

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, January 24, 2012

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

Members Absent: None

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

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

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, January 24, 2012. (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 November 16, 2011. Ms. Grisemer 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 11.4% for January, the ninth month of the fiscal year, and that this period reflected sales from November, the first of the two holiday shopping months. Staff stated that total sales tax revenue through January had increased by \$125,219 or 7.1% in relation to last year. (Agenda Item 3)

Staff stated that for December, the eighth month of the 2011-12 Fiscal Year, the Village received \$29,488 in food-and-beverage tax revenue and added that for the fiscal year-to-date, this revenue source was up \$21,715 or 11.4% in relation to the Village's budget projection. (Agenda Item 4)

Holiday Program

Staff relayed that feedback received on the holiday lighting program had largely been positive and noted that the effort came in a little more than one thousand dollars under the EDC's budgeted amount. Discussed by members was the potential for additional lighting and decoration in Burlington Park but acknowledged was that electric capacity would have to be increased. In addition, mentioned briefly was the potential for a more inclusive holiday celebration.

Mr. Grisko provided a summary of the "Distinctly Hinsdale for the Holidays" event, noting that attendance for the gingerbread man factory (heated cookie tent) was approximately 1,140, which reflected a nice increase over last year. He added that the horse-and-carriage rides were again well-received by the community and that the vendor was particularly accommodating given the challenging weather on one of the weekends.

Ms. Anderson of the Hinsdale Chamber of Commerce expressed gratitude for the Village's support for the "Christmas Walk" and happily relayed that the new date for the event produced a significant jump in attendance over the last couple of years.

Advertising Program

Staff relayed that execution continued for the EDC's local and regional advertising campaigns, "Spree-cycling" and "Historic Hinsdale," respectively, and noted that *The Hinsdalean* and *West Suburban Living* Magazine remained that vehicles to reach these targeted audiences. Shared were samples of recent advertisements.

Staff informed members that the online regional advertising campaign had been launched, with banner advertisements placed on websites such as Savvy Hinsdale, Patch, West Suburban Living, and Style Chicago. Staff added that viewers of these banner ads have the ability to click through to the EDC's new micro-websites, which provide store listings in the categories of fashion, home furnishings, accessories, and design, spas, and dining. Mr. Grisko reported that click through rates to date had exceeded industry standards. (Agenda Item 6)

First Street Walkway Wall

Staff reminded members of the EDC that the rehabilitation of the elevated walkway wall on the south side of First Street between Il Poggiolo and the Hinsdale Chamber of Commerce included the construction of a new poured-in-place, reinforced concrete cap and the grinding and re-pointing of mortar joints. Staff reported that the project was completed in time for the Christmas Walk. Members who had seen it provided positive feedback, remarking that the finished product was a marked improvement. Staff added that the existing guard fence and railing system shows signs of deterioration, with dull paint, rust, and several broken welds evident.

Acknowledged was that the railing, preventative maintenance, and other related items should be considered by the EDC during their upcoming discussions related to the group's work program for the 2012-13 fiscal year. (Agenda Item 7)

Sales Promotion

Staff summarized the EDC's inaugural "Customer Appreciation Celebration" of last April, highlighting that 64 retailers had participated and that there was representation from all three of the Village's main business districts, namely, Downtown, Gateway Square, and the greater Grant Square area.

The three retailers of the EDC commented that last year's effort was a good first attempt and that there would at least be familiarity among retailers when the next promotion is announced. Staff and Mr. Grisko shared the idea of a website that, in addition to allowing merchants to sign up for the promotion conveniently, would allow consumers to view a list of participating retailers, their contact information, and their special offer.

Additionally, members discussed the rough draft of the letter that would announce the promotion to the retail community. One suggestion was to break the information up into smaller parts, such as an attention-getting letter of invitation followed by a question-and-answer sheet about the promotion. Given the experience and perspective of the EDC's retail members, Chairman Karstrand asked them to provide feedback and develop additional ideas for the promotion and the means to effectively communicate the opportunity and its value. (Agenda Item 7)

Other Discussion

Since key attributes of the Village's historic central business district are its compact layout and walkability, Ms. Hughes suggested that the issue of pedestrian-safety be considered by the EDC. Members echoed the importance of an hospitable environment for commerce and personal safety.

Adjournment

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The January 24, 2012 Meeting of the EDC was declared adjourned at 9:18 p.m. (Agenda Item 8)

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: February 21, 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 February (November sales) amounted to \$218,174 as compared to the previous year's receipts of \$207,846. This represents an increase of \$10,328 (5.0%) for February.

Total base sales tax receipts through February (sales through November 30, 2011) totaled \$2,099,311 as compared to the previous year's receipts of \$1,963,764. This represents an increase of \$135,547 (6.9%).

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

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

Local Use Sales Tax receipts for the month of February (November sales) amounted to \$19,987 as compared to the previous year's receipts of \$20,212. This represents a decrease of \$6,151 (-23.7%) for February.

Total local use tax receipts for the month (sales through November 30, 2011) totaled \$198,412 as compared to the previous year's receipts of \$195,899. This represents an increase of \$2,513 (1.3%).

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

Total Sales Tax receipts for the month of February (November sales) amounted to \$238,161 as compared to the previous year's receipts of \$228,058. This represents an increase of \$10,103 (4.4%) for February.

Total Sales Tax receipts through February (sales through November 30, 2011) totaled \$2,297,723 as compared to the previous year's receipts of \$2,159,663. This represents an increase of \$138,060 (6.4%) 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 \$139,801 for the month of February.

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	#NAME? 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	218,174	10,328	5.0%	1,963,764	2,099,311	135,547	6.9%
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	19,987	(225)	-1.1%	195,899	198,412	2,513	1.3%
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	238,161	10,103	4.4%	2,159,663	2,297,723	138,060	6.4%
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: February 23, 2012

RE: Food and Beverage Tax Revenue

For January, the ninth month of the 2011-12 Fiscal Year, the Village collected \$28,713 in new food-and-beverage tax revenue, which is \$4,823 more than the budgeted amount of \$23,891, or an increase of 20.2%.

For the first nine months of the 2011-12 Fiscal Year, food-and-beverage tax revenue totaled \$241,554 while \$215,016 was the budgeted total for these months. This reveals a gain of \$26,538 or approximately 12.3%.

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 originally was assigned \$143,350 in budget resources.

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: February 23, 2012

RE: Retail Sales Promotion

At the last meeting of the Economic Development Commission (EDC), members agreed that the group should pursue a retail sales promotion in the spring, with early-to-mid May the preferred timing of the event.

Noted was that the event could be a follow-up to last year's, first-ever Customer Appreciation Celebration, which featured 64 of the Village's retailers. So, the primary question that EDC members should be prepared to discuss is the May event's theme. Specifically, should the group leverage and build upon last year's Customer Appreciation Celebration, or should something new be attempted, such as Small Business Appreciation/Shop Small? The latter idea is being put forth by the EDC's three retail members.

If the larger group would like to see Customer Appreciation Celebration maintained for May, elements of the alternative theme could be incorporated. Also, when the EDC establishes the rest of its work program for the new fiscal year, the group may wish to include a second retail sales promotion, which could be held, for example, around the holiday season. Last year, a group of retailers held a Merchants' Christmas Open House on Black Friday (of Thanksgiving weekend). Perhaps the Small Business Appreciation/Shop Small theme would lend itself to that time of year, particularly given the awareness generated by AmEx and their media campaign.

For discussion purposes, attached are some support materials for the promotion. Given the established theme and look, most of these drafts were developed with the original Customer Appreciation Celebration. Should the alternative message be adopted by the group for use in May's event, the materials would of course be adjusted to reflect the new approach. Also attached is a working draft of the alternative message and how it could be positioned to potential business participants and customers.

The discussion at the meeting on the 28th is intended to be interactive. It is hoped that at the conclusion of the discussion, members will be able to

coalesce around a theme and approach for May's sales promotion and potentially for the idea of a fall/holiday season promotion and a theme for it.

If you have any questions in advance of the meeting, please do not hesitate to contact me at (630) 789-7005 or tscott@villageofhinsdale.org.

Thank you.

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



CUSTOMER
Appreciation
CELEBRATION

FRIDAY, MAY 11TH • SATURDAY, MAY 12TH



**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

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.

OVER 80 PARTICIPATING BUSINESSES

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

PARTICIPATING RESTAURANTS

IL Poggio 8 E. First St. (630) 734-9400 www.ilpoggiohinsdale.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

Alexandra Blue 2 W. First St. (630) 455-0022 www.ahopalix.com
Spring Clearance Sale! Save up to 60%!
Alexandra Collections 40 S. Washington St. (630) 785-0022 www.ahopalix.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%!

HINSDALE
CUSTOMER
Appreciation
CELEBRATION

FRIDAY, MAY 11TH • SATURDAY, MAY 12TH

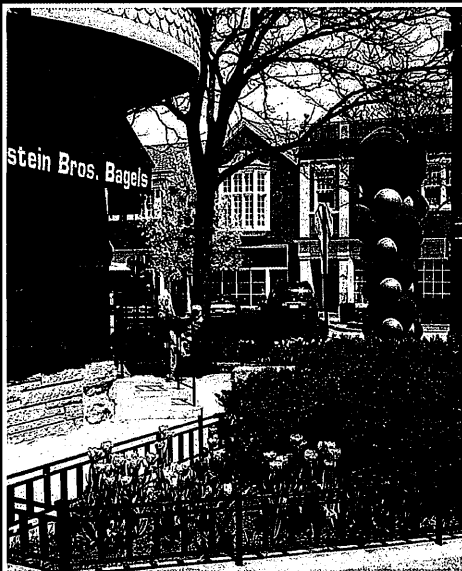
**AN IMPORTANT NOTICE FROM HINSDALE'S
ECONOMIC DEVELOPMENT COMMISSION (EDC)**

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.





FRIDAY, MAY 11TH • SATURDAY, MAY 12TH

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.hinsdaleretail.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 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, WestSuburbanLiving.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 HINSDALERETAIL.COM** to be listed in any promotional materials.

Who can I contact for more information?

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



FRIDAY, MAY 11TH • SATURDAY, MAY 12TH

PROMOTIONAL IDEAS AND INCENTIVES FOR YOUR BUSINESS

**% Off Specials • 2 FOR 1 OFFERS • Free Value Added Service With a Purchase
Special Clearance Items • Special Purchase Merchandise • Trunk Shows
Drawings and raffles • Introduce a new line • Manufacturer's Reps in store
Free Refreshments • In store entertainment such as musicians • Fashion Shows
Celebrity in store appearances • Newspaper advertising
E-blasts to your e-mail database • Radio**

Direct Mail-mail to your database promoting this village-wide event

Create your own or use the direct mail shell provided by the EDC

Phone calls

Have your sales people call your best customers and personally invite them to this event

Cable TV

Comcast is offering special packages during this event

In store signage and banners

The EDC will provide window clings, additional signage available, details to come

SPECIAL OFFER TO ALL HINSDALE RETAILERS:

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

YOU ARE ONLY LIMITED BY YOUR OWN CREATIVITY. LET'S PULL TOGETHER AS A RETAIL COMMUNITY TO MAKE THIS EVENT A HUGE SUCCESS!



FRIDAY, MAY 11TH • SATURDAY, MAY 12TH

IMPORTANT DEADLINES TO PARTICIPATE IN THE CUSTOMER APPRECIATION CELEBRATION

**WEEKS OF MARCH 5TH AND 12TH – EDC OUTREACH TO ALL
HINSDALE RETAILERS, COMMUNICATIONS VIA IN-STORE
VISITS, MAIL AND E-MAIL.**

RETAILER SIGN-UP:

Please sign up to participate at www.hinsdalertail.com. Sign up begins Week of March 5th, and ends April 13th. We encourage you to sign up as early as possible. Late sign-ups will be accepted, but not guaranteed to be a part of any marketing materials.

SPECIALS & IN-STORE PROMOTIONAL LISTINGS:

Your offer will be publicized in all of our marketing efforts, including on line web site, digital banner ads and print ads. **YOU MUST SUBMIT YOUR SPECIALS BY APRIL 13th** to be guaranteed to be listed in all marketing materials.

ALL UPDATES WILL BE AVAILABLE ON THE HINSDALE RETAILERS/EDC WEB SITE:
WWW.HINSDALERETAIL.COM

We are always striving to update our e-mail list as well,
please make sure to include your e-mail when you sign up to participate in this promotional event.

LOGO

Hinsdale Small Business Appreciation Event... ***Shop Small!***

Our emphasis this year is on YOU, the small business owner. Our message to Hinsdale shoppers is:

Small Businesses are the heartbeat of our community.

- *They provide jobs;*
- *Preserve the neighborhoods; and,*
- *Fuel the local economy.*

The *Shop Small* movement is one way for the Hinsdale customer to support these places. Help us stay strong.

If Hinsdale shops Small...It will be HUGE!

Think of this as a big sales event, but instead of only one store, *more* than 64 stores are participating - - driving more traffic into the downtown area, Gateway Square and Grant Square. *We all benefit.*

When is it?

Friday May 11th and Saturday, May 12th

How will this Event be Promoted?

- The Village's Economical Development Commission (EDC), will spend \$X,XXX on marketing and advertisements
- Our emphasis is to shop small businesses in Hinsdale
- We will build a consumer micro-website for this event, www.HinsdaleRetail.com
- Run ads in *The Hinsdalean*, Patch.com, SavvyHinsdale.com, *West Suburban Living*, Facebook, and Google ad network
- Direct mail piece to every Hinsdale household
- Street banners at major intersections
- Balloons for participating merchants to create a festive atmosphere
- Link with the Hinsdale Chamber of Commerce's website and announcements

What can I do to make this a success for me?

- Sign up at www.HinsdaleRetail.com
- Invest some of your advertising dollars in promoting your store
- Start now and invite browsers and shoppers to attend the event
- Start now and have your sales staff invite your current clientele to the event in May
- Announce using social media. Create a Facebook page or use Twitter
- Create in store excitement with point of sales displays and merchandise
- Host a seminar, consultation, plan entertainment, or provide light refreshments
- Special savings or concession on certain merchandise
- Think! What makes your shop unique and special...*Do anything, but do something!*

Be a part of *Shop Small* - sign up at www.HinsdaleRetail.com.

Thank you,

John F. Karstrand
Chairman, Economic Development Commission

For more information, contact, Timothy Scott, Director of Economic Development at (630) 789-7005 and tscott@villageofhinsdale.org.

(Ad in *The Hinsdalean* - Open letter to Hinsdale residents)

An Open Letter to Hinsdale

Hinsdale Small Business Appreciation Event.... Shop Small!

Dear Friends of Hinsdale,

For years we have been in your back yard and have welcomed you and your family to our shops. It has been wonderful making new friends and customers as we played host, greeted, and served you in our stores and restaurants. Your referrals and patronage have enabled us to buy items you have requested and desired. Your suggestions have helped us to tailor the breadth of selection and mix of our merchandise for your liking.

On May 11th and 12th, Friday and Saturday, we ask that you show concerted support for your stores in Hinsdale and visit and shop with one or more of your favorites.

Small Businesses are the heartbeat of our community.

- **They provide jobs**
- **Help to preserve our neighborhoods**
- **Fuel the local economy**

This Shop Small Event is one way for you to support these places. Help them stay strong.

If Hinsdale Shops Small...It will be Huge!

Thank you,

The Merchants and Shops of Hinsdale

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: February 23, 2012

RE: Budget/Work Program

The EDC has been executing its work program and is on track with spending of its allocated resources. Not yet pursued fully are updates to the EDC's main website, DistinctlyHinsdale.com. A rough estimate was assigned by the EDC to its budget/work program for this potential work. Among other possibilities discussed to enhance the site, the two that received the most attention are a new map for the Village's business districts and the accompanying listing of businesses and a new format for the calendar of events.

For the 2011-12 Fiscal Year, the Economic Development Commission (EDC) was assigned \$143,350. However, this figure was based upon 50% of the revenue projected from the Village's 1% food-and-beverage tax. Through January, revenue from the 1% tax has exceeded budget by \$26,538 (12.3%).

Members should be prepared to reconsider items discussed but that were ultimately left off of the group's work program and any additional ideas that may have subsequently been generated.

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