

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, June 24, 2014

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer, John Karstrand, and Elyce Rembos

Members Missing: Elizabeth Garvey, Mike Goebel, Steve Potter, and Chris Schramko

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

Others Present: Jan Anderson, Hinsdale Chamber of Commerce; Dan Grisko, Direct Advantage; and, Kimberly Fornek, *The Doings*

Call to Order

At 7:06 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, June 24, 2014. (Agenda Item 1)

Update from the Hinsdale Chamber of Commerce

Ms. Anderson, President and Chief Executive Officer of the Chamber, provided a summary of the group's first-ever "At Home in Hinsdale" show. She said that it was very well-attended, particularly the individual topical/thematic break-out sessions. Ms. Anderson added that vendors expressed their satisfaction with the event and those that she had heard from directly commented that they would certainly partake if it was held again. (Agenda Item 9)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on March 25, 2014. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 2)

Discussion and Consideration of New Advertising Campaign Concept

Mr. Scott provided a brief summary of the EDC's annual effort to develop an advertising campaign or campaigns that emphasize the importance of shopping locally and the attractiveness of the Village as a destination and authentic place to visit for shopping, dining, and relaxation. Mr. Grisko of Direct Advantage formally

presented the newest advertising campaign idea. He noted that the campaign was developed to feature as many retailers as possible within the four business categories of fashion, dining, spas, and home décor and design. Mr. Grisko commented that for the first time the EDC would have a campaign that was designed with video in mind. He showed the EDC sample 15-second productions that highlighted the four business categories and noted the flexibility of the campaign by revealing sample print advertisements. Members individually provided positive feedback and expressed their support for the campaign creative. Mr. Scott stated that a media plan would be developed for consideration at an upcoming meeting of the EDC. (Agenda Item 3)

Other Business

Building off of the advertising campaign discussion, Mr. Scott suggested that members begin to think about whether the EDC should conduct a sales promotion this fiscal year, and if so, what theme it might take. He added that one traditional time could be Thanksgiving weekend with the Merchant Open House on Friday followed by Small Business Saturday. Ms. Rembos then commented on the “tax free” promotion she experienced at her Chicago retail boutique and noted that merchant acceptance was high and customer reception was favorable. Members agreed to formally take up the sales promotion subject as an agenda item at a future meeting. (Agenda Item 4)


Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The June 24, 2014 meeting of the EDC was declared adjourned at 7:58 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 Econ. Develop. & Urban Design 
Date: July 29, 2014
RE: Sales Tax Review

Below you will find a review of sales tax revenue for the first three (3) months (or the first 25%) of Fiscal Year 2014-2015.

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 July (April sales) amounted to \$252,996 as compared to the previous year's receipts of \$238,334. This represents an increase of \$14,662 (6.2%) for July.

Total base sales tax receipts through July (reflecting sales through April 30th) amounted to \$688,580 as compared to the previous year's receipts of \$655,166. This represents an increase of \$33,414 (5.1%) for July.

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 July (April sales) amounted to \$23,995 as compared to the previous year's receipts of \$23,424. This represents an increase of \$571 (2.4%) for July.

Total local use sales tax receipts through July (reflecting sales through April 30th) amounted to \$69,737 as compared to the previous year's receipts of \$61,773. This represents an increase of \$7,964 (12.9%) for July.

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

Total sales tax receipts for the month of July (April sales) amounted to \$276,991 as compared to the previous year's receipts of \$261,758. This represents an increase of \$15,233 (5.8%) for July.

Total sales tax receipts through July (reflecting sales through April 30th) amount to \$758,317 as compared to the previous year's receipts of \$716,939. This represents an increase of \$41,378 (5.8%) for July.

For the fiscal year-to-date, total sales tax revenue is \$14,491 (or 5.5%) more than the Village's budget projection.

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

cc: President Cauley and Village Board of Trustees
Kathleen A. Gargano, Village Manager

VILLAGE OF HINSDALE - SALES TAX REPORT
Base Sales Tax
510-5253

Receipt Month	Liability Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 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	234,000	(3,841)	-1.6%	1,112,685	1,141,078	28,393	2.6%
October	July	217,076	235,975	18,899	8.7%	1,329,761	1,377,053	47,292	3.6%
November	August	191,415	245,268	53,853	28.1%	1,521,176	1,622,321	101,145	6.6%
December	September	224,487	226,513	2,026	0.9%	1,745,663	1,848,834	103,171	5.9%
January	October	199,514	228,925	29,411	14.7%	1,945,177	2,077,759	132,582	6.8%
February	November	282,426	208,282	(74,144)	-26.3%	2,227,603	2,286,041	58,438	2.6%
March	December	280,624	266,844	(13,780)	-4.9%	2,508,227	2,552,885	44,658	1.8%
April	January	194,774	223,792	29,018	14.9%	2,703,001	2,776,677	73,676	2.7%
Total		2,703,001	2,776,677	73,676	2.7%				

Receipt Month	Liability Month	2014	2015	Dollar Change	Percent Change	2014 YTD	2015 YTD	Dollar Change	Percent Change
May	February	210,060	193,753	(16,307)	-7.8%	210,060	193,753	(16,307)	-7.8%
June	March	206,772	241,831	35,059	17.0%	416,832	435,584	18,752	4.5%
July	April	238,334	252,996	14,662	6.2%	655,166	688,580	33,414	5.1%
August	May	251,912	-	(251,912)	-100.0%	907,078	688,580	(218,498)	-24.1%
September	June	234,000	-	(234,000)	-100.0%	1,141,078	688,580	(452,498)	-39.7%
October	July	235,975	-	(235,975)	-100.0%	1,377,053	688,580	(688,473)	-50.0%
November	August	245,268	-	(245,268)	-100.0%	1,622,321	688,580	(933,741)	-57.6%
December	September	226,513	-	(226,513)	-100.0%	1,848,834	688,580	(1,160,254)	-62.8%
January	October	228,925	-	(228,925)	-100.0%	2,077,759	688,580	(1,389,179)	-66.9%
February	November	208,282	-	(208,282)	-100.0%	2,286,041	688,580	(1,597,461)	-69.9%
March	December	266,844	-	(266,844)	-100.0%	2,552,885	688,580	(1,864,305)	-73.0%
April	January	223,792	-	(223,792)	-100.0%	2,776,677	688,580	(2,088,097)	-75.2%
Total		2776677	688,580	(2088097)	-75.2%				

VILLAGE OF HINSDALE - SALES TAX REPORT
Local Use Sales Tax
510-5253

Receipt Month	Liability Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 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	27,473	3,879	16.4%	104,460	109,931	5,471	5.2%
October	July	19,497	23,634	4,137	21.2%	123,957	133,565	9,608	7.8%
November	August	21,769	22,083	314	1.4%	145,726	155,648	9,922	6.8%
December	September	22,303	23,825	1,522	6.8%	168,029	179,473	11,444	6.8%
January	October	21,675	25,568	3,893	18.0%	189,704	205,041	15,337	8.1%
February	November	22,834	24,070	1,236	5.4%	212,538	229,111	16,573	7.8%
March	December	32,614	37,872	5,258	16.1%	245,152	266,983	21,831	8.9%
April	January	22,703	20,082	(2,621)	-11.5%	267,855	287,065	19,210	7.2%
Total		267,855	287,065	19,210	7.2%				

Receipt Month	Liability Month	2014	2015	Dollar Change	Percent Change	2014 YTD	2015 YTD	Dollar Change	Percent Change
May	February	17,005	19,714	2,709	15.9%	17,005	19,714	2,709	15.9%
June	March	21,344	26,028	4,684	21.9%	38,349	45,742	7,393	19.3%
July	April	23,424	23,995	571	2.4%	61,773	69,737	7,964	12.9%
August	May	20,685	-	(20,685)	-100.0%	82,458	69,737	(12,721)	-15.4%
September	June	27,473	-	(27,473)	-100.0%	109,931	69,737	(40,194)	-36.6%
October	July	23,634	-	(23,634)	-100.0%	133,565	69,737	(63,828)	-47.8%
November	August	22,083	-	(22,083)	-100.0%	155,648	69,737	(85,911)	-55.2%
December	September	23,825	-	(23,825)	-100.0%	179,473	69,737	(109,736)	-61.1%
January	October	25,568	-	(25,568)	-100.0%	205,041	69,737	(135,304)	-66.0%
February	November	24,070	-	(24,070)	-100.0%	229,111	69,737	(159,374)	-69.6%
March	December	37,872	-	(37,872)	-100.0%	266,983	69,737	(197,246)	-73.9%
April	January	20,082	-	(20,082)	-100.0%	287,065	69,737	(217,328)	-75.7%
Total		287,065	69,737	(217,328)	-75.7%				

VILLAGE OF HINSDALE - SALES TAX REPORT

Sales Tax Total, with Use Tax from LGDF


510-5253

Receipt Month	Liability Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 YTD	2014 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %
May	February	211,523	227,065	15,542	7.3%	211,523	227,065	249,167	15,542	7.3%	(22,102)	-8.9%
June	March	251,311	228,116	(23,195)	-9.2%	462,834	455,181	249,167	(7,653)	-1.7%	(21,051)	-8.4%
July	April	243,174	261,758	18,584	7.6%	706,008	716,939	249,167	10,931	1.5%	12,591	5.1%
August	May	249,702	272,597	22,895	9.2%	955,710	989,536	249,167	33,826	3.5%	23,431	9.4%
September	June	261,435	261,473	38	0.0%	1,217,145	1,251,009	249,167	33,864	2.8%	12,306	4.9%
October	July	236,573	259,609	23,036	9.7%	1,453,718	1,510,618	249,167	56,900	3.9%	10,442	4.2%
November	August	213,184	267,351	54,167	25.4%	1,666,902	1,777,969	249,167	111,067	6.7%	18,184	7.3%
December	September	246,790	250,338	3,548	1.4%	1,913,692	2,028,307	249,167	114,615	6.0%	1,171	0.5%
January	October	221,189	254,493	33,304	15.1%	2,134,881	2,282,800	249,167	147,919	6.9%	5,326	2.1%
February	November	305,260	232,352	(72,908)	-23.9%	2,440,141	2,515,152	249,167	75,011	3.1%	(16,815)	-6.7%
March	December	313,238	304,716	(8,522)	-2.7%	2,753,379	2,819,868	249,167	66,489	2.4%	55,549	22.3%
April	January	217,477	243,874	26,397	12.1%	2,970,856	3,063,742	249,167	92,886	3.1%	(5,293)	-2.1%
Total		2,970,856	3,063,742	92,886	3.1%			2,990,000	73,742			2.47%

Receipt Month	Liability Month	2014	2015	Dollar Change	Percent Change	2014 YTD	2015 YTD	2015 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %
May	February	227,065	213,467	(13,598)	-6.0%	227,065	213,467	262,500	(13,598)	-6.0%	(49,033)	-18.7%
June	March	228,116	267,859	39,743	17.4%	455,181	481,326	262,500	26,145	5.7%	5,359	2.0%
July	April	261,758	276,991	15,233	5.8%	716,939	758,317	262,500	41,378	5.8%	14,491	5.5%
August	May	272,597	-	(272,597)	-100.0%	989,536	758,317	262,500	(231,219)	-23.4%	(262,500)	-100.0%
September	June	261,473	-	(261,473)	-100.0%	1,251,009	758,317	262,500	(492,692)	-39.4%	(262,500)	-100.0%
October	July	259,609	-	(259,609)	-100.0%	1,510,618	758,317	262,500	(752,301)	-49.8%	(262,500)	-100.0%
November	August	267,351	-	(267,351)	-100.0%	1,777,969	758,317	262,500	(1,019,652)	-57.3%	(262,500)	-100.0%
December	September	250,338	-	(250,338)	-100.0%	2,028,307	758,317	262,500	(1,269,990)	-62.6%	(262,500)	-100.0%
January	October	254,493	-	(254,493)	-100.0%	2,282,800	758,317	262,500	(1,524,483)	-66.8%	(262,500)	-100.0%
February	November	232,352	-	(232,352)	-100.0%	2,515,152	758,317	262,500	(1,756,835)	-69.9%	(262,500)	-100.0%
March	December	304,716	-	(304,716)	-100.0%	2,819,868	758,317	262,500	(2,061,551)	-73.1%	(262,500)	-100.0%
April	January	243,874	-	(243,874)	-100.0%	3,063,742	758,317	262,500	(2,305,425)	-75.2%	(262,500)	-100.0%
Total		3,063,742	758,317	(2,305,425)	-75.2%			3,150,000			(2,391,683)	#DIV/0!

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: July 29, 2014

RE: Potential Initiatives Fiscal Year 2014-15

The Economic Development Commission (EDC) has been assigned \$90,000 for its marketing and promotional efforts for Fiscal Year 2014-15.

The EDC has an additional \$114,000 for capital projects, both of which are located in Burlington Park. Specifically, this work includes fabrication and installation of community information signs for the northeast and northwest corners (\$66,000) and the development of an electric network (\$48,000). The community information signs will replace the vinyl banner system currently in place, and the electric network will provide power to the new signs and allow for an expansion of lighting during the holiday season.

Attached you will find a list of potential marketing initiatives and their respective, estimated costs. This program scenario is solely a draft to stimulate discussion among members. It was developed in a manner that reflects past work of the EDC and ideas that were mentioned in the past but not pursued.

Please keep in mind that the items listed may 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 and allocations.

If you have any questions or comments in advance of the meeting on July 29th, please contact me at either (630) 789-7005 or tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley and Village Board of Trustees
Kathleen A. Gargano, Village Manager

Economic Development Commission (EDC) - Marketing and Promotion Scenario for FY 2014-15

Categories / Items	Sample Allocation	% of Budget	Member Priority	Member Notes / Comments
Advertising		39%		
Television (Comcast Cable)	\$20,000			
Print				
The Hinsdalean (local)	\$5,000			
West Suburban Living (regional)	\$5,000			
Online / Digital	\$5,000			
Holiday Promotion		27%		
Horse-drawn Carriage and Gingerbread Tent (one week)	\$4,000			
Tree Lighting	\$20,000			
Production		10%		
15-second Television Spots	\$8,000			
Misc. Production	\$1,000			
Agency Retainer	\$20,000	22%		
Contingency	\$2,000	2%		
Total:	\$90,000	100%		
Notes:				
Plan as shown is for discussion purposes. Initiatives (shown or modified) and their budget allocations are subject to change based on EDC member input. Holiday lighting budget allocation is shown at last year's budgeted amount. The cost of last year's holiday lighting program as implemented was \$30,000. Advertising creative content can be reflective of that time of year across all media channels and vehicles.				
Comcast cable would be limited/dedicated to the Oak Brook system and booked when potential benefit would be most impactful/helpful to retailers.				
Television ad production (as shown) would allow for five to seven new ads (these would join the three sample spots already produced).				
The Hinsdalean schedule would (as shown) include approximately 18 ads (one plan would have an ad placed every other week over six-to-eight months).				
West Suburban Living schedule would (as shown) include two full page ads and one in special dining section.				
Online/digital ads could feature a combination of static banners and pre-roll (e.g., Google ad network of lifestyle sites, YouTube pay-per-click, Style Chicago).				
Holiday promotion would be reduced to one week (as shown). Past events have been conducted over three weeks.				
Agency retainer includes: strategic and event planning, copywriting and creative development, print production, digital banner ad production, website updates (DistinctlyHinsdale.com, HinsdaleDining.com, HinsdaleFashion.com, HinsdaleForTheHome.com, and HinsdaleSpas.com)				
Miscellaneous production typically centers on printed materials (e.g., retail map and directory inserts for downtown shopper parking kiosk).				