ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JUNE 26, 2013 - 7:30pm
Now We’re Cookin’ -- 1601 Payne Street

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF MAY 22, 2013

3. ITEMS FOR CONSIDERATION
   A. Great Merchants Grant
      i. Chicago-Dempster Merchants Association
      ii. Howard Street Business Association
   B. Chicago’s North Shore Convention and Visitors Bureau Request for Funding

4. ITEMS FOR DISCUSSION
   A. Now We’re Cookin’ Update
   B. Entrepreneurship and Growth Companies Update

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

6. ADJOURNMENT

Next Meeting: Wednesday, July 24, 2013

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/government/special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. 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 the Community and Economic Development Department 48 hours in advance of the scheduled meeting so that accommodations can be made at 847-448-8683 (Voice) or 847-448-8064 (TTY).
Call to Order / Declaration of Quorum
A quorum being present, Chair Fiske called the meeting to order at 7:35 p.m.

Approval of the Meeting Minutes of April 24, 2013
Ald. Tendam moved to approve the minutes of the April 24, 2013 Economic Development Committee meeting, seconded by Ald. Rainey.
The minutes of the April 24, 2013 meeting were approved unanimously, 6-0.

I. Call to Order / Declaration of Quorum
A quorum being present, Chair Fiske called the meeting to order at 7:35 p.m.

II. Approval of the Meeting Minutes of April 24, 2013
Ald. Tendam moved to approve the minutes of the April 24, 2013 Economic Development Committee meeting, seconded by Ald. Rainey.
The minutes of the April 24, 2013 meeting were approved unanimously, 6-0.

Ald. Grover arrived at the meeting.

III. Items for Discussion
A. Appointment of Committee member to the M/W/EBE Development Committee
Wally Bobkiewicz, City Manager and Interim Director of the Community & Economic Development Dept., explained that the Chair of the M/W/EBE Development Committee raised the issue that there has not been an Economic Development (ED) Committee member on it for quite some time. An ED Committee member is to be on the Committee as well as an alderman. Alderman Braithwaite is on the M/W/EBE Committee.

Ald. Tendam volunteered to be on the M/W/EBE Committee.

The Committee voted unanimously 6-0 to elect Ald. Tendam to be on the M/W/EBE Development Committee.

B. Great Merchants Grants
   1. West End Business Association
Meagan Jones introduced Paul Klitzkie of the West End Business Association and said staff recommends a grant of $8,685 for projects in the West End.
Paul Klitzkie explained that the grant would go for seasonal plantings and additional planters. He said the planters installed last year have beautified their business district and the new planters would welcome the Erie Health Center.

The Committee discussed the variation in the types of activities requested and funded.

**Ald. Grover moved to grant West End Business Association $8,685, seconded by Ald. Burrus.**

The Committee voted unanimously 7-0 to approve the grant.

2. **Chicago-Dempster Merchants Association**
Meagan Jones introduced Tim Peterson and Paul Giddings and said staff recommends a grant of $9,000, contingent upon submission of bids for each of their proposed projects in the Chicago/Dempster Merchant District.

**Ald. Grover moved to grant Chicago-Dempster Merchants Association $9,000 contingent upon submission of bids for each of their proposed projects, seconded by Ald. Rainey.**

Mr. Peterson, owner of Squeeze Box Books, presented the request which included landscaping and plantings, wayfinding signage, website development and participation in the sidewalk sale through cooperative advertising with Downtown Evanston. The Committee discussed the Association’s requests for advertising, wayfinding signage and website development. Ald. Rainey asked about the cooperative advertising request and if the Association could spend less on advertising if it did not go through Downtown Evanston. Ald. Burrus asked about the timing for the request for wayfinding signage considering the City is preparing a new wayfinding plan. Chair Fiske asked if providing funding for signage for one business district association now would be considered as giving preference to one association. Chair Fiske asked if there were more inexpensive ways to develop a website.

Mr. Peterson said they want their website to be cohesive with the template created by CoLab for Dempster Dodge. Ald. Tendam agreed that it is difficult to change website designs if one is not a professional who knows about scripts.

Regarding advertising, Ald. Tendam said he would like to see Downtown Evanston’s breakdown of charges for advertising.
Mr. Bobkiewicz suggested continuing the consideration of this grant until the next meeting and that staff would prepare answers to the Committee's questions.

The Committee discussed association memberships and dues both generally and specific to the Chicago-Dempster Merchants Association. Items addressed included the percentages of dues that contribute toward promotional activities and the numbers of members who pay into Associations.

Ald. Burrus asked if any portion of the request was time-sensitive. Mr. Paul Giddings responded that the landscaping portion was time-sensitive.

**Ald. Tendam moved to approve $1500 for the Chicago-Dempster proposed plantings, with other charges reviewed at the next meeting. The motion was seconded by Ald. Rainey**

The Committee voted unanimously 7-0 to approve the motion.

3. **Dr. Hill Business Association**

Meagan Jones introduced John Leineweber and said staff recommends a grant of $9,000 for proposed projects within the Dr. Hill Business Association.

Mr. Leineweber presented the request. He stated that the request conforms to the master plan that was funded by the City 10 years ago and maintains these investments. He said they are re-branding the Dr. Hill Business District as the Hill Arts Business District Association and portions of the grant will assist with this re-branding as well as replace worn banners. At Ald. Burrus' inquiry, he explained that the business cards are to be distributed at seminars and meetings.

Ald. Rainey commended the Association's beautification efforts.

Mr. Zenkich mentioned that the Dr. Hill Business District is not listed on the City's website, to which Mr. Zalmezak replied that it is featured in the West Side neighborhood section of the website and he will follow up to make sure it appears as a separate entity.

**Ald. Rainey moved approval of the staff recommendation of $9,000 seconded by Ald. Grover.**

**The Committee voted unanimously 7-0 to approve the grant.**

4. **Central Street Business Association**

Meagan Jones introduced Tom Erd and said staff recommends a grant of $9,000 for the proposed projects in the Central Street district.
Ald. Grover moved approval of the staff recommendation, seconded by Ald. Tendam.

Mr. Erd presented the proposal. The grant will fund the replacement of all banners, which are dilapidated, a refreshed logo and additional planters.

The Committee discussed the proposal. Items discussed included the possible evolution of the geographic boundaries of the Central Street Merchants Association, the logo contest the Association plans to hold and legibility of the banners.

The Committee voted unanimously 7-0 to approve the requested grant.

5. **Main Street Merchants Association**

Meagan Jones introduced Malik Turley and said staff recommends a grant of $9,000 for their proposed projects in the Main Street Merchants District.

Ms. Turley presented the proposal. The activities requested take advantage of recent developments in the area by marketing to new residents and visitors.

Ald. Rainey moved approval of the staff recommendation of $9,000, seconded by Mr. Mennemeyer.

The Committee discussed collaboration with AMLI and sharing the Association’s ideas and successes with other associations. Committee members commented about the effectiveness of the proposal in its response to the growth of the area.

The Committee voted unanimously 7-0 to approve the requested grant.

IV. **Items for Discussion**

A. **Utilization of Economic Development Fund**

Mr. Bobkiewicz referred to requested documents in the packet listing how the economic development fund has been spent. He asked for the Committee’s guidance regarding the remaining funding available in the 2013 budget and for the development of the 2014 budget.

Mr. Bobkiewicz referenced the City’s involvement with incubators and funding for the Technology Innovation Center (TIC) and suggested this item for a larger discussion). He mentioned that Mr. Zalmezak has been working with Evanston Rise, a group of Evanston entrepreneurs who would like to present their ideas at a future meeting.

The Committee discussed TIC including its Board members and membership.,Ald. Burrus requested an update from TIC. The Committee
discussed other types of business development training. Mr. Bobkiewicz stated that the Economic Development staff sees great potential in collaborating with the Evanston Library and will pursue such a collaboration with the Library.

Ald. Burrus asked for staff to get more information on the façade applicants’ financials in the future to make more educated assessments on whether to fund them.

Mr. Bobkiewicz asked for the Committee’s suggestions regarding guidelines for façade improvement applications. The Committee discussed this topic at length as well as the overall success of the program. Ald. Burrus said to apply for any grant there needs to be a list of criteria and a deadline. Ald. Rainey said she believes there should be flexibility, pointing out that there has only been one failure and that the return on investment is exponential. She noted for examples, The Music Institute of Chicago and the Margarita Inn. Mr. Zenkich said he believes the Economic Development Committee incurs a risk, but at a bare minimum, and he believes an independent discussion is necessary for each applicant. Ald. Grover said the improvements to buildings will not be a loss even if a business closes because someone else will occupy the building. The Committee agreed that additional scrutiny or a set list of requirements in the process is necessary and requested staff present suggestions. Mr. Bobkiewicz said staff will do so. He noted that staff will continue to provide scrutiny and sensitivity toward timeliness, which is critical to applicants.

Mr. Bobkiewicz said he would like to use the Economic Development Fund to not only fund businesses but entities that provide training, such as the North Shore Business Bureau and a food incubator. He said staff will prepare a package for funding entrepreneurial businesses if the Committee is interested.

Ald. Grover agreed, and said she would like to have the representative from the Library return to discuss how the library can be involved with the entrepreneurial program.

Chair Fiske agreed there should be minimum expectations of all funding applicants that convey what the Committee expects in order to support them.

Chair Fiske announced that the first ward has been trying to fill in small retail spaces and she has identified a number of people who have a retail vision or upstart businesses and may need loans. She has connected with successful business people who will be participating in an incubator, and she sees huge potential for the incubator. She said Johanna Nyden is going to help out with it.
V. Communications

A. Announcements/Updates from EDC Members

Mr. Bobkiewicz introduced Jennifer Hackman, the new Interim Economic Development Specialist. Mr. Bobkiewicz said Johanna and Paul have been reaching out and the City is offering incentive programs to new retailers. Meagan Jones will be doing more coverage throughout the City.

At Chair Fiske’s mention of the contribution the library could make to this endeavor, Mr. Bobkiewicz said a representative from the library will be scheduled to speak at the next meeting.

Mr. Zenkich asked that the retail be broken out from the commercial in the data provided for the meeting.

Mr. Bobkiewicz noted that Trader Joe’s will enable the Dempster to Main area of Chicago Avenue to bring in more food related businesses, which all will take time.

Mr. Bobkiewicz introduced Shalom Klein of Skokie, Chairman and Publisher of Jewish B2B Networking and Founder of the Dempster Street Merchants Association in Skokie. Mr. Klein announced an upcoming event named “The Business Event.” This event will be held on Thursday at ETHS on June 20th, 1-7 pm. They expect 5,000 visitors and 100 exhibitors promoting their small businesses. There will be 20 breakout sessions in classrooms about marketing and it is free to attend. He invited the City to exhibit and present. After the event there is a reception for the exhibitors and speakers. He asked those present to spread the word. The website is TheBusinessEvent.com.

At Ald. Rainey’s inquiry as to how he finances the events, he said the small business exhibitors give donations and they have some large sponsors, such as WLS, a payroll company, and 1st Bank & Trust. Employers get a free complimentary table. She asked him to email staff an announcement so they can post it on the City’s website.

Mr. Mennemeyer said he spoke at the Northbrook meeting last year, where 110 people attended.

B. Real Estate Transfer Tax Report

Ald. Rainey said we are behind this month but in April we were $120,000 over, though February was a bad month.

C. Monthly Economic Development Communication

Ald. Grover mentioned that a chocolatier/café is coming to Central St. and they will be baking croissants. They are moving to Evanston from Wilmette because it is a larger space.
Ald. Rainey said 3 food related parties are interested in Howard Street in the TIF district and there has been renewed interest in the Dairy Queen and interest in 222 Hartrey.

VI. Adjournment

Ald. Grover moved to adjourn the meeting, seconded by Ald. Rainey.

The Committee voted 8-0 unanimously to adjourn the meeting.

The meeting was adjourned at 9:37 p.m.

Respectfully submitted,
Bobbie Newman
To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager  
       Johanna Nyden, Economic Development Coordinator  
       Meagan Jones, Interim Economic Development Coordinator

Subject: Recommendation for the Chicago-Dempster Merchants Association application for the Evanston Great Merchants Grant Program

Date: June 17, 2013

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $7,500.00 to the Chicago-Dempster Merchants Association.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2013 Fiscal Year Budget allocated $147,000 to this account, with an allocation of no more than $72,000 to the Great Merchant Grants. Earlier this month, Council approved four merchants grants and Chicago-Dempster Merchants Association’s request for district plantings ($1,500). The total approved amount was for $37,186.

Summary:
At the May 2013 meeting, the Economic Development Committee approved $1,500 requested by the Chicago-Dempster Merchants Association to fund district plantings but requested that the group revise its remaining request based on the merit and need of website development and advertising. The Chicago-Dempster Merchants Association has updated their requested funds for six projects with the following funding breakdown (See attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>District planter plantings [1]</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Purchase and Installation of Young Evanston Artists and CDMA Banners</td>
<td>$650.00</td>
</tr>
<tr>
<td>District Wayfinding Signage</td>
<td>$2,850.00</td>
</tr>
<tr>
<td>Advertisement for Sidewalk Sale</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Holiday Walk Lighting and Decorations</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Cooperative Advertising Support to Association Members</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>
[1] Funding for District Planters was approved at the June 10, 2013 City Council meeting.

The revised request was found to be complete based on the guidelines of the program. There are several items to note in the revised request including the removal of the website development project, the increasing of cooperative advertising from $1,000 to $1,500 and the increasing of district wayfinding signage from $2,500 to $2,850. Staff recommends that the remaining activities be funded for an amount totaling $7,500.

The submitted application and supporting documentation is attached immediately following this memorandum.

Attachments:
• Correspondence from Chicago-Dempster
• Original Application
• Membership List
• Project Quotes
With a diverse mix of shops restaurants and services, the Chicago Dempster Merchants Association always strives to meet the goals of the Economic Development committee by working in conjunction with Evanston non-profits like YEA, and Evanston vendors like Allegra Printing, Plantings and the Shop Evanston booklet. It has always been our goal to utilize this grant for neighborhood beautification, building a strong neighborhood identity and marketing ourselves beyond our neighborhood. Member dues (of roughly $2500) pay for the remainder of many of these projects.

We are very excited about the fall opening of Trader Joe's and the greater exposure it will bring to our neighborhood.

In our grant proposal, we are requesting roughly half of the funds for marketing and half of the funds for building neighborhood identity and beautification as follows:

**NEIGHBORHOOD IDENTITY AND BEAUTIFICATION**

*APPROVED 5/2013*

- $1500 - Flowers (of $2100) for summer and winter plantings
- $650 – Banner installation (of $1300) cost shared with YEA
- $2850 – Signage: Way finding signage in keeping with guidelines set by the city’s new signage plan. This is an estimated starting cost for a street corner map/kiosk of businesses. This would allow us to bring attention to the great new businesses west of the tracks that need it most, Four Finches, Paramour Bungalow & Hewn.

**MARKETING**

- $1500 – Sidewalk sale advertising in conjunction with Downtown Evanston. These funds allow us visibility in major media outlets like the Chicago Tribune, the CTA, and local media outlets that we as individual businesses would otherwise not be able to afford. Each year this has helped to bring in lots of new customers from all neighboring communities.
- $1000 – Holiday Walk marketing. That includes installation of snowflakes, distribution of lights and decorations to merchants and production of printed promotional materials. A festive neighborhood during the holiday season is a great boon to business.
- $1500 – Co-Op advertising (of $6000) in Shop Evanston magazine. This is a direct mail piece with neighborhood specific articles and advertising that goes to 10,000 homes. The remainder of cost is covered by ads from the local merchants. It is not a “throw-away” bit of advertising, but a magazine format that is additionally handed out at all the merchants. We’ve definitely seen a surge in neighborhood business and customers noting they “saw us in the magazine”. (This year’s cost is 10% over last year’s attached invoice)
Plantings
814 Michigan Ave. 1E
Evanston, Il. 60202
847-869-3845
Fleur5683@aol.com

Dempster Street/Chicago Ave. Merchant’s Association
% Tim Peterson
Evanston, Il. 60201
05-20-13

To the Dempster/Chicago Street Merchants,
Sounds like Yea was a big success...glad we could enhance the curb appeal
of this wonderful area of Evanston!
Please make sure that the merchants are watering several times a week!
Bob Amado is great, so is Murphy’s fit, and Sara at Cottage Jewelry, Second
Hand tunes etc.  We tried to stop in and remind everyone to pitch in!
The Cleaners across from Murphy’s fit had already done a spring planting
in the pot nearest them so we gave them a basket filled with the plant
materials we used in all the other pots and they assured us they would then
replant our stuff when theirs died off.

Spring/Summer Planting of 12 Containers:  $1200.00
Less Down payment:  -($600.00)
TOTAL DUE:  $600.00

Cheers: Judy Ferguson and Christy Jones
CMYK Media Group Inc.
P.O. Box 6004, Evanston, IL 60204
847-322-4943  Fax 847-328-2574

<table>
<thead>
<tr>
<th>Date</th>
<th>Invoice #</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/6/2012</td>
<td>1867</td>
</tr>
</tbody>
</table>

**Bill To**
Chicago Dempster Merchant Assoc
c/o Paul Giddings
1310 1/2 Chicago Ave
Evanston, IL 60201

<table>
<thead>
<tr>
<th>Terms</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10/6/2012</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Date</th>
<th>Quantity</th>
<th>Item</th>
<th>Description</th>
<th>Price Each</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/5/2012</td>
<td>1</td>
<td>Custom Printing</td>
<td>Custom Printing-Chicago Dempster Merchant Assoc-Annual Guide. 10,000 copies: 16 page 4 color, gloss, digest sized publication. Design, layout, editorial content, freight and distribution are included in pricing. Additional cost per 1000 is $150--optional amount not included in pricing</td>
<td>6,325.00</td>
<td>6,325.00</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Custom Distrib...</td>
<td>included in price</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Design Service</td>
<td>Included in price</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Editorial Service</td>
<td>Included in price</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Online Marketing</td>
<td>Digital conversion of guide and hosting of digital publication on website</td>
<td>250.00</td>
<td>250.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sales Discount</td>
<td>Sales Discounts per agreement/long term customer</td>
<td>-1,150.00</td>
<td>-1,150.00</td>
</tr>
</tbody>
</table>

We appreciate your prompt payment.

**Total** $5,425.00
Application for Evanston's Great Merchants Grant 2013

Applicant Information

Name of Business Association: Chicago-Dempster Merchants Association (CDMA)

Name of Point of Contact: Tim Peterson

Address: 1235 Chicago Ave Evanston, IL 60202

Phone: 847-943-9309

Email: tim@squeezeboxbook.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 20

Members: 25

Attachment A: Attach a current membership list.

Describe the geographic area that your business district serves:

Chicago Ave from Greenwood south to Greenleaf.
Dempster Street from alley west of Hinman west to Elmwood

Does your group collect association dues for memberships? ☒  ☐  ☐

What is the amount collected annually from members? $100.00

Please list other ways that businesses may attain membership (i.e. in-kind services for membership):

Currently 4 members provide in-kind support in the form of product or labor for events/activities

How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)? $9,000.00
Please provide a description of proposed programs, projects, and activities for your association.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Summer and Winter flower pot planting. Cost is estimated based on past experience. All vendors stated quotes would be the same as last year's pricing.</td>
<td>$1,500.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Installation of 22 banners. (650 is half of $1300 cost which is shared with YEA for installation and storage of their banners)</td>
<td>$650.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Signage - We anticipate the installation of district wayfinding signage with a design based on city's final sign guidelines. Cost is estimated as a sufficient amount to begin the process of materials and installation. Vendor TBD and with the assumption other districts would consider a bulk purchase.</td>
<td>$2,500.00</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Website of Chicago/Dempster District including a directory of all merchants (members or not) updated to be brought into compatibility with the city's Evanston Edge website.</td>
<td>$1,000.00</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sidewalk Sale - Provide funding to Downtown Evanston in support of advertising and promotion of our partnership in 2013's Super Summer Sidewalk Sale. PLEASE SEE Attachment-B for additional proposed projects</td>
<td>$1,500.00</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

If you are "bulk" purchasing anything with another business association, please complete the table below:

<table>
<thead>
<tr>
<th>Name of &quot;bulk&quot; items/projects/programs/activities</th>
<th>Which organization/individual will be taking the lead on this activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayfinding signage for merchants</td>
<td></td>
</tr>
<tr>
<td>Website merchant directory in connection with Evanston Edge</td>
<td>Chicago/Dempster</td>
</tr>
<tr>
<td>Super Summer Sidewalk Sale</td>
<td>Downtown Evanston</td>
</tr>
</tbody>
</table>
If you checked "No" for vendor location in Evanston, please provide an explanation as to why you are not proposing to use an Evanston vendor.

Attachment B: Include any additional description or materials for how funds will be utilized.

**Past Neighborhood Business District Funding Awards**
Please list sources of revenue for your association in the previous years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$2,500.00</td>
<td>2012 - $9000 from the GMGP</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>$2,500.00</td>
<td>2011 - $5000 from the GMGP</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>$2,600.00</td>
<td>2010 - $9000 from Neighborhood Bus Dist Imp Program</td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2010, were all funds spent? □ Y □ N

If not, why were all funds not expended?

Provide a summary of how funds were used in the past fiscal year and direct measurable impacts these funds had on business district activities.

$1,500 - To Downtown Evanston to partner with adv/promotion of the Super Summer Sidewalk Sale  
  Provided excellent exposure to our merchants and actually stopped people in their tracks (many people parked to see what the excitement was)

$1,500 - District Planter Plantings:  
  Added to the beauty and pleasure of shopping in the district.

$2,200 - Purchase and Installation of Banners -  
  New bold, professionally designed banners make a colorful impact on the neighborhood

$1,400 - YEA Banners -  
  Really helped to promote this wonderful event.

$975 - Co-Op Advertising with NSCVB -  
  Gave us excellent exposure to visitors and local residents.

$1650 - Holiday decoration installation and purchase & Holiday Walk promotion.  
  Created a cheery holiday atmosphere for entire business district.

Additionally, Merchant dues were used to contribute funds to a number of these projects in order to fund the full cost.
Public Benefits

Will the programs or projects proposed this year help retain.expand existing Evanston businesses? 

X Y \N

If yes, please specify which program/project and describe how it will help retain/expand existing businesses:

The objective of our association is to create a customer friendly environment that will be conducive to active business district. The ambiance created by planted pots and colorful banners contributes to the above. It is also the association's intention to assist merchants by promoting the area don't their businesses by subsidizing cooperative advertising and marketing in a variety of media.

Will the programs or projects proposed this year include any attraction efforts to bring new businesses to your district? 

X Y \N

If yes, please specify which program/project and describe how it will help to attract businesses:

All of the above help help to create a vibrant business district, which would seem to contribute to a new business wanting to be located in the district. Especially with the addition of the website with a merchant directory pairing with Evanston Edge.

Describe project program outcomes not otherwise described above. Specifically, applicants should identify the desired outcome associated with funding.

The CDMA's function is to provide, on a much smaller scale, the promotional and coordination activities for our District as Downtown Evanston does for its area.

Describe deliverable and/or proposed criteria for monitoring outcomes to track the relative success of the program (i.e., measurable increases in sales, total number of visitors to the district, etc.)

As an association we are not, other than anecdotally, privy to sales information nor do we count visitors. We do get a sense of whether business owners are upbeat and believe that the CDMA efforts affect positively their attitudes.

If you have any questions regarding this application, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
Chicago Dempster Merchants Assoc.

2012 Members

601 Dempster
Bagel Art
Blind Faith
Carmens Pizza
Christopher DuQuest Jewelry
Cottage Jewelry
Dozika
Finders Keepers
Folkworks gallery
Frame Warehouse
Hand ME Downs
Imprint Movement Studio
Ken Hazlett Architect
Kens Cleaners
Kettlecamp & Kettlecamp Landscape Arch.
Minasian Rugs
Oasis Spa
Orrington Reality
Perspective Gallery
Second Hand Tunees
Secret Treasures
Shaker Traditions
Soapies
Spex Eyewear
Squeezebox Books and Music
Union/Space
ATTACHMENT B

Additional Great Merchants Grant Program submission for
Chicago / Dempster Merchants Association

*It is the intention of the CDMA to contribute dues funds to items 1, 4, 6 and 7 thus the full cost of the project was not requested.*

6) $1,000 for Holiday Walk – Provide support for Members for the District annual Holiday Walk in early December 2013. This is a multifaceted program including installation of CDMA owned 5ft snowflakes, purchase and distribution of holiday lights and decorations and the production of printed promotional materials for use by individual merchants.

7) $1,000 to provide coop advertising support to CDMA members throughout the year. Amount requested is based on past experience. Typical, affordable media outlets will be used.
To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
       Johanna Nyden, Economic Development Coordinator
       Meagan Jones, Economic Development Specialist

Subject: Recommendation for the Howard Street Business Association application for the Evanston Great Merchants Grant Program

Date: June 17, 2013

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $9,000.00 to the Howard Street Business Association contingent upon submission of bids for each of the projects described in detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2013 Fiscal Year Budget allocated $147,000 to this account, with an allocation of no more than $72,000 to the Great Merchant Grants.

Summary:
The Howard Street Business Association requested funds for three projects with the following funding breakdown (See attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring and Winter Plantings</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Tree lighting with LED strings</td>
<td>$4,200.00</td>
</tr>
<tr>
<td>Business District Advertising</td>
<td>$3,300.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

The submission was found to be complete based on the guidelines of the program. The activities are eligible by the adopted program guidelines of the Great Merchant Grant. Staff recommends approval of $9,000 to the Howard Street Business Association for spring and winter plantings, tree lighting and business district advertising.

The submitted application and supporting documentation is attached immediately following this memorandum.
Attachments:

- Application
- Membership List
- Project Quotes
2013
2012 Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Howard Street Business Association

Name of Point of Contact: 1) Barbara Carlson 2) Maria Von Medvey

Address: 1) 715 Howard St Evanston 60202 2) 745 Howard St Evanston 60202

Phone: 1) 847-475-1880 2) 847-424-0786

Email: 1) corgi611@yahoo.com 2) apple.second@gmail.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 60? Members: 20

Describe the geographic area that your business district serves:

We are striving to become a destination area for the North Shore and the north side of Chicago. We love to serve all our customers/clients and hope to offer something to anyone who visits our area. Currently, our customer base realistically covers mainly Evanston and the Chicago neighborhood of Rogers Park.

Does your group collect association dues for memberships? ☑ Y ☐ N

What is the amount collected annually from members? $30/business

Please list other ways that businesses may attain membership (i.e. in-kind services for membership):

We still are working to foster a sense of fellowship in our association. At present, anyone who has a desire to work to improve the local business climate, promote customer awareness and enhance the community is welcome.

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2012)? $9000.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring and Winter planting. Business owners would commit to ongoing care, pay for containers and 1/2 the cost of plantings. Howard Street Business Association would use the grant for the remaining cost</td>
<td>$1500.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Continue work on tree lights begun last year. Replace tree lights with longer life LED strings. In addition, ongoing maintenance for existing lights.</td>
<td>$4200.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Advertising in local print and social media inclusive of Howard Street business as a whole. Businesses that wanted to participate would be responsible for preparing and paying for creation of their individual ad.</td>
<td>$3300.00</td>
<td>Yes (partial)</td>
<td>No</td>
</tr>
</tbody>
</table>

If you are "bulk" purchasing anything with another business association, please complete the table below:

<table>
<thead>
<tr>
<th>Name of &quot;bulk&quot; items/projects/programs/activities</th>
<th>Which organization/individual will be taking the lead on this activity?</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/a</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
If you checked "No" for vendor location in Evanston, please provide an explanation as to why you are not proposing to use an Evanston vendor.

The vendor for the lighting was bid for and used by the City of Evanston in past years and there are no vendors that provide this service within Evanston.

We plan to use the Evanston Roundtable for part of the advertising budget—they are local. We need to expand to other options of reaching our customers as well. Unfortunately, none of the other options are local.

Attachment B: Include any additional description or materials for how funds will be utilized.

**Past Neighborhood Business District Funding Awards**

Please list sources of revenue for your association in the previous years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 2012</td>
<td>$210.00</td>
<td>Evanston Great Merchant Grant</td>
<td>$5500.00</td>
</tr>
<tr>
<td>2010 2011</td>
<td>0.00</td>
<td>Donation from 415 Howard Street Apartments</td>
<td>$9,000.00</td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2012, were all funds spent?  

Y  N  

If not, why were all funds not expended?

Work done for the Howard Street Business Association came in slightly under anticipated cost. Also grant for website development was rolled together by the city to develop a city business website.

Provide a summary of how funds were used in the past fiscal year and direct measurable impacts these funds had on business district activities.

Help in providing decorative plantings outside of business on Howard Street  $1500.00
Beautiful new LED lights placed on some trees along Howard Street  $4000.00
Public Benefits

Will the programs or projects proposed this year help retain/expand existing Evanston businesses?  

If yes, please specify which program/project and describe how it will help retain/expand existing businesses:

In this struggling economic climate, our businesses desperately need some help in making potential customers aware that we are here, we exist, and Howard Street is a great place to come to satisfy your wants and needs for many of our products and services. Advertising as a group will hopefully raise customer awareness.

Will the programs or projects proposed this year include any attraction efforts to bring new businesses to your district?  

If yes, please specify which program/project and describe how it will help to attract businesses:

Both the planters and the lighting show the desirability of locating in our area. They evoke an atmosphere of vibrancy and interest to potential businesses and customers alike.

Describe project program outcomes not otherwise described above. Specifically, applicants should identify the desired outcome associated with funding.

We hope that the project funds will provide proof to our business owners that our collaborative efforts can empower and support us all. This in turn will attract other businesses to join our efforts.

Describe deliverable and/or proposed criteria for monitoring outcomes to track the relative success of the program (i.e. measurable increases in sales, total number of visitors to the district, etc.)

At this point in our still nascent organization, relative success could be tracked by membership growth in the Howard Street Business Association.

Please submit the complete application by October 12, 2011 so that it can be reviewed at the Economic Development Committee (EDC) meeting on October 26, 2011. The EDC meeting is mandatory for all business districts applying for a Great Merchants Grant. If you have any questions, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
Howard Street Business Association Member List

Tony Arriola  (Howard Street Gallery)  747 Howard Street  312-788-8799
Anne Carlson (Ward Eight)  629 Howard Street  773-369-4911
Barbara Carlson  (Howard Street Animal Hospital)  715 Howard Street  847-475-1880
Rekha Dedhia  (J&S Foods)  701 Howard Street  847-426-9330
Denise Eason (G.M.A.B Spa & Hair)  749 Howard Street  847-475-4570
Maedanne Edmund  (Exclusive Merchandise)  623 Howard Street  847-425-1777
Albert Francois (Sweet Nick's Caribbean Bistro)  741 Howard Street  847-869-7172
Larry Kaufman  (North Suburban Auto Supply)  641 Howard Street  847-328-7400
Yvon Medard  (Leonie's Delice)  607 Howard Street  847-864-0815
Cody Modeer (Ward Eight)  629 Howard Street  773-369-4911
Johanna Nyden  (City of Evanston. Economic Development Planner)
Ann Rainey  (City of Evanston. Alderman)
Gil Shamoun  (415 Premier Apartments)  415 Howard Street  224-420-7412
Jeff Shipley  (415 Premier Apartments)  415 Howard Street  224-420-7412
Benny Sohn  (Clean Wash)  807 Howard Street  847-491-0094
Tagro  (Devine Hair Braiding)  703 Howard Street  847-866-7640
Betsy Tilstaedt  (Vet Center)  565 Howard Street  847-332-1019
Maria Von Medvey  (Apple The Second)  745 Howard Street  847-424-0786
Stanley Von Medvey  (Apple The Second)  745 Howard Street  847-424-0786
Hafiz Waqoob (Marathon Gas Station)  555 Howard Street  847-328-4868
Tania Walker  (Vet Center)  565 Howard Street  847-332-1019
Taylor Wesley (Mayfair Beauty Supply)  751 Howard Street  847-864-0640
Plantings
814 Michigan Av.
Evanston, Il. 60202
847-869-3845
Fleur5683@aol.com

Barbara Carlson
Howard Street Merchants
06-04-13

Plantings Proposal

Spring/Summer Planting of:

8 26" Containers @ $100 each: $800.00
7 20" containers @ $75 each: $525.00

TOTAL: $1325.00

We will plant each container with graceful annual grasses and surround it with lovely and extremely hardy annual flowers and vines. The merchants must be in charge of watering the containers. We require 1/2 of the above proposal ($650.00) in order to begin and then the rest ($675.00) upon completion.

We will also empty the containers of the dead evergreen contents for an additional $50.00 fee for all!

Looking forward to working with your neighborhood merchants.

Cheers-Judy Ferguson and Christy Jones

http://us-mg6.mail.yahoo.com/neo/launch7.rand=874rp63avg2u#mail
May 21, 2013

HOWARD STREET BUSINESS ASSOCIATION
EVANSTON, CITY OF

Evanston, IL 60201

DESCRIPTION OF WORK TO BE PERFORMED
Seasonal Color

This is an agreement between Landscape Concepts Management, Inc., 3200 S. Kolin Ave., Chicago, IL 60623, and Evanston, City of ("Client"), Attn: Barbara Carlson, 2100 Ridge Ave, Evanston, IL 60201.

SEASONAL COLOR AMENDMENTS

Amending your annual beds is a necessary step to improve growing conditions and create an ideal environment in which your seasonal color annuals can thrive. Amendments will be selected for each bed's conditions on a site by site basis.

Our potting soil contains a mixture of peat moss, pine fines, compost and sand. It is an excellent mixture necessary for creating a growing environment that will benefit the annuals growing in containers. Potting soil is also added to containers from season to season because soil levels lower as annual rotations are changed out. It is especially important to keep soil levels at a maximum height in order to display and achieve optimal visual impact.

SUMMER COLOR

Summer Color: Summer color is a mixture of continuous blooming annual and tropical foliage plants. Annuals are planted in beds, raised planters and containers. Summer color is the best way to create high visual impact in key focal areas throughout the property. It is LCM's goal to create a unique customized planting, adding a personal touch to your summer landscape.

WINTER COLOR

Winter Color: Winter color is a mixture of evergreen boughs installed in annual beds where the previous seasonal annuals have been removed. Along with evergreen boughs, specialty beds contain berries, branches and displays of mixed greens to add pops of seasonal color and provide added winter interest in key focal areas. Accent items such as glittered and painted branches, colored eucalyptus, specialty winter accents, and berries have been added to our product line. The sky is the limit when it comes to creating unique specialty displays for both beds and containers.

2013 CONTRACT SUMMARY

<table>
<thead>
<tr>
<th>INCLUDED SERVICES</th>
<th>OCCURS</th>
<th>COST EACH</th>
<th>EXT COST</th>
<th>SALES TAX</th>
<th>TOTAL COST</th>
</tr>
</thead>
</table>

Landscape Concepts Management, Inc. • 3200 S. Kolin Ave. • Chicago IL 60623

Page 1 of 3
Contract No. - 29397

SEASONAL COLOR AMENDMENTS  1  $150.00  $159.00  $0.00  $150.00
SUMMER COLOR                 1  $1,715.00  $1,715.00  $0.00  $1,715.00
WINTER COLOR                 1  $1,175.00  $1,175.00  $0.00  $1,175.00
TOTAL:                       $3,040.00  $0.00  $3,040.00

BILLING SCHEDULE

MONTHLY BILLING SCHEDULE   SERVICE COST  SALES TAX  TOTAL COST
JUNE 2013                  $1,865.00  $0.00  $1,865.00
NOVEMBER 2013              $1,175.00  $0.00  $1,175.00
TOTAL:                     $3,040.00  $0.00  $3,040.00

General: All services to be performed by trained, properly supervised personnel in accordance with accepted horticultural practices. Materials shall be applied at manufacturers recommended rates. The environmental impact of alternate products shall determine which is used. Sufficient personnel and equipment shall be provided to complete all operations in a timely fashion. Clean up (policing) of entire site to remove miscellaneous accumulated debris, branches, leaves, etc. Policing of the grounds will be part of every visit by a maintenance crew. Certificates of insurance will be provided upon request. We carry Worker's Compensation and Occupational Disease Insurance, General Liability Insurance and Auto Liability Insurance. All water shall be provided by the owner with adequate silcox and/or hydrants provided. LCM will assume the responsibility for contacting the local utility location services for underground line locations. We cannot, however, be held responsible for any sub-surface lines which are not normally located and may not be buried to specification (at least 6”). These would include, but are not limited to, invisible dog fences, cable TV, security lines, irrigation or lighting systems, gas barbecue lines, and pool equipment lines.

Payment Schedule: Invoices shall be submitted by LCM identifying each service performed and any additional authorized expenses on a monthly basis, and terms shall be net fifteen (15) days. Billing periods will be monthly, at the beginning of each month in which the service is performed. Balances unpaid after thirty (30) days from date of invoice are subject to a late payment charge of 1.5% per month. Customer shall pay LCM’s reasonable attorneys fees, expenses and costs incurred in collection of any outstanding invoices or enforcing any of the provisions of this Agreement, regardless of whether a legal action is initiated. Jurisdiction for any issue litigated under this contract shall be in Lake County, Illinois.

Thirty Day Cancellation: The contract may be terminated by either party, upon thirty (30) days prior written notice to the other party.

Acceptance: Acceptance of this contract constitutes a full review and approval of the attached specification sheets by the site ownership or its designated agent.

Disclaimer: LCM will not be responsible for delays due to circumstance beyond our control. This includes strikes, labor disputes, fire, changes ordered in the work, unavoidable casualties, or acts of God.

This proposal supersedes any previous proposals. Unless specifically agreed to by Evanston, City of, the terms, including prices, contained in this proposal are subject to renegotiation after two (2) weeks from the submitted date of proposal. After 14-days, you must contact LCM. If acceptable, please initial the payment schedule, and sign below.

By  John H Czapla  001540

Landscape Concepts Management, Inc. • 3200 S. Kolin Ave. • Chicago  IL  60623
Page 2 of 3
LANDSCAPE CONCEPTS MANAGEMENT, INC.

EVANSTON, CITY OF
June 1st 2013

To Barbara Carlson at Howard Street Animal Hospital

For the Howard Street Business Association for Summer and Winter Planting

Spring/Summer will include planters to have fresh soil/compost and annual flowers. I purchase flowers from local businesses so there will be a variety of colors and flowers. Businesses are in charge of watering the containers. Containers must be cleaned and ready to plant prior to contract. Otherwise additional charges may occur.

Fall/Winter planting will include removal of Spring/Summer planting. Fall and Winter colors will be a mix of berries, branches, and evergreens. There is basic upkeep for this planting. No waering needed. Try to remove large amounts of snow and debris from containers during the colder months to maintain the quality of the evergreens.

For the 26” planters the fee is $125 per container each season for 2013

For the 20” planters the fee is $90 per container each season for 2013

Thank you for consideration of Seeds By CiCi for your business needs.
Customer Information
Name: Stanley Von Medvey
Business: Evanston Howard Street Business Assoc.
Address: 745 West Howard Street
City, State, Zip: Evanston, IL 60202
Email: vonmedvey@gmail.com

Home phone #: 847-875-5017
Cell phone #: Designer: Mike Hilborn

Date: 5/3/2012

Description of Work
Light trunks and primary limbs of 12 trees between Ridge Shrd and Chicago Avenue.
The lighting will begin 8 feet up from the ground and extend up to a height of 14 to 16 feet high.

All lighting and extension cords will be provided by Roof-to-Deck. Service includes providing / raising the lights, installing the lights, and maintaining the lights for 90 days after installation. Lights will be not be taken down and will be owned by the Howard Street Business Association. Any maintenance or repair after 90 days will be billed at $90 per hour (2 hour minimum) plus materials. Roof-to-Deck is not responsible or liable for any vandalism. On the trees being installed, Roof-to-Deck will remove lights currently installed and have recycled. Lights on other trees can also be removed by Roof-to-Deck at a rate of $90.00 per hour. It is estimated it would take 4 to 6 hours to remove lights from the other 13 trees.
The average number of lights installed per tree will be 900. The average number of amps required will be .73 amps per tree.
If after installation, customer would like to add more lights, each additional installed strand will be billed at $25.44 per strand. Each strand is 23.7 feet long and has 70 lights.

Due to the different sizes and characteristics of each tree, some trees will have more lights than others.

Roof-to-Deck only uses employees and all are covered under Workers' Compensation. We have $2 million in liability insurance.

<table>
<thead>
<tr>
<th>Amps</th>
<th>Bulb Style - Type - Color</th>
<th># of Lights</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.76</td>
<td>M5 - LED - Pure White</td>
<td>10,920</td>
<td>$3,968.00</td>
</tr>
</tbody>
</table>

Total Amps Required: 6.76
Total Price of Project: $3,968.00

New or Previous Customer: New Customer
Installation Timeframe: At customer's request
Take Down Timeframe: Lights are not to be taken down.

Timers Set For: No timers
Outlet Locations: In lamp posts

Check #: 
Credit Card #: Exp: _______ CCV: _______
Name on Card: 
Billing Address: 

Roof-to-Deck Decorations
8 West College Drive, Unit E
Arlington Heights, IL 60004
Phone: 630-860-0100
Fax: 224-735-3695
Email: info@rooftodeck.com
- Other bids are pending.

-Anticipated cost for each lighted tree per Roof to Deck owner to be about the same in 2013 as 2012

- Repair/maintenance costs are billed at $90.00 per hour
• EVANSTON’S ONLY LOCALLY OWNED COMMUNITY NEWSPAPER
is delivered to more homes in Evanston than any other newspaper.

• AWARD WINNING NEWSPAPER:
Awarded many Northern Illinois Newspaper Awards (NINAs) 5 years consecutively for editorial content and design.

• DISTRIBUTION:
18,000 (26 issues per year, every other Thursday) 15,000 copies delivered free to homes and 3,000 copies distributed at local businesses and RoundTable boxes aRound town.

• MAGAZINES AND SPECIAL SECTIONS:
Two glossy color magazines ("Evanston Is …") and two color Special Pullout sections are published during the year offering additional advertising options.

• WEBSITE: evanstonroundtable.com provides another platform for exposure and engagement with RoundTable readers. Our website receives an average of over 18,000 unique viewers per week.

Visit the RoundTable online at www.evanstonroundtable.com
To advertise call: 847-864-7741
Fax: 847-864-7749
or email: sales@evanstonroundtable.com
Our Website, www.evanstonroundtable.com receives over 18,000 unique viewers every month! Make sure your business is seen!

Target Evanston residents and visitors by placing an ad with a link to your business's website. Share top billing with other primary advertisers in a banner ad; or catch the eye of the homepage reader with a tiled box ad, with the option to have your ad also appear in our news, schools, art or other sections.

With in-depth coverage of Evanston news, frequent updates, email news alerts, videos and a community forum, our interactive website is attracting more viewers each week.

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>AD SIZE</th>
<th>PLACEMENT ON PAGE</th>
<th>PRICE PER /MONTH</th>
<th>With 13-26 x Newspaper Contract</th>
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</thead>
<tbody>
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<td>725 px x 120 px</td>
<td>Top or Bottom Center Rotating - 5 ads maximum</td>
<td>$250 per month</td>
<td>$125 per month</td>
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<tr>
<td>Box Ads</td>
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<tr>
<td>Large Square</td>
<td>250 px x 250 px</td>
<td>Right Column</td>
<td>$100 per month</td>
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<td>Center - above Video News 3 ads maximum</td>
<td>$100 per month</td>
<td>$50 per month</td>
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QUESTIONS? ... CALL The RoundTable @ 847-864-7741

Email your ad to sales@evanstonroundtable.com, along with the URL link for the ad.

We accept static or flash GIFS or JPEGs, 72 DPI, color or black/white.
Maximum file size: 40k. Sizes must be exact to specifications above, depending on ad type.

We can create your online ad for an additional charge.
Holidays 2013:
Feb. 14 Valentine’s Day
Mar. 17 St. Patrick’s Day
Mar. 26 Passover Begins
Mar. 31 Easter
May 12 Mother’s Day
June 16 Father’s Day
Jul. 4 Independence Day
Sept. 2 Labor Day
Sept. 5 Rosh Hashanah
Sept. 14 Yom Kippur
Oct. 31 Halloween
Nov. 28 Thanksgiving Day
Nov. 28 Hanukkah Begins
Dec. 25 Christmas Day
Jan. 1, 2014 New Year’s Day

Contact Dorothy Laudati at dorothy@evanstonroundtable.com or Greg Clarke at greg@evanstonroundtable.com for more information.

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<th>6X</th>
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<td>$236</td>
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<td>+20</td>
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STANDARD RATES PER ISSUE

Publication Dates: December 26, 2012
Deadline Date: December 23, 2013
Display Ad Creation:
The RoundTable will design an effective ad for your company or event.
Additional charges may apply.

Special Placement:
10% additional for placement requests
INSERTS

- Client is responsible for providing insert materials.

- Up to three specific areas of the City may be targeted (North, Central or South Evanston).

- Inserts will be placed inside the newspaper automatically at Blue Island Newspaper Printing in Harvey.

- The RoundTable is delivered to homes rolled up in plastic bags, and laid flat in bulk-drop locations, to prevent inserts from falling out.

Insertion Rates (Per Issue)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 papers</td>
<td>$275</td>
</tr>
<tr>
<td>10,000 papers</td>
<td>$530</td>
</tr>
<tr>
<td>18,000 papers</td>
<td>$900</td>
</tr>
</tbody>
</table>

Additional charges may apply to excessively large inserts, or inserts printed on heavy paper.

- Client must deliver insertions to:
  
  Blue Island Newspaper Printing, Inc.
  Attn: Bob Ogle
  262 West 147th Street
  Harvey, IL 60426
  Phone # 708-333-1006

- Insertions must be labeled Evanston RoundTable and dated with the RUN DATE (i.e. "Evanston RoundTable for February 14, 2013").

- All insertions are due to Blue Island Newspaper Printing, Inc. by 10 a.m. the Friday prior to publication.

- For further information or to schedule an insertion, call the RoundTable at 847-864-7741 or email sales@evanstonroundtable.com.
Hi Serenity,
Thank you for your time on the phone yesterday!

My name is Patti Augustyn and together with Megan Holbrook, we handle the advertising at Make It Better media. Make It Better is a website www.makeitbetter.net, emailed newsletter, digital and iPad edition plus a monthly mail delivered magazine all centered around helping to make people’s lives better. We are a tip and resource oriented publishing company with a strong following among well educated, affluent women. Whenever possible, we strive to amplify the good work of local NFPS too.

Here’s a quick snapshot of Make It Better:

-Our audience:
  92% penetration of women, aged 30-65
  45% have children under the age of 18
  80% are currently married and have a combined HHI of 250K+ (20% 500K).
  92% of these women are the primary decision makers and control 85% of the spending in their household.
  They seek out the best resources for themselves and their families.

- Cutting Edge Journalism
Our audience reads us ‘cover to cover’ in part due to the fact that we follow a ‘reverse publishing’ model as taught to us by our partners at Northwestern University’s Medill School of Journalism. We take our most popular articles and topics from our website and re-purpose them for our monthly magazine. This ensures that we’re consistently covering topics relevant to our readers.

-Growth in Every Touch Point!
Print: Acquisition of NorthShore Magazine and organic circulation growth represent an increase of 23%!
Mail delivered to over 60,000 very targeted homes in a 24 zip code footprint.
Online: Our powerful portfolio has grown to include: iPad and digital editions, social network channels, 25,000+ email newsletter subscribers (up 26%) and more than 64,000 monthly web visitors (up 42%) with high repeat visitor rates.

-We’re Philanthropically minded!
Our recent studies prove that 92% of our readers will switch brand loyalty to support a cause they believe in.
To date, we’ve partnered with over 700 local not-for-profits and have raised over $1,811,122 for the charities they represent.

I’ve attached our Media Buyer One-Sheet complete with demographic and reader engagement into specific to our products, along with our product overview, pricing, and ad deadlines.
Also, as mentioned yesterday, we’re currently working on our annual August “Best of 2013” edition. This is a perfect opportunity to promote the Howard Street Business Association.

Please let us know if we can have 30 minutes of your time in the next few weeks to meet or conference and discuss the advertising options for the local Merchants.

Thank you Serenity and we look forward to hearing back from you soon!
Patti and Megan

Megan Holbrook & Patti Augustyn
Senior Account Executives
Make It Better Media
makeitbetter.net
224.688.8290 (Megan)
224.688.6203 (Patti)
947.260.6462 (Office)
947.412.2015 (Fax)

PS Make It Better is now available on the iPad! Download our free app here.

http://us-mg6.mail.yahoo.com/neo/launch?rand=11f22f4134a88#mail
Advertising Product Highlights

Make It Better Magazine

Mailed to 50,000+ homes each month, our magazine is reverse-published from our digital channels so we know we’re delivering content that really connects with the reader.

Our fixed pricing and highly competitive CPMs offer outstanding value.

- OBC ($8300)
- IFC ($6500)
- PAGE 3 ($4800)
- IBC ($4325)
- Premium spread ($8480)
- Sponsored article ($4200)
- Full Page ($3600)
- 2/3 Page ($2500)
- 1/2 Page ($1800)
- 1/3 Page ($1300)
- 1/4 Page ($1050)
- Local Marketplace ($375)

Custom options available including BRCs, gate folds, belly bands, stickers, onearms, polybags and much more.

Discounts: $300 for camera ready. 10% on spreads.

iPad Edition

Our stunning iPad magazine takes full advantage of the iPad platform with interactive features, video, audio, web overlays, click-to-buy and additional content to extend the reader experience.

You provide the assets, and our in-house team makes the magic happen.

Interactive Ad ($1000)

Tip: Reserve your space early because we have a 10 advertiser limit per issue.

Digital Edition

Each month we bring our print magazine to life with a digital edition companion, complete with links for click-to-buy and much more.

Additionally, we produce several custom digital editions each year including our annual Guide to Giving, Guide to Aging Well and Camp Guide.

Full Page ($500)
Makeitbetter.net Website

Serving 680,000+ readers each year, our fast-growing website is updated daily with tons of new editorial content, offering targeted info for the North Shore’s affluent and highly-educated residents. Check in daily for dozens of articles, events, blog posts, polls, special offers and more.

Big ideas welcome! Anything is possible and can be created on our dynamic, fully-customizable platform, making advertising, sponsored sections and articles a snap.

- 300x600 Section Takeover ($3600)
- 300x250 Anchor banners ($600)
- 234x60 Header banner ($800)
- Look of the week article ($300)
- Sponsored tips article ($300)
- Sponsored article ($750)
- Premium Better List Profile ($750)

Email Newsletters

Our email newsletters, or Better Letters, put your message directly into the hands of our loyal readers. Our mobile-friendly design scales gracefully on iOS devices (84% of our mobile audience) Reserve early! These popular units sell out quickly.

AOR: 23.3%  |  CTR: 35.1%

**Better Weekend**
Sent to 24,000+ readers each Wednesday evening, focused on go-and-do items and ways to spend the weekend.

- 585x200 banner ($895)  |  25-word text listing ($295)

**Better Week**
Sent to 24,000+ readers each Sunday evening, with a focus on family, food and the week ahead.

- 585x200 banner ($895)  |  25-word text ad ($295)

**Better Travel**
This monthly travel inspired newsletter is sent to 3,900+ readers. Unique chance to author your own article hosted on makeitbetter.net and feature it here.

- 585x200 banner ($395)  |  Featured article ($950)

**Better Arts & Entertainment**
This monthly entertainment inspired newsletter is sent to 4,100+ readers. Unique chance to author your own article hosted on makeitbetter.net and feature it here.

- 585x200 banner ($395)  |  Featured article ($950)
Social Media

Share your message with 4,300+ readers on our social media channels. Whether you need a custom campaign, or simply want to share an offer, we can help. ($125 CPM)

Marie Evans Killeen mentioned Make It Better in her link.
August 14 near Wilmette

My "Sex & the Suburbs" column for Make It Better is going LIVE with a series of shows at the Wilmette Theatre! We'll explore the issues I write about, but in more depth than I can go into in the mag. I've got an amazing panel of local experts helping me out. The premiere is Thursday, September 27th. It would be so fun if you joined us!

Live Events at Wilmette Theatre
www.wilmettetheatre.com
Current and upcoming live events at Wilmette Theatre, including Great Age film presentations, Live Concerts, Silent Film Sundays, Jazz at the Mette, Cabaret at the Mette, Comedy at the Mette.

Like Comment Share

1

Julie Singer Chernoff and 22 others like this.

View all 22 comments

Liz Moore congrats, so wish I were closer!
August 15 at 5:55pm - Like

Mark Wegener How about "audience participation", exactly what do you mean?
August 15 at 9:28pm - Like

Write a comment...

Events

Connect with Make It Better readers in-person with event promotion, electronic RSVP & ticketing, custom direct mail pieces, pre-event and post-event coverage and much more.

Custom Research

Gain insight into the attitudes, perceptions and behaviors of the affluent North Shore woman with a custom research program. Recent projects include Family Technology Survey and Family Health & Wellness Survey.

Polls ($300+) | Surveys ($15,000+)

Cause Marketing

Make It Better readers are highly philanthropic and very interested in making it better for their communities. We can help support your cause marketing efforts through a number of our Community Development tools including online charity auctions, event sponsorship, subscription drives, Better Deals and our annual Guide to Giving.

Additionally, we can help connect you to one of our 800+ charity partners. For more information on what our Community Development team can do for you, contact Sandra Miller sandra@makeitbetter.net.

Custom Publishing

As a part of a seamless service, we offer a number of custom publishing services, including Editorial services, Design services, Printing, Database Marketing, Direct Mail, PURL services, Microsites, photography and video production. For pricing and details, please speak with your Account Exec.
make it better
print advertisement requirements

DIGITAL FILE CRITERIA
- All logos and photo files should be saved as high resolution JPEG, TIFF, or EPS files.
- All images should be color-corrected, high-resolution (300 DPI) CMYK files.
- All files must be CMYK (no spot colors e.g. PANTONES)
- All fonts must have corresponding screen and printer’s fonts.
- All fractional ads must include a clear border or colored background (or Make It Better production reserves the right to add a .25pt black border.)

FILE AND PROOF DELIVERY
- Files under 25MB: Email to ads@makeitbetter.net. Advertiser name, publication month & year, and ad size should be in the subject line of the email.
- Files over 25MB: Contact ads@makeitbetter.net for instructions on uploading the file to the Make It Better Dropbox.
- Make It Better is not responsible for discrepancies in color reproduction if proofs are not supplied. To guarantee color match, color ads should be accompanied by SWOP standard color proofs such as Kodak Approvals for guidance on press. There will be a charge to pull 4/C SWOP proof, price upon request.

ACCEPTED FILE FORMATS
- EPS, PDF, INDD, AI, PSD
- Adobe Illustrator—please create outlines for all fonts used.
- Adobe Photoshop—please include all font files.
- Adobe Acrobat PDF—please include crop & bleed marks for full page ads only.
- Adobe InDesign—please package the file to include all links and fonts.

PRODUCTION GUIDELINES
- Spread ads should be prepared as two individual pages.
- PDF files must contain only 4-color process (CMYK) high-res images: please convert all RGB images and spot colors to CMYK. Spot colors do not match exactly with their CMYK equivalent.
- Make It Better is not responsible for PDF files that are prepared incorrectly or any errors in content.
- If any fonts are missing, publishers reserve the right to substitute any font(s) for the missing one(s).
- No changes will be made to supplied artwork.
- Ads created in an unsupported format or size will need to be resubmitted.

Ad production services are available, please contact your advertising representative for pricing information.
Media Buyer’s Quick Reference

Demographics
92% female, controlling 85% of household spending
86% are college graduates
48% hold post-graduate degrees
80% are married
48% have children in the home
Median age 51.7
Median HHI $174k

Lifestyle Markers
75% regularly attend charity events
47% own one or more luxury cars
20% own a second home
26% own homes valued at $1.5M+
58% of homes have 3+ computers
63% of parents have smart phones
35% of homes have a tablet device
Exercises 5 hours+ per week

Make It Better Magazine
Mailed to 50,000+ homes each month, our magazine is reverse-published from our digital channels so we know we’re delivering content that really connects with the reader. The numbers offer proof:
77% of our readers rate the magazine as Excellent or Very Good.
67% of our readers report reading four out of every four issues published. Compare @ 22% for Chicago Magazine, 10% for CS and 14% for Sheridan Road.
74% reported saving pages for later use.
72% of our readers reported referring others to Make It Better magazine.
91% reported that the advertising in Make It Better was highly relevant to them.

MakeItBetter.net
Content updated daily
680,000+ visitors per year
1M+ monthly ad impressions

Key Ad Opportunities:
- content marketing: tips, look of the week, sponsored articles, look books, event listings and slideshows
- banners: 300x250, 300x600, and global header 234x60
- lead generation
- microsites
- channel sponsorship

Email Newsletters
Delivered twice-weekly to 24,000+ subscribers. Sundays focus on preparing for the week ahead, and Wednesdays focus on preparing for the weekend.
Average open rate: 25%
Average CTR: 35%
Auto-scaled for mobile devices, which account for ~50% of our readers
Speciality monthly newsletters:
Travel ~3,900 subscribers
A&E ~4,100 subscribers

Key Ad Opportunities:
- sponsorship banner (exclusive)
- text ad with direct link (25-30 words total)
- sponsored articles / tips

Footprint
Bannockburn
Buffalo Grove
Deerfield
Evanston
Glencoe
Glenview
Highland Park
Kenilworth
Lake Forest
Lincolnshire
Lindenhurst
Naperville
Northfield
Park Ridge
Riverwoods
Vernon Hills
Wilmette

Product Suite
Magazine
Website
Email Newsletters
iPad Editions
Digital Editions
Social Media
Sponsored Content
Polls & Research
Direct Response
Lead Generation
Events & Seminars
Charity Fundraising
Community Development

make it better 1150 Wilmette Avenue, Suite J, Wilmette, IL 60091  T 847.256.6462  info@makeitbetter.net  makeitbetter.net
# 2013 Advertising Close Dates

<table>
<thead>
<tr>
<th>Edition</th>
<th>Space Reservation Deadline</th>
<th>Materials Due to Production</th>
<th>Camera Ready Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2013 The Body Issue</td>
<td>February 8, 2013</td>
<td>February 15, 2013</td>
<td>March 1, 2013</td>
</tr>
<tr>
<td>June 2013 The Man Issue</td>
<td>April 12, 2013</td>
<td>April 16, 2013</td>
<td>April 29, 2013</td>
</tr>
<tr>
<td>August 2013 Best of...</td>
<td>June 14, 2013</td>
<td>June 21, 2013</td>
<td>July 5, 2013</td>
</tr>
</tbody>
</table>

For more information, please contact
### Targeted Impressions

Target your message by feature
Available pages: Home, News, Blogs, Food/Drink, Movies, Music, Arts, Matches, Classifieds

<table>
<thead>
<tr>
<th>Impressions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 - 50,000</td>
<td>$15</td>
</tr>
<tr>
<td>50,001 - 100,000</td>
<td>$12</td>
</tr>
<tr>
<td>100,001 - 150,000</td>
<td>$10</td>
</tr>
</tbody>
</table>

### Run of Site Impressions

Ads run in available space in open sections

<table>
<thead>
<tr>
<th>Impressions</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 - 50,000</td>
<td>$12</td>
</tr>
<tr>
<td>50,001 - 100,000</td>
<td>$10</td>
</tr>
<tr>
<td>100,001 - 150,000</td>
<td>$8</td>
</tr>
</tbody>
</table>

### New Premium Ad Position

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
</tr>
<tr>
<td>25,000 minimum impressions</td>
<td>$8 cpm</td>
</tr>
</tbody>
</table>

Files should be in .GIF, .JPG or .SWF (FLASH) format, 50K file size MAX.
### CONTRACTED FREQUENCY

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>OPEN</th>
<th>5X</th>
<th>13X</th>
<th>26X</th>
<th>40X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOSSY INSIDE COVER A OR B FULL PAGE</td>
<td>$3,835</td>
<td>$3,576</td>
<td>$3,446</td>
<td>$3,188</td>
<td>$3,090</td>
<td>$2,801</td>
</tr>
<tr>
<td>GLOSSY INTERIOR PAGE</td>
<td>$3,576</td>
<td>$3,338</td>
<td>$3,219</td>
<td>$2,981</td>
<td>$2,891</td>
<td>$2,801</td>
</tr>
<tr>
<td>FULL</td>
<td>$2,588</td>
<td>$2,381</td>
<td>$2,277</td>
<td>$2,070</td>
<td>$1,992</td>
<td>$1,914</td>
</tr>
<tr>
<td>3/4</td>
<td>$2,200</td>
<td>$2,024</td>
<td>$1,935</td>
<td>$1,760</td>
<td>$1,693</td>
<td>$1,627</td>
</tr>
<tr>
<td>1/2</td>
<td>$1,332</td>
<td>$1,225</td>
<td>$1,172</td>
<td>$1,066</td>
<td>$1,026</td>
<td>$986</td>
</tr>
<tr>
<td>1/3</td>
<td>$1,152</td>
<td>$1,060</td>
<td>$1,015</td>
<td>$923</td>
<td>$888</td>
<td>$854</td>
</tr>
<tr>
<td>1/5</td>
<td>$922</td>
<td>$848</td>
<td>$812</td>
<td>$738</td>
<td>$710</td>
<td>$683</td>
</tr>
<tr>
<td>1/4</td>
<td>$949</td>
<td>$874</td>
<td>$835</td>
<td>$759</td>
<td>$730</td>
<td>$703</td>
</tr>
<tr>
<td>1/4 premium position</td>
<td>$759</td>
<td>$699</td>
<td>$668</td>
<td>$607</td>
<td>$584</td>
<td>$562</td>
</tr>
<tr>
<td>1/6</td>
<td>$502</td>
<td>$462</td>
<td>$442</td>
<td>$402</td>
<td>$387</td>
<td>$372</td>
</tr>
<tr>
<td>1/8</td>
<td>$415</td>
<td>$382</td>
<td>$365</td>
<td>$332</td>
<td>$319</td>
<td>$306</td>
</tr>
<tr>
<td>1/12</td>
<td>$251</td>
<td>$231</td>
<td>$222</td>
<td>$201</td>
<td>$194</td>
<td>$186</td>
</tr>
<tr>
<td>1/16</td>
<td>$234</td>
<td>$215</td>
<td>$206</td>
<td>$188</td>
<td>$180</td>
<td>$174</td>
</tr>
</tbody>
</table>

### COLOR RATES

<table>
<thead>
<tr>
<th>FULL</th>
<th>$600</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/4</td>
<td>$500</td>
</tr>
<tr>
<td>1/2</td>
<td>$400</td>
</tr>
<tr>
<td>1/3</td>
<td>$200</td>
</tr>
<tr>
<td>1/4</td>
<td>$200</td>
</tr>
<tr>
<td>1/6</td>
<td>$200</td>
</tr>
<tr>
<td>1/8</td>
<td>$100</td>
</tr>
<tr>
<td>1/12</td>
<td>$100</td>
</tr>
<tr>
<td>1/16</td>
<td>$100</td>
</tr>
</tbody>
</table>

Rates effective January 1, 2013 and are subject to change.
# Audience Numbers

**Loyal Readers**

## Proprietary Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Reader</td>
<td>578,103 readers</td>
</tr>
<tr>
<td>Chicagoreader.com</td>
<td>493,631 uniques / 1,879,402 pages views</td>
</tr>
<tr>
<td>Straigtdope.com</td>
<td>4,435,331 uniques / 11,880,494 page views</td>
</tr>
</tbody>
</table>
| eNewsletters     | - Early Warnings > 13,654 subscribers  
                   | - Reader Recommends > 14,919 subscribers 
                   | - Food & Drink > 6,663 subscribers  
                   | - combined unduplicated subscribers > 23,387 |
| Reader Real Deal list | 12,352 followers |

## Social Networking

<table>
<thead>
<tr>
<th>Platform</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>39,294 followers</td>
</tr>
<tr>
<td>Facebook</td>
<td>13,390 fans</td>
</tr>
<tr>
<td>YouTube</td>
<td>2.4 million views</td>
</tr>
<tr>
<td>Flickr</td>
<td>3,757 followers</td>
</tr>
<tr>
<td>Tumblr</td>
<td>310 followers</td>
</tr>
<tr>
<td>Instagram</td>
<td>900 followers</td>
</tr>
</tbody>
</table>

*Note: Print readership based on 4-issue cume. Web traffic based on monthly unique visitors. Social media numbers are cumulative aggregates of all Chicago Reader-branded feeds. Source: The Media Audit, September-October 2012; Google Analytics, June-August, 2012.*
Hi there,

Thanks for your interest in Chicago magazine. As I mentioned on the phone there are a lot of factors that set Chicago magazine apart from other publications.

First and foremost, Chicago mag is a subscription based publication, which means our readers are paying for the magazine. When the magazine arrives each month in the subscribers mailbox they interact with the publication differently than if it is free. Plus because of our journalistic feature stories and our Best of Chicago coverage our readers tend to hold onto the issues for months.

Additionally, our readers are active and affluent. They are the type to use a service or product and then tell their friends or family about it.

I am happy to offer you the most discounted rate we offer. Below I have outlined those costs.

Full page 4 color: $10,560
2/3 page 4 color: $7,770
Half page 4 color: $5,990

I have attached the specs so you can get an idea of what the different ad sizes are. Also you will find the edit calendar attached which will let you know when the different issues are closing for space.

We can easily design artwork for you...we would just need plenty of lead time.

Thanks so much and I look forward to working with you.

Mari Taiseh | Senior Account Manager

Phone:

EAT.LEARN.SHOP.FIND. WE ARE CHICAGO
# CHICAGO MAGAZINE DIGITAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Full Page Bleed</th>
<th>8.25 in.</th>
<th>10.75 in.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8.0 in.</td>
<td>10.5 in.</td>
</tr>
<tr>
<td>Live Area (non-bleed)</td>
<td>7.5 in.</td>
<td>10.0 in.</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7.0 in.</td>
<td>9.675 in.</td>
</tr>
<tr>
<td>2/3 Page (vertical only)</td>
<td>4.625 in.</td>
<td>9.675 in.</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.625 in.</td>
<td>7.375 in.</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.0 in.</td>
<td>4.875 in.</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 in.</td>
<td>9.675 in.</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4.625 in.</td>
<td>4.875 in.</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.25 in.</td>
<td>7.375 in.</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.625 in.</td>
<td>3.625 in.</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25 in.</td>
<td>4.875 in.</td>
</tr>
<tr>
<td>1/12 Page Horizontal</td>
<td>4.625 in.</td>
<td>2.375 in.</td>
</tr>
<tr>
<td>1/12 Page Vertical</td>
<td>2.25 in.</td>
<td>2.375 in.</td>
</tr>
</tbody>
</table>

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space. *SAFETY: All live matter should be 3/16" from the trim size on all four sides. Chicago magazine cannot be responsible for any information or live matter placed outside the safety that is trimmed or cut off.*

---

FOR AD UPLOAD INSTRUCTIONS, VISIT CHICAGOMAG.COM.

---

**EAT.LEARN.SHOP.FIND. WE ARE CHICAGO.**

435 N. Michigan Ave.  Suite 1100  Chicago, IL 60611  PHONE: 312-832-6733  FAX: 312-222-0287  Chicagomag.com
Memorandum

To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
      Joe McRae, Deputy City Manager
      Johanna Nyden, Economic Development Coordinator

Subject: Chicago's North Shore Convention and Visitors Bureau (CNSCVB) 2012 Request for Funding

Date: June 17, 2013

Recommended Action
Staff supports a recommendation from the Economic Development Committee to City Council for approval of $65,564 in funding for a twelve month period, commencing July 1, 2013 through June 30, 2014, to the Chicago North Shore Convention and Visitors Bureau (CNSCVB).

Funding Source:
Economic Development Fund’s Economic Development Partnership Account (Account 5300.62659). The FY2013 budget allocated $290,500 to this account for the City’s Economic Development Service partners. To date, $66,500 has been spent from this account.

Background:
CNSCVB is the certified convention and visitor’s bureau currently representing Evanston, Glenview, Northbrook, Skokie and Winnetka. The group’s primary mission is to attract group and individual business and leisure travelers to these communities. CNSCVB works closely with the local hotels, the Evanston Chamber of Commerce, Downtown Evanston and other business districts in Evanston to carry out this mission.

Evanston has been a funding partner of the Bureau for over 10 years and was the initial founder of its predecessor, the Evanston Convention and Visitor’s Bureau. The annual budget for the CNSCVB is approximately $1,248,778; Evanston’s contribution is 5.2 percent of the overall budget. The CNSCVB also charges membership dues to its membership base with hotels paying $25 per room annually and restaurants, retailers, and attractions paying $250 on average annually.

Attachments:
-CNSCVB Cover Letter and Presentation
June 17, 2013

Johanna Nyden
Economic Development Coordinator
Community & Economic Development Department
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201

Dear Johanna,

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

I believe that the work of the CNSCVB has benefitted the hotels, attractions, retail merchants, and restaurants of the city and hope that we can continue our work in our upcoming fiscal year (July 1, 2013 – June 30, 2014) representing the City of Evanston.

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

Thank you for your consideration,

Gina Sheckman
Executive Director
Economic Development Committee

City of Evanston

Wednesday, June 26, 2013

Now We’re Cookin’
Evanston
Mission

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

The source of half of the Bureau’s annual budget is the State of Illinois’ Bureau of Tourism. The other half is derived from our local member communities: Evanston, Glenview, Winnetka, Northbrook, Prospect Heights and Skokie as well as our private sector business members.
Sales and Marketing Reach

The CNSC-VB targets meetings, group tours with an attendance of 350 or less within a 300 mile radius of Evanston and Chicago’s North Shore. We are active in the following markets:

- Meetings and Conferences
- Social Events
- Group Tour Travel
- Individual Leisure Visitors
CNSCVB Staff

The CNSCVB staff individually each have between 10–25 years of experience in the travel and tourism industry.

Gina Speckman, Executive Director
Kimberly Wright, CMP, Director of Sales
Caryn Shulman, Tourism Marketing Manager
Jennifer Engel, Manager, Membership and Advertising
Johnnice Chew, Manager, Finance and Administration
Year in Review

The CNSCVB operates on a July 1 Fiscal Year Calendar.

- In the fiscal year just ending, the occupancy of the Evanston hotels increased by 3.8% and Average Daily Rate has increased by $4.50. These metrics result in increased revenue for our hotels and the City of Evanston in hotel tax dollars.

- The Bureau distributed 362 Direct Group Sales Leads to Evanston hotels representing 24,315 sleeping rooms. Of these leads, CNSCVB reported that 48 leads had been booked from all markets group and leisure representing 6,212 sleeping rooms.
Year in Review

The budget of the CNSCVB increased 31% between FY12 and FY13. The incremental dollars were required to be spent in increased sales and marketing initiatives in our core three markets: Meetings, Group Tour and Leisure. Specifically, the CNSCVB:

- Attended new trade shows in the Wedding and Special Event Market.
- Produced two new local meeting planner client events.
- Doubled the amount of site inspections we hosted for meeting planners interested in the North Shore. We were also able to fly in VIP clients for site inspections as well as the North Shore Showcase Fam Trip.
- Allocated a dedicated budget for advertising on Social Media channels (Facebook, Twitter and Linkedln.)
- Hosted Meeting Planners International – Chicago Area Chapter’s annual Golf Outing with a full day Fam Trip and breakfast sponsorship.
- Partnered with Choose Chicago (the city’s convention and tourism agency) on advertising, website and other initiatives to tie the North Shore to its southern neighbor.
Year in Review

- CNSCVB placed 80 advertisements (print and online) featuring Evanston hotels, attractions, retailers or restaurants, including 16 advertisements solely featuring Evanston. Additionally, CNSCVB distributed 12 e-newsletters featuring Evanston events to 9,000 Chicago and North Shore recipients, 12 e-blast promotions featuring Evanston hotels, attractions, restaurants, retailers, and over 3,800 Evanston posts on social media outlets (Facebook, Twitter, LinkedIn). As of June 14, the CNSCVB has 3,881 Facebook likes, 1,669 LinkedIn members and 3,277 Twitter followers. By engaging with our readership every day, our social media outlets have become a very influential source for media and we reach 102,000 people a week.
Looking Ahead

The Bureau budget for the new fiscal year that began July 1, 2013 (FY14) is $1,248,778. Evanston’s contribution reflects 5.2% of the Bureau’s total budget. With those dollars, the CNSCVB operates a full range of sales and marketing programs to achieve its goals including:

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

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

- Fraternal Executives Association
- Illinois Society of Association Executives “Summer Session”
- Illinois Society of Association Executives Luncheon & State Government Meeting Planners Sales Calls (2x a year)
- Indiana Meeting Planners International Event & Fraternity Sales Calls
- Illinois Council of Convention and Visitors Bureau (3x a year)
- Rejuvenate! Religious Trade Show
- Meeting Planners International – Wisconsin Fall Education Day
- American Bus Association
- Illinois Society of Association Executives Tradeshows
- Religious Conference Management Association
- Illinois Governor’s Conference on Tourism
- Bank Travel

- Destination Showcase (2x a year)
- Meeting Planners International Multiple Chicago Area Chapter
- Hospitality Sales and Marketing Intl. – Affordable Meetings Midwest
- Concierge Preferred Trade Show
- Collaborate Marketplace – Corporate Meeting Planner Trade Show
- Meet in Illinois Milwaukee Sales Blitz
- Chicago Conv. & Visitors Bureau SMERF Roundtable
- Holiday Showcase – Assoc. Forum of Chicagoland
- B.I.G. Show – Boomers in Groups
- Connect Marketplace – Corporate Meeting Planner Trade Show
- Destination Marketing International Annual Meeting
- Receptive Services Association of America Annual Summit
- NAJ Receptive Summit – East
- Illinois Association of Park Districts/IL Parks & Recreation Assoc.
- Amtrak Tourism Day Trade Show
- Turner Travel Showcase
- Meet in Illinois St. Louis Sales Blitz
- PowWOW Travel Industry Association
- Meetings Focus Show
- Host new Chicago North Shore Bridal Show
- Kenilworth Bridal Show
Print and Online Advertising

- Group Tour Leader
- Midwest Meetings
- Leisure Group Travel
- Northwestern Alumni Magazine
- Illinois Meetings and Events
- Chicago Tribune (regular paper and triblocal)
- Group Tour Magazine
- Leisure Group Travel
- Midwest Meetings Guidebook (annual)
- MPI - Chicago Chapter Guide
- bestofthemidwest.com
- Madden Media Online Fall/Winter Campaign
- Madden Media Online Summer Campaign
- St. Louis Dispatch
- Milwaukee Journal Sentinel
- Evanston Roundtable
- Bank Travel Management
- Meetings Focus MidAmerica
- Unique Venues
- North Shore Weekend

- Daily Herald
- Choose Chicago Visitors Guide
- Choose Chicago website
- Google Adwords
- Facebook Advertising
- CTA Advertising
- Great Lakes North America
- Midwest Itineraries
- Crains Chicago Business (online and print)
- Cvent
- Chicago Convention and Tourism Bureau Travel Planner
New for 2013 – Collateral

Evanston
History + Culture

architecture
tours

Evanston
History + Culture

Wear Comfortable Shoes
Walking tours are available from June to October on the first and third Saturdays, featuring "Evanston’s Lakeshore", "Evanston’s Diverse History," and "Evanston’s Historic Buildings and Architecture." Tours begin at the Charles Gates Dawes House, 225 Greenwood St., Evanston.

Life As We Knew It
Tour the home of Charles Gates Dawes (1865-1951), former U.S. Vice President and Nobel Peace Prize winner. The museum, located on the shore of Lake Michigan, offers a glimpse into the history of Evanstonians and their homes. The Dawes House is open to the public from 11:00 a.m. to 4:00 p.m. on the first and third Saturdays of each month. Tours are offered Thursday-Sunday, and by appointment.

Charles Gates Dawes House - 225 Greenwood St., Evanston

Women’s History Lives Here
Evanston was home to Frances E. Willard (1839-1898), co-founder of the National Woman Suffrage Association and the Woman’s Christian Temperance Union (WCTU) for 27 years. Willard led a campaign for women’s suffrage and played a key role in the WCTU’s fight against social evils such as liquor and tobacco. The Frances Willard House Museum, which preserves Willard’s home, includes exhibits on her life and work.

Frances Willard House Museum - 1710 Chicago Ave., Evanston

For more information on any of these programs, visit
www.evanstonhistorycenter.org
www.franceswillardhouse.org

For more information about visiting Evanston, including accommodations, shopping and dining visit
www.chicagogreatnorthshore.com

ILLINOIS. MILE AFTER MAGNIFICENT MILE.
Additional Collateral

Public Transportation Guide

Group Getaways Brochure
Print/Online Advertising

Sample Meeting Ad

Sample Group Tour ad
Print/Online Advertising

Sample Leisure ad
Co-op Advertising

The Downtown Evanston Gift Card is the perfect gift for Teachers, Students, Coaches, Clients, Staff, Family & Friends. For more information on purchasing the card and to see all that Downtown Evanston offers, visit DOWNTOWNEVANSTON.ORG

Book your accommodations today at www.visitchicagonorthshore.com
To plan a group event, call 866-369-0011 ext. 25
Marketing Support

Backstage Evanston
see it first

Sunday, September 12th
4-7 PM

Evanston's first festival showcasing
more than a dozen local performing arts groups

Buy your tickets for the
performing arts season!
Special discounts available
ONLY
at
Backstage Evanston
Marketing Support – Photography
The CNSCVB e-newsletter is sent monthly to a dedicated list of over 9,000 highlighting North Shore happenings and events.
Website

The CNSCVB website is very popular for visitors, locals and meeting and tour planners. Over 30,000 unique visitor pages are accessed each month.

www.visitchicagonorthshore.com
www.destinationnorthshore.com
Featured Promotional E-blasts

BLACK FRIDAY
on Chicago’s North Shore

Celebrate Mother’s Day
ON CHICAGO’S NORTH SHORE

Celebrate Easter on the North Shore!

HAPPY NEW YEAR!

chicago’s north shore Restaurant Month
Social Media

- Strong Social Media presence on Facebook, Twitter, and LinkedIn with postings contributed by CNS/CVB member businesses posted multiple times per day 365 days a year. Members can send us postings and they are live within 24 hours on all networks. Our social media feeds are rated the most influential on the North Shore with extended reach of 102,000 viewers a week.
Familiarization Trips
Tour/Travel Market

Familiarization Trips also known as Educational Trips allow customers who have not experienced the North Shore to visit the area in an organized group trip where they learn and enjoy our Hotels and attractions.
Networking Events

save the date

Networking Events

Thurs., June 27
5:00-7:00pm
Networking Event: Quince Restaurant, Evanston

Thurs., July 18
5:00-7:00pm
Networking Event with the Skokie Chamber of Commerce: DoubleTree by Hilton Hotel and Conference Center, Skokie

Thurs., July 25
9:00-9:30am
Networking Breakfast Event: Frances Willard House, Evanston

Thurs., Aug. 8
3:00pm
Educational Seminar: Public Relations for Restaurants and Retailers and Attractions: Max and Benny’s, Northbrook
Public Relations

Outreach
The CNSCVB uses Public Relations to publicize events, openings and special recognitions afforded our organization.

Inbound
Approximately 30 inquiries are received from local, regional, national and international media each month.
Memorandum

To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
       Paul Zalmezak, Economic Development Coordinator

Subject: Now We’re Cookin’ Progress Discussion

Date: June 17, 2013

Background

Now We’re Cookin’ (NWC), located in the Dr. Hill neighborhood has completed year one of their anticipated three year partnership with the City of Evanston. In July 2012, City Council approved a $35,050 Economic Development Fund grant for the period August 1, 2012 through December 31, 2012 to assist with the expansion of the NWC shared-use kitchen and its transition to a formal Food Business Incubator. To date, NWC has utilized $29,396 of the funding.

Dedicated to growing successful, sustainable food businesses NWC’s aspires to be the premier kitchen location for both culinary professionals and culinary enthusiasts in the Chicago market. By providing licensed commercial kitchen space and an attractive event space, NWC focuses on promoting culinary entrepreneurship, expanding culinary education, and facilitating innovative culinary activities.

Their experience suggests that the combination of a strong supportive “entrepreneurs community”, assistance in building basic business management skills, and access to industry mentors and resources are the keys to enabling the success of food start-ups (as has been born out in many studies of Incubator Best practices). Therefore, having demonstrated the efficacy of a shared kitchen in this market, NWC has been working to incorporate incubator programming aiming to:

1. improve the success rates of businesses who start operations at Now We’re Cookin’, and;
2. strongly differentiate Now We’re Cookin’ from Chicago-based competitors in the “shared-kitchen” space,
3. have a greater overall impact within the Evanston business community - specifically by assisting in the start-up and growth of businesses that remain in Evanston over the longer term.
The City’s initial investment has enhanced Now We’re Cookin’s capability as a “food incubator” by demonstrating local community support, establishing a partnership for development of local entrepreneurship talent, and is beginning to highlight Evanston as a center for culinary training in the Midwest.

The establishment of a dedicated incubator program is designed to improve the success rate of firms incubating in the space. The direct benefit to the city is the opportunity to retain a percentage of these startup food companies in Evanston. A softer, but important benefit is that it reinforces that Evanston is an innovative place and a great place to launch a businesses. The market for innovative food businesses is strong and the demand for rental kitchen space and support services continues to rise.

Summary
In July 2012, the City of Evanston committed $35,000 to support the development of Now We’re Cookin’s food business incubator services.

The Agreement with the City committed Evanston to contributing to the following activities:
- Hiring a **part-time incubator manager**, to coordinate new client screening, training, client support, mentoring and service expansion
- Providing **expanded training for entrepreneurs** – including contracting for online training modules, materials preparation, and presenter fees
- Expanding **storage space** and creating a dedicated **food product packaging area**
- Purchasing **equipment** that will improve the efficiency and flexibility of the facility
- **Upgrading and expanding website** to become a community and resource center for Incubator participants

The following chart provides a summary of :NWC’s accomplishments and proposed next steps:

<table>
<thead>
<tr>
<th>Packaging Space:</th>
<th>2012 Proposal</th>
<th>Progress</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1:</strong></td>
<td><strong>Packaging room and storage expansion.</strong></td>
<td><strong>DEFERRED due to Landlord renting out adjacent space.</strong></td>
<td>Revisit plan with landlord as the adjacent loading dock lease runs out.</td>
</tr>
<tr>
<td><strong>Phase 2:</strong></td>
<td><strong>Rent adjacent loading bay</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Commercial small-wares dishwasher:</strong></td>
<td>Install new equipment in storage/wash room.</td>
<td><strong>COMPLETED</strong></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>---------------------------------------------</td>
<td>----------------</td>
<td>---</td>
</tr>
<tr>
<td><strong>Incubator Part-time Staff:</strong></td>
<td>Hire a part-time person to work 15-20 hours a week who will oversee incubator activity.</td>
<td><strong>COMPLETED:</strong> Hired Allison Forrer as part-time Incubator Manager starting Oct 2012 (she tendered her resignation 3/15 to take full time position with Share Our Strength).</td>
<td>Rehire, and expand scope of job to include more robust consulting and active engagement with clients.</td>
</tr>
<tr>
<td><strong>Website and Marketing</strong></td>
<td>Build an improved website.</td>
<td><strong>COMPLETED (portion funded by City):</strong> Working with CoilSprings, an Evanston-based business, completed client-facing features: Also contracted with an exciting firm to help integrate and expand online marketing and social media programs.</td>
<td>Build the public-facing site and tie this to client-facing portal. Grow an enhanced set of PR and marketing strategies to greatly increase the inflow of possible seminar, training, and incubator clients.</td>
</tr>
<tr>
<td><strong>Training and Skill-Building:</strong></td>
<td>Provide business training courses for start-up food entrepreneurs, and topical seminars for current and prospective businesses.</td>
<td><strong>COMPLETED AND ONGOING:</strong> Introduced an updated version of Food Business 101 to be held quarterly. Introduced a monthly 2-hour Introduction to Entrepreneurship Session. Rolled out ongoing Seminar Series.</td>
<td>Expand Seminar series. Expand collaboration with Kellogg. Integrate Mentors and other experts into training program. Host regular Evanston food entrepreneur networking.</td>
</tr>
</tbody>
</table>

**Recap of Expenditures and City Payments:** In summary, NWC reports the reception for the new incubator program has been very enthusiastic, and has been talking with a strong flow of aspiring entrepreneurs who have an interest in participating in the program. NWC also reports that the contribution of the City of Evanston to the ramp-up has been a significant factor in their ability to drive this Program forward.
<table>
<thead>
<tr>
<th>INCREMENTAL COSTS FOR INCUBATOR TRANSITION:</th>
<th>Proposal 2012 (5 mo)</th>
<th>NWC Pmts 9/1/12-3/31/13</th>
<th>City Payments To Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Payment</td>
<td></td>
<td>$20,050</td>
<td></td>
</tr>
<tr>
<td>Retrofit of existing loading bay to enable pkg space</td>
<td>$1,800</td>
<td>deferred</td>
<td></td>
</tr>
<tr>
<td>Packaging tables and storage cages</td>
<td>$3,500</td>
<td>deferred</td>
<td></td>
</tr>
<tr>
<td>Commercial Small-wares Washer (installed)</td>
<td>$4,500</td>
<td>$4,346</td>
<td>$4,346</td>
</tr>
<tr>
<td>Website Upgrade (portion dedicated to Incubator)</td>
<td>$5,000</td>
<td>$5,750</td>
<td>$5,000</td>
</tr>
<tr>
<td>Incremental Utilities (principally heat for storage room)</td>
<td>$250</td>
<td>Deferred</td>
<td></td>
</tr>
<tr>
<td>Incubator Manager</td>
<td>$15,000</td>
<td>$14,375</td>
<td></td>
</tr>
<tr>
<td>Training Materials/Presenter Costs</td>
<td>$2,500</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Incubator Marketing</td>
<td>$2,500</td>
<td>$1,600</td>
<td></td>
</tr>
<tr>
<td>TOTAL PROJECT COSTS:</td>
<td>$35,050</td>
<td>$29,071</td>
<td>$29,396</td>
</tr>
</tbody>
</table>

Because NWC had to defer the packaging space build-out, they have not fully drawn against the City’s initial commitment. While both selection of website firm and Incubator Manager took time to complete, pushing the timing back one quarter from the initial estimate of completion by year-end 2012, NWC believes they have effectively executed against their contractually commitment for the first phase of City support.

**Next Steps**

Staff recommends that Now We’re Cookin’ returns to present a request for funding at the July 2013 meeting of the Economic Development Committee.
To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
Paul Zalmezak, Economic Development Coordinator

Subject: Entrepreneurship Support Discussion

Date: June 17, 2013

Background
The City Council approved support and development of Evanston’s entrepreneurs and high growth companies in the 2013 City of Evanston Economic Development Work Plan. To help create jobs in Evanston through retention of growth companies and attraction of new companies, Economic Development staff identified seven core goals:

1. Creating and maintaining relationships with Evanston’s business community
2. Helping identify investors for Evanston-based startups and growing companies
3. Identifying opportunities for new office development or retrofit of existing
4. Supporting events that connect startups and investors to one another
5. Using evanstonedge.com and social media platforms to promote Evanston
6. Helping develop a network of ambassadors to promote Evanston
7. Maintaining existing and exploring new partnership opportunities with Northwestern University

The seven goals are primarily focused on retaining and expanding our existing businesses by enhancing peer to peer and business to business connections and building a support network to provide opportunities for growing firms to support and mentor the more youthful startups.

Summary

Evanston is a Startup Community
Evanston’s startup community (often referred to as “ecosystem”) includes businesses along the entire growth spectrum including: 1) the independent professional (i.e. freelancers) based in coffee shops and home based offices; 2) the more established independent professional or “solopreneur” paying for space in one of Evanston’s two co-working spaces; 3) early stage startups based in the Technology Innovation Center or
Northwestern University’s incubator; and 4) the high growth “gazelle” companies in 3,000 to 5,000 sq ft offices in downtown Evanston.

Numerous independent entrepreneur networks such as Startup Evanston, and Evanston’s Entrepreneurs League meet regularly to pitch ideas, seek out angel investment opportunities, and to learn from one another in a collaborative environment. Northwestern University faculty host pitch day competitions for student led startups. The Technology Innovation Center hosts weekly seminars.

Professional service firms (i.e. accountants, lawyers) and to a lesser extent, established institutions (i.e. foundations, government, university) are positioned to support the startup community and profit from the services they provide - a symbiotic and growth oriented relationship.

Evanston embodies the nine attributes of a successful startup community as defined by President Obama’s Startup America Partnership:

1. **Leadership**: strong group of entrepreneurs who are visible and committed
2. **Intermediaries**: mentors and advisors and effective/well integrated accelerators and incubators
3. **Networking Density**: deep, well-connected startup/entrepreneur community with visible investors, advisors, mentors, and supporters.
4. **Government**: strong government support for and understanding of significance of startups to economic growth. Supportive policies covering economic development, tax, and investment vehicles.
5. **Talent**: deep talent pool for all level of employees. Universities are an excellent resource for startup talent and should be well connected to community
6. **Support Services**: professional services (legal, accounting, real estate, insurance, consulting) are integrated, accessible, effective and appropriately priced
7. **Engagement**: Large number of events for entrepreneurs and community to connect with highly visible and authentic participants. Examples – meetups, pitch days, conferences, happy hours, startup weekends, boot camps, hackathons, celebrations and competitions
8. **Companies**: large companies that anchor city should create specific departments and programs to encourage cooperation with high growth startups
9. **Capital**: strong, dense, and supportive community of VCs, angels, seed investors and other financing.
City of Evanston’s Role in the Startup Community
The City of Evanston has an opportunity to support Evanston’s startup and high growth business community in a very intentional and fair way. Staff recommends pursuing the following six point strategy and summarized in the attached program summary matrix:

I. Business Retention and Expansion Visits
II. Competitive Economic Development Grants for Entrepreneurship Development Events
III. Entrepreneurship Network Support
IV. Office Retrofit and Expansion Fund
V. Library as Early Stage Independent Professional / Startup Community Hub
VI. Northwestern University

Brad Feld, author of *Startup Communities: Building an Entrepreneurial Ecosystem in Your City* argues that the role of government is to support entrepreneurs, not create them. He recommends that government “use the bully pulpit to stimulate the agenda versus investing directly in entrepreneurs.” He also emphatically challenges economic developers to “ask the entrepreneurs what they need!”

**Next Steps**
Staff will continue to refine the strategy and recommend budget and funding sources for each of the components and return to the economic development committee for further discussion and action.
<table>
<thead>
<tr>
<th>Proposed Program</th>
<th>Description</th>
<th>Purpose</th>
<th>Next Steps</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Retention and Expansion Visits</td>
<td>Staff will continue its outreach to company founders and executives</td>
<td>1. Relationship building 2. Networking 3. Information sharing 4. Opportunity to retain/expand</td>
<td>1. Conduct interviews / surveys of entrepreneurs / freelancers / growth companies for types of events in demand, such as investor pitch days, mentorship programs, professional development, coding, speaker series, etc.</td>
<td>$0</td>
</tr>
<tr>
<td>Competitive Economic Development Grants for Entrepreneurship Development Programs</td>
<td>To ensure fairness, open a round of funding to private sector to propose a series of entrepreneurship programming designed to improve growth opportunities for Evanston-based professionals.</td>
<td>To provide professional skill's enhancements A competitive bid grant for professional development training and events designed to enhance Evanston's Startup and Growth Company Community.</td>
<td>1. Draft an RFP/grant around the types of programs desired 2. Consider an appointed panel of startup community members to help select proposals (e.g. a mayoral advisory committee composed of RISE!, Inventure, Chamber of Commerce)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Entrepreneurship Network Support</td>
<td>Organize, host, and/or sponsor networking events for Evanston's existing entrepreneurship network.</td>
<td>Relationship building with existing organizations (RISE!, Inventre, Startup Evanston, Creative CoWorking, Entrepreneurs League, etc.)</td>
<td>1. Define types of events and budget levels</td>
<td>$5,000</td>
</tr>
<tr>
<td>Library as Early Stage Independent Professional / Startup Community Hub</td>
<td>Create an early phase business resource hub and co-working space focused on supporting individuals at the earliest stage of starting up by repackaging a number of existing business resources, training, and market research database services who cannot afford existing private options. Create private break out rooms and technology outfitted conference room in redefined space on 3rd Floor for members of Evanston's broader startup community.</td>
<td>1. Provide a collaborative supportive environment for home based businesses, early phase freelancers, and amateur entrepreneurs 2. To enhance offerings already provided by private providers, provide access to a high tech conference room, for use by Evanston's entrepreneurship community by reservation. Members of TIC, Creative Coworking, CoLab Evanston, Entrepreneurs League, etc. would have preferred access to facility. 3. Creative a motivation for freelancers and home based businesses to connect with the City and participate in business programming.</td>
<td>1. Define program and operation costs 2. Define capital costs (i.e. flex space, moveable walls, rolling furniture, smart board, video conferencing, 3D printers, etc.) 3. Survey and/or brainstorming session broader community about interest 4. Potential tie ins to new maker space in development at library 5. Research best practices</td>
<td>$150,000 to $200,000</td>
</tr>
<tr>
<td>Northwestern University</td>
<td>Continue outreach to NU faculty, faculty startups, and student led startups</td>
<td>1. Relationship building 2. Opportunities for business retention/expansion 3. Information sharing 4. Learning opportunities</td>
<td>1. Continue regular communications</td>
<td>$0</td>
</tr>
<tr>
<td>Office Retrofit and Expansion Fund</td>
<td>Devote a portion of the existing Economic Development fund used for business attraction/retention activities to assist growth companies and startups retrofit and/or expand office space. Traditional office space often lacks design aesthetic or technology requirements appealing to startups. Cost to modify may be prohibitive. Capital for expansion for new start up difficult in early stage. City assistance offsets cost.</td>
<td>1. Opportunities to retrofit or convert buildings to accommodate these firms 2. Opportunities to construct new buildings, ED funds used to offset extraordinary costs 3. Help business expand into adjacent space/rent offset to help early stage expansion 4. Opportunity for City to market the ED Fund in a proactive and very specific way</td>
<td>1. Research / conduct interviews to determine the types of retrofits preferred or how best to help early stage expansion when funds are limited 2. Determine if low interest / deferred payment loans for this activity are feasible for startups / growth companies. 3. Define program elements/specifcics</td>
<td>$50,000 to $100,000</td>
</tr>
</tbody>
</table>

Total Initial Estimated Cost $250,000 to $350,000
Annual Program Costs (after library build out) $50,000 to $100,000
## MONTHLY RETT REPORT FOR MAY 2013

**DATE:**  
June 4, 2013

**TO:**  
Mayor and Aldermen

**FROM:**  
Rodney Greene, City Clerk

**SUBJECT:** RETT Report -- May 2013

### BUDGET 2013

<table>
<thead>
<tr>
<th></th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

### Monthly Transactions

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>113,540</td>
<td>57</td>
<td>January</td>
<td>122,065</td>
<td>55</td>
</tr>
<tr>
<td>February</td>
<td>113,355</td>
<td>37</td>
<td>February</td>
<td>86,775</td>
<td>56</td>
</tr>
<tr>
<td>March</td>
<td>125,990</td>
<td>65</td>
<td>March</td>
<td>137,094</td>
<td>75</td>
</tr>
<tr>
<td>April</td>
<td>92,096</td>
<td>59</td>
<td>April</td>
<td>275,644</td>
<td>118</td>
</tr>
<tr>
<td>May</td>
<td>146,980</td>
<td>93</td>
<td>May</td>
<td>378,779</td>
<td>123</td>
</tr>
<tr>
<td>June</td>
<td>180,770</td>
<td>136</td>
<td>June</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>175,975</td>
<td>109</td>
<td>July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>167,620</td>
<td>101</td>
<td>August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>68,290</td>
<td>60</td>
<td>September</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>142,161</td>
<td>73</td>
<td>October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>164,800</td>
<td>84</td>
<td>November</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>143,605</td>
<td>84</td>
<td>December</td>
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</tr>
</tbody>
</table>

May 2013 revenues were reduced to reflect this expenditure: $1,200 Refund; $5 C.C. Recorder of Deeds

Monthly average needed to meet budget  
FY 2013 Monthly Average

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td>$175,000</td>
</tr>
</tbody>
</table>

60 exemptions @ $100 ea = $6,000; CUMULATIVE $32,000

### There were ten (10) $ million sales in May 2013

- 05/10/13 -- 839-847 Dodge $1,300,000 Tax $6,500; Seller: Avakian; Buyer: Rider
- 05/10/13 -- 905-15 Elmwood $4,700,000 Tax $23,500; Seller: Chgo. Title Land Trust; Buyer: S. Kahn LLC-Main-Elmwood
- 05/13/13 -- 2623 Lincoln $1,205,000 Tax $6,025; Seller: Hagee Trust; Buyer: Kimball
- 05/17/13 -- 283-1/2 Sheridan Pl $2,110,000 Tax $10,550; Seller: Stewart; Buyer: Denicolo
- 05/20/13 -- 2424 Oakton $8,300,000 Tax $41,500; Seller: Storage Partners of Evanston; Buyer: CubeSmart, L.P.
- 05/22/13 -- 1145 Sheridan $1,400,000 Tax $7,000; Seller: Sunset Orange Properties; Buyer: Powers
- 05/24/13 -- 1745 Hinman $2,250,000 Tax $11,250; Seller: Rodriguez; Buyer: Green
- 05/28/13 -- 1642 Maple $3,700,000 Tax $18,500; Seller: 1642 Maple Ave. LLC & Focus Acquisition Co; Buyer: Maple & Church LLC
- 05/30/13 -- 2133 Harrison $1,165,000 Tax $5,825; Seller: Ahlberg; Buyer: Rodriguez
- 05/31/13 -- 632 Hinman $5,000,000 Tax $25,000; Seller: Series Mmof IBT Holdings LLC; Buyer: Sherman Hinman LLC

NSP2 sales = $886,000; CUMULATIVE $1,328,500

NSP2 purchases = $0.00; CUMULATIVE $71,000
This update includes recent events or immediate future events involving projects under formal consideration, public meetings or significant recent permitting or enforcement actions.

### Economic Development – UPCOMING MEETINGS & EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Street Business Association</td>
<td>The next Howard Street Business Association is scheduled for June 11, 2013.</td>
</tr>
<tr>
<td>Evanston West Village Business Assoc. (EWVBA)</td>
<td>Next Meeting Date To Be Determined</td>
</tr>
<tr>
<td>WestEnd Business Association</td>
<td>The next meeting will be on June 25, 2013.</td>
</tr>
<tr>
<td>Joint Economic Development Meeting</td>
<td>The Joint Economic Development Meeting is a meeting of representatives from Evanston’s business and merchant groups. The next meeting is scheduled for June 19, 2013.</td>
</tr>
<tr>
<td>Economic Development Committee</td>
<td>The next regularly scheduled meeting of the EDC will be June 26, 2013.</td>
</tr>
</tbody>
</table>

### Economic Development – MEETINGS/ON-GOING ACTIVITIES

#### Economic Development Committee

The Economic Development Committee met on May 23, 2013. The agenda included:

- **Items for Consideration:**
  - A. Appointment of Committee member to the M/W/EBE Development Committee. The Committee voted unanimously, 6-0, to appoint Alderman Tendam to the M/W/EBE Development Committee; B. Great Merchants Grants- the Committee reviewed five submissions. The Committee voted unanimously 7-0 to approve the funding of the full amount request by the West End Business Association, Dr. Hill Business Association, Central Street Business Association and Main Street Merchants Association. The Committee voted unanimously 7-0 to partially fund Chicago-Dempster Merchants Association’s request for funding ($1,500) and have the group return to the Committee in June to review the additional funds requested.

- **Items for Discussion:**
  - A. Utilization of Economic Development Fund

- **Communications:**
  - A. Announcements/Updates from EDC Members; B. Real Estate Transfer Tax Report; C. Monthly Economic Development Communication.

#### Economic Development Summit

Summary notes from the event are now online at www.evanstonedge.com/reports. The City has made progress in addressing questions and suggestions brought up doing the event including: launching a new website with new branding for economic development in Evanston; increased work with health and wellness groups, meeting with stakeholders of the Baby Boomer group; working on the Roadmap to the Arts program; engaging Evanston Inventures and RISE to begin an ambassador program to assist in interviewing businesses; and creating a plan which concentrates on attracting more retail development to the City. The first Health & Wellness Roundtable Discussion, held on April 12, 2013, was a success and engaged a variety of professionals in the Health & Wellness field. A second meeting has been scheduled for June 28, 2013 at the YMCA.

#### New Business Openings, Expansion, and/or Relocations – April 2013

Several new businesses have opened or relocated in Evanston recently, including: Burtch Works, LLC (1560 Sherman #1005), Academic Counseling Services (1560 Sherman #102), Solay Wellness (1613 Sherman Avenue), Giant Screen Films (990 Grove), Ad Hoc Home (1937 Central Street), Big Twist (1805 Howard Street), Starbucks (1734 Sherman Avenue), Meez Meals (1459 Elmwood Avenue).
Marketing  
Staff continues to utilize evanstonedge.com to feature local businesses, and also comprehensive twitter, linked in, and Facebook strategies.

Larger scale Development Sites and “Prospects” (General – see also some specific examples below)  
Staff continues to work with property owners and potential developers of large vacant properties in Evanston to identify potential tenants and uses for these properties and provide assistance for approvals and other City processes. In addition, Staff has been actively working with eight potential "prospects" (i.e. higher profile businesses and/or targeted industries) who are considering locating with the City.

Technology/Entrepreneurship/Innovation Events  
Economic Development staff is drafting a plan for Entrepreneurship and independent / freelance support network centered on a technology / startup meet up events with local and regional technologists, founders, and entrepreneurs n addition to creating networking opportunities for Evanston-based founders to discuss highly focused subject matter.

Small Business Assistance  
Economic Development staff continues to work with existing businesses, assisting them in pursuing physical upgrades and expansion, facilitating them through the various permitting processes, etc. Staff is also working with several new small businesses ranging from cafes and restaurants to retailers, small office users and entertainment uses. Since the start of 2013, staff has worked with over 60 leads for potential new small businesses.

Façade Improvement Program  
Staff continues to meet and work with other businesses interested in the program. Several inquiries have been received; however, no applications have been submitted at this time.

Vacancy Rates  
Current vacancy rates for mid 2nd Quarter 2013 are:
Office = 9.7%; Industrial = 9.9%; Commercial = 7.0%

Great Merchant Grant Program  
Five applications were submitted for the Great Merchants Grant Program. The Economic Development Committee recommended approval of funding for four of these submissions: West End Business Association, Dr. Hill Business Association, Central Street Business Association and Main Street Merchants Association. The target to bring these requests City Council is June 10, 2013. The Committee requested that Chicago-Dempster Merchants Association submit more information on their proposed projects and return to the Committee in June. The target date to bring the remaining business districts’ grants before the Economic Development Committee is June 26, 2013.

<table>
<thead>
<tr>
<th>Site location</th>
<th>Overview of Development Opportunities</th>
<th>Proposed Bldg. Area</th>
<th>Site Area (Approx)</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>1817 Church St.</td>
<td>City Council approved a $200,000 construction loan funded from the West Evanston TIF to Evanston North Shore Contractors Cooperative to redevelop 1817 Church Street as a contractor cooperative.</td>
<td>1,000 s.f. addition is proposed to second floor of existing structure 90 of 92</td>
<td>5,764</td>
<td>The Evanston North Shore Contractors Cooperative are in midst of interior demolition and have begun construction of the second floor addition.</td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
<td>Status</td>
<td>Details</td>
<td></td>
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<tr>
<td>1708-1710 Darrow</td>
<td>City-owned properties – residential structures were demolished late 2011.</td>
<td>5,530</td>
<td>The buildings were demolished late 2011. City staff is considering options for future redevelopment. Portion of property paved for neighborhood business parking.</td>
<td></td>
</tr>
<tr>
<td>Evanston Plaza</td>
<td>WHI Real Estate Partners LLC and Bonnie Investment Group have formed a partnership to revitalize the center.</td>
<td>212,373</td>
<td>Bonnie Management continues to market the plaza to national retailers, services, etc. Staff remains in contact with Bonnie Management on a regular basis.</td>
<td></td>
</tr>
<tr>
<td>Asbury/Oakton</td>
<td>Staff has on-going conversations with property owner regarding potential business prospects that might be well-suited for the site. Property owner is currently not interested in selling the property.</td>
<td>14,000</td>
<td>Staff continues to have conversations with property owner about potential business prospects.</td>
<td></td>
</tr>
<tr>
<td>Chicago/Main</td>
<td>Staff has worked with developer to create a mixed-use office/retail development.</td>
<td>90,000</td>
<td>Staff continues to work with the developer to identify potential tenants that could locate in this building. At its January 28, 2013 meeting, the City Council adopted the ordinances to establish the Chicago/Main TIF District as well as an implementation plan for funding the TIF.</td>
<td></td>
</tr>
<tr>
<td>1801-1805 Church</td>
<td>Vacant former gas station property owned by Daniel Cheifetz</td>
<td>11,000</td>
<td>Site is currently in litigation. City Council previously approved resolution granting authority to negotiate purchase of property. Staff assessing risk of acquiring relative to contamination.</td>
<td></td>
</tr>
<tr>
<td>1911-1917 Church Street</td>
<td>Staff is coordinating with the property owner to determine opportunities for potential redevelopment partnership.</td>
<td>15,825</td>
<td>Staff working with a number of organizations for potential redevelopment of the site.</td>
<td></td>
</tr>
<tr>
<td>1901 Dempster (former KFC)</td>
<td>Yum! Brands, the corporate owner of the KFC brand has enlisted a local broker to price and list the property, scheduled for Mid October. The property will have a 20 year deed restriction. Uses restricted include any restaurant that is deemed competitive to other Yum holdings including pizza, Mexican, chicken seafood, and hamburgers, although the latter two are negotiable as Yum is in the process of selling its A&amp;W and Long John Silver brands.</td>
<td>TBD</td>
<td>Broker indicates no strong interest in the property. Staff will continue to direct potential users of property to YUM broker.</td>
<td></td>
</tr>
<tr>
<td>623-627 Howard</td>
<td>The City of Evanston purchased this property in mid-October 2011. The City is currently assessing the condition of the building and making necessary repairs to the property.</td>
<td>10,000</td>
<td>Peckish One, LLC has developed a business plan for the development of the space into a restaurant and microbrewery. The partners have a lease-to-own agreement on the property and expect to open in December 2013. They are starting the zoning and permitting process for interior construction.</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Description</td>
<td>City-owned</td>
<td>City Council</td>
<td>Notes</td>
</tr>
<tr>
<td>--------------------</td>
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</tr>
<tr>
<td>727-729 Howard Street</td>
<td>City-owned properties located on Howard Street. Staff is currently working with a theatre company to try to relocate to this building on Howard Street.</td>
<td>4,000</td>
<td>4,000</td>
<td>City Council did not approve award of the lowest bid for this project. A revised concept is in process.</td>
</tr>
<tr>
<td>Former &quot;Borders&quot; site-Maple</td>
<td>Downtown Evanston is taking the lead as primary contact with the representatives from Arthur Hill regarding refilling this space; Staff is assisting Downtown Evanston in looking for prospects</td>
<td>21,900</td>
<td></td>
<td>Staff continues to work with the property manager on pursuit of this and other viable tenants for this space.</td>
</tr>
<tr>
<td>1211 Chicago Avenue</td>
<td>Trader Joe's has announced that it will locate in a building being developed by Terraco at 1211 Chicago Avenue.</td>
<td>13,000</td>
<td>TBD</td>
<td>Ground breaking for this project occurred January 31, 2013. Projected open date is October 1, 2013.</td>
</tr>
<tr>
<td>1615 Oak Street</td>
<td>Smylie Brothers Brew Pub will be opening a restaurant and Brewery in the downtown area.</td>
<td>11,000</td>
<td></td>
<td>Variance from off-street parking requirements approved in February. Interior construction underway. Planning to open by October.</td>
</tr>
<tr>
<td>737 Chicago Avenue</td>
<td>AMLI residential development has available ground floor commercial space for lease</td>
<td>1,186 to 7,900</td>
<td></td>
<td>Staff is working with the broker to find higher end retail/service users.</td>
</tr>
<tr>
<td>1720 Central Street</td>
<td>Central Station Apartment Development has available ground floor commercial space for lease</td>
<td>10,650</td>
<td></td>
<td>Staff is working with the broker and several interested businesses interested in opening in the available commercial spaces</td>
</tr>
</tbody>
</table>