

AGENDA
VILLAGE OF HINSDALE
Meeting of the
ECONOMIC DEVELOPMENT COMMISSION (EDC)

TUESDAY, MAY 24, 2011, 7:00 P.M.

MEMORIAL HALL – MEMORIAL BUILDING

Tentative and Subject to Change

- 1) Call to order
- 2) Approval of minutes for the special meeting of March 29, 2011
- 3) Review of sales and food-and-beverage tax revenue
- 4) Recap of Customer Appreciation Celebration retail sales promotion
- 5) Discussion and consideration of potential initiatives and draft budget
- 6) Discussion and consideration of new advertising campaign(s)
- 7) Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for Board of Trustee approval at this meeting are then referred to the Administration and Community Affairs Committee for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

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VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, March 29, 2011

Members Present: Luis Alvarez, Craig Chapello, Jeanie Janes, John Karstrand, Steve Potter, Alan Schneider, and Brad Summers

Members Absent: Jan Grisemer and Molly Hughes

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 7:01 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, March 29, 2011. (Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on February 22, 2011. Mr. Potter 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 15% for the month of March, which reflected sales from the holiday shopping month of December. Staff noted that base sales tax revenue for the fiscal year-to-date had increased by \$201,118 or 10% in relation to last year. Staff added that the sales tax report for the fourth quarter of 2010 revealed increases in all categories with four of them showing double-digit increases.

Staff stated that through February 28th, food-and-beverage tax revenue had exceeded the Village's budget projection by \$33,597 or approximately 16.5%. (Agenda Item 3)

Retail Sales Promotion

Chairman Karstrand re-introduced the EDC's plan for a spring retail sales event and informed members that they would be finalizing items that were intended to promote it. In terms of the media plan to promote the event, members reviewed the list of potential outlets, the number of advertisements for each media, and line item costs. Members refined the plan to include, among others, ads in *The Hinsdalean*, *Chicago Tribune*, and *Chicago Magazine* and ads on websites Style Chicago and Savvy Hinsdale. Members discussed the timing of a direct mail piece that would be sent to all postal customers in the Village and agreed that it should arrive approximately ten days in advance of the event.

The Commission then reviewed the physical items that were to be used to generate awareness of the promotion, including: banners on light posts and at both ends of Burlington Park, as well as at the entrances to Grant Square and Gateway Square, on the railing of the elevated walkway on First Street, and on the wall of the train station shelter; storefront window posters and static clings; and, lastly, balloons for participating businesses and for highly-visible public areas. Members considered several options for distributing balloons to the sixty-four participating retail businesses.

Staff made members aware of the growing number of businesses that had committed to promotion and underscored the effectiveness of in-store visits (with an EDC member) in affecting the total. (Agenda Item 4)

Outdoor Advertising Potential

Mr. Chapello summarized the preliminary research that had been done for a potential outdoor sign in Veeck Park where it borders I-294. He explained to his fellow EDC members that a state permit would be required as a result of a highway beautification act from decades ago. Mr. Chapello added that there would be two options for moving forward, with one being to pursue the state permit first and the second to begin with Village process. He recommended the state permit route since there would be no obligation to use it (if unused, it would simply expire) and given that approval would still need to be received from the Village before any sign project could be pursued. Mr. Chapello made a motion to authorize pursuit of a state permit through the Illinois Department of Transportation (IDOT). Mr. Summers seconded, and the motion was approved unanimously. (Agenda Item 5)

Adjournment

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Mr. Potter seconded, and the motion passed unanimously. The March 29, 2011 special meeting of the EDC was declared adjourned at 7:46 p.m. (Agenda Item 6)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 24, 2011

RE: Monthly Sales Tax Review

Following is a review of sales tax revenue for the recently concluded 2010-11 fiscal year.

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 April (January sales) amounted to \$168,722 as compared to the previous year's receipts of \$158,804. This represents an increase of \$9,918 (6.2%) for April.

Total base sales tax receipts for the 2010-11 fiscal year (which ended April 30, 2011) totaled \$2,373,483 as compared to the previous year's receipts of \$2,162,447. This represents an increase of \$211,036 (9.8%).

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 April (January sales) amounted to \$19,460 as compared to the previous year's receipts of \$14,949. This represents an increase of \$4,511 (30.2%) for April.

Total local use tax receipts for the 2010-11 fiscal year (which ended April 30, 2011) totaled \$214,443 as compared to the previous year's receipts of \$214,443. This represents an increase of \$32,735 (15.3%).

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

Total Sales Tax receipts for the month of April (January sales) amounted to \$188,182 as compared to the previous year's receipts of \$173,753. This represents an increase of \$14,429 (8.3%) for April.

Total Sales Tax receipts for the 2010-11 fiscal year (which ended April 30, 2011) totaled \$2,620,661 as compared to the previous year's receipts of \$2,376,890. This represents an increase of \$243,771 (10.3%) for 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

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	240,997	31,411	15.0%	2,003,643	2,204,761	201,118	10.0%
April	January	158,804	168,722	9,918	6.2%	2,162,447	2,373,483	211,036	9.8%
Total		2,162,447	2,373,483	211,036					

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	31,819	6,698	26.7%	199,494	227,718	28,224	14.1%
April	January	14,949	19,460	4,511	30.2%	214,443	247,178	32,735	15.3%
Total		214,443	247,178	32,735					

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	272,816	38,109	16.2%	2,203,137	2,432,479	229,342	10.4%
April	January	173,753	188,182	14,429	8.3%	2,376,890	2,620,661	243,771	10.3%
Total		2,376,890	2,620,661	243,771	10.3%				

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 24, 2011

RE: Food and Beverage Tax Revenue

For the 2010-11 fiscal year (which ended April 30, 2011), the Village collected \$284,553 in food-and-beverage tax revenue, which is \$39,533 more than the budgeted amount of \$245,020, or an increase of 16.1%.

As you are aware, the annual budget of the Economic Development Commission (EDC) is based upon 50% of the estimated revenue from the Village's 1% food-and-beverage tax.

For the 2011-2012 fiscal year, which began May 1st, the EDC has been assigned \$143,350 in budget resources. This is \$1,074 (or 0.75%) more than half of the food-and-beverage revenue generated last fiscal year.

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

Thank you.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: May 17, 2011

RE: Retail Sales Promotion – Recap & Feedback

Recap

As you are aware, on Friday, April 29th and Saturday, April 30th, the Economic Development Commission (EDC) held its first-ever Customer Appreciation Celebration. The promotion was scheduled to assist retailers during a non-traditional shopping period post-winter holidays and pre-summer vacation. The event concluded the Village's 2010-11 fiscal year.

I am pleased to report that we achieved a record for participation, with 64 businesses officially registering. Previous programs of the Village and Chamber have had 40 or so participants. It seems that the concept and its promotion may have resonated with local retailers.

We secured participating businesses through the micro website we built, hinsdaleretail.com, as well as three days of field visits. I spent two of the days with one commissioner and one with another. Having an EDC member along provided additional credibility.

Awareness was generated through a thorough media plan that included print (newspaper and magazine), direct mail, and the Web. Window posters, static clings, and branded balloons were hand-delivered to all participating businesses, and banners were displayed on 24 light posts of the greater downtown area, in Burlington Park, at Grant Square and Gateway Square, along the First Street railing near the Chamber of Commerce, and the wall of the shelter on the railroad platform.

Time in the field seeking participants and making deliveries allowed me to essentially conduct retention visits. Retailers provided feedback on an array of items, including but not limited to parking, events, and available space.

Feedback

To get a sense of how retailers felt about the promotion, we sent a ten-question survey to those businesses that provided us with an e-mail address during registration (62 of the 64 retailers). We received 18 responses, which translates to a 29% return rate. Not every respondent answered every question. Attached you will find the results of the survey with a breakdown by question

It appears that the feedback we received in the survey, on balance, is positive. The few comments we've received in person have been positive as well. It may be safe to suggest that the feedback warrants consideration of another event but with potential refinements.

We received written feedback from the final survey question, which was open-ended. Several respondents indicated that parking should have been free on the days of the promotion. Several commented that the promotion as a gesture alone is worth the effort, with one specifically expressing hope that it becomes an annual tradition. One respondent suggested an alternative theme that they have found to be successful elsewhere ("girls night out"). Another respondent suggested that offers of participating businesses be highlighted (web links).

Members of the Commission may wish to provide opinions based upon what they experienced first hand or what they've read or heard, as well as any other thoughts or ideas for the future. Some items to consider include, among others: future themes, the number of times per year such a promotion should be conducted, the number of days per promotion, the media mix and physical devices to get the word out, and whether or not parking should be free on the days of the promotion.

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

Hinsdale Customer Appreciation Event



1. How did you originally hear about the Customer Appreciation Celebration?

	Response Percent	Response Count
Letter sent via US Mail by the EDC	55.6%	10
In-store visit by Village Staff/EDC member	33.3%	6
E-mail notification	44.4%	8
Media buy promoting the event	5.6%	1
Hinsdaleretail.com web site	0.0%	0
Other (please specify)		2
answered question		18
skipped question		1

2. In the future, if the EDC conducts an event similar to this event, how would you prefer to be contacted?

	Response Percent	Response Count
Letter via US Mail	38.9%	7
In-store visit	27.8%	5
E-mail	66.7%	12
Phone Call	16.7%	3
Other (please specify)		1
answered question		18
skipped question		1

3. In which outside media sources did you see this event promoted to the public?

		Response Percent	Response Count
Newspaper	<input type="text"/>	88.2%	15
Direct Mail	<input type="text"/>	23.5%	4
Internet	<input type="text"/>	29.4%	5
Word of Mouth	<input type="text"/>	29.4%	5
	Other (please specify)		4
	answered question		17
	skipped question		2

4. Did you utilize any media to promote your business during this event? If yes, please explain.

	Response Count
	16
answered question	16
skipped question	3

**Question 4: Did you utilize any media to promote your business during this event?
If yes, please explain.**

16 responses

Ad in *The Hinsdalean* and direct mail

No...limited budget from corporate

Our website, calendar, blackboard calendar, posters, and facebook/twitter

In store signage

The Hinsdalean

Facebook

We purchased two ads in *The Hinsdalean* (one each week)

Window signs and newspaper

E-mail

The Hinsdalean ad

E-mail and newspaper

Posted info. throughout business (salon)



The Hinsdalean, and we did an e-mail blast and included it in our direct mail that went to 1,850 people in area we pick up in – farther than 15 miles away

Yes, mail.




The Hinsdalean and e-mail newsletter

We offered 10% off all purchases (wine) for the weekend.

5. Do you feel the EDC sufficiently promoted this event to the public?

		Response Percent	Response Count
Strongly Agree		64.7%	11
Slightly Agree		35.3%	6
Strongly Disagree		0.0%	0
Slightly Disagree		0.0%	0
answered question			17
skipped question			2

6. The EDC produced street banners, lightpost banners, window signs and balloons to "decorate" for this event. Were you happy with this effort?

		Response Percent	Response Count
Strongly Agree		77.8%	14
Slightly Agree		22.2%	4
Strongly Disagree		0.0%	0
Slightly Disagree		5.6%	1
Other (please specify)			3
answered question			18
skipped question			1

7. Did you see an increase in business during this two-day event?

	Response Percent	Response Count
Yes, a great amount <input type="text"/>	5.9%	1
Yes, slightly <input type="text"/>	47.1%	8
No <input type="text"/>	47.1%	8
Other (please specify)		6
answered question		17
skipped question		2

8. Of the business you had during this event, approximately what percent came from

	Response Average	Response Total	Response Count
Previous Customers	78.73	1,181	15
New Customers	22.07	309	14
answered question			15
skipped question			4

9. The EDC paid for 100% of the promotional costs of this event. In the future, would you be willing to pay a fee to participate?

		Response Percent	Response Count
no	<input type="text"/>	52.9%	9
\$100-\$250	<input type="text"/>	47.1%	8
\$251-\$350		0.0%	0
\$351-\$500		0.0%	0
\$501-\$1,000		0.0%	0
	Other (please specify)		6
	answered question		17
	skipped question		2

10. Please provide additional comments and suggestions about the Customer Appreciation Celebration.

	Response Count
	15
answered question	15
skipped question	4

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 17, 2011

RE: Draft Budget & Potential Initiatives

Attached you will find a listing of potential initiatives and their respective costs for the Economic Development Commission's budget resources for fiscal year 2011-12.

This list is solely a draft to stimulate discussion among members. It was developed based upon the last couple of annual work programs for the Commission.

You will notice items that are new to the Commission's list of potential initiatives as well as items that may have been discussed in the past but that ultimately were not included in the work programs of the recent past.

Keep in mind that the items listed may very well not represent a complete list of potential initiatives for the Commission. As a result, please do not hesitate to resurrect items from the past or bring new items forward at the meeting on the 24th.

For fiscal year 2011-12, the Economic Development Commission (EDC) has been assigned \$143,350. The EDC's budget is again based upon 50% of the revenue projected from the Village's 1% food-and-beverage tax. Last year (fiscal ending April 30, 2010), the tax generated \$284,553.

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

DRAFT BUDGET ITEMS FY 2011-12

Print Advertising: **\$18,500**

Regional (*West Suburban Living* – 5 issues): \$8,500

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

Web Advertising: **\$2,600**

Regional (*Style Chicago*): \$2,400

Local (*Savvy Hinsdale*): \$200

Website Updates, Optimization (Distinctly Hinsdale): **\$2,000**

Retail directory, misc. edits, social media, and hosting

Retail Sales Promotion(s) & Events: **\$37,500**

Distinctly Hinsdale for the Holidays: \$10,000

Customer Appreciation: \$20,000 (1@\$20,000 or 2 @\$10,000)

Uniquely Thursdays (Support to Chamber of Commerce): \$7,500

Other Downtown Support: **\$15,000**

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: **\$49,400**

Burlington Park Sign Assembly (to replace pole-and-banner set-up) \$30,000
(\$5,000 for poles and concrete; \$25,000 for four-panel cabinet)

First Street Elevated Walkway and Wall: \$11,000

Electrical improvement for Burlington Park: \$3,500

Banners (local ad campaign and sales promotion): \$3,500

Reprints of inserts for shopper kiosk: \$400

Total: **\$150,000**

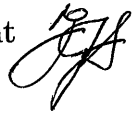
Budget: **\$143,350**

Variance: **-\$6,650**

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: May 19, 2011

RE: New Advertising Campaigns

Over the last couple of years, the Economic Development Commission (EDC) has executed advertising campaigns for local and regional audiences. With the new fiscal year having just begun, it is again time for members to consider new creative approaches.

For reaching residents, the campaign idea being presented is "*Shopping Spree-cycling.*"

The tag line is "*When You Spend In Town, It Comes Back Around.*" The visual identity is a transformed, monetary version of the identifiable recycling arrow and is accompanied by the words, *Revisit-Rediscover-Reinvest.*

Attached you will find a couple of illustrative samples. Please keep in mind that these are drafts and text will be refined and reviewed to ensure accuracy. To reflect the essence of our local establishments and best portray the character of the Village, images may be substituted. In the past we have used stock photos and taken specific images of Hinsdale.

For targeting the regional audience, a campaign is currently being developed. This campaign idea will be ready in time for the EDC meeting of the 24th.

In terms of ad placement, the EDC has utilized *West Suburban Living* Magazine to reach the targeted demographic from the nearby region, while *The Hinsdalean* has been used to communicate with residents the importance of shopping locally.

If you have any questions, comments, or new ideas 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

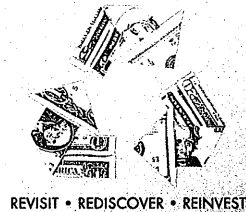


WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND

Local spending provides financial support for the streets and services that benefit us all.
That's why patronizing the wonderful restaurants here in Hinsdale is a key
ingredient for a robust local economy.

Nabuki, 18 E 1st St. • Zak's Place, 112 S. Washington St. • Il Poggiolo, 8 E. First St.

distinctly
Hinsdale
Since 1873



WWW.DISTINCTLYHINSDALE.COM

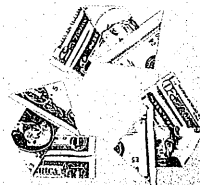


WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND

A significant portion of every retail dollar spent in Hinsdale stays right here to support streets and services that keep us safe. So, take great comfort when you make a local purchase for your house, because you're also helping the Village you call home.

Char Crews, Inc, 8 Grant Square • M Home, 48 S. Washington St. • Bedside Manor Ltd, 38 S. Garfield

distinctly
Hinsdale
Since 1873



REVISIT • REDISCOVER • REINVEST

WWW.DISTINCTLYHINSDALE.COM