


## MEMORANDUM

**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

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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 31<sup>st</sup>) 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 31<sup>st</sup>) 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**

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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 31<sup>st</sup>) 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](mailto:tscott@villageofhinsdale.org).

cc: President Cauley & Board of Trustees

## Sales Tax Report

**Base Sales Tax**


Receipt Month	Liability Month	FY 12-13	FY 13-14	Dollar Change	Percent Change	FY 12-13 YTD	FY 13-14 YTD	Dollar Change	Percent Change
May	February	193,823	210,060	16,237	8.4%	193,823	210,060	16,237	8.4%
June	March	229,428	206,772	(22,656)	-9.9%	423,251	416,832	(6,419)	-1.5%
July	April	222,993	238,334	15,341	6.9%	646,244	655,166	8,922	1.4%
August	May	228,600	251,912	23,312	10.2%	874,844	907,078	32,234	3.7%
September	June	237,841				1,112,685			
October	July	217,076				1,329,761			
November	August	191,415				1,521,176			
December	September	224,487				1,745,663			
January	October	199,514				1,945,177			
February	November	282,426				2,227,603			
March	December	280,624				2,508,227			
April	January	194,774				2,703,001			
Total									
		2,703,001							

### Local Use Tax

Receipt Month	Liability Month	FY 12-13	FY 13-14	Dollar Change	Percent Change	FY 12-13 YTD	FY 13-14 YTD	Dollar Change	Percent Change
May	February	17,700	17,005	(695)	-3.9%	17,700	17,005	(695)	-3.9%
June	March	21,883	21,344	(539)	-2.5%	39,583	38,349	(1,234)	-3.1%
July	April	20,181	23,424	3,243	16.1%	59,764	61,773	2,009	3.4%
August	May	21,102	20,685	(417)	-2.0%	80,866	82,458	1,592	2.0%
September	June	23,594				104,460			
October	July	19,497				123,957			
November	August	21,769				145,726			
December	September	22,303				168,029			
January	October	21,675				189,704			
February	November	22,834				212,538			
March	December	32,614				245,152			
April	January	22,703				267,855			
Total									
		267,855							

**Total Sales Tax**[illegible]

## MEMORANDUM

**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

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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 1<sup>st</sup>), 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](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees

Receipt Month	Collection Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 YTD	Dollar Change	Percent 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			
Total		320,591	107,878						

## MEMORANDUM

**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:** New Advertising Campaign

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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.

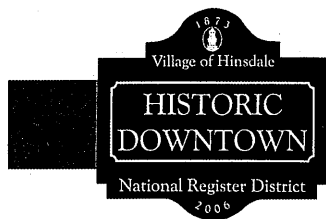
Dan Grisko of Direct Advantage will be present at the EDC meeting to recap the effort to kick off the campaign, the reception it has received so far, and potential ways to address logistics and production challenges (e.g., securing quotes, proper photography, etc.).

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](mailto:tscott@villageofhinsdale.org).

Thank you.

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cc: President Cauley & Board of Trustees



# 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**

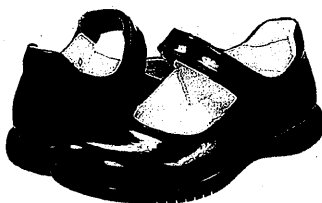


## & CHOICES

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  
*Hinsdale*  
Since 1873

WWW.HINSDALEFASHION.COM

## MEMORANDUM

**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

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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](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees



## MEMORANDUM

**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

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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](mailto:tscott@villageofhinsdale.org).

Thank you.

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## MEMORANDUM

**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

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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](mailto:tscott@villageofhinsdale.org).

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## MEMORANDUM

**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

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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](http://www.cmap.illinois.gov/hinsdale). As the project progresses, I will provide brief updates to the EDC.

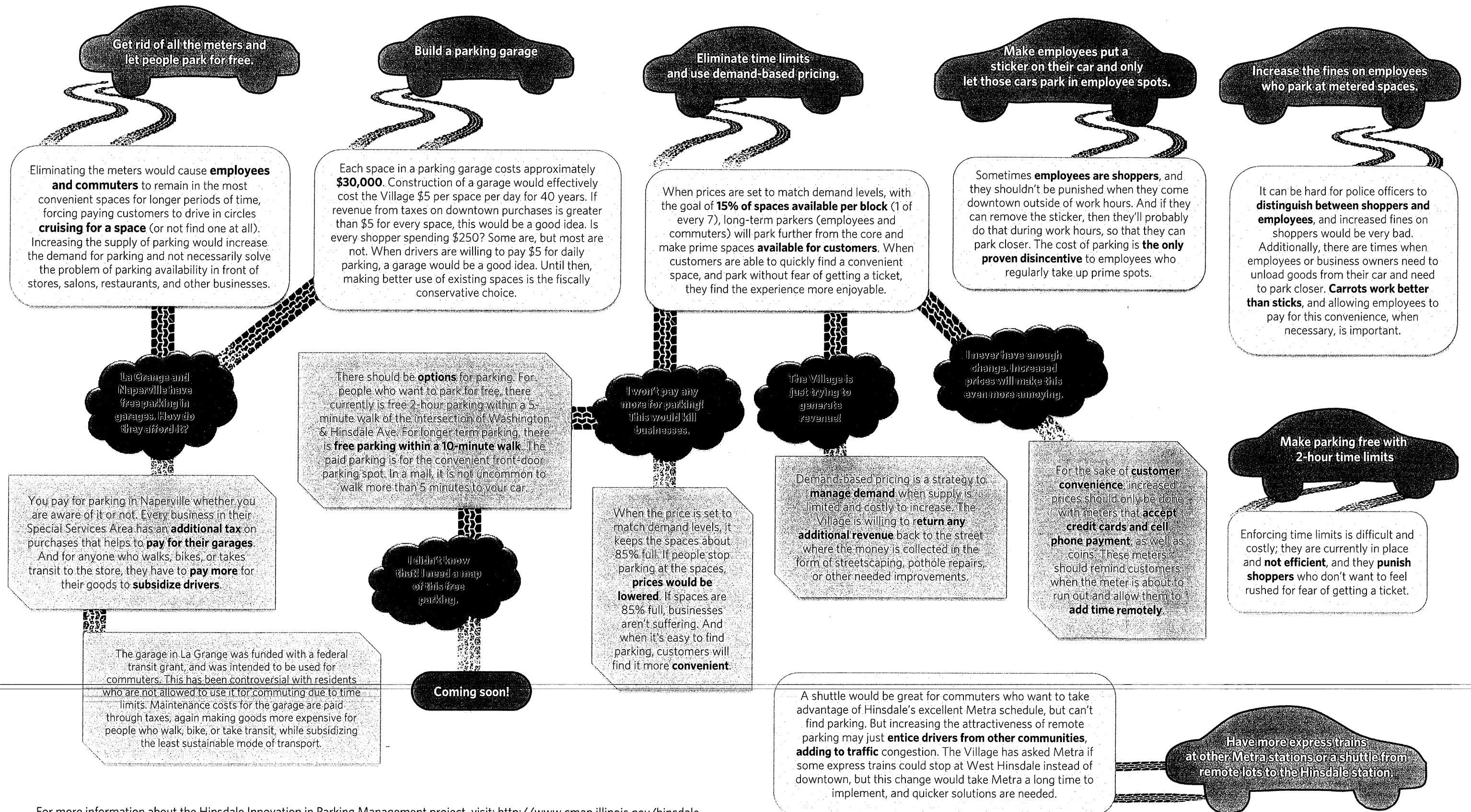
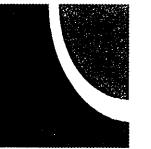
If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

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# Parking Ideas



## MEMORANDUM

**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

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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](mailto:tscott@villageofhinsdale.org). Thank you.

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