



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

Wednesday, November 17, 2021

8:45 a.m.

Memorial Hall Board Room

(Tentative and Subject to Change)

1. **CALL TO ORDER**
2. **ROLL CALL**
 - a) New Commission Member Introduction-Natalie Scheid
3. **PUBLIC COMMENT**
4. **APPROVAL OF MINUTES**
 - a) Approval of minutes- Meeting August 25, 2021
5. **OLD BUSINESS**
 - a) Rolling calendar review
 - b) Current campaigns review
 - c) Hinsdale gift card update
 - d) Wellness Week review
 - e) Hinsdale business information review
 - f) Wine Walk review
 - g) Hinsdale for the Holidays update
6. **NEW BUSINESS**
 - a) 2022 Budget allotment review
7. **OTHER BUSINESS/DISCUSSION ITEMS**
 - a) 2022 campaigns and seminar discussion
 - b) Updated entry marker and wayfinding signs
 - c) 2021 Q3 Economic Indicators report from Choose DuPage
 - d) 2022 meeting schedule
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 promptly Brad Bloom, ADA Coordinator, at 630-789-7007 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.

**VILLAGE OF HINSDALE
MINUTES OF THE MEETING
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, August 25, 2021**

DRAFT

CALL TO ORDER

Chairman Sunderson called the meeting to order at 8:45am.

ROLL CALL

Present Electronically:

Chairman Jill Sunderson, Commissioners Lyn Burgess, Richard Eck, Michael Kiyosaki, Carrie Thangamani, and Angela Lavelli

Absent:

Staff Present Electronically:

Heather Bereckis, Superintendent of Parks and Recreation
Sammy Hanzel, Recreation and Marketing Communications Manager
Maggie South, Administrative Assistant

Others Present Electronically:

Gretchen Barnard, Hinsdale Chamber of Commerce Director
Eva Field, Hinsdale Chamber of Commerce President and CEO
Claudia Thornton, Hinsdale Chamber of Commerce Marketing Director
Dan Grisko, Direct Advantage

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

a) Approval of minutes- Meeting May 19, 2021

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

OLD BUSINESS

a) Six Month Rolling Calendar Review

Ms. Bereckis presented the calendar since April. The Health and Wellness and Face to Place campaigns have been updated. Chairman Sunderson provided the positive feedback from the business owners and managers on the summer campaign. Ms. Bereckis recommended updating the virtual workshop educational component. Wine Walk registration will begin this week with 500 registration spots available. The Wine Walk will be held on October 14th from 5-8pm. The Fall Festival will be held on October 16th, and the Turkey Trail will be taking place in November. Hinsdale for the Holidays, the Christmas Walk, and the Fall Sidewalk Sale will be held this year as well.

b) Faces to Places/Summer Campaign Update

Ms. Bereckis presented the Shop Local advertisements, as well as the Face to Place campaign.

c) Hinsdale Gift Card Update

Over 60 gift cards have been sold, and all gift cards have been used in Hinsdale. Large bulk orders are anticipated for the holidays. Staff has tried to sell gift cards at Uniquely Thursdays and the Farmer's Market, but none have been sold at either event. The Commission discussed ways to market the gift cards.

d) Wellness Week Update

Twenty businesses are registered to participate in Wellness Week. A sponsorship fee was charged, and thirteen businesses are participating at the highest sponsorship level. Only four businesses have sponsored at the free level. The businesses are offering specials. Marketing, including banners, will go up in the next week. Wellness Week will also be featured in local papers and in West Suburban Living magazine.

e) Hinsdale Business Information

Ms. Bereckis presented the new and closed business update. New businesses include Egg Harbor, Meredith

Jaye, and Virgil Catherine Gallery. Sales tax revenue is up compared to previous quarters.

NEW BUSINESS

a) Wine Walk Update

Hinsdale Chamber of Commerce staff provided an update on the Wine Walk. The event is scheduled for October 14th. Tickets go on sale on August 26th and will be available on the Chamber of Commerce website. The event will be held 5-8pm.

b) Hinsdale for the Holidays

Mr. Grisko provided an update on the Hinsdale for the Holidays event. Cookie decorating and horse and carriage rides will be available. Staff are working on ways to make the event more sanitary and how to mitigate COVID-19 concerns. The ornament decorating contest for Burlington Park will be returning and staff are updating the lights in the park. The tree lighting with Santa will be held on December 3rd. Staff is not planning on hosting Secret Santa this year at the same scale as 2020.

OTHER BUSINESS/DISCUSSION ITEMS

The next meeting will be held on November 17 at 8:45am.




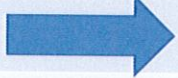




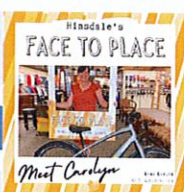
ADJOURNMENT

There being no further business before the Commission, Commissioner Thangamani motioned to adjourn the meeting. A voice vote was called and all were in favor. The meeting was adjourned at 9:30am.








ATTEST:

Maggie South, Administrative Assistant

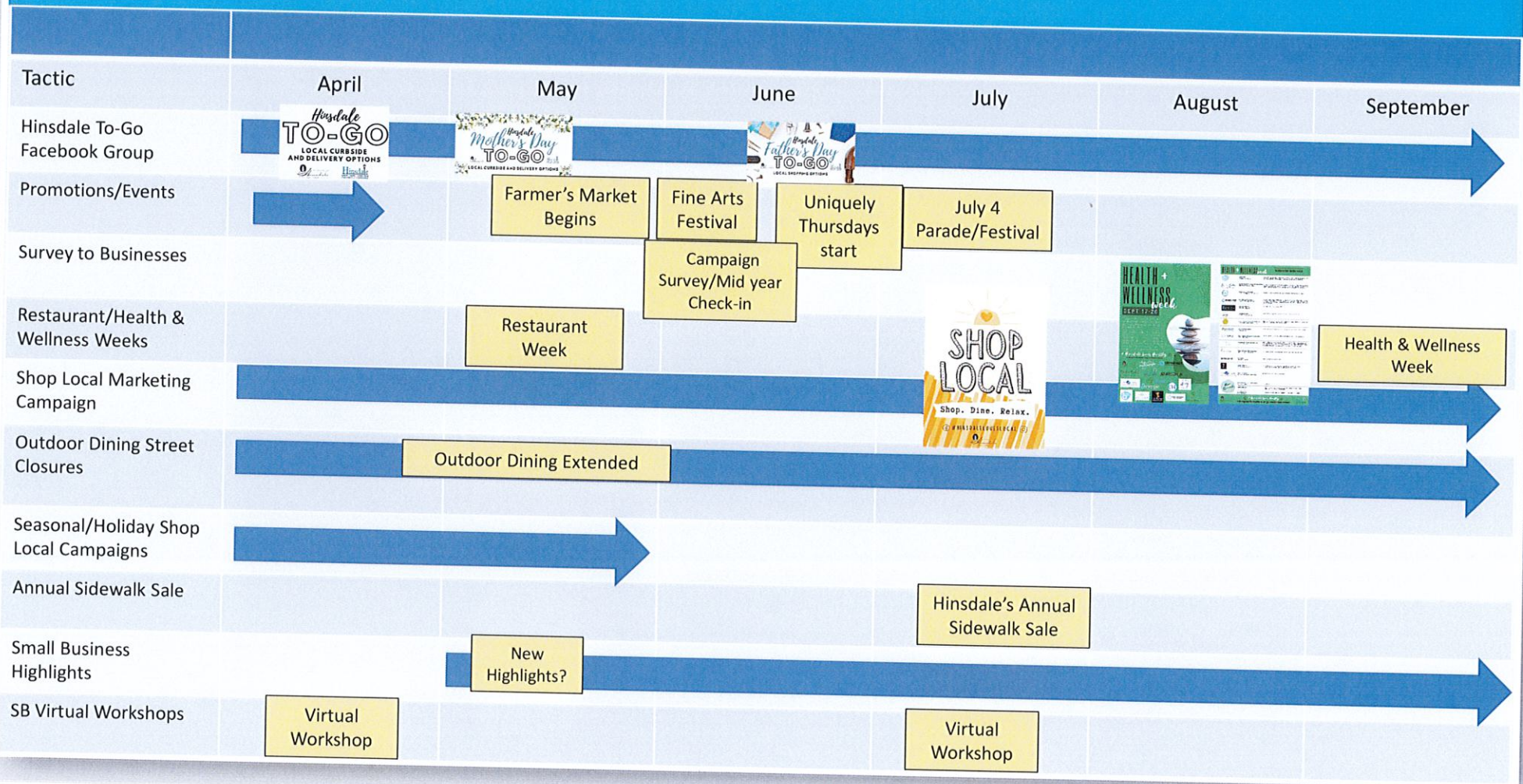
Village, EDC & Chamber 12 Month Rolling Calendar 2021

Tactic	April	May	June	July	August	September
Hinsdale To-Go Facebook Group						
Promotions/Events		Farmer's Market Begins	Fine Arts Festival	Uniquely Thursdays start	July 4 Parade/Festival	
Survey to Businesses			Campaign Survey/Mid year Check-in			
Restaurant/Health & Wellness Weeks		Restaurant Week				Health & Wellness Week
Shop Local Marketing Campaign						
Outdoor Dining Street Closures		Outdoor Dining Extended				
Seasonal/Holiday Shop Local Campaigns						
Annual Sidewalk Sale					Hinsdale's Annual Sidewalk Sale	
Small Business Highlights		Faces to Places				
SB Virtual Workshops						

Village, EDC & Chamber 12 Month Rolling Calendar 2021/2022

Tactic	October	November	December	January	February	March
Hinsdale To-Go Facebook Group					Valentines Day Promotion	
Promotions/Events	Hinsdale Wine Walk	Hinsdale Fall Festival	Hinsdale Turkey Trail	Christmas Walk		
Survey to Businesses				SB Survey for Hinsdale Holidays		
Restaurant Week						
Shop Local Marketing Campaign						
Outdoor Dining Street Closures						
Seasonal/Holiday Shop Local Campaigns						
Annual Sidewalk Sale	Hinsdale's Annual Fall Sidewalk Sale					
Small Business Highlights		Faces to Places can't				Create New Small Business Spotlights?
SB Virtual Workshops				Influencer Marketing Workshop		

Village, EDC & Chamber 12 Month Rolling Calendar 2022



Ongoing Shop Local Campaign



Marketing

- Hinsdalean Ads Monthly
- Light pole Banners
- Burlington Poster
- Water Bill Buck Slip (below)
- TO-GO Page
- Social Media
- E-News
- Village Website
- Flyers to Businesses



Faces to Places

HINSDALE  'S LOCAL

FACE TO PLACE

Shop. Dine. Relax. Local.

Hinsdale's FACE TO PLACE

The friendly faces and hardworking individuals in our local business community are what make Hinsdale a great place to live and shop! We want to showcase just that...

The Village will feature these amazing individuals in our upcoming Face to Place campaign. A different local business owner or employee will be featured every week, **FOR FREE**, on social media, our website and via Village e-newsletters.

To be featured and tell your businesses' story, complete the brief form at villageofhinsdale.org/facetoplace or email shanzel@villageofhinsdale.org
#HinsdaleLovesLocal

We want to meet you!

Hinsdale's FACE TO PLACE

YOUR



DESIGN
HERE

Meet Pete



PROUD OWNER OF
RESTAURANT NAMU
49 S. WASHINGTON

Faces to Places

- Announcement included in EDC e-blast (May 5)
- Intent is to gather info via form, and take photos with the frame onsite
- Highlighted in e-news, on website, and on social media
- Form available on Village Website
 - https://www.villageofhinsdale.org/business/face_to_place.php

Hinsdale Gift Card www.villageofhinsdale.org/giftcards



Marketing

- Hinsdalean Ads monthly
- Social Media
- Village website
- Outdoor Dining Barrier Covers
- Burlington Poster
- E-news/email blasts
- Business postcard displays
- School Virtual Backpack/PTO

To
From
Amount

FEE CATEGORY	FEE TYPE	AMOUNT
COST OF SETUP	PURCHASE FEE	UP TO \$6.95*
SPEND MONEY	SIGNATURE	NO CHARGE
INFORMATION	CUSTOMER SERVICE	NO CHARGE
OTHER	MONTHLY MAINTENANCE FEE**	\$2.95
	REFUND CHECK	\$5.00
	NO CHARGE	

GIFT CARD FEE SUMMARY



A GIFT FOR YOU

WWW.VILLAGEOFHINSDALE.ORG

Hinsdale **NOW AVAILABLE**

Gift Cards

GIVE THE GIFT OF SHOPPING LOCAL!

**GIFT CARDS VALID AT EVERY
HINSDALE RESTAURANT & RETAILER**

PURCHASE ONLINE *or* AT VILLAGE HALL

Shop

Dine

Relax

VILLAGEOFHINSDALE.ORG/GIFTCARDS

5d.

Inaugural Health & Wellness Week- September 17-26



HEALTH + WELLNESS week

SEPT 17-26

Support Hinsdale's health & wellness industry during our first ever Hinsdale Health & Wellness Week.

Take advantage of specials at participating establishments! Through the active pursuit of healthy habits, you will attain better physical, social, & mental well-being. Encourage yourself to thrive, not just survive!

#HinsdaleLovesHealthy
villageofhinsdale.org/wellnessweek

HEALTH + WELLNESS week BUSINESS SPECIALS

	6 Holistic 701 N. York Road	Improve circulation and reduce stress with a complimentary 20 minute LED Light Therapy session and guided meditation.
	Barbie Boules Longevity Nutrition 229 Park Avenue #202	One complimentary 45-min private nutrition & wellness solution session and one complimentary membership to The Mindful Body \$65 a 7 week intimate online group course for women.
	Centers of Hinsdale 111 W. Chicago Avenue #200	30% off CoolSculpting and up to 50% off Emsculpt package
	CryoEffect Gold Spa 24 SW Chicago Avenue	1 week kickstarter \$99. Use of the following services daily, for up to 3 services per day: Wholebody Cryotherapy, local cryotherapy, cryofacial, normatec, infrared sauna, Gemer Therapy, Cellulite Light Therapy
	Energie Pilates 10 W. First Street	1 week unlimited classes \$25
	iDesign Salon 777 N York Road #1B	Raffle for a Yoga Bag w/moroccan oil styling products
	Inner Jasmine Yoga & Wellness 45 S. Washington Street #202	1st class for new student free. 25% off class (12 class) package. 25% off private (12 session) package
	Myrehabilitation 100 Chestnut	Raffle for a gift basket with a \$100 gift card to a local business.
	Life Insight Therapy Collective 115 S. Vine Street	Raffle for 'Self-care' bag. Ex. Journals, candles, gift cards etc.
	Nourished Table & Home LLC 115 S. Vine Street	10% OFF your purchase of \$50 or more when you shop our kitchen market and/or our boutique. Offer valid 9/17-9/26. Excludes party. Limit one per household. Must present code WELLNESSWEEK at checkout for discount to be honored
	Root & Bloom Chiropractic 140 Burlington Avenue	1/2 off the Initial Consultation and Exam New Patients only
	Shred415 230 East Ogden	2 free weeks for new clients
	Spark Fitness 777 N York Road #5	1 complimentary training session (hrs) new clients only. 1st month of membership 1/2 off new clients only
	Team Fit Style 50 S. Washington Street #202	1st appt free. 10% off 1st package
	BeautyCenter - Rhonda Makoluk 223 Forest Edge Ct	20% off
	Order On! LLC 201 68th Street	\$0 minute upgrade to any service (\$50 value) first time clients only use code RHYTHM to use offer
	CoupPower Yoga 34 S. Vine Street	Free classes each day, with opportunity to win a free month of yoga

 #HinsdaleLovesHealthy
villageofhinsdale.org/wellnessweek

Supporting Hinsdale's health & wellness industry. Encouraging the community to take advantage of specials at participating establishments.

HEALTH + WELLNESS week								1	AUGUST MARKETING CALENDAR
2	3	4	5	6	7	8			Phix & Reconnect: Boutique Ad, Live Chat, Ad August 5-December 31
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			Burlington Park Poster: August 30-September 26 Flyers distributed to town: August 23-September 26
30	31	Free Social Media posts on Facebook & Instagram begin this week. 2+ social media posts per business stay up through end of Health & Wellness week							

HEALTH + WELLNESS week								1	SEPTEMBER MARKETING CALENDAR
6	7	8	9	10	11	12			Branded Social Media posts on Facebook & Instagram begin this week. 1 Branded post a week through Sept 26 Vine Industrial Living Magazine September issue releases sometime during the first week of the month
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30						

Hinsdale Businesses New/Closed

Hinsdale Businesses New/Closed					
Name	New	Closed	Address	Type	Notes
Kaehler Luggage		X	28 E. 1st St	Retail	
Hinsdale Furriers		X	33 E. 1st St	Clothier	
Burdi Clothing	X		24 W. Hinsdale Ave	Clothier	
Harry & Eddie's		X	29 E. 1st St.	Restaurant	
Circa Lighting	X		26 E. 1st St.	Home Goods	
Favorite	X		50 S. Washington	Retail	
Campus Colors		X	777 N. York Rd	Clothier	
Turquoise		X	10 E. 1st St.	Home Goods	
Frederick Lynn Haberdashery	X		33 E. 1st St	Clothier	
Egg Harbor	X	X	moved to 29 E. 1st St.	Restaurant	
Meredith Jaye	X		48 S Washington St.	Clothier	
Expressions Galleries of Fine Art	X	X	moved to 10 E. 1st St.	Retail	
Milt & Mike's Barber Parlor	X		32 E. Hinsdale Ave	Retail	Formerly Nick's
Virgil Catherine Gallery	X		45 S. Washington St	Retail	Silver Shears
Marabella Home	X		28 E Hinsdale Ave	Home Goods	

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	88	703,277	9,485	0	9,485	1.3%	0.0%	1.3%	9,485	0	9,485	1.3%	0.0%	1.3%	\$25.18/nnn	-	\$25.18/nnn
2021 3Q	88	703,277	9,485	0	9,485	1.3%	0.0%	1.3%	9,485	0	9,485	1.3%	0.0%	1.3%	\$26.18/nnn	-	\$26.18/nnn
2021 2Q	88	703,277	7,453	0	7,453	1.1%	0.0%	1.1%	4,585	0	4,585	0.7%	0.0%	0.7%	\$27.66/nnn	-	\$27.66/nnn
2021 1Q	88	703,277	19,634	0	19,634	2.8%	0.0%	2.8%	15,284	0	15,284	2.2%	0.0%	2.2%	\$22.84/nnn	-	\$22.84/nnn
2020 4Q	88	703,277	19,693	0	19,693	2.8%	0.0%	2.8%	19,693	0	19,693	2.8%	0.0%	2.8%	\$22.22/nnn	-	\$22.22/nnn
2020 3Q	88	703,277	13,506	3,000	16,506	1.9%	0.4%	2.3%	13,506	3,000	16,506	1.9%	0.4%	2.3%	\$22.22/nnn	-	\$22.22/nnn
2020 2Q	88	703,277	12,667	3,000	15,667	1.8%	0.4%	2.2%	12,667	3,000	15,667	1.8%	0.4%	2.2%	\$22.22/nnn	-	\$22.22/nnn
2020 1Q	88	703,277	15,877	3,000	18,877	2.3%	0.4%	2.7%	15,877	3,000	18,877	2.3%	0.4%	2.7%	\$22.22/nnn	-	\$22.22/nnn
2019 4Q	88	703,277	17,423	3,000	20,423	2.5%	0.4%	2.9%	17,423	3,000	20,423	2.5%	0.4%	2.9%	\$19.96/nnn	-	\$19.96/nnn
2019 3Q	88	703,277	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/nnn	-	\$19.96/nnn
2019 2Q	88	703,277	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/nnn	-	\$19.96/nnn
2019 1Q	88	703,277	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/nnn	-	\$18.42/nnn

In summary, over the past twelve quarters the Village's retail occupancy rate has increased from 94.8% to 98.7%. 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

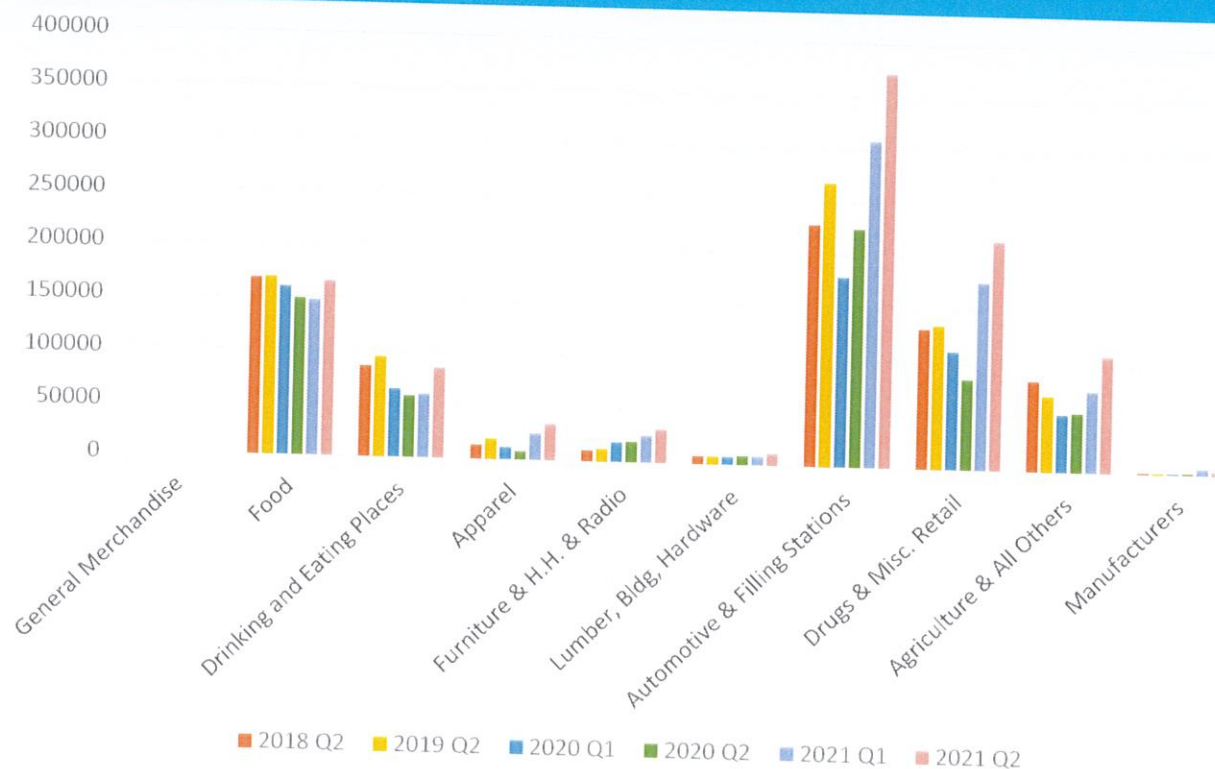
Summary totals for existing properties

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	75	1,388,253	146,600	1,126	147,726	10.6%	0.1%	10.6%	141,986	1,126	143,112	10.2%	0.1%	10.3%	\$17.62/fs	-	\$17.62/fs
2021 3Q	75	1,388,253	150,501	1,126	151,627	10.8%	0.1%	10.9%	146,542	1,126	147,668	10.6%	0.1%	10.6%	\$27.15/fs	-	\$27.15/fs
2021 2Q	75	1,388,253	173,933	0	173,933	12.5%	0.0%	12.5%	173,783	0	173,783	12.5%	0.0%	12.5%	\$26.96/fs	-	\$26.96/fs
2021 1Q	75	1,388,253	180,858	0	180,858	13.0%	0.0%	13.0%	173,754	0	173,754	12.5%	0.0%	12.5%	\$27.39/fs	-	\$27.39/fs
2020 4Q	75	1,388,253	175,336	0	175,336	12.6%	0.0%	12.6%	175,336	0	175,336	12.6%	0.0%	12.6%	\$27.30/fs	-	\$27.30/fs
2020 3Q	75	1,388,253	182,188	2,400	184,588	13.1%	0.2%	13.3%	173,251	2,400	175,651	12.5%	0.2%	12.7%	\$27.36/fs	-	\$27.36/fs
2020 2Q	75	1,388,253	194,367	2,400	196,767	14.0%	0.2%	14.2%	184,273	2,400	186,673	13.3%	0.2%	13.4%	\$24.72/fs	-	\$24.72/fs
2020 1Q	75	1,388,253	179,324	2,400	181,724	12.9%	0.2%	13.1%	176,888	2,400	179,288	12.7%	0.2%	12.9%	\$24.93/fs	-	\$24.93/fs
2019 4Q	75	1,388,253	172,439	2,400	174,839	12.4%	0.2%	12.6%	171,439	2,400	173,839	12.3%	0.2%	12.5%	\$24.96/fs	-	\$24.96/fs
2019 3Q	75	1,388,253	183,808	2,400	186,208	13.2%	0.2%	13.4%	180,714	2,400	183,114	13.0%	0.2%	13.2%	\$22.93/fs	-	\$22.93/fs
2019 2Q	75	1,388,253	197,074	2,400	199,474	14.2%	0.2%	14.4%	197,074	2,400	199,474	14.2%	0.2%	14.4%	\$23.50/fs	-	\$23.50/fs
2019 1Q	75	1,388,253	180,972	6,130	187,102	13.0%	0.4%	13.5%	177,687	6,130	183,817	12.8%	0.4%	13.2%	\$23.51/fs	-	\$23.51/fs

In summary, over the past twelve quarters the Village's office occupancy rate has increased from 86.8% to 89.7%. Choose DuPage suggests 75% occupancy as a healthy goal for the office category.

Data provided by Choose DuPage

Sales Tax Revenue



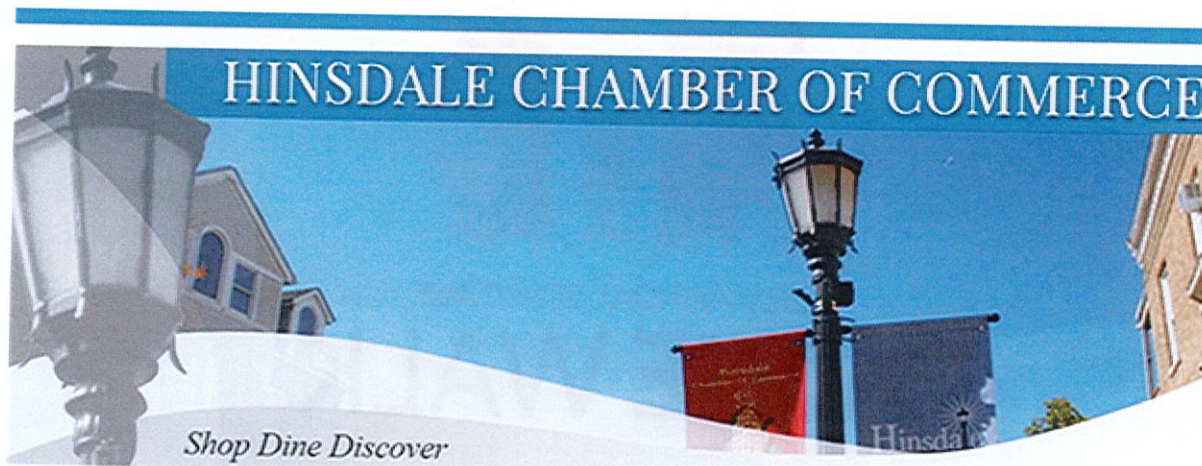
When comparing the totals from Q2 2020 to Q2 2021, the Village of Hinsdale's sales tax revenue increased by \$413,368.44. Overall in Q2 2021 total state sales tax revenue* equaled \$1,034,985.09, and equaled \$621,616.65 in 2020. Q2 from 2018 and 2019 are included for reference.

* Does not include Non-Home Rule Sales Tax

Heather Bereckis

5f.

From: Hinsdale Chamber <hinsdalechamber+gmail.com@ccsend.com>
Sent: Monday, October 18, 2021 5:30 PM
To:
Subject: Hinsdale's 2nd Annual Wine Walk was a SUCCESS!





2ND ANNUAL HINSDALE
WINE WALK

Hinsdale's 2nd Annual Wine Walk was a blast!

We had a fabulous turn-out and the weather cooperated all evening. Thank you once again to all 22 wine stops, the event sponsors, the chamber member volunteers, the Village of Hinsdale, the Hinsdale Wine Shop, and all of those who attended!!









Join The Chamber



THANK YOU TO OUR DISTINGUISHED MEMBERS

GOLD MEMBERS



SILVER MEMBERS

FRESH TWIST

Haute Design Studio

BRONZE MEMBERS

@properties, Automated Companies, Inc., Cathy Walsh Group Jameson Sotheby's Int'l Realty, Charlier Group - Berkshire Hathaway HomeServices Group, Chris Pequet Realty Group Sotheby's, County Line Audio Video Solutions, Emily Pagone Counseling, PLLC, Glimpse Vision, Harvester Place, Hawbecker & Garver, LLC., Hinsdale Eye Center, LLC., Hummingbird Pediatrics Therapies, LLC., Images MedSpa, InnerJasmine Yoga & Wellness, King's Landscape Design Co., Life Insight Therapy Collective, Marcus, McCleary Group - Berkshire Hathaway HomeServices Chicago, TechPoint1, Two Men And A Truck

22 East First Street Hinsdale, IL 60521

630.323.3952 | staff@hinsdalechamber.com



Hinsdale Chamber of Commerce | 22 East First Street, Hinsdale, IL 60521

[Unsubscribe hberneckis@villageofhinsdale.org](mailto:hberneckis@villageofhinsdale.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by hinsdalechamber@gmail.com powered by



Try email marketing for free today!



Holidays **H****I****NSDALE**

**Join Us for Free
Holiday Events
in Burlington Park!**


**Saturdays,
December 11 & 18th
11:00am – 2:00pm**

- Gingerbread Cookies
- Horse Drawn Carriage Rides
- Boutique & Holiday Shopping
- Visit Santa Claus & More!



shop. dine. relax. local.

 **#HinsdaleLovesLocal** 

 VILLAGE OF
Hinsdale
— Est. 1873 —

**VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION
2022 MARKETING BUDGET**

Events:

RESTAURANT WEEK

Tentative Dates: May 2022

\$20,000

Includes new video shoot, paid media in The Hinsdalean, West Suburban Living, Chicago Tribune, Doings, Hinsdale Living, Chicago Magazine On Line Dining Section, Digital Budget including Facebook, YouTube, Google Ad Network
All Event Coordination and media placement by Direct Advantage.

SHOP SMALL SATURDAY

November 26th, 2022

Includes Ad in Hinsdalean

\$500

HINSDALE FOR THE HOLIDAYS

December 10th & 17th 2022

Includes Heated Tent Rental and Gingerbread Cookie Decorating For 600 children. One Horse & Carriage rental for 4 hours each weekend. Paid media in The Hinsdalean, Hinsdale Living, Facebook, Google Ad Network. All event coordination and media placement By Direct Advantage

\$14,000

WINE WALK

We recommended that Wine Walk be 100% funded by Ticket sales, with no promotional budget contribution needed By the EDC. Direct Advantage will charge for any needed Artwork production, (poster, badges, map) Estimated

\$1,000

Additional Marketing Expenses:

Wellness Week:

Print and digital ads etc. for Wellness Week \$7,500


Local Campaigns:

Print and Digital Advertising \$17,000
(Ex:Shop Local, Faces to Places etc.)

Holiday Lights:

Village Light Decorations \$30,000

TOTAL: ***\$90,000***



Window Wonderland

A resident and business
driven micro event



An opportunity for residents to ‘window shop’ and vote for the business with the best Holiday window display. Voting takes place on Instagram, Facebook and Village of Hinsdale website.

Participating businesses are given a best practices and contest information one page sheet. The business who wins the competition displays the 1st place star in their window. The Winning business receives *a free Fullers Car Wash for 4 employees, a bottle of champagne, two dedicated/decorated free guest parking spots in front of their store or business for the month of January. *prize is just an example



Judging begins TBD
(possibly Dec 1) through—
The Hinsdale Christmas
Walk— where the winner will
be announced and given the
1st place star.

Goal: Get residents to think
about purchasing holiday
gifts locally. Drive
engagement between the
Village and residents. Add
decor to Hinsdale Christmas
walk. Recap of event on
Instagram, Facebook, Village
website to include photos.

ell

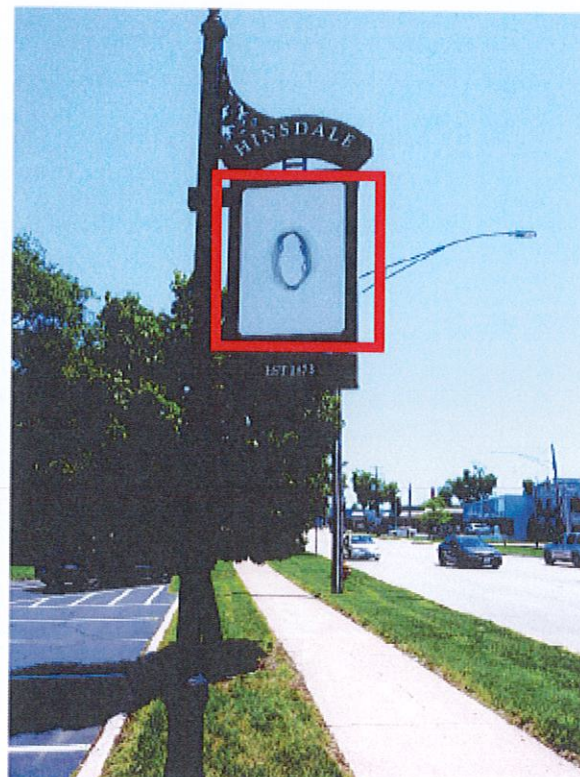
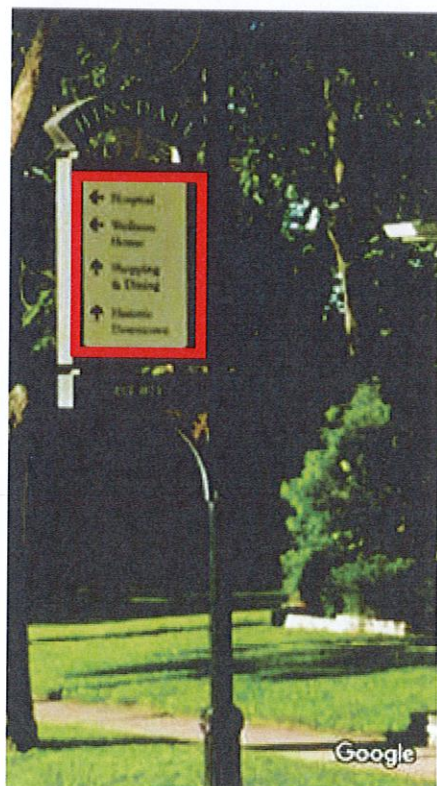




Additional Considerations:
Having one week of (optional) extended store hours. Add a coat drive working with a local charity Or work with the Hinsdale Humane Society with a dog supplies drive. Could have animals onsite in the park weather permitting. Ask HC High School marching band to play Christmas music in the streets. Add additional heaters throughout the downtown. Add s'mores bar, Add local restaurant sponsored bar with hot toddies, mulled wine, espresso chocolate martinis In souvenir cups.



EXISTING CONDITIONS



PROJECT:



229 Symonds Drive
Hinsdale, IL 60521

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Matt Sopchyk / JB

DRAWN BY

Bill Marlow

DATE

10.28.21

SCALE

1" = 1'

SHEET NO.

1 of 1

ESTIMATE / JOB NUMBER

7635

FILE NAME

job7635

REVISIONS:

1

2

3

4

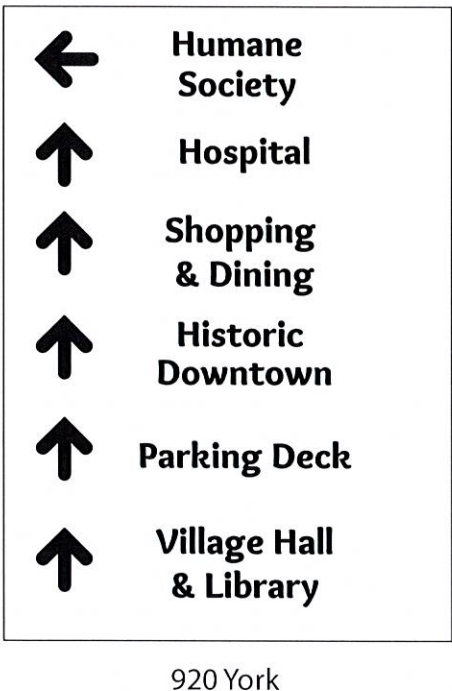
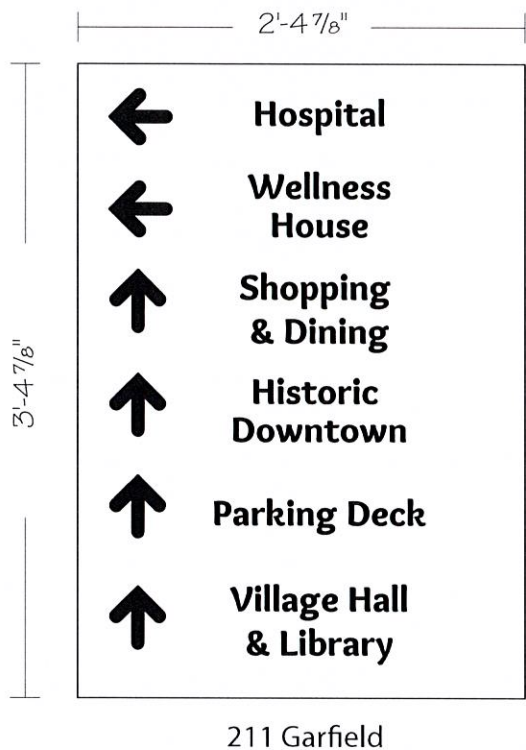
5

6

7

8

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

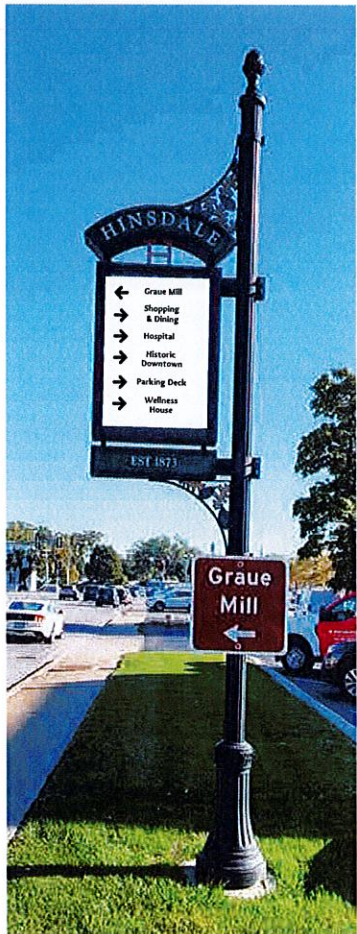
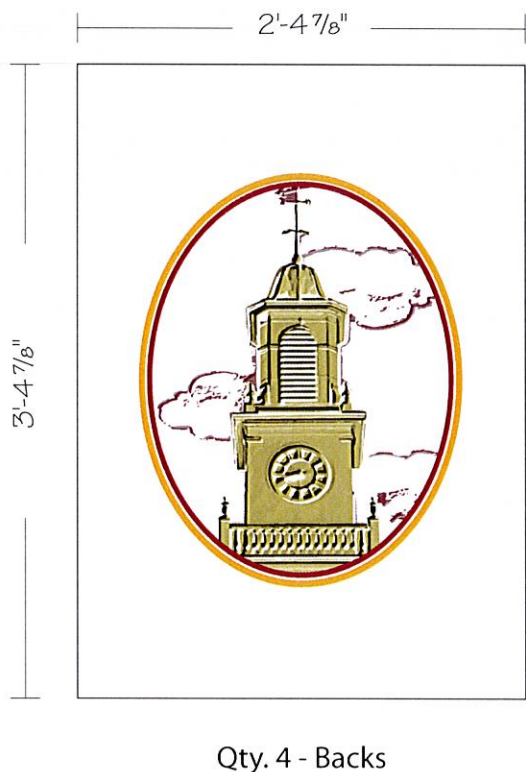


(8) 3'-4 7/8" x 2'-4 7/8" Aluminum Overlay Panels for (4) Existing Double Face Wayfinding Signs

Panels: .063" thk. Flat Aluminum

Graphics: Digitally Printed from Customer Provided Artwork

Mounting: VHB Tape & Silicone Adhesive

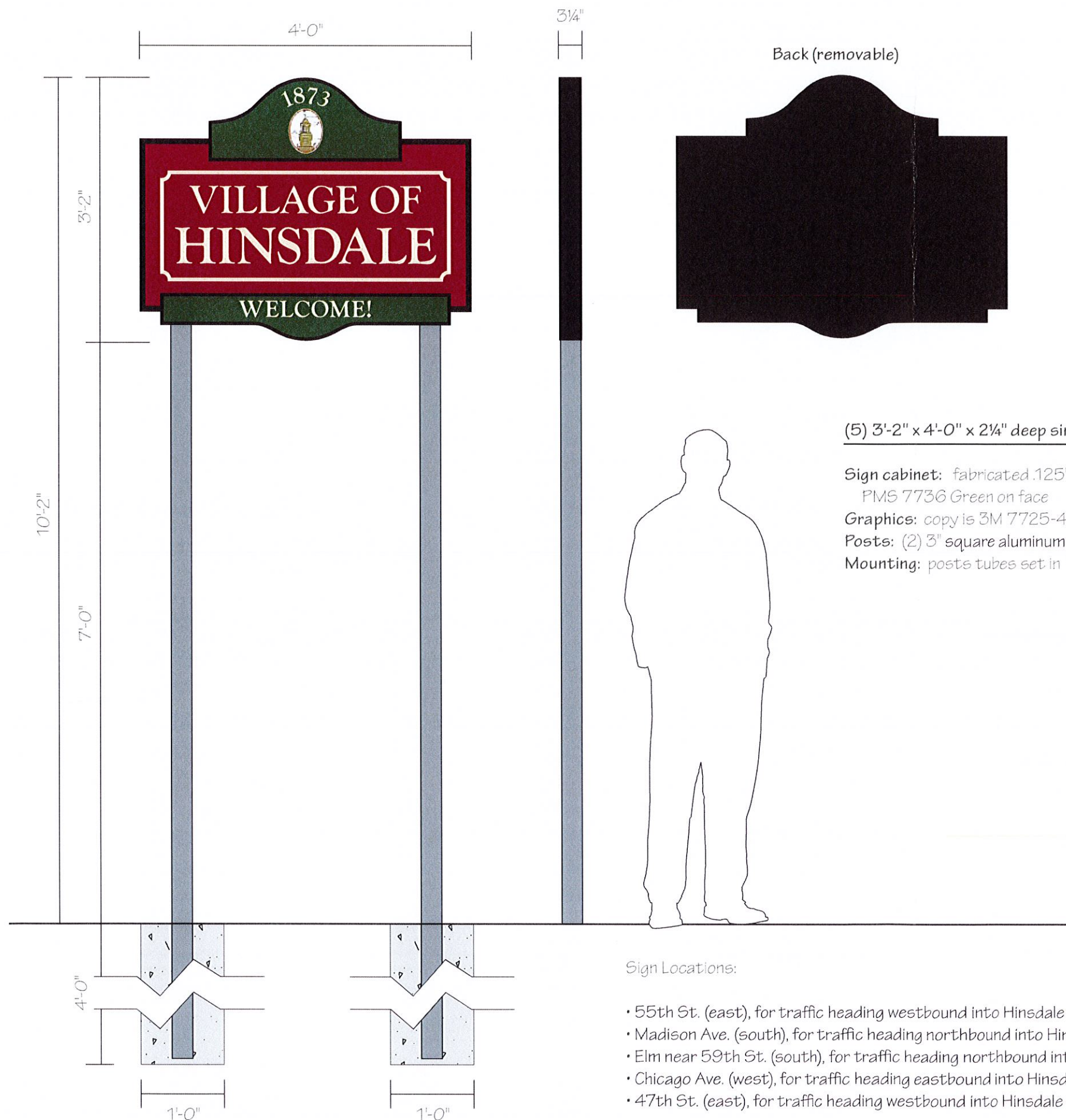


This sign is built to UL Standards for operation in North America.

"This Document is owned by, and the information contained in it is proprietary to, Parvin-Clauss Sign Company. By receipt hereof the holder agrees not to use the information, disclose it to any third party, nor reproduce this document without the prior written consent of Parvin-Clauss Sign Company. Holder also agrees to immediately return this document upon request of Parvin-Clauss Sign Company."

© Copyright 2021 by Parvin-Clauss Sign Co.





Back (removable)

(5) 3'-2" x 4'-0" x 2 1/4" deep single face signs

Sign cabinet: fabricated .125" aluminum, painted Satin Black, PMS 7638 Red and PMS 7736 Green on face

Graphics: copy is 3M 7725-49 Beige vinyl, logo is full-color print on H.P. White vinyl

Posts: (2) 3" square aluminum tubes painted Cool Grey 7, satin finish

Mounting: posts tubes set in 1'-0" diameter x 4'-0" deep concrete footings

Sign Locations:

- 55th St. (east), for traffic heading westbound into Hinsdale
- Madison Ave. (south), for traffic heading northbound into Hinsdale
- Elm near 59th St. (south), for traffic heading northbound into Hinsdale
- Chicago Ave. (west), for traffic heading eastbound into Hinsdale
- 47th St. (east), for traffic heading westbound into Hinsdale



PROJECT:

**VILLAGE OF
HINSDALE**

229 Symonds Dr.
HINSDALE

CUSTOMER APPROVAL:

DATE

AUTHORIZED SIGNATURE

REPRESENTATIVE

Matt Sopchuk / JB

DRAWN BY

Bill Goodwyn

DATE

10.14.21

SCALE

3/4" = 1'

SHEET NO.

1 of 1

ESTIMATE / JOB NUMBER

8211 / TBD

FILE NAME

hins8211

REVISIONS:

1 11.3.21

2

3

4

5

6

7

8

9

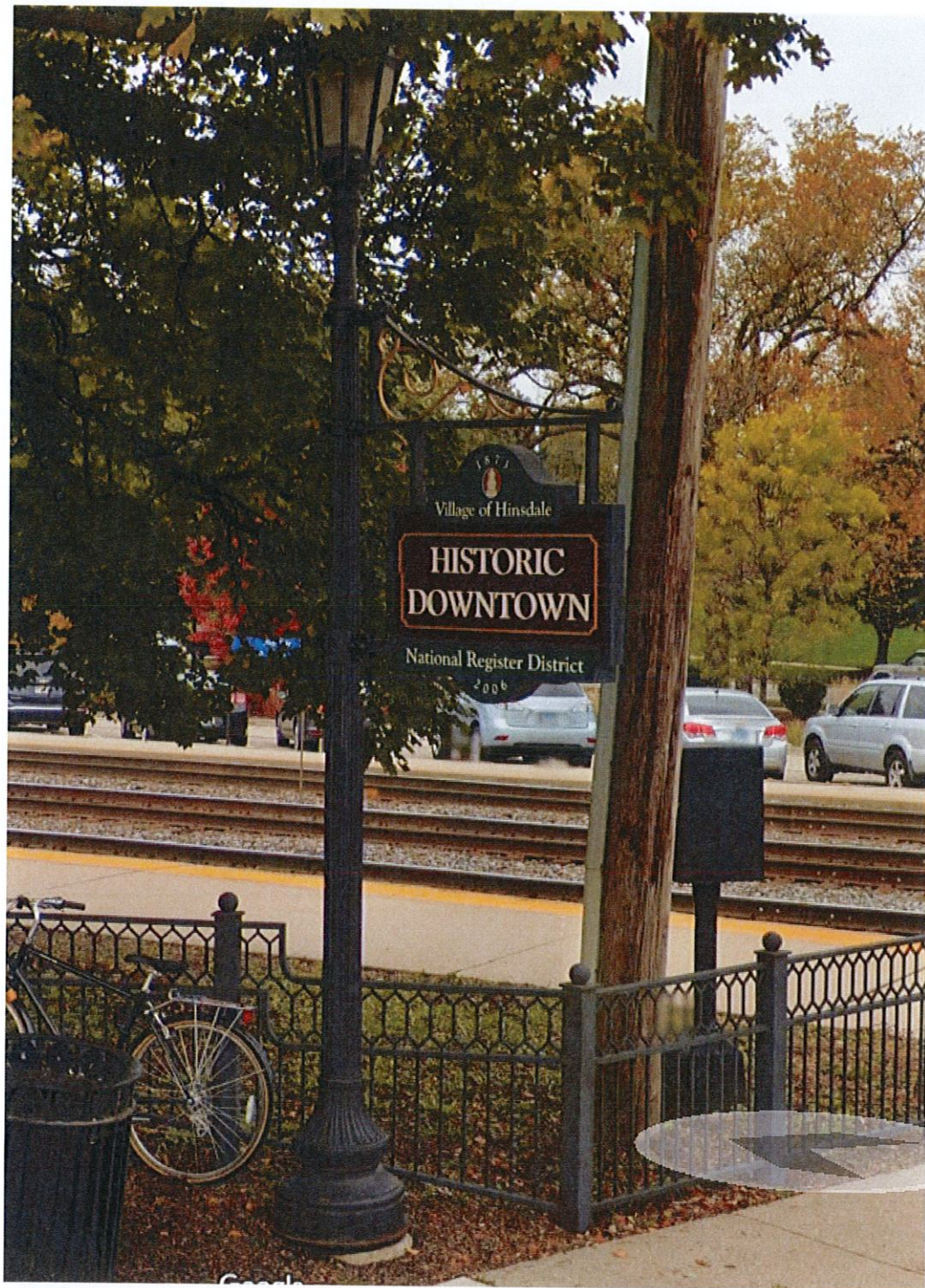
10



This sign is built to UL Standards for operation in North America.

This Document is owned by, and the information contained in it is proprietary to, Parvin-Clauss Sign Company. By receipt hereof the holder agrees not to use the information, disclose it to any third party, nor reproduce this document without the prior written consent of Parvin-Clauss Sign Company. Holder also agrees to immediately return this document upon request of Parvin-Clauss Sign Company.

© Copyright 2021 by Parvin-Clauss Sign Co.



7c.

2021 Q3

ECONOMIC
INDICATORS
REPORT



choose
dupage 
Economic Development Alliance™

CHOOSE THE PEOPLE, THE PLACE,
THE PROSPERITY OF DUPAGE COUNTY.
CHOOSE THE DUPAGE ADVANTAGE.

In Q3, the unemployment rate in DuPage County dropped to 5.3%, from 6.7% in the previous quarter. During the same time last year, the unemployment rate was 8.3%.

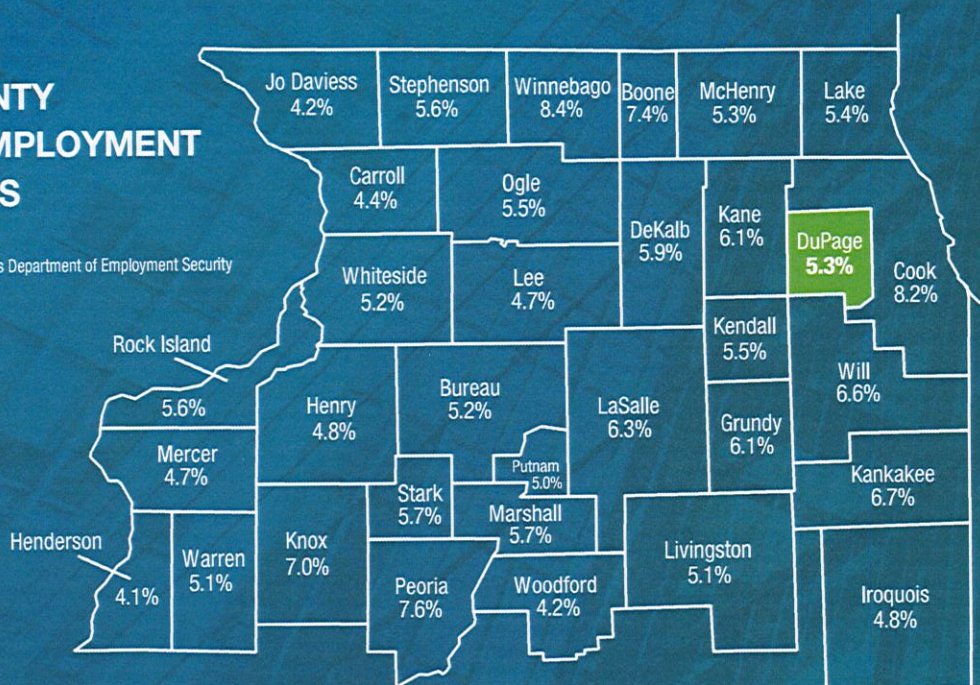
Source: Illinois Department of Employment Security.

6.8%
ILLINOIS

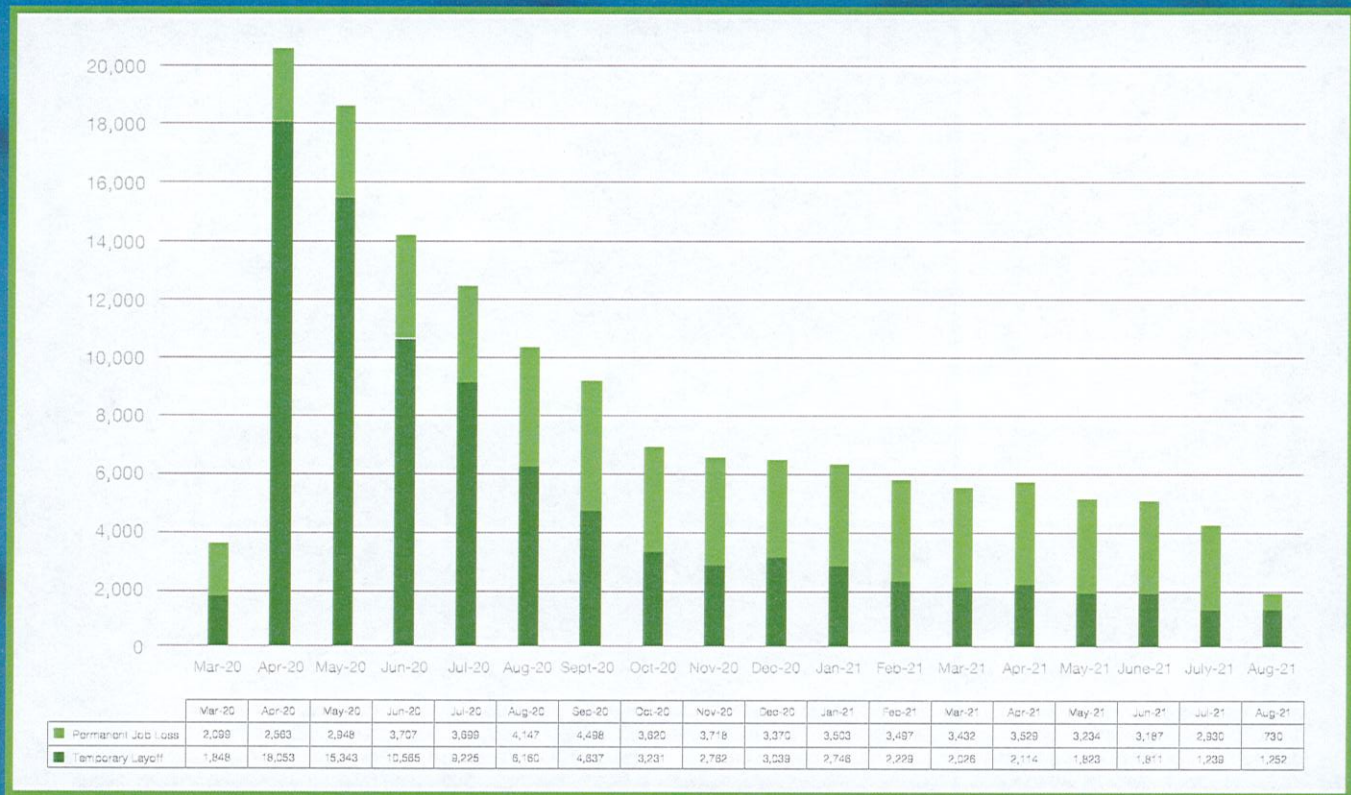
5.3%
UNITED STATES

(August 2021)

Source: Illinois Department of Employment Security



NATIONAL UNEMPLOYMENT BY TYPE (BY THOUSANDS)



Source: Bureau of Labor Statistics, Current Population Survey

UNEMPLOYMENT INSURANCE CLAIMS FOR DUPAGE COUNTY



Source: Source: IDES, Monthly RS-101 report

EMPLOYMENT BY INDUSTRY



DuPage County is home to nearly 90,000 businesses that are taking advantage of our highly educated and skilled workforce. Together, these companies represent 596,333 jobs across a variety of industries.

The table below features employment data for each of the industries that makeup DuPage County's diverse economy.

TOTAL EMPLOYMENT:

596,533

LABOR FORCE SIZE:

5180

INDUSTRY SECTORS	EMPL	AVG. ANNUAL WAGES	AVG. ANNUAL GROWTH (SINCE 2016)	FORECASTED GROWTH (1 YEAR)
HEALTH CARE AND SOCIAL ASSISTANCE	73,134	\$63,894	0.9%	0.9%
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	59,575	\$96,400	-1.0%	0.6%
RETAIL TRADE	54,471	\$40,124	-3.0%	-0.9%
MANUFACTURING	53,782	\$77,015	-0.8%	-1.1%
ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES	52,885	\$50,391	-1.2%	-0.2%
WHOLESALE TRADE	46,945	\$92,591	-2.2%	-0.9%
EDUCATIONAL SERVICES	37,385	\$59,759	-2.6%	-0.4%
ACCOMMODATION AND FOOD SERVICES	34,574	\$58,699	2.0%	-0.4%
TRANSPORTATION AND WAREHOUSING	31,558	\$23,333	-6.4%	0.0%
CONSTRUCTION	31,521	\$81,261	0.4%	-0.3%
FINANCE AND INSURANCE	31,039	\$110,819	-1.2%	-0.5%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	26,200	\$44,852	-0.6%	-0.1%
MANAGEMENT OF COMPANIES AND ENTERPRISES	18,529	\$135,122	-3.9%	-0.1%
PUBLIC ADMINISTRATION	12,934	\$76,551	-0.8%	-0.4%
ARTS, ENTERTAINMENT, AND RECREATION	9,792	\$98,652	-1.6%	-1.0%
INFORMATION	9,773	\$29,655	-4.7%	0.4%
REAL ESTATE AND RENTAL AND LEASING	9,123	\$73,515	-3.1%	-0.8%
UTILITIES	2,531	\$128,009	0.2%	-1.6%
AGRICULTURE, FORESTRY, FISHING AND HUNTING	459	\$40,052	-2.1%	-0.1%
MINING, QUARRYING, AND OIL AND GAS EXTRACTION	270	\$87,825	-0.9%	-0.2%
UNCLASSIFIED	53	\$59,401	-40.9%	-0.2%
TOTAL - ALL INDUSTRIES	596,533	\$69,987	-1.5%	-0.2%

JOB OPPORTUNITIES



At the end of Q3 there were 45,939 job opportunities posted in DuPage County.

The following is a list of the top job openings by occupation.

OCCUPATIONAL GROUP	TOTAL JOB OPENINGS
RETAIL SALESPERSONS	2,410
STOCKERS AND ORDER FILLERS	1,716
REGISTERED NURSES	1,360
FIRST-LINE SUPERVISORS OF RETAIL SALES WORKERS	1,250
CUSTOMER SERVICE REPRESENTATIVES	1,032
SALES REPRESENTATIVES OF SERVICES, EXCEPT ADVERTISING, INSURANCE, FINANCIAL SERVICES, AND TRAVEL	961
FAST FOOD AND COUNTER WORKERS	904
LABORERS AND FREIGHT, STOCK, AND MATERIAL MOVERS, HAND	811
COMPUTER USER SUPPORT SPECIALISTS	764
FIRST-LINE SUPERVISORS OF FOOD PREPERATION AND SERVING WORKERS	742
TOTAL JOB OPPORTUNITIES POSTED	45,939

Source: JobsEQ. Data reflect online job posting for the 30-day period ending 10/4/21. Note: Data are subject to revision. Please do not use the volume of data for historical comparisons until such time that an adjusted historical series of these data are provided.

REAL ESTATE REPORT



OFFICE

The office vacancy rate dropped from 16.7% in Q2 to 16.5% in Q3. This is also higher than the same time last year, at 14.6%.

Class-A office vacancy dropped slightly from 23.3% in Q2 to 23.2% in Q3. At this time last year, Class-A office vacancy was 19.2%.

OFFICE VACANCY
RATE DROPPED TO

16.5%

COUNTY	VACANCY RATE	12 MO. NET ABSORPTION	AVG. LEASE/SF	AVG. SALE/SF	CLASS-A VACANCY RATE	CLASS-A 12 MO. NET ABSORPTION	CLASS-A AVG. LEASE/SF	CLASS-A AVG. SALE/SF
COOK	15.10%	(4.8M)	\$32.95	\$258	17.70%	(1.9M)	\$40.80	\$320
DUPAGE	16.50%	(1.1M)	\$22.10	\$144	23.30%	(817K)	\$26.10	\$148
KANE	13.70%	(245K)	\$19.00	\$135	33.10%	(116K)	\$22.31	\$138
LAKE	15.60%	(660K)	\$23.53	\$153	21.80%	(474K)	\$26.12	\$161
MCHENRY	7.70%	97.8K	\$17.49	\$153	13.30%	(5.9K)	\$23.37	\$174
WILL	6.40%	246K	\$21.17	\$186	3.20%	112K	\$24.96	\$186

Source: CoStar

LEASING ACTIVITY AND SUBLET AVAILABILITY

Leasing activity and sublet availability indicates what is happening short term in the market.

Leasing activity, based on the number of deals closed decreased by 46% in Q3, compared to Q2. In total, there were 77 lease deals completed in Q3, compared to 146 in Q2 and 140 at this time last year.

The sublease availability, or the amount of sublease space on the market, increased in Q3 by 3.5% compared to Q2. In comparing the same period last year, there has been an increase of 128%.

LEASING ACTIVITY
DECREASED BY

46%

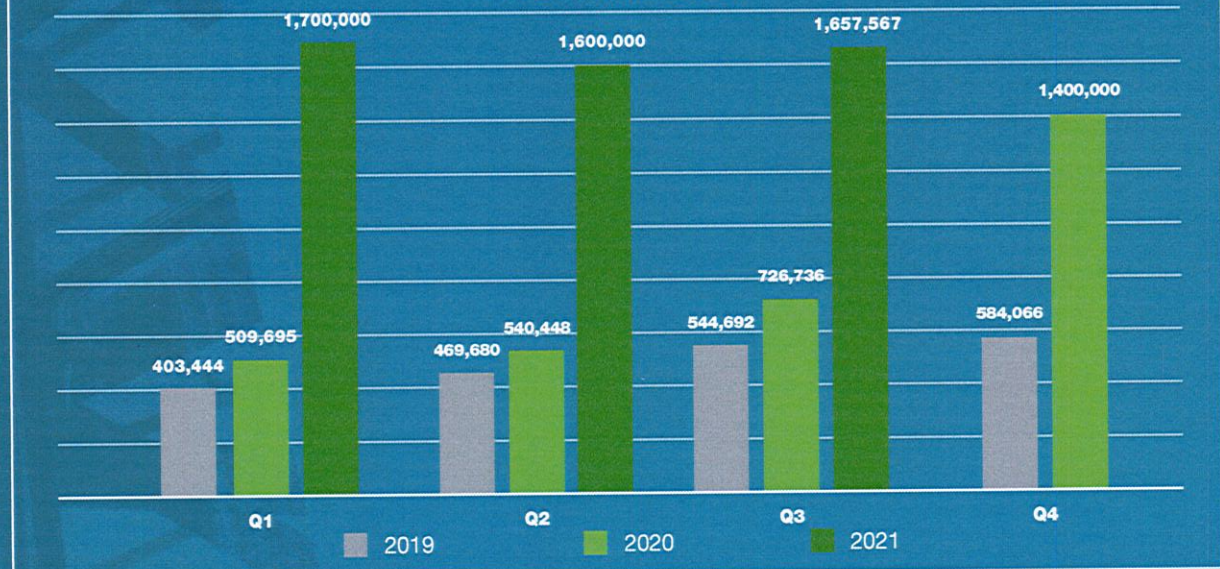
SUBLET ACTIVITY
INCREASED BY

3.5%

LEASING ACTIVITY (NO. OF DEALS)



SUBLET AVAILABILITY



INDUSTRIAL

The industrial vacancy rate dropped to 3.5% in Q3, compared to 4.4% in Q2. During this time last year, the industrial vacancy rate was 5.8%.

INDUSTRIAL VACANCY
RATE DROPPED TO

3.5%

COUNTY	VACANCY RATE	12 MO. NET ABSORPTION	AVG. LEASE/SF	AVG. SALE/SF
COOK	4.60%	7M	\$8.27	\$80
DUPAGE	3.50%	6.3M	\$7.87	\$96
KANE	5.40%	3M	\$7.37	\$76
LAKE	6.60%	1.5M	\$7.80	\$82
MCHENRY	8.30%	(235K)	\$7.46	\$56
WILL	5.80%	10.3M	\$6.52	\$88

Source: CoStar

RETAIL

The overall retail vacancy rate in Q3 dropped to 7.6%, compared to 7.7% in the previous quarter. At this time last year, the overall retail vacancy rate in DuPage County was 7.8%.

RETAIL VACANCY
RATE DROPPED TO

7.6%

COUNTY	VACANCY RATE	12 MO. NET ABSORPTION	AVG. LEASE/SF	AVG. SALE/SF
COOK	6.00%	1.6M	\$21.48	\$186.00
DUPAGE	7.60%	-60.2K	\$19.64	\$190.00
KANE	6.70%	227K	\$17.88	\$170.00
LAKE	6.60%	32.7K	\$18.76	\$176.00
MCHENRY	5.30%	-142K	\$15.45	\$162.00
WILL	5.10%	451K	\$17.67	\$168.00

Source: CoStar

COST OF LIVING INDEX



The cost of living index estimates the relative price levels for consumer goods and services. The cost of living in DuPage County is 26.3% higher than the U.S. average, and 17.5% higher than the State average. In Q3, the average annual salary rose to \$69,987 compared to \$67,431 in Q2. At this time last year, the average annual salary was \$64,430.

ANNUAL AVG SALARY COST OF LIVING INDEX (BASE US) US PURCHASING POWER

DUPAGE	\$69,987	126.3	\$55,404
ILLINOIS	\$65,346	108.8	\$60,033
USA	\$63,393	100.0	\$63,393

Source: JobsEQ, Q3 2021. Cost of living per C2ER, data as of 2021q1, imputed by Chmura where necessary.

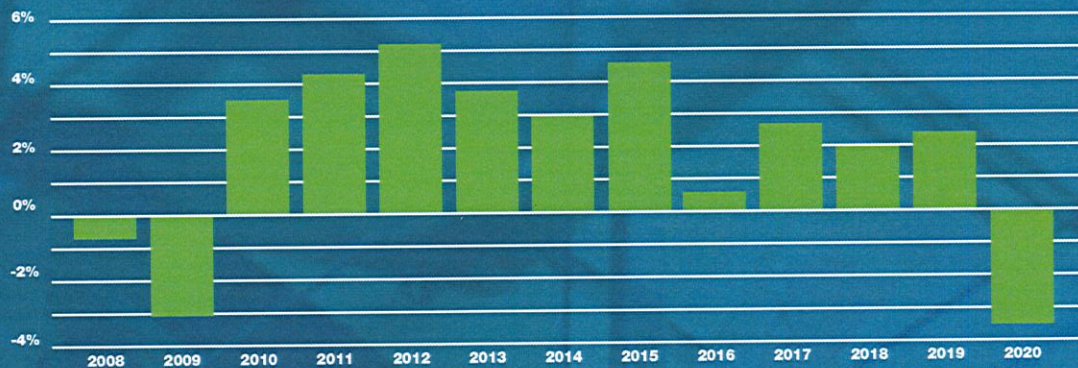
GROSS DOMESTIC PRODUCT



IN 2020, GDP
CONTRACTED
3.5%

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in DuPage County, Illinois contracted by 3.5%. This follows growth of 2.3% in 2019. As of 2020, total GDP in DuPage County, Illinois was \$89,918,291,000.

1 YEAR % CHANGE IN GDP



GDP BY INDUSTRY, DUPAGE COUNTY 2020 (IN \$ MILLIONS)



Source: JobsEQ

*and Waste Management and Remediation Services

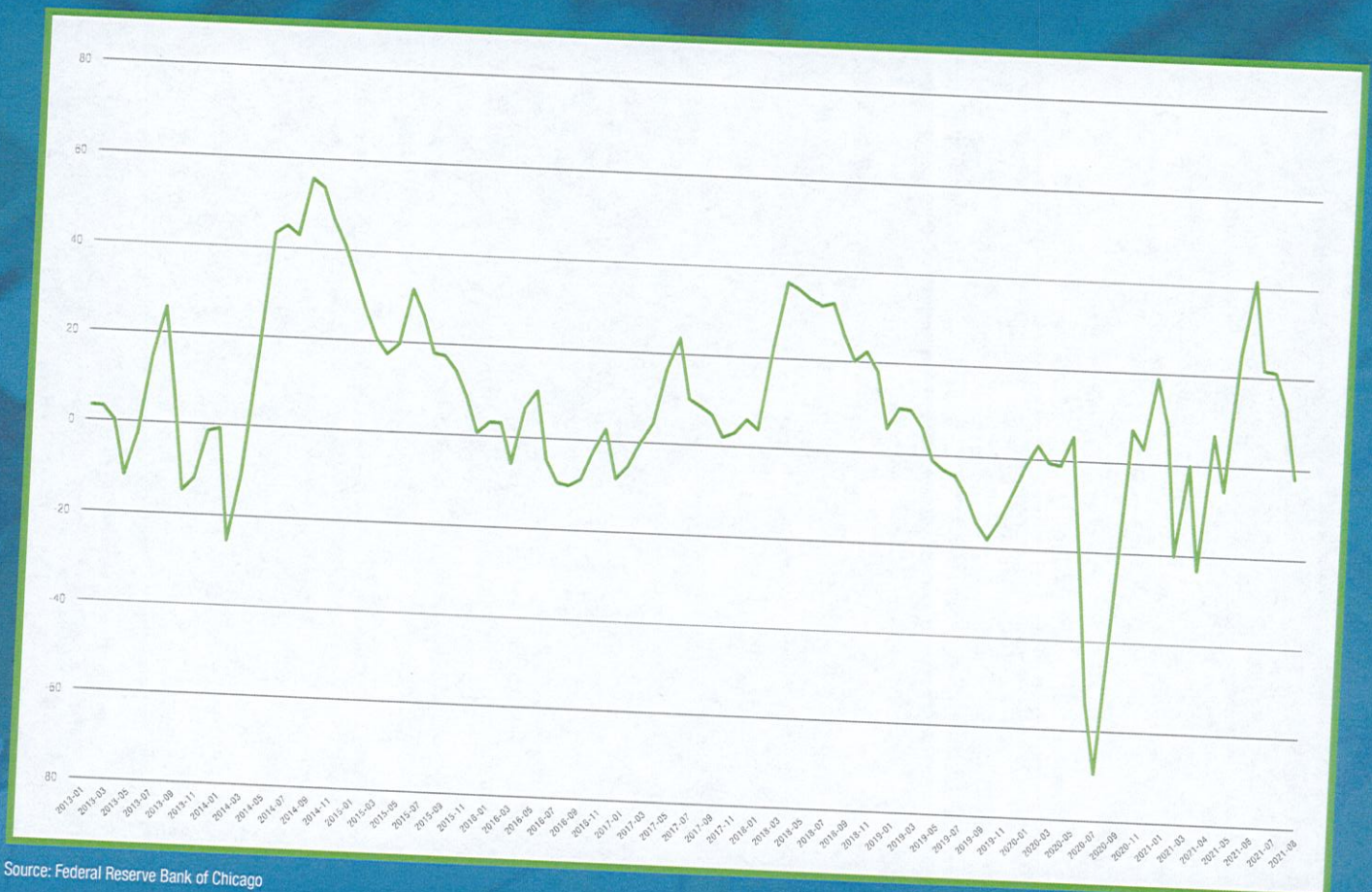
CHICAGO FED SURVEY OF BUSINESS CONDITIONS (CFSBC)



The CFSBC diffusion indexes are derived from survey questions that cover product demand, hiring, capital spending and input costs. Respondents report how these aspects of their businesses have changed over the past month (or are expected to change in the next 12 months) on a seven-point scale. Each diffusion index is calculated as the difference between the number of respondents with answers above their respective average responses and the number of respondents with answers below their respective average responses, divided by the total number of respondents. The index is then multiplied by 100 so that it ranges from +100 to -100.

ACTIVITY INDEX

-2.1%

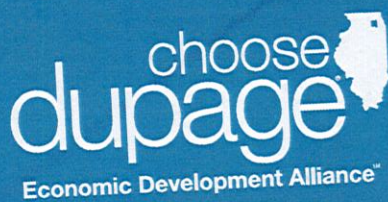


Source: Federal Reserve Bank of Chicago

choose
dupage
Economic Development Alliance

This report is published on a quarterly basis by Choose DuPage and is intended to provide a snapshot of the current state of County's local economy. While there is an abundance of economic data produced by state and federal sources, not all of it is produced for local-level examination and disseminated on a regular schedule. The choice of which indicators to track was determined partly based on relevancy, availability and reliability. If you have any questions about this report, contact Choose DuPage at (331) 401-5817.

CHOOSE THE PEOPLE,
CHOOSE THE PLACE,
CHOOSE THE PROSPERITY
OF DUPAGE COUNTY.
CHOOSE THE DUPAGE ADVANTAGE.



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.

Upcoming 2022 Meeting Dates

- February 16, 2022
- May 18, 2022
- August 17, 2022
- November 16, 2022