

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, May 30, 2012

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey,
Mike Goebel 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

Call to Order

At 7:05 p.m., Chairman Karstrand called to order the Special Meeting of the Economic Development Commission (EDC) of Tuesday, May 30, 2012. (Agenda Item 1)

Chairman Karstrand announced the presence of the EDC's newest member, Mike Goebel. Mr. Goebel introduced himself to the group and noted his role as Chief Executive Officer of Adventist Hinsdale Hospital. Members of the Commission then individually introduced themselves to Mr. Goebel.

Approval of Minutes

Mr. Potter made a motion to approve the minutes of the special meeting of the EDC that was held on March 13, 2012. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott relayed that the more than two-year positive trend for sales tax revenue continued. He added that total sales tax revenue for the 2011-12 Fiscal Year totaled \$2,805,476, which revealed an increase of \$184,815 or 7.1% in relation to the prior year.

Mr. Scott reported that for the month of April, the last month of the fiscal year, food-and-beverage tax revenue totaled \$28,048, which was \$4,146 more than the monthly budgeted amount or an increase of 17.3%. Mr. Scott added that for the fiscal year, food-and-beverage revenue totaled \$317,267, which was \$30,567 greater than the projected figure and equated to an increase of 10.7% in relation to budget.

Mr. Potter inquired as to the availability of additional information, and in particular, by purchasing category. Mr. Scott replied that in the past the Illinois Department of Revenue had made limited information available to the Village and added that he would look into the prospect of attaining it again. (Agenda Item 3)

Advertising Campaigns

Mr. Scott introduced the prospect of new creative directions for advertising during the new fiscal year. He reminded members that over the last several years, the EDC has been utilizing a dual-track strategy that aims to connect with residents on the importance shopping locally and that targets potential visitors from the nearby region.

Mr. Grisko of Direct Advantage shared with members three new advertising campaign ideas: "Be Vocal, Shop Local", "Village Values, and "H-H." He noted that his firm had generated additional themes but decided to pare the list down internally in order to produce more fruitful exchanges with members in deciding on new campaigns.

Each member of the Commission provided their preferences and offered comments related to tag-lines, layouts, images, flexibility, copy, and the notion of calling readers to action. After a thorough discussion, members selected "Village Values" and "H-H" for the group's local and regional advertising campaigns, respectively.

Mr. Grisko stated that the campaigns would be re-worked based upon the feedback that had been supplied. Underscored during the discussion was the importance of attaining high-quality photographs of the Village and store owners and their products. (Agenda Item 4)

Spring Retail Sales Promotion

Chairman Karstrand introduced the topic and then turned over the recap of the event to the Commission's three retail members, Ms. Rembos, Mr. Alvarez, and Mr. Potter, since they worked cooperatively to develop its new theme, "Shop Small Business Event."

Ms. Rembos stated that overall the event was successful. Mr. Alvarez commented that the retailers who leveraged the event had positive results. Mr. Potter remarked that he experienced a noteworthy increase in business.

Members acknowledged the importance of the date of the event and how easily its selection can affect success. A few retailers that provided feedback noted that in their experience Friday was busier than usual but that Saturday was average. They suggested that two events that might explain Saturday's drop in traffic were

First Communion and senior prom. Although thoroughly deliberated and carefully selected (citing factors such as the likelihood of decent weather and Mother's Day), members acknowledged the importance of having a community-wide perspective when choosing future promotion dates. In addition, Chairman Karstrand suggested an even earlier announcement to retailers so that they may have ample time to incorporate a Village event into their store calendar.

Noted was that free parking without enforced time limits proved to be popular with all survey respondents (42% of retailers responded to the EDC's ten-question electronic survey). If free parking were offered again, Ms. Garvey suggested that meters be bagged in order for it to be clear with consumers. (Agenda Item 5)

Budget/Initiatives for Fiscal Year 2012-13

Briefly reviewed was the EDC's assigned budget for the new fiscal year that began May 1st and a draft program scenario based upon by the group's work over the last couple of years. Members were asked to consider these items and to bring forward others so that the group can formalize its list of initiatives and keep the Village Board apprised of its intentions. (Agenda Item 6)

Tenant Updates

Mr. Scott cited new tenants for each of the Village's business districts, including School of Rock downtown, Core Power Yoga immediately west of Grant Square, and Amazing Gracie's Children's Shoppe in Gateway Square. Mr. Scott added that two other businesses, one prospective and one existing, were at various stages of the zoning approval process. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Ms. Garvey made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The May 30, 2012 Special Meeting of the EDC was declared adjourned at 9:00 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: July 16, 2012

RE: Sales Tax Review

Following is a review of sales tax revenue for the first two months of the 2012-13 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 June (March sales) amounted to \$229,428 as compared to the previous year's receipts of \$200,806. This represents an increase of \$28,622 (14.3%) for June.

Total base sales tax receipts through June (sales through March 31, 2012) totaled \$423,251 as compared to the previous year's receipts of \$390,373. This represents an increase of \$32,878 (8.4%).

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 June (March sales) amounted to \$21,883 as compared to the previous year's receipts of \$21,708. This represents an increase of \$175 (0.8%) for June.

Total local use tax receipts through June (sales through March 31, 2012) totaled \$39,583 as compared to the previous year's receipts of \$42,628. This represents a decrease of \$3,045 (-7.1%).

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

Total Sales Tax receipts for the month of June (March sales) amounted to \$251,311 as compared to the previous year's receipts of \$222,514. This represents an increase of \$28,797 (12.9%) for June.

Total Sales Tax receipts through June (sales through March 31, 2012) totaled \$462,834 as compared to the previous year's receipts of \$433,001. This represents an increase of \$29,833 (6.9%) for the 2012-13 Fiscal Year.

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

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

Village of Hinsdale

Sales Tax Report

Base Sales Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	189,567	193,823	4,256	2.2%	189,567	193,823	4,256	2.2%
June	March	200,806	229,428	28,622	14.3%	390,373	423,251	32,878	8.4%
July	April	197,489	222,993	25,504	12.9%	587,862	646,244	58,382	9.9%
August	May	205,101							
September	June	214,751							
October	July	209,788							
November	August	223,850							
December	September	225,252							
January	October	214,533							
February	November	218,174							
March	December	267,064							
April	January	190,625							
Total		2,557,000							

Local Use Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	20,920	17,700	(3,220)	-15.4%	20,920	17,700	(3,220)	-15.4%
June	March	21,708	21,883	175	0.8%	42,628	39,583	(3,045)	-7.1%
July	April	20,281							
August	May	19,760							
September	June	21,834							
October	July	17,475							
November	August	20,812							
December	September	15,785							
January	October	19,850							
February	November	19,987							
March	December	30,545							
April	January	19,519							
Total		248,476							

Total Sales Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	210,487	211,523	1,036	0.5%	210,487	211,523	1,036	0.5%
June	March	222,514	251,311	28,797	12.9%	433,001	462,834	29,833	6.9%
July	April	217,770							
August	May	224,861							
September	June	236,585							
October	July	227,263							
November	August	244,662							
December	September	241,037							
January	October	234,383							
February	November	238,161							
March	December	297,609							
April	January	210,144							
Total		2,805,476							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: July 19, 2012

RE: Food and Beverage Tax Revenue

For the 2012-13 Fiscal Year, the budget projection for food-and-beverage tax revenue is \$311,500 or approximately \$25,958 per month.

For May, the first month of the 2012-13 Fiscal Year, the Village collected \$24,197 in food-and-beverage tax revenue, which is \$824 less (-3.3%) than the same period last year.

In terms of this year's monthly projected revenue, May was off \$1,761 or -6.8%. It should be kept in mind that these figures can be affected by the relative timeliness of submittals by businesses.

It is hoped that the springtime arrival of Taco Bell-KFC at the Hinsdale Oasis and the planned openings during the current fiscal year of three new businesses (a small artisanal coffee roaster/cafe and two new restaurants) will allow the Village to meet or exceed projected food-and-beverage tax revenue. The two full-service restaurants are Fox's on York at Gateway Square and Cine in the central business district. All three of these owners have expressed a desire to open in the fall.

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: July 18, 2012

RE: Business Registrations/Licenses

For the 2012 calendar year, the Village has issued 625 business registrations/licenses, which represents \$46,875 in revenue.

To understand the current state of the registration/license program, we have taken and are taking a number of steps. One is conducting inventories of all business- and office-zoned districts (performed by the Economic Development summer intern). A second is the addition of zoning district to registrations/licenses in our database. From these two efforts, compliance by zoning category and district will be available.

Although final tallies are not yet available due to a modest amount of field inventorying of businesses that is still to be performed, preliminarily it appears that compliance within the Village's business districts is fairly high, while office districts lag. This disparity could be due to a number of factors, including different levels of understanding and expectation of the Village's registration/licensing requirement by building- and business-owners. Customer-driven retailers (those with traditional storefronts) and restaurateurs may consider registrations/licensing customary, while office professionals might not (particularly those who are licensed by the state, such as doctors, attorneys, and real estate brokers). Another factor may be value proposition, as retail-driven businesses receive website listings and advertising exposure. Creation of a professional services directory may help improve the perceived value of registration/licensing among those businesses.

Other considerations to improve the rate of compliance could include an internal process where administration staff members would verify business registration/license status when other inquiries are being made (e.g., parking permits) and perhaps another effort to communicate with building owners the Village's requirement that all businesses be registered/licensed.

In addition, the price of registrations/licenses (flat fee of \$75) has been static since the development of the ordinance in 2005. If some form of graduated

pricing were explored, factors could include, among potentially others, business category (i.e., retail, office, home-based) and square footage of business.

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

Thank you.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: July 18, 2012

RE: New Advertising Campaigns

Over the last several years, the Economic Development Commission (EDC) has followed a dual-track approach to reach two targeted audiences, specifically, residents and potential visitors from nearby communities.

The EDC's advertising campaigns to reach these audiences have emphasized the importance and benefits of shopping locally and highlighted the attractiveness of the Village as a unique and charming place to visit.

New Campaign Themes

At the last meeting of the EDC, members reviewed and considered several potential themes for local and regional advertising campaigns for the new fiscal year that began May 1st. After a thorough discussion, members selected "Village Values" for the local market and "H-H" for regional outreach.

As you will recall, "Village Values" is intended primarily to celebrate the characteristics of the place residents call home. This allows for moments of pride and also provides another way of underscoring the value and importance of shopping locally. If desired, the word "value" in the campaign can also be used in the financial sense to promote the benefits available during a retail sales promotion/event.

Selected by members to target likely regional visitors, the "H-H" campaign features two concise sentences at the top of each ad that are intended to grab the reader's attention. The first sentence reveals an attribute that begins with the letter "h", while the second sentence is always, "It's Hinsdale." For example, the headline of an ad that features a Hinsdale restaurant's cuisine could be, "It's Hearty. It's Hinsdale."

To reveal how the creative themes have been brought to life graphically, sample advertisements of both campaigns will be shared at the Commission's meeting.

Placement

Over the last few years, the vehicles for print campaigns have been *The Hinsdalean* and *West Suburban Living* Magazine. As members will recall, during the last fiscal year the regional campaign was adapted for the Internet with ads reformatted into banners for placement on websites that targeted likely visitors from the region. These ads offered viewers the ability to click-through to categorical micro-websites HinsdaleForTheHome.com, HinsdaleFashion.com, HinsdaleDining.com, and HinsdaleSpas.com, all of which listed business names, contact information, and websites.

Awards

I'm pleased to report that the EDC has just received two International Economic Development Council awards for its advertising campaigns of the last fiscal year. For shopping locally, "When You Spend In Town, It Comes Back Around" was recognized with a gold medal, and the group's regional effort, "Historic Hinsdale" was awarded a silver medal.

These 2012 advertising awards follow up on first place recognition for 2011's "Spending Locally Makes Common Cents" and 2010's "Who, What, Wear," both of which reinterpreted the "shop local" message. The EDC's Distinctly Hinsdale multi-media promotional brochure was also recognized as a first place winner in 2008.

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

Thank you.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: July 18, 2012

RE: Tenant Update

Following are brief summaries of tenant activity in each of the Village's main business districts.

Downtown

An artisanal coffee roaster is slated for Village Place, in the tenant space most recently occupied by The Garden Collection. Their plan review has been completed, and a permit has been received by Flagg Creek. Still pending is a permit from DuPage County Health Department, that once approved, will allow build-out of the space to commence.

The Salon by David & William recently opened in an upper level space at 54 S. Washington St. in the space formerly occupied by Jack's Hair Design & Nails.

Cine, a Latin-influenced restaurant, is under construction in the front tenant space of the Hinsdale Theater building. Fall has been offered for its tentative opening.

As part of a substantial effort to reduce the number of its North American stores by 189 (or approximately one-fifth), Gap and Gap Kids have vacated their tenant spaces. A real estate broker with ties to the local community is marketing the spaces, and we have an established relationship and will maintain a dialogue. It should be kept in mind that while both spaces are attractive and advantageously located, they are both larger than what many prospective businesses have expressed an interest in.

The owner of the property at the southwest corner of First and Garfield property is exploring options to rehabilitate the existing building or redevelop in a contextual manner.

Gateway Square

Currently located downtown, Air Fitness is pursuing a text amendment to make fitness facilities a special use in the B-1 Community Shopping District and simultaneously is requesting a special use permit to operate their business in Gateway Square. The owner intends to continue selling retail (equipment, nutritional supplements, etc.) at their new location. The zoning request was received favorably at the public hearing at the most recent meeting of the Plan Commission.

Fox's on York, a family-oriented restaurant planned for Gateway Square, had its requests approved. These included: exterior appearance and site plan review and a special use permit for live indoor entertainment. Inland, the property owner, will

Greater Grant Square Area

Recently-opened Core Power Yoga at Vine and Lincoln just received approval for a sign on the northern elevation of the building. To further upgrade their facility, other cosmetic improvements are expected to be submitted for the Village's exterior appearance and site plan review process in the near future.

A new salon concept, Zazu Men, is planned for the tenant space at Grant Square formerly occupied by the Jeffrey Charles Salon.

I am working with the owner of a prospective dance school to locate in available tenant space on West Chestnut Street. Reportedly, a dance school operated out of this same location years ago. However, given the current Zoning Code, the applicant is applying for a text amendment to make dance schools a special use in the B-3 General Business District, and concurrently, will be asking for a special use permit to operate her studio, the Hinsdale Dance Academy.

Ogden Avenue

Interest in the eastern third of the corridor (i.e., York Rd. to I-294) has again been expressed. If advanced, this idea would center on reuse with the possibility for additional new investment. As shared, the proposal would be compatible with the established uses of the area.

New Ideas

Members of the Commission are encouraged to share their ideas about desirable businesses that would complement the Village's existing mix. In addition, members may also wish to discuss the potential for engaging business owners and residents in some coordinated fashion.

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: July 19, 2012

RE: Budget/Potential Initiatives Fiscal Year 2012-13

Attached is the current work program for the Economic Development Commission (EDC), with narratives for each category of initiatives. Please review in advance of the meeting on the 24th in order to offer feedback on existing items or put forth recommendations for new ones.

You will notice new parameters, including the breaking down of the budget into two main categories: promotional expenses and non-infrastructure capital expenses. The former is not to exceed 60% or \$90,000 of the group's assigned resources of \$150,000; the latter is not to exceed 40% or \$60,000. The EDC may request of the Village's Board of Trustees amounts in excess of the assigned ones. Also, going forward the EDC will budget at the same time as other departments.

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)
DRAFT WORK PROGRAM / BUDGET ITEMS FY 2012-13**

PROMOTION

(Not to exceed 60% or \$90,000 of \$150,000 budget allotment without approval of Village Board of Trustees)

With sales and food-and-beverage tax revenue generated by both residents and visitors, the EDC has utilized a dual-track approach for reaching these two audiences. While print has been the predominant channel, last year the EDC added online to the mix given the increasing use of the Internet by shoppers.

Print Advertising: \$17,270

Mix of local and regional

Use *The Hinsdalean* and *West Suburban Living* to reach these respective audiences

Online Advertising: \$13,950

Mix of local and regional

Use *Savvy Hinsdale* and *Patch* and *West Suburban Living* and *Style Chicago* to reach these respective audiences

The EDC's websites serve residents, visitors, existing retailers, prospective retailers, and brokers/site selectors. Development of new content and revisions to existing features would help increase the utility of the sites.

Websites - optimization of Distinctly Hinsdale and micro-sites: \$5,000

Edits, new content, photo/video, hosting, etc.

The last two years EDC has conducted retail sales promotions, namely, Shop Small Business Event and Customer Appreciation Celebration. The idea of the retail sales promotion as a tool to generate additional interest in Hinsdale commerce has been well-received by the Village's retailers. In addition, some consider the summer concert series Uniquely Thursdays and the holiday festivities of Distinctly Hinsdale for the Holidays community traditions.

Retail Sales Promotion & Events: \$29,500

Distinctly Hinsdale for the Holidays: \$12,000

Retail Sales Event(s): \$10,000

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

Several years ago, the EDC selected a marketing agency partner through a competitive process. Chicago-based Direct Advantage provides creative development, event development and support, media consultation and buying, graphic design, and other services as-needed. In addition, Staff is a member of various professional associations and attends their programs as warranted.

Managerial/Professional: \$25,250
Agency retainer: \$24,000
Professional organizations: \$1,250

A variety of items during the year require production or reproduction. Examples include posters for the information kiosk at the shopper parking plaza, banners to promote events, EDC meeting materials, and photographs for advertising.

Miscellaneous Production: \$3,000

Estimated total, promotional expenditures: \$88,970

NON-INFRASTRUCTURE CAPITAL

(Not to exceed 40% or \$60,000 of \$150,000 budget allotment without approval of Village Board of Trustees)

The charming character of Hinsdale is a differential competitive advantage, serving as a source of pride for residents and positioning the Village as a shopping and dining destination. The EDC has undertaken projects to improve and celebrate the built environment (e.g., historic downtown signs; way-finding signs; identification signs for businesses located on Village Place; the Washington St. shopper parking plaza and business directory; and the rehabilitation of the elevated walkway wall on First Street).

Permanent: \$35,600

Electrical capacity increase to Burlington Park: \$21,000
Distribution of power increase within Burlington Park: \$10,000
Replacement landscaping for Washington Street shopper parking plaza: \$700
Survey of Burlington Park corner: \$900
Design services (advance staff designs to bid/fabrication-ready): \$3,000

Seasonal: \$20,000

Holiday lighting and decorations of downtown, Burlington Park, and Memorial
Building tree/grounds


Estimated total, non-infrastructure capital expenditures: \$55,600

WORK PROGRAM SUMMARY

Total Estimated Expenses FY 2012-13: \$144,570
Total Budget Resources FY 2012-13: \$150,000

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: July 18, 2012

RE: Parking Analysis - Potential Grant

Attached you will find a recent memo regarding the “Local Technical Assistance Program” of the Chicago Metropolitan Agency for Planning (CMAP). The Village intends to apply for one of the program’s grants. If selected, the Village could receive assistance in areas such as analysis, engagement, and program development in order to most effectively manage the Village’s parking supply since doing so will contribute to the vitality of the central business district.

Please review the attached memo in advance of the EDC’s meeting on the 24th. If you have any questions or comments or would like to see the report referenced in the memo, 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 Saigh and Members of the Zoning and Public Safety Committee
From: Chief Bradley Bloom and Tim Scott
Date: June 19, 2012
Re: Discussion Item-Support for Grant Application for Assistance in Conducting a Comprehensive Parking Study in the Central Business District.



We were recently contacted by Ms. Lindsay Banks of the Chicago Metropolitan Agency for Planning (CMAP) regarding a potential grant opportunity through the Local Technical Assistance Program that provides staff assistance in developing a comprehensive parking study in our Central Business District.

Ms. Banks recently completed a report entitled "Parking Strategies to Support Livable Communities" A copy of this report is attached for your review.

Under the terms of the grant CMAP will provide staff assistance and guidance in completing the steps outlined in the report starting with an occupancy study and engaging the public and business community. Municipal support and support from the Chamber of Commerce is an essential part of being selected for the grant. The goal of this study is to develop best practices to manage our existing parking supply and gain community buy-in for the plan going forward.

Under the terms of the program grant applications are evaluated based on the following criteria:

- Alignment of the project with the recommendations of GO TO 2040
- Local need for assistance
- Feasibility and ability to implement
- Collaboration with other groups, including neighboring governments and nongovernmental groups
- Input from relevant Counties and Councils of Government (COGs)
- Geographic balance

According to Ms. Banks, the criteria for parking management assistance will be slightly different than other projects because the local need (financial ability of the municipality) will have less of an impact. This is primarily because more affluent communities might have the financial resources but not the technical expertise – and an affluent / thriving community is more likely to have parking congestion than a struggling community. Also, there won't be much inter-jurisdictional collaboration on parking management – but support from local Chamber of Commerce would be good.

Applications are due by August 1, 2012. One or two projects will be selected for the parking study in October 2012. The project will take approximately eight months to complete and does not require a local funding match.