

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Meeting on**  
**Tuesday, March 24, 2015**

**Members Present:** Luis Alvarez, Craig Chapello, Elizabeth Garvey, Mike Goebel, Jan Grisemer, John Karstrand, Elyce Rembos, and Chris Schramko

**Members Missing:** None

**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 7:02 p.m., Mr. Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, March 24, 2015. (Agenda Item 1)

**Approval of Minutes**

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on October 28, 2014. Mr. Schramko seconded, and the motion was approved unanimously. (Agenda Item 2)

**Review of Sales and Food-and-Beverage Tax Revenue**

Mr. Scott reported that total sales tax for the first eleven months of the fiscal year, reflecting sales through December 31, 2014, exceeded the same period last year by \$116,982 or 4.1% and the Village's budget projection by \$49,350 or 1.7%. Mr. Scott also relayed that food-and-beverage tax revenue for the first ten months of the current fiscal year exceeded the same period last year by \$19,115 or 6.7% and by \$18,113 or 6.3% in relation to budget. (Agenda Item 3)

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

Mr. Scott relayed that the EDC's work program was on track and that approximately 84% of the group's promotional budget had been spent to date. Mr. Scott then reported on the EDC's capital projects in Burlington Park, highlighting (1) the completed community information signs and the pending landscaping of their bases and (2) the completion of the first phase of the electric system upgrades, which brought power to the eastern third of the park and to both of the community information signs. With

respect to promotional work remaining for the current fiscal year, Mr. Goebel made a motion to approve implementation of items as presented. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 4)

### **Review of Budget and Work Program for Fiscal Year 2015-16**

Members reviewed the new fiscal year's potential initiatives as presented, first focusing on the five-year capital plan. While support remained for the projects as shown, members suggested that different sequencing could be considered. The alternative approach to sequencing as discussed would: (1) swap the Ogden Avenue gateway entry marker and downtown hardscape projects so that the gateway would be in year one and downtown hardscape in year three and then (2) swap Village Place decorative pavement and the Garfield Lot plaza so that Village Place would be addressed in year two and the Garfield Lot plaza in year four. Members then discussed and considered the promotional plan, with the holiday season seeing additional emphasis through expanded lighting, two weeks of festivities, and the potential for a retail-centric event to supplement the Annual Christmas Walk. Additional items considered by members included exploration of either a new EDC website or improvements to the existing main site and four categorical micro-websites (for fashion, dining, spas, and home décor). (Agenda Item 5)

### **Update on Hinsdale Chamber of Commerce Activities**

Ms. Anderson reviewed the Chamber's Village-approved event calendar for calendar year 2015 and highlighted individual events, including but not limited to the upcoming 2<sup>nd</sup> Annual At Home in Hinsdale on April 11<sup>th</sup> at The Community House and the 50<sup>th</sup> Annual Christmas Walk. (Agenda Item 6)

### **Other Business**

No additional business topic was raised by members of the EDC. However, Mr. Schramko revisited the new fiscal year work program by recommending that use of a specific print publication (not included in the summary table provided) be considered as part of the pending media plan. (Agenda Item 7)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Alvarez seconded, and the motion passed unanimously. The March 25, 2015 meeting of the EDC was declared adjourned at 8:25 p.m. (Agenda Item 8)


Respectfully submitted,

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Timothy Scott, AICP, CNU-A

## MEMORANDUM

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

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

**Date:** May 26, 2015

**RE:** Sales Tax Review

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Below you will find a review of sales tax revenue for the full 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 April (January sales) amounted to \$221,601 as compared to the previous year's receipts of \$223,792. This represents a decrease of \$2,191 (-1.0%) for April.

Total base sales tax receipts through April (reflecting sales through January 31<sup>st</sup>) amounted to \$2,850,008 as compared to the previous year's receipts of \$2,776,677. This represents an increase of \$73,331 (2.6%) for April.

### **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 April (January sales) amounted to \$15,381 as compared to the previous year's receipts of \$20,082. This represents a decrease of \$4,701 (-23.4%) for April.

Total local use sales tax receipts through April (reflecting sales through January 31<sup>st</sup>) amounted to \$323,824 as compared to the previous year's receipts of \$287,065. This represents an increase of \$36,759 (12.8%) for April.

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

Total sales tax receipts for the month of April (January sales) amounted to \$236,982 as compared to the previous year's receipts of \$243,874. This represents a decrease of \$6,892 (-2.8%) for April.

For the full Fiscal Year 2014-15, total sales tax revenue amounted to \$3,173,832 as compared to the previous year's receipts of \$3,063,742. This represents an increase of \$110,090 (or 3.6%).

For the full Fiscal Year 2014-15, total sales tax revenue of \$3,173,832 exceeded the Village's budget projection of \$3,150,000 by \$23,832 or 0.8%.

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   | 221,601   | (2,191)       | -1.0%          | 2,776,677 | 2,850,008 | 73,331        | 2.6%           |
| Total         |                 | 2,776,677 | 2,850,008 | 73,331        | 2.6%           |           |           |               |                |

**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%           |
| <b>Total</b>  |                 | <b>267,855</b> | <b>287,065</b> | <b>19,210</b> | <b>7.2%</b>    |          |          |               |                |

| 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         | 15,381         | (4,701)       | -23.4%         | 287,065  | 323,824  | 36,759        | 12.8%          |
| <b>Total</b>  |                 | <b>287,065</b> | <b>323,824</b> | <b>36,759</b> | <b>12.8%</b>   |          |          |               |                |

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%           | 1,251,009 | 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   | 279,158   | 6,561         | 2.4%           | 989,536   | 1,037,475 | 262,500     | 47,939     | 4.8%         | 16,658           | 6.3%               |
| 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%               |
| 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%               |
| 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%               |
| 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%              |
| 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%               |
| 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%              |
| 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%              |
| April         | January         | 243,874   | 236,982   | (6,892)       | -2.8%          | 3,063,742 | 3,173,832 | 262,500     | 110,090    | 3.6%         | (25,518)         | -9.7%              |
| Total         |                 | 3,063,742 | 3,173,832 | 110,090       |                |           |           | 3,150,000   | 23,832     |              |                  | 0.8%               |

## MEMORANDUM

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

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

**Date:** May 26, 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 eleven (11) months of the current fiscal year, the Village has received \$337,117 in food-and-beverage tax revenue, which is \$22,797 or 7.3% more than the same period last year.

In addition, total food-and-beverage tax revenue received for the fiscal year-to-date is \$21,784 or 6.9% 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. Operation of these new establishments should positively affect total food-and-beverage tax revenue received in the current fiscal year. Fuller House is slated to open in early June, while Casa Margarita is targeting late fall for its opening.

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 % |
|---------------|------------------|---------|---------|---------------|----------------|----------|----------|-------------|---------------|----------------|------------------|--------------------|
| May           | April            | 27,728  | 25,836  | (1,892)       | -6.8%          | 27,728   | 25,836   | 28,667      | (1,892)       | -6.8%          | (2,831)          | -9.87%             |
| June          | May              | 23,871  | 22,902  | (969)         | -4.1%          | 51,599   | 48,738   | 28,667      | (2,861)       | -5.5%          | (5,765)          | -20.11%            |
| July          | June             | 34,969  | 31,067  | (3,902)       | -11.2%         | 86,568   | 79,805   | 28,667      | (6,763)       | -7.8%          | 2,400            | 8.37%              |
| August        | July             | 32,291  | 36,356  | 4,065         | 12.6%          | 118,859  | 116,161  | 28,667      | (2,698)       | -2.3%          | 7,689            | 26.82%             |
| September     | August           | 29,079  | 33,403  | 4,324         | 14.9%          | 147,938  | 149,564  | 28,667      | 1,626         | 1.1%           | 4,736            | 16.52%             |
| October       | September        | 33,397  | 31,252  | (2,145)       | -6.4%          | 181,335  | 180,816  | 28,667      | (519)         | -0.3%          | 2,585            | 9.02%              |
| November      | October          | 23,324  | 28,764  | 5,440         | 23.3%          | 204,659  | 209,580  | 28,667      | 4,921         | 2.4%           | 97               | 0.34%              |
| December      | November         | 27,802  | 36,668  | 8,866         | 31.9%          | 232,461  | 246,248  | 28,667      | 13,787        | 5.9%           | 8,001            | 27.91%             |
| January       | December         | 34,990  | 27,760  | (7,230)       | -20.7%         | 267,451  | 274,008  | 28,667      | 6,557         | 2.5%           | (907)            | -3.16%             |
| February      | January          | 18,214  | 30,772  | 12,558        | 68.9%          | 285,665  | 304,780  | 28,667      | 19,115        | 6.7%           | 2,105            | 7.34%              |
| March         | February         | 28,655  | 32,337  | 3,682         | 12.8%          | 314,320  | 337,117  | 28,667      | 22,797        | 7.3%           | 3,670            | 12.80%             |
| April         | March            | 26,867  | 0       | (26,867)      | -100.0%        | 341,187  | 337,117  | 28,667      | (4,070)       | -1.2%          |                  |                    |
| Total         |                  | 341,187 | 337,117 | (4,070)       | -1.2%          |          |          | 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:** May 26, 2015

**RE:** Evening Business Promotion Concept

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Although it was years in the making, with a fine collection of restaurants now operating in the Village's Central Business District (CBD), traffic is quite evident in the evening throughout the week.

With the notion of an evening clientele in mind, it would seem advantageous for retailers in the CBD to consider extending their business hours to try and leverage the presence of these potential new customers.

Although it is now an expected part of the calendar, it took years to build "Uniquely Thursdays" into the successful event it is today. A dedicated team of Hinsdale Chamber of Commerce staff, board members, and volunteers, plus EDC support and in-kind services from Public Safety and Public Services, now seamlessly produces a noteworthy community gathering for ten weeks during the summer. Simply stated, "Uniquely Thursdays" provides a lesson in the commitment, dedication, and human and financial resources that are necessary to gradually grow such an idea into an annual tradition.

With this inspiration and the aforementioned evening traffic in mind, the EDC may wish to seriously consider the prospect for an evening business promotion that would encourage retailers in the CBD to remain open one evening per week. Given the equity in "Uniquely Thursdays" and that some playfully refer to that day as "the new Friday," Thursday evening is one suggestion. One thought might be to have the evening shopping night begin after Labor Day and then extend through the holiday shopping season.

It is hoped that the strong potential for cross-promotional efforts between CBD restaurants and retailers would encourage participation and consumer acceptance, and the EDC could generate awareness among residents and potential visitors through a multi-media effort.

At the EDC meeting on the 26<sup>th</sup>, the merits of this promotional idea and the means to bring it to life shall be discussed. At that time, at least one potential name for the event and a corresponding sample creative execution will be shared with members.

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