VILLAGE OF HINSDALE ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on Tuesday, March 26, 2013

Members Present: Craig Chapello, Mike Goebel, Jan Grisemer, Steve Potter,

and Elyce Rembos

Members Missing: Luis Alvarez, Elizabeth Garvey, Molly Hughes, and

John Karstrand

Staff Present: Timothy Scott, AICP, CNU-A

Director of Economic Development

Others Present: Jan Anderson, President and CEO, Hinsdale Chamber

of Commerce

Call to Order

With the absence of Mr. Karstrand, Ms. Grisemer made a motion to have Mr. Chapello serve as Chairman for the evening's meeting. Mr. Goebel seconded, and the motion was approved unanimously. At 7:03 p.m. Mr. Chapello called to order the Economic Development Commission (EDC) meeting of Tuesday, March 26, 2013. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the meeting of the EDC that was held on January 22, 2013. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott stated that base sales taxes for the fiscal year-to-date, which reflected sales through December 31, 2012, revealed an increase of \$141,852 or 6.0% in relation to the previous year. He added that total sales tax revenue for the fiscal year-to-date totaled \$2,753,379, which showed an increase of \$158,047 or 6.1% through the same period last year.

Mr. Scott relayed that for the first eight months of the fiscal year, food-and-beverage revenue totaled \$275,044, which was revealed an increase of approximately 6% in relation to last year. (Agenda Item 3)

Review of Work Program & Budget

Mr. Scott summarized the work of the Commission to date and the items that remained planned for the remainder of the fiscal year. Acknowledged was that some may not be achievable given the short timeline. Mentioned was that the EDC's capital expenditures planned for the fiscal year beginning May 1st had been included the budget that had been put forth for the consideration of the Village's elected officials. (Agenda Item 4)

Potential Sales Promotion

Members of the EDC revisited their sales promotion-driven efforts of the past couple of spring seasons. The themes for those events were "customer appreciation" and "shop small business." Noted was that the latter had also essentially underpinned the group's efforts last holiday season, adding that it leveraged American Express' significant advertising. As a result of its discussion, the Commission elected to restore the "customer appreciation celebration" theme and move the event to June, specifically Friday the 7th and Saturday the 8th. rationale was to avoid competing with other family- and student-driven events such as prom, graduation, First Communion, etc. Highlighted was that the event could be part of a significant week of events with Farmers Market and Uniquely Thursdays kicking off and with the day overlap (Saturday) with the Fine Arts Fair. Opportunities for cross-promotion with the Chamber were mentioned. Mr. Scott commented that additional information would be prepared for the next meeting of the EDC for further development of the event. (Agenda Item 5)

Tenant Update

Mr. Scott provided a brief update on new tenants to enter each of the Village's business districts and commented on efforts with respect to other new businesses as well as the supplemental design review he had performed for the potential redevelopment of First Street from just east of the Chamber of Commerce to Garfield. (Agenda Item 6)

Adjournment

With no additional business before the Commission, Mr. Goebel made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The March 26, 2013 Meeting of the EDC was declared adjourned at 8:06 p.m. (Agenda Item 7)

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: April 19, 2013

RE: Sales Tax Review

Below you will find a review of sales tax revenue for the fiscal year 2012-13.

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 \$194,774 as compared to the previous year's receipts of \$190,625. This represents an increase of \$4,149 (2.21%) for April.

Total base sales tax receipts through April (sales through January 31, 2013) totaled \$2,703,001 as compared to the previous year's receipts of 2,557,000. This represents an increase of \$146,001 (5.7%).

<u>Local Use Sales Tax – Distributed on a per-capita basis</u>

(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 \$22,703 as compared to the previous year's receipts of \$19,519. This represents an increase of \$3,184 (16.3%) for April.

Total local use tax receipts through April (sales through January 31, 2013) totaled \$267,855 as compared to the previous year's receipts of \$248,46. This represents an increase of \$19,379 (7.8%).

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

Total sales tax receipts for the month of April (January sales) amounted to \$217,477 as compared to the previous year's receipts of \$210,144. This represents an increase of \$7,333 (3.5%) for April.

Total sales tax receipts for the 2012-13 fiscal totaled \$2,970,856 (and reflect sales through January 31, 2013) as compared to \$2,805,476 for the previous year. This reveals an increase of \$165,380 (or 5.9%).

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	Liability			Dollar	Percent	FY 11-12	FY 12-13	Dollar	Percent
Month	Month	FY 11-12	FY 12-13	Change	Change	YTD	YTD	Change	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	228,600	23,499	11.5%	792,963	874,844	81,881	10.3%
September	June	214,751	237,841	23,090	10.8%	1,007,714	1,112,685	104,971	10.4%
October	July	209,788	217,076	7,288	3.5%	1,217,502	1,329,761	112,259	9.2%
November	August	223,850	191,415	(32,435)	-14.5%	1,441,352	1,521,176	79,824	5.5%
December	September	225,252	224,487	(765)	-0.3%	1,666,604	1,745,663	79,059	4.7%
January	October	214,533	199,514	(15,019)	-7.0%	1,881,137	1,945,177	64,040	3.4%
February	November	218,174	282,426	64,252	29.4%	2,099,311	2,227,603	128,292	6.1%
March	December	267,064	280,624	13,560	5.1%	2,366,375	2,508,227	141,852	6.0%
April	January	190,625	194,774	4,149	2.2%	2,557,000	2,703,001	146,001	5.7%
Total		2,557,000							
				Local Us	e Tax				
Receipt	Liability			Dollar	Percent	FY 11-12	FY 12-13	Dollar	Percent
Month	Month	FY 11-12	FY 12-13	Change	Change	YTD	YTD	Change	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	20,181	(100)	-0.5%	62,909	59,764	(3,145)	-5.0%
August	May	19,760	21,102	1,342	6.8%	82,669	80,866	(1,803)	-2.2%
September	June	21,834	23,594	1,760	8.1%	104,503	104,460	(43)	0.0%
October	July	17,475	19,497	2,022	11.6%	121,978	123,957	1,979	1.6%
November	August	20,812	21,769	957	4.6%	142,790	145,726	2,936	2.1%
December	September	15,785	22,303	6,518	41.3%	158,575	168,029	9,454	6.0%
January	October	19,850	21,675	1,825	9.2%	178,425	189,704	11,279	6.3%
February	November	19,987	22,834	2,847	14.2%	198,412	212,538	14,126	7.1%
March	December	30,545	32,614	2,069	6.8%	228,957	245,152	16,195	7.1%
April	January	19,519	22,703	3,184	16.3%	248,476	267,855	19,379	7.8%
Total		248,476							
				Total Sal	es Tax				
Receipt	Liability			Dollar	Percent	FY 11-12	FY 12-13	Dollar	Percent
Month	Month	FY 11-12	FY 12-13	Change	Change	YTD	YTD	Change	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	243,174	25,404	11.7%	650,771	706,008	55,237	8.5%
August	May	224,861	249,702	24,841	11.0%	875,632	955,710	80,078	9.1%
September		236,585	261,435	24,850	10.5%	1,112,217	1,217,145	104,928	9.4%
October	July	227,263	236,573	9,310	4.1%	1,339,480	1,453,718	114,238	8.5%
November		244,662	213,184	(31,478)	-12.9%	1,584,142	1,666,902	82,760	5.2%
	September	241,037	246,790	5,753	2.4%	1,825,179	1,913,692	88,513	4.8%
January	October	234,383	221,189	(13,194)	-5.6%	2,059,562	2,134,881	75,319	3.7%
February	November	238,161	305,260	67,099	28.2%	2,297,723	2,440,141	142,418	6.2%
March	December	297,609	313,238	15,629	5.3%	2,595,332	2,753,379	158,047	6.1%
April	January	210,144	217,477	7,333	3.5%	2,805,476	2,970,856	165,380	5.9%
Total	- urraur y	2,805,476	~1/, T//	7,555	3.370	_,000,170	2,770,000	100,000	3.770
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MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: March 21, 2013

RE: Food and Beverage Tax Revenue

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

For March (February collection), the eleventh month of the fiscal year, the Village collected \$17,466 in food-and-beverage tax revenue. This is \$5,796 (or -24.9%) less than the same month last year.

For the first eleven months of the fiscal year, the Village has received \$292,510 in food-and-beverage tax revenue versus last year's \$289,219. This reveals an increase of \$3,291 or 1.1% for the same period last year and nearly 1.3% in relation to the budgeted amount.

The planned openings of Fox's on York and Dairy Queen/Orange Julius at the oasis should increase this revenue total in the new fiscal 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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: April 19, 2013

RE: Promotional Sales Event

At the last meeting of the Economic Development Commission (EDC), members decided to again pursue a retail sales promotion. Members agreed that they would like to return to the "Customer Appreciation Celebration" theme for the event and then keep the "Shop Small Business" theme for the event that kicks off the holiday shopping season and in turn capitalize on the vast advertising of American Express.

Members considered multiple dates to avoid conflicts with prom, graduation, First Communion, etc. As a result, the event has been scheduled for Friday, June 7th and Saturday, June 8th. It was thought that this window should provide enough lead time for merchants to develop some form of store-specific promotion.

With the Annual Fine Arts Fair is slated for Saturday, June 8th and Sunday, June 9th, EDC members believed that the customer appreciation event could provide a nice lead in and that the events could be cross-promoted.

Being developed is an advertising/communication plan for potential shoppers and both residents and potential visitors from the region will be targeted. As with past efforts, vehicles could include print and online banner advertising, a direct mail piece to all households, park and street post banners, and e-Hinsdale, which has a resident subscription base of approximately 1,000. Some drafts of these creative elements are attached for review and discussion.

A primary measure of success will be merchant acceptance. To achieve a high level of participation, timely and perhaps repetitive communication to merchants will be required. This could be handled efficiently and cost effectively through electronic means such as e-mail blasts from the Village and the Hinsdale Chamber of Commerce. In the past, printed packets have been distributed. This traditional means could be considered again.

In addition to refining the content and appearance of the creative outreach, an open item is whether all merchants are automatically included or whether

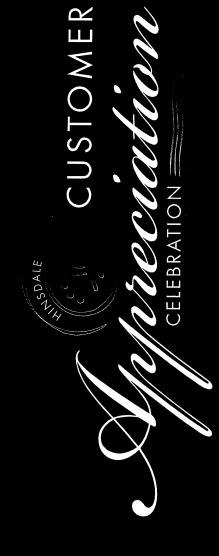
merchants should register to participate. Regardless, the HinsdaleRetail.com micro-website could again be used to provide a single-stop for retailers. The companion micro-website HinsdaleEvents.com could likewise be updated for consumers interested in what local businesses may feature on the days of the promotion.

This first week of June could prove to be one of the more active and commerce-friendly as has been seen in some time. Farmer's Market begins that Monday, Uniquely Thursdays kicks off for the season a few days later, Customer Appreciation would occur on Friday and Saturday, and then the 40th Anniversary of the Fine Arts Fair would conclude on the weekend.

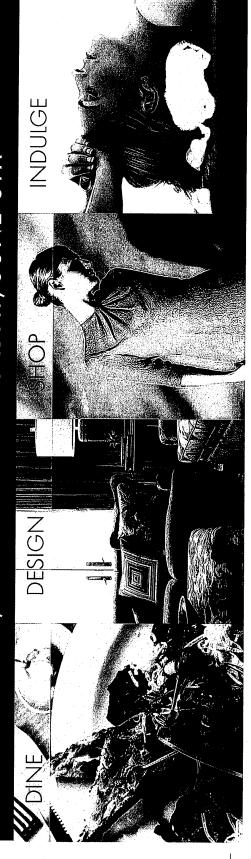
If you have any questions in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

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



FRIDAY, JUNE 7TH • SATURDAY, JUNE 8TH



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SUPPORT YOUR LOCAL SMALL BUSINESS

their continued support. So, we're hosting the second annual Customer Appreciation

Celebration, inviting you to two days of fabulous fashion, food and fun.

The retailers and restaurants of Hinsdale want to thank our loyal customers for

Hinsdale is home to many independent small businesses. These businesses employ your friends and neighbors and are a primary economic driver for our community.

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FRIDAY, JUNE 7TH • SATURDAY, JUNE 8TH

YOU'RE INVITED

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

SUPPORT YOUR LOCAL SMALL BUSINESS

Hinsdale is home to many independent small businesses. These businesses employ your friends and neighbors and are a primary economic driver for our community.



DINE

In the Village's complete range of restaurants, a collection that's made Hinsdale a culinary destination in the western suburbs. With new favorites and traditional standbys, there's something to suit every palate and occasion.



DESIGN

Your ideal room, addition, or even home. Visit the Village's specialty furniture and accessory retailers, art galleries, and interior designers and remodelers to make your house even more of a dream home.



SHOP

The Village's numerous unique boutiques that feature exclusive brands and exemplary service for women, children, and men.



INDULGE

In the soothing and rejuvenating effects of spa and beauty treatments at the Village's many salons and day spas.

Visit Hinsdale Events.com, for a complete listing.

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3 SHOPPING DESTINATIONS

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