

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Meeting on**  
**Tuesday, October 28, 2014**

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

**Members Missing:** Elizabeth Garvey, Mike Goebel, and Chris Schramko

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

**Others Present:** Jan Anderson, Hinsdale Chamber of Commerce and  
Dan Grisko, Direct Advantage

**Call to Order**

At 7:13 p.m., Mr. Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, October 28, 2014. (Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on July 29, 2014. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

**Discussion and Consideration of Potential EDC Initiatives and Budget Allocations**

Members of the EDC provided their input on the projects presented for the current fiscal year, with the program having reflected feedback provided at the last meeting of the group. Noted was that the holiday season had become the EDC's largest promotional expense. Being retailers, Ms. Rembos and Mr. Alvarez shared thoughts on Small Business Saturday as a campaign and the Thanksgiving weekend as a shopping holiday in the Village. (Agenda Item 3)

**Holiday Program**

Members reviewed the program details for the Burlington Park-centered holiday festivities as presented. Ms. Grisemer made a motion to approve a holiday promotion consisting of two consecutive Saturdays in December, the 13<sup>th</sup> and the 20<sup>th</sup>. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 4)

**Update on Advertising Campaign**

Mr. Grisko provided an overview of the EDC's latest advertising campaign. He noted that it was designed to translate across media platforms and that print ads had already begun to run locally in *The Hinsdalean* and regionally in *West Suburban Living Magazine*. Mr. Grisko reviewed running audience-targeted television advertisements on Comcast and online. (Agenda Item 5)

### **Burlington Park Capital Projects**

Mr. Scott provided an update to members on the two capital projects being pursued for Burlington Park, specifically, an improved electric system and community information signs to replace the vinyl banner system. He relayed that the work to bring power to the park's eastern third and its northeast and northwest corners had been completed (which represented the first phase of the electric system project). Mr. Scott added that the community information signs were in the process of being fabricated and that installation would be completed during the calendar year. (Agenda Item 6)

### **CMAP Parking Plan**

Mr. Scott provided an update to members on the first element implemented from the parking plan that was developed by the Chicago Metropolitan Agency for Planning (CMAP), which saw installation of pay boxes to replace individual parking meters at the Garfield Lot. He also noted the increase in hourly rate (to \$1/hour), the increase in duration (up to a six-hour stay), the increase in fine to \$25, and the ability to pay via mobile phone app. Mr. Scott emphasized that CMAP's conclusion to increase price was meant solely to shape consumer behavior, which in turn would optimize use of the existing parking supply. Mr. Karstrand suggested that members consider ways to help educate the public and the business community on the strategy. (Agenda Item 7)

### **Other Business**

Ms. Anderson made members aware of the multi-chamber event that would be held at The Community House the following evening, October 29<sup>th</sup>. (Agenda Item 8)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Chapello seconded, and the motion passed unanimously. The October 28, 2014 meeting of the EDC was declared adjourned at 8:37 p.m. (Agenda Item 9)


Respectfully submitted,

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Timothy Scott, AICP, CNU-A

## M E M O R A N D U M

**To:** Chairman Karstrand & Economic Development Commission (EDC) Members

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

**Date:** March 24, 2015

**RE:** Sales Tax Review

Below you will find a review of sales tax revenue for the first eleven (11) months 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 February (November sales) amounted to \$222,231 as compared to the previous year's receipts of \$208,282. This represents an increase of \$14,949 (7.2%) for February.

Base sales tax receipts for the month of March (December sales) amounted to \$264,834 as compared to the previous year's receipts of \$266,844. This represents a decrease of \$2,010 (-0.8%) for March.

Total base sales tax receipts through February (reflecting sales through November 30<sup>th</sup>) amounted to \$2,363,573 as compared to the previous year's receipts of \$2,286,041. This represents an increase of \$77,532 (3.4%) for February.

Total base sales tax receipts through March (reflecting sales through December 31<sup>st</sup>) amounted to \$2,628,407 as compared to the previous year's receipts of \$2,552,885. This represents an increase of \$75,522 (3.0%) for March.

**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 February (November sales) amounted to \$28,682 as compared to the previous year's receipts of \$24,070. This represents an increase of \$4,612 (19.2%) for February.

Local use sales tax receipts for the month of March (December sales) amounted to \$43,475 as compared to the previous year's receipts of \$37,872. This represents an increase of \$5,603 (14.8%) for March.

Total local use sales tax receipts through February (reflecting sales through November 30<sup>th</sup>) amounted to \$264,968 as compared to the previous year's receipts of \$229,111. This represents an increase of \$35,857 (15.7%) for February.

Total local use sales tax receipts through March (reflecting sales through December 31<sup>st</sup>) amounted to \$308,443 as compared to the previous year's receipts of \$266,983. This represents an increase of \$41,460 (15.5%) for March.

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

Total sales tax receipts for the month of February (November sales) amounted to \$251,913 as compared to the previous year's receipts of \$232,352. This represents an increase of \$19,561 (8.4%) for February.

Total sales tax receipts for the month of March (December sales) amounted to \$308,309 as compared to the previous year's receipts of \$304,716. This represents an increase of \$3,593 (1.2%) for March.

Total sales tax receipts for the month of February (November sales) amounted to \$2,628,541 as compared to the previous year's receipts of \$2,515,152. This represents an increase of \$113,389 (4.5%) for February.

Total sales tax receipts for the month of March (December sales) amounted to \$2,936,850 as compared to the previous year's receipts of \$2,819,868. This represents an increase of \$116,982 (4.1%) for March.

For the fiscal year-to-date, total sales tax revenue of \$2,936,850 is \$49,350 (or 1.7%) more than the Village's budget projection of \$2,887,500.

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](mailto: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	253,664	1,752	0.7%	907,078	942,244	35,166	3.9%
September	June	234,000	237,339	3,339	1.4%	1,141,078	1,179,583	38,505	3.4%
October	July	235,975	245,503	9,528	4.0%	1,377,053	1,425,086	48,033	3.5%
November	August	245,268	260,845	15,577	6.4%	1,622,321	1,685,931	63,610	3.9%
December	September	226,513	214,229	(12,284)	-5.4%	1,848,834	1,900,160	51,326	2.8%
January	October	228,925	240,182	11,257	4.9%	2,077,759	2,140,342	62,583	3.0%
February	November	208,282	223,231	14,949	7.2%	2,286,041	2,363,573	77,532	3.4%
March	December	266,844	264,834	(2,010)	-0.8%	2,552,885	2,628,407	75,522	3.0%
April	January	223,792	-	(223,792)	-100.0%	2,776,677	2,628,407	(148,270)	-5.3%
Total		2,776,677	2,628,407	-148,270	-5.3%				

**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	25,494	4,809	23.2%	82,458	95,231	12,773	15.5%
September	June	27,473	28,457	984	3.6%	109,931	123,688	13,757	12.5%
October	July	23,634	24,265	631	2.7%	133,565	147,953	14,388	10.8%
November	August	22,083	26,278	4,195	19.0%	155,648	174,231	18,583	11.9%
December	September	23,825	31,886	8,061	33.8%	179,473	206,117	26,644	14.8%
January	October	25,568	30,169	4,601	18.0%	205,041	236,286	31,245	15.2%
February	November	24,070	28,682	4,612	19.2%	229,111	264,968	35,857	15.7%
March	December	37,872	43,475	5,603	14.8%	266,983	308,443	41,460	15.5%
April	January	20,082	-	(20,082)	-100.0%	287,065	308,443	21,378	7.4%
Total		287,065	308,443	21,378	7.4%				

# 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 %	Budget vs Actual - YTD %	
May	February	227,065	213,467	(13,598)	-6.0%	227,065	213,467	262,500	(13,598)	-6.0%	(49,033)	-18.7%	(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%	(43,674)	-8.3%
July	April	261,758	276,991	15,233	5.8%	716,939	758,317	262,500	41,378	5.8%	14,491	5.5%	(29,183)	-3.7%
August	May	272,597	279,158	6,561	2.4%	989,536	1,037,475	262,500	47,939	4.8%	16,658	6.3%	(12,525)	-1.2%
September	June	261,473	265,796	4,323	1.7%	1,251,009	1,303,271	262,500	52,262	4.2%	3,296	1.3%	(9,229)	-0.7%
October	July	259,609	269,768	10,159	3.9%	1,510,618	1,573,039	262,500	62,421	4.1%	7,268	2.8%	(1,961)	-0.1%
November	August	267,351	287,123	19,772	7.4%	1,777,969	1,860,162	262,500	82,193	4.6%	24,623	9.4%	22,662	1.2%
December	September	250,338	246,115	(4,223)	-1.7%	2,028,307	2,106,277	262,500	77,970	3.8%	(16,385)	-6.2%	6,277	0.3%
January	October	254,493	270,351	15,858	6.2%	2,282,800	2,376,628	262,500	93,828	4.1%	7,851	3.0%	14,128	0.6%
February	November	232,352	251,913	19,561	8.4%	2,515,152	2,628,541	262,500	113,389	4.5%	(10,587)	-4.0%	3,541	0.1%
March	December	304,716	308,309	3,593	1.2%	2,819,868	2,936,850	262,500	116,982	4.1%	45,809	17.5%	49,350	1.7%
April	January	243,874	-	(243,874)	-100.0%	3,063,742	2,936,850	262,500	(126,892)	-4.1%	(262,500)	-100.0%		
								3,150,000						
Total		3,063,742	2,936,850	(126,892)							(213,150)			

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission (EDC) Members

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

**Date:** March 24, 2015

**RE:** Food and Beverage Tax Revenue

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For Fiscal Year 2014-15, the budget projection for food-and-beverage tax revenue is \$28,667 per month or \$344,000 for the year.

For the first ten (10) months of the current fiscal year, the Village has received \$304,780 in food-and-beverage tax revenue, which is \$19,115 or 6.7% more than the same period last year.

In addition, total food-and-beverage tax revenue received for the fiscal year-to-date is \$18,113 or 6.3% more than the Village's budget projection.

Of note for the future are the two (2) new eateries planned for downtown, namely, Fuller House and Casa Margarita. Although operation of these new establishments should positively affect total food-and-beverage tax revenue moving forward, this anticipated effect will not be felt during the current fiscal year, which ends April 30, 2015. Fuller House is expected to open in early summer, and while speculative at this point, the anticipated opening of Casa Margarita is in 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](mailto:tscott@villageofhinsdale.org).

Thank you.

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



VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX

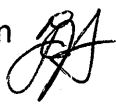
510-5273

Receipt Month	Collection Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 YTD	2014 Budget	YTD Change	YTD Percent Change	Budget vs Actual	Budget vs Actual %
May	April	24,197	27,728	3,531	14.6%	24,197	27,728	28,083	3,531	14.6%	(355)	-1.27%
June	May	22,786	23,871	1,085	4.8%	46,983	51,599	28,083	4,616	9.8%	(4,212)	-15.00%
July	June	32,733	34,969	2,236	6.8%	79,716	86,568	28,083	6,852	8.6%	6,886	24.52%
August	July	30,135	32,291	2,156	7.2%	109,851	118,859	28,083	9,008	8.2%	4,208	14.98%
September	August	25,480	29,079	3,599	14.1%	135,331	147,938	28,083	12,607	9.3%	996	3.55%
October	September	26,602	33,397	6,795	25.5%	161,933	181,335	28,083	19,402	12.0%	5,314	18.92%
November	October	32,167	23,324	(8,843)	-27.5%	194,100	204,659	28,083	10,559	5.4%	(4,759)	-16.95%
December	November	28,743	27,802	(941)	-3.3%	222,843	232,461	28,083	9,618	4.3%	(281)	-1.00%
January	December	30,103	34,990	4,887	16.2%	252,946	267,451	28,083	14,505	5.7%	6,907	24.59%
February	January	22,098	18,214	(3,884)	-17.6%	275,044	285,665	28,083	10,621	3.9%	(9,869)	-35.14%
March	February	17,466	28,655	11,189	64.1%	292,510	314,320	28,083	21,810	7.5%	572	2.04%
April	March	28,081	26,867	(1,214)	-4.3%	320,591	341,187	28,083	20,596	6.4%	(1,216)	-4.33%
Total		320,591	341,187	20,596	6.4%			337,000	4,187			1.24%

Receipt Month	Collection Month	2014	2015	Dollar Change	Percent Change	2014 YTD	2015 YTD	2015 Budget	Dollar Change	Percent Change	Budget vs Actual	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual % - YTD
May	April	27,728	25,836	(1,892)	-6.8%	27,728	25,836	28,667	(1,892)	-6.8%	(2,831)	-9.87%	(2,831)	-9.9%
June	May	23,871	22,902	(969)	-4.1%	51,599	48,738	28,667	(2,861)	-5.5%	(5,765)	-20.11%	(8,595)	-15.0%
July	June	34,969	31,067	(3,902)	-11.2%	86,568	79,805	28,667	(6,763)	-7.8%	2,400	8.37%	(6,195)	-7.2%
August	July	32,291	36,356	4,065	12.6%	118,859	116,161	28,667	(2,698)	-2.3%	7,689	26.82%	1,494	1.3%
September	August	29,079	33,403	4,324	14.9%	147,938	149,564	28,667	1,626	1.1%	4,736	16.52%	6,231	4.3%
October	September	33,397	31,252	(2,145)	-6.4%	181,335	180,816	28,667	(519)	-0.3%	2,585	9.02%	8,816	5.1%
November	October	23,324	28,764	5,440	23.3%	204,659	209,580	28,667	4,921	2.4%	97	0.34%	8,913	4.4%
December	November	27,802	36,668	8,866	31.9%	232,461	246,248	28,667	13,787	5.9%	8,001	27.91%	16,915	7.4%
January	December	34,990	27,760	(7,230)	-20.7%	267,451	274,008	28,667	6,557	2.5%	(907)	-3.16%	16,008	6.2%
February	January	18,214	30,772	12,558	68.9%	285,665	304,780	28,667	19,115	6.7%	2,105	7.34%	18,113	6.3%
March	February	28,655	0	(28,655)	-100.0%	314,320	304,780	28,667	(9,540)	-3.0%				
April	March	26,867	0	(26,867)	-100.0%	341,187	304,780	28,667	(36,407)	-10.7%				
Total		341,187	304,780	(36,407)	-10.7%			344,000						

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission (EDC) Members

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

**Date:** March 24, 2015

**RE:** Review of Budget and Work Program for Fiscal Year 2014-15

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Included in this memo are two tables showing summaries of the EDC's promotional program and capital program and expenditures to date for the fiscal year ending April 30<sup>th</sup>. The promotional budget and capital budget for the current fiscal year are \$90,000 and \$114,000, respectively. As you will recall, funding for the EDC comes from a portion of the Village's 1% Places for Eating Tax (referred to as the food-and-beverage tax).

### **Promotional Budget**

Of the \$90,000 allocated to the EDC's promotion-oriented initiatives, \$73,253 or 81.4% has been spent to date with approximately five weeks remaining in the fiscal year. Historically, additional marketing has occurred in the spring to encourage commerce and capitalize on holidays, events, and occasions before the summer season arrives. This typically includes advertising and has also included thematic sales-driven promotions in the recent past. The remainder of this year's promotion-oriented program and multi-media advertising campaign will be discussed at the meeting on the 24<sup>th</sup>.

### Holiday Program

Of note since the group last met is the program from holiday season 2014-15. The Burlington Park-centered "Distinctly Hinsdale for the Holidays" and its traditional festivities of horse-drawn carriage rides, the gingerbread man factory (cookie decorating in a heated tent), and visits with Santa Claus (in partnership with the Chamber of Commerce) occurred over two consecutive Saturdays in December rather than three. Not only was attendance robust, but the one-week reduction made possible an expanded lighting and decorating program.

The new elements of the lighting and decorating program included: (1) illumination of the trunks of 81 street trees downtown; (2) illumination of the gutter line of the Brush Hill train station; (3) illumination of the two Maple trees flanking the south entrance of the Memorial Building; and, (4) additional ornaments on the official Christmas tree. The additional ornaments for the Christmas tree and the light-emitting diode (LED) strings for the train station and Maple trees were purchased and join the LED strings of the Christmas tree that were acquired two seasons ago. This year's program was installed exclusively by Wingren Landscape, which provided exemplary service and attractive pricing. I met with the project manager after the holidays to review the entire program and discuss what

worked well, what challenges were experienced, and what changes and new elements could be incorporated in the future.

### *EDC Promotional Budget Review Fiscal Year 2014-15*

Category	Budget Allocation	Allocation as % of Budget	Expenditures Year-to-Date	Expenditures as % of Budget
<b>Advertising / Websites</b>				
Print Local	\$5,000		\$2,673	
Print Regional	\$5,750		\$4,874	
Online / EDC Websites	\$5,000		\$2,265	
Cable	\$12,000		\$7,500	
	\$27,750	30.8%	\$17,312	19.2%
<b>Holiday Promotion</b>				
Lights and Decorations	\$27,000		\$27,388	
Park Festivities	\$8,500		\$8,458	
	\$35,500	39.4%	\$35,846	39.8%
<b>Production</b>				
Video	\$4,000		\$1,500	
Miscellaneous	\$750		\$595	
	\$4,750	5.3%	\$2,095	2.3%
<b>Agency Retainer</b>	\$20,000	22.2%	\$18,000	20.0%
<b>Contingency</b>	\$2,000	2.2%	\$0	0%
<b>Total</b>	<u>\$90,000</u>	<u>100%</u>	<u>\$73,253</u>	<u>81.4%</u>

## **Capital Budget**

The current fiscal year's program was comprised of two projects for Burlington Park, a space that the EDC has invested in to improve its environment and create more of a traditional town square. These were, specifically, community information signs at the northeast and northwest corners of the park to replace the vinyl banner system and an upgraded electric system.

### Community Information Signs

Installed in time for the evening of the Annual Christmas Walk and tree lighting, the community information signs have been well received by the community and are being used actively by local non-profit organizations. In addition to the posters being less expensive to produce than vinyl banners, LED illumination of the cabinets has improved utility as promotion of events now occurs both day and night.

Currently being designed is a landscape plan that will provide small level pathways for the person changing the posters (particularly helpful when conditions are wet or snowy) and some plant material to soften the bases and tie in with the recently completed living wall. The community information signs also provide more formal entries into downtown and include text that identifies and celebrates the park as part of the National Register Historic District.

### Electric System

The first phase of the planned electric system upgrades has been completed. This brought power to the eastern third of the park with a new 100-Amp service and circuit breaker panel. The new 100-Amp service joined the consolidated 200-Amp service in the center of the park and the 400-Amp service at the southwest edge of the park. In addition to the new service, the first phase saw the installation of underground pipe and wire to illuminate the cabinets of the aforementioned community information signs. The 100-Amp service was installed by a contractor that had won a bid that also included work in the main Village Lot (commuter parking) to the west of the park.

The second phase of the work will focus on a network to broadly distribute power throughout the park. When completed, additional outlets would be located at or near tree bases, which in turn could result in the safe expansion of the EDC's holiday lighting program. This work has been re-budgeted for Fiscal Year 2015-16. I will prepare the design for the distribution network with the assistance of the Village's Electrician and the packet of materials required for the public bid process. It is important to note that the work can only be completed in fall or spring since it is weather-dependent and subject to the Village-Chamber event calendar.

### *EDC Capital Budget Review Fiscal Year 2014-15*

<b>Burlington Park Project</b>	<b>Budget Allocation</b>	<b>Allocation as % of Budget</b>	<b>Expenditures Year-to-Date</b>	<b>Expenditures as % of Budget</b>
<b>Community Information Signs</b>	\$66,000	57.9%	\$61,969	54.4%
<b>Electric System</b>	\$48,000	42.1%	\$17,252	15.1%
<b>Total</b>	<u>\$114,000</u>	<u>100%</u>	<u>\$79,221</u>	<u>69.5%</u>


If you have any questions or comments in advance of the meeting on the 24<sup>th</sup>, please contact me at either (630) 789-7005 or [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

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

## M E M O R A N D U M

**To:** Chairman Karstrand & Economic Development Commission (EDC) Members

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

**Date:** March 24, 2015

**RE:** Discussion of Budget and Work Program for Fiscal Year 2015-16

The budget of the EDC for Fiscal Year 2015-16 is recommended to again include resources for both promotional activities and capital projects. Funding comes from a portion of the 1% Places for Eating Tax (referred to as the food-and-beverage tax). As in the recent past, the promotional budget is shown as \$90,000.

The capital budget as shown is \$92,000, with \$32,000 having been re-budgeted from the current fiscal year (i.e., the second phase of the electric system in Burlington Park) and then \$60,000 for two new streetscape projects in the central business district (CBD). Following is the proposed five-year capital plan of the EDC, which was based on member input. Attached you will find detailed descriptions for the individual items.

Item	Year 1 Projected FY 2015- 16	Year 2 Projected FY 2016- 17	Year 3 Projected FY 2017- 18	Year 4 Projected FY 2018- 19	Year 5 Projected FY 2019- 20	Five- Year Plan Total
<b><u>Economic Development</u></b>						
Burlington Park Electric System	32,000					32,000
CBD Parkway Hardscape	30,000					30,000
CBD Replacement Hardscape	30,000					30,000
Garfield Parking Lot Plaza		50,000				50,000
Village Gateway Entry Marker Signs			55,000			55,000
Village Place Decorative Pavement				65,000		65,000
Way-finding Signs (4)					30,000	30,000
Pedestrian Safety Improvements					40,000	40,000
	92,000	50,000	55,000	65,000	70,000	332,000
<b>Grand Total</b>	<b>\$ 92,000</b>	<b>\$ 50,000</b>	<b>\$ 55,000</b>	<b>\$ 65,000</b>	<b>\$ 70,000</b>	<b>\$332,000</b>

Following you will find a list of marketing program initiatives by category to help stimulate discussion. Members may wish to add new items or remove or amend existing ones.

Please reflect on past promotional activities and come prepared to discuss a potential promotional work program for the new fiscal year, which begins May 1<sup>st</sup>.

Category	Amount	% of Budget	Member Notes
<b>Advertising</b>			
Print Local			
Print Regional			
Online			
Cable			
<b>Holiday Promotion</b>			
Lights and Decorations			
Park Festivities			
<b>Event/Sales Promotion</b>			
<b>Websites</b>			
<b>Production</b>			
Video			
Print			
Miscellaneous			
<b>Agency Retainer</b>			
<b>Contingency</b>			
	<u>\$90,000</u>	<u>100%</u>	
<b>Notes:</b>			
Advertising: potential multi-media approach to reach both residents and visitors from the nearby region			
Holiday Promotion: could include purchase of LED strings for downtown and expansion of program in park			
Event/Sales Promotion: Open House/Small Business Weekend (Thanksgiving weekend)			
Websites: potential improvements to or replacement of DistinctlyHinsdale.com and categorical micro-websites			
Production: print production may include production of posters for sign cabinets in Burlington Park			
Agency Retainer: strategic and event planning, creative development, ad production, website updates, etc.			

If you have any questions or comments in advance of the meeting on March 24<sup>th</sup>, 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

## Five-Year Capital Additions/Changes

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2015-16
<b><u>Item:</u></b>	Burlington Park Electrical System Improvements	<b><u>Amount:</u></b>	\$32,000

**Justification:** Burlington Park is the physical center and symbolic heart of the Village's historic downtown. The park essentially serves the function of a traditional town square and is home to Village, Chamber-sponsored, and other non-profit events. The first phase of planned electric system improvements was completed in Fiscal Year 2014-15. Work included the installation of a 100-Amp service to provide power to the eastern third of the park and the running of service lines to the northeast and northwest corners of the park, which in turn enabled illumination of the new community information signs. With power available throughout the park, the second phase of improvements will center on its distribution. This will bring power to or near numerous tree bases and allow for the safe expansion of the holiday lighting program. With additional lighting, the park would become more appealing to those participating in the Village's traditional festivities and could also pique interest from those passing through town on the Metra commuter train. The following cost estimate assumes the use of some internal Public Services Department labor. The work is intended to be completed in late spring of 2015, prior to the majority of the event season.

Trenching/boring and installing pipe to provide distribution:	\$	22,000
Electric lines, conduit, circuit breakers, and outlets:	\$	10,000
<b>Total</b>	<b>\$</b>	<b>32,000</b>



## Five-Year Capital Additions/Changes

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2015-16
<b><u>Item:</u></b>	CBD Parkway Hardscape Install	<b><u>Amount:</u></b>	\$30,000

**Justification:**

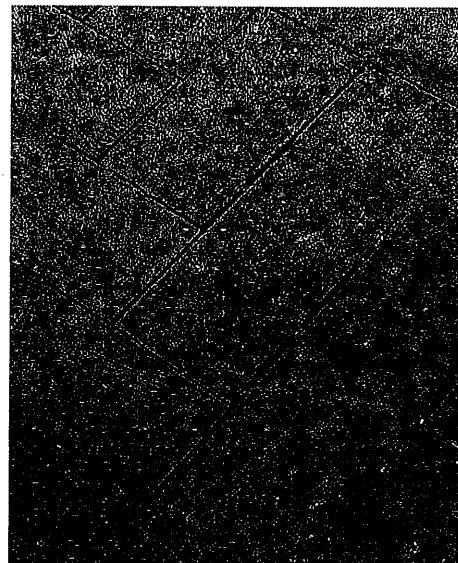
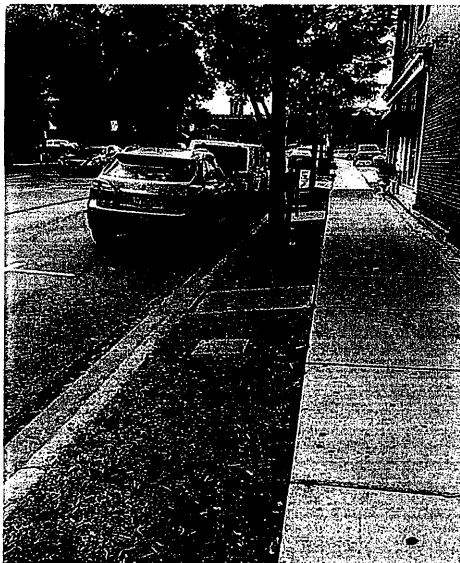
There are several parkway areas in the central business district (CBD) that have become unsightly; in some instances, the unevenness of these areas poses potential trip hazards. The Village's Public Services Department has reported that the turf grass in these areas has deteriorated due to roadway salt and heavy foot traffic. To improve appearance, durability, and safety, it would be preferable to convert at least some of these roadway-adjacent areas from turf grass to decorative paving. The recommended material is a clay brick paver (from a manufacturer such as Pinehall) since it is highly-durable and retains its color over its decades-long long life. In addition, a hard-edge, wire-cut paver provides tight-fitting joints that minimize weed germination and provides a relatively smooth surface to walk on. Since these areas are small, conversion to brick paving would not exacerbate drainage problems. Specific areas that would benefit from this transition from worn turf grass to decorative paving include, among potentially others:

Garfield Street (west side) between Corner Bakery and 1st Street

2nd Street at and west of Washington Street (along Steinway Piano)

2nd Street between Washington Street and Lincoln Street (along on-street diagonal parking)

Washington Street and the BNSF railroad tracks (northeast and northwest corners)

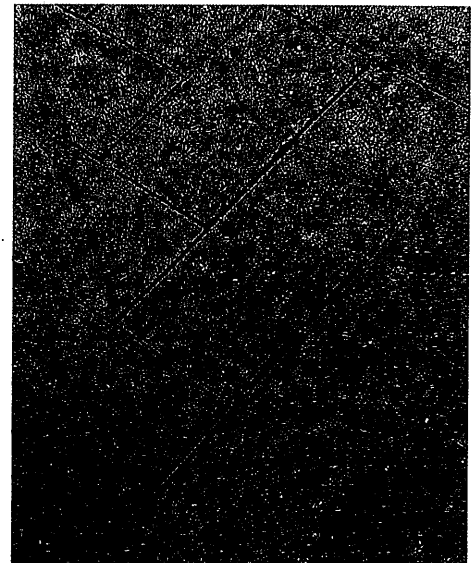
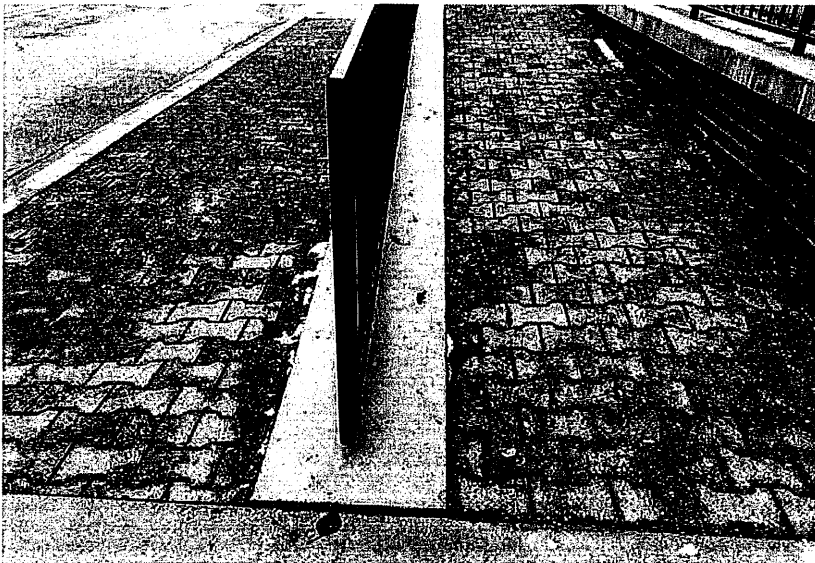




## Five-Year Capital Additions/Changes

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2015-16
<b><u>Item:</u></b>	CBD Hardscape Replacement	<b><u>Amount:</u></b>	\$30,000

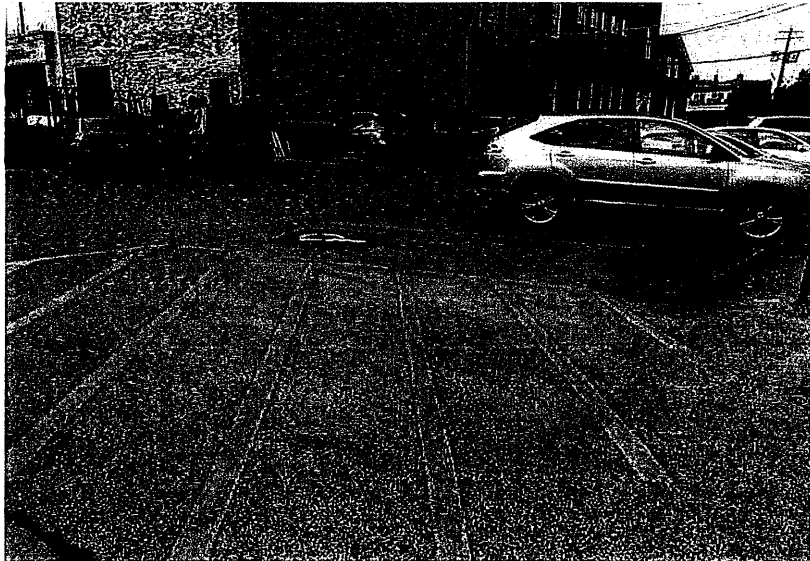
**Justification:** Concrete brick paving at the bi-level walkway on the south side of 1st Street (from just east of Washington Street in front of Il Poggiolo to the Hinsdale Chamber of Commerce) has faded drastically, weeds and moss have grown in the widely-spaced joints, and some areas have begun to sink, and in turn, have created potential tripping hazards. Replacing these concrete I-shaped blocks would enhance the aesthetic and improve the safety (i.e., a level surface) of this highly-visible and trafficked area. To ensure durability and color-retention, replacement pavers would be clay (e.g., Pinehall, as noted above). The chosen clay pavers would also be relatively smooth and tight-fitting in order to accommodate those with mobility issues and to minimize maintenance since their small gaps greatly reduce the need for weed removal. New pavement would complete enhancements to this area, including the brand new Garfield Crossing development and the rehabilitated wall of the bi-level walkway constructed several years ago.



## ***Five-Year Capital Additions/Changes***

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2016-17
<b><u>Item:</u></b>	Garfield Parking Lot Plaza	<b><u>Amount:</u></b>	\$50,000

**Justification:** Surface parking lots occupy prominent locations in the central business district (CBD). These typically-unattractive areas provide an opportunity to improve the physical environment of the CBD in a manner that reflects the established, charming character of the Village. The first recommendation of the Village parking plan by the Chicago Metropolitan Agency for Planning (CMAP) saw the individual parking meters of the Garfield Lot replaced by pay boxes during FY 2014-15 (along with a higher per-hour rate, duration of up to six hours, and a higher fine). The lot's entry area provides an opportunity to create a welcoming and professional atmosphere to residents and visitors. Amenities would include signs that reflect the appearance of others installed in the Village, decorative hardscaping (i.e., genuine clay pavers being used in other areas of the CBD), local business information through a retail business directory and map, a decorative bollard (or bollards) to define the plaza, and landscaping (if room permits).

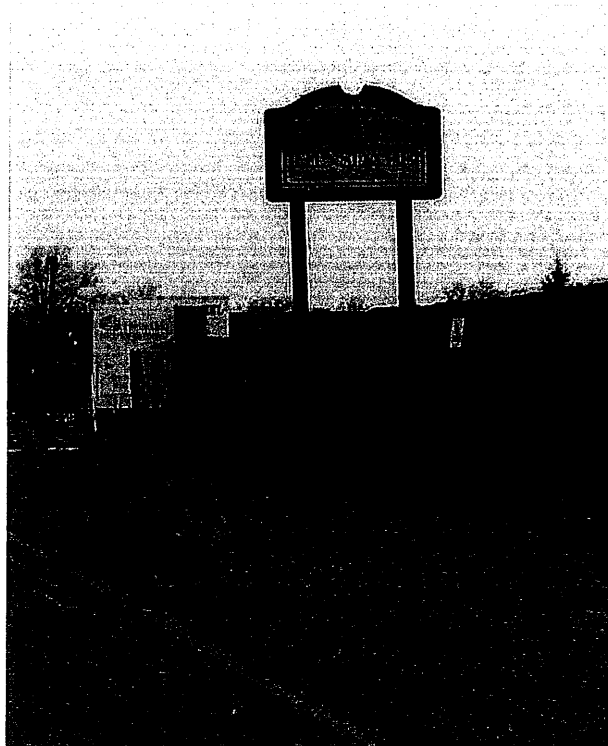


## ***Five-Year Capital Additions/Changes***

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2017-18
<b><u>Item:</u></b>	Village Gateway Entry Marker Signs	<b><u>Amount:</u></b>	\$55,000

**Justification:**

Hinsdale is served by several highly-trafficked roadways including Ogden Avenue, 55th Street, York Road/Garfield Street and Madison Street. The edges of these roadways offer opportunities to place signs in order to acknowledge and celebrate arrival in the Village. Motorists are currently greeted by sandblasted wood panel signs. The aesthetic contribution of the current signs has diminished over time and no longer reflects the established character of the Village. The proposed signs would have two tiers, with a gateway entry marker sign (type dependent upon location prominence and available space in the right-of-way). Designs for these signs would be consistent with other signage projects completed in the Village, including the historic downtown signs, the business identification signs for Village Place at Hinsdale Avenue and First Street, the way-finding directional signs at the Ogden and York intersection, and the community information signs in Burlington Park. The location for the first gateway entry marker sign would preferably be in the northeast corner of the Village, on the north side of Ogden Avenue just west of I-294 (adjacent to Adventist Hinsdale Hospital's Cancer Treatment Center, which is currently under construction).



## Five-Year Capital Additions/Changes

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2018-19
<b><u>Item:</u></b>	Village Place Decorative Pavement	<b><u>Amount:</u></b>	\$65,000

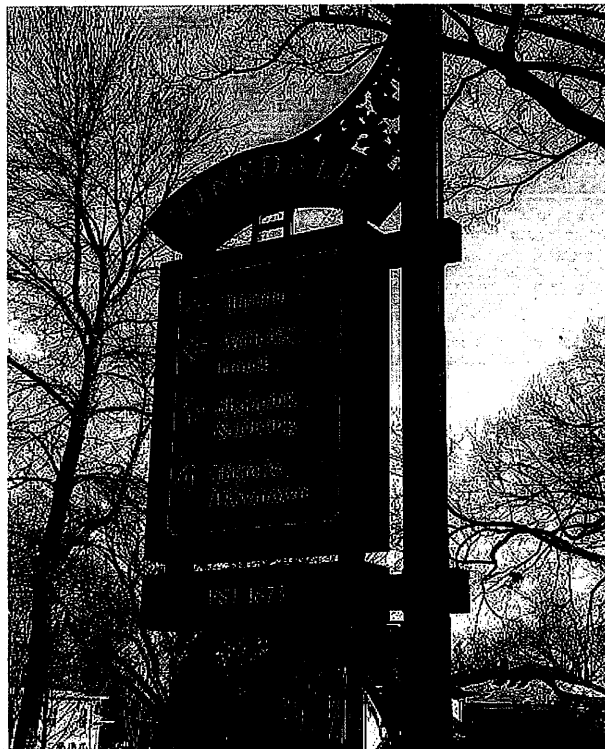
**Justification:** Mid-block in the central business district (CBD) between Garfield and Washington, Village Place provides a convenient north-south connection between 1st Street and Hinsdale Avenue. More than just a one-way southbound alley for cars and trucks, Village Place has several active businesses at its corners, namely, Zazu, Hinsdale News Agency, Hinsdale Bank & Trust, and Blue Mercury, and several active businesses within it, namely, Giuliano's Ristorante, Corley Optical, Café La Fortuna, and The Courtyard. As a result of consumer traffic, Village Place also has a pedestrian orientation. However, to make it a safer and more hospitable experience for shoppers and diners, the deteriorated decorative pavement of Village Place should be selectively replaced. The current material is Bomanite, a first generation stamped concrete where color was broadcast over the surface during finishing. With color only applied to the top, once damaged (even through normal wear and tear), the appearance of the simulated brick pattern is diminished. In addition to degradation of color and pattern, given its many years in place, cracking and some heaving from freeze-thaw are evident. Given the annual level of capital funds typically available to the EDC, and with improvements in technology and technique, new generation colored-and-stamped concrete would present a suitable choice for selective replacement of the pathways within Village Place. While red would again be the preferred color, the stamped pattern would change to herringbone with a double soldier course perimeter to reflect other brick pavement installations in the CBD. A more costly alternative would be to install authentic clay pavers over a standard reinforced concrete slab.



## Five-Year Capital Additions/Changes

<b><u>Department:</u></b>	Economic Development	<b><u>Fiscal Year:</u></b>	2019-20
<b><u>Item:</u></b>	Way-Finding Signs (4)	<b><u>Amount:</u></b>	\$30,000

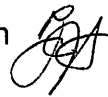
**Justification:** “Way-finding” or directional signs are public information tools designed to direct vehicular traffic around the Village. Improving these signs will help facilitate the flow of traffic to local businesses and restaurants, thereby potentially increasing sales and food-and-beverage tax revenue. Several years ago, four way-finding signs were installed, with three at the corners of Ogden Avenue and York Road and one at Garfield Street and Walnut Street. These four signs were the initial grouping of a larger planned system of approximately 24 signs. The primary roadways that would receive the signs include Ogden Avenue, 55th Street, York Road/Garfield Street and Madison Street. These new signs would replicate the signs that were already installed, and the design was developed to reflect and complement the Village’s public brand. The way-finding signs are consistent with other completed sign projects, including the historic downtown signs, the business identification signs at Village Place, and the shopper parking sign and information kiosk at the Washington Lot. This project is the first of two recommended for the 2019-20 fiscal year. Inclusion of both projects would total \$70,000, exceeding the Economic Development Commission’s annual capital outlay target of \$60,000 (or 40% of its annual budget of \$150,000). However, reduced spending in Fiscal Years 2015-16 through 2018-19 should enable both of these projects to be completed within budgetary parameters.



6

## M E M O R A N D U M

**To:** Chairman Karstrand & Economic Development Commission (EDC) Members

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

**Date:** March 24, 2015

**RE:** Hinsdale Chamber of Commerce Update

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Jan Anderson, Chief Executive Officer of the Hinsdale Chamber of Commerce, will be present at the EDC meeting on the 24<sup>th</sup>.

For your reference, the Chamber's 2015 Event Calendar of Events is as follows:

- At Home in Hinsdale Home Show – Saturday, April 11<sup>th</sup>
- Fine Arts Festival – Saturday, June 13<sup>th</sup> and Sunday, June 14<sup>th</sup>
- Uniquely Thursdays – Thursdays from June 11<sup>th</sup> through August 13<sup>th</sup>
- Farmer's Market – Mondays from June 1<sup>st</sup> through October 12<sup>th</sup>
- Sidewalk Sale – Friday, July 10<sup>th</sup> and Saturday, July 11<sup>th</sup>
- Garage Sale – Saturday, September 19<sup>th</sup>
- Fall Festival – Saturday, October 17<sup>th</sup>
- Christmas Walk – Friday, December 4<sup>th</sup>

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  
Kathleen A. Gargano, Village Manager