



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, April 24, 2018
7:00 P.M.
VILLAGE BOARD ROOM – MEMORIAL BUILDING
(Tentative & Subject to Change)

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of January 30, 2018
- 3. REVIEW OF SALES TAX REVENUE**
- 4. REVIEW OF FY 17/18 MARKETING CAMPAIGNS**
- 5. REVIEW FY 18/19 PROPOSED MARKETING BUDGET**
- 6. OTHER BUSINESS**
 - a) New Businesses
 - b) 2018 Chamber of Commerce
- 7. 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.

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VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, January 30, 2018

Members Present: Jill Sunderson, Cathleen Stoelting, Michael Kiyosaki and Chris Schramko.

Members Absent: Annette Brinkmeier

Staff Present: Anna Martch, Economic Development Coordinator
Jean Bueche, Management Analyst

Others Present: Dan Grisko, Direct Advantage Marketing

Call to Order (Agenda Item 1)

At 7:07 p.m., Chris Schramko called to order the meeting of the Economic Development Commission (EDC) of Tuesday, January 30, 2018.

Approval of Minutes (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from October 24, 2017. Cathleen Stoelting seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Martch provided an overview of the previous month's sale tax revenue. Anna Martch pointed out that the sales tax revenue chart now reflects the FY 17/18 budget by month rather than a lump sum. Anna Martch reviewed that in receipt month of November, liability month August sales tax revenue was up about \$12,000 compared to the prior year. In the receipt month of December, liability month September sales tax revenue was down about \$8,000 compared to the prior year and in the receipt month of January, liability month October sales tax was down about \$1,500 compared to the prior year. Anna Martch reviewed that current sales revenue is 3% below the year to date budgeted amount. The Commission discussed once the numbers for the liability months of November and December are available we can do a full comparison of the year over all and see if the increase in digital marketing had a direct effect on sales revenue.

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

Dan Grisko reviewed the marketing efforts for the In Hinsdale for the Holidays event and the digital videos that the Commission had created to boost shopping and dining locally. Dan Grisko shared that 800 children decorated gingerbread cookies and 500 people enjoyed carriage rides throughout the downtown. Dan Grisko shared that overall the event was a huge success and the community spirit was in abundance. Dan Grisko shared that with the increase in digital marketing over the holiday season we were able to expand our impression reach to more localities that aligned with the target market. Overall the videos received 144,712 impressions, 45,222 views and a 31.25% view rate. The Commission asked if there were ways we could increase the visibility of our

marketing efforts and the following ideas were shared; create merchant spotlights on social media, add Facebook Live video streaming to our social media and introduce new businesses in town on social media.

The Commission also brainstormed other ideas that would increase awareness of shopping in Hinsdale and that would further the individual businesses marketing strategies. Ideas that were shared included hosting a Hinsdale restaurant week to showcase our unique restaurants and to host quarterly business meetings to provide free seminars to our businesses to provide support and training opportunities. It was suggested that the seminars could be put on by local experts and businesses who are professionals in areas of social media, website, digital marketing and ecommerce. The Commission also shared the idea of creating a photo library that local businesses could use for their marketing efforts.

Other Business (Agenda Item 5)

a) New Business

Anna Martch shared the following updates.

- Kaehler Luggage opened at 38 E. First Street in November
- Jimmy Johns opened in Gateway Square in January
- Impact Physical Therapy opened in Gateway Square in January
- The SMaRT Institute (Sports Medicine and Regenerative Therapeutics Institute) opened in December at 12 Salt Creek Lane #300
- Plate28 opened at 5819 S. Madison Street. Plate28 uses whole body vibration training in a quick, efficient 28-minute workout and is owned by two Hinsdale residents
- Altamura Pizza opened at 9 W. First Street. Altamura is a take-home-and-make authentic Italian pizza business and the crusts are imported from a region in southern Italy
- Freeze Fix is a cryotherapy business which opened at 24 W. Chicago Avenue.
- Elysian Nail Spa opened at 24 W. Chicago Avenue in December
- County Line Home Design will be opening at 110 S. Washington Street and is a one stop shop for interior decorating, flooring and custom cabinetry
- A.B. Edward is an interior remodeling business and will be opening in Gateway Square
- Marcus will be opening at 101 S. Washington Street and is projected to open in the spring
- Fueled is interested in hosting three Coffee & Classics events in Burlington Park. The events take place Sunday mornings from 9AM-11AM. The dates they are interested in are June 17, August 12 and October 7

Share staff that many of these businesses have been highlighted in the newest addition of The Hinsdalean. The Commission suggested introducing the new businesses to the community through social media.

b) 2018 Chamber of Commerce

Anna Martch shared that opening day of the Chamber of Commerce Farmers Market is June 4th and the Uniquely Thursdays concert series kicks off June 14.

Adjournment (Agenda Item 6)

Mike Kiyosaki made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The January 30, 2018, meeting of the EDC was declared adjourned at 7:59 p.m.

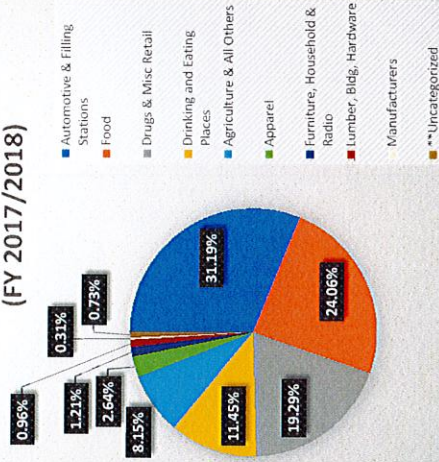
Respectfully submitted,

Anna L. Martch

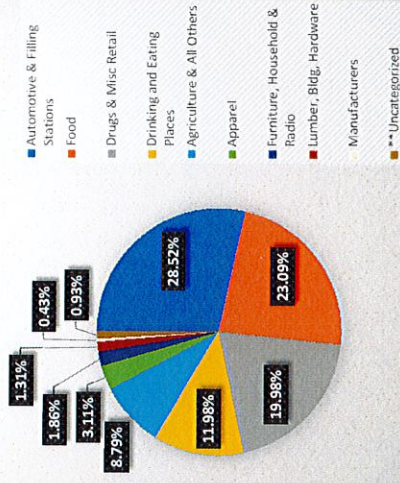
Sales Tax Revenue

Revenue Source (Actual)	
4th Quarter 2017	
Automotive & Filling Stations	\$ 227,836
Food	\$ 175,724
Drugs & Misc Retail	\$ 140,927
Drinking and Eating Places	\$ 83,642
Agriculture & All Others	\$ 59,533
Apparel	\$ 19,309
Furniture, Household & Radio	\$ 8,851
Lumber, Bldg, Hardware	\$ 6,990
Manufacturers	\$ 2,260
**Uncategorized	\$ 5,312
	\$ 730,324
Revenue Source (Actual)	
Year to Date 2017	
Automotive & Filling Stations	\$ 819,647
Food	\$ 654,451
Drugs & Misc Retail	\$ 505,890
Drinking and Eating Places	\$ 324,449
Agriculture & All Others	\$ 252,861
Apparel	\$ 61,246
Furniture, Household & Radio	\$ 34,320
Lumber, Bldg, Hardware	\$ 30,201
Manufacturers	\$ 10,768
**Uncategorized	\$ 35,404
	\$ 2,729,238
Revenue Source (Actual)	
Prior Year - 4th Quarter 2106	
Automotive & Filling Stations	\$ 198,350
Food	\$ 160,564
Drugs & Misc Retail	\$ 138,968
Drinking and Eating Places	\$ 83,337
Agriculture & All Others	\$ 61,132
Apparel	\$ 21,595
Furniture, Household & Radio	\$ 12,942
Lumber, Bldg, Hardware	\$ 9,128
Manufacturers	\$ 2,966
**Uncategorized	\$ 6,499
	\$ 635,481
Revenue Source (Actual)	
Prior Year - Year to Date 2016	
Automotive & Filling Stations	\$ 805,700
Food	\$ 637,751
Drugs & Misc Retail	\$ 506,058
Drinking and Eating Places	\$ 324,624
Agriculture & All Others	\$ 253,851
Furniture, Household & Radio	\$ 77,454
Apparel	\$ 66,879
Lumber, Bldg, Hardware	\$ 32,499
Manufacturers	\$ 12,530
**Uncategorized	\$ 644
	\$ 2,717,990

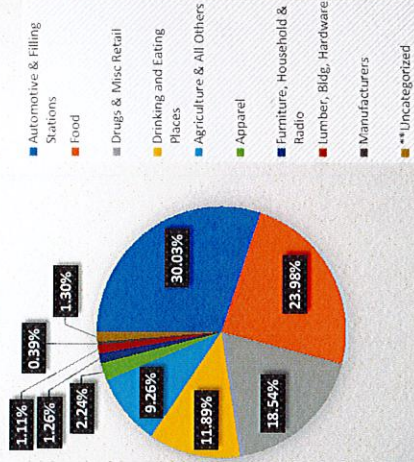
Revenue Source (Actual)
4th Quarter
(FY 2017/2018)



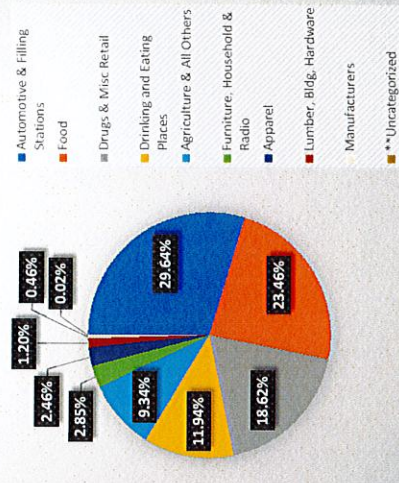
Revenue Source (Actual)
Prior YR - 4th Quarter
(FY 2016/2017)



Revenue Source (Actual)
Year to Date
(FY 2017/2018)



Revenue Source (Actual)
Prior YR - Year to Date
(FY 2016/2017)



** Categories that have less than 4 taxpayers, therefore no data is shown to protect the confidentiality of individual taxpayers

Sales Tax Revenue

Receipt Month	Liability Month	Prior Year Monthly Actual FY 16/17	Monthly Actual FY 17/18	Monthly Budget FY 17/18	Prior 3 YR Monthly Average 14/15, 15/16, 16/17	YTD Actual FY 16/17	YTD Actual FY 17/18	YTD Budgeted FY 17/18	YTD Variance Budget (%) FY 17/18
May	Feb	237,319.00	220,707.00	238,294.89	234,899.33	237,319.00	220,707.00	238,294.89	-7%
June	March	257,204.00	242,698.00	259,090.76	254,544.33	494,523.00	463,405.00	497,385.65	-7%
July	April	232,350.00	270,428.00	265,413.16	256,153.67	726,873.00	733,833.00	762,798.81	-4%
August	May	318,358.00	268,505.00	289,120.70	288,279.27	1,045,231.00	1,002,338.00	1,051,919.51	-5%
September	June	271,479.00	275,264.00	271,296.76	259,571.22	1,316,710.00	1,277,602.00	1,323,216.27	-3%
October	July	242,368.00	251,120.87	266,993.80	261,598.43	1,559,078.00	1,528,722.87	1,590,210.07	-4%
November	August	255,172.10	267,662.68	269,990.81	271,607.03	1,814,250.10	1,796,385.55	1,860,200.88	-3%
December	September	272,130.00	264,904.68	266,486.07	260,471.00	2,086,380.10	2,061,290.23	2,126,686.95	-3%
January	October	257,000.15	255,747.24	263,335.86	265,915.05	2,343,380.25	2,317,037.47	2,390,022.81	-3%
February	November	254,990.00	258,122.00	268,718.56	250,546.72	2,598,370.25	2,575,159.47	2,658,741.37	-3%
March	December	316,367.00	349,611.00	319,906.68	307,716.84	2,914,737.25	2,924,770.47	2,978,648.05	-2%
April	January	239,452.00	232,169.00	239,351.97	232,707.09	3,154,189.25	3,156,939.47	3,218,000.02	-2%
TOTALS		3,154,189.25	3,156,939.47	3,218,000.00	3,144,009.99	3,154,189.25	N/A	N/A	N/A

Proposed Budget- FY 2018/2019		
Date	Type of Advertising	Cost
Ongoing	Direct Advantage Agency Retainer	\$ 18,000
Ongoing	Data Research for Business Prospecting	\$ 500
Ongoing	Quarterly Educational Event	\$ 500
Ongoing	Village Promotional Digital Ads	\$ 10,000
October	Restaurant Week	\$ 14,500
November	Small Business Saturday Promotion	\$ 1,000
December	Holiday Shop Hop	\$ 7,500
December	Hinsdale For The Holidays	\$ 10,000
December	Holidays Lights and Decorations	\$ 28,000

Total Marketing Budget: \$ 90,000

**VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION
PROPOSED MARKETING BUDGET FOR 2018-2019**

Restaurant Week

Possible Dates:

October 2018, January or February 2019

Working with the Hinsdale restaurant community, we will determine the optimal dates to conduct the first ever Hinsdale Restaurant Week.

Promotional Costs:

Print Advertising in Hinsdalean

Print Advertising in Zoned Chicago Tribune Life Style, Dining & Food, On The Town Sections
West Suburban Living Magazine

\$4,000 Total Print Budget

Digital:

Banner ads and video ads on Google Ad Network Lifestyle Sites, Chicago Magazine on-line
edition, Facebook, Instagram

\$6,000 Total Digital Budget

Comcast Cable

Zoned Cable Buy

Total Cable Budget: \$3,500

Misc. Costs: Posters, flyers \$1,000

TOTAL RESTAURANT WEEK BUDGET:

\$14,500

Holiday Shop Hop

Possible Dates: Thursday December 13th or Friday December 14th

Promote a one night only holiday shopping event. Outreach to local retail community to host in store events and specials, all with a definitive holiday shopping message.

Promotional Costs:

Print Advertising in Hinsdalean

Print Budget: \$1,000

Digital:

Banner ads and video ads on Google Ad Network Lifestyle Sites, Facebook, Instagram

\$2,000 Total Digital Budget

Direct Mail:

Postcard sent to all Homes in Hinsdale

Budget: \$3,000

Entertainment:

Strolling Carolers, Ice Sculpture Demonstrations, Magician

Entertainment Budget: \$1,500

TOTAL SHOP HOP BUDGET: \$7,500

Hinsdale for The Holidays:

Annual Celebration in Burlington Park, December 8th, 15th

Gingerbread Cookie Decorating, Horse and Carriage Ride, Heated Tent

Total Hinsdale for the Holiday Budget: \$10,000

Shop Small Business Saturday Promotion:

Date: November 24th

Piggyback on the national American Express Shop Small Promotion

Print ads in Hinsdalean \$500

Promotional Items including balloons, signage and entertainment \$500

Total Shop Small Budget: \$1,000

Village Promotional Digital Ads (YouTube, Google Ad Network, Facebook, Instagram)

Ads run 9 months per year

Total Budget: \$10,000

Research:

Data Research for Business Prospecting:

Total Research Budget: \$500

Direct Advantage Retainer:

\$1,500/Month, Total \$18,000

Quarterly Educational Events:

Invite industry expert guest speakers to make presentations to business community on such topics as Social Media, E Mail Marketing, Small Business Health Insurance

Misc. Costs: \$500

Holiday Lights

\$28,000

TOTAL BUDGET: \$90,000



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 -** **UNIQUELY THURSDAYS**, Thursday evenings, 6:00 – 9:00 p.m.,
August 16 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 -** **FARMER'S MARKET**, Mondays only, in Burlington Park, located
October 8 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.*