



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

TUESDAY, January 30, 2018

7:00 P.M.

VILLAGE BOARD ROOM – MEMORIAL BUILDING

(Tentative & Subject to Change)

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of October 24, 2017
- 3. REVIEW OF SALES TAX REVENUE**
- 4. REVIEW OF FY 17/18 MARKETING CAMPAIGNS**
- 5. OTHER BUSINESS**
 - a) New Businesses
 - b) 2018 Chamber of Commerce
- 6. ADJOURNMENT**

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for approval may then be referred to the Village Board of Trustees for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's website at www.villageofhinsdale.org

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, October 24, 2017

Members Present: Chair John Karstrand, Annette Brinkmeier, Jill Sunderson, Cathleen Stoelting, Michael Goebel and Michael Kiyosaki.

Members Absent: Chris Schramko

Staff Present: Anna Devries, Economic Development Coordinator

Others Present: Dan Grisko, Direct Advantage Marketing
Isaac Brorson, Burr Ridge Resident

Call to Order (Agenda Item 1)

At 7:04 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, October 24, 2017.

Approval of Minutes (Agenda Item 2)

Michael Goebel made a motion to approve the minutes of the meeting of the EDC from September 26, 2017. Michael Kiyosaki seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Devries provided an overview of the previous month's sale tax revenue. Anna Devries reviewed in the liability month of July, receipt month October the Village collected \$251,121 compared to the prior year in which \$242,368 was collected. The Commission discussed the year to date variance of 5%. Staff reviewed that variances can appear throughout the year as revenues fluctuate month to month. The Commission recognized that revenue brought in can vary month to month however, suggested seeing a breakdown by month of the overall lump sum budget. The Commission suggested that the month to month breakdown be configured by prior year's actual percentages rather than an equal distribution. The Commission discussed the sales tax revenue broken out by revenue source and found it interesting to see that automotive and filling stations and food were the Village's largest contributors.

Review of FY 17/18 Marketing Initiatives (Agenda Item 4)

Dan Grisko reviewed the marketing efforts for the digital videos that the Commission had created to boost shopping and dining locally. Dan Grisko shared the videos have received over 11,000 views on YouTube and Facebook combined by spending \$1,200 on digital ad space. Dan Grisko shared that the marketing dollars will be increased during the holiday season to maximize our reach and visibility to shoppers. Dan Grisko also reviewed the addition of the shop small tag line at the end of the shopping local video that will be used to bring visitors and residents into our community to shop locally during Small Business Saturday.

Review of FY 17/18 Budget and Capital Plan (Agenda Item 5)

Anna Devries reviewed the current budget and discussed the success of the ongoing digital advertising. The Commission discussed what is included in the agency retainer. Staff shared that the creative work that is produced by Direct Advantage is included in the agency retainer and directed by the Commission's yearly goals and marketing initiatives. The majority of the creative work that has been produced this fiscal year includes the planning and production of the three marketing videos that have now been viewed over 11,000 times since advertising publicly over two months. Staff also discussed that the holiday lighting bids came in under budget.

Other Business (Agenda Item 6)

a) Small Business Saturday

Anna Devries reviewed the Small Business Saturday promotion that the Economic Development Department, the Hinsdale Chamber and The Hinsdalean have been working on. The idea of the extra event promotion is to bring excitement and involvement into the community and our businesses. Businesses are also encouraged to sign up through American Express for a shop small business kit. Staff along with the Hinsdale Chamber and The Hinsdalean will also be distributing items on October 26 to businesses. Staff will continue to promote the event through the Village's website and electronic newsletter.

b) 2017 Chamber of Commerce

John Karstrand shared that the 52nd Annual Holiday Tree Lighting Ceremony and Christmas Walk will be held on December 1, 2017 from 5:00 PM to 8:00 PM. The event will include holiday carolers, a trackless train, a full size carousel, visits with Santa and live reindeer. John Karstrand also shared that Kaehler Luggage is hosting a ribbon cutting on November 9 as well as Hinsdale Bank & Trust is hosting a Business After Hours event.

c) September 2017 Economic Development Monthly Report

Anna Devries shared the following updates.

- Jimmy John's has started construction in Gateway Square
- Elysian Nail Spa has started construction at 24 W. Chicago Avenue
- Kaehler Luggage has completed construction

Adjournment (Agenda Item 7)

Jill Sunderson made a motion to adjourn the meeting and Michael Kiyosaki seconded. The motion was approved unanimously. The October 24, 2017, meeting of the EDC was declared adjourned at 8:03 p.m.

Respectfully submitted,

Anna L. Devries

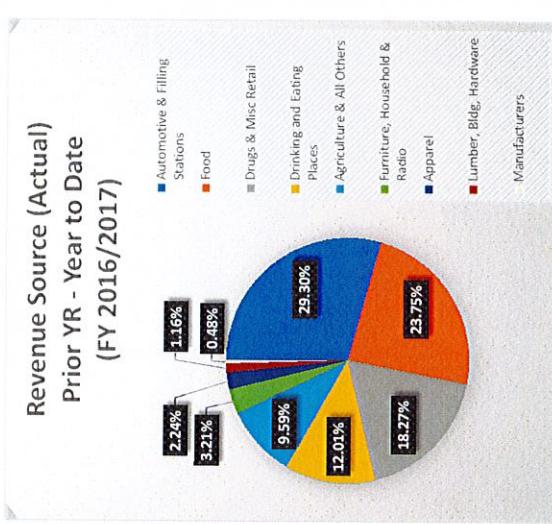
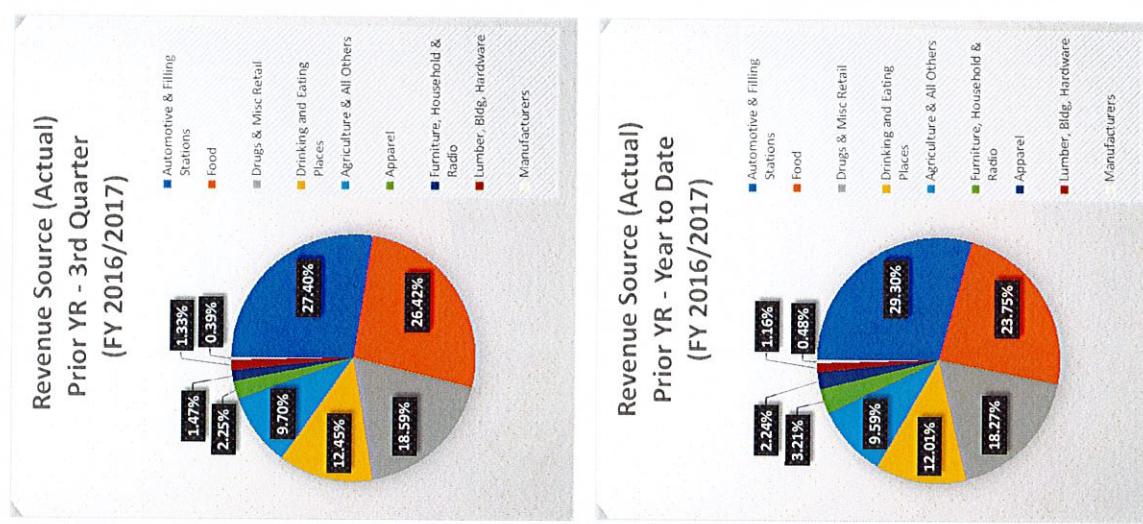
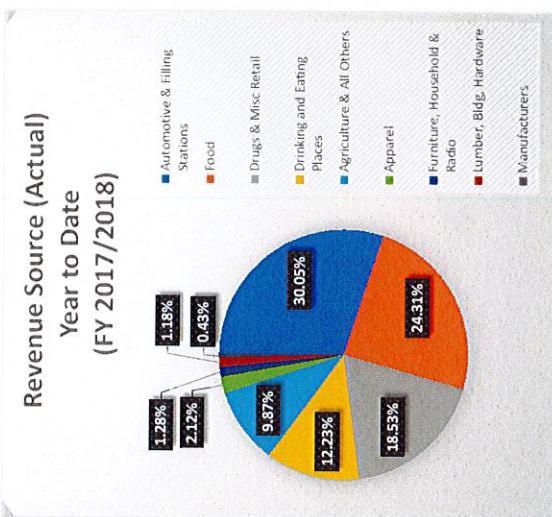
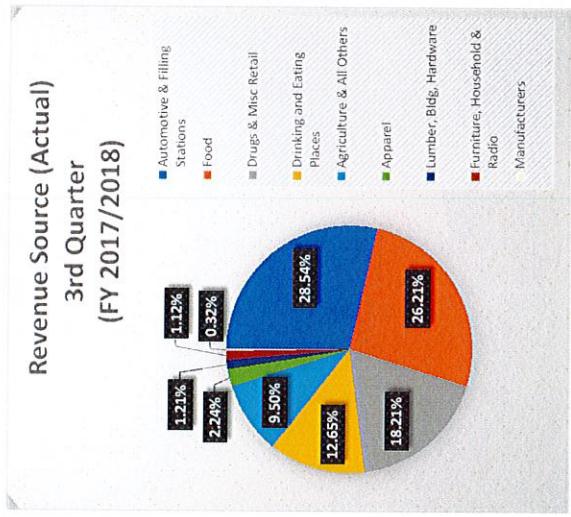
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Sales Tax Revenue

Receipt Month	Liability Month	Prior Year MTD Actual FY 16/17	Actual MTD FY 17/18	YTD Actual FY 17/18	YTD Budgeted FY 17/18	YTD Variance Budget (%) FY 17/18	YTD Variance Budget Prior Year (%) FY 16/17	3 YR MTD Actual Average 14/15, 15/16, 16/17
May	Feb	237,319.00	220,707.00	220,707.00	268,156.00	-18%	-11%	234,899.33
June	March	257,204.00	242,698.00	463,405.00	536,312.00	-14%	-8%	254,544.33
July	April	232,350.00	270,428.00	733,833.00	804,468.00	-9%	-9%	256,153.67
August	May	318,358.00	268,505.00	1,002,338.00	1,072,624.00	-7%	-2%	288,279.27
September	June	271,479.00	275,264.00	1,277,602.00	1,340,780.00	-5%	-2%	259,571.22
October	July	242,368.00	251,120.87	1,528,722.87	1,608,936.00	-5%	-3%	261,598.43
November	August	255,172.10	267,662.68	1,796,385.55	1,877,092.00	-4%	-3%	271,607.03
December	September	272,130.00	264,904.68	2,061,290.23	2,145,248.00	-4%	-3%	260,471.00
January	October	257,000.15	255,747.24	2,317,037.47	2,413,404.00	-4%	-3%	265,915.05
February	November							250,546.72
March	December							307,716.84
April	January							232,707.09
TOTALS		2,343,380.25	2,317,037.47	N/A	N/A	N/A	N/A	3,144,009.99

Sales Tax Revenue

Revenue Source (Actual)	
	3rd Quarter 2017
Automotive & Filling Stations	\$ 191,807
Food	\$ 176,109
Drugs & Misc Retail	\$ 122,348
Drinking and Eating Places	\$ 85,020
Agriculture & All Others	\$ 63,858
Apparel	\$ 15,030
Lumber, Bldg, Hardware	\$ 8,112
Furniture, Household & Radio	\$ 7,523
Manufacturers	\$ 2,153
Revenue Source (Actual)	
Year to Date 2017	
Automotive & Filling Stations	\$ 591,812
Food	\$ 478,727
Drugs & Misc Retail	\$ 364,963
Drinking and Eating Places	\$ 240,807
Agriculture & All Others	\$ 194,228
Apparel	\$ 41,842
Furniture, Household & Radio	\$ 25,258
Lumber, Bldg, Hardware	\$ 23,211
Manufacturers	\$ 8,508
Revenue Source (Actual)	
Prior Year - 3rd Quarter 2016	
Automotive & Filling Stations	\$ 183,389
Food	\$ 178,742
Drugs & Misc Retail	\$ 125,808
Drinking and Eating Places	\$ 84,261
Agriculture & All Others	\$ 65,664
Apparel	\$ 15,225
Furniture, Household & Radio	\$ 9,961
Lumber, Bldg, Hardware	\$ 8,997
Manufacturers	\$ 2,612
Revenue Source (Actual)	
Prior Year Year to Date 2016	
Automotive & Filling Stations	\$ 588,770
Food	\$ 477,187
Drugs & Misc Retail	\$ 367,090
Drinking and Eating Places	\$ 241,287
Agriculture & All Others	\$ 192,719
Furniture, Household & Radio	\$ 64,512
Apparel	\$ 45,107
Lumber, Bldg, Hardware	\$ 23,371
Manufacturers	\$ 9,564



Hinsdale For The Holidays

SUPPORT OUR LOCAL BUSINESSES
HINSDALE



EVENT RECAP

Held December 9th & 16th
11a - 3p • Burlington Park

- 800 children decorated Gingerbread Cookies
- 500 people enjoyed **Carriage Rides** throughout downtown
- **Banner** inside tent to support Hinsdale Businesses
- Our favorite **Cub Scout Troop** volunteered
- And **Community Spirit** was in abundance

Comments made to our staff working the event:

"This is our favorite event of the year"

"We look forward to this"

"I know my kids are a little older, but we do this every year & they love it"

"We live in Burr Ridge and saw this on Facebook"

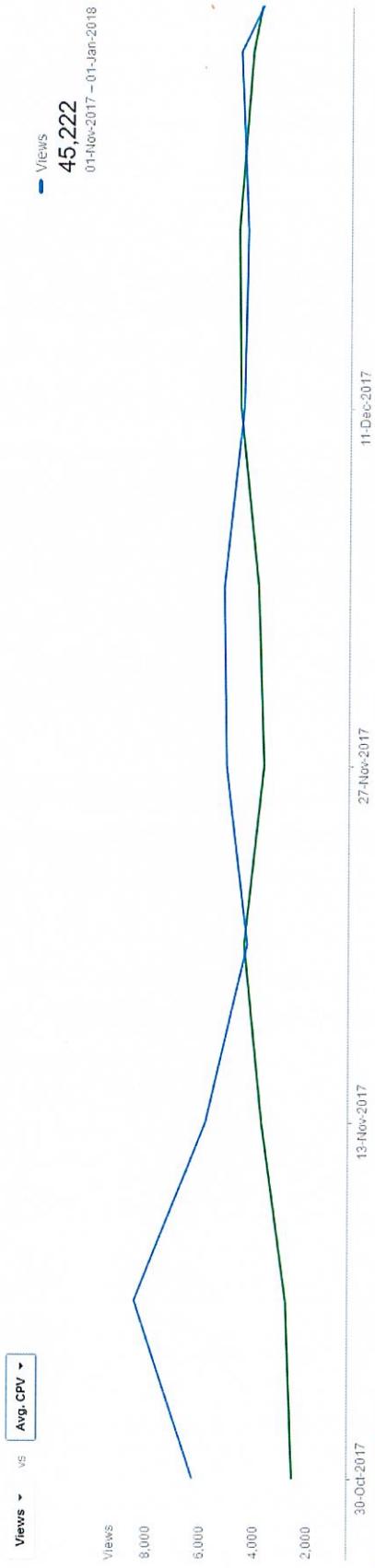
"So nice"

"Thank you, thank you, thank you"

Hinsdale Economic Development commission



Video pre-roll Results November & December



Peak Performance
beginning – targeting
algorithm optimized

Shop Small
Business Video

Summary of Campaign Results

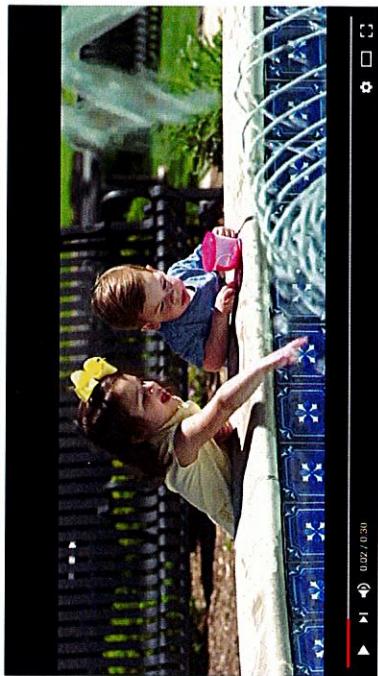
- With the increase in digital marketing, we were able to not only expand our impression reach to more localities that aligned with the target market, but also buy direct placements on local lifestyle sites
 - Average cost per view done through the Google Display and Video network is \$.30, we outperformed with our targeted campaign – having an average cost per view of \$.22

Impressions	Views	View Rate
144,712	45,222	31.25%

- 42,078 impressions
- 12,636 views
- 30% view rate
- <https://www.youtube.com/watch?v=4sx4TiUHGd0>

:30 Video – if you're not in H(In)SDALE

Household income report (1 Nov 2017-1 Jan 2018)				
Household income	Impressions	Views	View rate	
Top 10%	19,407	5,543	28.56%	
11-20%	11,652	3,550	30.47%	
21-30%	11,019	3,543	32.15%	



Ad group	Status	Impr.	Views	View rate
Fun Video - If You're Not in Hinsdale	Campaign paused	35,612	10,537	29.76%
Fun Video - If You're Not in Hinsdale	Campaign paused	1,866	537	31.46%
Fun Video - If You're Not in Hinsdale	Campaign paused	1,590	509	32.01%
Fun Video - If You're Not in Hinsdale	Campaign paused	1,186	371	31.28%
Fun Video - If You're Not in Hinsdale	Campaign paused	851	236	33.61%
Fun Video - If You're Not in Hinsdale	Campaign paused	286	88	30.77%
Fun Video - If You're Not in Hinsdale	Campaign paused	247	86	26.72%
Fun Video - If You're Not in Hinsdale	Campaign paused	184	65	35.33%
Fun Video - If You're Not in Hinsdale	Campaign paused	175	44	25.14%
Fun Video - If You're Not in Hinsdale	Campaign paused	46	13	28.26%

Interests ⓘ

- Affinity audiences (reach) > Shoppers
- Shopaholics**
- Affinity audiences (reach) > Lifestyles & Hobbies
- Art & Theater Aficionados
- Affinity audiences (reach) > Food & Dining
- Foodies
- In-market audiences (ROI) Beauty Products & Services
- Affinity audiences (reach) > Beauty & Wellness
- Beauty Enthusiasts
- Affinity audiences (reach) > Shoppers
- Luxury Shoppers
- Affinity audiences (reach) > Lifestyles/Yes & Hobbies
- Nightlife Enthusiasts
- Affinity audiences (reach) > Food & Dining
- Frequently Dines Out
- In-market audiences (ROI) > Apparel & Accessories
- Women's Apparel
- Affinity audiences (reach) > Shoppers > Shoppers by Store Type
- Department Store Shoppers

If You're Not in H(In)SDALE, You're missing out

Hinsdale EDC

Published on Sep 22, 2017

Brought to you by the Village of Hinsdale Economic Development Commission, in the Village of Hinsdale, there are so many great amenities from the dining to the spas. The Village of Hinsdale is like no other.

Show More

SUBSCRIBE 12

:30 Video – Shop. Dine. relax

- 50,850 impressions
- 14,064 clicks
- 27% view rate
- https://www.youtube.com/watch?v=lbz2_eKC9Us

Household income report (1 Nov 2017-1 Jan 2018)

	Household income	Impressions	Views	View rate
Top 10%	33,818	9,133	27.01%	
11-20%	17,032	4,931	28.95%	

The Village of Hindale - Shop. Dine. Relax

18,532 views

Hindale EDC
Published on Sep 19, 2017
Brought to you by the Village of Hindale. Economic Development Commission. Shop. Dine. Relax at our unique boutiques and award winning restaurants.

Category: People & Blogs

View rate: 26.91%

Ad group	Status	Impr.	Views
We Do Things Well	Campaign paused	41,499	11,168
We Do Things Well	Campaign paused	2,512	757
We Do Things Well	Campaign paused	2,281	729
We Do Things Well	Campaign paused	1,263	391
We Do Things Well	Campaign paused	1,156	347
We Do Things Well	Campaign paused	579	181
We Do Things Well	Campaign paused	361	133
We Do Things Well	Campaign paused	386	120
We Do Things Well	Campaign paused	211	70

Affinity audiences (reach) > Shoppers
Shopaholics

Affinity audiences (reach) > Technology
Technophiles

Affinity audiences (reach) > Lifestyles & Hobbies
Family-Focused

Affinity audiences (reach) > Lifestyles & Hobbies
Art & Theater Aficionados

Affinity audiences (reach)
Travel

Affinity audiences (reach) > Lifestyles & Hobbies
Outdoor Enthusiasts

Affinity audiences (reach) > Lifestyles & Hobbies
Fashionistas

Affinity audiences (reach) > News & Politics > News Junkies
Business & Economic News Junkies

Affinity audiences (reach) > Lifestyles & Hobbies
Business Professionals

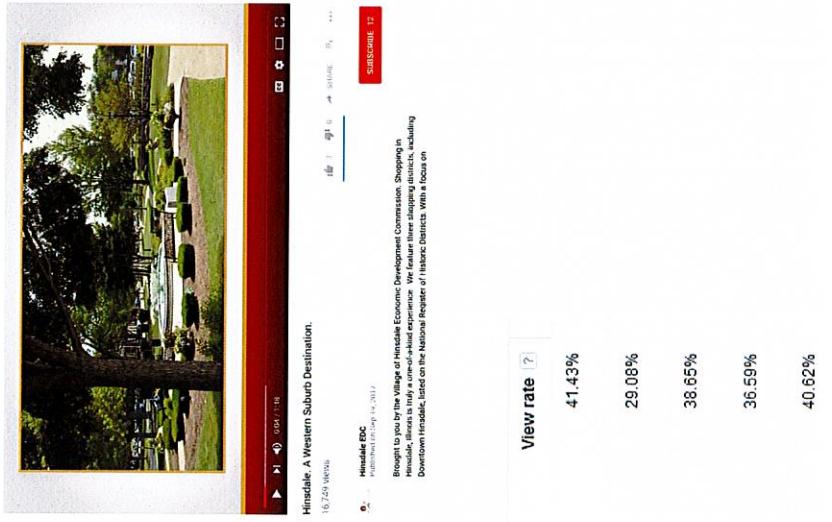
SUBSCRIBE

1:49 Video – never stopped building or dreaming

- 34,483 impressions
- 13,156 views
- 38% view rate

Household income report (1 Nov 2017-1 Jan 2018)		
Household income	Impressions	Views
Top 10%	15,081	5,667
11-20%	9,223	3,519
21-30%	10,179	3,970

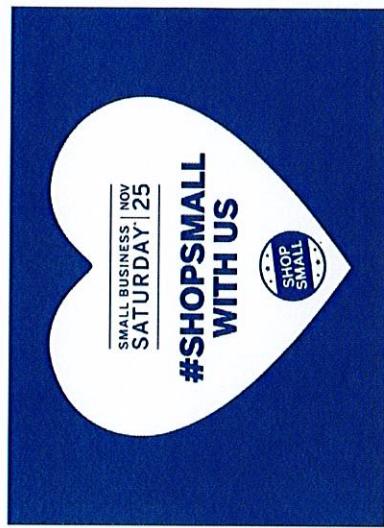
<https://www.youtube.com/watch?v=rCYefLk0A9w>



Interests	Ad group	Status	Imp.	Views	View rate
Affinity audiences (reach) Media & Entertainment	Long Video	Campaign paused	22,142	9,174	41.43%
Affinity audiences (reach) News & Politics	Long Video	Campaign paused	8,154	2,371	29.08%
Affinity audiences (reach) Shoppers	Long Video	Campaign paused	2,458	950	38.65%
Affinity audiences (reach) Beauty & Wellness	Long Video	Campaign paused	962	352	36.59%
Affinity audiences (reach) Food & Dining	Long Video	Campaign paused	581	236	40.62%

November and December video marketing results

- November 6th through the 25th, we ran the “Shop Small Business” video
- 17,076 impressions
- 5,275 views
- 31% view rate



Household income report (1 Nov 2017-1 Jan 2018)

Household income	Impressions	Views	View rate
Top 10%	9,564	2,911	30.44%
11-20%	4,195	1,283	30.58%
21-30%	3,542	1,172	33.09%

Interests	Ad group	Status	Views	View rate
Affinity audiences (reach) Shoppers	Small Business	Campaign paused	5,275	30.89%

November and December campaign changes

- Opened up and expanded targeting areas to more effectively reach target market

- We expanded the managed placements and behavioral targeting to focus on lifestyle websites contextually relevant to an affluent Chicagoland audience.

- Example sites:

<https://www.thrillist.com/lifestyle/chicago>

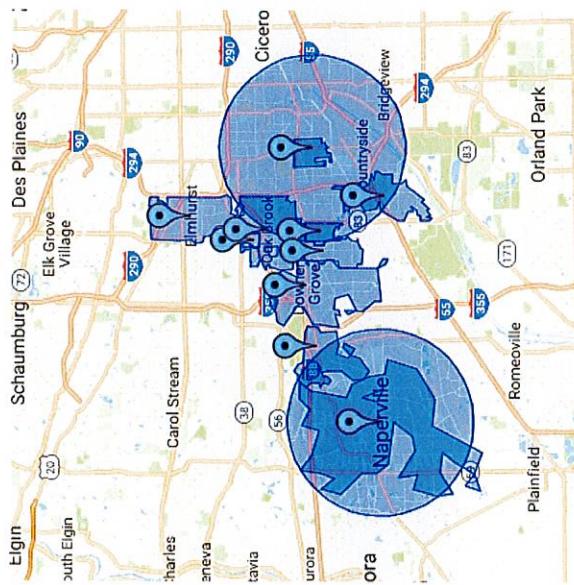
<http://thechicagolifestyle.com/>

<http://www.chicagomag.com/>

<http://www.chicagonow.com/>

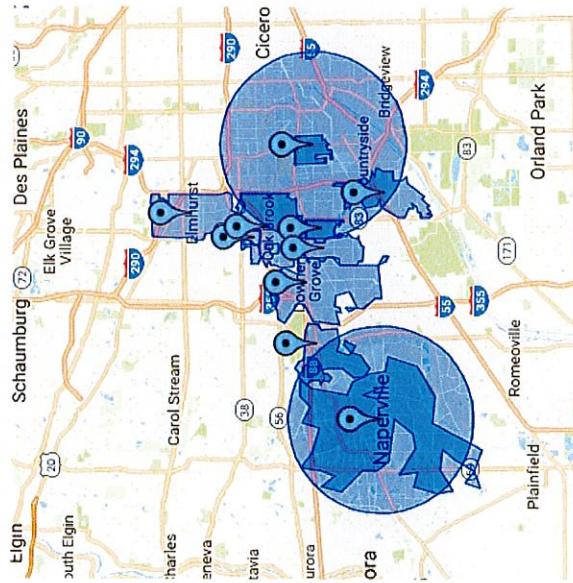
<https://modernluxury.com/chicago>

<https://patch.com/illinois/hinsdale>



Geo Targeting

- Clarendon Hills
- Downers Grove
- Elmhurst
- La Grange
- Naperville
- Lisle
- Oakbrook
- Westmont
- Hinsdale
- Burr Ridge
- Oakbrook Terrace
- Woodridge
- Lemont



Relevant targeted lifestyle placements

- almost 200 placements were added to the video pre-roll campaign in November
- Placements were added as managed placements on the Google Display Network with available video impressions
- Sites included but not limited to: shopping sites, local venue and event sites, restaurant sites, Chicago blogs, local news and much more

Facebook Promotions of Video content

Page Insights

Daily | Overall | 7 days | 30 days | 3 months | 6 months | 1 year



Lifetime page followers: 80
Page followers and page views increased after we add the Shop Small Business Saturday video was published and the Hinsdale Holiday event was promoted

Shop Small Business Saturday

- 4.7k people reached
- 11k people engaged with the video

Sponsored post

Shop Small Business Saturday in HINSDALE. You're missing out in... 3100.00

2,303 People Reached 2,121 Video Views Spent \$150.00

[View Results](#)

OVERVIEW EDIT PROMOTION

DESKTOP NEWS FEED MOBILE NEWS FEED MORE ▾

Village of Hinsdale Economic Development Commission 525,500 likes Live Page

We proudly support local small businesses in and around our community. Make sure to check out what the Hinsdale small business community has to offer. #ShopSmall with us Saturday, November 25th on Shop Small Business Saturday.

Watch Again Share

Your spend limit is lower than your budget? Increase your limit by \$250.00

You targeted men and women, ages 24 - 65+ who live in 7 locations, and have 5 interests.

Show full summary

This promotion ran for 15 days.

Your total budget for this promotion was \$250.00 USD.

4,476	11,080	\$250.00
People Reached	Total Spend	Total Budget
Actions	People	Comments

Video View 11,080 Like Comment Share

Increase budget and duration

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

View Results

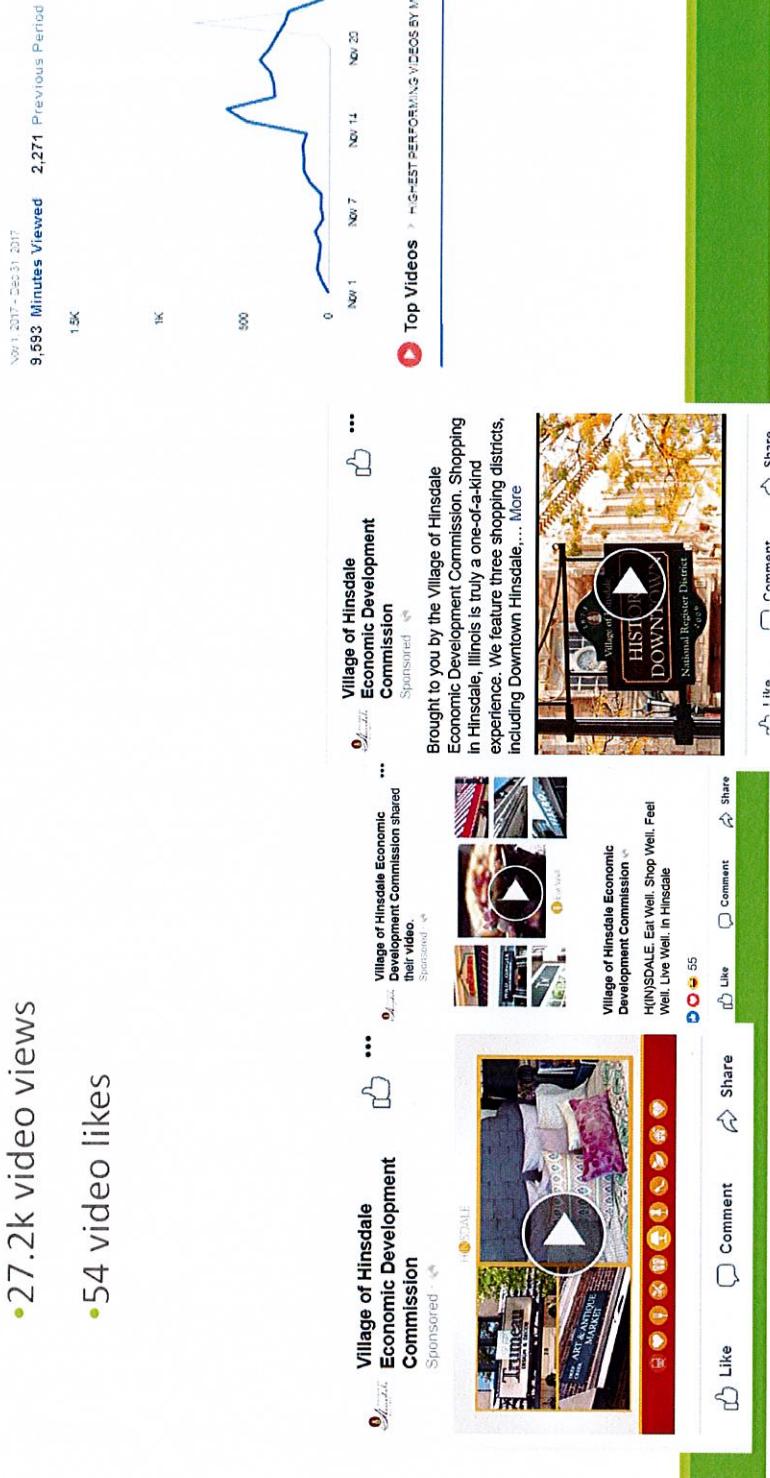
Promoted by Completed

Video content interaction on Facebook

- 9.5k minutes viewed across all 3 videos promoted as sponsored posts

- 27.2k video views

- 54 video likes



Facebook Event – Hinsdale holiday

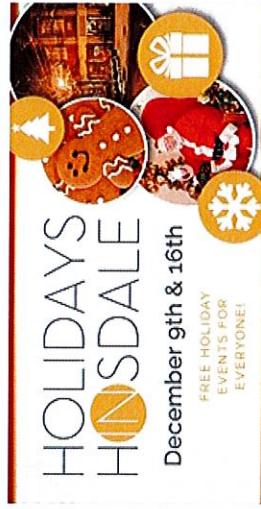
- 3.4k People reached
- 113 respondents
- 141 video likes

Village of Hinsdale Economic Development Commission added an event.

November 15, 2017

Coming Soon....

On Saturday, December 9th and 16th, the Village of Hinsdale is hosting a family-friendly holiday event IN Burlington Park from 11:00 am to 3:00 pm. Fun for Everyone. Meet Santa Claus, Gingerbread Cookie Decorating, Horse Drawn Carriage Rides, Boutique Holiday Shopping and much more.



DEC 16 Historic Holidays Hinsdale Dec 9, 2017 - Dec 16, 2017 Chestnut St, Hinsdale... ★ Interested You are invited by Village of Hinsdale Economic Development...

[View Promotion](#)

Like

Comment

Write a comment
Kathy Front Showwick, Pat Soderrez and Ara Marion
 Share this post



Hinsdale Chamber of Commerce 2018 Schedule of Events

- June 9-10** **HINSDALE FINE ARTS FESTIVAL**, Saturday and Sunday, in Burlington Park, 10:00 a.m. – 5:00 p.m. both days. Over 125 juried artists take to the park for this wonderful, eclectic art show. Music, children's activities, giveaways and more.
- June 14 - August 16** **UNIQUELY THURSDAYS**, Thursday evenings, 6:00 – 9:00 p.m., in Burlington Park, located between Garfield and Washington Streets on Chicago Avenue. Live music by some of the Midwest's top bands. Food vendors, sponsor giveaways, family fun each Thursday night in Hinsdale.
- June 4 - October 8** **FARMER'S MARKET**, Mondays only, in Burlington Park, located between, Garfield and Washington Streets on Chicago Avenue. From 7:00 a.m. to 1:00 p.m. Over 25 vendors displaying the area's finest home grown, home spun products.
- July 13 & 14** **SIDEWALK SALE**, Friday and Saturday, on sidewalks in front of participating businesses, from 9:00 a.m. to 5:00 p.m. both days.
- September 15** **MERCHANTS GARAGE SALE** – in the Public Works Garage- Saturday from 9:00 a.m. to 4:00 p.m. for the general public. No junk, no joke! Come early to get up to 75% off!
- October 20** **HINSDALE FALL FESTIVAL** – Saturday in Burlington Park, 11:00 a.m. – 2:00 p.m. In conjunction with the Village of Hinsdale – Halloween fun in downtown Hinsdale.
- November 30** **CHRISTMAS WALK** – Friday, from 5:00 p.m. to 8:00 p.m. in all business districts – downtown, Grant and Gateway Squares. Merchant's stores open to celebrate the holiday season with customers and visitors to Hinsdale. Live music, 30' carousel, trackless train, ice carvers, costume characters, giveaways and more!

**events and/or scheduled dates subject to change upon approval of the Chamber Board of Directors.*