



MEETING AGENDA

Due to the ongoing public health emergency, and based on the authority provided by Executive Order 2020-07, issued by Governor Pritzker on March 16, 2020, as most recently extended by Executive Order 2020-33, dated April 30, 2020, and Executive Order 2020-32, issued by Governor Pritzker on April 30, 2020, limiting public gatherings and suspending the Open Meetings Act physical presence requirement, this meeting will be conducted electronically.

Public comments are welcome on any topic related to the business of the Economic Development Commission at Regular and Special Meetings when received by email or in writing by the Village Clerk prior to 4:30 p.m. on the day of the meeting. Emailed comments may be sent to Village Clerk Christine Bruton at cbruton@villageofhinsdale.org. Written comments may be submitted to the attention of the Village Clerk at 19 E. Chicago Avenue, Hinsdale, Illinois 60521. While emailed or written comments are encouraged, **public comment may also be made using Zoom** following the instructions below:

From a PC, Mac, iPad, iPhone or Android device, please click on the following URL or copy and paste to your browser.

<https://us02web.zoom.us/j/86190241091?pwd=b1NyUzdYWEdnS3pwOFhYQWsvbXpPQT09>

OR

US: 312-626-6799 Meeting ID: 861 9024 1091 Passcode: 037044

If you have questions regarding communication to the Board during the meeting, please contact Assistant Village Manager/Director of Public Safety Brad Bloom at 630.789.7007.

**MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, November 18, 2020
8:45 a.m.**

**Memorial Hall – Memorial Building
This meeting will be conducted electronically.
(Tentative and Subject to Change)**

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. APPROVAL OF MINUTES
 - a) Approval of minutes- Meeting August 26, 2020
5. OLD BUSINESS
 - a) Six Month Rolling Calendar
 - b) Current Campaign Update
 - c) Hinsdale Business Information Q1 & Q2
6. NEW BUSINESS
7. OTHER BUSINESS/DISCUSSION ITEMS
8. 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 Board of Trustee approval at this meeting may be referred to the Board 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 789-7014 or by TDD at 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's Web Site at www.villageofhinsdale.org

4a.
DRAFT

**MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, August 26, 2020**

Chairman Jill Sanderson called the meeting to order at 8:46am.

ROLL CALL

Present: Chairman Jill Sanderson, Commissioners Michael Kiyosaki, Sue Tannura, Richard Eck, Carrie Thangamani, and Dan Grisko

Absent: Commissioner Mike Merrill

Staff Present: Brad Bloom, Assistant Village Manager/Director of Public Safety
Heather Bereckis, Superintendent of Parks and Recreation
Sammy Hanzel, Recreation Supervisor
Nathan Parch, Acting Economic Development Liaison
Maggie South, Administrative Assistant

Others Present: Eva Field, Hinsdale Chamber of Commerce President and CEO
Gretchen Barnard, Hinsdale Chamber of Commerce Director
Claudia Thornton, Hinsdale Chamber of Commerce Marketing Director
Everett Eck

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

a) Approval of minutes-Special Meeting June 3, 2020

Commissioner Kiyosaki motioned to accept the minutes as presented. Commissioner Grisko seconded the motion. A voice vote was called and all were in favor. The motion passed.

OLD BUSINESS

a) Shop Local/Welcome Back Week Review/Survey Results

Ms. Bereckis summarized the survey results. The majority of businesses who responded used the publicity materials provided for the Shop Local campaign and felt that the campaign helped their business. 50% of respondents said that their business/customer counts had been better than expected. Some additional suggestions included better parking and advertising, more cooperative events, and additional holiday campaigns. Some businesses wanted to continue the Shop Local campaign or wanted individual businesses spotlighted in different ways to highlight the services they provide. The Commission was in favor of spotlighting businesses in the *Hinsdalean* or in other ways and discussed logistics. Commissioner Grisko proposed the idea of creating a customer or shopper loyalty program for those who shop in local businesses during the holiday season. He and Ms. Bereckis will look into developing this. Staff was assigned the following action item: Look into getting a Village Instagram/Facebook page and get someone to manage it, and look into highlighting local businesses on said social media.

NEW BUSINESS

a) Fall/Winter Events- Wine Walk, Holidays in Hinsdale

Ms. Field and Mr. Bloom discussed the feasibility and logistics of doing the Wine Walk at this time. The Commission felt that at this time, it would be best to cancel this event due to COVID-19 and reallocate the funds to holiday and fall marketing events. Staff has had meetings regarding Holidays in Hinsdale and the best way to host the event with current IDPH guidelines. They are hopeful Holidays in Hinsdale will still take place, although it may look different. The Commission discussed a way to bring people into the downtown area for a fall event. Ms. Barnard discussed possibly closing the streets for a fall event. Any event would look different to what it has been in the past, due to IDPH guidelines and concerns over COVID-19.

OTHER BUSINESS/DISCUSSION ITEMS

a) Market Analysis PowerPoint

Chairman Sanderson introduced Everett Eck to the Commission. Mr. Eck conducted a Market Analysis survey of several communities and described the trends and ideas he noted. Ms. Bereckis noted that the Village's website is being redesigned to be more user-friendly and will resemble Winnetka's.

b) New Liaison-Nathan Parch

Brad Bloom introduced Nathan Parch to the Commission. He will be joining the Village from Glencoe and will be liaising with the Economic Development, Historic Preservation, and Plan Commissions.











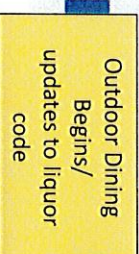



c) Next Meeting Date: November 18th, 2020

ADJOURNMENT

There being no further business before the Commission, Commissioner Kiyosaki motioned to adjourn the meeting. Commissioner Thangamani seconded the motion. A voice vote was called and all were in favor. The meeting was adjourned at 9:46am.

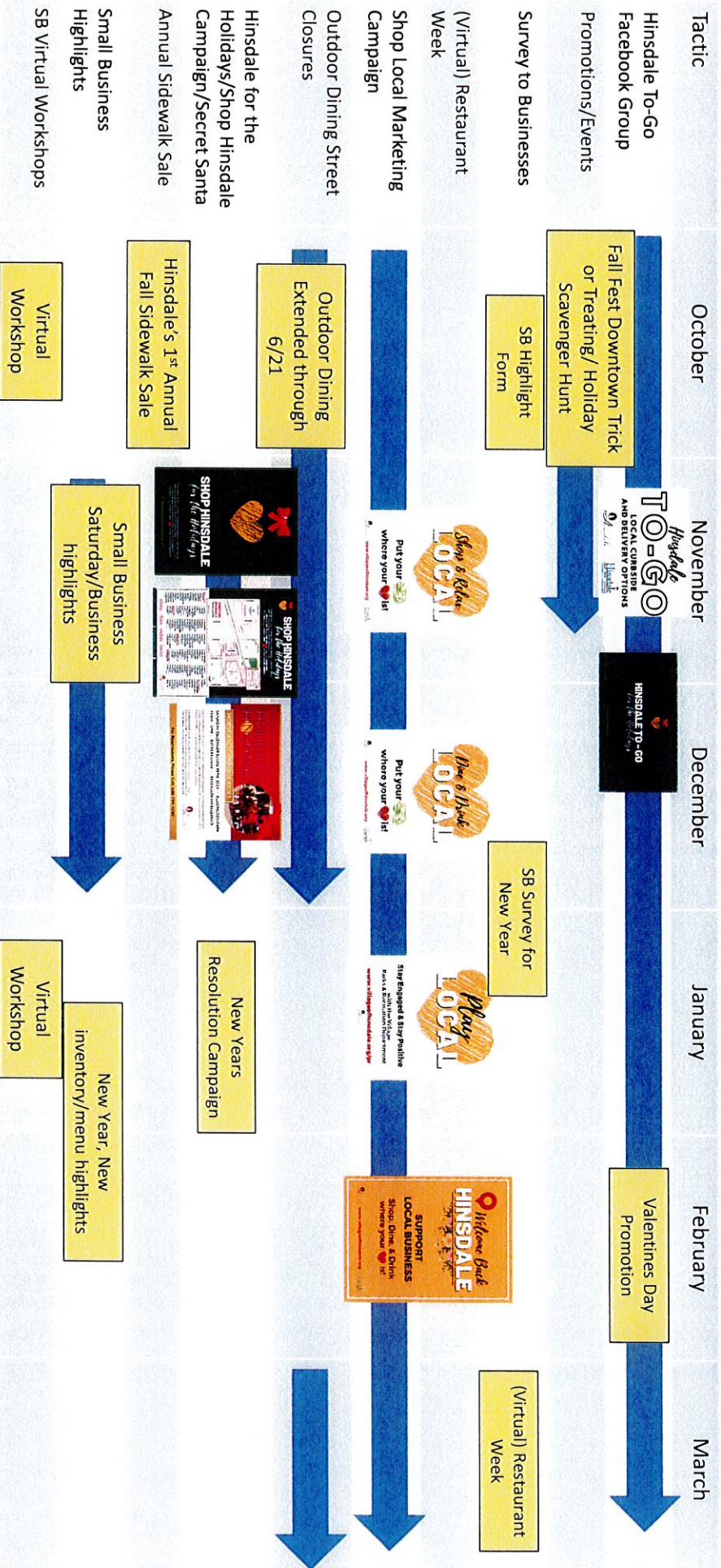
ATTEST: 
Maggie South, Administrative Assistant

Village, EDC & Chamber 6 Month Rolling Calendar

	Phase 2		Phase 3 (TBD)		Phase 4 (TBD)	
	April	May	June	July	August	September
Tactic						
Hinsdale To-Go Facebook Group						
Promotions/Events						
60 Second Survey to Businesses						
Virtual Restaurant Week						
Shop Local Marketing Campaign						
Summertime Saturdays & Sundays Street Closures						
PROPOSE: Daily Sidewalk Shopping						
Annual Sidewalk Sale						
Small Business Highlights						
SB Virtual Workshops						

Village, EDC & Chamber 6 Month Rolling Calendar

Phase 4 continued



Hinsdale Business Mix 2020

5c.

This information was taken from the Village's business registration list

HINSDALE BUSINESSES			# of Businesses	% of Total
Office			355	63%
Retail			208	37%
Total			563	100%

OFFICE MIX			# of Businesses	% of Office
Medical			158	45%
Finance			41	12%
Design/Engineering			35	10%
Agencies			35	10%
Legal			27	8%
Real Estate			20	6%
Other			20	6%
Banks			11	3%
Insurance			8	2%
Total			355	100%

RETAIL MIX			# of Businesses	% of Retail
Retail Goods			61	32%
Spa & Salon			47	22%
Personal Service			44	20%
Restaurant			39	18%
Fitness			9	4%
Other			8	4%
Total			208	100%

RETAIL GOODS			# of Businesses	% of Retail Goods
Home			24	39%
Clothing			14	23%
Food			10	16%
Jewelry			6	10%
Beauty			3	5%
Flowers			3	5%
Other			1	2%
Total			61	100%

Retail Occupancy Rate

Retail Occupancy Rate

Aggregate Historical Vacancy Report

Summary totals for existing properties

Period	Properties	RBA	SF Vacant			% Vacant			SF Vacant Available			% Vacant Available			Average Rate		
			Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total
Current	87	702,654	23,817	3,000	26,817	3.4%	0.4%	3.8%	23,817	3,000	26,817	3.4%	0.4%	3.8%	\$22.22/mnn		-\$22.22/mnn
2020 2Q	87	702,654	22,978	3,000	25,978	3.3%	0.4%	3.7%	22,978	3,000	25,978	3.3%	0.4%	3.7%	\$22.22/mnn		-\$22.22/mnn
2020 1Q	87	702,654	26,188	3,000	29,188	3.7%	0.4%	4.2%	26,188	3,000	29,188	3.7%	0.4%	4.2%	\$22.22/mnn		-\$22.22/mnn
2019 4Q	87	702,654	27,734	3,000	30,734	3.9%	0.4%	4.4%	27,734	3,000	30,734	3.9%	0.4%	4.4%	\$19.96/mnn		-\$19.96/mnn
2019 3Q	87	702,654	19,289	3,000	22,289	2.7%	0.4%	3.2%	16,663	3,000	19,663	2.4%	0.4%	2.8%	\$19.96/mnn		-\$19.96/mnn
2019 2Q	87	702,654	22,410	3,000	25,410	3.2%	0.4%	3.6%	22,410	3,000	25,410	3.2%	0.4%	3.6%	\$19.96/mnn		-\$19.96/mnn
2019 1Q	87	702,654	33,762	3,000	36,762	4.8%	0.4%	5.2%	33,762	3,000	36,762	4.8%	0.4%	5.2%	\$18.42/mnn		-\$18.42/mnn
2018 4Q	87	702,654	38,608	3,000	41,608	5.5%	0.4%	5.9%	38,608	3,000	41,608	5.5%	0.4%	5.9%	\$18.42/mnn		-\$18.42/mnn
2018 3Q	87	702,654	47,128	3,000	50,128	6.7%	0.4%	7.1%	46,708	3,000	49,708	6.6%	0.4%	7.1%	\$21.74/mnn		-\$21.74/mnn
2018 2Q	87	702,654	32,760	3,000	35,760	4.7%	0.4%	5.1%	32,760	3,000	35,760	4.7%	0.4%	5.1%	\$18.65/mnn		-\$18.65/mnn
2018 1Q	87	702,654	28,322	3,000	31,322	4.0%	0.4%	4.5%	28,322	3,000	31,322	4.0%	0.4%	4.5%	\$16.62/mnn		-\$16.62/mnn
2017 4Q	87	702,654	38,020	3,000	41,020	5.4%	0.4%	5.8%	37,520	3,000	40,520	5.3%	0.4%	5.8%	\$21.14/mnn		-\$21.14/mnn

In summary, over the past twelve quarters the Village's retail occupancy rate has increased from 94.2% to 96.2%. Choose DuPage suggests 90% occupancy as a healthy goal for the retail category.

Data provided by Choose DuPage

Office Occupancy Rate

Office Occupancy Rate

Aggregate Historical Vacancy Report

Summary totals for existing properties

Period	Properties	RBA	SF Vacant			% Vacant			SF Vacant Available			% Vacant Available			Average Rate		
			Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total	Direct	Sublet	Total
Current	72	1,354,860	198,789	2,400	201,189	14.7%	0.2%	14.8%	187,146	2,400	189,546	13.8%	0.2%	14.0%	\$27.36/ft	-	\$27.36/ft
2020 Q4	72	1,354,860	194,367	2,400	196,767	14.3%	0.2%	14.5%	184,273	2,400	186,673	13.6%	0.2%	13.8%	\$24.72/ft	-	\$24.72/ft
2020 Q3	72	1,354,860	179,324	2,400	181,724	13.2%	0.2%	13.4%	176,888	2,400	179,288	13.1%	0.2%	13.2%	\$24.93/ft	-	\$24.93/ft
2019 Q4	72	1,354,860	172,439	2,400	174,839	12.7%	0.2%	12.9%	171,439	2,400	173,839	12.7%	0.2%	12.8%	\$24.96/ft	-	\$24.96/ft
2019 Q3	72	1,354,860	183,808	2,400	186,208	13.6%	0.2%	13.7%	180,714	2,400	183,114	13.3%	0.2%	13.5%	\$22.93/ft	-	\$22.93/ft
2019 Q2	72	1,354,860	197,074	2,400	199,474	14.5%	0.2%	14.7%	197,074	2,400	199,474	14.5%	0.2%	14.7%	\$23.50/ft	-	\$23.50/ft
2019 Q1	72	1,354,860	180,972	6,130	187,102	13.4%	0.5%	13.8%	177,687	6,130	183,817	13.1%	0.5%	13.6%	\$23.51/ft	-	\$23.51/ft
2018 Q4	72	1,354,860	182,594	5,939	188,533	13.5%	0.4%	13.9%	180,159	5,939	186,098	13.3%	0.4%	13.7%	\$23.37/ft	\$10.35/ft	\$23.24/ft
2018 Q3	72	1,354,860	181,733	10,892	192,625	13.4%	0.8%	14.2%	178,300	10,892	189,192	13.2%	0.8%	14.0%	\$23.38/ft	\$14.37/ft	\$23.25/ft
2018 Q2	72	1,354,860	216,042	10,892	226,934	15.9%	0.8%	16.7%	213,117	10,892	224,009	15.7%	0.8%	16.5%	\$23.62/ft	\$14.36/ft	\$23.49/ft
2018 Q1	72	1,354,860	228,562	11,923	240,485	16.9%	0.9%	17.7%	217,352	11,123	228,475	16.0%	0.8%	16.8%	\$24.31/ft	\$23.20/ft	\$24.30/ft
2017 Q4	72	1,354,860	231,656	10,046	241,702	17.1%	0.7%	17.8%	231,656	10,046	241,702	17.1%	0.7%	17.8%	\$24.43/ft	\$23.20/ft	\$24.42/ft

In summary, over the past twelve quarters the Village's office occupancy rate has increased from 82.2% to 86%. Choose DuPage suggests 75% occupancy as a healthy goal for the office category.

Data provided by Choose DuPage

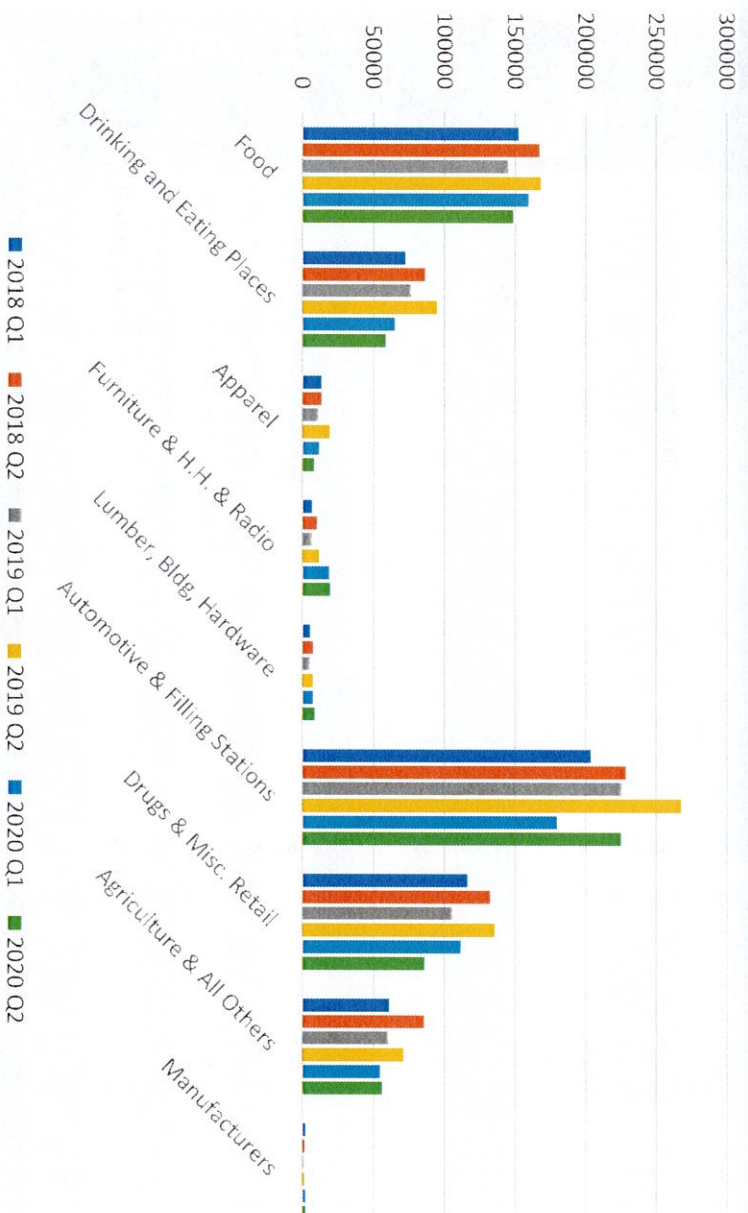
Overall Vacancy Rate DuPage County

DuPage Co. Vacancy Rate

Community	Downtown Retail Vacancy Rate	Overall Vacancy Rate
Hinsdale	5.50%	4%
Clarendon Hills	20%	9.80%
Westmont	2%	2%
Glen Ellyn	7.70%	5.90%
Wheaton	3%	7.20%
Downers Grove	1.60%	10.20%

Data provided by Choose DuPage

Sales Tax Revenue



When comparing the combined totals from Q1 and Q2 from 2019 to 2020, the Village of Hinsdale's sales tax revenue decreased by \$184,993 from 2019 to 2020. Overall in Q1 and Q2 in 2019 total sales tax revenue equaled \$1,423,195 in 2019 and \$1,238,202 in 2020. Q1 and Q2 from 2018 are included for reference.

2020 Marketing Budget

Budget- CY 2020

Date	Type of Advertising	Cost
Ongoing	Direct Advantage Agency Retainer	\$ 18,000
Ongoing	Data Research for Business Prospecting	\$ 0
Ongoing	Quarterly Educational Event	\$ 0
Ongoing	Village Promotional Digital Ads	\$ 5,000
March	Restaurant Week	\$ 15,319
October	Hinsdale Wine Walk	\$ 0
November	Small Business Saturday Promotion	\$ 1,000
December	Hinsdale For The Holidays	\$ 14,250
December	Holidays Lights and Decorations	\$ 28,000
May-December	Shop Local Campaigns	\$ 6,000
	Estimated Total for 2020	\$ 87,569
	Total 2020 Marketing Budget:	\$ 90,000

2021 Marketing Budget

Proposed Budget- CY 2021

Date	Type of Advertising	Cost
Ongoing	Video Updates	\$ 4,000
Ongoing	Social Media promotion and updated photos	\$ 4,000
Ongoing	Quarterly Educational Event	\$ 0
Ongoing	Village Promotional Digital Ads	\$ 7,500
March	Restaurant Week	\$ 20,000
October	Hinsdale Wine Walk	\$ 1,000
November	Small Business Saturday Promotion	\$ 500
December	Hinsdale For The Holidays	\$ 14,000
December	Holidays Lights and Decorations	\$ 28,000
Ongoing	Shop Local Campaigns/Print Marketing	\$ 7,500
Ongoing	Direct Advantage Production items	\$ 3,500
	Total 2020 Marketing Budget:	\$ 90,000

Future Meeting Dates

It is proposed that the Economic Development Commission meets on the third Wednesday of the second month of each quarter at 8:45 a.m.

Proposed 2021 Meeting Dates

- February 17, 2021
- May 19, 2021
- August 25, 2021
- November 17, 2021