AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES of March 23, 2011

3. STAFF REPORT
   A. M/W/EBE Advisory Committee Discussion/Joint Meeting
   B. May 2011 Economic Development Summit
   C. Public Art in Business Districts (Documents Enclosed)
   D. Local Partner: Lending for Evanston and Northwestern Development (LEND)

4. OLD BUSINESS
   A. Discuss and Consider Economic Development Grant Application for the Evanston Community Development Corporation (Documents Enclosed)

5. NEW BUSINESS
   A. Discuss and Consider Financial Assistance for Long Tail Media Group (Documents Enclosed)
   B. Neighborhood Business District Grant Program (Documents Enclosed)
   C. Discussion of Future Economic Development Committee Meeting Locations (Documents Enclosed)

6. COMMUNICATIONS
   A. Real Estate Transfer Tax Report (Document Enclosed)
   B. Monthly Economic Development Communication (Document Enclosed)

7. ADJOURNMENT

Next Meeting: Wednesday, May 25, 2011

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 Facilities Management Office at 847-866-2916 (Voice) or 847-448-8052 (TDD). La ciudad de Evanston esta obligada a hacer
accesibles todas las reuniones publicas a las personas minusvalidas o las quines no hablan ingles. Si usted necesita ayuda, avor de ponerse en contacto con la Oficina de Administracion Del Centro a 847-448-2916 (Voz) o 847-448-8052 (TDD).
ECONOMIC DEVELOPMENT COMMITTEE
MEETING NOTES
March 23, 2011

Attendees:


Committee Members Absent: R. Creamer

Other Staff: S. Flax, A. Logan, B. Newman, J. Nyden, N. Radzevich

Presiding Member: C. Burrus, Chair

I. Call to Order
A quorum being present, Chair Burrus called the meeting to order at 7:32 p.m.

II. Consideration of Meeting Minutes of February 23, 2011

The minutes of the February 23, 2011 meeting were approved unanimously, 9-0.

III. Staff Reports
A. Economic Development Summit Planning
Ms. Nyden, Economic Development Planner, announced that an Economic Development Summit would convene in May and that Staff was putting together a small group to plan the event. Ald. Grover indicated she had previously submitted comments to Lehman Walker, the former Director of the Community Development Department. Ms. Nyden confirmed they did have those comments. Ald. Rainey suggested Chair Burrus represent the Economic Development Committee at the summit planning activities. Chair Burrus commented that there was no call to action at the last summit and that this would be an important component of the next summit. The Committee commended Ms. Nyden for picking up the ball on the summit in Mr. Walker’s absence. Ald. Burrus agreed to represent the Economic Development Committee at planning meetings.

B. Doing Business with the City of Evanston Seminar Update
Ms. Radzevich reported that on April 28th the purchasing and bidding and small purchase processes will be explained. She noted that contracts below $20,000 do not go out to bid, but quotes are obtained, and these provide additional opportunities for Evanston businesses. She is working with other departments to increase M/W/EBE participation in various opportunities for Evanston businesses.

C. Discussion of Neighborhood Business District Grants for 2011
Ms. Nyden reported that Staff has learned a great deal about the grant process, expenses, and how to administer the Neighborhood Business District Improvement
Program. She added that a report will be submitted in May reflecting how the grant has been spent for FY 2010-11 as well as recommendations for moving forward with this program.

IV. New Business
A. Election of Representative from the Economic Development Committee to serve on the M/W/EBE Advisory Committee
Ms. Radzevich stated that there are currently 5 members on the M/W/EBE Advisory Committee. Alderman Burrus suggested a joint meeting between the Economic Development Committee and the M/W/EBE Advisory Committee. Ald. Grover agreed that this is a good idea and asked whether this had been discussed at the Rules Committee meeting. Ald. Rainey asked how soon a discussion of the function of the M/W/EBE Committee could be put on the Rules Committee agenda. Ms. Radzevich said she is trying to incorporate the M/W/EBE component into the day to day activities of the Economic Development Division. Ms. Radzevich explained that Lloyd Shepard, the Business Development Coordinator, finds appropriate matches with local employment programs. Alderman Rainey asked for minutes of meeting to be sent to EDC. Ms. Radzevich will send the minutes from the last M/W/EBE meeting to the Economic Development Committee members.

B. Discuss and Consider Financial Assistance for the Hilton Garden Inn (1818 Maple Avenue) for Exterior Improvements
Ms. Nyden introduced David Steiner and Barbara Klein of Alliance Hospitality, the management company hired by Inland Real Estate, the owner of the Hilton Garden Inn. Ms. Nyden summarized the application and the need for the sign.

Mr. Steiner explained that the hotel is the first point of entrance to Evanston for many people. He explained that all of the Hilton Garden Inns are franchises and self-funded so they are responsible for purchasing their own signs. He said it would help the City to have more light on that block at night and it will be a good first step leading to development on that block. Ald. Rainey agreed that they need signs and agreed with the idea of blade signs. She asked what the Hilton’s relationship is to the Arthur Hill Development, to which Ms. Klein replied that they were both part of the previous research park TIF and were developed during the same time period. The Committee discussed the fact that people usually approach the hotel from the north or south where there is no visible signage. Ald. Rainey suggested using funds that had been allotted for projects that have not been completed, from when the TIF that had been closed. Ms. Nyden will inquire about this possibility with Assistant City Manager, Marty Lyons. Ald. Rainey also suggested that there needs to be direct access to the hotel from the adjacent garage.

Mr. Freeman said he does not support using the City's funds for the proposed sign because it is too large at 4 stories high, and not appropriate for Evanston. He said if there is to be a sign on the building, it should be smaller and the City should address the issue of darkness in the area separately. Ald. Fiske asked whether the applicants had asked Inland or Hilton to help them purchase the sign, to which Mr. Steiner replied that they had not received word from Inland regarding financial support.
Mr. Steiner mentioned that the sign will have to be approved by the Hilton.

Chair Burrus opened the floor to public comment:

James Wolinski, former Director of the Community & Economic Development Department and Evanston resident confirmed that blade signs are not allowed in Evanston except under certain circumstances. He said blade signs were discussed when the Hilton Garden Inn was built and the fact that they would have to be approved by City Council was discussed at that time.

Ald. Fiske asked whether the sign would be installed if the City did not help them, to which Mr. Steiner replied that he did not know because they have to do a mandatory re-modeling at the moment. Ms. Klein noted that the proposal includes lighting on the canopy. Mr. Steiner noted that usually a monument sign is appropriate in non-urban settings such as this, but a previously proposed monument sign had been determined to be an obstruction to the public right-of-way. He said the proposed sign would look exactly like the 5 story sign on the Hilton in downtown Chicago, for those who would like to see what it would look like.

Ald. Rainey moved to have staff report back to the Committee once they have determined the availability of alternative funding sources. Ald. Tendam seconded the motion with the condition that the appearance of the sign is to be reviewed.

The Committee voted by majority 7-2 with Ald. Fiske and Freeman opposed.

C. Discuss and Consider Economic Development Grant Application for the Evanston Community Development Corporation (ECDC)
Ms. Logan explained that ECDC is requesting $220,000 in funding which would include $100,000 for support staff and $120,000 for a revolving loan fund for contractors for the 10 months beginning 3/1/11 to 12/31/11. She said staff recommends funding a total of $50,000 which would include $25,000 for staff support and $25,000 for the revolving loan. Ms. Logan said Staff supports the
program, however has several concerns; potential issues with the competitive bidding process and limited funds of $229,000. Legal has been contacted to make sure there is no violation with the bidding process. She said there were 3 businesses to whom ECDC has successfully administered revolving loans in the past year. Staff recommends allowing ECDC to seek further funding if their revolving loan funds reach $15,000 or less. She introduced Precious Wright of ECDC.

Precious Wright, Interim Executive Director, explained that she and Ron Fleckman, ECDC Board member would make presentation.

Ald. Rainey clarified that the request is for $220,000. She said she cannot justify giving ECDC this much money for the NSP2 project but agrees that it is a good idea to help contractors working on NSP2 projects. Ms. Radzevich clarified that staff recommends that the City fund $25,000 for the proposed NSP2 loan program, which when combined with the micro loan program, and potential $25,000 from area banks, would result in a combined seed of $70,000 for expanded loan programs.

Ms. Wright explained that the proposal is for $100,000 for staff support and $125,000 is for micro loans to NSP2 contractors for materials. She said ECDC has assisted 18 startup and minority businesses, it has 8 businesses in the Mentor Program, has administered 5 micro loans and 1 grant. She said their goal is to administer 12 micro loans for NSP2 projects.

Ron Fleckman of ECDC said the proposal is extraordinary because it has enlisted Evanston companies to do NSP2 contract work, which is the purpose of NSP2. He said without ECDC these contracts would have been given to big companies outside of Evanston. He explained that there are qualified contractors who cannot step up to do the work because it has become very difficult to establish credit to buy supplies in advance and the 90 day hold for a payout cannot sustain businesses. He also explained that to help expedite payments after work is completed, with the help of ECDC’s Loan Fund Committee and Bill Stafford, Evanston banks pooled $220,000 to alleviate the potential 90 day reimbursements. He said that EDCD has determined that they need $100,000 more for staffing. Mr. Fleckman listed several organizations that have benefited from the program such as Church Dodge Merchant Association and Evanston West End Market. He said the money is fronted to the company when they have a contract with Brinshore.

Ms. Wright explained that the expedited payment funds are sitting in the banks and will be administered as micro loans when the work is completed, until they are paid. She explained that there are 3 types of funds: a micro loan up to $5,000 for equipment or employee training, a material loan (new program), and the 3rd is an expedited payment program. Mr. Mennemeyer observed that it is similar to a bridge loan, adding that even a medium sized business would have trouble carrying a 90 day hold. He added that the program would have to be closely monitored.

Mr. Freeman commented that $25,000 sounded high for someone to manage the program and asked whether someone is currently managing the loans, to which Ms. Wright replied that $100,000 was requested for the overall administration of the loans, but it was staff who recommended $25,000.
Ald. Rainey asked who is administering the $200,000 that has been committed by the banks, to which Ms. Wright replied that the Loan Committee is all volunteers. She said when a contractor has completed the work and is ready to get paid, he applies with ECDC, where he receives counseling, and then the money comes from the bank. Ald. Rainey asked who decides whether the applicant qualifies, to which Ms. Wright replied that they are eligible for the payout once their work is completed. They obtain the information on the work. ECDC do the intake and financial counseling because the applicant needs to understand that if they do not get paid they will still have to pay back the loan. Ald. Rainey asked why there is a need for financial counseling for repayment. Ms. Wright explained the financial counseling is for the micro loan program, not the expedited payment program. She also asked why there is a 90 day hold for them to be paid.

Sarah Flax, Housing and Grant Administrator of the City of Evanston, explained that the $200,000 that has been allocated by the banks is a loan fund and that the administrator must do due diligence before they notify Brinshore and they pay the contractors. She said they are talking to Brinshore about twice a month payment plans if they exceed more than 30-45 days.

Ald. Fiske asked whether Brinshore signs off that the work has been done. Ms. Flax said the City has to review the invoices for the work. Ald. Fiske asked why staff is required. Ald. Holmes explained that ECDC is trying to help small minority and Evanston businesses that do not have funds for work up front. She said ECDC funds them for the work and walks them through the process until they get paid. She said this assistance is very necessary if the City is serious about helping minority contractors.

Mr. Freeman said his understanding is that ECDC is requesting money to enable contractors to begin the process of buying materials to commence their jobs and that he supports it 100%. Ald. Holmes added that they are all Evanston contractors. She added that most of the staff at ECDC is composed of volunteers and they are requesting to have 1 paid staff member.

Mr. Mennemeyer noted that this proposal is an opportunity for Evanston to be a conduit for Evanston contractors. He asked whether a loan officer at the associated bank could do the job if a volunteer could not do the job and said he agrees with Mr. Freeman that the City should advance Evanston contractors as much as possible.

Ald. Grover clarified that the $120,000 requested would be for a line of credit to be paid back, not an annual investment. Ms. Radzevich said that staff agrees with the idea of a cash advance and that originally the plan was to have the City hold the $120,000 and have ECDC draw against it, but the issue of a competitive bidding conflict arose and staff decided it would be better for another entity to administer the loans. She is speaking with the Legal Dept. about this issue. She explained that there is some money in the micro loan fund and the City has put in money up front to seed the fund. The bank has committed another $25,000 and ECDC will be allowed to draw more if they are successful. Ms. Wright clarified that ECDC is asking the
banks for $25,000 and this is not a commitment yet. Ald. Grover clarified that the money would come back to the City after NSP2 work was completed.

Ald. Rainey said this is a good opportunity for Lloyd Shepard, the Business Development Coordinator to participate, since his job is to ensure that minority and women-owned businesses get their fair share of business. She noted that the City also has an NSP2 Specialist on staff and asked why the City is not taking the responsibility for making sure women and minority businesses are getting the jobs through our own relationship with the bank. She asked whether a Morton Grove business, for instance, would be eligible to apply for a micro loan through the program, to which Bill Smith from ECDC replied that they would be eligible, if they were an NSP2 contractor. Ms. Radzevich agreed with Ald. Rainey that Mr. Shepard could be more involved in the program. Although his role has historically been more of a regulator, she explained that she and Lloyd were working to try to redefine this role and that Lloyd has recently been trying to get out more with the businesses. Ald. Rainey asked whether Jolene Saul, the NSP2 Specialist, could facilitate getting contractors paid sooner than 90 days. Ms. Flax acknowledged that Ms. Saul could possibly facilitate faster payment. She suggested that Brinshore could possibly provide materials up front instead of asked the contractors to do so, which the City is discussing with Brinshore. Ms. Flax suggested that if payments are made more frequently, the increase in frequency of payments will increase contractors’ cash flow. The City is looking into increasing payment frequency.

Chair Burrus requested that all of the questions being discussed be noted after the meeting and asked in writing:

- Why does it take 90 days to pay the contractors?
- Can the 90 day period be shortened and how much of the payment process is under the City’s control?
- Is there a legal issue with competitive bidding process if City funds are used for the proposed NSP2 material loan program?
- If ECDC is funded by the City, how are they not under the same scrutiny regarding the competitive bidding conflict issue?
- What can Mr. Shepard’s or Ms. Saul’s roles be in the NSP2 material loan program and does it conflict with the fact that they are paid by HUD and the NSP2 program?
- Do recipients of the loans have to be NSP2 contractors? (i.e. What are the guidelines for the loan recipients?)
- What are the required qualifications for the loan administrator position? (i.e. Can a loan officer at the bank do the job?)
- Does Brinshore sign off once the contractors’ work is done? (i.e. What is the process of the loan program?)
- Can Brinshore provide contractors with materials up front instead of asking the City and/or ECDC to create loan program to do so?

**Chair Burrus opened the floor to public comment:**
Mr. Lonnie Wilson commented that minority businesses have been disconnected from the City historically and the proposed program offers minorities an opportunity to share in the $18 million NSP2 grant. Since the City is a partner with Brinshore,
the City can do things to keep people in the 100 homes that went into foreclosure by helping the small Evanston businesses participate as contractors.

Mr. Fleckman reflected that Ald. Rainey “hit the nail on the head” when she said ECDC looks for the needs and finds ways to fill them: when NSP2 came up, the need for the program to help the contractors came up. He noted that it was ECDC that came up with this “Pay Day” and the micro loan, not the City to illustrate that ECDC is in touch with the needs of the community and a vital advocate for the community, and so ECDC, not the City, should be the ones, to administer this program.

Mr. James Wolinski, former Director of the Community and Economic Development Dept., said he has been involved on the Board of ECDC for the last few years and the organization serves as a bridge between the City and the community, especially those on the west side, who are alienated and cannot come to the City for assistance in their needs, but can come to ECDC, who has provided funding for them to obtain insurance and other qualifications required by HUD in order to be a contending contractor for many of the City-paid jobs.

Ald. Braithwaite said he has had firsthand experience with the intake process and contractors not qualifying to bid for jobs because of the necessary preliminary requirements such as insurance.

Mr. Bill Smith, member of the ECDC Board and an NSP2 contractor, testified that the proposed program is needed; if he had not been fortunate to have saved up the funds, he would not have been able to participate in the bidding process, noting that $4 million in coverage is required and is very expensive, that drivers must be insured not only for vehicles they own or lease, but any vehicle, up front. The loans administered by ECDC help businesses meet these requirements. He added that the amount of $120,000 was arrived at by research and statistics, and that the $30,000 recommended by staff is woefully inadequate, stressing that the money would be paid back to the City. Mr. Freeman noted that the total recommended by staff was $50,000 and that last year they were awarded $80,000. Ald. Rainey added that $30,000 of last year’s award has not been spent. Ms. Radzevich explained that $30,000 of last year’s grant went to micro loan funding and currently there is about $20,000 of revolving loan “cash” available in the micro loan program. The request for this year is for a 10 month period so staff recommends funding $25,000 for this proposed NSP2 material loan program, which when added to the existing $20,000 micro loan fund, would help to seed the expanded loan program. She noted that staff recommended that ECDC be allowed to ask for more money if the programs are successful and find they need additional money. When asked about other programs being funded by the grant, she replied that it appears that the most successful program appears to be the micro loan program and some of the others are funded through CDBG.

Chair Burrus noted that 95% of ECDC’s funding comes from government sources. Ms. Flax clarified that they have been funded $50,000 by CDBG last fiscal year. When asked about the budget, Ms. Radzevich explained that $229,000 is the amount of available funds in the budget for all of the City’s service partners.
The Committee discussed the idea of pooling funds for both programs. Mr. Mennemeyer explained that ECDC assists many small businesses that are not part of the NSP2 Program and does not advise pooling the micro loan with other forms of assistance provided by ECDC and wants to ensure the ECDC’s core objective of helping businesses on the north and west side of Evanston, is not merged with NSP2.

Chair Burrus said she would like to see the results of the micro loan program and that the excel balance sheets did not translate to a pdf form accurately. She asked for the balance sheet in the correct format in order for ECDC to illustrate that they are able to manage this amount of money. She explained to Ms. Wright that she would expect to see outcomes of the programs, not just output. Ms. Wright explained that she thought she had responded to the applications based on advice of staff, and believed she followed their guidelines. Chair Burrus explained that she needs concrete evidence of the economic development goals and definable outcomes, for example, increased sales, more people hired, etc. by the businesses assisted. She added that the application would have to be revised with them providing the outputs of the proposed program.

Mr. Zenkich noted that $8,000 was used for micro loans. Ms. Wright explained that that is so far this year.

Mr. Smith advised against combining the funds because the micro loan is a loan and a credit application is required and the material purchase fund program is different. The money comes back to ECDC for ECDC to pay for the materials.

Ald. Grover moved that the item be continued until the next meeting, the questions be listed and answered, and for staff to further develop ECDC’s and the City’s roles in the process of hiring NSP2 contractors.

Ald. Rainey seconded the motion and amended it to include requiring a member of the Economic Development Committee to meet with Brinshore, Ms. Flax and Ms. Saul to understand the 90 days before payment and find answers to the other questions.

The Committee voted unanimously 9-0 to continue the item.

D. Discuss and consider Economic Development Grant Application for the Technology Innovation Center (TIC)
Ms. Radzevich introduced Mr. Tim Lavengood and explained that TIC was making its annual request for $103,600 to attract new startup businesses to their Incubator program and help existing businesses develop. Ms. Radzevich explained that staff was recommending level funding, which would be a prorated reward of $75,000 over 9 months, which would be equivalent to the $100,000 they received last years. Ms. Radzevich noted that the money is generally used to support the existing tech-based incubator firms, assist in their development and growth into second stage firms and to attract new tech-based start-up firms.
Mr. Lavengood explained that TIC has been in Evanston for 25 years and have worked with several hundred companies and referred to the surveys illustrating their achievements in Evanston. He explained that TIC is asking for support to focus on Evanston’s economic goals and bring in more tech-based start up businesses. He noted that TIC has brought in 15 new companies (goal was 20 new companies) last year, some from Northwestern University, 1 initiated by an Evanston resident, and the rest from outside of Evanston, including 2 from outside the United States. He also noted that the 35-45 existing companies created 15 full time jobs (goal was create 30 jobs) and 10 part-time. He also noted that TIC has maintained 30,000 square feet of space for the incubator. They have established a few ongoing mentoring relationships with the Evanston alumni group and their existing companies, which they plan to expand. Mr. Lavengood noted that 23 second stage companies have remained Evanston, and, overall, the incubator firms have created 391 full time jobs, 470 full time jobs, including both second stage and existing incubator firms, in 110,000 square feet of rented space. He also noted that 66% of the employees use Evanston vendors including accounting firms, law firms, marketing agencies, 33% of alumni have plants located in Evanston and 95% bank and use Evanston’s restaurants frequently. TIC’s goal is to build a national brand for Evanston as a location for a technology startup and 2 years ago Evanston was named one of the top 50 small cities for starting a small business, and they were listed as one of the top ten incubators by Forbes and were recommended as a great place to start up a company in the Huffington Post. They continue their branding efforts. Mr. Lavengood said their proposal shows including upgrades to the broadband and backup system as well as the networking tools, so that they have the ability to create programs on the internet instead of on a hard drive, using “cloud” technology. This will allow companies to economically scale up to a great amount of administrative data on the internet, without having to spend money on hardware.

Mr. Lavengood continued that TIC proposes to further build out their relationship with new startups in their field, provide ongoing mentoring relationships and business development support to the incubator firms. He noted that these types of improvements and services provide a reason for firm to come to Evanston to start a company, where they can share their space with an established company of the same kind to mentor them. TIC intends to further expand the alumni relationship programs, including having alumni invest in new startups in their field by providing space within their facility and provide mentoring for the new company.

Mr. Lavengood announced among the many seminars they have, the next day a marketing consultant would be speaking at their facility and that these seminar are open to all, and invited everyone to attend.

TIC’s goal this year is to bring 11 new companies to Evanston and retain 6 of them, and to get at least 20 student projects to help work with the incubator companies, as they did last year.

Ald. Grover expressed disappointment that only 3 of the “graduated” tech-based companies stayed in Evanston. Mr. Lavengood said TIC is going to work with City staff and Downtown Evanston this year to try to increase the number of second stage companies that remain in Evanston. He said they work closely with Downtown
Evanston geographically and otherwise to use their grant for marketing, branding and expanding Evanston business. Mr. Happ thanked Ms. Dellutri for Downtown Evanston’s help, the Economic Development Planners, Johanna Nyden and Annette Logan, with assistance in recruitment of new incubator firms, and Ms. Radzevich for her help in this application process. Mr. Happ noted that he looks forward to working with the Economic Development team going forward. Ms. Dellutri said one of the reasons they moved to their current location was to be near TIC.

Chair Burrus opened the floor to public comment:

Ms. Louise Burke, who works with the Incubator, thanked Ms. Dellutri for her referrals and collaboration.

Mr. Freeman noted that the TIC application presented their accomplishments more clearly and wondered whether the application itself is clear enough in what it asks for, to which Ms. Radzevich replied that staff is in the process of continuing to developing the application in order to best capture the goals, outcomes, and accomplishments of the applicants.

Ald. Rainey suggested that there is more affordable space in other parts of Evanston, vs. just in the Downtown, for companies graduating from the Incubator, to which Mr. Lavengood explained that the main reason companies leave Evanston after they graduate is because they get investors from elsewhere, and those investors often dictate where the second stage companies locate. He noted that there needs to be more investors in Evanston companies. Currently there are almost none.

Ald. Fiske moved to approve a grant of $75,000 for TIC with stipulations on pages B4, B5 and page 135 of the application, and with all the recommended conditions included in the staff recommendation memorandum. Ald. Wynne seconded the motion.

The Committee voted unanimously 9-0 to approve the grant for $75,000 to TIC.

Mr. Freeman noted that there is $154,000 left in the fund for the year.

**VII. Adjournment**

The meeting was adjourned at 10:21 p.m.

The next meeting will be held on Wednesday, April 27, 2011.

Respectfully submitted,

Bobbie Newman
STAFF MEMO: Public Art in Business Districts
Memorandum

To: Chair and Members of the Economic Development Committee

From: Steve Griffin, Director of Community & Economic Development
       Johanna Nyden, Economic Development Planner

Subject: Coordinated Public Art in Business and Commercial Districts in Evanston

Date: April 21, 2011

Discussion:
In December 2010 the Planning & Development Committee of the City Council directed Staff to work with the City’s Public Art Committee to investigate the development of a coordinated Evanston art project in the business and commercial districts of Evanston. The goal was to return to the Planning & Development Committee in April with a report of this investigation and a recommendation for moving forward to incorporate public art in Evanston’s business districts.

Staff has also worked to consider a coordinated public art program for Evanston’s commercial and business districts. Staff has generated the following potential public art campaigns/concepts:

- Single-themed public art campaign around an object that is distinctly Evanston (similar to Chicago’s Cows on Parade);
- Public Art in new and existing CTA investments
- Public art in business districts whereby new or existing seating areas / plazas are provided and the art / sculpture adorns the area.

Sources of potential funding for projects include:

- The Economic Development Fund’s Business District Improvement fund @ $175,000 in FY2011;
- Funding through applicable Tax Increment Financing districts; and/or
- The City of Evanston’s Advertising Pilot program whereby art / sculpture could be a centerpiece of plaza / seating areas in the various business districts.

On April 20th, Economic Development Staff convened a meeting of representatives from business districts in Evanston to better understand what businesses would seek to gain from public art in the business districts. Representatives from districts were generally
receptive to public art in business districts. Particularly as it related to being “bold” and “unusual” – several saw it as an opportunity to further each business district’s unique identity.

Potential Concepts:

**Single-Themed Public Art Campaign:** Based on the model developed by “Cows on Parade” artists and designers would decorate or design a pre-cast Evanston sculpture. These sculptures would then be displayed throughout Evanston’s business districts and key points of interest and importance for a designated period of time. A typical “Cows on Parade” event ranges from 75 to 150 sculptures. At the end of the display period, the sculptures could be auctioned off for fundraising purposes.

**Public Art in New CTA Investment:** In the coming years, the CTA will make improvements to various Evanston viaducts and stations along the Purple Line. The coordination of a public art campaign within these improvements can help create distinctive business districts throughout the areas served by public transit. In addition, there are several locations throughout the CTA Purple Line in Evanston where viaducts have been improved that could be potential sites of public art.

**Public Art in Business Districts:** Another potential option for public art in business districts would be the development of public art in small pocket parks or other public areas of the business district. This way the art piece / sculpture become the centerpiece / adornment of a plaza / seating area which would have added utilitarian value for the business district. One example where public art has already been installed in a City park is at the northwest corner of Raymond Park, just south of Downtown Evanston. In 2009, “Conversations” was installed in Raymond Park as public art and public seating. Staff has identified several locations in Evanston’s business districts that could support small public art that could include landscaping and seating.

The potential “opportunity areas” for public art in new CTA investment, public art in business districts, and examples of public art existing in Evanston is detailed in the attached pages.
Examples of Potential “Opportunity Areas”

Above: Central Street Viaduct at CTA Station

Above: Metra Station at Central Street

Above: Howard Street Viaduct

Above: Small Park along CTA Rail, south of Downtown Evanston

Above: Traffic “island” on Dodge Avenue, south of Lake Street

Above: Independence Park on Central Street
Examples of Evanston Public Art and Public Art from other Communities

Above: Custer Street Bridge “Blue Line”

Above: Open Studios Project at CTA Wall, north of Main Street

Above: Student Art at Dempster Street CTA Viaduct

Above: Public art incorporated into bench in Yuma, AZ

Above: Public art mural in Littleton, CO
Grant Application for the Evanston Community Development Corporation
Memorandum

To: Chair and Members of the Economic Development Committee

From: Steve Griffin, Community & Economic Development Director, Nancy Radzewich, Economic Development Manager and Annette Logan, Economic Development Planner

Subject: Evanston Community Development Corporation (ECDC) Revised 2011 Funding Request

Date: April 22, 2011

Background

At the March 23rd Economic Development Committee meeting, an application from Evanston Community Development Corporation (ECDC) was presented to the ED committee for a request of $220,000 for ED grant funds: $100,000 for staff and $120,000 to fund loans or “lines of credit” for materials for minority contractors who need assistance in financing for NSP2 subcontracts.

Although there was support of the material fund program for NSP2 contractors, the Committee did not take action on the request for funding due to some concerns they had with the application. These included:

- a need for more concrete evidence of definable economic development outcomes vs. output (increased sales revenues, increase in the number of new jobs created, evidence of business growth from incubator to second stage business, etc.) as a direct result of ECDC’s staff;
- a potential conflict of using public money for the proposed material fund program, specifically as it may violate the competitive bidding process, and
- the possible role that the M/W/EBE Business Coordinator and the NSP2 Housing Specialist, in conjunction with Brinshore, can provide in assisting with material acquisition to help the smaller contractors in the NSP2 contract bids/execution.

The ED Committee moved to continue this item to the April meeting to allow for all the questions raised by Committee and Staff to be answered.

Since the March EDC meeting, Staff had several discussions with Brinshore to explore possible assistance in providing some materials for contractors who don’t have sufficient financial ability to do so on their own. After discussing possible materials that BCM/Brinshore could purchase on behalf of subcontractors, Brinshore informed staff
that subcontractors would have the option of BCM/Brinshore purchasing the following materials on their behalf: appliance, countertops, cabinets and windows.

ED Staff also met with ECDC staff and two board members to discuss their application and to explain the types of information that the Committee expected to be included. Staff reiterated the need for clarification on the specific economic development vs. CDBG outcomes, specifically those associated with the ED funding received in the past two fiscal years, as well as in the future funding request. We also advised them of the status of the discussions with Brinshore’s with respect to material assistance and further explained the legal concerns with respect to the competitive bidding process.

Since the last meeting, the City’s Legal Department has developed a legal opinion on the material fund program, as presented. Legal issued a memo to ED Staff on April 15, 2011. In summary, the Legal Department noted that using City funds could adversely affect the competitive bidding process as it may provide a substantial advantage or benefit to some but not all of the bidders, and further that using City funds to finance certain contractors’ bids on City contracts might also be an organizational conflict of interest. As the Legal opinion falls under the purview of attorney client privilege, this document has been sent directly to Committee and cannot be released unless a quorum of the Committee votes to waive privilege.

Revised FY11 Economic Development Grant Request

On April 18, 2011, ECDC submitted a revised application. The funds requested are $120,450. ECDC’s current request is funding for staff only. Per the application, this would cover 50% of the salary for a new Executive Director, 50% for a Workforce Program Director, 100% for a Business Program Director and 50% of an Entrepreneurship Coach. This current request includes an approximately 20% increase (+$20,450) over the staffing request in the March application.

Although much of the application is the same, a few new attachments were submitted (i.e. 2010-2011 Outcomes and Ongoing Support and Ongoing Business Client Support). The application was revised; however it is still difficult to distinguish clear and measurable outcomes related to economic development funds vs. CDBG funded program, as well the definable outcomes, by fiscal years, associated with the grants awards. After analyzing the information received from ECDC and briefly reviewing the information that the Housing and Grants Administrator currently has on-file (which includes the first three quarterly reports, but not year-end report for FY10), it is not clear which funding sources were allocated to which activities in the last fiscal year, as both lists include many of the same businesses/entrepreneurs.

Recommendation

Regretfully, Staff cannot make a recommendation to the EDC due to the following reasons:
Overall there are not clear and distinguishable outcomes related to Economic Development Funds/activities vs. CDBG Funds/activities.

In some cases, it was not clear what ECDC staff’s roles were in achieving the outcomes associated with the businesses and/or entrepreneurs listed in attachment G - 2010-2011 Outcomes and On Going Support, and specifically how those were connected to the ED funding grant;

Related to the above, it not clear which funding source(s) was/were used and/or which Fiscal Year funding sources were utilized to achieve the outcomes;

There are no clear time frames on outcomes and some of the listed businesses lack some critical information (location of the businesses, etc.);

Some of the tasks ECDC cited in their list of past business assistance overlaps with the services and responsibilities that are handled by the City’s ED Planners – including, but not limited to: assistance with the City’s permitting process, façade improvement programs, business licenses, etc.; and;

With respect to the current request for funding for staffing, based on the breakdown of duties included in Attachment D of ECDC application (and also attached, herewith, as Exhibit A), the only listed activities Staff can directly relate to Economic Development are those associated with the “Program Director II,” specifically related to the administration of the microloan fund and expedited payment program. However, it is not clear:

- What activities are involved in “loan servicing,” and how that differs from the work on the Micro-loan and Expedited Payment programs;
- Based work items listed and on the issuance of only three new microloans last year, there does not appear to be enough justification for a full-time ED funded position; and
- Related to above, it is not clear whether some of the work done on the loan programs overlaps with tasks that are or can be funded through the CDBG independent and micro enterprise support program.

Staff recommends that Economic Development Committee allow ECDC to submit a new application, in the future, if they can address and clarify the questions raised by Staff and the Committee on the application.

Enclosure: Exhibit A – ECDC Staff Funding Requirements – Capacity Growth
**EXHIBIT A**

**ECDC Staff Funding Requirements - Capacity Growth**

<table>
<thead>
<tr>
<th>Staffing Description</th>
<th>Salary &amp; Fringe</th>
<th>Economic Development</th>
<th>Funding Source</th>
<th>Program Development Source</th>
<th>Other Activities Source</th>
<th>Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>$80,000</td>
<td>.50 FTE</td>
<td>$40,000</td>
<td>Misc</td>
<td></td>
<td></td>
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<tr>
<td>Administrative Oversight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Meeting with funders</td>
<td>Annual Appeal</td>
</tr>
<tr>
<td>Capacity Expansion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Development evaluation</td>
<td>Annual Benefit</td>
</tr>
<tr>
<td>Expand Grant Opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Growth Annual Appeal</td>
<td>USDA</td>
</tr>
<tr>
<td>Expand Board Capacity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Community Presentations</td>
<td>Township</td>
</tr>
<tr>
<td>Improve Staff growth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grants research/ writing</td>
<td>IL Speciality</td>
</tr>
<tr>
<td>Reduce Staff Burn out</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Increase org development</td>
<td>Donations</td>
</tr>
<tr>
<td>Improve reporting capacity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Director I</td>
<td>$50,000</td>
<td>0.5 FTE</td>
<td>$25,000</td>
<td>EDG</td>
<td>.40 FTE</td>
<td>$20,000 CDBG</td>
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<tr>
<td>Administrative Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Advertising</td>
<td>Annual Appeal</td>
</tr>
<tr>
<td>WE Market management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Office Management</td>
<td>Annual Appeal</td>
</tr>
<tr>
<td>Marketing/advertising</td>
<td></td>
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<td></td>
<td>Program oversight</td>
<td>Annual Fundraiser</td>
</tr>
<tr>
<td>Office Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Community Outreach</td>
<td>Township</td>
</tr>
<tr>
<td>Advocacy</td>
<td></td>
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<td>Presentations</td>
<td></td>
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<tr>
<td>Program Director II</td>
<td>$50,000</td>
<td>1FTE</td>
<td>$50,000</td>
<td>EDG</td>
<td>0%</td>
<td>$ - CDBG</td>
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<tr>
<td>Micro loan Administration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expedited Payment Admin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loan Servicing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Manager</td>
<td>$10,900</td>
<td>0.50</td>
<td>$5,450</td>
<td>EDG</td>
<td>5 FTE</td>
<td>$5,450 Private</td>
</tr>
<tr>
<td>Set Up Market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hoop House</td>
<td>USDA</td>
</tr>
<tr>
<td>Break down market</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Purchase Produce</td>
<td>Township</td>
</tr>
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<td>Vendors Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Selling Produce</td>
<td>IL Spec. Crops</td>
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<tr>
<td>USDA Grant Staffing</td>
<td>$119,000</td>
<td></td>
<td></td>
<td>EDG</td>
<td>3 FTE</td>
<td>$119,000 USDA</td>
</tr>
<tr>
<td><strong>Total salaries/Fringe</strong></td>
<td>$309,900</td>
<td>$120,450</td>
<td>$52,000</td>
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<td>$18,450</td>
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<tr>
<td><strong>EDC Request</strong></td>
<td>$120,450</td>
<td>$52,000</td>
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<td>$18,450</td>
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### EXHIBIT A

**Uses of Funds**

<table>
<thead>
<tr>
<th>Uses of Funds</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecde Staff Budget</td>
<td>$190,900</td>
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<tr>
<td>USDA Staff</td>
<td>$119,000</td>
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<tr>
<td>Rent</td>
<td>$30,375</td>
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<tr>
<td>Marketing &amp; Commun</td>
<td>$5,500</td>
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<tr>
<td>Program Expense</td>
<td>$61,530</td>
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<tr>
<td>Expedited payment Pr</td>
<td>$209,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$616,305</td>
</tr>
</tbody>
</table>

**Sources of Funds**

<table>
<thead>
<tr>
<th>Sources of Funds</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CDBG</td>
<td>$85,000</td>
</tr>
<tr>
<td>TIF / EDC</td>
<td>$120,450</td>
</tr>
<tr>
<td>USDA Community</td>
<td>$134,000</td>
</tr>
<tr>
<td>DCEO</td>
<td>$223,000</td>
</tr>
<tr>
<td>Township / GA</td>
<td>$25,000</td>
</tr>
<tr>
<td>Illinois</td>
<td>$14,500</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$616,950</td>
</tr>
</tbody>
</table>
April 15, 2011

Economic Development Committee
Via Email: alogan@cityofevanston.org

Dear Chairman and Members of the Economic Development Committee:

The Evanston Community Development Corporation (ECDC) is pleased to submit this proposal for funding of economic development programming for 2011.

ECDC proposes a program in three parts:

- **General Business Assistance** – overall support for ECDC’s technical assistance, mentoring, and virtual incubator at the West End Market.
- **Microloan Fund** – Staffing support for existing Microloan Fund
- **Expedited Payment Program** – contractor support for the new bank funded program to expedite payment to minority contractors under NSP2.

With the Economic Development Committee’s support, ECDC has made slow but steady progress in attracting new businesses, supporting existing businesses to make new investments, and helping individuals find their way out of unemployment through self-employment and entrepreneurship. This year, we are pleased to report that two of our banks, First Bank and Trust and North Shore Community Bank, have pledged $200,000 to create a new loan fund specifically to support our work with minority contractors sub-contracting under the NSP2 program. This is a huge endorsement of our work and we are grateful for their confidence in us.

As of March 1, 2011, I am the Interim Executive Director and the Primary Point of Contact for this application. I certify that all information, statements, and attachments included in the application are true and accurate to the best of my knowledge and understanding. As always, Chairman Bill Logan and key members of our Board of Directors will be actively engaged in our work.

Revitalization of the Westside is a long term venture but critical to the overall health of Evanston’s economy. Support to ECDC and its programming is essential if this forward progress is to be maintained. I look forward to working with you on these important initiatives.

Sincerely,

Ms. Precious Wright
Program Director and Interim Executive Director
Please refer to Application Instructions for all the details about the types of programs, services, etc. that are eligible for Economic Development Grant funding, the funding program requirements, and the review and approval process.

1. APPLICANT INFORMATION

Name of Organization/Agency: Evanston Community Development Corporation

Address: 1823 Church Street

City: Evanston  State: IL  Zip: 60201

Name of Primary Point of Contact (POC): Precious Wright

Title of POC: Program Director/Interim Executive Director

POC Phone: 847-756-0159  POC E-mail: pwright@evanstoncdc.com

2. Organizational Mission/Structure

Generally describe the services or programs provided by your organization:

Evanston Community Development focuses its programming in three mission areas:

• Business Assistance: One-on-one business mentoring with staff, business mentorship program with business client and professional volunteer business mentor, business advocacy and technical support, and our business microloan fund.

• Workforce Development: Greentech and construction skills training, GED classes, computer classes on literacy, resume writing, and online job searches. Second Chance social enterprise.

• Outreach and Advocacy: West End Market farmer's market, housing advocacy and referral, National Night Out

Attachment A: Resumes and/or Statements of Professional Qualifications of the Key Principals, Staff, Program/Project Leaders, and/or Board Members

Attachment B: Organizational Chart for Applicant Organization

Is your organization a Not-for-Profit or other tax-exempt entity? □ YES □ NO  If Yes:

Attachment C: Provide proof of non-profit status

List any additional location(s) where organization operates (if different from address above):
The West End Market operates immediately across the street from Boocoo on the South East corner of Church St. and Dodge Ave.

### 3. Economic Development Grant (EDG) Request & Related Funding

#### CURRENT EDG FUNDING REQUEST

**Total amount of EDG funding currently requested:** $120,450  
**What is expected timeframe for use of requested funds (6 months, 1 year, etc.)?** 1-year

Provide a breakdown of requested funding by program, service, etc. Include as much detail as possible on the intended use of funds (*e.g.* staff, programs, equipment acquisition, space rental fees, etc.)

<table>
<thead>
<tr>
<th>Description of proposed program, project, etc.</th>
<th>Funding requested</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>See attachment D for Staffing Budget</strong></td>
<td></td>
</tr>
<tr>
<td>Total Economic Development Program Support=3.0 FTE</td>
<td></td>
</tr>
<tr>
<td>Executive Director  40 hrs per week @ $80,000 annual salary + benefits (20 hrs devoted to business)  .50 FTE</td>
<td>$120,450</td>
</tr>
<tr>
<td>Program Director - workforce 40 hrs per week @ $50,000 annual salary + benefits (20 hrs devoted to business) .50 FTE</td>
<td></td>
</tr>
<tr>
<td>Program Director – business 40 hrs per week @ $50,000 annual salary + benefits (40 hrs devoted to business development) 1.0 FTE</td>
<td></td>
</tr>
<tr>
<td>Market Manager/Entrepreneurship Coach 19 hrs per week @ $10,900 salary (9.5 hrs devoted to business) 0.5 FTE</td>
<td></td>
</tr>
</tbody>
</table>

**Attachment D: Any additional information on the proposed use of requested funds**

To the best of your knowledge, is your organization the sole provider, within Evanston, of the services, programs, etc. for which you are seeking EDG funding?

[ ] YES  [X] NO

If yes, which programs, services, etc. are exclusively offered by your organization:

(Microloan Fund & Expedited Payment Loan Program) - ECDC is one of three organizations in the Chicago region who provides funding to microentrepreneurs and the only one based in Evanston. Most micro entrepreneurs do not qualify for traditional bank financing or most SBA loans. There is tremendous need in Evanston that simply is not being met. Businesses that can’t find financing here will need to go elsewhere.
ECDC currently has a $35,000 microloan fund which is used for equipment and capital improvements for small businesses. The maximum loan to a business is $5,000 with repayment over two years. Before this microloan fund was established, ECDC invested $6000 of its own unrestricted funds in the pilot business grant program.

Minority Contractor / Expedited Payment Loan Program – ECDC has developed a new loan fund with local banks focusing exclusively on expediting payment for NSP2 sub-contracted work. This $200,000 fund enables contractors to obtain immediate payment for work completed and approved under NSP2. Each borrower works with an ECDC mentor to arrange financing and build their operations throughout the NSP2 program and beyond. Our investment in this new fund would be intake and counseling from staff. NSP2 contractors would come through ECDC to apply for the expedited payment and receive financial counseling as borrowers. Two community banks have stepped up to support ECDC’s efforts in our aid to minority contractors. This is a huge success.

West End Market (WEM) and Second Chance (New Leaf Urban Gardens) – The West End Market (WEM) provides convenient access to fresh food for Westside residents and the opportunity for individuals with a product or craft to test the market before making major investments. The WEM has become a sort of virtual incubator for new entrepreneurs. This means that when a business participates as a vendor in the WEM, they gain access to all of our programming and business support outside of just selling their goods on-site. The WEM is open every Saturday from June through October in the parking lot on Church Street and Dodge Avenue in the heart of the Evanston’s historic African American community. The focal point of the market is Second Chance. Second Chance is a social enterprise coaching ex-offenders in urban farming and business development. Ex-offender trainees tend a garden behind Boocoo Café and Cultural Center, sell produce at the WEM and area venues, and attend classes in farming, marketing, and starting a business. We pay a part-time entrepreneurship coach, two trainees, and purchase supplies on their behalf. ECDC is the sole provider of this program with support by both by ECDC’s private and public funding.

If no, describe any unique aspects of your existing/proposed program, services, etc. which may not be available through comparable programs offered by other agencies in the City:

Northwestern University & Technology Innovation Center - advice and technical support is provided to emerging businesses, however, that support is primarily focused on University related businesses and TIC tenants. ECDC focuses its support to women owned, minority owned, and low income entrepreneurs and existing businesses on the Westside and throughout Evanston. ECDC also provides experienced business owners and advisors as mentors to its clients.

Evanston Library through ETHS program - entrepreneurship training is available however, the only class available is for Writing a Business Plan. ECDC’s Second Chance program is a hands-on training program where the trainees actually run the business. In addition, advanced certifications are available for Second Chance participants and building trades contractors through partner programs.

Provide a brief overview of how the current requested EDG funds will be used in relation to the agency/organization’s overall annual operating budget.

The primary purpose of the EDG funding is for program support staffing. Many foundations are reluctant to fund business serving organizations, even when the businesses they serve are owned by lower wealth individuals. The focus of our grant requests to the Evanston Community Foundation and USDA and others is for purchase of tangible items and supportive services rather than direct service to businesses.

Attachment E: Year-end financial statements of the Applicant including compiled balance sheet, income statement, and cash flow statement.
**Attachment F: Budget for 2010 and 2011 fiscal years**

**ALTERNATE/COMPLEMENTARY PUBLIC FUNDING REQUESTS/AWARDS**

Has your organization applied to the City for funding and/or been awarded funding by the City through other grant/loan programs (e.g. CDBG, Façade Improvement, youth program, etc.) for FY2011, as defined on page 2?

- **YES** ☑
- **NO** ☐
- **N/A**

If yes:

How much money was requested: $50,000 for Econ Dev & $94,625 for Neighborhood Revitalization

Through which program(s):

- **CDBG**

Has/have the other application(s) been approved?

- **YES** ☑
- **NO** ☐
- **N/A**

If yes, how much was approved grant/loan award(s)?

- **$35,000 for ED**
- **$50,000 for NR**

Will the current EDG funding be utilized for the same or similar programs, services, etc. as the other City awarded grants/loans identified in this sections?

- **YES** ☑
- **NO** ☐
- **N/A**

If yes, explain why additional EDG funding is needed for these programs/services/staff:

The work funded by CDBG is complementary and supportive. It is focused primarily on self-employment and new entrepreneurs seeking information on how to start a business, how to write a business plan, counseling, training and certifications for food based businesses and minority contractors. Many of the client services funded by CDBG are pre-business services. From a financial standpoint, CDBG is covering our rental space first, economic development salaries second. This year we were awarded $35,000 for CDBG. EDG funding is greatly needed to support staff salaries.

Identify any programs, grants, etc. for which EDG funds will be used to leverage additional funding:

<table>
<thead>
<tr>
<th>Program</th>
<th>Match?</th>
<th>DESCRIBE PROGRAM AND POTENTIAL FUNDING MATCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grant/Loan</td>
<td>❑ YES</td>
<td>$264,500 (over three years) from United States Department of Agriculture (USDA) Urban Farming for development of mobile market social enterprise</td>
</tr>
<tr>
<td>Federal Grant/Loan</td>
<td>❑ YES</td>
<td>$200,000 bank fund for minority contractor expedited payment program</td>
</tr>
<tr>
<td>Private Financing Source(s)</td>
<td>❑ YES</td>
<td>Requests are out to 5 banks for $50,000: $25,000 to add to existing $35,000 microloan fund and $25,000 for staff/administrative support</td>
</tr>
<tr>
<td>Other?</td>
<td>❑ YES</td>
<td></td>
</tr>
</tbody>
</table>

Describe any other public funding sources (State, Federal, Township, etc.) and amounts:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Funding amount</th>
<th>Purpose</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evanston Township</td>
<td>$ 5,000</td>
<td>West End Market</td>
<td>2009-2010</td>
</tr>
<tr>
<td>Illinois Specialty Crops</td>
<td>$ 10,000</td>
<td>West End Market</td>
<td>2010</td>
</tr>
<tr>
<td>Evanston Township General Assistance</td>
<td>$ 20,000</td>
<td>Training for Second Chance</td>
<td>December 2010-May 2011</td>
</tr>
<tr>
<td>Cook County CEDA</td>
<td>$23,400</td>
<td>Training for Second Chance</td>
<td>2010</td>
</tr>
</tbody>
</table>
OVERVIEW OF PAST EDG FUNDING AWARDS

Did your organization receive Economic Development Grant (EDG) funds in the past three years (2008, 2009 and/or 2010)? [X] YES □ NO □ N/A If yes:

How much money was awarded:

In 2008? ____________________________

In 2009? $30,000

In 2010? $80,000 ($50,000 from EDC/West Evanston TIF funds for program support & $30,000 from ED funds for loan fund)

If money was awarded in 2010, has it all been spent? [X] YES □ NO □ N/A

If no, what is balance of funding and describe the organization’s plan for complete utilization of grant award:

Provide a summary of how the organization’s most recent EDG funding (if within the last three years) was allocated to specific programs, services and/or staff. Include relevant quantitative “measures of success” of programs/services (please refer to page two (2) of this document for suggested measurable outcomes):

Funds were awarded and allocated for $50,000 for program support / staffing and $30,000 for the microloan fund. See below updates on benchmarks and economic development work completed with this funding award.

Performance Benchmarks:

1. Program Director for Economic Development / Loan Officer Job Description and one-year work plan. (Job Description completed)
2. Solicitation, interview, and selection of Program Director. (Solicitation and interviews completed. We did not raise the additional funds to complete the hire so we received permission from the city to redirect funding to support existing staff to complete work internally.)
3. Business outreach, technical assistance, and mentoring to ten or more businesses. (Completed)
4. Business loan fund overview, policies, and application completed. (Completed)
5. Underwriting of 8 loans and closing of 5 loans. (Underwriting of 5 loans completed, 0 closed out to date)

Technical Assistance - In 2010 ECDC assisted over 10 established businesses, 5 start-up entrepreneurs, and 3 minority contractors. Support for these individuals will continue in 2011. We act as advocates and advisors as needed, responding to questions such as business registration, incorporation, insurance, access to capital, conducting research and providing referrals. Businesses range from restaurants, caterers, barbershops, and unique businesses like a race/marathon consultant and an African imports shop.

Business Mentoring - Currently there are 8 businesses in the business mentor program. ECDC matches entrepreneurs and business owners with experienced business owners and advisors. Volunteer mentors work with businesses to refine business strategy, identify market opportunities, and support their access to financing.

See Attachment G for Outcomes, Business History Chart, and Job Creation/ Retainment Record.
4. PROPOSED EDG FUNDED PROGRAM OPERATION

Is the requested funding for a New or Established service/program? ☑NEW ☑ESTABLISHED

If NEW, explain how the program need/demand and anticipated costs were determined.

These NEW program is a specialized loan fund and was developed in consultation with the City of Evanston, Brinshore, banks, and minority contractor end users.

Expedited Payment Program – $200,000 bank funded loan program. EDG funding would provide support to the minority contractors in completing loan applications and building the capacity of their businesses throughout the NSP2 program and beyond to bid successfully on contracting opportunities and manage such contracts professionally. One bank will hold $100,000 and another will hold $100,000 in a revolving loan fund. ECDC is seeking EDC funding to help support the staff time to match the banks’ commitments.

The expected average loan for the expedited payment program is estimated to be $20,000 – 50,000 over one - four months. One new loan is expected per month. Thus a fund of $200,000 will provide reasonable opportunity to support the program. Additional banks will be brought into the program if necessary.

If ESTABLISHED, briefly explain: how long (# of years) the program/service has been provided; are there any proposed changes to the format or staffing of program/service, how has the program been funded in the past:

Business services programming has been offered on a limited and ad hoc basis since ECDC was formed in 2003. Primary business programming began in 2008 with the implementation of the business mentoring program. A pilot grant program and pilot loan program followed with the subsequent microloan revolving loan launching in September of 2010 and issuing its first loan in October of 2010. Previous funding has come from a combination of CDBG and EDC / TIF. Supplemental funds come from banks, foundations, and other government funds as mentioned previously.

ECDC’s programming is well developed but very significantly understaffed. Last year ECDC proposed funding at the $130,000 level to grow staff. Although the $50,000 provided for staff has been most welcome, it did not allow us to add the staff needed to fully implement programming to meet the needs identified in the community. ECDC is now requesting $120,450 to maintain and grow economic development staff and fully implement the programs required to support Westside businesses.

Will the programs/services funded through the EDG grant be free of charge for participants?

☑YES ☐NO ☐N/A

If no, what fees will be charged and what is the basis for the fee structure?

To maximize participation by our target businesses and entrepreneurs ECDC charges a minimum of fees for its services. Business technical assistance and mentoring are free services. ECDC’s target population includes struggling businesses and low income entrepreneurs with few resources. Most business services and training and even online resources are cost prohibitive to our clients.

Loan Programs
- Microcredit – flat fees equal to $50 per approved loan
- Expedited Payment – fees equal to 1% of loan
Capacity Building
- Computer Classes – free with a suggested donation of $25 per class term
- GED Classes – free with one free test, subsequent test fees are shared between ECDC and the participant
- Sanitation, Food Entrepreneur, and Advanced Certifications – fees are based upon program enrollment and performance, training or professional certifications are an accepted use of a microloan

West End Market
$25 per Saturday or various packages of multiple Saturdays, full or partial season reservations

What is the target population and/or businesses to be served by EDG funded programs (e.g. age group, socio-economic level, geographic/location, etc.)?

ECDC’s primary target population includes all Westside businesses, minority owned businesses and women owned businesses throughout Evanston. Nearly all previous clients have been low income, have employed low income individuals, and/or provided necessary services to Westside businesses or residents. ECDC’s job readiness and capacity building programming serves a primary minority population, nearly all are low income, and some are seniors and/or disabled. All ages are served but age divides by programming: young black males in Second Chance and employment oriented programming while computer training attracts both younger adults and seniors.

Describe how your organization will market the program to the targeted population and/or businesses:

ECDC maintains a database of 140 businesses for door to door, by email, and mail outreach, announcements, and marketing. ECDC provides its programming at the Boocoo Café and Cultural Center and West End Market. ECDC is among the few markets accepting the Link card, Senior and WIC coupons linking directly to its target population and the businesses who serve them. ECDC places articles in the local and online versions of the area papers, community websites, and Ward newsletters. In addition, ECDC displays posters, door-to-door flyers, and coupons in area businesses to engage businesses and potential entrepreneurs in the market and other ECDC programming.

Attachment H: Examples of materials and resources that have been used in previous outreach efforts

Describe staffing requirements for programs/services (total staff hours, paid staff vs. volunteers, etc.):

See #3 - ECONOMIC DEVELOPMENT GRANT (EDG) REQUEST & RELATED FUNDING
See Attachment D

5. PUBLIC BENEFITS

Will this program help retention/expansion of existing Evanston business(es)?

[ ] YES ☐ NO ☐ N/A

If yes, what is the goal for number of businesses assisted: 24

Described proposed assistance to existing businesses:

Any Westside business, and minority owned and women owned businesses throughout the city are eligible for ECDC’s services in technical support, mentoring, West End Market, and microlending.
Will this program help attract new business(es) to Evanston?  YES  NO  N/A

If yes, what is the goal for number of new businesses?: 3
Described proposed assistance to attract new business(es):

This program is not focused on attracting businesses from other areas. Thus the goal number is modest. However, ECDC is among the few organizations providing business assistance and microloan services and thus businesses are attracted to the marketing of our business programming. ECDC has exceeded its goal each of the last three years.

Will this program provide job training opportunities for Evanston residents?:
YES  NO  N/A

If yes, what is goal for number of Evanston residents:

Described proposed training:

Will this program allow for retention of existing or creation of new temporary (educator/leader for a specified program, construction/trades for specific project, etc.) and/or permanent employment opportunities?:
YES  NO  N/A  If Yes, describe below:

Temporary Jobs (Full-Time):

No calculation has been made for the creation or retention of construction jobs. We are working to build the capacity of construction businesses. That reasonably may result in new construction jobs but that is not a specific goal for us.

Temporary Jobs (Part-Time):

Permanent Jobs (Full-Time):

8 FTE created (Possible 3 Café jobs, 2 catering positions, and 3 green jobs)
15 FTE retained

Permanent Jobs (Part-Time):

Will the programs/services for which your organization is seeking EDG funding include potential use of and/or contracts with M/W/BE businesses to help increase the City's participation goals?
YES  NO  N/A  No services are contracted out

If yes, identify type and percentage of requested EDG funds that is expected to be completed by M/W/BE firms:

Describe proposed program/project outcomes not otherwise described above. Specifically, applicant should identify the desired outcome associated with each the EDG funded programs in terms of measurable performance goals (e.g. if computers are requested for purposes of training to increase employment skills, then proposed “outcomes” could be the success training X residents for specific types of employment opportunities with X residents gaining employment in the field for which they have been trained)

- 12 microloans completed for business equipment and/or materials purchases
- 12 expedited payment loans completed
- 8 new jobs created
- 15 jobs retained
- 3 new business start-ups
- 25 WEM vendors
- 4 Business research or grant projects completed - This would be extensive research on the business behalf beyond general technical assistance. Includes partnering for a grant application and extensive research.
- 24 technical assistance clients - including established businesses and start-ups. Assistance with financing, resources, partners, business plans, incorporating, etc.
- Second Chance expanded operations year-round

Describe deliverables and/or proposed criteria for monitoring outcomes to track success of program. Specifically, applicant should refer to criteria cited in this application (# of jobs created, # of Evanston residents employed as a result of training programs, etc.). Further, proposed monitoring program should reference both the agencies own monitoring efforts and suggested reports back to the Economic Development Committee:

ECDC is committed to tracking the businesses we work with via our Client Data Form and Low to Moderate Income (LMI) Form. We can also use the Job Creation Record Form used in the past for CDBG funding as required. We have application forms for West End Market vendors, microloan fund applicants, and business mentee/mentor program applications. We will keep track of each business we assist rather that be via technical assistance, the business mentoring program, the microloan fund, or business support via the West End Market. By a survey of businesses we will be able to report jobs retained. We propose that we provide quarterly or semi-annual narratives and paperwork for our economic work to the Economic Development Committee. We would like to comply with all necessary reporting requirements as a result of this grant.
Economic Development Fund
Grant Application 2011

Attachment A
Resumes/Statements of Professional Qualifications

- Staff Resumes
- Board of Directors Resumes
- Board Profiles
STAFF RESUMES

Precious M. Wright
1929 Jackson #2 • Evanston, Illinois 60201 • 773-507-6884 • preciouswright2008@u.northwestern.edu

PROFILE

Professional and dedicated leader with eight years of work experience within administrative and customer service fields of work. Strengths in program management, research, assistantships, and customer satisfaction. Proven reliability and dependability in fast-paced business and agency settings.

WORK EXPERIENCE

Evanston Community Development Corporation, Evanston, IL 2008-Present
Program Director
- Ensure the implementation of ECDC’s programs and projects, work with local small businesses, provide support in ECDC community outreach efforts, be responsible for marketing and communications with community, and provide administrative support for Board of Directors and Executive Director.

RPM Advertising, Chicago, IL 2007-2008
Receptionist
- Multitasking on administrative duties such as screening phone calls, receiving and distributing packages, setting up meeting appointments with clients, and sending out mailings and important business information to client-partners and vendors.
- Assisting the Executive Assistant of the company along with the creative, production, and accounting departments within the agency.

Northwestern University Library, Evanston, IL 2006 – 2008
Library Aide/Core & Reserve Department
- Work independently shelving and checking out books to patrons.
- Check previously shelved books and make sure all copying assignments are done before the end of the shift.

Papa Johns Restaurant, Chicago & Evanston, IL 2005 – 2007
Cashier/Team Leader
- Showed advanced leadership with order entry, pizza topping and cutting, dough slapping, and total appearance of the restaurant.
- Oversaw the satisfaction of customers with restaurant products.
- Increased profits and promoting sales with new products from the restaurant.

Lutheran Family Mission, Chicago, IL 2000 – 2004
Director of Operations Assistant
- Helped manage departments of transportation, maintenance, and communications.
- Performed administrative duties for entire business.
- Successfully maintained business relationships and opportunities with other companies.

RESEARCH

Northwestern University, Evanston, IL 2008
Research Assistant
- Exploring the psychology of gender, stereotypes, and sex differences in social behavior.
- Collecting data in questionnaire form from the public on gender impressions and shifting standards.

Northwestern University, Evanston, IL 2007 – 2008
Research Assistant
- Exploring the developmental psychopathology of mood disorders and the emotion and temperament in children.
- Assisting with visits from parents and their children inside the lab for interaction activities.
- Awarded Certification of the Harvard University’s Human Subjects Research Training.

**DePaul University, Chicago, IL**

**Research Assistant/Project SEED Program with American Chemical Society**  
June-July 2003

- Explored the copolymerization of monomers and polymers.
- Developed experience working with different scientific machines.
- Discovered a new chain of polymers never before documented in the scientific community.

**VOLUNTEER WORK & ACTIVITIES**

- Volunteer Double Dutch Jump Rope Instructor at Boocoo Cultural Center
- HIV/AIDS Literacy Organization (HALO)
- Family Focus Tutoring Program
- One Step Before (OSB) - Minority Premedical Society
- For Members Only (FMO) - African-American student affairs
- Vital Bridges Volunteer Organization - For low income AIDS victims
- Urban Prep Internship - Disadvantaged all-male high school students

**SKILLS**

- Windows Vista, MS Office 2007 (Word, PowerPoint, Excel, Outlook, Publisher), Internet Explorer 8, QuickBooks

**EDUCATION**

**NORTHWESTERN UNIVERSITY, Weinberg College of Arts & Sciences**

- B.A. Psychology, 2008  
  G.P.A. 2.63/4.0

**WALTER PAYTON COLLEGE PREPARATORY HIGHSCHOOL**

- Top 10% of Class, Honors Math & Science, 2004  
  G.P.A. 4.2/4.0
Evanston Community Development Corporation-Entrepreneurship Coach/Market Manager

Responsible for overseeing West End Market and social enterprise Second Chance via entrepreneurship coaching and agribusiness training. Responsible for implanting agri-business curriculum including knowledge of specialty crops and value added agri-products; tilling, sowing, tending, and harvesting the crops; sales and marketing of specialty crops and valued added agri-products; selection, storage, and preparation of produce; and building, maintaining, and advancing the agri-business.

Highlights of Qualifications

- Multilingual: English, Spanish and Japanese
- Skilled in providing one-on-one mentoring and small group training for micro-entrepreneurs and business owners.
- Inspirational speaker and leader.
- Experienced and effective counselor for at risk youth, ex-offenders, and aspirational individuals.

Career Summary

Oakton Community College: Consultant to GED and Adult literacy Programs.
- Launched a program to mentor at risk boys and men.
- Instructed small groups on the importance of financial literacy and goal setting.
- Maintained contact with students for follow-up.

- Assisted and coached clients to accomplish financial goals and dreams.
- Recruited and developed teams to distribute financial products including life insurance, wills, living trusts, money management, budgeting and debt elimination products.

Organizing For America (OFA): Organizer and Volunteer.
- Organizing phonathons and phone banks to survey and educate the public on relevant issues.
- Canvassing local neighborhoods.
- Addressing relevant issues that affect the citizens of Illinois.
- Coaching and mentoring high school students in organizing techniques.

ABC Unified School District: Assistant Track Coach.
- Coaching athletes in the High Jump.
- Teaching strengthening and conditioning work-outs for advanced competition at State Championship levels.
- Attending track meets and monitoring success.

Education

Compton Community College
Major: Computer Science, Education.
Paramount High School
General Studies.

Skills, Licenses, and Interests


Life Insurance License, State of Illinois and California, #OC70960
California Lenders License #6308155
BOARD OF DIRECTORS RESUME/PROFILES

James Wolinski
2242 Lincolnwood Drive
Evanston, Il. 60201
H. 847-424-9518
M. 847-436-2042
E. Jameswolinski@comcast.net

PROFESSIONAL EXPERIENCE

1994-2008: Community Development Director, City of Evanston, Il.
Administrative Head of the Community Development Department, responsible for City Planning, Zoning, Building Permits and new construction inspections, Property Standards, Housing & Housing Rehabilitation. Responsible for staffing 15 City Boards & Commissions, including Plan Commission, Zoning Board of Appeals, Planning & Development Committee, Historic Preservation, Housing Commission. Secretary to the Evanston Housing Corporation. Supervised a staff of 40, including 4 Division Heads. Oversaw the development of over 2 billion dollars in construction. Took early retirement in May, 2008.

Administrative Head responsible for Building Permits and new construction inspections, Property Standards, Housing, Housing Rehabilitation, Secretary to the Evanston Housing Corporation. Responsible for staffing 6 City Boards & Commissions. Supervised a staff of 22, including 2 Division Heads.

Building Commissioner & Zoning Administrator, responsible for Building Permits and new construction inspections, and all zoning related issues. Supervised a staff of 18. Responsible for staffing 4 City Boards & Commissions.

1983-1989: Assistant Superintendent, Evanston Water & Sewer Department, Evanston, Il. Second in charge of a staff of 45, responsible for the treatment and delivery of potable water to over 200,000 people.

EDUCATION

1998-2000: Northwestern University, Evanston Il. Master of Science in Communication

1979-1982: University of Illinois Chicago, Masters in Public Administration, Centering on Urban Planning & City Management

1970-1974: Southern Illinois University at Carbondale, Il. Bachelor of Arts

1966-1970: Graduate of Evanston Township High School
Curriculum Vitae
Micere Keels

Dept. of Comparative Human Development
University of Chicago
5730 S. Woodlawn Ave
Chicago, Illinois 60637
micere@uchicago.edu

Education

2005   Ph.D., Human Development and Social Policy, Northwestern University
1995 to 1997  Graduate Student, Clinical Psychology, Purdue University
1995   B. S. Department of Psychology, University of Alberta

Professional Positions

2005 to Present Assistant Professor, Department of Comparative Human Development
University of Chicago
Member, University Committee on Education
Faculty Affiliate, Center for Human Potential and Public Policy
Faculty Affiliate, National Opinion Research Center’s (NORC) Population Research Center

2002 to 2005   Research Assistant, Northwestern University to Kathryn Edin, Ph.D.
1999 to 2005   Research Assistant, Institute for Policy Research, Northwestern University to Greg Duncan, Ph.D.
1998 to 1999   Research Assistant, Northwestern University to Alfred Hess, Ph.D.
1997 – 1998   Teaching Assistant, Northwestern University
1995 – 1997   Research Assistant, Purdue University to David Rollock, Ph.D.
1995 – 1997   Teaching Assistant, Purdue University

Publications


Housing Studies.


Manuscripts in Progress


Peer Reviewed Conference Papers


**Invited Presentations**


**Grants, Awards, and Fellowships**

<table>
<thead>
<tr>
<th>Year</th>
<th>Grant/Institution</th>
<th>Description</th>
<th>Amount</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>The Foundation for Child Development. Young Scholars Program.</td>
<td>“Opportunities and Outcomes: The Relationship Between Children’s Developing Environments and Their Developmental Status at Kindergarten Entry.”</td>
<td>$150,000</td>
<td>Principal Investigator</td>
</tr>
<tr>
<td>2007</td>
<td>Mac Arthur Foundation</td>
<td>“Identifying Mobility Pathways and Effects of Mobility on Peer Social Networks and Academic Achievement in Chicago Elementary Schools.”</td>
<td>$300,000</td>
<td>Co-Investigator Investigator</td>
</tr>
<tr>
<td>2006</td>
<td>Center for the Study of Race, Politics &amp; Culture</td>
<td>Summer Research Funding. “Parent Participation and Kindergarten Readiness”</td>
<td>$20,000</td>
<td>Principal</td>
</tr>
</tbody>
</table>
Investigator

2003  Dissertation Year Fellowship, Northwestern University
2000 to 2004  Graduate Fellow, Institute for Policy Research
1998 to 2000  Graduate Fellow, Joint Center for Poverty Research Fellow
1996  Indiana Black Psychologists Association. Black Student in Psychology Scholarship Award
1995  University of Alberta. Margaret Ruth Crawford Memorial Scholarship

Professional Affiliations

Society for Research on Adolescence
Society for Research in Child Development

RESUME

BENNETT J. JOHNSON
708 Washington Street
Evanston, Illinois  60202

Telephone:  Home- 847/475-5574
            Office-773/651-0210
E-mail:     PathPressInc@aol.com
FAX:            773/651-7286

Summary:

Extensive and broad experience in supervision and management consulting in government, private industry and international trade specializes in providing information, advice and support in the areas of personnel management and training; business and community organization; minority economic development; real estate development and financing; public and community relations.

Serves as the Honorary Consul General to the Republic of Uganda, appointed in July 2008.

EMPLOYMENT HISTORY:

Third World Press, Inc.  2000 – present  Vice President
Provides direct support to the President and management staff of a small publishing company that publishes and markets books for, by and about African-American and Third World people and their concerns.

The UCI Group, Inc.  1970 - present  Chairman of the Board
Works as an executive of a small management consulting firm that provides advice to a varied range of clients, private individuals, community organizations, businesses and governmental entities in the areas of personnel, employee training, internal organization, program planning, minority economic
development, debt and equity financing, international trade, and electoral activities. Some of the primary clients are Ameritech, Inc., Muhammad Ali Enterprises and United Painting Company, Inc.

**Path Press, Inc.**  
1982 - 2000  
President  

Chief executive officer of a small publishing company that publishes and markets books for, by and about African-American and Third World people and their concerns.

**Governor's Office of Human Resources**  
State of Illinois  
1973 - 1974  
Assistant Director

Worked under the general supervision of a cabinet officer of the State of Illinois with the responsibility for supervising and coordinating several sub-agencies and programs; such as, the Office of Economic Opportunity, the Dept. of Housing and Urban Development - Model Cities Program, the Office of Minority Business Enterprise, the Vista Program and the Division of Program Planning and Development.

**The Merit Trust**  
1972 - 1973  
Deputy Director

Developed and investment policies and managed portfolio for the nation's only minority real estate investment trust. Analyzed investment opportunities and made recommendations to the Board of Trustees of the equity trust, ranging from twenty thousand dollars ($20,000) to fifty-five million dollars ($55,000,000).

**U. S. Department of Commerce (MBDA)**  
1971 - 1972  
Regional Director

Served as regional representative for the Office of Minority Business Enterprise, now designated as the Minority Business Development Agency (MBDA). Provided direct assistance to minority businesses and carried out federal programs and policies.

**Talent Assistance Program**  
1969 - 1971  
Director

Chief executive officer for a federally funded agency which provided consulting services to minority entrepreneurs and community organizations by using a large volunteer pool composed executives and professionals from large audit agencies, law firms, consulting firms and corporations. Succeeded in launching several businesses; e.g., Proctor & Gardner Advertising, National Publication Sales Agency, Reo Movers, Inc., Answering Systems, Inc., National Air Inc., Softsheen Products, Inc. and several others.

**U. S. Department of Defense. DCASR/Chicago**  
1966 - 1968  
Personnel Management Specialist

Chief personnel officer at the DCASD/Milwaukee responsible for handling all personnel actions for Defense Contract Administration Services District/Milwaukee which covered the State of Wisconsin.

**Illinois State Employment Service**  
1961 - 1966  
Methods and Procedures Advisor

Worked as a personnel technician for various divisions, including manpower training and development, occupational analysis, job development and employment interviewing.

**Teaching and Social Work:**
Worked as a high school teacher for a total of four years in various locations in Chicago, Evanston, Illinois and Milwaukee, Wisconsin. Held the position of Probation Counselor for the Los Angeles County Probation Department under Karl Holton and as a Youth Counselor at a settlement house on the West Side of Chicago.

Sales Experience:

Worked in direct sales as a salesman, also trained, recruited and supervised men and women for three different companies over a period of three years, Path Associates, an advertising firm, predecessor of Burrell Advertising; Fuller Products Company and the Chicago Courier Newspaper, a cosmetics company and a newspaper; P.F. Collier, Inc., an encyclopedia publisher.

Community Activities:

Functioned in numerous civic, social, civil rights and political actions groups in Evanston, Chicago, Los Angeles and Milwaukee, such as: Member of the Institutional Review Board of Evanston Hospital (2000-present); President of the Evanston Branch of the NAACP (1989-1991 & 1995-2002); Vice President of the Evanston Branch of the NAACP (1965-1966 and 1979-1983); President of the UCLA Chapter of the NAACP (1954-1956); Regional Coordinator of the National Youth Work Committee of the NAACP (1956-1958); Member of the Board of Directors of the Greater State Street Council (1989-1999); Member of the Board of Directors, Midwest Community Council (1973-1975); President of the Black Business and Professional Association of Evanston (1970-1973); Member of the Board of Directors and one of the founders of Afro-Urban Institute of Milwaukee (1967-1968).

The originator of the group which founded the North Cook County Office of Economic Opportunity now known as CEDA, Neighbors at Work. Served as the first Chairman 1965 - 1966, developed the by-laws and initial funding proposals.

From 1970 to 1973 served as President of the Central Regional Economic Development Council, an organization composed of minority economic development groups from eleven states, including the Chicago Economic Development Corporation, Inner City Business Forum of Detroit, Union-Sara Economic Development Council of St. Louis and the Talent Assistant Program of Chicago.

Political Activity:


Political Activity:

Chairman of Protest at the Polls (1964-1967), a independent non-partisan political organization; Some of the participants were former Congressman Gus Savage; former State Senator Richard Newhouse; Judge William Cousins; former Alderman of the 16th Ward of Chicago, the late Alderman Anna Langford; the late Herman C. Gilbert, well-known author and political analyst; and Don Rose, political analyst.
Vice President of the Chicago League of Negro Voters (1958-1963); the League sponsored the campaign of Attorney Lemuel E. Bentley, polling 60,000 votes in the 1959 Democratic Primary. He was the first African-American to run for citywide office in modern political history.

**EDUCATION:**

<table>
<thead>
<tr>
<th>Level</th>
<th>Date Completed</th>
<th>Name of Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary -</td>
<td>1946</td>
<td>Evanston Township High School</td>
</tr>
<tr>
<td>College -</td>
<td>1948</td>
<td>Paine College, Augusta, Georgia</td>
</tr>
<tr>
<td>Major - Chemistry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chem/Math</td>
<td>1950</td>
<td>Roosevelt College, Chicago, Illinois</td>
</tr>
<tr>
<td>English/Science</td>
<td>1955</td>
<td>University of Calif. at Los Angeles</td>
</tr>
<tr>
<td>Graduate degree</td>
<td>1956</td>
<td>University of Calif. at Los Angeles</td>
</tr>
<tr>
<td>English/Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mortgage Banking</td>
<td>1973</td>
<td>Real Estate Institute of Chicago</td>
</tr>
</tbody>
</table>
MICHAEL W. CORR
5350 N Damen Ave., Unit D, Chicago, IL 60625
(773) 552-3578 * mccorr2001@kellogg.northwestern.edu

EDUCATION
2004-2008  KELLOGG SCHOOL OF MANAGEMENT  Evanston, IL
NORTHWESTERN UNIVERSITY
Masters of Business Administration degree, June 2008
• Majors in Analytical Consulting, Decision Sciences, Management & Strategy, and Finance.
• Completed degree while working full time and participating in leadership positions on two nonprofit boards.
• GPA: 3.9/4.0 (top 10% of class); GMAT 710/800 (95th Percentile)
• Earned membership into the Beta Gamma Sigma International Honor Society.

1993-1997  MIAMI UNIVERSITY  Oxford, OH
Bachelor of Science in Decision Sciences and Accounting, Aug. 1997

EXPERIENCE
2002-Present  FIRST BANK & TRUST  Evanston, IL
Commercial Banking: Vice President, 2006-Present; Assistant Vice President, 2002-2006
• Manage over 50 client relationships consisting of $35 million in outstanding commercial loan balances which represent 13% of the bank’s total commercial loan portfolio.
• Funded several affordable housing loans in collaboration with the City of Evanston, Federal Home Loan Bank and other subsidy providers which contributed greatly to the satisfaction of the bank’s Community Reinvestment Act requirements.
• Integral part of commercial lending team of one of the strongest banks in Chicagoland according to multiple independent rating agencies, including Bauer Financial.
• Minimized portfolio risk evidenced by aggregate loan loss and charge-offs of less than $400,000, representing approximately 0.5% annually based on average portfolio size of $20 million, significantly below the bank and industry averages.
• Initiate, structure, price and negotiate a wide range of loan products, including, general commercial and industrial financing (equipment, working capital and real estate), affordable housing rental and construction financing, equipment lease financing, and homeowner’s association project financing.

1998-2002  PLAINSBANK OF ILLINOIS, N.A  Des Plaines, IL
Commercial Loan Representative, 2000-2002; Credit Analyst, 1998-2000
• Analyzed loan requests and established credit facilities with new and existing bank customers.
• Trained and monitored progress of new credit analyst.
• Created new reporting procedures for generating accurate and timely monthly reports.

1997-1998  UNIFIRST CORPORATION  Chicago, IL
Uniform Supply Company - Management Trainee
• Supervised 30 plant employees, interviewed prospective employees, and performed performance appraisals.
• Formalized stockroom flowchart for use in employee training distributed to plants throughout the country.

LEADERSHIP
Evanston Community Development Corporation
Founding Member – 2004; Director 2004-2010; Treasurer 2006-2008; Chairman of Micro Loan Fund 2009-Present
• Lead team of bank level executives and organizational staff to develop and implement start up Micro Loan Fund (MLF). The MLF is targeted for businesses which will contribute to the revitalization of Evanston’s Westside neighborhood.

Infant Welfare Society of Evanston

Member, City of Evanston, Affordable Housing Task Force, 2009


July 14, 2010
OBJECTIVE

I am most interested in being part of a team for an aggressive progressive company with an emphasis on a ‘triple bottom line’ focus.

WORK EXPERIENCE

CEO and President
September 2008 - present

Energy Recovery Technologies, LLC | Evanston, IL

Co-founder of start up company in the energy recovery marketplace.

Cofounded ERT to be positioned for early and second stage financing. Developed materials and successfully positioned the company receive Department of Energy Grant for $5M. Put together senior management team and developed executable Business Plan. Created a 3bl culture in company resulting in receipt of additional grants to train early employees.

Created Public Awareness for company.

Skills Utilized

Finance, management, contract review, startup up budgeting, creating investment grade company.

President and Founder
February 1986 - August 2008

Cyrus Homes, Inc. | Evanston, IL
Construction - Residential & Commercial/Office

President of Real Estate Development and Construction Company

Grew company from $0 in sales to over $40 million in sales. Growth strategy was successful until the real estate, finance world collapsed. Company was positioned for major growth spurt at the wrong time.

Finance, marketing, management, contract review

EDUCATION

Bachelor's Degree, Psychobiology,
8 1970 - 6 1974
University of Colorado | Boulder, CO

LANGUAGES

English

HONORS & AWARDS

Home Builder of the Year

COMMUNITY INVOLVEMENT

Board of Directors – Evanston Chamber of Commerce
Evanston Community Development Corporation – Executive Board of Directors
Citizens for a Greener Evanston (CGE) – Steering Committee, Committee Co- Chair
Chair  
Mr. Bill Logan  
Born and raised in Evanston, William H. Logan, Jr. (Bill), is highly regarded throughout the Evanston community having served as Chief of Police in Evanston from 1984 to 2001, and has just retired from Director of Safety for Evanston Township High School. Bill Logan grew up in the Church and Dodge area and has lived in proximity to this neighborhood all is his life. He attended Western Illinois University on a football scholarship before entering the Air Force to serve in Korea and Japan during the Korean War. After the war, Logan joined the Evanston Police Department and became Evanston’s first black Sergeant, Lieutenant, Captain, Deputy Chief, and finally Chief of Police in 1984. He had the honor to serve as Dr. Martin Luther King’s bodyguard when he came to Evanston in the 1960s. He is a founder of the Fellowship of Afro-American Men (FAAM) youth-basketball league, which he has served for 36 years as coach and Vice President Emeritus; the Chessmen Club of the North Shore, which for over 46 years has given scholarships and donated food to the needy, and is President Emeritus; and of the National Organization of Black Law Enforcement Executives (NOBLE) with 4000 members and was honored by President George Bush in 2002, in Washington DC as a founding member. Mr. Logan received his bachelor’s degree from Northeastern Illinois University, is a graduate of the FBI National Academy, Northwestern University Traffic Institute Police Management Course, and the University of Minnesota’s Juvenile Officers Institute.

Mr. Keith Banks  
Keith Banks is the Executive Director of the Evanston Community Development Association (ECDA) formed in 2003, which focuses on developing affordable housing for low- moderate- income families. He is a self-employed tax financial consultant primarily working with small businesses as his clientele. Prior to that, Mr. Banks was the Regional Vice President for Primerica Financial Services responsible for hiring and training sales representatives for the company, conducting financial workshops and seminars, and constructing financial programs for individuals and small businesses. He is also an Elder at his church, First Church of God, Christian Life Center, where he is extremely active and engaged. He is married with children and has lived in Evanston for over 12 years. He is very involved in the community and civic affairs, while sitting on a variety of local Boards. He has a BS degree in Accounting from University of Illinois at Chicago.

Mr. Samuel Johnson  
Mr. Johnson is a long time resident of Evanston and the west side. He is owner and principal operator of Church Street Barber Shop. Informally known as “Sam’s”, this barber shop has had a presence on Church Street for over 50 years and is considered a west side institution. The shop is a frequent gathering place and focal point for neighborhood discussions. Mr. Johnson is a Sergeant in the National Guard; and has served on the Board of Directors of St. John De LaSalle and the Knights of Columbus. Mr. Johnson received the Certificate of Honor from the Black American Elders, and in 2001, Those Who Make a Difference award from Family Focus of Evanston, Illinois.

Bill Smith  
Bill Smith, a Board Member of ECDC, has been a resident of Evanston since 1964 and currently services as the Principal of Smith Consultants, a real estate development consulting company that has focused on residential and mixed use development since 1991. He has over thirty years of experience in the real estate business and has worked for Save-More Real Estate, AT & T, Ameritech, Cook County Department of Public Aid, the US Atomic Energy Commission and Argonne National Labs. He has also been an active civic leader having been a member Mt. Zion Baptist Church, on the Board of Directors McGaw YMCA, a Member of Rotary International, served as the Chairman of the Board of Deacons at Mt. Zion Baptist
Church and was a member and two-term president D65 Board of Education, the elementary school district of Evanston. He is currently a member of the Board of Directors of the GreatBanc Trust Company, the Salem Bank and Trust Company located in Florida and is a member of both the Second Baptist Church and Choir and the NAACP. He received his BS from North Carolina Central / UNC, his MBA from the University of Chicago.

**Mr. Lonnie Wilson**  
Mr. Wilson has served as a member of Community Builders of Evanston, LLC and was part of the team that helped build Boocoo. Prior to his time at Community Builders, Mr. Wilson served as founder and creator of E-Town Community Ventures, an organization designed to be a community building entity on the Westside of Evanston. Mr. Wilson was also a project coordinator and case worker at Family Focus for 15 years. Mr. Wilson’s family has been living on Westside of Evanston for 5 generations.

**Ms. Anna Renee Ross**  
Anna Renee Ross has been an Evanston resident since 1996 and has been active in community work since 2002 when she moved into the 5th Ward. Ms. Ross is mum to 2 daughters, runs an Evanston automotive repair shop with her husband and is an IL Licensed Real Estate Agent with nearly 25 years experience. She is active in her community having helped the 5th Ward create their new organization W.E.S.T. and is a member of the ECDC Board of Directors, as the 5th Ward's representative. Ms. Ross has completed the Citizen's Police Academy course and is currently undertaking the Leadership Evanston class offered by the Evanston Community Foundation. "I know I am lucky to be able to live, play and work all in the same community - that's hard to achieve these days and so it follows that I need to be a part of the whole in more ways than one."
Economic Development Fund Grant Application 2011

Attachment B

Organizational Chart

- Advisory Board
- Board of Directors
- Executive Director
- Program Director
- Bookkeeper
- Business Mentors
- Entrepreneurship Coach
- Computer Class Instructor
Economic Development Fund
Grant Application 2011
Attachment C
Proof of Non-Profit Status
To all to whom these Presents Shall Come, Greeting:

I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that

Evanston Community Development Corporation, NFP, a Domestic Corporation, incorporated under the Laws of this State on October 08, 2003, appears to have complied with all the provisions of the General Not for Profit Corporation Act of this State, and as of this date, is in good standing as a Domestic Corporation in the State of Illinois.

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 1st day of March, A.D. 2010.

Jesse White
Secretary of State

Authentication #: 1006001336
Authenticate at: http://www.cyberdriveillinois.com
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2522, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)
Evanston Community Development

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

Letter 1045 (DO/CG)
8. If you checked box g, h, or i in question 5 above, you must request either an advance or a definitive ruling by selecting one of the boxes below. Refer to the instructions to determine which type of ruling you are eligible to receive.

a. Request for Advance Ruling: By checking this box and signing the consent, pursuant to section 6501(c)(4) of the Code you request an advance ruling and agree to extend the statute of limitations on the assessment of estate tax under section 4940 of the Code. The tax will apply only if you do not establish public support status at the end of the 5-year advance ruling period. The assessment period will be extended for the 5-year advance ruling period plus 8 years, 4 months, and 15 days beyond the end of the first year. You have the right to refuse or limit the extension to a mutually agreed-upon period of time or to none. Publication 1033, Extending the Tax Assessment Period, provides a more detailed explanation of your rights and the consequences of the choices you make. You may obtain Publication 1033 free of charge from the IRS Web site at www.irs.gov or by calling toll-free 1-800-829-3676. Signing this consent will not deprive you of any appeal rights to which you were otherwise entitled. If you decline not to extend the statute of limitations, you are not eligible for an advance ruling.

Consent Fixing Period of Limitations Upon Assessment of Tax Under Section 4940 of the Internal Revenue Code

For Organization

[Signature]

[Name]

[Title]

[Date]

For Director, Exempt Organizations

[Signature]

[Name]

[Title]

[Date]

b. Request for Definitive Ruling: Check this box if you have completed one tax year of at least 7 full months and you are requesting a definitive ruling. To confirm your public support status, answer line 5(i) if you checked box g in line 5 above. Answer line 5(ii) if you checked box i in line 5 above. If you checked box h in line 5 above, answer both lines 5(i) and (ii).

(i) Enter 2% of line 8, column A, on Part IX-A, Statement of Revenues and Expenses.

(ii) Attach a list showing the name and amount contributed by each person, company, organization, or other entity of which the organization received gifts totaling more than 2% amount. If the answer is “None,” check this box.

(iii) For each year amounts are included on lines 1, 2, and 3 of Part IX-A, Statement of Revenues and Expenses, attach a list showing the name and amount received from each disqualified person, if the answer is “None,” check this box.

(iv) For each year amounts are included on line 9 of Part IX-A, Statement of Revenues and Expenses, attach a list showing the name and amount received from each person, other than a disqualified person, whose payments were more than the larger of (1) 1% of line 10, Part IX-A, Statement of Revenues and Expenses, or (2) $5,000. If the answer is “None,” check this box.

7. Did you receive any unusual gifts during any of the years shown on Part IX-A, Statement of Revenues and Expenses? If “Yes,” attach a list including the name of the contributor, the date and amount of the gift, a brief description of the gift, and explain why it is unusual...

[Signature]

[Date]
EVARON COMMUNITY DEVELOPMENT
CORPORATION (947)
700 E. LIONEL J. BAPTIST
P.O. BOX 6599
EVARON, IL 60204-6599

Employer Identification Number: 29-6668807
Person to Contact: Exempt Organization
Toll Free Telephone Number: 1-877-829-5393

Dear Taxpayer:

This is in response to your Oct. 13, 2010, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in June 2007.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 501(c)(3) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Requests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/ao for information regarding filing requirements. Specifically, section 6033(c)(1) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax exempt status as of the filing due date of the third return for organizations required to file.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

[Signature]
Rita A. Leete
Accountant Manager II
Economic Development Fund
Grant Application 2011
Attachment D

Additional Information on the
Proposed Use of Requested Funds

- ECDC’s 3 Year Workplan
- Economic Development Budget
Three – year Work Plan
December 2010
Introduction

Everyone benefits from a healthy and vital Westside. The decline of the Westside has been gradual but progressive. Pervasive unemployment and disinvestment harms not just a few but destabilizes the Evanston economy as a whole bringing crime and disharmony in its wake. Numerous well meaning projects have been initiated over the past decades, but none of them had the power to reinforce the risk taken by individual entrepreneurs and create a stable economic base. Evanston Community Development Corporation (ECDC) is working to reverse that trend with a multi-year investment strategy to build the capacity of its organization to be a full financial intermediary to support Westside businesses, women owned businesses, and minority owned businesses city-wide.

There has been a lot of talk lately about the role each of the City’s economic development organizations and institutions can play in achieving the economic goals we seek to keep Evanston the City we want it to be. This business plan outlines the part that ECDC can play in this collaborative effort to transform Evanston’s economy for everyone, not just for those of the right income level and racial identify.

Who We Are

The Evanston Community Development Corporation (ECDC) is a small, community based nonprofit 501c(3) dedicated to the advancement of the businesses and residents of the Westside and to women and minority owned businesses throughout the City. ECDC is the only entity working comprehensively for the revitalization and stabilization of the Westside. We do this in three ways: first, we advocate for development and redevelopment of the Westside. Secondly, we work with residents, particularly young black males, to increase educational attainment and key job skills to find and keep jobs at wages that sustain themselves and their families. Thirdly, and most importantly, we work with business owners to secure, build and sustain their businesses.

Management Team

ECDC is governed by a 25 member Board of Directors and an 8 member Board of Advisors. The boards include local residents, business and property owners, and others who are tied to the history of the Westside or bring unique qualifications to the Board.
ECDC maintains a small staff including a part-time Executive Director, full-time Program Director, and part-time Entrepreneurship Coach and Computer Center Manager. To leverage our professional staff, ECDC makes extensive use of volunteers as instructors, one-on-one mentors, and technical assistance providers. We rely on individual gifts, grants from foundations and corporations, and government resources to fund our operations.

**Market Assessment**

The Westside was once home to a thriving business and professional community of doctors, lawyers, and merchants serving every conceivable need. For the past 40 years those businesses have been bought out, closed, and relocated at an alarming rate until the remaining African American owned businesses number only a few. ECDC is working to rebuild that extraordinary business community with the experience of long time Westside businesses such as Davis Transportation, Cahill Plumbing, and Robinson Rentals; the enduring energy of family businesses such as Church Street Barber Shop and Ebony Barbershop, and the innovation of new entrepreneurs such as Fitted Man, Something New, and Now We’re Cook’n.

Northwestern University’s Kellogg School of Management surveyed 40 Westside businesses for ECDC at the end of 2007 through its Kellogg Neighborhood Business Initiative. Out of this survey, ECDC obtained evidence of the isolation, lack of resources, and multiple challenges faced by Westside businesses. The survey found significant undercapitalization of businesses and a lack of access to traditional financing. In addition, it found limited awareness and access to administrative and managerial support. A study conducted by Leadership Evanston added that though the Westside was the traditional home to many women and minority owned businesses and professionals, the number of such businesses and professionals has been steadily decreasing over the past forty years. The Evanston Black Business Alliance (EBBA) alleges that Evanston based minority contractors receive few of the many contracts awarded in Evanston. Individual master contractors cite lack of available, qualified sub-contractors. EBBA alleges the vast majority of their members have been unable to secure contracts directly or sub-contracts for government work in Evanston.

The combined research identified real gaps in services for Westside businesses and the limited ability of Westside businesses to attract resources. In addition, it provided a basis to develop
business programming in response to clearly articulated business needs. ECDC used this information to construct a business support system, both financial and technical, to help local residents start businesses, help local entrepreneurs sustain and grow existing businesses, and keep family owned business operations within the family. These kinds of programs are essential to developing a stable and sustainable economy on the Westside.

The number of minority-owned businesses nation-wide increased by 45.6 percent to 5.8 million between 2002 and 2007, more than twice the national rate of all U.S. businesses, according to a U.S. Census Bureau released in July 2010. In addition, the number of women-owned businesses increased 20.1 percent during the same period. The total number of U.S. businesses increased between 2002 and 2007 by 18.0 percent to 27.1 million. These new data come from the Preliminary Estimates of Business Ownership by Gender, Ethnicity, Race and Veteran Status from the U.S. Census Bureau’s 2007 Survey of Business Owners released in July, 2010.

In a recent study by the Association for Enterprise Opportunity, microentrepreneurs create 850,000 jobs nationally, and their growth outpaces the economy as a whole. In Cook County, 460,000 microentrepreneurs are responsible for the creation of 17% of Cook County jobs. According to the Illinois Department of Employment Security for August 2010, the unemployment rate for Cook County is 10.2 %. In Illinois it is 9.9% and unemployment in the US as a whole is 9.5%. Chicago Community Ventures has data that shows small businesses are the greatest source of net new employment in urban areas – comprising more than 99 percent of establishments and 80 percent of total employment. Fostering small business growth is therefore essential to decreasing unemployment rates and promoting economic growth in these areas.

According to the Small Business Administration report “Financing Patterns of Small Firms”, less than 6% of bank funding reaches low income areas. According to the Global Entrepreneurship Monitor and the Ewing Marion Kauffman Foundation $21.2 billion is invested in private venture capital annually in approximately 2,500 firms. Nearly all goes to companies that have the potential for quick and substantial growth in which the investors can exit at a substantial profit within five to seven years. 84% is invested in high technology businesses. There are 3 million minority owned businesses in the US, representing 15 % of all businesses, creating 4.5 million jobs, and $96 billion in payroll to workers. Minority owned firms receive an average 2.7 % of US government contract dollars. Minority owned firms receive an average 20 % of SBA lending.
Less than 1% of venture capital is invested in minority owned firms.

According to the same report, women own nearly 40 percent, approximately 9 million businesses, of all businesses in the US. Women led firms circulate 4,000-5,000 business plans to VC funders each year. Women secure less than 5 percent of all venture capital funding.

Microloan or microcredit programs are hybrid funded lending programs for businesses with fewer than 5 employees, needing less than $35,000 in start up funding. Nearly 100% of funding goes to low income entrepreneurs in distressed areas. SBA estimates that there are 2,000,000 microenterprises. Association for Enterprise Opportunity estimates that 57,000 new businesses are created annually with the assistance of microloan programs. Loans range from $500 to $35,000, average microloans are $15,000. Loss ratios for microcredit programs are equivalent to bank lending programs.

Just three organizations provide funding to microentrepreneurs in the Chicago region, ECDC is one of those three and the only one based in Evanston. Most microentrepreneurs do not qualify for traditional bank financing or most SBA loans. There is tremendous need in Evanston that simply is not being met. Business that can’t find financing here will need to go elsewhere, though there are few alternatives. More businesses, and the potential of their job growth, will be lost.

Existing Providers
In addition to the limited services provided by ECDC, four entities provide small business assistance and alternative lending vehicles. Of those providers, only ACCION and Duman provide microcredit.

Chicago Community Ventures (CCV) provides a range of financial services to small businesses to assist them with reaching their growth milestones. CCV provides financing both directly through loan programs, and indirectly, by assisting clients with loan packaging, tax deductions, and access to alternative financial resources. CCV also works with clients to increase their sales through procurement services and strategic consulting. Loan amounts between $25,000 and $250,000 with interest rates between Prime +1 and Prime +5. Completion of one or more training modules may be required before receipt of a loan. Funds must be used for one of the following purposes: working capital; business or leasehold improvements; equipment/inventory;
property acquisition; bridge loans; contract financing. Companies must have a minimum of 6 months of revenue history.

**ACCIÓN Chicago** is a non-profit alternative lending organization dedicated to provide credit and other small business services to small business owners who do not have access to traditional sources of financing. By encouraging the economic self-reliance of microentrepreneurs throughout the Chicagoland area, ACCION Chicago strives to help businesses and communities grow. ACCION Chicago offers loans of up to $15,000 for start-up businesses and $25,000 for established businesses. ACCION has also designed a special Credit Builder Microloan Program, which offers loans from $200 to $2,500, to be used to purchase new equipment, expand inventory, or cover an unexpected repair. Since opening in 1994, ACCION Chicago has disbursed over 14 million dollars in small business loans to more than 1,000 locally-owned businesses. Start-up businesses must have an alternative source of income and have invested personal savings or equity in the business. Collateral is required. In the past three years, ACCION has provided 275 loans to 246 entrepreneurs.

**JVS / The Duman Microenterprise Center and Loan Fund** (Center) provides zero and low interest loans up to $15,000. There is $50 non-refundable loan application fee and closing costs are 5% of the loan amount. Loan terms are 1-3 years. Loans are for start-ups or small business expansions and reserved for entrepreneurs who cannot qualify for traditional bank financing. In addition, the Center offers entrepreneurial training, business assistance, mentoring and access to capital. The Center has been helping small business owners since 2001.

**Community Economic Development Association of Cook County** (CEDA) provides small business loans from $35,000 – 200,000 with a confirmed bank partner willing to provide 51% of the loan. Loans are for equipment, capital improvements, inventory, and working capital.

**Our Programming**

1. **Technical Assistance.** ECDC meets a business’ immediate needs by responding to questions, conducting limited research on a business’ behalf, or providing referrals. We act as advocates and advisors as needed, replying to questions such as business registration, incorporation, insurance, and access to capital.
2. **Business Mentoring** - ECDC matches entrepreneurs and business owners with experienced business owners and advisors. Volunteer mentors work with businesses to refine business strategy, identify market opportunities, and support their access to financing.

3. **West End Market (WEM) and Second Chance: A New Leaf** – The West End Market provides convenient access to fresh food for Westside residents and the opportunity for individuals with a product or craft to test the market before making major investments. The WEM has become a sort of virtual incubator for new entrepreneurs. It is open every Saturday from June through October at the corner of Church Street and Dodge Avenue in the heart of the Evanston’s historic African American community. The focal point of the market is Second Chance: A New Leaf. Second Chance is a social enterprise coaching ex-offenders in urban farming and business development. Ex-offender trainees tend a garden behind Boocoo Café and Cultural Center, sell produce at the WEM and area venues, and attend classes in farming, marketing, and starting a business.

4. **Microcredit** – ECDC operates a small microloan fund to support businesses that cannot obtain bank financing with low cost loans for equipment, capital improvement, and inventory to fulfill pending contracts. The maximum loan is $5,000 with repayment over two years. The fund is supported by local banks and the Westside TIF #6.

ECDC is working with area financial institutions to develop a new multi-bank pooled risk loan fund to fill gaps in financing for Westside businesses making more substantial investments in new plant and equipment. The first $50,000 has already been committed. The success of the fund will be supported by technical assistance throughout the life of the loan. The $50,000 commitment is from First Bank and Trust for a larger $250,000 loan fund. Loans would be provided from $5,000 to $35,000. We also had a tentative commitment from Harris Bank for $50,000. Although a fund of this size and purpose is much in demand, it is currently on hold to build up experience through the other funds first.

Our first applicant “Now We’re Cookin’ Inc” had been turned down for traditional financing but with funding from ECDC to purchase a standing mixer and convection oven she added customers and increased her revenue per square foot. She was awarded a $3000 grant from ECDC in April 2009. In just eight months, she qualified for an SBA loan to expand her business. We do not have exact numbers on how many new customers were added and how much
revenue was increased per square foot. Nell reported this to ECDC in a telephone conversation a few months ago. At the time she said about a dozen new tenants since she purchased the new equipment and received assistance through our mentorship program to expand into the next building. The equipment allowed higher and more efficient utilization of the space. I do not have the dollar increase per square foot but it was enough to enable her to get an SBA loan. Previous to our assistance she had been turned down for a loan.

Another business, “Ebony Barbershop” and its second generation owner of the Westside business, badly needed to renovate the shop to attract new customers. ECDC provided a loan for $2000 in July 2010 to repair the floor supports and add new wood flooring. Working with the Northwestern University student-run LEND program, arranged a companion loan for the business to purchase new sinks and counters and freshen the shop with new paint. The renovated shop has become a hub of new activity in the neighborhood.

Businesses need a combination of business development services in addition to greater access to capital for the significant growth of their businesses. ECDC’s lending methodology is largely character-based. We do not make loans based on revenue, collateral or credit alone, but also rely on a client's commitment to their business, as well as references from customers and suppliers. We evaluate loan applications on a case-by-case basis, working with each client individually. ECDC provides a balance between mentoring and financing services for companies to reach new levels of growth. Taking advantage of a balance of services increases the operating capacity of companies and therefore increases their ability to repay loans and manage debt. The process is thorough to better prepare borrowers for future bank financing. By improving their access to capital, companies develop their ability to expand and hire more people, a majority of which will be local residents. In turn, these efforts strengthen existing commercial and retail corridors and bolster the surrounding community.

**Three-year Work Plan**

Evanston Community Development Corporation is committed to the development and redevelopment of the Westside of Evanston and to support the advancement of businesses throughout Evanston. The work in which ECDC is now engaged is essential to many small businesses but inadequate to make real change in the economic environment. ECDC must dramatically increase its capacity to conduct outreach to area businesses, engage businesses
in one-on-one counseling and planning, provide training on business topics, and fill real gaps in financing.

Our long-term aspiration is to fill the gaps in financing and business assistance experienced by businesses in Evanston and the surrounding areas by becoming a financial intermediary recognized by the US Department of Commerce, US Small Business Administration, and US Department of the Treasury as a Community Development Financial Institution.

To achieve this goal over the next ten years we must:

- Build the size and capacity of our staff
- Increase our banking and financial services partnerships
- Increase the number of business mentors and provide them better support for their work
- Work more closely with the businesses in our territory
- Increase our loan volume
- Access additional bank, foundation, and government funding

**Three-Year Benchmarks 2011 - 2013**

*Build the size and capacity of our staff*

- Expand part-time executive director position to full-time; attract national level candidate with proven experience growing organizations
- Expand from one general Program Director to two specialized Program Directors: one in workforce and community capacity; and a second in business and economic development
- Initiate staff certifications in economic development (CEcD) and development finance (DFCP)

*Increase our banking and financial services partnerships*

- Expand our bank lending partners from two to five; expand our bank borrower referrals from two to five
- Initiate discussions with national insurance providers based within the region to create insurance programming, specifically for minority contractors but available to any business with difficulty finding the insurance needed to support their business

*Increase the number of business mentors and provide them better support for their work*
• Revise the mentor handbook, application and reporting forms
• Meet with all existing mentors to gain feedback on the program
• Create partnerships with Northwestern Kellogg and area businesses to provide better support to mentors
• Initiate quarterly mentor meetings to share experiences and brainstorm strategies for individual clients

Access additional, bank, foundation, and government funding, such as, but not limited to…
• SBA Microloan Demonstration Program
• CDFI Technical Assistance Grant
• Kauffman Foundation
• Bank of America Foundation

2011 One-Year Work Plan
Administration and Communications:
• Build and maintain relationships with all Westside businesses
  ✓ Update and maintain 140 business database
  ✓ Provide bi-weekly email updates to businesses on programs, regulations, benefits
  ✓ Establish plan for business retention visits, execute
• Build and maintain relationships with all business and economic development programming partners
  ✓ Community Partners: City of Evanston Economic Division, Northwestern University Economic Development, Evanston Inventure, Downtown Evanston, Technology Innovation Center
  ✓ Area Financial Institutions: First Bank & Trust, North Shore Community Bank, Harris, Fifth Third, PNC, Charter One
  ✓ International Economic Development Council, Council of Development Finance Agencies
• Maintain required program monitoring records and issue reports as required to funders and the community
  ✓ CDBG Quarterly and Annual Reports
  ✓ Quarterly Report to EDC / TIF or as requested
  ✓ Others as requested
Financial Development and Management:

- Work with the Executive Director to develop an annual budget and manage funds
  - Develop and maintain business programming budget
- Research and write grants to foundations, corporations and government entities for business programming, in particular for lending programs
  - CDBG Application
  - EDC / TIF Application
  - Township Application
  - Proposals to Banks and Bank Foundations
  - State of Illinois Specialty Crops
  - USDA Urban Markets
- Staff the Loan Committee
  - Meet with loan applicants, ensure complete application materials
  - In conjunction with Loan Committee Chairman, set meetings, keep minutes
  - Prepare loan documents
  - In conjunction with mentor, maintain relationship with business, ensure timely payments, and work through problems

Programming:

- Develop and maintain business programming that supports business attraction, expansion, and new enterprise development, including ex-offenders
  - Expand and maintain business technical assistance to 24 annually including 4 research / grant projects
  - Expand and maintain business mentoring program to 10 active mentors. There are 12 mentors in the program but not all are active. We would recruit new mentors and reconnect with inactive mentors. Mentors have been involved since 2008.
- Develop and maintain programming in support of market vendors and the WEM virtual incubator. This virtual incubator is where we provide program and business services to business vendors outside at the farmer’s market, without being in a physical business incubator building.
  - Maintain 15 weekly market vendors and 10 additional vendors
- Develop and maintain programming in support of ECDC’s ex-offender social enterprise—Second Chance A New Leaf
  - Expand from seasonal to year-round urban farm
Expand from seasonal market to year-round mobile market
Develop curriculum manual for trainees
Identify and test value added food products as a key element of Second Chance programming and earned revenue

- Collaborate with area organizations to provide specialized entrepreneurship training for building trades contractors and food-based businesses. This will be done if we receive the DCEO grant for energy audits and weatherization.
- Work with Evanston Black Business Alliance to support minority contractors build their businesses to compete more successfully for area contracting opportunities. Currently starting conversations with John Leinweber and Muffy McAuley on developing a training program geared towards helping NSP2 contractors.
- Work with Now We’re Cookin’ kitchen incubator, area banks, and local food advocates to enhance opportunities for local food businesses. We have already applied to USDA for a 3 year grant that would help our small food enterprises get required licensing and operate in a certified kitchen. Results of our grant application will be known July 2011.
- Build and Maintain the Small Business and Microloan funds, and provide staffing to the Loan Committee
  - 12 equipment and / or materials microloans completed (this is our goal)
  - 12 expedited payment loans completed (to NSP2 contractors within 3 year span of program)
- Keep abreast of legislation, best practices, and other developments in the field of economic development

Key Outcomes
- 12 microloans completed for business equipment and / or materials purchases
- 12 expedited payment loans completed
- 8 new jobs created (Possible 3 Café jobs, 2 catering positions, and 3 green jobs)
- 15 jobs retained
- 3 new business start-ups
- 25 WEM vendors
- 4 Business research or grant projects completed
- 24 technical assistance clients
- Second Chance expanded operations year-round
<table>
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<tr>
<th>Staffing</th>
<th>Funding</th>
<th>Sources</th>
<th>Other Activities</th>
<th>Funding</th>
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<td>.50 FTE</td>
<td>$40,000</td>
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<td>.40 FTE</td>
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<td>Development metrics</td>
<td>Meeting with funders</td>
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<td>Capacity Expansion</td>
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<td>Expand Grant Opportunities</td>
<td>Expand capacity in specialty areas</td>
<td>Grow Annual Fundraiser</td>
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<td>Improve Staff growth</td>
<td>Program Oversight</td>
<td>Grants research/writing</td>
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<td>Reduce Staff Burn out</td>
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<td>Improve reporting capacity</td>
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<td>Presentations</td>
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<td>Increase org development</td>
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<td>Break down market</td>
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<td>Vendors Support</td>
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<td>$ -</td>
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<tr>
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<td>TIF / EDC</td>
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<td>USDA Community Food</td>
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<td>DCEO</td>
<td>$ -</td>
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<td>Township / GA</td>
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<td>Illinois</td>
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<td>Fundraising event / donors</td>
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<td>Earned Revenue</td>
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<td><strong>Total Revenue</strong></td>
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</table>
Economic Development Fund

Grant Application 2011

Attachment E

Year-End Financial Statements
### Evanston Community Development Corporation

**Balance Sheet**

*Sep 30, 2010*

**ASSETS**

**Current Assets**

- Checking/Savings
  - Cash
    - 1010 · First Bank & Trust Evanston: $5,925.35
    - 1020 · WEM Checking: $-453.40
    - 1030 · Loan Fund: $28,850.00
  - Total Cash: $34,321.95

- Total Checking/Savings: $34,321.95

- Total Current Assets: $34,321.95

**TOTAL ASSETS**: $34,321.95

**LIABILITIES & EQUITY**

**Liabilities**

- 2110 · Payroll Liabilities: $2,742.00
- 2100 · Accrued liabilities - Other: $1,018.00
  - Total 2100 · Accrued liabilities: $3,760.00

- Total Other Current Liabilities: $3,760.00

- Total Current Liabilities: $3,760.00

**Equity**

- 3000 · Unrestricted Net Asset
  - 3010 · Opening Balance Equity: $5,180.76
  - Total 3000 · Unrestricted Net Asset: $5,180.76

- 32000 · Unrestricted Net Assets: $16,115.94
- Net Income: $9,265.25
  - Total Equity: $30,561.95

**TOTAL LIABILITIES & EQUITY**: $34,321.95
### Ordinary Income/Expense

#### Income

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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
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<td>Donated Good &amp; Service Revenue</td>
<td>200.00</td>
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<tr>
<td>4200</td>
<td>Revenue from Non-Govt Grants</td>
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<tr>
<td>4400</td>
<td>Revenue from Indirect Contribut</td>
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<td>4410</td>
<td>Annual Appeal</td>
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<tr>
<td><strong>Total 4400</strong></td>
<td>Revenue from Indirect Contribut</td>
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<tr>
<td>4500</td>
<td>Revenue from Govt Grants</td>
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<tr>
<td>4520</td>
<td>Federal Grants</td>
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<td>State Grants</td>
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<td>4540</td>
<td>Local Government Grants</td>
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<td>Revenue from Govt Grants - Other</td>
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<td>5100</td>
<td>Revenue from Programs</td>
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<tr>
<td>5110</td>
<td>Microloan Funds</td>
<td>30,350.00</td>
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<tr>
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<td>West End Market</td>
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<td>Donation</td>
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<td>5123</td>
<td>Linkcard</td>
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<td>5124</td>
<td>Market Sales</td>
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<td>Senior Coupons</td>
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<td>5126</td>
<td>Vendor Fees</td>
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<td>5127</td>
<td>WIC Coupons</td>
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<td>West End Market - Other</td>
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<td><strong>Total 5100</strong></td>
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<td>Miscellaneous Revenue</td>
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<td>Revenue from Other Sources - Other</td>
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<td><strong>Total 5400</strong></td>
<td>Revenue from Other Sources</td>
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## Special Events Income

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<tr>
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<th>Amount</th>
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<tr>
<td>5820 · Outstanding Citizens Dinner</td>
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<td>5821 · Donations</td>
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<td>5823 · Ticket Sales</td>
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<td>5820 · Outstanding Citizens Dinner - Other</td>
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<td><strong>Total 5820 · Outstanding Citizens Dinner</strong></td>
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<table>
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<th>Account</th>
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<tbody>
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**Total Income** 179,557.81

## Expense

### Grants, Contracts & Direct Asst

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<td>7010 · Awards and Grants</td>
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<td>7012 · Grant/Loan Fund-Bus. Devel</td>
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<td><strong>Total 7010 · Awards and Grants</strong></td>
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**Total 7000 · Grants, Contracts & Direct Asst** 8,220.03

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### Salaries & Related Expenses

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<td>7220 · Salaries &amp; Wages-Other</td>
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<td>7221 · Salaries-Admin</td>
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<td>7227 · Salaries-West End</td>
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<td><strong>Total 7220 · Salaries &amp; Wages-Other</strong></td>
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**Total 7200 · Salaries & Related Expenses** 42,292.98

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### Contract Services Expense

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<td>7567 · Consulting-West End</td>
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**Total 7500 · Contract Services Expense** 38,067.25
8100 · Nonpersonnel Expenses
8110 · Supplies
     8111 · Supplies-Admin 1,038.37
     8112 · Supplies-Opera 3,786.80
     8117 · Supplies-West End 80.00
     8118 · Supplies-West End-2nd Chance 2,983.80
     8110 · Supplies - Other 519.75
     Total 8110 · Supplies 8,408.72

8130 · Telephone & Telecommunications
     8132 · Telephone, Telecomm-Opera 660.34
     8130 · Telephone & Telecommunications - Other 505.06
     Total 8130 · Telephone & Telecommunications 1,165.40

8140 · Postage, Shipping & Mailing Svc
     8142 · Postage, Mailing Svcs-Opera 44.00
     Total 8140 · Postage, Shipping & Mailing Svc 44.00

8170 · Printing & Copying
     8172 · Printing and Copying-Opera 397.46
     8177 · Printing and Copying-West End 322.50
     Total 8170 · Printing & Copying 719.96

     Total 8100 · Nonpersonnel Expenses 10,338.08

8200 · Facilities and Equipment Expenses
8210 · Rent, Parking, Other Occupancy
     8211 · Space rental-Admin 4,000.00
     8210 · Rent, Parking, Other Occupancy - Other 9,500.00
     Total 8210 · Rent, Parking, Other Occupancy 13,500.00

     8200 · Facilities and Equipment Expenses - Other 300.00
     Total 8200 · Facilities and Equipment Expenses 13,800.00

8300 · Travel and Meetings
     8310 · Travel 67.58
     8380 · Meeting Expenses-Other 67.00
     8300 · Travel and Meetings - Other 2,832.62
     Total 8300 · Travel and Meetings 2,967.20

8500 · Other Expenses
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<td>8582</td>
<td>National Night Out-Comm. Outr.</td>
<td>474.92</td>
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<tr>
<td>8587</td>
<td>West End Market</td>
<td>742.32</td>
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<tr>
<td>8580</td>
<td>Event - Other</td>
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<tr>
<td></td>
<td>Total 8580 · Event</td>
<td>3,723.24</td>
</tr>
<tr>
<td>8590</td>
<td>Other Expenses</td>
<td></td>
</tr>
<tr>
<td>8591</td>
<td>CEDA Payment-West End</td>
<td>20,850.00</td>
</tr>
<tr>
<td>8592</td>
<td>Furniture and Equipment-West En</td>
<td>852.49</td>
</tr>
<tr>
<td>8593</td>
<td>Reimb. Exps-3rd Parties-West En</td>
<td>1,075.74</td>
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<td>8594</td>
<td>Second Chance Exps.-West End</td>
<td>4,075.60</td>
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<td>8595</td>
<td>Vendor Fees-West End</td>
<td>75.00</td>
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<tr>
<td>Description</td>
<td>Amount</td>
<td></td>
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<tr>
<td>-------------------------------------------------</td>
<td>----------</td>
<td></td>
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<tr>
<td>8590 · Other Expenses · Other</td>
<td>39.25</td>
<td></td>
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<td>Total 8590 · Other Expenses</td>
<td>26,968.08</td>
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<tr>
<td>8500 · Other Expenses · Other</td>
<td>57.82</td>
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<td>Total 8500 · Other Expenses</td>
<td>53,647.95</td>
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<tr>
<td>8600 · Business Expenses</td>
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<td></td>
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<tr>
<td>8630 · Business Registration Fees</td>
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<td>8600 · Business Expenses · Other</td>
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<td>Total 8600 · Business Expenses</td>
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<td><strong>Total Expense</strong></td>
<td><strong>170,292.56</strong></td>
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<tr>
<td><strong>Net Ordinary Income</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
<td><strong>9,265.25</strong></td>
<td></td>
</tr>
<tr>
<td>OPERATING ACTIVITIES</td>
<td>Oct '09 - Sep 10</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Net Income</td>
<td>-5,734.75</td>
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<tr>
<td>Adjustments to reconcile Net Income</td>
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<td></td>
</tr>
<tr>
<td>to net cash provided by operations:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000 · Payables</td>
<td>15,000.00</td>
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<tr>
<td>2100 · Accrued liabilities:2110 · Payroll Liabilities</td>
<td>163.74</td>
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<tr>
<td>2100 · Accrued liabilities:2130 · Direct Deposit Liabilities</td>
<td>1,217.25</td>
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<tr>
<td>Net cash provided by Operating Activities</td>
<td>10,646.24</td>
<td></td>
</tr>
</tbody>
</table>

Net cash increase for period

Cash at beginning of period

Cash at end of period

| Net cash increase for period | 10,646.24 |
| Cash at beginning of period | 23,675.71 |
| Cash at end of period        | 34,321.95 |
Economic Development Fund
Grant Application 2011
Attachment F
2010/2011 Fiscal Year Budgets

- 2009-2010 Fiscal Budget
- 2010-2011 Fiscal Budget
- Existing Microloan Fund Financial Report
- Expedited Payment Loan Financial Report
### ECDC General and Administrative Expense by Program*

<table>
<thead>
<tr>
<th>Administration</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>50,000(^1)</td>
<td>30,000</td>
</tr>
<tr>
<td>Program Director</td>
<td>38,331(^2)</td>
<td>19,166</td>
</tr>
<tr>
<td>Program Director / Loan Officer</td>
<td>23,331(^3)</td>
<td>23,331</td>
</tr>
<tr>
<td>Market Manager</td>
<td>8,000(^4)</td>
<td>8,000</td>
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<tr>
<td>Computer Center Manager</td>
<td>6,000</td>
<td>1,000</td>
</tr>
<tr>
<td>GED / Entrepreneurship Instructor</td>
<td>4,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Professional Services (legal, acctg, ins)</td>
<td>7,500</td>
<td>3,750</td>
</tr>
<tr>
<td>Contract Services (training)</td>
<td>11,250(^5)</td>
<td>-</td>
</tr>
<tr>
<td>Conference / Training / Meeting</td>
<td>1,500</td>
<td>750</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Office / Program Space Expense</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>20,000(^6)</td>
<td>10,000</td>
</tr>
<tr>
<td>Supplies</td>
<td>2,500</td>
<td>1,250</td>
</tr>
<tr>
<td>Equipment</td>
<td>3,953</td>
<td>1,977</td>
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<td>Furniture</td>
<td>3,000</td>
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<tr>
<td>Utilities</td>
<td>2,100(^7)</td>
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<td>Telecom</td>
<td>2,400</td>
<td>1,200</td>
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</table>

<table>
<thead>
<tr>
<th>Marketing &amp; Community Outreach</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites</td>
<td>1,500</td>
<td>750</td>
</tr>
<tr>
<td>Flyers, Brochures, Manuals</td>
<td>2,500</td>
<td>1,250</td>
</tr>
<tr>
<td>Advertisements</td>
<td>500</td>
<td>250</td>
</tr>
<tr>
<td>Event Hospitality</td>
<td>3,000</td>
<td>1,000</td>
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</table>

<table>
<thead>
<tr>
<th>Misc Program Expense</th>
<th>Business Development</th>
<th>Community Capacity</th>
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</thead>
<tbody>
<tr>
<td>Business funding</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td>GED Program Fees</td>
<td>1,050</td>
<td>-</td>
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<tr>
<td>Market incentives</td>
<td>3,000</td>
<td>3,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th>Revenue by Program</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>$215,415</td>
<td>Total</td>
<td>$131,224</td>
<td>84,191</td>
</tr>
</tbody>
</table>

---

1. 3,000 per month Oct-Feb, 5,000 per month beginning March
2. Current salary = 36,000, new salary beginning in March 40,000
3. 40,000 salary beginning in March
4. 1,000 per month for 8 months
5. DCEO remaining JTED contract @11,250 for Community Builders
6. Rent at Boocoo increases to 1,000 / month beginning October; rent converts to 3,000 per month beginning in June or on acquisition of the new space
7. 300 /month beginning in March or at the time of space acquisition
<table>
<thead>
<tr>
<th>Source</th>
<th>2009</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>CDBG</td>
<td>62,915*</td>
<td>62,915</td>
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<tr>
<td>DCEO – JTED</td>
<td>12,500</td>
<td>12,500</td>
</tr>
<tr>
<td>TIF</td>
<td>45,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Township</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Illinois Specialty Crops</td>
<td>10,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Banks</td>
<td>25,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Foundation / Corporate</td>
<td>20,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Fundraising event</td>
<td>25,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Individual Donors</td>
<td>5,000</td>
<td>3,309</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$215,415</strong></td>
<td><strong>131,224</strong></td>
</tr>
</tbody>
</table>

* Budget Note: There is no planned or expected “fundraising expense”. Thus there is no category for “fundraising expense” contained within this budget.

CDBG allocation for 2009 is $25,000 and 2010 is $90,000 (requested) therefore $2083 x 5 + 7500 x 7
## ECDC General and Administrative Expense by Program*

<table>
<thead>
<tr>
<th>Program</th>
<th>Expense (sal+bene)</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Administration</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Director (sal+bene)</td>
<td>58,750^9</td>
<td>✓ Technical Assistance</td>
<td>✓ Computer Center</td>
</tr>
<tr>
<td>Program Director (sal+bene)</td>
<td>50,000^10</td>
<td>✓ Mentoring</td>
<td>✓ GED Classes</td>
</tr>
<tr>
<td>Program Dir / Loan Officer (sal+bene)</td>
<td>29,167^11</td>
<td>✓ Second Chance / WEM</td>
<td>✓ Green bldg / Urban Farm</td>
</tr>
<tr>
<td>Program Man / trainer (sal+bene)</td>
<td>19,500^12</td>
<td>✓ Microloan Fund</td>
<td>✓ Outreach / Events</td>
</tr>
<tr>
<td>Computer Center Manager</td>
<td>12,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Services (legal, acctg, ins)</td>
<td>6,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract Services (EBMRC training)</td>
<td>10,500^13</td>
<td></td>
<td></td>
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<tr>
<td>Contract Services (Food Policy)</td>
<td>1,665^14</td>
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</tr>
<tr>
<td>Conference / Training / Meeting</td>
<td>4,500</td>
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<td></td>
</tr>
<tr>
<td><strong>Admin Office / Program Space Expense</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>22,375^15</td>
<td>9,000</td>
<td>13,375</td>
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<tr>
<td>Supplies</td>
<td>5,000</td>
<td>2,500</td>
<td>2,500</td>
</tr>
<tr>
<td>Telecom</td>
<td>3,000</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td><strong>Marketing &amp; Community Outreach</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Websites / Print Marketing</td>
<td>2,500</td>
<td>1,250</td>
<td>1,250</td>
</tr>
<tr>
<td>Event Hospitality</td>
<td>3,000^16</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td><strong>Program Expense</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Microloan fund</td>
<td>35,000</td>
<td>35,000</td>
<td>-</td>
</tr>
<tr>
<td>GED Program</td>
<td>1,050</td>
<td></td>
<td>1,050</td>
</tr>
<tr>
<td>Second Chance / West End Market</td>
<td>21,880^17</td>
<td>10,940</td>
<td>10,940</td>
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<tr>
<td>Computer Center Materials</td>
<td>3,600</td>
<td></td>
<td>3,600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$289,987</td>
<td>160,482</td>
<td>129,505</td>
</tr>
</tbody>
</table>

^9 3,000 / month for five months (15,000) then 60,000 salary + 15,000 benefits beginning March 1 (43,750)

^10 40,000 salary + 10,000 benefits

^11 New position, 40,000 salary + 10,000 benefits beginning March 1

^12 Second Chance Supervisor 25 hrs / week @ 15/hr

^13 Trainer @ 15,000 beginning 6.1.11 for 5 trainees at Evanston Building Material Reuse Center (EBMRC) thru 12.31.11

^14 USDA for Food Policy Council support @ 4,000 / year beginning 6.1.11

^15 18,000 ECDC rent at Boocoo 4,375 rent for training at EBMRC thru 12.31.11

^16 NNO, WEM, support to partner organizations’ events

^17 Includes trainee leader stipends, outside training leader fees, equipment, tools, materials, green house, and transportation
<table>
<thead>
<tr>
<th>Revenue by Program</th>
<th>Total</th>
<th>Business Development</th>
<th>Community Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDBG</td>
<td>70,416</td>
<td>41,250</td>
<td>29,166</td>
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<tr>
<td>TIF / EDC</td>
<td>80,000</td>
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<tr>
<td>DCEO</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Township / GA</td>
<td>43,332</td>
<td>10,000</td>
<td>33,332</td>
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<td>Illinois Specialty Crops</td>
<td>4,100</td>
<td>4,100</td>
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<tr>
<td>USDA Community Food</td>
<td>29,389</td>
<td>29,389</td>
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<tr>
<td>Banks / Foundations</td>
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<tr>
<td>Fundraising event / donors</td>
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<td>23,118</td>
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<td>Earned Revenue</td>
<td>14,500</td>
<td>14,500</td>
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<tr>
<td>Total Revenue</td>
<td>$289,987</td>
<td>160,482</td>
<td>129,505</td>
</tr>
</tbody>
</table>

* Budget Note: There is no planned or expected “fundraising expense”. Thus there is no category for “fundraising expense” contained within this budget

---

18  50,000 / 12 mths thru 2-11 then 85,000 / 12 mths beginning 3-11

19  80,000 thru 2-11 then request an additional 50,000 to continue at current level, no additional for loan fund

20  Current allocation is 5,000 township expect 20,000 beginning 10-1-10 GA, will request 10,000 township and 40,000 for 5 workers year around

21  4,100 remaining in current allocation,

22  $264,500 over three years, grant due in November, funding expected for June 2011

23  Current event and donor fundraising is 12,500 event and 5,000 donors

24  WEM vendor fees - 3,500, voluntary computer fees – 1,000, produce and salsa sales 10,000 (assumes completion of greenhouse by 3.1.11)
<table>
<thead>
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<th>Funding Received</th>
<th>FUNDING DETAIL</th>
<th>Total</th>
<th>Received</th>
<th>Committed</th>
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<tbody>
<tr>
<td>ECDC Internal Funding</td>
<td>ECDC</td>
<td>5,840.19</td>
<td>5,840.19</td>
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<td>TIF Grant</td>
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<td>30,000.00</td>
<td>30,000.00</td>
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<td><strong>Total Funding Received</strong></td>
<td><strong>FB&amp;T</strong></td>
<td>5,000.00</td>
<td>-</td>
<td>5,000.00</td>
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<tr>
<td></td>
<td><strong>NSCB</strong></td>
<td>5,000.00</td>
<td>-</td>
<td>5,000.00</td>
</tr>
</tbody>
</table>

| Less Disbursements & Repayments | TOTAL | 45,840.19 | 35,840.19 | 10,000.00 |

| Grant Funds Disbursed | (3,000.00) |
| Loan Funds Disbursed | (4,840.19) |

| Total Disbursements | (7,840.19) | Now Were Cookin | (3,000.00) | - | - | - |
| Plus Repayments | 1,550.00 | TOTAL | (3,000.00) | - | - | - |

<p>| Total Disbursements &amp; Repayments | (6,290.19) |</p>
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<thead>
<tr>
<th>LOAN DETAIL</th>
<th>Disbursed</th>
<th>Repayments</th>
<th>Balance</th>
<th>Past Due</th>
<th>Commitments</th>
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<td>840.19</td>
<td>(200.00)</td>
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<tr>
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<td>750.00</td>
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<tr>
<td>Ebony</td>
<td>(2,000.00)</td>
<td>300.00</td>
<td>1,700.00</td>
<td>(100.00)</td>
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<tr>
<td>Best 1 Built</td>
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<td>-</td>
<td>5,000.00</td>
<td>-</td>
<td>(5,000.00)</td>
</tr>
<tr>
<td>Plus Funding Commitments</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold N Pear</td>
<td>-</td>
<td>-</td>
<td>4,000.00</td>
<td>-</td>
<td>(4,000.00)</td>
</tr>
<tr>
<td>First Bank &amp; Trust</td>
<td>5,000.00</td>
<td>TOTAL</td>
<td>(4,840.19)</td>
<td>1,550.00</td>
<td>12,290.19</td>
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<tr>
<td>North Shore Community Bank</td>
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<td></td>
</tr>
<tr>
<td>Total Commitments</td>
<td>10,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Fund Balance Summary</td>
<td></td>
<td>Overall</td>
<td>Grant</td>
<td>Loan</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total Fund Balance - Available</td>
<td>30,550.00</td>
<td>Disbursements</td>
<td>(7,840.19)</td>
<td>(3,000.00)</td>
<td>(4,840.19)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plus Loans Receivable</td>
<td>12,290.19</td>
<td>Commitments</td>
<td>(9,000.00)</td>
<td>-</td>
<td>(9,000.00)</td>
</tr>
<tr>
<td>Gross Loan Fund Balance</td>
<td>42,840.19</td>
<td>Repayments</td>
<td>1,550.00</td>
<td>-</td>
<td>1,550.00</td>
</tr>
<tr>
<td>Less Past Due (Reserve for Loss)</td>
<td>(650.00)</td>
<td>Unpaid Balance</td>
<td>12,290.19</td>
<td>-</td>
<td>12,290.19</td>
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<tr>
<td>Net Loan Fund Balance</td>
<td>42,190.19</td>
<td>- Past Due</td>
<td>(650.00)</td>
<td>-</td>
<td>(650.00)</td>
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<td></td>
<td></td>
<td>Ending Balance</td>
<td>42,190.19</td>
<td>-</td>
<td>42,190.19</td>
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</table>
# Evanston Community Development Corporation

## Expedited Payment Loan Fund Financial Report

**February 22, 2011**

### Financial Summary & Availability

<table>
<thead>
<tr>
<th>Lender</th>
<th>Amount Lent</th>
<th>Amount Repaid</th>
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### Lender/Borrower Detail

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#### North Shore Community Bank

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Economic Development Fund
Grant Application 2011

Attachment G

Supporting Documentation on successes of the past funding requests

- 2010-2011 Outcomes/Ongoing Business Support
  - Grants/Loans Made To Date
  - Business History Chart
  - Job Creation/Retainment Record
- Press Releases on Successful Loan Applicant
2010-2011 Outcomes and Ongoing Support

JJ Java - A new coffee shop that is relocating from Winthrop Harbor to Evanston.
1. Owner is currently in the business mentorship program
2. Microloan fund applicant.
3. New Business to open May 2011
4. 3 full-time jobs to be created.
5. ECDC assisted JJ Java in finding:
   a. Local pastry/baked goods supplier (Queen Bee Desserts)
   b. Wholesale customer to purchase her coffee beans.
6. Advised her on sequencing and phasing in her business,
7. Advised on required permits from the city,
8. Completing capital improvements currently
   a. Investing in other equipment outside of her current inventory.
   b. Advice on façade improvement program.

Ebony Barbershop - A second generation full service barbershop. Current owner Brigitte Giles is the daughter of long time business owner Marshall Giles.
1. Business mentorship program
2. Microloan fund recipient.
3. ECDC provided a loan to repair the floor supports and add new wood flooring.
   a. Referred to Northwestern University student-run LEND program
   b. Arranged a companion loan for the business to purchase new sinks and counters and freshen the shop with new paint.
4. The renovated shop has become a hub of new activity in the neighborhood.
5. Ebony Barbershop is an active member of the Church Dodge Merchant Association.
6. Owner reports:
   a. New customers
   b. Re-gained support of old customers
   c. Increased Revenue by 50%
   d. 4 Jobs retained/1 new job created
   e. Total of 5 Barber Booths

Fitted Man - The Fitted Man is a start-up Evanston, Illinois retailer that specializes in the sale of New Era 59 Fifty Caps or “Fitted” caps as they are often referred to. The founder of The Fitted Man, Bobby Burns, has been testing the Chicago market for the past year, selling 59 Fiftys to a network of friends and contacts acquired through MySpace and Facebook.
1. Mentorship program
2. The next stage of development for the company is to open a retail store in Evanston, Illinois that will serve the fitted hat needs of sports fans and hat collectors in the Greater Chicago Metro area.
3. ECDC approved Fitted Man for a microloan for a laptop, printer, website development, and brochures.
4. Additional financing being explored to open a storefront in order to access the New Era Hat contract.
5. Mentorship advising him on expansion from a home-based business into a store front.
6. His mentor is working with him on financing and phasing his business.
7. New Business/Start-up in Evanston
8. New Business Attracted to Evanston from Chicago
9. Business expanded from home to temporary Storefront Summer 2010

**Something New** - Video/Digital Photography and Airbrush start-up business. Owner Eric Wilson was a vendor at the first opening of the West End Market in 2008. After receiving business counseling from ECDC he was encouraged to expand his business into a storefront.

1. Applied and received approval for a microloan for signage, inventory, and equipment. Eric was able to tap into more high school student customers and gained the support of local businesses and churches by fulfilling larger orders. The demand for personalized products like t-shirts increased, therefore increasing his revenue. He was able to hire two graphic design artists and move in another small business (Fitted Man) as a paying tenant.
2. Two jobs created
3. Start-up business
4. Expansion to Storefront

**Best 1 Built, Inc** - Minority general contractor in Evanston. ECDC assisted owner Eric Dingle in establishing a mentor relationship with successful Evanston local contractor John Leineweber and approved Mr. Dingle for a $5000 microloan.

1. ECDC assisted owner Eric Dingle in establishing a mentor relationship with successful Evanston resident contractor John Leineweber
2. Approved Mr. Dingle for a $5000 microloan.
3. ECDC facilitated a separate car loan package with a 3rd party lender.
4. NSP2 Contractor Inclusion and utilization of Minority/Women/Evanston Based Enterprises (M/W/EBE)

**Second Chance (New Leaf Urban Gardens)**: Second Chance has grown from a Saturday reseller of produce from area farmers to a full-time seasonal producer employing three people.

1. Mentorship program
2. A parcel land has been made available to ECDC for a Second Chance garden.
3. Second Chance planted a 1,500 square foot garden and harvested produce for sale at the West End Market for the first time during the 2010 season.
4. Second Chance prepared salsa for use at the Boocoo Café on a demonstration basis.
5. Second Chance introduced a mobile market on a pilot basis at four area senior centers. This effort was greatly appreciated by the seniors and family care givers and nearly doubled sales on a weekly basis. The seniors now had access to fresh locally grown produce and Second Chance increased its revenues and its market share.
6. All 2nd chance participants have remained out of the criminal justice system.
a. ECDC does three things to improve their job prospects:
b. First, for those ex-offenders for whom expunging their criminal records is an option, expungement is pursued.
c. Secondly, trainees leave the program with six months of successful work experience; resume, cover letter, references, and interview skills; computer literacy; and specific job knowledge and basic skills in gardening, cooking, and sales. Some trainees leave the program with additional credentials, such as, a GED, food safety certificates, and other courses.
d. Thirdly, ECDC supports trainees in pursuing self employment and entrepreneurship as an option to employment. The reality for many ex-offenders is that developing a talent or skill that can support them, at least in part, is essential to maintaining long term solvency. ECDC incorporates peer learning methods into all its programming to develop confidence in individual abilities. Trainees develop their skills in areas of interest to them and share those skills as team leaders and peer instructors.

**Now We’re Cookin’** - Kitchen incubator that received a $3000 grant from ECDC to purchase a standing mixer and convection oven.
1. Qualified for an SBA loan to expand the business, just eight months after receiving ECDC’s grant.
2. Increase customer base
3. Added new tenants
4. Increased revenue per square foot.
5. Now We’re Cooking has moved from mentee to mentor and is now active in our Business Mentor Program to help other food-based businesses and caterers expand their business.

**Joyce Ross** - A start-up food entrepreneur with a unique, patented, cookie product. Ms. Ross was unable to participate in the West End Market season 2010 due to her lack of business licenses and insurance required for a food establishment/vendor per City of Evanston’s requirements.
1. Acquired Business License
2. Acquired Business Insurance
3. Opened Business Account with a local bank.
4. Participation in West End Market 2011
5. Potential new tenant at the Now We’re Cookin’ kitchen incubator.

**Yawa’s African Market** - West End Market vendor with handmade Shea butter, lotions, oil, soaps, etc.
2. Yawa was able to expand from a home based business to the West End Market virtual incubator to a retail store.
3. Now full time retail location.
**Boocoo Cultural Center & Café** – West side community center opened in 2007.

1. ECDC officially became a tenant inside Boocoo in July 2010.
2. Increasing their revenue as a tenant has proven to be very beneficial to Boocoo’s overall operating efforts.
3. ECDC has provided ongoing technical business assistance such as:
   a. Legal assistance
   b. Bookkeeping and accounting – referred to local professionals
   c. Advise on part-time vs. shared labor agreements for employees.
   d. Advised about alternative sources of funding.
   e. Advised Boocoo on Façade Improvement Program
   f. Applying to ECDC’s Microloan Fund for matching dollars towards signage for the building.
   g. Boocoo donated the land for ECDC’s urban garden. Two hoop-style temporary greenhouse structures in the rear of the building is gaining popularity with tours by community residents, business owners, volunteers, and Northwestern University students. As a result, general foot traffic to the center and café revenue has both increased.

4. 6 Jobs Retained

**Community Builders of Evanston, Inc (CBE)** - Evanston based NSP2 general contractor that employs and trains local young men in the construction trades including carpentry, plumbing, electrical work, concrete pouring, geothermal fusing, and landscaping. These young men were low-income, low-skilled, unemployed men recruited off the streets directly from the neighborhood. ECDC partnered with CBE in a variety of ways via workforce/economic development initiatives.

1. Acquired $50,000 grant for Industry Linked Training for Low-Wage/Low-Skilled Workers from the Department of Commerce & Economic Opportunity (DCEO)
2. Created and retained 12 jobs with wage increases post-training
3. Workers received certificates in weights, measurements, and scaling for material identification, site safety, tool safety, and tool identification and proper usage.
4. Brokered relationship between CBE and local for-profit developer that resulted in a $700,000 contract to develop 40 green townhomes
5. Created self-employment opportunity for 2 CBE workers at West End Market to branch out as a separate business entity

**Nima Namdar, Pom Olive** - 2010 West End Market Vendor with a unique olive paste product.

1. Technical advice and marketing assistance for new WEM vendor
2. Olive paste product for sale at Whole Foods!!
Ongoing Business Client Support

Now We’re Cook’n
1. Discussion about overall progress re expansion
2. Discussion about addition of value added food product business start-up class at Boocoo, local license for Nebraska training curriculum
3. Discussion about her market for new tenants

Energy Recovery Technologies
1. WIA grant administration
2. Employee identification
3. Development of training curriculum and counseling assistance plan for employees

T & L Auto Collision and Rebuilders
1. Assistance in securing a working capital loan of $25,000 – researched nonprofit and alternative lenders, referred to multiple sources for SBA loan packaging, direct providers, and counselors

New Woman owned home based business start-up – Jeanne McClure
1. General advice for start-up business activities
2. Access to funding for equipment and working capital

Lester Racker, minority contractor
1. Technical support regarding minority contracting requirements
2. Access to working capital loan through Express Loan program

Demetrius Vaughn
1. -Discussion on new business venture (Popcorn shop in West Evanston)
2. -Provided proper paperwork on business licensing, registration, etc
3. -Discussed INC vs. LLC/C vs. S Corporation
4. -Provided documents on ECDC Mentor/Microloan Program

Lula Smith
1. -Discussion of business plan (Mzz Lula’s Family Soul Food)
2. -Assistance with building codes/zoning info for possible food services storefront
3. -Provided documents on ECDC Mentor/Microloan Program

Second Chance
1. Revised Second Chance structure
2. Repositioned Second Chance as primary WEM “farmer”
3. Developed new funding model: “Market Bucks” and “Coop Investor Program”
4. Applied to CEDA for worker training funds-grant received
5. Applied to Rotary for worker training funds-grant received
6. Developed training curriculum
Grants/Loans To Date

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*Please note that EZ Painting, Inc was awarded a grant for a vehicle but was unable to draw down funds due to inability to provide matching funds as required by our policies for vehicle purchases.*
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<td>We Are Beautiful-no longer in business</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>50/50 TA/CDMA/WEM</td>
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<tr>
<td>Yadi Art Spot-no longer in business</td>
<td>X</td>
<td></td>
<td>X</td>
<td>TA</td>
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</tr>
<tr>
<td>Yawa's African Market</td>
<td></td>
<td></td>
<td>X</td>
<td>TA/WEM</td>
<td></td>
</tr>
</tbody>
</table>

**CODING**

- WEM-West End Market Business Assistance
- CDMA-Church Dodge Merchant Association
- TA-General Technical Assistance
- BM-Business Mentorship Program
- MFA-Microloan Fund Applicant
- MFR-Microloan Fund Recipient
## Jobs Created/Retained

<table>
<thead>
<tr>
<th>ECDC Staff-New Positions That Didn't Exist Before</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookkeeper-retained</td>
<td>1</td>
</tr>
<tr>
<td>Computer Class Instructor-retained</td>
<td>1</td>
</tr>
<tr>
<td>Entrepreneurship Coach-retained</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Chance Program-Jobs Created</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5 trainee participants</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Chance Program-Jobs Retained</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Trainee Participants</td>
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<table>
<thead>
<tr>
<th>Business Assistance-Jobs Retained</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Boocoo</td>
<td>6</td>
</tr>
<tr>
<td>Ebony Barbershop</td>
<td>4</td>
</tr>
<tr>
<td>Evanston Community Builders, LLC</td>
<td>7</td>
</tr>
<tr>
<td>Total Jobs Created</td>
<td>8</td>
</tr>
<tr>
<td>Total Jobs Retained</td>
<td>21</td>
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</table>
ECDC Launches New Business Loan Fund: First Two Loans Awarded to Westside Businesses
Evanston, IL

The Evanston Community Development Corporation (ECDC) has announced a new initiative to support area businesses to improve and expand their operations. ECDC will provide loans to purchase new equipment and invest in capital improvements that increase business income and improve efficiency of operations.

ECDC Chairman Bill Logan said “The recession has hurt every business. This new loan fund will help local firms to access the capital they need for new equipment at very low cost.” He went on to say that “…the detailed grant process helps prepare business owners to qualify for future bank financing.”

The first recipient of an ECDC loan, Ebony Barbershop, is a second generation full service barbershop. Current owner Brigitte Giles is the daughter of long time business owner Marshall Giles. Ms Giles was a barber in Georgia when her father became ill. She returned to Evanston to fill in for her father and ultimately decided to take ownership of the west side shop. Ms. Giles brought fresh ideas and new customers to the shop and wanted to make an investment in the appearance of the shop to reflect her vision for the west side business. Ms. Giles approached ECDC for a loan to renovate the shop. ECDC responded with funding for new flooring to replace the cracked linoleum and assistance in finding additional funding for new lighting and other enhancements. “With much prayer, sweat, and tears, my dream of remodeling Ebony Barbershop has become a reality. These investments would not have been possible without ECDC” said owner Brigitte Giles.

When housing was booming in Evanston so was Best 1 Built but as the housing industry suffered so did Eric Dingle’s business. To satisfy creditors, Mr. Dingle sold his tools to stay afloat. When the City announced its receipt of NSPII funding housing development, Mr. Dingle was ready to take on new projects, but his business lacked the necessary tools to compete successfully against larger businesses. Mr. Dingle approached ECDC for a loan for new equipment. ECDC’s loan committee appreciated Mr. Dingle’s integrity in meeting his obligations and efforts to reinvent the business with a more sustainable approach. Best 1 Built is currently working with the City of Evanston on weatherization projects but will soon be ready to bid on NSPII contracting opportunities. ECDC loan committee chair Michael Corr said “The best way to support local contractors is to provide them with access to capital that would otherwise not be available to buy the equipment and tools they need to compete effectively. A loan for new equipment and mentoring to support a new business plan will help Best 1 Built re-establish and grow.”

ECDC’s microlending is funded in part by the Westside Tax Increment Financing District, North Shore Community Bank, and First Bank & Trust Evanston. Loans are offered at 0% interest with repayment over two years. All businesses are required to work with a business mentor during the loan term. A flat fee of $50 is required with the application. The maximum loan is $5,000. Any Westside business is eligible. Women and minority owned businesses throughout Evanston and other businesses located in Evanston CDBG target areas will also be considered.

The Evanston Community Development Corporation (ECDC) was established as a nonprofit community based organization in 2003 in response to the interest in development and redevelopment of the Westside of Evanston. ECDC serves as a catalyst for positive change and its programs and services are designed to assist residents to build personal assets, and businesses to grow and expand. ECDC is dedicated to the revitalization of the Westside physically, economically, and in spirit.

ECDC business programming includes technical assistance, one-on-one mentoring with experienced business owners and / or technical consultants, vendor and network opportunities for entrepreneurs at the West End Market, and assistance with access to additional capital. Employees of Westside and participating businesses are eligible for free GED classes and computer training.

For more information about ECDC, or to obtain a loan application, contact Ms. Precious Wright, ECDC Program Director, tele 847.756.0159 or by email pwright@evanstoncdc.com.
ECDC makes micro loans to local businesses

EvanstonNow Article

The Evanston Community Development Corporation has begun making small loans to west side businesses to purchase new equipment and invest in capital improvements that increase business income.

Ebony Barber Shop, 1702 Dodge Ave.

The first recipient of an ECDC loan, Ebony Barbershop, is a second-generation, full-service barbershop. Now owned by Brigitte Giles, the shop was founded by her father, Marshall Giles.

Brigitte Giles was a barber in Georgia when her dad became ill. She returned to Evanston to fill in for him and ultimately decided to take ownership of the west side shop.

She brought fresh ideas and new customers to the shop and wanted to make an investment in the appearance of the building to reflect her vision for the west side business.
She approached ECDC for a loan to renovate the shop. ECDC responded with funding for new flooring to replace the cracked linoleum and assistance in finding additional funding for new lighting and other enhancements. “With much prayer, sweat, and tears, my dream of remodeling Ebony Barbershop has become a reality. These investments would not have been possible without ECDC,” Giles says.

ECDC Chairman Bill Logan says, “The recession has hurt every business. This new loan fund will help local firms to access the capital they need for new equipment at very low cost.”

He added that the detailed application process helps prepare business owners to qualify for future bank financing."

When housing was booming in Evanston so was Best 1 Built, but as the housing industry suffered so did Eric Dingle’s business.

To satisfy creditors, Dingle sold his tools to stay afloat. When Evanston was awarded a federal grant to rehab foreclosed properties, Dingle was ready to take on new projects, but his business lacked the necessary tools to compete successfully against larger firms.

Dingle approached ECDC for a loan for new equipment. ECDC’s loan committee recognized his integrity in meeting his obligations and efforts to re-invent the business with a more sustainable approach.

Best 1 Built is currently working with the City of Evanston on weatherization projects but will soon be ready to bid on contracting opportunities under the Neighborhood Stabilization Program grant.
ECDC loan committee chair Michael Corr said, “The best way to support local contractors is to provide them with access to capital that would otherwise not be available to buy the equipment and tools they need to compete effectively. A loan for new equipment and mentoring to support a new business plan will help Best 1 Built re-establish and grow.”

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The Evanston Community Development Corporation was established as a nonprofit community based organization in 2003 in response to the interest in development and redevelopment of the city’s west side. For more information contact ECDC’s program director, Precious Wright at 847-756-0159 or pwright@evanstoncdc.com.
Economic Development Fund
Grant Application 2011
Attachment H
Materials and Resources
from previous outreach
efforts
Who We Are:
The Evanston Community Development Corporation (ECDC) was established as a nonprofit community based organization in 2003 in response to the interest in development and redevelopment of the Westside of Evanston. ECDC serves as a catalyst for positive change and its programs and services are designed to assist residents to build personal assets, and businesses to grow and expand. ECDC is dedicated to the revitalization of the Westside physically, economically, and in spirit.

What We Do:
ECDC focuses its programming in three mission areas:
- Business Assistance
- Workforce Development
- Outreach and Advocacy

Business Assistance
- One on one business mentoring
- Business advocacy and technical support
- Business loan fund

Workforce Development
- Green Tech and Construction training
- Computer literacy, resume writing, and online jobs search
- Free GED Classes

Outreach and Advocacy
- West End Market - Fresh Food & More
- Housing advocacy
- National Night Out

What's New:
- Farmers, food businesses, and artisans reserve your space at the West End Market – Fresh Food and More. Every Saturday from 8:30 – 3:00. Church and non-profit booths available Free! Call ECDC to register your business 847.756.0159.
- Register now for Free Computer Training and GED Classes. Next classes begin in September at Boocoo. Reserve your space now.
- National Night Out Community Picnic & Candlelight Vigil! Corner of Church/Dodge on Tuesday, August 3rd, 6-9 pm. Join us as we remember those who lost their lives to violence. Free food, entertainment, and kids activities!
The Evanston Community Development Corporation (ECDC) serves as a catalyst for positive change on the Westside of Evanston. Its programs and services are designed to assist residents and businesses to build personal assets, grow, and expand. ECDC is dedicated to the revitalization of the Westside physically, economically and in spirit. Highlights from ECDC’s first five years are noted below.

Three initial developments secured the Westside and created initial partnerships that have endured to create jobs and bring lasting investment to the Westside.

- ECDC was the key impetus to establishing a Tax Increment Financing district. This action ensures twenty years of focused public infrastructure investment to benefit local residents and businesses on the Westside.
- ECDC facilitated a partnership between developer Cyrus Homes and Community Builders of Evanston LLC to develop 40 townhomes representing a total of $14 million invested in the Westside, creating 10 new jobs in the building trades for Westside residents.
- ECDC supported the development of Boocoo at Church and Dodge, providing space for music and dance classes, a recording studio, and a café, as well as meeting space. ECDC supported the development with grant applications and technical assistance creating 11 new jobs.

After laying a strong foundation, ECDC turned its attention to rebuilding the local business community long isolated from the larger business community and with little access to capital and business support.

- In May 2007, ECDC brought together local businesses to create the Church Dodge Merchant Association. ECDC helped them secure $10,000 from the Economic Development Committee for signage and beautification in the commercial corridor.
- In late 2007, ECDC developed a strategic alliance with Northwestern University and Kellogg School of Management. ECDC engaged Kellogg Neighborhood Business Initiative to conduct an in-depth analysis of local businesses. In early 2008, working with Northwestern University Campus Catalyst, ECDC developed and initiated a business mentoring program for Westside businesses.
In August of this year, ECDC launched its Pilot Business Grant Program that allows ECDC to provide small grants, paired with technical support, to help secure and sustain businesses on the Westside leading to new and more substantial business investments.

With funds from the Economic Development Committee, ECDC developed a website that has just been expanded to include Business Connect, a searchable tool for finding Westside businesses, and creating a direct link to Westside business websites.

ECDC has now extended its work to economic opportunity for local residents by building skills and leveraging local businesses with services to create new opportunities for entrepreneurs.

With a grant from the Evanston Community Foundation, ECDC developed curriculum and purchased computers to provide free computer training in Word, Internet, and Internet based job search skills.

In May of this year, ECDC adopted the West End Market as an ECDC project. WEM provides 20 Saturdays of fresh produce, entertainment, craft and natural product vendors from 7:00 am – 2:00 pm at the corner of Church and Dodge. ECDC staffs the market and provides business assistance to individual vendors.

In July ECDC received a $50,000 grant from the State of Illinois to train twelve Westside residents in construction skills with partner Community Builders. All twelve are currently receiving training.

In August, ECDC organized its 3rd annual National Night Out celebration against drugs and violence. It featured Chiefs of Police and Fire Department, 5th and 2nd Ward Aldermen, Mayor Morton, local choirs and individual entertainers, kids activities, and a candlelight vigil. More than 350 residents attended.

In November ECDC launched a series of free GED classes with partners Oakton Community College and BooCoo.
Evanston Community Development Corporation
Microloan Fund: Program Overview

The Evanston CDC Microloan Fund provides small loans coupled with technical assistance to businesses and entrepreneurs to start-up, modernize, and expand their operations in Evanston.

Eligible Businesses
- Any minority or women owned business in Evanston
- Any business operating in Evanston owned by a low or moderate income person
- Any business in Evanston employing or serving low or moderate income residents
- Any Westside business

Eligible Activities
- New or upgrade existing equipment
- Capital improvement that increases efficiency or improves profitability
- Employ area low or moderate income workers

Application Process
1. Contact ECDC for Application Package
2. Complete application and checklist
3. Work with an ECDC approved mentor
4. Attach letter of support from mentor
5. Loan Committee review
6. Loan Committee interview
7. 3 month response time after receipt of complete application/checklist/supporting documentation

Minimum / Maximum Loan
Minimum loan is $500. The maximum loan is $5,000.

Terms
$50 Loan processing fee. ‘0’ percent interest rate. 90-day grace period. 20 equal monthly payments.

Requirements
- Borrower will maintain a relationship with ECDC and an approved business mentor.
- Borrower will open and maintain a checking account with a local financial institution.
- Borrower will allow its image to be used in various marketing materials.
- Borrower will use the items purchased with this loan for the purposes stated in the application.

$50 Loan Processing Fee Due Upon Signing Loan Agreement

Contact
For a complete Business Microloan application contact Ms. Precious Wright, Program Manager, 847.756.0159 or pwright@evanstoncdc.com.
**BUSINESS MICROLOAN APPLICATION**

**INSTRUCTIONS**
The business owner must complete this application in order to be considered. All financial information can be filled in with estimates. However, a personal financial statement may be required to support this application.

Please submit the application by email to Ms. Precious Wright pwight@evanstoncdc.com (emailed applications must include an electronic signature), fax 847.475.4503, or by mail to Evanston CDC, PO Box 6599, Evanston, IL 60204. For more information on Evanston CDC please visit our web site www.evanstoncdc.org. If you need assistance, please call Ms. Precious Wright, Program Director, 847.756.0159.

**Date of Application:**

<table>
<thead>
<tr>
<th>PERSONAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: ___________________________ Email: ___________________________</td>
</tr>
<tr>
<td>Home Address: ___________________________ Phone #: ___________________________</td>
</tr>
<tr>
<td>City: __________ State: __ Zip: __________ Mobile#: ___________________________</td>
</tr>
</tbody>
</table>

**ELIGIBILITY**

To be eligible to receive a loan you must be eligible under at least one of the following categories and be located in Evanston
- Low to Moderate Income Business Owner
- > 50% Women or Minority Owned Business
- Located in or provide benefit to the Westside of Evanston

The more categories under which you are eligible the more favorably your application will be viewed.

**Assistance to Low to Moderate Income Individuals:**
(Please check all that apply to maximize eligibility)

- [ ] One or more owners have a low to moderate income:
  - [ ] If checked please see attached LMI worksheet for each eligible owner

- [ ] One or more employees has a low to moderate income:
  - [ ] If checked please see attached LMI worksheet for each eligible employee

- [ ] Other assistance to low to moderate income individuals: (Please Explain)

| ________________________________________________________________ |
| ________________________________________________________________ |

**Women or Minority Owned Business:**

- [ ] %Women Owned
- [ ] % Minority Owned
Benefit to Evanston’s Westside Neighborhood:
(Please check all that apply)

The Westside neighborhood is defined as (Ridge to McCormick/Lee to Greenbay).

_____ The business headquarters is located on the Westside.

_____ The business has one or more non-headquarter locations on the Westside.

_____ The business has customers located on the Westside: (Please Explain)


_____ The business has suppliers located on the Westside: (Please Explain)


_____ Other Benefits to the Westside: (Please Explain)


BUSINESS INFORMATION

Name: ____________________________

Type of Business:

☐ Construction ☐ Childcare ☐ Schools/Institutes ☐ Non-Profit

☐ Wholesale ☐ Automotive ☐ Professional Services ☐ Barbershop/Salon

☐ Personal Fitness ☐ Restaurant ☐ Trucking/Hauling ☐ High-Tech

☐ Retail ☐ Catering ☐ Advertising/Marketing ☐ Other:

Description of Business: ____________________________

Business Address: ____________________________ Phone #: __________________

City: Evanston State: IL Zip: _______ County: _______ Fax #: __________________

Website: ____________________________ Business Start-up Date: ____________

Legal Entity: ☐ Sole Proprietor ☐ Partnership ☐ C-Corporation ☐ S-Corporation ☐ Non-Profit

For business other than Sole Proprietorship, list the names and addresses of all individuals with a 20% of greater ownership

<table>
<thead>
<tr>
<th>Name</th>
<th>% Ownership</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

EMPLOYEES

Total number of employees including yourself: ________

Total number of full-time equivalent employees including yourself: ________
Average hourly wage of employees, excluding yourself:_______________
Do any of your employees live on the Westside?_______________

**LOAN REQUEST**

Maximum Request: $5000

Amount: ________________

Purpose:  ☐ Equipment  ☐ Capital Improvement  ☐ Other ________________

Please describe in detail how the loan will be used, including description of items purchased, purchase price, employee hires responsibilities, etc:

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Please describe how the loan will help the business if received. (i.e., we currently have prospective businesses which we turn down because we do not have the capability to perform the service. The new equipment we would purchase with the loan will help us reach out to these new customers to expand our business.) Please be as specific as possible.

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

**Name Your 3 Largest Suppliers:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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</tbody>
</table>

What supplies do you buy locally?

__________________________________________________________________________
__________________________________________________________________________

**Name Your 3 Largest Customers:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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</thead>
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</tbody>
</table>

Describe your local customer base.

__________________________________________________________________________
__________________________________________________________________________

_____________________________
Other Information

1. Do you have proof of owner equity? (i.e. cash to invest, receipts business purchases)  
   - Yes  
   - No

2. Do you have a written business plan including 1 year of cash flow projections?  
   - Yes  
   - No

3. Are you a US citizen, or do you have a green card or other proof of residence?  
   - Yes  
   - No

4. Did your business make a profit last year?  
   - Yes  
   - No

EXPLANATIONS: (Use additional sheets if necessary)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Please list three (3) business references along with their phone numbers and addresses, one reference should be a banker or business counselor.

1. Name:  
   Phone #:  
   Address:  
2. Name:  
   Phone #:  
   Address:  
3. Name:  
   Phone #:  
   Address:  

Referral: How did you hear about the Evanston CDC and the Microloan Fund?

- Bank
- Job Fair
- West End Market
- Other (explain)  
- Flyer/Brochure
- Mailing/Email List
- Website

AUTHORIZATION AND CERTIFICATION:

The Undersigned hereby declares and represents that all statements made in this application and in all supporting documents provided are true and complete.

Name of Microloan Applicant:  
Signature of Microloan Applicant: __________________________ Date__________________

Name of Business Mentor:  
Signature of Business Mentor: __________________________ Date__________________

Only applications completed in their entirety will be considered.
**BUSINESS LOAN & GRANT APPLICATION CHECKLIST**

**Company Name:** __________________________________________________________

*In addition to a completed application please provide us with the following information:*

**Company Information (required):**
*(We understand that you may not have this information. If you do not have it, simply provide an explanation i.e. “no tax returns have been completed because business was formed less than 1 year ago”)*

1. ____ Business Plan  
   If not available, why________________________________________________________

2. ____ Last two years corporate tax returns  
   If not available, why? ________________________________________________________

3. ____ Two year projection of income and expenses  
   In not available, why? ________________________________________________________

**Additional Information Requested if Available:**

1. ____ Last two years of company or CPA prepared financial statements.
2. ____ Most recent company interim financial statements
3. ____ Schedule of existing company debt (creditor, balance, monthly payment)
4. ____ Most recent aging of accounts receivable & accounts payable

**Owner Information (for each 20% or more owner of the business or real estate)**

1. ____ Personal financial statement
2. ____ Most recent personal income tax returns
3. ____ Copy of driver’s licenses/government issued id *(proof of identification is required)*

**Other Information**

1. ____ Detailed breakdown of costs for which the grant/loan has been requested.
2. ____ Pictures or catalog descriptions of the items to be purchased with the grant/loan.
3. ____ Letter from approved business mentor supporting the application.
4. ____ Any other information as required by the application or requested by the Loan Committee.
Low to Moderate Income Eligibility Worksheet

ECDC funders require a declaration of income by our clients. This information does not disqualify you from a loan award. This information is required by our funders and will be kept private.

There are three income limits used for determining program eligibility: 30% of median income, 50% of median income, and 80% of median income. Please circle the number that is closest to your household income by family size.

Low to Moderate Income (LMI) Eligibility Chart

<table>
<thead>
<tr>
<th>Family Size</th>
<th>80% of Median</th>
<th>50% Of Median</th>
<th>30% of Median</th>
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<td>26,300</td>
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<td>48,100</td>
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<td>69,750</td>
<td>43,600</td>
<td>26,200</td>
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<td>7</td>
<td>74,550</td>
<td>46,000</td>
<td>28,000</td>
</tr>
<tr>
<td>8</td>
<td>79,350</td>
<td>49,600</td>
<td>29,800</td>
</tr>
</tbody>
</table>

Please check off any boxes that apply to you:

☐ I am not a LMI Individual (My family income is above 80% of the Median Income for my family income)

☐ My household exceeds eight individuals

Any explanations:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
ECDC Business Mentorship Program

What is ECDC?

The Evanston Community Development Corporation (ECDC) is a 501(c)(3) non-profit organization and was established as a community organization in 2003 in response to the growing interest in the development and redevelopment of the Westside of Evanston. While ECDC embraces the changes happening on the Westside of Evanston, the programs are designed to assist current residents and businesses during this period of change. One of ECDC’s core business and economic development programs involves a microenterprise technical assistance or mentorship program.

What is the mentorship program?

In response to the growing need for essential business skills among small business-owners on the Westside, the Evanston Community Development Corporation [ECDC] founded a business mentorship program. The program seeks to connect skilled professionals as mentors with low to moderate-income micro-enterprises in West Evanston. We are seeking professionals who are skilled in areas of marketing, advertising, finance, accounting, business strategy, and legal assistance. ECDC is committed to strategically partnering mentors with small business owners based on mentors’ skills and small-business owners’ expressed needs.

How is the program structured?

Mentors and mentees will find a regular time and place that best suits both of their schedules. Meeting times and locations will be left entirely flexible, however, both mentors and mentees are required to report updates on their progress on a regular basis. Mentors will initially become acquainted with the nature of the mentees’ business, seeking to understand ownership dynamics, and building trust with the company. Later, mentors delve further into specific areas in which the business requires assistance and will make recommendations to the mentee.

How does one get involved as a mentor?

We are looking for mentors who are willing to make a small time commitment and who seek to share their leadership and experience with their fellow community members. To become a mentor, you will go through a simple, two step process; the first involves an application where personal information, areas of interest and expertise will be delineated. This will be followed by an interview by ECDC so as to decide how to best pair your skill set and experience with a micro-enterprise. If you are interested in becoming a mentor, or would like to learn more about the program, please contact Precious Wright, ECDC Program Director, 847.756.0159 or pwright@evanstoncdc.com.
DUNS Information Sheet

What is a DUNS number?

The DUNS (Data Universal Numbering System) number is a nine-digit number assigned to an organization by Dun & Bradstreet and is used to identify a business by location and type. The number does not convey any information about the recipient and is not used by the federal government for tax purposes.

Why do I need a DUNS number?

The federal government's Office of Management & Budget has adopted the use of DUNS numbers as a way to keep track of how federal grant money is awarded and dispersed. The Evanston Community Development Corporation receives grant money from the federal government, and thus ECDC must identify the businesses that it serves using the DUNS system. The DUNS number is a confidential and universal way to identify businesses without using sensitive information.

How do I obtain a DUNS number?

All that you need to do to obtain a DUNS number is provide ECDC with the following information: Name of organization, physical address (and P.O. box if you have one), telephone number, name of the authorizing official (e.g., president, director, etc.), the purpose of your organization, and the total number of employees. As a free service, ECDC will apply for the number on your behalf. If you are filling out a Business Mentorship Application, then all the information necessary is on the application.
Business Mentorship Program: Small-Business Application

Name: __________________________ Title: __________________________

Phone: __________________________ Email: __________________________

Business: __________________________ Year business opened: ______

Address: __________________________ Street __________________________
                       City __________________________ State __________ Zip

Candidate Description

1. Number of current full time employees:

2. Brief description of goods/services provided:

                                                                  

3. Area of interest for mentorship (check all that apply):

  □ Advertising                                            □ Legal Issues
  □ Marketing                                              □ Internet/Website Management
  □ Business Strategy/Planning                           □ Inventory Management
  □ Finance/Investments                                   □ Accounting/Tax
  □ Management                                            □ Other __________________________

4. What are the primary challenges that your business faces?

                                                                                     

5. Does ECDC have permission to request a DUNS number on
your behalf? □ Yes □ No       Already Have Duns #? □ Yes □ No

Signature __________________________ Date __________

Economic Development Fund: Grant Applications – Agencies/Organizations
February 11, 2011
EDC PACKET -- 4/27/2011 Meeting
Dear Friends of Evanston Community Development Corporation:

It has been a tough year but a great year!

With your generous support, ECDC has sustained the programming counted on by the community and expanded programming in key areas of interest.

I am proud to share some highlights of the year:

To support cash strapped businesses to acquire the equipment they need to survive and thrive, ECDC Expanded its Microloan Fund with resources from the Westside Tax Increment Financing District, First Bank & Trust, and North Shore Community Bank. Second generation Westside business Ebony Barbershop used an ECDC microloan to create new energy in her shop and draw new customers with a total face lift. ECDC is pursuing funding to continue to expand this program to more businesses. An equipment loan for one microentrepreneur is $5,000.

To maintain access to fresh local produce and support new entrepreneurs, the West End Market: Fresh Food and More Celebrated its Third Season at Church and Dodge. Although vendors at the farmers’ style market reported dramatically reduced sales this season, the WEM again proved its importance to local entrepreneurs with real gains: Yawa African Market transitioned from weekend vendor to a new storefront; and Leila Love olive pate gained placement at Whole Foods! To support the affordability of fresh produce and increase traffic at the market, ECDC is pursuing funding to provide matching coupons to Link card (food stamp) recipients to help make fresh food affordable. Twenty weeks of fresh food coupons per family is $100.

In a slow economy jobs go to those with the highest skills. With a grant from ARRA-CEDA, ECDC expanded Second Chance: A New Leaf with a thirteen week training program. Five young men successfully completed Second Chance training this summer.
Trainee Kejuan Wells leveraged his Second Chance training for a job with Westside restaurant Hecky’s. Kejuan says “Second Chance improved my confidence and communication skills. I am ready for this job.” Help us train one more Westside resident for a career in farming and food related businesses with a gift of $5,000.

ECDC’s most popular program by far is its Computer Training Class. Computer classes continue to be oversubscribed with a waiting list of more than three months for class spaces. Thirty-five computer students completed beginning word and internet training classes this year. Nearly all students are low income, some are disabled, and many are elderly. Those who come to us have no prior experience with the computer and are often fearful of joining the online world. Student John Dyer commented “I am no longer afraid to turn on the computer; if people in the community take this class their lives will be so much better.” Help us serve more students, $750 buys an additional laptop computer --- we need three more.

ECDC hosted its 5th Annual National Night Out community picnic and candlelight vigil at the corner of Church and Dodge to remember the lives of those who have been lost to violence. More than 350 people attended. Join us and be a Sponsor for the 2011 National Night Out picnic for $1,500.

Your gift to our Annual Appeal will have a direct impact on the profitability of business located on the Westside, and in the lives of Westside residents. Please consider a year end gift to continue our important work reclaiming the Westside.

Yours sincerely,

William Logan
Chairman

Evanston Community Development Corporation is a 501 (c) 3
Grant Application from Long Tail Media Group
Memorandum

To: Chair and Members of the Economic Development Committee

From: Nancy Radzevich, Economic Development Manager
       Johanna Nyden, Economic Development Planner

Subject: Request for Financial Assistance from Long Tail Media Group for Production Studio Build-Out at 1711 Darrow Street

Date: April 20, 2011

Recommendation
Staff supports a recommendation to the City Council from the Economic Development Committee to provide a loan that is comprised of a portion of forgivable debt and interest-free debt in a total amount of up to $36,850 to Long Tail Media Group (LTMG). The loan to LTMG would be for expenses associated with the interior build-out of a leased space located at 1711 Darrow Street, commonly known as “The Strange Lofts”. LTMG seeks to operate the programming portion of a web-based media/entertainment show known as “Friday Nite Bytes” at this location.

Funding Source
Economic Development Fund’s Business Attraction and Expansion Account (Account 5300.62660). The FY2011 budget allocated $500,000 to this account for business attraction and expansion activities. To date, $21,110 has been spent from this account.

Background
In December 2010, Staff met with representatives from LTMG to discuss the potential location of LTMG and its show, Friday Nite Bytes, in Evanston. As proposed by LTMG, Friday Nite Bytes would use the space at the Strange Lofts to write, direct, perform, and produce improvisational sketch-comedy “webisodes” (shows that are broadcast on the Internet). The content of these “webisodes” is similar to productions of Second City and other “improv” groups. The target audience of “webisodes” is a young demographic comprised of young adults, teenagers, and pre-teens – a group that accesses a large amount of visual entertainment via the Internet and not through cable television.

Discussion
Since first meeting in December, Staff has worked with LTMG to better understand the financial and regulatory challenges of this project. As projected by LTMG, the total costs associated with funding the “start-up” of this project are approximately $750,000. The
uses of funds as detailed on page 12 of LTMG’s submission include equipment, personnel, and other costs associated with generating production capacity at the Strange Lofts space. LTMG is seeking $36,850 from the City to assist with the extraordinary upfront costs needed to convert the Strange Lofts space into a production studio and performance space. Some of the costs associated with this build-out include the construction of the stage on which performances will be held, lights and sound panels, and other necessary electric upgrades for show production. The breakdown of costs associated with the build-out is discussed on page 26 of the LTMG submission. The request from LTMG to the City represents less than 5 percent of the total “start-up” investment for this business.

Public Benefits
Since December 2010, Staff has also worked with LTMG to identify public benefits and economic development outcomes that will be created by this new project. The identified outcomes, to date, include:

- **Job training/Internships.** LTMG has committed to provide 4 internships in the Fall of 2011 for Evanston Township High School students. The group expects to be able to expand internships and job training opportunities to local college and university students, and young people between high school and college and others seeking experience in this growing professional media field.

- **Creation of Jobs.** LTMG estimates that in Year 1, there will be approximately 8 to 10 new full-time equivalents (FTEs) and 3 to 4 part-time employment (PTEs) positions that will be generated by this new business. By Year 3, this number is estimated to grow to include nearly 20 total FTEs and 6 to 8 part-time employees. The jobs created through this venture are detailed on page 27 of the LTMG submission. The increase in the “day-time” population of workers at this location will help continue to support the growth of businesses and activity at Church Street and Dodge Avenue.

- **Re-occupancy of Currently Vacant Space.** Since the end of last year, this space at the Strange Lofts has been vacant. The utilization of this space by LTMG will represent the occupancy of nearly 2,000 square feet of vacant space.

Structure of Financial Assistance
Staff recommends that the assistance be structured in the form of a loan that is comprised of a portion of forgivable debt and interest free debt from the Economic Development Fund. Currently, the West Evanston Tax Increment Financing (TIF) district has several existing financial obligations that make it an unsuitable source of funds for this request. The entire loan to LTMG (not to exceed $36,850) would be payable by the City upon completion of the work to create studio space at the Strange Lofts and after the City has issued a business license for the operation of an establishment at 1711 Darrow Street.

Staff is further recommending that the City consider some flexibility on the repayments terms, and consider that a portion of the debt be structured as forgivable loan if the
applicant meets or exceeds all the public benefits outlined above and included in their April 20, 2011 Request for Assistance proposal.

Staff is recommending approval of this loan to LTMG, based on the following conditions:

1. The loan award shall be 100 percent of the build-out costs (not to exceed $36,850), as defined in LTMG’s April 20, 2011 Request for Assistance proposal subject to:
   a. LTMG receiving a minimum of three competitive bids for the build out work, of which at least one shall be from an Evanston Business Enterprise (EBE); and
   b. That the project shall be awarded to the lowest quote from a responsive and responsible EBE, provided that the EBE’s quote does not exceed the lowest responsive and responsible quote by a non-local business by more than 5 percent.

2. LTMG include an acknowledgement on their website, throughout the duration of the loan period (five years), that the studio space was made possible, in part, through financial assistance from the City of Evanston.

3. The loan shall be payable by the City to LTMG upon completion of the work to create production and studio space at the Strange Lofts and after LTMG has applied for and the City has issued a business license for the operation of an establishment at 1711 Darrow Street.

4. The loan agreement be drafted to allow LTMG a 3 month “grace period,” upon receipt of loan to LTMG, prior to the first monthly installment payment being due.

5. Monthly payments for the interest free portion of the loan will be calculated by amortizing 50 percent of the total loan amount across 60 months.

6. The loan be structured to allow for 50 percent of the balance of the total loan from the City to LTMG to be ‘forgivable”, after 5 years, provided that LTMG has met or exceeded the public benefits that they have proposed, as follows:
   a. LTMG has sustained a minimum of 4 internships per year, for Evanston Township High School students, throughout the duration of the loan;
   b. LTMG created at least 8 new FTE and 3 new PTE positions by the end of Year 1 of the loan period, a minimum of 18 FTE and 6 PTE positions by the end of Year 3 of the loan period, and has continually sustained at least 10 FTE and 4 PTE positions throughout that 2 year period.

7. If LTMG fails to satisfactorily meet or exceed proposed public benefits within 5 years of initial payment of the loan, the entire balance of the loan will be due to the City of Evanston at the end of the 5 year loan period.

If approved by City Council, Staff will work to draft an agreement with LTMG that will address the aforementioned concerns and others as identified by the Economic Development Committee and City Council.

Attachments:
- Request for Assistance from Long Tail Media Group, dated April 20, 2011
April 20, 2011

VIA USPS

Ms. Nancy Radzevich
Economic Development Planner
2100 Ridge Avenue #3600
Evanston, IL 60201

Proposal to Establish a Media Studio at 1711 Darrow St., Evanston IL

Dear Ms. Radzevich:

Please find attached a proposal to the Economic Development Committee. Long Tail Media Group Inc. is seeking financial support from the City of Evanston to cover extraordinary costs related to the establishment of a video and Internet Media studio at 1711 Darrow St.

Long Tail Media Group Inc. is an emerging media and entertainment venture that provides on-line communities with professionalized media services. Our first website, fridaynitebYtes™, is designed to engage our audience of Screenagers (Tweens, Teens and young adults) on several core interests - community, creativity and humor – through the website itself and our weekly interactive web-based comedy show. For our audience, we provide entertaining shows and a fun, safe, social web platform. For our sponsors, we provide cost-effective advertising. The site is monitored and the comedy content is PG-13. Enjoy yourself at www.fridaynitebytes.com.

The nature of fridaynitebYtes is ideal for providing area youth with direct experience in the media industry. Indeed, we have already initiated discussions with the Evanston Township High School and the Technology Innovation Center about internships and workshops we can offer students and graduates.

We look forward to working with you and appreciate the considerate guidance that you and your colleagues have already provided.

Very truly yours,

Robert Cornog
GRANT PROPOSAL TO THE
CITY OF EVANSTON ECONOMIC DEVELOPMENT FUND

PROJECT & SITE SPECIFIC ASSISTANCE

FOR THE ESTABLISHMENT OF
A NEW MEDIA STUDIO AND BUSINESS
AT 1711 UNIT 4, DARROW ST., EVANSTON IL.

APRIL 20, 2011

Submitted to:

Ms. Nancy Radzevich
Economic Development Planner
2100 Ridge Ave.
Evanston, IL 60201

Submitted by:

Robert Cornog
CEO | Long Tail Media Group
1001 Green Bay Road #280
Winnetka, IL 60093
Office | 847.386.6196
E-mail: Robert.Cornog@Longtailmediagroup.com

Bryan Byrne
VP | Long Tail Media Group
1001 Green Bay Road #280
Winnetka, IL 60093
Cell: 708.380.0721
E-mail: Bryan.Byrne@Longtailmediagroup.com
1. APPLICANT INFORMATION

Name of Application (Company/Developer): Long Tail Media Group Inc.

Address: 1001 Green Bay Road #280
Winnetka, IL 60093

Name of Primary Point of Contact (POC): Bryan Byrne

Title of POC: Vice President of Corporate Development

POC Phone: (708) 380-0721

POC E-mail: bryan.byrne@longtailmediagroup.com

DISCLAIMER

The information presented herein is estimated and remains subject to a variety of external factors including, among other things, the availability of financing, community support, and general economic conditions. Additionally, the information set forth herein is based upon future operating results and represents a prediction of future events based only upon estimates and assumptions that may or may not be correct. All material events and circumstances cannot be predicted and unanticipated events and circumstances are likely to occur. Further, general economic factors, which are not predictable, can have a material impact on the reliability of projections. Accordingly, there will be differences between the projected results and the actual results achieved. These differences are likely to be material and there can be no assurance that the information presented herein is accurate or the results set forth in the projections will be achieved. The projections should not be given undue emphasis in making any decision. No third-party has examined or otherwise assisted with the preparation of these financial and operational projections, nor has a third-party given any form of assurance with respect thereto.
2. PROPERTY OWNER INFORMATION

Is the applicant the current property owner? NO

Name of Property Owner: Evanston Lofts, LLC
John Leineweber and Marry McAuley

Address: 830 Madison St.
City: Evanston  State: IL  Zip: 60202
Phone: (847) 475-5102  Email: mcauley.mf@gmail.com

Is the applicant seeking to purchase the property: NO
Is the applicant seeking to lease space from the current property owner? YES

Attachment A: Letter from current property owner acknowledging P&S or lease agreement (signed or pending) and support of current application for EDG funding.

(INCLUDED AS ATTACHMENT)

Attachment B: Appraisal of Property – If property is under P&S and if applicant is seeking assistance for acquisition, construction, renovation or expansion of structure

(NOT APPLICABLE)
3. APPLICANT OVERVIEW AND BACKGROUND

Provide a brief overview of the Applicant Company/Developer. Include information such as number of years in business, number of current employees, past similar projects, etc.:

Long Tail Media is focused on the creation of on-line brands for specific community markets. Centered on the interaction of the audience with the site and each other, Long Tail Media’s core strategy is to create brands (and sites) that unleash the creative and social aspirations of existing communities by providing them with a social platform and new media content. For our target audiences, we are an Internet community that delivers an engaging social experience through the use of a collaborative web platform that also fosters the development of professional content. For our sponsors, we are an integrated marketing platform that delivers an identifiable audience and performance metrics. Each of our brands will feature three core elements --

- **Engaging Web Platform**
  
  Each of our web brands will center on an interactive and collaborative community experience. Not only will our audiences be able to engage in the social activities they have come to expect, a robust suite of online tools will support their interaction and collaboration. Thus, the site becomes a platform for the creation and sharing of new media experiences. In turn, this user content serves as the ideas that drive the creation of a professional show. This collaborative exchange, between users and media professionals, culminates in a professionally produced show relevant to the community.

- **Professional Content**
  
  Unlike most of today’s websites, which often showcase content of variable quality and unknown origin, each of our web brands will feature high-quality professional content driven by the interests and submissions of the audience. This content can become a focal point of the community experience, binding the audience and giving it a reason to return.

- **Passionate Communities**
  
  Passionate communities provide the foundation to the brand and experience. By targeting groups that share common interests or already exist, our sites will attract audiences looking for a social media experience designed specifically for their needs and activities.

**Fridaynitesbytes**, the company’s first branded community, is devoted to web-based Improv and Sketch comedy, *created by and for our audience*. We tap the boundless creativity of Tweens, Teens, and young adults to provide them with an outlet for humor, conversation, connection and more. See [www.fridaynitesbytes.com](http://www.fridaynitesbytes.com) for the kind of comedy we produce.

Long Tail Media Group was formed in 2009. Its team is currently comprised of two distinct groups, a senior leadership team of 4 individuals and a programming ensemble of 12-15 talented young professionals who create, produce and manage our site and content. In addition, it has worked with over 100 individuals including youth to produce three full episodes (over 70 minutes) of comedy. Right now, it has approximately 6,000 subscribers (registered viewers).

**Attachment C:** Resumes and/or Statement of Professional Qualification of the Key Principals, Project Leaders, etc. who may be involved with proposed project.  
*(SEE ATTACHMENT)*

Is your organization a Not-for-Profit or other tax-exempt entity? **NO**

**Attachment D:** Provide proof of non-profit status  *(NOT APPLICABLE)*
4. EXISTING SITE INFORMATION

Address of Site: 1711 Unit 4, Darrow St., Evanston, IL 60201

SITE P.I.N (Permanent Index Number): 10-13-221-018-0000

Describe the current use(s) of site:

The site is located in a building whose occupants are devoted to arts, crafts, light engineering, architecture, and engineering. The site is currently unoccupied and unused. It was previously used by for light manufacturing (custom windows and millwork).

Does your project involve demolition and reconstruction of a new building or expansion of existing building (with increase floor area and/or building footprint)? NO
5. PROJECT INFORMATION

Describe your proposed project. Please be concise, but include sufficient detail to assure that the Economic Development Committee and City Staff understand all of the key aspects of the project:

The Strange Lofts will be the production location, essentially the home of a small Internet creative facility, for fridaynitebYtes. The Company’s marketing and administrative operations will ultimately be located in separate offices, preferably in Evanston, so the two operations do not conflict. The location of the offices has yet to be determined. This proposal is focused exclusively on the studio in Strange Lofts.

Photo 1: Strange Loft building at Church and Darrow

The commercial uses for the property are very specific:

- Principle activities include writing, planning, producing, and post-producing combinations of written, Improv and video content.

- Our production pace will increase from one show per month in June to 4 shows per month by October 2011. Our operating hours could grow from 8 hours a day 5 days a week to a full 7-day per week operational schedule. As our shows will be broadcast in the evenings, it is anticipated that our programming will extend beyond traditional business hours.

- Once we initiate our seasonal programming, we will invite small audiences to view and participate in live performances that will be streamed to our website and our media partners. We will not charge admission, but rather use attendance at the live shows to promote and reward audience engagement.

- We will maintain and operate our website from this location.
The property is well suited to our needs. It does, however, require some improvements so it can be used as a commercial media studio.

The property is a complex with 3 floors. It has a staircase running along southern wall. The first and largest floor has two main fire retardant doors. There are two small, individual bathrooms. One is located on the first floor. The second bathroom, located on the third floor, has a shower.

First Floor

The first floor has two principle rooms, a foyer/reception area and a large back room (50 ft. X 25 ft.) with high ceilings (14 ft), a concrete floor and exposed ceiling and walls.

The first floor will be our studio, dedicated to the production of shows. The foyer will have two desks, reception/information and corporate communications.

The back room will house our studio/production area. It will include a raised stage, backstage, production booth, chroma-key/green screen, storage and viewing area for small audience.

Photo 2: The First Floor Area

The photo captures the view from the back wall facing forward to the lobby. The white area at the end of the room contains the HVAC system.
Second Floor

The second floor is an open meeting area (approx. 20 ft by 15 ft) with a wooden floor, brick walls and a staircase leading to the first and third floors.

This area will be used almost exclusively for writing, reading, and planning. We anticipate putting a conference table (6 ft by 3 ft) in the center, rounded by chairs, for script readings, conferences, production needs, etc. Shelves will stand against the walls.

Photo 3: View of the Second Floor Terrace

This photo shows the second floor's terrace-like view over the lobby of the first floor.
Third Floor

The third floor (GET picture) is slightly larger than the second floor. It has a wooden floor and an adjoining bathroom/shower.

This area is ideal for web development, post-production, storage, records keeping, and meetings. We anticipate 5-6 people ultimately working here on a full-time basis. These will include computer engineers, web developers, and post-producers.

We anticipate using this area intensively while improvements are made to the first floor. If necessary, this area can be used to write, produce, post-produce, and distribute videos.
Estimated Project Start Date: Mid-May pending financial assistance
Estimated Project End Date: Ongoing

Will your proposed project involve a change in the use of the current Site? NO

Have you submitted for and received a zoning analysis to assure your proposed use is permitted? YES.

Attachment F: Zoning analysis for proposed use of the site.

(SEE ATTACHMENT)

Will your project involve alterations to the existing structure? NO

Does your project involve alterations to an historic building? NO

If your project involves renovation or new construction of building area over 10,000 sq. ft., have you reviewed the City’s “Green Building Ordinance” (Ordinance 17-O-11) and are you aware of your projects required level of compliance? (NOT APPLICABLE)
CURRENT EDG FUNDING REQUEST

Amount of assistance currently requested: $36,850
Total Project Development Costs: $749,350

Provide a breakdown of requested funding by specific aspects of the project, etc. Include as much detail as possible on the intended use of funds (e.g. equipment acquisition, space build-out, etc.)

The Company has classified Improvements to estimate the expenses necessary to take possession of the property and transform it into a fully functioning media studio. Table 1 presents the estimated costs of the Improvements referenced in this grant request as well as the equipment costs that the Company will bear apart from this proposal.

Table 1: Approximate Costs for fridaynitebYtes Studio

<table>
<thead>
<tr>
<th>Phase and Type of Costs</th>
<th>Improvements</th>
<th>Equipment</th>
<th>Approx. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Costs</td>
<td>$36,850</td>
<td>$27,500</td>
<td>$64,350</td>
</tr>
</tbody>
</table>

These estimates do NOT include costs associated with ADA and fire safety findings associated with bathrooms, fire doors, chairlifts or elevators – or any other regulatory matters that have not been explicitly mentioned here.

Attachment H: Any additional information on the proposed use of requested funds.

(SEE ATTACHMENT)

With the exception of the current EDG funding request, have you secured all other necessary funding to complete this project?

No – only a portion of the Funding Sources (see next page) have been secured. Thus, the funding of this grant request (if approved) should be conditioned upon securing the identified sources.

If no, explain how and when you expect to secure the necessary additional funding for the project.

In addition to the costs associated with the creation of a studio, the total project costs encompass expenditures associated with the development of the entire business. The financing for such expenditures will come from both internal and external sources, including third-party private investors. The Company is in negotiation regarding such sources and anticipates securing such investments in the near term.
Provide a brief overview of how the current requested EDG funds will be used in relation to the Applicant’s overall project budget.

Engaging in recurring production represents the Company’s largest financial commitment to date and the production studio is its largest single component. As the Company is a start-up and, like all start-ups, has limited resources (both financial and operational), it requires a variety of external assistance. While the Company is in the process of procuring such assistance, adding the city to its roster of supporters is necessary in order for FRIDAYNITEBYTES to make Evanston its home.

As a “start-up” organization, the Company requires external financing to fund both existing operations and any growth initiatives. Consequently, the gross financing needs of the Company are viewed as those amounts that the Company currently estimates that it will require to reach break-even (or the operational circumstances that make the Company self-financing). While such event cannot be predicted with any accuracy, the Company currently anticipates that it will reach break-even approximately six to eight months after the launch of recurring production. Thus, the Sources and Uses set forth below represent those amounts that the Company has received and currently anticipates it will require, receive and invest from now until it reaches break-even.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series A Equity (Invested)</td>
<td>Site Development</td>
</tr>
<tr>
<td></td>
<td>$75,000</td>
</tr>
<tr>
<td>Series B Equity (In Negotiation)</td>
<td>Pilot Programming</td>
</tr>
<tr>
<td></td>
<td>$75,000</td>
</tr>
<tr>
<td>Vendor Financing (Committed)</td>
<td>Working Capital (general)</td>
</tr>
<tr>
<td></td>
<td>$237,500</td>
</tr>
<tr>
<td>Evanston Grant (Approval Required)</td>
<td>Studio - Programming</td>
</tr>
<tr>
<td></td>
<td>$325,000</td>
</tr>
<tr>
<td></td>
<td>Studio - Enhancement</td>
</tr>
<tr>
<td></td>
<td>$36,850</td>
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<tr>
<td>Total</td>
<td>$749,350</td>
</tr>
<tr>
<td>Total</td>
<td>$749,350</td>
</tr>
</tbody>
</table>

Notes –

1) Studio – Programming refers to those amounts that will be spent on the creation and development of programming over the course of Season One. This amount includes costs associated with both (i) production (of approximately $75,000) and (ii) required personnel (of approximately $250,000).

2) Studio – Enhancement refers to the Improvements required to make the Strange Loft space suitable for our production needs (as outlined elsewhere in this application).

3) Not all of the Sources listed above have yet been procured by the Company. The negotiations are ongoing and the receipt of such funds remain subject to certain conditions (including the acquisition of appropriate studio space / production facilities).

4) All amounts listed in the table are approximations and, while fair representations of the Company’s current estimates and forecasts, they are intended to be used solely for illustrating the relative magnitude of each component listed therein.
What is expected timeframe for use of requested funds (6 months, 1 year, etc.)?

The Company estimates that it can make the location operational in 1-2 months following occupancy. Thereafter, certain improvements may be made to customize the space for best usage. Currently, there are no plans for moving from the studio because the Company believes that it can support all operational needs for the foreseeable future. Please note that the studio installations can last 10+ years.

The Company has already started searching for suitable office space in downtown Evanston to support its marketing and executive functions.

Attachment I: Overall project budget including overview of project financing. Identify the funding source(s) associated with the key aspects of project. Note: Any private investor(s) who wish to remain anonymous can be identified simply as “private investor” for this project budget. Include an alternate budget of how project will be financed without City financial assistance

(SEE PRIOR SECTION)

Attachment J: Public financial reports for the company for past 2 years, if available.

NOT AVAILABLE

Alternate/Complementary Public Funding Requests/Awards

Has your organization applied to the City for funding and/or been assured funding by the City through other grant/loan programs (e.g. CDBG, Façade Improvement, Youth Program, etc.) for this project in FY2011 (as defined on Page 2)? NO

Identify any programs, grants, etc. for which EDG funds will be used to leverage additional funding:

The Company does not anticipate that it will use the EDG funds as leverage for additional funding. It may be part of matching financing arrangements.

<table>
<thead>
<tr>
<th>Program</th>
<th>Match?</th>
<th>Describe Program and Potential Funding Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grant/Loan</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Federal Grant/Loan</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Private Financing Source(s)</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Other?</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

Describe any other public funding sources (State, Federal, Township, etc.) and amounts:

While not technically a funding source, the Company will apply for the Illinois Film Tax Credit as part of its decision to locate its studio in Evanston.

Overview of Past Funding Awards

Did your organization receive Economic Development Grant (EDG) funds in the past three years (2008, 2009, and/or 2010) NO

IF ED funding request is not approved and/or if only partial award is granted, will you still be able to proceed with the project? NO
6. PUBLIC BENEFITS

Will this project support the retention/expansion of Evanston businesses: NO

Is this project being developed for a new business seeking to locate in Evanston: YES

*If yes, provide the names and brief description of business which will be retained, expanded, created or relocated within/to Evanston: FRIDAYNITEBYTES, a property of Long Tail Media Group Inc.*

*If yes to either of the above questions, how many and what types of jobs will be relocated (from outside Evanston), retained and/or created:*

While the Company’s request is for a meaningful amount, it represents less than 10% of the amount required to launch the business and create a new, ongoing “new economy” business in the city. Once fully developed and operational, it is anticipated that this business will spend well over a million dollars annually, thereby generating income for the city far in excess of its original assistance.

While the Sources and Uses listed above address certain necessary front-end investments, such expenditures are a small fraction of the amounts the Company will expend in Evanston if it locates its production facilities at the Strange Lofts. As an operating production facility engaged in the creation and broadcast of internet programming, the Company’s expenditures will fall into three principal categories – personnel, capital expenditures and operating expenses.

- **Personnel**  
The personnel resident at the production facility will be those individuals engaged in the creation of our programming – writers, actors, editors and all of the other individuals required to produce original video programming. Additionally, certain technology or website-centric roles will likely work principally from the production facilities. Each of the roles will (i) be related to the “new economy” in a variety of different ways, (ii) be professional in nature and (iii) require certain specific skills and education.

While the compensation for these roles will vary, it will reflect market rates for roles of this nature. It is anticipated (and the Company’s budget currently reflects) that the annual cash compensation for these roles will be between $33,000 and $50,000.
The following table lists the estimated magnitude of each of these three expense categories for the first three years of production and thereafter. While not exclusive to Evanston, it is anticipated that the majority of these expenses would be made in Evanston as part of the ongoing production process.

**Illustrative Economic Contribution**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3 and Thereafter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time Equivalents</td>
<td>8 - 10</td>
<td>12 - 16</td>
<td>17 - 20</td>
</tr>
<tr>
<td>Part-Time</td>
<td>3 - 4</td>
<td>6 - 8</td>
<td>6 - 8</td>
</tr>
<tr>
<td>Contractors (as needed basis)</td>
<td>5 - 8</td>
<td>8 - 10</td>
<td>10 - 12</td>
</tr>
<tr>
<td><strong>Capital Expenditures</strong></td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Operating Expenses (including Personnel)</strong></td>
<td>$500,000</td>
<td>$900,000</td>
<td>&gt; $1,000,000</td>
</tr>
<tr>
<td><strong>Public Revenue (Increase in the Tax Base and Additional Fees from Filming Permits)</strong></td>
<td>$3,900</td>
<td>$5,600</td>
<td>$13,300</td>
</tr>
</tbody>
</table>

The company will require a variety of contractors and vendors from the creative community, retail, and business services. FridaynitebYtes will provide opportunities in a wide variety of production, marketing and administrative professions. The company will hire on Full-Time, Part-Time, and Contracting bases: actors, website developers, directors, producers, make-up artists, musicians, graphic designers, software engineers, sales persons, creative directors, administrative assistants.

The mix of professions required is important for the vibrancy of the city’s economy. Given the difficult nature of the current economic situation, nearly all of these professions currently experience high rates of unemployment and underemployment. Those in college or just out of college find it difficult to secure opportunities in high growth companies that favor individuals with entry-level skill sets. Despite these difficulties, media and Internet services will represent an increasing share of the economy. As such, businesses established now will play a vital role in the community’s development of human and social capital.

The city of Evanston will benefit in other ways too.
- Since fridaynitebYtes produces on location, the Company expects to secure permits frequently.
- Functional media equipment can be donated to the Evanston Township High School Media Broadcast Center when replaced.
- The Company can provide workshops to local high schools and colleges for students interested in learning more about the creative arts, media, and business.
- The Company will sponsor public or participate in public events related to media, education, and civic development.

*Attachment K: Overview of the types and variety of existing jobs to be relocated/created.*

*(SEE ATTACHMENT)*

Will this project increase the City’s tax base and the sales tax revenue? **YES**

*Attachment L: Overview of estimated increase to tax base and the sales tax revenue as a result of this project*

*(NOT APPLICABLE)*
Describe any job training opportunities for Evanston residents:

The Company provides on-the-job and Internship training opportunities.

Job-Training

The Company’s operations combine video, web, advertising, graphic design, and IT production. Together, these activities require cross-functional technical skills. All of the staff hired by the Company, either for part-time or full-time, will be required to master some combination of the skills.

Internships

The Company is developing internship programs for high school students, recent high school graduates, college students, and recent college graduates. The internships emphasize skills necessary for media production in corporate settings, which include business communications and management, as well as, technical skills.

The Company is cooperating with the Technology Innovation Center and the Evanston Township High School to design an internship program for juniors and seniors who have expressed interest and shown some talent in art and media. The goal of the high school internship is to provide students with experience and insight into commercial media production. The students can use that experience to i) make decisions about whether or not media interests them as a career option, ii) associate skills taught in school with their commercial applications, and iii) identify educational programs that will facilitate their career interests. While the details have yet to be fully defined, the Company estimates that it will support up to 4 internships per semester for the high school students beginning in Fall 2011. It also hopes to participate in Career Days.

The Company’s internship programs for high school graduates and college students will be designed internally and/or with the cooperation of the area universities and colleges such as Northwestern University, Loyola University Chicago, Oakton Community College, and Columbia College. These internships will place a greater emphasis on business, technical and management skills such as planning, budgeting, communications management, and administration.

The Company’s leadership already has experience with Internships and “for-credit” special study class work with Columbia College, where Mr. Keefe is a faculty member. At least one ensemble member has gained credit for working at fridaynitebYtes. There is a chance that the students could earn college credit from Columbia, but this has yet to be determined.

The internship programs will be evaluated annually. Emphasizing outcome based criterion, the formative evaluations will be designed to help the company improve the students’ chances of i) improving grades, ii) finishing high school, iii) going to a college or vocational school, and iv) successfully entering the work force. Note that the company is NOT making the evaluation dependent on the student’s choice of career, just their capacity to envision and pursue one. If, however, they want a career in media, the company’s leadership would be happy to provide guidance and, where practical, opportunities and referrals.

Workshops

fridaynitebYtes intends to conduct periodic workshops (1 in Spring and Fall semesters) at area schools and community programs. The workshops will focus on basic improvisational comedy and creativity. No schedules have been developed yet and are completely dependent on opportunities that arise after the company normalizes its studio operations.
Will this project result in additional retail, restaurant, etc. choices within an underserved part of the City? NO

Will this project result in the relocation, retention or creation of a business within an underserved part of the City, which could maintain or add daytime employees and create additional retail, restaurant, etc. demand for existing neighborhood commercial business(es)? YES

Will this project include or have the potential to include contracts or subcontracts to any M/W/EBE (Minority/Women/Evanston Business Enterprise) businesses? YES

Please identify what type(s) and percentage(s) of the work is or could be expected to be completed by M/W/EBE firms:

(UNKNOWN)

Does this project involve rehabilitation of a historic building? NO

Does this project involve the re-occupancy of a vacant building? YES

Does this project involve the redevelopment in a blighted area? NO

Attachment M: market study for commercial or residential projects. Study should include target markets, analysis of competition and demographics.

(NOT APPLICABLE)
APPENDIX
Attachment A:
Letter from current property owner
acknowledging P&S or lease agreement (singed or pending)
and support of current application for EDG funding

March 7, 2011

Renew Management Services, Inc.
P.O. Box 6094
Evanston IL 60204-6094
847-475-5120
Fax: 847-475-5102
www.evanstonlofts.com

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

To Whom It May Concern:

We have been in negotiations with Long Tail Media Group for a lease on unit #4 at 1711 Darrow Avenue in Evanston. The (Strange Lofts) for some months now. However, as the City has only recently (within the past week) approved the company's zoning request and has not yet reviewed the company's request for a grant application, we have not yet executed a lease agreement. In fact, the company has indicated to me that the approval of the requested grant could be a condition precedent to the signing of a lease agreement.

However, we have discussed and agreed in concept to the most important commercial terms, including monthly rental. Further, we have preliminarily addressed the key commercial components - length, escalation clauses, events of default and have identified the parameters pursuant to which a lease could be executed. Overall, my discussions with the company have been characterized by candid, balanced exchanges and I believe that if the city approves the grant, we will be able to expeditiously move towards a final lease agreement.

As for the concept of their business plan, I believe it augments nicely with community and economic development plans detailed in the West Side study that took place from 2000-2003. The development plan adopted in the subsequent West Side plan dealt more with form based code for physical development of the area. This is a creative business that has the potential and the desire to involve young people in constructive endeavors and to provide some jobs on the west side. The space they wish to lease is one block from Evanston Township High School and their plan includes collaboration between students of TV, Internet & Film and their productions.

We are offering a modified gross lease at $12/SF ($3,240 for 3150 SF which includes Real Estate Taxes, Insurance and CAM) This is exceptionally reasonable by any standard and particularly for Evanston.

Your consideration of their proposal is appreciated.

Sincerely,

Mary F. McAuley
Evanston Lofts, LLC / Renew Management Services, Inc.

Management and development Distinguished loft properties
Attachment C

Resumes and/or Statement of Professional Qualification of the Key Principals, Project Leaders, etc. who may be involved with proposed project.

Robert A. Cornog Jr. (Chief Executive Officer)

Experience
Sovereign Deed (2006-2007) Executive Vice President – Strategy and Finance
Merrill Lynch (1993-2002) Director -- Investment Banking
Shearman & Sterling (1989-1993) Associate

Education
Northwestern University School of Law – JD
University of Chicago Graduate School of Business
Northwestern University - BA

Biographical Statement

With a professional experience that spans both operating responsibilities at some of the world’s most admired companies and the entrepreneurial zeal of start-ups, Mr. Cornog is a unique executive. Through this experience, he has acquired significant expertise in the arenas associated with the most senior of executives – P/L responsibility, Wall Street and investor interaction, sophisticated transactions and international exposure, among others - and is well-versed in the myriad challenges posed by both the internal and external constituencies of the modern corporate enterprise.

At the start of his career, Rob answered the siren song of Wall Street and commenced a highly successful career in the financial services industry. As a Shearman & Sterling associate, Rob had overall responsibility for a single client, both in NY and the Middle East. As a result of this atypical experience, he was directly involved with, and forced to become an expert on, a wide variety of corporate matters, including corporate housekeeping, SEC filings, public offerings, loan agreements and governmental agencies.

When Merrill Lynch recruited Rob to become an investment banker, he jumped at the opportunity to further expand his functional experience and add finance, strategy and accounting to his skill sets. As a senior member of the investment bank, he executed and oversaw almost every type of financing and strategic transaction, from IPOs to joint ventures and acquisitions. Additionally, his role as strategic advisor saw him develop an intimate understanding of his clients and their industries, making him an expert in a number of industry verticals. Most importantly, his frequent interaction with external constituencies - investors, analysts and the SEC, for example - group P/L responsibilities and leadership of transaction teams provided a foundation for his upcoming operating roles.
Subsequent to his retirement from Merrill Lynch, Mr. Cornog left the embrace of Wall Street’s most prestigious firms and embarked on a more entrepreneurial path. He founded a small boutique merchant banking firm, Revolution Capital, where he both continued to serve his client base and executed a series of principal transactions. Mr. Cornog was recruited to his next position, Executive Vice President – Strategy and Finance of Sovereign Deed, to commercialize a completely new product category and realize the Founder’s vision. After his departure from Sovereign Deed, he accepted the CFO role at DigitalONE, an alternative media company focused on novel distribution methods. As a “#2” executive at both Sovereign Deed and DigitalONE, his responsibilities encompassed the breadth of both organizations’ activities.
ATTACHMENT C: CONTINUED

Bryan Byrne (VP of Corporate Development)

Experience


Education

University of Chicago Graduate School of Business – MBA
University of Florida - Ph.D. & M.A., Fulbright Scholar.
Beloit College - B.A.

Biographical Statement

Bryan Byrne is an entrepreneur, consultant and scholar with over 14 years business experience. His professional interests center on the intersection of new venture development, consumer-driven innovation, and education.

Bryan has been focused on new ventures for ten years. At DigitalONE Network, a pre-operational start-up, he provided consumer and market research, financial modeling and organizational design.

Bryan consulted as a consumer research ethnographer in Silicon Valley from 1997 – 2003 for leading design and leading technology firms including GVO, Hauser Design, Hewlett Packard, Hitachi, Johnson Controls, The American Heart Association, and Laerdal Medical Company. Much of his work focused on creating personal computer driven products and educational programs to be used by parents and their middle school and high school aged children. His work with the AHA and Laerdal inspired new programs and products to teach the Chain of Survival to tweens at home and in schools.

As part of his pro-bono work, he helped the National Association of Practicing Anthropologists and the Association of Applied Anthropologists design their own joint community-driven website. The interactive website provided community news feeds, jobs listings, resource links, member profiles, and program information.

In 2002, Bryan and his business partner at Tactics, LLC, Dr. Susan Squires, published “Creating Breakthrough Ideas.” The book, which is about the principles and challenges of consumer driven innovation has become required or recommended reading at leading design, business, and social science programs worldwide. British and Danish reports sponsored by their respective governments recommend it as an introduction to the subject. Bryan’s own contributions focused on the design and management of creative corporate cultures. While at the University of Florida in the mid-1990s, he wrote a series of pamphlets for the Florida Extension Office on household economics, finance and consumer behavior. During that same time, he conducted research and published in leading scientific journals on the political economic transformation of Chiefdoms and States, labor specialization, the evolution of property rights, and racial identity.
ATTACHMENT C: CONTINUED

Joe Keefe (Executive Producer)

Experience

Dozens of media contracts: scripts, novel rewrites, ghostwriting, etc. (2001 – Present)
Author of Improv Yourself – Business Spontaneity at the Speed of Thought & Being Irish – Contemplations on the Nature and Meaning of the Irish Race

Columbia College (2002 – Present) Adjunct Professor
Second City Communications (1990 – 2001) Founder, Executive Producer, President
Television pilots for Fox, Tribune, Showtime, HBO and many others (1990 – Present)
Keefe’s Tavern (1983 – 1990) Owner/Operator

Education

Art Institute of Chicago (Graduate Program)
Columbia College
Oakton Community College

Biographical Statement

Starting at the tender age of 5 years, as a cast member on Romper Room (no kidding), Joe has been in the entertainment business his entire life. Spending his teen years on professional stages and in innumerable television commercials, Mr. Keefe was making a living in comedy and theater while his peers were trying to doctor up their driver’s licenses. At age 17, Joe was hired by the venerable Matty Simmons to write comedy “letters” for National Lampoon Magazine. He toiled away writing hilarity until hired by Second City in 1983, becoming the second-youngest actor ever on the SC Mainstage.

Mr. Keefe formed a long-lasting friendship and production relationship with Second City’s founder, Bernie Sahlins. During the 80s, Joe wrote, produced and/or directed dozens of award-winning theatrical productions for Second City along with a wide range of television pilots and programs. In 1990, Mr. Keefe founded Second City Communications, the production arm of The Second City Theaters. In this capacity, Joe exec-produced more than 5,000 separate productions under the SCC banner over the next decade, building the company to multimillion dollar annual revenues.

Some of his talent discoveries include Tina Fey, Steve Carrell, Stephen Colbert - several of whom still owe him money – and many more. Joe has produced television pilots and series for small outlets like Showtime, Fox, PBS and Tribune Broadcasting. His latest pilot effort, The Road, had been optioned by Fox and, after paying a good amount of money for development, was then put on a dusty shelf.

In 2001, Joe left Second City for a series of lucrative writing and producing opportunities – a “contract writer” for independent television producers, novelists, non-fiction authors and publishing companies. He is an industry leading “script mechanic” – a rewrite specialist – for many television and feature film contracts.
ATTACHMENT C: CONTINUED

Peter Quintas (VP of Technology, Acting)

Experience

Telia Solutions (July 2009 – Present) Owner
SilkRoad Equity (July 2005 - July 2009)
InterAct Public Safety Systems - EVP
TrueSystems - EVP, General Manager
SilkRoad Equity (May 2003 - December 2005)
SilkRoad technology – CTO
SolidSpace LLC - CTO
Pendulab Ltd - CTO
Silkware.com - EVP, General Manager
divine inc (May 2000 - April 2003) Director of Technology
Intercap Systems - Principal
Nummus Technology Group – Principal (June 1998 - April 2000)
Objectsoft Inc (September 1996 - May 1998) Principal

Education

University of Illinois at Chicago
B.S. Computer Engineering

Biographical Statement

Peter’s experience and expertise has been focused on building high-growth businesses in enterprise software and launching innovative technology solutions. Since 2003, Peter has contributed to the growth of SilkRoad Equity’s technology portfolio, holding positions in several portfolio companies as CTO, Executive Vice President and General Manager of various technology businesses.

Prior to SilkRoad, Peter served as Director of Technology for divine inc., where he was responsible for the technical architecture, development and delivery of divine’s collaboration solutions and core software infrastructure.

Peter also co-founded and served in entrepreneurial positions in technology startups focusing on high-volume transactional financial solutions and in areas focusing on Java development tools. In 1998, he authored an integrated Java development environment that won the prestigious JavaOne ’98 "Best-of-Show" award.

Peter current runs a “boutique” web consulting company focused on providing services to small-to-medium sized businesses and early-stage tech companies. Telia Solutions handles end-to-end projects from branding and graphic design - to web development - to back-end systems implementation.
Attachment F
Zoning analysis for proposed use of the site

City of Evanston, Illinois
CERTIFICATE OF ZONING COMPLIANCE

APPROVED

ZONING CERTIFICATE NUMBER: 1IZONA-0028
DATE ISSUED: MARCH 3, 2011

PROPERTY ADDRESS: 1711 DARROW AVE
ZONING DISTRICT: I2
OVERLAY DISTRICT: None
USE: Change of use to office use (dba Long Tail Media Group).

CONDITIONS OR COMMENTS:

CERTIFICATE BASED ON:

Plan Prepared As: Preliminary
Preliminary
Plan Dated:

Plan Prepared By:
n/a

Plan of Survey Dated:

Plan Originating As:

Related Application ID:

Miscellaneous:

ISSUED BY:
Zoning Officer
Martin Travis
Attachment H:
ADDitional INFORMATION ON THE PROPOSED USE OF REQUESTED FUNDS

To date, the Company’s focus has been on product development – pilot shows and a website to both air them and engage the audience. Our upcoming phase of development will focus on recurring production – a fixed schedule for a series of shows. As part of this, the Company is evaluating certain options for its production studio, essentially the home of FRIDAYNITEBYTES. The Strange Lofts property is well suited to our needs. It does, however, require some improvements so it can be used as a commercial media studio.

There are four basic cost categories: Staging, Housing, Lighting and Electrical, and Audio-Video. Table 2 presents a comprehensive list of the anticipated necessary expenses.

<table>
<thead>
<tr>
<th>Items</th>
<th>Purpose</th>
<th>Approx Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staging</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stage riser</td>
<td>Stage floor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Cyclorama</td>
<td>Rear stage walls</td>
<td>chromakey</td>
</tr>
<tr>
<td>Paint</td>
<td>Stage and chromakey</td>
<td>$2,000</td>
</tr>
<tr>
<td>Sonex</td>
<td>Sound secure foam</td>
<td>$750</td>
</tr>
<tr>
<td>Curtains and runners</td>
<td>Stage separators</td>
<td>$1,000</td>
</tr>
<tr>
<td>Stairs/walls</td>
<td>Staging/back staging items</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>House</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doors</td>
<td>Emergency - Code doors</td>
<td></td>
</tr>
<tr>
<td>Safety lights</td>
<td>Public Safety compliance</td>
<td></td>
</tr>
<tr>
<td>Bathroom</td>
<td>Not ADA compliant</td>
<td></td>
</tr>
<tr>
<td>Stairways</td>
<td>ADA compliant?</td>
<td></td>
</tr>
<tr>
<td>Carpeting</td>
<td>Noise reduction</td>
<td>$3,500</td>
</tr>
<tr>
<td>Chairs/tables</td>
<td>Seating</td>
<td>$2,000</td>
</tr>
<tr>
<td>Sound panels</td>
<td>Noise control/reduction</td>
<td>$600</td>
</tr>
<tr>
<td>Ceiling and tiles</td>
<td>Noise control/reduction</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Lights/Electrical</strong></td>
<td>Overhead light piping</td>
<td>$2,000</td>
</tr>
<tr>
<td>Instruments</td>
<td>Stage light fixtures and boards</td>
<td>$7,500</td>
</tr>
<tr>
<td>Power/cabling</td>
<td>Connectors</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Contingency</strong></td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Estimated Total</strong></td>
<td></td>
<td>$36,850</td>
</tr>
</tbody>
</table>
**Attachment K:**

*Overview of the types and variety of existing jobs to be relocated/created.*

This business is founded upon video production and Internet content management. The studio will create opportunities for full-time, part-time, and contract work. Since programming will be nearly continuous, we expect that demand for labor will occasionally expand normal operations to act on additional opportunities. As such, we expect up to 22 people to work on the staff during the first year and as many as 40 people by the third year. The number of people with whom we contract may grow higher, especially if we have opportunities for actors. The number of people working at the office will grow to equal the number of people on staff because the work demands on-location production and on-duty/off-duty rotations to keep everybody fresh.

**Programming Roles and Demand for Years 1-3**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Number</th>
<th>Employment Type</th>
<th>Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producer – Line</td>
<td>1-2</td>
<td>FTE</td>
<td>Oversees administrative and logistical activities to support programming.</td>
</tr>
<tr>
<td>Producer – Technical</td>
<td>1-2</td>
<td>FTE</td>
<td>Oversees production of content.</td>
</tr>
<tr>
<td>Editor</td>
<td>1-3</td>
<td>FTE and Contract</td>
<td>Edits contents for publication.</td>
</tr>
<tr>
<td>Director</td>
<td>1-2</td>
<td>PTE, FTE, and Contract</td>
<td>Directs production of specific content</td>
</tr>
<tr>
<td>Videographer</td>
<td>1-2</td>
<td>PTE, FTE, and Contract</td>
<td>Responsible for video production and lighting.</td>
</tr>
<tr>
<td>Sound Engineer</td>
<td>1-2</td>
<td>PTE, FTE, and Contract</td>
<td>Responsible for all audio production.</td>
</tr>
<tr>
<td>Costume Designer</td>
<td>1</td>
<td>PTE and Contract</td>
<td>Creates and stores costumes.</td>
</tr>
<tr>
<td>Stage and Props Designer</td>
<td>1</td>
<td>Contract</td>
<td>Builds and modifies all Props.</td>
</tr>
<tr>
<td>Actors-writers</td>
<td>10-20</td>
<td>FTE, PTE, and Contract</td>
<td>Members of the ensemble write sketches, perform, and produce.</td>
</tr>
</tbody>
</table>

**Marketing, Website, and Administration Role Types and Demand for Years 1-3**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Number</th>
<th>Employment Type</th>
<th>Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web developer</td>
<td>1-2</td>
<td>FTE</td>
<td>Designs, builds, and operates the website and internal IT systems.</td>
</tr>
<tr>
<td>Web graphic designer</td>
<td>1-2</td>
<td>FTE and Contract</td>
<td>Provides graphic support for marketing and programming.</td>
</tr>
<tr>
<td>Community Manager</td>
<td>1</td>
<td>PTE, FTE, and Contract</td>
<td>Oversees web content.</td>
</tr>
</tbody>
</table>
STAFF MEMO: Proposed Revised Neighborhood Business District Grant Program
Memorandum

To: Chair and Members of the Economic Development Committee

From: Johanna Nyden, Economic Development Planner

Subject: Evanston’s Great Merchant’s Grants Program – Formally Neighborhood Business District Improvement Grants

Date: April 20, 2011

Recommendation
Staff seeks a recommendation from the Economic Development Committee to City Council for the approval of the revised Neighborhood Business District Improvement Grant Program – renamed “Evanston’s Great Merchant’s Grants” for utilization in FY2012.

Funding Source
Economic Development Fund, Account Business District Improvement Fund.

Background
For nearly a decade, the City has offered the business districts and merchant associations in Evanston not served through a Special Service Area (SSA), the opportunity to seek funding for small grants through the Economic Development Fund. This has given business districts and merchant associations the opportunity to engage in public marketing campaigns, purchase advertising in major publications, create district plantings, organize district-wide events, and more.

Staff has monitored the administration of these grants in the past year and has yielded the following observations:

- A significant amount of the funding spent through this program flows to businesses or entities outside of Evanston. For example in this last award round, of the $28,200 spent on this program (to date) to business districts and merchant associations, approximately $18,100 was to vendors located outside of Evanston.
- Administration of these grants represents a significant investment in time for Staff and does not guarantee the best service to business districts. Invoices arrive at the Civic Center at irregular points of time and often require the City to reimburse vendors instead of individual business districts. As a result, vendors to business districts must complete the City’s vendor registration form. Additionally, due to the requirement to complete the “bill’s list” process, each invoice may take more
than 30 days to be processed. Subsequently, this does not help businesses build a good reputation with vendors.

- The grant does not require applicants to seek multiple bids for services or goods. As such, there is no mechanism to ensure that the lowest responsible and responsive pricing is being utilized.
- The program does not encourage business and merchant associations to work together to “bulk purchase” services to get better prices for desired services and goods.

Discussion
Staff has developed a revamped program for the Economic Development Committee’s review and consideration. The revamped program addresses and seeks to resolve the aforementioned observations:

- Requires applicants to seek at least three estimates for services, including at least one Evanston-based business.
- Creates a predictable grant administration process that allows only approved business district or merchant associations (“the applicant”) to seek reimbursement for services or goods. Additionally reimbursement will only be awarded quarterly.
- Creates a process that encourages business and merchant associations to work together to aggregate spending to result in cost savings.

If approved by City Council, the Great Merchant’s Grants will be available for administration by July. Staff will work with merchants in Evanston, not currently supported by SSAs, to complete applications. Applications will be reviewed by the Economic Development Committee for consideration for inclusion in the 2012 Fiscal Year budget.

Attachments:
- Draft Guidelines for Evanston Great Merchant’s Grants
- Draft Application from for Evanston Great Merchant’s Grants
Economic Development Fund: Evanston Great Merchant’s Grant
--DRAFT--
Application Instructions & Guidelines
Effective May 1, 2011

Department of Community & Economic Development
Economic Development Division
2100 Ridge Avenue, Evanston, Illinois 60201
847.448.8100
economicdevelopment@cityofevanston.org
Application Overview & Purpose

The purpose of the Evanston’s Great Merchant’s Grant is to provide financial assistance to Evanston’s business districts and merchants associations not served by Special Service Areas. The funding available from the program is designed to enhance business district activities and support activities of merchants associations.

The program is also designed to encourage business districts to work together to share costs and aggregate purchases together in order to experience cost savings.

Every July, the City of Evanston will initiate the program to eligible business districts and merchant associations. Economic Development Division Staff will convene a meeting of the business districts and merchant associations to foster cooperation and completion of the grant application. Applications will be accepted beginning in late August, for review by the Economic Development Committee and the City Council beginning in September. Applicants will be conditionally approved pending the passage of the City’s fiscal year budget. Applicants will be notified after the passage of the fiscal year budget of final award amounts.

Applicant Eligibility Criteria

The only applicants eligible for this program are business districts or merchant associations with associated Federal Tax Identification Numbers (FEIN #). Additionally, applicants must demonstrate that they serve a geographic area comprised of businesses.

The eligible business districts or merchant associations will be able to request up to $9,000 in financial assistance for any fiscal year.

Project Eligibility Criteria

Eligible activities must address the following core areas:

*Business Support and Retention.* Projects must enhance the district’s character and identity. Activities under this core area could include marketing, market studies to determine how to best market goods and services to meet demand, accounting or merchandising support, and/or other business development activities.

*Enhancement of Physical Environment.* Projects include activities that help improve the pedestrian environment to make the area feel safe and attractive to shoppers and residents. Activities include cleaning services, plantings, sidewalk replacement and repair, installation of street furniture, and other physical improvements that demonstrate business district investment.
Neighborhood Promotion. Projects in this core area must work to foster a business district identity/brand, support advertising/marketing opportunities, generate positive media coverage, and the develop collateral materials.

Community Events. Projects can include support for street festivals or block parties to smaller events, such as grand openings or “taste of” restaurant promotions, and other events to be determined by individual business districts.

Evanston Business Enterprise (EBE) Grant Requirements

As these grant awards utilize City funds, the Applicants will be required to follow some of the city’s requirements for small purchases (under $20,000):

- Applicants will be required to seek at least three estimates for each type of service, good, etc., of which at least one quote for each of the goods, services, etc. should be from an EBE (a/k/a an Evanston-based business).
- All purchases of goods, services, etc., will be required to be awarded to the lowest quote from a responsive and responsible Evanston-based business, provided that the EBE’S quote does not exceed the lowest responsive and responsible quote by non-local business by more than 5%.

Grant Administration

Each business district or merchant association must have a “Point of Contact”. This Point of Contact must remain the point of contact for all activities associated with the administration of the grant. Individual vendors cannot be reimbursed by the City of Evanston, only registered business districts/merchants associations will be reimbursed.

Applicants will be reimbursed on a quarterly basis. Paperwork must be submitted on or prior to the following dates for each quarter:
- Close of Quarter 1: March 31, 2012
- Close of Quarter 2: June 30, 2012
- Close of Quarter 3: September 30, 2012
- Close of Quarter 4: December 31, 2012

In order to ensure timely processing of reimbursements, applicants must submit invoices, evidence of payment, and other applicable paperwork to the City of Evanston’s Economic Development Division on or prior to the aforementioned dates. Failure to submit prior to those dates will result in payments being delayed to the following quarter.

Completed Application forms must be completed and submitted electronically to economicdevelopment@cityofevanston.org. All attachments must be scanned and compiled into a single PDF documents and also submitted electronically to the aforementioned address. A confirmation email of receipt will be provided to each submission.
Application for Evanston's Great Merchant's Grant

Applicant Information

Name of Business Association: _______________________________________________________

Name of Point of Contact: _________________________________________________________

Address: _______________________________________________________________________

Phone: _________________________________________________________________________

Email: _________________________________________________________________________

Business District

How many businesses are located in your business district:

Non-Association businesses: [ ] Members: [ ]

Describe the geographic area that your business district serves:

_______________________________________________________________________________

Does your group collect association dues for memberships? □ Y □ N

What is the amount collected annually from members? __________

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

______________________________________________________________________________

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, 2011)?

Please provide a description of proposed programs, projects, and activities for your association.

<table>
<thead>
<tr>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
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</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>
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</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></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2008</td>
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</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.
Public Benefits

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

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

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

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

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

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.)

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

To: Chair and Members of the Economic Development Committee

From: Johanna Nyden, Economic Development Planner

Subject: Evanston’s Great Merchant’s Grants Program – Formally Neighborhood Business District Improvement Grants

Date: April 20, 2011

Recommendation
Staff should be directed to work with business districts and merchant associations to prepare requests for assistance for the remainder of FY2011.

Discussion
Last year’s funding for financial assistance to business districts was structured to provide support through May 2011. In an effort to link economic development programs to the City’s fiscal year, Staff would prefer to work with business and merchant associations not supported through Special Service Areas (SSAs) to address funding demands through the remainder of 2011.

Following the approval of the Evanston’s Great Merchant’s Grant program by City Council, Staff will provide copies of the application to each business district or merchant association in Evanston. Staff will subsequently work with interested business districts to complete a submission to the Economic Development Committee for funding for the remainder of 2011. The newly adopted program guidelines and requirements of the Evanston Great Merchant’s grants would be implemented and required at this time. Requests for funding for the balance of FY11 will be heard at the June 2011 meeting of the Economic Development Committee.

Staff would then work with business and merchant associations to complete a submission that addresses all FY2012 activities in the third quarter of 2011.
STAFF MEMO: Future Economic Development Committee Meeting Locations
Memorandum

To: Chair and Members of the Economic Development Committee
From: Johanna Nyden, Economic Development Planner
Subject: Meeting Location for Upcoming Economic Development Committee Meetings
Date: April 21, 2011

Discussion
At the request of Alderman Coleen Burrus, Chair of the Economic Development Committee, Staff has investigated the feasibility of convening upcoming Economic Development Committee meeting in locations throughout Evanston’s business districts. The goal in the temporary relocation to other meeting spaces was to engage businesses throughout Evanston to better understand the work of the Economic Development Committee. Additionally, it will provide the members of the Economic Development Committee the opportunity to meet local business owners and other key local stakeholders. At the beginning of each meeting, the Committee will receive a brief welcome from the host business or the organization and the local business association or merchant’s group.

All locations selected for upcoming meeting locations are accessible and open to the public. The following locations have been identified for upcoming meetings:

- Wednesday, May 27, 2011: Howard Street Outpost, 633 Howard Street
- Wednesday, June 22, 2011: Inclusion Solutions, 2000 Greenleaf Street
- Wednesday, August 24, 2001: Civic Center, 2100 Ridge Avenue
- Wednesday, September 21, 2011: Northwestern University Campus, Room TBD
- Wednesday, October 26, 2011: Location TBD
- Wednesday, November 16, 2011: Location TBD

Staff is in the process of identifying locations for the October and November meetings and would welcome suggestions from Committee members for possible meeting locations.
COMMUNICATIONS: Real Estate Transfer Tax Report
### MONTHLY RETT REPORT FOR MARCH 2011

**DATE:** APRIL 1, 2011  
**TO:** Mayor and Aldermen  
**FROM:** Rodney Greene, City Clerk  

**SUBJECT:** RETT Report—March 2011

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>142,330</td>
<td>85</td>
<td>*March</td>
<td>76,152</td>
<td>52</td>
<td>76,152</td>
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<tr>
<td>April</td>
<td>181,407</td>
<td>102</td>
<td>April</td>
<td></td>
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<tr>
<td>May</td>
<td>155,910</td>
<td>79</td>
<td>May</td>
<td></td>
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<tr>
<td>June</td>
<td>270,170</td>
<td>131</td>
<td>June</td>
<td></td>
<td></td>
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<tr>
<td>July</td>
<td>144,670</td>
<td>73</td>
<td>July</td>
<td></td>
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<tr>
<td>Aug</td>
<td>162,040</td>
<td>83</td>
<td>Aug</td>
<td></td>
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<tr>
<td>Sept</td>
<td>138,804</td>
<td>81</td>
<td>Sept</td>
<td></td>
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<tr>
<td>Oct</td>
<td>143,425</td>
<td>61</td>
<td>Oct</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>101,716</td>
<td>59</td>
<td>Nov</td>
<td></td>
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<tr>
<td>Dec</td>
<td>109,690</td>
<td>66</td>
<td>Dec</td>
<td></td>
<td></td>
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<tr>
<td>Jan</td>
<td>64,000</td>
<td>42</td>
<td>Jan</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Feb</td>
<td>72,695</td>
<td>45</td>
<td>Feb</td>
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</tr>
</tbody>
</table>

March 2011 revenues were reduced to reflect this expenditure: $0

Monthly average needed to meet Budget $125,000  
FY 2011 Monthly Average $76,152

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

There were no (0) $1 million dollar sales in March 2011.

NSP2 sales = $391,500; CUMULATIVE $3,594,795

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EDC PACKET -- 4/27/2011 Meeting  
Page 167 of 171
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>Central Street Business Association</th>
<th>The next regularly scheduled meeting for the Central Street Business Association is Tuesday, April 5(^{th}) at 6:15pm at Christian Science Reading Room.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Street Business Association</td>
<td>The Howard Street Business Association will meet on Tuesday, April 12, 2011.</td>
</tr>
<tr>
<td>M/W/EBE Advisory Committee</td>
<td>The next M/W/EBE Advisory Committee meeting will be April 13, 2011 @ 6:00 pm. The draft agenda includes: Update of M/W/EBE contracts, Local Employment Program, and NSP2 subcontract awards.</td>
</tr>
</tbody>
</table>
| Evanston West Village Business Association. (formerly Dempster/Dodge + Florence/Crain businesses) | The next meeting of the Evanston West Village Business Association (EWVBA) will be at Perla Café’ at 1813 Dempster Street on Wednesday, April 13\(^{th}\) from 8:45 am-11 am  
EWVMA also planning to hold a West Village Festival on Friday, May 20 \& Saturday, May 21\(^{st}\). Staff has been assisting Perficial Sense Studio, Evanston Print & Paper Shop and Foresite Realty on organizing this event. The event is designed to promote businesses in the area and showcase the part of the City. Indoor and outdoor space has been secured in Evanston Plaza. Next steps are confirming artists and business participation. |
| Joint Economic Development Meeting | The Joint Economic Development Meeting is a meeting of representatives from Evanston’s business and merchant groups. The next meeting is April 20\(^{th}\) at 8:00 am. |
| Economic Development Committee     | The next EDC meeting will be on April 27, 2011.                                                                                   |
| "How to Do Business with the City of Evanston" Seminar | Planning is underway for this seminar, which is scheduled for Thursday, April 28\(^{th}\) from 6:00 – 9:00 pm. The seminar will be geared towards education on the City’s procurement processes, both through the competitive bid process (for projects $20,000 or higher) and for "Small Purchases (contracts under $20,000), to try to encourage additional participation by M/W/EBE’s. In addition, there will also be information presented on how contractors can participate in NSP2 bids. |
## Economic Development – March Meeting/Activities

| Economic Development Committee | The EDC met on March 23, 2011. The Committee received Staff Reports on planning for the 2011 Economic Development Summit, the upcoming seminar on How to Do Business with the City of Evanston, and the Neighborhood Business District Improvement Fund Utilization. The Committee also reviewed requests for financial assistance from the Hilton Garden Inn, the Evanston Community Development Corporation, and the Technology Innovation Center. |
| Howard Street Acquisition | Closings on the properties located at 629-631 Howard Street and 727-729 Howard Street are complete. ED Staff is working with the Building and Inspection Services Division to make repairs to the property. ED Staff is now working to bring tenants to these properties to encourage redevelopment of Howard Street. |
| Evanston West Village Business Association. (formerly Dempster/Dodge + Florence/Crain businesses) | The EWVMA met on Wednesday, March 9th at Evanston ReBuilding Warehouse, 1818 Dempster. The group discussed the upcoming West Village Festival, participation in Evanston 150 initiative, allocation of the City’s $9,000 grant and the adoption of a new name for the group. |
| Ward Manufacturing | Staff continues to work with Ward Manufacturing on the redevelopment of 2230/2222 Main Street and monitoring the project in conjunction with other City of Evanston Departments. |
| ShopQA | Shop QA is a component of the new 311 system that will be used to connect businesses to the new 311 system. It will also be a comprehensive list of businesses, the services and goods they provide, and contact information. Staff is working with representatives from WebQA, the developers of ShopQA, to implement this system in late 2Q2011. |
| Larger scale Development Sites | Staff continues to work with potential developers of large vacant properties in Evanston to identify potential ideal tenants and uses for these properties and provide assistance for approvals and other City processes. |
| Small Business Assistance | ED Staff, in conjunction with the CDBG Program Manager, have been working closely with an Evanston resident to help her try to expand her home business to a small start up business, including assistance in identifying possible spaces in Evanston that would meet her needs. |
| Evanston Plaza | ED staff continues to be in frequent communication with Foresite Realty, the receiver, in order to discuss leasing opportunities and any possible City assistance. Per Foresite Realty representative, property may go into foreclosure within the next 90-180 days. ED staff has initiated some financial research and evaluations for this property/area to investigate possible City assistance options. Staff plans to do a more focused market analysis and interviews with key industry personnel to try to get better sense of why EP is not attracting much interest. ED staff also researching other professionals who may be able to assist with suggestion on possible physical improvements to upgrade the site/structures. |
| M/W/EBE + LEP | ED staff has been meeting with certain businesses and business groups to promote principals of the MWEBE and LEP programs – specifically to encourage businesses to try to buy local goods and services, and hire Evanston residents, whenever possible, as a means to create a more “sustainable” local economy. For the meetings with merchant/business associations, staff partners with Parks and Recreation and CMO to also discuss the city’s youth and volunteer programs. In March, staff met with: Central Street Merchants Association and the President of Ozinga; a meeting with the |
businesses at the TIC is scheduled for 3/31. Additional meetings with merchant/business associations are being scheduled.

Internally, staff met with Purchasing and Legal to discuss additional ways to possible increase MWEBE participation, through select Minority and/or Women Business Development Organizations.

March M/W/EBE Compliance: ED staff attended five bid openings, two pre-bid conferences, referred six Evanston residents to three prime contractors under Local Employment Program, and reviewed 10 projects and issued memorandum approving initial M/W/EBE compliance for seven project and waivers for the remaining three.

| Façade Improvement Program | Staff is working with awardees from the first round of the Façade Improvement Program help coordinate execution of program agreements and completion of projects. Staff is also preparing for the second round of applications for 2011. The Informational Session will be held on Tuesday, April 5, 2011 at 6pm in room 2200. |