

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Regular Meeting on
Tuesday, February 23, 2016

Members Present: Craig Chapello, Mike Goebel, John Karstrand and Annette Brinkmeier

Members Missing: Christopher Schramko

Staff Present: Emily Wagner, Administration Manager

Others Present: Dan Grisko, Direct Advantage

Call to Order (Agenda Item 1)

At 7:05 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, February 23, 2016.

Approval of Minutes (Agenda Item 2)

Mike Goebel made a motion to approve the minutes of the meeting of the EDC from November 10, 2015. Annette Brinkmeier seconded, and the motion was approved unanimously.

Review of Sales and Food-and-Beverage Tax Revenue (Agenda Item 3)

Emily Wagner provided an overview of sales tax, and food and beverage tax revenue. In the receipt month of January/collection month December, the Village received \$28,619 in food and beverage tax in this fiscal year compared to \$27,760 at the same time in the previous fiscal year.

In the receipt month of February/liability month of November, the Village received \$244,737 in sales tax in this fiscal year compared to \$251,913 at the same time in the previous fiscal year.

Hinsdale for the Holidays Review (Agenda Item 4)

Dan Grisko provided an update regarding the Hinsdale for the Holidays event. The weather was favorable for both dates, December 12 and 19. Dan recommended continuing with the two-weekend format as opposed to the three-weekend format that was utilized in prior years.

Review of FY 15/16 Expenditures/Discussion of FY 15/16 Marketing Materials and Programs (Agenda Items 5/6)

Dan Grisko provided an overview of the program expenditures to date. In years past, the EDC held off on programming in January and February, but made a marketing push in the Spring. Dan said he has ads from previous years that he can update and utilize this year. Marketing themes include home décor, spas, dining and fashion. The EDC

has previously used print ads, digital ads and Google network ads. The Commissioners unanimously agreed to implement spring marketing programming.

Review of FY 16/17 Proposed Budget (Agenda Item 7)

Emily Wagner provided an overview of the proposed capital expenditures. The Burlington Park electrical system improvements were deferred to FY 16-17 due to the uncertainty regarding the state's fiscal climate. Some Commissioners expressed concerns regarding how the EDC's capital plans have been recommended to the Village Board in the past. As a result, no final decisions were made regarding the FY 16-17 capital plan at this time.

Review of Liquor Code (Agenda Item 8)

Emily Wagner provided an overview of the revised liquor code and liquor license application. The Village consolidated its liquor license classifications to five categories.

Review of Business License Application (Agenda Item 9)

Emily Wagner provided an overview of the Village's revised business license application. Additionally, Emily shared that the Village is no longer licensing home-based businesses.

Other Business (Agenda Item 10)

Emily shared that Starbucks located in downtown Hinsdale was in the process of applying for a liquor license. Mike Goebel provided an update regarding the Hinsdale/AMITA cancer treatment center facility at 421 E. Ogden Ave.

Adjournment (Agenda Item 11)

Craig Chapello made a motion to adjourn the meeting. Mike Goebel seconded, and the motion passed unanimously. The February 23, 2016, meeting of the EDC was declared adjourned at 7:48 p.m.

Respectfully submitted,

Emily I. Wagner

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX

510-5273

Receipt Month	Collection Month	2015	2016	Dollar Change	Percent Change	2015 YTD	2016 YTD	Dollar Change	Percent Change	2016 Budget	Budget vs Actual	Budget vs Actual %
May	April	25,836	29,397	3,561	13.8%	25,836	29,397	3,561	13.8%	30,917	(1,520)	-4.92%
June	May	22,902	32,206	9,304	40.6%	48,738	61,603	12,865	26.4%	30,917	1,289	4.17%
July	June	31,067	29,627	(1,440)	-4.6%	79,805	91,230	11,425	14.3%	30,917	(1,290)	-4.17%
August	July	36,356	38,232	1,876	5.2%	116,161	129,462	13,301	11.5%	30,917	7,315	23.66%
September	August	33,403	38,078	4,675	14.0%	149,564	167,540	17,976	12.0%	30,917	7,161	23.16%
October	September	31,252	33,232	1,980	6.3%	180,816	200,772	19,956	11.0%	30,917	2,315	7.49%
November	October	28,764	40,768	12,004	41.7%	209,580	241,540	31,960	15.2%	30,917	9,851	31.86%
December	November	36,668	35,860	(808)	-2.2%	246,248	277,400	31,152	12.7%	30,917	4,943	15.99%
January	December	27,760	28,619	859	3.1%	274,008	306,019	32,011	11.7%	30,917	(2,298)	-7.43%
February	January	30,772	37,226	6,454	21.0%	304,780	343,245	38,465	12.6%	30,917	6,309	20.41%
March	February	30,454	27,579	(2,875)	-9.4%	335,234	370,824	35,590	10.6%	30,917	(3,338)	-10.80%
April	March	37,422		(37,422)	-100.0%	372,656	370,824	(1,832)	-0.5%	30,917	(30,917)	-100.00%
Total		<u>372,656</u>	<u>370,824</u>	<u>(1,832)</u>	-0.5%					371,000	(176)	-0.05%

**Sales Tax Total, with Use Tax from LGDF
510-5253**

Receipt Month	Liability Month	2015	2016	Dollar Change	Percent Change	2015 YTD	2016 YTD	2016 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	213,467	253,912	40,445	18.9%	213,467	253,912	260,417	40,445	18.9%	(6,505)	-2.5%	(6,505)	-2.6%
June	March	267,859	238,570	(29,289)	-10.9%	481,326	492,482	260,417	11,156	2.3%	(21,847)	-8.4%	(28,351)	-5.8%
July	April	276,991	259,120	(17,871)	-6.5%	758,317	751,602	260,417	(6,715)	-0.9%	(1,297)	-0.5%	(29,648)	-3.9%
August	May	279,158	267,322	(11,836)	-4.2%	1,037,475	1,018,924	260,417	(18,551)	-1.8%	6,905	2.7%	(22,743)	-2.2%
September	June	265,796	241,439	(24,357)	-9.2%	1,303,271	1,260,363	260,417	(42,908)	-3.3%	(18,978)	-7.3%	(41,720)	-3.3%
October	July	269,768	272,659	2,891	1.1%	1,573,039	1,533,022	260,417	(40,017)	-2.5%	12,242	4.7%	(29,478)	-1.9%
November	August	287,123	272,526	(14,597)	-5.1%	1,860,162	1,805,548	260,417	(54,614)	-2.9%	12,109	4.6%	(17,369)	-1.0%
December	September	246,115	263,168	17,053	6.9%	2,106,277	2,068,716	260,417	(37,561)	-1.8%	2,751	1.1%	(14,617)	-0.7%
January	October	270,351	270,394	43	0.0%	2,376,628	2,339,110	260,417	(37,518)	-1.6%	9,977	3.8%	(4,640)	-0.2%
February	November	251,913	244,737	(7,176)	-2.8%	2,628,541	2,583,847	260,417	(44,694)	-1.7%	(15,680)	-6.0%	(20,320)	-0.8%
March	December	308,309	298,475	(9,834)	-3.2%	2,936,850	2,882,322	260,417	(54,528)	-1.9%	38,058	14.6%	17,739	0.6%
April	January	236,982	221,687	(15,295)	-6.5%	3,173,832	3,104,009	260,417	(69,823)	-2.2%	(38,730)	-14.9%	(20,991)	-0.7%
Total		<u>3,173,832</u>	<u>3,104,009</u>	<u>(69,823)</u>	-2.2%			3,125,000			(20,991)	-0.67%		

**Village of Hinsdale
Five-Year Departmental Capital
FY 2016/2017 - FY 2020/2021**

N = New Item Added Since FY 2015-16 Capital Plan

Fund - Corporate

Item	Year 0 Budget FY 2015-16	Year 0 Est. Actual FY 2015-16	Year 1 Projected FY 2016-17	Year 2 Projected FY 2017-18	Year 3 Projected FY 2018-19	Year 4 Projected FY 2019-20	Year 5 Projected FY 2020-21	Five-Year Plan Total
Finance								
Replace Boardroom/Video Broadcast Equipment	30,000	15,900	30,000					30,000
Replace Police and Fire Computer Servers	37,000	-	37,000					37,000
Replace Financial Accounting System - Consulting Services	50,000	-	-					-
Update Email Servers				50,000				50,000
Replace Financial Accounting System				300,000	150,000			450,000
Replace Servers (2)					13,000			13,000
Replace Phone System Hardware						30,000		30,000
Replace Storage Area Network (SAN)							13,500	13,500
	117,000	15,900	67,000	350,000	163,000	30,000	13,500	623,500
Economic Development								
Burlington Park Electrical System Improvements	32,000	-	32,000					32,000
CBD Hardscape Replacement	30,000	-	30,000					30,000
CBD Parkway Hardscape Install	30,000	-	30,000					30,000
Village Place Decorative Pavement			65,000					65,000
Village Gateway Entry Marker Signs				55,000				55,000
Garfield Parking Lot Plaza Improvements					50,000			50,000
Wayfinding Signs (4)						30,000		30,000
Pedestrian Safety Improvements							40,000	40,000
	92,000	-	157,000	55,000	50,000	30,000	40,000	332,000
Grand Total	209,000	15,900	224,000	405,000	213,000	60,000	53,500	955,500

MARKETING CONSIDERATIONS FOR FY 2016/2017
Prepared by Direct Advantage Marketing
April 26, 2016

Background

The Hinsdale Economic Development Commission (EDC) marketing effort began in late 2007. The commission wanted to develop a marketing and branding effort primarily to promote business in the Village, which was experiencing low merchant morale and high rental vacancy due to the economic conditions at the time.

The very first effort in December of 2007 was “Hinsdale for the Holidays,” an event created to encourage more excitement and shoppers for the downtown area. The event included a heated tent in Burlington Park with free gingerbread cookie decorating, strolling musicians, and horse and carriage rides. We also utilized a “Santa’s Secret Shopper,” who awarded \$25 gift certificates randomly to customers shopping at Hinsdale retail shops, thanking them for shopping locally.

This promotion has continued with minor adjustments and remains our signature event.

In early 2008, Direct Advantage met with various stakeholders in the village, including village officials, village merchants and village residents to try and discover the essence of Hinsdale in order to create the marketing brand, which would become “Distinctly Hinsdale.”

From this point, the next two fiscal years, working with a limited budget, we developed:

- The “Distinctly Hinsdale” marketing brand/logo/graphic standards
- DistinctlyHinsdale.com website
- Demographic data reports to help recruit new businesses
- An award winning media kit used to recruit new businesses
- A small marketing campaign
- Hinsdale for the Holidays promotion

Then the following three to four fiscal years focused on the following:

- Local and regional award-winning marketing campaigns, encouraging local residents to support their hometown merchants, as well as regional campaigns to encourage neighboring municipal residents to explore and shop in Hinsdale
- Various merchant promotions including VIP events, customer appreciation events
- More internal marketing including presentations, brochures and various projects to assist the EDC efforts, including support for capital improvements

- Hinsdale for the Holidays promotion
- Greater emphasis on capital improvements with EDC budget

The last three fiscal years focused on the following:

- Local and regional award-winning marketing campaigns, encouraging local residents to support their hometown merchants, as well as emphasis on regional campaigns to encourage neighboring municipal residents to explore and shop in Hinsdale
- Various merchant promotions including VIP events, customer appreciation events, shop small Saturday
- Hinsdale for the Holidays promotion, including paying for all Village holiday decorations
- Emphasis on capital improvements with EDC budget

Challenges

It is worth noting the challenges faced from a marketing perspective as it relates to the mission of the EDC. The two primary challenges are communication with, and participation by the local business community.

As some of the members may recall, events that required minimal effort by merchants, such as signing up on a website to participate in the customer appreciation events, which required no monetary investment, yielded low merchant participation rates. When the events changed over to “no sign up” required, they were still met with some resistance.

We developed a website, hinsdaleretail.com, to serve as a portal for communication with local merchants, but the site did not gain any traction.

We have tried e-mails, direct mail and in-store visits and breakfast meetings, all with nominal success. Going forward, there can be a more focused effort on developing better lines of communication with the retail community. E-mail lists need updating, perhaps brief appearances at Chamber or other business meetings and inclusion on any communications by the village to the merchants (stuffers in license renewal forms, messages on the village website).

MARKETING CONSIDERATIONS FOR FISCAL 2016/2017

Websites

The www.distinctlyhinsdale.com website is starting to appear dated. This is the same site we have had for eight years, and needs aesthetic and functional updates. The current language of the programming is outdated and difficult to repair when problems arise.

There are a wide range of options to consider, including:

- Rolling our site into the current new VillageofHinsdale.org site

Estimated cost: Staff time/Direct Advantage time to build new website pages on new Village website; consult with Revize in case a fee is needed for technical assistance

Micro Sites

www.HinsdaleDining.com, HinsdaleFashion.com, HinsdaleSpas.com
HinsdaleForTheHome.com

These sites were developed to assist the marketing of the individual product categories we promote. Initially, we wanted all of this information contained on the distinctlyhinsdale.com site, but the effort was cost prohibitive. These micro sites took on a life of their own, trying to do more than their intended purpose. They should be rolled into the distinctlyhinsdale.com site, or updated to the latest web site technology to maximize search engine optimization and content.

Estimated cost: \$5,000+

Marketing Campaigns

Each year we have developed new campaigns with local and regional messaging. Last year's campaign was fresh and lighthearted, but did not receive a great deal of media support. We should consider using the same campaign or developing an entirely new campaign.

Estimated Cost: \$3,000+

Media

Throughout the years, our media buys have been limited to:

- The Hinsdalean newspaper
- West Suburban Living magazine
- A few ads in Chicago Magazine and 60521
- Cable TV buy in December of 2014 and April of 2015
- Two billboards in 2010
- Direct mail, primarily to promote the holiday promotion
- Digital ads on StyleChicago.com, Chicago Magazine web site,
- The Google Ad Network including hundreds of lifestyle sites

Social media and digital advertising have been the high growth areas in the media landscape. General shop/dines messages work well in the digital landscape. Social is a challenge for the EDC, primarily because we don't host events and this would require merchant participation. Media/mass/targeted advertising has been

minimally funded throughout the years. It is our recommendation that the new fiscal year brings a renewed vigor in promoting commerce and attracting new businesses to Hinsdale. Examples of municipalities you may be familiar with who are aggressive in this area include Berwyn, Forest Park, Geneva, Downers Grove, and Bedford Park.

Estimated cost: \$25,000+

Hinsdale for the Holidays Promotion

Our annual event, now hosted over two Saturdays.

Estimated cost: \$10,500