ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, APRIL 24, 2013 - 7:30pm
Lorraine H. Morton Civic Center – 2100 Ridge Avenue, Room 2200

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF FEBRUARY 27, 2013

3. ITEMS FOR DISCUSSION
   A. Quarterly Report Presentation
   B. Economic Development Strategies for Local Government
      Dr. Annette Steinacker, PhD
      Director, Urban Affairs and Public Policy Program
      Loyola University Chicago
      1032 W. Sheridan Road
      Chicago, IL 60660

4. ITEMS FOR CONSIDERATION
   A. Consideration of a Request for Financial Assistance from the Music Institute of
      Chicago (1702 Sherman Avenue)

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

6. ADJOURNMENT

Next Meeting: Wednesday, May 22, 2013

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/government/ special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact the Community and Economic Development Department 48 hours in advance of the scheduled meeting so that accommodations can be made at 847-448-8683 (Voice) or 847-448-8064 (TTY).
ECONOMIC DEVELOPMENT COMMITTEE
MEETING NOTES
February 27, 2013

Attendees:


Committee Members Absent: C. Burrus,

Staff: W. Bobkiewicz, M. Lyons, S. Griffin, P. Zalmezak, J. Nyden, M. Jones, E. Storlie

Presiding Member: J. Fiske

I. Call to Order / Declaration of Quorum
With a quorum being present, Chair Fiske called the meeting to order at 7:34 p.m.

II. Approval of the Meeting Minutes of January 23, 2013

Ald. Rainey moved to approve the meeting minutes of the January 23, 2013 Economic Development Committee meeting, seconded by Ald. Grover.

The meeting minutes of the January 23, 2012 meeting were approved unanimously, 10-0.

III. Items for Discussion
A. Consideration of a Request for Funding Assistance from Peckish One, LLC (623-627 ½ Howard Street)
Ms. Nyden gave a brief history and overview of the proposed project and introduced Jamie and Debbie Evans, founders of Peckish One, and Tom Fogerty, Brewery Manager and investing partner.

Mr. Evans stated that Peckish One is looking for assistance to build out the space on Howard Street. He specified that he and Mrs. Evans will also invest $50,000 with an additional $50,000 from Mr. Fogerty and a $200,000 bank loan for kitchen and brewery installation.

Ald. Fiske inquired as to whether or not the owners have talked about the proposed project with the surrounding neighbors. Mrs. Evans replied that they have been talking to neighbors about what they want and would like to see at the location.
Ald. Grover stated that the project will pay for itself not only through the loan repayment, but the increased economic impact from increased foot traffic on Howard Street. Ms. Summers clarified that the $200,000 in City funds would be used solely for the basic “vanilla box” improvements. Ms. Nyden confirmed this, stating that State statute governing TIF, limits the use of TIF funds to specific items.

In public comment in response to the presentation, Mr. Junad Rizki presented a chart in which he ranked the viability of projects that the City has recently funded, giving an explanation for each placement.

Ald. Grover motioned to recommend to City Council approval of the funding request for Peckish One, LLC, seconded by Ald. Rainey.

The request was approved unanimously, 10-0, for a total amount not to exceed $200,000.

B. Consideration of a Request for Funding Assistance from the Margarita European Inn (1566 Oak Avenue)

Ms. Nyden presented a brief overview of the project, stating that this project is part of the new Committee process of first discussing a potential project with a business owner, offering suggestions for improvement, and having the owner return to the Committee with an updated project for a funding request.

Mr. Pure, owner of the Margarita Inn, described the work that has been done in the hotel up to this point, stating that he has worked with both the City and the bank to work on details of possible funding.

In public comment, Mr. David Reynolds, owner of The Homestead, suggested that there be consideration of the extent to which competition increases when the City funds certain projects, explaining that the tourist market in Evanston is low and providing a grant gives an unfair advantage to one business.

Ald. Rainey indicated that Best Western’s improvements could have the same effect. Ald. Wynne requested if staff could do research on the possible cannibalism effect on other hotels and that private funding vs. public funding for these projects are important to consider. Mr. Bobkiewicz stated that the Chicago North Shore Convention and Visitor’s Bureau could be invited to speak on the hotel activities in the area. He stated that both Best Western and Hilton Garden Inn have submitted plans for renovations.

Ald. Grover motioned to recommend approval of funding request Margarita Inn, seconded by Ald. Tendam.

The recommendation to City Council for the request to enter into a Hotel-Motel Tax Sharing Agreement with the Margarita Inn was
approved, 9-1, for a total rebate not to exceed $230,000. Ald. Fiske gave the opposing vote.

IV. Items for Discussion

A. Consideration of a Request from the Music Institute of Chicago (1702 Sherman Avenue)

Ms. Nyden gave a brief overview of the Music Institute of Chicago’s project proposed for the basement level of the former Marshall Field’s building. Music Institute of Chicago is a non-profit entity that will be seeking a grant for the proposed improvements. Ms. Nyden suggested that staff is pursuing the possibility of applying the 4% amusement tax on tickets sold for events.

Ms. Nyden introduced Mark George, president of the Music Institute, who in turn introduced Jill Calian (Trustee), Jennifer Rook (Clinical Director) and Rick Rohrer (Chief Financial Officer) for the Music Institute. Mr. George described the programs and classes the Music Institute provides and detailed what the proposed project on Sherman will include.

Mr. Griffin expressed that the proposed project falls under an economic development targeted industry and has the potential for a larger multiplier effect which has been analyzed using previous studies. He indicated that any potential tax revenue could be reinvested into arts and entertainment projects.

Mr. Zenkich inquired about the Nichols Hall facility on Chicago. Mr. George stated that Nichols Hall is primarily used for music performances and does not work as well for live theater performances. He emphasized that the Music Institute does own the space and will keep it open for performances.

Ald. Wynne asked if the Wilmette facility will be closing and how much the Music Institute will be asking for. Mr. George responded that it will likely ask for 20% of the project total, approximately $160,000, and will close and move employees from the Wilmette location to the Evanston site. He stated that the new space has been vacant for some time and the Music Institute will provide a good use.

In the public comment period, Mr. Ken Behles, architect for the project, and Mr. Randy Usen of First Bank & Trust were introduced to respond to any questions. Mr. Cohn stated that the Music Institute as handled past investments well and that the proposed project will turn a difficult space into a hidden gem.

Ald. Rainey, Mr. Mennemeyer and Ms. Summers stated their general support of the project based on the 4% entertainment tax being introduced. Ms. Summers asked if the historic marquee on the building would be preserved. Mr. Behles stated that they will work to do so in cooperation with the building owner.
B. Creation of an Evanston Brand
Ms. Storlie provided a brief history of the Evanston logo, describing its origins and meaning. She then explained that Evanston is well positioned to update its logo, create a more unique brand for the City and engage residents in the process. Ms. Storlie stated that the timing for updating the logo is optimal due to the current temporary logo change for the 150th anniversary.

Ald. Grover asked if there are capabilities to complete the project in-house. Ms. Storlie responded that there is a contract designer who has done several logos, including the new Evanston Public Library logo. Committee members suggested that a call be put out to all local graphic design artists to design the new logo. The community input would then be a crucial part of the process.

C. Grandmother Park Initiative Update
Mr. Lyons presented a history of the park and an overview of the proposed project. He introduced Gay Riseborough, founder of the Grandmother Park Initiative, Jen Goldstein and Adam Finlayson, members of the Initiative’s Board, and Paul Klitzkie of Nature’s Perspective.

Mr. Lyons described how the final budget, is 90% funded with an additional $13,000 from CDBG. He also clarified that the property has been off of the tax rolls and if there are any amendments to the plan that require Council approval, those changes will first come back to the committee.

In public comment, Ald. Braithwaite voiced his support of the project and wanted to make sure the organization was following the path of least resistance. Ms. Riseborough shared that an additional $5,000 donation towards the park came in earlier that day.

D. Presentation on Small Business Owner Interviews- Benjamin Platta
Mr. Benjamin Platta and Ms. Rachel Jacobs, members of Northwestern University’s Institute for Student Business Education, gave a brief overview of the program and what the learned from their business interviews, including:

- A sincere sense of community between small business owners.
- Small businesses thrive on local demographics and developing relationships with customers.
- Many businesses were not actively pursuing their target customers online.

The Committee was generally supportive of their efforts and offered suggestions for additional business group outreach.

E. Draft Quarterly Report Format (4th Quarter 2012 Example)
Mr. Griffin presented a draft quarterly report format to the Committee. He explained that unemployment rates currently are released a month after the quarter ends so there may be some delay in presenting that information. He also stated that hotel vacancy rate will be captured on the final draft.
document. The Committee briefly discussed the quarterly report, agreeing on the current format for future reports.

F. Economic Development Committee Workshop- Spring 2013
Mr. Griffin shared that he reached out to Annette Steinacker, professor at Loyola University, will be the guest speaker at the Workshop which will be scheduled for April or May. She will look at best practices in Economic Development and how Evanston can apply them to the Economic Development Work Plan and future activities.

V. Communications
A. Announcements/Updates from EDC Members
Mr. Griffin stated that the Broker Forum has been scheduled for March 14, 2013 at 5:00p.m.

Ald. Braithwaite stated that the ribbon cutting for Chicago’s Home of Chicken and Waffles will be March 7, 2013 at 6:30p.m.

B. Real Estate Transfer Tax Report
The Committee acknowledged the monthly communication

C. Monthly Economic Development Communication
The Committee acknowledged the monthly communication.

VI. Adjournment
Ald. Grover moved to adjourn the meeting, seconded by Ald. Tendam. The Committee voted 10-0 unanimously to adjourn the meeting.

The meeting was adjourned at 9:47p.m.

Respectfully submitted,
Meagan Jones
Investment

Private Commercial Development Activity

Top 10 Commercial Projects by Value

<table>
<thead>
<tr>
<th>Business</th>
<th>Address</th>
<th>Type</th>
<th>Estimated Work Value</th>
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</thead>
<tbody>
<tr>
<td>Walgreens</td>
<td>635 Chicago</td>
<td>Retail</td>
<td>$6,300,000</td>
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<tr>
<td>Trader Joe's</td>
<td>1211 Chicago</td>
<td>Retail</td>
<td>$2,308,804</td>
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<tr>
<td>Starbucks</td>
<td>1734 Sherman</td>
<td>Food Service/Retail</td>
<td>$363,295</td>
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<tr>
<td>Heartwood Center</td>
<td>1818 Dempster</td>
<td>Health</td>
<td>$300,000</td>
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<tr>
<td>Temperance Beer Co.</td>
<td>2000 Dempster</td>
<td>Food Service</td>
<td>$281,677</td>
</tr>
<tr>
<td>Farmhouse Restaurant</td>
<td>703 Church</td>
<td>Food Service</td>
<td>$175,000</td>
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<tr>
<td>Traisman Pediatric</td>
<td>1950 Dempster</td>
<td>Health/Retail</td>
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</tr>
<tr>
<td>Leapfrog</td>
<td>805 Greenwood</td>
<td>Office</td>
<td>$100,000</td>
</tr>
<tr>
<td>1285 Hartrey Ave</td>
<td>1285 Hartrey</td>
<td>Health</td>
<td>$100,000</td>
</tr>
<tr>
<td>Acquirent</td>
<td>500 Davis</td>
<td>Office</td>
<td>$100,000</td>
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<td><strong>Total</strong></td>
<td></td>
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<td><strong>$10,183,776</strong></td>
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Online Connectivity

Social Media

Facebook

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<th>Month</th>
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<th>LinkedIn “Followers”</th>
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<tr>
<td>January</td>
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<td>February</td>
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<tr>
<td>March</td>
<td>268</td>
<td>543</td>
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LinkedIn

<table>
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<tr>
<th>Month</th>
<th>“Likes”</th>
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<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Labor Force *

Unemployment Rate - Last 3 Months *

- December: 6.5%
- January: 8.6%
- February: 6.7%

Maximized for Online Viewing

Scroll over text to discover online links to business web pages, maps and more.

Stay up to date at: www.evanstonedge.com
## New Businesses

<table>
<thead>
<tr>
<th>Business</th>
<th>Type</th>
<th>Address</th>
<th>Announced Jobs</th>
<th>Private Investment</th>
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</thead>
<tbody>
<tr>
<td>World of Beer</td>
<td>Restaurant</td>
<td>1601 Sherman Avenue</td>
<td>15 20</td>
<td>$379,300</td>
</tr>
<tr>
<td>Chicago's Home of Chicken &amp; Waffles</td>
<td>Restaurant</td>
<td>2424 Dempster Street</td>
<td>3 47</td>
<td>$432,827</td>
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<tr>
<td>Subway</td>
<td>Restaurant</td>
<td>845 Dodge Avenue</td>
<td>2 1</td>
<td>$461</td>
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<tr>
<td>Lotto Food Mart</td>
<td>Convenience Store</td>
<td>828 Davis Street</td>
<td>1</td>
<td>$809</td>
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<tr>
<td>The Fitness Matrix</td>
<td>Fitness</td>
<td>2409 Main Street</td>
<td>1</td>
<td>$332</td>
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<tr>
<td>Ausrine's Art Room of Evanston</td>
<td>Gallery</td>
<td>1123 Florence Street</td>
<td>1</td>
<td>$321</td>
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<tr>
<td>Center for Independent Futures</td>
<td>Wellness</td>
<td>1015 Davis Street</td>
<td>13 16</td>
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<td>Wheel &amp; Sprocket</td>
<td>Retail</td>
<td>1027 Davis Street</td>
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<td>Solay Wellness</td>
<td>Wellness Retail</td>
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<td>Burch Works, LLC</td>
<td>Employment Services</td>
<td>1560 Sherman Avenue</td>
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<td>$170,273</td>
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<td>Giant Screen Films</td>
<td>Film Production</td>
<td>990 Grove Street</td>
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<td></td>
<td></td>
<td></td>
<td><strong>$1,015,868</strong></td>
</tr>
</tbody>
</table>

### 1st Quarter 2013 Highlights

- **11** Newly Opened Businesses
- **50** Business Inquiries
- **47** Retailers Contacted
- **52** Existing Business Visits

Source: City of Evanston Government

Source: CoStar

## Vacancy Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>6.7%</td>
</tr>
<tr>
<td>Office</td>
<td>9.8%</td>
</tr>
<tr>
<td>Industrial</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

### Evanston

- **Downtown Chicago Market** - Including The Loop, River East, River North, Gold Coast, Old Town, Streeterville, South Loop, West Loop
- **Near North Suburban Market** - Including Evanston, Glenview, Lincolnwood, Morton Grove, Niles, Skokie, Wilmette
To: Chair and Members of the Economic Development Committee

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

Subject: Financial Assistance for the Music Institute of Chicago

Date: March 21, 2013

Recommendation:
Staff recommends that the Economic Development Committee consider a recommendation to the City Council to provide a forgivable loan up to $165,000 for the Music Institute of Chicago (MIC) in support of work associated with rehabilitation of the space at 1702 Sherman Avenue for their headquarters and black box theatre.

Staff further recommends that the loan would be forgiven annually by an amount of $16,500 for a period of ten years. In the event MIC were to leave 1702 Sherman prior to the full balance being forgiven, any portion of the loan still not forgiven would become due immediately.

Economic Development Goals:
This project will assist in the achievement of the adopted Economic Development Plan's Targeted Areas, Arts & Entertainment as well as supporting the retention of 15 Evanston jobs and relocating 19 jobs from Wilmette to Evanston.

The 2013 Economic Development Work Plan presented at the January 23, 2013 Economic Development Committee called for supporting arts and theater organizations. It was stated that the arts and culture contribute to Evanston’s quality of place for residents and businesses alike. Arts and Entertainment businesses draw visitors, provide creative sector jobs and generate amusement and liquor tax revenue for the City. The Plan stated that staff will:

1. Support existing arts and theater organizations while exploring opportunities for new organizations that complement the existing offering.
2. Explore opportunities for additional live performance and other entertainment venues.
The MIC project to relocate its headquarters and develop a black box theater supports both of these activities.

Funding Source:
The Washington National Tax Increment Financing District’s “Other Improvements” Account (Account # 5470.65515). The FY2012 budget included $2,886,000 for projects and activities for this account.

Background:
The Music Institute of Chicago (MIC) is a not-for-profit music school founded in the 1930s. Currently the Institute has seven locations located throughout the North Shore and Downers Grove. The programs offered by MIC include:

- **The Community Music School**, a music instruction program that provides private and group instruction for a variety of music types and seeks to attract a proud range of students from varying socio-economic backgrounds.
- **The Institute for Therapy through the Arts**, is an arts therapy program that provides clinical services to individuals needing therapy to address physical and/or emotional challenges. The program operates at the MIC as well as satellite locations that include a drug rehabilitation center, a domestic violence shelter, medical facilities, and schools.
- **Nichols Concert Hall**, is a performing arts space in Downtown Evanston that is currently entering its 10th season. The concert hall seats 500 and hosts approximately 15,000 patrons annually.
- **The Academy**, is a pre-collegiate conservatory program that attracts members from all across the world. It is an intensive and comprehensive program for training musicians preparing for a collegiate experience at the Nation’s top musical programs.

Discussion:
Later this year, MIC will relocate its headquarters to a new location at 1702 Sherman Avenue. The space is the lower level of the former Marshall Field’s building. Approximately 34 new employees (22 full- and 12 part-time staff) will be located in this office. Approximately 19 (13 full-time and 6 part-time) will be relocated from Wilmette offices and 15 (9 full-time and 6 part-time) from a location on Dempster Street in Evanston. Both locations will be closed. At the new location, MIC has committed to a 10-year lease of the space. The new space will include a black box theatre with seating for 150 patrons, classrooms, therapy rooms, and office space for employees.

**Economic Impact:** At the February 27, 2013 Economic Development Committee meeting MIC presented its program and plans for the 1702 Sherman Avenue space. At the meeting they outlined many of the benefits MIC would have on the downtown Evanston economy; they have summarized many of these benefits in their submission
MIC estimates that the impact of new staff in downtown Evanston is estimated to produce nearly $400,000 in new economic activity. They further estimate that the 34 employees located in downtown Evanston will spend approximately $25,500 annually in local purchases. Staff finds this number is very conservative; an International Council of Shopping Centers (ICSC) report from 2012, estimates that the average worker spends approximately $102 on goods in services per week in the “close vicinity” of their work place (“Office-Worker Retail Spending in a Digital Age”, ICSC Research Department, Michael P. Niemira and John Connolly). The likely impact of the 22 employees alone (not including impact of part-time staff) not currently in downtown Evanston is closer to $114,000 in new local purchases annually.

MIC also estimates the impact of the visits to downtown Evanston by students, clients, families, and patrons of the black box theatre:

- The facility is estimated to attract 500 regular visitors (students, parents, clients, etc.) per week. If visitors spend $10 per visit it is estimated that an upwards of $250,000 or more will be generated in local purchases.
- The black box theatre is anticipated to attract between 2,000 and 6,000 audience members annually. MIC estimates that the typical arts patron spends between $17.42 and $24.60 per visit (from Arts and Economic Prosperity, Americans for the Arts, 2012). These expenditures are typically associated with dinner or other meals/drinks. This could generate a range of new purchases between $35,000 and $147,600 annually.

As discussed at the February 27, 2013 meeting of the Economic Development Committee, performances held in the proposed black box theatre at the MIC by not-for-profit entities would not be subject to Evanston’s Amusement Tax. The concept was discussed that the February meeting that MIC would voluntarily apply the tax to patrons to this space. In total it was estimated that this tax would generate $5,000 in new revenue. Rather than apply this tax, MIC has offered $5,000 in free tickets to its Faculty & Guest Artist Series to Evanston public school students and families. Staff recommends that this be a contingency of their agreement. It is recommended that each year MIC has to provide documentation that tickets in a value not less than $5,000 were provided to students and families of District 65 and 202.

**Construction Program:** The MIC proposes to rehabilitate the lower level of the former Marshall Field’s building. The work will include the creation of a black box theatre, rehearsal rooms, storage area for props and scenery, art therapy rooms, and office space for up to 34 employees. In total, the cost of this work is estimated to be $825,000. The landlord of the property has committed to providing $110,000 in assistance to build-out the space. The MIC is seeking a grant of $165,000 from the City of Evanston to
assist in the build-out of the space. The balance of the construction costs will be paid for through loans, fundraising, and internal sources of capital.

A key component to the new construction and rehabilitation is the creation of space that is acoustically appropriate for performances and therapy. The space was originally designed as a retail and storage space (first Marshall Field's and later Linen n'Things). The space has previously been used as a church, but experienced no major renovations. Appropriate sound attenuation materials will need to be installed in rehearsal spaces as well as the theatre in order to permit MIC to continue to operate at a high quality.

Representatives from the Music Institute will be at the March 27, 2013 meeting of the Economic Development Committee to discuss potential partnerships for this new endeavor and financial assistance for build-out of the space. The construction will be extensive to build-out a performance space, offices, and classroom and therapy spaces. According to the MIC the approximate cost of this work is more than $800,000.

Attachments:
- Submission from MIC
March 13, 2013

Honorable Judy Fiske, Chair
Economic Development Committee
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201

Dear Alderwoman Fiske,

With this document, the Music Institute of Chicago, in collaboration with the City of Evanston’s Office of Economic Development, formally requests a Tax Increment Financing (TIF) grant in the amount of $165,000 in relation to our relocation and build-out at 1702 Sherman Avenue in Evanston.

A TIF grant in support of this project would be an excellent investment for the City of Evanston. The relocation of our administrative headquarters, musical theater programming and other activities to downtown Evanston will produce clear educational and cultural benefits and a powerful economic impact.

I look forward again to engaging in discussion with you and your colleagues on the Economic Development Committee on Wednesday, March 27 at 7:30pm. In the interim, feel free to contact me with questions or suggestions.

Sincerely,

Mark George
President and CEO
I am pleased to present you with materials regarding the relocation of the Music Institute of Chicago headquarters to downtown Evanston. Documents submitted in advance of the February meeting of the Economic Development Committee outlined the history and mission of the Music Institute and its alignment with the goals of the City of Evanston. The following information and statistics are specifically offered to reinforce the case for the economic, cultural and educational impact of the project.

In the lower level of the Evanston Galleria, located at 1702 Sherman Avenue, the Music Institute of Chicago saw an opportunity to utilize a vacant and under-appreciated space for our unique functions and activities. Our relocation will bring a large number of employees, students, families of students and clients, audience members and other visitors to downtown Evanston, delivering a significantly positive economic impact. The lower level space at 1702 Sherman Avenue presently generates little or no economic benefit to the City of Evanston.

ECONOMIC IMPACT

Arts organizations contribute to the economy in a big way. A 2012 report from Americans for the Arts entitled Arts and Economic Prosperity IV, provided the following national statistics for calendar year 2010.

- Arts organizations issued $135.20 billion in direct expenditures.
- Federal, state and local governments received more than $22 billion dollars in revenue as a result of activities by arts organizations.
- Local governments received $6.07 billion in revenue as a result of activities by arts organizations.
- 129,893 Illinois citizens were employed by arts organizations.
- A typical arts patron spent $24.60 per event attended (parking, dinner, shopping, lodging, childcare, transportation, etc.).

The Music Institute of Chicago is a significant part of the aforementioned statistics and eager to generate even more economic activity in Evanston. The following is an outline of the projected economic impact of the 1702 Sherman Avenue project.

- MIC has committed to a 10-year lease at 1702 Sherman.
- MIC will purchase 25 parking spaces in a municipal garage at an expense of $150,000 over 10 years.
- The facility will attract, on average, up to 500 regular visitors (students, parents, ITA clients, MIC patrons, etc.) per week. If local visitors spend $10 per visit (parking, food, shopping), they will generate $250,000 of economic activity each year.
- The black box theater will attract 2,000–6,000 audience members each year, the number growing over time. If each audience member spends the national average of $17.42 per visit, they will generate $34,840 to $104,520 of economic activity per year.
EXAMPLE:
The Music Institute of Chicago produced the Billy Strayhorn Jazz Festival at Nichols Concert Hall in 2012. The three-day event attracted 1,500 audience members, both local and non-local, who spent an average of $24.60 to generate $36,900 of economic activity. In addition, at least 20 out-of-town guests stayed for three nights in Evanston hotels.

The new facility also has the potential to attract regional and national arts conferences and training seminars, bringing hundreds of cultural tourists to Evanston.

EXAMPLE:
Shortly after it signed its lease at 1702 Sherman Avenue, the Music Institute of Chicago was contacted by the early childhood music company Musikgarten, to see if they could conduct their national training seminar in Evanston. We were able to say yes because of the expectation of our new space being ready. Therefore, at least 60 trainers and trainees will be in Evanston for one week this summer, generating $16,783 in economic activity. Add to this number the cost of hotel rooms and the impact is very formidable, even for a single event.

Dollars spent on human resources typically stay within a community longer, thereby having a greater local economic impact. The 1702 Sherman project will relocate or save 28 full-time equivalent (FTE) employment positions. An additional 20 FTE’s already exist at Nichols Concert Hall. Many employees live, work and play in Evanston. The effect of bringing arts employees to a community extends beyond the arts. Local employees, of course, spend a large portion of their income locally, directly supporting builders, plumbers, accountants, printers and many other occupations. Even lunchtime spending is significant. A conservative projection is that 17 MIC employees will eat lunch in Evanston three times a week for 50 weeks at an average cost of $10 per meal. This alone would generate at least $25,500 in economic activity.

The property at 1702 Sherman Avenue has been leased to MIC for a period of 10 years. Following a planned extensive build-out, the 10,400 square foot facility will feature (a floor plan is attached at the end of this document):

- A black box theater with flexible seating for 150
- Theatrical lighting
- Two large rehearsal rooms
- Storage area for theatrical props and scenery
- Four dedicated Institute for Therapy Through the Arts (ITA) treatment rooms
- Multi-media presentation capability
- Videoconferencing capability for distance education and creative arts therapy
- Office space for 34 employees
- Acoustic isolation for rehearsal and treatment rooms
- Steinway grand piano
The construction of a new space creates its own unique economic impact. Improvements to the space at 1702 Sherman Avenue are projected to cost more than $800,000 over three years. A cost projection is attached at the end of this document. Much of this amount will be spent locally, building on the more than $10 million investment the Music Institute of Chicago has already made in Evanston. Funds for the project will be derived from the following sources.

Landlord contribution $110,000  
City of Evanston TIF Grant (proposed) $165,000  
Music Institute of Chicago (internal sources, philanthropy, loans) $545,000

Finally, the Music Institute of Chicago is an excellent business citizen. We are employers, producers, consumers, members of the chamber of commerce and partners in the marketing and promotion of the City of Evanston.

**Summary of Economic Impact**

- 10 year lease at 1702 Sherman Avenue  
- 800,000 construction project  
- $150,000 parking investment over 10 years  
- 28 full-time equivalent employment positions will generate at least $25,500 in annual retail sales  
- Visitors (students, clients, families, etc.) will generate more than $250,000 in retail sales  
- Black Box Theater audiences will generate between $38,840 and $104,520 in annual economic activity  
- The venue will attract out-of-town visitors for conferences and training seminars generating at least $16,783 in annual retail and lodging sales

In total the 1702 Sherman Project will generate at least $393,000 of annual economic activity along with its commensurate tax revenues.
CULTURAL IMPACT

There is additional value created in areas other than the economic numbers already mentioned. The Music Institute of Chicago brings a dynamic and culturally sophisticated presence to downtown Evanston. The mission of the Music Institute of Chicago – to help every person build a foundation for a lifelong engagement with music – resonates well with the ethos of a progressive city like Evanston, especially in light of the recent arts planning processes.

The project at 1702 Sherman Avenue will complement the already vibrant Nichols Concert Hall and its 15,000 annual visitors. Improvements to the space will include four treatment rooms for the Institute for Therapy through the Arts (ITA), two large rehearsal rooms, and a 150-seat black box theater. Thousands of additional visitors will be drawn to the downtown area for concerts, theater productions and other arts-related activities.

Local artists, arts organizations and other citizens will have rental access to the new black box theater and adjacent rehearsal studios at 1702 Sherman Avenue. The combination of the 1702 Sherman Avenue space and Nichols Concert Hall will attract rental interest from a range of national arts and education entities for conferences, seminars and performances. Perhaps most importantly, the Music Institute of Chicago will serve as an anchor and a catalyst for the Evanston arts community and its dreams to create an Evanston arts district.

Moreover, music teaching at 1702 Sherman Avenue through private instruction, classes and music ensemble participation will attract young families to the downtown area. Performances by MIC students in areas such as musical theater, world music, chamber music and solo recitals will add artistic vitality to the downtown area. Music students, ITA clients and their families as well as music and arts patrons will regularly visit the downtown area, reinforcing the emerging reality that Evanston is a destination for both the performing arts and innovative healthcare.

EDUCATIONAL IMPACT

The Music Institute of Chicago is dedicated to the notion that all children (and their families) should have access to quality music education. That is why the Music Institute leverages its resources into programs for the Evanston public schools, Youth Organizations Umbrella, Inc. and the McGaw YMCA.

As part of its ongoing commitment to the City of Evanston, the Music Institute would be pleased to provide reduced-cost group music classes for Evanston families in need. The institution would also offer 500 free tickets to its renowned annual Faculty and Guest Artist Series, whose current season includes two Grammy award winning music ensembles, to Evanston public school students and their families. The combined value of these efforts would exceed $5,000, an amount that easily exceeds revenue that would have been generated as the result of an amusement tax.
The Music Institute of Chicago would also continue and extend its tradition of offering its facilities at no charge for important civic events and at a lower rental rate for not-for-profit organizations. In the past six months, Nichols Concert Hall has been utilized at no charge by organizations such as the Evanston Chamber of Commerce, Evanston 150 and the EvanstArts working group.

In conclusion, the Music Institute of Chicago looks forward to becoming an even greater economic asset for the City of Evanston as we build partnerships with Evanston organizations and provide cultural and educational benefits for the Evanston community. We thank the Economic Development Committee for their kind consideration and feel assured that a favorable response to our request for a TIF grant will bring great benefits to the citizens of Evanston.

PROJECT PARTICIPANTS

Architect
Behles+Behles
820 Church Street
Evanston, IL 60201

Mechanical Engineering Consultant
Ramm Associates, Inc.
9 East First Street, Suite 2
Hinsdale, IL 60521

General Contractor - Bidders
Benvenuti & Stein,
2001 Greenleaf
Evanston, IL 60202
Geno Benvenuti, Owner

Thunderbird Construction
960 W. Westleigh Road
Lake Forest, IL 60045
Robert Schultz, President

Bulley and Andrews, Chicago
1755 W. Armitage Ave.
Chicago, Illinois 60622
Allan Bulley, Chairman and CEO

Theatrical Lighting Bidder
Chicago Spotlight
1658 West Carroll Avenue
Chicago, IL 60612
## Music Institute of Chicago

1702 Sherman Project (3-year cost projection)

<table>
<thead>
<tr>
<th>Source</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>RENOVATION</td>
<td></td>
</tr>
<tr>
<td>General Contractor</td>
<td>estimated</td>
</tr>
<tr>
<td>Architectural services</td>
<td>contract</td>
</tr>
<tr>
<td>Mechanical engineer</td>
<td>contract</td>
</tr>
<tr>
<td>RELOCATION</td>
<td></td>
</tr>
<tr>
<td>Telephone service</td>
<td>quote</td>
</tr>
<tr>
<td>IT relocation</td>
<td>quote</td>
</tr>
<tr>
<td>Moving services</td>
<td>quote</td>
</tr>
<tr>
<td>PERFORMING ARTS EQUIPMENT</td>
<td></td>
</tr>
<tr>
<td>Grand piano</td>
<td>est</td>
</tr>
<tr>
<td>Theater light</td>
<td>quote</td>
</tr>
<tr>
<td>Audio System</td>
<td>est</td>
</tr>
<tr>
<td>Digital projector</td>
<td>quote</td>
</tr>
<tr>
<td>Projector screen</td>
<td>quote</td>
</tr>
<tr>
<td>Audience Risers</td>
<td>quote</td>
</tr>
<tr>
<td>Mirrors and Curtains</td>
<td>est</td>
</tr>
<tr>
<td>Flooring</td>
<td>est</td>
</tr>
<tr>
<td>Music instrument storage</td>
<td>est</td>
</tr>
<tr>
<td>Distance learning</td>
<td>quote</td>
</tr>
<tr>
<td>Cartioid microphone</td>
<td>est</td>
</tr>
<tr>
<td>PERSONNEL</td>
<td></td>
</tr>
<tr>
<td>MIC staff planning</td>
<td>est</td>
</tr>
<tr>
<td>Part time rental agent</td>
<td>calculation</td>
</tr>
<tr>
<td>Part time rental agent</td>
<td>calculation</td>
</tr>
<tr>
<td>Part time rental agent</td>
<td>calculation</td>
</tr>
<tr>
<td>Marketing &amp; promotion 1</td>
<td>est</td>
</tr>
<tr>
<td>Marketing &amp; promotion 2</td>
<td>est</td>
</tr>
<tr>
<td>Marketing &amp; promotion 3</td>
<td>est</td>
</tr>
<tr>
<td>Facility Manager</td>
<td>calculation</td>
</tr>
<tr>
<td>FACILITY</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>est</td>
</tr>
<tr>
<td>Security system</td>
<td>est</td>
</tr>
<tr>
<td>Assorted furnishings</td>
<td>est</td>
</tr>
<tr>
<td>TOTAL COST OF PROJECT</td>
<td></td>
</tr>
</tbody>
</table>
MONTHLY RETT REPORT FOR MARCH 2013

DATE: April 2, 2013
TO: Mayor and Aldermen
FROM: Rodney Greene, City Clerk
SUBJECT: RETT Report -- March 2013

BUDGET 2013 $2,100,000

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
<th>Cumulative</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>113,540</td>
<td>57</td>
<td>January</td>
<td>122,065</td>
<td>55</td>
<td>122,065</td>
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<tr>
<td>February</td>
<td>113,355</td>
<td>37</td>
<td>February</td>
<td>86,775</td>
<td>56</td>
<td>208,840</td>
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<tr>
<td>March</td>
<td>125,990</td>
<td>65</td>
<td>March</td>
<td>137,094</td>
<td>75</td>
<td>345,934</td>
</tr>
<tr>
<td>April</td>
<td>92,096</td>
<td>59</td>
<td>April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>146,980</td>
<td>93</td>
<td>May</td>
<td></td>
<td></td>
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<tr>
<td>June</td>
<td>180,770</td>
<td>136</td>
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<tr>
<td>July</td>
<td>175,975</td>
<td>109</td>
<td>July</td>
<td></td>
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<tr>
<td>August</td>
<td>167,620</td>
<td>101</td>
<td>August</td>
<td></td>
<td></td>
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<tr>
<td>September</td>
<td>68,290</td>
<td>60</td>
<td>September</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>142,161</td>
<td>73</td>
<td>October</td>
<td></td>
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<tr>
<td>November</td>
<td>164,800</td>
<td>84</td>
<td>November</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>143,605</td>
<td>84</td>
<td>December</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

March 2013 revenues were reduced to reflect this expenditure: $0

Monthly average needed to meet budget $175,000
FY 2013 Monthly Average $115,311

90 exemptions @ $100 ea = $9,000; CUMULATIVE $19,700

There were two (2) $ million sales in March 2013
03/14/13 -- 650 Michigan $1,065,000 Tax $5,325; Seller: Rauch/Smith; Buyer: Kimener-Bell
03/21/13 -- 1423 Judson $1,135,000 Tax $5,675; Seller: DuPuis; Buyer: Foster

NSP2 sales = $170,000; CUMULATIVE $407,500

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

### Economic Development – UPCOMING MEETINGS & EVENTS

<table>
<thead>
<tr>
<th>Association</th>
<th>Event Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Street Business Association</td>
<td>The next Howard Street Business Association is scheduled for April 9, 2013.</td>
</tr>
<tr>
<td>Evanston West Village Business Assoc. (EWVBA)</td>
<td>Next Meeting Date To Be Determined</td>
</tr>
<tr>
<td>WestEnd Business Association</td>
<td>The next meeting will be on April 30, 2013.</td>
</tr>
<tr>
<td>Joint Economic Development Meeting</td>
<td>The Joint Economic Development Meeting is a meeting of representatives from Evanston’s business and merchant groups. The next meeting is scheduled for April 17, 2013.</td>
</tr>
<tr>
<td>Economic Development Committee</td>
<td>The next regularly scheduled meeting of the EDC will be April 24, 2013.</td>
</tr>
</tbody>
</table>

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

#### Economic Development Committee

The Economic Development Committee did not meet in March. The last EDC meeting was held on February 27, 2013. The agenda included:

- **Items for Consideration:**
  - A. Consideration of a Request for Funding Assistance from Peckish One, LLC (623-627 ½ Howard Street). The Committee voted unanimously, 10-0, to recommend approval of funding assistance.
  - B. Consideration of a Request for Funding Assistance from the Margarita European Inn (1566 Oak Avenue). The Committee voted 9-1 to recommend approval of funding assistance.

- **Items for Discussion:**
  - A. Consideration of a Request from the Music Institute of Chicago (1702 Sherman Avenue);
  - B. Creation of an Evanston Brand;
  - C. Grandmother Park Initiative Update;
  - D. Presentation on Small Business Owner Interviews- Benjamin Platta;
  - E. Draft Quarterly Report Format (4th Quarter 2012 Example);

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

#### Economic Development Summit

Summary notes from the event are now online at www.evanstonedge.com/reports. The City has made progress in addressing questions and suggestions brought up doing the event including: launching a new website with new branding for economic development in Evanston; increased work with health and wellness groups, meeting with stakeholders of the Baby Boomer group; working on the Roadmap to the Arts program; engaging Evanston Inventure and RISE to begin an ambassador program to assist in interviewing businesses; and creating a plan which concentrates on attracting more retail development to the City. As a follow-up to the Health & Wellness discussion at the event, on April 12, 2013 at 9:00 am, the City will be hosting a Health and Wellness Roundtable Discussion. This event will connect the various professions within this industry and allow them to learn more about how to make Evanston the healthiest place in the Chicagoland area.
## New Business Openings, Expansion, and/or Relocations – March 2013

Several new businesses have opened or relocated in Evanston recently, including: The Fitness Matrix (2409 Main Street), Solay Wellness (1613 Sherman Avenue), Wheel & Sprocket (1027 Davis Street) and Ausrine’s Arts Room of Evanston (1123 Florence Avenue), Burthworks, LLC (1560 Sherman #1005), Academic Counseling Services (1560 Sherman #102), Giant Screen Films (990 Grove).

## Marketing

Staff continues to utilize evanstonedge.com to feature local businesses, and is developing a comprehensive twitter, linked in, and facebook strategies.

## Evanston-based Business Directory

Staff is reviewing the capabilities of the Reference USA database provided by the Evanston Public Library as a potential source for business directory information.

## Larger scale Development Sites and "Prospects" (General – see also some specific examples below)

Staff continues to work with property owners and potential developers of large vacant properties in Evanston to identify potential tenants and uses for these properties and provide assistance for approvals and other City processes. In addition, Staff has been actively working with eight potential "prospects" (i.e. higher profile businesses and/or targeted industries) who are considering locating with the City.

## Technology/Entrepreneurship /Innovation Events

Economic Development staff is planning a technology / startup meet up event with local and regional technologists, founders, and entrepreneurs to help guide the City’s tech/entrepreneur/start up strategy in addition to creating networking opportunities for Evanston-based founders to discuss topical focus areas such as attracting young talent to Evanston or attracting venture capital to Evanston.

## Small Business Assistance

Economic Development staff continues to work with existing businesses, assisting them in pursuing physical upgrades and expansion, facilitating them through the various permitting processes, etc. Staff is also working with several new small businesses ranging from cafes and restaurants to retailers, small office users and entertainment uses. Since the start of 2013, staff has worked with over 40 leads for potential new small businesses.

## Façade Improvement Program

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

## Vacancy Rates

The vacancy rates for the 4th Quarter 2012 was:

- **Office** = 9.2%
- **Industrial** = 10.4%
- **Flex Space** = 9.0%
- **Commercial** = 7.0%

## Great Merchant Grant Program

Staff continues to work with merchant groups to help facilitate the completion of the projects approved through the Great Merchants Grant Program. The target date to bring these grants before the Economic Development Committee is April 24, 2013.

## ECONOMIC DEVELOPMENT - KEY POTENTIAL/DEVELOPMENT SITE ACTIVITY REPORT

<table>
<thead>
<tr>
<th>Site Location</th>
<th>Overview of Development Opportunities</th>
<th>Proposed Bldg. Area</th>
<th>Site Area (Approx)</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 of 25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
<td>Notes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
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</tr>
<tr>
<td>1817 Church St.</td>
<td>City Council approved a $200,000 construction loan funded from the West Evanston TIF to Evanston North Shore Contractors Cooperative to redevelop 1817 Church Street as a contractor cooperative.</td>
<td>The Evanston North Shore Contractors Cooperative are in midst of interior demolition and have begun construction of the second floor addition.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1708-1710 Darrow</td>
<td>City-owned properties – residential structures were demolished late 2011.</td>
<td>The buildings were demolished late 2011. City staff is considering options for future redevelopment. Portion of property paved for neighborhood business parking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evanston Plaza</td>
<td>WHI Real Estate Partners LLC and Bonnie Investment Group have formed a partnership to revitalize the center.</td>
<td>Bonnie Management continues to market the plaza to national retailers, services, etc. Staff remains in contact with Bonnie Management on a regular basis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asbury/Oakton</td>
<td>Staff has on-going conversations with property owner regarding potential business prospects that might be well-suited for the site. Property owner is currently not interested in selling the property.</td>
<td>Staff continues to have conversations with property owner about potential business prospects.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago/Main</td>
<td>Staff has worked with developer to create a mixed-use office/retail development.</td>
<td>Staff continues to work with the developer to identify potential tenants that could locate in this building. At its January 28, 2013 meeting, the City Council adopted the ordinances to establish the Chicago/Main TIF District as well as an implementation plan for funding the TIF.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1801-1805 Church</td>
<td>Vacant former gas station property owned by Daniel Cheifetz</td>
<td>City Council approved resolution granting authority to negotiate purchase of property Staff assessing risk of acquiring relative to contamination</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1911-1917 Church Street</td>
<td>Staff is coordinating with the property owner to determine opportunities for potential redevelopment partnership.</td>
<td>Staff working with a number of organizations for potential redevelopment of the site.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Details</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>----------</td>
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<tr>
<td>1901 Dempster (former KFC)</td>
<td>Yum! Brands, the corporate owner of the KFC brand has enlisted a local broker to price and list the property, scheduled for Mid October. The property will have a 20 year deed restriction. Uses restricted include any restaurant that is deemed competitive to other Yum holdings including pizza, Mexican, chicken seafood, and hamburgers, although the latter two are negotiable as Yum is in the process of selling its A&amp;W and Long John Silver brands. Broker indicates no strong interest in the property. Staff will continue to direct potential users of property to YUM broker.</td>
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</tr>
<tr>
<td>623-627 Howard</td>
<td>The City of Evanston purchased this property in mid-October 2011. The City is currently assessing the condition of the building and making necessary repairs to the property. Peckish One, LLC has developed a business plan for the development of the space into a restaurant and microbrewery. The partners have a lease-to-own agreement on the property and expect to open in December 2013. They are starting the zoning and permitting process for interior construction.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>727-729 Howard Street</td>
<td>City-owned properties located on Howard Street. Staff is currently working with a theatre company to try to relocate to this building on Howard Street. City Council did not approve award of the lowest bid for this project. A revised concept is in process.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former &quot;Borders&quot; site - Maple</td>
<td>Downtown Evanston is taking the lead as primary contact with the representatives from Arthur Hill regarding refilling this space; Staff is assisting Downtown Evanston in looking for prospects. Staff continues to work with the property manager on pursuit of this and other viable tenants for this space.</td>
<td></td>
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</tr>
<tr>
<td>1211 Chicago Avenue</td>
<td>Trader Joe’s has announced that it will locate in a building being developed by Terraco at 1211 Chicago Avenue. Ground breaking for this project occurred January 31, 2013. Projected open date is October 1, 2013.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2424 Dempster</td>
<td>Business owner planning to open third location of Chicago’s Home of Chicken and Waffles at former Napa Auto Store. City is lending $200,000 for build out of space. First bank and Trust is lending $202,500 for purchase of the property. Business Opened January 25th. Staff is working with business owner on monitoring local hires and parking.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1890 Maple</td>
<td>The property is owned by Bob King who is proposing demolition of the building and construction of 300+/- rental residential units. Planned Development amendment approved on January 28, 2013 by City Council.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>