

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, November 16, 2011

Members Present: Craig Chapello, Elizabeth Garvey, Jan Grisemer,
John Karstrand, Molly Hughes, Steve Potter, and
Elyce Rembos

Members Absent: Luis Alvarez

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

Others Present: Dan Grisko, Direct Advantage

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, November 16, 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 September 27, 2011. Ms. Garvey 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 15.5% for November, the seventh month of the fiscal year, and that this period reflected sales from the month of August. Staff noted that local use tax revenue was not yet available from the Illinois Department of Revenue. As a result, Staff summarized by stating that total sales tax revenue through October, or the first half of the fiscal year, had increased by \$69,828 or 5.5% in relation to last year. (Agenda Item 3)

Staff stated that for October, the sixth month of the 2011-12 Fiscal Year, the Village received \$29,197 in food-and-beverage tax revenue and added that for the fiscal year-to-date, this revenue source was up \$15,582 or 10.9% in relation to the Village's budget projection. (Agenda Item 4)

Holiday Program

Staff relayed the scope of the holiday lighting and decorating program, which includes illumination of 84 street trees downtown, illumination of eight trees in Burlington Park and decoration and illumination of the central fountain there, and illumination and decoration of the large spruce on the south lawn of the Memorial Building. Staff commented that the Village received three estimates, with the lowest-cost provider having been selected. Staff added that this would be the same vendor as last year and that even with modest additions to the program, the contract came in slightly more than one thousand dollars under the EDC's budgeted amount.

Staff and Mr. Grisko informed the Commission that arrangements had been made for the traditional elements of the Distinctly Hinsdale for the Holidays event-based promotion, namely, horse-and-carriage rides and the heated tent for the "gingerbread man factory." Added was that the Chamber of Commerce would organize visits with Santa Claus on the same three December Saturdays leading up to the holiday and that the Village's official tree lighting would be held on Friday, December 2nd, corresponding with the new date for the Chamber's Annual Christmas Walk. (Agenda Item 5)

Advertising Program

Staff stated that the EDC's advertising campaigns, "Spree-cycling" and "Historic Hinsdale," were firmly in place, with weekly print advertisements in *The Hinsdalean* to reach the local audience and advertisements in the bi-monthly editions of *West Suburban Living Magazine* to reach the targeted regional audience.

Staff and Mr. Grisko explained that the regional advertising campaign was being adapted for placement on select sites on the Internet. Sample banners advertisements were shared, as were the micro-websites that had been developed for the campaign. Mr. Grisko demonstrated that viewers of the banner ads who elected to click on them would be directed to the EDC's websites. Highlighted was that the banner advertisements and their corresponding websites were developed to work together, and the specific categories were cited as home, dining, fashion, and salon/spas and that each had a dedicated website address. (Agenda Item 6)

First Street Walkway Wall

Staff provided an update to members of the EDC, noting that construction began on November 9th and that completion of the work was targeted for the end of November in time for the Christmas Walk and to beat the harsh weather. Staff reminded members of their decision to slightly postpone their springtime sales promotion until the beginning of the 2012-2013 Fiscal Year so that resources were available for the rehabilitation of the wall. Staff emphasized that measures were being taken

to minimize disruption and thwart any potential physical damage to the businesses closest to the work. (Agenda Item 7)

Work Program to Date

Staff reviewed with members of the Commission status of the EDC's budget in relation to their work program for the 2011-12 Fiscal Year. Pointed out was that approximately 32% of the group's resources had been spent through the first half of the fiscal year but that the total would jump to about two-thirds with the completion of the rehabilitation of the masonry wall on First Street at the end of November. Staff added that the planned holiday-related items of festivities in the park and the lighting and decorating program, as well as ongoing commitments such as advertising, would have the group on track to utilize their resources for the fiscal year. (Agenda Item 8)

Tenant Update

Staff provided a brief update to members of the Commission on businesses that had recently opened, that were soon to open, and that were potentially interested in locating in the Village. Staff also noted the progress of three text amendments to the Zoning Code that, if successful, would permit the expansion of an existing business downtown, the addition of a new business to the second floor of a building downtown, and the entrance of a new business to the greater Grant Square area. (Agenda Item 9)

Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The November 16, 2011 Special Meeting of the EDC was declared adjourned at 8:10 p.m. (Agenda Item 10)

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: January 17, 2012

RE: Sales Tax Review

Following is a review of sales tax revenue for the ninth 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 January (October sales) amounted to \$214,533 as compared to the previous year's receipts of \$192,575. This represents an increase of \$21,598 (11.4%) for January.

Total base sales tax receipts through January (sales through October 31, 2011) totaled \$1,881,137 as compared to the previous year's receipts of \$1,755,918. This represents an increase of \$125,219 (7.1%).

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 January (October sales) amounted to \$19,850 as compared to the previous year's receipts of \$26,001. This represents a decrease of \$6,151 (-23.7%) for January.

Total local use tax receipts for the month (sales through October 31, 2011) totaled \$178,425 as compared to the previous year's receipts of \$175,425. This represents an increase of \$2,738 (1.6%).

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

Total Sales Tax receipts for the month of January (October sales) amounted to \$234,383 as compared to the previous year's receipts of \$218,576. This represents an increase of \$15,807 (7.2%) for January.

Total Sales Tax receipts through January (sales through October 31, 2011) totaled \$2,059,562 as compared to the previous year's receipts of \$1,931,605. This represents an increase of \$127,957 (6.6%) for the 2011-12 Fiscal Year.

One Percent Non-home Rule Sales Tax

Revenue from the Village's 1% Non-home Rule Sales Tax amounted to \$136,963 for the month of January.

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	209,788	1,481	0.7%	1,158,421	1,217,502	59,081	5.1%
November	August	193,764	223,850	30,086	15.5%	1,352,185	1,441,352	89,167	6.6%
December	September	211,158	225,252	14,094	6.7%	1,563,343	1,666,604	103,261	6.6%
January	October	192,575	214,533	21,958	11.4%	1,755,918	1,881,137	125,219	7.1%
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	17,475	(883)	-4.8%	111,231	121,978	10,747	9.7%
November	August	17,788	20,812	3,024	17.0%	129,019	142,790	13,771	10.7%
December	September	20,667	15,785	(4,882)	-23.6%	149,686	158,575	8,889	5.9%
January	October	26,001	19,850	(6,151)	-23.7%	175,687	178,425	2,738	1.6%
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	227,263	598	0.3%	1,269,652	1,339,480	69,828	5.5%
November	August	211,552	244,662	33,110	15.7%	1,481,204	1,584,142	102,938	6.9%
December	September	231,825	241,037	9,212	4.0%	1,713,029	1,825,179	112,150	6.5%
January	October	218,576	234,383	15,807	7.2%	1,931,605	2,059,562	127,957	6.6%
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: January 18, 2012

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 December, the sixth month of the 2011-12 Fiscal Year, the Village collected \$29,488 in new food-and-beverage tax revenue, which is \$5,597 more than the budgeted amount of \$23,891, or an increase of 23.4%.


For the first eight months of the 2011-12 Fiscal Year, food-and-beverage tax revenue totaled \$212,841 while \$191,126 was the budgeted total for these months. This reveals a gain of \$21,715 or approximately 11.4%.

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: January 17, 2012
RE: Holiday Program

Following is a brief review of the recent holiday program. Please consider bringing forth potential ways to improve the existing program or grow it for next year.

Lighting plan

The program came in under the amount budgeted by Economic Development Commission (EDC) members. The limited feedback received has been positive.

The amount of lighting on the large spruce on the south lawn of the Memorial Building was increased and applied more consistently, and forty-eight spherical ornaments in red, green, and gold were added for day-time appeal. For next year's tree, the EDC may wish to add another batch of similarly-colored but perhaps larger diameter ornaments and consider an element to sit atop the tree, such as a star. The one challenge with this element is that the tree has two trunks, with the second one beginning about 15' above grade. It may be possible that the two leaders could be sensitively "tied" together for the holiday season to enable decoration at the top of the tree.

Eight-four street trees were lit downtown, which matches the number from last year. Some additional light strings were applied, and consistency in application was improved over last year. An increase in the number of strings per tree is something for the EDC to consider, as is wrapping branches with lights on the smaller trees rather than applying them canopy-style. However, electrical capacity may be an issue.

Burlington Park saw an increase in lighting, with two additional shade trees and four ornamental trees added to the two shade trees from last year. Lighting eight total trees lit in the center section of the park brought concentrated visual appeal. Wrapping branches with lights on the ornamental trees would be an improvement, although electrical capacity in

the park is already an issue. The "decorated mantle" approach was again applied to the fountain, and several families made use of this backdrop for their holiday cards. To freshen up the fountain's appearance, a new concept may be worth considering.

The lighting vendor was selected from a pool of three, and they were the same contractor as last year. The vendor was also the lowest-cost provider, and the agreement was for this past season only. They have proven to be accommodating and responsive.

Distinctly Hinsdale for the Holidays

Attached is a re-cap of the program. Attendance to the gingerbread man factory was estimated as 1,140, which reflects an increase over last year. With increased turnout and many positive comments received, this event-based promotion should be considered a success. EDC members may wish to consider ways to further evolve this new community tradition.

Merchants' Christmas Open House

Support for this first-ever, Black Friday event was requested of the Village. The timing did not permit formal discussion among members of the EDC. In the spirit of cooperation, advertising was offered since it was already included in the EDC's budgeted work program. However, since the organizers had already accounted for advertising, banners were requested. So to show support for this merchant-driven retail event, two banners for the corners of Burlington Park and six light post banners were provided. In essence, the event followed the model of the EDC's Customer Appreciation Celebration last spring. EDC members may wish to consider conducting or more formally participating in this event next 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

Distinctly Hinsdale For The Holidays

2011 PROMOTIONAL RECAP

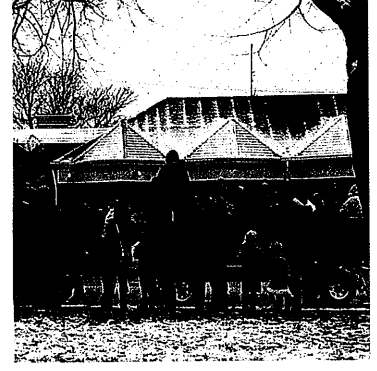
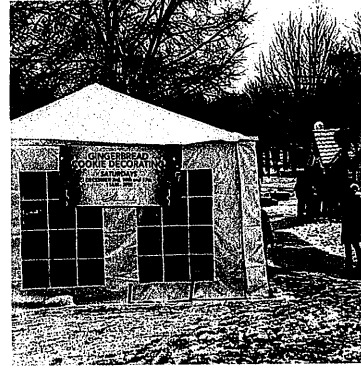
COMMENTS FROM OUR HAPPY RESIDENTS AND VISITORS,

"This is great, thank you!" • "We come here every year!"

"These cookies are delicious; where did you get them?"

"Thank you sooooo much!" • "Can I have another cookie?"

"Do you want some money?"



Our 5th annual Hinsdale for the Holidays was an overwhelming success. This year's event was held on December 3rd, 10th and 17th. The EDC provided a heated, gingerbread cookie decorating tent plus horse and carriage rides. The Hinsdale Chamber of Commerce featured Santa Claus and the Storybook Village.

COOKIES

BY THE NUMBERS:

December 3rd Cookie Count: 242

December 10th Cookie Count: 473

December 17th Cookie Count: 425

Total: 1,140; a 10% increase over 2010

HORSE & CARRIAGE RIDES

ESTIMATED COUNTS:

December 3rd: 100

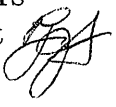
December 10th: 200

December 17th: 150

Budget: \$12,000 (heated tent, cookies, horse and carriage, hot chocolate and cider, cookie decorating supplies, tent decorating items, cleaning supplies, labor, banners for the park and tent, and park and light post banners for the Merchants' Christmas Open House.

Final Costs: \$11,900

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 
Date: January 19, 2012
RE: Advertising Program

Local Audience

The Economic Development Commission's current "shop local" campaign, "Spree-cycling," continues to run in *The Hinsdalean*. HinsdaleRetail.com offers a convenient way for participating retailers to sign-up for this free advertising as well as provide images for use in the ads.

Regional Audience

Two print advertisements of the EDC's regional campaign "Historic Hinsdale" were included in the January-February edition of *West Suburban Living* Magazine. One is a full-page in the magazine dedicated to the "home" category. The theme is "Graceful-Tasteful," and this ad included store listings in five related sub-categories. The other ad is a full-page in the pull-out dining/menu guide, with the theme of "Neighbor-Savor." Hinsdale's three upscale dining establishments were listed. Copies of these advertisements are attached.

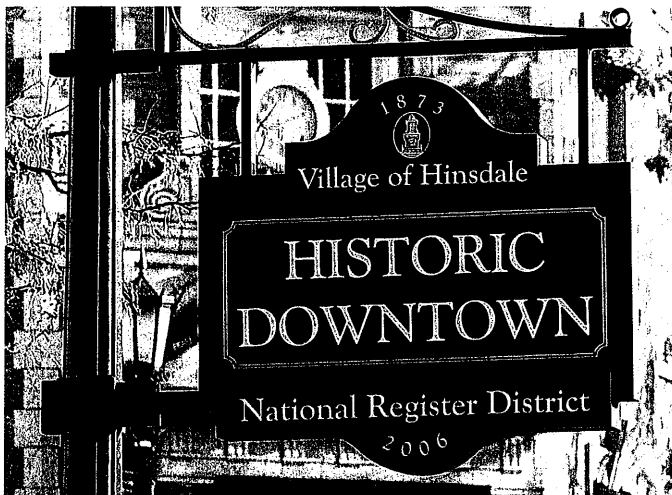
Online Advertising

The content of the "Historic Hinsdale" campaign has been repurposed for the Internet, with placement on sites that are intended to reach the desired target market. The vehicles are Patch, Savvy Hinsdale, Style Chicago, and West Suburban Living, and these vary from local to regional.

Viewers of the banners ads have the ability to click on them and be forwarded to dedicated micro-websites for apparel/fashion, dining, home furnishings and accessories, and spas/ relaxation. The campaign was launched in time for the shopping season. Attached you will find some sample banner ads and data for the program.

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



GRACEFUL

The Village of Hinsdale is a proud home to one of the downtowns in Illinois to be listed on the National Register of Historic Places. Steeped in tradition and with three distinct shopping districts, come discover why Hinsdale is worthy of such a distinguished honor.

TASTEFUL

The Village of Hinsdale is a charming respite from the stress of shopping malls. In Hinsdale you'll find an unparalleled collection of art, home furnishings, and accessories, as well as the services of skilled interior design professionals. Visit Hinsdale today and make your special house even more of a home.



HINSDALE HOME FURNISHINGS & ACCESSORIES RETAILERS

BEDSIDE MANOR LTD.
CALICO CORNERS
CHAR CREWS, INC.
DRAPERY CONNECTION
HINSDALE LIGHTING
HOUSE ANEW, INC.

JANIE PETKUS INTERIORS
M HOME
SIMPLE PRIVILEGES BY KELLY SOPEL
STEINWAY PIANO GALLERY
TRUMEAU DESIGN & DÉCOR
THE COURTYARD

THE GARDEN COLLECTION LTD.
THE SECOND FLOOR
TROUSSEAU
YANKEE PEDDLER

HINSDALE FLORISTS

HINSDALE FLOWER SHOP
JANE'S BLUE IRIS
PHILLIP'S FLOWERS & GIFTS
VERN GOERS GREENHOUSE

HINSDALE HARDWARE RETAILERS

FULLER'S HOME & HARDWARE
HOLLAND HARDWARE
J.C. LICHT/BENJAMIN MOORE PAINTS

HINSDALE ART GALLERIES & PHOTOGRAPHY STUDIOS

ACQUISITIONS OF FINE ART
ART QUEST GALLERY
CLASSIC KIDS PHOTOGRAPHY
DEEP CREEK ART

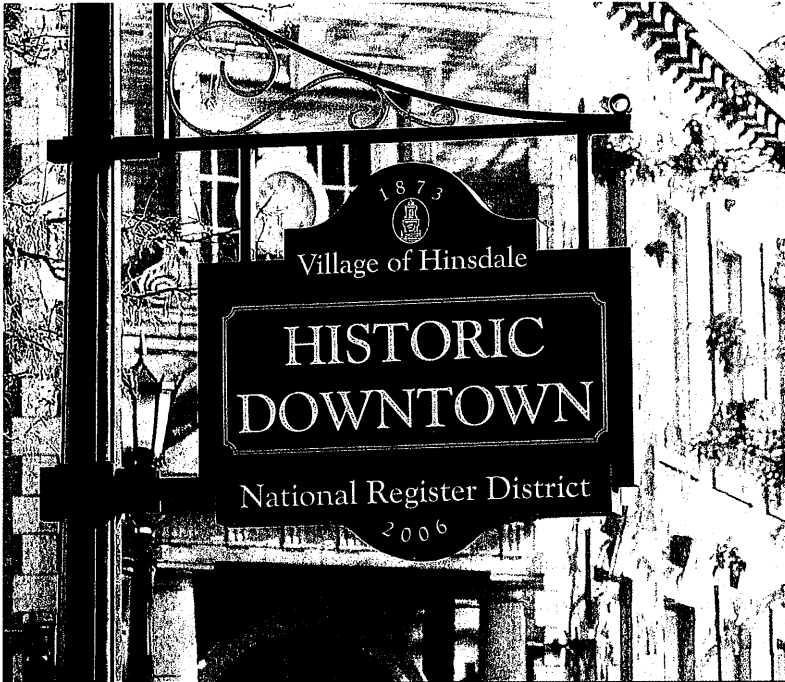
EBERT STUDIO
EXPRESSION GALLERIES OF FINE ART
HINSDALE GALLERY

HINSDALE MISCELLANEOUS HOME RETAILERS

PAPYRUS
SAVORY SPICE SHOP

distinctly
Hinsdale
Since 1873

www.HinsdaleForTheHome.com



NEIGHBOR

As home to one of the few downtown business districts to be listed on the National Register of Historic Places, Hinsdale is the jewel of the western suburbs. With convenient access by road or Metra rail, it's easy to make Hinsdale your preferred destination to dine, shop, and relax.

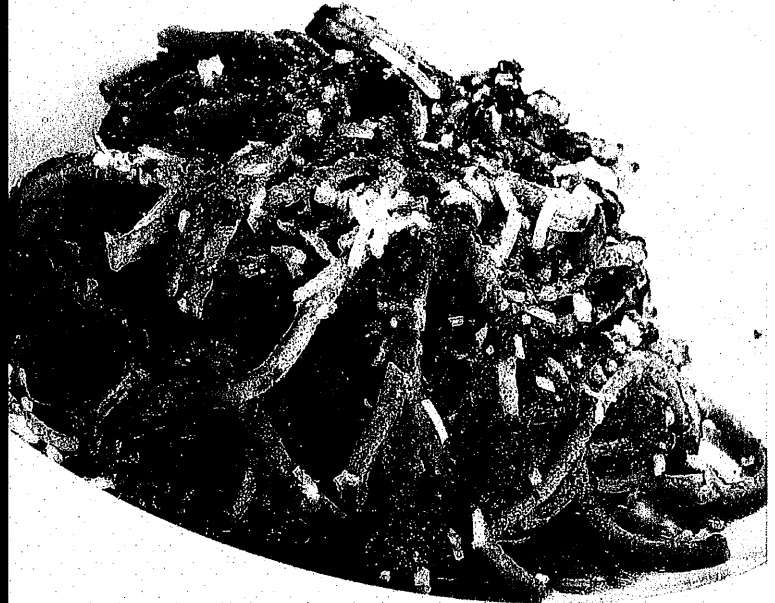
SAVOR

Some of Chicagoland's finest dining destinations are right next door in the Village of Hinsdale. Celebrated by critics and beloved by our guests, come experience why the Village is widely considered an authentic place of exceptional taste.

Zak's Place
112 S. Washington St.

Il Poggiolo
8 E. First St.

Nabuki
18 E. 1st St.



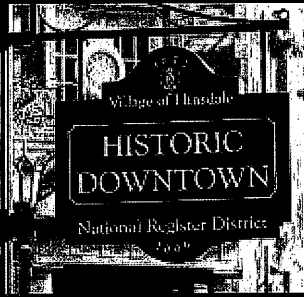
distinctly
Hinsdale
Since 1873

www.HinsdaleDining.com


HISTORIC/EUPHORIC WEB BANNERS

PATCH / WEST SUBURBAN LIVING / STYLE CHICAGO / SAVVY HINSDALE

REFINED



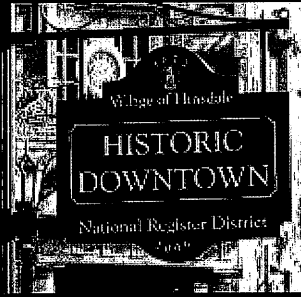
DESIGN




**GREAT FINDS FOR
YOUR HOME DESIGN
ARE IN HINSDALE**

distinctly Hinsdale
Since 1873

UNIQUE



BOUTIQUE



**EXPLORE THE DOZENS
OF EXQUISITE
BOUTIQUES IN HINSDALE**


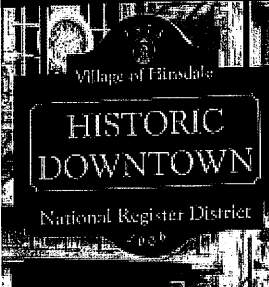
distinctly Hinsdale
Since 1873

HOSPITABLE DELECTABLE



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

HISTORIC EUPHORIC



**RELAX AT ONE OF THE MANY SPAS
AND SALONS IN HINSDALE**

HOLIDAY 2011 WEB BANNERS

PATCH / WEST SUBURBAN LIVING / STYLE CHICAGO / SAVVY HINSDALE

Distinctly Hinsdale
For The Holidays

**GINGERBREAD MAN DECORATING
HORSE DRAWN CARRIAGE RIDES**

Saturdays - December 3rd, 10th and 17th
11 a.m. to 3 p.m. • Burlington Park

distinctly
Hinsdale
Since 1873

Distinctly Hinsdale
For The Holidays



FREE EVENTS

**MEET SANTA CLAUS
HORSE DRAWN
CARRIAGE RIDES
GINGERBREAD
DECORATING**

**SATURDAYS
DECEMBER
3rd, 10th and 17th
11 a.m. to 3 p.m.
BURLINGTON PARK**

distinctly
Hinsdale
Since 1873

Distinctly Hinsdale For The Holidays

distinctly
Hinsdale
Since 1873

Overview

Customer	Campaign	Flight	UU (lifetime)	Impressions	Clicks	C-Rate [%]
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	H2B Burr Ridge IL - 1/2 Share	1,528	4,915	449	9.14
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	H2B La Grange IL - 1/2 Share	4,700	15,402	625	4.06
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	H2B Western Springs IL - 1/2 Share	3,317	13,877	14	0.10
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	HLB Elmhurst IL *Direct Advantage*2011-10-10*2012-01-09	8,237	36,777	530	1.44
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	HLB Glen Ellyn IL - 1/2 Share	3,892	14,274	501	3.51
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	HLB Hinsdale-Clarendon Hills IL - 1/2 Share	2,825	10,289	19	0.18
Direct Advantage	Direct Advantage*Direct Advantage*2011-10-10*2012-01-09	HLB Naperville IL - 1/4 Share	3,836	8,381	240	2.86
Total			(-)	103,915	2,378	2.29

StyleChicago.com
BANNER REPORT

Prepared on January 18, 2012



StyleChicago.com

CLIENT/AGENCY: Direct Advantage
BRAND: Village of Hinsdale

Period:
October 24, 2011 - January 17, 2012

<u>NumDisplays</u>	<u>NumClicks</u>	<u>MediaName</u>	<u>CategoryName</u>
29,624	65	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Fashion & Style
52,698	64	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Half-Price Tickets
81,185	46	HINSDALE: Top Banner 3 - Home Page	Home Page
49,110	46	HINSDALE: Platinum Chicago Image 2 - Home Page	Home Page
20,877	36	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Dining & Entertainment
31,480	29	HINSDALE: Platinum Chicago Image 3 - Home Page	Home Page
5,158	26	HINSDALE: Platinum Chicago Image - Home & Design	Home & Design
41,007	24	HINSDALE: Top Banner Image 1 - Fashion & Style	Fashion & Style
2,743	24	HINSDALE: Platinum Chicago Image - Home & Design	Floor & Sample Sales
37,531	20	HINSDALE: Top Banner 1 - Dining & Entertainment	Half-Price Tickets
6,598	15	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Trunk & Fashion Shows
15,836	14	HINSDALE: Top Banner 1 - Dining & Entertainment	Dining & Entertainment
3,454	12	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Chicago Fashion Boutiques
2,627	12	HINSDALE: Platinum Chicago Image - Home & Design	Spa Retreat Bathrooms
2,977	11	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	StyleChicago.com Signature Events
1,177	10	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Online Fashion Merchants
253	10	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Neiman Marcus - Oak Brook
8,406	9	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Great Date Ideas
1,171	9	HINSDALE: Platinum Chicago Image - Home & Design	Home Accents & Decor
14,389	8	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Theatre & Plays - Chicago
5,360	8	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Women's Apparel
9,618	7	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Dating in Chicago - Social Networking
5,205	7	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Wine Tasting Events
4,923	7	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Restaurants
2,478	7	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Latin / Spanish
1,085	7	HINSDALE: Platinum Chicago Image - Home & Design	Bedding & Linens
10,714	6	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Charity Events
9,453	6	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Fashion & Style
4,594	6	HINSDALE: Top Banner Image 1 - Fashion & Style	StyleChicago.com Signature Events
4,510	6	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Art Galleries - Chicago
3,135	6	HINSDALE: Top Banner Image 1 - Fashion & Style	StyleChicago.com presents The Art of Fashi
355	6	HINSDALE: Platinum Chicago Image 1 - Spa & Beauty	NuU Medspa
5,077	5	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Shoes, Handbags & Accessories
4,683	5	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Culinary Events
3,460	5	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Architecture & Tours
3,158	5	HINSDALE: Top Banner 1 - Dining & Entertainment	Art Galleries - Chicago
2,731	5	HINSDALE: Top Banner Image 1 - Fashion & Style	Fashion Focus Chicago: 2011
2,332	5	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment	Film & Cinema
1,389	5	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	StyleChicago.com Signature Events
1,369	5	HINSDALE: Top Banner Image 1 - Fashion & Style	Online Fashion Merchants
1,242	5	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	Vintage & Consignment
1,178	5	HINSDALE: Platinum Chicago Image 1 - Fashion & Style	The Art of Fashion (Runway Show) 2010 - M

StyleChicago.com
BANNER REPORT

Prepared on January 18, 2012



CLIENT/AGENCY: Direct Advantage

BRAND: Village of Hinsdale

Period:

October 24, 2011 - January 17, 2012

10,101	4	HINSDALE: Top Banner 1 - Dining & Entertainment
1,605	4	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,514	4	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,384	4	HINSDALE: Platinum Chicago Image - Home & Design
1,124	4	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,108	4	HINSDALE: Platinum Chicago Image - Home & Design
990	4	HINSDALE: Platinum Chicago Image - Home & Design
924	4	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
396	4	HINSDALE: Platinum Chicago Image - Home & Design
326	4	HINSDALE: Platinum Chicago Image - Home & Design
221	4	HINSDALE: Platinum Chicago Image 2 - Home & Design
218	4	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
2,830	3	HINSDALE: Top Banner Image 1 - Fashion & Style
2,672	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,614	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,241	3	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
1,099	3	HINSDALE: Platinum Chicago Image 1 - Spa & Beauty
1,098	3	HINSDALE: Platinum Chicago Image 1 - Spa & Beauty
1,006	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
891	3	HINSDALE: Platinum Chicago Image 1 - Spa & Beauty
641	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
585	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
522	3	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
351	3	HINSDALE: Platinum Chicago Image - Home & Design
351	3	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
240	3	HINSDALE: Platinum Chicago Image - Home & Design
9,780	2	HINSDALE: Top Banner Image 1 - Fashion & Style
9,588	2	HINSDALE: Top Banner 2 - Dining & Entertainment
7,327	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
4,795	2	HINSDALE: Top Banner Image 1 - Fashion & Style
3,306	2	HINSDALE: Top Banner 2 - Dining & Entertainment
3,247	2	HINSDALE: Top Banner 2 - Dining & Entertainment
2,878	2	HINSDALE: Top Banner Image 2 - Spa & Beauty
2,807	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
2,297	2	HINSDALE: Top Banner 1 - Dining & Entertainment
1,903	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,763	2	HINSDALE: Platinum Chicago Image - Home & Design
1,362	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
1,332	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
1,300	2	HINSDALE: Platinum Chicago Image - Home & Design
1,224	2	HINSDALE: Platinum Chicago Image - Home & Design
877	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
818	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
803	2	HINSDALE: Platinum Chicago Image - Home & Design

Theatre & Plays - Chicago
Fashion Focus Chicago: 2011
StyleChicago.com presents The Art of Fashion
Furniture
Nordstrom - Old Orchard
Toms-Price
Interior Designers
Zapatista
Merchandise Mart
Meg's Design Studio
Floor & Sample Sales
Burberry - N. Michigan Ave.
Men's Fashion
Trunk & Fashion Shows
StyleChicago.com presents The Art of Fashion
Chef Profiles - Top Chicago Chefs
Spa Packages
Beauty Coupons, Special Offers & Discounts
The Art of Fashion (Runway Show) 2010 - Me
Spas - Chicago
Bloomingdale's - N. Michigan Ave.
Nordstrom - N. Michigan Ave.
Italian
Custom Furniture
Bloomingdale's Home & Furniture Store - Me
Luxury Bedding & Sheets: Buying Tips
Trunk & Fashion Shows
Half-Price Tickets
Theater & Plays
Chicago Fashion Boutiques
Dining & Entertainment
Theatre & Plays - Chicago
Spa & Beauty
Dresses
Architecture & Tours
Men's Fashion
SUSANIN'S Auctions
Millennium Park - Chicago
Department Stores, Malls & Outlets
Estate Sales & Auctions
Antique Stores & Markets
Thomas Pink
Macy's - Oakbrook
The Perfect Guest Bathroom

StyleChicago.com
BANNER REPORT

Prepared on January 18, 2012



CLIENT/AGENCY: Direct Advantage
BRAND: Village of Hinsdale

Period:
October 24, 2011 - January 17, 2012

720	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
715	2	HINSDALE: Platinum Chicago Image - Home & Design
681	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
597	2	HINSDALE: Platinum Chicago Image - Home & Design
583	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
516	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
509	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
478	2	HINSDALE: Platinum Chicago Image - Home & Design
476	2	HINSDALE: Platinum Chicago Image - Home & Design
422	2	HINSDALE: Platinum Chicago Image - Home & Design
411	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
398	2	HINSDALE: Platinum Chicago Image 1 - Spa & Beauty
389	2	HINSDALE: Platinum Chicago Image - Home & Design
373	2	HINSDALE: Platinum Chicago Image - Home & Design
301	2	HINSDALE: Top Banner Image 1 - Fashion & Style
293	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
289	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
198	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
179	2	HINSDALE: Platinum Chicago Image - Home & Design
176	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
134	2	HINSDALE: Platinum Chicago Image - Home & Design
130	2	HINSDALE: Platinum Chicago Image 1 - Fashion & Style
127	2	HINSDALE: Platinum Chicago Image 1 - Dining & Entertainment
<u>15</u>	<u>2</u>	<u>HINSDALE: Platinum Chicago Image 2 - Home & Design</u>

Mary Walter
Toms-Price - Bloomingdale
Fashion Focus Chicago
Find Antiques in Chicago
Lord & Taylor - Oakbrook Center
Gold Coast / Oak Street
Lingerie & Intimates
Studio G Interiors
Revision Home - Chicago
Collaborate Design Studio
Outerwear For The Tough & Courageous
Urban Oasis
Nadeau Imports new
Wallcovering as Art
Pear Body Type
Sassy Spirit With A Naughty Twist
Grand Lux Cafe
Schopf Gallery on Lake
Dania Furniture Collections - Orland Park
Alinea
Susan Fredman Design Group - Chicago
Macy's - Chicago
The Village
Branca

597,919	793	Subtotal
<u>1,082,031</u>	<u>202</u>	More Subcategory & Venue Pages
1,679,950	995	TOTAL - All Banners
Impressions	Clicks	

WEST SUBURBAN LIVING

WEB E-BLAST STATS

Week Ended

11/6/2012	4499 Sent	908 Opened	21%	2 Click-throughs on Hinsdale banner
11/13/2012	4497 Sent	864 Opened	19%	5 Click-throughs
11/20/2012	4495 Sent	785 Opened	18%	4 Click-throughs
11/27/2012	4516 Sent	870 Opened	20%	3 Click-throughs
12/4/2012	4528 Sent	945 Opened	21%	9 Click-throughs
12/11/2012	4534 Sent	917 Opened	21%	7 Click-throughs
12/18/2012	4530 Sent	932 Opened	21%	6 Click-throughs
1/1/2012	4542 Sent	942 Opened	21%	4 Click-throughs
1/8/2012	4545 Sent	962 Opened	22%	7 Click-throughs
1/15/2012	4581 Sent	862 Opened	19%	4 Click-throughs

Totals: 45,267

Sent: 8987 Opened 20% 51 Click-throughs

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: January 19, 2012

RE: Spring Retail Sales Promotion

Last spring, the Economic Development Commission (EDC) developed their first-ever Customer Appreciation Celebration.

The EDC coordinated and promoted the effort. Retailers supplied unique offers or provided special in-store experiences for their customers. A dedicated website was created for retailers to sign up conveniently; balloons were supplied to each store to signal to customers which merchants were participating; and balloon columns were installed in a few high-visibility locations to visually note that something special was happening in the business districts of the Village. A record sixty-four retailers participated; each offered something unique to differentiate the two days of the event from normal business.

Although a promotion for spring seems a long way away, it's really just around the corner. EDC members should be ready to discuss potential event dates and elements that will deliver value to retailers in order to ensure a high participation rate.

A letter (a draft of one is attached), a direct mail piece or both could be used to encourage business owner participation. Another potential way to increase buy-in from retailers is an informal meeting before business hours, either at Village Hall or another suitable venue. However, achieving high attendance for these can prove challenging given how pressed for time many are.

While a dedicated website would again offer a convenient means for businesses to sign up, a key item that may provide value to customers is a website that would list participating businesses, their contact information, and most importantly, their special offers. But for this to be effective, hard deadlines would be needed for both business registration and special offers. The website would be listed in all advertising efforts. The attached sample website page has been created for discussion and consideration.

This proposed event would take place at the beginning of the Village's 2012-13 Fiscal Year. At the EDC meeting, members should be prepared to consider the idea of a sales-based promotion, and should it receive ample support, the appropriate level of resources to allocate and the elements of it (theme, website, advertising, physical atmosphere, etc.).

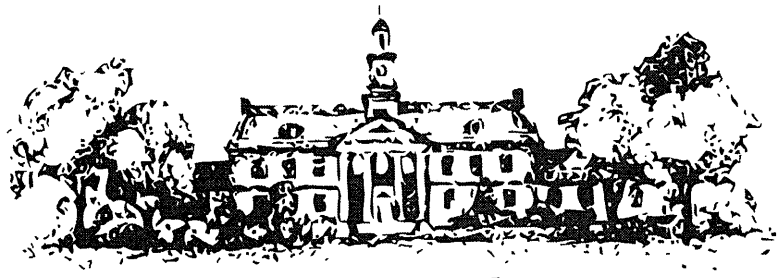
In addition, EDC members may even wish to look further ahead and discuss whether or not a second sales-based promotion for the holiday season is of interest and financially feasible. If it were deemed of interest, one weekend for consideration would be Black Friday and Small Business Saturday (selecting one of the two days could be an option as well). It would leverage advertising by others and the recognition of that promotional time by shoppers, although some may feel that another weekend is more suitable for Hinsdale's boutiques than the extended Thanksgiving family weekend. Please be prepared to consider the prospect of organizing and financing a second sales promotion and potential dates.

This memo is intended to set the table for discussion amongst EDC members. Please be prepared to consider these ideas and generate others.

If you have any questions in advance of the meeting, please feel free to contact me at (630) 789-7005 or tscott@villageofhinsdale.org.

Thank you.

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



DRAFT

ECONOMIC DEVELOPMENT
COMMISSION (EDC)

CHAIRMAN
John F. Karstrand

COMMISSIONERS
Luis Alvarez
Craig Chapello
Elizabeth Garvey
Janet Grisemer
Molly Hughes
Steve Potter
Elyce Rembos

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
Christopher J. Elder
Doug Geoga
William N. Haarlow
Laura LaPlaca
Bob Saigh

AN IMPORTANT NOTICE FROM HINSDALE'S ECONOMIC DEVELOPMENT COMMISSION (EDC)

ATTENTION HINSDALE RETAIL PARTNERS,

It's time for our second annual CUSTOMER APPRECIATION EVENT, AND WE NEED YOU TO MAKE IT A SUCCESS!

Last April, the Hinsdale EDC conducted our first ever Customer Appreciation Event. The purpose was to help support our local retail partners by offering a turn key promotion that was entirely funded by the EDC, allowing participating businesses total flexibility for their store under the common promotional umbrella of "Customer Appreciation Celebration."

It was our first time trying a village-wide promotion, with 64 businesses participating. On May 11th and 12th, 2012, the EDC will sponsor our second annual celebration, and we really need the business community to pull together to make this event as successful as possible.

Commonly Asked Questions:

When will this year's event be held?

Friday May 11th and Saturday, May 12th during your store's normal operating hours, although you may wish to extend your hours!

How does my store participate?

It's easy, go to the EDC retailers website and sign up at www.hinsdaleretailers.com

What does my store have to offer to be a part of this event?

That's entirely up to you. Think of this as a big sales event, but instead of only one store, dozens of stores will be participating.

What does my store have to offer to be a part of this event?

That's entirely up to you. Think of this as a big sales event, but instead of only one store, dozens of stores are participating. How do you usually conduct a special event at your store? You may choose to offer a per cent off, two-for-one, or special service upgrades. If you are a clothing store, you might host an in store fashion show or in-store visit from a designer. If you are a home décor store, you might host seminars on interior decorating tips or an introduction of a new line. If you are a salon/day spa, you might offer free consultation or free five-minute massages. If you are a restaurant you might offer cooking demonstrations or food and drink specials. You may choose to have some in store entertainment or serve light refreshments. The point is, DO SOMETHING SPECIAL to attract new customers and reward loyal ones.

How Will This Event Be Promoted?

The EDC has a \$20,000 promotional budget for this event. We will be building a consumer micro-website strictly for this event, listing your business as a participating merchant, as well as listing your particular special offer. We will run space ads in The Hinsdalean and Chicago Tribune, web banner ads at Stylechicago.com, West Suburban Living.com, Patch.com, SavvyHinsdale.com, Facebook, and on the Google ad network which includes hundreds of news and lifestyle websites. We are also going to send a direct mail piece to every household in Hinsdale. YOU MUST SIGN UP AT HINSDALERETAILERS.COM to be listed in any promotional materials.

How can I get more information?

The EDC will host an informational meeting on Friday, February 24th, at 11am in Memorial Hall of the Memorial Building at 19 East Chicago Avenue. In addition, all event details will be updated at www.hinsdaleretailers.com We encourage you to visit that site regularly. All businesses that sign up and provide their e-mail address will also be kept informed via e-mail updates.

Who can I contact for more information?

Tim Scott, Director of Economic Development
tscott@villageofhinsdale.org or (630) 789-7005

The EDC is constantly striving to improve the business climate in our fine village. This promotion is part of an ongoing effort to increase the retail dollars spent in Hinsdale. We welcome your input and energy.

Sincerely,

John F. Karstrand
Chairman, Economic Development Commission



CUSTOMER
Appreciation
CELEBRATION

FRIDAY, MAY 11TH • SATURDAY, MAY 12TH



YOU ARE INVITED

The retailers and restaurants of Hinsdale want to thank our loyal customers for their continued support. So, we're getting together to host a Customer Appreciation Celebration, inviting you to two days of fabulous fashions, food and fun.

WIN A \$1,000 SHOPPING SPREE!

Get Your Customer Appreciation Card Validated at three or more Hinsdale businesses for your chance to win a \$1,000 Shopping Spree at any of the participating retailers.

CLICK HERE TO ENTER

OVER 80 PARTICIPATING BUSINESSES

Enjoy **SALES, Spa Service SPECIALS, Fashion Shows,**
Home Interior Demonstrations, Entertainment, **FOOD and FUN.**

PARTICIPATING RESTAURANTS

IL Poggiolo	8 E. First St.	(630) 734-9400	www.ilpoggiolohinsdale.com
2 Dinners for the price of 1 Specials!			
Nabuki	18 E. First St.	(630) 654-8880	www.nabukihinsdale.com
\$7 Lunch Specials!			
Zak's Place	112 S. Washington St.	(630) 323-9257	www.zaksplace.com
\$7 Lunch Specials!			

PARTICIPATING FASHION RETAILERS

Alixandra Blue	2 W. First St.	(630) 455-0022	www.shopalix.com
Spring Clearance Sale! Save up to 60%!			
Alixandra Collections	40 S. Washington St.	(630) 789-0022	www.shopalix.com
Spring Clearance Sale!			
Formally Hers	33 E. First St., 2nd Floor	(630) 455-0136	www.formallyhers.com
Spring Clearance Sale! Save up to 60%!			