

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Special Meeting on**  
**Tuesday, January 4, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Jan Grisemer,  
Jeanie Janes, John Karstrand, Molly Hughes,  
Steve Potter, Alan Schneider, and Brad Summers

**Members Absent:** None

**Staff Present:** Timothy Scott, AICP,  
Director of Economic Development

**Others Present:** Dan Grisko, Direct Advantage  
Jan Anderson, Hinsdale Chamber of Commerce

**Call to Order**

At 7:02 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, January 4, 2011.  
(Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC held on November 23, 2010, as written. Several small edits were suggested with respect to listed attendees. With those edits, Ms. Grisemer seconded the motion to approve the minutes, which was done so unanimously by members of the Commission. (Agenda Item 2)

**Holiday Program Update**

Staff summarized the lighting program for the season, highlighting the success of inaugural tree lighting ceremony on the early evening of the Christmas Walk. Staff then informed members that this year's plan resulted in substantial savings over the contract that had been in place the previous three years.

Members provided their opinions on the appearance of the street trees downtown, the decorations in Burlington Park, and the large spruce on the south lawn on the Memorial building. Several ideas were offered for next

year's program, including Ms. Grisemer's suggestion that tasteful ornaments or other appropriate decoration be added to the spruce to provide day-time appeal. Mr. Alvarez expressed support for adding another structure in the Park, noting that it could complement the Santa House and the North Pole Post Office. If an entirely new free-standing structure could not be achieved, one option offered was to adorn the gingerbread man factory with a formal entrance.

Staff reported that attendance for the festivities in Burlington Park was basically on par with that of the last few years, with approximately 800 children having visited the gingerbread man factory and with a fairly steady stream of riders for the horse-drawn carriage. Staff pointed out that the attendance total was particularly encouraging given that more than half of the second Saturday of the three-day event (which is always the day with the highest attendance) was hampered by severe weather, which came in the forms of sleet and then heavy rain. (Agenda Item 3)

### **Retail Sales Promotion**

Staff introduced the topic of a retail sales promotion for the Village, pointing out a number of potential factors for members to consider. These included but were not limited to: the potential audience, the level of investment, a prize or offers and their respective attractiveness to shoppers, the amount of cooperation from retail business owners that may be required, creative execution for advertising and point-of-purchase or other identifier, the level of media spending necessary to get the word out, and the possible use of technology to encourage business owners and inform customers.

Members of the Commission expressed their thoughts and opinions. These included but were not limited to: Mr. Potter, who suggested that a truly personal tone should be employed; Ms. Grisemer, who noted the appeal of the Village to groups of shopping women and the potential for that targeted audience to generate foot traffic; Ms. Janes, who commented that a more festive or party-like atmosphere has typically generated the necessary buzz to achieve some level of success and who agreed that "customer appreciation" would make for a suitable theme; and Ms. Hughes, who agreed with the idea of thanking customers and who then added that a potential tie-in of the event to a local charity could broaden the appeal of the promotion. Members agreed to further explore the idea of a retail sales promotion at the next regularly scheduled meeting of the Commission, which was scheduled for January 25<sup>th</sup>. (Agenda item 4)

### **Adjournment**

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Mr. Summers seconded, and the motion was approved unanimously. The January 4, 2011 special meeting of the EDC was declared adjourned at 8:37 p.m. (Agenda Item 5)


Respectfully submitted,

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Timothy Scott, AICP

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP – Director of Economic Development 

**Date:** January 18, 2011

**RE:** Monthly Sales Tax Review

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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 December (September sales) amounted to \$211,158 as compared to the previous year's receipts of \$185,090. This represents an increase of \$26,068 (14.1%) for December.

Base Sales Tax receipts for the month of January (October sales) amounted to \$192,575 as compared to the previous year's receipts of \$177,271. This represents an increase of \$15,304 (8.6%) for January.

Total base sales tax receipts for the fiscal year-to-date (sales through October 31, 2010) amount to \$1,755,918 as compared to the previous year's receipts of \$1,605,356. This represents an increase of \$150,562 (9.4%).

**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 December (September sales) amounted to \$20,667 as compared to the previous year's receipts of \$16,879. This represents an increase of \$3,788 (22.4%) for December.

Local Use Sales Tax receipts for the month of January (October sales) amounted to \$26,001 as compared to the previous year's receipts of \$16,361. This represents an increase of \$9,640 (58.9%) for January.

Total local use tax receipts for the fiscal year-to-date (sales through October 31, 2010) amount to \$175,687 as compared to the previous year's receipts of \$159,759. This represents an increase of \$15,928 (10.0%).

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

Total Sales Tax receipts for the month of December (September sales) amounted to \$231,825 as compared to the previous year's receipts of \$201,969. This represents an increase of \$29,856 (14.8%) for December.

Total Sales Tax receipts for the month of January (October sales) amounted to \$218,576 as compared to the previous year's receipts of \$193,632. This represents an increase of \$24,944 (12.9%) for January.

Total Sales Tax receipts for the first nine months of the fiscal year (sales through October 31, 2010) amount to \$1,931,605 as compared to the previous year's receipts of \$1,765,115. This represents an increase of \$166,490 (9.4%) for the fiscal year-to-date.

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

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

# 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   | 178,858  | 11,841        | 7.1%           | 491,083      | 538,667      | 47,584        | 9.7%           |
| August        | May             | 196,679   | 197,508  | 829           | 0.4%           | 687,762      | 736,175      | 48,413        | 7.0%           |
| September     | June            | 186,688   | 213,939  | 27,251        | 14.6%          | 874,450      | 950,114      | 75,664        | 8.7%           |
| October       | July            | 186,061   | 208,307  | 22,246        | 12.0%          | 1,060,511    | 1,158,421    | 97,910        | 9.2%           |
| November      | August          | 182,484   | 193,764  | 11,280        | 6.2%           | 1,242,995    | 1,352,185    | 109,190       | 8.8%           |
| December      | September       | 185,090   | 211,158  | 26,068        | 14.1%          | 1,428,085    | 1,563,343    | 135,258       | 9.5%           |
| January       | October         | 177,271   | 192,575  | 15,304        | 8.6%           | 1,605,356    | 1,755,918    | 150,562       | 9.4%           |
| 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   | 23,727   | 4,539         | 23.7%          | 35,180       | 35,616       | 436           | 1.2%           |
| July          | April           | 19,591   | 18,057   | (1,534)       | -7.8%          | 54,771       | 53,673       | (1,098)       | -2.0%          |
| August        | May             | 16,571   | 17,116   | 545           | 3.3%           | 71,342       | 70,789       | (553)         | -0.8%          |
| September     | June            | 22,033   | 22,084   | 51            | 0.2%           | 93,375       | 92,873       | (502)         | -0.5%          |
| October       | July            | 17,506   | 18,358   | 852           | 4.9%           | 110,881      | 111,231      | 350           | 0.3%           |
| November      | August          | 15,638   | 17,788   | 2,150         | 13.7%          | 126,519      | 129,019      | 2,500         | 2.0%           |
| December      | September       | 16,879   | 20,667   | 3,788         | 22.4%          | 143,398      | 149,686      | 6,288         | 4.4%           |
| January       | October         | 16,361   | 26,001   | 9,640         | 58.9%          | 159,759      | 175,687      | 15,928        | 10.0%          |
| 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   | 206,274  | 13,764        | 7.1%           | 359,246      | 395,425      | 36,179        | 10.1%          |
| July          | April           | 186,608   | 196,915  | 10,307        | 5.5%           | 545,854      | 592,340      | 46,486        | 8.5%           |
| August        | May             | 213,250   | 214,624  | 1,374         | 0.6%           | 759,104      | 806,964      | 47,860        | 6.3%           |
| September     | June            | 208,721   | 236,023  | 27,302        | 13.1%          | 967,825      | 1,042,987    | 75,162        | 7.8%           |
| October       | July            | 203,567   | 226,665  | 23,098        | 11.3%          | 1,171,392    | 1,269,652    | 98,260        | 8.4%           |
| November      | August          | 198,122   | 211,552  | 13,430        | 6.8%           | 1,369,514    | 1,481,204    | 111,690       | 8.2%           |
| December      | September       | 201,969   | 231,825  | 29,856        | 14.8%          | 1,571,483    | 1,713,029    | 141,546       | 9.0%           |
| January       | October         | 193,632   | 218,576  | 24,944        | 12.9%          | 1,765,115    | 1,931,605    | 166,490       | 9.4%           |
| 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 – Director of Economic Development   
**Date:** January 18, 2011  
**RE:** Food and Beverage Tax

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In December 31, 2010, the eighth of the 2010-11 fiscal year, the Village collected \$22,872 in food-and-beverage tax revenue. This exceeds the budgeted amount of \$20,418 by \$2,454 or 12%.

Through December 31<sup>st</sup>, the Village collected \$191,597, which is \$28,253 more than the budgeted amount of \$163,344 or an increase of more than 17%.

As you're aware, the EDC's fiscal year budget of \$120,000 is based upon 50% of the revenue from the estimated 1% food-and-beverage tax.


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

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP – Director of Economic Development 

**Date:** January 20, 2011

**RE:** Retail Sales Promotion

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Following you will find a re-cap of the discussion related to a retail sales promotion at the January 4<sup>th</sup> Special Meeting of the Economic Development Commission (EDC), and based upon the feedback received, the progress that has been made to advance the idea since then.

### Items Receiving Consideration

#### *Timing*

Members suggested that springtime would be the most attractive since school is still in session, with families not yet departing for summer travels and given that it is a non-traditional shopping period where a boost from a coordinated effort would likely be welcomed by local businesses.

#### *Audience*

Members believed that a retail sales promotion should continue the group's dual-track strategy of targeting both residents and potential visitors. Choosing one over the other was deemed too limiting. However, offers from businesses could potentially cater to one audience more so than the other.

#### *Theme/Event*

While several concepts were discussed, the idea of "customer appreciation" resonated most with members. A draft of this and a secondary concept are attached to this memo.

#### *Approach*

While a "grand" physical prize or an uncommon, experiential one were considered, the substantial investment required rendered it infeasible at this time. With such a narrow focus, some wondered about the range-of-appeal and whether it could potentially inhibit success.

As a result, the idea of securing “special offers” from individual businesses gained favor. It is hoped that such flexibility and decentralized control will increase buy-in from our valued business partners (draft letter inviting them is attached). Business offers developed by business owners essentially eliminates the hurdle caused by a content and its standardized rules.

### *Cooperation / Participation*

Centered exclusively on special offers of individual businesses, a high level of participation is paramount for a successful promotion. To secure this, it is likely that a number of attempts and different means will be required to achieve a critical mass of participants. Forms could include a mailed letter, an e-mail, or even an in-store visit. Face-to-face, while especially time-consuming, proved to be the most effective means of communication from the EDC's first holiday promotion a few years ago.

### *Investment*

Without a grand or uncommon, experiential prize, Village investment would move from predominantly the prize to generating awareness. This will likely reduce the overall cost of the promotion, although the degree of any savings cannot be determined as of this writing.

### *Media / Outreach*

Various forms will be considered, including but perhaps not limited to, direct mail, print advertising, and website advertising. These would follow the EDC's targeted yet dual-track approach. A number of options may be shared at the meeting on the 25<sup>th</sup>.

### *Support Materials*

With specialized business offers, in-store support materials could potentially be minimized. One idea is a window graphic (static cling or decal) that would identify participating businesses for shoppers. We may have a production estimate by the time of the EDC meeting.

In terms of counter identification, limited space and the desire for very high-quality materials (which are typically expensive) were cited by participants in the “Power Shopper Passport (to Savings)” promotion of several years ago.

Another idea could be to provide participating businesses with ad templates revealing their participation in the promotion. However, with times lean, it

may not be realistic to expect individual businesses to take out any or additional ads.

### *Technology*

The DistinctlyHinsdale.com website could be used as a convenient means for businesses to sign up for the promotion. Those that elect to participate would receive the aforementioned window sign identifier. In addition, the potential exists for featuring and promoting the interactive retail directory of the DistinctlyHinsdale.com website. A trip-planning feature currently exists. However, an up-to-date map, business inventory, and business contact information are needed. As with inviting businesses face-to-face, significant time will be required to complete the field work, inventory changes and update information, and reprogram the website to optimize this capability.

The above information is meant to summarize our progress to date. Given the scope of this endeavor, there may be other related issues not covered in this memo.

The idea of a retail sales promotion is again the intended focus of the EDC's meeting on the 25<sup>th</sup>. Please be prepared to comment on the idea, its current state, the development that has been made since the last meeting of the group, and the potential for additional refinement.

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

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager

**DRAFT**

**DISTINCTLY HINSDALE / VILLAGE LETTERHEAD**

Date

Dear Valued Retail Partner:

Hinsdale's Economic Development Commission is planning a spring promotion, and we need your participation to make it a success!

In order to encourage retail business in our community, the EDC has proposed a CUSTOMER APPRECIATION RETAIL EVENT, to be held on April 29<sup>th</sup> and 30<sup>th</sup>. This is an opportunity for all of our retail partners to come together and have a Village-wide shopping event, encouraging local residents and regional visitors to shop in Hinsdale over this two-day promotional period.

To make the execution of this promotion as easy as possible, all you need is to devise your own savings concept and offer that to your customers on April 29<sup>th</sup> and 30<sup>th</sup>. We recognize that every business is unique, so whatever value you are comfortable offering is entirely up to you. Some suggestions include: a percentage off, special merchandise clearance, 2-for-1 offer, or a value-added service with purchase.

The EDC has committed to a significant media buy to support this effort and drive traffic. Ads promoting this event will appear in *The Hinsdalean*, *Chicago Tribune*, *West Suburban Living Magazine*, *Chicago Magazine*, and direct mail announcing the event will be sent to every household in Hinsdale.

Again, to make this a success, we highly encourage you to also advertise in the mediums of your choice in order to promote your business and special two-day offer. Enclosed you will find the following marketing materials for this program: (1) direct mail piece, (2) print ad, (3) ad shell/event logo you can use to design your own print ads, and (4) layout of window sticker which will be available to all participating retailers.

Participation in this event is certainly voluntary, but this program will truly succeed with maximum retailer support. If you choose to participate, and we certainly hope you will, simply log onto this website: [www.hinsdaleretailer.com](http://www.hinsdaleretailer.com). Click the "yes" box and we will send you a window sticker indicating your participation in this event to your customers. In addition, the website will include an event logo and ad slick you can use to promote this event to your own customer base.

If you have any questions, please feel free to contact Timothy Scott, the Village's Director of Economic Development, at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Sincerely,

John F. Karstrand  
Chairman, Economic Development Commission



Please Join Us In Hinsdale for Our  
Customer Appreciation Celebration  
Friday, April 29th &  
Saturday, April 30th



The Hinsdale family of retailers, restaurants, spas and salons wanted to find a way to thank everyone in the area for their amazing level of continued support. A simple sale just couldn't contain our gratitude, so we're inviting you to a two-day festival of fine fashions, fabulous food and fun – all with fantastic values!

Please Join Us In Hinsdale for Our  
Customer Appreciation Celebration

**Friday, April 29th & Saturday, April 30th**

Over 75 Local Retailers Will Be Participating! Simply LOOK FOR THE CUSTOMER APPRECIATION TAG in the window of participating merchants to see who's joining in on the fun!

distinctly

*Hinsdale*  
Since 1873

Log on to [www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com) to map out your visit today!

FRIDAY, APRIL 29<sup>TH</sup> • SATURDAY, APRIL 30<sup>TH</sup>



# customer *Appreciation* celebration

FRIDAY, APRIL 29<sup>TH</sup> • SATURDAY, APRIL 30<sup>TH</sup>



The Hinsdale family of retailers, restaurants, spas and salons wanted to find a way to thank everyone in the area for their amazing level of continued support. A simple sale just couldn't contain our gratitude, so we're inviting you to a two-day festival of fine fashions, fabulous food and fun – all with fantastic values!

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**Friday, April 29th & Saturday, April 30th**

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distinctly

*Hinsdale*  
Since 1873

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—  — customer

*Appreciation*

celebration —

FRIDAY, APRIL 29<sup>TH</sup> • SATURDAY, APRIL 30<sup>TH</sup>

FRIDAY, APRIL 29<sup>TH</sup> • SATURDAY, APRIL 30<sup>TH</sup>



# Keys to the Village Retail Event



The retailers in Hinsdale are offering you The Keys To Our Village! For two days only, over 75 participating retailer partners will give you the opportunity to unlock unprecedented savings! Every store will offer special offers and values, as their way of thanking you for your support.

Simply Visit any retailer in our three shopping districts: Downtown, Gateway Square and Grant Square. Hinsdale is the key destination to distinctly unique boutiques, spas, dining and specialty retailers. Please visit Hinsdale during our first ever village wide KEYS TO VILLAGE retail event.

distinctly

Hinsdale  
Since 1873

Log on to [www.distinctlyhinsdale.com](http://www.distinctlyhinsdale.com) to map out your visit today!



*Keys*  
to the  
*Village* Retail Event

FRIDAY, APRIL 29<sup>TH</sup> • SATURDAY, APRIL 30<sup>TH</sup>