

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, January 25, 2011

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer,
Jeanie Janes, John Karstrand, and Steve Potter

Members Absent: Molly Hughes, Alan Schneider, and Brad Summers

Staff Present: Timothy Scott, AICP, CNU-A
Director of Economic Development

Others Present: Dan Grisko, Direct Advantage; Jan Anderson, Executive
Director of the Hinsdale Chamber of Commerce; and,
Doug Geoga, Village Trustee

Call to Order

At 7:02 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, January 25, 2011. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on January 4, 2011. Ms. Janes 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 14.1% and 8.6% for the months of December and January, respectively, and adding that these reporting periods reflected sales from September and October. Staff relayed that local sales taxes had increased 22.4% and 58.9% for the same periods. Staff concluded by informing members that for the first nine months of the current fiscal year, total sales tax revenue had increased \$166,490 or 9.4% in relation to last fiscal year.

Staff stated for the first eight months of the fiscal year, which concluded on December 31, 2010, food-and-beverage tax revenue had exceeded budget by \$28,253 or more than 17%. (Agenda Item 3)

Retail Sales Promotion

Staff re-introduced the idea of a retail sales promotion for the spring season and noted the progress that had been made since the Commission's special meeting a couple of weeks ago. Two unique creative concepts for the promotion were presented to the EDC, namely, "Customer Appreciation Celebration" and "Keys to the Village." Members individually provided their preference and shared their comments.

Feedback from individual members included but was not limited to the following:

Ms. Janes stated her preference for a promotion built on the concept of customer appreciation. She suggested that the idea of the event be shared with prospective businesses, too, as a way to show them the proactive efforts of the Village. Ms. Janes noted the success of the Wedding Walk as a traffic generator and suggested that lessons could be learned from that promotion. Ms. Grisemer commented that she liked the "post mark" design of the one concept and the photo-based style of the other. She further suggested that the promotion could become a semi-annual event. Mr. Potter remarked that he liked both concepts to such a degree that he recommended that the "Customer Appreciation Celebration" be implemented for the spring and then perhaps "Keys to the Village" for the fall. He added that business owners may want to have their own special offers at various times over the two days to accommodate a wide variety of customers. Mr. Alvarez expressed his preference for the creative that featured photos since the images show and compel action. He added that he very much liked the "crown" element of the Distinctly Hinsdale logo and recommended that the size of it be increased.

Members agreed that a spring season promotion could be beneficial to retailers since it can be considered a somewhat slower time of the business year. In addition, members believe that having it at the end of April would allow the promotion to occur before the end of both the Village's fiscal year and school system's academic year.

As a means to supplement the work-in-progress media plan of the EDC for the promotion, Mr. Grisko informed the group that he had secured a special rate from *The Hinsdalean* so that individual businesses might be more inclined to do their own advertising leading up to the two-day event. He added that an ad "shell" could be developed which would allow business owners to create an ad with minimal effort.

Members considered other potential items to support the promotion, including but not limited to: posters or static clings for participating businesses, temporary shelters at store entrances given the possibility for inclement weather at the end of April, signage in the Village's landscape street corners and at individual store entrances, light-post and/or Burlington Park banners, flowers, balloons, and/or

baskets at participating store entrances, and in-store entertainment or refreshments.

Ms. Anderson informed the Commission that there would be an opportunity to inform the business community of the EDC's promotion at the Chamber's upcoming quarterly meeting on the evening of February 28th. Mr. Karstrand suggested that the group may wish to request of the Board special parking considerations for at least the Saturday of the promotion if not Friday also.

Staff commented that based upon the feedback received at the meeting, a hybrid of the two creative concepts would be developed. He added that it would begin with the postmark design, add the two rows of photos of the other alternative, feature a larger Distinctly Hinsdale crown, and then pare down the text for an easier read. Staff suggested that to ensure a good level of participation, members of the Commission might want to visit the Village's retailers. Staff reminded members of the success achieved by Ms. Grisemer in enlisting participation this way in the past. (Agenda Item 4)

Outdoor Update

Mr. Chapello informed fellow members that he and staff had visited with two companies that provide outdoor advertising space to explore further the potential to locate a sign on land owned by the Village. He commented that the only area that appeared to lend itself to the concept would be the eastern edge of Veeck Park where it meets I-294. Mr. Chapello reminded members that the purpose of an outdoor presence in the Village would be two-fold, citing the potential for a new revenue stream for the Village as well as display space for the EDC's marketing efforts to bolster the local economy. Staff reiterated that he and Mr. Chapello had made clear to both companies the importance of mitigating any potential negative visual impact to its surroundings.

Adjournment

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The January 25, 2011 meeting of the EDC was declared adjourned at 8:07 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: February 16, 2011

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 February (November sales) amounted to \$207,846 as compared to the previous year's receipts of \$188,701. This represents an increase of \$19,145 (10.1%) for February.

Total base sales tax receipts for the fiscal year-to-date (sales through November 30, 2010) amount to \$1,963,764 as compared to the previous year's receipts of \$1,794,057. This represents an increase of \$169,707 (9.5%).

Local Use Sales Tax – Distributed on a per-capita basis

(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")

Local Use Sales Tax receipts for the month of February (November sales) amounted to \$20,212 as compared to the previous year's receipts of \$14,614. This represents an increase of \$5,598 (38.3%) for February.

Total local use tax receipts for the fiscal year-to-date (sales through November 30, 2010) amount to \$195,899 as compared to the previous year's receipts of \$174,373. This represents an increase of \$21,526 (12.3%).

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

Total Sales Tax receipts for the month of February (November sales) amounted to \$228,058 as compared to the previous year's receipts of \$203,315. This represents an increase of \$24,743 (12.2%) for November.

Total Sales Tax receipts for the first ten months of the fiscal year (sales through November 30, 2010) amount to \$2,159,663 as compared to the previous year's receipts of \$1,968,430. This represents an increase of \$191,233 (9.7%) 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.

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	207,846	19,145	10.1%	1,794,057	1,963,764	169,707	9.5%
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	20,212	5,598	38.3%	174,373	195,899	21,526	12.3%
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	228,058	24,743	12.2%	1,968,430	2,159,663	191,233	9.7%
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

In January, the ninth month of the 2010-11 fiscal year, the Village collected \$28,406 in food-and-beverage tax revenue. This exceeds the budgeted amount of \$20,418 by \$7,988 or 39%. January's food-and-beverage tax revenue is greater than any other month in the fiscal year to date.

Through January 31st, the Village has collected \$220,004, which is \$36,246 more than the budgeted amount of \$183,758 or an increase of nearly 20%.


As a reminder, the EDC's fiscal year budget of \$120,000 is based upon 50% of the revenue from the estimated proceeds of the Village's 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.

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: February 16, 2011
RE: Retail Sales Promotion

At the January 25th meeting of the Economic Development Commission (EDC), members advanced the idea of a sales promotion for Hinsdale's retail community in the spring season.

Following is a summary of the development of the promotion to date.

Elements of the Promotion

Timing

Members have opted for a two-day promotion, selecting Friday, April 29th and Saturday, April 30th. These dates were selected since they occur after spring break, before the end of the school year and vacation season, prior to the end of the Village's fiscal year, and in what may be considered a slower or less-traditional shopping time.

Audience

Members believed that a retail sales promotion should continue the group's dual-track strategy of targeting both residents and potential visitors given that sales taxes are generated by both groups. Offers could potentially cater to one audience more so than the other in accordance with the make-up of individual businesses' customer bases.

Theme/Event

Several themes were originally discussed and then concepts for each developed. After much discussion, the idea of a "customer appreciation celebration" was selected by members. Based upon feedback received last meeting, the creative approach (i.e., layout, logo, etc.) reflects a synthesis of the elements that members liked about two of the preliminary designs. Its

appearance is in keeping with other marketing projects we've completed in a concerted attempt to establish a signature look for Distinctly Hinsdale.

Approach

The Village will promote the "celebration" in order to raise awareness among Hinsdaleans as well as residents of nearby communities.

As you'll recall, individual businesses are to offer what they feel will be most effective during the promotion. This custom or decentralized approach will offer the flexibility that a grand prize or an experiential one could not.

Cooperation / Participation

A number of means and attempts may be required to secure participation by individual retailers. As previously noted, although making store visits is time-consuming, it proved to be highly effective for one of our past holiday promotions. Members may wish to consider participating in limited field visits with Village Staff.

Investment / Media-Outreach

Most of the cost of the promotion will be the media required to generate awareness among potential consumers. Various channels familiar to the Commission and its past work are intended to be used, including direct mail to every household in the Village, print advertising (*The Hinsdalean*, *Chicago Tribune*, *West Suburban Living Magazine*, and *Chicago Magazine*) and website advertising (Style Chicago).

As noted previously, the media selected will follow the EDC's dual-track approach of targeting residents and visitors (with particular attention paid to households in nearby communities), as both generate sales tax revenue. In addition to the EDC's media plan, individual business will be encouraged to invest in their advertisements. Local paper *The Hinsdalean* will be offering retailers a special rate.

Support Materials

Feedback from the group transformed the idea of a window cling to an appropriately-sized poster. An ad shell has been developed, and this is basically a template for individual retailers to use. It includes basic information such as the promotion's logo, with the bulk of the space dedicated to an individual's business. It appears as their ad yet associates them with the promotion.

Technology

A micro-website has been created for retailers to conveniently sign up for the promotion. This is the second time the EDC has attempted to use this approach, with the first being the group's "Who, What, Wear" local advertising campaign from last year. The site will also have downloadable files for participating retailers. Specifically, they'll find the logo we've designed for the promotion as well as an ad shell for those retailers who elect to do their own advertising.

Our hope is to have the interactive retail map and directory on the DistinctlyHinsdale.com website updated by the time of the promotion. Although we've begun, this will require additional time to complete the necessary field work, tally and communicate changes, and update the site. This will aid customers who visit the site, particularly those who utilize the trip planning feature.

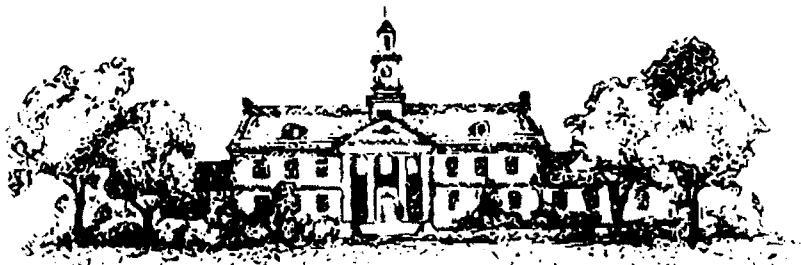
This memo essentially summarizes what has been decided and the work to date for the EDC's planned retail sales promotion for the end of April. Given the many items discussed at the group's last meeting, there are perhaps other related issues not covered in this memo.

This retail sales promotion is the intended focus of the EDC's meeting on the 22nd. Please be prepared to comment on our progress to date, identify any issues that have not yet been addressed, and consider the opportunity to make field visits to help secure participation from the Village's retailers.

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



ECONOMIC DEVELOPMENT
COMMISSION (EDC)

CHAIRMAN
John F. Karstrand

COMMISSIONERS
Luis Alvarez
Craig Chapello
Janet Grisemer
Molly Hughes
Jeanie Janes
Steve Potter
Alan Schneider
Brad Summers

VILLAGE OF HINSDALE

FOUNDED IN 1873

19 EAST CHICAGO AVENUE
HINSDALE, ILLINOIS 60521-3489 • (630) 789-7000
Village Website: <http://www.villageofhinsdale.org>

VILLAGE PRESIDENT
Thomas K. Cauley, Jr.

TRUSTEES
J. Kimberley Angelo
Doug Geoga
Laura LaPlaca
Bob Saigh
Bob Schultz
Cindy Williams

February 21, 2011

Dear Valued Retail Partner,

Hinsdale's Economic Development Commission (EDC) is planning a spring promotion. To make it a success, we need your participation!

To stimulate retail traffic in the Village, the **EDC has proposed a CUSTOMER APPRECIATION CELEBRATION, which will be held on April 29th and April 30th, 2011.** This is an opportunity for all of our retail partners to come together for a community-wide shopping event and encourage residents and visitors to **Shop Hinsdale** over this two-day promotional period with hopes for many future returns.

THERE IS NO COST TO YOUR BUSINESS TO PARTICIPATE. The EDC has committed to extensive exposure for the event, with ads appearing in The Hinsdalean, Chicago Tribune, West Suburban Living Magazine, Chicago Magazine and on the Web at www.stylechicago.com, along with direct mail announcement to every household in Hinsdale.

All that is required of your business is to be aware of this event and to fully engage your employees and customers in the promotion. Ideally, you'll provide some sort of unique incentive. Your "offer" can take whatever form you're comfortable with and feel will be attractive to your customer base. You may also wish to add your own point-of-purchase materials or add to the festive atmosphere by offering refreshments or perhaps even entertainment.

We also **HIGHLY** encourage you to run your own advertising in the mediums of your choice to promote your business and special two-day offer. Please see the attached sheet for some sample ideas and advertising incentives that are available to you, as well as a copy of a print ad that will promote the event.

Although participation is voluntary, it can only succeed with maximum retailer support. If you elect to participate, simply log on to www.hinsdaleretailer.com. Click the "yes" box, and we'll send you a small window poster indicating your participation to customers and passersby. In addition, the website will include an event logo and ad shell which you can use to promote the event to your own customer base.

If you have any questions, please contact Timothy Scott, the Village's Director of Economic Development, at (630) 789-7005 or via e-mail at tscott@villageofhinsdale.org.

Sincerely,

John F. Karstrand
Chairman, Economic Development Commission

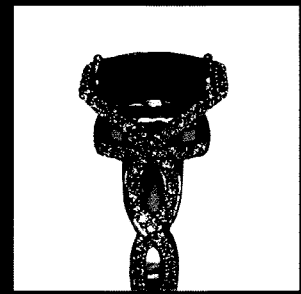
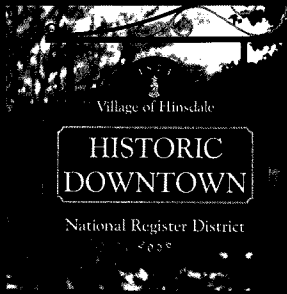
distinctly
Hinsdale
Since 1873

CUSTOMER

Appreciation

CELEBRATION

FRIDAY, APRIL 29TH • SATURDAY, APRIL 30TH



Hinsdale's family of retailers and restaurants wanted to find a way to thank everyone 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!

Simply Look for the Customer Appreciation Sign in the window of participating merchants to see who's joining in on the fun and savings!

Signature (faint, illegible text)

FOR TICKETS TO WWW.HINSDALEVILLAGE.COM OR TO MAP OUT YOUR VISIT FOR FAMILY...



FRIDAY, APRIL 29TH • SATURDAY, APRIL 30TH

SPECIAL OFFER TO ALL HINSDALE RETAILERS

THE HINSDALEAN WILL OFFER A 25% DISCOUNT OFF OF YOUR EARNED RATE FOR THE WEEKS OF APRIL 18TH AND 25TH TO PROMOTE THIS EVENT. YOU MUST USE THE CUSTOMER APPRECIATION EVENT LOGO (available via download) IN YOUR ADS TO QUALIFY FOR THIS DISCOUNT

- Direct mail your database to promote this Village-wide event; create your own or use the direct mail shell provided by the Economic Development Commission (EDC)
- E-blast your e-mail database
- Call your best customers to personally invite them to this event
- Comcast cable TV is offering special packages during this event
- Radio
- The EDC will provide window signs; additional signage will be available with details forthcoming

PROMOTIONAL IDEAS AND INCENTIVES FOR YOUR BUSINESS

- Percentage-off special
- 2 -For- 1 Offer
- Free Value Added Service With a Purchase
- Special Clearance Item(s)
- Special purchase merchandise
- Trunk shows
- New line introduction
- Manufacturer's reps in store
- Free Refreshments
- In store entertainment
- Fashion Shows
- Celebrity in-store appearances
- Drawings and raffles
- Newspaper advertising
- Newspaper insert or flyer
- Direct mail coupon

THIS EVENT IS BEING PROMOTED BY THE EDC... THERE IS NO COST TO YOUR BUSINESS TO PARTICIPATE!

**PROMOTE YOUR BUSINESS AS YOU SEE FIT
YOU'RE ONLY LIMITED BY YOUR OWN CREATIVITY
LET'S PULL TOGETHER AS A RETAIL COMMUNITY TO MAKE THIS EVENT A BIG SUCCESS!**

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: February 16, 2011

RE: March Meeting Date

The group is scheduled to meet on March 22nd. We would like to consider changing the date to the following Tuesday, March 29th. Please check your availability for the revised date.

Thank you.

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