AGENDA

I. CALL TO ORDER

II. CONSIDERATION OF THE EDC MEETING MINUTES OF FEBRUARY 24, 2010: (DOCUMENT ENCLOSED)

III. CONSIDERATION OF DOWNTOWN EVANSTON (EVMARK) INTERIM REPORT: (DOCUMENT ENCLOSED)

IV. CONSIDERATION OF REVISED ECONOMIC DEVELOPMENT BUSINESS GRANT APPLICATION (DOCUMENT ENCLOSED)

V. CONSIDERATION OF THE ECONOMIC DEVELOPMENT SUMMIT MEETING INVITATION (DOCUMENT ENCLOSED)

VI. ECONOMIC DEVELOPMENT STAFF MONTHLY ACTIVITY REPORT (DOCUMENT ENCLOSED)

VII. ECONOMIC DEVELOPMENT STRATEGY/MAJOR PRIORITIES PROGRESS UPDATE AND DISCUSSION OF VISION STATEMENT AND CRITERIA FOR EVALUATION: (DOCUMENT ENCLOSED)

VIII. ALDERMANIC REFERENCE: CONSIDERATION OF THE NEED TO ESTABLISH A BUSINESS RETENTION AND EXPANSION FUND: (PROPOSED DOCUMENT ENCLOSED)

IX. SALES TAX COMPARISON DATA (DOCUMENTS PROVIDED BY THE EVANSTON CHAMBER OF COMMERCE ENCLOSED)

X. COMMUNICATIONS
   1. MONTHLY RETT REPORT FOR FEBRUARY 2010
   2. ECONOMIC DEVELOPMENT FINANCE PROGRAMS TO SUPPORT BUSINESS ATTRACTION, RETENTION AND GROWTH BROCHURE

XI. ADJOURNMENT

NEXT SCHEDULED EDC MEETING: APRIL 21, 2010

The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact David Cook, Facilities Management Office at 847/866-2916 (Voice) or 847/448-8052 (TDD).

La ciudad de Evanston esta obligada a hacer accesibles todas las reuniones publicas a las personas minusvalidas o las quines no hablan ingles. Si usted necesita ayuda, favor de ponerse en contacto con la Oficina de Administracion Del Centro a 847/448-2916 (voz) o 847/448-8052 (TDD).
II. ENCLOSURE: Economic Development Committee Meeting Minutes of February 24, 2010
ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES
OF WEDNESDAY, FEBRUARY 24, 2010
ROOM 2404-7:30 P.M.


MEMBERS ABSENT: Ald. Jean-Baptiste, Ald. Rainey, Raymond Zenkich

PRESIDING OFFICIAL: Ald. Wynne, Acting Chair

OTHERS PRESENT: None

STAFF PRESENT: Lehman Walker, Director-Community & Economic Development Dept., Dennis Marino-Asst. Director-Community & Econ. Dev. Dept., Morris Robinson- Economic Development Planner,

OTHERS PRESENT: Joe Behles-Partner, Behles & Behles, Diane Lupke-Interim Executive Director & Board Members, ECDC, Chuck Happ-CEO & Tim Lavengood-Executive Director, TIC, Jonathan Perman-Director-ECOC, Carolyn Dellutri- Executive Director-Downtown Evanston, Jeff Coney, Director of Economic development-NU, Representatives of the Local Print Media

SUMMARY OF THE MEETING:

Prior to the convening of the EDC Meeting, Ald. Grover and Ald. Fiske led in hosting a birthday celebration for Committee member Ald. Mark Tendam. Birthday cake was served to both members of the EDC and the audience and all joined in a chorus of the “happy birthday song” for Ald. Tendam.

I. Acting Chair Wynne called the EDC Meeting to order at approximately 7:50 P.M. and asked for a motion to approve the previous meeting minutes.

II. Member Freeman stated that future minutes should be double sided adding that on page two he meant to say that “including Evanston based contractors for bid estimates should become policy” should have been added. Member Freeman then moved approval of the EDC Meeting Minutes of January 27, 2010. Staff member Robinson advised the EDC that the date on the first page of the minutes was incorrect and that it would be corrected. The EDC voted unanimously to approve the minutes with the noted corrections.
III. CONSIDERATION OF ADDITIONAL BUDGET INFORMATION FROM THE TECHNOLOGY INNOVATION CENTER (TIC)

Acting Chair Wynne informed the EDC that the next agenda issue was to consider the additional budget information the EDC requested from the Technology Innovation Center (TIC) at the January EDC Meeting. The additional budget information was contained in the EDC packet prepared by staff. Final approval for the TIC funding assistance request in the amount of $100,000 is dependent on submitting the additional budget information.

Staff member Marino provided a brief budget material update as did EDC member Menmemeyer, both of whom had discussions concerning the depth of the budget information, prior to the January 24, 2010 EDC Meeting. Member Menmemeyer stressed his opinion that support for the TIC is well deserved but the budget information is thinner than what he would like to see, a point he made with the TIC CEO, Mr. Chuck Happ.

Ald. Grover asked about the surplus indicated in the budget. Mr. Happ explained that the surplus will be used toward debt reduction. The TIC has debt that approximates $55,000 and is secured by Mr. Happ’s home. Mr. Happ responded to a few more questions pertaining to assets and liabilities and the ownership structure of the 820 Davis Street property where the TIC is located.

Ald. Burrus inquired about the makeup of the TIC Board of Directors. Mr. Happ stated that the board is currently comprised of himself, his wife Mary Louise and Mr. Lavengood. CD Director Lehman informed the EDC that in light of the amount of funding the TIC is asking from the City, the City Manager deems it would be desirable to have a member of the city staff, in this case Director Lehman, serve on the board. Director Lehman added that the optics of having such a thin, interrelated board was inappropriate. Some EDC members viewed the proposal as being an oversight board membership because of the amount of City funding contribution involved and questioned the concept.

Mr. Happ stated that he was not averse to adding to the board but more conversation is needed adding that the prospective new member should not only have the desired credentials but should be as passionate about the TIC as he. Member Menmemeyer stated that he hoped that a City staff board membership would not be a requirement, suggesting that the situation be reviewed in a year to better determine the actual need. Member freeman stated that he agreed with both Mr. Happ and member Menmemeyer.
Ald. Burrus stated that she could see the value in both viewpoints but stressed the thinness of the board as well as the image the three member board presented was insufficient. Ald. Burrus suggested also suggested that the issue is accountability and that perhaps the funding should be made through phases of staged payouts.

Ald. Grover stated that the major point is that board development is needed from members with a broad array of expertise. Mr. Happ underscored the point that there was never a doubt for a City staff member being able to join the board of the TIC but was adamant about the need for someone who will be passionate about the success of the center.

**ACTION TAKEN:** Acting Chair Wynne proposed to Mr. Happ that the TIC officers agree to add a City staff member to the board within three months after the City Council votes to approve the funding and before 100% of the funds are distributed, to which Mr. Happ agreed. The EDC voted seven yea and one nay by Ald. Fiske, to recommend approval for funding assistance in the amount of $100,000 for the TIC and support for the City staff member TIC board membership proposal.

**IV. CONSIDERATION OF ADDITIONAL BUDGET INFORMATION FROM THE EVANSTON COMMUNITY DEVELOPMENT CORPORATION (ECDC).**

Acting chair Wynne stated that the next agenda item was for EDC consideration of the additional budget information requested from the Evanston Community Development Corporation. The ECDC funding request in the amount of $80,000 is predicated on the additional budget information just as the case was for the Technology Innovation Center. The submitted material was included in the EDC packet and the material was thoroughly detailed and complete and the EDC had no other questions for the ECDC officers in attendance.

**ACTION TAKEN:** The EDC was unanimous in their decision to recommend approval for the funding assistance request in the amount of $100,000 for the Evanston Community Development Corporation

**V. CONSIDERATION OF THREE BID ESTIMATES FROM BEHLES & BEHLES.**

Acting Chair Wynne informed the EDC that the next agenda item for consideration concerned the EDC request for three estimates for façade improvement work for the architectural firm of Behles & Behles located at 816-18 Church Street. The Behles & Behles funding request in the amount of $11,000 is predicated on the requirement of the firm to obtain a minimum of three bids.
Mr. Joe Behles advised the EDC that although only two bids were submitted he expects the receipt of additional bids in a few days. The delay in obtaining the bids were due to efforts to comply with the EDC suggestion that Evanston based contractors be provided with an opportunity to submit bids. The bids he is waiting for are from Evanston contractors.

**ACTION TAKEN:** Staff member Marino suggested that the EDC does not allow the situation to delay the funding process, assuring the EDC that staff will obtain the additional bid required. The EDC concurred with the suggestion and voted unanimously to recommend approval for financial assistance in the amount of $11,000 for façade improvements on the 816-18 properties.

**VI. ECONOMIC DEVELOPMENT ACTIVITY REPORT**

Acting Chair Wynne stated that the EDC that the next agenda item was an Economic Development Activity Report and asked staff to proceed. Director Lehman informed the EDC that starting with the February 2010 EDC Meeting, staff will provide the EDC with a monthly activity report as a means of keeping the EDC members apprised of the activities staff is engaged in as well as staff’s levels of productivity. The report was well received by the EDC.

**VII. CONSIDERATION OF THE ECONOMIC DEVELOPMENT BUSINESS PROGRAM STANDARDIZED APPLICATION.**

Acting Chair Wynne said the next agenda item concerned the draft standardized application to be used by businesses and business organizations seeking financial assistance from the City. Director Lehman stated the EDC members were provided copies of the documents earlier in the month for review and comments. Copies of the draft application were also included in the EDC Meeting packets. Staff is seeking input from the EDC members. Director Lehman informed the EDC that staff has received some input and offered the opportunity for more comments prior to implementing the application process.

The EDC expressed their enthusiasm for the standardized application process and will consider the revised document at the March 24, 2010 EDC Meeting.

**VIII. ECONOMIC DEVELOPMENT STRATEGY PROGRESS UPDATE AND DISCUSSION OF VISION STATEMENT AND CRITERIA FOR EVALUATION**

Acting Chair Wynne informed the EDC that the next agenda item concerned the discussion of the Economic Development Strategy and Vision Statement.
Staff member Marino explained that at the January EDC Meeting member Zenkich requested an opportunity to discuss the vision statement and that was the reason for including the document in the EDC packet and placing the item on the EDC Agenda.

**ACTION TAKEN:** Since member Zenkich was not in attendance, the EDC decided to defer discussion of this agenda item until the March 24, 2010 EDC Meeting when member Zenkich can presumably participate.

**IX. AUTHORIZATION TO ISSUE NEIGHBORHOOD BUSINESS DISTRICT IMPROVEMENT PROGRAM REQUEST FOR PROPOSALS**

Acting Chair Wynne informed the EDC that the next agenda item was a request from staff to issue request for proposals to the various neighborhood business district associations and provided a brief history of this long standing grant program. Staff member Robinson advised the EDC that the program is funded by the Economic Development Fund and that $50,000 was proposed for the budget allocation for the next fiscal year 2010-11.

**ACTION TAKEN:** After a brief discussion and minor suggestions to improve the document, the EDC enthusiastically endorsed the Neighborhood Business District Improvement program launch for 2010.

**X. ALDERMANIC REFERENCE: CONSIDERATION OF THE NEED TO ESTABLISH A BUSINESS RETENTION AND EXPANSION FUND:**

Staff member Marino informed the EDC that Chair Ald. Rainey asked staff to prepare a proposal for a funding source program designed to provide financial assistance to the business community. Ald. Burrus was not comfortable with the proposed requirement of businesses to increase employment by 15 or more positions and suggested instead that a percentage of new jobs be considered. Others concurred and staff agreed to take the suggestion into consideration.

**ACTION TAKEN:** Since Ald. Rainey was not in attendance, the EDC decided to defer discussion of this agenda item until the March 24, 2010 EDC Meeting when Ald. Rainey would then be able to participate in the deliberation.

**XI & XII. ECONOMIC DEVELOPMENT FINANCE PROGRAMS TO SUPPORT BUSINESS ATTRACTION, RETENTION AND GROWTH:**

(This agenda item was erroneously listed twice on the EDC Agenda).

Director Lehman Walker provided the EDC with a brief explanation of the funding sources document prepared by staff. The document was well received by the EDC members.
XIII. COMMUNICATIONS:

At the request of the EDC, staff provided a spread sheet depicting five years of sales tax revenue receipts for the City. Staff member Marino stated that although sales tax revenues for the current fiscal year were down, the City seems to be fairing better than some other municipalities.

Ald. Burrus suggested that the comparisons would be more meaningful if the data was presented in the form of percentage changes and suggested that staff provide a comparison in that format. Mr. Jonathan Perman stated that the information had already been prepared by the Evanston Chamber of Commerce and volunteered to provide the EDC with the data.

XIV. ADJOURNMENT: There being no further business, Acting Chair Wynne accepted a motion to adjourn from Ald. Burrus which received a unanimous vote to do so. Acting Chair Wynne adjourned the EDC Meeting at approximately 8:50 P.M.

The next scheduled Economic Development Committee Meeting will be held on Wednesday, March 24, 2010 at the Lorraine H. Morton Civic Center in Room 2404 at 7:30 P.M.

Respectfully submitted,

Morris E. Robinson
Economic Development Planner
III. ENCLOSURE: Downtown Evanston (EVAMRK) Interim Report
To: Wally Bobkiewicz, City of Evanston  
Martin Lyons, City of Evanston  
Lehman Walker, City of Evanston  
Dennis Marino, City of Evanston  
Suzette Eggleston, City of Evanston  

From: Carolyn Dellutri, Downtown Evanston  

Re: Downtown Evanston’s FY2010 Interim Report  

Date: February 24, 2010  

The following represents Downtown Evanston’s second 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 last report on July 27, 2009.  

This interim report consists of three parts: A cover memo, samples of Downtown Evanston’s 2009 holiday marketing materials, and internal financial statement for ten months of FY2010 (March through December 2009).  

Marketing highlights for the current fiscal year include:  

- Downtown Evanston continues to expand its electronic marketing efforts. The Downtown Evanston website was completely redesigned and launched November 1, 2009. The home page was designed by Pressley Jacobs as part of the RFP for the rebranding project, in accordance with the look and feel of the brand and logo. Downtown Evanston-based Neiger Design took the home page design and developed the new website, creating it in the CMS (content management system) of Joomla. Design in a CMS Platform enables the downtown Evanston staff to easily make ongoing changes and updates to all photos, content, and calendar listings, thus avoiding costly web update fees. Downtown Evanston and Neiger design will participate in a case study during the CMS Expo (complete details below) in regards to successful use of the CMS platform Joomla to create and populate a website, at both design and content levels.  

Social network pages have been developed on Facebook and Twitter, with growth to 1,397 FB fans in six months and 191 Twitter followers in three months. An account on Flickr will be developed to showcase photos, increase search engine optimization for downtown Evanston, and to drive traffic to the website.  

- Extensive advertising 2009-2010 holiday season with our “Stores of Wonder, Stores of Light” ad campaign. Items included:  
  - Metra advertising included 11 ½ ft. Lighted signage at the Ogilvie Transportation Center; and signage on 7 CTA station platforms (Pacific North Line through North Shore)
• CTA advertising included 100 interior rail signs on the Purple (Evanston Express) and Yellow (Skokie Swift) Lines.
• Co-Op advertising opportunities were available for Evanston Review (print), Evanston Roundtable (print and online), EvanstonNow.com (online), and Daily Northwestern (print).
• Creation of a professionally designed North Pole in the Sherman Plaza Passageway during the first weekend (Sat. and Sun.) in December to induce area parents to discover downtown Evanston shopping.
• Due to extensive marketing including print and online ads (Pioneer Press Evanston Roundtable, EvanstonNow.com), posters and bag-stuffer distribution by downtown businesses over 200 children visited Santa this weekend.
• In conjunction with the City staff and the City’s Parking Committee, a holiday parking campaign was initiated to include free parking on Saturdays & Sundays and weekdays after 5pm in all downtown decks. Downtown Evanston funded marketing materials including posters and fliers to downtown businesses, blast emails and ads placed in the Evanston Review and Roundtable. The previous year’s signage, was used at garage entrances.

• Downtown Evanston is working in collaboration with Northwestern University (Community Relations and Associated Student Government), to promote awareness to NU students about the importance of participating in the Census. Tying in a retail event (discounted shopping weekend the second week in April), the theme will be "Be Counted and Receive a Discount" offering savings to those that complete and turn in their census forms. We are also discussing inclusion of the entire Evanston population in the invitation to enjoy savings based around the idea of supporting your community via the Census and shopping locally.
• Downtown Evanston is working closely with the Chamber of Commerce and the Technology Innovation Center to support and promote the CMS Expo, a technology conference that is being held in Evanston, May 3-5, for the second consecutive year. Marketing efforts include distributing posters with sign-up registration forms and inclusion in our blast emails to businesses and consumers. Downtown Evanston is also a co-sponsor of the welcome event being held at Tommy Nevin's Pub, and facilitator of the mayor's participation in the conference.
• Downtown marketing shopping and dining for Valentine's Day via a specially themed banner ad on EvanstonNow.com with "click here" leading to a complete list of Valentine's themed dining, hotel, shopping and service (spa/salon) options in the downtown. Valentine's weekend was featured in our consumer E-newsletter linking back to our website.
• Bi-Monthly business meetings: Evmark coordinates bi-monthly meetings (offering both an evening option and a morning option) for downtown businesses the second week of every month. These are designed to share ideas on marketing, cross-marketing among businesses, and creating events that drive traffic and generate business.

• We have begun soliciting sponsorship for our 11th annual "It's Thursday, Let's Dance." Our goal is to meet and surpass the $10,000 sponsorship funds collected for 2009 event.
• We have begun meeting with several other Evanston business districts to plan marketing campaign for Super Sidewalk Sale for the weekend of July 18-20. The goal, as was the case in 2009, is to pool marketing funds to get the most value and exposure for our dollars.
Within its management functions, the following activities have occurred:

Organizational Development:
- On December 28, 2009 Downtown Evanston moved its offices to 820 Davis Street, Suite 151 and is sharing space with the Technology Innovation Center (The Incubator). By moving to a street level space this gives us more accessibility to the public as well as the business community and the ability to monitor the maintenance workers on a daily basis. It also allows us to work in conjunction with the TIC staff to assist entrepreneurs as they grow their business and add staff and need more space.
- Downtown Evanston secured the url www.downtownevanston.org as the official downtown Evanston website.
- As required by Downtown Evanston’s Implementation Agreement with the City, two public Board meetings are held annually (May and November). The annual meeting will be held on Thursday, May 20, 2010. Location and time to be announced.
- 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 will be generated with a set of action plans. Volunteers will be invited to join project teams to assist with completion of the action plans.

Business Recruitment:
- To further strengthen demand for downtown's real estate, the current website www.downtownevanston.org has had an update to the “doing business” section. The commercial real estate section now has the ability to allow property owners and brokers to upload their most current information at any time of the day. There is also a new section called “real estate space request,” which will send an email to the executive director to follow-up with a phone call to discuss the potential tenant’s needs. This data is updated constantly and was recently distributed at the International Council of Shopping Center’s Alliance program and deal-making session which was attended by Carolyn Dellutri and Morris Robinson.
- The Downtown Evanston website is also being updated by gathering information from Costar and Loopnet as well as monthly emails to the broker community. This allows for current up to date information regarding vacancies on the Downtown Evanston website.

Business Retention:
- Downtown Evanston has begun a 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 6 ribbon cuttings that are advertised via E-newsletter.
- A comprehensive database program based in Filemaker Pro has been installed on our computers. We will now have one centralized location to inventory businesses. Staff currently has an inventory of all first floor retail, restaurant and service businesses and is working to inventory all office tenants.
The Joint Economic Development committee continues to meet on a monthly basis with representation by the City of Evanston, the Evanston Chamber of Commerce, Evanston Inventre, Downtown Evanston, the Technology Innovation Center and Chicago’s North Shore CVB to discuss business recruitment and retention initiatives. Staff also continues to meet on a bi-monthly basis with the North Shore Economic Development Professionals group. Downtown Evanston to host the September meeting.

Maintenance:

- Downtown Evanston, in conjunction with City staff, coordinated the Holiday Tree Lighting at Fountain Square with new LED lights that can be removed and retained for next year. Temple Display also worked with City staff installing downtown lights on poles.

- Downtown Evanston is working in partnership with the Highland Garden Club, the City of Evanston, Northwestern, and Brickman to coordinate the plantings of the “Burger King Triangle” at the intersection of Orrington and Clark. Attached is the landscape plan given to us by Ann Zieglermaier of Northwestern. John Jaminski has accepted the project and will amend the soil, mulch, purchase and plant. The Highland Garden club plans to plant - 90 Purple Dome Aster as the border, 8 – Little Moses, Euonymus at the head of the triangle and 30 Pennisetum grass to fill in. This is an estimate and the number of plants may change. Brickman will water this area as part of the downtown maintenance contract.

- A new banner program will be rolling out this spring with the new image and brand development package.

With the completion of our second year as a full time organization, Downtown Evanston continues to become the responsive, professional downtown organization envisioned. 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.

Should any of you have any questions about this report, please do not hesitate to contact Carolyn Dellutri, Executive Director at 847-570-4724.
Ribbon Cutting Celebrations

Downtown Evanston's ribbon cutting program includes marketing in our newsletter and invitations/press releases to the media. Photos are also sent to local media and posted on TribLocal.

Holiday 2009 Campaign

Evanston Holiday Tree Lighting Ceremony

Celebrate with Mayor Tulett, the Mayor's Committee, the Evanston Youth Choir, Rotarians International, and the First Congregational Church. Photos: Kim Janich, Oak Park.

Where Chicago and the North Shore Meet

EvanstonDowntown.com
Holiday Tree Lighting coordinated by The City of Evanston, Downtown Evanston and Rotary International. Above ½ page ad in Evanston Roundtable. B/W fliers and retail bag-stuffers also distributed.

Time Out Chicago Full Page Ad in week of November 20-26
Coop with Chicago’s North Shore CVB

TribLocal Evanston/Skokie

Santa Visits Downtown Evanston

By: Downtown_Evanston
12/07/09 01:50 PM 17 hits

The spirit of Christmas was alive and well in downtown Evanston this past weekend as Santa welcomed visitors to the ‘North Pole’ set up in passageway of The Shops at Sherman Plaza.

There were no long lines, so Santa was able to spend some quality time with each child, inviting them to share their interests and holiday wishes.
Santa’s visitors ranged in age from infants to eight or nine. Some were quite excited and chatty, and others were tongue tied and mesmerized by the big man in the red suit and curly white beard. Many brought their lists or had colored pictures to give to Santa. Parents enjoyed the ease of access, the free parking in the garage, and of course the photo ops.

Stores of Wonder, Stores of Light
in Downtown Evanston

Where Chicago and the North Shore Meet
EVANSTONDOWNTOWN.COM

Ogilvie Transportation Center 11 ½ foot lighted billboard, Month of Dec.

100 CTA interior rail posters on the Purple Line and Yellow (Skokie) Line

Stores of Wonder, Stores of Light
in downtown Evanston

PARK FREE from November 26th thru January 2nd. Weekdays from 10 a.m. to 10 p.m. and Saturday and Sunday all day from 10 a.m. to 10 p.m. EVANSTON.COM

Banner advertising on Evansnow.com and EvanstonRoundtable.com 40,000 page views reported on Evanstonnow.com for the month of December.
Co-op Holiday Campaign run in partnership with downtown businesses. Full page print ad ran in Daily Northwestern, 2 page print ran in Pioneer Press and Evanston Roundtable.

Valentines Day 2009

Indulge Yourself

- decadent dining
- one-of-a-kind boutiques
- romantic hotel getaways

Banner advertising on EvanstonNow.com 14,768 page views in about 2 weeks time

E-News via Constant Contact

Constant Contact email program is being used to enhance communication with downtown tenants, property owners, brokers and residents. Each week Downtown Evanston sends out a new email of things happening in the downtown district.

In October, 2009 Downtown Evanston also began a weekly consumer E-newsletter showcasing specials, sales and events at downtown stores, restaurants and service providers. City events of public interest are also included. We have also partnered with the arts community to highlight events going on at Evanston's theatres, museums and galleries.
schematic drawing for
Highland Garden Club
(rod iron fenced landscape area at:
Clark/Elgin/Orrington - City of Evanston)

Northwestern University

Elgin

perennial of choice
to NU

ornamental grass of choice
to City of Evanston

shrub of choice

Clark

Orrington
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<td>$ 1,834.71</td>
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<tr>
<td>Street Names</td>
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<td>$ 2,000.00</td>
<td>$ 0.00</td>
<td>$ 2,000.00</td>
<td></td>
</tr>
<tr>
<td>Other Marketing Expenses</td>
<td>$ 1,000.00</td>
<td>$ 1,000.00</td>
<td>$ 0.00</td>
<td>$ 1,000.00</td>
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</tr>
<tr>
<td><strong>Total 6060 Marketing Expenses</strong></td>
<td>$ 290,348.49</td>
<td>$ 130,876.00</td>
<td>$ 89,492.49</td>
<td>$ 145,966.88</td>
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</tr>
<tr>
<td><strong>Maintenance Expenses</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Improvements</td>
<td>$ 9,492.00</td>
<td>$ 7,435.00</td>
<td>$ 2,057.00</td>
<td>$ 9,492.00</td>
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<tr>
<td>Materials</td>
<td>$ 11,339.90</td>
<td>$ 12,362.00</td>
<td>$ 1,022.10</td>
<td>$ 11,339.90</td>
<td></td>
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<tr>
<td>Equipment</td>
<td>$ 1,000.00</td>
<td>$ 1,900.00</td>
<td>$ 900.00</td>
<td>$ 1,000.00</td>
<td></td>
</tr>
<tr>
<td>Contract</td>
<td>$ 1,259,627.26</td>
<td>$ 1,400,514.00</td>
<td>$ 53,386.74</td>
<td>$ 1,259,627.26</td>
<td></td>
</tr>
<tr>
<td><strong>Total 6100 Maintenance Expenses</strong></td>
<td>$ 168,524.23</td>
<td>$ 163,747.00</td>
<td>$ 3,277.23</td>
<td>$ 198,422.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total 6500 Holiday Decorations Lease</strong></td>
<td>$ 40,000.00</td>
<td>$ 30,000.00</td>
<td>$ 10,000.00</td>
<td>$ 40,000.00</td>
<td></td>
</tr>
<tr>
<td><strong>Administrative</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Accounting</td>
<td>$ 6,500.00</td>
<td>$ 6,500.00</td>
<td>$ 0.00</td>
<td>$ 6,500.00</td>
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<tr>
<td>Internet/DSL</td>
<td>$ 464.59</td>
<td>$ 416.00</td>
<td>$ 48.59</td>
<td>$ 464.59</td>
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<td>Telephone</td>
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<td>$ 2,500.00</td>
<td>$ 20.00</td>
<td>$ 2,520.00</td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>$ 11,500.00</td>
<td>$ 10,000.00</td>
<td>$ 1,500.00</td>
<td>$ 11,500.00</td>
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<td>Office Supplies</td>
<td>$ 1,383.46</td>
<td>$ 1,607.00</td>
<td>$ 223.54</td>
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<td>Maintenance</td>
<td>$ 1,658.00</td>
<td>$ 1,600.00</td>
<td>$ 58.00</td>
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<td>Professional Services</td>
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<td>$ 2,295.00</td>
<td>$ 195.05</td>
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<tr>
<td>Licenses &amp; Permits</td>
<td>$ 30.00</td>
<td>$ 10.00</td>
<td>$ 20.00</td>
<td>$ 30.00</td>
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<tr>
<td>Data/Connection Subscriptions</td>
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<td>$ 1,500.00</td>
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<td>Business Travel/Professional Development</td>
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<td>$ 1,500.00</td>
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<td>Insurance</td>
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<td>Postage</td>
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<td>Board Meetings</td>
<td>$ 414.52</td>
<td>$ 300.00</td>
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<td><strong>Total 7100 Admin</strong></td>
<td>$ 35,575.62</td>
<td>$ 33,667.00</td>
<td>$ 1,908.62</td>
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<tr>
<td><strong>Total 7500 Payroll</strong></td>
<td>$ 455,056.75</td>
<td>$ 358,943.00</td>
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<td><strong>Total Expense</strong></td>
<td>$ 565,857.37</td>
<td>$ 493,610.00</td>
<td>$ 172,247.37</td>
<td>$ 565,857.37</td>
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<tr>
<td><strong>Out Income</strong></td>
<td>$ 46,688.33</td>
<td>$ 61,247.00</td>
<td>$ 14,558.67</td>
<td>$ 46,688.33</td>
<td></td>
</tr>
</tbody>
</table>

Note: Image and Brand Development Project Funded with Board Approval from Previous Year End Budget Variance vs 2009-2010 Annual Budget.

Total: $ 616,454.47 - $ 100,860.22 = $ 515,594.25
IV. ENCLOSURE: Revised Economic Development Business Grant Application
ECONOMIC DEVELOPMENT
BUSINESS GRANT PROGRAM APPLICATION
INDEX

PROGRAM INTRODUCTION

CONTENTS

SECTION 1
DIRECTIONS  
• Application Check List  
• Summary Program/Project Description Form

SECTION 2
APPLICATION  
• Instructions  
• Applicant Information  
• Program/Project Benefit Analysis  
• Executive Narrative  
  • Program/Project Description

SECTION 3
BUDGET FORMS  
• Certification Statement  
• Program/Project Budget and Funding

SECTION 4
Attachments  
• Organization Chart  
• Board of Directors  
• IRS Form 990  
• Audit on Board Letterhead

Number all of the pages in the proposal, including the Budget Forms.
The success of Evanston’s business community is essential to the vitality of the City. The real estate and retail sales taxes generated by businesses help to sustain the City’s ability to deliver services throughout Evanston. Employment opportunities provided by the diverse business base, especially for Evanston residents, contributes to the overall economic development of the City.

In an effort to assist Evanston based businesses prosper, the City has initiated an Economic Development Business Grant Program which will provide grants to businesses for eligible projects, particularly façade improvement projects and business retention and attraction programs. The program is intended for businesses of all sizes and those organizations with missions designed to generate targeted economic development in the City.

The attached application packet includes instructions for completing an application for businesses based in Evanston which seek financial assistance from the City. Additional directions are included for completing the accompanying project/program proposals for which the assistance is being requested. Eligible business or organization applicants must explicitly follow these directions. For additional information about the Economic Development Business Grant Program, contact the Community & Economic Development Department Planning staff at 847 866-2928.
SECTION 1
GENERAL DIRECTIONS
ECONOMIC DEVELOPMENT BUSINESS GRANT PROGRAM

REVIEW THIS CHECKLIST
BEFORE SUBMITTING YOUR GRANT PROPOSAL!

☐ Program/Project Summary

☐ Program Narrative and Accompanying Budget Proposals:
  ☐ Program Background narrative (Section 2) for the program/project for which you request funds.
  ☐ Complete budget information using the appropriate budget form.
  ☐ Did you also include all other sources of funding and the amounts?
  ☐ Did you specifically describe how the funds you request are to be used?
  ☐ For the program for which you are requesting funds, did you provide specific, measurable outcome objectives in the narrative section?

☐ Have you included the following, current documents as a part of your application?
  ☐ Organizational chart
  ☐ Board of Directors list and their employment affiliations
  ☐ IRS Form 990 (page 1)
  ☐ Audited Financial Statement

☐ Your budget must have been adopted and approved by your Board of Directors. If it has not, please submit a letter with your proposal indicating when the budget will be considered and approved by your Board

☐ Does 100% of your Board provide financial contributions to the organization/business

☐ You must appear before the Economic Development Committee (EDC) to present your request for financial assistance and answer questions posed by the Economic Development Committee members. All requests for funding must be recommended for approval by the Economic Development Committee and approved by the City Council.

☐ If you are not submitting electronically, twenty (20) copies of the funding proposal must be provided twenty business days before the Economic Development Committee Meeting:

Proposals must be delivered to:
Community & Economic Development Department
Planning Division: Attn. Economic Development Division Manager
Lorraine H. Morton Civic Center
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201
ECONOMIC DEVELOPMENT BUSINESS GRANT PROGRAM
PROJECT/PROGRAM SUMMARY

DATE OF APPLICATION: ____________________
APPLICANT: ____________________________________________
CONTACT PERSON & TITLE: ________________________________
PHONE: _______________________________________________
ADDRESS: ______________________________________________
DESCRIPTION OF PROPOSED PROGRAM/PROJECT:
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

TOTAL PROJECT/PROGRAM BUDGET: $_____________
FUNDS REQUESTED FROM THE CITY: $_____________
OTHER INFORMATION YOU WOULD LIKE TO INCLUDE (additional pages permitted)
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
SECTION 2
NARRATIVE
Use this application to apply for an economic development financial assistance grant. Complete all fields that are appropriate for your organization or business. Applicants are strongly encouraged to meet with Economic Development Planning staff to determine the eligibility of their proposed project. To schedule a meeting with staff or for questions about the application process, call 847-866-2928. Organizations seeking financial assistance should submit applications annually, coinciding with your fiscal year. Businesses may submit applications any time during the year, as circumstances dictate.

**Completed applications are due in the Community and Economic Development Department, located on the third floor of the Morton Civic Center, 2100 Ridge Ave, Evanston, IL 60201 by 5:00 p.m. twenty business days before the scheduled Economic Development Committee Meeting.**

Where possible, electronic transmittal is preferred means for the submission of applications. If hard copies are submitted, please submit 20 copies of your completed application, including required attachments. Use paperclips or binder clips to separate copies; do not bind or insert tabs. Provide evidence that the governing board of your organization has authorized your application for a grant, such as a letter on the organization letterhead from the board chair.

**Applicants must appear before the Economic Development Committee to present proposals and answer questions. The Economic Development Committee meets monthly at the Morton Civic Center and applicants will be notified of the date and time of the presentation by the Economic Development Division planning staff.**

**Attachments required of business organization grant applicants:** Please provide in the following information (20 copies):

1. Current year’s operating budget, including projected expenses and revenues. Categorize expenses under program, general, administrative and fundraising.
2. Audited financial statements for the last fiscal year or IRS Form 990.
3. Current board of directors, including professional affiliations and home addresses
4. Latest annual report or summary of the organization’s activities from the prior year.
5. Project description and quantitative measurements for project success.
6.

**Attachments required for business owner grant applicants:** Please provide the following information (20 copies):

1. Verification of property/business ownership or landlord authorization letter allowing alteration of the property
2. Annual real estate tax payment
3. Number of employees
4. Project description and duration
5. Before photograph (current condition of property) and rendering of completed project if available
6. Estimates from three contractors

**Applicants must appear before the Economic Development Committee (EDC) to present proposals and answer questions.**
Business owner grant Applicants must provide the Economic Development Committee with a completion follow-up report for projects lasting less than ninety days and quarterly progress reports for projects lasting longer than two consecutive quarters.

**APPLICANT INFORMATION**

Applicant:

Contact person:

Address:       City       State       Zip

Phone:         Email:

Program or project for which financial assistance is requested:

Total program or project budget: Amount of assistance funds requested:

A. **PROGRAM /PROJECT BENEFITS ANALYSIS**

If applicable, explain the project/program for which you are seeking a grant in the space provided below. Please include the following information: (explanations should not exceed 450 words):

1. Explain how the project/program will be beneficial to the City of Evanston business community.

2. What data and information did your organization use in deciding to develop and implement this project/program?

3. What are the objectives of the program/project?
4. What alternative to this economic development grant program/project did you consider in order to meet those financial objectives?

5. Describe as specifically as possible the types of activities and or services that your organization/business will undertake in the program/project.

6. Describe any value the City receives from your business/organization, i.e. amount of real estate taxes paid; jobs created or maintained; job training opportunities; transforming blighted conditions through neighborhood improvement projects, etc.
B. **PROGRAM/PROJECT DESCRIPTION**

1. Identify the specific activities involved in the proposed program/project.
   - [ ] Technical assistance
   - [ ] Micro enterprise assistance
   - [ ] Credit services (e.g., grants, loans, loan guarantees, including marketing, screening and reviewing applications)
   - [ ] Acquisition, construction, rehabilitation or reconstruction
   - [ ] Other (describe)

2. **If a program, is it new?**  
   - [ ] Yes  
   - [ ] No  
   If existing, in what year was it founded?  
   What is the number of Evanston businesses/clients served in past years?

3. **Describe the project/program.** Be specific about the activities/services provided, who will carry them out (include names of staff and their qualifications/contractor), program/project completion timeframe.

4. **Detail the program/project goals and outcomes.** Describe your criteria for success and the results you expect to achieve through this program/project. What data will be collected to verify that desired outcomes are being achieved? (Attach copies of data collection tools.) Indicate who is responsible for monitoring the program to ensure that it is implemented as planned.
5. If this program or project is intended to create or retain jobs, estimate the number of:

Number of full and part time permanent jobs and salary range
Retained jobs

6. What is the location of your program or project?

a. Is this location in compliance with the federal American with Disabilities Act (ADA)?
   ☐ Yes  ☐ No

b. If "No," describe what areas are not compliant and what accommodations will be made to enable disabled individuals to access the location. Does your organization have experience making accommodations for the disabled?

7. If a program/project, does it involve the displacement or relocation of any person or business?
   If "Yes" explain the nature and necessity for displacement or relocation.
9. Why is your organization best suited for undertaking this proposed economic development program/project?

10. What are the specific quantitative outcome objectives of your proposal? Please describe the manner in which achievements will be measured towards meeting those program/project objectives.

*The City of Evanston may request additional information or clarification of information provided in this application.*
SECTION 3: BUDGET FORMS
ECONOMIC DEVELOPMENT BUSINESS GRANT PROGRAM
BUDGET FORMS

PROGRAM/PROJECT BUDGET AND FUNDING

1. If you are requesting funds for an economic development program, complete the table below for your program budget. Total revenues should be equal to or greater than total program expenditures. The line item descriptions provided are examples; please change as needed to match the line item expense and revenue descriptions in your chart of accounts. If your program is new, leave fiscal years 2008/09 and 2009/10 blank. Examples of line item expenses are illustrated below. Add or subtract line item expenses as applicable.

<table>
<thead>
<tr>
<th>Line Item Expenses</th>
<th>2008/09 Actual</th>
<th>% of Budget</th>
<th>2009/10 Projected</th>
<th>% of Budget</th>
<th>2010/11 Proposed</th>
<th>% of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries (Benefits)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fringes</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Program Space/Rent</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Utilities</td>
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<td>Communications</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Reproduction/Printing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Supplies/Materials</td>
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<td></td>
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<tr>
<td>Transportation</td>
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<td>Other</td>
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<td>Other</td>
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</tr>
<tr>
<td>Indirect Costs</td>
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</tr>
<tr>
<td>Total Expenditures:</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Revenues                            |                |             |                   |             |                 |             |
| Other City of Evanston funds        |                |             |                   |             |                 |             |
| Other Federal Funds                 |                |             |                   |             |                 |             |
| State of Illinois Funds             |                |             |                   |             |                 |             |
| Foundation Grants                   |                |             |                   |             |                 |             |
| Corporate Sponsorships              |                |             |                   |             |                 |             |
| Individual Contributions            |                |             |                   |             |                 |             |
| Special Events                      |                |             |                   |             |                 |             |
| Other Contributed Income            |                |             |                   |             |                 |             |
| Program Fees                        |                |             |                   |             |                 |             |
| Investment Income                   |                |             |                   |             |                 |             |
| Other Earned Revenue                |                |             |                   |             |                 |             |
| Total Revenues:                     | 100%           | 100%        | 100%              |             |                 |             |
2. Indicate the cost per client served for your program (total program expenditures divided by total clients served): $ per client for FY 2010/11 (proposed); $ per client for FY 2008/09 (actual)

3. Has your organization received other funding from the City for this program/project, or any other program/project, in prior years? ☐ Yes ☐ No

If yes, please list the program/project name, City funding source, year(s) and amount(s):

<table>
<thead>
<tr>
<th>Program/Project</th>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2009/10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2008/09</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2007/08</td>
<td></td>
</tr>
</tbody>
</table>

4. Explain why additional funding is appropriate for your program or project. If this application is for a program currently receiving CDBG or other City funding, discuss what actions you have taken and what other funding sources investigated in the last twelve months to reduce your organization's dependence on the City of Evanston.

5. List funding from any other sources. Example, if “CDBG grants” make up part of your budget, list CDBG as a source from which funding has been applied for and the amount; then indicate the status of each source in the “Status” column (i.e., funding secured, awaiting response, etc.).

<table>
<thead>
<tr>
<th>Other Funding Sources</th>
<th>Status</th>
<th>Amount</th>
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<tr>
<td></td>
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</tbody>
</table>

If one or more of the other funding sources is not realized, what impact would this have on your program/project scope or design, including the number of clients served and staff reductions.
6. **How will your organization evaluate and ensure the cost effectiveness of the program/project.**

7. **If you are a business requesting funds for an economic development project,** complete the table below, indicating all anticipated costs and the line items for which funds would be used, as well as all sources of financing.

<table>
<thead>
<tr>
<th>Project Line Item Expenditures</th>
<th>Amount</th>
<th>% of Budget</th>
<th>CDBG Funds Requested</th>
<th>% of CDBG Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

**Total:**

<table>
<thead>
<tr>
<th>Project Line Item Funding</th>
<th>Amount</th>
<th>% of Budget</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

**Total:** 100%
CERTIFICATION STATEMENT

On ____, 201__, the Business owner/Board of Directors of _______ (Applicant) took official action to authorize _______ to submit this application for financial assistance to the City of Evanston’s Economic Development Committee.

The undersigned duly-authorized agent of _______ (owner of business, Applicant), hereby states that, to the best of my knowledge, the information contained in this Application for financial assistance is true and correct. Applicant assures the City of Evanston that if approved, the grant will be administered by the Applicant as proposed and that any funds received under this grant will not be used to supplant other funds budgeted for the proposed program/project, and that funds received shall be used solely for the purpose described in this Application. Any funding resulting from this Application will be applied by the manner in which the request was submitted to the City of Evanston. If funded, _______ (Applicant) agrees to provide other Evanston based businesses or service providers the opportunity to submit estimates for the proposed project.

Name

Title

Signature

Date
SECTION 4

ATTACHMENTS
ATTACHMENTS

1. Organizational Chart
2. Board of Directors
3. IRS Form 990
4. Audit or Board letter
V. ENCLOSURE: Economic Development Summit Meeting Invitation
DATE: Wednesday, March 17, 2010

TO: Attendees List Serve

FROM: Annual Economic Development Summit Meeting

RE: Annual Economic Development Summit Meeting

INVITEES

The Hon. Elizabeth B. Tisdahl, Mayor-City of Evanston
Ald. Colleen Burrus               Ald. Mark Tendam
Ald. Judy Fiske                   Ald. Donald N. Wilson
Ald. Jane Grover                  Ald. Melissa A. Wynne
Ald. Delores Holmes               Ald. Lionel Jean-Baptiste

• Wally Bobkiewicz, City Manager-City of Evanston
• Lehman Walker, Director-Community & Economic Development Department
• Dennis Marino, Assistant Director of Community Development
• Jeff Coney, Director of Economic Development-Northwestern University
• Ronald Kysiak, Executive Director-Evanston Inventure
• Jonathan Perman, Executive Director-Evanston Chamber of Commerce
• Gina Speckman, Executive Director-Chicago’s North Shore Convention & Visitors Bureau
• Carolyn Dulli, Executive Director-Downtown Evanston
• Diane Lupke, Interim Executive Director-Evanston Community Development Corporation
• Chuck Hap, CEO-Technology Innovation Center
• Tim Lavengood, Executive Director-Technology Innovation Center
• J. P. Gallagher, President-Evanston Hospital
• Jeffrey Murphy, CEO-St. Francis Hospital
• Jennifer Kalas, Interim President-West Evanston Industrial Park
• John Kenny, President-Rotary International
• Ray Klinginsmith, President-Elect-Rotary International
• Edward Futa, General Secretary-Rotary International
• Dick Peach, President-Noon Rotary Club of Evanston
• Chip Uchtman, President-Lighthouse Rotary Club of Evanston

Neighborhood Business District Associations
Jon Lienewebber, President-Dr. Hill Business District Association
Lois Combs, President-Central Street Merchant’s Association
Paul Giddings, President-Chicago/Dempster Merchants Association
Bill Smith, President-Church & Dodge Business Association
Gay Riseborough, President-Florence Crain Neighbors Community Association
Larry Kaufman, President-Howard Street Business Association
John Szostek, President-Main Street Station Merchants Association
Hecky Powell, President-Emerson/Green Bay Business Association
You are cordially invited to the first Annual Economic Development Summit Meeting hosted by the City of Evanston. Your participation, input and partnership in achieving the City’s economic development objectives are extremely important. The event will be held on Thursday, April 15, 2010 in the Parasol Room-4TH-Floor south, of the Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Evanston, IL 60201 at 10:30 AM.

Please rsvp: Lehman Walker at: (847) 866-8022 or lwalker@cityofevanston.org

PURPOSE

The City of Evanston takes pride in its lakeside location; population diversity; charming residential communities and neighborhood business districts in addition to its centrally located downtown. Cultural activities abound in Evanston and its restaurant and entertainment venues are renown on Chicago’s North Shore. Evanston’s vitality and livability is dependant in large part on a thriving, growing, dynamic and sustaining business community. The employment opportunities, real estate and sales taxes generated by businesses and the daily commercial transactions between merchants and employees are primary components enabling the City to deliver excellent services throughout Evanston. It is critically important for the City’s future to be proactive in attracting new businesses and retaining as well as maintaining its existing businesses. The City has identified economic development as a top priority.

Business attraction and retention is of the highest priority with the various stake holder organizations in the community. This Economic Development Summit was conceived to advance the process of forming a strong partnership between the City and the many stakeholders which are both directly and indirectly involved in the business community. Many of the stakeholders were consulted as the City prepared the Economic Development Strategy and that input was incorporated in the preparation of the document. In January 2010, the Economic Development Strategy/Major Priorities was approved by the Evanston City Council. The City has begun the process of implementing the strategies. When fully implemented, these strategies will have a significantly positive impact in the community at large and will establish an overall supportive culture for economic development.

As part of the recently approved Economic Development Strategy, the City has adopted the Economic Development Vision Statement which reads:

_Evanston promotes and supports a citywide entrepreneurial culture that retains and expands existing business, attracts new businesses and fosters start ups, including technology companies. Employment growth and tax base enhancements are two essential elements of this vision. Increased employment of Evanston residents by Evanston employers is an important component of this vision._

The Economic Development Strategy/Major Priorities and Vision Statement will be distributed prior to the summit meeting and will also be available at the meeting.
ECONOMIC DEVELOPMENT SUMMIT
Thursday, April 15, 2010 at 10:30 A.M.
Parasol Room-4th Floor
Lorraine H. Morton Civic Center
2100 Ridge Avenue, Evanston, IL 60201

AGENDA

Attendees will arrive and sign in at 10:30. Coffee and tea will be provided. The summit meeting will begin promptly at 10:45 A.M.

I. Call to Order
II. Introduction of Participants & Attendees
III. Discussion of Strategy/Major Priorities & Vision Statement
   1. Business Retention and Expansion Strategy
   2. Business Attraction Strategy
   3. Area and Commercial Revitalization and Redevelopment Strategy
   4. Marketing/Communication Strategy
   5. Enhancing City Assistance to the Business Community
IV. Participant’s Comments & Suggestions
V. City Response
VI. Adjournment

DOCUMENTS FOR DISTRIBUTION AT THE SUMMIT MEETING

- Economic Development Strategy/Major Priorities & Vision Statement
- Sources of Funds for Business Financial Assistance
- Standard Application for Businesses/Organizations Seeking Financial Assistance
- Community & Economic Development Department Organization Chart
- Available Space Inventory
VI. ENCLOSURE: Economic Development Monthly Activity Report
DATE: Wednesday, March 17, 2010  
TO: Chair and Members, Economic Development Committee  
FROM: Morris E. Robinson, Economic Development Planner  
RE: Economic Development Monthly Activity Report

During the month of March 2010, Economic Development Planning staff was engaged in or completed the following major activities.

- Revised and completed the standardized Economic Development Business Grant Application.
- Prepared and distributed twelve Requests for Proposal for the Neighborhood Business District Improvement Program.
- Prepared final draft of the Economic Development Summit invitation document
- Created a brochure for the "Economic Development Finance Programs to Support Business Attraction, Retention and Growth".
- Participated in 3rd off-site strategic planning session with member manufacturers of the West Evanston Industrial District.
- Participated in two, half day interview sessions with 6 applicants competing for the Economic Development Manager Position.
- Met with representatives of the Dewey/Darrow Neighbors Organization to discuss proposed projects funded by the Evanston Plaza Neighborhood Improvement Fund.
- Met with Heckey Powell, the Owner of Heckey's Barbeque regarding the establishment of the Emerson/Green Bay Road Business Association and his eligibility for façade improvement funding assistance.
- Held two business attraction meetings with an entrepreneur planning to open a butcher shop in the West Evanston TIF District area.
- Prepared the EDC Meeting Minutes of February 24, 2010 and prepared and distributed seventy (70) Economic Development Committee Meeting Packets.
- Prepared all Council Agenda documents for three separate business attraction/retention requests for financial assistance, which were recommended for approval at the January and February 2010 EDC Meetings.
- Participated in three meetings concerning 430 Asbury building with Aldermen, real estate brokers and ED staff to discuss tenant attraction initiatives as well as with the property owners of 2424 Oakton for the same purpose.
- Provided staff support for the Economic Development Committee Meeting of March 24, 2010.
VII. ENCLOSURE: Economic Development Strategy/Major Priorities and Vision Statement
ECONOMIC DEVELOPMENT STRATEGY/MAJOR PRIORITIES
AND VISION STATEMENT

This document summarizes the major components of an Economic Development Strategy/Major Priorities and Vision Statement which was adopted by the City of Evanston on January 11, 2010.

The most important priorities for economic development by the City in partnership with valued partners engaged in economic activities are highlighted. Implementation of this strategy began in January 2010 and it will feature quarterly reporting to the Economic Development Committee for opportunities to modify the strategy periodically. The City has always engaged in business retention and attraction activity, as well as substantial real estate redevelopment initiatives, but the priorities included in this document will be implemented in a more systematic and sustained manner. Implementation of this new strategy will emphasize continuous outreach and initiatives as well as reacting to needs and opportunities raised by other actors engaged in economic activity.

Business Retention and Expansion

1. Inventory and prioritize economic sectors for outreach making use of available data and reports, generating new data as necessary.

2. Develop and implement a business retention communication strategy

3. Administer economic development finance programs and support services (e.g. City services, infrastructure, regulatory)

4. In all cases, provide special focus and sensitivity for small businesses, including business start ups, and key sectors that would maximize job creation.
Business Attraction

1. Identify and address gaps and opportunities for business attraction.

2. Develop a medium to long range attraction plan for economic revitalization identifying sectors and individual business targets.

3. Leverage key partnerships to help attract desired businesses (e.g. Northwestern University, St. Francis Hospital and Evanston Hospital).

4. Apply economic development financing programs and support services to achieve attraction objectives.

Area and Commercial Revitalization and Redevelopment

1. Implement action plans for neighborhoods and commercial areas with existing area plans including Chicago Avenue, West Evanston, Downtown and Central Street.

2. Implement the approved redevelopment plans for Tax Increment Financing Districts including Howard/Ridge, Washington National, Howard Hartrey, West Evanston and Southwest.

3. Create plans for commercial districts that do not have plans including the southwest manufacturing and commercial districts and the Dodge Avenue Corridor from Greenwood Avenue south.

4. Work closely with neighborhood business district associations and other business associations to achieve economic development priorities.

Marketing

1. Build a new City Economic Development Web Site that becomes a fundamental component of the City's marketing strategy and is a major interactive portal for engagement with all existing Evanston businesses, other businesses that we desire to attract and is a showcase and resource for information about economic activity and opportunities in Evanston.
ECONOMIC DEVELOPMENT VISION STATEMENT FOR EVANSTON

Evanston promotes and supports a citywide entrepreneurial culture that retains and expands existing businesses, attracts new businesses and fosters start ups including technology companies. Employment growth and tax base enhancement are two essential elements of this vision. Increased employment of Evanston residents by Evanston employers is an important component of this vision.

Criteria for evaluating the achievement of the vision statement:

1. Number of business expansions
2. Number of business visits
3. Number of service requests fulfilled
4. Number of business start ups
5. Number of businesses attracted
6. Number of new jobs created
7. Dollar value of enhanced tax base
8. Number of jobs created for Evanston residents
VIII. ENCLOSURE: Draft for Proposed Business Expansion and Retention Fund
Memorandum

To: Chair and Members, Economic Development Committee

From: Lehman Walker, Director, Community Development Department
       Dennis Marino, Assistant Director, Community Development
       Morris Robinson, Economic Development Planner

Subject: Concept Draft for Proposed Evanston Business Expansion and
         Retention Fund in response to Aldermanic Request from Ald. Rainey

Date: February 17, 2010

I. Objective: Assist existing Evanston businesses with financing of expansion projects in cases where there will be an extraordinary benefit to Evanston through business expansion or retention.

II. Evaluation Criteria to be applied in evaluating requests for assistance include the following standards:
(1) Enable a business to increase employment significantly.
(2) Address vacant or underutilized property in need of rehabilitation or reuse.
(3) Increase real estate taxes or sales taxes substantially.
(4) Provide a significant special public benefit to Evanston.
(5) Draw substantially more customers to the business and generate substantial cross sales opportunities for other businesses.
(6) Assist existing businesses that make significant contributions to the Evanston economy that would otherwise relocate without this assistance, but will stay and grow substantially in Evanston.
(7) Business has been in Evanston for a minimum of three years.
(8) Business commits to remaining in Evanston for seven years.

III. Mechanisms for Providing Assistance:
Options for the Committee to consider include:
(1) Matching Grants or
(2) Loans
   Staff will further assess the optimal mechanisms after discussion of the initial concept by the Economic Development Committee.

IV. Definition of Substantial Benefits Threshold:
This program is designed to increase employment by 15 or more jobs for each business assisted and to increase sales or property taxes by $100,000 or more annually.

V. Initial Budget: $350,000 Economic Development Fund
IX. ENCLOSURE: Retail Sales Comparison Charts
Robinson, Morris

From: Marino, Dennis
Sent: Thursday, March 18, 2010 9:39 AM
To: Robinson, Morris
Subject: FW: Retail Sales Comparison Charts

-----Original Message-----
From: Jonathan Perman [mailto:jperman@evchamber.com]
Sent: Wednesday, March 03, 2010 1:24 PM
To: Marino, Dennis; Walker, Lehman
Subject: Retail Sales Comparison Charts

Lehman/Dennis:

As promised, here are the retail sales tax comparison charts for the 4th Q. We also have them for the other three quarters as well going back to 2005. Also, I have included a comparison unemployment chart. In all uses of these charts, the following attribution must be used:

The Evanston Chamber of Commerce
Economic Development Council – Research Division

We should also discuss the roll out of these numbers because they aren’t pretty. I would suggest that we have a coordinated response to the numbers which focuses on what we are doing about the poor performance rather than just presenting statistics.

Jonathan Perman
Executive Director

One Rotary Center
1560 Sherman Avenue, #860
Evanston, IL 60201

847-328-1500, x3
847-3281510 (fax)

www.evchamber.com

3/18/2010
4th Q % Change in Retail Sales Taxes
2005-2008

[Bar chart showing quarterly percentage changes in retail sales taxes for Evanston, Chicago, and the US from September 2006 to December 2007. The chart illustrates the fluctuations in sales taxes across different months and years.]
4th Q % Change in Retail Sales Taxes
Evanston and Northshore Municipalities
4th Q. % Change in Retail Sales Taxes
Evanston and Outlying Municipalities

- Evanston
- Arlington Heights
- Des Plaines
- Naperville
- Oak Park
Evanston's Unemployment Rate has Now Reached its Highest Levels of the Decade