25.7%) for May, the first month of the 2010-11 fiscal year.

The figure for June was not available as of this writing. Should the revenue result become available by the time of the EDC meeting on the 22nd, it will be provided.

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

Total Sales Tax receipts for the month of May (February sales) amounted to \$189,151 as compared to the previous year's receipts of \$166,736. This represents an increase of \$22,415 (13.4%) for May, the first month of the 2010-11 fiscal year.

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	182,547	9,225	5.3%	324,066	359,809	35,743	11.0%
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	11,889	(4,103)	-25.7%	15,992	11,889	(4,103)	-25.7%
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	189,151	22,415	13.4%	166,736	189,151	22,415	13.4%
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: June 17, 2010
RE: Food and Beverage Tax

For May, the first month of the 2010-11 fiscal year, the Village collected \$20,266 in food-and-beverage tax revenue.

Since the EDC budget of \$120,000 is based upon 50% of the forecasted revenue from the 1% food-and-beverage tax, the total reported for May roughly approximates the monthly average used for budgeting purposes.


However, specific figures reveal that the \$20,266 reported for May is 2% less than the monthly budgeted figure of \$20,678. This difference would appear to be acceptable for the time being, and we will continue to monitor results on a monthly basis.

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: June 17, 2010
RE: Budget and Initiatives

To continue the group's discussion for establishing a list of initiatives for the fiscal year 2010-11 that began at the last meeting of the EDC in May, attached you will find: (1) a rough draft of initiatives and accompanying cost estimates based upon the group's discussion at the May meeting; (2) a copy of the EDC's work program and budget from the 2009-10 fiscal year which ended April 30th; and, (3) the larger, two-page list of potential initiatives. As noted before, the investment ranges shown are placeholders for discussion purposes.

You will recognize some items as efforts from the recent past and previous years, as well as items that would represent new additions to the EDC's work program. Please keep in mind that the items on these attachments may ultimately not represent all of the potential initiatives of the group. As a result, please do not hesitate to bring other potential items to the attention of the group at the meeting on the 22nd.

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 as previously noted, is 50% of the estimated revenue to be derived 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

DRAFT BUDGET ITEMS FY 2010-11

Print Ads: \$18,340

Regional (*West Suburban Living* – 5 issues): \$8,340

Local (*The Hinsdalean* – 40 weeks): \$10,000

Web: \$7,500

Retail directory re-working, misc. edits, and hosting: \$3,000

Social media and/or advertising on other select sites: \$4,500

Event-based Promotion: \$18,500

Distinctly Hinsdale for the Holidays: \$11,000

Uniquely Thursdays: \$7,500

Other Downtown Support: \$25,000

Holiday lighting and decorations of downtown, Burlington Park, and Memorial Building tree/grounds

Managerial: \$25,000

Agency retainer: \$24,000

Professional organizations: \$1,000

Physical: \$600

Reprints of inserts for shopper kiosk

Total so far... \$94,940

Cable: \$12,000

Ad placement targeted programs in Comcast's Oak Brook Zone: \$10,000

Ad production: \$2,000

Other print: choose from publications such as *Chicago Social*, *Michigan Avenue*, *Chicago Magazine*

Gift card: "mystery shopper" giveaway; standalone effort or worked into local promotion

Direct mail: retailer write-in campaign (what stores or restaurants residents would like to see in town); include gift card?

Physical:

Two way-finding signs (e.g., 55th & Madison and supplemental on Madison)

Secondary (or primary) gateway

Burlington Park "poster" structure (to replace pole-and-banner set-up)

Outdoor: placement in strategic location (if possible near Village and with flow of traffic)

TOTAL Resources Available to EDC: \$120,000

EDC Working Budget - Meeting of Tuesday, August 25, 2009

	Consensus / Committed	Discussed / Considered	<u>Priority</u>
Ideas / Channels			
Magazine & Newspaper and Outdoor			
Regional Audience			
<i>West Suburban Living</i> Magazine	\$6,700		
Billboard/Outdoor		\$10,000	
Other Regional Marketing	\$6,000		
Local Audience			
<i>The Hinsdalean</i>	\$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 Reference Purposes

Agency Retainer Ideas/Channels	Priority	Rough Estimate	Timing/Duration/Frequency/Details/Comments
Print Publications		\$24,000	Creative development, media buying, graphic design/execution, etc.
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 Reference 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			
Sponsorships			Amount set aside to account for unexpected items during year and for flexibility
Budget		\$120,000	Economic climate makes prospects limited 50% of the 1% food-and-beverage tax revenues estimated for fiscal year 2010-11