

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, March 13, 2012

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

Members Absent: None

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

Others Present: Jan Anderson, Hinsdale Chamber of Commerce

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the Special Meeting of the Economic Development Commission (EDC) of Tuesday, March 13, 2012. (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 February 28, 2012. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 2)

Spring Retail Sales Promotion

Chairman Karstrand introduced the discussion of the sales promotion by noting that the Commission's three retail members had worked on the event's new direction. With the "shop small" input from the last meeting, Mr. Grisko presented two themes for consideration: "Shop Small Business Weekend" and "Shop Small, Shop Savvy." After deliberating, members adopted the former with a slight change making the title, "Shop Small Business Event."

Staff shared a sample of the direct mail piece that would be delivered to all households in the Village. Members expressed support for the direct, concise content and the layout. Members also discussed and then agreed to other elements to support the sales event, including vinyl banners and balloons at a smaller scale than last year's "Customer Appreciation Celebration."

Staff and Mr. Grisko relayed that HinsdaleRetail.com would be refined and active in a timely fashion for convenient registration by businesses and that they would be invited to confirm their participation through a number of sources, with the bulk of the effort e-blasts.

Having conferred with staff on potential website domain names to promote the event, Mr. Grisko shared with members that he had purchased the website address, HinsdaleEvents.com. Members strongly supported the development of a website that would show consumers all of the participating businesses and their special offers during the sales promotion. (Agenda Item 3)

Initiatives Fiscal Year 2011-12

Chairman Karstrand shared potential ideas for the Commission to pursue during the remainder of the fiscal year, which included, among others, sealing of the new concrete cap and repainting of the steel fence-and-railing of the First Street elevated walkway; increasing the electric capacity of Burlington Park; and, ordering of poles for the informational directories planned for the corners of Burlington Park that would replace the vinyl banner system currently in place. Members expressed support for these ideas.

After some discussion, the item that seemed most likely possible to complete given available resources and the approaching end of the fiscal year would be the improvements outlined for the First Street elevated walkway wall and railing. Staff remarked that arrangements would be made to finish these elements.
(Agenda Item 4)

Adjournment

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The March 13, 2012 Special Meeting of the EDC was declared adjourned at 8:55 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: May 23, 2012

RE: Sales Tax Review

Following is a review of sales tax revenue for the 2011-12 Fiscal Year, which ended April 30th.

Base Sales Tax – Distributed on a point-of-sale basis

(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)

Base Sales Tax receipts for the month of April (January sales) amounted to \$190,625 as compared to the previous year's receipts of \$168,722. This represents an increase of \$21,903 (13.0%) for April.

Total base sales tax receipts through April (sales through January 31, 2012) totaled \$2,557,000 as compared to the previous year's receipts of \$2,373,483. This represents an increase of \$183,517 (7.7%).

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

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

Local Use Sales Tax receipts for the month of April (January sales) amounted to \$19,519 as compared to the previous year's receipts of \$19,460. This represents an increase of \$59 (0.3%) for April.

Total local use tax receipts through April (sales through January 31, 2012) totaled \$248,476 as compared to the previous year's receipts of \$247,178. This represents an increase of \$1,298 (0.5%).

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

Total Sales Tax receipts for the month of April (January sales) amounted to \$210,144 as compared to the previous year's receipts of \$188,182. This represents an increase of \$21,962 (11.7%) for April.

Total Sales Tax receipts through April (sales through January 31, 2012) totaled \$2,805,476 as compared to the previous year's receipts of \$2,620,661. This represents an increase of \$184,815 (7.1%) 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

Sales Tax Revenue - Fiscal Year 2011-12

Base Sales Tax Fiscal Year 2011-12									
Receipt Month	Liability Month	2011	2012	Dollar Change	Percent Change	2011 YTD	2012 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	267,064	26,067	10.8%	2,204,761	2,366,375	161,614	7.3%
April	January	168,722	190,625	21,903	13.0%	2,373,483	2,557,000	183,517	7.7%
Total		2,373,483	2,557,000	183,517	7.7%				
Local Use Tax Fiscal Year 2011-12									
Receipt Month	Liability Month	2011	2012	Dollar Change	Percent Change	2011 YTD	2012 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	30,545	-1,274	-4.0%	227,718	228,957	1,239	0.5%
April	January	19,460	19,519	59	0.3%	247,178	248,476	1,298	0.5%
Total		247,178	248,476	1,298	0.5%				
Total Sales Tax Fiscal Year 2011-12									
Receipt Month	Liability Month	2011	2012	Dollar Change	Percent Change	2011 YTD	2012 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	297,609	24,793	9.1%	2,432,479	2,595,332	162,853	6.7%
April	January	188,182	210,144	21,962	11.7%	2,620,661	2,805,476	184,815	7.1%
Total		2,620,661	2,805,476	184,815	7.1%				

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: May 23, 2012

RE: Food and Beverage Tax Revenue

For April, the last month of the 2011-12 Fiscal Year, the Village has so far collected \$28,048 in new food-and-beverage tax revenue, which is \$4,146 more than the monthly budgeted amount of approximately \$23,902, or an increase of 17.3%.

For the 2011-12 Fiscal Year, food-and-beverage tax revenue totals \$317,267. This exceeds the budgeted amount of \$286,700 by \$30,567 or approximately 10.7% for the year.

It is hoped that this positive trend continues. The recent addition of a Taco Bell-KFC to the oasis, and the potential for two new dine-in restaurants (one downtown and one at the north end of the Village) are developments that ultimately should help bolster this revenue source.

As you'll recall, the annual budget of the Economic Development Commission (EDC) has historically been linked to Village's 1% food-and-beverage tax.

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

Thank you.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: May 24, 2012

RE: Advertising Campaigns

For the last few years, the Economic Development Commission (EDC) has committed to a dual-track advertising strategy, one that is designed to reach two distinct audiences, namely, residents and potential visitors from the surrounding area.

Local Campaign Fiscal Year 2011-12

For the 2011-12 fiscal year, the EDC's local campaign was "When You Spend In Town, It Comes Back Around," internally referred to as "Spree-cycling." The campaign employed a reinterpreted recycling "arrow" icon, with the phrase, "revisit, rediscover, reinvest." Each week's ad featured three Hinsdale businesses at no cost to them. The campaign ran weekly in *The Hinsdalean*.

Regional Campaign Fiscal Year 2011-12

The EDC's regional campaign was "Historic Hinsdale," internally referred to as "Historic-Euphoric." These ads featured catchy two-word combinations, such as "Unique-Boutique" and "Refined-Design." These ads ran in several bi-monthly editions of West Suburban Living Magazine, and for the first time, such a campaign was adapted for online program, with placement on websites such as Patch.com and StyleChicago.com. Viewers of the banners ads who elected to click on them were connected to the EDC's four new micro-websites, HinsdaleDining.com, HinsdaleFashion.com, HinsdaleForTheHome.com, and HinsdaleSpas.com.

International Economic Development Council (IEDC) Consideration

Both of the Fiscal Year 2011-12 advertising campaigns have been submitted for award consideration by the IEDC. The Village's local advertising campaigns of the recent past, "Who, What, Wear" and "Spending Locally Makes Common Cents" received first place "Excellence in Economic Development" awards in 2010 and 2011, respectively.

At the EDC's special meeting of May 30th, a few new campaign ideas will be presented for consideration of the group. To stimulate discussion, a few samples are attached.

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

Any mall lets you shop 'til you drop.
**Only Hinsdale lets you shop 'til
you're drop dead gorgeous.**



It's not. It's hinsdale.

Home to the hottest fashions this side of the city.

Alixandra Collections

40 S. Washington Street

The Green Goddess Boutique

52 S. Washington Street

Hinsdale Furriers

33 E. First Street

Stockholm Objects

39 S. Washington Street

Tigers & Tulips

14 W. First Street

Trousseaux

777 N. York Road

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFASHION.COM

Any mall lets you shop 'til you drop.
Only Hinsdale lets you shop 'til
you're drop dead gorgeous.



It's Hot. It's Hinsdale.

Where can the hottest fashions be found?

Alixandra Collections
40 S. Washington Street

The Green Goddess Boutique
52 S. Washington Street

Hinsdale Furriers
33 E. First Street

Stockholm Objects
39 S. Washington Street

Tigers & Tulips
14 W. First Street

Trousseaux
777 N. York Road

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFASHION.COM

You Could Make a Meal At Home...
**Or Visit The Village And Make
A Memory.**



It's earty. It's insdale.

Fine dining is easy to find, right here in the heart
of the Western Suburbs.

IL Poggialo

8 E. First Street

Nabuki

18 E. First Street

Zak's Place

112 S. Washington

Egg Harbor Restaurant

777 N. York Road

Jade Dragon

43 S. Washington Street

Toni Patisserie & Café

51 S. Washington Street

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFASHION.COM

You Could Make a Meal At Home...
Or Visit The Village And Make A
Memory.



It's Hearty. It's Hinsdale.

Fine dining is easy to find, right here in the
heart of the Western Suburbs.

IL Poggialo

8 E. First Street

Nabuki

18 E. First Street

Zak's Place

112 S. Washington

Egg Harbor Restaurant

777 N. York Road

Jade Dragon

43 S. Washington Street

Toni Patisserie & Café

51 S. Washington Street

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFASHION.COM

Visit Our Village.
You'll Be In Very Good Hands.



It's ealthy. It's insdale.

Rejuvenate, revitalize and reconnect at one
of our celebrated day-spas.

iDesign Salon
777 N. York Road

Zazu Salon And Day Spa
18 E. Hinsdale Avenue

The Face Loft
44 Harrison Place

The Lashe Spot
6 W. Hinsdale Avenue

Fixe Self Center
18 W. First Street

distinctly
Hinsdale
Since 1875

WWW.HINSDALESPAS.COM

Visit Our Village.
You'll Be In Very Good Hands.



It's Healthy. It's Hinsdale.

Rejuvenate, revitalize and reconnect at one
of our celebrated day-spas.

iDesign Salon
777 N. York Road

Zazu Salon And Day Spa
18 E. Hinsdale Avenue

The Face Loft
44 Harrison Place

The Lashe Spot
6 W. Hinsdale Avenue

Fixe Self Center
18 W. First Street

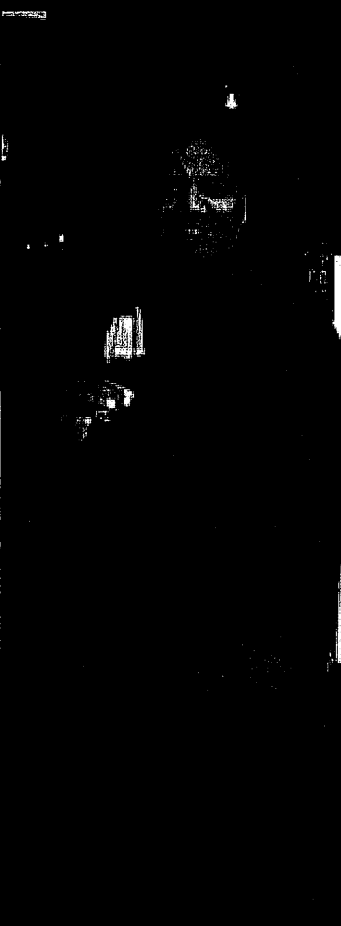
distinctly
Hinsdale
Since 1875

WWW.HINSDALESPAS.COM

BE VOCAL. SHOP LOCAL.



Toni Patisserie & Café
51 S. Washington Street



The Village Cellar
24 W. Chicago Avenue



Kramer Foods
16 Grant Square

When you dine locally, picking up the check supports our Village roads, parks and community services. Whether it's a scone, sandwich or seared steak, having it in Hinsdale shows great taste.



REVISIT
REDISCOVER
REINVEST

distinctly
Hinsdale
Since 1875

WWW.HISDALEDINING.COM

BE VOCAL. SHOP LOCAL.



Alixandra Collections

40 S. Washington Street

Stockholm Objects

39 S. Washington Street

Trousseaux

777 N. York Road

When you shop locally, your purchase supports our Village roads, parks and community services. With Hinsdale's wonderful selection of shops and boutiques, being an upstanding citizen never goes out of style.



REVISIT
REDISCOVER
REINVEST

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFASHION.COM

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 24, 2012

RE: Retail Sales Promotion Recap

As you are aware, on Friday, May 4th and Saturday, May 5th, the Economic Development Commission (EDC) held its second retail sales promotion, the “Shop Small Business Event.” This promotion had similar elements to last year’s effort, “Customer Appreciation Celebration,” but offered a new theme.

With a final total of 67 businesses, participation exceeded that of last year by three. Awareness of the event was generated primarily through a direct mail piece to every household in the Village and print and online advertisements.

Two websites were developed: (1) HinsdaleRetail.com, which offered business owners a convenient way for businesses to register for the event and submit a special offer or experience and (2) HinsdaleEvents.com, which provided a summary of participants and their special offers. All outreach featured the HinsdaleEvents.com address.

Window posters and event logo-branded balloons were provided to participating businesses. Vinyl banners were hung on light posts downtown, at the corners of Burlington Park, and on the First Street railing near the Chamber of Commerce.

Feedback on the event was attained through a brief, ten-question online survey, the results of which are attached. Twenty-seven responses were received; factoring in that a few participants own more than one business, a response rate of more than 42% was achieved.

On balance, the survey feedback is positive, as has been the few comments we’ve received in person. While feedback reveals support for these promotions, it also suggests further refinement. Last year’s feedback led us to develop a micro-site that listed participating businesses, their contact information, and their special offers and experiences.

This year's feedback also indicates that with family events commonplace, a carefully-selected date can affect the overall impact or at least the perception of a promotion. A few anecdotes relayed suggest that Friday of this year's event produced stronger commerce than normal but that Saturday was typical. Two family-centric events were cited: First Communion and Senior Prom.

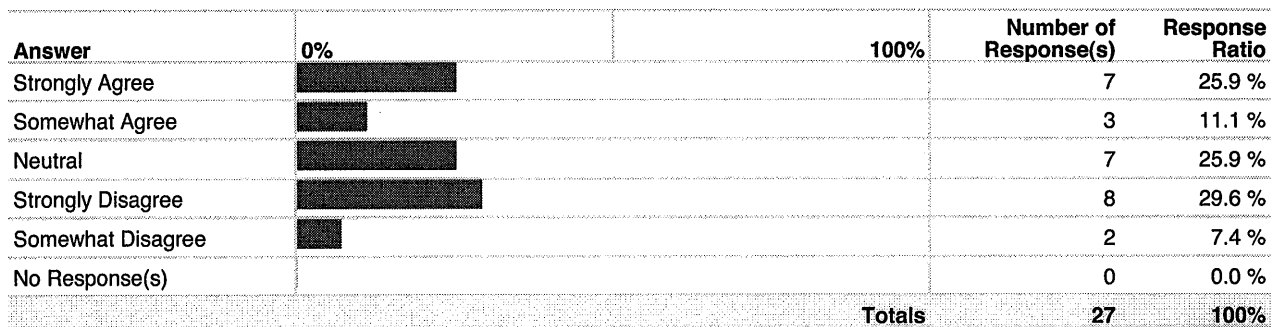
Members of the Commission may wish to provide opinions based upon what they experienced first hand or what they've read or heard, as well as any other thoughts or ideas for the future. Some items to consider include, among others: future themes (survey results showed slight favor to Customer Appreciation Celebration over Shop Small Business Event), the number of times per year these promotions should be conducted (results reveal strong support for two per year) and when they should be held (results show late fall the preferred time of year), the media mix and other means to get the word out to existing customer bases and to encourage new visitors, etc.

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

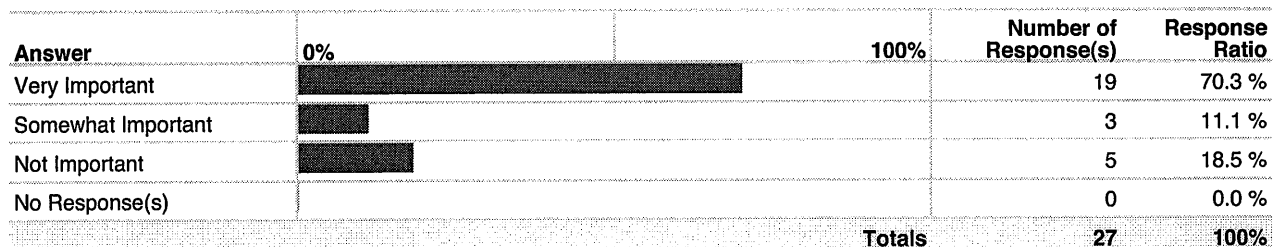
Thank you.

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




The promotional event resulted in an increase in your business when compared to the combined sales of a typical Friday and Saturday.



Free parking without time restrictions and enforcement was provided for the event. How important is this for a successful event?







In April of 2011, a similar retail sales event, the "Customer Appreciation Celebration," was conducted. Which theme do you prefer?

Answer	0%	100%	Number of Response(s)	Response Ratio
Shop Small Business Event			10	37.0 %
Customer Appreciation Celebration			12	44.4 %
Other			5	18.5 %
No Response(s)			0	0.0 %
Totals			27	100%

Outreach for the Shop Small Business Event focused predominantly on Hinsdale residents. For a future effort, please assess the importance of the following audiences that should be targeted.

1 = Least Important, 4 = Most Important




Answer	1	2	3	4	Number of Response(s)	Rating Score*
Hinsdale Residents					24	3.8
West Suburban Residents					25	3.4
City Residents					20	1.9
Other, Please List in Comments					10	2.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.





The website www.HinsdaleRetail.com offered a means to register for the event and to list a special offer or experience. Was this a convenient and efficient tool?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		26	96.2 %
No	<div><div></div></div>		1	3.7 %
No Response(s)			0	0.0 %
Totals			27	100%

The website www.HinsdaleEvents.com listed participating businesses and their special offers on the days of the event. All advertising to consumers included this website address. How effective do you believe a tool such as this to be?







Answer	0%	100%	Number of Response(s)	Response Ratio
Very Effective			5	19.2 %
Somewhat Effective			15	57.6 %
Not Effective			6	23.0 %
Totals			26	100%

How often should a village-wide retail sales promotion be conducted?

Answer	0%	100%	Number of Response(s)	Response Ratio
Once A Year			5	18.5 %
Twice A Year			12	44.4 %
Three Times A Year			4	14.8 %
Four Times A Year			7	25.9 %
Never			0	0.0 %
Totals			27	100%

Please assess the priority of when such events should be conducted.

1 = Highest, 5 = Lowest

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Early Spring						23	2.5
Late Spring						24	2.3
Early Fall						21	2.2
Late Fall						20	3.3
Christmas Holiday						23	2.5
Summer						19	2.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Did you promote your participation in the event and/or special offer through advertising, social media, direct mail, e-mail blasts, or phone calls to customers?

Answer	0%	100%	Number of Response(s)	Response Ratio
No			8	29.6 %
Yes			19	70.3 %
No Response(s)			0	0.0 %
Totals			27	100%

If you answered "yes" above, by what means did you promote your business on and leading up to the days of the event? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Print advertising			10	50.0 %
Social media			12	60.0 %
Direct mail to customer base			2	10.0 %
E-mail blast to customer base			12	60.0 %
Phone calls to customer base			5	25.0 %
Other			4	20.0 %
Totals			20	100%

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 24, 2012

RE: Potential Initiatives Fiscal Year 2012-13

The Economic Development Commission (EDC) has been assigned \$151,450 for Fiscal Year 2012-13. Attached you will find a list of potential initiatives and their respective, estimated costs.

This work program scenario is solely a draft to stimulate discussion among members. It was developed in a manner that reflects the last few years of EDC efforts.

Please keep in mind that the items listed may very well not represent a complete list of potential initiatives for the Commission. As a result, please do not hesitate to resurrect items from the past, bring new items forward, or adjust priorities at the special meeting on the 30th.

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 (EDC)
WORK PROGRAM FY 2012-13 - SCENARIO

Print Advertising (11.4%)

<i>West Suburban Living</i>	
Four bi-monthly issues @ \$1,775 ea	\$7,100
<i>The Hinsdalean</i>	
30 weeks @ \$235 per week	\$7,050
Six weeks full-page @ \$520 each	\$3,120
(Holiday and retail sales promotions)	
Total	<u>\$17,270</u>

Online Advertising (9.2%)

Savvy Hinsdale (10 months)	\$1,250
West Suburban Living (banner ads 12 weeks)	\$1,200
StyleChicago (banner ads 9 months)	\$4,500
Patch (strategic months/weeks)	\$7,000
Total	<u>\$13,950</u>

Website Updates (3.3%)	<u>\$5,000</u>
Distinctly Hinsdale for the Holidays Promotion/Event (7.9%)	<u>\$12,000</u>
Retail Sales Promotion/Event (6.6%)	<u>\$10,000</u>
“Other” Downtown Support - holiday lighting (13.2%)	<u>\$20,000</u>
Uniquely Thursdays – Chamber of Commerce Support (5%)	<u>\$7,500</u>
Managerial/Professional (16.7%)	<u>\$25,250</u>
Misc. Production (2%)	<u>\$3,000</u>
Physical/Urban Design (23.1%)	<u>\$35,000</u>
Contingency (1.6%)	<u>\$2,480</u>
TOTAL	<u>\$151,450</u>

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: May 24, 2012

RE: Tenant Update

Downtown

Last fall we began working with a prospect that I'm pleased to report has agreed to a lease for the space most recently occupied by The Garden Collection. While this is positive news, having an active business in this space still requires resolution of items related to building infrastructure and a positive review from Flagg Creek Water Reclamation District

School of Rock on South Washington held their grand opening on Saturday, April 28th. There was an open house, a ribbon cutting, and uniquely, a ceremonial guitar smashing.

Gateway Square

Amazing Gracie's Children's Shoppe has just opened next to Kinga European Children's Shoes.

An existing tenant is aiming to make an intra-town move from downtown to Gateway Square, pending zoning approval. The approval process includes a text amendment to make the use a special one in the B-1 Community Shopping District and a concurrent request for a special use permit for the applicant. The approval process has just begun, with a referral from the Zoning and Public Safety Committee.

Fox's on York, a family-oriented restaurant planned for Gateway Square, had its public hearing on May 9th for exterior appearance and site plan review and a special use permit for indoor entertainment. Primary elements of exterior appearance include a new exterior staircase on the north elevation of the building to meet the life safety requirement of a secondary means of egress; an updated railing for the exterior patio on the south elevation to meet life safety requirements and to add visual interest; and, signage for the north and south elevations. The primary issue that needs to be addressed as a result of neighbor feedback relates to access and circulation.

Greater Grant Square Area

As of this writing, Core Power Yoga west of Grant Square is just a few days from opening their doors. To complete their presence, signage and other exterior appearance improvements are being reviewed with the business owner, with a submittal or submittals possible in the next few weeks.

Although code-compliant signage is eligible for administrative review, other items related to exterior appearance (e.g., a new exterior cladding with a different material and color and pattern) trigger a formal approval process that consists of several meetings over a period of approximately three-to-four months.

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