To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design,

Date: August 21, 2013

RE: Sales Tax Review

Below you will find a review of sales tax revenue for the first four months of Fiscal Year 2013-2014.

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 August (May sales) amounted to \$251,912 as compared to the previous year's receipts of \$228,600. This represents an increase of \$23,312 (10.2%) for August.

Total base sales tax receipts through August (reflecting sales through May 31st) amounted to \$907,078 as compared to the previous year's receipts of \$874,844. This represents an increase of \$32,234 (3.7%) for August.

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 August (May sales) amounted to \$20,685 as compared to the previous year's receipts of \$21,102. This represents a decrease of \$417 (-2.0%) for August.

Total local use sales tax receipts through August (reflecting sales through May 31st) amounted to \$82,458 as compared to the previous year's receipts of \$80,866. This represents an increase of \$1,592 (2.0%) for August.

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

Total sales tax receipts for the month of August (May sales) amounted to \$272,597 as compared to the previous year's receipts of \$249,702. This represents an increase of \$22,895 (9.2%) for August.

Total sales tax receipts through August (reflecting sales through May 31st) amounted to \$989,536 as compared to the previous year's receipts of \$955,710. This represents an increase of \$33,826 (3.5%) for August.

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

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To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design

Date: August 22, 2013

RE: Food and Beverage Tax Revenue

For Fiscal Year 2013-14, the budget projection for food-and-beverage tax revenue is \$337,000 or approximately \$28,083 per month.

For the first three months of the fiscal year (that began May 1st), the Village has received \$86,568 in food-and-beverage tax revenue, which is \$6,852 or 8.6% more than for the same period last year. In addition, this year's total-to-date exceeds the Village's budget projection by \$2,318 or 2.75%.

During the current fiscal year, additional restaurants should be on line in time to contribute to this revenue stream. Downtown will see the addition of two new restaurants, Fuller's Tap & Grill in a portion of the Fuller's Home & Hardware building and a new restaurant for the space formerly occupied by Zak's Place.

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.

Receipt	Collection			Dollar	Percent	2013	2014	Dollar	Percent
Month	Month	2013	2014	Change	Change	YTD	YTD	Change	Change
May	April	24,197	27,728	3,531	14.6%	24,197	27,728	3,531	14.6%
June	May	22,786	23,871	1,085	4.8%	46,983	51,599	4,616	9.8%
July	June	32,733	34,969	2,236	6.8%	79,716	86,568	6,852	8.6%
August	July	30,135	21,310	(8,825)	-29.3%	109,851	107,878	(1,973)	-1.8%
September	August	25,480				135,331			
October	September	26,602				161,933			
November	October	32,167				194,100			
December	November	28,743				222,843			
January	December	30,103				252,946			
February	January	22,098				275,044			
March	February	17,466				292,510			
April	March	28,081				320,591			
						•	4		
Total		320,591	107,878						

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design

gn

Date: August 22, 2013

RE: New Advertising Campaign

As noted at the last meeting of the Economic Development Commission (EDC), the group has been implementing 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 destination and charming place to visit.

The current campaign theme is "Village Voices and Choices." As was presented to the group, two key objectives underpin the campaign: (1) characterize our local businesses and their owners or managers in a very personal way and (2) highlight the numerous local options that are available to residents.

The first ad (which is attached) featured a "back-to-school" theme and ran in *Hinsdale Living* Magazine. Expected next are ads placed in *The Hinsdalean*, which has been the primary vehicle for reaching residents and communicating the importance of shopping locally.

Dan Grisko of Direct Advantage will be present at the EDC meeting to recap the effort to kick of the campaign, the reception it has received so far, and potential ways to address logistics and production challenges (e.g., securing quotes, proper photography, etc.).

If you have any questions, comments, or any 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.

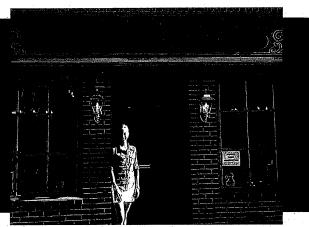
Thank you.



VILLAGE VOICE

"Back to school season is a fun time in Hinsdale. The parents and children are so excited and their enthusiasm can be felt throughout the village. At Tigers and Tulips, the energy in the store is contagious as kids are trying on their new shoes and running around the store to test them out. Everyday we display something new, but in August we really amp it up".

- Tiffany Shriver, Tigers & Tulips





FINE BACK TO SCHOOL FASHIONS ABOUND IN HINSDALE



My Sister Kate 48 S. Washington St.



Tigers & Tulips
14 W. First St.



Munchkin Land Kids 30 E. Hinsdale Ave.

distinctly distinctly

Since 1873

WWW.HINSDALEFASHION.COM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design,

Date: August 22, 2013

RE: Sign Provisions

Members of the Economic Development Commission (EDC) have discussed the potential for the temporary sidewalk sign to become a permitted type. Development of appropriate standards is ongoing.

Another type that seems to warrant discussion is the window sign. Currently permanent window signs are treated like wall signs. Given the cap on the total number of signs allowed per business, many of the signs in downtown storefront windows are technically illegal.

With that in mind, one potential approach is to not treat window signs like wall signs. The standard instead would be based on an acceptable percentage of window coverage (e.g., 30% of the surface area of each window). In terms of potentially amending the code, a graphic (or series of graphics) could supplement this definition so that expectations are clear, output is predictable, and enforcement is straightforward.

This is simply one potential approach. Please give some thought to developing a standard that is business-friendly yet maintains the charming character of the shopping districts.

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.

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design

Date: August 22, 2013

RE: Liquor Code

As needed, the Village's liquor code has been carefully amended. For example, relatively recent changes have enabled sales of beer and wine at Walgreen's, the gas stations, and the convenience store at the south end of town.

Several months ago, there was a discussion on the idea of a full-service restaurant license with extended hours. This could result in service being extended one hour during the week and a half hour on weekends. Another recent approval was an update to the wine boutique license that brings service hours in line with restaurants yet keeps package sales hours in line with other retail establishments.

Beyond the aforementioned changes, there is a desire to "clean up" the language and in turn provide consistency. In addition, I am working with a restaurateur with an innovative concept that may require a fresh look at the limited-service license classification. Any language changes to the code will be brought to the Village Board for their consideration in the near future.

Beyond thoughtful modernization of code, it is worth noting that the increase in restaurants is not only providing consumers with more choices and reasons to stay in or visit town, it is driving additional business traffic overall. It is hoped that this burgeoning sector provides incremental sales tax and food-and-beverage tax revenue and an increase in vitality that traditional retail businesses will elect to capitalize on.

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.

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design,

Date: August 22, 2013

RE: Burlington Park

Nestled between the Memorial Building and the historic central business district, Burlington Park is the physical and symbolic heart of the downtown area. Although the park remains a passive space the majority of time, it could be considered similar to a traditional town square, a place where the community regularly gathers in celebration.

With this in mind, the Economic Development Commission (EDC) has been investing in Burlington Park. The first of these efforts was bringing a 400-Ampere electric service to the park; this improved the operation of the band stage at "Uniquely Thursdays." An existing 200-Ampere service and neighboring equipment pole has been consolidated into a new single cabinet and relocated away from the planned curvilinear masonry wall (now obsolete, the pole will be removed by Public Services). In addition to these projects, the initial runs of the planned underground boring have been completed.

A 100-Ampere service for the east third of the park is planned, as is additional underground boring. Together these projects will allow for distribution of power throughout the park. Once this network is in place, outlets at the bases of trees may then be installed. These outlets would enable improved, expanded, and safer holiday lighting. Also, the network will bring power to the illuminated cabinets of the EDC's planned civic event sign assemblies, which will serve as more formal entry points into the Village's historic downtown. Featuring posters in place of banners, the new civic event signs are part of the EDC's work program and are intended to be completed in the current 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.

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design

Date: August 22, 2013

RE: Parking Project Update

As noted at the last meeting of the Economic Development Commission (EDC), the Village won a grant of technical assistance from the Chicago Metropolitan Agency for Planning (CMAP), the regional planning organization for the seven-county area.

CMAP's staff time and expertise are coming at no direct financial expense to the Village. As an unbiased third party expert, the organization is taking a fresh look at the Village's parking system and management of its supply.

The existing conditions report has been completed, although it may still receive a few additional edits. An overview of the report was presented by CMAP to the Village's parking working group.

With the project moving into the alternatives phase, attached you'll find a "roadmap" that captures some of the potential ideas that have been raised to date. For illustrative purposes, each road essentially travels to a potential destination or conclusion.

For general information about the project, please visit CMAP's project website at www.cmap.illinois.gov/hinsdale. As the project progresses, I will provide brief updates to the EDC.

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.

Parking Ideas



Get rid of all the meters and let people park for free.

Eliminating the meters would cause **employees** and commuters to remain in the most convenient spaces for longer periods of time, forcing paying customers to drive in circles **cruising for a space** (or not find one at all). Increasing the supply of parking would increase the demand for parking and not necessarily solve the problem of parking availability in front of stores, salons, restaurants, and other businesses.

> la Grange and ก้ายกรี่สะดุเธอร์ก CERCUSS How do Stileroids veriff

You pay for parking in Naperville whether you are aware of it or not. Every business in their Special Services Area has an **additional tax** on purchases that helps to pay for their garages. And for anyone who walks, bikes, or takes transit to the store, they have to pay more for their goods to subsidize drivers.

> The garage in La Grange was funded with a federal transit grant, and was intended to be used for commuters. This has been controversial with residents who are not allowed to use it for commuting due to time limits. Maintenance costs for the garage are paid through taxes, again making goods more expensive for people who walk, bike, or take transit, while subsidizing the least sustainable mode of transport.

Build a parking garage

Each space in a parking garage costs approximately \$30,000. Construction of a garage would effectively cost the Village \$5 per space per day for 40 years. If revenue from taxes on downtown purchases is greater than \$5 for every space, this would be a good idea. Is every shopper spending \$250? Some are, but most are not. When drivers are willing to pay \$5 for daily parking, a garage would be a good idea. Until then, making better use of existing spaces is the fiscally conservative choice.

There should be options for parking. For. people who want to park for free, there currently is free 2-hour parking within a 5minute walk of the intersection of Washington & Hinsdale Ave: For longer term parking, there is free parking within a 10-minute walk. The paid parking is for the convenient front-doorparking spot. In a mall, it is not uncommon to walk more than 5 minutes to your car.

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> > Coming soon!

Eliminate time limits and use demand-based pricing.

When prices are set to match demand levels, with the goal of 15% of spaces available per block (1 of every 7), long-term parkers (employees and commuters) will park further from the core and make prime spaces available for customers. When customers are able to quickly find a convenient space, and park without fear of getting a ticket. they find the experience more enjoyable.

> The Willage is just trying to ลิลแลเลเลล Representation

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This would kill

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When the price is set to

match demand levels, it

keeps the spaces about

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prices would be

lowered. If spaces are

85% full, businesses

aren't suffering. And when it's easy to find parking, customers will

find it more convenient.

Demand-based pricing is a strategy to: manage demand when supply is a imited and costly to increase. The Village is willing to return any additional revenue back to the street where the money is collected in the form of streetscaping, pothole repairs. or other needed improvements.

For the sake of customer convenience increased: prices should only be don with meters that accept credit cards and cell phone payment, as well a coins. These meters should remind customers when the meter is about to run out and allow them to 3 add time remotely.

Increase the fines on employees who park at metered spaces.

It can be hard for police officers to distinguish between shoppers and **employees**, and increased fines on shoppers would be very bad. Additionally, there are times when employees or business owners need to unload goods from their car and need to park closer. Carrots work better than sticks, and allowing employees to pay for this convenience, when necessary, is important.

linever have enough dhange.Ingreased priges will make this even more annoying.

Make employees put a

sticker on their car and only

let those cars park in employee spots.

Sometimes employees are shoppers, and

they shouldn't be punished when they come

downtown outside of work hours. And if they

can remove the sticker, then they'll probably

do that during work hours, so that they can

park closer. The cost of parking is the only

proven disincentive to employees who

regularly take up prime spots.

Make parking free with 2-hour time limits

Enforcing time limits is difficult and costly; they are currently in place and **not efficient**, and they **punish shoppers** who don't want to feel rushed for fear of getting a ticket.

A shuttle would be great for commuters who want to take advantage of Hinsdale's excellent Metra schedule, but can't find parking. But increasing the attractiveness of remote parking may just entice drivers from other communities, adding to traffic congestion. The Village has asked Metra if some express trains could stop at West Hinsdale instead of downtown, but this change would take Metra a long time to implement, and quicker solutions are needed

Have more express trains at other Metra stations or a shuttle from remote lots to the Hinsdale station.

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A - Director of Econ. Develop. & Urban Design

Date: August 22, 2013

RE: Tenant and Development Update

Following is a synopsis of interest and developments in the Village's business districts.

Downtown: A restaurant is planned for the space most recently occupied by Zak's Place. I am working with a prospective restaurateur. If it advances, he would bring a somewhat innovative concept to town. I am assisting an existing business owner who wishes to expand. We are exploring a couple of potential alternatives, and approval for either of these may require some process. The existing building at First and Garfield is being demolished as of this writing. This is to make way for a new, context-sensitive, two-story, mixed-use development. The new building will extend to Garfield to complete the street wall, which is in keeping with the established character of the district, but its shallow depth will afford a surface parking lot in the rear of the site.

Greater Grant Square: Grant Square Restaurant recently closed. I have been in touch with the property owner to exchange ideas for the space. Unleashed, a pet supply store, has signed a lease to occupy approximately two thirds of the space formerly occupied by Blockbuster. I am working with the new owner of the shallow commercial strip on Chestnut west of the Village's parking lot. The concept is to have a low-impact development with a small-footprint building (likely with an office tenant) surrounded by landscape with required parking provided at the western edge of the site that neighbors an existing commercial building.

Ogden Avenue: Two existing buildings in the office park area have improvements planned, with the potential for additional investment. I remain in contact with the owner's representative for the "GM" site as well as the property owner of 230 E. Ogden. An existing business owner is looking to expand somewhere along the corridor.

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.