

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, August 23, 2011

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey,
Jan Grisemer, Molly Hughes, and John Karstrand

Members Absent: Steve Potter

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

Others Present: Chris Elder, 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, August 23, 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 June 28, 2011. Mr. Chapello 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 10.4% and 3.8% for the months of July and August, reflecting sales from the months of April and May. Staff added that total sales tax revenue through the first four months of the fiscal year had increased by \$68,668 or 8.5% in relation to last year.

Staff stated that for June and July, the second and third months of the 2011-12 Fiscal Year, the Village received \$23,584 and \$22,458 in food-and-beverage tax revenue, respectively. Staff added that through the first three months of the year, food-and-beverage slightly lagged the Village's budget projection by \$610 or 0.86%. (Agenda Item 3)

Advertising Program

Staff stated that new advertising campaigns for the local and regional audiences were refined based upon feedback from members of the EDC. Staff announced that the new "shop local" campaign was "Spree-cycling" and that it combines the notions

of shopping sprees and recycling, with the latter reinterpreted as the reinvestment in the Village that occurs from local spending. Staff then relayed that the EDC's regional campaign was internally referred to as "Historic Euphoric" and added that ads would again run in the bi-monthly issues of *West Suburban Living* Magazine. (Agenda Item 4)

Business Inventory

Staff informed members that field work to inventory existing businesses and available spaces had been completed. Staff commented that the work would lead to an updated print map for the informational kiosk at the shopper parking plaza on Washington Street and an updated business directory on the EDC's website, DistinctlyHinsdale.com. (Agenda Item 5)

First Street Walkway Wall

Staff stated that the design for the rehabilitation of the masonry wall of the elevated walkway on the south side of First Street east of Washington had been completed. Staff added that an informational packet had been prepared for potentially interested contractors and that bids were to be delivered to Village Hall on the afternoon of August 30th. Staff informed members that in addition to the required public announcement of the bid in *The Hinsdalean*, four packets were sent directly to contractors. Staff expressed hope that there would be formal interest in the project. (Agenda Item 6)

Holiday Lighting

Staff commented that it was not too early to begin planning the appearance of the Village for the holiday season. Staff mentioned that the Village would again have to seek estimates for its holiday lighting and decorating program since last year's agreement was for one year. Members expressed satisfaction with the appearance of the illuminated street trees, illuminated Christmas tree on the south lawn of the Memorial Building, and illuminated trees around the decorated and illuminated fountain at Burlington Park given the resources that had been allocated to the project. Staff reminded members of the resources it allocated in their work program for the EDC. (Agenda Item 7)

Tenant Space

Staff provided an update on new business openings in the Village's business districts, specifically, the historic downtown, the greater Grant Square area, Gateway Square, and 59th and Madison. Staff added that it had been working with private parties on three text amendments to the zoning code, and noted that if the items were approved it would result in the expansion of an established business

downtown, the addition of a new business downtown, and the addition of a new business in the greater Grant Square area. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Mr. Alvarez made a motion to adjourn. Ms. Hughes seconded, and the motion passed unanimously. The August 23, 2011 meeting of the EDC was declared adjourned at 8:04p.m. (Agenda Item 6)

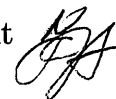
Respectfully submitted,

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: September 22, 2011

RE: Sales Tax Review

Following is a review of sales tax revenue for the fifth month of the 2011-12 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 September (June sales) amounted to \$214,751 as compared to the previous year's receipts of \$213,939. This represents an increase of \$812 (0.4%) for September.

Total base sales tax receipts through September (sales through June 30, 2011) totaled \$1,007,714 as compared to the previous year's receipts of \$950,114. This represents an increase of \$57,600 (6.1%).

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 September (June sales) amounted to \$21,834 as compared to the previous year's receipts of \$22,084. This represents a decrease of \$250 (-1.1%) for September.

Total local use tax receipts for the month (sales through June 30, 2011) totaled \$104,503 as compared to the previous year's receipts of \$92,873. This represents an increase of \$11,630 (12.5%).

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

Total Sales Tax receipts for the month of September (June sales) amounted to \$236,585 as compared to the previous year's receipts of \$236,023. This represents an increase of \$562 (0.2%) for September.

Total Sales Tax receipts through September (sales through June 30, 2011) totaled \$1,112,217 as compared to the previous year's receipts of \$1,042,987. This represents an increase of \$69,230 (6.6%) for the 2011-12 Fiscal Year.

If you have any questions, please feel free 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 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	177,262	189,567	12,305	6.9%	177,262	189,567	12,305	6.9%
June	March	182,547	200,806	18,259	10.0%	359,809	390,373	30,564	8.5%
July	April	178,858	197,489	18,631	10.4%	538,667	587,862	49,195	9.1%
August	May	197,508	205,101	7,593	3.8%	736,175	792,963	56,788	7.7%
September	June	213,939	214,751	812	0.4%	950,114	1,007,714	57,600	6.1%
October	July	208,307				1,158,421			
November	August	193,764				1,352,185			
December	September	211,158				1,563,343			
January	October	192,575				1,755,918			
February	November	207,846				1,963,764			
March	December	240,997				2,204,761			
April	January	168,722				2,373,483			
Total		2,373,483							

Local Use Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	11,889	20,920	9,031	76.0%	11,889	20,920	9,031	76.0%
June	March	23,727	21,708	(2,019)	-8.5%	35,616	42,628	7,012	19.7%
July	April	18,057	20,281	2,224	12.3%	53,673	62,909	9,236	17.2%
August	May	17,116	19,760	2,644	15.4%	70,789	82,669	11,880	16.8%
September	June	22,084	21,834	(250)	-1.1%	92,873	104,503	11,630	12.5%
October	July	18,358				111,231			
November	August	17,788				129,019			
December	September	20,667				149,686			
January	October	26,001				175,687			
February	November	20,212				195,899			
March	December	31,819				227,718			
April	January	19,460				247,178			
Total		247,178							

Total Sales Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	189,151	210,487	21,336	11.3%	189,151	210,487	21,336	11.3%
June	March	206,274	222,514	16,240	7.9%	395,425	433,001	37,576	9.5%
July	April	196,915	217,770	20,855	10.6%	592,340	650,771	58,431	9.9%
August	May	214,624	224,861	10,237	4.8%	806,964	875,632	68,668	8.5%
September	June	236,023	236,585	562	0.2%	1,042,987	1,112,217	69,230	6.6%
October	July	226,665				1,269,652			
November	August	211,552				1,481,204			
December	September	231,825				1,713,029			
January	October	218,576				1,931,605			
February	November	228,058				2,159,663			
March	December	272,816				2,432,479			
April	January	188,182				2,620,661			
Total		2,620,661							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: September 22, 2011

RE: Quarterly Sales Tax Review

Attached you will find a summary of base sales taxes for the second quarter of the 2011 calendar year.

In relation to the same three-month period last year, base sales taxes have increased by 4.5%.

It is worth noting that sales from the two convenient stores at the Hinsdale Oasis have historically been reported in the Manufacturers category, but they are now listed in Food. In addition, when 7-Eleven assumed these operations, they incorrectly registered with the State as being located in DuPage County. The Village has informed the Illinois Department of Revenue that these businesses are located in Cook County. Results should reflect this correction next quarter.

If you have any questions, please feel free 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

Base Sales Tax Report

Second Quarter 2011

Category	April - June, 2011				April - June, 2010				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
General Merchandise	88	-	88	0.0%	3,144	-	3,144	0.5%	(3,056)	-	(3,056)	-97.2%
Food	63,436	107,785	171,221	27.7%	54,028	49,106	103,134	17.5%	9,408	58,679	68,087	66.0%
Drinking & Eating Places	7,443	49,072	56,515	9.2%	9,841	43,005	52,846	9.0%	(2,398)	6,067	3,669	6.9%
Apparel	-	21,183	21,183	3.4%	-	19,713	19,713	3.3%	-	1,470	1,470	7.5%
Furniture, Household & Radi	-	16,501	16,501	2.7%	-	16,289	16,289	2.8%	-	212	212	1.3%
Lumber, Building & Hardwar	-	2,498	2,498	0.4%	-	1,696	1,696	0.3%	-	802	802	47.3%
Automotive & Filling Station	892	166,470	167,362	27.1%	-	172,489	172,489	29.2%	892	(6,019)	(5,127)	-3.0%
Drugs & Misc. Retail	1,971	114,526	116,497	18.9%	2,020	94,592	96,612	16.4%	(49)	19,934	19,885	20.6%
Agriculture & All Other	1,690	58,795	60,485	9.8%	3,368	64,242	67,610	11.5%	(1,678)	(5,447)	(7,125)	-10.5%
Manufacturers	46	4,647	4,693	0.8%	51,420	5,351	56,771	9.6%	(51,374)	(704)	(52,078)	-91.7%
Total	75,566	541,477	617,043	100.0%	123,821	466,483	590,304	100.0%	(48,255)	74,994	26,739	4.5%

Category	April - June, 2010				April - June, 2009				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
General Merchandise	3,144	-	3,144	0.5%	2,117	-	2,117	0.4%	1,027	-	1,027	48.5%
Food	54,028	49,106	103,134	17.5%	40,712	50,390	91,102	16.6%	13,316	(1,284)	12,032	13.2%
Drinking & Eating Places	9,841	43,005	52,846	9.0%	8,948	41,396	50,344	9.1%	893	1,609	2,502	5.0%
Apparel	-	19,713	19,713	3.3%	-	24,758	24,758	4.5%	-	(5,045)	(5,045)	-20.4%
Furniture, Household & Radi	-	16,289	16,289	2.8%	-	18,914	18,914	3.4%	-	(2,625)	(2,625)	-13.9%
Lumber, Building & Hardwar	-	1,696	1,696	0.3%	-	977	977	0.2%	-	719	719	73.6%
Automotive & Filling Station	-	172,489	172,489	29.2%	-	165,512	165,512	30.1%	-	6,977	6,977	4.2%
Drugs & Misc. Retail	2,020	94,592	96,612	16.4%	2,162	83,793	85,955	15.6%	(142)	10,799	10,657	12.4%
Agriculture & All Other	3,368	64,242	67,610	11.5%	3,609	60,615	64,224	11.7%	(241)	3,627	3,386	5.3%
Manufacturers	51,420	5,351	56,771	9.6%	40,989	5,491	46,480	8.4%	10,431	(140)	10,291	22.1%
Total	123,821	466,483	590,304	100.0%	98,537	451,846	550,383	100.0%	25,284	14,637	39,921	7.3%

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: September 22, 2011

RE: Food and Beverage Tax Revenue

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, the EDC has been assigned \$143,350 in budget resources.

For August, the fourth month of the 2011-12 Fiscal Year, the Village collected \$27,415 in new food-and-beverage tax revenue, which is \$3,253 more than the budgeted amount of \$23,892, or an increase of 13.6%.

For the first four months of the 2011-12 Fiscal Year, new food-and-beverage tax revenue totaled \$98,207 while \$94,564 was the budgeted total for these months. This reveals a gain of \$3,643 or approximately 3.9%.

In addition, the Village received some delinquent food-and-beverage tax revenue from two vendors which was not included in the aforementioned totals.

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: September 21, 2011

RE: Ad Campaigns

The Economic Development Commission (EDC) has continued its commitment to a dual-track advertising strategy in order to reach its two targeted and distinct audiences, namely, residents and potential visitors from the region. Following are updates on the EDC's new local and regional advertising campaigns.

Local Audience

Residents are being reached with the new "Spree-cycling" campaign, which borrows on and then combines the notions of shopping sprees and recycling. The campaign's recurring headline is "When you spend it town, it comes back around!" and it emphasizes that revenue derived from consumer purchases in local businesses helps provide revenue for the Village's capital projects, public services, and amenities.

Ads are running weekly in *The Hinsdalean*. Each features three local businesses in a given category (e.g., dining, spas, fashion, and home accessories) and text that reinforces the importance of shopping locally and its power to help generate local investment. Attached you will find four ads that have already run, as well as a draft ad that will focus on the Spree-cycling logo, which is a monetary spin on the recycling arrow icon.

In addition, as of this writing, an e-blast has been sent to our retailers that informs them of this new campaign. It asks that those who are interested supply a photo or two. To make that process convenient, a dedicated website, HinsdaleRetail.com, has been created.

Regional Audience

Now simply and aptly called "Historic Hinsdale," the objective of this campaign is to celebrate the Village's charm and historic character and then connect it with the attributes of the Village's vast and diverse collection of business offerings (e.g., shopping, dining, spas/relaxation, etc.). This results in catchy two-word characterizations for each ad. Examples of this concept include "fine-dine",

“unique-boutique”, “historic-euphoric”, “hospitable-delectable”, and “refined-design.”

This campaign will run in four bi-monthly issues of *West Suburban Living* Magazine. The first ran in the September-October issue, which featured a special dining section. With that in mind, our ad theme was “fine-dine,” and Il Poggiolo, Nabuki, and Zak’s Place were listed.

The campaign theme is being extended to the Internet. This would be the EDC’s first concerted effort with online advertising, and an advantage of online advertising is monitoring in a quantitative fashion (i.e., click-through rate). The aforementioned two-word characterizations will be coupled with handsome imagery to create banner advertisements, which could then be placed on websites such as Style Chicago, Savvy Hinsdale, West Suburban Living, Metromix, and potentially others.

Readers of these banner ads who elect to click on them would then be directed to categorical micro-websites. In turn, these sites feature business names, street addresses, phone numbers, and website addresses (or social media icons if websites are not available). Attached you will find screen-shots of working drafts of these micro-sites. Following you will find the latest version of the text that would head these sites.

UNIQUE BOUTIQUES

Featuring distinct boutiques with exclusive brands and one-of-a-kind offerings, shopping in the Village of Hinsdale has authentic appeal. And the attractiveness of Hinsdale doesn’t end there. As home to one of the very few downtown business districts to be listed on the National Register of Historic Places, the Village is the jewel of Chicago’s western suburbs. With convenient access by car or Metra rail, it’s easy to make Hinsdale your preferred destination to shop, dine, and relax. So come spend the day in Hinsdale, where small town charm meets urban sophistication.

SAVOR HINSDALE

With the arrival of several award-winning restaurants, the Village of Hinsdale is quickly becoming one of the culinary hot spots of Chicago’s western suburbs. From fine dining to fast casual, you’ll find something to please every palate. And the appeal of Hinsdale doesn’t end there. As home to one of the very few downtown business districts to be listed on the National Register of Historic Places, the Village is the jewel of Chicago’s western suburbs. With convenient access by car or Metra rail, it’s easy to make Hinsdale your preferred destination to dine, shop, and relax. So come spend the day in Hinsdale, where small town charm meets urban sophistication.

HINSDALE FOR THE HOME

Home is where the heart is, and with numerous home furnishing and accessory boutiques and skilled interior designers, creating or enhancing your dream home will be a genuine pleasure. And the attractiveness of Hinsdale doesn't end there. As home to one of the very few downtown business districts to be listed on the National Register of Historic Places, the Village is the jewel of Chicago's western suburbs. With convenient access by car or Metra rail, it's easy to make Hinsdale your preferred destination to shop, dine, and relax. Come spend the day in Hinsdale, where small town charm meets urban sophistication.

RELAX...IT'S HINSDALE

Whether it's the soothing effects of a spa treatment or the stirring sensation of retail therapy, the Village of Hinsdale is home to a plentiful collection of salons, day spas, nail boutiques, and traditional barber shops, offering high-style and pampering for all. And the appeal of Hinsdale doesn't end there. As home to one of the very few downtown business districts to be listed on the National Register of Historic Places, the Village is the jewel of Chicago's western suburbs. With convenient access by car or Metra rail, it's easy to make Hinsdale your preferred destination to relax, shop, and dine. Come spend the day in Hinsdale, where small town charm meets urban sophistication.

Award/Recognition

I have just returned from the national conference of the International Economic Development Council (IEDC), and I'm pleased to report that the EDC's "shop local" campaign from last fiscal year, "Spending Locally Makes Common Cents" was recognized as a first-place award winner for paid advertising campaign. As noted previously, this award reprises last year's win for the "Who, What, Wear" campaign and the multi-media marketing brochure a few years ago.

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

WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND



Zak's Place

112 S. Washington St.

Taste of Home Catering

5811 S. Madison Ave.

Jade Dragon

43 S. Washington St.

An important part of your local dining dollar stays right here at home. It helps keep Hinsdale humming along by providing crucial financial support for Village infrastructure. Order an extra app or treat yourself to desert and you can savor the sweet taste of investing in your village.



**REVISIT
REINVEST
REDISCOVER**

distinctly
Hinsdale
Since 1873

WWW.DISTINCTLYHINSDALE.COM

THE HINSDALEAN / HINSDALE DINING

WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND



James Joseph Experience
26 E. Hinsdale Ave.

Jeffrey Charles Salon
10 Grant Square

Zazu Salon & Day Spa
18 E. Hinsdale Ave.

Pampering locally means you're investing in the Village you call home since a portion of your spending is reinvested into streets, parks, and public services. So when you enjoy a trip to one of Hinsdale's salons or spas, you'll also feel the soothing sensation of community service.



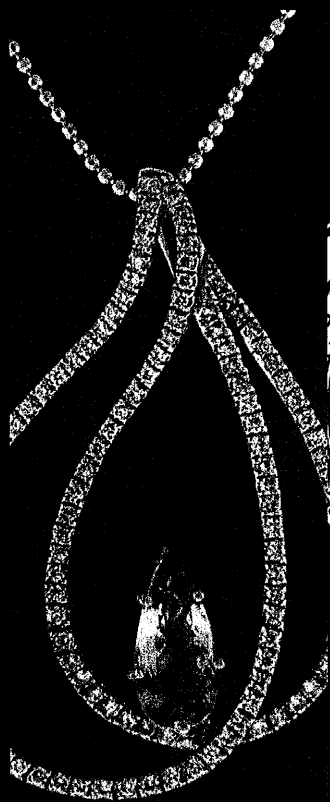
**REVISIT
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REDISCOVER**

distinctly
Hinsdale
Since 1873

WWW.DISTINCTLYHINSDALE.COM

THE HINSDALEAN / HINSDALE SPAS

WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND



Caffray Jewelers
14 Grant Square

Razny Jewelers
37 S. Washington St.

Fine Gold Mfg.
777 N. York Rd.

Hinsdale is an authentic gem. Help the Village shine on by purchasing locally since doing so helps fund your streets, parks, and public services. With local choices a cut above the rest, shopping in Hinsdale for jewelry and time pieces is clearly a brilliant idea!



REVISIT
REINVEST
REDISCOVER

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Since 1873

WWW.DISTINCTLYHINSDALE.COM

THE HINSDALEAN / HINSDALE FASHION

WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND



Bedside Manor Ltd.
38 S. Garfield

The Second Floor
35 E. First St.

Calico Corners
777 N. York Rd.

Every retail dollar generated in Hinsdale adds financial support for our community's parks, streets, and services. So pick up something for your house since it helps the Village we all call home.

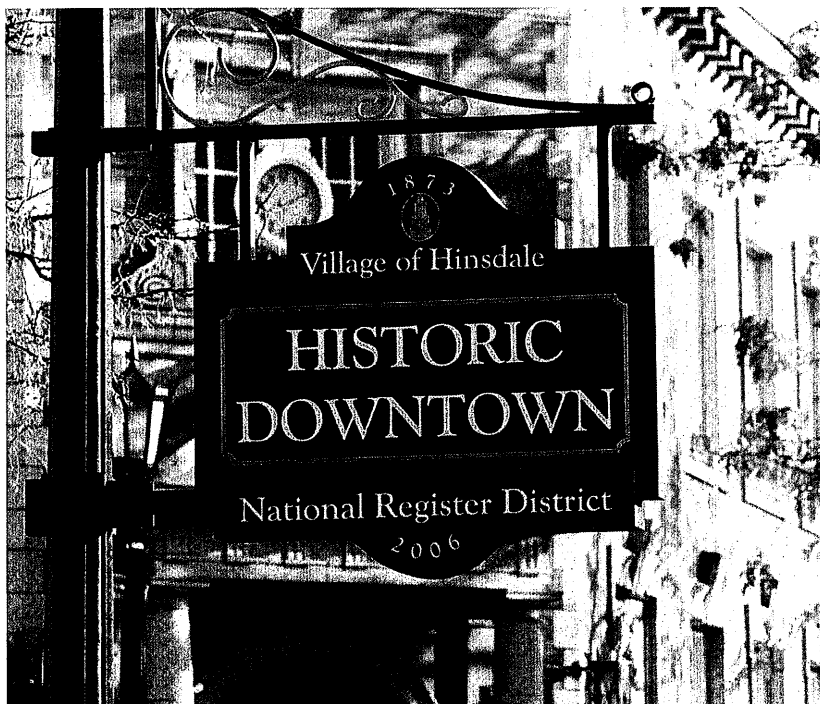


**REVISIT
REINVEST
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Hinsdale
Since 1873

WWW.DISTINCTLYHINSDALE.COM

THE HINSDALEAN / HINSDALE FOR THE HOME



FINE

Hinsdale is a proud home to one of the few downtown districts in Illinois to be listed on the National Register of Historic Places. An authentic village with three distinct shopping districts, come discover why Hinsdale is worthy of such an honor.

DINE

When it comes to fine dining outside of the city, Hinsdale is one of the best in the 'burbs. With numerous options, the village is known for palate-pleasing experiences. Visit "the hidden gem of the west" to experience a taste of the good life in Hinsdale.

Il Poggiolo
8 E. First St.

Nabuki
18 E. 1st St.

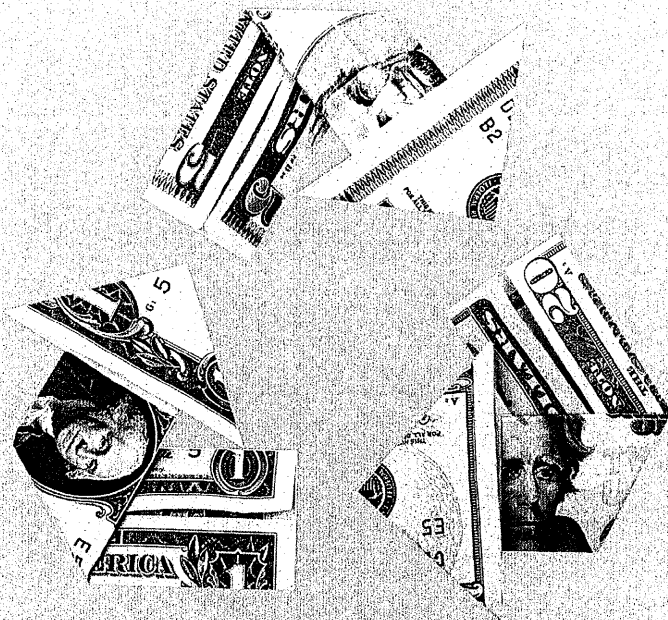
Zak's Place
112 S. Washington St.



distinctly
Hinsdale
Since 1873

www.HinsdaleDining.com

WHEN YOU SPEND IN TOWN,
IT COMES BACK AROUND



REVISIT REINVEST REDISCOVER

Hinsdale is blessed to have a significant number of local, independent, owner-occupied retail boutiques and restaurants. With complementary regional and national brand stores, the Village has a unique collection that's the envy of the region.

So when considering your purchases, please "think Hinsdale" first. If you revisit and rediscover what the Village has to offer, you'll also have the comfort of knowing that you're reinvesting in your hometown.

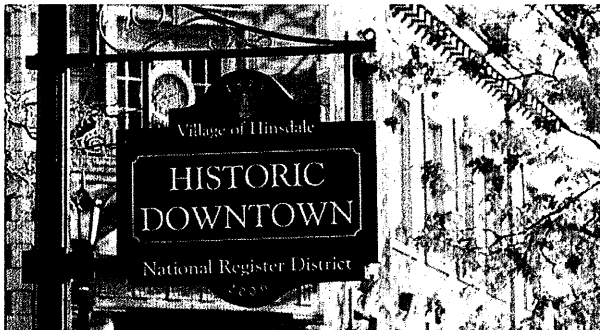
distinctly
Hinsdale
Since 1873

www.DistinctlyHinsdale.com

THE HINSDALEAN / REINVEST REDISCOVER



HinsdaleDining.com



SAVOR HINSDALE

The village of Hinsdale is fast becoming the dining mecca of the Western Suburbs. From fine dining to fast casual, you'll find something to please any palate. Hinsdale also boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places. With easy access by car or the Metra, the merchants of Hinsdale invite you to spend a day dining, shopping and relaxing.

HINSDALE DINING LOCATIONS

Baldinelli's Pizza Place	32 E. Hinsdale Ave.	(630) 654-4600	
Cold Stone Creamery	114 S. Washington St.	(630) 654-0444	www.getcosi.com
Corner Bakery	42 E. Hinsdale Ave.	(630) 850-7587	www.cornerbakerycafe.com
Cosi	25 E. Hinsdale Ave.	(630) 654-5033	www.getcosi.com
Dips 'n Dogs	50 S. Garfield St.	(630) 887-0944	
Egg Harbor Restaurant	777 York Rd., Suite 22	(630) 920-1344	www.eggharborcafe.com
Einstein Bros. Bagels	54 S. Washington St.	(630) 794-9888	www.einsteinbros.com
Events by Tommy R's	230 E. Ogden Ave.	(630) 323-1441	www.tommyrs.com
Firenze To Go	45 S. Washington St.	(630) 920-8646	www.firenzetogo.com
Fontano's Subs	9 S. Lincoln St.	(630) 789-0891	www.fontanossubs.com
Giuliano's Pizza	40 Village Place	(630) 734-1500	www.giulianospizza.com
Giuliano's Carry Out	42 Village Place	(630) 734-1500	www.giulianospizza.com
Grant Square Restaurant	13 Grant Square Shopping Center	(630) 323-8500	www.hinsdale.il-restaurants.com
Hinsdale Fruit Store	26 W. First St.	(630) 655-1893	www.hinsdalefruitstore.com
Homemade Pizza Co.	9 W. First St.	(630) 794-0004	www.hutingrestaurant.com
Hua Ting Restaurant	777 N. York Rd., Suite 18	(630) 789-0505	www.homemadepizza.com
IL Poggiolo	8 E. 1st.	(630) 734-9400	www.ilpoggiolohinsdale.com
La Cuisine	19 W. 1st St.	(630) 691-1700	www.lacuisinecatering.com

For more information, please visit www.distinctlyhinsdale.com



HinsdaleSpas.com



RELAX....IT'S HINSDALE

Whether it's the soothing effects of a spa treatment or the stirring sensation of retail therapy, the Village of Hinsdale is home to enough spas, boutiques, specialty shops and restaurants to scintillate even the most seasoned of shoppers. Hinsdale also boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places. With easy access by car or the Metra, the merchants of Hinsdale invite you to spend a day relaxing, shopping and dining.

HINSDALE SPA & BEAUTY LOCATIONS

A Accurate Hair Removal	50 S. Washington St.	(630) 325-0481	
Avanti Hair Salon	250 E Ogden Ave.	(630) 323-5323	www.avantihairsalon.com
Betsy's Complete Nail Care	50 S. Washington, Suite 205	(630) 654-4414	
Bien Assorti	777 N. York Rd.	(630) 323-9305	www.bienassorti.com
CHT Orthodontics	111 S. Lincoln St.	(630) 323-1201	www.chtortho.com
Blue Mercury	21 E. First St.	(630) 455-1400	www.bluemercury.com
First Street Salon	8 W. First St.	(630) 323-0055	
Fixe Self Center	18 West First St.	(630) 734-FIXE	www.fixeselfcenter.com
Halo Salon	45 S. Washington St.	(630) 323-2162	www.halohinsdale.com
Hinsdale Barber Shop	8 W. Hinsdale Ave.	(630) 986-0952	
I Design Salon	777 North York Rd., Suite 1B	(630) 986-0000	www.idesignsalon.com
Jack's Hair Design & Nail	15 W. First St.	(630) 734-2002	
James Joseph Experience	26 E. Hinsdale Ave.	(630) 325-1800	www.jamesjosephexperience.com
James Sherman Salon	34 E. Hinsdale Ave.	(630) 323-0353	
Jeffrey Charles Salon and Spa	10 Grant Square	(630) 323-1458	
Mani & Pedi Nail Salon	410 Chestnut St.	(630) 850-7740	

For more information, please visit www.distinctlyhinsdale.com



HinsdaleFashion.com



UNIQUE BOUTIQUES

The village of Hinsdale offers unique boutique shopping and distinctive fashion brand names. With three distinct shopping the districts, this jewel of the Western Suburbs boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places. With easy access by car or the Metra, the merchants of Hinsdale invite you to spend a day shopping, dining and relaxing.

HINSDALE FASHION RETAILERS

Alixandra Blue	2 W 1st St.	(630) 455-0022	www.shopalix.com
Alixandra Collections	40 S. Washington St.	(630) 789-0022	www.alixandracollections.com
Campus Colors	777 N. York Road, Suite 21	(630) 920-2300	www.campuscolors.com
Formally Hers	33 E. 1st St., 2nd Floor	(630) 455-0136	www.formallyhers.com
The Gap	101 S. Washington St.	(630) 655-0363	www.gap.com
The Green Goddess Boutique	52 S. Washington St.	(630) 655-9050	www.thegreengoddessboutique.com
Hinsdale Clothiers	777 N. York Rd., Suite 11	(630) 323-1858	www.hinsdaleclothiers.com
Hollis Ac	102 S. Washington St.	(630) 789-0055	www.alixandracollections.com
J-Bees of Hinsdale	11 E. 1st St.	(630) 323-7769	
Jolie Boutique	49 S. Washington	(630) 734-9227	
King Keyser Sporting Goods	41 S. Washington St.	(630) 323-4320	www.kingkeyser.com
Nicho Niche	10 W. First St.	(630) 325-4098	
QT Apparel Gifts & Accessories	16 W. Hinsdale Ave.	(630) 323-2470	
Shop 10	10 East First St.	(630) 887-7467	
Stockholm Objects	39 S. Washington St.	(630) 655-0966	www.stockholmobjects.com
Sweet William, Inc.	15 E. First St.	(630) 920-8444	www.sweetwilliaminc.com
Tigers & Tulips	14 W. First St.	(630) 455.4133	

For more information, please visit www.distinctlyhinsdale.com



HinsdaleForTheHome.com



HINSDALE FOR THE HOME

Home is where the heart is. And Hinsdale is the heart and soul of the Western Suburbs, offering several unique specialty stores to help you decorate and furnish your home with your distinct personality. Hinsdale also boasts one of the few downtown districts in the state to be listed on the National Register of Historical Places. With access by car or the Metra, the merchants of Hinsdale invite you to spend a day shopping, dining and relaxing.

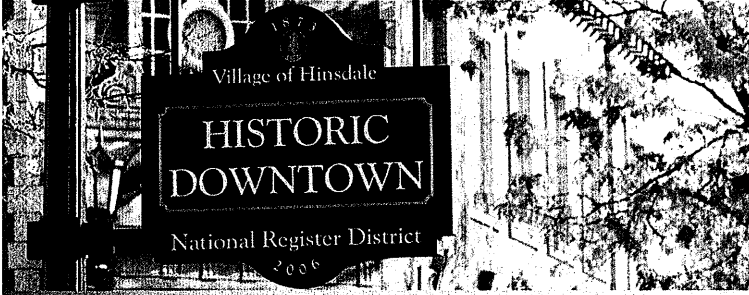
HINSDALE HOME INTERIOR & EXTERIOR RETAILERS

Bedside Manor Ltd.	38 S. Garfield	(630) 655-0497	www.shopbedside.com
Calico Corners	777 N. York Rd., Suite 24	(630) 920-1955	www.calicocorners.com
Char Crews, Inc	8 Grant Square	(630) 920-0190	www.charcrews.com
The Drapery Connection	26 W. Chicago Ave.		www.draperyconnection.com
Hinsdale Lighting	777 N. York Rd., Suite 9	(630) 734-0662	www.hinsdalelighting.com
House ANEW Inc.	24 W. Chicago	(630) 986-2010	www.houseanew.com
Janie Petkus Interiors	110 S. Washington St.	(630) 325-3242	www.janiepetkus.com
J.C. Licht/Benjamin Moore Paints	6 Grant Square	(630) 325-7270	www.paintstore.benjaminmoore.com
M Home	48 S. Washington St.	(630) 323-4820	www.mdesigninginteriors.com
Simple Privileges by Kelly Sopol	9 W. 1st St.	(630) 734-9900	www.simpleprivileges.com
The Courtyard	63 Village Place	(630) 734-9227	www.shopthecourtyard.com
The Garden Collection Ltd.	46 Village Place	(630) 323-6634	
Yankee Peddler	16 E. First St.	(630) 325-0085	

For more information, please visit www.distinctlyhinsdale.com

HOSPITABLE

DELECTABLE

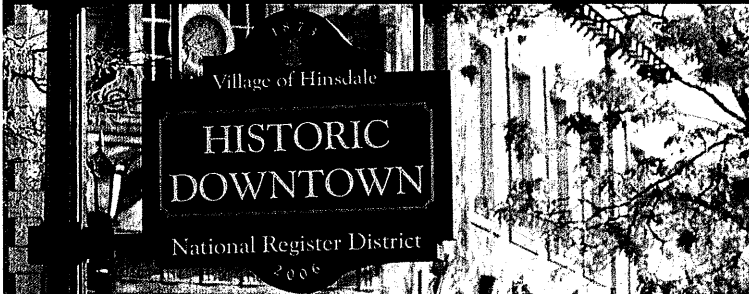


SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO • [CLICK HERE TO LEARN MORE](#)

WEB BANNERS / HINSDALE DINING

HISTORIC

EUPHORIC

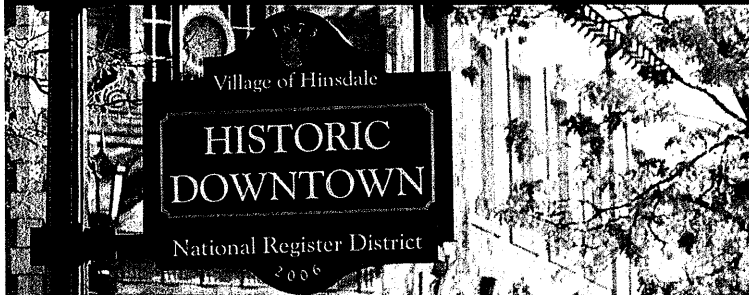


RELAX AT ONE OF THE MANY SPAS AND SALONS IN HINSDALE • [CLICK HERE TO LEARN MORE](#)

WEB BANNERS / HINSDALE SPAS

UNIQUE

BOUTIQUE

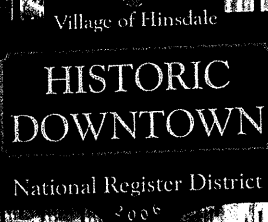


EXPLORE THE DOZENS OF EXQUISITE BOUTIQUES IN HINSDALE • [CLICK HERE TO LEARN MORE](#)

WEB BANNERS / HINSDALE FASHION

REFINED

DESIGN



Village of Hinsdale
**HISTORIC
DOWNTOWN**
National Register District
2006

GREAT FINDS FOR YOUR HOME DESIGN ARE IN HINSDALE • [CLICK HERE TO LEARN MORE](#)

WEB BANNERS / HINSDALE FOR THE HOME

SOME OF CHICAGO'S GREAT CHEFS... AREN'T IN CHICAGO



[CLICK HERE TO LEARN MORE ABOUT DINING IN HINSDALE](#)

WEB BANNERS / HINSDALE DINING

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: September 21, 2011

RE: First Street Wall

Rehabilitation of the elevated walkway masonry wall on the south side of First Street between Il Poggiolo on the west and the Hinsdale Chamber of Commerce to the east is a potential initiative of the Economic Development Commission (EDC).

The opportunity to bid was initially advertised in *The Hinsdalean* on Thursday, August 18th. Proposals were to be returned in the afternoon of Tuesday, August 30th. In addition to the ad, bid materials were sent proactively to four potential contractors. Unfortunately, no bids were received.

The opportunity was advertised again in *The Hinsdalean* on Thursday, September 1st. Proposals were to be returned in the afternoon of Monday, September 12th. In addition to the ad, bid materials were sent proactively to ten potential contractors. This time, one bid was received from Franklin Park-based JSL Masonry Restoration.

The one bid submitted greatly exceeded the estimate used for discussion purposes in the working budget. The deconstruction, removal, and disposal of the concrete from the existing cap of the masonry walkway wall proved to be costly, as did refinishing of the steel fence and railing. The latter could be postponed since it is solid enough for the immediate future. For the former, as a result of a discussion with the contractor that bid on the project, another option for the actual cap is being explored to see if any additional cost savings could be realized.

The key challenge for this project is the existing steel post-and-fence system. It is completely welded together for the length of this long wall, and it was set with high-strength epoxy 12" deep into the concrete cap and brick wall. This makes deconstruction of the existing cap tricky, forming and pouring the new cap challenging, and properly refinishing of the post-and-fence system difficult. Its presence makes these items more time-consuming and labor-intensive, and as a

result, more expensive. This complexity may very well be the reason that no one else expressed an interest in the project.

In order to pursue the project even with a reduction in scope or savings realized through design modification, cuts in other areas of the budget would still have to be made given the resources currently available to the EDC. Completion of the work is estimated by the contractor at three weeks, and the next month or so should provide enough moderate weather to perform the masonry work.

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

BID 1501**Rehabilitation of First Street Elevated Walkway Wall**

J.S.L. Masonry Restoration 10201 Franklin Ave Franklin Park 60131		Bid Bond			
DESCRIPTION		Unit	Approximate Number of Units	Price Per Unit	Total
1	Break up, remove, and haul away all concrete from concrete cap on top of wall of elevated walkway*	Cubic Feet	125	\$137.52	\$17,190.00
2	Form new concrete cap and utilize a pair of number 5 reinforcing bars properly spaced apart and running parallel through new concrete cap for the entire length of the cap	Linear Feet	340	\$36.13	\$12,284.20
3	Pour new reinforced concrete cap (6-bag mix)	Cubic Yards	4.6	\$881.52	\$4,053.60
4	Saw-cut and then silicone-fill: expansion joints/control joints at appropriate intervals of 10' (not exceeding 12' in any section) and around all fence posts	Square Feet	2	\$1,500	\$3,000.00
5	Cut/grind out to proper depth and profile all mortar joints of masonry walls of elevated walkway and remove material*	Square Feet (wall)	680	\$8.77	\$5,970.00
6	Re-point all masonry joints of elevated walkway wall with new mortar of compatible; replace as needed individual bricks of compatible size and color; and, clean entire masonry surface	Square Feet (wall)	680	\$10.25	\$6,970.00
7	Refinish steel fence/railing assembly by painting all metal with two (2) coats of durable, glossy black paint; and where needed, thoroughly remove loose, flaking paint, apply rust inhibitor, and prime prior to painting finished coats	Square Feet	170	\$68.73	\$11,685.00
TOTAL CONTRACT PRICE					\$61,152.80

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: September 22, 2011

RE: Budget/Work Program

For the 2011-12 Fiscal Year, the Economic Development Commission (EDC) has been assigned \$143,350, which is based upon 50% of the revenue projected from the Village's 1% food-and-beverage tax.

Attached you will find the Economic Development Commission's budget broken down by category and reflected as dollar amounts and percentage of total budget. Also provided is some additional detail on the print advertising program and the proposed online advertising program.

This material is to serve as reference for discussions about the rehabilitation of the masonry wall on First Street, the advertising program, and the holiday lighting program. To work within the total resources supplied, the EDC may need to make adjustments in various categories. And, as noted previously, the EDC may see additional resources should the food-and-beverage tax exceed its projection.

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

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION
WORKING BUDGET FY 2011-12

Advertising (18.6%)

Print \$14,546

West Suburban Living

 4 issues in bi-monthly publication @ \$1,667 ea \$6,668

The Hinsdalean

\$7,878

 27 weeks @ \$234 per week

 8/1,8,15,22,29, 9/5,19, 10/10,17,24 \$6,318

 11/7,14,21,28, 12/26

 1/9,23, 2/6,13,20, 3/12,19,26, 4/2,9,16,23

 3 Weeks full page @ \$520 each 12/5,12,19 \$1,560

Digital/Internet \$12,054

 Savvy Hinsdale, August – April \$1,125

 West Suburban Living, banner ads 12 weeks \$1,200

 StyleChicago, banner ads, 9 months \$4,500

 MetroMix, 1, 200,000 impression Nov-Dec \$2,250

 TBD opportunity (e.g, Patch) \$2,954

Website Updates/Enhancements (2.1%) \$3,000

Event-based Promotions (18.8%) \$27,000

 Distinctly Hinsdale for the Holidays Promotion: \$12,000

 Fall or Spring Customer Appreciation Event: \$15,000

Other Downtown Support - Holiday Lighting (14%) \$20,000

Uniquely Thursdays (5.2%) \$7,500

Managerial/Professional (17.6%) \$25,250

Physical/Urban Design (23%) \$33,000

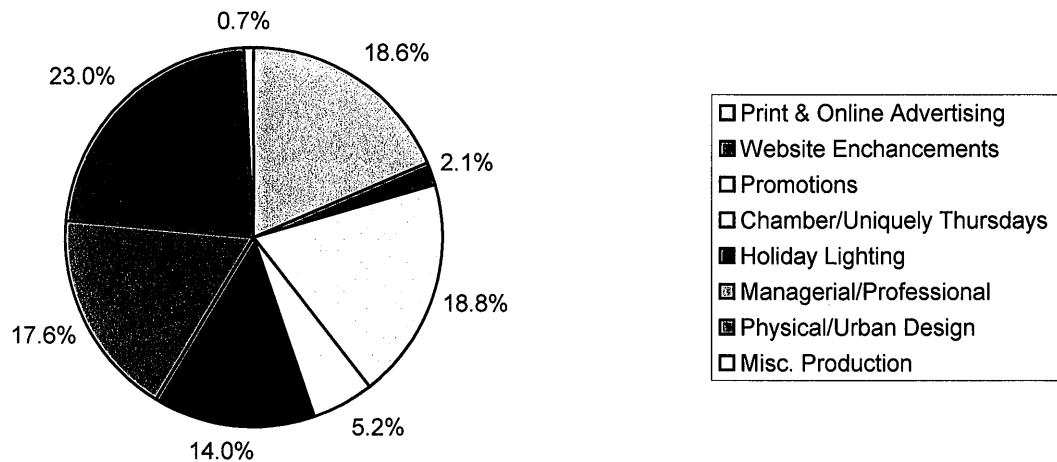
Misc. Production (0.7%) \$1,000

TOTAL **\$143,350**

EDC Work Program Budget FY 2011-12

Category	Amount	%
Print & Online Advertising	\$26,600	18.6
Website Enhancements	\$3,000	2.1
Promotions	\$27,000	18.8
Chamber/Uniquely Thursdays	\$7,500	14.0
Holiday Lighting	\$20,000	5.2
Managerial/Professional	\$25,250	17.6
Physical/Urban Design	\$33,000	23.0
Misc. Production	\$1,000	0.7
	\$143,350	100.0

EDC BUDGET/WORK PROGRAM



MEMORANDUM

To: David C. Cook, Village Manager

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



Date: September 22, 2011

Re: Holiday Lighting

A lighting plan with three main components has been developed for this year's holiday celebration. It essentially follows the lighting plan that has been done in the Village in recent years.

Specifically, the first part of the plan is coverage of 84 street trees downtown, and a map indicating which trees are to receive lights has been prepared. Lights strings would be applied "canopy style" rather than by wrapping branches, since that is an expensive technique requiring additional time and material.

The second part of the plan centers on the fountain in Burlington Park. The fountain would receive decorations and illumination, and the trees and shrubs around the fountain would be illuminated. Finally, in the third part of the plan, the large spruce tree on the south lawn of the Memorial Building would be illuminated and have simple ornaments applied (for some daytime appeal). A summary of the proposed scope for the project is attached.

All lights would be installed by the middle of November. This would allow for testing and any required adjustments.

The EDC has \$20,000 as a placeholder for the project in its working budget. As of this writing, three companies have been contacted to supply estimates.

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

Village of Hinsdale Holiday Lighting 2011

Proposed Scope of Services

■ **Part One**

Street Trees of the Greater Downtown Area

- Thorough Coverage* of Approximately 84 Street Trees (of Differing Maturity) with Traditional White Lights (Village to Supply Location Map)

■ **Part Two**

Colorado Blue Spruce Christmas Tree at Memorial Building

- Thorough Coverage* of Tree with Traditional White Lights Accented by Scale-Appropriate Red, Green, and Gold Sphere Ornaments

■ **Part Three**

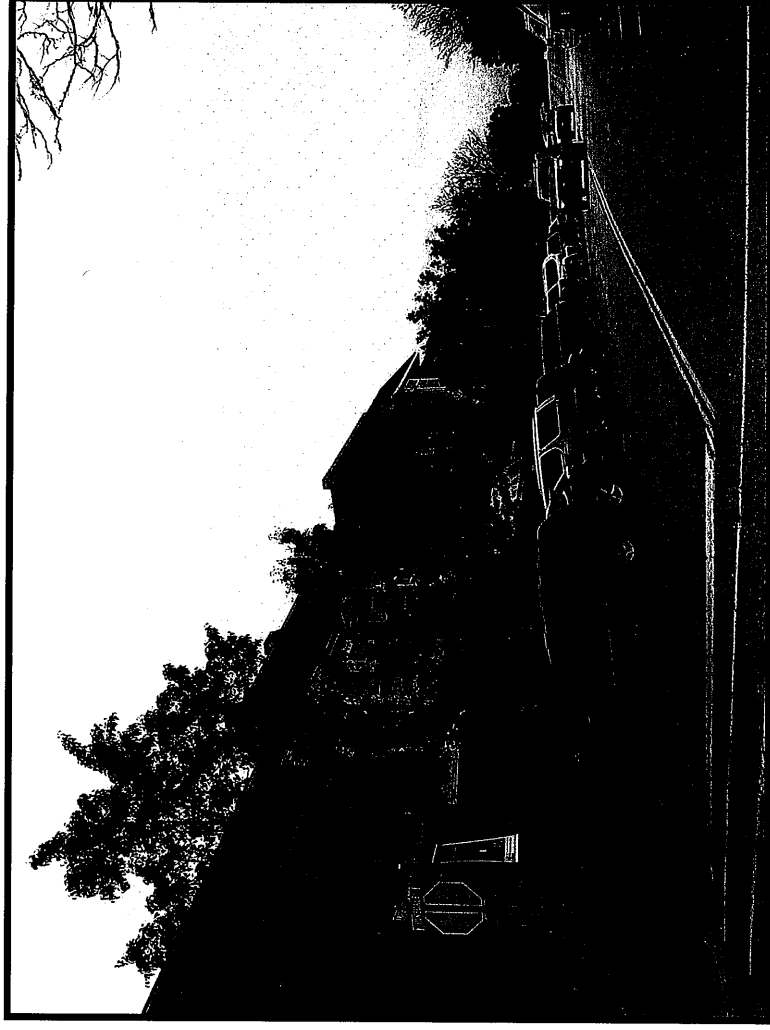
Fountain and Surrounding Shrubs and Trees

- Fountain to Receive Plants Such As Evergreen Boughs & Winterberry (with Terraced Structure Underneath Bottom Layer for Support) and White Lighting (Spots and Draped Strings/Icicles on Upper Tiers)
- With Traditional White Lights, Thoroughly Cover Evergreen Shrubs Surrounding Fountain
- With Traditional White Lights, Thoroughly Cover* Eight Trees Around Fountain (Two Large to North; One Large to the West; One Small to the East), and Four Small Crabapples to South

**Tree lighting to be applied canopy-style/draped in a consistent fashion*

Village of Hinsdale Holiday Lighting 2011

Part One: Street Trees of Greater Downtown



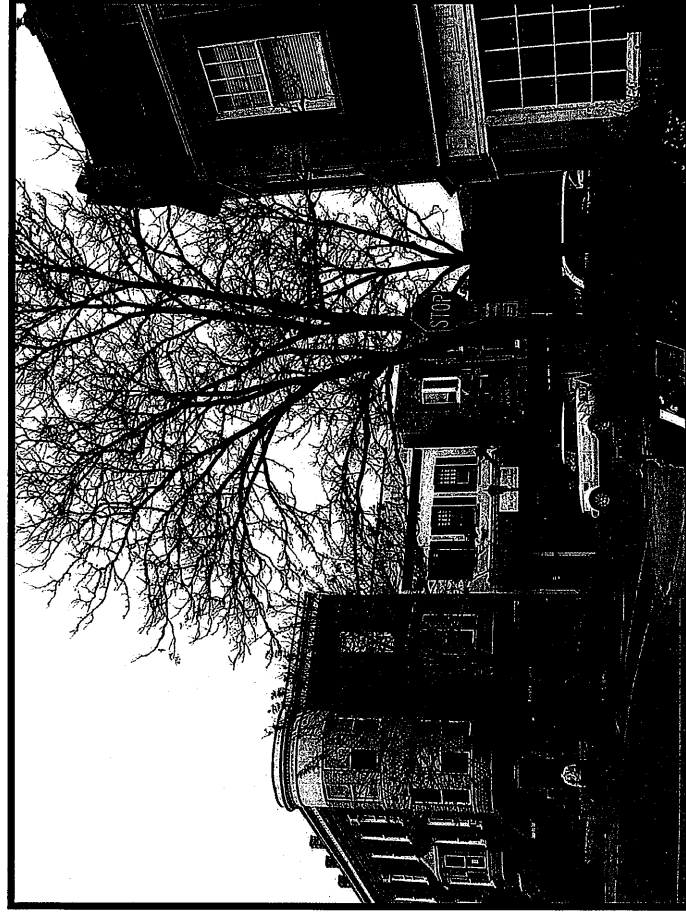
East Side of Washington Between Hinsdale & 1st



West Side of Washington Between Hinsdale & 1st

Village of Hinsdale Holiday Lighting 2011

Part One (cont'd): Street Trees of Greater Downtown



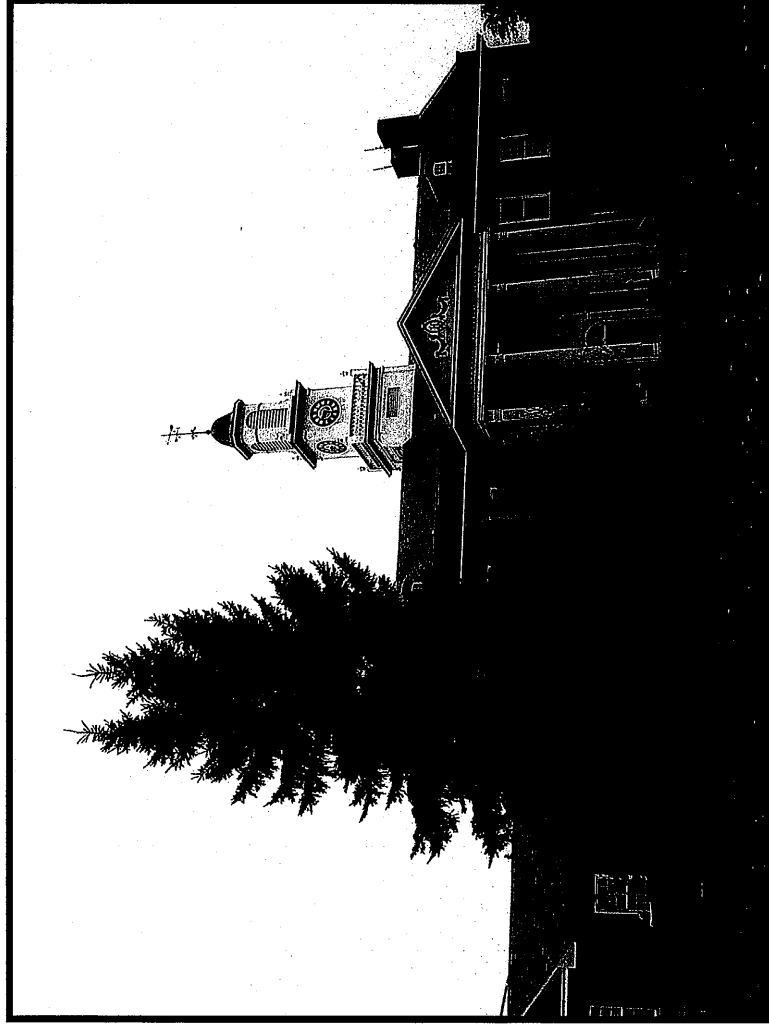
NE & NW Corners of Washington & 1st



SE & SW Corners of Washington & 1st

Village of Hinsdale Holiday Lighting 2011

Part Two: Memorial Building



Memorial Building – Christmas Tree



Official Flipping of the Switch by Village
to Kick-off Season

Village of Hinsdale Holiday Lighting 2011

Part Three: Burlington Park

