Downtown Evanston
Presentation to Economic Development Committee

Wednesday, May 27, 2015
Presentation Overview

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

Board of Directors

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

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

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

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

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

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

EVANSTON
LoopGiveAway

15 SHOPS, 15 GIVEAWAYS

FOLLOW EVERYONE IN THE LOOP, COMMENT ON THE ITEMS YOU WANT, TAG FIVE FRIENDS AND YOU COULD WIN SOME GREAT GIVEAWAYS!
What is it?
The CTA is testing extended train service from Evanston to Chicago from June 1 to July 10. The last Purple Line Express southbound train departs Davis Street at 8:07 pm.

Events and Promotions
- **June 1-5:** AM flyer promotion at Belmont and Davis
- **June 8-13:** Let’s Dance, Bike to Work week
- **June 15-19:** AM flyer promotion at Belmont and Davis. Barre to Bar events, restaurant promotions
- **June 22-26:** EAC Fun Run (24th), Wine Walk (25th), Let’s Dance (25th)
- **June 29 - July 3:** Flyer Promotion
- **July 6 – 10:** Scavenger Hunt (July 8th)
 Advertising

- WBEZ 15 second radio spots (AM/PM on June 3, 10, 17, 24, July 1, 8, 15, 22)
- 175 CTA Rail Cards on Red, Purple and Yellow lines
- Evanston Review/Tribune ad
- Chicago Reader – online ads
- Evanston Magazine
- Evanston Now
Sample Purple Line Ads
It’s Thursday Let’s Dance!

- **June 11** – Highland Park Pops Big Band
  Jazz and Latin Jazz
- **June 18** – Sarah Alysse & The Chi-Town Suits
  Unique blend of pop and soul music
- **June 25** – The Stingers
  Blend of classic and roots rock, deep blues, ‘60s-style pop and gritty soul
- **July 9** – Stardust Big Band
  Jazz and Swing from Veterans of the Chicago-based Déjà Vu Big Band
- **July 16** – Kaleidoscope Eyes
  Acoustic Beatles Tribute Band
- **July 23** – Rio Bamba
  A unique blend of Brazilian and American Jazz.
- **July 30** – Decoy Prayer Meeting
  Country Swing, Rock-a-billy, Folk, Rock and Roll
- **August 6** – Sam Fazio Quartet
  American Standards, swing tunes and pop classics (Sinatra!)
Fall Craft Beer Event

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

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

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

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

Downtown Evanston is the commercial center for Chicago's North Shore, with one-of-a-kind shops, diverse entertainment, incredible restaurants, offices and condominiums. Easily accessible from Chicago via the CTA Purple line and Metra, Downtown Evanston is a workforce center with over 10,000 employees and attracts regional and international visitors. Located a half-mile from Lake Michigan and just two blocks from Northwestern University, Downtown Evanston is an ideal place to locate your business.

847.866.6319  DOWNTOWNEVANSTON.ORG
Business Retention

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

- Supporting restaurants with dine around events

- **Tips and Trends Newsletters**

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

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

- Enhance the exterior condition of businesses in the Downtown District.
- Restore the historic character of buildings within the district.
- Improve private assets of the district by revitalizing distinctiveness and integrity of downtown structures.
- Remove clutter on downtown sidewalks. Many businesses use traditional signage awnings, signboards or sandwich boards to attract customers.
- A bigger sign is not always better.
Blade signage is primarily pedestrian-oriented. The size, lettering, and placement of signs were, for the most part, designed to attract the attention of foot and slower-moving traffic.

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

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

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

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

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

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

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

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

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

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

- **Art in the Alley**

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

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

[Images of two street pole banners, one for Evanston Stay and the other for Evanston Shop]
Street Pole Banners - Option 2

![Downtown Evanston Stay](image1)

![Downtown Evanston Shop](image2)
New Website
Accolades

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