ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, March 26, 2014 – 8:00pm
Lorraine H. Morton Civic Center, Room 2200

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF FEBRUARY 19, 2014

3. ITEMS FOR DISCUSSION
   A. Presentation of Economic Development Plan Year-to-Date Activities
   B. Arts/Entertainment/Sacred Spaces Presentation

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

5. ADJOURNMENT

Next Meeting:  Wednesday, April 23, 2014

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/economicdev 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).
Members Present: Alderman Burrus, Alderman Fiske, Seth Freeman, Alderman Grover, Alderman Rainey, Matt Rodgers, Jeannemarie Sierant, Alderman Wynne, Raymond Zenkich,

Staff Present: Marty Lyons, Meagan Jones, Johanna Nyden, Melissa Parker, Jonathan Williams-Kinsel

Members Absent: Alderman Holmes, Alderman Tendam

Others Present: Richard Fischer - Autobarn

Presiding Member: Alderman Wynne

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM
With a quorum present, Alderman Wynne called the meeting to order at 7:35 p.m.

2. APPROVAL OF MEETING MINUTES OF JANUARY 22, 2014
Alderman Rainey moved for approval. Alderman Grover seconded.

The meeting minutes of January 22, 2014 were unanimously approved 9-0.

3. ITEMS FOR CONSIDERATION
   A. Consideration of Financial Assistance for Just Turkey at 2430 Main Street through the Façade Improvement Program
       Meagan Jones, Economic Development Coordinator, stated that the applicant was unable to attend to speak on behalf of Just Turkey due to illness. A hard copy of an email from Ginger Maddox, the applicant, explaining her absence was provided to the Committee.

       Alderman Rainey indicated that Alderman Braithwaite had requested that the Committee still consider the agenda item despite the absence of Ms. Maddox since it was for relatively small amount of money and she has never missed opportunities in the past.

       Alderman Rainey moved approval, Alderman Grover Seconded.

       Alderman Grover asked what the timeframe was.

       Ms. Jones responded ideally in March.

       A voice vote was taken to approve the allocation of funds to Just Turkey for façade improvement not to exceed the amount of $2,090. It was approved 9-0.
B. Consideration of Financial Assistance for Autobarn at 222 Hartrey Avenue from the Howard/Hartrey Tax Increment Financing (TIF) District

Johanna Nyden, Economic Development Manager, gave an overview of the staff’s recommendation and some background information about Autobarn which came to the attention of the Committee in August 2013. The highlighted benefits included:

- 30 new jobs at this new location.
- A reduction in traffic on Chicago Ave.
- Re-occupancy of a vacant industrial space.
- Expansion will facilitate improved operation and increases sales.

The terms that staff recommended were a forgivable loan for $2.5 million and for a 24 month extension to the existing sales tax sharing agreement with no more than $500,000 collected over this time.

Alderman Grover asked how close we were to realizing the total rebate amount that was set in 2005 under the sale tax sharing agreement which was the greater of $1.35 million or 50% of eligible cost.

Ms. Nyden indicated that the collection from this past year has not been returned from the State but we are close.

Alderman Grover requested the updated numbers.

Richard Fischer, owner of the Autobarn, added that they stopped booking sales tax sharing by last June. By their records they had earned out at that point. They are only awaiting one payment from the City of Evanston for $128,000.

Alderman Rainey asked does that mean from that date in 2013 the additional dollars came directly to the City but we don’t know what that amount is.

Mr. Fischer replied that was correct and the agreement has definitely ended.

Alderman Rainey stated that this is clear benefit for the City because of the tax generation. The Hartrey property was the subject of an enormous lawsuit based on zoning that wasn’t available to the user. The property is now owned by Autobarn. TIF funding for the rehab is desperately needed and she asked for the full support of the Committee to the greatest extent possible.

Alderman Grover asked about the extension of the sales tax sharing agreement since staff is proposing two years and Mr. Fischer had initially requested four years for the extension. Would Autobarn be able to do without the revenue sharing agreement after two years?

Mr. Fischer commented that he honestly doesn’t think so in order to facilitate the type of growth that they are trying to achieve which is holding up to 200 pre-owned vehicles. They need to change the level of the floor plan financing by about $8 to $10 million. For 2013 they were dangerously close to not being profitable. Since they have closed on the Hartrey
property it has increased the expenses by $50,000 monthly and it will be at least a year before they are up and running. The project is at least $3 to $3.5 million. We have taken enormous losses in January and will also in February because of the winter. Our previous sales tax sharing agreement was $1.5 million. The rehab on Chicago Ave was $1.3 million. We sold more vehicles in Evanston in 2013 than we ever have by a factor of 20%. Hartrey will help us grow our volume by 10% to 15%. We desperately need the shares tax sharing and we don’t want it to be limited to $500,000. The more that Autobarn collects, the more the City collects. If it could be extended for 48 months he won’t ask for more sales tax sharing. All it does is help the City and it gives JP Morgan security as well.

Alderman Rainey asked what if we agreed to 36 months, 3 years and if it is shown that they there is a greater need then we can reopen it. She then asked Ms. Nyden if this would be a possibility.

Ms. Nyden would want Marty Lyons, Assistant City Manager, to weigh in on the agreement.

Alderman Fiske asked why staff picked 2 years.

Ms. Nyden responded that it was their professional assessment looking at the construction period which would last throughout the year and the transition of moving pieces from Chicago Ave. over to Hartrey and then the stabilization period.

Alderman Rainey said that the Hartrey space is in bad shape and it needs to be addressed.

Mr. Fischer said it is more than they thought it was going to be. He provided an addendum for equipment which is pretty accurate. If we are going to open the collision repair that would provide the bulk of the new jobs and would need the equipment. There aren’t many repair places that are certified to fix Audi, BMW, etc. If you look at the addendum there is at least $600,000 to $700,000 after the fact and the equipment is not TIF eligible.

Mr. Fischer stated that they are going to move the tire sales over there as well which are about 300 tires of sales a month. The actual sales at Hartrey once the collision center is completed could exceed $20 million a year.

Raymond Zenkich asked Ms. Nyden for the parameters that goes back to the 24 months that staff is recommending. What are some of the high level criteria that go into determining the appropriate length of time?

Ms. Nyden specified that sales tax sharing agreements are typically used to address a funding gap or a need to cover a certain cost. The original one addressed a large investment that Autobarn made on Chicago Ave. and an investment to keep Autobarn in Evanston instead of Skokie where they would have had a larger amount of land. It seeks to reimburse somebody over that period of time to address those extraordinary costs.

Alderman Wynne addressed Marty Lyons (who joined the meeting) and asked what were the factors that determined the 24 months’ time period for the sales tax sharing rather than the 48 months that Mr. Fisher has requested.
Mr. Lyons stated that extending it to 36 months is the operative part. It is the half of million dollars. It is important to have the cap because that sets the parameter. If there is a delay in the building then it hasn’t harmed either side.

Mr. Fischer indicated that it is the cap that he objects to more than the term. The original funding sought for this project was $4 million in TIF and $3 million is sales tax sharing. Right now we are at $2.5 million in TIF and a proposed $500,000 in sales tax sharing and agreed to never seek sales tax sharing again. It is not an appropriate level of funding for what they are doing.

Alderman Rainey said her intention with extending the term was also to increase the cap.

Alderman Wynne asked Mr. Fischer if he would ideally like to have no cap on the amount and then an open ended sales tax sharing.

Mr. Fischer responded absolutely because the more they earn the more the City earns.

Alderman Rainey expressed that Mr. Fischer shared that with the expansion opportunity there might be an opportunity to bring in another franchise.

Mr. Fischer said that they are getting Nissan commercial vehicles over the past 6 months. He would expect for the City to be getting their vehicles from Autobarn in the future.

Alderman Rainey asked Mr. Fischer to share more about the employment opportunities.

Mr. Fischer responded that there will be one parts counter person, a service manager, 6 technicians, 8 vehicle detailers, and 2 photographers. Autobarn is working on a program with the Evanston Township High School to rename the automotive lab to a hire and training program. They would hire four to six interns from ETHS for the summer that will work in the dealership doing a variety of tasks. Two of those that are electing not to go to college will get full time jobs with Autobarn.

Mr. Fisher reiterated that it is his passionate desire to pay down the amount of debt they have on Chicago Ave and at Hartrey to be prepared for any storms ahead without any exterior help. That is why he feels so strongly about the cap.

Seth Freeman asked what will be the total incremental jobs that Mr. Fischer is projecting with the expansion.

Mr. Fischer replied between 30 to 39.

Mr. Freeman asked if Mr. Fischer is requesting no cap over four years so it would no longer by $500,000 but it would be whatever you collect over the four years.

Mr. Fischer responded that would be correct and it would be 50/50. The more Autobarn collects the more the City collects.
Ms. Nyden clarified the existing sales structure vs the extension. Currently the way it works we collect equal parts of a base amount from 2005. Anything generated over that amount goes to Autobarn. The staff’s recommendation would be to extend that model for 24 months.

Mr. Fischer responded that he is requesting 50/50 split without the threshold that would allow the City to continue to get money for the four years.

Mr. Freeman asked if there were currently any projected numbers and stated he realized this might be the first time staff is hearing about this and therefore no projections are available immediately.

Alderman Wynne requested that staff runs some numbers and provide those who would take a vote at City Council.

Mr. Fischer stated $250,000 a year would be his projection. He noted that if Autobarn collects more than the City would also collect more.

Mr. Zenkich asked what estimated amount for the construction permit fees that are requested to be waved.

Mr. Fischer answered between $60,000 and $70,000.

Ms. Nyden indicated that staff is not recommending the waved fees.

Mr. Lyons specified that one qualification for moving forward would be to start the agreement at the time the current agreement expires that includes that Autobarn pay $75,000 toward streetscape on Chicago Ave. He would like to close the agreement out cleanly and then start the new agreement.

Alderman Rainey moved that once the current agreement with Autobarn is closed out that the committee recommends to council, with an additional study by staff, that we create a 50/50 sales tax agreement with Autobarn for 48 months with no cap.

Mr. Freeman expressed concern that we have a proposal recommended from staff and wants to fully understand with an analysis of the difference in the request. Alderman Rainey stated that over the many years there have been times when the staff brings something to us and the council comes up with other ideas.

A voice vote was taken to approve Alderman Rainey’s motion. It was approved 9-0. Staff has been directed to provide the information that Alderman Grover requested.

Alderman Grover moved to support staff’s recommendation of funding not to exceed $2.5 million from the Howard/Hartrey TIF District to Autobarn for the rehabilitation of the property at 222 Hartrey. Alderman Burrus seconded. A voice vote was taken and was approved 9-0.
4. ITEMS FOR DISCUSSION
   A. Discussion of Recycling Center
      Alderman Rainey shared that Mr. Zenkich had a discussion for an idea for the Recycling Center. We have heard so much that there is nothing for teens in this town and he had suggested using the Recycling Center as a non-alcoholic juice bar and dance venue.

      Mr. Zenkich said the idea came about a year or so ago in considering options for activities for young people in the area. He considered venues and some of the industrial areas come up and then the Recycling Center. Six families are interested in exploring the idea but questioned how something like this is pulled off being led by parents. He foresees it being a multi-use facility for day and night. It has attractive features with the unutilized space and parking. The shell is in good shape but some building out would have to happen. Everyone he has spoken with seemed very interested in the idea. He as what the next steps would be.

      Alderman Wynne shared that there was some kind of need that the YMCA had dances aimed at middle schoolers. They were weekly and happened after school on Fridays but it doesn’t exist anymore.

      Alderman Grover suggested that the good next steps would be to speak to the people in other agencies to possibly survey their participants to determine if the need is there.

      The Committee asked staff what a next step would be for moving this project forward. Ms. Nyden offered that Mr. Zenkich could return to this group with a business plan and a proposal.

   B. Update on State of City of Evanston Loans
      In addition to the document provided in the packet Ms. Nyden stated that Curts Café has paid $1,500 or 10% of their loan that doesn’t become payable until 2015.

      Alderman Burrus asked if we know why Chicken and Waffles hasn’t paid. Ms. Nyden said it was due to the ebbs and flows of a business and that it was anticipated that they would become current by mid-2014.

5. COMMUNICATIONS
   A. Announcements/Updates from EDC Members
      Mr. Freeman stated that tonight will be his last EDC meeting and Scott Peters would likely take over his role here.

6. ADJOURNMENT
   Alderman Wynne adjourned the meeting at 8:55 p.m.

Next Meeting: Wednesday, March 26, 2014

Respectfully Submitted,

Melissa Parker
Administrative Secretary
To: Chair and Members of the Economic Development Committee  
From: Johanna Nyden, Economic Development Division Manager  
Paul Zalmezak, Senior Economic Development Coordinator  
Meagan Jones, Economic Development Coordinator  
Subject: Update on 2014 Economic Development Activities  
Date: March 21, 2014  

Overview:  
At the March 26 Economic Development Committee, staff will provide an overview of current economic development activities, a summary of work to date on the 2014 Economic Development goals, and additional action steps for the balance of the year.  

Background:  
The City Council approved a multifaceted plan that addressed the following areas:  
- Quality of Place;  
- Retail Retention & Attraction;  
- Arts & Entertainment;  
- Entrepreneurship Support; and  
- Workforce Development.  

This memorandum summarizes key activities to date and will be accompanied by a presentation at the Economic Development Committee on March 26, 2014 that will review next steps and key actions for 2014.  

Quality of Place Summary:  
Quality of Place represents the elements defining a city’s attractiveness to residents and businesses. As defined by Richard Florida, Quality of Place is: “(1) The combination of the built environment and the natural environment; a stimulating, appealing setting for the pursuit of creative lives; (2) Diverse people of all ethnicities, nationalities, religions, and sexual orientations, interacting and providing clear cues that this is a community where anyone can fit in and make a life. (3) The vibrancy of the street life, café culture, arts, and music; the visible presence of people engaging in outdoor activities—altogether a lot of active, exciting, creative goings-ons.”  

Health & Wellness Business Association  
In 2012, Health & Wellness was identified as a targeted focus area for the Economic Development Plan. In 2013, this was combined into a larger category of Quality of
Place. The largest initiative to come out of the 2012 efforts was the development of a Health & Wellness business association. Many professionals in the health and wellness fields indicated that they often felt geographically isolated in business districts since they did not typically function with the same needs as their neighboring merchants. They were interested in connecting with health and wellness professionals in other business districts.

In April 2013 the Health & Wellness Working Group convened its first meeting. This meeting brought together over 40 professionals in the fitness, medical and wellness fields to connect with similar businesses across Evanston, express their ideas and concerns and develop a framework for future activities. Since forming, the group created a mission statement, held a Health & Wellness Festival in September 2013, and is in the process of developing a monthly newsletter and logo.

Also in development is a website that will give these businesses the chance to promote their events, workshops and classes to the community and serve as a clearinghouse for fitness and wellness activities in Evanston. In addition to a second Health & Wellness Festival later this year, the group will also participate in the Farmer's Market in downtown Evanston. Their participation will likely include opportunities to take free classes, learn more about these businesses, and help promote health and wellness in Evanston.

Innovative Food Concepts:
The City has continued to support the innovative food concepts entering the market. The City’s financial support of Now We’re Cookin’s new food business incubator is raising Evanston’s profile with over 30 food businesses participating in food business training and activities. Late 2013 and early 2014 has also seen the arrival of two new craft breweries (Temperance Brewery at 2000 Dempster and Peckish Pig at 623 Howard Street); Smylie Brothers (1615 Oak Avenue) and Sketchbook (825 Chicago Avenue) will join the growing craft brewery movement by late spring/early summer. In addition, several new food businesses are joining the Evanston market that include a small butcher in the 1300 block of Chicago Avenue, and BrewCamp, a retail outlet for people interested in purchasing brewery supplies.

Enhanced Marketing:
Economic Development is currently refining web and email communications. These include a modernized and streamlined evanstongedge.com to focus on “Eat, Shop, Art, Explore” local (i.e. Shop Evanston). Email communications to businesses and residents is also underway to include shorter, but more frequent visually rich emails and social media communications. Staff will work with merchant groups to determine a mutually beneficial city wide shop Evanston marketing strategy. Staff is planning a campaign to engage Evanstonians by asking “What types of retailers, services, activities, and events” are desired.

Special Projects:
Economic Development staff in collaboration with the Evanston History Center, Historic Preservation staff and Preservation Commission members, has engaged a group of volunteer software developers to develop a web-based “app” designed to engage and educate residents and visitors to Evanston’s restaurants, retailers, and hotels. The “app” will compile the interesting information already gathered about Evanston’s landmark neighborhoods and buildings and present in a visually compelling way. For example, “build up your appetite for these Main Street or Dempster Avenue restaurants after this thirty minute walking tour of Prairie School architecture in the lakefront historic district.”

Finally, Economic Development staff continues to work to identify areas within the physical environment and supplemental “experiential” activities are an important backdrop to the retail expansion and attraction effort. Shoppers want an experience. Enhanced public art, streetscape, engaging public spaces, events and festivals will further differentiate Evanston from other communities or regional shopping malls.

Retail Summary:
In 2013, Staff recommended five key strategies to create jobs, diversify shopping experiences, and to attract shoppers from surrounding communities:

1. Pursue national retailers in targeted categories;
2. Cultivate the expansion of home based retail into vacant storefronts;
3. Support creation of new retailers through incubation and other means;
4. Seek expansion or relocation of appealing independent retailers from throughout Chicago area and Midwestern cities; and
5. Develop strong relationships with the retail brokerage community.

To establish Evanston as a distinctive regional retail shopping experience, in reaction to shifting shopping habits (online) and decreasing retailer space requirements, staff recommends pursuing a multifaceted strategy that will be attractive to both Evanston residents and shoppers from surrounding communities. The three key elements of the plan are:

1. Retail business retention and expansion;
2. Improved and increased “shop Evanston” marketing initiatives; and
3. Targeted attraction of retailers complementing our unique mix of national and local businesses.

The strategy will be designed to capitalize on the authentic experience Evanston offers to shoppers including historic architecture, a well-regarded dining scene, and unique train station business districts. The expanded retail environment should not only be convenient and appealing to Evanston residents but also be attentive to students, visitors (tourists), and the daytime office population.
Retention and expansion efforts will include working with existing retailers to help expand their capacity to capture the expenditures currently spent in other communities (i.e. leakage). Staff will increase the number of business visits, help create technical assistance programs and market local business through recognition programs.

Attraction efforts will be designed to complement the existing mix of national and unique local retailers. Staff has analyzed consumer expenditure data to determine which retail categories to pursue and will identify additional complimentary desirable retailers not necessarily reflected in retail sales leakage data – the, “Why don't we/we should have one of those in Evanston kinds of retailers.” Staff is planning visits and/or phone calls to these retailers in Chicago, Chicagoland, Midwest and Nationals (through brokers, and direct calls).

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

The City’s role is to support the startup and high growth business community in a fair and intentional way. Staff is focused on four key strategies:
  1. Launch and promote NextChapter Evanston in support of Evanston’s freelance and “solopreneur” community;
  2. Co-host peer to peer networking and startup showcase events;
  3. Engage the Northwestern University entrepreneurship system; and
  4. Marketing Evanston entrepreneurship through improved evanstonedge.com communications, events, and the existing Chicago startup network.

Arts & Entertainment:
The arts and culture of Evanston support quality of place and draws people to the community to shop, dine, and explore. This promotes private sector jobs and generates local revenue through liquor, amusement, and sales taxes. In late fall of 2013, the City Manager appointed a Cultural Arts Coordinator to support the implementation of arts policies for Evanston and provide support to the arts community. Economic Development staff has continued to play a supportive role to this staff and other arts and entertainment activities in Evanston since that time. Activities have included:
  • Work with the Partners for Sacred Spaces to participate in the program Arts in Sacred Places. The program identifies opportunities for houses of worship and congregations that are interested in partnering with arts groups to offer affordable studio, performance, or rehearsal space in the houses of worship. The work has resulted in an identification of over 200,000 square feet of space available to the arts community for studio, performance, and rehearsal space.
• Staff to the Mayor’s Downtown Performing Arts Center task force to identify a venue that can foster a feasible redevelopment or new development as a performing arts venue.
• Continued work on Howard Street to acquire property to support the vision of creating a destination performing arts facility. Additional property (721-723 Howard Street) was purchased in February one storefront east of existing City-owned property (727-729 Howard Street). Staff is currently working with a student group from Northwestern that is interested in utilizing the space for a “pop-up”/temporary space for a theatre festival this spring at 727-729 Howard Street as well as two other locations around Evanston.

Workforce Development:
The City’s Workforce Development Program will attend the Economic Development Committee in April to present and discuss opportunities to support its various workforce development programs. Currently the three training components include:

The Mayor’s Summer Youth Employment Program (MSYEP) – provides skills and workforce opportunities for young adults aged 14-18. The MSYEP emphasizes real-world labor expectations, increases the awareness of services offered by local businesses and community based organizations, and provides classroom opportunities for career instruction, financial literacy training, occupational skills training, and social/emotional growth. The program also gives participating youth up to nine weeks of entry-level work experience in a variety of jobs at community based organizations, city government departments, and private sector businesses.

City of Evanston Local Employment Program -The City’s goal is to increase hiring of economically disadvantaged Evanston residents on City construction projects funded with local, state and federal resources. LEP eligibility states that a business must hire Evanston residents to complete 15% of the work on a contract over $250,000.

City of Evanston Pre-apprenticeship Program (Proposed 2014) – The City’s Pre-apprenticeship Program’s primary objective is to improve the employment prospects and earnings of the City’s low to moderate income residents. The program aims to achieve this goal by preparing residents to enter into apprenticeship programs in one of the city and county construction and building trades unions. During a 10 – week program, students receive intensive and highly targeted academic preparation in math, reading, and critical thinking; are introduced to the different building trades through hands-on work and site visits; and receive instruction in life skills. After completing the program, graduates apply for apprenticeships with the building trades. The average cost per participant is approximately $6,000. Best practice research has determined that pre-apprenticeship programs are an effective approach to improving earnings of individuals with barriers to employment.
To: Economic Development Committee

From: Jennifer Lasik, Cultural Arts Coordinator

Subject: Art in Sacred Places

Date: March 26, 2014

Recommended action:
N/A

Funding source:
N/A

Background:
Over the past year the City of Evanston, via the Department of Economic Development and largely through the efforts of intern Meghan McShan, has surveyed the many churches and faith building stewards in Evanston for an Art in Sacred Spaces project. The purpose of the project is to identify unused or under-utilized spaces in our community’s faith buildings for partnerships with artists and arts organizations with needs for both dedicated and flexible space.

Meghan was able to interview staff from thirty-seven different churches. Those interviews yielded more than 200,000 square feet of space that can potentially be matched up with qualifying individuals and organizations.

The next phases of the project involve doing a similar survey among Evanston’s artists and arts organizations, holding an orientation and training for participants, and beginning the process to match up potential partners.

The benefit to artists and arts organizations include access to affordable space for rehearsals, performance, and programming, and a built-in community that may become audience members, donors and volunteers. For faith groups, it provides partners who can help enliven and space while offering programming that is beneficial to the community. It also brings in operating income from leases and rentals, as well as the potential to raise funds jointly to support capital project, programs and other needs.

We are pleased to present information about this program, something that creatively addresses a need in our community.

Attachments: Welcome letter; Outreach map; AiSP FAQs page
February 27, 2014

Dear Arts in Sacred Places Partners,

On behalf of the City of Evanston, Partners for Sacred Places, Meghan McShan and myself, welcome to our introductory meeting for the newly created Arts in Sacred Places Program. We are so glad you are here.

As you know, our goal is to facilitate space-sharing among the faith and arts communities in Evanston by matching houses of worship that have unused or underutilized space with local artists looking for unique, affordable venues to practice their craft. By promoting these relationships, the city hopes to strengthen its arts and entertainment sector while also supporting the efforts of congregations looking for innovative ways to engage with the Evanston community.

You are an essential piece to the success of this project. We want to make sure that you have the information and training you need to feel comfortable and excited about participation in the program. Along with our partners, the national organization “Partners for Sacred Places”, we will assist with information about the program itself, lease negotiation, best practice training and partnership facilitation.

The City of Evanston is committed to enhancing and growing our arts community through various initiatives and events. We want to support our current artists as well as attract new artists to the area to bolster our image of being the most “livable city” in America. At the same time, we want to complement the efforts of houses of worship already engaged in space sharing, while also providing assistance to religious facilities unfamiliar with this method of strengthening their economic base and connecting with the community.

As we move forward, please do not hesitate to contact Meghan or me with any question and concerns you might have. You can get in touch by calling 847-859-7835 or by emailing mmcshan@cityofevanston.org (Meghan) or jlasik@cityofevanston.org (Jennifer).

Thank you so much for coming today, and for your willingness to explore this kind of partnership.

Respectfully,

JA Lasik

Jennifer Lasik
Cultural Arts Coordinator, City of Evanston
Sacred Places Outreach Participation

Participation Level
- ● Participating
- ◼ Interested
- ▲ No Response
- ❌ Not Interested

Main Road
Local Street
Railroad

Park
Water

Wards
- Ward 1 - Judy Fiske
- Ward 2 - Peter Braithwaite
- Ward 3 - Melissa A. Wynne
- Ward 4 - Donald Wilson
- Ward 5 - Delores A. Holmes
- Ward 6 - Mark Tendam
- Ward 7 - Jane Grover
- Ward 8 - Ann Tendam
- Ward 9 - Coleen Burrus

1 inch = 0.5 mile
1:31,680

This map is provided "as is" without warranties of any kind. See www.cityofevanston.org/mapdisclaimers.html for more information.
Art in Sacred Places FAQs

Does it cost something to participate in the program?

Yes. We ask for an initial co-investment specifically for the training of $500 from any potential arts or congregational participant. This amount is matched 1:1 by Partners through fundraising for this program.

How much work and time commitment does it take to participate?

The amount of work varies depending on the nature of the organizations involved. At the outset, there is some information gathering, along with interviews, site visits, and other orientation and “discovery” processes. This can take up to 10 hours (non-consecutive). There are also two required training sessions, each of which takes a full day (8:30 – 4:30). Beyond that, the time and effort depends on the nature of the potential partnership.

Do I have to be a nonprofit arts organization to participate?

No, you can be a for-profit creative enterprise, an individual artist (or collective). Sacred places do not have to have their own nonprofit corporation to participate either.

Does Partners for Sacred Places offer grants or other financial support?

No, at present Partners does not offer financial assistance. One goal for the program’s Phase 2 development, though, is to raise money for a small re-granting program that might assist with rental subsidies for arts organizations/artists to use sacred places, partnership start-up costs, and small capital investment costs for space improvements and equipment.

Who needs to be involved from my organization or faith community?

For artists/arts organization, we strongly recommend: the lead artist; executive or artistic director; members of your board or governing body

For congregations we strongly recommend: clerical and lay leadership, as well as trustee members

Everyone should be involved from the beginning, since partnership requires a high degree of buy-in from your major stakeholders.
To: Honorable Mayor and Members of the City Council

From: Johanna Nyden, Economic Development Division Manager

Subject: Monthly Economic Development Report for February 2014

Date: February 27, 2014

Discussion
Enclosed is the monthly report of economic development activities for the month of February 2014. The report summarizes meetings, ongoing initiatives, new businesses, marketing activities, as well as activity reports on key economic development projects and sites.

Please contact me at 847/448-8014 or jnyden@cityofevanston.org if you have any questions or would like to discuss the information contained further.
**February 2014 UPCOMING MEETINGS & EVENTS**

| Economic Development Committee | The next regularly scheduled meeting of the EDC will be Wednesday, March 26, 2014 at 7:30 pm at the Rotary International Headquarters at 1560 Sherman Avenue. This will include a joint meeting of the Economic Development Committee and the Parking & Transportation Committee to start at 7:00p. The Economic Development Committee met on February 19, 2014. The agenda included: Items for Consideration: A) Financial Assistance to Just Turkey Restaurant at 2430 Main Street through the Façade Improvement Program. Committee recommended approval unanimously (9-0); B) Financial Assistance for Autobarn at 222 Hartrey Avenue from the Howard/Hartrey Tax Increment Financing (TIF) District in the amount of $2.5 million. The committee recommended unanimously to approve this item at City Council (9-0). They Committee recommended extension of the existing sales tax sharing for 48 months at a 50-50 split. Items for Discussion: A) Recycling Center; B) Update on State of City Loans. Communications: A) Announcements/Updates from EDC Members; B) Monthly Economic Development Communication; C) Real Estate Transfer Tax Report; D) Quarterly Report & 2013 Year-in-Review Report. |
| Howard Street Business Association | Tuesday, March 11, 2014 at 7pm at the Police Outpost at 633 Howard Street. |
| Evanston West Village Business Assoc. (EWVBA) | Next Meeting Date To Be Determined. |
| WestEnd Business Association | The last association meeting was held on February 25, 2014. The next meeting will be March 25, 2014. |
| Business District Head Meeting | This is a meeting of key representatives from Evanston’s business and merchant groups. The next meeting will be held on March 18, 2014. |

**On-Going Activities**

<p>| Health and Wellness Initiative | The next meeting of the Health &amp; Wellness working group will be on March 6, 2014. Focus is around planning of events for 2014, Branding and Marketing and the formal creation of a Health &amp; Wellness Business Association. |
| New Business Openings, Expansion, and/or Relocations –January 2014/February 2014 | DMK Burger &amp; Fish (815 Noyes Street); Brew Camp (821 Chicago Avenue); and The Comb (729 Chicago Avenue) |</p>
<table>
<thead>
<tr>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff continues to utilize evanstonedge.com to feature local businesses, and also comprehensive twitter, linked in, and Facebook strategies. With the addition of Pinterest Places, staff will be updating a Pinterest Page to utilize this new technology.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology/Entrepreneurship /Innovation Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development Staff is working in coordination with Library Staff on launching NextChapter Evanston - Entrepreneurship workshops, mentoring, and events for Evanston’s earliest stage businesses to be housed on the 3rd floor of the Main Library. Private partners will lead programs at no cost to attendees. Courses will be offered beginning March 4th. Launch event is planned for mid-March 2014.</td>
</tr>
</tbody>
</table>

On February 27th, in partnership with the Technology Innovation Center economic development staff presented Evanston Edge Startup Showcase at 27 Live. City staff organized, managed the invitation list and promoted the event. The TIC selected the companies to present and underwrote the cost of the event (estimated to be $2500). Five companies were each given five minutes to present their business and a particular challenge they are facing followed up with a five minute question and answer session from an audience of just over 100. Attendees included investors, entrepreneurs, representatives of state legislators, non-profits, city staff, and the chamber of commerce. Positive attendee feedback suggested these types of events are impactful and encouraged the city to continue similar programming. |

Staff continues its outreach to individual growth companies and entrepreneurs to determine ways in which the city can support the start-up climate in Evanston. |

Staff has supported / co-hosted several RISE! events. RISE! is Evanston’s high growth company CEO peer-to-peer network. |

Staff has begun adding Evanston-based startups to the builtinchicago.org digital startup community to raise the profile of Evanston’s startup community. [http://www.builtinchicago.org/companies/map-chicago-startups](http://www.builtinchicago.org/companies/map-chicago-startups) |

<table>
<thead>
<tr>
<th>Small Business Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development staff continues to work with existing businesses, assisting them in pursuing physical upgrades and expansions, 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 2014, staff has worked with 10+ leads for potential new small businesses.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Façade Improvement Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff continues to meet and work with other businesses interested in the program. Several inquiries have been received and new restaurant Just Turkey recently submitted a project which was recommended for approval at the February Economic Development Committee meeting. It is scheduled to go to City Council at the March 10th meeting. A revision of the program is currently underway which would allow for some interior build-out to be included in the list of eligible projects. Will be brought for discussion to April Economic Development Committee meeting.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vacancy Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacancy rates as of 4th Quarter 2014 are:</td>
</tr>
<tr>
<td>11.8% for office 4.3% for industrial 7.7% for retail/restaurant spaces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Great Merchant Grant Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff expects to bring a revised program for discussion to the April 2014 Economic Development Committee meeting.</td>
</tr>
</tbody>
</table>
## KEY ECONOMIC DEVELOPMENT SITE ACTIVITY REPORT

<table>
<thead>
<tr>
<th>Site location</th>
<th>Overview of Development Opportunities</th>
<th>Bldg. Area</th>
<th>Site Area (Approx.)</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>1817 Church St.</td>
<td>City Council approved a $200,000 construction loan funded from the West Evanston TIF to redevelop 1817 Church Street as a contractor cooperative.</td>
<td>NA</td>
<td>5,764</td>
<td>The Evanston North Shore Contractors Cooperative is in the midst of interior demo/build out. Second floor expansion is under construction. Construction completion anticipated in the first quarter of 2014.</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>N/A</td>
<td>212,373</td>
<td>Bonnie Management continues to market the plaza to national retailers, services, etc. Staff remains in contact with Bonnie Management on a regular basis. Several independent grocers have expressed interest in the former Dominick’s site. There are currently 8 years remaining on the lease at Evanston Plaza.</td>
</tr>
<tr>
<td>Asbury/ Oakton</td>
<td>Staff has on-going conversations with property owner regarding potential business prospects that might be well-suited for the site. Property owner is currently not interested in selling the property.</td>
<td>14,000</td>
<td>19,000</td>
<td>Little Beans Café is starting special use process for café and drive-thru coffee/prepared foods service. Received a recommendation for approval from SPAARC on February 26, 2014; will go to ZBA on 3/4/14 and City Council/P&amp;D on March 24.</td>
</tr>
<tr>
<td>Chicago/ Main</td>
<td>Staff has worked with developer to create a mixed-use office/retail development.</td>
<td>90,000</td>
<td>30,424</td>
<td>The developer continues to move forward a mixed use retail, office, and residential building. The developer has started formal development process; Plan Commission recommended approval to City Council on 2/26/14; Introduction at Planning &amp; Development will be on 3/24/2014.</td>
</tr>
<tr>
<td>1801-1805 Church</td>
<td>Vacant former gas station property owned by Daniel Cheifetz.</td>
<td>n/a</td>
<td>11,000</td>
<td>Site is currently in litigation. City Council previously approved resolution granting authority to negotiate purchase of property.</td>
</tr>
<tr>
<td>1911-1917 Church Street</td>
<td>Tawani Enterprises purchased the property in October 2013 to be redeveloped as a “educational and cultural center”.</td>
<td>N/A - no defined plan yet for redevelopment</td>
<td>15,825</td>
<td>Tawani on schedule to demolish the buildings 1&lt;sup&gt;st&lt;/sup&gt; quarter 2014. Have secured water and sewer disconnection permits.</td>
</tr>
<tr>
<td>Address</td>
<td>Details</td>
<td>Value</td>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>--------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>1901 Dempster (former KFC)</td>
<td>Property was purchased on 1/30/2014 by new owner who is seeking to redevelop the property.</td>
<td>TBD</td>
<td>Property has been purchased. Property owner is working with staff to redevelop property into a Starbucks. Application for a Special Use was submitted 2/20/14.</td>
<td></td>
</tr>
<tr>
<td>623-627 Howard</td>
<td>The City of Evanston purchased this property in mid-October 2011. Peckish Pig will open in mid-March with brew-pub concept.</td>
<td>NA</td>
<td>10,000 See status update below.</td>
<td></td>
</tr>
<tr>
<td>727-729 Howard Street</td>
<td>City-owned properties located on Howard Street. Staff is currently working with a theatre company to try to relocate to this building on Howard Street.</td>
<td>4,000</td>
<td>City Council did not approve award of the lowest bid for this project. A revised concept is in process. In the meantime, itinerate theatres are considering the space.</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.</td>
<td>21,900</td>
<td>New property owner is working to determine prospects for property.</td>
<td></td>
</tr>
<tr>
<td>1615 Oak Street</td>
<td>Smylie Brothers Brew Pub will be opening a restaurant and Brewery in the downtown area.</td>
<td>11,000</td>
<td>Interior construction is underway. Construction is underway with plans to open in April 2014.</td>
<td></td>
</tr>
<tr>
<td>737 Chicago Avenue</td>
<td>AMLI residential development has available ground floor commercial space for lease</td>
<td>1,186 to 7,900</td>
<td>Staff is working with the broker to find retail/service users.</td>
<td></td>
</tr>
<tr>
<td>1720 Central Street</td>
<td>Central Station Apartment Development has available ground floor commercial space for lease</td>
<td>10,650</td>
<td>Staff is working with the broker and several interested businesses interested in opening in the available commercial spaces. A bank, restaurant, and specialty shops are all potential tenants.</td>
<td></td>
</tr>
<tr>
<td>1011 Chicago Avenue/ 222 Hartrey Avenue</td>
<td>Autobarn is working to relocate portions of the service and warehousing of vehicles to 222 Hartrey.</td>
<td>100,000+</td>
<td>Staff is working to develop a financial assistance package to rehabilitate Chicago Avenue properties and rehabilitate 222 Hartrey properties to expand Autobarn operations. Agreements for the Sales Tax Sharing Agreement and TIF assistance will be at City Council on 3/24/14.</td>
<td></td>
</tr>
<tr>
<td>Dominick’s Locations</td>
<td>In mid-October, Safeway announced the closure of all Dominick’s on January 1, 2014. The City has two locations: Evanston Plaza (approx. 45,000 square feet) and Green Bay Road (Approx. 40,000 square feet).</td>
<td>90,000</td>
<td>100,000+ Staff is working with the ownership of both properties to determine likely outcome and re-occupancy of sites. Whole Foods announced that it would be purchasing the Green Bay location and will open in 2015. Private negotiations remain ongoing for Evanston Plaza site. Grocery Store Working Group had first meeting January 29, 2014 to discuss status of Evanston locations and possible alternatives for outreach.</td>
<td></td>
</tr>
</tbody>
</table>
## 2014/2013 Economic Development Committee Recommended for Approval Project Tracker

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Status</th>
<th>Meeting Dates</th>
<th>Funds Invested</th>
<th>Summary of Project</th>
<th>Latest Update</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just Turkey Façade (2430 Main St.)</td>
<td>Active – Pending City Council Approval</td>
<td>EDC: 2/19/2014 CC: 3/10/2014</td>
<td>$2,090</td>
<td>Seeking façade improvement funds for signage at 2430 Main Street for new business.</td>
<td>EDC recommended unanimous approval for $2,090 in 50/50 façade assistance at 2/19/2014 meeting.</td>
<td>1Q2014</td>
</tr>
<tr>
<td>Autobarn (Chicago/Hartrey Ave.)</td>
<td>Active – Pending City Council Approval</td>
<td>EDC: 8/7/2013; 2/19/2014 CC:3/24/2014</td>
<td>$2.5M</td>
<td>Seeking TIF assistance for build-out at 222 Hartrey, 7B support to Cook County Assessor, and extension of Sales Tax Sharing Agreement</td>
<td>EDC recommended approval of $2.5M in TIF funding and 48 month extension of sales tax sharing agreement; Resolution for 7b was approved at 11/25/13 City Council meeting.</td>
<td>4Q2014</td>
</tr>
<tr>
<td>Career Institute (990 Grove St.)</td>
<td>On Hold</td>
<td>EDC: 11/22/2013</td>
<td>$25,000</td>
<td>Build-Out Assistance at 990 Grove for Career Institute to support development of programs that will train individuals in medical fields</td>
<td>On Hold</td>
<td>NA</td>
</tr>
<tr>
<td>1801 Dempster Façade</td>
<td>Active – City Council Approved</td>
<td>EDC 10/23/2013 CC: 11/25/2013</td>
<td>$15,185</td>
<td>Renovate 10/23 façade</td>
<td>Property owner is preparing to start work in March 2014.</td>
<td>2Q2014</td>
</tr>
<tr>
<td>FEW Spirits (918 Chicago Ave.)</td>
<td>Active – Pending City Council Approval</td>
<td>EDC: 10/23/2013 CC: TBD</td>
<td>$250,000</td>
<td>Loan for purchase of new equipment for additional bottling line for distillery and working capital.</td>
<td>Staff has drafted loan documentation for City Council; waiting for information on equipment that will be purchased.</td>
<td>1Q2014</td>
</tr>
<tr>
<td>Curt’s Café (2922 Central St.)</td>
<td>Active – City Council Approved</td>
<td>EDC: 9/25/2013 CC: 10/14/2013</td>
<td>$21,000</td>
<td>Reimbursement for up to seven Evanston resident participants who are placed in jobs.</td>
<td>Curt’s Café continues training program.</td>
<td>3Q2014</td>
</tr>
<tr>
<td>NextChapter Entrepreneurship Program (1703 Orrington Ave.)</td>
<td>Active – City Council Approved</td>
<td>EDC: 9/25/2013 CC: 10/14/2013</td>
<td>$9,900</td>
<td>Support creation of Entrepreneurship education program at the EPL.</td>
<td>Identifying private sector providers of relevant startup training programs. Launch is mid-March 2014.</td>
<td>1Q2014</td>
</tr>
<tr>
<td>Beacon Academy</td>
<td>Closed – No City Assistance Necessary</td>
<td>EDC: 8/28/2013 CC: NA</td>
<td>$250,000</td>
<td>Seeking build-out assistance for interior space of school.</td>
<td>Determined Project did not need City funding.</td>
<td>NA</td>
</tr>
<tr>
<td>Now We’re Cookin’ (1601 Payne St.)</td>
<td>Active – Project In Process</td>
<td>EDC: 8/7/2013 CC:9/9/2013</td>
<td>$60,933</td>
<td>Seeking funding support for entrepreneurial training for early stage food businesses</td>
<td>Funding received, status update was provided at January 2014 EDC</td>
<td>3Q2014</td>
</tr>
<tr>
<td>Project Description</td>
<td>Status</td>
<td>EDC Date</td>
<td>CC Date</td>
<td>Amount</td>
<td>Notes</td>
<td>Completion Date</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-------------------------------</td>
<td>---------------------------</td>
<td>--------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Peckish Pig (623 Howard St.)</td>
<td>Active – Project in Progress</td>
<td>EDC: 2/27/2013</td>
<td>CC: 3/18/2013</td>
<td>$200,000</td>
<td>Build-out funds for City-owned property in support of creation of restaurant at 623 Howard Street</td>
<td>Construction is complete. Peckish is finalizing inspections and preparing to open mid-March</td>
</tr>
<tr>
<td>Margarita Inn (1566 Oak Ave.)</td>
<td>Closed – No City Assistance Necessary</td>
<td>EDC: 2/27/2013</td>
<td>CC: NA</td>
<td>$230,000</td>
<td>Support following major rehabilitation of the hotel to offset costs in the form of a hotel tax sharing agreement of new incremental hotel occupancy taxes not to exceed approved amount.</td>
<td>Margarita Inn was able to secure bank loan without the need of City tax sharing agreement; never found necessary to move to City Council.</td>
</tr>
</tbody>
</table>
## MONTHLY RETT REPORT FOR FEBRUARY 2014

**DATE:** March, 2014  
**TO:** Mayor and Aldermen  
**FROM:** Rodney Greene, City Clerk  
**SUBJECT:** RETT Report -- February 2014  

<table>
<thead>
<tr>
<th>Budget 2014</th>
<th>$2,875,000</th>
</tr>
</thead>
</table>

<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>January</td>
<td>122,065</td>
<td>55</td>
<td>January</td>
<td>102,640</td>
<td>52</td>
<td>102,640</td>
</tr>
<tr>
<td>February</td>
<td>86,775</td>
<td>56</td>
<td>February</td>
<td>32,867,809</td>
<td>57</td>
<td>32,867,809</td>
</tr>
<tr>
<td>March</td>
<td>137,094</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>275,644</td>
<td>118</td>
<td>April</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>378,779</td>
<td>123</td>
<td>May</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>270,866</td>
<td>131</td>
<td>June</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>527,936</td>
<td>134</td>
<td>July</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>297,970</td>
<td>142</td>
<td>August</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>537,470</td>
<td>97</td>
<td>September</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>561,435</td>
<td>81</td>
<td>October</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>531,675</td>
<td>82</td>
<td>November</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>227,470</td>
<td>98</td>
<td>December</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

February 2014 revenues were reduced to reflect this expenditure: $0

Monthly average needed to meet budget $239,583  
FY 2014 Monthly Average $102,640

62 exemptions @ $100 ea. = $6,200; CUMULATIVE $10,900

### There were three (3) $ million sales in February 2014

- 02/11/14 -- 500 Davis $14,873,000 Tax $74,365; Seller: 500 Davis St Holding LLC; Buyer: Slate Davis Center Holding LLC.  
- 02/18/14 -- 2510 Green Bay $1,443,250 Tax $7,220; Seller: Bowman; Buyer: 2510 Green Bay Rd LLC  
- 02/25/14 -- 1136 Lake Shore $2,000,000 Tax $10,000; Seller: Heller; Buyer: Thomas

NSP2 sales = $244,000; CUMULATIVE $244,000

NSP2 purchases = $0; CUMULATIVE $0