AGENDA
ECONOMIC DEVELOPMENT COMMITTEE MEETING
WEDNESDAY, JULY 28, 2010 ROOM 2404 – 7:30 P.M.
LORRAINE H. MORTON CIVIC CENTER
2100 RIDGE AVENUE, EVANSTON, IL 60201

I. CALL TO ORDER

II. CONSIDERATION OF THE EDC MEETING MINUTES OF JUNE 23, 2010
(DOCUMENT ENCLOSED)

III. CONTINUATION OF CONSIDERATION OF STOREFRONT IMPROVEMENT
APPLICATION FROM ASHA SALON SPA – 1604 SHERMAN AVENUE
(DOCUMENT ENCLOSED)

IV. ALDERMANIC REQUEST: DISCUSS AND CONSIDER APPROVAL OF
FUNDS FOR HOWARD STREET BUSINESS ASSOCIATION
(DOCUMENT ENCLOSED)

V. REVIEW DOWNTOWN EVANSTON INTERIM REPORT
(DOCUMENT ENCLOSED)

VI. DISCUSS AND CONSIDER APPROVAL OF REVISED FAÇADE
IMPROVEMENT PROGRAM AND GRANT APPLICATION
(DOCUMENT ENCLOSED)

VII. REVIEW OF BUSINESS ATTRACTION PLAN FOR ECONOMIC
REVITALIZATION RFP AND CONSIDERATION OF FUNDING
(DOCUMENT ENCLOSED)

VIII. ALDERMANIC REQUEST: PRESENTATION OF FINE ARTS AND
PERFORMING ARTS DISTRICT (DOCUMENT ENCLOSED)

IX. COMMUNICATIONS (DOCUMENTS ENCLOSED)
b. Staff Status Report

X. ADJOURNMENT

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING: AUG. 25, 2010

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II. EDC MEETING MINUTES OF JUNE 23, 2010
I. CALL TO ORDER – Chair Wynne announced there was quorum and called the meeting to order at 7:40 pm.


ACTION TAKEN: Ald. Burrus moved approval, Ald. Tendam seconded, and Committee unanimously approved the meeting minutes of May 26, 2010.

III. CONSIDERATION OF (2) STORE FRONT IMPROVEMENT APPLICATIONS

Johanna Nyden, Economic Development Planner gave a brief overview of the store front improvement program. She stated that the program is designed to provide business owners with a 50% rebate to improve their facades. Staff is in the process of rewriting the application, however in the meantime staff is continuing to work with businesses on the existing grant application. The program is designed to give applicants up to $10,000 per storefront.

Ms. Nyden introduced the first applicant, Randy Cohen, president of Ventura Realty who owns and manages 1459-1463 Elmwood Avenue seeking funds to tuckpoint, paint trim and repair a mansard roof for the three storefronts at this site. Staff recommended approval of funds no
greater than half the amount of the greatest estimates for work to be completed. This was recommendation approval of funds no more than $17,500 on a 50/50 cost-sharing basis.

The second applicant, Beth Bortz owner of Asha Salon Spa who has leased space at 1604 Sherman Avenue (Sherman Plaza), previously occupied by Elizabeth Arden Red Door Spa. Staff recommended approval of funds no greater than $16,000 (half the amount of the greatest estimates for the work to be completed) on a 50/50 cost-sharing basis. The scope of work called for replacement of the letters on the façade from “Red Door Spa” to read “Asha Salon Spa” and to install a new lighted sign that says “Asha Salon Spa An Aveda Lifestyle Salon Space Hair. Skin. Nails. Salon Spa. Massage.” This location has two storefronts facing Sherman Avenue and Davis Street.

Discussion on 1459-1463 Elmwood: Mr. Cohen, owner of Ventura Realty stated that he purchased the property six months ago and that prior to that there had been a lot of deferred maintenance. Ald. Rainey commented that it looks abandoned and that there is often trash surrounding the grounds. Mr. Cohen explained that the bakery, Simply Gourmet is the only surviving business at the site and that the other 2 storefronts are vacant. He feels if he could renovate the exterior he would be able to lease the rest of the property to new tenants. He said there have been restaurants, professional businesses (i.e. dentists) looking at the space.

Mr. Cohen said he would like to repave the parking lot but feels the exterior work on the building is the priority. No plans for landscaping are in the plans, since there is such a small area. He also said the interior work would not be addressed until a tenant is secured.

Discussion on 1603 Sherman: Committee member, Seth Freeman commented that Sherman Plaza is a new building and funds should be used for rehabilitation purposes. Some committee members said they were not sure whether the program should be restricted to businesses with dilapidated buildings or be used more generally to fund any business facade improvement work, including newer properties like Sherman Plaza.

Beth Bortz and her husband co-own the seven-store Asha Salon Spa chain. Ms. Bortz explained that the real estate agent had been pursuing her store as a possible tenant for the space for almost a year. She said they were very apprehensive because the space is located on the second floor and is larger than any of their other locations, however they felt Evanston was a good place to be. Ms. Bortz said she hoped the committee would approve her request to cover half of the cost of replacing the awnings and the cost to add an illuminated sign at 1604 Sherman Avenue. The lowest bids she received for the work totaled $25,000. After going through all the costs they decided to keep the existing red awnings
and just change the letters. She was under the impression through conversations with her broker and the property owner that the City of Evanston would support her request for funds.

Lehman Walker, Director of Community and Economic Development said his staff is in the process of developing rules for the program, but at this point there is little guidance available on what projects should qualify.

Ald. Rainey said she did not like the idea of using the neighborhood facade improvement money on a building that is the result of a downtown tax increment financing district. She added that TIF money should be used for that purpose.

Chair Wynne recalls the program was for properties that needed significant improvement of storefronts that looked “tired” - exterior was impeding use of the interior of the building and funds were not more than $10,000 per business.

Ald. Jean-Baptiste said the committee needs to have parameters set aside as to how much should be allocated per business. He stressed the importance of having a clear policy in place that will address the amount of funds set aside for the program, the yearly amount allocated for the program and how much should be allocated to each project. This will dictate and justify the committee’s decisions when reviewing applications. He recommends $10,000 per business, not per storefront which was how the current applications were being presented. Ald. Burrus agreed and suggested the committee fund the program maybe twice a year so we can look at the allocation amounts. Mr. Freeman feels it should be quarterly.

Carolyn Dellutri, Executive Director of Downtown Evanston said that Asha Salon Spa contacted her as well as the builder. She said the sign and awning grant is a carrot to dangle in an effort to recruit businesses to downtown and to let them know that yes we want them to come here. Ald. Jean-Baptiste commented that Ms. Dellutri cannot promise anything.

Chair Wynne recommended that Ms. Bortz return to her the landlord at 1604 Sherman and express that she was mislead and because nothing was writing down as far as the program she felt funds should not be used for this purpose. She instructed staff to go back and look at TIF funds as an option to fund this project.

Following discussion, the committee suggested Ms. Bortz apply for TIF funds for 1603 Sherman Avenue. This item will be placed on the agenda for the July 28th meeting.

**ACTION TAKEN: Ald. Rainey stated before her motion that this would be the last application to be presented under the current façade**
program. She moved approval of the staff recommendation to approve Randy Cohen’s request for $17,500 for the property located at 1459-1463 Elmwood. Ald. Burrus seconded motion. The motion was unanimously approved.

ACTION TAKEN: The committee voted unanimously to suspend the Neighborhood Storefront Improvement Program until the committee can review the proposed new guidelines being developed by the Economic Development staff. Walker said those guidelines will be ready prior to the committee’s next meeting on July 28, 2010.

Ald. Rainey commented that the applicants should not attend the first meeting and that the applications submitted should not be handwritten.

IV. UPDATE ON DEVELOPMENT OF BUSINESS ADVISORY CENTER

Mr. Walker referred to the draft included in the committee member’s packet and explained that the concept includes a “one-stop shop” idea to be located at the Civic Center. He added that it would give businesses a place to obtain information needed to start a business and for staff to guide them through the process. Mr. Walker mentioned that staff has been working with Ald. Rainey and that Staff is in the process of reorganizing physical space to accommodate the center.

Chair Wynne commented that a staff person should be assigned to assist businesses through the many processes and to help untangle the process.

Ald. Jean-Baptiste commented that his concern was that staff would be relied on too much if they had to walk them through the process opposed to providing them with the necessary information to move forward and for staff to act as the point person to manage the process. Chair Wynne mentioned that often people get conflicting information from the City internally. It was discussed that staff should help to facilitate – someone to help resolve and understand their issues.

V. UPDATE ON BUSINESS DEVELOPMENT GRANT APPLICATION FORM

Annette Logan, Economic Development Planner said that for the past several months she and Johanna Nyden have gathered applications from other municipalities as well as feedback from Ald. Rainey and Carolyn Dellutri. They are in the process of compiling a series of questions for all the different programs and are flushing them out as they review them. It was also mentioned that the existing PAL (Permit & Licensing) system may be utilized as a way to track information and serve as a reporting device for the future. She also mentioned consideration of a possible application fee for people submitting grant applications.
VI. OUTCOME OF ECONOMIC DEVELOPMENT SUMMIT

Mr. Walker referred to the summary of the report submitted in the packet announced that the summit would be an annual event and that the comments received would be incorporated in next year’s event. He added that this was an introduction of the strategy and vision statement.

VII. UPDATE ON EVANSTON PLAZA (DEMPSTER / DODGE)

Ms. Logan reported that the plaza is holding monthly tenant meetings which also include City staff, Ald. Jean-Baptiste and Len Richards from Foresite Realty. She stated that the past two meetings have been focused on landscaping, signage and leasing. Panino’s sign is in construction and once approved will be going on the monument sign on Dempster and Dodge. The street work on Dodge, west of Dempster is expected to be completed at the end of June. Dance Center Evanston is negotiating with Foresite on signage as well as expanding the existing center to the north. Ald. Rainey raised an issue about the access to the restroom at Citi Trends. Ms. Logan will investigate and follow up.

VIII. REVIEW OF BUSINESS REVITALIZATION PLAN DEVELOPMENT RFP AND CONSIDERATION OF FUNDING

Mr. Walker asked for approval to proceed with business attraction and mentioned this was one of the council’s long range goals and explained that assistance is needed from a consultant to look at economic trends from those how have advanced training in economics and the resources and expertise that the City does not have.

He announced that the request for proposal (RFP) was sent out and three responses were received. Ald. Rainey requested a summary be provided on which consultants were interviewed, the costs, and how they were rated.

Some committee members were not aware that the proposals were sent out and some felt we are not at the stage to start involving consultants to help attract businesses. Chair Wynne expressed that since the City Manager has been hired this has been an issue and that we have been behind and we need to catch up with the other communities. She did however state that we should make sure this is not another report that sits on a shelf somewhere.

Mr. Walker expressed that we are behind for several reasons and trying to fill the gaps. There are several programs that are not in writing and that staff is working hard to find, develop and organize the economic development division. He distributed the financing program handout to the
committee members and explained that this document did not exist when he started six months ago.

Ald. Jean-Baptiste, Seth Freeman and Ald. Rainey support this and feel that during this economic downturn this is the time. Ald. Jean-Baptiste expressed that we have been stagnate for years and we need to be able to compete regionally and to broaden our vision.

IX. COMMUNICATIONS: MONTHLY REAL ESTATE TRANSFER TAX REPORT MAY 2010 (RETT)

Chair Wynne stated that the 3rd ward was the lead in May’s report.

X. ECONOMIC DEVELOPMENT STAFF STATUS REPORT

Ald. Grover announced Lehman Walker is a newly appointed board member of the Technology Innovation Center

Alderman Jean-Baptiste requested that an update of the West Evanston Industrial District be included on next month’s agenda

XI. ADJOURNMENT

The meeting was adjourned at 9:20 pm.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING: July 28, 2010

Respectfully Submitted,

Annette Logan

Annette Logan  
Economic Development Planner
III. CONTINUATION OF CONSIDERATION OF STOREFRONT IMPROVEMENT ASSISTANCE FOR ASHA SALON SPA – 1604 SHERMAN AVENUE
To: Chair & Members Economic Development Committee

From: Johanna Nyden, Economic Development Planner

Subject: Façade Improvement Program and Consideration of Request for Funds from Applicant – Asha Salon Spa

Date: July 22, 2010

Background

Asha Salon Spa submitted a Façade Improvement Application for consideration by the Economic Development Committee for the June 23, 2010 meeting. The applicant sought financial assistance for signage work that included removal of existing awnings with the name “Red Door Spa” and “re-lettering” of awnings with the name “Asha Salon Spa”. The applicant also sought assistance to install a new lighted sign.

The Economic Development Committee continued the item until the July 28, 2010 meeting with a request that Staff investigate the feasibility of utilizing tax increment financing (TIF) to fund the sign and not Economic Development Funds.

Recommendation

The preliminary cost estimates for the Asha Salon Spa signage is estimated to be between $24,700 and $32,000. For past applicants and projects, Storefront and Façade Improvement projects have provided reimbursement for work on a 50/50 cost-sharing basis up to an approved amount. Based on this, Asha Salon Spa is eligible for up to half the amount of the largest estimate for work. Therefore, Staff recommends approval of funds at no more than $16,000 (half of the total amount of the largest estimates for work) on a 50/50 cost sharing basis using funds from the Washington-National TIF District. Currently there are funds available for this signage work. Based on the 2010-2011 Adopted Budget, there will be an ending fund balance of approximately $6,095,963 in the Washington-National TIF district.

Staff recommends that reimbursement of funds be made upon completion of eligible work that complies with all City of Evanston codes and policies.

Attachment: Original Application from Asha Salon Spa
Evanston Storefront Program
Application for Participation

Date of Application: 6.4.10
Applicant Name(s): Beth Bodz
Applicant Phone Number: 847.475.9300 - 312.864.3229
Project Address(es): 1604 Sherman Ave, Evanston IL 60201
Store/Tenant Name: Asha SalonSpa
Lease Expiration Date: 5/2020
Applicant is: (Check one)  Store Owner Building Owner
Property Owner Name(s): Inland American Retail Management

(If the applicant is a tenant in his or her building, please provide a letter from building owner granting permission for undertaking improvements.)

Project Scope: (Describe the storefront improvements you would like to make)

To replace former business name with new business name and repair torn awning fabric.

Total Anticipated Budget: $
Number of Storefronts: (1 awning need work
Are you interested in design assistance? Yes No

I hereby make application to the Evanston Storefront Program for a commercial façade improvement grant. I understand that my proposal must first be approved by the City of Evanston and that it must conform to established design guidelines as well as specific design recommendations of the City of Evanston Community Development Department, Planning Division. If approved, I understand that all work performed on the storefront is subject to federal prevailing wage and equal opportunity requirements and that I shall inform all selected contractors of this requirement prior to executing any contract. I understand that I am responsible for ensuring that all work meets applicable building codes and requirements.

Applicant Signature

Date 6.9.10

Return this completed form with a photo of this storefront to:
City of Evanston
Planning Division
2100 Ridge Avenue
Evanston, IL 60201

If you have any questions, please call (847) 866-2928
Applicant Name: Beth Bortz  
Applicant Phone Number: 847-475-9300  
Project Address: 1604 Sherman Avenue  
Store/Tenant Name: Asha Salon Spa  
Lease Expiration Date: May 2020  
Applicant is: Store Owner  
Property Owner Name(s): Inland American Retail Management

**Project Scope:** To replace former business name with new business name and repair fabric awning (update not replace)  
**Total Anticipated Budget:** $24,680 - $31,950  
**Number of Storefronts:** 6 Awnings (two building frontages)  
**Interested in design assistance:** No

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<th>Category</th>
<th>Description</th>
<th>Bidder/Vendor Name</th>
<th>Bidder/Vendor Location</th>
<th>Estimate</th>
<th>Eligible Expense</th>
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<td>Remove existing awnings, &quot;re-letter&quot; awnings with Asha Salon Spa</td>
<td>Evanston Awning Company</td>
<td>Evanston</td>
<td>$5,230</td>
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<td>Robert Brian Awning Company</td>
<td>Skokie</td>
<td>$9,500</td>
<td>Yes</td>
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<td><strong>AVG BID - Awning</strong></td>
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<td></td>
<td></td>
<td><strong>$7,177</strong></td>
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<td>Sign</td>
<td>Create and install illuminated, backlit signage &quot;Asha SalonSpa An Aveda Lifestyle Salonspa Hair.Skin.Spa.Massage&quot;</td>
<td>Bandan Construction</td>
<td>Tinley Park</td>
<td>$22,000</td>
<td>Yes</td>
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<tr>
<td>Sign</td>
<td>Create and install illuminated, backlit signage &quot;Asha SalonSpa An Aveda Lifestyle Salonspa Hair.Skin.Spa.Massage&quot;</td>
<td>The Design Department</td>
<td>Chicago</td>
<td>$22,450</td>
<td>Yes</td>
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<td>Sign</td>
<td>Create and install illuminated, backlit signage &quot;Asha SalonSpa An Aveda Lifestyle Salonspa Hair.Skin.Spa.Massage&quot;</td>
<td>Doyle Signs Inc</td>
<td>Addison</td>
<td>$19,450</td>
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<td></td>
<td></td>
<td></td>
<td><strong>$21,300</strong></td>
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- **Total Proposed Cost of Work - High:** $31,950  
- **Total Proposed Cost of Work - Low:** $24,680  
- **Combined Average - Total Bids:** $28,477
BANDAN CONSTRUCTION
17122 S. OCONTO AVE. TINLEY PARK, IL 60477

ESTIMATE
VALID FOR 30 DAYS FROM DATE BELOW

TO: ASHA EVANSTON
1604 N SHERMAN AVE
EVANSTON IL 60201

DATE: 6/10/10
EST. #: 41910-4

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<th>DESCRIPTION</th>
<th>PRICE EA</th>
<th>TOTAL</th>
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| 1        | ILLUMINATED, BACKLIT SIGNAGE
          | "ASHA SALONSPA
          | AN AVEDA LIFESTYLE SALONSPA
          | HAIR. SKIN . NAILS . SPA . MASSAGE" | 9000 | 9000 |
| 1        | CURVED, ILLUMINATED,
          | BACKLIT SIGNAGE
          | "ASHA SALONSPA
          | AN AVEDA LIFESTYLE SALONSPA
          | HAIR. SKIN . NAILS . SPA . MASSAGE" | 13000 | 13000 |

TO BE INSTALLED 4-8 WKS AFTER RECEIPT OF DEPOSIT

TERMS:
PLEASE MAKE CHECK PAYABLE TO
BANDAN CONSTRUCTION
17122 S. OCONTO AVE
TINLEY PARK, IL 60477

SUBTOTAL
PREV. AMT. DUE
PAYMENTS
PLEASE PAY $22,000

THANK YOU FOR YOUR BUSINESS!!
### ESTIMATE

**DATE** 6-14-10  
**ESTIMATE ID:** 2110411

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<td>Alta Solar Spa</td>
<td>$850</td>
<td>$850</td>
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**FINAL PAYMENT OF:** $17,000

- Estimate valid for 15 days after date  
- Deposit required for all work to begin  
- No additions can be made to proposal

Acceptance of Proposal  
Signature:  
Date:  

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EDC Meeting - 7/28/2010

16
**DOYLE SIGNS, INC.**  
232 Interstate Road  
Addison, IL 60101  
(630)543-9490  
FAX (630)543-9493

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**BORTZ GROUP**  
1516 N FREEMONT  
CHICAGO, IL 60622  
Phone Number:  
Fax Number:  
E-Mail Address: marc@bortzgroup.com  
Project Location: ASHA AVEDA SALON SPA  
1604 N. SHERMAN  
Evanston, IL

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**Description** | **Price** | **Extension**
---|---|---
REMOVE AND SCRAP TWO SETS OF RED DOOR SPA RACEWAY MOUNTED LETTERS AT TIME OF NEW ASHA LETTER INSTALLATION. | $980.00 | $980.00

**ENTRY LETTERS:** FURNISH AND INSTALL ONE SET OF RACEWAY MOUNTED FACE LIT AND HALO LIT 21.5" x110" "ASHA" LETTERS WITH LIGHT BACK SPLASH. FURNISH AND INSTALL ONE SET OF 6" AND 10.5" FACE LIT ONLY "AN AVEDA SALON SPA". WHITE LED LIGHTING. VERTICAL BRICK AREA IS 28" | **$8,490.00** | **$8,490.00**

**CURVED LETTERS:** FURNISH AND INSTALL ONE SET OF RACEWAY MOUNTED FACE LIT AND HALO LIT 16.5" x 92" "ASHA" LETTERS WITH LIGHT BACK SPLASH. FURNISH AND INSTALL ONE SET OF 5" AND 9" FACE LIT ONLY "AN AVEDA SALON SPA". WHITE LED LIGHTING. VERTICAL BRICK AREA IS APPROX 40" | **$9,980.00** | **$9,980.00**

Applicable sales tax is additional.  
PERMITS ADDITIONAL AT COST PLUS STAFF TIME | additional | additional

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**TOTAL:**  
**$19,450.00**

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All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to per standard practices. Any alteration or deviation from the above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner may carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen’s Compensation Insurance.

***REQUIRED DEPOSIT***  
$9,725.00

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Payment to be made as follows:

50% down payment with order and balance due within thirty(30) days after completion.  
**Your order will be processed only when the deposit is received.**

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**ACCEPTANCE OF PROPOSAL:** The above prices, specifications and conditions are satisfactory and are hereby accepted to do the work as specified. Payment will be made as outlined above.

**Signature**

---

**TERRY DOYLE**  
Note: This proposal may be withdrawn if not accepted within 45 days.
AMERICAN AWNING & WINDOW CO.
3930 N. ELSTON AVE. CHICAGO, IL. 60618
773 267-4300   FAX 773 267-7679

PROPOSAL/CONTRACT

SUBMITTED TO:       SARAH
JOB ADD:            1604 SHERMIN
                    EVANSTON IL

ATTN;       SARAH

WE PROPOSE TO FURNISH AND INSTALL THE FOLLOWINGS:

RECOVER 6 CANVAS AWNINGS OF WHICH 5 AWNINGS WITH LETTERINGS
IN WHITE COLOR PAINT.

TOTAL $6,800.00

50% DEPOSIT BALANCE UPON COMPLETION.

ACCEPTED BY

NOTE: THIS PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED WITHIN 15 DAYS.
June 9, 2010

Mr. Marc Bortz
Asha Salon Spa
770 N. Halsted, Suite 306
Chicago, IL 60642

Re: Sherman Plaza, Evanston, IL

REVISED PROPOSAL

6 Traditional style stationary awnings with open ends and a stationary valance recovered and installed on your existing framework and mounting hardware on the building, (2) awnings on the east face 2nd floor, (1) awning on the east face 1st floor and (3) awnings on the south face 2nd floor. Using Sunbrella fabric, #4666, logo red.

4600.00

Applied white 6” block style letters to the front valance of (5) of the awnings to read:

ASHA SALON SPA

630.00

$5230.00

-Any or all lettering/logos require an electronic file formatted as .eps or .ai (version 6 or less) and .jpg file. Artwork set-up and/or clean-up fees may apply at $75.00/hour.

-Permit to be obtained by customer at no cost to Evanston Awning Co., prior to production or installation.

-Prior to our receipt of the full contract, shop drawings and fabric samples will be provided for owner approval and city permit upon our receipt of a 10% drawing deposit ($100.00 minimum), which is non-refundable but applicable to the full contract once all approvals are received.

-Installation to be determined, weather permitting, upon our receipt of the signed contract, 50% deposit of the total order and fabric color selections. The balance is due on installation. This proposal becomes a bona fide contract when signed and returned.

Thank you,

George Schaefer, CPP, Sales Manager

Please proceed with the order described above. I grant Evanston Awning Co. a security interest in this merchandise until paid, unless prohibited by law.

Signed________________________________________________________Date__________________

Enclosed is my check for 50% deposit in the amount of $ ________________ or please charge my credit card (VISA, MasterCard or Discover) with the understanding that there may be a 3% fee for charges over $1000.00 added to the contract amount. Credit card type ____________________________

Acct # ____________________________ 3# Security code _____ exp _______

2801 Central St., Evanston, IL  60201     847-864-4520     Fax: 847-864-5886      www.evanstonawning.com
ROBERT BRIAN AWNING COMPANY
8152 North Lawndale, Skokie, Illinois 60076

SUBMITTED TO: BOOTZ & SONS GROUP
PHONE: 312-834-3229
DATE: 5-24-10

STREET: 600 B. DRAYDO
JOB NAME:

CITY, STATE AND ZIP CODE: CHICAGO, 60647
JOB SITE: 1004 SHERMAN, EVANSVILLE, IL

(a) Recover 14 Canopies 24' x 20', 5 w/ Sliding Etc.

$15,500.00

(b) Recover 6 Canopies 14' x 12', 5 W/ Sliding Etc.

$9500.00

COMPLETE:
RECOVER:
REPAIR:
CLOTH: Sunbrella
BORDER:
FRAMEWORK: Galv. Tubular
INSTALLATION ON OR ABOUT 4 WEEKS DEPOSIT
AUTHORIZED SIGNATURE

* Price includes permits and fees

ESTIMATE
PRICE
8% SALES TAX
TOTAL PRICE
DEPOSIT
C.O.D. BALANCE

No additions or changes to be made in above specifications.

Erection or delivery subject to delays caused by strikes, lockouts, fires, accidents or other causes beyond our control.
Title shall not pass to Buyer with delivery of said personal property but shall remain vested in Seller until the entire purchase price is paid. Buyer hereby acknowledges receipt of said personal property.
Upon default by Buyer in the payment of any installment of the price or in the performance of any agreement of Buyer herein, Seller may, without notice, take possession of said personal property as Seller's own individual and sole property, free and clear of any claim by Buyer, and retain any and all payments made as liquidated damages for the use by Buyer and for depreciation and for expenses to Seller of taking possession of said personal property, or Seller, without notice, may take possession of said personal property and sell same without notice, in which case the proceeds of sale shall be applied upon the unpaid balance of the price and expenses to Seller of taking possession, storage and resale.

Acceptance of Proposal
The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance:

Signature

Signature

EDC Meeting - 7/28/2010
June 11, 2010

City of Evanston
Attn: Joanne Nyden
2100 Ridge Ave.
Evanston, IL 60201

Dear Ms. Nyden:

Inland American Retail Management is the managing agent for the owner of Sherman Plaza in Evanston, Illinois. Asha Aveda Spa recently took over possession of the Red Door Spa space. Currently, the exterior of the building has several red awnings listing the Red Door Spa. Asha Aveda wants to change the lettering on these awnings to represent their name.

We have agreed to allow this, subject to our approval of the final plans for such changes.

If you have further questions, please feel free to contact me at 630-368-2352 or lindquist@inlandgroup.com.

Sincerely,

INLAND AMERICAN RETAIL MANAGEMENT, L.L.C.

Karen Lindquist
Assistant Vice President
IV. ALDERMANIC REQUEST: FUNDS FOR HOWARD STREET BUSINESS ASSOCIATION
To: Chair & Members Economic Development Committee

From: Johanna Nyden, Economic Development Planner

Subject: Aldermanic Request: Neighborhood Business District Improvement Program – Howard Street Funding Request

Date: July 21, 2010

**Background**

Under the coordination of Alderman Rainey and the Economic Development Division Staff, merchants and businesses along Howard Street recently established the Howard Street Business Association (HSBA). On Thursday, July 15, HSBA held its first meeting at the Howard Street Outpost. Individuals from 17 businesses along Howard Street, east of Ridge, attended the meeting and shared concerns regarding the current conditions of the business corridor and ideas for how to support businesses.

Representatives from the businesses recognized that they are Evanston's “front door”. Collectively they indicated interest in applying for the Neighborhood Business District Improvement Program. In particular they were interested in many of the activities that other districts are engaged in that build and support a cohesive business district. Activities discussed included the installation of planters, marketing and advertising support, website development, and street beautification activities.

**Recommendation**

Staff recommends approving $9,000 from the Economic Development Fund to support planning and programming activities, street beautification, and other activities that are determined to benefit the district and not individual businesses. Staff recommends when possible, utilizing funds from the Howard Ridge Tax Increment Financing (TIF) District to support improvements along Howard Street within the TIF. Currently the HSBA has not established guidelines for organizational dues, but has discussed it would like to do this in the future to support activities. In the interim, the funds from Neighborhood Business District Improvement Program or TIF will be the only source of financial assistance to support new activities and improvements.

At this time, Alderman Rainey and Johanna Nyden will work directly with the HSBA to ensure activities are completed. If approved by the Economic Development Committee, Staff will maintain responsibility for administering the Grant funds. At the next meeting of the HSBA in late August, Staff will present and seek feedback on a proposal for how funds should be spent.
V. DOWNTOWN EVANSTON INTERIM REPORT
The following represents Downtown Evanston’s interim report required by our Implementation Agreement for Special Service Area #4 (SSA). This report will provide an update on Downtown Evanston’s activities since the beginning of the fiscal year which is March 1, 2010.

This interim report consists of three parts: this cover memo, samples of Downtown Evanston’s 2010 marketing materials, and Downtown Evanston’s internal financial statement for the first four months of FY2011 (March through June 2010).

With the new brand, new website and new offices now in place, Downtown Evanston’s work continues, particularly in the marketing realm.

Marketing highlights for the current fiscal year include:

- Downtown Evanston has continued its partnership with the Arts & Business Committee in promoting Art Under Glass. On March 9, a third phase of the project introduced new artists to the community, replacing artwork in downtown storefronts along the 1600 block of Orrington Avenue, the 700 block of Church Street, and the 1500 block of Maple Avenue. The entire Maple Avenue location of this phase of Art Under Glass featured artists from Evanston School Districts 65 and 202, encompassing 170 students from Kindergarten through 12th grade. The students are participants in the annual Young Evanston Artists (YEA!) art festival that showcases the work of Evanston’s youth. A forth installation on June 23 extended the program to 500 Davis Street including five new artists.

- In support of the City of Evanston’s "Google Us" campaign Downtown Evanston mobilized a group of 18 businesses to offer a “Google Day” special on March 24 to bring awareness to the pursuit. We included promotions of the campaign and Google Day event on our website, in our E-newsletter, and on Facebook/Twitter; including instructions on how to “vote for Evanston.”

- Downtown Evanston attended the Concierge Preferred Show on April 27 at Navy Pier as a guest/partner at the CNSCVB’s booth. Downtown Directories were distributed to attendees from the meeting/business travel planning profession.

- In partnership with Northwestern’s Office of Community Relations, the Associated Student Government, and the City of Evanston, Downtown Evanston planned and promoted a Community Savings Weekend, April 9-11, to encourage resident and student
• Downtown Evanston continues its program of ribbon cuttings to welcome new businesses to the community. The ceremonies are scheduled so that Mayor Tisdahl is present to officiate, and members of the business community are encouraged to attend. Since the program began in November, we have organized 10 ribbon cuttings that are advertised via E-newsletter and social media; including one for the celebration of the new location/annual meeting for Downtown Evanston on May 20. The event was attended by over 125 members of the business/residential community and city staff.

• CMS Expo - May 3 - May 5. Downtown Evanston hosted the Content Management Systems Expo (in its fourth year) for the second consecutive year. The Hotel Orrington was the host hotel although strong attendance drove overflow to several downtown Evanston hotels. A networking event at Tommy Nevin's was co-hosted by Downtown Evanston, the Evanston Chamber of Commerce, Technology Information Center and the City of Evanston to welcome the attendees of CMS Expo to Evanston and to promote business, technology, the arts and education. Downtown Evanston coordinated for the mayor to speak at the welcome breakfast event, as well as the networking event. Downtown Evanston collected coupons/giveaways from the businesses to be used as attendee bag stuffers, and our trade show banner was displayed at the entrance to the conference. Final numbers of all attendees was at about 325, with an estimate of about 300 staying overnight.

• Downtown Evanston makes it a practice to “put out the call” to our businesses for participation (in the form of coupons or giveaways/bag stuffers) on behalf of appropriate fundraising/non-profit/for-profit organizations that contact us; with the goal of gaining exposure for our businesses at very low cost (printing). In May, we collected items in support of the New Revelation Community Choir Fundraiser Gala on June 11.

• Talking Pictures Film Festival, May 6-9. For the second year, Downtown Evanston sponsored Evanston's first ever film festival, with a full page program ad welcoming attendees to enjoy the shops and restaurants of downtown Evanston. We also distributed programs at our office, and provided them as bag stuffers for the CMS Expo that occurred that same week.

• Downtown Evanston started a push in May to increase its opt-in contact database for the bi-weekly consumer E-newsletter. We have placed email collection boxes and slips at ten downtown businesses, asking customers to register for “Downtown Evanston Events & Deals.” To encourage participation, we are drawing a name monthly to win a prize from our “kitty” (on an ongoing basis we ask businesses to donate these). Since May 1, the number of consumers on our blast emails have increased from about 270 to 600. We
• Downtown Evanston uses Google Analytics as a tool to measure our website traffic and what drives it in order to gauge our marketing effectiveness. A separate report is attached breaking down our website analytics from January – June, 2010.

• Downtown Evanston sponsored a table at the inaugural Northwestern Fitness Expo on May 22. We handed out about “goodie bags” (printed with our logo and website) which included the downtown directory and coupons/promotional giveaways collected from downtown businesses. We were able to meet some key NU Dept. of Athletics and Recreation staff, with whom we hope to partner in the future.

• In June, Downtown Evanston began attending the Arts & Business Committee monthly meetings, and is providing promotional support for Backstage Evanston, the inaugural performance showcase being coordinated by this committee in partnership with the City of Evanston and Northwestern University. This event will be held on Sunday, September 12 at the Theatre Interpretation Center.

• Downtown Evanston is again working with the team at Evanston-based Neiger Design (the designers of our website) to create an advertising campaign that can be utilized via interactive media including print, electronic, radio and television. Guerilla campaigns and viral advertising are also being explored. We have assembled a marketing committee - comprised of several business owners, two board members with marketing backgrounds, and several marketing professionals who work for downtown businesses – to work closely on this project, as well as future marketing programs. The goal is to have the campaign ready for a holiday 2010/2011 roll out.

• Downtown Evanston was approached by the organizers of the Evanston/North Shore Networking Group, a new, grass roots group that has grown 1,500 strong through LinkedIn, to assist them with a scavenger hunt in downtown Evanston that they are organizing for July 27. They were looking to discuss what businesses might be open to being one of ten stop points on the hunt. The downtown Evanston staff will be participating in the event, and getting feedback from the participating businesses, to determine if this may be the type of thing we’d like to reproduce as a retail event for office workers and/or residents of the downtown in the fall. We will distribute downtown directories and donate goodie bags with our logo for the event. We attended a networking mixer at Nevin’s that served as a kick-off for the group, and excitement builder for the upcoming scavenger hunt event.

• Downtown Evanston will share a “visitor information” booth with the City of Evanston at the NorthShore University Health Systems Grand Prix on Sunday, July 18, distributing downtown directories and materials on future events within the city. We have recruited several volunteers from the downtown business community (owners/managers) to assist in staffing the booth who are then able to distribute their marketing materials as well.
Our advertising campaign Super Sidewalk Sale, July 23-25 is in full swing. This year downtown Evanston partnered with Chicago/Dempster to fund advertising that promotes a walkable two-district sale. In partnership with Chicago’s North Shore Convention and Visitors Bureau (CVB), Downtown Evanston can purchase advertising using the CVB’s reduced rates in specific publications provided the Illinois Tourism tagline is included. These rates have been and will be used for this year’s electronic advertising and they also printed the two sided rack cards with the bike race and sidewalk sales.

Advertising includes:
- 125 4C CTA interior rail “el” posters on purple and yellow line, month of July
- Chicago Magazine “Sales Check” shopping E-newsletter, Skyscraper ad
- Make it Better dedicated ad in their E-news
- Make it Better full page print ad (shared with the Dance series) and online ad
- Pioneer Press, 1/8 page 4C in North Shore editions
- Evanston Roundtable, ¼ page 4C
- 4C posters, b/w flyers

We are also working on creative for It’s Thursday, Let’s Dance! which takes place Thursdays from July 15-August 19. Sponsors were secured in the amount of $12,000 not including trade sponsorships of matching funds from Evanston Roundtable, Make it Better, and Quartet Digital Printing. Advertising includes:
- Metra rack card distributed at Ogilvie Station and mailed out with Pacific North Line schedules
- 100 Titan CTA Interior Rail posters purple and yellow lines
- Make it Better full page print ad (shared with the Sidewalk) and online ad
- 4C Poster & flier; b/w fliers on color
- 4C 3/8 page in Evanston Roundtable July 7, 21, Aug 4, 18
- Night of the Event Dance Banner
- Wooden sign at intersection of Sherman and Davis
- Sandwich boards signs at either end of Metra station

Positive Sum Coupon Book Program – Downtown Evanston was approached by Evanston resident and President of the Evanston PTA association, Mindy Wallis, to help promote the opportunity to participate in The Positive Sum Evanston Fall 2010 Coupon Book. The book will feature only businesses in Evanston and will be sold as fundraising vehicles for local schools and non-profit organizations. Downtown Evanston included this information in the E-newsletter to businesses, as well as dropped off an information sheet at each business to make the introduction of the program. We will purchase the ad on the inside cover to highlight Downtown Evanston and promote www.downtownevanston.org.

In order to drive timely Facebook/Twitter content, Downtown Evanston is visiting three businesses daily and promoting their event/sale/special product via social media outlets.

For larger scale events and newsworthy items, ongoing press releases are submitted to local and other Chicagoland media outlets.
Organizational Development

- Goal Setting workshop and report: On March 5, 2010 the Downtown Evanston Board of Directors conducted a goal setting workshop based on the findings in the Pressley Jacobs/Lakota Group image and brand development summary report. 50 attendees representing stakeholders in the community participated in a roundtable discussion setting goals and prioritizing activities. From this information a report has been generated with a set of action plans. Volunteers will be invited to join project teams to assist with completion of the action plans. The attached document is also listed on our website at www.downtownevanston.org. Two committees have been formed to date including the Business Recruitment and Retention Committee and the Marketing Committee.

- As required by Downtown Evanston’s Implementation Agreement with the City, two public Board meetings are held annually (May and November). Evmark hosted its annual meeting on Thursday, May 20, 2010. Over 60 attendees for the meeting portion and over 125 attendees to the open house and tours of the Technology Innovation Center.

- Gift Card Program – Through the Evanston Community Foundation Leadership Evanston class, a project team was created to focus on an economic development project this past year. The group members included Bridget Calendo, Carolyn Dellutri, Lise Jinno, Brian Miller, Kim Perutz, and Cindy Reed. Over the course of four months this team researched seven different gift card programs. The group presented to the Downtown Evanston board the idea of launching the program with Store Financial. To date, a new committee of Downtown Evanston staff and executive committee members are in the process of reviewing a contract with legal council and hoping to launch this new program in time for the holiday season.

- In the spirit of partnership and communication, ED Dellutri has been invited onto the Evanston Inventure and Evanston Chamber of Commerce Board of Directors. This will assist with open communication between organizations. ED Dellutri has also been appointed to the Evanston 150 Steering committee and is a recent graduate of the Evanston Community Foundation Leadership Evanston program.

Maintenance and Improvements

- Downtown Evanston continues to oversee the downtown maintenance contract with The Brickman Group and Just Pots. ED Dellutri continues to work closely with the Brickman Group to maintain areas of concern. This is the 3rd year of a 3 year contract with The Brickman Group. In August of 2010 a new RFP will be written and distributed for rebidding the new contract starting in March 2011.

- A new banner program with the new Downtown Evanston branding has been launched. See the attached information sheets and designs. New banners should be up by Sept. 1.
Business Recruitment and Retention

- Downtown Evanston continues to work with the local real estate community by sending out a monthly blast email to the downtown broker community to update real estate listings on our website. Downtown Evanston is also a member of Costar and Loopnet to keep current information on our website.

- A new committee was formed, the Downtown Evanston Business Recruitment and Retention Committee, and meets monthly to discuss the current office and retail market in the downtown district. This committee recently approved advertising in the *Metro Chicago Office Guide* (see attached).

- Related to the real estate information, current business recruitment package data is included in Downtown Evanston’s website. This data is updated annually and has been re-tooled for this fall’s International Council of Shopping Center’s Deal making session.

- Downtown Evanston staff along with City staff will be attending the upcoming International Council of Shopping Centers Deal Making Session at the end of October for business recruitment in the retail sector. Downtown Evanston also is a member of Real Estate Lease Track, which is an online recruitment tool for retail.

- Business activity report is attached highlighting open and closed businesses for January thru June 2010.

Downtown Evanston continues to be the responsive, professional downtown organization envisioned during the Special Service Area renewal. Maintaining focus on Evanston’s downtown will become even more vital in these challenging economic times. Having a clean, safe commercial district with successful storefronts and restaurants will remain critical to downtown Evanston’s image as a unique place to do business. Downtown Evanston plans to continue its role as “place manager and marketer.” As has always been the case, the City of Evanston remains Downtown Evanston’s most important partner in sustaining a vibrant downtown, and Downtown Evanston Board and staff greatly appreciate your support.

Finally, Downtown Evanston’s staff and Executive Committee have started preparations on the FY2012 budget for submission to City Staff, EDC, and the City Council. This budget and its companion levy request will be submitted by September 15 as required. Should any of you have any questions about this report, please do not hesitate to contact Carolyn Dellutri at cdellutri@downtownevanston.org or 847-570-4724.
Art Under Glass
A partnership between the Arts & Business Committee and Downtown Evanston.

March 9 installation featuring YEA! At Orrington and Church
Photo credit: Evanston Roundtable

June 23 installation at 500 Davis St.
Photo credit: Jill Brazel
Google Day, March 24, 2010

In support of Google Day, March 24, enjoy these specials in downtown Evanston!

You must mention Google special prior to making your purchase.

Affordable Portables
224 Davis St.
347-900-6174
10% off anything in the store

Blue Tea
1706 Sherman Ave.
347-604-8005
10% off any Tea Pot Salad

Becks Books
718 Clark St.
347-402-1000
20% off all Northwestern Apparel

Buffalo Wild Wings
1741 Ridge Ave.
347-805-8090
$9 cant-kids meals for dine in, 25% off kids dine in or take out

Campus Gear
1777 Sherman Ave.
347-604-8093
20% off entire purchase

Celtic Knot
229 Church St.
347-904-1700
Stop by for the Google lunch special of the day

Eddo's Burger Shop
1571 Sherman Ave.
347-904-3320
March a Google Burger!

Koi Chinese & Sushi
824 Davis St.
347-805-9638
Cheers to Evanston w/a 5% price Google-ize!

Magnificient Mile
1955 Old Town
347-806-2287
Evanston's Historic Hotel offers $99 rooms + tax + 2 free continental breakfasts

McLone Map Press
1821 Sherman Ave.
347-806-8777
10% off any order

Prairie Moon
1902 Sherman Ave.
347-804-9288
Chairs to Eat networks with a Google-ize!

Paula's
1104 Davis St.
347-806-9479
$5 off $15 purchase

T Mobile
1723 Sherman Ave.
347-328-5190
Google as with a Spy! Get 1 free any android Google phone, 2 yr service agreement required

Underground Printing
818 Clark St.
347-410-7940
Google-Google with UOP school!

Free sunglasses while supplies last.

Unicorn Cafe
1733 Sherman Ave.
347-325-3112
"Google Head Buns" a tasty kind coffee drink

The UPS Store
1855 Sherman
347-806-3324
15% off any order

V's Feathers
1505 Sherman Ave.
347-402-9474
Enjoy the Google Garlic Tasting Menu!

Wingswaps
1741 Sherman Ave.
347-325-4400
Buy one Get one for $1
End of Fish & White Wines while Supplies Last
Community Savings Weekend

Event poster displayed by participating businesses

Those who Count, deserve a Discount

Postcard in support of event
Ribbon Cutting Celebrations

Jan. 14, Buffalo Wild Wings

May 20, CLEAR

June 30, Bombay Indian Grill
CMS EXPO, May 3-5, 2010

Mayor Tisdahl speaks at CMS welcome breakfast
Talking Pictures Film Festival

“Automorphosis”
Screened at the Hotel Orrington

¼ page ad in program
Posters for storefronts in Evanston

CTA/Purple Line Interior Rail Cards
Two sided flier in partnership with Chicago’s North Shore CVB, Metra, Grand Prix of Cycling and Downtown Evanston. 5,000 distributed throughout Evanston and 5,000 through Ogilvie Transportation Center and on Union Pacific (North Shore) Line.
Full page ad in Make it Better – Sidewalk/Dance share
Evanstonnow.com rotating banner

CTA/Purple Line Poster

Two Sided color “Board & Boogie” card
Distributed at Ogilvie Transportation Center and stations on Union Pacific Line

Posters distributed throughout Evanston
3 x 30 banner at Event

4 Color Roundtable Ad

Sign Board at the intersection of Davis/Sherman/Orrington
Positive Sum Coupon Program

ADVERTISING WITH POSITIVE SUM COUPON BOOKS

The Positive Sum Evanston Fall 2010 Coupon Book is a great way to increase visibility for your business. The book will feature only businesses in Evanston and will be sold as fundraising vehicles for local schools and nonprofit organizations. Here are a few reasons why you should include your business in the Positive Sum Coupon Book:

- **PROMOTE LOCAL BUSINESS** - All the merchants are Evanston-based and independent businesses.
- **BRING IN CUSTOMERS** - Studies show that customers who redeem PSC coupons are 7 times more likely to come back than customers who did not use a coupon.
- **TRACKABLE MARKETING** - Coupons are easily trackable. You know who is using them.
- **CUSTOMER COMMITMENT** - Customers who buy coupon books want to use your coupons.
- **TARGET MARKETING** - Coupon books will be sold to families with students in local preschools, elementary schools and the high school.
- **ONLINE EXPOSURE** - All merchants included in the coupon book will be listed on the Positive Sum Communities website (a link to your website can be added for an additional fee).
- **AFFORDABLE** - Coupons are very affordable. Ads in other publications can cost many times more.
- **SUPPORT NON-PROFITS** - Each book sold supports local schools and non-profit organizations with a 50% profit on each book sold.
- **STIMULATE THE LOCAL ECONOMY** - Every $100 spent in a locally-owned store returns $68 to the community.
- **DISTRIBUTION** - 800+ books will be distributed. Books will be available for sale in Sept, 2010.
- **KEEP IT LOCAL** - Shopping locally is convenient, greener, and creates local jobs. Positive Sum Communities, Inc. is an Evanston business.

CONTACT
Mh@Welsh, mhd@positivesumcommunities.com or (312) 715-3888 or visit our website: www.PositveSumCommunities.com

Positive sum means everybody wins!

Program benefits and overview

Sample coupons
Office Space Guide Distribution
25,000 commercial real estate professionals. Distribution
End of July 2010

In 2010, the Metro-Chicago Office Guide will be available in digital format, and will continue to be the primary print resource while providing property information to building owners, brokers, managers, and marketing representatives. The Office Guide is produced by Real Estate Publishing Group thus allowing us to offer past and current advertisers more cross-media value-added opportunities all while enhancing their market share.

Metro Chicago Office Guide®
• Semi-Annual Frequency: Published twice a year in July and December.
• Larger Full-Color Photo Listings: Photo listings available half page in size, providing better recognition and easy to read format.
• Directory Listings: Opportunities to list your company’s services, by category (architects, furniture dealers, project management, etc.), with a logo and a brief description.
• Broker Profiles: firm and/or building editorial profiles.
• Property Spotlight: e-Marketing available to over 12,000 commercial real estate professionals.

Extended Print Exposure/Reach
Throughout the course of the year, Real Estate Publishing Group will showcase all photo listings appearing in Metro Chicago Office Guide® in additional outlets that reach end users and 25,000 commercial real estate professionals.
• listings appear on spaceguide.com®
Office Space
Guide Inside
Front Cover

Where location meets
destination. Parking and
trains meet beauty and
brains. Attractive rates meet
marketing advocates.

Discerning meets learning.
Trendsetters meet go-getters.
Where urban sophistication
meets suburban relaxation.

For more information
on office space, click on
"doing business here" at
downtownevanston.org
or call 847-570-4724.
Where prime location meets business destination

Urban sophistication meets suburban relaxation – Downtown Evanston offers the best of both worlds. For more information on office space, click on “doing business here” at downtownevanston.org or call 847-570-4724.
# Google Analytics report beginning with launch of new website

**Reporting dates: January 1 - June 30, 2010**

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<th></th>
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<th>Absolutely Unique Visits</th>
<th>Page Views</th>
<th>Average page views</th>
<th>Time on Site</th>
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**Visits:** represents the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

**Absolutely unique visits:** Counts visitors only once in the selected date range

**Page Views:** the total number of pages viewed on your site and is a general measure of how much your site is used. It is more useful as a basic indicator of the traffic load on your site and server than as a marketing measure.

**Average Page Views:** Average page views is one way of measuring visit quality. A high Average Page views number suggests that visitors interact extensively with your site. A high Average Page views results from one or both of:

1. Appropriately targeted traffic (i.e. visitors who are interested in what your site offers
2. High quality content effectively presented on the site.

**Time on Site:** Time on site is one way of measuring visit quality. If visitors spend a long time visiting your site, they may be interacting extensively with it. However, Time on site can be misleading because visitors often leave browser windows open when they are not actually viewing or using your site.

**Bounce Rate:** Bounce rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). Bounce rate is a measure of visit quality and a high bounce rate generally indicates that site entrance (landing) pages aren't relevant to your visitors. You can minimize Bounce Rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.

**New vs. Returning Visitors:** A high number of new visitors suggests that you are successful at driving traffic to your site while a high number of return visitors suggests that the site content is engaging enough to keep visitors coming back. You can see how frequently visitors return and how many times they return in ‘Recency’ report and the ‘Loyalty report’, both under ‘New vs. Returning’ in the Visitors section.
Overview for Period January 1 – June 30, 2010

## Top Traffic Sources

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## Keywords

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Continued overview for Period January 1 – June 30, 2010

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</table>
| 1 | downtownevanston.org/
| 2 | /dining/37-dining |
| 3 | /restaurants/37-dining/39-restaurants |
| 4 | /visiting-evanston/dining/restaurants/4-dining/19-restaurants |
| 5 | visiting-evanston/dining/4-dining |
| 6 | restaurants/37-dining/39-restaurants/page-3-5 |
| 7 | View this link /visiting-evanston/shopping/3-shopping |
| 8 | /visiting-evanston/map-directory |
| 9 | /visiting-evanston/shopping/apparel-shoes |
| 10 | /index.php |

<table>
<thead>
<tr>
<th>Top Landing Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
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<tr>
<td>6</td>
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<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
</tbody>
</table>
### Businesses Opened, Closed or Moved May 2009-2010

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Address</th>
<th>Street</th>
<th>Category</th>
<th>Date Closed</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild Tree Café</td>
<td>1100 Davis St.</td>
<td>Restaurant</td>
<td>Jan-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wolf Camera</td>
<td>616 Davis St.</td>
<td>Retail</td>
<td>Feb-10</td>
<td>consolidated locations</td>
<td></td>
</tr>
<tr>
<td>The Rub</td>
<td>816 Church St.</td>
<td>Service Personal Care</td>
<td>Mar-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Va Pensiero</td>
<td>1566 Oak St.</td>
<td>Restaurant</td>
<td>Apr-10</td>
<td>re-opening at a later date under a new name</td>
<td></td>
</tr>
<tr>
<td>Thriftgeek</td>
<td>522 Davis St.</td>
<td>Retail</td>
<td>Apr-10</td>
<td>moved to chicago</td>
<td></td>
</tr>
<tr>
<td>Enigma Café</td>
<td>1620 Orrington Ave.</td>
<td>Restaurant</td>
<td>May-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian Coffee Bar</td>
<td>1549 Sherman Ave.</td>
<td>Restaurant</td>
<td>Jun-10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Address</th>
<th>Street</th>
<th>Category</th>
<th>Date Opened</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear</td>
<td>1701 Sherman Ave.</td>
<td>Electronics</td>
<td>Mar-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar Crest Ice Cream</td>
<td>1634 Orrington Ave.</td>
<td>Restaurant</td>
<td>Apr-10</td>
<td>Re-opened after fire</td>
<td></td>
</tr>
<tr>
<td>Phoenix Inn</td>
<td>608 Davis St.</td>
<td>Restaurant</td>
<td>May-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bombay Indian Grill</td>
<td>1728 Sherman Ave.</td>
<td>Restaurant</td>
<td>May-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donatella Mediterranean Bistro</td>
<td>1512 Sherman Ave.</td>
<td>Restaurant</td>
<td>May-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andy’s Frozen Custard</td>
<td>719 Church St.</td>
<td>Restaurant</td>
<td>May-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FlowersFlowers</td>
<td>1110 Davis St.</td>
<td>Flowers</td>
<td>Jun-10</td>
<td>Moved Downtown Evanston from Dempster</td>
<td></td>
</tr>
</tbody>
</table>
### Evmark Financials thru June 2010 - 2011

#### Income

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contribution</strong></td>
<td>$10,000.00</td>
<td>$5,000.00</td>
<td>($5,000.00)</td>
</tr>
<tr>
<td>City of Evanston Contributions</td>
<td>$41,000.00</td>
<td>$20,500.00</td>
<td>($20,500.00)</td>
</tr>
<tr>
<td>SSA 4</td>
<td>$189,000.00</td>
<td>$94,500.00</td>
<td>($94,500.00)</td>
</tr>
<tr>
<td>SSA 5</td>
<td>$9,900.00</td>
<td>$9,900.00</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total 4030 Marketing Reimbursement</strong></td>
<td>$9,200.00</td>
<td>$8,000.00</td>
<td>($1,200.00)</td>
</tr>
<tr>
<td>Maintenance Contract Reimbursement</td>
<td>$41,439.00</td>
<td>$20,695.00</td>
<td>($20,744.00)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$28.93</td>
<td>$168.00</td>
<td>$139.07</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$300,567.93</td>
<td>$158,763.00</td>
<td>($141,804.93)</td>
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</tbody>
</table>

#### Expenses

##### Marketing Expenses

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>6010 Marketing Shopping</td>
<td>$3,069.38</td>
<td>$11,166.00</td>
<td>$8,096.62</td>
</tr>
<tr>
<td>6020 Marketing Dining</td>
<td>$3,199.37</td>
<td>$8,531.00</td>
<td>$5,631.63</td>
</tr>
<tr>
<td>6030 Marketing Commercial/RE</td>
<td>$2,358.21</td>
<td>$5,375.00</td>
<td>$3,016.79</td>
</tr>
<tr>
<td>6040 Marketing Events</td>
<td>$3,926.00</td>
<td>-</td>
<td>($3,926.00)</td>
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<tr>
<td><strong>Total 6000 Marketing Expenses</strong></td>
<td>$13,876.53</td>
<td>$46,622.00</td>
<td>$32,745.47</td>
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##### Maintenance Expenses

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
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</thead>
<tbody>
<tr>
<td>Improvements</td>
<td>$2,475.00</td>
<td>$2,475.00</td>
<td>-</td>
</tr>
<tr>
<td>Planters</td>
<td>$3,850.00</td>
<td>$4,088.00</td>
<td>-</td>
</tr>
<tr>
<td>Materials</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>-</td>
</tr>
<tr>
<td>Equipment</td>
<td>$582.25</td>
<td>$2,500.00</td>
<td>$1,917.75</td>
</tr>
<tr>
<td>Contract</td>
<td>$56,224.00</td>
<td>$56,224.00</td>
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</tr>
<tr>
<td><strong>Total 6100 Maintenance Expenses</strong></td>
<td>$60,656.25</td>
<td>$66,287.00</td>
<td>$5,630.75</td>
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</table>

##### Total 6500 Holiday Decorations Lease

<table>
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<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
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</thead>
<tbody>
<tr>
<td><strong>Total 6500 Holiday Decorations Lease</strong></td>
<td>$17,939.00</td>
<td>$30,000.00</td>
<td>$12,061.00</td>
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##### Administrative

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$6,000.00</td>
<td>$6,800.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>Internet/DSL</td>
<td>$1,210.02</td>
<td>$1,688.00</td>
<td>$457.98</td>
</tr>
<tr>
<td>Telephone</td>
<td>$2,800.00</td>
<td>$4,500.00</td>
<td>$1,700.00</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>$392.30</td>
<td>$664.00</td>
<td>$271.70</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$408.01</td>
<td>$250.00</td>
<td>($158.01)</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$1,409.49</td>
<td>$375.00</td>
<td>($1,034.49)</td>
</tr>
<tr>
<td>Licenses &amp; fees</td>
<td>$15.00</td>
<td>-</td>
<td>($15.00)</td>
</tr>
<tr>
<td>Dues &amp; Subscriptions</td>
<td>$910.00</td>
<td>$400.00</td>
<td>($510.00)</td>
</tr>
<tr>
<td>Business/Professional Development</td>
<td>$1,434.58</td>
<td>$500.00</td>
<td>($934.58)</td>
</tr>
<tr>
<td>Insurance</td>
<td>$1,485.00</td>
<td>$2,100.00</td>
<td>$615.00</td>
</tr>
<tr>
<td>Postage</td>
<td>$12.96</td>
<td>$168.00</td>
<td>$155.04</td>
</tr>
<tr>
<td>Board Meeting</td>
<td>$370.85</td>
<td>$100.00</td>
<td>($270.85)</td>
</tr>
<tr>
<td><strong>Total 7100 Admin</strong></td>
<td>$16,428.21</td>
<td>$17,493.00</td>
<td>$1,064.79</td>
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</table>

#### Total Expense

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expense</strong></td>
<td>$168,393.22</td>
<td>$225,224.00</td>
<td>$56,830.78</td>
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</table>

#### Net Income

<table>
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<tr>
<th></th>
<th>Actual</th>
<th>YTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Income</strong></td>
<td>$132,174.71</td>
<td>($66,461.00)</td>
<td>$198,635.71</td>
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</table>

**Annual Budget**

<table>
<thead>
<tr>
<th></th>
<th>2010 - 2011</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Income</strong></td>
<td>$609,178.00</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>$609,072.00</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$106.00</td>
</tr>
</tbody>
</table>
Downtown Evanston Street Banner Program 2010

Street banners have been found to benefit the downtown area by adding color, excitement, and character. The Downtown Evanston organization has implemented the banner program to benefit the downtown while also calling attention to the district and local businesses.

Design, Size & Material
There are 7 different designs available. Specify which design you prefer on the order form. All banners are 30” x 72” and are made of 20oz. vinyl, with pole pockets and grommets on top and bottom, and are two sided.

Pole Locations
Banners will be located within the Downtown Evanston SSA #4, bordered by Emerson St., Hinman Ave., Lake St and Oak Ave. See the map for specific pole location numbers. Banners will be placed on the taller street lamp poles, depending on availability. Pole location can be specified but not guaranteed. Downtown Evanston will make every effort to have your banner placed in the location that you have chosen, or the nearest available pole.

Individual Sponsorship
At the bottom of each banner there is space for your business name. Specify that information on the order form. Additional information like logos, website, phone numbers are not permitted.

Costs
The cost for each banner is $200. Select the number of banners you would like and the pole locations and Downtown Evanston will produce and make arrangements for installation. Checks are to be made out to EVMARK and payment must accompany order sheet.

Schedule & Installation
Downtown Evanston will coordinate installation based on orders received by July 23, 2010. Banners will be up for one year from time of installation but may rotate out with other events happening in the downtown district such as Fountain Square Art Festival.

Application
Downtown Evanston will apply for a permit with the City of Evanston on behalf of interested businesses. Applications will be reviewed and approved on a first-come, first-served basis.

Notes
Downtown Evanston and the City of Evanston are not responsible for disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism, fire or act of God. The business sponsoring each banner is responsible for costs of replacement banners.

Questions
Call Downtown Evanston 847-866-6319
Downtown Evanston Street Banner Program 2010
Application/Order Form

Business Name__________________________________________________________

Address________________________________________________________________

Phone____________________________________________________________________

Contact Name____________________________________________________________

Date_______________________________________________________________________

Banner Design & Location
Please circle the banner design or designs, the quantity and the desired location:
See attached copies for specific designs. See attached map for pole locations.

<table>
<thead>
<tr>
<th>Design</th>
<th>Quantity</th>
<th>x $200 each</th>
<th>Pole Location Number(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Dine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Shoes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Stay (mug)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Shop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) Leaf</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Stay (guitar)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7) Books</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Qty_____ Cost_____

Sponsorship
At the bottom of each banner there is room for your business name. Indicate how you would like your information to appear:

Business Name:___________________________________________________________

Payment
Each banner is $200. Please make your check out to EVMARK. Send payment to:
Downtown Evanston, 820 Davis, Suite 151, Evanston, IL 60201. Your order will be processed when payment is received.

Order Form –Please return by Friday, July 23, 2010
Deliver or mail order form to Downtown Evanston, Attn: Banner Program,
820 Davis St., Suite 151, Evanston, IL 60201.
Fax your order form to Downtown Evanston 847-570-4738 and drop off your check.

Questions
Call 847-866-6319  Fax: 847-570-4738

For office use only:
Date rec’d:______________________Check # and Total______________________
Goals, Strategies and Projects for Downtown Evanston 2010-2015

PREPARED BY
Donna Ann Harris
Heritage Consulting Inc.
Background

Downtown Evanston is at a unique moment in its history.

EvMark, the corporate entity that markets and manages the downtown as Special Service Area #4 for the City of Evanston, recently completed a Branding Study with an outside consultant. The purpose of the Branding Study was to review the existing brand for the downtown and the current strategies to promote it as a viable mixed use downtown center. The Brand Study effort, undertaken by the Pressley-Jacobs/Lakota Team, involved interviewing more than 80 people in interviews and focus groups, as well as over 300 online surveys, to gain their impressions of the downtown and its offerings.

The Branding Study report of September 10, 2009 contained a suggested list of overarching principles to further refine the organization’s mission and long term vision for the future of the downtown district. This list of principles was developed in response to comments by focus group participants who offered questions and concerns about the role of EvMark, and the future of the downtown. While these principles have not been adopted by the EvMark Board, they are excellent starting points toward assessing the future of the organization. The Branding Study report also contained several pages of suggested work plan activities that were mentioned by stakeholder participants in the focus groups and interviews. These prospective projects addressed both current challenges in the downtown as well as opportunities to expand on the highly regarded current mix of retail, residential, commercial and office uses.

As a result of the Branding Study, the EvMark Board of Directors voted to implement the new brand identity in fall 2009 and to do business under a new name, Downtown Evanston. As part of the new Brand implementation, the organization’s web site has undergone substantial revision at www.downtownevanston.org. Additionally, new communication tools including a regular e-newsletter have been launched. Finally, the office recently moved into a storefront space at 820 Davis Avenue, suite 151, which is shared with the Technology Innovation Center. This move, to a street level office, greatly enhances the organization’s visibility to shoppers, retail, restaurant, and office tenants and reinforces the organization’s mission as the marketing and management entity for the downtown.

Downtown Evanston’s web site
Many new faces

Evanston’s downtown district relies on many stakeholders to make it a vibrant and successful destination for residents and shoppers. There are four primary partners whose good communication is essential for the downtown to realize its potential. These partners are the City of Evanston, Northwestern University, Downtown Evanston and downtown property owners. All have worked together for years to reinforce their mutual interests in and for the downtown district. An unexpected confluence of personnel changes at three of these partner entities in the last year have made for new excitement about the future of the downtown.

Long time Councilwoman Elizabeth B. Tinsdahl was elected Mayor in 2009. A new City Manager Wally Bobkiewicz arrived less than a year ago. A new Community and Economic Development Director, Lehman Walker was hired in late 2009. Additionally, there is a new President of Northwestern University, Professor Morton Shapiro who was installed on September 1, 2009. And finally, two new full time Downtown Evanston staff members, Carolyn Dellutri, Executive Director and Laura Folkl, Marketing and Communications Manager have been with the organization for less than a year and a half. This wholesale turnover in personnel is seen by the partners as an exciting and potent opportunity to review past relationships and create new and productive partnerships for the future.
Future goals needed

EvMark has been working since 1987 as the marketing and management entity for the downtown under contract with the City of Evanston through Special Service Area #4 with part-time staff. The reauthorization of the Special Service Area #4 in 2007 and resulting Implementation Agreement with the City of Evanston (37-R-07) allowed EvMark to review its staffing needs and establish two full-time staff members to help the Board fully realize the extraordinary potential of the downtown district and participate in broader economic development initiatives as they affect the downtown.

The 2007 Implementation Agreement with the City of Evanston for Special Service Area #4 spells out a very clear mission for the downtown organization. However EvMark has never adopted a strategic plan or long-term goals to guide its future efforts. The Branding Study noted that the mission of Downtown Evanston organization needed review and that long-term strategies were needed to guide the organization’s economic development efforts for the downtown. Both Downtown Evanston Board and staff agreed that a Goal Setting effort was necessary with the completion of the Branding Study and the personnel changes at so many of the partner entities.
New strategies and projects

The workshop, held on March 5, 2010 brought together the four major partners and many other downtown stakeholders to discuss the near-term future and set an agenda for the next three to five years. One particular interest is the role of the organization in business recruitment and retention for retail and office businesses in the downtown district.

The Goal Setting workshop was designed to gain consensus on the most important issues facing the downtown and identify some specific projects and partners to help implement them.

Goal setting workshop results

Participants in the March 5, 2010 Goal Setting workshop focused on five long-term goals that symbolized a preferred future for Downtown Evanston. These goals are ambitious, and are not likely to be fully accomplished in the five year time period of this document. Many of these goals are long-term activities, either with finite results or designed to enhance existing relationships.

Some of these goals require extraordinary funds, partnerships and/or political will far beyond what the key partners can accomplish themselves. However, the achievement of these goals would mean so much to the development of the greater downtown, the City, downtown property owners, the Evanston community and Northwestern University in general.

The five overarching goals identified by Goal Setting participants for Downtown Evanston are:

1. Maintain and expand an exciting mix of both local and national retail business and office space in Downtown Evanston
2. Promote the performing and visual arts in Downtown Evanston
3. Strengthen relationships between Downtown Evanston, the City of Evanston and Northwestern University for mutual benefit
4. Further enhance the public realm of Downtown Evanston
5. Continue to partner with the City of Evanston to enhance downtown policy making, incentives and zoning in the downtown district

This document is organized around these five goals and identifies strategies for each goal identified by Goal Setting workshop participants to help implement the goals. With the strategies in place, the Downtown Evanston Board, staff and volunteers will need to create many new Project Teams to implement these projects. The Downtown Evanston Board and staff will also need to review the organization’s current efforts to reorder priorities so that any new annual work plan aligns with these goals.
The remainder of this document is organized by goal which is listed in bold. Each goal has a series of strategies which are underlined and listed by letter. Possible projects to implement the strategy are identified under each strategy. These projects are meant to be activities that can be accomplished in the next year or two. These projects help to make incremental progress towards the implementation of the overall goal.

Many new Project Teams are needed to implement these excellent projects. Many of these strategies are large and complicated and cannot be accomplished by the Downtown Evanston Board and staff alone. Thus, these Project Teams should be made up of property owners, residents, stakeholders and partner organizations who wish to use their talents to make a difference in their community by working on discrete projects with Downtown Evanston.
Goal 1.
Maintain and expand an exciting mix of both local and national retail business and office space in Downtown Evanston

Strategies

a. Know who shops and uses the downtown through demographic and market research

Possible projects:

• Create a Project Team for this effort.
• Continue to work with the City of Evanston to make sure the Downtown Evanston web site contains the most up to date demographic information.
• Determine if additional market research needs to be conducted either for the downtown district as a whole or for specific segments. If so, the Project Team should identify funding sources for new market research, and apply for such.
• The Project Team should identify and market to specific demographics from market studies and create marketing materials for these demographics. Goal Setting participants suggested the following demographics: adults over 50; Northwestern University students; Evanston residents and Northwestern faculty and staff.

b. Understand the current mix of business in Downtown Evanston and continue to monitor the economic performance of the district.

Possible projects:

• Create a Project Team with Downtown Evanston staff, stakeholders and partners to implement a “visiting” program for retail stores and office users in Downtown Evanston. The purpose of visiting team is to identify businesses who wish to expand, need technical assistance, or information about better business practices.
• The Project Team should ascertain common needs and concerns and create appropriate programs for retailers/office tenants as a result of these visits.
• Partner with the local SBDC chapter, SCORE, Evanston Chamber of Commerce, Evanston Inventure, Technology Innovation Center, or other partners to provide workshops for retailers and office tenants as needed.

• Monitor and collect information about new business openings, vacancy rates, jobs created, real estate sales, business expansions, attendance at sponsored events, web site hits and other key indicators about the economic performance of the downtown district. Share this information on a regular basis with partner organizations as appropriate.

• Review the special events held in downtown to determine if they need to be revised to meet the needs of key demographic audiences.

• Create new retail events for key demographic audiences.

• Create new image activities that reinforce the Downtown Evanston Brand.

c. **Retain existing Mom and Pop businesses as well as national retailers**

*Possible projects:*

• Use the Project Team “visiting” program as a means to communicate with all existing businesses.

• Downtown Evanston staff should communicate any notable day to day interaction with retail and business owners to the Project Team, and other partners as appropriate.

d. **Help grow viable Mom and Pop businesses as well as national retailers**

*Possible projects:*

• Use the Project Team “visiting” program to identify which independent businesses or national retailers that wish to grow. Work with these businesses to find them appropriate space in downtown.

• Assist Evanston home based businesses if they wish to grow and locate into the downtown as retail or office tenants.

• Alert the City about retailers or office tenants that wish to grow, and assist them to access incentives.

e. **Recruit complementary independent businesses into the downtown**

*Possible projects:*

• Create a Project Team for business recruitment with stakeholders and partners to work on this effort.

• Identify likely business prospects from neighboring communities who wish to expand their businesses and open a new location in Downtown Evanston.

• Work with Northwestern University’s Kellogg School of Business students to provide assistance to new retailers as part of internships or class projects.

• Work with Northwestern University’s Kellogg School of Business students if they wish to open a new retail or other business in the downtown.
f. Use new technology to expand business opportunities especially for retailers and office tenants

**Possible projects:**

- Participate in the Google ultra high speed broad band fiber network contest.
- Explore technology for Location Based Services (LBS) offered by some cell phone networks as a way to send custom advertising and other information to cell-phone subscribers based on their current location.

g. Focus on attracting knowledge based businesses

**Possible projects:**

- Actively participate with the City of Evanston, Evanston Inventre and Northwestern University on joint efforts to attract new or expanding business into available downtown office spaces.

h. Continue to provide information about vacant and available space for rent or sale in the downtown

**Possible projects:**

- Continue to produce the available space brochure in print and on the Downtown Evanston web site.
- Include space available reports in weekly e-newsletter marketing as appropriate.
- Continue to promote space available effort to the local and regional broker community and expand partnerships.
- Work with other partners including Inland that may have a retail incubator program, and make potential tenants aware of this opportunity.
- Host a broker luncheon to feature office, retail and restaurant spaces.

i. Assure that there are affordable retail spaces for emerging businesses in downtown

**Possible projects:**

- Investigate if there is a need to create affordable retail spaces as incubator spaces for new retail businesses.
- If so, then create a Project Team with stakeholders and partners to work on this effort.
- The Project Team should determine if Downtown Evanston needs to purchase a building so that it can create affordable rentals for new start up retail businesses.

j. Consider starting a Shop Local Program to keep dollars in the district

**Possible projects:**

- Determine if there is interest in a “shop local” program and create a Project Team to organize.
Goal 2.
Promote the performing and visual arts in Downtown Evanston

Strategies

a. **Determine if the now vacant Varsity Theater Space is capable of being rehabilitated as a performing arts space**

   *Possible projects:*
   
   • Create a Project Team with stakeholders and partners to work on this effort.
   
   • Raise funds for and conduct a feasibility study of the now shuttered former Varsity theater space. The study should address rehabilitation costs, ownership/management structure and possible users.
   
   • If the Varsity Theater building is a locally designated landmark, work closely with the Evanston Historic District Commission and staff to assure that the character defining features of the building are maintained and restored.
   
   • Identify possible users of the space, especially existing performing arts organizations in Evanston, regional presenting organizations and Northwestern University.

b. **Form an arts coalition for Downtown Evanston**

   *Possible projects:*
   
   • Create a Project Team for this effort. The Project Team should establish a relationship with Piven Theater, Next Theatre, Light Opera Works, Piccolo Theatre, Actors Gymnasium, Evanston Arts Center and Northwestern University faculty and staff. Learn about NU’s marketing and advertising regarding arts, theater and other performing arts on campus.
   
   • Project Team should identify the likely members of the arts coalition and invite people to participate.
c. **Enliven the streets downtown with public art, performers or vendors on a regular basis**

*Possible projects:*
- Create a Project Team with stakeholders and partners to work on this effort.
- Work with partners to create more of a street presence with performers, vendors, public art or by other means.

d. **Explore alternate uses for some of the vacant upper floors in the downtown district**

*Possible projects:*
- Create a Project Team with stakeholders and partners to work on this effort.
- Investigate whether Federal Stimulus funds could be used to create affordable housing for artists in the downtown in these spaces.
Goal 3.
Strengthen relationships between Downtown Evanston, the City of Evanston and Northwestern University for mutual benefit

Strategies

a. Develop relationships with Northwestern University staff, faculty and students to promote mutual interests and possibly shared resources

Possible projects:

- Invite appropriate Northwestern University personnel and/or students to work on Project Teams.
- Recognize that Northwestern University is a talent generator and work closely with the City of Evanston and Northwestern University to retain these young people as local employees and residents.
- Continue to use Northwestern University students as interns.
- Continue to have one or more Northwestern University staff members on the Board of Directors of Downtown Evanston.
- Invite the Northwestern University president and senior leadership to ribbon cuttings, wine tastings and other events in the downtown.
- Work closely with Kellogg School of Business faculty and staff to develop class projects to benefit the downtown on a regular basis.

b. Identify projects with overlapping constituencies that will foster greater communication between Downtown Evanston and Northwestern University

Possible projects:

- Focus on mutual efforts to “green” the downtown and promote sustainability as a major goal in the downtown.
- Form a Project Team to work collaboratively with all partners on this effort.
- Work with all partners to promote the connection between downtown and the Lakefront.
c. Cooperate with Northwestern University to develop new communication tools such as Iphone applications, informational kiosks, and targeted email lists to promote downtown interests

Possible projects:

• Coordinate with the Northwestern University marketing department as they consider these opportunities.

d. Bridge the gap between all students at Evanston Township High School, New Trier and Northwestern University with activities for young adults below the legal drinking age

Possible projects:

• Consider if a bowling alley might be an appropriate business to attract into the downtown.
Goal 4.
Further enhance the public realm of Downtown Evanston

Strategies

a. Create new physical design elements in the downtown including way finding, public art, additional plantings, and informational kiosks

   Possible projects:
   • Create a Project Team to coordinate this effort with representation from various stakeholders and partner organizations.

b. Enhance existing plantings and landscaping

   Possible projects:
   • Work with the downtown residents association to determine what role they wish to play in planting and maintaining flowers and tree pits in the downtown.
   • If downtown residents are interested, create a Project Team with stakeholders and partners to work on this effort.
   • This Project Team should work closely with Downtown Evanston staff and City of Evanston Staff to coordinate the maintenance contract that Downtown Evanston has with an outside contractor to regularly monitor and water flower beds.

c. A complete way finding system is needed for the Downtown

   Possible projects:
   • Create a Project Team with the City of Evanston, Northwestern University, and other downtown stakeholders to work on this effort.
   • This Project Team should identify funding for the way finding planning effort, and apply for funds as needed.
   • Work with IDOT to determine how to change exit signs on the expressway to show Evanston exits.
• Work with the City of Evanston Department of Public Works to review and revise the welcome signage as you enter the City to direct motorists to the downtown.

• The Project Team should determine if there is a need to create gateways at major entrances to the city and if so, how to fund these.

• The Project Team should identify funding for way finding implementation consultants.

• The Project Team should work with way finding consultants on locations and design for signage to direct motorists coming from highways to downtown and existing parking lots.

• The Project Team should work with way finding consultants on locations and design for signage on Sheridan, Ridge, Sherman and Chicago Avenues to direct motorists to downtown and existing parking lots and garages.

• The Project Team should work with way finding consultants on locations and design for signage for pedestrians once they are in the downtown.

• The Project Team should work with way finding consultants on locations and designs for downtown kiosk system with solar panels for messages and lighting.

• The Project Team should work with way finding consultants on locations and designs for kiosks in all of the 10 train stations in Evanston to direct people to downtown.

d. Create public art projects in the downtown

Possible projects:

• Create a Project Team to research and identify options for other public art projects in the downtown.

• Work with CTA to improve the visual appearance of the viaduct on Davis Street, and consider this location for public art.

• Identify other opportunities to place public art around the downtown.

e. Review existing lighting and create uniform lighting in downtown

Possible projects:

• The Project Team should work with the City of Evanston Public Works Department to conduct a survey of all or parts of the downtown to determine light levels.

• The Project Team should create a list of areas where lighting needs to be improved for public safety and visibility concerns, and works with the City of Evanston to implement.

f. Create a banner program

Possible projects:

• Form a Project Team to inventory banner arms and brackets.

• Meet with business owners to talk about sponsoring banners.

• Develop a seasonal banner program.

g. Market the downtown as a major transportation hub

Possible projects:

• Continue to work with the City, CTA and RTA to market Downtown Evanston to commuters and regional rail passengers.
Goal 5.
Continue to partner with the City of Evanston to enhance downtown policy making, incentives and zoning.

Strategies

a. Assist the City of Evanston to create a “one stop shop” where businesses can come to get all the information they need to open a new business in the downtown

Possible projects:

- Continue to partner with the City of Evanston to support the creation of a “one stop shop” and promote it once it is available.

- Partner with the Small Business Development Center, SCORE, City of Evanston, Evanston Inventure, The Evanston Chamber of Commerce and the Technology Innovation Center, to steer new businesses to the City of Evanston’s “one stop shop.”

- Appropriate staff members in the City of Evanston should participate in business retention visits with Downtown Evanston to district businesses.

- Maintain good communication with various City agencies to solve problems for stakeholders if they come up during visits.

b. Assist the City to create new incentives and market existing programs

Possible projects:

- Continue to actively promote any existing federal, county, state and local incentives available for businesses in Evanston.

- Use market research information to identify specific incentives that would make the most difference for downtown retail and office tenants.

- Assist the City to create new incentives as appropriate, and market them when available.
c. Market the assets of the community to all and foster volunteerism

Possible projects:

• Continue to work with the City to support marketing of Evanston as an excellent place to shop, live, work or go to school.

• Meet with Northwestern University marketing staff to share ideas and mutual support.

• Continue to use the Downtown Evanston web site and e-newsletter to communicate with the public.

• Create a volunteer data base and volunteer job descriptions as a means to recruit and place volunteers on Project Teams that meet volunteer interests.
Conclusion

The purpose of Goal Setting is to give voice to the long-term dreams of an organization. Here the Downtown Evanston Board, staff, volunteers, business owners, property owners, Northwestern University officials, residents, City of Evanston staff, the Mayor, and other elected officials have agreed to tangible activities that will make Downtown Evanston great, now and for future generations.

We invite you to volunteer for a Project Team as we take incremental steps to realize these Goals in the next five years. Please contact us for further information.

Contact:
Carolyn Dellutri, CMSM, CTP
Executive Director
Downtown Evanston
820 Davis Avenue Suite 151
Phone: (847) 866-6319
820 Davis St., Suite 151
Evanston, IL 60201
cdellutri@downtownevanston.org

Participants in the Downtown Evanston Goal Setting workshop held on March 5, 2010.
1. Russ Abell, Downtown Evanston Board member, Hilton Orrington/Evanston Hotel
2. Lloyd Allison, Downtown Evanston Board member, Heil & Heil Insurance
3. Kathy Berger, Percolator Films, Realtime film festival
4. Wally Bobkiewicz, Downtown Evanston Board member, City of Evanston, City Manager
5. Rick Braunstein, Downtown Evanston Board Treasurer, Rotary International
6. Bridget Calendo, Northwestern University
7. Lin Clarke, Downtown Residents Association
8. Jeff Coney, Northwestern University
9. Violetta Cullen, Black Diamond Development
10. Carolyn Dellutri, Downtown Evanston Executive Director
11. Maureen Denard, Downtown Evanston Board member, Inland Real Estate, Sherman Plaza
12. Deborah Evans, Celtic Knot Public House
13. Laura Folkl, Downtown Evanston Marketing & Communications Manager
14. Margaret Gergen, North Shore Retirement Hotel
15. Sandeep Ghaey, Vnic Wine
16. Rob Gilbert, Downtown Evanston Board Secretary, Arthur Hill & Co., LLC
17. Hank Goldman, Downtown Evanston Board member and Downtown Residents Association
18. Steve Haggerty, Hagerty Consulting
19. Chuck Happ, Technology Innovation Center
20. Tom Hofmaier, Design Evanston
21. Cindy Josephs, Resident
22. Mary Johns, City of Evanston, Evanston Public Library
23. Richard Katz, Resident
24. Sherry Kelly, Downtown Evanston Marketing & Communication Assistant
25. Dan Kelch, Downtown Evanston Board Chairman, Lulu’s Restaurant
26. Barbara Klein, Downtown Evanston Board member, Hilton Garden Inn
27. Ron Kysiak, Evanston Inventure
28. Dennis Marino, City of Evanston, Planning Division Manager
29. John Myefski, Myefski Architects
30. Maggie Noonan, Winestyles
31. Susan Orum, Downtown Resident
32. Jonathan Perman, Downtown Evanston Board member, Evanston Chamber of Commerce
33. Kim Perutz, Resident
34. Lynn Robinson Phillips, Downtown Evanston Board member, Robinson Rentals
35. Steven Rogen, Varsity Theatre
36. Penny Rotheiser, Arts & Business Committee
37. Laura Saviano, Design Evanston
38. Tyler Sapien, The Things We Love
39. Ed Schwartz, Bradford Allen Real Estate
40. Jim Schermerhorn, Schermerhorn and Co.
41. Steven Selberg, Robinson Rentals
42. Marybeth Shroeder, Evanston Community Foundation
43. Carieann Somers, Whole Foods Market
44. James Smith, First Northern Credit Union
45. Gina Speckman, Chicago's North Shore Convention and Visitors Bureau
46. Christine Steel, Downtown Residents Association
47. Elizabeth Tisdahl, Mayor, City of Evanston
48. Lehman Walker, City of Evanston Community and Economic Development Director
49. Jack Weiss, Design Evanston
Credits

This report was written by Donna Ann Harris, principal of Heritage Consulting Inc. This work is the culmination of a half day long Goal Setting workshop held on March 5, 2010 in Downtown Evanston with more than 46 people attending.

Biography
Donna Ann Harris is the principal of Heritage Consulting Inc., a Philadelphia-based consulting firm that works nationwide in three practice areas: downtown and commercial district revitalization, historic preservation and nonprofit organizational development. Prior to starting her firm in 2004, Ms. Harris was state coordinator for the Illinois Main Street program for two years and the manager of the Illinois suburban Main Street program for four years. During her tenure, Ms. Harris served 56 Illinois Main Street communities, led a staff of 12 and managed a budget of over a million dollars. Prior to her Main Street career, Ms. Harris spent 15 years as an executive director of three start-up and two mature preservation organizations, each with its own organizational and fundraising challenges.

Since 2004, Ms. Harris has worked with state and local Main Street programs in 17 states. She has spoken for the last five years at the National Main Street Center annual conference, and at the International Downtown Association annual meeting for the last two years. Ms. Harris has published several feature articles in The National Trust Main Street Center’s monthly journal Main Street News: “Make More Money from Members,” (August, 2008); “Is a BID Feasible for Your Town? Ten Questions to Ponder,” (April 2007) and “A Valiant Effort” and “What You Can Do, Lessons From Illinois Main Street,” (January 2005).

Her book New Solutions for House Museums: Ensuring the Long-Term Preservation of America’s Historic Houses was published in 2007 by AltaMira Press. Ms. Harris earned a Master of Science degree in Historic Preservation from Columbia University in New York City, and a Master of Governmental Administration degree from the University of Pennsylvania in Philadelphia.

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donna@heritageconsultinginc.com
www.heritageconsultinginc.com
VI. REVISED FAÇADE IMPROVEMENT PROGRAM AND GRANT APPLICATION
To: Chairman and Members of the Economic Development Committee

From: Economic Development Division Staff and the Community Development Grants Coordinator

Subject: Proposed Façade Improvement Program

Date: July 15, 2010

Since the June 23rd meeting of the Economic Development Committee, Staff has been engaged in updating and improving the City of Evanston’s Façade Improvement Program. The revised application seeks to collect a greater amount of information from applicants while also promoting a transparent and predictable application process.

The Façade Improvement Program Administration Guidelines and draft application are attached to this memo. In summary, Staff recommends:

- The City of Evanston continues to share the costs of projects up to an approved amount on a 50/50 cost sharing basis.
- Based on the total linear feet of storefront, projects can be approved for $10,000 for first 150 linear feet of storefront improved, for every additional 75 linear feet of storefront; projects are eligible for additional increments of $2,500 of assistance.
- Annual allocation of $150,000 to $200,000 from the Economic Development Fund to support this program. Other funding sources such as tax increment financing and Community Development Block Grants will be considered as funding sources prior to Economic Development funds.
- Three (3) application review periods will include public relations promotion of the program, pre-submission information sessions for applicants, and public approval process.

Staff is in the process of developing a separate Sign Application. This application will be an abbreviated version of the proposed Façade Improvement Application. Based on feedback from the Façade Improvement Program application and the program guidelines Staff will develop a draft application and proposed guidelines for a sign program.

Attachments:
Proposed Façade Improvement Program Administration Guidelines
Draft Application Form
Façade Improvement & Sign Design Guidelines
Proposed Façade Improvement Program Administration Guidelines

Overview:

- **PROGRAM PURPOSE:** The purpose of this program is to improve the appearance of commercial buildings located throughout the City of Evanston. The program seeks to improve a building’s appearance to address especially deteriorating property conditions and to generate business for Evanston’s commercial areas.

- **GENERAL ADMINISTRATION:** On an annual basis, City of Evanston Community & Economic Development Staff will:
  - Revise and publish façade improvement application. Revisions will include update of deadlines for submission as well as other pertinent program deadlines and dates. Additional revisions to the application and the program will be considered as recommended by City Council.
  - Prepare proposed total dollar amount to be allocated to each Facade Improvement project and total budget for annual program from the Economic Development Fund. Total amount annually allocated for this program will be submitted for approval to the Economic Development Committee.

Façade Improvement Program Administration:

- **Funding Source(s):** Sources of funds include: tax increment financing (TIF) through applicable TIF Districts, Community Development Block Grants, and Economic Development Funds. Staff will prepare recommendations for approval of grant applications and submit to appropriate Committee.

- **Program Funding:**
  - Annual allocation of $150,000 to $200,000 from the Economic Development Fund to support this program. Other funding sources such as Tax Increment Financing (TIF) and Community Development Block Grants (CDBG) will be considered as funding sources prior to Economic Development funds.
  - Projects can be approved for $10,000 for first 150 linear feet of storefront improved, for every additional 75 linear feet of storefront; projects are eligible for additional increments of $2,500 of assistance.

- **Eligible Applicants:**
  - Property owners of commercial buildings within Evanston and tenants of ground floor commercial buildings.

- **Ineligible Applicants:**
  - National franchises/for profit corporations with more than ten locations outside of Evanston, unless the organization is headquartered in Evanston;
  - Buildings that are not current with property taxes;
  - Buildings in excess of a 80,000 square foot footprint;
  - Government offices and agencies (non-governmental tenants are eligible);
  - New construction, less than 5 years old; and
- Property that has received façade improvement funds within the past ten years (unless change of use is significant enough to warrant change in façade).

- **Pre-application submission information sessions.** Information sessions should be held approximately six weeks prior to the submission deadline of the façade improvement application. The application sessions will be promoted on the City of Evanston’s website as well as other media outlets and through business districts. The meetings will include:
  - Comprehensive review of the entire application, program requirements, approval and rebate process;
  - Opportunity to ask questions;
  - Economic Development Staff will provide an overview of program. Additional staff will attend as necessary. Staff from the Buildings Division will also be on hand to answer any permitting questions.

- **Staff Application Review Process:** Following the pre-applicant submission information sessions, Staff will complete the following:
  - Identify appropriate funding sources for each project following submission of project;
  - Evaluate each project submitted to determine application is complete. Incomplete applications received prior to the application deadline will be returned to applicant advising to resubmit a completed application;
  - Staff will prepare recommendations of approval of funds.

- **Public Approval Process:** Depending on the source of funds, Staff will submit recommendations to the following Committees:
  - Economic Development Funds: Economic Development Committee
  - Tax Increment Financing Funds: Economic Development Committee
  - Community Development Block Grant Funds: Housing & Community Development Act Committee

- **Evaluation Criteria:** Staff will evaluate applications on the following criteria:
  - Total project budget;
  - Location within an established business district along a major street or near a transit station;
  - Use of Energy efficiency measures (installation of energy saving windows, doors, etc.);
  - Returning unproductive uses to productive uses and/or creation of new rentable space in a building;
  - Total linear feet of storefront to be improved.

- **Application Requirements:** See application form
• **Historic Landmark:** If property is a historic landmark, property improvements may have to be reviewed by the Preservation Committee – Staff will review to determine appropriate action.

• **Sustainability Requirements:** [Pending information from Sustainability Coordinator]

• **Terms & Conditions:** Following approval by City Council, approved applicants, will be asked to sign a list of conditions and guarantees for the work:
  o Conditions will include information/requirements to follow all City of Evanston building compliance and permitting processes.
  o Work must be completed within 90 days of approval date (extensions will be considered on a case-by-case basis);
  o Rebate amount will be based on final project costs. Approved applicants must submit documentation indicating total cost of project including paid invoices, canceled checks or other proof of payment. Documentation must be submitted within 45 days of project completion.
  o Improvements funded by the grant will be maintained in good order for a period of at least five years.
  o Property taxes must be current, and participants may have no debts in arrears to the City when the Commitment Letter is issued.
  o All completed projects must display a sign (provided by the City) indicating that funds from the City of Evanston was involved in the improvement. Sign will be posted for 24 months after completion of work.
City of Evanston
Façade Improvement
Program
Effective July 2010
Includes: Fact Sheet and Application

2011 Deadlines

[THIS SPACE WILL INCLUDE INFORMATION ABOUT DATES FOR SUBMISSIONS FOR 2011]
A. PURPOSE

The purpose of this program is to improve the appearance of commercial buildings located throughout the City of Evanston. The goal of the program is to improve a building’s appearance to address deteriorating property conditions and to generate business for Evanston’s commercial areas.

B. WHO IS ELIGIBLE?

Commercial tenants and property owners of commercial buildings located within the City of Evanston.

C. WHO IS INELIGIBLE?

The following businesses are ineligible for application to this program:
- The National franchises/for profit corporations with more than ten locations outside of Evanston, unless the organization is headquartered in Evanston;
- Buildings that are not current with property taxes;
- Buildings in excess of a 80,000 square foot footprint;
- Government offices and agencies (non-governmental tenants are eligible);
- New construction, less than 5 years old; and
- Property that has received façade improvement funds within the past ten years (unless change in use is significant enough to warrant change in façade).

D. PROGRAM REBATE & FUNDING SOURCE INFORMATION

The City of Evanston will share the cost of approved work on a 50/50 basis. The first 150 linear feet of storefront can receive assistance not to exceed $10,000. Additional assistance of $2,500 per additional 75 linear feet will be considered on a case-by-case basis. For example, if a building is 220 linear feet, the building is eligible for a rebate of up to $10,000. An additional rebate of $2,500 will be considered since the total frontage of the building exceeds 150 linear feet.

This program is funded through the City of Evanston’s Economic Development Fund, individual tax increment financing (TIF) district funds, and Community Development Block Grants (CDBG). Projects utilizing CDBG must comply with Davis-Bacon Prevailing Wages. Applicants will be informed if they will have to comply with Davis-Bacon Prevailing Wages.

E. HOW OFTEN ARE APPLICATIONS ACCEPTED?

Applications for this program will be accepted three (3) times per calendar year, February, May, and August.

F. WHAT IS THE APPLICATION PROCESS?

Façade Improvement Applications are accepted three times per year. The following steps outline the process for completing, submitting, and seeking approval of your application for funds:

**STEP 1:** Attend a pre-application informational session at the City of Evanston. Session dates are listed on the application cover sheet. At this session, Economic Development Division Staff will review the application and describe the submittal approval process.

**STEP 2:** Submit your application prior to the deadline. Incomplete applications will not be reviewed, so be sure to confirm with Staff that your application is complete.
STEP 3: Economic Development Division Staff will review all applications and identify a potential source of funds for each project and make a recommendation to the appropriate Review Committee. Attendance at the meeting is mandatory. Depending on particular source of funds the project may need final approval from City Council.

STEP 4: Following approval, applicant will be given a confirmation letter and contract that articulates terms and conditions. Once necessary paperwork is complete, project implementation can begin. As with any building project, building permits and site plan approval may be required depending on the type and scope of work.

NOTE: Any work started prior to approval will not be rebated.

G. REQUIRED DOCUMENTS AND MATERIALS

The following are required to be submitted with this application:

- (This) Completed and Signed Application Form
- Photograph of property and other graphic drawings of work as appropriate
- Three (3) estimates for each proposed scope of work

Incomplete applications will not be accepted or reviewed

G. DESIGN GUIDELINES

The use of the City of Evanston Design Guidelines is encouraged. Obtain a copy of the Design Guidelines from the Economic Development office or by visiting the web at www.cityofevaston.org/XXXXX
Façade Improvement
Grant Application
Economic Development Division
Effective July 2010

PROPERTY INFORMATION

Property Address: ____________________________________________________________

Year property was constructed: __________________________ Historic Landmark ☐ NO ☐ YES

APPLICANT INFORMATION

Name: _________________________________________________________________
Address: ______________________________________________________________

(Required if different from business address)

Business Name (if applicable): _____________________________________________
City, State & Zip: ________________________________________________________
Phone: Work: ___________ Home: ___________ Cell/Other: ________________
E-mail: ________________________________________________________________

Applicant is (check one) Tenant ☐ Property Owner ☐

PROPERTY OWNER INFORMATION (Required if applicant is not property owner)

Name(s) or Organization: _________________________________________________
Address: ______________________________________________________________
City, State, Zip: _________________________________________________________
Phone: _______________ Cell/Other: ____________________________
E-Mail: ____________________________

Please circle the primary means of contact.

Is building currently “For Sale?” ☐ NO ☐ YES

“By signing below, I give my permission for the Applicant named above to improve the façade at the business address above. I understand that the Applicant will be the primary contact for information and decisions during the processing of this application, and I may not be contacted directly by the City of Evanston. I understand that I may change the Applicant for this application at any time by contacting the Economic Development Division in writing.”

*Property Owner(s) Signature(s) ____________________________ Date ____________________________

*If owner is unable to sign, please submit a letter indicating understanding of work, signed and dated.
**BUSINESS INFORMATION – GROUND FLOOR ONLY**

<table>
<thead>
<tr>
<th>#1</th>
<th>Business Name/Tenant Names</th>
<th>Lease Expiration Date</th>
<th>Length of store frontage</th>
<th>Part of façade project</th>
</tr>
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<tbody>
<tr>
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<td>__________________________</td>
<td>______________________</td>
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<td></td>
</tr>
</tbody>
</table>

Type of Business(s): ______________________________________________________________
Number of years in business at this location: _______________________________________

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<tr>
<th>#2</th>
<th>Business Name/Tenant Names</th>
<th>Lease Expiration Date</th>
<th>Length of store frontage</th>
<th>Part of façade project</th>
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<td>______________________</td>
<td>________________________</td>
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</tr>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

Type of Business(s): ______________________________________________________________
Number of years in business at this location: _______________________________________

<table>
<thead>
<tr>
<th>#3</th>
<th>Business Name/Tenant Names</th>
<th>Lease Expiration Date</th>
<th>Length of store frontage</th>
<th>Part of façade project</th>
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<td>______________________</td>
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<td>□ NO □ YES</td>
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</tr>
</tbody>
</table>

Type of Business(s): ______________________________________________________________
Number of years in business at this location: _______________________________________

**NOTE:** *If more than three (3) businesses are included in project, please submit a typed attachment with above information.*
SCOPE OF WORK

What type of improvements are you planning to make? Check all that apply:

☐ doors  ☐ windows  ☐ lighting  ☐ other _____________________________

☐ painting  ☐ tuck pointing  ☐ * I am also submitting a sign application.

*Request for signage reimbursement requires a different application; please contact the Economic Development Division for additional information.

Summarize your proposed project:

_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________

Please describe sustainability measures employed in this project:

_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________

SUMMARY OF ESTIMATES OF WORK

INSTRUCTIONS: On the following page, please provide a summary of all estimates of work obtained for your proposed work in the tables provided below. Categorize each type of work for your project under “Work A”, “Work B” or “Work C”. For example if your project included tuckpointing and painting -- all tuckpointing estimates would fall under “Work A” while all painting estimates would fall under “Work B”. See sample completed table below.

Note: Evanston based businesses should be utilized for work where possible. If an Evanston based business will not be used for work, attach a written statement explaining why a business outside of Evanston must be utilized.

WORK A: Type of Improvement: Tuckpointing street facing facades

<table>
<thead>
<tr>
<th>Estimates</th>
<th>Name of Contractor</th>
<th>Location of Contractor</th>
<th>Total Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Better Tuckpointing</td>
<td>Small City, Illinois</td>
<td>$10,500.00</td>
</tr>
<tr>
<td>#2</td>
<td>Tuckpointing Today</td>
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Note: Italics indicate portion to be completed by applicant.
### WORK A: Type of Improvement: ______________________________________________

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<tr>
<th>Estimates</th>
<th>Name of Contractor</th>
<th>Location of Contractor (City, State)</th>
<th>Total Estimated Cost</th>
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### WORK B: Type of Improvement: ______________________________________________

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### WORK C: Type of Improvement: ______________________________________________

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**Instructions:** Provide totals from above tables in the space provided below:

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<tr>
<th>TOTAL AVERAGE</th>
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<tbody>
<tr>
<td>Average estimate for <strong>WORK A</strong></td>
<td>Highest estimate for <strong>Work A</strong></td>
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<td>+ Average estimate for <strong>WORK B</strong></td>
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**NOTE:** If additional estimates are required, include typed attachments with this application.

**APPLICANT SIGNATURE**

“I certify that all of the above information and all statements, information and exhibits that I am submitting in conjunction with this application are true and accurate to the best of my knowledge.”

Signature – **REQUIRED** ___________________________ Date ___________________________
INTRODUCTION

The design guidelines for a commercial area pertain to the storefront itself. A storefront includes all building sides with street frontages, porches and any entrance areas leading to the door. It also includes display windows and their components such as: sidelights, transoms, display platform devices, along with lighting and signage designed to be viewed from the public right-of-way.

The City of Evanston pays particular attention to proper maintenance, color selection, restoration (where appropriate), building materials, appropriate signage, necessary upgrades, construction details and how the massing of the improved property will complement neighboring structures. The creation of “new looking” storefronts and disguising the original building is not encouraged.

These design guidelines have their origins in the Zoning Ordinance, Preservation Ordinance, Comprehensive General Plan, Evanston Design Guidelines, building or sign code—they are not arbitrary rules, but were designed with the aesthetic good of the overall community in mind. The City of Evanston is available to work with applicants to accommodate projects in as flexible a manner as possible.

These guidelines are not meant to be specific design solutions, but principles and techniques to consider while arriving at a decision. Each building must be considered on its own unique characteristics.

SIGNS

- All signs, awnings, and canopies shall comply with City of Evanston Ordinance 10-0-87: “Sign Regulations of the City.”

- Whenever possible, the City encourages the use of sign design plans. Signs should be limited to those identifying the use of the commercial space inside. Advertising by material or product manufacturers and suppliers other than the primary use of the property is not permitted without prior approval by the City. All lighting elements such as wires, conduits, junction boxes, transformers, ballasts, switches, and panel boxes should be concealed from view as much as possible.

- Painted signs on building surfaces with framed backings or use of separate cutout letters shall be permitted in accordance with the above limits for flat signs. However, signs painted on exterior walls or on fences are expressly prohibited unless approved by staff.

- Roof top signs on or above the parapet of a building, billboards, or outdoor advertising signs painted or mounted on structures other than billboards are not permitted.

- Painted or sewn signs, designating only business name or address on awnings or free standing canopies are permitted. A new marquee with a sign or a sign that is part of an original marquee may be permitted if in keeping with the building type or use, with prior approval of the Community & Economic Development Department.

- Wall mounted projecting box type signs are not permitted.

AWNINGS

- All signs, awnings, and canopies shall comply with City of Evanston Ordinance 10-0-87: “Sign Regulations of the City.”
If compatible and harmonious with the scale and character of the structure and adjoining structures, soft, flameproof awnings are permitted over the first floor and on upper floors above windows only.

The lowest portion of the projecting frame of an awning shall be not less than **seven feet six inches** and lowest portion of the descending skirt shall be not less than **six feet eight inches** above the level of the sidewalk or public thoroughfare. Awnings shall not project more than **thirty-six inches** out from the building upon which they are attached.

Rigid or fixed awnings or canopies are not permitted unless an integral part of the structure are compatible and harmonious with the scale and character of the structure and adjacent structures and should pose no visual impedance to adjacent buildings. New rigid or fixed awnings may be added to existing structures subject to the restrictions outlined above and with prior approval of the Community & Economic Development Department.

**WINDOWS**

- All display windows, including entrances, signs, lighting, sun protection, porches, security grilles, etc., should be compatible and harmonious with the scale and character of the structure. All storefront elements should be located within their original opening height, unless approved by the Community & Economic Development Department.

- Display windows should not be painted for permanent advertising purposes but may be painted for authorized identification of place of business as authorized by the Community & Economic Development Department in accordance with the section “Signs”.

- Existing display windows with trim, mullions or muntins not consistent with or compatible with overall façade design, should be replaced with appropriate fixtures and painted accordingly.

- Glass in show windows should be transparent; clear, bronze or gray tined. Translucent opaque, reflective or colored glass, other than gray or bronze tinted, will be permitted only with prior approval by the Community & Economic Development Department.

- Solid or permanently closed or covered storefronts are not permitted, unless receiving prior approval from the Community & Economic Development Department; consideration will only be given to projects where such an improvement is treated as an integral part of the building façade using wall materials and window detailing compatible with upper floors or other building surfaces. Generally, this will only be considered in cases of interior layouts that are obsolescent/incompatible with business; staff will work first with building owners and tenants to seek less permanent alternatives.

- All damaged, sagging or otherwise deteriorated storefronts, display windows or entrances should be repaired or replaced.

- All windows must be tight fitting and have sashes of proper size and design to be compatible and harmonious with the scale and character of the structure. Sashes with rotten wood and/or deteriorated metal, broken joints or loose mullions or muntins should be repaired or replaced with appropriate materials. All broken and missing glass should be replaced with new glass or approved glazing material.

- Window openings in upper floors of the front of the building should not be boarded up, filled, nor panes painted.

- If ceilings, partitions or other interior elements terminate inside the window area, and are visible through the window from the exterior, they should be stopped short of the glass and the exterior edge or face should be treated in a manner so as not to be obvious from the exterior.
• Burglar gates should be removed from all glass areas and replaced with less obvious security devices such as strength transparent coverings.

**EXTERIOR WALLS**

• Brick and stone with smooth, glazed, or ornamental surfaces should not be sandblasted, since these materials have porous surfaces. Such materials can be permanently damaged by the abrasion of sandblasting, and should be cleaned with acid washes, high pressure water, or steam.

  Masonry surfaces should be properly tuckpointed to avoid moisture seepage and excessive wear on the masonry. New mortar should be compatible with color/texture of original material.

• Unpainted masonry walls may be painted where necessary to conceal mixed material or patched wall coverings. Other unpainted masonry walls may be painted only with the approval of the Community & Economic Development Department. Existing painted masonry walls should have loose material removed and painted a single color except for trim which may be another color. Samples of all proposed colors should be submitted for approval to the Planning Division with proposed improvement plans. Patched walls shall match the existing adjacent surfaces as to material, texture, color, bond andjointing.

• In most cases, applied facing material not original to the building should be removed to reveal the original exterior material which can be cleaned and repaired as required.

• If a building side is exposed to view from a public right-of-way, the face of the building so exposed should be improved in a manner consistent with these architectural guidelines as necessary to avoid detracting from the area’s appearance.

• Existing miscellaneous elements on the building fronts, such as empty electrical conduits, unused sign brackets, etc., should be removed and the building surface repaired or rebuilt as required to match adjacent surfaces.

• Sheet metal gutters, downspouts and copings should be repaired and replaced as necessary and shall be neatly located and securely installed. Gutters and downspouts that require painting should be painted to harmonize with other building front elements.

• Exterior lighting of building façade should be accomplished with projecting or concealed fixtures at the roof line or above signs. Such fixtures should be inconspicuous and harmonious with the building's design. Flashing, moving, or portable signs other than barber poles should not be used.

**STRUCTURAL/DECORATIVE**

• All structural and decorative elements of building fronts and sides visible from the street shall be repaired or replaced to match as closely as possible with the original building materials and construction of that building. Rotten, deteriorated or weakened portions should be removed, repaired and replaced to match as closely as possible to the original.

• Chimneys, elevator penthouses, mansard roofs or any other auxiliary feature that is a contributing part of the façade should be repaired and improved in a manner consistent with the character of the building.

**EXTERIOR BUILDING ELEMENTS**

• Window air conditioning units should not be installed in front or side wall, windows, when possible. When visible from the street, units should be painted or otherwise made as unobtrusive as possible, should not project more than six (6) inches, and should not unnecessarily detract from the building character and appearance. In all cases, prior approval should be secured from the Community & Economic Development Department.
Grilles, louvers, vents, and other mechanical and electrical items including utility service locations may be installed in or on exterior walls, where unavoidable and necessary for the function of the building, subject to prior approval from the Community & Economic Development Department. Such items should be treated so as to be as unobtrusive as possible and so they do not detract from the building’s character and appearance.

Any mechanical equipment placed on a roof should be located so as to be hidden from view from the street, and to be as inconspicuous as possible from other viewpoints. Equipment should be screened with suitable elements of a permanent nature or finished so as to harmonize with the rest of the building. Where such screening is unfeasible, equipment should be treated in such a manner as to minimize its visibility.

**OTHER FACTORS TO CONSIDER**

Each project is very different and needs to be reviewed on an individual basis; however, according to the Community & Economic Development the following items should be considered with most storefront renovation projects:

**I. Hazardous glazing locations should be confirmed.** Safety Glazing may either be tempered or laminated. There are specific locations that are identified in the *BOCA Building Code*, but the most common would be:

1.) glazing in fixed panels having a glazed area in excess of nine (9) square feet with the lowest edge less than eighteen (18) inches above the finished floor or waling surface with thirty-six (36) inches or

2.) glazing in or adjacent to a door.

**II. The Illinois Accessibility Code requires compliance whenever a doorway is altered.** The new doorway must comply with the current standard. The Code requires only a half (½) inch maximum difference between the outside (sidewalk) or inside, and threshold condition. This is very critical to many existing building that have more extreme changes in elevation. The City of Evanston **DOES NOT** and **CANNOT** waive this requirement. Any request for variance from this requirement must be made through the State of Illinois. The Capital Development Board is responsible for that aspect of enforcement, and may be reached at (217) 782-8529.

**III. Any signage, awnings or canopies require a separate permit application** and must comply with the requirements of the City of Evanston Sign Ordinance. A copy of the ordinance may be obtained from the City Clerk on the first floor of the Lorraine H. Morton Civic Center at 2100 Ridge Avenue.

These Design Guidelines are to serve as a guide for working with Evanston’s commercial buildings, many of which are visually appealing and often architecturally interesting. However, adhering to design guidelines does not ensure that a building renovation project meets all applicable sign, building, zoning, historic preservation and other codes. Prior to finalizing plans, you should consult with the Community & Economic Development Department’s Building and Inspection Services Division at 847.866.2929.
VII. BUSINESS ATTRACTION PLAN FOR ECONOMIC REVITALIZATION RFP
Memorandum

To: Chair & Members Economic Development Committee

From: Economic Development Division Staff

Subject: RFP # 10-105 - Business Attraction Plan for Economic Revitalization

Date: July 20, 2010

This March, the City of Evanston solicited proposals for a Business Attraction Plan for Economic Revitalization. The utilization of a consultant for this work is consistent with the City Council-approved Economic Development Vision Statement. Additionally, it also extends the resources of the Economic Development Division to address long-term economic development issues, while allowing Staff to focus on addressing current economic development conditions and challenges.

The City received three (3) submissions. These included: AECOM Economics, Inc.; Ticknor & Associates and Teska Associates, Inc.; The Community Land Use + Economics Group, LLC. Staff reviewed the applications based on a 100 point system that awarded points on the following criteria:

- **Approach** -- The approach by which the vendor proposes to carry out each of the tasks in the project. The degree to which the proposal evidences innovation, creativity and awareness of business and community development issues in the City of Evanston (25 Total Points).
- **Qualifications and Experience** -- Background and experience of the professional members of your team who would be key and primary personnel in conducting the work (25 Total Points).
- **Experience & References** -- Evidence of past projects involving similar challenges, and references with whom we might speak (25 Total Points).
- **Business Diversity** -- Capability and willingness to meet goals for the City's commitment to minority-, women-, and Evanston-owned businesses (10 Total Points).
- **Cost** -- The cost provided must be a total cost and not an estimate. Estimates cannot be considered. A bid price should be considered a best and final offer, unless specified otherwise (10 Total Points).
- **Completeness of the Proposal** -- Evidence that the RFP’s requirements are addressed in a complete and understandable fashion (5 Total Points).
Based on this review, each firm was awarded a portion or all of the points in each evaluation area. Evaluations were conducted by individual Staff members and then compiled to determine an average score for each applicant. Based on this method, the average for each of the applicants was:

- AECOM Economics, Inc. – 77.7 points;
- Ticknor & Associates and Teska Associates, Inc. – 94.3 points; and
- The Community Land Use + Economics Group, LLC – 74.7 points.

The total project cost estimates from each of the applicants were:

- AECOM Economics, Inc. – $51,000;
- Ticknor & Associates and Teska Associates, Inc. – $55,865; and

In May, Staff interviewed two of the submissions. It was determined to consider only applicants with locations in this region; therefore The Community Land Use + Economics Group, LLC was not interviewed since they are based in Arlington, Virginia.

Based on the proposals, interviews, and project cost estimates, Staff recommends engaging the team of Ticknor & Associates and Teska Associates, Inc. to complete the Business Attraction Plan for Economic Revitalization.

The team of Ticknor & Associates and Teska Associates, Inc. demonstrated that they understand the opportunities and challenges facing Evanston and are prepared to develop a report that reflects the unique characteristics of this community. They also stressed the development of a report that can be implemented and be useful to future economic development efforts. They also indicated they would work with Staff and other stakeholders to develop a final scope for the project. In both the narrative of the proposal and during the interview the team wanted to develop a final scope of services and ultimate price that would best reflect the City’s needs.

Attachments:
RFP # 10-105 - Business Attraction Plan for Economic Revitalization
REQUEST FOR PROPOSAL

NUMBER: 10-105

for

City of Evanston Business Attraction Plan for Economic Revitalization

PROPOSAL DEADLINE: 2:00 P.M., Thursday March 18, 2010,
Room 4200, Lorraine H. Morton Civic Center,
2100 Ridge Avenue, Evanston, Illinois

SEALED PROPOSALS TO BE RETURNED TO:

CITY OF EVANSTON
PURCHASING DIVISION
ROOM 4200, LORRAINE H. MORTON CIVIC CENTER
2100 RIDGE AVENUE
EVANSTON, ILLINOIS  60201
PHONE (847)866-2935
FAX (847)448-8128
CITY OF EVANSTON
NOTICE TO RESPONDENTS

Sealed Proposals will be received by the City Purchasing Manager in Room 4200, Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Evanston, Illinois 60201, until 2:00pm local time on March 18, 2010. Proposals shall cover the following:

City of Evanston Business Attraction Plan for Economic Revitalization
RFP Number 10-105

Work under this Request for Proposals includes analyses of current economic trends and business attraction potential for the City of Evanston, development of a strategy for business attraction and recommendations to implement the strategy. The work also includes report generation, meetings with and presentations to the Economic Development Committee, other economic development organizations and City Council. The above items shall conform to the Request for Proposals (RFP) on file in the Office of the Purchasing Manager. The Request for Proposals will be available in the Office of the Purchasing Manager on February 25, 2010.

The City of Evanston (the City) in accordance with the laws of the State of Illinois, hereby notifies all proposers that it will affirmatively ensure that the contract(s) entered into pursuant to this Notice will be awarded to the successful proposers without discrimination on the ground of race, color, religion, sex, age, sexual orientation, marital status, disability, familial status or national origin. The City of Evanston reserves the right to reject any or all submittals or to accept the submittal(s) deemed most advantageous to the City.

Each respondent shall be required to submit with his/her proposal a disclosure of ownership interest statement form in accordance with the provisions of Ordinance 15-O-78. Failure to submit such information may result in the disqualification of such proposal.

Jewell Jackson
Purchasing and Contracts Manager
I. PROJECT DESCRIPTION

A. Background

Community Profile
The City of Evanston, located on the north side of the greater Chicago metropolitan area, is a community of 76,000. Although the City is primarily residential in nature, it does have a number of commercial areas, including a revitalized Downtown. The southern boundary of the City of Evanston borders the City of Chicago and is twelve miles north of downtown Chicago. Evanston is the first in a succession of eight communities fronting on Lake Michigan, stretching twenty-one miles and collectively known as the "North Shore." The City is home to Northwestern University, and Garrett Theological Seminary. In addition, the City is the home of two major teaching hospitals, St. Francis Hospital and Evanston Hospital, numerous technology companies, many corporations, service institutions, large national retailers, entertainment uses and small entrepreneurial businesses.

Project Background: Economic Development is High Priority
Like most American cities, the City of Evanston is focusing on strengthening its economy due to the economic downturn and the need to revitalize the local economy. Retaining current and attracting new businesses to Evanston is a critical aspect of the City’s new economic development strategy that was adopted by the City Council in December 2009. The City is seeking highly qualified respondents to evaluate and redesign the current business attraction practices. This includes the need to identify opportunities for attracting more businesses by sector and business types based on an analysis of the local economy and the comparative advantages Evanston has for attracting certain types of businesses.

B. Available City of Evanston Information
Interested parties are encouraged to review the City’s Economic Development Strategy, minutes of the Economic Development Committee, the Comprehensive Plan, the Zoning Ordinance and other related public documents.

II. SCOPE OF SERVICES

The task items listed below are a list of desired components and outcomes. A complete proposal should include these task items and any additional items recommended by respondents with an explanation for their inclusion.

- Identify the current market trends and conditions of economic sectors that currently conduct business in the City of Evanston and prioritize these sectors for additional attraction opportunities.
- Identify the current market trends and sectors that currently do not conduct businesses in the City of Evanston and develop an action plan that could actively pursue attracting new market sectors where feasible and desirable.
- Evaluate the opportunities and strengths the City of Evanston has to attract businesses and develop action plans to enhance or augment current practices.
- Evaluate the liabilities and weaknesses the City of Evanston has to attract businesses and develop an action plan to reduce those identified issues.
- Identify potential new services or changes to existing services that the City of Evanston and its partners can do to retain and attract businesses, including financing programs.
- Develop a prioritized list of sectors to target for business attraction and develop specific business targets to be attracted.
• Develop a medium to long range business attraction plan and implementation strategy that synthesizes all elements conducted in other scope items. This attraction plan should include the role of key partners to help attract desired businesses.

III. PROJECT BUDGET
Please provide a detailed project budget in a separate sealed envelope with this proposal. Bid requirements are detailed in Article V of this Request for Proposal.

IV. PROJECT SCHEDULE
A. Please provide a detailed project schedule with your proposal.

V. SUBMITTAL REQUIREMENTS
A. Responses to this RFP should be in one volume. Any firm brochures and/or information pertaining to the qualification of the individuals and/or consultant team may be submitted but must be included in the single volume. A total of six (6) copies of the submittal are required, including one unbound copy.
B. All respondents to the RFP must include the following as part of their respective materials:
   1. Project Approach: All respondents must submit a narrative describing their proposed project approach. How will the project be accomplished? What key elements does your firm or team offer?
   2. Schedule: All respondents must submit a narrative describing their willingness to provide services within the identified schedule.
   3. Consultant Staff: All respondents shall clearly identify the professional staff person(s) who would lead and participate in this project. The proposal should indicate the abilities, qualifications and experience of all persons who would be assigned to provide the required services.
   4. Qualifications and Experience: All respondents shall describe a minimum of three (3) other contracts under which services similar in scope, size or discipline to the required services were performed within the past five years. In addition consultants must provide references, including name, address and telephone number of a contact person for each project identified above.
   5. Disclosure of Ownership Interests: All respondents shall complete Attachment C - City of Evanston Disclosure of Ownership Interests Form.
   6. Consultant Fees: All respondents shall provide the following information in a separate, sealed envelope:
      a. Attachment D - Fee Proposal: respondents shall complete this form as required to detail their proposed fee.
      b. Hourly Rate Chart: respondents shall provide hourly rates for all staff levels (including sub-consultants) that will participate on the project. Rates must include all overhead and mark-up.
   7. Contract: All respondents must review Attachment B – Professional Consultant Services Agreement. Respondents must include any exceptions to this agreement in a separate itemized list.
   8. M/W/EBE Requirements: The City has a 25% Minority-Owned, Women-Owned, and Evanston-based business (M/W/EBEs) participation goal for all of its
contracts. As part of its proposal, each respondent must complete Attachment E – M/W/EBE Schedules and Forms. Any questions regarding M/W/EBE compliance should be directed to Lloyd Shepard, M/W/EBE Coordinator at 847-448-8078, or Jewell Jackson, Purchasing Manager, at 847-866-2935.

Failure to include any of the materials described in items 1 through 8 listed above may be considered cause for rejection of the proposal.

All costs incurred in the preparation and submission of the Request for Proposal shall be borne by the respondent. The City of Evanston shall be under no obligation to return any responses or materials submitted by a respondent as a result of this Request for Proposal.

VI. SELECTION PROCESS

A. The City will select respondent(s) on the basis of their responsiveness to the Request for Proposal submittal requirements. The City reserves the right to reject any or all proposals, and to request written clarification of proposals and supporting materials.

B. Responses may be rejected if the individual and/or consulting team fails to perform any of the following:
   1. To adhere to one or more of the provisions established in this Request for Proposal.
   2. To demonstrate competence, experience, and ability to provide the services described in this Request for Proposal.
   3. To submit a response on or before the deadline and complete all required forms.
   4. To fulfill a request for an oral presentation.
   5. To respond to a written request for clarification or additional information.

C. Discussions/interviews may be conducted with responsible entities that have submitted proposals in order to clarify certain elements. All proposals shall be afforded fair and equal treatment with respect to any opportunity for discussion and revision. Any such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers at the discretion of the City. In conducting discussion, there shall be no disclosure of information derived from proposals submitted by competing respondents. The selection shall be made by a respondent review team and will be recommended to the City Council for final approval.

D. The individual and/or consulting team(s) to be recommended to the City Council will be one whose proposal is determined to be the most advantageous to the City, in consideration of price and the evaluation factors set forth in this Request for Proposal. No other factors or criteria shall be used in the evaluation.

E. The City of Evanston reserves the right to negotiate with more than one potential respondent after the submission of all proposals. The City of Evanston reserves the right to select respondents based on initial proposals received without discussing such proposals among the vendors. The City of Evanston reserves the right to accept any submittal, or any part or parts thereof, or to reject any, some or all submittals. The City of Evanston reserves the right not to fund any of the respondents to this Request for Proposal.

VII. EVALUATION CRITERIA

A. The proposals will be reviewed and evaluated in accordance with the criteria established within this section. This approach allows the City to evaluate vendors on the basis of their competence, expertise, cost of goods and services, ability to complete the work within the required time, and past record in performing similar work. The following factors will be evaluated for each Consultant that submits a proposal:
   1. Qualifications and Expertise: Qualifications and experience of consultants/personnel assigned to contract, number of similar projects completed under which services similar in scope, size or discipline to the required services were performed or undertaken, and the manner in which they were completed.
2. Project Understanding: Consultant's narrative understanding of project goals and requirements.
3. Costs for Services: Proposed fees as outlined in the projects' fee proposal.
5. Schedule: ability of the consultant to meet or exceed the stated schedule requirements.
6. Proposed involvement of M/W/EBEs: proposed utilization of M/W/EBEs in completing a portion of the services required.

VIII. CONFIDENTIALITY

A. Responses to this RFP become the exclusive property of the City of Evanston. All documents submitted in response to this RFP may be regarded as public records and may be subject to disclosure. Protection from disclosure generally applies to those elements in each submittal which are marked as "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY". During the course of the submittal evaluation process or the course of the project, the Purchasing Agent will accept materials clearly and prominently labeled "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY" by the respondent or other submitting party. The Purchasing Agent will not advise as to the nature of the content of the documents entitled to protection to disclosure, or as to the definition of trade secret, confidential, or proprietary information. The respondent or other submitting party will be solely responsible for all such determinations made by it, and for clearly and prominently marking each and every page or sheet of materials with "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY" as it determines to be appropriate. Respondents which indiscriminately so identify all or most of their submittal as protected from disclosure without justification may be deemed non-responsive.

B. The Purchasing Agent will endeavor to advise the Respondent of any request for the disclosure of the material so marked with "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY", and give the proposer or other submitting party the opportunity to seek a court order to protect such materials from disclosure. If the requested material was submitted by a party other than the proposer, the proposer shall be solely responsible for notifying the submitting party of the request. The City's sole responsibility is to notify the proposer of the request for disclosure, and the City shall not be liable for any damages resulting out of such disclosure, whether such disclosure is deemed required by law, by an order of court or administrative agency, or occurs through inadvertence, mistake, negligence on the part of the City or its officers, employees, consultants, or subconsultants.

IX. CONTACT INFORMATION

A. Please contact Jewell Jackson, Purchasing and Contracts Manager at 847-866-2935 if there are any procedural or purchasing questions.
ATTACHMENT B

DISCLOSURE OF OWNERSHIP INTERESTS

City of Evanston Ordinance 15-0-78 requires all persons (APPLICANT) seeking to do business with the City to provide the following information with their proposal. Every question must be answered. If the question is not applicable, answer with "NA".

APPLICANT NAME: ______________________________________
APPLICANT ADDRESS: ____________________________
TELEPHONE NUMBER: ____________________________
FAX NUMBER: ____________________________

APPLICANT is (Check One) 1. Corporation ( ) 2. Partnership ( ) 3. Sole Owner ( )
4. Association ( ) 5. Other ( )

Please answer the following questions on a separate attached sheet if necessary.

SECTION I - CORPORATION

1a. Names and addresses of all Officers and Directors of Corporation.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

1b. (Answer only if corporation has 33 or more shareholders.) Names and addresses of all those shareholders owning shares equal to or in excess of 3% of the proportionate ownership interest and the percentage of shareholder interest. (Note: Corporations which submit S.E.C. form 10K may substitute that statement for the material required herein.)

________________________________________________________________________
________________________________________________________________________

1c. (Answer only if corporation has fewer than 33 shareholders.) Names and addresses of all shareholders and percentage of interest of each herein. (Note: Corporations which submit S.E.C. form 10K may substitute that statement for the material requested herein.)

________________________________________________________________________
________________________________________________________________________
SECTION 2 - PARTNERSHIP/ASSOCIATION/JOINT VENTURE

2a. The name, address, and percentage of interest of each partner whose interests therein, whether limited or general, is equal to or in excess of 3%.

_____________________________________ ___________________________________
_____________________________________ ___________________________________
_____________________________________ ___________________________________

2b. Associations: The name and address of all officers, directors, and other members with 3% or greater interest.

_____________________________________ ___________________________________
_____________________________________ ___________________________________
_____________________________________ ___________________________________

SECTION 3 - TRUSTS

3a. Trust number and institution.

________________________________________________________________________

3b. Name and address of trustee or estate administrator.

________________________________________________________________________
________________________________________________________________________

3c. Trust or estate beneficiaries: Name, address, and percentage of interest in total entity.

________________________________________________________________________
________________________________________________________________________

SECTION 4 - ALL APPLICANTS - ADDITIONAL DISCLOSURE

4a. Specify which, if any, interests disclosed in Section 1, 2, or 3 are being held by an agent or nominee, and give the name and address of principal.

________________________________________________________________________
________________________________________________________________________
4b. If any interest named in Section 1, 2, or 3 is being held by a "holding" corporation or other "holding" entity not an individual, state the names and addresses of all parties holding more than a 3% interest in that "holding" corporation or entity as required in 1(a), 1(b), 1(c), 2(a), and 2(b).

_____________________________________ ___________________________________
_____________________________________ ___________________________________
_____________________________________ ___________________________________

4c. If "constructive control" of any interest named in Sections 1, 2, 3, or 4 is held by another party, give name and address of party with constructive control. ("Constructive control" refers to control established through voting trusts, proxies, or special terms of venture of partnership agreements.)

_____________________________________ ___________________________________
_____________________________________ ___________________________________
_____________________________________ ___________________________________

I have not withheld disclosure of any interest known to me. Information provided is accurate and current.

_____________________________________  ______________________________
Date                                   Signature of Person Preparing Statement

_____________________________________  ______________________________
Title

ATTEST:  ______________________________
Notary Public
(Seal)
This Agreement is for the provision of all Services necessary to the City of Evanston, made this ______________, 2010, by and between the City of Evanston, located at 2100 Ridge Avenue, Evanston, Illinois, 60201 (“City”) and ______________ (“Consultant”).

In consideration of the mutual covenants herein contained, Consultant agrees to perform the Services hereinafter described, and City agrees to pay the amounts hereinafter described, all on the terms and conditions hereinafter set forth.

I. COMMENCEMENT DATE

Consultant shall commence the Services on the date provided in Addendum A. If Addendum A does not provide any specific commencement date, Consultant shall commence the Services no later than three (3) DAYS AFTER City executes and delivers this Agreement to Consultant.

II. COMPLETION DATE

Consultant shall complete the Services by the date set forth on Addendum A. If Addendum A does not provide any specific completion date, Consultant shall perform the Services diligently and continuously with an adequate number of qualified employees to ensure completion as soon as reasonably possible.

III. PAYMENTS

City shall pay Consultant those fees set forth on Addendum A. Payment shall be made upon the completion of each task for a project, as set forth in City’s Request for Proposal No. # (Exhibit A). Any expenses in addition to those set forth on Addendum A must be specifically approved by the City in writing in advance.

IV. DESCRIPTION OF SERVICES

Consultant shall perform the services (the “Services”) set forth in Addendum A. Services are those as defined in the City’s Request for Proposal No. # (Exhibit A), and Consultant’s Proposal (Exhibit B).
V. GENERAL PROVISIONS

A. Services. Consultant shall perform the Services described in Addendum A in a professional and workmanlike manner. All Services performed and documentation (regardless of format) provided by Consultant shall be in accordance with the highest professional standard, free from errors or omissions, ambiguities, coordination problems, and other defects in the documentation. Consultant shall take into account any and all applicable plans and/or specifications furnished by City or by others at City’s direction or request, to Consultant during the term of this Agreement. All materials, buildings, structures, or equipment designed or selected by Consultant shall be workable and fit for the intended use thereof, and will comply with all applicable governmental requirements. Consultant shall cause its employees to observe the working hours, rules, security regulations and holiday schedules of City while working at the Property and to perform their respective duties in a manner which does not unreasonably interfere with City’s business and operations, or the business and operations of the tenants and occupants of the Property. Consultant shall take all necessary precautions to assure the safety of its employees who are engaged in the performance of the Services, all equipment and supplies used in connection therewith, and all property of City or other parties that may be affected in connection therewith. If so requested by City, Consultant shall promptly replace any employee or agent performing the Services if, in the opinion of the City, such performance is unsatisfactory.

B. Representation and Warranties. Consultant represents and warrants that: (1) Consultant possesses and will keep in force all required licenses to perform the Services, (2) the employees of Consultant performing the Services are fully qualified, licensed as required, and skilled to perform the services, and (3) Consultant and its employees performing the Services have had substantial experience performing comparable services for other parties during the past five (5) consecutive years.

C. Termination. City may, at any time, with or without cause, terminate this Agreement upon seven (7) days written notice to Consultant. If the City terminates this agreement, the City will make payment to Consultant for services performed prior to termination.

D. Independent Contractor. (1) Consultant’s status shall be that of an independent contractor and not that of a servant, agent, or employee of City. Consultant shall not hold Consultant out, nor claim to be acting, as a servant, agent or employee of City. Consultant is not authorized to, and shall not, make or undertake any agreement, understanding, waiver or representation on behalf of City. (2) Consultant shall at its own expense comply with all applicable workmen’s compensation, unemployment insurance, employer’s liability, tax withholding, minimum wage and hour, and other federal, state, county and municipal laws, ordinances, rules, regulations and orders. Consultant agrees to abide by the Occupational Safety & Health Act of 1970 (OSHA), and as the same may be amended
E. Conflict of Interest. Consultant represents and warrants that no prior or present services provided by Consultant to third parties conflict with the interests of City in respect to the Services being provided hereunder except as shall have been expressly disclosed in writing by Consultant to City and consented to in writing to City.

F. Ownership of Documents and Other Materials. All originals, duplicates and negatives of all plans, drawings, reports, photographs, charts, programs, models, specimens, specifications, and other documents or materials required to be furnished by Consultant hereunder, including drafts and reproduction copies thereof, shall be and remain the exclusive property of City, and City shall have the unlimited right to publish and use all or any part of the same without payment of any additional royalty, charge, or other compensation to Consultant. Upon the termination of this Agreement, or upon request of City, during any stage of the Services, Consultant shall promptly deliver all such materials to City. Consultant shall not publish, transfer, license or, except in connection with carrying out obligations under this Agreement, use or reuse all or any part of such reports and other documents, including working pagers, without the prior written approval of City, provided, however, that Consultant may retain copies of the same for Consultant’s own general reference.

G. Payment. Invoices for payment shall be submitted by Consultant to City at the address set forth above, together with reasonable supporting documentation, City may require such additional supporting documentation as City reasonably deems necessary or desirable. Payment shall be made in accordance with the Illinois Local Government Prompt Payment Act, after City’s receipt of an invoice and all such supporting documentation.

H. Right to Audit. Consultant shall for a period of three years following performance of the Services, keep and make available for the inspection, examination and audit by City or City’s authorized employees, agents or representatives, at all reasonable time, all records respecting the services and expenses incurred by Consultant, including without limitation, all book, accounts, memoranda, receipts, ledgers, canceled checks, and any other documents indicating, documenting, verifying or substantiating the cost and appropriateness of any and all expenses. If any invoice submitted by Consultant is found to have been overstated, Consultant shall provide City an immediate refund of the overpayment (together with interest at the lesser of 18% or per annum or the highest rate permitted by applicable law), and shall reimburse all of City’s expenses for and in connection with the audit respecting such invoice.

I. Indemnity. Contractor must defend, indemnify, keep and hold harmless the City of Evanston, its officers, representatives, elected and appointed officials, agents and employees from and against any and all Losses, including those related to:

1. injury, death or damage of or to any person or property;
2. any infringement or violation of any property right (including patent, trademark or copyright);
3. failure to pay or perform or cause to be paid or performed Contractors covenants and obligations as and when required under this Contract or otherwise to pay or perform its obligations to any subcontractor;
4. the City’s exercise of its rights and remedies under this Contract; and
5. injuries to or death of any employee of Contractor or any subcontractor under any workers compensation statute.

“Losses” means, individually and collectively, liabilities of every kind, including losses, damages and reasonable costs, payments and expenses (such as, but not limited to, court costs and reasonable attorneys’ fees and disbursements), claims, demands, actions, suits, proceedings, judgments or settlements, any or all of which in any way arise out of or relate to the acts or omissions of Contractor, its employees, agents and subcontractors.

At the City Attorney’s option, Contractor must defend all suits brought upon all such Losses and must pay all costs and expenses incidental to them, but the City has the right, at its option, to participate, at its own cost, in the defense of any suit, without relieving Contractor of any of its obligations under this Contract. Any settlement must be made only with the prior written consent of the City Attorney, if the settlement requires any action on the part of the City.

To the extent permissible by law, Contractor waives any limits to the amount of its obligations to indemnify, defend or contribute to any sums due under any Losses, including any claim by any employee of Contractor that may be subject to the Workers Compensation Act, 820 ILCS 305/1 et seq. or any other related law or judicial decision (such as, Kotecki v. Cyclops Welding Corporation, 146 Ill. 2d 155 (1991)). The City, however, does not waive any limitations it may have on its liability under the Illinois Workers Compensation Act, the Illinois Pension Code or any other statute.

The indemnities in this section survive expiration or termination of this Contract for matters occurring or arising during the term of this Contract or as the result of or during the Contractors performance of Services beyond the term. Contractor acknowledges that the requirements set forth in this section to indemnify, keep and save harmless and defend the City are apart from and not limited by the Contractor’s duties under this Contract, including the insurance requirements set forth in the Contract.

J. Insurance. Consultant shall carry and maintain at its own cost with such companies as are reasonably acceptable to City all necessary liability insurance (which shall include as a minimum the requirements set forth below) during the term of this Agreement, for damages caused or contributed to by Consultant, and insuring Consultant against claims which may arise out of or result from Consultant’s performance or failure to perform the Services hereunder: (1) worker’s compensation in statutory limits and employer’s liability insurance in the amount of at least $500,000, (2) comprehensive general liability coverage, and designating City as additional insured for not less than $3,000,000 combined single limit for bodily injury, death and property
damage, per occurrence, (3) comprehensive automobile liability insurance covering owned non-owned and leased vehicles for not less than $1,000,000 combined single limit for bodily injury, death or property damage, per occurrence, and (4) errors and omissions or professional liability insurance respecting any insurable professional services hereunder in the amount of at least $1,000,000. Consultant shall provide City with certificates of insurance and, if requested by City, certified copies of the policies of insurance evidencing the coverage and amounts set forth in this Section. Consultant’s certificate of insurance shall contain a provision that the coverage afforded under the policy(s) will not be canceled or reduced without thirty (30) days prior written notice (hand delivered or registered mail) to City.

K. Confidentiality. In connection with this Agreement, City may provide Consultant with information to enable Consultant to render the Services hereunder, or Consultant may develop confidential information for City. Consultant agrees (i) to treat, and to obligate Consultant’s employees to treat, as secret and confidential all such information whether or not identified by City as confidential, (ii) not to disclose any such information or make available any reports, recommendations and/or conclusions which Consultant may make for City to any person, firm or corporation or use the same in any manner whatsoever without first obtaining City’s written approval, and (iii) not to disclose to City any information obtained by Consultant on a confidential basis from any third party unless Consultant shall have first received written permission from such third party to disclose such information.

L. Use of City’s Name or Picture of Property. Consultant shall not in the course of performance of this Agreement or thereafter use or permit the use of City’s name nor the name of any affiliate of City, nor any picture of or reference to the Property in any advertising, promotional or other materials prepared by or on behalf of Consultant, nor disclose or transmit the same to any other party.

M. No Assignments or Subcontracts. Consultant shall not assign or subcontract all or any part of its rights or obligations hereunder without City’s express prior written approval, and any attempt to do so shall at City’s option be null and void and of no force or effect whatsoever. Consultant shall not employ, contract with, or use the services of any other architect, interior designer, engineer, consultant, special contractor, or other third party in connection with the performance of the Services without the prior written consent of City.

N. Compliance with Applicable Statutes, Ordinances and Regulations. In performing the Services, Consultant shall comply with all applicable federal, state, county, and municipal statutes, ordinances and regulations, at Consultant’s sole cost and expense, except to the extent expressly provided to the contrary in Addendum A.

O. Liens and Encumbrances. Consultant, for itself, and on behalf of all subcontractors, suppliers, materialmen and others claiming by, through or under Consultant, hereby waives and releases any and all statutory or common law mechanics’ materialmens’ or other such lien claims, or rights to place a lien upon the Property or any improvements thereon in connection with any Services performed under or in connection with this
Agreement. Consultant further agrees, as and to the extent of payment made hereunder, to execute a sworn affidavit respecting the payment and lien releases of all subcontractors, suppliers and materialmen, and a release of lien respecting the Services at such time or times and in such form as may be reasonably requested by City. Consultant shall protect City from all liens for labor performed, material supplied or used by Consultant and/or any other person in connection with the Services undertaken by consultant hereunder, and shall not at any time suffer or permit any lien or attachment or encumbrance to be imposed by any subcontractor, supplier or materialmen, or other person, firm or corporation, upon the Property or any improvements thereon, by reason or any claim or demand against Consultant or otherwise in connection with the Services.

P. Notices. Every notice or other communication to be given by either party to the other with respect to this Agreement, shall be in writing and shall not be effective for any purpose unless the same shall be served personally or by United States certified or registered mail, postage prepaid, addressed if to City as follows: City of Evanston, 2100 Ridge Avenue, Evanston, Illinois 60201, Attention: Purchasing Division and to Consultant at the address first above set forth, or at such other address or addresses as City or Consultant may from time to time designate by notice given as above provided.

Q. Attorney’s Fees. In the event that any action, suit, or other proceeding is instituted to remedy, prevent, or obtain relief from a breach of this Agreement, or arising out of a breach of this Agreement, the prevailing party shall recover from the unsuccessful party as part of the judgment all of such party’s attorneys’ fees incurred in each and every such action, suit, or other proceeding.

R. Waiver. Any failure or delay by City to enforce the provisions of this Agreement shall in no way constitute a waiver by City of any contractual right hereunder, unless such waiver is in writing and signed by City.

S. Severability. In the event that any provision of this Agreement should be held void, or unenforceable, the remaining portions hereof shall remain in full force and effect.

T. Choice of Law. The rights and duties arising under this Agreement shall be governed by the laws of the State of Illinois.

U. Limitation of Liability. No individual of City shall have any personal liability in connection with this agreement. Consultant shall look solely to the assets of City for the satisfaction of any judgment in connection herewith.

V. Time. All time limits provided in this Agreement and any Addenda or Exhibits hereto are of the essence of this Agreement.

W. Survival. Except as expressly provided to the contrary herein, all provisions of this Agreement shall survive all performances hereunder.

VI. INTEGRATION

This Agreement, together with Addendum A, Exhibit A through Exhibit B
constitute the entire agreement between the parties and supersedes all previous written or oral agreements, if any, relative to the subject matter hereof. In the event of any inconsistency between this Agreement, the Addenda, and any Exhibits, this Agreement shall control over the Addenda and Exhibits. In the event of inconsistency among Addenda or Exhibits, the more detailed Addenda or Exhibit shall control. In no event shall any proposal or contract form submitted by Consultant be part of this Agreement unless agreed to a signed by both parties and attached and referred to herein as an Addendum, and in such event, only the portions of such proposal or contract form consistent with this Agreement and other Addenda and Exhibits hereto shall be part hereof.

IN WITNESS WHEREOF, the parties hereto have each approved and executed this Agreement on the day, month and year first above written.

CONSULTANT:

CITY OF EVANSTON
2100 RIDGE AVENUE
EVANSTON, IL 60201

By: ________________________
Its:  ________________________
FEIN Number: _______________
Date:  ______________________
Attest: ____________________
ADDENDUM A

This ADDENDUM A to that certain Consulting Agreement dated __________, 2010 between the City of Evanston, 2100 Ridge Avenue, Evanston, Illinois, 60201 (“City”) and ________________ (“Consultant”) sets forth the Commencement and Completion Date, Services, Fees, and Reimbursable Expenses as follows:

I. COMMENCEMENT DATE: ____________________

II. COMPLETION DATE: ________________________

III. FEES:

IV. SERVICES:

As defined in RFP #_______ and Consultants Proposal Dated: ________________
SCHEDULE E: M/W/EBE WAIVER REQUIREMENTS

A. If the bidder has acted in accordance with the policy outlined herein, but is unable to achieve the required MBE/WBE/EBE participation level, the Bidder must seek a waiver or modification of the utilization percentage by submitting “M/W/EBE Participation Waiver Request.” The City of Evanston’s Business Development Coordinator (BDC) will determine if the request shall be granted.

B. Upon request from the City, the Bidder has 10 calendar days to submit supporting documentation for a waiver request to the BDC. The Bidder’s failure to provide sufficient documentation to support the waiver or modification request will cause the bid/proposal to be found non-responsive by the City and the bid will be rejected. The documentation used in the consideration of the waiver request must include but not be limited to a summary of the contact made, copies of correspondence, phone logs and certified mail receipts, etc.

C. For the M/W/EBE waiver or modification request to receive consideration, the following information must be submitted within the time frame noted above:

1. A narrative describing the Bidder’s efforts to secure Minority, Women and Evanston Business Enterprise Participation prior to proposal deadline.

2. In instances where the Bidder has not received inquiries or proposals from qualified Minority, Women and Evanston owned businesses in response to the required advertisement prior to proposal deadline, the Bidder must provide a notarized affidavit attesting to this circumstance.

3. Names (of owners), addresses, telephone numbers, date and time of contact and method of contact of qualified Minority, Women and Evanston owned businesses who submitted proposals to the Bidder as a result of the advertisement but were not found acceptable. Detailed reasons and justifications for each non-acceptance must be provided.

4. Names (of owners), addresses, telephone numbers, date and time of contact of at least 15 qualified Minority, Women or Evanston-owned businesses the Bidder solicited for proposals for work directly related to the advertised Bid, prior to the proposal deadline. (Copies of letters and proof of mailing must be attached.)

Direct solicitation to businesses must include specific project information and the type of work sought.

D. To determine whether or not the Bidder should be granted a waiver request, the City may, in addition to the information provided for in Section C above, request verification that consideration was given to the following areas while the Bidder attempted to achieve M/W/EBE participation:
1. That the work slated for M/W/EBE participation is real in scope and was selected to increase the likelihood of achieving the stated utilization percentage;

2. That negotiations with potential M/W/EBEs were conducted in good faith;

3. That conditions were not imposed on M/W/EBEs that were not also imposed on all other subcontractors; and

4. That benefits ordinarily conferred upon subcontractors for the type of work were not denied to the M/W/EBEs.

To obtain the complete specifications for the M/W/EBE program please contact Lloyd Shepard at the Small Business Development Center of the City of Evanston 847-448-8078
LETTER OF INTENT TO COMPLY WITH
THE CITY OF EVANSTON’S
M/W/EBE POLICY

I am ___________________________ of ____________________________, and have
(Title of Affiant) (Name of Firm)
authority to execute this affidavit on behalf of this firm. I ____________________________
(Name of Affiant)
do hereby certify that:

1. This firm will endeavor to award subcontracts having a combined value of at least
25% of the total contract to MBEs, WBEs or EBEs for the procurement of equipment,
materials, supplies and/or services required in the performance of this Contract.

2. Neither this firm nor its partners, directors and/or officers has a controlling interest,
a conflict of interest, or any other authority to control the activities of the scheduled
M/W/EBE firms.

Please note: the City of Evanston references 49 Code of Federal Regulations Part 26 to evaluate compliance with the
provisions of this Specification for M/W/EBE Participation.

Signature: ____________________________ Date: ____________________________
(Signature of Affiant)

Corporate Seal (where appropriate)

This instrument was acknowledged before me on this ____________ day of
___________________, by _____________________________ as President
(or other authorized officer) of ____________________________ (Firm Name)

__________________________________________ __________________________________
(Notary Public Signature) Notary Seal

Commission Expires: ____________________________
SCHEDULE A  
M/W/EBE Utilization Plan

The following firms will be utilized in accordance with the Letter of Intent to Comply:

<table>
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<tr>
<th>Name of Firm</th>
<th>% of Participation</th>
<th>MBE, WBE or EBE?</th>
<th>Description of work</th>
<th>Dollar Value</th>
<th>Perform 100%?*</th>
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TOTAL

*If the firm is subcontracting more than 10% of its work, an explanation must be provided.

If more than five firms are utilized, please duplicate the form and attach the additional information. (Total and notarization can appear on last page of multiple forms.)

Please note: the City of Evanston references 49 Code of Federal Regulations Part 26 to evaluate compliance with the provisions of this Specification for M/W/EBE Participation.

Certification letters for minority-owned and women-owned businesses must be included to be considered for participation.

Signed: ________________________________ Date: __________________________

This instrument was acknowledged before me on this ____________ day of

__________________________ by ______________________________ as President

(or other authorized officer) of ________________________________.

__________________________ (Firm Name)

__________________________ (Notary Public Signature) Notary Seal

Commission Expires: ________________________________
SCHEDULE B:
Letter of Intent to Perform

I am _______________ of ____________________, and have ________________________________

(Title of Affiant) (Name of M/WBE Firm)

authority to execute this affidavit on behalf of this firm. I ________________________________

(Name of Affiant)

do hereby certify that:

______________________________ intends to participate as a

(Name of M/WBE Firm)

Subcontractor on the project known as ________________________________.

(Project Description)

The Prime Contractor, ________________________________, will award a contract to my

firm in the amount of $________________ for ________________________________.

(Type of Work)

This notification is pursuant to the Prime Contractor’s receipt of an executed agreement

with the City of Evanston.

Signed: ________________________________ Date: __________________

(M/WBE Subcontractor)

Signed: ________________________________ Date: __________________

(Bidder/Prime Contractor)

Corporate Seals (where appropriate)

This instrument was acknowledged before me on this ______________ day of

______________ by ________________________________ as President

(or other authorized officer) of ________________________________ (Firm Name)

______________________________ (Notary Public Signature) Notary Seal

Commission Expires: ________________________________
AFFIDAVIT OF M/W/EBE STATUS

I am __________________ of ____________________________, and have authority to execute this affidavit on behalf of this firm. I ______________________________ do hereby certify that:

1. This firm is a: (Check One Only)
   - Minority Business Enterprise (MBE) (A firm that is at least 51% owned, managed and controlled by a Minority.)
   - Women’s Business Enterprise (WBE) (A firm that is at least 51% owned, managed and controlled by a Woman.)
   - Evanston Business Enterprise (EBE) (A firm located in Evanston for a minimum one year and which performs a “commercially useful function”.)

Please note: 49 CFR Part 26 is used to evaluate compliance with the provisions of this specification.

2. COPIES OF ALL MBE OR WBE CERTIFICATIONS HAVE BEEN ATTACHED.

3. The following information will be provided upon written request, through the prime contractor or, if no prime, directly to the City of Evanston
   a) actual work performed on any project and the payment thereof; and,
   b) any proposed changes, in the status of the firm which would render this affidavit null and void.
   c) further verification of the indicated status

Signature: ________________________________ Date: ____________________

(Signature of Affiant) 

This instrument was acknowledged before me on this ___________ day of ______________________, by __________________________ as President
(or other authorized officer) of ________________________________.

(Firm Name) Notary Seal

______________________________ (Notary Public Signature)

Commission Expires: ________________________________
M/W/EBE PARTICIPATION WAIVER REQUEST

I am ______________________ of ______________________, and have authority to execute this certification on behalf of the firm. I ______________________ do hereby certify that this firm seeks to waive all or part of this M/W/EBE participation goal for the following reason(s): (CHECK ALL THAT APPLY. SPECIFIC SUPPORTING DOCUMENTATION MUST BE ATTACHED.)

1. No M/W/EBEs responded to our invitation to bid. _____
2. An insufficient number of firms responded to our invitation to bid. _____
3. No subcontracting opportunities exist. _____
4. M/W/EBE participation is impracticable. _____

Please provide a written explanation of why M/W/EBE participation is impracticable.

Therefore, we request to waive _____ of the 25% utilization goal for a revised goal of _____%.

Signature: ____________________________ Date: ____________

(Signature of Affiant)

Corporate Seal (where appropriate)

This instrument was acknowledged before me on this _______________ day of ______________________ by ______________________ as President (or other authorized officer) of ______________________. Notary Seal

______________________________

(Notary Public Signature)

Commission Expires: ________________
*The advertisement must clearly state the method of evaluating the proposals or quotations, and the relative importance attached to each criterion. Bidders must uniformly and objectively evaluate the proposals submitted by Minority, Women and Evanston business in response to the advertisement based upon the evaluation criteria stated in the advertisement. The evaluation criteria must not be restrictive or exclusionary.*
VIII. ALDERMANIC REQUEST: PRESENTATION OF FINE ARTS AND PERFORMING ARTS DISTRICT
Alderman Mark Tendam has requested, Micheal Vasilko to present a proposal for a Fine Arts and Performing Arts District in the City of Evanston. The idea came about during budget discussions in the fall of 2009 and is intended to provide a positive and inspiring counterpoint for Evanston citizens.

Mr. Vasilko states that a new district that features the arts will achieve the goal of providing a long term stream of revenue that will support the Evanston culture and enhance the residential, retail, restaurant, hotel and professional business component of this city. He is seeking assistance from City staff during discussions with other government agencies and is asking for advice from the Economic Development Committee on how to proceed forward with the idea. Mr. Vasilko suggests that a logical next step would be to conduct a formal feasibility report to address programming, costs, market interest and funding.

The detailed enclosed outline includes the goals, location, ownership, development cost and benefits along with other important information for a Fine Arts and Performing Arts District.

Mr. Vasilko has mentioned the concept several times at City Council meetings and has discussed it with Mayor Elizabeth Tisdahl, Jeff Cory and the Arts Council. Several months ago written documents were submitted to the Mayor’s Budget Committee. Mr. Vasilko has 30 years of experience in planning, design and construction.
PROPOSED EVANSTON FINE ARTS AND PERFORMING ARTS DISTRICT

Presented to:

ECONOMIC DEVELOPMENT COMMITTEE

Distributed July 14th, 2010
July 14, 2010

Economic Development Committee
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201

Re: Long Term Economic Development
Proposed Evanston Fine Arts and Performing Arts District

Chairwoman Alderman Wynne and Committee Members,

I requested the opportunity to present the Fine Arts and Performing Arts District proposal because the suggestion has much economic development merit and is time sensitive. The idea was born out of the community budget discussions in the fall of 2009. The fall of 2010 offers significant benefits to advancing this proposal and poses equally significant hurdles.

Timing is an important part of every development. The coincidence of interested parties, funding opportunities, economic pressures, and strong political resolve cause development to take place in a specific period of time.

The current economic climate is particularly depressing for Evanston citizens not only because of how we are effected individually but more so because we are being forced to choose between paying ever increasing taxes and reducing or eliminating social & culture programs we are accustomed to having.

Evanston has arrived at a crossroads. We can choose to remain the kind of community we have always been and find the means to support that lifestyle, or we go down the path of continuing to reduce the cultural and social programs that make us who we are. This year’s budget cuts are the first steps in what could be an annual process of diluting Evanston’s character.

The proposed Fine Arts and Performing Arts District is intended to provide a positive and inspiring counterpoint for Evanston citizens to aspire to. The proposal is realistic not fantasy. This proposal is capable of refreshing the entire North Shore economy.

My concerns about timing coalesce around the following issues:

1. I have read indirect references to comments made by Evanston officials suggesting a new property tax increase is un-avoidable next year. This news raised my blood pressure. The formal budget discussions with the community have not yet begun and it seems some elected officials have already conceded to raise property taxes. Community involvement is needed and community priorities should be established this fall before raising taxes becomes a foregone conclusion.

Michael Vasilko, 2728 Reese Avenue, Evanston, IL 60201, E mail: mvasilko@vasilko-architects.com, Voice: 312-755-9800, Fax: 312-670-3689
2. The Mayor’s Budget Committee has not yet concluded its work nor has it issued its budget recommendations to the Mayor and the council. I find it pre-mature to declare property tax increases before all other revenue producing and budget-cutting options have been exhausted.

3. It is my understanding that the federal stimulus fund expires at the end of 2010. Elements of this proposal qualify for stimulus grants and low (or no) interest loans.

The Obama administration is eager to spur the economy this year. The administration seeks to create short-term temporary jobs and long term permanent jobs. The purpose of the stimulus package includes creating jobs, promoting economic recovery, advancing the field of new energy sources, and “To stabilize State and local government budgets, in order to minimize and avoid reductions in essential services and counterproductive state and local tax increases.” This description is applicable to this proposal.

4. Mid-term elections occur during the fall of 2010. Politicians are anxious to listen especially if they are presented with an opportunity to create jobs and they are able to showcase efforts helping their constituents.

The State of Illinois is in both political and economic crisis. Those who want to be in office after this fall’s elections will listen and act on ambitious proposals now, especially if jobs can be championed.

Key legislative support is attainable for this kind of proposal before the November elections, if we can act swiftly. The results of the upcoming elections could not be more uncertain. Political support at many levels could evaporate. This is my concern.

The 708 Church Street tower project, a 500-foot tall mixed-use facility, and other more appropriate developments cannot succeed during the current long term recession. Bringing culturally significant entertainment activities to Evanston would spur the Church Street Tower project and others to begin work.

During the past 10 months I have worked voluntarily to develop this proposal. I ask that the Economic Development Committee give fair consideration to the Fine Arts and Performing Arts District proposal that follows. I am putting forth this idea in hopes all of Evanston will benefit from it.

Thank you for the opportunity to discuss this matter with you.

Sincerely,

Michael J. Vasilko
Cc:  Mayor Elizabeth Tisdahl  
Ald. Ann Rainey  
Ald. Lionel Jean-Baptiste  
Ald. Coleen Burrus  
Ald. Mark Tendam  
Ald. Jane Grover  
Ald. Judy Fiske  
Lehman Walker, Community and Economic Development Director  
Daniel K. Mennemeyer, (At-Large-Member)  
Raymond Zenkich, (At-Large-Member)  
Robert A. Creamer, Liaison, Zoning Board of Appeals  
Seth Freeman, Plan Commission
Preface - *How the Fine Arts and Performing Arts District Concept Came To Be*

I am a property tax payer and a citizen of Evanston. I find it unacceptable for the City of Evanston to have no other options available than to raise citizens’ taxes in order to balance our budget. This proposal is another revenue option.

For the past several years I have participated in the budget discussion process; first I was a passive listener, then a common complainer, and now someone who has invested time and resources to offer a legitimate economic development concept for the City of Evanston to consider.

In the fall of 2009 after several months of community budget debate, it struck me that many individual ideas offered by involved citizens did not rise to a level of consensus or a belief that their ideas would put a dent in the long term budget problems Evanston debates annually.

“Let’s put a restaurant along the lake.”
“Let’s build a hotel near the lake.”
“Let’s build a marina.”
“Make Evanston the Santa Fe of the Midwest.” – My suggestion

Admittedly, all of these ideas if considered individually would not solve our budget problem which continues to spiral exponentially out of control.

The city did act on the top community suggestions by reducing city staff, eliminating some non-essential programs, and removing taxpayer funding for the branch libraries among other budget cuts. These cuts appear to have worked for the 2010 budget, but one repeated citizen comment from 2009 remains unanswered:

“Why don’t we plan for a five to ten year budget solution?”

Those discarded individual ideas combined with this forlorn question about our future budgets presents a viable solution that deserves further consideration and research; A new district owned by the City of Evanston, the sole purpose of which is to provide a long term reliable revenue stream that supports the Evanston community’s way of life. Successful development requires assembling the correct formula of uses that supports each other and forms a synergy, maturing to be self-sustaining.

A Fine Arts and Performing Arts District would contain program elements that prove to achieve this goal. Other communities rely upon a variety of specialty facilities for supporting general fund revenues including racetracks, gambling, amusement parks and professional sports teams. Obviously some of these activities would not fit well in Evanston culture. Evanston relies upon retail, wonderful restaurants, a few nice hotels, office buildings, and yes, residential property owners for tax revenue.
PROPOSED EVANSTON FINE ARTS AND PERFORMING ARTS DISTRICT

Evanston prides itself on being a benevolent community that is committed to the social and economic diversity within our citizenry. Many wonderful social and community programs have evolved in Evanston, the types of programs that may be considered non-essential by some standards.

These commitments, even not-for-profits, require the financial support of the taxpayers.

If we accept certain realities as fact, including..

..benevolence costs money,
community programs cost money, ..
there are functional limits to reducing city staff, ..
the pension system is not sustainable, ..
and taxpayers have no more money ..

..then a reasonable person must conclude that a new sustainable source of revenue is needed.
A new culturally significant district planned with facilities to attract national attention will establish Evanston as a point of destination. That is the primary goal of this proposal.

Another underlying theme of this proposal is to select and size (undersize) ancillary facilities such as a restaurant and hotel, in a way that will stimulate the use of all existing downtown businesses Evanston has to offer.

Create a reason for a national audience to visit Evanston and the rest of Evanston will flourish.

The information that follows describes one concept for a fine arts and performing arts district. Other concepts should be and will be investigated. This document is not intended to imply otherwise.

I am asking the Economic Development Committee for constructive criticism, advice regarding how to proceed forward, and assistance from (participation of) city staff during discussions with other governmental agencies such as: the Illinois Department of natural Resources, the Illinois Environmental Protection Agency, the U.S. Coast Guard, and the Army Corps of Engineers, all of which share oversight of Lake Michigan and other Illinois waterways.

A formal feasibility study is needed to determine if in fact this concept is viable and what the mix and size of the various program elements (the venues) should be to make the project successful; relieving Evanston citizens of further financial burden and maintaining our community identity.

A comprehensive outline of the program description and other supporting information is contained herein.
PROGRAM STATEMENT

The proposed Evanston Fine Arts and Performing Arts District is offered as a long term budget recommendation in that the earliest possible revenue income could not be realized before 2014. This assumes the city began moving forward to formally study the concept in 2010.

The preliminary proposal that follows describes the concept and attempts to address obvious issues and public concerns. The ideas contained within the program description are a credit to many citizen comments offered during the community budget workshops of 2009 / 2010.

Goals:

The primary goal of this proposal is to create a revenue producing, Evanston owned cultural district on the lakefront that will offset the ever growing increases in residential property taxes. We propose to expand Evanston’s cultural heritage and promote Evanston as a point of destination for visitors interested in the finest of performing art entertainment. Premier performance facilities will attract stage and concert performers of the highest caliber. Celebrity performers will attract a national following of visitors to our community.

For all of Evanston’s charm, wonderful restaurants and retail, and other welcoming aspects of the community, Evanston is not a destination that distant visitors choose. We may attract local visitors for an evening or a day trip but not enough travelers come from other regional cities or other states.

Evanston’s needs a “lure” to attract visitors from across the nation.

The proposed district is not intended as a substitute for or to eliminate any existing downtown restaurants, hotels, retail, and theaters. Rather, an underlying goal is to study the new district’s permitted uses and size them to complement existing Evanston businesses. The theory is that once a visitor arrives in Evanston to attend a convention or a performance, they will have the need and desire to explore all that downtown has to offer. For example, any new hotel and restaurant on the lakefront would be limited in size and substantially below the capacity needed to serve the population of visitors in the new district. Those who cannot find lodging or get restaurant reservations on the peninsula would be warmly directed to downtown facilities, just a few short walking blocks, a several minutes by cab, or a leisurely ride in a horse drawn carriage west.

Location:

Why locate a district such as this, along Lake Michigan? Lake Michigan is Evanston’s most significant visual asset. The property, the lake bottom, is Evanston’s immanent domain, effectively free and belongs to the City of Evanston. In order to attract a national audience, we need to offer the best we have to give. I am not aware of comparable available land in
Evanston that would leave the same memorable impression with visitors who we want to return as often as possible.

Evanston’s Lakefront now offers amenities to the public in the form of beaches, park area, and a boat launch. This proposal does not seek to eliminate any of these amenities, but rather to improve and expand these amenities. Similarly, this proposal strives to limit its impact on the Lake Front Master Plan by minimal encroachment near the boat launch and around the lagoon.

The existing beaches and the boat launch produce some revenue. But from a purely financial perspective, Evanston’s lakefront is underutilized and has not achieved its highest and best use.

The City of Chicago to our south and Northwestern University have both benefited from land expansions into Lake Michigan. Why should Evanston not benefit from the lakefront as well?

Size:

The building footprint area shown is approximately 1,200,000 square feet; 940,000 square feet of which is the footprint of the south peninsula building.

Building height restrictions would be imposed. The intention is for low rise buildings to be positioned at the west end of the district, consistent with the heights of existing homes and other lakefront buildings. Buildings that need to be taller to accommodate their uses would be located further east. The larger theatrical buildings proposed are expected to be 80 to 100 feet tall including their fly tower space.

Revenue Producing Permitted Uses:

World Class Performing Arts Theatre(s) of various capacities
World Class Opera House
World Class Orchestra Concert Hall (comparable to the Boston Symphony Hall)
Children’s Performing Arts Theatre
Performing Arts Black Box Theatre (the second, “second city”)
Theatrical Venues available to the Public School System and Evanston Township High School
Entertainment Clubs
Omni-max Cinema Theater
Meetings and Convention Hall(s) (mini-McCormick Place)
  o Variety of room sizes up to 3,500 people or more in one venue.
  o State of the art audio video and video conferencing meeting rooms
Potential Site for the Barack Obama Presidential Library and Museum; sustainable energy sources providing 90% of the building’s total energy requirements.
Potential Site for a U.S. Coast Guard Station
Potential Site for National Public Radio
Festival Grounds
Spoleto festival events (like Charleston, SC)
Evanston’s version of Ravinia
PROPOSED EVANSTON FINE ARTS AND PERFORMING ARTS DISTRICT

Marine Life Habitat (fish habitat)
Boutique Five Star Hotel
Restaurant(s)
Northwestern University performing art events
Two level below grade parking for automobiles (5,000 spaces)
Marina boat harbor for small marine craft (sail boats)
Marina boat storage for small marine craft
Ground transportation vendor leases (taxi-cab, shuttle bus, horse drawn carriage, etc.)
Water transportation vendor leases (boat shuttles to Milwaukee, Chicago, and Gary)

**Non-Revenue Producing Permitted Uses:**
Doubling the amount of public beach area
Expansion of the public park areas (forested and open green spaces)
Lakefront public activities
Additional bicycle paths

**Energy Producing Permitted Uses (for new district buildings):**
Lake Michigan wind farm (Evanston’s separate initiative), and wind turbine technology
Potentially 250,000 square foot of roof area for solar energy green roofs systems
Geothermal heating and cooling systems
Water movement, water turbine technology
Energy Star materials and equipment
Other environmentally friendly energy sources

**Environmental Restrictions:**
Responsible methods and techniques appropriate for construction in wetlands
Protection of habitats, water quality, marine life
Approval from the Environmental Protection Agency
Approval from the Illinois Natural Resources Agency
Approval from the Army Corps of Engineers
Approval from the Coast Guard

**Ownership:**
City of Evanston and its partners in development (other invited communities) will be the owners and beneficiaries of the new district land.

**Development Costs:**

Obviously the type of development contemplated in this proposal will be costly. A formal feasibility study is needed to provide a complete financial model.

This proposal is built around the concept of Evanston as the developer. Like any seasoned developer, Evanston would use the funding of others to achieve its goal. The lakefront offers Evanston the most desirable site possible for this project. Only the City of Evanston can present
such a plan to the State of Illinois. A concept, a specific list of permitted uses, and approval from the state legislature represent the leverage Evanston needs to seek investors interested in building and operating facilities on this land.

RFP’s could be issued to interested investment groups for the work including constructing the site, the buildings and other improvements on leased land. Participating developers would be responsible for their own construction costs, and have a multi-year lease contract, possibly as long as 50 years. Any such arrangement would be at Evanston’s choosing. An investment group would need to agree to the site goals, program, and be under the watchful eye of Evanston’s government. Evanston garnishes a portion of the profits and the entertainment tax revenues.

Developer’s have a primary rule of thumb, “if the development idea has merit, the funding will follow”. I believe this to be the case for the Fine Arts and Performing Arts District. Any development requires an initial investment of “seed money” for refining the idea on paper, legal costs and other out-of-pocket expenses. In our case, there is a wide range of talent and expertise in the Evanston community and within city hall. Much of what is needed early on can be found in volunteer service or worst case, service provided at some minimal fee. What is needed at the outset is:

- City Council consent to further investigate the idea
- Meeting(s) with other governing agencies to review and approve concepts
- A feasibility study and financial models

The primary principle for funding options is that Evanston citizens are not encumbered in any financial way, shape or form with the cost of this project. A goal I believe is achievable.

Realistically there will be out-of-pocket costs to plan for. There are sources for funding these initial pre-development expenses which may include some or all of the following:

- We will seek out volunteers from the community. Many professional disciplines needed for the feasibility study work, exist in Evanston. Other professional help can be secured on a pro bono basis.

- Tell Evanston citizens that they will be taxed to build this new district, and the project will come to a halt. Ask Evanston citizens if they want to invest in the development of this project (a financial investment with return), and you will find a level of funding.

- There are grants and shared investment opportunities with regional lakefront protection agencies and agencies that promote wetland and habitat preservation. These types of grants should be pursued and can be applicable to this proposal.
Proposals from independent marketing research firms will be requested. This part of the feasibility study may require funding beyond volunteer services. The cost of these services and the selection of the firm would be discussed with the City of Evanston.

Federal stimulus dollars in the form of grants or low interest rate (or no interest) loans are applicable to aspects of this project. The Stimulus Package Act passed by congress, outlines the “purposes” of the act including among other uses the creation of permanent jobs; investment opportunities in renewable energy sources; and investments in transportation & infrastructure that provide long term economic benefits. The proposal is consistent with the intended uses for Stimulus Package funding. Stimulus dollars may expire in 2010.

Approach Northwestern University; they may have interest in contributing to aspects of the project.

Approach Skokie and Wilmette officials; they could be partners in such a development.

**Benefits:**

The intended benefit of such a development is tax relief for Evanston property owners. Evanston has one of, if not the highest property tax rate in Northern Illinois. Property taxes need to be reduced, not increased.

There will be many types of temporary and permanent full time jobs available, immediately upon proceeding with the study and construction of this project. I advocate the use of volunteer services from Evanston’s wide community of design and construction professionals for the early development of the program and for the feasibility study, to the extent possible. Construction labor for a project of this size would provide jobs for years. Hundreds of full time jobs would be created to operate the facilities on the new property, many of which would be available in three to four years. The new entertainment activities would quickly spread to revitalize other businesses in downtown Evanston and in the region. This kind of activity would generate new demand on housing and spur on the construction of projects now sitting dormant. It is difficult to calculate at this early stage but perhaps thousands of jobs would be created as a result of implementing this proposal.

The City of Evanston has the opportunity to establish a 21st Century model for environmentally friendly construction and the most significant use of renewable energy sources.

There will be many who benefit from implementing this proposal including:

- Established local retail, hospitality, restaurants and related businesses.
- The general fund will benefit from a variety of new entertainment taxes and fees.
The lake front master plan would benefit by potentially being able to remove parking lots along the lake and include that parking requirement in the underground plan. This new found lake front land would be turned into additional parks and beach area.

Evanston’s Fine Art and Cultural Organizations including:
- Evanston Festival Theater
- Evanston Ethnic Arts Festival
- Evanston Symphony Orchestra
- Re-development of Varsity Theater (originally a motion picture theater)
- Starlight Concert Series
- Evanston School of Ballet
- Piccolo Theater
- North shore Chamber Orchestra
- Evanston’s Scottish Country Dancers
- Northwestern University could benefit should Evanston collaborate on facility types that would be useful to Northwestern.

Additional demand would develop for use of the existing downtown public parking facilities.
- Sheridan road along the Evanston lake front would be improved.
- Local taxicab and limousine companies would expand.
- Potential development of Bed and Breakfast establishments in existing mansions along Evanston’s east edge.
- Evanston’s Parks and Forestry division would need to hire people, not lay them off.
- Evanston’s Community Development Department would need to hire people, not lay people off.
- Police and Firemen would need to be hired, not laid off.
- There is potential for enough funds to be attained to reconsider the question of re-establishing a more complete branch library system.
- The city’s contribution obligation to the Police and Firemen’s pension fund would be paid ahead of schedule.
- 365 day use of the lakefront rather than only four months during the summer season.

Who is impacted:

The proposed development is an easy target for a number of individuals who may object to it. Every effort will be made to avoid impacting existing property owners in the area. The current Lakefront Master Plan would be interrupted near Church Street to allow a vehicular route into the new district. The entry roadway (tunnel system) will be minimized yet will need to accommodate automobiles, emergency vehicles and bus service.

Views would change for those whose homes are near this location. Rather than a view of the existing boat launch in the foreground, nearby residents would view a landscaped area with expanded beach front shoreline, sail boats in the marina, and architecturally tasteful low rise buildings would recede into the horizon. The design and character of all of these new features
would be controlled by Evanston. It is also probably that those with lakefront residential property would see property values increase, not decrease.

**Transportation:**

Evanston is wonderfully positioned to receive visitors from any one of a variety of established transportation routes. The proposed district would be supported by two train lines, Lake Shore Drive, Sheridan Road, the Eden’s Expressway, O’Hare Airport, taxi and limousine services, and hopefully increased marine traffic.

It is intended that there be no motorized vehicles on the surface of the new district land, with the exception of emergency vehicles. Wide paths would be designed to accommodate the expected pedestrian population and the weight of emergency vehicles. The first lower level would be sized to accommodate the heights of all permitted vehicular traffic. Two lower levels of parking are expected to accommodate 5,000 parking spaces.

**Prior Contacts:**

U.S. Army Corps of Engineers:

I met with a Regulatory Specialist from the U.S. Army Corps of Engineers with the Chicago District. I was told that such a project is possible, and would follow an “individual permit process”. A number of other agencies would be involved in the review of the proposal including the Coast Guard for navigation issues, the IEPA, and others for review of any fill materials needed to build into the lake. The mitigation of sand “down drift” impact on other beaches is analyzed during the review process. An informal pre-application meeting could be arranged with individuals in the Corps who would comment and critique a conceptual design and thereby minimizing issues later during a formal permit review. A legal representative of the City of Evanston needs to be in attendance at this meeting.

Illinois Department of Natural Resources:

I spoke on the phone with a representative of the Illinois Department of Natural Recourses. The idea of a lakefront development in Evanston had been brought up before as early as five years or so ago. At that time, the concept was to build a marina near Calvary Cemetery. Citizens of Rogers Park were opposed to the development because of its potential impact on their beach property. The current plan is located further north, at Church Street. A public notice would be issued describing the work, and at least one public hearing would take place. The issue most commonly of concern to other communities is the impact of sand drift on downstream beaches. Permits for construction in the lake are contingent upon approval by the Illinois General Assembly.

The agencies I spoke to gave me every reason to believe that the working relationship with their staff would be a collaborative and cooperative effort.
PROPOSED EVANSTON FINE ARTS AND PERFORMING ARTS DISTRICT

PROPOSAL’S ECONOMIC DEVELOPMENT CLUES

The proposed district is the type of opportunity Evanston can prosper from. There is sufficient existing financial data available to support, at the very least, embarking upon a formal feasibility study. The study could conclude with preliminary approvals from the State of Illinois and other governing agencies. The following summary identifies financial clues to the success of other similar facilities. More research is needed to confirm this information and to investigate additional project types.

An article appeared in the Chicago Sun Times in January of 2010 drawing attention to the downturn in tourism tax dollars. My reaction was that I would be grateful for Evanston to have access to this kind of revenue:

<table>
<thead>
<tr>
<th>Convention Bureau</th>
<th>2008-2009 Budget:</th>
<th>2008 Tax Receipts:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodfield Chicago Northwest Convention Bureau</td>
<td>$1.6 million</td>
<td>$41.7 million</td>
</tr>
<tr>
<td>DuPage Convention and Visitors Bureau</td>
<td>$1.7 million</td>
<td>$83.8 million</td>
</tr>
<tr>
<td>Chicago Southland Convention &amp; Visitors Bureau</td>
<td>$1.6 million</td>
<td>$70.9 million</td>
</tr>
<tr>
<td>Rosemont Convention and Tourism Bureau</td>
<td>$1.4 million</td>
<td>$18.2 million</td>
</tr>
</tbody>
</table>

The Boston Symphony Orchestra, Inc. Annual Report 2008-09 contained a five year summary of revenues, expenses and their endowment. Operating revenues plus members support fell short of operations expenses in 2009 by 1% of the annual operating expenses, fell short by approximately ½% in 2008, but had a surplus of ½% in 2007. The endowment amount was stated to be over $329 million dollars in 2009, which had suffered a fall due to the decline in market value. My reading of this report tells me that the orchestra facility is structured financially to be a break even operation. However, in a companion document issued in 2008, a third party study assessed that the Boston Symphony Orchestra generates more than $166,000,000 annually in statewide economic activity. The study assesses BSO’s role of promoting business in Boston, driving real-estate sales, enhancing cultural vitality, and branding Boston as a work-class city.

The 2006 Annual Report for the Detroit Symphony Orchestra suggests the venue is a major catalyst for economic development and revitalization of the City of Detroit. A $100 million investment in the eight acre Orchestra Place campus has contributed towards the transformation of the neighborhood in five years time. Further the DSO presence has helped leverage over $1 Billion in new investment and 3,200 new or rehabilitated housing units.
Many of the opera companies and symphony orchestra organizations are not-for-profit enterprises, and as such report their current revenues and current liabilities at break even or as a deficit during 2008 and 2009 (based upon information from their web sites). However most make claim to influencing the communities around them by substantial tax revenues from related economic activity. Also consistent are reports of total net assets in $100’s of millions of dollars.

The annual Report from 2008 – 2009 for the Seattle Opera states that the organization has had 17 balanced budgets in 18 years and had a net operating income of $21.5 million dollars in 2009. The report projects a 2010 operating income of over $30 million.

At the outset of design and during construction of the facilities, members and benefactors would be secured to contribute to the funding of these facilities. Among the organizations I reviewed, many use these funds for additional investment purposes.

Skokie was able to freeze its property tax rate to the same level for 18 years which coincides somewhat with the construction of the North Shore Center for the Performing Arts in Skokie, and the influx of retail facilities in Westbrook Center.

I have no physical documentation yet to support the claim, but I have spoken to several active marine enthusiasts who tell me that marinas are financially profitable especially if year round storage facilities are available. The proposal illustrates off season boat storage.

Some of the data I have collected to date seems too impressive to believe, and therefore more investigation is needed. Going forward, I would like to bring others into the discussion who can better address funding and financing options, construction costs, and operating expenses as they related to the proposed fine arts and performing arts district.

I did find with few exceptions, that the 2008 and 2009 national economy affected the financial bottom line of nearly every facility. What is encouraging is that even those facilities that just broke even financially still influenced their local economies in a positive way.

OPERATIONS CAUTION

I have been following the McCormick Place operations saga over the past six months or more and it is worth mentioning how facilities of this type can become so entrenched in political wheeling and dealing, greed, patronage and to some extent can be excessively burdened by labor rules, contracts and regulations. Quick action by the State of Illinois unraveled the situation, at least for the time being. Chicago was losing substantial business in the convention market which has now apparently stabilized.

In comparison, I would not foresee the same political problems operating a similar but much smaller facility in Evanston. Never-the-less the success of the proposed facilities relies greatly upon how the facilities are managed.
The Buenos Aires Opera Colon is considered one of the best if not the best Opera House among 23 houses rated by well known conductors. This study took place in 2000 by Hidaka and Beranek. Built in 1908, this facility seats 2,437 and is ranked best acoustically. The facility is smaller than most American Opera Houses and larger than most European Opera Houses. Other closely ranked Opera Houses include Dresden-Semperoper, Milan-Teatro alla Scalla, Tokyo-National Theater, and Naples-Teatro di San Carlo. One of the most obvious distinctions between an opera house and a symphony orchestra hall is the effort to bring the audience closer to the stage. The relationship between actor and audience should be as close as possible; being opera is as much a visual performance as it is a musical performance. The scale of the building modeled in this document is comparable to these facilities.

Michael J. Vasilko, 2728 Reese Avenue, Evanston, 60201, Voice: 312-755-9800, Fax: 312-670-3689, E mail: mvasilko@vasilko-architects.com
Three symphony halls, all of which were built over 100 years ago, are considered by those in the field as acoustically superior to others. Reverberation time is a key measurement in making this ranking. The Grosser Musikvereinssaal built in Vienna in 1870 is considered “...the Mecca of the old halls of Europe”, seats approximately 1,680 people. The Boston Symphony Hall is ranked second in the world. The hall was built in 1900 and is larger than the Vienna hall seating 2,625 people. The hall ranked third is the Concertgebouw built in 1888 in Amsterdam and seats 2,037. The trained ear of an experienced conductor makes adjustments while performing in facilities with less ideal acoustics. The key similarity between these three halls considered acoustically the best in the world, is the rectangular shape of the audience area. The building design is commonly referred to as a shoe box. The scale of the building modeled in this document is comparable to these facilities.
World class opera and symphony facilities may be the keystones for marketing the new Fine Arts and Performing Arts district. The size and capacity of these two buildings should however be supplemented by other fine theatre buildings in a range of smaller sizes. The proposal suggests that the opera house and symphony hall are designed specific to opera and symphony uses, not as multi-purpose facilities. Smaller theatres would still be expected to provide the highest level of acoustics and unencumbered lines of sight for the audience. A fundamental rule for theatre design is to provide as intimate a relationship as possible between the performers and the audience. A variety of venues suitable for either music or theatre would be desirable; 100 to 200 seats, 400 to 500 seats, and 900 to 1,000 seat venues. It is proposed that the school systems of Evanston make use of these new facilities to the extent feasible. Our understanding is that severe budget cuts in the school system arts programs will reduce our children’s exposure to the performing arts. We encourage the district’s elementary schools, Evanston Township High School, and Northwestern University to take an active role in the development of this proposal. The scale of the building modeled in this document is comparable to these facilities.
This proposal suggests facilities should be planned to provide for the needs of the visiting population we seek to lure to Evanston. We are promoting world class theatres, a symphony hall, an opera house, a specialty convention center and potentially the Presidential Library honoring Barack Obama. One of the goals of this proposal is to attract a national audience and international visitors. A five star resort hotel is illustrated and should be comparable to a Four Seasons, Ritz Carlton, or Peninsula Hotel. An exclusive restaurant either incorporated into the hotel or a stand-alone building should be of equal caliber. The capacity of any supporting facilities such as a hotel or a fine restaurant will be undersized with the intention of driving business to existing downtown retail shops, hotels, restaurants and other businesses. The scale of the buildings modeled in this document is comparable to these facilities.
The proposal includes an illustration of a building site on the east side of the new district. This site should be reserved for an inspirational facility, one in keeping with the cultural aspects of the development goals. The Office of the President of the United States will begin the process of site selection for the Barack Obama Presidential Library and Museum near the end of the president’s term in office. The president alone chooses when the process begins; he chooses the site and the architect for the building. This proposal suggests that the City of Evanston consider offering this site for consideration by President Obama, at the appropriate time. Needless-to-say, a site in Evanston would have considerable competition by what others may consider more obvious sites. Presidents historically choose a home town or other significant personal place. President Obama’s childhood home in Hawaii, Harvard University, the University of Chicago, or another site in Illinois could likely be considered among others.

Evanston may be the one place that best represents what the Obama Presidency stands for. The diversity of our community, our benevolence, the social and economic policies we strive to maintain, and other qualities we have built our reputation on are genuine. Evanston has always endeavored to find a way to stay true to its principles and beliefs. Evanston as the site for the Obama Presidential Library and Museum, for these reasons alone has merit. In addition, the particular site shown on the site plan is by far one of the most prominent sites that could be offered anywhere.

We also propose that consideration be given to establishing a new Coast Guard Station on a portion of the new district property. A coast guard station with a heliport would be a very compatible use with the proposed marina. The scale of the building modeled in this document is comparable to these facilities.
PROPOSED EVANSTON FINE ARTS AND PERFORMING ARTS DISTRICT

Michael J. Vasilko, 2728 Reese Avenue, Evanston, 60201, Voice: 312-755-9800, Fax: 312-670-3689, E mail: mvasilko@vasilko-architects.com
TYPICAL CONCEPTUAL SECTION AT BELOW GRADE STRUCTURE
TYPICAL CONCEPTUAL SECTION AT BOULDER & SAND BREAK WATER BEACH - NO MARINA WALL

PROPOSED FINE ARTS AND PERFORMING ARTS DISTRICT

JULY 12, 2010
CLOSING STATEMENT

Evanston needs a reliable revenue stream other than annually increasing property tax levies. The proposed fine arts and performing arts district is capable of providing that revenue source. There are many issues to investigate further.

I do not know how much revenue this endeavor will generate for Evanston. I have found reported information that suggests these kinds of performance and convention facilities spawn 10’s of millions of dollars in tax revenue annually in other communities. A feasibility study would provide a high level examination of the potential revenue streams specifically for this project.

I do not know what the exact mix of theatrical venues, convention spaces, and supporting facilities needed to make this project successful. A market study would be part of the feasibility report and provide a snap shot of interest in the types of facilities proposed for the development. The market study would encompass the local region, samplings from other Midwest cities, and distant states. Our market needs to be national.

I do not know if the shape of the land shown in the illustrations is the correct shape. Information from and collaboration with the U.S. Army Corps of Engineers, the Illinois Department of Natural Resources, the IEPA, and the U.S. Coast Guard is needed to examine this question. A representative of Evanston’s Government is needed to join me in these discussions. The concept cannot be developed further without this information.

A formal feasibility report is the next logical step in the process of vetting this concept. I do not want to burden the City of Evanston Staff, nor is it necessary to hire a team of consultants to accomplish the feasibility study. The assistance I need is the participation of a city staff member at meetings with other governmental agencies.

Upon its conclusion, the Feasibility Report will address the lingering questions of cost, funding, revenue, market interest, environmental issues, and schedule. Gaining access to certain types of funding is a time sensitive issue, and suggests the feasibility study must begin in short order.

I am encouraged because I have already been assured by those I have spoken to in the development and construction industry that a project of this type has much potential. A nationally recognized and respected hotel corporation has expressed indirect interest in properties along the north shore. Their portfolio includes resort hotel properties, but they are also interested in high-end retirement communities. I am opposed to using any part of the proposed district for a permanent housing complex. However, a scenario involving a land swap involving a resort hotel on, near or within the new district and a high-end retirement community may lead to a beneficial deal for the city. This is just one example of many possibilities I expect would come forward from interested investors.
Some may question what credentials I have to suggest this scale of project in Evanston is feasible, and it’s constructability in Lake Michigan. In short, I have 30 years of experience in the planning, design, and construction of significant buildings and complex building types. I would be happy to offer a copy of my resume to anyone who would like it. Then a principal with the firm of Lohan Associates, my resume includes being project architect for the McDonald’s Corporation Office Campus in Oak Brook over 20 years ago. The project cost at that time exceeded $200,000,000 and involved working with the U.S. Army Corps of Engineers and the Illinois Department of Natural Resources. Experience working in Lake Michigan includes my involvement with the design and construction of the Shed Aquarium Oceanarium. This facility extends beyond the original historical Aquarium building directly into the lake. In this case, a concrete sea wall was built along the building’s perimeter.

Similar construction techniques and waterproofing systems used on these projects are applicable to the proposed fine arts and performing arts district’s below water structures. For comparison purposes, the proposed land mass and facilities illustrated within this document are comparable to the length of Chicago’s Navy Pier, and comparable in volume to the scale of Old Orchard Shopping Center (Westbrook Center).
CONCEPTUAL SITE PLAN AERIAL VIEWS
IX. COMMUNICATIONS
   a. Monthly Real Estate Transfer Tax Report
      JUNE 2010 (RETT Report)
   b. Staff Status Report
MONTHLY RETT REPORT FOR JUNE 2010

DATE: July 9, 2010
TO: Mayor and Aldermen
FROM: Rodney Greene, City Clerk

SUBJECT: RETT Report—June 2010

Budget 2010-11 $1,600,000

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*May 2010 revenues were reduced to reflect these expenditures: $5: Cook County Recorder of Deeds; $1,460: RETT refund

Monthly average needed to meet Budget $133,333
FY 2010-11 Monthly Average $187,454

68 exemptions @ $100 ea = $6,800; CUMULATIVE $22,800

There were six (6) $1 million dollar sales in June 2010.

06/02/10 — 1422 Forest; $1,225,000 Tax $6,125; Seller: Tanner / Stephenson; Buyer: Atkinson
06/04/10 — 2322 Ewing; $1,050,000 Tax $6,250; Seller: Tash; Buyer: Lickerman
06/08/10 — 1041 Michigan; $1,150,000 Tax $6,750; Seller: Schultz; Buyer: Murto
06/12/10 — 1118 Oak; $1,000,000 Tax $5,000; Seller: Shee; Buyer: Peyton
06/18/10 — 2520 Lincoln; $1,200,000 Tax $6,000; Seller: Kimbalt; Buyer: Yang
06/24/10 — 6 Milburn Park; $2,400,000 Tax $12,000; Seller: Wetler; Buyer: Hagerly / Altenbend
Memorandum

To: Members of the Economic Development Committee

From: Annette Logan, Economic Development Planner
   Johanna Nyden, Economic Development Planner

Subject: Economic Development Planner Activities

Date: July 22, 2010

Since the June Economic Development Committee Meeting, staff has engaged in the following activities:

**Outreach & Communications**

- Site visits to local businesses and business district associations;
- Met with individuals seeking properties for new businesses (support included CoStar space analysis, zoning assistance and additional communications as required);
- Met with members of The West End District (new name) to review new signage;
- Met with Chicago Dempster Merchant Association Members to discuss Economic Development Activities in Evanston and the Chicago/Dempster business district;
- Continued contacting businesses to obtain current phone and email information for updated business directory;
- Held meeting of Howard Street businesses to develop the Howard Street Business Association;
- Met with Alderman, City Manager and ED Director to discuss strategy to begin implementation of the West Evanston Plan and Central Street Plan. Sent Approval and Terms & Conditions letter to Neighborhood Business District Grant recipients outlining process for reimbursement;
- Held 1st monthly Joint Economic Development Committee meeting on July 9th at the City of Evanston – included representatives from all business districts and major economic development organizations. This meeting will be held on a monthly basis.

**Work Planning**

- Finalized Economic Development Division Work Plan.
- Met with Interim Director, Marty Lyons and outgoing Director, Lehman Walker to provide smooth transition and update Interim Director on Economic Development Division activities.
New Activities

- Received training on process for updating new City of Evanston website
- Developed draft of grant application form for review;
- Developed draft approval letter for recipients of funds for the façade program
- Graduate Student Intern (Volunteer) started on July 12th to assist with update of Evanston Business Directory.
- Worked with Zoning Staff and Law Department to develop draft definitions for text amendment to the City of Evanston Zoning Code to allow new potential businesses – micro-distillery and micro-brewery.
- Joined Parking Relaunch Task Force and provided outline of various parking topics from the economic development viewpoint to Marty Lyons, Assistant City Manager.
- Interviewed 5 candidates for secretary position for economic development/zoning.
- Met with Steve O’Sullivan, License and Measure Inspector, to discuss processes and fees for business licenses. A draft checklist is being developed to be used for the Business Advisory Center.