AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF April 22, 2015

3. ITEMS FOR CONSIDERATION
   A. Annual Funding Request from Chicago's North Shore Convention & Visitors Bureau
   B. Request to Establish Special Service Area for Southeast Evanston Business Districts
   C. Request to Negotiate Parking Agreement for Accuity Relocation to 1007 Church Street

4. ITEMS FOR DISCUSSION
   A. Annual Report from Downtown Evanston

5. COMMUNICATIONS
   A. Monthly Economic Development Communication
   B. Real Estate Transfer Tax Report
   C. Announcements/Updates from EDC Members

6. ADJOURNMENT
AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM
With a quorum present, Alderman Holmes called the meeting to order at 7:46 pm.

2. APPROVAL OF MEETING MINUTES OF February 25, 2015
Alderman Fiske moved approval. Alderman Tendam seconded. A voice vote was taken and the meeting minutes of February 25, 2015 were unanimously approved.

3. ITEMS FOR CONSIDERATION
   A. Creation of Storefront Modernization Program
Cindy Plante, Economic Development Specialist, provided information on the Storefront Modernization Program including the changes proposed since the program was last introduced. She discussed eligible areas and businesses and stated that staff researched other municipalities to find language that required financial participation from landlords, but found that none existed. Staff added language to the evaluation criteria that would give preference to projects that included landlord financial involvement in projects.

Ald. Holmes recognized and welcomed the new members, Terri Dubin and Ahmadou Dramé.

Ald. Rainey asked for a definition of retail.

Ms. Plante stated that the definition included retail goods establishments as identified in the City’s zoning code; services were excluded from the definition.

There was discussion around the way businesses were defined.

Ald. Fiske commended Ms. Plante’s work and solutions.
Ald. Holmes stated that she still has concerns, but agreed that each project could be reviewed and strong due diligence would identify candidates that weren’t a fit.

Ald. Fiske moved to recommend approval of the Storefront Modernization Program, seconded by Ald. Tendam. A voice vote was taken and the motion passed 8-0.

B. Financial Assistance for Curt’s Café (2922 Central St. and 1813 Dempster St.)
Johanna Nyden, Economic Development Division Manager, reviewed the request, the business’s goals and successes and discussed the proposed changes to the timeline for funding. She also reviewed the provisions included to meet Health & Wellness and Livability standards. She closed by introducing Kevin Brown.

Kevin Brown, Youth & Young Adult Program Manager, discussed the program’s focus on working with youth ex-offenders helping them gain experience in food service.

Susan Trieschmann, Executive Director of Curt’s Café, provided an overview of her program’s success.

Dickelle Fonda, representative of the West Village Business Association, spoke in support of the new Curt’s location and program.

Ald. Grover thanked Ms. Trieschmann for her service. She asked about money left over from the last stipend.

Ms. Trieschmann replied that students who didn’t meet the criteria set by the program didn’t result in Curt’s Café seeking reimbursement from the City.

There was discussion about the way students receive the stipend and ways to improve the program. It was determined that the number of students should not be specified, but that the stipend limit per student should remain the same.

Ald. Grover moved approval, but amended the motion to remove the limit on the number of students served.

Ms. Trieschmann expressed her support of the change.

Mr. Brown stated that the change was in line with the way funds are allocated to the Youth Job Center.

Ald. Holmes asked about students returning to school; she wanted to confirm that they were attending alternative high school at ETHS.

Ms. Trieschmann confirmed that they were.

Ald. Holmes expressed her desire for kids to stay within the community.

Ald. Wynn seconded the amended motion. A voice vote was taken and the motion passed 8-0.
C. Allocation of Funding for Streetscape Improvements – Central Street

Mr. Sat Nagar, Senior Engineer provided a presentation for the proposed sidewalk improvements for Central Street. He reviewed the scope of the work, suggestions for parking, timeframe for completion and cost of the project. He closed by requesting questions.

Ald. Rainey asked why the money was coming from the Economic Development Fund and not CIP.

Director of Public Works, Suzette Robinson stated that CIP funding was for infrastructure projects only. The suggested streetscape improvements wouldn't be covered.

Ald. Rainey asked about General Fund money.

Ms. Robinson stated that those funds were allocated to other projects.

Ms. Nyden stated that Economic Development Funds were the proposed source of funds because the improved business districts would support business retention in the district and would support multiple businesses or business districts rather than individual establishments.

Ald. Rainey asked if other business districts could access funds.

Ms. Nyden confirmed that they could. She further discussed the outcome of recent merchant grant meetings and the interest around improving the business districts.

Ald. Tendam thanked staff for the hard work and talked about the various channels of communication for businesses and residents. He talked about how large the business district is and how the $9,000 allotted wasn’t a lot of money to meet the diverse needs of the district.

Ald. Rainey moved approval, seconded by Ald. Tendam. The Committee voted unanimously 8-0.

D. Consideration of Request for Qualifications for theatre operator for Howard Street Theatre

Ms. Nyden discussed recent successes in business development on Howard and the development to bring a theater to the location. She talked about the recent partnership with the Chicago League of Theaters and next steps to attract a theater. She requested the Committee’s approval.

Ald. Holmes asked about the number of seats.

Ms. Nyden stated that the proposed theater would have 80 to 150 seats.

There was discussion about the various sizes of theater groups.
The Committee voted unanimously 8-0 to recommend the City Council authorize the Request for Qualifications.

4. ITEMS FOR DISCUSSION
   A. Discussion of Short- and Long-Term Solutions to Central Street Parking
Ald. Holmes introduced Jim Hughes who spoke about the parking on Central Street and all of the factors impacting parking. He requested that options be communicated to residents.

Meagan Jones, Economic Development Coordinator, opened the discussion on parking on Central Street. She discussed the new businesses and changes to the area in addition to yearly events like Northwestern sporting events and sidewalk sales. She stated that Economic Development staff was working with Public Works staff to review and optimize parking. Ms. Jones provided a presentation reviewing the areas under scrutiny and offered changes including expanding meter hours, removing meters that are underused, increased ticket charges, greater enforcement of parking restrictions and more advertisement of public transportation.

Ald. Grover recognized the changes to Central and agreed that a reexamination of parking regulations was necessary. She noted that some changes have been made and expressed interest in a long-term study of the area. She also noted that residents of the newer apartment buildings aren’t eligible for residential parking permits and discussed the changes during Northwestern sporting events. She closed by talking about converting metered spaces.

There was discussion around different parking lots and uses.

Ald. Grover stated that the Parking Committee was also reviewing Central Street and that meetings to solicit citizen comments would also be helpful.

Ald. Tendam thanked staff and suggested talking to landlords as a way of identifying more information. He also identified leasing spaces as an option to increase parking.

Ald. Holmes supported listening to businesses and called for a motion.

Ald. Holmes moved to direct staff to continue researching options, seconded by Ald. Tendam. The Committee voted unanimously 8-0.

Amrita Goldberg, owner of The Needle’s Excellency, talked about the difficulties with parking and the need for review. She discussed the effect parking has on her business and offered suggestions.

B. Discussion of Usage of Sidewalks and Public Right-of-Way in Business Districts
Ms. Nyden introduced the topic of sidewalk cafes and shared space parklets and how they benefit neighborhoods.

Ms. Robinson provided an overview of the criteria the City uses to determine eligibility for sidewalk cafes and some of the challenges including blockage to right-of-ways. She presented an overview of shared spaces and enclosures and talked about the problem of maintenance. She further stated that staff would identify locations for 2016 by July. Ms.
Robinson discussed enclosures and provided examples. She closed by discussing next steps.

There was discussion around different spaces and restaurants that would benefit from outdoor enclosures. There was also discussion about the difference between shared spaces and enclosures.

There was further discussion around challenges including litter and trash receptacles. It was determined that businesses were responsible for maintenance.

Ms. Robinson clarified that the City provided trash receptacles to supplement receptacles used by businesses.

Ald. Holmes suggested more conversations with the business owners. She then asked about the space near Taco Bell and Blaze Pizza.

Ms. Robinson confirmed that that space is a good example of shared use.

Ald. Holmes expressed support and asked if Downtown Evanston was involved.

Ms. Robinson confirmed that she would be presenting to Downtown Evanston in May.

Ms. Nyden provided more information about the discussions with Downtown Evanston.

Ald. Grover moved, seconded by Ms. Dubin. The Committee voted unanimously 8-0 to continue the discussions and research.

Ms. Robinson also discussed the sandwich boards used by businesses, particularly the challenges. She pointed out that store owners must have permits, but that enforcement is difficult. She noted that there is no administrative adjudication process. She asked if the Committee was interested in establishing a citation process.

Mr. Bobkiewicz stated that communities across the country faced similar challenges and asked the Committee to consider whether the community standard has changed. He stated that, according to Downtown Evanston, the standard may have changed. Other communities have standardized signs. He noted that residents don’t seem concerned, but wanted to see if the Committee felt there was an issue. He suggested that staff could work with Public Works to find an administration adjudication solution to provide better enforcement.

Ald. Grover agreed that this wasn’t really an issue unless signs caused people to trip in the public right of way. She was not concerned about the aesthetic issue. She asked about permit fees.

Ms. Robinson responded that a permit costs $100.

It was determined that there was no regulation around the message.
Damir Latinovic, Neighborhood and Land Use Planner with the Community Development Department, stated that A-frame signs are the only ones allowed on the public right-of-way. He discussed further regulations for these signs including size and amount of information.

Ald. Rainey asked about the permit term length.

Ms. Robinson stated that the term was one year.

Ald. Rainey pointed out that all of the information not allowed by the Sign Plan Review Committee could be added to the board. She also stated that this wasn’t a concern for her. She did state that some boards were unsightly and in disrepair, but she didn’t want City staff to have to regulate. She closed by stating that size was important.

Ald. Holmes pointed out that the board was an easy way to have a sign without a sign permit. She suggested some review.

Ald. Wynne stated her support for signs and thinks the flexibility to change the sign is a nice option. She stated that the signs add ambiance unless the boards are in disrepair. She stated that a fee would encourage business owners to make them more attractive.

Ms. Robinson stated that language to the ordinance can be included to ensure signs are maintained. She stated that staff can review and make suggestions.

Ald. Fiske stated that she likes the uniformity and highlighted Chicago as an example of sign usage. She noted some great signs and good uses, but also noted examples of boards that were offensive. She closed by stating that she supported the permit process and charging fees. She is against overregulation, but would like consistency.

Ald. Tendam stated that he would like the Sign Review Board to provide input. He stated that the purpose of the sign was to be viewed by pedestrians and that some suggestions around regulation should come from the Sign Review Board.

Ald. Rainey stated that the issue wasn’t with those who had permits, but with those that didn’t. She agreed that size should be regulated and added that the message would get distributed through the business districts. She urged the business districts to get more involved talking to individual businesses. Business districts should police tent signs and size should be the only regulation.

Ms. Robinson added that placement should be regulated also.

Ald. Holmes requested clear rules.

There was discussion around possible issues with regulation.

Ald. Grover moved to regulate light, size and placement and get input from Sign Review and Appeals Board; seconded by Ald. Tendam.

The Committee voted unanimously 8-0.
5. COMMUNICATIONS
   A. Monthly Economic Development Communication
   B. Real Estate Transfer Tax Report
   C. Announcements/Updates from EDC Members
   D. Now We’re Cookin’ First Quarter 2015 Report
   E. 1Q2015 Communication

Ald. Rainey commended staff on the excellent monthly report.

6. ADJOURNMENT
   Ald. Rainey moved to adjourn, seconded by Ald. Tendam.

Meeting was adjourned at 9:16 pm

Next Meeting: May 27, 2015

Respectfully Submitted,

Jessica Wingader
Administrative Secretary
Memorandum

To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
Johanna Nyden, Economic Development Division Manager

Subject: Approval of Funding for 12-month period for Chicago’s North Shore Convention and Visitors Bureau (CNSVB)

Date: May 27, 2015

Recommended Action:
Staff supports a recommendation from the Economic Development Committee to City Council to approve funding for Chicago’s North Shore Convention and Visitors Bureau (CNSCB) in the amount of $65,564 for a period commencing July 1, 2015 through June 30, 2016.

Funding Source:
Economic Development Fund’s Economic Development Partnership Account (Account #: 225.21.5300.62659). The FY2015 budget allocated $300,000 to this account; to date, $34,300 has been spent from this account.

Summary:
CNSCB is the certified convention and visitor bureau currently representing Evanston, Glenview, Northbrook, Prospect Heights, Skokie, Wheeling, and Winnetka. The annual budget for the CNSCB is approximately $1,400,000; Evanston’s contribution is 4.6 percent of the overall budget. The group’s primary mission is to attract group and individual business and leisure travelers to these communities. CNSCB works closely with the local hotels, the Evanston Chamber of Commerce, Downtown Evanston, and other business districts in Evanston to accomplish this mission.

Attachments:
-CNSCB Cover Letter and Presentation
May 15, 2015

Johanna Nyden
Economic Development Division Manager
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201

Dear Johanna,

On behalf of Chicago’s North Shore Convention and Visitors Bureau (CNSCVB), I am writing you requesting that the City of Evanston renew its membership with our organization. The annual fee for the City of Evanston’s membership remains at $65,564 – the fee has not changed since 2009.

I believe that the work of the CNSCVB has benefitted the hotels, attractions, retail merchants, and restaurants of the city and hope that we can continue our work in our upcoming fiscal year (July 1, 2015 – June 30, 2016) representing the City of Evanston.

The highlights of the past year and our future plans are included in our packet materials. Please let me know if you need anything else or have any questions.

Thank you for your consideration,

Gina Speckman
Executive Director
Economic Development Committee

City of Evanston

Wednesday, May 27, 2015
Lorraine H. Morton Civic Center
Evanston
The mission of the Bureau is to strengthen the positive awareness of Evanston and Chicago’s North Shore as a business, meeting, event and visitor destination. Through aggressive sales and marketing initiatives, the CNSCVB promotes Evanston as an outstanding destination for business and leisure pursuits in order to increase tax revenues and stimulate economic development and growth.
Public/Private Partnership

The source of half of the Bureau’s annual budget is the State of Illinois’ Office of Tourism. The other half is derived from our local member communities: Evanston, Glenview, Winnetka, Northbrook, Prospect Heights, Skokie..and our newest community, Wheeling as well as our private sector business members.
The CNSCVB targets meetings, group tours with an attendance of 350 or less within a 300 mile radius of Evanston and Chicago’s North Shore. We are active in the following markets:

- Meetings and Conferences
- Social Events
- Group Tour Travel
- Individual Leisure Visitors
The CNSCVB staff has a broad-based expertise in hospitality sales and marketing. This year, we added a staff person dedicated to Marketing and Social Media.

Gina Speckman, Executive Director
Kimberly Wright, CMP, Director of Sales
Caryn Shulman, Tourism Marketing Manager
Jennifer Engel, Manager, Membership and Advertising
Johnnice Chew, Manager, Finance and Administration
Jackie Sachs, Marketing and Social Media Manager
The CNSCVB operates on a July 1 Fiscal Year Calendar. In the fiscal year just ending, the occupancy of the Evanston hotels increased by 4.1% and Average Daily Rate has increased by $3.50. These metrics result in increased revenue for our hotels and the City of Evanston in hotel tax dollars.

The Bureau distributed 330 Direct Group Sales Leads to Evanston hotels representing 32,818 sleeping rooms. Of these leads, CNSCVB reported that 28 leads had been booked from all markets group and leisure representing 5,760 sleeping rooms.
Year in Review

- Engaged with prospective group organizers at more than 40 trade shows and industry conferences.
- Organized 10 sales missions to pre-qualified customers in key business-producing regions.
- Created 8 familiarization (FAM) or educational tours for prospective customers who have never experienced the hotels or attractions of Evanston.
- Customized 44 site inspection trips for prospective customers.
- Raised awareness by advertising in key industry publications, both online and in print.
- Further boosted exposure for Evanston by developing partnerships with third party meeting planning companies, group travel management companies, and receptive tour operators.
The Bureau budget for our current fiscal year that began July 1, 2014 (FY15) is $1.4 million. Evanston’s contribution reflects 4.6% of the Bureau’s total budget. With those dollars, the CNSCVB operates a full range of sales and marketing programs to achieve its goals including:

- Trade Shows
- Direct Sales Calls
- Sales Missions
- Printed Collateral
- Print Advertising
- E-mail campaigns
- Interactive Website
- Online Advertising
- Social Media
- Familiarization Trips and Site Inspections
- Public Relations
Trade Shows

Industry Trade Shows allow CVB Staff to meet face to face with decision-makers. The Bureau exhibits and attends over 20 Trade Shows a year including:

- Fraternal Executives Association
- Illinois Society of Association Executives “Summer Session”
- Illinois Society of Association Executives Luncheon & State Government Meeting Planners Sales Calls (2x a year)
- Indiana Meeting Planners International Event & Fraternity Sales Calls
- Illinois Council of Convention and Visitors Bureau (3x a year)
- Rejuvenate! Religious Trade Show
- Meeting Planners International – Wisconsin Fall Education Day
- American Bus Association
- Illinois Society of Association Executives Tradeshow
- Religious Conference Management Association
- Illinois Governor’s Conference on Tourism
- Select Travel
- Destination Showcase
- Meeting Planners International Multiple Chicago Area Chapter
- Collaborate Marketplace – Corporate Meeting Planner Trade Show
- Meet in Illinois Minneapolis Sales Blitz
- Chicago Conv. & Visitors Bureau SMERF Roundtable
- Holiday Showcase – Assoc. Forum of Chicagoland
- B.I.G. Show – Boomers in Groups
- Connect Marketplace – Corporate Meeting Planner Trade Show
- Destination Marketing Assn. International Annual Meeting
- NAJ Receptive Summit – East
- Illinois Association of Park Districts/IL Parks & Recreation Assoc.
- Meet in Illinois St. Louis Sales Blitz
- IPW – Travel Industry Association
- World Travel Market
- National Tour Association Show
- Heartland Showcase
- Conference Direct
Print and Online Advertising

- Group Tour Leader
- Midwest Meetings
- Leisure Group Travel
- Northwestern Alumni Magazine
- Illinois Meetings and Events
- Chicago Tribune (regular paper and triblocal)
- Group Tour Magazine
- Leisure Group Travel
- Midwest Meetings Guidebook (annual)
- MPI - Chicago Chapter Guide
- Madden Media Online Search Campaign
- St. Louis Dispatch
- Milwaukee Journal Sentinel
- Evanston Roundtable
- Unique Venues
- North Shore Weekend
- Midwest Living
- Chicago Magazine
- Daily Herald
- Choose Chicago Visitors Guide
- Choose Chicago website
- Google Adwords
- Facebook Advertising
- CTA Advertising
- Great Lakes North America
- Midwest Itineraries
- CVent
- Chicago Convention and Tourism Bureau Travel Planner
- TripAdvisor
- www.touroperator.com
- Evanstonnow.com
- 22nd Century Media
- Chicago Sun Time/Pioneer Press
- Lake Michigan Lighthouse Map and Circle Tour
New for 2015 – Evanston beach passes

For Evanston Hotel Guests

Evanston Visitor Beach Pass
Adult

This pass admits one adult to Clark Street Beach, 1811 Sheridan Rd., Evanston. Anyone 12 years or older must have an adult beach pass to be admitted onto the beach. Beach open Memorial Day through Labor Day.

Evanston Visitor Beach Pass
Child

This pass admits one child to the Clark Street Beach, 1811 Sheridan Rd., Evanston. Children ages 11 and under must have a beach pass to be admitted onto the beach. Children under 1 year old are free. Beach open Memorial Day through Labor Day.
Banner ads in Support of 2015 Summer Campaign

- Chasing Summer on Chicago's North Shore
- Summer Events & Attractions
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- Summer Events & Attractions
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- Special Hotel Packages
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- 30 minutes from Chicago's loop
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- Click to chase down your perfect Summer.
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- Festivals & Farmers Markets
  - www.destinationnorthshore.com
- Chasing Summer on Chicago's North Shore
- Sidewalk Sales
  - www.destinationnorthshore.com
Partnership with the U.S. Cultural & Heritage Tourism Marketing Council
Partnership with the U.S. Cultural & Heritage Tourism Marketing Council

Bordering Chicago along Lake Michigan

Evanston, on Chicago’s picturesque North Shore, has three National Historic Landmarks, Frances Willard House, Charles G. Dawes House, and the Grosse Point Lighthouse, the first Great Lakes lighthouse to make the list.

Evanston is ideal for a Chicago-based visit, with direct city train access, affordable, unique hotels, and the hottest dining spots in the area.

• Grosse Point Lighthouse
  • Built in 1873
  • 113 feet tall
  • Lead lighthouse marking the approach to Chicago
  • Automated in 1934 — the first lighthouse activated by a photoelectric device

www.visitchicagonorthshore.com
Print/Online Advertising

Sample Meeting Ad

MEET HERE

CHICAGO’S NORTH SHORE...

Ideal Location
Excellent Value
Superb Facilities

WHERE YOU GET EVERYTHING

Chicago’s North Shore Convention and Visitors Bureau is dedicated to offering you everything you need for a successful meeting or event: location, amenities, superior service, entertainment, ease of transportation and the exquisite style that is the hallmark of Chicago’s North Shore.

visitchicagonorthshore.com/meetings
847-763-0011 ext. 23

Sample Group Tour ad

V.I.P. TREATMENT FOR YOUR GROUP

Chicago’s North Shore is home to many world-class attractions and is 20 minutes from downtown Chicago. You’ll find many dining and lodging options perfect for groups.

Area attractions include:
- Chicago Botanic Garden
- Illinois Holocaust Museum
- Baha’i House of Worship
- Ravinia Festival
- Charles Gates Dawes House
- Guided Architecture Tours

For personalized assistance and to make group reservations, contact us today.
Caryn Shulman
847.763.0011 Ext. 25 • cshulman@cnsvb.com

www.visitchicagonorthshore.com/groups

26 of 129
Print/Online Advertising

Sample Leisure ad

Chasing Summer on Chicago’s North Shore

UPCOMING SUMMER EVENT HIGHLIGHTS

Skokie Festival of Cultures
May 16 & 17
Chase Park
4701 W. Golf Rd. • Skokie

Open Studios Evanston
June 2
Throughout Evanston

Custar Street Fair
June 20 & 21
Custar Ave. & Main St. • Evanston

Glencoe Summerfest
June 27
Downtown Glencoe

Fountain Square Arts Festival
June 27 & 28
Church St. & Sherman Ave. • Evanston

Rock the Runway
July 3
Chicago Executive Airport
Prospect Heights, Wheeling

Chicago Botanic Garden
Art Festival
July 4 & 5
1000 Lake Cook Rd. • Glencoe

Encompass Golf Championship
July 10-12
North Shore Country Club • Glencoe

The Grove Craft Beer and Wine Festival
July 17
1421 Milwaukee Ave. • Glenview

Art in the Parks
Northbrook Fine Arts Festival
July 18 & 19
Village Green Park
Shermer and Meadovads • Northbrook

Evanston Ethnic Arts Festival
July 18 & 19
Darby Park
Sheridan Rd. & Church St. • Evanston

North Shore Festival of Art
at Old Orchard
July 22 & 26
Old Orchard Rd. & Skokie Blvd. • Skokie

Evanston Lakeshore Arts Festival
August 1 & 2
Darby Park
Sheridan Rd. & Church St. • Evanston

Art of The Glen Town Center
August 4 & 5
The Glen Town Center
Plainfield Rd. • Glenview

Skokie Backstreet Bash
August 28-30
Dahlem St. and Lincoln Ave. • Skokie

Evanston Art & Big Fork Festival
September 18-20
Downtown Evanston

American Crafts Expo
September 25-27
Chicago Botanic Gardens
1000 Lake Cook Rd. • Glencoe

Find additional event information including Sidewalk Sales and Farmers Markets and book your hotel stay at www.destinationnorthshore.com

FARMERS MARKETS

Chicago Botanic Garden Farmers Market
Saturdays • 9:00 am - 2:00 pm

Evanston Farmers Market
Saturdays • 7:30 am - 10:00 am

Northbrook Farmers Market
Saturdays • 9:00 am - 12:00 pm

Shakopee Farmers Market
Sundays • 9:00 am - 12:00 pm

Winnemac Farmers Market
Sundays • 4:00 pm - 7:00 pm

North Shore Convention & Visitors Bureau

chicago's north shore
Convention & Visitors Bureau

chicago's north shore
Convention & Visitors Bureau

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chicago's north shore
Convention & Visitors Bureau

chicago's north shore
Convention & Visitors Bureau
Mini Abe in Evanston

Photo Shoot with Mini Abe Summer and Fall 2014 for use in future Illinois Office of Tourism social media campaigns
Co-op Advertising

**Spend Summer in Downtown Evanston**

**BE ENTERTAINED**
It's Thursday, Let's Dance!
Enjoy live music and dancing every Thursday from 7 to 9 pm. (June 11-August 6)

**EAT/DRINK**
Dine Downtown // Everyday
Experience new tastes at one of Downtown's 90 restaurants.

**SHOP**
Sidewalk Sale // July 24-26
Take advantage of great summer sales from favorite local retailers and artisans.

**GET HEALTHY**
Wine Walk // June 25
Discover new wines, shops and restaurants on this self-guided walking tour.

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**Extra Time to Drink & Dine Along Evanston's Purple Line**

Take advantage of the extended Purple Line Express train from June 1 to July 10. Last Express train to Chicago departs Davis Street at 8:07 pm.*

**Howard**
Kate Burger • Peckish Pig
Ward 8

**Main**
Campagnola • Greer Rhodes • Firehouse
Hosier Mama Pet Co. • Roni's • Lucky Flatter
Lupita's • Oceanaiche • Trattoria DOC
Sketchbook

**Dempster**
Addis Abeba • Blind Faith Cafe
Duzka • Sea Ranch
Union

**Davis**
Bangers & Lace • Bat 17 • Beltwood • Celtic Knot
Dave's Italian Kitchen
Ezo's • Farmhouse • FOUND • Pete Miller's • Prairie Moon
Smylie Brothers Brewing • The Stained Glass
Tommy Nevin's Pub

* For details visit transitchicago.com/purpleline

DOWNTOWNEVANSTON.ORG
Marketing & Sponsorship Support
Marketing & Sponsorship Support

Open Studios Evanston

openhousechicago
Marketing Outreach Support

Peckish Pig Awarded “Delicious Destination” Designation by Illinois Office of Tourism January 2015
Marketing Support – New Photography
E-newsletter

The CNSCVB e-newsletter is sent monthly to a dedicated list of over 9,600 highlighting North Shore happenings and events.
The CNSCVB website is very popular for visitors, locals and meeting and tour planners. Over 30,000 unique visitor pages are accessed each month.

www.visitchicagonorthshore.com
www.destinationnorthshore.com
Strong Social Media presence on Facebook, Twitter, and LinkedIn with postings contributed by CNSCVB member businesses posted multiple times per day 365 days a year. Members can send us postings and they are live within 24 hours on all networks. Our social media feeds are rated the most influential on the North Shore with extended reach of 112,000 viewers a week.
Familiarization Trips also known as Educational Trips allow clients who have not experienced Evanston and the North Shore.
Our Multi-Media Public Relations Outreach includes:

- Press Releases distributed electronically and through third party services to gain coverage of Chicago’s North Shore in three major target markets: meetings, group tours and consumer leisure travelers.
- Host international and national media on tours of the North Shore.
- Handle more than 350 inquiries per year from local, regional, national and international media outlets.
- Engage bloggers by various themes (food, culture, family, theatre, outdoor adventure, etc.) to gain exposure on popular blogs.
Memorandum

To: Chair and Members of Economic Development Committee

From: Wally Bobkiewicz, City Manager
Johanna Nyden, Acting Deputy City Manager
Cindy Plante, Economic Development Specialist

Subject: Special Service Area for Chicago/Main/Dempster

Date: May 22, 2015

Recommended Action:
Staff supports a recommendation from the Economic Development Committee to City Council to support the creation of a Special Service Area (SSA) encompassing commercial properties located in the Southeast Corner of Evanston. The proposed Special Service area is bounded approximately on the north by Greenwood Street, on the south by Keeney Street, on the west by Elmwood Avenue, and on the east by Hinman Avenue.

Establishing the SSA will require three separate actions by the City Council: 1) adoption of an ordinance establishing the boundaries of the SSA; 2) adoption of an ordinance establishing a tax levy for the new SSA; and 3) execution of an implementation agreement between the City and the governing body of the SSA. The implementation agreement would provide for 18-24 months of administrative support from Economic Development Division staff and initial seed funding in the amount of $100,000 to be repaid by the SSA once the levy is applied and taxes are collected in late 2016.

Funding Source:
The Economic Development Fund’s Business Retention Fund (Account # 21.225.5300.62662) is the recommended funding source for the initial SSA seed funding, which will be repaid by the SSA in 2016 after taxes are collected and distributed by Cook County. The FY 2015 budget allocated $300,000 for business district improvements. To date, $500 has been spent from this fund.

Background:
In April 2014 representatives from the merchant districts associated with the intersections at Main/Chicago and Dempster/Chicago presented over 60 signatures
from businesses throughout both districts indicating interest and support for the creation of a Special Service Area to provide for services beyond those currently funded by the Great Merchant Grant program and the area’s voluntary merchants’ associations. The City retained a consultant in October 2014 to work with economic development staff and a steering committee comprised of area property and business owners to explore feasibility and begin the legal and legislative processes necessary to form the SSA.

Over the course of monthly steering committee meetings and three public workshops held in early 2015, area business and property owners identified marketing support, signage, extra litter pick-up, streetscape and aesthetic improvements as services to be provided by the proposed SSA. Based on these priorities the steering committee worked with consultants to develop a framework for how an SSA would operate, including a proposed budget and tax cap for the SSA, which were presented at a Public Hearing held on April 27, as required by 35 ILCS 200/27-30.

Under state law, property owners within the proposed district have 60 days following the close of the Public Hearing in which to formally object to the creation of the SSA. No less than 51% of property owners must formally object to the SSA in order for it to not be adopted. If no objections are filed, the proposed SSA levy and boundaries would be considered for introduction on June 22, 2015, with adoption to follow on July 13, 2015. This time period allows for the required 60 day “objection period” to pass.

Summary:
The following must occur to establish a SSA: 1) adoption of an ordinance establishing the boundaries of the SSA that establishes the term of the SSA (12 year maximum); 2) adoption of an ordinance establishing a tax levy for the new SSA; and 3) execution of an implementation agreement between the City and the governing body of the SSA.

Creation of SSA
In order to establish the SSA, a legal description must be established and included in the adopting ordinance. Cook County utilizes this legal description and accompanying PIN list to determine which properties will be assessed with the special assessment and which will not. The SSA must be contiguous; in all cases possible inclusion of residential properties was avoided. Below is a table indicating the breakdown of properties by use included in the SSA. A copy of the legal description and map of the proposed SSA area are attached.

<table>
<thead>
<tr>
<th>Class</th>
<th>PINs</th>
<th>2013 EAV</th>
<th>0.355%</th>
<th>Avg. Cost</th>
<th>0.40%</th>
<th>Avg Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacant</td>
<td>10</td>
<td>$366,086</td>
<td>$1,300</td>
<td>$130</td>
<td>$1,464</td>
<td>$146</td>
</tr>
<tr>
<td>Residential</td>
<td>4</td>
<td>$378,716</td>
<td>$1,344</td>
<td>$336</td>
<td>$1,515</td>
<td>$379</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>52</td>
<td>$14,278,915</td>
<td>$50,690</td>
<td>$975</td>
<td>$57,116</td>
<td>$1,098</td>
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<tr>
<td>Commercial</td>
<td>80</td>
<td>$41,790,814</td>
<td>$148,357</td>
<td>$1,854</td>
<td>$167,163</td>
<td>$2,090</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>146</td>
<td><strong>$56,814,531</strong></td>
<td><strong>$201,692</strong></td>
<td><strong>$1,381</strong></td>
<td><strong>$227,258</strong></td>
<td><strong>$1,557</strong></td>
</tr>
</tbody>
</table>
Tax Levy
The proposed special service area requests a 2016 levy of 0.35% on commercial properties in the proposed district for FY 2016, which would allow for a budget of $201,500 during the first year of the SSA. The tax cap would be set at 0.45% for the life of the SSA (12 years). These figures were developed based on an analysis of current equalized assessed value (EAV), projections of inflation and future EAV increases, and the budget priorities identified by area business and property owners. The tax cap for the SSA would be codified in an ordinance to be adopted by the City Council in July 2015. A second ordinance adopted at the same time would establish the levy (to be assessed on property for the 2015 Property tax bill); subsequent annual ordinances would determine the levy for the future fiscal year, however it will never be able to be above 0.45%.

Budget and Implementation
The proposed budget was developed by the SSA Steering committee and consultants from PLACE Consulting based on the funding priorities identified by business and property owners who participated in public workshops held in February and March of 2015. The proposed budget allocates SSA Funds into five categories as outlined below.

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Advertising and Promotions</td>
<td>$15,000</td>
<td>$30,000</td>
<td>$24,200</td>
<td>$30,500</td>
<td>$26,700</td>
</tr>
<tr>
<td>Public Way Aesthetics</td>
<td>$125,000</td>
<td>$110,000</td>
<td>$57,500</td>
<td>$69,500</td>
<td>$57,500</td>
</tr>
<tr>
<td>Public Way Maintenance</td>
<td>$49,000</td>
<td>$34,300</td>
<td>$51,200</td>
<td>$36,200</td>
<td>$53,500</td>
</tr>
<tr>
<td>Business Development</td>
<td>$7,500</td>
<td>$17,500</td>
<td>$23,000</td>
<td>$7,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Administration</td>
<td>$5,000</td>
<td>$5,050</td>
<td>$47,500</td>
<td>$48,925</td>
<td>$50,393</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$201,500</strong></td>
<td><strong>$196,850</strong></td>
<td><strong>$203,400</strong></td>
<td><strong>$192,625</strong></td>
<td><strong>$195,593</strong></td>
</tr>
</tbody>
</table>

This budget reflects the strategic goals established by the steering committee for the first five years of the SSA’s operation, with much of the up-front spending in the first two years dedicated to tangible aesthetic improvements within the district. The largest expenditure of these initial outlays include the installation and maintenance of landscaping, trash receptacles, and wayfinding signage as outlined in the table below.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscaping installation</td>
<td>$32,000</td>
<td>$32,000</td>
<td>$0</td>
<td>$12,000</td>
<td>$0</td>
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<tr>
<td>Landscaping maintenance</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$37,500</td>
<td>$37,500</td>
<td>$37,500</td>
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<tr>
<td>Holiday decorations</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Enhanced trash receptacles</td>
<td>$18,000</td>
<td>$18,000</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Wayfinding signage</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Public Way Aesthetics</strong></td>
<td><strong>$125,000</strong></td>
<td><strong>$110,000</strong></td>
<td><strong>$57,500</strong></td>
<td><strong>$69,500</strong></td>
<td><strong>$57,500</strong></td>
</tr>
</tbody>
</table>

After these initial outlays, the “public way aesthetics” line items are reduced as priorities shift from installation to ongoing maintenance. As the public way priorities shift toward
maintenance, spending on marketing and business development begins to ramp up in years 2 and 3. This timeline is in keeping with “best practices” recommendations in downtown development, which call for improvements to the physical environment to be completed prior to undertaking serious investments in business development or marketing.

In order to provide for the initial spending on public way improvements and maintenance, the administration budget for the first two years of the SSA is minimal, providing funding only for mailings and expenses involved in holding meetings. This approach does not provide for full- or part-time staff for the SSA during the first two years. The bulk of the administrative work during this time is expected to consist of the preparation and management of RFPs for the aesthetic and public way improvements detailed above. Because of the scope of the administrative support needed during the first 18-24 months of the SSA, it is recommended that these services be provided by economic development staff on a temporary and as-needed basis in consultation with volunteer merchant associations within the SSA.

As spending on capital improvements is completed after 2017, the SSA will be in a position to assume the administrative costs. Beginning in year 3 (2018), the availability of more funding for administrative expenses could provide for the hiring of staff or contracting with another organization to provide administrative support. After the first 18 months of the SSA’s operation (occurring at the beginning of 2017), the SSA’s governing body will evaluate administrative staffing needs and develop a job description for possible staff or contracting organization.

The SSA will take effect on January 1, 2016, when the new fiscal year starts. Since taxes are assessed for prior years, the 2015 property tax bill will be the first tax bill on which the Special Service Area assessment will appear. Due to the delay in receipt of property tax revenues, SSA organizers are also requesting that the City permit the SSA to borrow from the Economic Development Fund an amount not to exceed $100,000 to support holiday activities to begin in 2015, wayfinding signage, and additional aesthetic improvements (new trash/recycling receptacles) Funds borrowed would be deducted from the SSA proceeds received by the City in 2016 from the 2015 assessment.

**Governance**

The governance structure of the new SSA will be similar to that of Downtown Evanston and other SSAs in the City of Chicago, with SSA programming managed by a nonprofit entity which would receive the SSA funds collected from the tax levy. The Chicago-Dempster Merchants’ Association is already incorporated as a 501(c)(3) organization and would be governed by an 11 member board consisting of one (1) resident and four (4) representatives from each of the two business districts. The City Manager and Public Works director (or their respective designees) would also participate as non-voting members. Four members of the initial board (two from each business district) would be selected from the SSA steering committee that has been meeting since October. Initially, five of the voting seats on the board would serve a 3 year term and the remaining four would serve a 2-year term; eventually, all voting members would serve
2-year staggered terms and would be allowed to sit on the board for up to two consecutive terms.

Selection of SSA board members would occur at an annual meeting, with advance notice of the meeting and procedures for nominations and voting sent to all business and property owners located within the SSA’s boundaries. Selection of the initial SSA board will occur at the first annual SSA meeting tentatively scheduled for the afternoon/evening of September 3, 2015.

Legislative History:
At its April 29, 2014 meeting, the Economic Development Committee recommended unanimously (7-0) that the City to retain a consultant to work with the Main/Chicago and Dempster/Chicago merchants to create a SSA for the business districts in these areas. An RFP was issued in July, and City Council authorized the City Manager to execute a contract with PLACE Consulting services for the study and creation of a special service area (“SSA”) on October 27, 2014.

The consultants worked with a steering committee of local merchants and property owners to begin developing a framework for the proposed SSA. The process included a series of three community meetings held in February and March of 2015 to gather feedback from area business and property owners.

On March 13, 2015, the City Council adopted Ordinance 26-O-15, convening a public hearing on the proposed SSA. In compliance with the requirements set forth in 35 ILCS 200/27-30, notice was mailed to property owners and published in the Evanston Review (Pioneer Press) on April 19. The Public hearing was held on April 27, 2015. Under state law, those within the proposed district have 60 days from the close of the public hearing to block adoption of the SSA by collecting and submitting objections from over 51% of property owners.

Attachments:
-Map of SSA Area
-Legal Description of Special Service Area
-Public Hearing Presentation
NOTICE OF HEARING - CITY OF EVANSTON
PROPOSED SPECIAL SERVICE AREA NUMBER 6

NOTICE IS HEREBY GIVEN that on April 27, 2015 at 7:00p in City Council Chambers, 2100 Ridge Avenue, Evanston, Illinois 60201, a hearing will be held by the City Council of the City of Evanston to consider the establishment of a Special Service Area consisting of territory legally described as follows:

Legal Description of Special Service Area
Dempster/Main/Chicago Avenue, Evanston, IL.

All that part of Sections 18 and 19, Township 41 North, Range 14, East of the Third Principal Meridian, being bounded and described as follows:

Beginning at the Southeast corner of Lot 1 in The Resubdivision of lots 1 and 2 in the Resubdivision of Lot 6 and that part of Lots 1 to 5 lying East of the West 24.2 feet of Block 1 in O. Husse's Addition to Evanston in Section 19 aforesaid, thence West along the South line of said Resubdivision and its extension to the East line of an alley West of Sherman Avenue; thence North, along said East line, to the South line of the North 30 feet of Lot 23 in Block 1 of said O. Husse's Addition to Evanston; thence West, along the South line of said North 30 feet of Lot 23 to the East line of Elmwood Avenue; thence North, along said East line and its extension to the North line of Lot 10 in A. J. Brown's Subdivision of Block 40 in Village of Evanston in Sections 13, Township 41 North, Range 13 and Sections 7, 18 and 19, Township 41 North, Range 14 east of the Third Principal Meridian; thence East, along said North line of Lot 10 to the East line of an alley East of Elmwood; Thence North, along said East line to the South line of Greenwood Street; thence West, along the South line of Greenwood street to the West line of Chicago Avenue; thence South, along the West line of Chicago Avenue to the North line and its extension of Lot A in Stewart Consolidation of Lots 12 and 13 in Block 38 in the Village of Evanston aforesaid; thence East, along the North line and its extension of said Lot A to the East line of an alley East of Chicago Avenue; thence South, along said East line to the North line of Dempster Street; thence South to the intersection of the South line of Dempster Street and the West line of an alley East of Chicago Avenue; thence South, along the West line of said alley East of Chicago Avenue to the Northeast corner of Lot 13 in Block 76 in Village of Evanston Subdivision in said Section 19; thence Southwest, along the North line of said Lot 13, a distance of 62.41 feet to a point 93 feet 11 7/8 inches from the Northwest corner of said Lot 13; thence South to a point 85 feet and 1 inch East of the Southwest corner of said Lot 13; Thence continuing South along the extension of the last described line to the South line of Hamilton Street; thence West, along the South line of Hamilton Street to the East line of Chicago Avenue; thence South along the East line of Chicago Avenue, to the North line of Lot 21 in Block 77 in said Village of Evanston; thence East, along the North line of said Lot 21 to the West line of an alley East of Chicago Avenue; thence South, along said West line of the alley and its extension, to the South line of Greenleaf Street; thence East, along said South line, to the West line of an alley East of Chicago Avenue; Thence South, along said West line and its extension, to the South line of Lee Street; thence East to the West line of an alley East of Chicago Avenue; thence South, along said West line to the extension of the North line of Lot 23 in Gibbs, Ladd and Georges Addition to Evanston in said Section 19; thence West, along the North line and its extension of said Lot 23 to the West line of Hinman Avenue; thence South, along said West line and its extension to the North line of the South 4.46 feet of Lot 23 in the Resubdivision of the East half of Block 11 and the West half of Block 10 in White's Addition to Evanston in Said Section 19; Thence West, along the North line of the South 4.46 feet of said Lot 23 and its
extension to the West line of an alley East of Chicago Avenue; thence South, along said West line to the North line of Kedzie Street; thence South to the intersection of the South line of Kedzie Street with the West line of an alley East of Chicago Avenue; thence South, along the West line of said alley East of Chicago Avenue to the North line of Keeney Street; thence West, along the North line of Keeney Street to the East line of Chicago Avenue; thence North, along the East line of Chicago Avenue to the North line and its extension of Madison Street; thence West, along the North line of Madison Street to the West line Custer Avenue; thence North, along the West line of Custer Avenue, to the North line and its extension of an alley North of Madison Street; thence West, along the North line and its extension, to the Southwest corner of Lot A in Plat of Consolidation of Lots 1, 2 and 3 private alley lying South of and adjoining in Owner’s Resubdivision of Lots 1, 2 and 3 in Block 6 in Adams and Brown’s Addition to Evanston in Section 19 aforesaid; thence North, along the West line of said Lot A, to the Northwest corner of Lot A; thence East, along the North line of Lot A, to a corner of Lot A; thence North, along the West line of Lot A to the Northwest corner of Lot A, being on the South line of Washington Street; thence North to Southwest corner of Lot 7 in the Resubdivision of Lots 16 and 17 of Block 1 in said Adams and Brown’s Addition to Evanston; thence North, along the West line of Lots 1 to 7 in said Resubdivision, to the North line of an alley lying South of main street; thence West, along said North line, to the Southeast corner of Lot 4 in Bayley’s Subdivision of Lots 7 and 8 in Block 1 in said Adams and Brown’s Addition to Evanston and Lots 1 to 5 in Block 2 in Adams and Brown’s Addition to Evanston; thence North, along the East line of Lots 2, 3 and 4 in Block 1 of said Bayley’s Subdivision, to the Southeast corner of Lot 1 in Block 1 of Bayley’s Subdivision; thence West, along the South line of said Lot 1 and its extension, to the East line of Sherman Avenue; thence West to the Southeast corner of Lot 1 on Block 2 of said Bayley’s Subdivision; thence West, along the South line of said Lot 1, to the Southwest corner of said lot; thence North, along the West line of said Lot 1 and its extension, to the North line of Main Street; thence West, along the North line of Main Street, to the East line of Maple Avenue; thence North, along the East line of Maple Avenue, to the South line of the North 60 feet of Lots 7 and 8 in George Huntoon’s Addition to Evanston in said Section 19; thence East along the South line of the North 60 feet of said Lots 7 and 8, to the East line of said Lot 8; thence North, along said East line, to the North line of said George Huntoon’s Addition to Evanston, thence East, along said North line and its extension, to the East line of Sherman Avenue; thence South, along the East line of Sherman Avenue, to the Southwest corner of Lot 20 in Foster’s Addition to South Evanston in said Section 19; thence East, along the South line of Lot 20 and its extension, to the East line of an alley East of Sherman Avenue; thence North, along said East line, to a bend in said East line; thence continuing North, long the East line of the alley, to the Northwest corner of Lot 8 in Nicholas Mersch’s Addition to South Evanston in said Section 19; thence East, along the north line of Lot 8 to the Westerly right of way line of the Chicago and Northwestern Railroad; thence Northwest, along said right of way line, to the South line and its extension of Lot 1 in The Resubdivision of Lots 1 and 2 in the Resubdivision of Lot 6 and that part of Lots 1 to 5 lying East of the West 24.2 feet of Block 1 in O. Husse’s Addition to Evanston in Section 19 aforesaid; thence West along the South line of said Lot 1 and its extension to the point of beginning, all in the City of Evanston, Cook County, Illinois.

The approximate location of the proposed Special Service Area is located in the commercial corridor of Dempster Street south to Main Street and includes Chicago Avenue between the two commercial streets in the City of Evanston, Cook County, Illinois. The area comprised of commercial and mixed use properties as well as some residential is focused primarily on the inclusion of properties that include ground floor commercial uses.
All interested persons affected by the proposed establishment of the Special Service Area will be provided with an opportunity to be heard regarding the formation of, the boundaries of, the special service area and may object to the formation of the area and the levy of taxes affecting the area. The purpose for establishing the Special Service Area is to provide a source of funds for business district activities that are proposed to include within the SSA boundaries, but are not limited to landscaping activities, installation of holiday decorations, public-way aesthetic improvements, wayfinding signage, and advertising and marketing of the business district. All the described services are unique and in addition to services generally provided by the City of Evanston.

At the hearing, a tax levy for the Special Service will be considered. The proposed annual tax levy for the Special Service Area is an amount not to exceed an annual rate of .45% (percent) of the equalized assessed value of the property within the proposed Special Service Area and the tax will be levied for indefinite period of time from and after the date of the ordinance establishing the Special Service Area. These taxes shall be in addition to all other taxes permitted by law and shall be levied pursuant to the provisions of the Property Tax Code (35 ILCS 200/1-1 et seq). The tax levies are intended to produce approximately $200,000 annually for the cost of the services described above. The City of Evanston, however, may annually levy up to the maximum rate specified in the ordinance establishing the Special Service Area for the cost of services described above as said services become necessary and are provided by the City of Evanston. The hearing may be adjourned by the City Council of the City of Evanston to another date without further notice other than a motion to be entered upon the minutes of its meeting fixing the time and place of its adjournment.

If a petition objecting to the establishment of the proposed Special Service Area, the tax levy, or the imposition of a tax for the provision of special services to the proposed Special Service Area that has been signed by at least fifty-one percent (51%) of the electors residing within the proposed Special Service Area, and by at least fifty-one percent (51%) of the owners of record of the land included within the boundaries of the proposed Special Service Area, is filed with the City of Evanston City Clerk within sixty (60) days following the final adjournment of the public hearing regarding the establishment of the proposed Special Service Area, no such Special Service Area may be established nor any tax levied or imposed.

Dated this 25th day of March, 2015.

[Signature]
CITY CLERK
Dempster | Chicago | Main SSA Public Hearing
April 27, 2015

Committee Exploring SSA Creation

- Shaun Chinsky, Good’s of Evanston
- Christopher Duquet, Christopher Duquet Fine Jewelry
- Richard Fisher, Autobarn
- Jaime Leonardi, Stumble & Relish
- Dawn Okamoto, Secret Treasures
- Jessica Oldani, Oldani Entrepreneurial Law
- Tim Peterson, Squeezebox Books & Music
- Rogie Sussman, Vogue Fabrics
- John Szostek, Resident
- Malik Turley, Hip Circle Studio
Our Process to Date

2014
• Merchants collected more than 60+ signatures of interest
• Merchants requested City explore SSA for area
• City issued RFP for SSA consultant
• Steering Committee started meeting (November)

2015
• Steering Committee met 5 times
• Business Community provided feedback in 3 meetings

Why We Would Like an SSA?

Desire for:
• Thriving commercial areas
• More business activity
• Increased awareness & traffic through marketing
• Improved streetscape elements
• More or improved events
• Less burden on volunteers

SSA is a sustainable & reliable funding tool for improvements & programs
Nearby SSAs

1) Downtown Evanston
2) Clark/Morse/Glenwood
3) Devon
4) Edgewater
5) Andersonville
6) Albany Park
7) Lincoln Square
8) Clark/Lawrence
9) Uptown
10) Howard Street

* Study Area

Benefits of an SSA

- Create cleaner & more attractive business district
- Ensure a stable and predictable source of funding for services & programs
- Provide non-bureaucratic & innovative management of a business district
- Create ability to respond quickly to market changes & community needs
- Help maintain/increase property values & sales/occupancy rates
- Develop a stable environment & district identity
- Leverage resources including money, services & people
Dempster/Chicago/Main SSA Vision

The SSA is a vibrant and inviting destination full of diverse neighborhood charm and unique shopping, dining, business, and entertainment just steps from trains and the lakefront.
SSA Buck$ Results

<table>
<thead>
<tr>
<th></th>
<th>Advertising &amp; Promotions</th>
<th>Public Way Aesthetics</th>
<th>Public Way Maintenance</th>
<th>Business Development</th>
<th>Parking</th>
<th>Safety</th>
<th>None of the Above</th>
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</thead>
<tbody>
<tr>
<td>Business Owner</td>
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<tr>
<td>Commercial Property Owner</td>
<td>34</td>
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<td>15</td>
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<td>19</td>
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<td>Other</td>
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<td>84</td>
<td>75</td>
<td>25</td>
<td>44</td>
<td>14</td>
<td>0</td>
</tr>
</tbody>
</table>

Near-Term Priorities

- Install new landscape elements
- Install wayfinding signage
- Support existing events
- Create website
- Development business attraction materials
### 2016-2020 Budget

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2016</th>
<th>2017</th>
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</tr>
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### 2016-2020 Budget by Category Detail

<table>
<thead>
<tr>
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<th></th>
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<tr>
<td>Small Business Saturday</td>
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<td>$13,000</td>
<td>$13,000</td>
<td>$13,000</td>
</tr>
<tr>
<td>Website</td>
<td>$0</td>
<td>$15,000</td>
<td>$1,200</td>
<td>$5,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>Other</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Total Advertising and Promotions</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$30,000</strong></td>
<td><strong>$24,200</strong></td>
<td><strong>$30,500</strong></td>
<td><strong>$26,700</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscaping Installation</td>
<td>$32,000</td>
<td>$32,000</td>
<td>$0</td>
<td>$12,000</td>
<td>$0</td>
</tr>
<tr>
<td>Landscaping maintenance</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$37,500</td>
<td>$37,500</td>
<td>$37,500</td>
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<tr>
<td>Holiday decorations</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
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<tr>
<td>Enhanced trash receptacles</td>
<td>$18,000</td>
<td>$18,000</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Wayfinding signage</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Public Way Aesthetics</strong></td>
<td><strong>$125,000</strong></td>
<td><strong>$110,000</strong></td>
<td><strong>$57,500</strong></td>
<td><strong>$69,500</strong></td>
<td><strong>$57,500</strong></td>
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</tbody>
</table>
## 2016-2020 Budget by Category Detail

### Public Way Maintenance

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk litter removal</td>
<td>$23,400</td>
<td>$24,000</td>
<td>$24,500</td>
<td>$25,000</td>
<td>$25,500</td>
</tr>
<tr>
<td>Sidewalk power washing</td>
<td>$15,600</td>
<td>$0</td>
<td>$16,000</td>
<td>$0</td>
<td>$16,500</td>
</tr>
<tr>
<td>Snow removal (during extreme accumulation only)</td>
<td>$10,000</td>
<td>$10,300</td>
<td>$10,700</td>
<td>$11,200</td>
<td>$11,500</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Public Way Maintenance</strong></td>
<td><strong>$49,000</strong></td>
<td><strong>$34,300</strong></td>
<td><strong>$51,200</strong></td>
<td><strong>$36,200</strong></td>
<td><strong>$53,500</strong></td>
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</tbody>
</table>

### Business Development

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market research and collection of demographic data</td>
<td>$5,000</td>
<td>$15,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
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<tr>
<td>Business development collateral materials</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$18,000</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td><strong>Total Business Development</strong></td>
<td><strong>$7,500</strong></td>
<td><strong>$17,500</strong></td>
<td><strong>$23,000</strong></td>
<td><strong>$7,500</strong></td>
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### Administration

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>$0</td>
<td>$0</td>
<td>$6,000</td>
<td>$6,180</td>
<td>$6,365</td>
</tr>
<tr>
<td>Phone</td>
<td>$0</td>
<td>$0</td>
<td>$1,440</td>
<td>$1,483</td>
<td>$1,528</td>
</tr>
<tr>
<td>Internet</td>
<td>$0</td>
<td>$0</td>
<td>$960</td>
<td>$989</td>
<td>$1,018</td>
</tr>
<tr>
<td>Accounting</td>
<td>$0</td>
<td>$0</td>
<td>$2,500</td>
<td>$2,575</td>
<td>$2,652</td>
</tr>
<tr>
<td>Meetings</td>
<td>$500</td>
<td>$550</td>
<td>$600</td>
<td>$618</td>
<td>$637</td>
</tr>
<tr>
<td>Postage</td>
<td>$0</td>
<td>$0</td>
<td>$1,200</td>
<td>$1,236</td>
<td>$1,273</td>
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<tr>
<td>Insurance</td>
<td>$0</td>
<td>$0</td>
<td>$1,800</td>
<td>$1,854</td>
<td>$1,910</td>
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<tr>
<td>Licenses and Fees</td>
<td>$0</td>
<td>$0</td>
<td>$2,500</td>
<td>$2,575</td>
<td>$2,652</td>
</tr>
<tr>
<td>Equipment</td>
<td>$0</td>
<td>$0</td>
<td>$3,000</td>
<td>$3,090</td>
<td>$3,183</td>
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<tr>
<td>Professional Services/Staff</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$25,000</td>
<td>$25,750</td>
<td>$26,523</td>
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<tr>
<td>Supplies</td>
<td>$0</td>
<td>$0</td>
<td>$1,500</td>
<td>$1,545</td>
<td>$1,591</td>
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<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$1,030</td>
<td>$1,061</td>
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<tr>
<td><strong>Total Administration</strong></td>
<td><strong>$5,000</strong></td>
<td><strong>$5,050</strong></td>
<td><strong>$47,500</strong></td>
<td><strong>$48,925</strong></td>
<td><strong>$50,393</strong></td>
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</table>
Sample Average Costs

<table>
<thead>
<tr>
<th>Class</th>
<th>PINs</th>
<th>2013 EAV</th>
<th>0.355% Avg Cost</th>
<th>0.40% Avg Cost</th>
<th>0.50% Avg Cost</th>
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</thead>
<tbody>
<tr>
<td>Vacant</td>
<td>10</td>
<td>$366,086</td>
<td>$1,300</td>
<td>$1,464</td>
<td>$1,830</td>
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<tr>
<td>Residential</td>
<td>4</td>
<td>$378,716</td>
<td>$1,344</td>
<td>$1,515</td>
<td>$1,894</td>
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<tr>
<td>Mixed Use</td>
<td>52</td>
<td>$14,278,915</td>
<td>$50,690</td>
<td>$57,116</td>
<td>$1,098</td>
</tr>
<tr>
<td>Commercial</td>
<td>80</td>
<td>$41,790,814</td>
<td>$148,357</td>
<td>$176,163</td>
<td>$2,090</td>
</tr>
<tr>
<td>Total</td>
<td>146</td>
<td>$56,814,531</td>
<td>$201,692</td>
<td>$227,258</td>
<td>$284,073</td>
</tr>
</tbody>
</table>

- Every $50,000 in budget costs 0.088%
- Every 0.1% in tax rate brings in $56,815
- Excludes Condos

Tax Cap Calculations

<table>
<thead>
<tr>
<th>Tax Rate</th>
<th>Est 2013 EAV</th>
<th>Budget</th>
<th>Inflation</th>
<th>Year 10 EAV</th>
<th>Est 2026 EAV</th>
<th>Tax Cap</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$56,814,531</td>
<td>$201,692</td>
<td>2.234%</td>
<td>$251,560</td>
<td>$70,626,613</td>
<td>0.3562%</td>
</tr>
<tr>
<td>B</td>
<td>$56,814,531</td>
<td>$227,258</td>
<td>2.234%</td>
<td>$283,448</td>
<td>$70,626,613</td>
<td>0.3921%</td>
</tr>
<tr>
<td>C</td>
<td>$56,814,531</td>
<td>$201,692</td>
<td>3.220%</td>
<td>$276,902</td>
<td>$70,626,613</td>
<td>0.4418%</td>
</tr>
<tr>
<td>D</td>
<td>$56,814,531</td>
<td>$227,258</td>
<td>3.220%</td>
<td>$312,002</td>
<td>$70,626,613</td>
<td>0.4971%</td>
</tr>
</tbody>
</table>

A. Low Inflation / High EAV Growth
B. High Inflation / High EAV Growth
C. Low Inflation / Low EAV Growth
D. High Inflation / Low EAV Growth

Tax cap set at 0.45%
**Governance & Management Structure**

**SSA Ordinance**
(approved by City Council)
Establishes:
- Tax Rate Cap
- Boundaries
- Timeframe/term
- Eligible services

**Governance**
(by Board/Commission)
- Sets annual Tax Rate
- Oversees workplan
- Approves budget

**Management**
(by Service Provider)
- Implements workplan
- Manages budget

**Governing Body**

**Composition**
- Main Street Merchants Association Representative (4 seats)
- Chicago Dempster Merchants Association Representative (4 seats)
- Resident within district (1 seat)
- Public Works Director or designee (1 non-voting seat)
- City Manager or designee (1 non-voting seat)

**Terms**
- Voting members can serve no more than 2 consecutive terms
- 5 of the voting seats will have 2 year initial terms
- 4 of the voting seats will have 3 year initial terms
- After the initial 2-3 years, all terms will be 2 years moving forward
Management

Short Term:
- City Department of Economic Development to support implementation of SSA work plan for next 24 months
- Staffing needs to be assessed at 18 month mark (Approx. Dec. 2016)

Eventual:
- Determine near-term staffing needs
- Transition to non-City Implementation Support

Selection of Governing Body

1. Democratic and transparent process that invites property owners, business license holders, and business managers to apply
2. Applicants must indicate ONE representation category on their application:
   - Main Street merchant,
   - Chicago Dempster merchant, OR
   - Resident within district
3. Applications reviewed for completion and appropriate representation
Next Steps

- **June 22** – City Council Introduction of SSA Ordinance
- **July 13** – City Council Adoption of SSA Ordinance
- **Summer/Fall 2015** – Governance body established; Initiate Work Plan Implementation
- **January 1, 2016** – SSA established
- **Fall 2016** – SSA revenue received in second property tax installment
Memorandum

To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
Paul Zalmezak, Acting Economic Development Division Manager

Subject: Accuity, Inc. Request for Employee Parking to Accommodate Relocation to 1007 Church Street from Skokie, IL.

Date: May 21, 2015

Recommended Action
Staff recommends approval of a recommendation to City Council authorizing the City Manager to negotiate and execute a parking agreement with Accuity, Inc. (Accuity) in support of the company’s relocation from Skokie to a new headquarters at 1007 Church Street in downtown Evanston. Staff proposes an amount not to exceed $42,000 annually for a period of five years to pay for up to 70 parking spaces in the 1800 Maple Avenue parking garage for Accuity employees.

Funding Source
Staff recommends funding the attraction of Accuity with Economic Development Business Attraction Fund (#225.21.5300.62660). Staff proposes transferring $42,000 annually from this fund to the Parking Fund for a period of five years (2016-2020).

Summary
Accuity’s desire to expand and potentially relocate from Skokie provides Evanston a rare opportunity to attract a substantial corporate headquarters in a highly competitive environment. With an estimated 200 employees (and growing), Accuity would become one of Evanston’s largest for-profit property tax-paying companies. Their desired location, 1007 Church, at the northeast corner of Church Street and Oak Avenue will provide a boost to businesses west of the Metra tracks on the west side of Downtown Evanston.

Accuity's current office space in Skokie, IL is not strategically situated in a market suitable to business needs. Due to continued business growth, Accuity’s strategic plan includes annual headcount growth for the next several years. As a result of this growth, space requirements will exceed existing capacity (209 seats) by 2017. As a result, company leadership seeks to relocate the US Accuity headquarters to a more favorable
market and refresh the office environment in order to attract talent and better enable opportunities for strategic business advancement.

Accuity undertook a process to identify options in Skokie and Evanston, Illinois and within an affiliate’s existing location in Alpharetta, Georgia. This involved studying available real estate, labor conditions and business costs to identify locations and environments that will best meet the company’s needs and help them achieve their goals for this project. Incentives are needed to help justify the cost differential of doing business in Evanston versus doing business in the existing location in Skokie or the affiliate’s existing location in Georgia.

Accuity intends to make a decision and commit to a location (whether to remain in the existing location in Skokie or relocate to 1007 Church St in Evanston) in June 2015. If Accuity relocates to Church St., construction will be completed by December 1, 2015 and occupancy will begin in January 2016 (lease will commence January 1, 2016). The proposed office lease term is ten years.

The current leased location in Skokie, IL provides over 135 parking spaces at no cost. The landlord at the preferred location (1007 Church St) can provide 65 spaces. To supplement the parking space deficit (70 spaces), Accuity will need to utilize near-by municipal parking at a current cost of $85/space/month ($71k annually).

Accuity requests funding to cover the cost of the 70 municipal parking spaces for the first five years of the lease term (2016 – 2020) and subsidize parking costs at a discounted rate ($35/space reduction) for the remaining five years (2021-2025).

For the first five years of the lease (2016-2020), Staff recommends utilizing the Economic Development Business Attraction Fund to reimburse the Parking Fund for the cost of providing up to 70 parking spaces in the 1800 Maple Avenue parking garage at $50 per space (monthly) for a total of $42,000 annually. The 70 spaces will be located on the rooftop level to accommodate turnover of spaces on the lower levels for local merchants.

For years 2021 through 2025, staff recommends guaranteeing the availability of 70 parking spaces at the discounted rate of $50 per month, for use by Accuity employees. Accuity employees will be responsible for the cost of parking at 1800 Maple Avenue during years six through ten of their lease.

This parking incentive puts the downtown Evanston location at a competitive advantage relative to the other locations under consideration. By providing parking for Accuity employees, Evanston is improving Accuity’s ability to retain their workforce, which is often a challenge when a company relocates. Employees who were: 1) accustomed to free parking in Skokie; 2) made decisions on where to live based on where they work (perhaps not near transit); and/or 3) concerned about the added cost or availability of parking, will have certainty under this agreement.

Over time, these employees may adjust their commuting habits and/or relocate to Evanston reducing the demand for these parking spaces. Staff will work with Accuity periodically to monitor the actual employee demand for the spaces and reduce the
number of spaces allocated accordingly. Staff will monitor usage to ensure the 70
spaces are utilized only by Accuity employees.

Public Benefits
Accuity’s long term lease of 36,000 square feet in 1007 Church Street will help improve
the value of the real estate asset from a property tax assessment perspective by
increasing the occupancy. The building has experienced a high vacancy rate (CoStar
estimates current vacancy rate is 46.6%) since Thomson Reuters Corporation, the
largest tenant in the building, unexpectedly terminated its lease for 42,890 square feet
in 2011. The building ultimately went into a prolonged receivership as a result.

A partnership consisting of Philadelphia-based Lubert-Adler Partners L.P. and
Southfield, Michigan-based Farbman Group acquired the property in a judicial sale on
June 30, 2014. Accuity’s lease would reduce the vacancy rate to approximately 23%.
Accuity’s relocation will continue to help drive foot traffic to businesses along Davis
Street and Church Street on the west side of downtown Evanston.

In addition to $1 million in estimated annual expenditures at Evanston businesses by
200 Accuity employees, (generating approximately $20,000 in annual sales tax
revenues) Accuity commits to participate in the Mayor’s Summer Youth Employment
Program beginning 2016. Accuity also commits to the following public benefits linked
directly to the City’s livability goals:

1. Average salary of $100,000 surpasses Cook County’s per capita annual income
   of $30,048;
2. Accuity HR has confirmed that the company pays 80% of employee’s medical
   premium
3. Accuity’s parent company has a robust environmental corporate responsibility
   initiative that incorporates water, waste, and electricity efficiency standards.
4. Recycling and waste reduction through onsite recycling containers and
   consumption tracking/reporting against corporate standards.
5. In negotiations with potential landlord in Evanston requesting a ‘green/energy
   efficiency’ clause in the lease document to enable consumption tracking and
   improved environmental performance;
6. Encouraging multi-modal transportation through commuter benefits program
   using pre-tax dollars; and
7. Non-profit support through company-sponsored “Cares” days and events
   (“Accuity in Action”): volunteerism is incentivized and encouraged by offering full-
   time employees two paid days per year to support to a local non-profit and/or
   municipal organization

Background
Accuity provides business-to-business data and content solutions to banks and
businesses worldwide. The company offers cross border payment, International Bank
Account Number (IBAN) payments, and domestic payment solutions, as well as anti-
bribery and corruption compliance; compliance solutions such as regulatory and
enhanced data, compliance screening, minimize false positive solutions; and financial
counterparty research, onboarding and review, and bank master data management. It
also offers financial directories, marketing services, asset verification solutions,
compliance and registration products and services, and transaction and customer screening solutions.

The company was formerly known as Thomson Financial Publishing, Inc. and changed its name to Accuity Inc. in 2005. The company was founded in 1990 and is based in Skokie Illinois. As of November 1, 2011, Accuity Inc. operates as a subsidiary of the RELX Group.

Attachments
-1007 Church Photograph
-1007 Church Map
-Accuity Request for Funding
-Accuity Corporate Information
1007 Church Street

May 21, 2015

User drawn polygons

Copyright 2015 City of Evanston

This map is not a plat of survey. This map is provided "as is" without warranties of any kind. See www.cityofevanston.org/mapdisclaimers.html for more information.
General Economic Development Assistance Funding Application

This application should be used when requesting funds from the Economic Development Fund, tax increment financing (TIF) districts, and Community Development Block Grants. Additional information may be required depending on the total amount and source of funding sought. Consult the overview document for more information.

General Business Information:

Accuity Inc.

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Accuity Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td>4709 Golf Road</td>
</tr>
<tr>
<td>City:</td>
<td>Skokie</td>
</tr>
<tr>
<td>State:</td>
<td>IL</td>
</tr>
<tr>
<td>Zip Code:</td>
<td>60076</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Kurt Gamauf</td>
</tr>
<tr>
<td>Title:</td>
<td>Sr. HR Business Partner</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>847 933 8020</td>
</tr>
<tr>
<td>Email Address:</td>
<td><a href="mailto:kurt.gamauf@reedbusiness.com">kurt.gamauf@reedbusiness.com</a></td>
</tr>
<tr>
<td>Website:</td>
<td><a href="http://www.accuity.com/">http://www.accuity.com/</a></td>
</tr>
</tbody>
</table>

EIN: 41-2189635

DUNS #: ______________________

Do you already have a business in Evanston? Yes  No

If yes, City of Evanston Business License No (or other state ID #): ____________

Do you have locations outside of Evanston? Yes  No

If yes, attach additional page with other location information: See attached

Parent Company Information (if different from General Business Information)

RELX Group (Reed Elsevier Inc.)

Company Name: ______________________
630 Central Avenue   New Providence   NJ    07974
Address   City   State   Zip Code

Jack Colasurdo   VP, Real Estate   908-665-6779
Contact Person   Title    Phone Number

jack.colasurdo@reedelsevier.com   www.relxgroup.com
Email Address   Website

Company Information

Business Industry:   Financial Services

Current number of employees:   175

   Full time:   175   Part time:   ______

Projected number of employees after funding:   200 (+25 new)

   Full time:   200 (+25 new)   Part time:   ______

Average Annual Compensation (Full-Time Employees)

2014:   $100,000
2015 (projected):   $100,000
2016 (projected):   $100,000

Estimated taxes and fees paid to Evanston 2014-2016:   N/A

<table>
<thead>
<tr>
<th>Type of Tax or Fee: (e.g. building permit fee, construction use tax, etc.)</th>
<th>Estimated Amount</th>
<th>Date Paid or Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(1)</td>
<td>(1)</td>
</tr>
<tr>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
</tr>
<tr>
<td>(3)</td>
<td>(3)</td>
<td>(3)</td>
</tr>
<tr>
<td>(4)</td>
<td>(4)</td>
<td>(4)</td>
</tr>
</tbody>
</table>

Have you previously requested funds from the City of Evanston?   Yes   No

If yes, how much:   

If yes, when:   
Project Summary, Funding Request & Project Budget | Accuity Inc.

- **Product or Service offered by business**: Accuity Inc. (“Accuity”) was incorporated in the state of Delaware on December 1, 2005 and has been providing solutions to banks and businesses worldwide for over 175 years. Accuity provides business-to-business data and content solutions to banks and businesses worldwide. The company offers cross border payment, IBAN payment, and domestic payment solutions, as well as anti-bribery and corruption compliance; compliance solutions such as regulatory and enhanced data, compliance screening, minimize false positive solutions; and financial counterparty know your customer solutions, including financial counterparty research, onboarding and review, and bank master data management. It also offers financial directories, marketing services, asset verification solutions, compliance and registration products and services, and transaction and customer screening solutions. The company was formerly known as Thomson Financial Publishing, Inc. and changed its name to Accuity Inc. in 2005. The company was founded in 1990 and is based in Skokie Illinois currently. As of November 1, 2011, Accuity Inc. operates as a subsidiary of the RELX Group.

- **Proposed Location**: 1007 Church St, Evanston, IL

- **Summary of Project**: Accuity’s current office space in Skokie, IL is not strategically situated in a market suitable to business needs. Due to continued business growth, Accuity’s strategic plan includes annual headcount growth for the next several years. As a result of this growth, space requirements will exceed existing capacity (209 seats) by 2017. Accordingly business leadership has requested to relocate the US Accuity HQ to a more favorable market and refresh the office environment in order to attract talent and better enable opportunities for strategic business advancement.

Accuity undertook a process to identify options in Skokie and Evanston, Illinois and within an affiliate’s existing location in Alpharetta, Georgia which involved studying available real estate, labor conditions and business costs to identify locations and environments that will best meet the company’s needs and help them achieve their goals for this project. Incentives are needed to help justify the cost differential of doing business in Evanston versus doing business in the existing location in Skokie or the affiliate’s existing location in Georgia.

The current leased location in Skokie, IL provides over 135 spaces at no cost. The landlord at the preferred location (1007 Church St) can provide 65 spaces at a minimum cost of $50/space/month ($39k annually). To supplement the parking space deficit (70 spaces), Accuity will need to utilize near-by municipal parking at a current cost of $85/space/month.
($71k annually). Therefore, parking requirements in Evanston would require an annual cash premium of $101k annually versus existing.

- **Summary of Key Milestones:** Accuity intends to make a decision and commit to a location (whether remain in existing location in Skokie or relocate to 1007 Church St in Evanston) in June 2015. If Accuity relocates to Church St., construction will be completed by December 1, 2015 and occupancy will begin in January 2016 (lease will commence January 1, 2016).

- **Total Funding Requested:** Accuity requests funding to cover the cost of the 70 municipal parking spaces for the first five years of the lease term (2016 – 2020) and subsidize parking costs at a discounted rate ($35/space reduction) for the remaining five years (2021-2025).

- **Project Budget:** In addition to the premium associated with parking costs, relocation to Evanston will result in a $14m capital commitment, comprised of the following:

  ![Capital Improvement Investments Planned](image)

  - **Major Customers:** over 21,000 diverse global clients, including Top 100 Global Banks and many in Fortune 1000
  - **Competitive Position in the Industry:** Market leader in both Payment Data and Sanction Screening
  - **Size of the Market:** Billions - every business in the US and all businesses who wish to do business in the US need routing numbers for moving money (provided by Accuity) and require screening for regulatory purposes (provided by Accuity)
  - **Primary Competitors:** SWIFT, Dow Jones, Thomson Reuters
  - **Seasonality of the Market:** None
  - **Major Distribution Channels:** direct selling model
  - **Profiles of Management Team/Principals** [US principals profiles below]:
    - **HUGH JONES, CEO** | Mr. Jones currently leads the global businesses for Bankers Almanac, Accuity and National Regulatory Services (NRS) as the President and CEO of
Accuity Inc. for Reed Elsevier. Mr. Jones has over 15 years of experience building corporate value by creating rich data streams that provide new solutions to difficult business challenges. He has been successful in developing top executive teams, leading global sales efforts and negotiating complicated corporate deals. During his time at Accuity and NRS, Mr. Jones has focused his efforts on expanding and refocusing the businesses’ product lines to deliver increased margins and restructuring the sales organizations to support strategic selling practices. Hugh has led multiple strategic acquisitions including successfully representing Accuity and NRS in the sale to Reed Elsevier in November 2011 and most recently, the acquisition of FircoSoft in September 2014. Prior to joining Accuity, Mr. Jones spent five years building IntrinsiQ Research into the dominant leader in information management for the oncology market before structuring a successful exit to private equity with the firm Accel-KKR. Mr. Jones has also held positions with two strategic consulting firms as a Global Managing Director at Datamonitor and an Engagement Manager at Deloitte Consulting. In those roles, Hugh participated frequently on both syndicated and custom engagements in areas such as product portfolio optimization, acquisition strategies, field force structure, market assessments, product launch strategy and various eHealth issues.

- JAY RYAN, EVP & Head of Sales - Americas & the Global Team for Accuity/FircoSoft | Accuity/FircoSoft, part of the publically traded RELX, is the leading provider of payment and AML data as well as software. Based in Skokie (Chicago) Ill., Mr. Ryan has over 25 years of sales and sales management experience with Fortune 500 companies and private equity driven organizations. He is a graduate of the University of Scranton. He is on the Board of Directors for Canal Shores, a nonprofit community golf course based in Evanston, Illinois.
Accuity employs over 600 people worldwide, and has seen double digit growth since 2009.
RE Cares/Accuity in Action

GLOBAL CORPORATE RESPONSIBILITY AT WORK

For Accuity in Action, “making a difference in our communities, one opportunity at a time” is more than just an idea—it’s our mission. In the past 12 months, we have created over 22 volunteer programmes while our people have independently participated in dozens of others. As part of the Reed Elsevier family, Accuity also supports the RE Cares mission and gives back in our community and around the world through a variety of volunteer experiences.

Last year, Reed Elsevier donated £2.5m in cash, products and services in addition to staff time with a value of £11.8m. We also reached 20,200 disadvantaged young people through volunteering, in kind or cash donations. We raised $80,000 for Plan International through dress down days, cake sales and other fund raising events.

Reed Elsevier created the Human Trafficking Awareness Index and the Socially Responsible Supplier Audit/Code of Conduct. Working with My Sister’s Place and Nomi Network, we created care packages for survivors of slave labour in Cambodia. We are implementing programmes with Traffick Free and the Salvation Army to raise awareness to stop human trafficking.

Accuity was recognised by the YMCA as 2012 Volunteer Corporation of the Year. From Connections: “Accuity has an abundance of people who take charge without making it about them. We are so lucky that you found us.”

From Good News: “With Accuity’s help, we provide safe after-school and violence-reduction programs. Lives are being changed.”

From our volunteers: “We’ve made a shift in our company—it feels better.” “I was grateful to help; I’m happy to have this volunteer time.” “I did something good that day and I wanted to do more.”

Contribution to our local and global communities is both an opportunity and a responsibility.

— DONATING AND FUNDRAISING —

— VOLUNTEERING —

Through the RE Cares initiative, Accuity employees get two working days to dedicate to volunteer work. Accuity’s teams in Chicago, London, San Diego and Singapore donated time helping local projects in communities.

Accuity collected 10,000 books globally for organisations like Read Aloud and Bridge to Asia.

Accuity collected 1806 lbs of food for Niles Food Pantry and 272 toys, clothes and household items for shelter residents.

— COLLECTING —

— ANTI-TRAFFICKING —

Accuity was recognised by the YMCA as 2012 Volunteer Corporation of the Year.

— BENEFITING OUR COMMUNITIES —

Reed Elsevier collected 10,000 books globally for organisations like Read Aloud and Bridge to Asia.

Reed Elsevier created the Human Trafficking Awareness Index and the Socially Responsible Supplier Audit/Code of Conduct.

Working with My Sister’s Place and Nomi Network, we created care packages for survivors of slave labour in Cambodia. We are implementing programmes with Traffick Free and the Salvation Army to raise awareness to stop human trafficking.

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— RECOGNITION —

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From our volunteers: “We’ve made a shift in our company—it feels better.” “I was grateful to help; I’m happy to have this volunteer time.” “I did something good that day and I wanted to do more.”

For further information,
Visit us: www.accuity.com
Like us: www.facebook.com/accuityinaction
Follow us: www.linkedin.com/company/accuity
Follow us: www.twitter.com/accuityinc
Accuity sets the global standard for payment efficiency, compliance and financial counterparty solutions.

Learn more about our solutions.

Notice something different?

We are taking the next step in our journey...

FIND OUT MORE

PAYMENT EFFICIENCY
Accurate, comprehensive, global payment data and flexible solutions for domestic and cross border payments.

COMPLIANCE & RISK REDUCTION
Enhanced data, look up tools and screening software to support AML regulations.

FINANCIAL COUNTERPARTY KYC
In-depth, global correspondent banking intelligence to help you make accurate decisions on financial counterparties.
About Accuity

Accuity has been providing solutions to banks and businesses worldwide for over 175 years. Our unmatched data and services, powered by Bankers Almanac, deliver optimal payment efficiency, compliant transactions, bank counterparty insight and AML screening success.
Accuity means...

- **Accuity means trust.** Over our 175+ year history, we’ve gone to great lengths to ensure that our solutions are always *Delivering Certainty*
  - that payment processes are efficient and drive costs down.
  - that the possibility of transacting with high-risk entities is identified and mitigated.
  - that bank counterparty due diligence is thorough and insightful.

- **Accuity means global.** Wherever you happen to be in the world, we’re probably there too. And we’re ready to support you with established, local expertise.

- **Accuity means quality.** Our solutions are powered by Bankers Almanac – the gold standard for proactive data collection in the banking industry. This comprehensive, up-to-date information delivers accurate insights across our solution portfolio to accelerate your decision making and improve your processes.
Accuity means...

But most importantly, Accuity means innovation.

We’re on a mission to deliver new solutions that make our customers’ jobs easier. We’ll bring our customers a user experience that is efficient and powerful, tailored and flexible, revealing and insightful.
Our Strategic Vision

We enable efficient transactions between counterparties…

…while reducing exposure to illicit financial activities, helping to manage financial risk and ensuring compliance with regulations.

**PAYMENTS**
- Become the ubiquitous source for payments data.
- Maximise our position in global payments data for banks.
- Grow the corporate payments space with a range of payment efficiency solutions.

**KNOW YOUR CUSTOMER**
- Become the world’s leading and most trusted KYC brand.
- Build out our financial counterparty KYC and screening portfolio through a combination of value chain extension and geographic expansion.
- Become the trusted provider to U.S. Federal and State authorities of asset verification services.

**REGULATORY COMPLIANCE**
- Become the leading provider of information, workflow and advisory solutions to the U.S. regulated financial sector.
- Gain leadership in the U.S. financial services sector.
- Expand beyond the investment adviser and broker-dealer segments and create a significant compliance business within the U.S. regulated financial sector.
Our Locations
Accuity has over 500 employees with headquarters located in Skokie, Illinois
Our Solutions

PAYMENTS SOLUTIONS
- The Global Banking Resource (TGBR)
- Global Payment File
- IBAN Complete
- SmartWorks

COMPLIANCE SOLUTIONS
- Compliance Link
- Online Compliance, powered by WorldCompliance, a LexisNexis Company®
- Global WatchList®

FINANCIAL COUNTERPARTY KYC
- Bankers Almanac
- Bankers Almanac Credit Risk
- Bankers Almanac Due Diligence
- Ownership File
- Know Your Customer Due Diligence File

PROFESSIONAL SERVICES
- False Positive Reduction (FPR)
- Data Cleanse

MARKETING SOLUTIONS
- Databank
- Private Label
- Advertising

REFERENCE DIRECTORIES
- ABA Key to Routing Numbers
- The Bank Directory
- The Bond Buyers Municipal Marketplace
- Custom Directories
RE/RBI/Accuity supports an employee volunteer program where employees are provided two paid days off per year to volunteer to help the organization(s) of their choice.

RE Care Days are in addition to PTO and company Holidays.

Accuity In Action

“Accuity family making a difference in our community one opportunity at a time”.

Local employee volunteer activities and opportunities coordinated by your co-workers.
Accuity in Action Highlights
All primarily located in Illinois with Global Outreach

**COLLECTED**
- $1,034 Collected for Teen Living Program; Shelter Inc.; Dream Catchers & YMCA
- $1,022 Collected for Plan International
- $1,000 Collected for International Rescue Committee
- $1,034 Collected for Teen Living Program; Shelter Inc.; Dream Catchers & YMCA
- $1,200 Collected for YMCA Thanksgiving Dinner
- 1,800 Pounds of Food Collected for Evanston Salvation Army
- 200+ Toys Collected for Good News Partners
- Personal Care Items Donated to Teen Living Program
- Books for Open Books
- Spring Cleaning Items for Shore’s Thrift Shop

**DONATED**
- $12,000 Donated to Shore Community
- $12,000 Donated to Shelter, Inc.
- $10,000 Donated to the Lodge (Salvation Army)
- $5,000 Donated to War Dogs Making it Home
- $500 Donated to AfriKids
- $500 Donated to Feed My Starving Children


Donated Easter Baskets to New Life Shelter
Donated 40 Starter Kits to the Salvation Army’s STOP-IT
Acknowledgement of Economic Development Funding Process & Agreements

In order to be eligible for economic development funding from the City of Evanston, an existing business must comply with certain eligibility requirements. New businesses must agree to the following general requirements if funded by the City of Evanston. The managing partner or owner of the firm must execute the agreement prior to initiating application for assistance with the City of Evanston.

Submitting this application confirms the applicant agrees to comply with the following:

- Be a licensed business entity operating within the city limits of Evanston, Illinois (or in the instance of a new establishment entering Evanston, the corporate entity must be registered with the Illinois Secretary of State and in good standing at time of formal request for funds);

- Be current on all fees and taxes owed to the City of Evanston;

- Agree to provide all appropriate corporate documents to City of Evanston staff (as requested) to verify compliance with the funding request requirements;

- Maintain a business presence in Evanston for a minimum of five years from the receipt of funding (terms beyond five years will be negotiated and applicant acknowledges that it may be appropriate depending on level of funding provided by the City of Evanston). If the business moves out of Evanston within that restriction period, the applicant acknowledges that penalties will be assessed and a pro-rated share of the funding provided will be reimbursed to the City;

- If the funding is provided, in whole or in part, through tax increment financing (TIF), the City may require a condition of funding to be the inability to appeal Cook County property taxes once project is complete and funding is provided;

- If CDBG funding is made available for this project in whole or in part, applicant must meet a National Objective for low- and moderate-income persons through job creation, either providing a direct benefit to or creation and/or retention or access to needed goods and services; or eliminate blighting conditions (Refer to Attachment A for more information);

- Funding requirements may include, but are not limited to, ongoing proof of new jobs created, creation of a job training program, utilization of Evanston-owned, women-owned, minority-owned contractors, and other requirements established in the redevelopment agreement;

- Agrees to comply with the sustainability guidelines for a period no less than five years (or other term negotiated with the City of Evanston). Compliance may be demonstrated with an existing business policy or program. If the business fails to
meet the sustainability guidelines during this time period, the applicant agrees to reimburse the city for the total amount of the incentive received;

- Agrees to participate in the City’s Mayor’s Summer Youth Employment Program as determined to be mutually acceptable by the City and applicant (range of participation can include marketing and promotion of the program to offering and paying for summer youth employees); and

- Agree to cooperate with the City on certain completion of due diligence efforts that may include (but not limited to): background checks, credit reports relative to personal finances of all principals associated with the business; Dun & Bradstreet Comprehensive Insight Plus Reports relative to any corporate entity principals are associated with; identification of all Illinois Secretary of State Cyberdrive corporate filings for any and all LLCs and corporations principals are associated with, etc.

As the authorized representative of RELX Group (insert name of the applicant/business entity), I certify that to the best of my knowledge and belief, data in this application is true and correct, the document has been duly authorized by the governing body of the applicant and the applicant will comply with the attached certifications and assurances, if assistance is provided.

[Signature]

[Name and Title]

[5/15/15]

Date Signed
To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
       Paul Zalmezak, Acting Economic Development Division Manager

Subject: Downtown Evanston Annual Report

Date: May 22, 2015

Discussion
Enclosed is Downtown Evanston’s annual report as required by the Implementation Agreement for Special Service Area #4. Annie Coakley, Downtown Evanston Executive Director, will present the report to the Economic Development Committee on May 27, 2015.

Attachments:
-Downtown Evanston Letter
-Downtown Evanston Presentation
The following is Downtown Evanston’s first quarter report for our implementation agreement for Special Service Area #4. This report will provide an update on Downtown Evanston’s activities YTD as well as proposed programs for 2015.

Organizational Development:
- As required by Downtown Evanston’s implementation agreement with the City, a public meeting was held on Thursday, May 21st. The second public meeting will be held September 17, 2015.
- Included in this packet is the presentation that was shared at the first public meeting as well as the agenda.
- Downtown Evanston has engaged with a consultant to “refresh” the current strategic plan and have had two exercises and surveys. This project has not been finalized; results will be shared with City staff and the Economic Development Committee when completed.

Business Attraction:
- Downtown Evanston will host a broker’s breakfast and walking tour, Tuesday, June 30th.
- A first floor business inventory was recently conducted and information was collected and provided to city staff. The results of this exercise, include a new map for both a guide and for parking garage way finding; as well as, a report conducted by an economic development intern, attached.
- Attending networking events/conferences through International Council of Shopping Centers (ICSC) remains a priority.
- New business attraction piece is being designed and printed.
- New website

Business Retention:
- Potential for a blade sign program
- Potential to expand Northwestern Cat Cash program to downtown businesses
- Organizing more walking/stroll events
- Retailer’s Tips and Trends newsletters
- Small Business workshops

Maintenance:
- All summer color is scheduled to be installed on May 27th and 28th for the 18 plant holders and the street level flower beds.
• Additional summer flowers to be installed at Davis/Orrington as many tulip bulbs did not survive the winter.
• Working with city staff on approaches to better service recycling containers as well as overflowing garbage receptacles.
• RFP for new contract is underway, with assistance/guidance of Public Works staff

Marketing updates:
• Purple Line Express promotions and advertising
• Gift Card program updates (in chart below)

<table>
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<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>April</th>
<th>May</th>
<th>YTD</th>
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<td></td>
<td></td>
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<tr>
<td>Purchased</td>
<td>$3930 (68 cards)</td>
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<td>Redeemed</td>
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<td>$4,942.09</td>
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<td>$3,467.34</td>
<td>$2,728.52</td>
<td>$22,987.65</td>
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| 2014  |       |       |       |       |       |      |
| Purchased | $4696 (118 cards) | $2660 (55 cards) | $1905 (29 cards) | $5935 (121 cards) | $7285 (233 cards) |       |
| Redeemed  | $6,255.43 | $4,867.92 | $3,940.57 | $3,574.84 | $4,729.21 | $22,024.22 |

Social Media:
Facebook: 5,293
Instagram: 400
Twitter: 3,524

Boosted Facebook Ads:
Evanston Literary Festival - $20 – 5,230 people reached, 147 interactions
Purple Line Express Pilot - $20 – 18,488 people reached, 1,251 interactions
Evanston is in Top 10 downtowns in America - $20 - 11,616 people reached, 717 interactions

• Send out a bi-monthly entertainment and happenings newsletter to 5,250 contacts
Website Visits:

### Website Statistics

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<th>2015</th>
<th>2014</th>
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<tr>
<td></td>
<td>New Visits</td>
<td>78.84%</td>
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**Events:**

It’s Thursday, Let’s Dance:
- June 11th – Highland Park Pops Big Band – 909 Davis St. Plaza
- June 18th – Sarah Alyss & The Chi-Town Suits – 909 Davis St. Plaza
- June 25th – The Stingers – 1603 Orrington Ave.
- July 9th – Stardust Big Band – 1603 Orrington Ave.
- July 16th – Kaleidoscope Eyes – 1603 Orrington Ave.
- July 30th – Decoy Prayer Meeting – 1603 Orrington Ave.
- August 6th – Sam Fazio Quartet – 1603 Orrington Ave.
Wine Walk – Thursday, July 25th
Sidewalk Sale – July 24th – 26th - Where’s Waldo Scavenger Hunt
Downtown Evanston Scavenger Hunt – July 8th
Kits, Cats and Kids Block Party – September 24th
Big Bite Night – Sunday, October 4th
Craft Beer Event – Sunday, October 11th
Open House Chicago in Evanston – October 17th -18th
Tree Lighting – Friday, November 20th
Small Business Saturday – November 28th

Downtown Evanston continues to seek feedback on current and future programs through surveys and retail workshops. We are also organizing benchmarking exercises with a group of stakeholders. Our focus continues to remain on growing relationships with property owners, businesses, residents and nonprofits to enhance and promote the downtown district.

Should any of you have any questions about this report, please do not hesitate to contact Annie Coakley, Executive Director at 847-570-4724.
Downtown Evanston
Presentation to Economic Development Committee

Tuesday, Wednesday May 27, 2015
Presentation Overview

- Board Structure
- Current Programs
  - Purple Line Pilot Promotions
  - Events
- Business
  - New and Coming Soon
  - Retail Attraction Efforts
  - Retail Retention Efforts
- Design
- Questions & Comments
2015 Board Structure

Board of Directors

- **Class 1**
  - Elaine Kemna-Irish, E.D. Evanston Chamber of Commerce

- **Class 2**
  - Chris Rackham, NAI Hiffman (909 Davis)
  - Andrew McDonald, Rotary International (1560 Sherman)
  - Ami Mayo, Golub & Co. (1603 Orrington)
  - Lori Stein, McCaffrey Interests (Church St. Plaza) – NEW
  - Mike McGuigan, The Hilton Orrington/Evanston Hotel (1710 Orrington)
  - Lyndsay Major, Inland American Retail (Sherman Plaza)
  - Kristin Enger, Podolsky (500 Davis)
  - Beth Dote, Park Evanston (1630 Chicago )
  - Vacancy (1007 Church)
  - Adrian Brewington, Hilton Garden Inn Chicago North Shore/Evanston (1818 Maple)
2015 Board Structure

- **Class 3**
  - Wally Bobkiewicz, City Manager, City of Evanston
  - Suzette Robinson, Director of Public Works, City of Evanston

- **Class 4**
  - Rob Gilbert, Arthur Hill & Co. (900 Clark St.)
  - Howard Kain, First Bank & Trust of Evanston (820 Davis St.)
  - Dan Kelch, property owner and restauranteur (804 and 1026 Davis St.)
  - Northwestern University
  - Chris Mailing, 1027 Davis Street LLC (1027 Davis St.)
  - Jim Nash, Farnsworth Hill
  - Lynn Robinson Phillips, Robinson Rental (1609 Sherman)

- **Class 5**
  - Jim Corirossi, residential property owner
  - Hank Goldman, residential property owner
2015 Executive Board

- Chris Mailing, Chair (Class 4) – 1027 Davis Street, LLC
- Dan Kelch, Treasurer (Class 4) – property owner and restaurateur (804 and 1026 Davis)
- Adrian Brewington, Secretary (Class 2) – Hilton Garden Inn Chicago North Shore/Evanston
- Jim Corirossi, residential property owner (Class 5)
- Andrew McDonald, Rotary International (Class 2)
- Mike McGuigan, Hilton Orrington (Class 2)
- Lori Stein, McCaffrey Interests (Class 2) – Church St. Plaza
Social Media Snapshots

Evanston Loop Giveaway
15 Shops, 15 Giveaways

Follow everyone in the loop, comment on the items you want, tag five friends and you could win some great giveaways!
• What is it?
The CTA is testing extended train service from Evanston to Chicago from June 1 to July 10. The last Purple Line Express southbound train departs Davis Street at 8:07 pm.

• Events and Promotions
  • **June 1-5:** AM flyer promotion at Belmont and Davis
  • **June 8-13:** Let’s Dance, Bike to Work week
  • **June 15-19:** AM flyer promotion at Belmont and Davis. Barre to Bar events, restaurant promotions
  • *June 22-26:* EAC Fun Run (24th), Wine Walk (25th), Let’s Dance (25th)
  • **June 29-July 3:** Flyer Promotion
  • **July 6 – 10:** Scavenger Hunt (July 8th)
• Advertising
  • WBEZ 15 second radio spots (AM/PM on June 3, 10, 17, 24, July 1, 8, 15, 22)
  • 175 CTA Rail Cards on Red, Purple and Yellow lines
  • Evanston Review/Tribune ad
  • Chicago Reader – online ads
  • Evanston Magazine
  • Evanston Now
Sample Purple Line Ads

DOWNTOWN EVANSTON IS JUST A TRAIN RIDE AWAY.
It’s Thursday Let’s Dance!

- **June 11th** – Highland Park Pops Big Band
  Jazz and Latin Jazz

- **June 18th** – Sarah Alysse & The Chi-Town Suits
  Unique blend of pop and soul music

- **June 25th** – The Stingers
  Blend of classic and roots rock, deep blues, ‘60s-style pop and gritty soul

- **July 11th** – Stardust Big Band
  Jazz and Swing from Veterans of the Chicago-based Déjà Vu Big Band

- **July 18th** – Kaleidoscope Eyes
  Acoustic Beatles Tribute Band

- **July 23rd** – Rio Bamba
  A unique blend of Brazilian and American Jazz.

- **July 30th** – Decoy Prayer Meeting
  Country Swing, Rock-a-billy, Folk, Rock and Roll

- **August 6th** – Sam Fazio Quartet
  American Standards, swing tunes and pop classics (Sinatra!)
Fall Craft Beer Event

- **When:** Sunday, October 11, 12 to 5 pm
- **Where:** Farmer’s Market Parking Lot
- **Participating Businesses:** Farmhouse, Smylie, Peckish Pig, Temperance, Sketchbook Brewing and FEW
- **What:**
  - 4 – 5oz samples from each brewer
  - Pig Roast! Plus other food and sides will be made available
  - VIP judging of small batch beer for this event only
  - Ticketed event
  - Merchandise Table
New and Coming Soon!

**New!**
- E-town Bistro – 1710 Orrington
- Freshii – 1596 Sherman Ave.
- Elements Dental Studio – 1605 Benson Ave.
- Spice and Tea Exchange – 1615 Sherman Ave.

**Coming Soon!**
- Epic Burger – 1622 Sherman Ave.
- Boiling Point – 620 Davis St.
- Simply Pure Rx – 1607 Benson Ave.
- Elysium Games – 1610 Maple Ave.
- Lulu’s and Taco Diablo – 1026 Davis St.
Business Attraction

- Broker’s Breakfast + Tour
- New promotional piece + postcard
- ICSC events and networking
- Door to door approach
- Downtown Evanston small business video
Business Retention

- **Retail Cabinet**
  Downtown Evanston hosted two workshops for small business owners
  - February 26: An open dialogue on Downtown Evanston’s programs
  - March 6: A retail consultant workshop “50 Tips to Improve Profits”

- **Supporting restaurants with dine around events**

- **Tips and Trends Newsletters**

- **July is independent retailers month**
  - Sidewalk Sale (7/24 – 7/26)
  - Where’s Waldo Scavenger Hunt (throughout July)

- **Small Business Saturday (national momentum)**
Blade Sign Program
Need

- Enhance the exterior condition of businesses in the Downtown District.
- Restore the historic character of buildings within the district.
- Improve private assets of the district by revitalizing distinctiveness and integrity of downtown structures.
- Remove clutter on downtown sidewalks. Many businesses use traditional signage awnings, signboards or sandwich boards to attract customers.
- A bigger sign is not always better.
Purpose

- Blade signage is primarily pedestrian-oriented. The size, lettering, and placement of signs were, for the most part, designed to attract the attention of foot and slower-moving traffic.

- Projecting signs tend to be relatively small, frequently rectangular in shape and constructed of wood or metal.
**Process**

- **Step 1:** Identify one block that has the most need and the most interest in the program
- **Step 2:** Identify a day that works for all partners; this should be a one stop process on one day
  - Each business provides a draft design for a sign
  - Present the draft design to Teska for tweaking
  - Business and Teska present to City of Evanston Community Development staff
  - After sign off, business work with fabricator on finishing touches and contract
- **Step 3:** Signs are installed on the same day
- **Step 4:** Celebrate with ribbon cuttings and press event
- **Step 5:** Repeat on a different block
Eligibility

- Blade signs appropriate for the façade improvement and architecture.
- Non-illuminating signs that are compatible with other buildings on the block and that conform to the standards of the City of Evanston Code.
- Sign removal, replacement, or repair.
- Installation, repair, or replacement to existing blade signs.
- Signs can not measure more than 2 feet wide or 3 feet high.
Possible Partners

- Downtown Evanston – facilitator
- City of Evanston – regulatory and administration
- Northwestern University LEND – financial
- First Bank & Trust – low interest loan
- Evanston’s Façade Rebate Program
- Teska Associates – design
- Allegra – fabricator
Can Northwestern University expand the Cat Cash program to downtown Evanston businesses?
Current System

- **WildCARD**: all student, faculty and staff have this ID card
- **Sodexho Meal Plans**: 4 options for residents; 2 for commuter, staff, faculty; not required
- **Cat Cash**: New addition! Option to add money to WildCARD to use as a debit card at campus locations
NU Dining Options

Outside companies on campus:
- Einstein’s Bagel
- Starbucks
- Dunkin Donuts
- Subway
- Frontera Fresco (Rick Bayless restaurant)
Case Studies

- **Marquette University MarquetteCASH**
  - Main ID card becomes a debit card
  - Dining services provided by Sodexho (similar to NU)
  - Use for vending machines, laundry, restaurants, other on campus amenities
  - Use at 9 off campus locations (restaurants and convenience stores)
  - Balances roll over each year
  - Off campus locations have restrictions on certain items

- **Loyola University Chicago Rambler Bucks**
  - ID card acts as debit card for on and off campus locations
  - No sales tax for on campus purchases
  - Dining services provided by Aramark
  - 12 off campus restaurants such as Subway, Papa Johns, Potbelly’s, Metropolis Coffee, Epic Burger, Café Descartes, Five Guys
Activating Downtown Evanston!

- **Daytime Farmer’s Market**
  - Thursdays, 7:30am – 2pm
  - 7 vendors
  - Location being finalized
- **Friday Tweet Seats**
- **Bike to Work Week (June 19)**
- **Pop-Up Shop**
- **Big Games →→→→→→**
- **Park(ING) Day**
Art and Culture in Downtown Evanston

• **Public Art**
  - Mural project team underway and building on activating spaces with art and music
  - Signage

• **Art in the Alley**

• **One State Together in the Arts Conference**
  - September 27 – 29
  - More than 400 people

• **Open House Chicago in Evanston**
  - October 17-18
New Directory
New map
Street Pole Banners – Option 1
Street Pole Banners - Option 2
Accolades

- WGN Battle of the Burbs
- Top 10 Best Downtowns
- We Love Cities Challenge, #1 in the US
- We Love Evanston Day – March 7th
- Thrillist ranks Evanston #2 in State of Illinois for food + drink
Memorandum

To: Honorable Mayor and Members of the City Council

From: Johanna Nyden, Economic Development Division Manager

Subject: Monthly Economic Development Report for April 2015

Date: May 8, 2015

Discussion

Enclosed is the monthly report of economic development activities for the month of April 2015. The report summarizes meetings, ongoing initiatives, new businesses, marketing activities, as well as activity reports on key economic development projects and sites.

Please contact me at 847/448-8014 or jnyden@cityofevanston.org if you have any questions or would like to discuss the information contained further.
<table>
<thead>
<tr>
<th>Project</th>
<th>2015 Deliverable</th>
<th>Latest Update</th>
<th>Area of ED Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>West End Business Association</td>
<td>Revision and Completion of items on &quot;punchlist&quot; generated by West End businesses.</td>
<td>Next District meeting is scheduled for 6/24/2015. The punchlist continues to be updated. Entryway signage is continuing to move forward w/ DAPR meeting early June.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>West Village Merchants Association</td>
<td>Work with WVBA to create series of events to bring visitors to the area; Increase number of participating members from the area.</td>
<td>WVBA planning arts related events, largely focusing on music, to bring residents and potential customers to the area. Next one scheduled to happen on 5/22/2015.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Main Street Merchants Association</td>
<td>Merge with Chicago/Dempster with creation of SSA</td>
<td>Steering Committee is finalizing work plan; SSA adoption scheduled for Summer 2015.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Chicago/Dempster Merchants Association</td>
<td>Merge with Main Street with creation of SSA</td>
<td>Steering Committee is finalizing work plan; SSA adoption scheduled for Summer 2015.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Dr. Hill Arts District</td>
<td>Establish meeting/event calendar.</td>
<td>Staff is regrouping with District leadership to plan meetings.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Central Evanston Business Association</td>
<td>Increase number of registered businesses and events hosted by the association; Establish meeting/event calendar.</td>
<td>Group is scaling back plans for a community event for June to go on in conjunction with Juneteenth celebrations at the Gibb-Morrison Center.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Noyes Merchant District</td>
<td>Continue to support creation of group; establish regular meeting schedule and activities.</td>
<td>The group met on 1/28/2015, expanded outreach and scheduling meeting with larger group for 5/13/15</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Creation of Special Service Area for South East Evanston</td>
<td>Establish SSA, Start Implementation of SSA Goals &amp; Objectives and define management structure.</td>
<td>Public Hearing was held on 4/27/15; Adoption of SSA Ordinances is slated for late June/early July 2015.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Purple Line Pilot Project</td>
<td>Support the Purple Line Pilot Project for Expanded Hours; Promote later ridership to add an additional Purple Line train week day evenings.</td>
<td>Meeting with DT Evanston Week of 5/11 to discuss promotion plan for DT Evanston during week of pilot.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Retail Attraction Efforts (from Chicago and other area communities)</td>
<td># of visits to local retailers in Chicago and other neighboring communities to encourage 2nd location expansions into Evanston</td>
<td>Continuing to schedule visits to area communities and Chicago area neighborhoods.</td>
<td>Business Attraction</td>
</tr>
<tr>
<td>Business District Investments/Tree Replacement</td>
<td>Identify areas for improvement/clean-up in business districts and utilize ED funds to augment existing CIP efforts.</td>
<td>Development of list of areas for improvement underway (garbage can replacement, sidewalk repair, and replanting of trees).</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Church/Dodge Reinvestment/Business Attraction</td>
<td>Complete façade projects at NWC of Church &amp; Dodge; Support leasing of available commercial space. Introduction of new City Cultural Center at 1823 Church Street.</td>
<td>Businesses at the corner of Church &amp; Dodge considering façade improvement for awnings. Potential food/coffee tenant under consideration for Gibbs Morrison Center 5/7/2015. Phillyz Best to take over Fatty’s Burger space.</td>
<td>Business Attraction</td>
</tr>
<tr>
<td>Howard Street Theatre Project (727-729 Howard Street)</td>
<td>Development of RFQ to identify credible theatre group to locate on Howard Street. Coordinate with group to build/construct theatre on Howard.</td>
<td>RFQ document will be finalized and released following City Council’s consideration on 5/11.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Howard Street Police Outpost Redevelopment</td>
<td>Utilization of property at 633 Howard Street for commercial use.</td>
<td>Coffee shop user identified in Fall 2014 has withdrawn interest in property. Staff seeking new tenant with similar proposal for utilization of space.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Downtown Evanston Beer Festival</td>
<td>Convene first Evanston beer event.</td>
<td>Meeting with beer brewers and FEW to determine food, pricing, and event details in late May.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Project</td>
<td>2015 Deliverable</td>
<td>Latest Update</td>
<td>Area of ED Plan</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Support Workforce Development Activities</td>
<td>Support workforce development goals throughout year.</td>
<td>Promotion of SYEP program to local employers; Curt's Café funding for consideration on 5/11/15.</td>
<td>Workforce Development</td>
</tr>
<tr>
<td>Main/Chicago TIF Committee</td>
<td>Improvement of streetscapes and underlying infrastructure in Chicago/Main area.</td>
<td>Identification of infrastructure improvements to the Main/Chicago area. Coordination with Main/Chicago TIF Committee and SSA Steering Committee.</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Central Street Streetscape Improvements</td>
<td>Creation of &quot;pilot area&quot; for proposed Central Street/Green Bay improvements; Promotion of 50/50 sidewalk program</td>
<td>Consultant reviewing public comments and beginning implementation of &quot;pilot area&quot;. Parking options presented to 4/22/2015 EDC and Parking &amp; Transportation meetings. Parking studies to be conducted</td>
<td>Business District Vitality</td>
</tr>
<tr>
<td>Food-Based Businesses in Southeast Evanston</td>
<td>Attraction and support of food-related and retail businesses to the Chicago Avenue corridor.</td>
<td>Bake 425 opening soon. Frio Gelato opened on 4/25/15.</td>
<td>Business Attraction/Retention</td>
</tr>
<tr>
<td>Project</td>
<td>Desired Outcome</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>Church Street Plaza</td>
<td>Occupied with Retail Uses</td>
<td>Owner rep (Mcaffery interests) continues to market the space / considering options based on overall re-tenanting plan.</td>
<td></td>
</tr>
<tr>
<td>633 Howard Street (Police Outpost Space)</td>
<td>Occupied with Food Retail Uses</td>
<td>Police Outpost in process of relocation. Press release sent on 1/28/15 announcing availability of property for users (uses sought - cafes, day-time food, coffee, etc.). City Staff working with potential operators of the space.</td>
<td></td>
</tr>
<tr>
<td>Howard Theatre Properties (717, 721-723, 727-729 Howard)</td>
<td>Redevelopment As Theatre</td>
<td>Staff is working to identify next steps on attraction of performing arts uses at 721-727-729 Howard. RFQ to be issued early May for user in coordination with Chicago League of Theatres; Focus Group will reconvene in late May.</td>
<td></td>
</tr>
<tr>
<td>Oakton/Astbury</td>
<td>Little Beans</td>
<td>A process still in process. Finalizing requests for funding; recording documents against property/equipment.</td>
<td></td>
</tr>
<tr>
<td>Dempster/Chicago Harry Major Bldg</td>
<td>Food User</td>
<td>Bake 425 should be open within month/preparing for inspections; Frio Gelato opened 4/24.</td>
<td></td>
</tr>
<tr>
<td>Price Properties - Main Street (Lupita's, Wine Goddess, etc.)</td>
<td>Occupied with Retail Uses</td>
<td>Lupita's is leased to La Principal (Lucky Platter team); Former Rock Shop Space under consideration by plant shop.</td>
<td></td>
</tr>
<tr>
<td>Toys El Cetra Space</td>
<td>Occupied with Retail Uses</td>
<td>Dave's Rock Shop is Open; Museum is opening this summer.</td>
<td></td>
</tr>
<tr>
<td>Evanston Auto Glass</td>
<td>Relocation/ Façade</td>
<td>Relocation of Ultimate Fitness to this space likely not moving forward. Owner is seeking to sell the building or have short term (1-2 year) leases.</td>
<td></td>
</tr>
<tr>
<td>Walgreens - Green Bay Road</td>
<td>Updated Walgreens</td>
<td>New ownership of the shopping area expected to close on property in coming weeks. At that point more specific discussion on Walgreens updates will occur.</td>
<td></td>
</tr>
<tr>
<td>Evanston Plaza</td>
<td>Occupied with Retail Uses</td>
<td>Walgreens produced closed $16 million purchase of property on September 18th. City council 2/23 - $2 million for phase I / store rebuild.</td>
<td></td>
</tr>
<tr>
<td>Project Name</td>
<td>Status</td>
<td>Meeting Dates</td>
<td>Funds Invested</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-----------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Curt’s Café (2022 Central St.)</td>
<td>Active - EDC Consideration</td>
<td>4/22/2015 5/11/2015</td>
<td>$42,000</td>
</tr>
<tr>
<td>Central Street Streetscape</td>
<td>Improvements</td>
<td>4/22/2015 5/11/2015</td>
<td>$25,000</td>
</tr>
<tr>
<td>ZS Associates Retention</td>
<td>Assistance</td>
<td>1/28/2015 2/9/2015</td>
<td>TBO</td>
</tr>
<tr>
<td>Lucky Platter façade (514 Main Street)</td>
<td>Active – City Council Approved</td>
<td>1/28/2015 2/9/2015</td>
<td>TBO</td>
</tr>
<tr>
<td>Evanston Plaza Funding</td>
<td>Active – EDC Consideration; PENDING City Council Approval</td>
<td>1/28/2015 2/23/2015</td>
<td>TBO</td>
</tr>
<tr>
<td>Chicago + Main (835 Chicago Ave.)</td>
<td>Active – City Council Approved</td>
<td>9/17/2014 9/22/2014</td>
<td>$2,900,000.00</td>
</tr>
<tr>
<td>Little Beans (430 Asbury Ave.)</td>
<td>Active – City Council Approved</td>
<td>9/17/2014 9/22/2014</td>
<td>$30,000 (façade); $95,000 (loan)</td>
</tr>
<tr>
<td>Campus Gear (1720 Sherman Ave.)</td>
<td>Active – City Council Approved</td>
<td>7/9/2014 8/11/2014</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Davis Transportation Loan</td>
<td>Closed – Loan Funded</td>
<td>7/9/2014 8/11/2014</td>
<td>$140,000.00</td>
</tr>
<tr>
<td>Homestead Meats</td>
<td>Closed – Project Complete</td>
<td>6/26/2014 8/6/2014</td>
<td>$35,000</td>
</tr>
<tr>
<td>FEW Spirits (918 Chicago Ave.)</td>
<td>Closed – Loan Funded</td>
<td>10/23/2013 6/23/2014</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>Auto barn (222 Hartrey Avenue)</td>
<td>Active – City Council Approved</td>
<td>8/7/2013 5/28/2014</td>
<td>$2,500,000.00</td>
</tr>
<tr>
<td>Just Turkey façade</td>
<td>Closed – Project Complete</td>
<td>2/19/2014 3/10/2014</td>
<td>$2,090.00</td>
</tr>
<tr>
<td>Curt’s Café (2022 Central St.)</td>
<td>Active – City Council Approved</td>
<td>9/25/2013 10/14/2013</td>
<td>$21,000.00</td>
</tr>
<tr>
<td>Next Chapter (1703 Orrington Ave)</td>
<td>Closed – Project Complete</td>
<td>9/25/2013 10/14/2013</td>
<td>$9,900.00</td>
</tr>
<tr>
<td>Now We’re Cookin’ (1601 Payne St.)</td>
<td>Active – Project In Process</td>
<td>8/7/2013 9/9/2013</td>
<td>$60,933.00</td>
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<tr>
<td>Music Institute of Chicago (1702 Sherman Ave.)</td>
<td>Closed – Project Complete</td>
<td>4/24/2013 5/13/2013</td>
<td>$165,000.00</td>
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<tr>
<td>Peckish Pig (623 Howard St.)</td>
<td>Closed – Project Complete</td>
<td>2/27/2013 3/18/2013</td>
<td>$200,000.00</td>
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<tr>
<td>Beacon Academy</td>
<td>Closed – No City Assistance Necessary</td>
<td>8/28/2013 NA</td>
<td>$250,000.00</td>
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<tr>
<td>Margarita Inn (1566 Oak Ave.)</td>
<td>Closed – No City Assistance Necessary</td>
<td>2/27/2013 NA</td>
<td>$230,000.00</td>
</tr>
<tr>
<td>DempsterChicago/Main Special Service Area</td>
<td>Active – Project In Process</td>
<td>4/28/2014 NA</td>
<td>TBO</td>
</tr>
<tr>
<td>Relocation of Police Outpost</td>
<td>Active – Project In Process</td>
<td>4/29/2014 NA</td>
<td>TBO</td>
</tr>
<tr>
<td>Loan Status</td>
<td>Borrower</td>
<td>Date Loan Funded</td>
<td>Original Loan Amount</td>
</tr>
<tr>
<td>-------------</td>
<td>----------</td>
<td>------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>CLSD</td>
<td>Corrado Cutlery</td>
<td>1.25.12</td>
<td>$31,500.00</td>
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<tr>
<td>OPEN</td>
<td>Ward Eight</td>
<td>3.15.12</td>
<td>$362,650.00</td>
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<tr>
<td>OPEN</td>
<td>Ward Eight</td>
<td>3.15.12</td>
<td>$130,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>Evanston North Shore Contractor's Cooperative</td>
<td>8.14.12</td>
<td>$200,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>Chicken &amp; Waffles</td>
<td>9.12.11</td>
<td>$202,937.63</td>
</tr>
<tr>
<td>OPEN</td>
<td>Peckish Pig (Building)</td>
<td>3.18.13</td>
<td>$675,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>Curt's Café</td>
<td>5.11.14</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>FEW Spirits</td>
<td>6.27.14</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>Davis Transportation</td>
<td>10.1.14</td>
<td>$140,000.00</td>
</tr>
<tr>
<td>OPEN</td>
<td>Peckish Pig (Patio Work)</td>
<td>8.27.14</td>
<td>$18,412.00</td>
</tr>
</tbody>
</table>

[1] Total reflects only principal.

Last Update 4/30/15/2015
MONTHLY RETT REPORT FOR APRIL 2015

DATE: MAY 1, 2015
TO: Mayor and Aldermen
FROM: Rodney Greene, City Clerk
SUBJECT: RETT Report -- APRIL 2015

BUDGET 2015 $2,875,000

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Cumulative</th>
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<tr>
<td>January</td>
<td>102,640</td>
<td>52</td>
<td>January</td>
<td>120,280</td>
<td>52</td>
<td>120,280</td>
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<tr>
<td>February</td>
<td>164,235</td>
<td>57</td>
<td>February</td>
<td>95,260</td>
<td>51</td>
<td>215,540</td>
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<tr>
<td>March</td>
<td>112,720</td>
<td>71</td>
<td>March</td>
<td>376,405</td>
<td>88</td>
<td>591,945</td>
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<tr>
<td>April</td>
<td>238,900</td>
<td>95</td>
<td>April</td>
<td>294,365</td>
<td>127</td>
<td>886,310</td>
</tr>
<tr>
<td>May</td>
<td>259,905</td>
<td>115</td>
<td>May</td>
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<tr>
<td>June</td>
<td>272,295</td>
<td>133</td>
<td>June</td>
<td></td>
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<tr>
<td>July</td>
<td>260,880</td>
<td>134</td>
<td>July</td>
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<tr>
<td>August</td>
<td>309,240</td>
<td>126</td>
<td>August</td>
<td></td>
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<tr>
<td>September</td>
<td>274,165</td>
<td>87</td>
<td>September</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>October</td>
<td>174,350</td>
<td>82</td>
<td>October</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>171,145</td>
<td>76</td>
<td>November</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>150,130</td>
<td>75</td>
<td>December</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MARCH 2015 revenues were reduced to reflect this expenditure: $0

Monthly average needed to meet budget $ 239,583.00
FY 2015 Monthly Average $ 221,578.00

58 exemptions @ $100 ea. = $5,800; CUMULATIVE $26,200.00.

There were NINE (9) $ million sales in APRIL 2015

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Amount</th>
<th>Tax</th>
<th>Seller</th>
<th>Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/07/2015</td>
<td>1301-03 Judson</td>
<td>$1,874,013.00</td>
<td>$9,375.00</td>
<td>Seller: 1301 Judson LLC; Buyer: Murninghan</td>
<td></td>
</tr>
<tr>
<td>04/15/2015</td>
<td>2716 Thayer</td>
<td>$1,525,000.00</td>
<td>$7,625.00</td>
<td>Seller: Rodgers/Summerville; Buyer: Harrison</td>
<td></td>
</tr>
<tr>
<td>04/16/2015</td>
<td>2417 Central Park</td>
<td>$1,050,000.00</td>
<td>$5,250.00</td>
<td>Seller: Walgreen; Buyer: Darrah</td>
<td></td>
</tr>
<tr>
<td>04/20/2015</td>
<td>2205 Central Park</td>
<td>$1,175,000.00</td>
<td>$5,875.00</td>
<td>Seller: Horwitz/Smith; Buyer: Smith</td>
<td></td>
</tr>
<tr>
<td>04/24/2015</td>
<td>515 Sheridan</td>
<td>$5,150,000.00</td>
<td>$25,750.00</td>
<td>Seller: 515 Sheridan Stronghold LLC; Buyer: Yamaji</td>
<td></td>
</tr>
<tr>
<td>04/27/2015</td>
<td>2722 Isabella</td>
<td>$1,025,000.00</td>
<td>$5,125.00</td>
<td>Seller: Gannon; Buyer: Raguseo</td>
<td></td>
</tr>
<tr>
<td>04/29/2015</td>
<td>1710 Livingston</td>
<td>$1,140,000.00</td>
<td>$5,700.00</td>
<td>Seller: Davis; Buyer: Alverez</td>
<td></td>
</tr>
<tr>
<td>04/30/2015</td>
<td>2731 Noyes</td>
<td>$1,225,000.00</td>
<td>$6,125.00</td>
<td>Seller: 2731 Noyes LLC; Buyer: Kaiser</td>
<td></td>
</tr>
<tr>
<td>04/30/2015</td>
<td>568 Ingleside Park</td>
<td>$3,600,000.00</td>
<td>$18,000.00</td>
<td>Seller: Sippel; Buyer: Flanagan</td>
<td></td>
</tr>
</tbody>
</table>

NSP2 sales = $0.00; CUMULATIVE $0.00
NSP2 purchases = $0; CUMULATIVE $0