AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF JOINT TRANSPORTATION & PARKING & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES OF OCTOBER 26, 2011

3. APPROVAL OF MEETING MINUTES OF OCTOBER 26, 2011

4. STAFF REPORT
   A. Update on Recent Economic Development Activities
   B. Announcements / Updates from EDC Members

5. NEW BUSINESS
   A. Consideration of FY 2012 Great Merchant Grant Applications
   B. Consideration of Request for Financial Assistance from the Technology Innovation Center (TIC)

6. COMMUNICATIONS
   A. Real Estate Transfer Tax Report
   B. Monthly Economic Development Communication

7. ADJOURNMENT

Next Meeting: Wednesday, December 14, 2011

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/government/special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact 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).
Attendees:
Presiding Member: M. Wynne

I. Call to Order
A quorum being present, Chair Burrus called the meeting to order at 6:50 p.m.

II. Staff Report
A. Comprehensive Sign Design RFP
Marty Lyons, Assistant City Manager, announced that the process of hiring a consultant for the designing and branding of way-finding signs throughout Evanston is almost complete. Staff prepared an RFP and has selected a signage consultant to present to the Administration and Public Works (A&PW) Committee for recommendation to City Council for approval.

Ricky Voss, Parking and Revenue Manager, explained that staff had been directed to prepare an RFP to find a consultant to develop a good signage program for the City of Evanston. Craig Sklenar assisted in composing the RFP to describe the scope of design and branding to direct pedestrians and traffic to the businesses and important buildings. They looked for applicants with qualifications, expertise and understanding of the unique needs of the City. They received 10 responses which exceeded their MWEBE goal of 25%. They plan to recommend the best suited candidate at the December A&PW meeting. Their recommended candidate has estimated under the $250,000 budget and has developed over 30 programs nationwide, customized to local needs. They work with committees, boards and the public to please the entire city and at the same time, meet all federal and state signage requirements. They create signage that shows where the City’s districts are, they use state of the art technology and they are international branding experts who have worked with elected officials, etc.

Ald. Holmes reminded Mr. Voss that all she has wanted for years is a neighborhood block club sign, to which Mr. Sklenar replied that every consultant that applied will address block club signs, as it will be part of the package.
Ald. Rainey wanted assurance that the consultant would not be telling the City what its brand should be, to which Mr. Sklenar replied that the candidate they are recommending brings in graphic designers to adapt the signage to the current logo. He added that they went to the federal government to get permission to change the font, for one particular city, to fit in with their logo. He added that they would present multiple options from which the public can select. In response to Ald. Rainey’s inquiry of what we would do with the current signage, Mr. Sklenar said deciding what to keep and what and when to phase out would be part of the analysis. He explained that the consultant would be working with non regulatory signage such as pedestrian wayfinding, adding that the current system is oriented to cars and needs to be oriented cars, delivery vehicles and pedestrians. Reducing sign clutter is also a goal.

Mr. Sklenar said the funding would come from the joint budget of Economic Development fund and the Parking fund, with $250,000 for planning. The consultant will devise a manual for the City to follow for all future signage.

Mr. Zenkich asked whether the planning phase could be spread over future fiscal years, and whether there is money in the 2013 budget for the consultant, to which Mr. Voss replied that there should be enough to begin the design consulting project, which should take 9-12 months. Mr. Sklenar explained that the goal of the planning stage is to have specifications in place for every type of sign the City will have in the future, so that as the money becomes available for the signage, the City can meet the guidelines already in place. Mr. Voss confirmed that replacement of signs will be phased in but having the design in place is most important and must be done first. The signage plan will provide templates for all types of signs that will be used by the City. The signage will evolve within the plan as the City and economic development evolve.

In response to Ald. Holmes’ inquiry, Mr. Sklenar said the in-stone, signature gateway sign to parks, etc. must remain.

Ms. Chatz asked whether the consultant’s fee includes implementation of the plan, to which Mr. Sklenar explained that the cost will be quantified by the location map, which is also part of the plan. He added that the candidate they recommend is the only one who finds grant money for signage programs so they are definitely invested in having the signage plan implemented.

Mr. Sklenar explained that the pedestrian wayfinding problems expressed by Committee members, such as the lack of direction in the Maple St. garage, will be addressed.

Ald. Rainey expressed the desire to have a part in choosing which consultant is recommended. Mr. Griffin agreed to provide a short list of proposals. Mr. Lyons explained that the Committee had asked staff to prepare the RFP and to present a recommendation to the A&PW, which is what they planned to do. He said the Committee would be provided access to the top 3 proposals which, he noted, do not include designs.

Mr. Zenkich asked whether the proposals had included a staffing of 4-5 people, to which Mr. Sklenar replied that every response proposed a robust public process and
all proposed geo-locating existing and proposed signs. Mr. Lyons said some proposals were up to $1 million.

The Committee agreed that uniformity and branding will make the City look less cluttered and will be an improvement.

Chair Wynne announced that there will be a new member of the Zoning Board of Appeals who would be sitting on the Committee, named Lori Summers.

VII. Adjournment

The meeting was adjourned at 7:25 p.m.

Respectfully submitted,
Bobbie Newman
Attendees:

Committee Members: C. Burrrus, (J. Fiske for portions of the meeting), S. Freeman, J. Grover, D. Holmes, D. Mennemeyer, A. Rainey, M. Wynne, R. Zenkich

Committee Members Absent: M. Tendam


Presiding Member: C. Burrrus

I. Call to Order
A quorum being present, Chair Burrrus called the meeting to order at 7:29 p.m.

II. Consideration of Meeting Minutes of August 24, 2011

The minutes of the August 24, 2011 meeting were approved unanimously, 8-0 (Ald. Fiske had not yet arrived).

Chair Burrrus announced that Staff Reports would be moved to the end of the meeting.

III. OLD BUSINESS
A. Main + Chicago Update and Consideration for Additional Partner Financial Assistance
J. Nyden presented the request for additional financial assistance for the development team of OMS for the parcel located at Main Street and Chicago Avenue. John O'Donnell and Greg Merdinger, principals of OMS Evanston, LLC, explained they did not want to take the second installment of $20,000 approved for their development of an office building at Main and Chicago because they had not succeeded in obtaining a tenancy as planned and will need additional time to market the property. They said they have identified a handful of candidates to market the site. They held 2 public meetings at the end of June in the library and Lincoln School and the community’s reaction to the development has been generally positive. They presented a site plan which had been modified based on the feedback of the community such as making the building more transparent and making the exterior entrance to parking more integrated into the building. They have created an online interactive brochure which describes the amenities, technology, floor plans, professional layout, tenancy, and proximity to hotels and transportation of the 300,000 square feet of space, which they have sent to
410 brokers in the region. They have met with 12 tenants as a result of their marketing. They have established a calling program for all tenants and presented detailed space plans for 3 tenants by architects which made their proposed spaces 20% more functional than their own designs. They re-priced the building and issued proposals to 2 fairly large tenants and expect a response from one lead tenant within the next 60 days. They concluded that they would rather not take the $20,000 from the City at this time.

Ald. Wynne responded that she appreciates their gesture of offering not to take the money, but she considers the City to be their partners and would prefer they take the money, as there is no hesitation about having an office building at that location. She said the Executive Director of the RTA met with her last week and he is supportive and enthusiastic about the development. She said the project is a lynchpin in the extension of development towards Howard St. and the entire corridor towards the lake. She offered her support as the alderman. She wanted to be sure the money was there for them when they do need it as the calendars of government do not always coincide with the needs of developers and November and December are not good months for government entities.

Mr. O'Donnell explained that it has been very difficult to get a business to commit to expanding and to a 10 year lease and that as developers they cannot feasibly do a short term lease.

Ald. Grover asked what the best incentive is that Evanston can give to ratchet up the marketing. The developers simply said it is not feasible to build a smaller building for smaller tenants and that they also need a 2 year pre-commitment payment in advance of the building being built which presents obstacles for many prospective tenants. They said they are going to work on creating a plan that works.

Ald. Rainey noted that they know what they are doing and have stated that they don’t want the money now.

The Committee voted 8-1 with Seth Freeman opposed, to give OMS Evanston LLC the $20,000 grant as previously approved, in May of 2012.

B. Lakefront Committee Report
Ald. Grover, who chaired the Lakefront Committee, reported that it met 4 times over the summer. She acknowledged the members present: David Reynolds, Ald. Wynne, Ald. Burrus, Ald. Fiske and others on the Committee: Marcel Eberle, Percy Berger, Chris Ernst and Mark Sloane.

Ald. Grover explained that in July of 2010, the Lake Front Committee discussed architect, Michael Vasilko’s proposal for a performance center on the lake front. Mr. Vasiliko brought experts in performing arts and architecture to meet with the Lakefront Committee and discuss the location, which evolved to an area just offshore of Northwestern University’s campus.

In August, 2011, the proposal was discussed at length by the Lakefront Committee. Ald. Grover reported that they voted:
• To take no further action on the proposal
• That Mr. Vasilko be commended and thanked for his work on the proposal
• That if the proposal be considered in the future, Mr. Vasilko will be included.

Chair Burrus mentioned that Mr. Vasilko was present and would speak at the end of the meeting.

**Ald. Rainey** said she understands the Lakefront Committee’s decision for the City to not pursue the proposal, and moved that the Economic Development Committee has received the Lakefront Committee’s report and approves of it, but that the Economic Development Committee encourages Mr. Vasilko to meet with Eugene Sunshine, Ron Naylor or President Shapiro and/or the trustees of NWU to pursue his proposal.

Ald. Grover explained that the Committee’s understanding of their scope was that it was only to recommend whether the Economic Development Committee should pursue the proposal but there was no mention that Mr. Vasilko could not go to NWU.

Chair Burrus clarified that the Committee never concluded that it would not entertain the proposal again. Ald. Rainey stressed that Mr. Vasilko has been called a visionary and there may be much interest by Evanston citizens to pursue his proposal.

Mr. Mennemeyer seconded the motion, saying he likes that it is a big idea, and supports it and does not want to limit Mr. Vasilko in pursuing it nor does he want to kill it.

Ald. Wynne said she does not support the idea but has no objection to Mr. Vasilko approaching NWU with it and added that the Lakefront Committee did not discourage Mr. Vasilko from pursuing his proposal.

The Committee voted unanimously 8-0 to approve the motion to accept the Lakefront Committee’s decision and to encourage Mr. Vasilko to follow up on the Committee’s motion to meet with NWU for support of his proposal.

**C. Varsity Theatre Report**
Carolyn Dellutri of Downtown Evanston reported that on June 8th, 2010 Downtown Evanston received an NEA Grant to study the cultural centers of downtown Evanston. A task force was formed who requested funding from the City to hire a consultant to conduct a study of the cultural centers or lack thereof in downtown Evanston. Kennedy Smith of Community Land Use & Economics Group was contracted to do the study.

On January 26, 2011 Ms. Kennedy reported to the task force that there was no performing arts facility in the downtown and that Evanston is fortunate to have active arts organizations, which could serve as an economic catalyst providing enormous growth potential. Ms. Kennedy presented her findings to the City Council and said Evanston has a regional and national reputation as an arts incubator and that the City is in need of a variety of art spaces close to transit and supportive businesses. She suggested that TIF money could be used for this development.
Mr. Mennemeyer recused himself from voting since he sits on the Chamber of Commerce Board.

Mr. Zenkich said he observed many contradictions in the report compiled by Ms. Kennedy, such as the comment that Evanston lacks visual arts activities but possesses 25 non-profit art organizations. He felt that the question of whether the Varsity Theater would fit the need of Evanston as a performing arts venue was the most pertinent question to the study, yet the report seemed to focus only on the 2nd floor.

Ms. Dellutri explained that initially the study was regarding the Varsity Theater but she realized the need was much greater than just one space, so she expanded the study to include how to develop downtown Evanston as an arts destination, as the project evolved.

At Ald. Rainey’s inquiry, Ms. Dellutri stated that what she concluded from the report was goal setting by looking at the arts in Evanston and working towards creating a vibrant downtown art district. She said the task force would continue to work to bring arts to Evanston. She said people want to stay in Evanston for night life.

At Mr. Zenkich’s inquiry as to whether the data of the study is available for the City’s use, Ms. Dellutri replied that the task force is moving into the next phase with the City in their goal setting and way finding and that she is happy to help with other districts besides the downtown.

IV. NEW BUSINESS

A. Update on NEA “Our Town” Grant

Dennis Marino, Planning & Zoning Manager, said the City received a $50,000 grant from the National Endowment for the Arts to support and architectural study and financial plan with 4 components in 3 phases:

Phase I – Find sites
- Find 4 sites to study further
- Develop a scenario for development of each of the 4 sites
- Develop a financial plan for the 4 facilities
- Produce a staff memo reporting on each phase of the architectural and financial analysis of properties that are currently for sale or lease or vacant land
- Conduct interviews with performing arts groups

Phase 2: Finance
- Create a detailed financial plan for construction or rehab of each of the 4 sites
- List costs for construction and marketing (sources and uses)
- Develop an operating plan

Phase 3: Action Plan
- Implementation after architecture and financial plans have been established

Mr. Marino explained that the City received the award letter on August 23, 2011 and he expects the work to be under way in January or February. There is a matching requirement of $50,000 by the City. Staff recommends providing $25,000 from the Economic Development Fund and $25,000 from the Washington National TIF. He requested that the Committee consider recommending to City Council that a mayoral
advisory committee work with staff to fruitfully continue this process that began with 
the first study. Mr. Marino noted that Mr. Sklenar made the proposal happen.

The Committee discussed how this project would fit in with the current project of the 
Downtown Evanston task force. Mr. Marino said the City has been pursuing this for a 
long time and that the study would be a continuation of the effort, and that no other 
projects have gone the whole way with financial and technical plans. He said this 
project will include interviews with stakeholders and will go deeper and be more 
focused, looking into multiple sites. At Ald. Grover’s inquiry, he added that the project 
could help us identify other grant money but also sources and uses for each of the 
buidlings, which will include other capital. At Mr. Zenkich’s inquiry, Mr. Marino 
explained that this type of project has always been part of the arts strategy and part of 
a continually expressed City goal. The project will focus on existing groups and 
getting them the space they need, such as Northlight Theater.

Chair Burrus asked whether the $25,000 requested of the Economic Development 
Committee had been budgeted for 2012, to which Ms. Radzevich replied that the 
money is available. Ald. Rainey asked why the money was not coming from just the 
Washington National TIF, to which Mr. Griffin replied that then the study would be 
limited to just that area.

Ms. Dellutri said this study will go deeper and that the City needs to go deeper into this 
endeavor. Ald. Rainey said she hopes the City does not spend all its money on 

Ald. Grover moved to match the grant with $25,000 from the Economic 
Development Fund and $25,000 from the Washington National TIF, seconded by 
Mr. Freeman.

The Committee voted 8-1 with one Mr. Mennemeyer recused from the vote

Ald. Grover moved to form an advisory committee, seconded by Ald. Fiske.

Ald. Rainey said the Economic Development Committee is involved and that the 
advisory committee should be an Economic Development sub-committee. She said 
the City has an Arts Council and suggested the Arts Council work with staff on the 
project and asked whether the committee is a requirement of the grant. Mr. Marino 
replied that it does not require a committee. He said it would include people with 
expertise to be involved in the study to identify and involve people who could make 
philanthropic donations. He added that he and Mr. Sklenar are working on such 
requests.

Ald. Fiske asked Ms. Dellutri how she felt the task force has done. Ms. Dellutri said 
they have done well but the project needs to go to the next level.

Mr. Mennemeyer recused himself from the vote. He said the Varsity Theater 
cannot be discussed in a vacuum.
The Committee voted 2-5 to create a mayoral committee to work with staff on the granted project. The motion did not pass.

B. Consideration of Façade Improvement Program Applications
Aaron Brown, Assistant Economic Development Planner, presented 3 requests for façade program grants:
- IRMCO, Jennifer Kalas – Staff supports the request for $11,100 for ½ of the estimated cost to replace the front shaker roof, front entry doors and side doors, to be funded from the West Evanston TIF.
  Ald. Rainey moved approval of the grant, seconded by Ald. Grover.
  The Committee voted unanimously 8-0 (Ald. Fiske was not present) to approve the grant.

- 500 Davis, Richard Similio – Staff supports the request for $17,200 for 1/2 of estimated cost to replace existing signage and recessed fixtures in cantilevered façade, to be funded by the Economic Development Business District Improvement Fund.
  Ald. Rainey moved approval of the grant, seconded by Ald. Grover.
  Mr. Mennemeyer asked whether staff encourages the grantees to get quotes from Evanston businesses to which Mr. Brown replied that as part of the program's guidelines, grantees are directed to Evanston businesses.
  The Committee voted unanimously 8-0 (Ald. Fiske was not present) to approve the grant.

- 604-606 Davis, Andy Spatz – Staff supports the request for $10,900 for removing a wall and adding architectural features to the façade, to be funded by the Economic Development Business District Improvement Fund.
  Ald. Rainey moved approval of the grant, seconded by Ald. Grover.
  The Committee voted unanimously 8-0 (Ald. Fiske was not present) to approve the grant.

Mr. Zenkich asked for before and after photos of the projects, to which Mr. Brown replied that staff is still waiting for “after” photos from grantees. Mr. Zenkich asked him to take them himself if it is taking too long.

C. Consideration of Request for Financial Assistance from Corrado Cutlery
Paul Zalmezak, Economic Development Coordinator, introduced Jim Bilger, owner of Corrado Cutlery. Mr. Bilger explained that he is a resident of the 9th ward and is planning to open a retail store in the 2nd ward at 716 Main and he has a successful online business selling leading brands of cutlery and shaving products. He said he is requesting funding to take advantage of an investment opportunity at the vacant 1,200 square foot retail store which needs an interior build out to house the high quality knives he sells. His business caters to professionals from the north side of Chicago, Evanston, and the North Shore suburbs. The bank has invested $150,000 but the plan will cost $250,000 and he is requesting $31,500 from the Economic Development
fund to help fill the gap to pay for the build out, which involves special cabinetry and lighting and a translucent security screen for the storefront window. He will be in a 3 year pay-back period tied to his lease. He planned to hire a full time employee and create 3 full time positions, however he can only commit to 2 in the 1st year. He intends to hire Evanston residents.

Mr. Bilger said the business started in 1905 on Clark Street in Chicago where high end cutlery and all kinds of knives such as Swiss Army knives and giftware were sold. In 1985 he had stores in Old Orchard and downtown Chicago and since 1999 has had an online store. After 9/11 and the economic downturn, he decided to take a break on the retail end and focus only on the online store. He said the men’s shaving and grooming products sell well online and that the full Corrado Cutlery line is starting to grow; he is cautiously optimistic. He said it is not easy to find the right spot for his business but the location of the storefront on Main is ideal because there are many businesses in the area that have been there for years. He likes the idea of bringing people to the west side of Chicago and Main. The size of the storefront will allow him to operate the internet business at the site also. The gap in the financing will defer the growth of the internet and the hiring of one full time employee. He plans to ship all orders from this location so he will need to hire someone to help with that.

At Ald. Grover’s inquiry, Mr. Zalmezak explained that 50% of the $31,500 is forgivable after 3 years; the rest will be a no-interest loan, so the City’s risk is $15,500. Ms. Radzevich added that there is a good opportunity for Evanston to do gap funding since banks are currently more conservative and are lending less. She said Randy Usen at 1st Bank secured the loan for Mr. Bilger in one week, so the City can feel secure in its investment. She said the bank lent their portion to get started with the buildout, but the internet portion is proven.

The Committee expressed enthusiasm for the new business.

The motion was moved and seconded. The Committee voted unanimously 8-0 to approve the financial assistance of $31,500.

D. Consideration of Request for Financial Assistance from Downtown Evanston
Ms. Radzevich explained that this is an annual request by Downtown Evanston which stems back from Ordinance 67-O-07, when the City Council removed residential programs from SSA #4. Downtown Evanston is requesting $77,000 in assistance for FY12 in addition to the request for funding for the downtown maintenance contract. Ms. Radzevich said both amounts had been included in the recommended budget and that 50% of the funds would come from the Economic Development Fund and 50% would come from the Washington National TIF. SSA #4 is downtown Evanston’s special taxing district and they are asking proportionally for less than last year, since there is a difference in the number of months in FY 2012 (12 months) and FY2011 (10 months).

Ms. Dellutri acknowledged the President of the Board, Russ Abell and members of the Board of Downtown Evanston and introduced those present: Rick Similio?, Eve Doi, Jim Corirossi from the Downtown Business Association, Maggie Denard from
Winestyles, and Gina Speckman from the North Shore Visitors Bureau, who she said Downtown Evanston partners with. She commended Ms. Radzevich for her presentation of the request.

Ms. Dellutri presented the new Downtown Evanston Directory, which had just been delivered that afternoon, which is in accordance with an agreement with the City requiring Downtown Evanston to market the downtown. She said the new brochure style directory is better than a booklet because it allows people to find the location of the business in relation to the map. From an economic development standpoint, the benefit is that it illustrates the business clusters and helps to identify strengths and weaknesses within the clusters.

Ms. Dellutri reported that she had prepared a draft of the goals of the Downtown Evanston organization at the request of the Executive Board in preparation for a goal studies/strategic plan session. Her intern devised a chart for benchmarking progress toward their 5 overarching goals:

- Maintain and expand an exciting local and national retail & office presence
- Promote performing and visual arts in downtown Evanston
- Strengthen relationships between Downtown Evanston, the City & NWU for mutual benefit
- Further enhance the public realm of downtown Evanston & continue to partner with the City to enhance downtown housing and zoning.

Over the next 5-10 years, Ms. Dellutri will report and provide a chart tracking the various components of their progress.

Ms. Dellutri said positive things are happening: the Downtown Evanston app just launched. She introduced Austin, an NWU student who came to Downtown Evanston because of the passport program. He and a group of NWU students were doing a customer loyalty study which evolved into their designing of the downtown Evanston app. She said it is user friendly and 85 businesses are part of it. The students have graduated and have started a business. They have office space in Downtown Evanston above Café Mozart and need to hire more employees such as web designers. They had gone to the International Downtown Association Conference with Downtown Evanston. They have currently signed on Lake Forest and Naperville, whose apps are going live next week. They were part of the incubator.

Chair Burrus asked that they send a revised of list the positions and salaries of individuals in the Downtown Evanston organization, to which Ms. Dellutri agreed. At Ald. Burrus’s inquiry, Ms. Dellutri explained that the 30% to PPO and HMO are part of the Implementation Agreement of 2007: Employees pay 30% of the premium; Downtown Evanston pays the balance and sends a check to the City of Evanston for insurance benefits.

Ms. Dellutri introduced Matt DiNello, Downtown Evanston’s new Events Coordinator.

Ald. Grover moved to accept the report and grant $77,000 in budget assistance for 2012, seconded by Ald. Holmes.
The Committee voted 8-0 to approve the assistance (Fiske was not Present).

Ald. Grover moved to fund $115,632 for 2012 for the City’s portion of the maintenance agreement, seconded by Mr. Mennemeyer.

The Committee voted unanimously 8-0 to approve the funding (Fiske was not Present).

E. Consideration of Economic Development Committee Meeting Dates for 2012

Ald. Grover moved to approve the meeting dates for 2012, seconded by Mr. Mennemeyer.

The Committee voted unanimously 8-0 to approve the 2012 meeting dates (Fiske was not Present).

COMMUNICATIONS
In the interest of time, Ms. Radzevich offered to postpone staff’s communications and reports until next month.

PUBLIC COMMENT
Architect, Michael Vasilko thanked the Lakefront Committee and Ald. Fiske and Wynne for considering his proposal for a lakefront performance center. He said their exchanges led to a better solution. He thanked Ald. Grover for chairing the Committee and for her attention to everyone’s concerns.

He said Ken McHugh, John Shabica and Mark White had been at this night’s meeting and some residents had come to speak at the meeting in favor of his proposal but they had to leave.

Mr. Vasilko explained that his proposal is not a vision, but a means for Evanston to gain revenue by tourism, which would allow Evanston to lower property taxes. He said the proposal works in conjunction with the Lakefront Master Plan because it is situated where there is no Master Plan.

Mr. Vasilko referred to the NEA grant report focusing on the Varsity Theater and said he thought the NEA grant should cover more areas of Evanston. He said if the City is spending $100,000 on a report, it should cover Church and Dodge and along Howard Street.

Mr. Mennemeyer clarified that Downtown Evanston spearheaded the study on the Varsity Theater and it was funded by the Washington National TIF, which is why it did not include other parts of Evanston.

Ald. Rainey mentioned that Family Focus has spent money on renovating their theater and we have not heard about the theater since.

Mr. Mennemeyer stated that he was abstaining on the Varsity vote since he is the current President of the Chamber of Commerce.
VII. Adjournment
The meeting was adjourned at 10:00 p.m.

The next meeting will be held on Thursday, December 1, 2011.

Respectfully submitted,
Bobbie Newman
NEW BUSINESS: FY 2012
Great Merchant Grant
Applications
Memorandum

To: Chair and Members of the Economic Development Committee

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

Subject: Applications for the Evanston Great Merchants Grant Program.

Date: November 23, 2011

Summary:
Staff has received eight applications for the 2012 Fiscal Year for the Evanston Great Merchants Grant Program (formerly the Neighborhood Business District Improvement Program). The applications received are as follows:

- Central Street Business Association
- Central Street East Business Association
- Chicago-Dempster Merchants Association
- Dr. Hill Business Association
- Howard Street Business Association
- Main Street Merchants Association
- Evanston West End Business Association
- Evanston West Village Business Association

These include a range of business district projects and programmatic activities to be completed during the 2012 fiscal year. This memo provides a brief overview of the requirements and eligibility of the program and summarizes the requests that were submitted.

Discussion:
Evanston’s Great Merchants Grant Program is designed to provide small grants, ranging up to $9,000 to Evanston’s small business/merchant associations. The basic requirements are as follows:

- Eligible applicants are established business districts with a FEIN #.

- Eligible activities include: 1) Business Support and Retention Activities; 2) Enhancement of the Physical Environment; 3) Neighborhood Promotion; and 4) Community Events.

- Approved applicants are reimbursed for approved expenses following proof of expenditure.
The Great Merchant’s Grant program application asks the following of applicants:

- To seek at least three estimates for services, including at least one Evanston-based business.
- To encourage business and merchant associations to work together for bids on common goods and services to aggregate spending for cost savings.

Although the Program requires three bids, the applicants were not required to provide those at the time of submission of their application, but will be expected to provide those prior to award of any funding, unless the three bid requirement is waived by City Council.

In total there were eight applications for funds that total $58,430. The proposed 2012 Fiscal Year Budget allocates $147,000 to business district improvements. Based on this allocation, Staff recommends $72,000 for the Great Merchant Grants program and $75,000 for façade improvement programs. The following pages outline each application and specific recommendations for each application.

There are several noteworthy items for the submissions for this fiscal year:

- Four merchant groups requested funding for the creation and/or maintenance of their business/merchant associations website. Staff recommends providing equal funding to each district with the express purpose that these groups will work together to identify a single website contractor to work for all these groups in order to potentially provide some cost savings.
- Two organizations have emerged representing portions of the Central Street corridor or the entire Central Street corridor. While Staff recognizes that along all of Evanston’s corridors are unique and distinctive shopping and business districts, the potential to provide funds that duplicate efforts is something to be sensitive to. Additionally, as stated in the program guidelines, this program is designed to encourage business districts to work together to share costs and aggregate purchases together in order to experience cost savings. As such Staff has provided a recommendation of how to spend the maximum grant amount of $9,000 on Central Street businesses while seeking to address the unique requests of each area.

The enclosures following this memo include individual staff recommendations for each application and copies of the submissions from the organizations, which include the application and business association/district membership list.

Applicants have been advised to be present at the December 1, 2011 Economic Development Committee meeting to answer any questions or provide additional information regarding their grant applications.
To:   Chair and Members of the Economic Development Committee  

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

Subject: Recommendation for the Central Street Corridor Support from the  
         Evanston Great Merchants Grant Program  

Date:   November 22, 2011  

Recommended Action:  
Staff supports a recommendation to City Council from the Economic Development  
Committee for a Great Merchants Grant total of $9,000.00 to be shared between two  
organizations representing the Central Street corridor. These associations include the  
Central Street Business Association and the Central Street East Business Association.  

Funding Source:  
Staff is proposing to utilize the Economic Development Fund’s Business District  
Improvement Fund (Account: 5300.65522). The 2012 Fiscal Year Budget allocated  
$175,000 to this account.  

Summary:  
The two groups requested the following (See attached application for additional detail):  

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<tr>
<th>Central Street Business Associations</th>
<th>Central Street East Business Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity</td>
<td>Amount</td>
</tr>
<tr>
<td>Event Banners for Independence Park</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Poster Advertising on Rear of Pace Buses</td>
<td>$1,920.00</td>
</tr>
<tr>
<td>Updating of Central Street Logo</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Local &amp; Web Advertising</td>
<td>$1,880.00</td>
</tr>
<tr>
<td>Retainer for PR Employee</td>
<td>$2,100.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

Staff recommends that a single allocation of $9,000 be provided to the business along the Central Street Corridor. This recommendation is based on the consideration of the proposed duplication of activities between the two organizations that appear to have overlapping boundaries (Central Street Business Association has indicated in their
application they serve businesses along Central Street to Gross Point Road while Central Street East Business Association seeks to represent business located only east of the Metra tracks).

Staff recommends that each individual group be provided with the following funds:

Central Street Business Association:
- Banners $1,100.00
- Print/Web Advertising $1,300.00

Central Street East Business Association:
- Banners $1,100.00
- Print/Web Advertising $1,300.00

**Total Individual Association Awards:**
- Central Street Business Association: $2,400.00
- Print/Web Advertising: $2,400.00
**Total:** $4,800.00

The following is recommended as assistance for joint Central Street Activities:

- Poster Advertising on Rear of Pace Buses: $2,000.00
- Events $1,200.00
- Evanston Business District Web Co-op: $1,000.00

**Total Joint Award:** $4,200.00

In several instances, both applications were found to be incomplete (submissions either did not include three bids for various scopes of work or did not include at least one Evanston-based business). Staff recommends that the grant award be conditional upon receipt of bids for all proposed projects (with the inclusion of at least one Evanston-based business). Bicycle racks are also not considered eligible for this program as it is not considered “street furniture” or any other eligible category of physical enhancement of the business district. Additionally, the City has an existing bicycle rack program that calls for bicycle racks of consist design and shape throughout the entire City.

As discussed in the cover memorandum, Staff recommends that the four associations that seek to complete website work, collectively pool funds to identify a single contractor that will meet their individual district needs for website development. Based on this scenario, it is recommended that Central Street groups are collectively awarded $1000.00 toward this coordinated project.

Staff recommends that in order to ensure that the “joint activities” for Central Street are shared an equitable manner that a representative from each group “sign-off” on projects prior to the reimbursement of any funds from the City of Evanston. Submitted applications for both groups and supporting documentation are attached immediately following this memorandum.

**Attachments:**
- Applications
  - Central Street Business Association
- Central Street East Business Association
  - Membership Lists
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Central Street Business Association

Name of Point of Contact: Todd Ruppenthal

Address: 2601 Prairie Avenue, Evanston, IL 60201

Phone: 847-425-1100

Email: Todd@HappyHuskyBakery.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 30  Members: 63

Describe the geographic area that your business district serves:

The Central Street Business Association welcomes business members with a close proximity to Central Street from Sheridan Road on the East to Gross Point Road on the West. Also, with a proximity to Green Bay Road at the Wilmette Border on the North to McCormick Blvd. to the South.

Does your group collect association dues for memberships?  Y  N

What is the amount collected annually from members?  $6,550.00

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

We would entertain alternate methods of attaining membership, but to this point we have not had a business that wished to use an alternate method. Our current membership fee scale has a reduced membership for non-retail members.

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)?

$9,000.00

<table>
<thead>
<tr>
<th>Name of &quot;bulk&quot; items/projects/programs/activities</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Banners for Independence Park. (4 Banners X $275 per Banner) We hang a 3X8 Banner in Independence Park in the weeks prior to a CSBA Event. New Banners need to be produced for new events and Current Banners are in need of replacement.</td>
<td>$1,100.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Retainer of Nili Yelin PR for event and Business District Promotion on a monthly basis. Nili has been doing event PR for us for multiple years. Nili is local but does not reside in Evanston. Nili is also a part-time employee on Central Street.</td>
<td>$2,100.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Titan Advertising - Poster Advertising on Back of Pace Buses on Routes that intersect with Central St. Approx $320 per bus for 4 weeks prior to Central St. Event. Would be used for an event like Sidewalk Sale. Estimate use on 6 buses for Event.</td>
<td>$1,920.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Updating of Central Street Logo (Change Color Scheme and make design more use friendly. Will get quotes from graphic designers and look to use an Evanston provider</td>
<td>$2,000.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Local &amp; Web Advertising of CSBA Events (i.e. Evanston Roundtable, Evanston Review, Google Adwords, Etc.)</td>
<td>$1,880.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

Nili is a local PR person that we have utilized within the past few years and has worked within our budget and done a very adequate job at that price. We would like to utilize her on a retainer basis as we feel she will be more effective in this way and her fees allow us to do so. We believe that her fees are so reasonable that we would not be able to find a PR professional within Evanston that would match her qualifications at her fee rate. Titan Advertising is the only company that has a contract to do the advertising on the back of Pace busses. An Evanston business is not possible for this project.

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$6,550.00</td>
<td>Other revenue is derived from fees to participate in the Sidewalk Sale.</td>
<td>$2,375.00</td>
</tr>
<tr>
<td>2009</td>
<td>$5,850.00</td>
<td>Other revenue is derived from fees to participate in the Sidewalk Sale</td>
<td>$1,850.00</td>
</tr>
<tr>
<td>2008</td>
<td>$5,250.00</td>
<td>Other revenue is derived from fees to participate in the Sidewalk Sale</td>
<td>$1,525.00</td>
</tr>
</tbody>
</table>

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

If not, why were all funds not expended?

The projects that we are using the 2011 funds for are still in process. We foresee to use all awarded funds but have not completed these project to submit invoices for the full amount at this point.

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

The projects that are in process at this time from the 2011 grant cycle are the update and reprinting of the central street brochure and the update/ rework of the Central Street Business Association website. We believe that the CSBA Brochure and Website are the two most important pieces of marketing and promotion collateral. Member stores are able to have the brochure available when speaking of other member businesses. This assures that a customer has the right information to bridge their shopping from one member business to another. This keeps the customer on the street for the longest time possible. Longer time on the street, increases the opportunity for further purchases along Central Street. The CSBA website is the online version of the brochure. The update will allow for easier access of the needed information through searches that the customer can initiate easily. When a prospective customer finds the information that they need they go no further in their search. This makes the probability that a customer finds what they are looking for much higher and this will direct his shopping/services to Central Street. We apologize that a brochure does not easily allow for measurable impact statements but we did poll members if they felt that the brochures were helpful and provided a definite positive impact on their business and 93% felt that the brochures provided a positive impact. While 7% felt it did not provide a positive or negative impact on their business. 0% felt it had a negative effect on their business. Once the website project is complete we will be able to share quantitative data on the new website.
Will the programs or projects proposed this year help retain/expand existing Evanston businesses? □ Y □ N

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

The events done on Central Street are focuses on businesses building their customer base. If a business continues to grow its customer base, it will stay in business and thus be retained. We feel that the #1 reason for a business locating in a place is because they see a vibrant, high occupancy business district. Our events are our showcase of our vibrancy, and the strength of the cohesiveness of our association.

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

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

We feel that the #1 reason for a business locating in a place is because they see a vibrant, high occupancy business district. Our events are our showcase of our vibrancy, and the strength of the cohesiveness of our association. A strong sense of cooperation and teamwork among businesses that is fostered by the business association inherently will assure new businesses that this area is a great place for them to locate.

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

Advertising and Public Relations programs have in simple term the goal of attracting more foot traffic to Central Street in general and during our yearly events. With increased foot traffic we hope increased sales also fall in line as a reasonable effect of the increase in people on the street.

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

The easiest and most important of outcomes is an increase in sales. These can most easily be tracked in the terms of monthly sales increases or over the course of an association sponsored event.

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

2011 Membership Roster of the Central Street Business Association

1. Allegro Dance Boutique
2. Apelian Rugs
3. Baird & Warner Real Estate
4. Caldwell Banker Real Estate
5. Chalk Boutique
6. Chester & Chester Design
7. Christian Science Reading Room
8. Copenhagen Coiffure
9. Dame Couture
10. Dr. D. Durfree DDS
11. Dr. D Nykaza DDS
12. Duxler Auto Care
13. Edward Jones – Brad Verber
14. Etienne Design
15. Evanston Ballet
16. Evanston Dental Spa
17. Evanston Public Library – North Branch
18. First Bank & Trust – Central Street
19. Flader Plumbing
20. Foodstuffs
21. Gavin Boutique
22. Great Harvest Bread Company
23. Hands of Therapy
24. Happy Husky Bakery
25. Harold’s True Value
26. Heaven Meets Earth
27. Jenny’s Nails
28. Karlson Kitchens
29. Koenig & Strey Real Estate
30. Let’s Tailgate
31. Linz & Vail
32. Lois & Company
33. Maday Auto Repair
34. Maya Papaya & Tony Macaroni
35. Milleviori Floral
36. Mitchell Museum of the American Indian
37. Montoya Fiber Studio
38. Morgante Architecture
39. North Shore Eye Center
40. Notice Boutique
41. Old Town Oil
42. Perennials
43. Pinto Kitchen
44. Pop & Go Nuts
45. Prairie Joe’s
46. Prairie Shore Real Estate
47. George Ritzlin Antique Maps & Prints
48. John Roman Insurance
49. East of the Tracks – Swantiques
50. Schermerhorn Realty Management
51. Spex
52. Spice House
53. Stella
54. Tag’s Bakery
55. Top of the Tracks
56. Treat Nail Salon
57. Trio Salon
58. Urban Totem Antiques
59. Walsh Natural
60. Weichert Real Estate
61. iKandi Hair Studio
62. Home Tech
63. Central St. Cafe
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: CSEBA / Central Street EAST Business Association

Name of Point of Contact: Bob Danon

Address: 1814 Central Street, Evanston, IL 60201

Phone: Cell is preferred: 847-899-7758 Work: 847-475-1814

Email: bob@rcdanon.com

Business District

How many businesses are located in your business district:

Non-Association businesses: □ Members: □

Describe the geographic area that your business district serves:

From the Central Street Metra Station, east to Ridge Avenue, and any business 1-2 blocks north or south of central within the east-west boundaries.

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

What is the amount collected annually from members? $50.00

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

I suppose it is possible than an account, for example, might join for "in-kind services..."

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)? $8,057.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zane Williams - 6x street pole banners to go up at various points along Central Street, east of the Metra Station. Installation included.</td>
<td>$1,112.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Creative Pipe: 4x Bicycle Racks for the 1700-1800 block of Central Street. We would ask that the City of Evanston install these for us. I have actually only asked for half the amount required (plus shipping) as I intend to offer sponsorship to our........</td>
<td>$1,095.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Andrew Lehman design: initial web design and development</td>
<td>$2,526.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Brand/location advertising promotion through the Evanston Round Table and Pioneer Press. The money requested would be to support planned events and is one half the actual adv. cost. The merchants would pay the other half.</td>
<td>$2,124.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Events- East of the Tracks Art Walk, Halloween Pet Costume Contest and Parade, and quite possibly a Folk and Bluegrass Revival to be held at Chandler. Some of the adv. dollars mentioned above would be to promote this event as well as........</td>
<td>$1,200.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2010, were all funds spent?  □ Y □ N
If not, why were all funds not expended?

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

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

[ ] Y [ ] N

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

All of the efforts of the CSEBA will compliment existing businesses and although in a small way, let prospective businesses know that their association is somewhat unique in its efforts. Much of what we hope to accomplish in 2012 relates to brand identification- “East” tells people where we are. We want (potential) business owners, shoppers, those who visit us on-line, and those who travel through our district to realize we are special. The banners and bike racks will enhance that effort, as people take notice. As will strong web presence and the various events we plan for 2012.

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

[ ] Y [ ] N

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

Any efforts at all in 2012, will be something we would hope The Eastward Project would be able to show-off to prospective retail tenants, as well as other prospective tenants who might consider the shopping district east of the tracks, as spaces open and new developments are considered.

I would ask that special attention be paid to the “bike rack” proposal. I have requested only half the amount for the cost of the bike racks. It is my plan to have local merchants pay for the other half. In doing so, a plaque would be attached to each rack stating that it was paid for by a grant from the City of Evanston and a donation made by R.C. Danon Gallery, as well as other businesses I'm sure will participate. This effort not only saves money, but should render some good publicity for our district as well as the city.

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

We have several events planned which would attract people to this area- An Art Walk, probably to take place in May or June, and a pet costume contest and parade next October. The goal of the Art Walk is to get more traffic over here as people go from store-to-store. The pet costume contest and parade would probably take place directly across the street from Bluestone's. This particular event, having done two, while I was in Wilmette, attracted several hundred participants and viewers, and brought quite a bit of attention to the area stores in the Wilmette Village Center. At the time, my coffee house benefited greatly.

Both events would be free. A third event under discussion is a Folk and Bluegrass Revival to be held in Chandler. Money realized from this event would go to our Association. The $1,200.00 requested is not a hard figure at this point but “I'm quite confident it would cover a good deal of the expense for rental, set-up and the several musicians I have in mind. it is hard to get musicians to address this event as I expect some will offer reduce fees. Given a little more time, I can have exact figures.

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

I'm not exactly sure how to answer this last question. About all I can tell you is that business traffic over here is so weak, it’s very, very easy to note any increase in street traffic and visitors to our stores. Clearly, Bluestone will attract a great number of people, as will the Eastwood development in 2013 and beyond. But for now, our goal is to get out in front of what is coming our way...and not try and play catch-up in 2013, and beyond.

If you have any questions regarding this application, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Catagory</th>
<th>Contact</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahai</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>** Belloberry Design</td>
<td>R</td>
<td>Toni Bello</td>
<td>847-370-1700</td>
<td><a href="mailto:belloberrydesigns@yahoo.com">belloberrydesigns@yahoo.com</a></td>
</tr>
<tr>
<td>** Bluestone Restaurant</td>
<td>R</td>
<td>John Enright</td>
<td>847-424-0420</td>
<td><a href="mailto:johnenright62@gmail.com">johnenright62@gmail.com</a></td>
</tr>
<tr>
<td>** Dame Couture</td>
<td>R</td>
<td>Holly Greenhagen</td>
<td></td>
<td><a href="mailto:holly@damecouture.com">holly@damecouture.com</a></td>
</tr>
<tr>
<td>** Danon Gallery</td>
<td>R</td>
<td>Bob Danon</td>
<td>847-899-7758</td>
<td><a href="mailto:bob@rcdanon.com">bob@rcdanon.com</a></td>
</tr>
<tr>
<td>** East of the Tracks Antiques</td>
<td>R</td>
<td>Lora Swanson</td>
<td>847-475-6800</td>
<td><a href="mailto:swantiquesllc@gmail.com">swantiquesllc@gmail.com</a></td>
</tr>
<tr>
<td>Evanston Hospital</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>** Evanston Imprintables</td>
<td>R</td>
<td>Tracy Murray</td>
<td>847-425-3990</td>
<td><a href="mailto:tracy@evanstonimprintables.com">tracy@evanstonimprintables.com</a></td>
</tr>
<tr>
<td>** Evanston Funeral &amp; Cremation</td>
<td>S</td>
<td>Roland Weis</td>
<td>847-866-8843</td>
<td><a href="mailto:evfuneral@aol.com">evfuneral@aol.com</a></td>
</tr>
<tr>
<td>** Karlson Kitchens</td>
<td>R</td>
<td>Dave Karlson</td>
<td>847-491-1300</td>
<td><a href="mailto:dave@karlsonkitchens.com">dave@karlsonkitchens.com</a></td>
</tr>
<tr>
<td>** Let’s Tailgate</td>
<td>R</td>
<td>Dave &amp; Cindy Gaborek</td>
<td>847-570-0105</td>
<td><a href="mailto:nwtailgate@yahoo.com">nwtailgate@yahoo.com</a></td>
</tr>
<tr>
<td>* The Locker Room</td>
<td>R</td>
<td>Ross Kooperman</td>
<td>847-328-2325</td>
<td><a href="mailto:rosskooperman@gmail.com">rosskooperman@gmail.com</a></td>
</tr>
<tr>
<td>** Manufacturer’s News</td>
<td>S</td>
<td>Howard Dubin</td>
<td>847-864-9440</td>
<td><a href="mailto:hdubin@manufacturersnews.com">hdubin@manufacturersnews.com</a></td>
</tr>
<tr>
<td>Mayday</td>
<td>S</td>
<td></td>
<td>847-475-2268</td>
<td></td>
</tr>
<tr>
<td>Michael Walsh &amp; Assoc.</td>
<td>S</td>
<td>Michael Walsh</td>
<td>847-733-7878</td>
<td><a href="mailto:micwalshcpa@yahoo.com">micwalshcpa@yahoo.com</a></td>
</tr>
<tr>
<td>** Mustards Last Stand</td>
<td>R</td>
<td>Lonnie Starkman</td>
<td>847-864-2700</td>
<td><a href="mailto:ls1tixx@aol.com">ls1tixx@aol.com</a></td>
</tr>
<tr>
<td>** The Needles Excellency</td>
<td>R</td>
<td>Amrita Goldberg</td>
<td>847-864-8228</td>
<td><a href="mailto:amritagoldberg@comcast.net">amritagoldberg@comcast.net</a></td>
</tr>
<tr>
<td>* NU Sports</td>
<td>I</td>
<td>Brad Hurlbut</td>
<td>847-467-3724</td>
<td><a href="mailto:bdh000@northwestern.edu">bdh000@northwestern.edu</a></td>
</tr>
<tr>
<td>Sculpt- Pilates &amp; Fitness</td>
<td>S</td>
<td></td>
<td>847-894-1453</td>
<td><a href="mailto:sculptstudio@gmail.com">sculptstudio@gmail.com</a></td>
</tr>
<tr>
<td>** Preston’s Flowers</td>
<td>R</td>
<td>Julie Heinz-Schoenfelder</td>
<td>847-864-1816</td>
<td><a href="mailto:prestonsflorist@sbcglobal.net">prestonsflorist@sbcglobal.net</a></td>
</tr>
<tr>
<td>** State Farm Ins</td>
<td>S</td>
<td>John Roman</td>
<td>847-869-0677</td>
<td><a href="mailto:john@iloveinsurance.com">john@iloveinsurance.com</a></td>
</tr>
<tr>
<td>Stratosphere / Converged</td>
<td>S</td>
<td>Tom Harr</td>
<td>847-440-8620</td>
<td><a href="mailto:tharr@convergedsystems.com">tharr@convergedsystems.com</a></td>
</tr>
</tbody>
</table>
Bahai

Evanston Hospital

The various professional buildings in our district have several dozen other businesses which will be contacted in the coming months. I suspect that many, such as doctors and dentists will not join. That being the case, I will approach the building owners or management about joining as a “building group”.

<table>
<thead>
<tr>
<th>Professional Bldg #1</th>
<th>To be contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Bldg #2</td>
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<tr>
<td>Professional Bldg #3</td>
<td>“ “ “</td>
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<tr>
<td>Professional Bldg #4</td>
<td>“ “ “</td>
</tr>
<tr>
<td>Professional Bldg #5</td>
<td>“ “ “</td>
</tr>
</tbody>
</table>

I = Institutional  
R = Retail  
S = Service business

** Paid member thru 2012  
* Verbal commitment to join
Leader in the
Signage & Silk Screen
Printing Industry

Example Gallery – Light Pole Banners, Bow Banners & More

CUSTOM DIGITAL LIGHT POLE BANNER

Light pole banners remain one of the classiest ways to promote events, cities, messages, and ideas. Also known as street pole banners or main street banners, they give new life to an otherwise normal street. Light pole banners are both functional and attractive, letting people know where they are (town or city) or about an ongoing event and breathtaking when lining a beautiful street.
Hi Bob,

on the banner - $50.00 + $55.00 file fee per design. digital print on 18 oz vinyl. Banner will be printed two sides. 4" pole pockets top and bottom. Grommets one side in hems. windsaver single brackets - $44.72 per set - includes everything needed to hang (1) banner per pole. 

we can also do the design work - $55.00 per hour with a minimum of 1 hour billing.

fob zane williams

Please let me know if you have any questions. Thank you! Mona

Mona Doty
Zane Williams
800-396-2468
314-647-0771 (fax)
www.zanewilliams.com

-----Original Message-----
From: R C Danon [mailto:rbob@redanons.com]
Sent: Tuesday, October 25, 2011 4:29 PM
To: Mona@zanewilliams.com
Subject: street pole banners

Mona- Very nice speaking with you. see attached, and please quote on a 30"x60" banner with wind saver single hangers.

Thank you..., bob danon
STREET BANNERS

- Durable, all-weather banners are screen-printed or dye sublimated
- Photographic quality prints and/or PMS spot colors
- Comes with grommets and pole hems on the top and bottom
- Ideal for festivals, city street scapes and more
- Wind slits can be provided for an additional fee

Additional Product Information

<table>
<thead>
<tr>
<th>Item</th>
<th>Shipping Dimensions</th>
<th>Shipping Weight</th>
<th>Image Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>26&quot; x 6&quot; x 6&quot;</td>
<td>1.5 lbs.</td>
<td>60&quot; x 29&quot;</td>
</tr>
<tr>
<td>Single Bracket Set</td>
<td>39&quot; x 6&quot; x 3.5&quot;</td>
<td>5 lbs.</td>
<td>Other sizes available upon request</td>
</tr>
<tr>
<td>Double Bracket Set</td>
<td>78&quot; x 6&quot; x 3.5&quot;</td>
<td>10 lbs.</td>
<td></td>
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</tbody>
</table>

NOTE: Shipping dimensions and weights are approximate and provided for a basic reference only. They may vary when actually shipped.
Street Banners- Digitally Printed

<table>
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<th></th>
<th></th>
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<tbody>
<tr>
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<td>26-50</td>
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<tr>
<td>Setup</td>
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<tr>
<td>$65</td>
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<td>Image Size</td>
<td>Image Size</td>
<td>Image Size</td>
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<tr>
<td>60&quot; x 29&quot;</td>
<td>60&quot; x 29&quot;</td>
<td>60&quot; x 29&quot;</td>
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</tbody>
</table>

Product Highlights
- Durable, all-weather banners
- All street banners come with grommets and pole hems top and bottom

Hardware

<table>
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<tr>
<th>Single-Bracket Set</th>
<th>Each</th>
<th>Part #</th>
<th>Image Size</th>
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<tr>
<td></td>
<td>$110</td>
<td>ZSBSP121</td>
<td>60&quot; x 29&quot;</td>
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<td>Double-Bracket Set</td>
<td>$135</td>
<td>ZSBSP122</td>
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<td>78&quot; x 6&quot; x 3.5&quot;</td>
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Additonal Product Information

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<th>Shipping Weight</th>
<th>1.5 lbs.</th>
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</thead>
</table>

Click here for a Product Spec Sheet
Click here for an Artwork Template
Click here to Upload Artwork

Artwork: Please submit according to our graphic requirements. Contact your customer service representative for additional details.

Lead Time: Standard production time is 5-10 business days for most projects. Rush services are available upon request but may be subject to rush charges. Lead time does not include in-transit delivery time.

Delivery Term: FOB Milwaukee, WI. Bulks shipped to one address. Multiple ship to locations service available upon request for additional charges. Shipping and Handling charges are not included. Packages are shipped blind unless requested otherwise.

Shipping dimensions and weights are approximate and provided for a basic reference only. They may vary when actually shipped.

Payment Terms: By arrangement. Contact your customer service representative for additional details.

Estimated lead time is subject to change after 30 days.
October 27, 2011

Re: Street Banners

Hello,

Thank you very much for your interest in our products. I am pleased to provide you with the following promotional products for your consideration.

**Lamppost/Street Banners - 2.5' X 5' One-sided - 13 Ounce**

Item Number: LLNAJ-FYMGQ

Solvent Printed Lamppost Banners are constructed of 13 ounce reinforced white vinyl. Made single, background can be produced with full bleed. Finish includes pole sleeve at top and bottom with tie down grommets. Mounting hardware priced separately. We also offer screen printed vinyl, and digital acid dyed nylon lamppost banners which, along with banners in other sizes, will be quoted on request. 2 1/2' W x 5' L.

Colors: Assorted

Imprint Information: 2.5' x 5' imprint area; Solvent Printed

<table>
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<th>Qty</th>
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<th>500</th>
<th>1000</th>
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<tbody>
<tr>
<td>Price</td>
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<td>$35.00</td>
<td>$34.00</td>
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</table>

Price Includes: 4 color process; 1 side

Packaging and Delivery: Bulk. Normal production time is 10 to 15 working days.

Please let me know if you have any questions or if I can be of any further assistance.

Thank you once again for your interest in our products and I very much look forward to working with you.

Sincerely,
From: R C Danon <bob@rcdanon.com>
Subject: Fwd: Estimate from Creative Pipe, Inc. 28182
Date: October 28, 2011 3:23:46 PM CDT
To: 1 BD - DANON <bob@rcdanon.com>

Begin forwarded message:

From: "Creative Pipe, Inc." <sales@creativepipe.com>
Date: October 28, 2011 3:02:23 PM CDT
To: bob@rcdanon.com
Subject: Estimate from Creative Pipe, Inc. 28182
Reply-To: "Creative Pipe, Inc." <sales@creativepipe.com>

Dear Customer:

Please review the attached estimate. Feel free to contact us if you have any questions.

We look forward to working with you.

Sincerely,

Creative Pipe, Inc.
760-340-5555

To view your estimate
Open the attached PDF file. You must have Acrobat Reader® installed to view the attachment.

---

Creative Pipe, Inc.
PO Box 2458
Rancho Mirage, CA 92270-1087

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>10/23/2011</td>
<td>28182</td>
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</table>

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>RC Danon-IL</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Fax Number</th>
<th>Rep</th>
<th>Project</th>
<th>Attn:</th>
</tr>
</thead>
<tbody>
<tr>
<td>via email</td>
<td>JLP</td>
<td></td>
<td>Bob</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Item</td>
<td>Description</td>
<td>Quantity</td>
<td>Unit Price</td>
<td>Total</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
<td>------------</td>
<td>-----------</td>
</tr>
<tr>
<td>BP-2-F-P</td>
<td>Bike Post Series Bike Rack, 2 bike capacity, Flange surface mount, Powder coat finish.</td>
<td>4</td>
<td>325.00</td>
<td>1,300.00T</td>
</tr>
<tr>
<td>LBR 2-F-P</td>
<td>Leaning Bike Rack series Bike Rack, 3-4 bike capacity, Flanged surface mount, Powder coat finish.</td>
<td>4</td>
<td>795.00</td>
<td>3,180.00T</td>
</tr>
<tr>
<td>RR-2-F-P</td>
<td>Ringe series Bike Rack, 2 bike capacity, Flanged surface mount, Powder coat finish.</td>
<td>4</td>
<td>235.00</td>
<td>940.00T</td>
</tr>
<tr>
<td>SHIPPING</td>
<td>Shipping charge for (4) units to Evanston, IL 60201</td>
<td></td>
<td>890.00</td>
<td>890.00</td>
</tr>
<tr>
<td>FLG0MT</td>
<td>This price is for a flanged surface mount to be bolted to concrete.</td>
<td></td>
<td>0.00</td>
<td>0.00T</td>
</tr>
<tr>
<td>PCF</td>
<td>The above price is for a standard color powder coated finish. Pricing for custom colors can only be determined by quantity ordered.</td>
<td></td>
<td>0.00</td>
<td>0.00T</td>
</tr>
<tr>
<td>PRICE HOLD</td>
<td>Creative Pipe, Inc. will hold the above listed price for thirty (30) days from date of estimate.</td>
<td></td>
<td>0.00</td>
<td>0.00T</td>
</tr>
<tr>
<td>ST</td>
<td>Unless otherwise specified, quote does not include any installation or applicable sales tax. 50% Deposit is requested with all orders. Thank you for contacting Creative Pipe, Inc.</td>
<td></td>
<td>0.00</td>
<td>0.00T</td>
</tr>
</tbody>
</table>

**Subtotal** $6,310.00

**Sales Tax (0.0%)** $0.00

**Total** $6,310.00

Click here for bicycle rack brochure.
Click here for Product Guide Specifications in CSI Format (Bicycle Racks)
Request information about this product.

Height
Creative Pipe, Inc. offers a standard bike bollard height of 39” (custom heights available on request).

Material
1. Vertical Posts: 1.5” I.D. (1.9” O.D.) Schedule 40 steel pipe (other diameter pipe available upon request)
2. U-Shaped Loops & Bicycle Brackets: 3/16” laser cut steel plate
3. End Cap: Domed steel

Installation
2. Standard Embedded Anchors
All Creative Pipe, Inc. bike bollards are embedded 12”-24” into the ground (customer's options). Before applying a finish each bike bollard is fitted with a 42” long, 1/2” diameter re-
but cross bar. This cross bar acts as an anchor. Optional base covers are available with the standard embedded mount.

1. System: Integrated Solutions

Bolstered racks are fitted with a pre-drilled steel flange prior to the application of the finish. This flange is full welded to the base of the bollard and accepts steel concrete anchor bolts.

2. Concrete Fastened Bollard

Removable bollards come with a sleeve that is embedded in the ground and can be locked to the bollard using owner-supplied locks.

**Finish**

1. Galvanized Bollard

Galvanized versions are hot dipped galvanized subsequent to fabricating.

2. Powder Coated Bollard

Powder coated versions are cleaned and sprayed with a thermosetting polyester powder coat.

---

Creative Pipe Inc.

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Created for Antiqua Web Designs

http://www.creativpipe.com/bike_post_bicycle_rack.htm
Adobe Acrobat Reader Download Acrobat Viewer for free

MOUNTING OPTIONS
(Please see "INSTALLATION SECTION" for detailed mounting options): Standard embedded mount or permanent flanged surface mount. Designate "E" for embedded racks or "F" for flanged racks after the model number.

FINISH OPTIONS
Hot-dipped galvanized (standard & recommended), polyester powder coated (optional); thermoplastic powder coat (optional); stainless steel with a 4" satin finish (optional). Designate "E4", "F4", "E5", or "F5" for galvanized, powder coated, thermoplastic coated, or stainless steel finish respectively after the mounting designation.

<table>
<thead>
<tr>
<th>Model#</th>
<th>Capacity*</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>LBR-1</td>
<td>4</td>
<td>21&quot;L x 45&quot;H x 12&quot;W</td>
</tr>
<tr>
<td>LBR-2</td>
<td>3</td>
<td>21&quot;L x 45&quot;H x 12&quot;W</td>
</tr>
</tbody>
</table>
Ringer Rack - RR Series

DIMENSIONS
One Ring Rack: 25.5"W x 8.75"D x 35.5"H
Two Ring Rack: 51"W x 17.5"D x 71"H

MATERIALS
Post: 0.0625" O.D., dip-coated and galvanized steel tubing.


MOUNTING OPTIONS
Embedded mount (standard) or Ringer surface bracket (optional). For an embedded mount, embed 6" deep x 3" x 3" x 1/2" in concrete. For surface mounting, mount Ringer surface bracket to Drill three 1/4" holes and fasten with self-drilling, self-tapping stainless steel screws. See the manual for more information.

FINISH
Hot dip galvanized (standard) or (optional) powder coated enamel. Design: "G-50", "G-10", or "G-20" for an extra隔音 sound. For a clear finish, refer to the "Ringer Rack" manual.

Click here for bicycle rack brochure.
Website Options & Pricing
For Central Street East

Andrew Lehman Design
1213 Maple St.
Evanston, IL 60202
p. 847.332.1870
f. 847.332.1890

Principle Contact:
Marcia Bernsten mb@andrewlehman.com
Website Options from Andrew Lehman Design

Andrew Lehman Design offers several options for clients who would like to be able to make changes to their websites. A Wordpress-enabled website would give you the flexibility to make your own changes and scale the website as needed. While a little more expensive up front, it will save the organization time in the long run and allow you to make changes, add businesses, etc and the area grows.

Wordpress-Enabled Website

Starting at $1200 for a 5-page site, $150 each additional page

We've utilized Wordpress in the past as a Content Management System (CMS) solution for clients who want to be able to make changes to their website themselves. Primarily known as a blogging platform, Wordpress is a robust, flexible framework with a very intuitive administrative area that most clients take to quickly. If you are already comfortable making changes to your site via Yahoo!’s system, the learning curve should be a very small one.

Once we have set up this type of website for you, you'll be able to add pages as you wish as well. I mention this because it may be a way to cut initial build-out costs (the additional per-page fee over 5 pages).

A training session and how-to cheat sheet for common actions are included with this type of site at no additional cost.
Wordpress allows us to make plugins for specific types of information that both allow that information to be input in the backend in a way that is simple, but that also allow that information to be sorted as needed on both the front and back ends of the website. The nature of the business directory section in particular makes this type of information handling great to have.

Business Directory Plugin

$300

Wordpress also enables us to tailor the areas where you input data for specific types of information. Instead of one long page of business listings that cannot be ordered, we can set up a Business Section in the admin area that would allow you to just add a single business’ contact information, select what categories it falls under, and hit save. At that point it will automatically be added to the front end of the website for visitors to see, and can easily be sorted on the front end as well, by business type or alphabetically.

This plugin would include the input of one example business and one example business category for your reference. Training in this plugin’s usage would be included in your training for Wordpress in general.

Events Plugin

$250

Similar to the above plugin, this would allow you to enter events, where they could then appear both on an Events page, and in a small area on every page of the site (sidebar, etc.) so that people can quickly see what is going on next.

This plugin would include the input of one example event for your reference. Training in this plugin’s usage would be included in your training for Wordpress in general.

Alternative to Plugin:

An alternative would be to just create an events page that you could then add on events to as needed.
Website Maintenance Packages:

We offer different maintenance packages to our clients, and try to recommend the package that’s best for your business based on a few factors. How much time you will need annually for us to make changes and alterations is generally the deciding factor, though. With that in mind, I recommend the following:

**Andrew Lehman Design 4 Hour Maintenance Package**

$109/quarter billed at the beginning of each quarter  $436  (last yr only)

This package includes:

- 4 hours a year of our time to make changes or alterations to your website
- Hosting
- Email forwarding
- Search Engine Optimization services

Your hours, if not used, roll over to the next year. We have some clients who rarely require us to do site updates who have accrued enough hours to do a redesign every 3-4 years as a result. This time can also be used to add additional bells and whistles to a website down the line.

**Hosted Email**

*Additional $20 per quarter for an unlimited number of mailboxes*  $40

While forwarding to an email address or addresses of your choosing is included in the base maintenance package, having mailboxes tied to your website costs an additional $20 per quarter for as many addresses as you’d like.
Hi, Bob

Thank you for considering Grotto Communications to assist the Central Street East Business Association with designing and developing a web site.

I'm including a general estimate based on our conversation about what kind of basic web presence the group might need, including the ability to update the site themselves. The estimate simply provides an idea of my price range and timeline, though any site of this size would likely start in this range. If the project gets a green light to move ahead, I would be happy to discuss it in more detail and learn about the goals and audience(s) for these materials in order to prepare a thorough proposal.

**Deliverables:** Basic Web Site, 3 to 5 pages

**Fee:** $85 per hour

**Duration:** 14 – 18 hours, over approximately three to five weeks

(a first iteration may be done more quickly)

**Est. cost:** $1,190 – 1,530

The above estimate does not constitute an agreement. If my approach and numbers seem to fit your needs, let me know and I can write up a more formal proposal outlining the steps in detail and the terms of agreement.

As I mentioned to you in our conversation, Grotto Communications, Inc., helps growing organizations connect with the people they seek most. As experts in marketing communications, we partner with our clients to create and implement the best tools to meet their needs. As such, we work closely with our clients to ensure they are comfortable with the process and proud of the results.

Thanks again for the opportunity.

I'm looking forward to meeting with you next Wednesday.

Until then, take care.

---Kim

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Kimberly Pierceall, Prez
Grotto Communications, Inc.

847 475 9724
kim@grottocom.com
web: http://www.grottocom.com
blog: http://grottocom.com/blog2

Grotto on Facebook
Grotto on Twitter

化疗
Target your Evanston customers ...

The RoundTable newspaper is published every other Wednesday and has a total distribution of 18,000 copies.

15,000 copies are distributed FREE to Evanston homes and 3,000 copies are available for pick-up at more than 50 convenient locations around town.

We offer discounted rates for repeat advertisers. The more you advertise with us, the more you save.

Commitment to advertising space in the newspaper is necessary at least 7 days prior to publication.

Additional charges may apply for color, ad creation or copy changes.

Great rates are also available for our full-color magazine, Evanston Is..., classified, newspaper inserts and website advertising.

Call us for more information and be sure to ask about "Package Discounts."

<table>
<thead>
<tr>
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**STANDARD RATES PER ISSUE**

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<td>$1058 +175</td>
<td>$990 +150</td>
<td>$912 +125</td>
</tr>
<tr>
<td>3/4</td>
<td>$1092 +150</td>
<td>$956 +125</td>
<td>$897 +100</td>
<td>$827 +75</td>
</tr>
<tr>
<td>5/8</td>
<td>$968 +145</td>
<td>$847 +115</td>
<td>$795 +95</td>
<td>$735 +70</td>
</tr>
<tr>
<td>1/2</td>
<td>$723 +125</td>
<td>$633 +100</td>
<td>$595 +85</td>
<td>$550 +65</td>
</tr>
<tr>
<td>3/8</td>
<td>$520 +100</td>
<td>$456 +85</td>
<td>$425 +70</td>
<td>$393 +60</td>
</tr>
<tr>
<td>1/4</td>
<td>$369 +75</td>
<td>$323 +70</td>
<td>$302 +65</td>
<td>$279 +55</td>
</tr>
<tr>
<td>3/16</td>
<td>$295 +65</td>
<td>$259 +60</td>
<td>$242 +55</td>
<td>$225 +50</td>
</tr>
<tr>
<td>1/8</td>
<td>$216 +40</td>
<td>$191 +35</td>
<td>$179 +30</td>
<td>$164 +25</td>
</tr>
<tr>
<td>1/16</td>
<td>$112 +30</td>
<td>$98 +25</td>
<td>$91 +20</td>
<td>$86 +15</td>
</tr>
</tbody>
</table>
Display Ad Creation:
The RoundTable will design an effective ad for your company or event for a nominal charge starting at $35

RoundTable Classified Advertising:
Only $25 for a 1” ad
All text, graphics and payment due by 5 p.m. Wed. prior to publication.
From: R C Danon <bob@rcdanon.com>
Subject: Fwd: Advertising - Pioneer Press
Date: October 28, 2011 10:58:56 AM CDT
To: 1 BD - DANON <bob@rcdanon.com>

Bob Danon
R.C.Danon Gallery
1814 Central Street
Evanston, IL 60201
www.rcdanon.com

Begin forwarded message:

From: "Butler, Monica" <mbutler@PioneerLocal.Com>
Date: October 28, 2011 10:40:42 AM CDT
To: <bob@rcdanon.com>
Subject: Advertising - Pioneer Press

Hi Bob,
Per your request!

½ page Evanston
$347 per ad
Run 3 ads – get one free

½ page Evanston & Wilmette
$483 per ad
Run 3 ads – get one free

Let me know if you need anything else!

---

OCT 2012 CAMPAIGN

4x Pay for 3x = $1,041

---

OCT 2012 CAMPAIGN

4x Pay for 3 = $1,389

SUN-TIMES MEDIA

Monica Butler
Account Executive
Sun Times Media / Pioneer Press
3701 W. Lake Ave
Glenview, IL 60026
mbutler@pioneerlocal.com
Memorandum

To: Chair and Members of the Economic Development Committee

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

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

Date: November 23, 2011

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $9,000.00 to the Chicago-Dempster Merchants Association for projects described in detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget allocated $175,000 to this account, with a proposed allocation of no more than $72,000 to the Great Merchant Grants.

Summary:
Chicago-Dempster Merchants Association requested funds for six projects with the following funding breakdown (See attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>District planter plantings</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Purchase and Installation of CDMA Banners</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>Young Evanston Artists (YEA) Banners</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Advertising for Downtown Evanston Sidewalk Sale</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Co-Op Advertising through the North Shore Convention Visitor's Bureau</td>
<td>$1000.00</td>
</tr>
<tr>
<td>Purchase and Installation of Snowflakes</td>
<td>$1,650.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,250.00</strong></td>
</tr>
</tbody>
</table>

The application was found to be incomplete due to the fact that Chicago-Dempster Merchants Association did not provide documentation of multiple bids including one Evanston based business per project. Staff recommends that the grant award be conditional upon receipt of bids.
All of the proposed projects fall under the eligible activity of marketing and campaigns and the enhancement of the physical environment as outlined in the application guidelines. In total, the Chicago-Dempster Merchants Association requested a total funding of $9,250. Staff recommends that the aforementioned activities be funded, however that a reduction of $250 be applied to the co-op advertising to support $850 of this activity.

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

Attachments:

- Application
- Membership List
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Chicago-Dempster Merchants Association

Name of Point of Contact: Paul Giddings

Address: 1310 1/2 Chicago Avenue Unit A 60201

Phone: 847-328-9000

Email: folkworks@aol.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 20 (est)  
Members: 33

Describe the geographic area that your business district serves:

Chicago Avenue from Greenwood Street to Greenleaf Street. Dempster Street from alley West of Hinman Avenue West to Elmwood Avenue.

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

What is the amount collected annually from members? $100.00

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

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

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)?  

$8,994.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Summer and Winter flower pot planting. Cost is estimated based on past experience and will be finalized when bids are sought in the Spring.</td>
<td>$1,500.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Purchase and install 22 banners. Banners will be 60 inches tall by 30 inches wide, two or four color and meeting all design criteria. Cost is based on a preliminary estimate and past experience.</td>
<td>$2,200.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>We anticipate banners, District and Young Evanston Artist, will have to be replaced by a private firm. Requested amount is preliminary bid by firm recommended by Downtown Evanston.</td>
<td>$1,400.00</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Provide funding to Downtown Evanston in support of advertising and promotion of our partnership in 2012’s Super Summer Sidewalk Sale.</td>
<td>$1,500.00</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Provide coop advertising support to CDMA members throughout the year. Amount is based on past experience. Typical, affordable media outlets will be used.</td>
<td>$1,000.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

In some cases vendors for particular activities (banner install) do not currently exist in Evanston. It is possible the banner production could take place in Evanston when the bidding process concludes.

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

Past Neighborhood Business District Funding Awards

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$2,500.00</td>
<td>$5,000.00 from GMGP</td>
<td>$0.00</td>
</tr>
<tr>
<td>2009</td>
<td>$2,600.00</td>
<td>$9,000.00 from Neighborhood Business District Improvement Program</td>
<td>$0.00</td>
</tr>
<tr>
<td>2008</td>
<td>$2,150.00</td>
<td>0</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

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

If not, why were all funds not expended?

Money was allocated for the last 6 months of 2011. We anticipate all funds will be spent by December 2011.

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

$3,000.00 - to Downtown Evanston to partner with advertising/promotion of the Super Summer Sidewalk Sale.
$3,000.00 - to plant (seasonally) our 12 flower pots for 2 years...total cost was $3,600.00
$2,700.00 - to support member/district advertising programs
$3,000.00 - to upgrade and maintain CDMA's website...shopavanston.com

Unless otherwise stated expenditures occurred or will occur over an 18 month period.
**Public Benefits**

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

☐ Y  ☐ N

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

The objective of our Association is to create a customer friendly environment that will be conducive to an active business district. The ambiance created by planted pots and colorful dynamic banners contributes to the above. It is also the Association’s intention to assist merchants promote the area and their businesses by subsidizing cooperative advertising in a variety of media.

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

☐ Y  ☐ N

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

The programs mentioned above, which help create a vibrant business district, would also seem to contribute to a business wanting to be located in the district.

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

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

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

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

If you have any questions regarding this application, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
Name
Another Time, Another Place Antiques / Interiors Et Cetera
FolkWorks Gallery
Secret Treasures
Shaker Traditions
Iollie
Murphy's Fit
Christopher Duquet Fine Jewelry Design
The Catalpa Gallery
Cottage Jewelry
Four Finches
Jewel Foods
Whole Foods Market
Minasian Oriental Rugs
2nd Hand Tunes
Hand Me Downs
The Pony Shop
Bagel Art
Blind Faith Cafe and Bakery
Dozika
Starbucks Coffee
Union Pizza
Back To Basics Chiropractic Health Center
Bank of America
The Copy Room, Inc.
Frame Warehouse
Ken's Cleaners
Orrington Realty
School Of Rock Evanston
Soapies Cleaners
S.P.A.C.E.
Superior Exteriors, Inc.
SPEX Optical Shop
Zen Buddhist Temple of Chicago
Perspective Gallery
Squeezebox Books and Music
Dream of Sweets
601 Dempster Street Building
<table>
<thead>
<tr>
<th>URL</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.FolkWorks.com/">http://www.FolkWorks.com/</a></td>
<td>1243 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.secrettreasures.biz/">http://www.secrettreasures.biz/</a></td>
<td>1310-1/2 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.facebook.com/pages/Shaker-Tri">http://www.facebook.com/pages/Shaker-Tri</a></td>
<td>605 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.lollieshop.com/">http://www.lollieshop.com/</a></td>
<td>613 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.ChristopherDuquet.com/">http://www.ChristopherDuquet.com/</a></td>
<td>1312 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.catalpagallery.com/index.html">http://www.catalpagallery.com/index.html</a></td>
<td>1224 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.cottagejewelry.com/">http://www.cottagejewelry.com/</a></td>
<td>513 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.fourfinches.com/">http://www.fourfinches.com/</a></td>
<td>1231 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.jewelosco.com/">http://www.jewelosco.com/</a></td>
<td>530 Dempster Street</td>
</tr>
<tr>
<td><a href="http://wholefoods.com/">http://wholefoods.com/</a></td>
<td>1320 Sherman Avenue</td>
</tr>
<tr>
<td><a href="http://www.minasian.com/">http://www.minasian.com/</a></td>
<td>1128 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.2ndhandtunes.com/">http://www.2ndhandtunes.com/</a></td>
<td>1111 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://handmedownsevanston.com/">http://handmedownsevanston.com/</a></td>
<td>1244 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.ponyshop.com/">http://www.ponyshop.com/</a></td>
<td>800 Dempster</td>
</tr>
<tr>
<td><a href="http://www.bagelartevanston.com/">http://www.bagelartevanston.com/</a></td>
<td>614 Dempster Avenue</td>
</tr>
<tr>
<td><a href="http://www.dozikapanasian.com/">http://www.dozikapanasian.com/</a></td>
<td>615 Dempster Ave</td>
</tr>
<tr>
<td><a href="http://www.starbucks.com/">http://www.starbucks.com/</a></td>
<td>525 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.unionevanston.com/">http://www.unionevanston.com/</a></td>
<td>601 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.backtobasicschiro.net/">http://www.backtobasicschiro.net/</a></td>
<td>528 Dempster Street</td>
</tr>
<tr>
<td><a href="https://www.bankofamerica.com/">https://www.bankofamerica.com/</a></td>
<td>1245 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.thecopyroom.com/">http://www.thecopyroom.com/</a></td>
<td>1318 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.fwchicago.com/">http://www.fwchicago.com/</a></td>
<td>1336 Chicago</td>
</tr>
<tr>
<td><a href="http://www.schoolofrock-evanston.com/">http://www.schoolofrock-evanston.com/</a></td>
<td>815 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.soapiescleaners.com/">http://www.soapiescleaners.com/</a></td>
<td>606 Dempster</td>
</tr>
<tr>
<td><a href="http://evanstonspace.com/">http://evanstonspace.com/</a></td>
<td>827 Dempster Street</td>
</tr>
<tr>
<td><a href="http://www.superiorexteriors.com/">http://www.superiorexteriors.com/</a></td>
<td>1326 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://spexchicago.com/">http://spexchicago.com/</a></td>
<td>1311 Sherman Place</td>
</tr>
<tr>
<td><a href="http://zbtc.org/">http://zbtc.org/</a></td>
<td>516 Dempster St</td>
</tr>
<tr>
<td><a href="http://squeezeboxbooks.com/">http://squeezeboxbooks.com/</a></td>
<td>1245 Chicago Avenue</td>
</tr>
<tr>
<td><a href="http://www.idreamofsweets.webs.com/">http://www.idreamofsweets.webs.com/</a></td>
<td>1304 Sherman Ave</td>
</tr>
<tr>
<td></td>
<td>522 Dempster Street</td>
</tr>
<tr>
<td></td>
<td>608 Dempster St</td>
</tr>
<tr>
<td></td>
<td>1310-1/2B Chicago Avenue</td>
</tr>
<tr>
<td></td>
<td>1235 Chicago Ave</td>
</tr>
<tr>
<td></td>
<td>611 Dempster Street</td>
</tr>
<tr>
<td></td>
<td>603 Dempster Street</td>
</tr>
<tr>
<td>Phone</td>
<td>Email</td>
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<td>-----------------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>847-866-7170 or 847-864-0163</td>
<td></td>
</tr>
<tr>
<td>847-328-0083</td>
<td><a href="mailto:folkworks@aol.com">folkworks@aol.com</a></td>
</tr>
<tr>
<td>847-866-6889</td>
<td><a href="mailto:secrettreasuresantiques@gmail.com">secrettreasuresantiques@gmail.com</a></td>
</tr>
<tr>
<td>847-869-0293</td>
<td><a href="mailto:shakertraditions@aol.com">shakertraditions@aol.com</a></td>
</tr>
<tr>
<td>847-328-7303</td>
<td><a href="mailto:info@lollieshop.com">info@lollieshop.com</a></td>
</tr>
<tr>
<td>847-869-4101</td>
<td></td>
</tr>
<tr>
<td>847-733-0656</td>
<td><a href="mailto:duquet@msn.com">duquet@msn.com</a></td>
</tr>
<tr>
<td>847-328-1600</td>
<td><a href="mailto:susanldesigns@sbcglobal.net">susanldesigns@sbcglobal.net</a></td>
</tr>
<tr>
<td>847-328-1420</td>
<td><a href="mailto:1rose19907@aol.com">1rose19907@aol.com</a></td>
</tr>
<tr>
<td>847-328-4836</td>
<td><a href="mailto:fourfinches@att.net">fourfinches@att.net</a></td>
</tr>
<tr>
<td>847-869-7950</td>
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<tr>
<td>847-475-9492</td>
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<tr>
<td>847-864-1010</td>
<td><a href="mailto:sales@minasian.com">sales@minasian.com</a></td>
</tr>
<tr>
<td>847-491-1690</td>
<td><a href="mailto:info@2ndhandtunes.com">info@2ndhandtunes.com</a></td>
</tr>
<tr>
<td>847-475-0803</td>
<td><a href="mailto:hand.me.downs@sbcglobal.net">hand.me.downs@sbcglobal.net</a></td>
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<tr>
<td>847-864-5775</td>
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<tr>
<td>847-864-8700</td>
<td><a href="mailto:nancy@bagelartevanston.com">nancy@bagelartevanston.com</a></td>
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<td>847-328-6875</td>
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<tr>
<td>847-869-9740</td>
<td><a href="mailto:dozika@dozikapanasian.com">dozika@dozikapanasian.com</a></td>
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<td>847-733-8328</td>
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<tr>
<td>847-475-2400</td>
<td><a href="mailto:unionpizza@mac.com">unionpizza@mac.com</a></td>
</tr>
<tr>
<td>847-475-4960</td>
<td><a href="mailto:drnathan@backtobasicschiro.net">drnathan@backtobasicschiro.net</a></td>
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<td>847-332-1300</td>
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<td>847-570-0900</td>
<td><a href="mailto:print@thecopyroom.com">print@thecopyroom.com</a></td>
</tr>
<tr>
<td>847-869-5210</td>
<td><a href="mailto:tony@fwchicago.com">tony@fwchicago.com</a></td>
</tr>
<tr>
<td>847-475-8181</td>
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</tr>
<tr>
<td>847-328-4440</td>
<td><a href="mailto:joegoodman@joegoodman.com">joegoodman@joegoodman.com</a></td>
</tr>
<tr>
<td>847-864-ROCK (7625)</td>
<td><a href="mailto:evanstonpgsor@gmail.com">evanstonpgsor@gmail.com</a></td>
</tr>
<tr>
<td>847.475.8133</td>
<td><a href="mailto:soapiescleaners@gmail.com">soapiescleaners@gmail.com</a></td>
</tr>
<tr>
<td>847-492-8860</td>
<td><a href="mailto:info@evanstonspace.com">info@evanstonspace.com</a></td>
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<tr>
<td>847-475-6903</td>
<td><a href="mailto:info@superiorexteriors.com">info@superiorexteriors.com</a></td>
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<tr>
<td>847-864-5200</td>
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<tr>
<td>847-272-2070</td>
<td><a href="mailto:info@zbtc.org">info@zbtc.org</a></td>
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<tr>
<td>224-200-1155</td>
<td><a href="mailto:perspectivephotogallery@gmail.com">perspectivephotogallery@gmail.com</a></td>
</tr>
<tr>
<td>847 943-9309</td>
<td><a href="mailto:tim@squeezeboxbooks.com">tim@squeezeboxbooks.com</a></td>
</tr>
<tr>
<td>847-859-6317</td>
<td><a href="mailto:idreamofsweets@gmail.com">idreamofsweets@gmail.com</a></td>
</tr>
<tr>
<td>847-475-7676</td>
<td><a href="mailto:protex@comcast.net">protex@comcast.net</a></td>
</tr>
</tbody>
</table>
Additional Great Merchant Grant Program submission.

Provide support to Members for the District annual Holiday Walk in early Dec 2012. This is a multifaceted program including installation of CDMA owned 5ft Snowflakes, purchase and distribution of holiday lights and decorations and the production of printed promotional material for use by individual merchants.

Amount requested: $1650

It is the intention of the CDMA to contribute dues funds to items 1, 5, and 6 thus the full cost of the project was not requested.
To: Chair and Members of the Economic Development Committee

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

Subject: Recommendation for the Dr. Hill Business Association application for the Evanston Great Merchants Grant Program

Date: November 23, 2011

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $9,000 to the Dr. Hill Business Association for projects described in detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget allocated $175,000 to this account, with a proposed allocation of no more than $72,000 to the Great Merchant Grants.

Summary:
Dr. Hill Business Association requested funds for the following projects (see attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of the Dr. Hill Sculpture</td>
<td>$2,480.00</td>
</tr>
<tr>
<td>Installation of Plantings for Planters through district</td>
<td>$3,520.00</td>
</tr>
<tr>
<td>Event – “Dogs on Parade”</td>
<td>$3,763.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,763.00</strong></td>
</tr>
</tbody>
</table>

The proposed projects fall under the eligible activity of marketing and campaigns as outlined in the application guidelines and finds this submission to be complete. Staff recommends providing $9,000 to this group for the aforementioned activities. Staff recommends that only $3,000 be provided to support the “Dogs on Parade” event. In reviewing the expenses associated with this event, Staff found that some of the work related to “staffing” this event could potentially be fulfilled by volunteers. Additionally, the costs associated with the distribution of event information could be accomplished through the Web and other lower cost methods.
Staff recommends that the grant award be conditional upon receipt of bids for all proposed projects.

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

Attachments:
- Application
- Membership List
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Dr. Hill Business Association / The Hill Arts District

Name of Point of Contact: John Leineweber / Mary McAuley

Address: P.O. Box 6094 Evanston, IL 60204-6094

Phone: John (847) 602-4282 or (Muffy)858-6066

Email: johnleineweber@gmail.com or mufMCA@aol.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 30 Members: 30

Describe the geographic area that your business district serves:

Green Bay Road on the East - Simpson Street on the South - Bridge Street on the West - North Shore Canal/Twiggs Park on the North

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

What is the amount collected annually from members? $2,500.00

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

In Kind Services

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)? $9,000.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain and enhance Dr. Hill Memorial Sculpture and garden spring clean up, summer maintenance, and fall clean up.</td>
<td>$2,480.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Install &quot;Summer Color&quot; Speciality plant material in eight 36&quot; containers at $260.00 each. Install &quot;Winter Color&quot; standard plant material in eight 36&quot; containers at $180.00 each</td>
<td>$3,520.00</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Dogs on Parade - please see attached write up</td>
<td>$3,763.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name of &quot;bulk&quot; items/projects/programs/activities</th>
<th>Which organization/individual will be taking the lead on this activity?</th>
</tr>
</thead>
</table>
| Seasonal Plantings | John Leineweber - Hill Arts District  
EV Mark - Downtown Evanston |
If you checked "No" for vendor location in Evanston, please provide an explanation as to why you are not proposing to use an Evanston vendor.

Comparable Product, Services and Pricing not available from Evanston vendor.

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$2,500.00</td>
<td>City of Evanston Economic Development and Neighborhood Business District Improvement Program</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>2009</td>
<td>$2,500.00</td>
<td>City of Evanston Economic Development and Neighborhood Business District Improvement Program</td>
<td>$7,000.00</td>
</tr>
<tr>
<td>2008</td>
<td>$5,000.00</td>
<td>City of Evanston Economic Development and Neighborhood Business District Improvement Program</td>
<td>$25,000.00</td>
</tr>
</tbody>
</table>

If funds were awarded in 2010, were all funds spent? ☒ Y ☐ N
If not, why were all funds not expended?

All funds expended - Not yet billed to the city

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

- On going maintenance /enhancement of the Dr. Hill Memorial Garden & “Generations” Sculpture
- Purchase and Install eight 36” Landscape containers including seasonal planting for Summer and Winter Color
- Rebrand the Business District District beginning with the new logo and banner design along with incorporation and status definition
Public Benefits

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

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

This year's budget maintains the existing garden and planters but also pushes and continues the "rebranding" effort begun in 2011. In addition to the continued rebranding, three events are being discussed & planned for 2012: "Evanston's West Side Story IV", "Dogs on Parade", & "Bridezilla".

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

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

"Evanston's West Side Story IV" is planned for Arts Week and is a neighborhood Open House of all the local artist and businesses. The three previous times this event was held were a great success. "Dogs on Parade" will introduce the new "Dogcentric" Businesses in the neighborhood along with the numerous photographers & videographers at work in the "Arts District."

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

"Bridezilla" will continue to promote the photographers & videographers specializing in "wedding" work and also include the pastry chefs and caterers, clothing designers and "Now We're Cooking" and "Excel Lofts" Event Spaces. All three events will draw in clients from outside the "Arts District" Not necessarily familiar with all the varied types of business it offers.

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

The rebranding effort and three planned events will serve to increase communication among the businesses in The Arts District thereby increasing membership and dues. They will also bring visitors to the events not previously familiar with the district and likely increase sales of the "Dogcentric" and "Wedding-centric" businesses while other businesses gain exposure. Additionally, the events may encourage visitors to consider "The Arts District" as a good place to locate their business thereby reducing existing vacancy and increasing the possibility of more consumer services on Simpson Street.

If you have any questions regarding this application, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Contact</th>
<th>Phone/E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phil’s Inc.</td>
<td>2204 Ashland</td>
<td>Mike</td>
<td><a href="mailto:mike@philsinc.com">mike@philsinc.com</a></td>
</tr>
<tr>
<td>Spex Soft Cloth</td>
<td>2212 Green Bay</td>
<td>Jesse Roman</td>
<td>847-424-0675</td>
</tr>
<tr>
<td>Peggie Robinson Designs</td>
<td>1601 Payne</td>
<td><a href="mailto:peggie@peggierobinsondesigns.com">peggie@peggierobinsondesigns.com</a></td>
<td></td>
</tr>
<tr>
<td>Now We’re Cookin</td>
<td>1601 Payne</td>
<td>Nell Funk</td>
<td><a href="mailto:nell@nwcookin.com">nell@nwcookin.com</a></td>
</tr>
<tr>
<td>Capwell Partners, LLC</td>
<td>2142 Ashland</td>
<td>Bob Aiken</td>
<td><a href="mailto:baiken@capwellpartners.com">baiken@capwellpartners.com</a></td>
</tr>
<tr>
<td>Herschenson Design</td>
<td>2144 Ashland</td>
<td>Mike H.</td>
<td><a href="mailto:mike@herschensondesign.com">mike@herschensondesign.com</a></td>
</tr>
<tr>
<td>Jeremy Lawson Photography</td>
<td>“</td>
<td>Jeremy</td>
<td><a href="mailto:jlp@jeremylawsonphotography.com">jlp@jeremylawsonphotography.com</a></td>
</tr>
<tr>
<td>Project Kesher</td>
<td>“</td>
<td>Karyn Gershon</td>
<td><a href="mailto:projectkesher@projectkesher.com">projectkesher@projectkesher.com</a></td>
</tr>
<tr>
<td>Michael Wise Photography</td>
<td>“</td>
<td>Michael</td>
<td><a href="mailto:michael@michaelwise.com">michael@michaelwise.com</a></td>
</tr>
<tr>
<td>North Star HVAC</td>
<td>2200 Green Bay</td>
<td>Jerry Stein</td>
<td>847-859-9600</td>
</tr>
<tr>
<td>Superior Ambulance</td>
<td>2200 Ashland</td>
<td>David Hill</td>
<td>630-530-3330</td>
</tr>
<tr>
<td>Kelvan Co.</td>
<td>2150 Ashland</td>
<td>Paul Boyntton</td>
<td></td>
</tr>
<tr>
<td>I Do Films</td>
<td>2153 Ashland</td>
<td>Matt Buckman</td>
<td><a href="mailto:matt@idofilms.com">matt@idofilms.com</a></td>
</tr>
<tr>
<td>Avery House</td>
<td>“</td>
<td>Stevie</td>
<td><a href="mailto:stevie@averyhouse.com">stevie@averyhouse.com</a></td>
</tr>
<tr>
<td>LJ Consulting</td>
<td>“</td>
<td>Lander Brown</td>
<td><a href="mailto:lander@ljconsultinggroup.com">lander@ljconsultinggroup.com</a></td>
</tr>
<tr>
<td>MSI</td>
<td>“</td>
<td>Monique</td>
<td><a href="mailto:kindpeo318@aol.com">kindpeo318@aol.com</a></td>
</tr>
<tr>
<td>American Vintage Home Htg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martha Rushman Gallery</td>
<td>2025 Ashland</td>
<td>Martha</td>
<td><a href="mailto:martharushman@yahoo.com">martharushman@yahoo.com</a></td>
</tr>
<tr>
<td>Schumann &amp; Co.</td>
<td>2153 Ashland</td>
<td>Patti Schumann</td>
<td><a href="mailto:patti@schumannco.com">patti@schumannco.com</a></td>
</tr>
<tr>
<td>Rex’s Place</td>
<td>1615 Ashland</td>
<td>Kathy Lichtenstein</td>
<td></td>
</tr>
</tbody>
</table>
22. New World Pastries "                         Teri Foster
23. Kelley Management Consulting "              Patrick Kelley
24. Kindred Spirits
25. Adas/Spatz Properties Stamp Factory         Andy Spatz       aspatz22@aol.com
26. Simon Group 1620 Payne sbender@simongroup.biz
27. Kipnis Architects Nate Kipnis
28. Robinston Rentals Lynn Phillips
29. Tim and Mary Rosinski
30. Simpson St Grill 1623 Simpson St Chu Chan   847-424-0775
31. William J. Grant Studio 1611 Simpson        Bill Grant      wjgstudio@aol.com
Hills Arts District Proposal for Event:

Dogs on Parade:

Purpose: Highlight our district and businesses therein. This event would encourage Evanstonians from throughout the City to visit the newly refurbished Twiggs Park and learn where the Arts District is and what businesses are located there.

We would host a parade of dogs in costume appropriate to the season (maybe near Easter in their Easter bonnets?) Dogs would parade through the new bike path entrance and along the walkway in Twiggs and back around to Payne, Ashland and Simpson where the lofts and businesses would welcome cuddly canines and their best friends with snacks from Now We’re Cookin’, including home baked doggie biscuits. We may have a doggie wedding filmed by I Do Films and photographed by Jeremy Lawson Photography. New World Pastries can prepare a wedding cake and goodies for owners. Rex’s Place will highlight their daycare and Kindred Spirits will present its holistic treatments for companion animals. This will be a variation on Evanston’s West Side Story, but with the twist of highlighting the wedding related, food related and dog related businesses.

The businesses will largely contribute their goods and expertise but we will need funding to:

Market: Hill Arts District Web site where the businesses can post links to their sites regularly and where we can advertise special events like Dogs on Parade, Bridezilla and the Hill Arts District Arts Walk.

Proposals: Weblinx.com $3,600
Andrew Lehman Design $1,785
Grotto Communications $1,530

And/or ½ page ad Roundtable $733

And/or Flyers posted and distributed throughout community: $500.00 for color copies and distribution.

Staff Event: From directing folks to parking to manning the perimeter and shepherding people to the event locations, we will employ staff to see that all goes smoothly. Based on past Evanston West Side Story events the cost is $500.

Since Now We’re Cookin’ will have the lion’s share of food contribution, we need to underwrite some event supplies at their location. Possible additional expense $1,000.

Total Estimated Cost beyond business contributions $3,763.
October 20, 2011

Dr. Hill Business Association
P.O. Box 6094
Evanston, IL 60204-6094

Dr. Hill Memorial Garden & Sculpture
Spring-Summer-Fall 2011
Maintenance

We propose to provide the following services:

- Maintain the garden landscape, including plant trimming, weed control and regular watering through the fall of 2012, including but not limited to spring clean-up and plant replacement, summer maintenance and watering, fall clean-up and fertilization.

- Replace the light bulbs and maintain landscape lighting for sculpture

- Scrape and paint sculpture with special exterior metal paint, touch-up as needed.

Labor & Materials $2,480
October 26, 2011

2012 CONTRACT PROPOSAL
Contract No. - 11375

DR. HILL BUSINESS DISTRICT
This is an agreement between Landscape Concepts Management, 3200 S. Kolin Ave., Chicago, IL 60623, and Dr. Hill Business District ("Client"). Attn: John Leineweber, P.O Box 6094, Evanston, IL 60204.

**Summer Color**

Install Specialty Plant Material in 8-36" containers @ $260.00/ea

Total: $ 2080.00

**Winter Color**

Install Standard Plant Material in 8-36" containers.

Total: $ 1440.00

---

### 2012 CONTRACT SUMMARY

---

### BILLING SCHEDULE

<table>
<thead>
<tr>
<th>MONTHLY BILLING SCHEDULE</th>
<th>SERVICE COST</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE 2012</td>
<td>$2,080.00</td>
<td>$2,080.00</td>
</tr>
<tr>
<td>NOVEMBER 2012</td>
<td>$1,440.00</td>
<td>$1,440.00</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>$3,520.00</td>
<td>$3,520.00</td>
</tr>
</tbody>
</table>

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

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

Initials________

Thirty Day Cancellation: The contract may be terminated by either party, with or without cause, upon thirty (30) days prior written notice to the other party.

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

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

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

By ____________________________
Thomas P Houlihan 002286

Date ________________
October 28, 2011

LANDSCAPE CONCEPTS
MANAGEMENT
# New Site

## Estimated Project Costs

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Wordpress Site - $1,200</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

**Includes:**
- Design
- Programming
- Coding for search engines
- Hosting
- Search Engine Submission
- Wordpress software walk-through training session

**BuddyPress:**

*Buddypress is a community plugin that gives the ability to the users to make their own posts, start discussions, etc.*

- Installation of plugin.
- Configuration to work within theme

**Additions:**
- Additional pages over 5 pages: $125/page
- Additional web-ready images over 20: $10/image

**Maintenance Plans:**
- $109/qtr for 4 hours/year
- $199/qtr for 12 hours/year
- $276/qtr for 18 hours/year

*This estimate is for planning purposes only. Valid for 30 days from receipt. Total: $1809-$1785.*
Grotto estimate for the Hill Arts District
Subj: Grotto estimate for the Hill Arts District
Date: 10/28/2011 12:00:17 P.M. Central Daylight Time
From: kim@grottocom.com
To: mufmca@aol.com
Hi, Muffy

Thank you for calling and for considering Grotto Communications to assist the Hill Arts District with its rebranding efforts by designing and developing a web site.

I’m including a general estimate based on our conversation about what kind of basic web presence the group might need. The estimate simply provides an idea of my price range and timeline, though any site of this size would likely start in this range. If the project gets a green light to move ahead, I would be happy to discuss it in more detail and learn about the goals and audience(s) for these materials in order to prepare a thorough proposal.

**Deliverables:** Basic Web Site, 3 to 5 pages

**Fee:** $85 per hour

**Duration:** 14 – 18 hours, over approximately three to five weeks
(a first iteration may be done more quickly)

**Est. cost:** $1,190 – 1,530

The above estimate does not constitute an agreement. If my approach and numbers seem to fit your needs, let me know and I can write up a more formal proposal outlining the steps in detail and the terms of agreement.

As you know, Grotto Communications, Inc., helps growing organizations connect with the people they seek most. Experts in marketing communications, we partner with our clients to create and implement the best tools to meet their needs. We work closely with our clients to ensure they are comfortable with the process and proud of the results.

Thanks again for the opportunity!

---Kim

///////////
Kimberly Pierceall, Prez
Grotto Communications, Inc.

847 475 9724
kim@grottocom.com
web: http://www.grottocom.com
blog: http://grottocom.com/blog2

Grotto on Facebook
Grotto on Twitter

///////////
To: Chair and Members of the Economic Development Committee  
From: Nancy Radzevich, Economic Development Manager  
Johanna Nyden, Economic Development Coordinator  
Subject: Recommendation for the Howard Street Business Association application for the Evanston Great Merchants Grant Program  
Date: November 23, 2011

Recommended Action:  
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $7,000 to the Howard Street Business Association for projects described in detail below.

Funding Source:  
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget allocated $175,000 to this account, with a proposed allocation of no more than $72,000 to the Great Merchant Grants.

Summary:  
Howard Street Business Association requested funds for the following projects (see attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring/Fall Planting</td>
<td>$1,870.00</td>
</tr>
<tr>
<td>Website Development</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Replacement of Tree lights to LED Lights</td>
<td>$4,130.00</td>
</tr>
<tr>
<td>Total Request</td>
<td>$9,000.00</td>
</tr>
</tbody>
</table>

The submission was found to be complete. The activities are eligible by the adopted program guidelines of the Great Merchant Grant. Staff recommends providing funding for the following projects:  
- Planting: ($1,870.00)  
- LED Light Replacement: ($4,130.00)  
- Coordinated Website development: ($1,000)

As discussed in the cover memorandum, Staff recommends that the four associations that seek to complete website work, collectively pool funds to identify a single contractor...
that will meet their individual district needs for website development. Based on this scenario, it is recommended that the Howard Business Association is awarded $1000.00 toward this coordinated project.

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

**Attachments:**
- Application
- Membership List
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Howard Street Business Association

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

Address: 1.) 715 Howard Street Evanston, IL 60202 2.) 745 Howard Street Evanston, IL 60202

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

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

Business District

How many businesses are located in your business district:

Non-Association businesses: 60 (?)  Members: 18

Describe the geographic area that your business district serves:

Our businesses want to SERVE ALL! We want to be a destination business area. Practically speaking, we mainly serve Evanston and Chicago’s neighborhood of Roger’s Park.

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

What is the amount collected annually from members? $0.00

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

Our business association is currently in formation. At present, anyone who has a desire to work to improve the local business climate, promote customer awareness, and enhance the community is welcome.

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)?

$9,000.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring and Fall planting. Business owners would commit to ongoing care, pay for containers, and 1/2 the cost of planting. Howard Street Business Association would use the grant for the remaining cost.</td>
<td>$1,870.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Web Site Development</td>
<td>$3,000.00</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Replace 1/2 of the tree lights with longer life LED strings and maintenance of lights. If the cost exceeds $4,130.00. Howards Street Business Association will pay the remaining balance.</td>
<td>$4,130.00</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

The vendors for the planters and the lighting were bid for and used by the City of Evanston last year.

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

**Past Neighborhood Business District Funding Awards**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$0.00</td>
<td>Donation from 415 Howard Street Apartments</td>
<td>$9,000.00</td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

If not, why were all funds not expended?

Not applicable - No funds awarded by City of Evanston

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

N/A
**Public Benefits**

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

<table>
<thead>
<tr>
<th></th>
<th>Y</th>
<th>N</th>
</tr>
</thead>
</table>

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

The website will help provide a forum for the businesses to engage in cooperative strategies to encourage a lively and healthy economic, social and cultural environment. In today’s busy times, the web is one of the best ways to interact business owner to business owner and business owner to customer.

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

<table>
<thead>
<tr>
<th></th>
<th>Y</th>
<th>N</th>
</tr>
</thead>
</table>

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

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

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

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

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

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

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

James Bates 415 Howard Street 847-866-2802
Barbara Carlson (Howard Street Animal Hospital) 715 Howard Street 847-475-1880
Dana Carroll 415 Howard Street 847-866-2802
Rekha Dedhia (J&S Foods) 701 Howard Street 847-426-9330
Denice Eason (G.M.A.B Spa & Hair) 749 Howard Street 847-475-4570
Maedanne Edmund (Exclusive Merhandise) 623 Howard Street 847-425-1777
Kevin Gibbs (Howard Street Dental) 627 Howard Street 847-492-1080
Larry Kaufman (North Suburban Auto Supply) 641 Howard Street 847-328-7400
Jacques P. Lorvince (P.J.s Salon) 625 1/2 Howard Street 847-492-1902
Marilyn Pitt (Urban Gear) 609 Howard Street 847-833-9773
Warren Pitt (Urban Gear) 609 Howard Street 847-833-9773
Benny Sohn (Clean Wash) 807 Howard Street 847-491-0094
Tagro (Devine Hair Braiding) 703 Howard Street 847-866-7640
Betsy Tolstedt (Vet Center) 565 Howard Street 847-332-1019
Maria Von Medvey (Apple The Second) 745 Howard Street 847-424-0786
Stanley Von Medvey (Apple The Second) 745 Howard Street 847-424-0786
Tania Walker (Vet Center) 565 Howard Street 847-332-1019
Curtis Webley (Wableys Accounting) 629 Howard Street 847-328-2246
Aaron Williams (Sherwin Williams) 619 Howard Street 847-869-9030
The above process would continue until project is completed. 

Client will own all work as it is completed.

Copies of all work in progress will be provided to client and client will be able to review material on a test server as it is being generated and suggest changes.

Updates:

After the site has been launched, Christopher Merrill Web Design can provide timely updates to the site at the rate of $60/hour, prorated in 15-minute intervals. CMWD shall be paid in $240 installments in advance for future updates. All updates shall be made within 3-5 business days (usually less) unless CMWD has given advance notice to Client.

SITE UPDATE RATES

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes</td>
<td>$17</td>
</tr>
<tr>
<td>30 minutes</td>
<td>$34</td>
</tr>
<tr>
<td>45 minutes</td>
<td>$51</td>
</tr>
<tr>
<td>1 hour</td>
<td>$68</td>
</tr>
</tbody>
</table>
Web Design Proposal for City of Evanston Site

Proposal:

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>30 hours @ $100/hour</th>
<th>$3,000*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of website similar in scope to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.centralstreet-evanston.com">http://www.centralstreet-evanston.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>using Wordpress format so as to allow client to make updates within the Wordpress control panel.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPTION 2</th>
<th>20 hours @ $100/hour</th>
<th>$2,000*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of website similar in scope to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.centralstreet-evanston.com">http://www.centralstreet-evanston.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>but NOT using a Wordpress format – client will not be able to make updates, but can contract with Christopher Merrill to make updates at a rate of $68/hour prorated in 15-minute intervals. All updates will be performed on a timely basis in accordance with upkeep agreement (to be generated).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Payment Schedule

Christopher Merrill Web Design ("CMWD") would require an initial payment of $500 to begin any work.

CMWD shall deliver initial drafts to client within 5 business days of receipt of $500.

Client would then review this work and suggest changes.

CMWD would then require a second payment of $500 after the first $500 worth of work has been completed.

CMWD shall deliver continued drafts to client within 5 business days of receipt of $500.
**Holiday Lighting Agreement**

**Roof-to-Deck Decoration**

**Toll Free:** 877-687-3639  
**www.rooftodeckdecoration.com**  
**info@rooftodeck.com**

---

**Customer Information**

- **Name:** Barbara Carson  
- **Business:** Howard Street Business Association  
- **Address:** 27 Howard Street, Ridge to Chicago  
- **City, State, Zip:** Evanston

**Business Phone:** 847-466-8100  
**Fax:** 847-473-3966

**Designer:** Deven  
**Date:** 9/23/2011  
**Pictures:**

---

**Description of Work**

Light trunks and primary limbs of trees between Ridge Blvd and Chicago Ave.  
Spacing is to be between 4 and 6 inches and trees are to be lit from 10-15 feet. Power will come from the shorter lamp posts. Street lights do not have power available. The average number of lights installed will be 800 per tree (20 specified trees).

<table>
<thead>
<tr>
<th>Area</th>
<th>Bulb Color</th>
<th># of Lights</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LED - Warm White</td>
<td>2200</td>
<td>$10,682.00</td>
</tr>
<tr>
<td></td>
<td>Color of choice</td>
<td>2500</td>
<td>$9,884.00</td>
</tr>
</tbody>
</table>

**Color Options:** We could install both Warm White (dawn) and another color or any combination of two colors of lights on the trees. At any point you could have both colors lighting the trunks of the trees or you can unplug one color and only use one of the two colors to light the trunks.

**We could also install 1/2 the lights from 11/15 above in one color and the other 1/2 a different color.**

---

**Installation Timetable**

- **Take Down Timeframe:**
- **Timers Set For:** ON OFF:
- **Outlet Locations:**

---

**Check #:**  
**Credit Card #:** Exp.: 
**Name or Card:**  
**Billing Address:**

---

**Accepted By:**  
**Signature:** Date:
September 23, 2011

Dear Barbara Carlson,

I am faxing over the quote you requested to switch the lights from Incandescent to LED lighting. There currently is not an option to control the changing of the color of lights, however, we are able to install different color strands and power them accordingly. We do this with several other customers as well.

If you need any adjustments made to this contract prior to composing the grant request, please let me know.

Please feel free to contact me by phone or email with any questions.

Sincerely,

Maddy Grahek
Sales Manager
Roof-to-Deck Decoration
Il_office@rooftodeck.com
847-952-9671
WORK ORDER #10225

HOWARD STREET BUSINESS ASSOCIATION

shall be in Lake County, Illinois.

(Initial)

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

By ____________________________  By ____________________________

Thomas P Houlihan 002286

Date September 23, 2011

LANDSCAPE CONCEPTS
MANAGEMENT

EVANSTON, CITY OF
WORK ORDER #10225  HOWARD STREET BUSINESS ASSOCIATION  September 28, 2011

WINTER COLOR

Winter Color 2012

Install standard plants in 6-18" containers @ $70.00/ea

Total  $420.00

Install standard plants in 11-24" containers @ $95.00/ea

Total  $1045.00

Grand Total  $1465.00

INCLUDED SERVICES OCCURS COST EACH EXT COST SALES TAX TOTAL COST
SUMMER COLOR 1 $2,575.00 $2,575.00 0.00 $2,575.00
WINTER COLOR 1 $1,465.00 $1,465.00 0.00 $1,465.00
TOTAL: 3,740.00 0.00 $3,740.00

Project Notes

All woody plant materials (i.e., shrubs and trees) are guaranteed for one year from date of install provided all material receives proper care including watering, fertilizing, etc. Landscape Concepts Management does not guarantee herbaceous plant material (i.e., bulbs, annuals and perennials). There is no guarantee for any transplanted materials.

All material to be installed according to ILCA standards. All pruning of plant material after installation will be according to ISA and P.L.A.N.E.T. standards.

Landscape Concepts Management is committed to providing our clients with the highest quality of materials at the best price possible. In order to accomplish this, LCM makes a commitment to quality vendors. Consequently, if you cancel this contract or modify the materials specified herein, you will be required to pay a penalty in an amount equal to 60% of the contract value to cover the expenses associated with the materials.

Work site shall be clean and in an orderly manner at the end of each day of operation.

Initial watering of plant material is included upon installation. Future watering is available upon request and billed on a Time and Material Basis. For your convenience, an authorization for future watering is available below.

LCM is authorized to water the newly installed plant material per the T&M Rates (initials)

Payment Schedule

Invoices shall be submitted by LCM identifying each service performed and any additional authorized expenses upon completion, and terms shall be net fifteen (15) days. Balances unpaid after thirty (30) days from date of invoice are subject to a late payment charge of 1.5% per month. Customer shall pay LCM's reasonable attorneys fees, expenses and costs incurred in collection of any outstanding invoices or enforcing any of the provisions of this Agreement, regardless of whether a legal action is initiated. Jurisdiction for any issue litigated under this contract shall be the Circuit Court of Cook County, Illinois.
September 23, 2011

PROPOSAL FOR
JOHANNA NYDEN
EVANSTON, CITY OF
HOWARD STREET BUSINESS ASSOCIATION
715 HOWARD STREET
ATTN: BARBARA CARLSON
EVANSTON, IL 60202

DESCRIPTION OF WORK TO BE PERFORMED
Summer and Winter Color for the Howard Street Planters

COST: $3,740.00
SALES TAX: $0.00
TOTAL: $3,740.00

---

Summer Color 2012

Install specialty plants in 6-18" containers @ $95.00/ca

Total $570.00

Install specialty plants in 11-24" containers @ $155.00/ca

Total $1,705.00

Grand Total $2,275.00
<table>
<thead>
<tr>
<th>TO:</th>
<th>BARBARA CARLSON</th>
<th>FROM:</th>
<th>Edith Davalos</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY:</td>
<td>HOWARD STREET BUSINESS ASS.</td>
<td>DATE:</td>
<td></td>
</tr>
<tr>
<td>FAX NUMBER:</td>
<td>(312) 415-3896</td>
<td>TOTAL NO. OF PAGES INCLUDING COVER:</td>
<td>4</td>
</tr>
<tr>
<td>PHONE NUMBER:</td>
<td>(312) 415-1880</td>
<td>SENDERS REFERENCE NUMBER:</td>
<td></td>
</tr>
<tr>
<td>RR:</td>
<td>PROPOSAL - SUMMER/WINTER COLOR</td>
<td>YOUR REFERENCE NUMBER:</td>
<td></td>
</tr>
</tbody>
</table>

☐ URGENT  ☑ FOR REVIEW  ☐ PLEASE COMMENT  ☐ PLEASE REPLY  ☐ PLEASE RECYCLE

NOTES/COMMENTS:

HELLO BARBARA!
ATTACHED IS THE PROPOSAL YOU REQUESTED. PLEASE CALL US WITH ANY QUESTIONS.

"H A V E A G R E A T D A Y"

THANK YOU,

EDITH

3200 S. KOLIN AVE. CHICAGO, IL 60623
773-376-2456  773-376-1120 FAX
To: Chair and Members of the Economic Development Committee

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

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

Date: November 23, 2011

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $7,300 to the Main Street Merchants Association for projects proposed in detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget allocated $175,000 to this account, with a proposed allocation of no more than $72,000 to the Great Merchant Grants.

Summary:
Main Street Merchants Association requested funds for the following projects (See attached application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchants Coupon Book</td>
<td>$6,300.00</td>
</tr>
<tr>
<td>Web Site Maintenance</td>
<td>$2,700.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

The application was found to be incomplete due to the fact that Main Street Merchants Association did not provide proper documentation seeking multiple bids for proposed work including one Evanston based business for the project. Staff recommends that the grant award be conditional upon receipt of bids.

The proposed coupon book falls under the eligible activity of marketing and campaigns as outlined in the application guidelines.

As discussed in the cover memorandum, Staff recommends that the four associations that seek to complete website work, collectively pool funds to identify a single contractor.
that will meet their individual district needs for website development. Based on this scenario, it is recommended that Main Street Merchants Association is awarded $1000.00 toward this coordinated project.

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

**Attachments:**
- Application
- Membership List
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Main Street Merchants Association

Name of Point of Contact: John Szostek

Address: 600 Main Street, Evanston IL 60202

Phone: 847-328-2204

Email: johnszostek@me.com

Business District

How many businesses are located in your business district:


Describe the geographic area that your business district serves:

From Ridge Avenue to Hinman Avenue and from Greenleaf to Austin.

Does your group collect association dues for memberships? [x] Y [ ] N

What is the amount collected annually from members? $1,400.00

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

There is no other way

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)? $9,000.00

<table>
<thead>
<tr>
<th>Please provide a description of proposed programs, projects, and activities for your association.</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchants Coupon Book</td>
<td>$6,300.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Web Site Maintenance</td>
<td>$2,700.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

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

**Past Neighborhood Business District Funding Awards**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$1,400.00</td>
<td>Purchased additional ads in coupon book + City of Evanston Grant. Note: We still have pledged Membership Dues coming to us for this year, approx 900.</td>
<td>$15,150.00</td>
</tr>
<tr>
<td>2009</td>
<td>$2,640.00</td>
<td>Purchased additional ads in coupon book + City of Evanston Grant</td>
<td>$10,300.00</td>
</tr>
<tr>
<td>2008</td>
<td>$3,085.00</td>
<td>Purchased additional ads in coupon book + City of Evanston Grant</td>
<td>$11,200.00</td>
</tr>
</tbody>
</table>

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

If not, why were all funds not expended?

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

In our experience the Coupon Book is the single most effective promotional tool we can use. 5000 sixteen page booklets are distributed to residential homes and 5000 are distributed at the Custer Fair. Most coupons have two offers; one during the fair and one for the rest of the year. We also use funds to update our web site and we also had a new street banner designed and printed.
Public Benefits

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

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

The Coupon Book attracts the visitors to our district during the Custer Fair as well as entices local residents to return to our stores or discover new stores. The updated web site is more interactive and allows people to sign up for a newsletter. The event/sale listing component has been made easier for businesses to enter their own information.

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

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

We plan to expand the functionality of the web site to include a section for prospective businesses with links to the City new business support site.

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

We saw an increase in people signing up for the newsletter after the 2011 Custer Fair. We now need a dedicated person to interact with membership about using the web site to publish the electronic newsletter. We should see an increase in newsletter subscriptions and concomitant increase in response to special offers only made available via the newsletter.

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

Last year at the Custer Fair the Fair raffled off an iPad and part of that process enabled fairgoers to sign up for emails from the Main Street Merchants. The raffle registration was also the point of distribution for the coupon book. We will do the same this year and the merchants will keep track of the returned coupons.

If you have any questions regarding this application, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alvin</td>
<td>847/392-3460</td>
<td></td>
</tr>
<tr>
<td>Brad Austin</td>
<td>877/50-2388</td>
<td></td>
</tr>
<tr>
<td>John A. Moritz</td>
<td>877/475-9115</td>
<td></td>
</tr>
<tr>
<td>Susan &amp; James Mosier</td>
<td>877/66-7364</td>
<td></td>
</tr>
<tr>
<td>Robert, Kim</td>
<td>877/85-5504</td>
<td></td>
</tr>
<tr>
<td>Becca Mueller</td>
<td>877/40-8333</td>
<td></td>
</tr>
<tr>
<td>Louie Hiett</td>
<td>877/328-2332</td>
<td></td>
</tr>
<tr>
<td>Patricia Zettor</td>
<td>877/40-5722</td>
<td></td>
</tr>
<tr>
<td>Peter Venable</td>
<td>877/84-6600</td>
<td></td>
</tr>
<tr>
<td>Mary Hahn</td>
<td>877/84-3101</td>
<td></td>
</tr>
<tr>
<td>Shona Chris</td>
<td>877/85-1755</td>
<td></td>
</tr>
<tr>
<td>Yvonne Robins</td>
<td>877/222-0000</td>
<td></td>
</tr>
<tr>
<td>Cheryl Heffernan</td>
<td>877/89-4500</td>
<td></td>
</tr>
<tr>
<td>Eric Leif</td>
<td>877/85-8000</td>
<td></td>
</tr>
<tr>
<td>Center For Health Improvement</td>
<td>877/38-2044</td>
<td></td>
</tr>
<tr>
<td>Doug Hostetler</td>
<td>877/33-2505</td>
<td></td>
</tr>
<tr>
<td>Peter Johnson</td>
<td>877/65-6040</td>
<td></td>
</tr>
<tr>
<td>John Irish</td>
<td>877/22-2204</td>
<td></td>
</tr>
<tr>
<td>Emily Antunes</td>
<td>877/85-0900</td>
<td></td>
</tr>
</tbody>
</table>

**Main Street Merchant Associates Dues for 2011**
<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Date</th>
<th>Phone #</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Hietch</td>
<td>$400</td>
<td>9/8/11</td>
<td>847/328-6639</td>
<td>Title Music Offering</td>
</tr>
<tr>
<td>Jack Ferguson</td>
<td>$300</td>
<td>8/22/11</td>
<td>847/475-0359</td>
<td>Dana Block</td>
</tr>
<tr>
<td>Chris White</td>
<td>$600</td>
<td>6/18/11</td>
<td>847/328-4639</td>
<td>First Bank &amp; Trust</td>
</tr>
</tbody>
</table>

**Member Annual Dues**: $850.00
To: Chair and Members of the Economic Development Committee
From: Nancy Radzevich, Economic Development Manager
       Johanna Nyden, Economic Development Coordinator
Subject: Recommendation for the Evanston West End Business Association
         application for the Evanston Great Merchants Grant Program
Date: November 22, 2011

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development
Committee for a Great Merchants Grant of $8,130 to the West End Business
Association for projects described in detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District
Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget
allocated $175,000 to this account, with a proposed allocation of no more than $72,000
to the Great Merchant Grants.

Summary:
West End Business Association requested funds for the following projects (see attached
application for additional detail):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planters and Plantings at Points of Entry in the Business District</td>
<td>$3,555.00</td>
</tr>
<tr>
<td>Funds for 2&lt;sup&gt;nd&lt;/sup&gt; Annual West End Block Party</td>
<td>$3,575.00</td>
</tr>
<tr>
<td>Website</td>
<td>$1,870.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

The submission was found to be complete based on the guidelines of the program. The
activities are eligible by the adopted program guidelines of the Great Merchant Grant.
Staff recommends approval of $8,130 to the West End Business Association for the
following activities:
- Planters ($3,555.00)
- Event – West End Block Party ($3,575.00)
- Coordinated Website – ($1,000)
As discussed in the cover memorandum, Staff recommends that the four associations that seek to complete website work, collectively pool funds to identify a single contractor that will meet their individual district needs for website development. Based on this scenario, it is recommended that West End is awarded $1000.00 toward this coordinated project.

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

Attachments:
- Application
- Membership List
2012 Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Evanston WestEnd Business Association

Name of Point of Contact: Jennifer Kalas

Address: 2117 Greenleaf, Evanston, IL 60202

Phone: 224-420-4210

Email: jkalas@irmco.com

Business District

How many businesses are located in your business district:

Non-Association businesses: [ ] Members: 40

Describe the geographic area that your business district serves:

West Industrial area

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

What is the amount collected annually from members? _________

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

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

$9,000.00

<table>
<thead>
<tr>
<th>Description of proposed programs, projects, and activities</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Planters at the three points of entrance to the WestEnd. A total of three planters with 4 seasonal plantings.</td>
<td>$3,555.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2nd annual Evanston WestEnd Block Party</td>
<td>$3,575.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Evanston WestEnd Business Association Website</td>
<td>$1,870.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

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

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

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

Past Neighborhood Business District Funding Awards

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td></td>
<td>Merchant Grant from the City of Evanston</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2011, were all funds spent? ☒ Y ☐ N

If not, why were all funds not expended?

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

The funds were used to purchase banners with the new logo and Evanston WestEnd printed and placed throughout the district. The association is new and has not had a lot of active members. The banners helped solidify to the businesses that we are a group and we are going to make improvements to the area. The last 1 1/2 years of meetings are actually paying off. It also showed that the City of Evanston is honestly making an effort to help our neighborhood and is willing to give us time and money to make it a better place to do business. We received a huge amount of
Public Benefits

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

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

Two of the issues with expanding this area are that people don't know about the area and it's not as attractive as Downtown Evanston. The planters will welcome people to our area and let them know it is a defined area and it is becoming more attractive. That should help keep out fly dumpers and other criminal activities. This will also lead to business owners taking pride in the appearance of their building. A safer and nice looking neighborhood will bring in more people. The block party will help keep out fly dumpers and other criminal activities. This will also lead to business owners taking pride in the appearance of their building. A safer and nice looking neighborhood will bring in more people.

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

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

Same as above

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

Making this area attractive, lived in and buildings occupied will make this a safer area. We need to make the area a nice safe place to work. We all have many employees that drive a long way to be here and it should be a good experience for them. We are on a roll and need to keep the momentum going so we don't fizzle out. We need to get the other businesses involved so they can share in the benefits of being a large (taxpaying) group and take advantage of getting this new businesses moving in to the empty buildings in our neighborhood and keeping the ones we have.

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

New businesses moving in to the empty buildings in our neighborhood and keeping the ones we have.

Please submit the complete application by October 12, 2011 so that it can be reviewed at the Economic Development Committee (EDC) meeting on October 26, 2011. The EDC meeting is mandatory for all business districts applying for a Great Merchants Grant. If you have any questions, please contact the Division of Economic Development at (847) 448-8100 or economicdevelopment@cityofevanston.org.
Great Merchant 2012 Grant

Planters
  1. Natures Perspective
  2. Plantings
  3. Chalet

Block Party
  1. Hummingbird Kitchen
  2. Panino’s Catering
  3. Tasty Catering

Website
  1. Grotto
  2. Caxy
  3. Mark Ingraham creative
NATURE'S PERSPECTIVE LANDSCAPING, INC.  
2000 Greenleaf Street, Evanston, Illinois 60202  
(847) 475-7917  Fax (847) 475-7975  
www.naturesperspective.com

Proposal/Contract  
10/21/2011

Proposal Submitted To:  
West End - Evanston  
2000 Greenleaf Street  
Suite #1  
Evanston, IL 60202

ikolas@irmco.com

Work to be Performed at:  
West End - Seasonal Containers 2012  
2000 Greenleaf Street  
Suite #1  
Evanston, IL 60202

<table>
<thead>
<tr>
<th>PLANTERS</th>
<th>Description</th>
<th>Quantity</th>
<th>Price Each</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.00 EA</td>
<td>Concrete Planters</td>
<td>Commercial Grade Concrete Flower Planter 36&quot; dia. with standard finish and seal coated for all weather protection. Planter will be set in place and filled with soil. -5 cubic yards of soil (garden mix) (3) Locations -Greenleaf and Dodge -Hartrey and Dempster -Pitner and Main *(2) Planter per location</td>
<td>$685.00</td>
<td>$4,110.00</td>
</tr>
<tr>
<td>1.00 EA</td>
<td>Seasonal Container Maintenance and Watering</td>
<td>Water all containers from the first week of April when planters are installed until the end of November when the fall arrangement are removed. -32 weeks of watering 2x per week *More frequent watering may be required during the dry hot months of the summer if weather conditions become a factor. Price is calculated 45min of time to water @ $35.00 per hour</td>
<td>$1,680.00</td>
<td>$1,680.00</td>
</tr>
<tr>
<td>1.00 EA</td>
<td>Annuals Flowers</td>
<td>(4) Seasonal Rotation Arrangement</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>$8,790.00</td>
</tr>
</tbody>
</table>

Comments: Above prices include all labor for installation, taxes and delivery unless otherwise noted. Any deletions, additions, or other changes to your proposal and/or plan may affect pricing and will need to be re-quoted. A minimum re-stocking fee of 25% will be charged for all special order items, or for items brought to the job site and not used due to customer initiated changes. If items are custom made they will be charged at 100% above prices are based on complete proposal. Deletions, additions, or other changes to this proposal may affect prices and will need to be re-quoted. Specific time of day work requests must be made at least 48 hours in advance of work.
Proposal/Contract
10/21/2011

Proposal Submitted To:
West End - Evanston
2000 Greenleaf Street
Suite #1
Evanston, IL 60202

Nature's Perspective Landscaping, Inc., the "Contractor", hereby proposes to furnish all the materials and perform all the labor necessary for the completion of the following described work:

All material is guaranteed to be as specified, and to be performed in accordance with the drawings submitted for above work and completed in a workmanlike manner for the sum of $8,790.00 with payments to be made as follows: 50% on acceptance, remainder on completion, 10 days net.

Any alteration or deviation from above involving extra costs will be executed upon verbal or written orders, and will become an extra charge over and above the quoted price. This proposal is contingent upon strikes, accidents or delays beyond our control. Contractor will carry and keep in force public liability and Workman's Compensation insurance in amounts desired by contractor. Owner will provide fire, tornado and all other insurance coverage necessary or desired by Owner, at Owner's expense. The General Conditions, as attached, are expressly incorporated into this agreement.

For paving work, customers must select paver type, color, pattern and edge detail prior to scheduling and approve layout prior to commencing excavation. Walkway and patio base to be four inches of crushed compacted gravel with one inch torpedo sand leveling course. Edges retained with concealed edging. All brick paver work guaranteed by Nature's Perspective Landscaping Inc. for three years against settlement on undisturbed soil. Concrete pavers carry manufacturer's lifetime guarantee against breakage.

Nature's Perspective will contact J.U.L.I.E. and assume responsibility for all J.U.L.I.E MARKED underground cable and lines. If we cut a marked line, we are responsible for its repair. Nature's Perspective is not responsible for cutting or damaging any UNMARKED buried lines, cable or satellite TV, modem, water, electrical, gas, sprinkler lines/heads, or any buried object that is not identified, marked, and located.

Respectfully Submitted:
Nature's Perspective Landscaping, Inc.

By: Tom Klitzkie

Note: This proposal may be withdrawn by us if not accepted within 15 days.

ACCEPTANCE OF PROPOSAL

The above prices and conditions are satisfactory and are hereby accepted. I accept the General Conditions on the back of this contract or that have been attached in an email or fax. You are authorized to do the work as specified. My acceptance of the proposal constitutes this as a valid and binding Agreement.

Dated: __________________________
Signature: Owner

Signature: Owner

I am fully aware that I may rescind this contract within 3 days.
I am fully aware that failure to make payment of final notice within 30 days of receipt shall invalidate limited warranty.
Plantings
814 Michigan Ave. 1E
Evanston, Il.60202
847-869-3845
Fleur5683@aol.com

Evanston West End Business Association
2117 Greenleaf St.
Evanston, Il. 60202
10-20-11

Container Proposal

-6 Faux Containers(Approx. 24”x 24”): $200 each
(Color choices: sandstone gray and concrete gray)
-One time set up fee: $50 each or $300(includes delivery and potting soil)
-Seasonal Plantings: $125 each or $750.00 per season or $3000 yearly
We offer a four Season Planting: Spring-Early April/Summer-Late June/Autumn-Late September/Winter/Late November. You can decide to do any or all of the Seasons.
Upon Agreement we would need the price of the containers :$1200 plus the $300 for set up and the price of the first season planting$750.00. Total of $2250.00. Subsequent seasonal plantings can be paid each season.
We hope to be able to work with your Association. Let us know if you have any questions, ideas, or concerns.

Cheers-Judy Ferguson and Christy Jones
**PROPOSAL**
Chalet Landscape
3132 Lake Avenue • Wilmette, IL 60091
Ph 847.688.0561 Fax 847.688.0567
www.ChalelNursery.com

**CHALET COPY**
Job Number: 1L-129743  Contract Date: 10/26/11
Designer: AR  Cust #: 58054
Phone: 847.664.0255  Page: 1

### PURCHASER

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS JENNIFER KALAS</td>
<td>2117 GREENLEAF STREET</td>
</tr>
<tr>
<td></td>
<td>EVANSTON, IL 60202</td>
</tr>
</tbody>
</table>

### JOB ADDRESS

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

### QUOTE PER CONTAINER FOR WINTER, SPRING, SUMMER, FALL & MAINTENANCE

<table>
<thead>
<tr>
<th>Container</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>Quote includes labor to clean debris from containers and, if necessary, fill with soil. Install evergreen stems, cut stems and other live material with winter interest and spray with antidessicant to help prolong freshness. Remove of debris made by us, job supervision included.</td>
<td>400.00</td>
</tr>
<tr>
<td>SPRING</td>
<td>Quote includes labor to clean debris from containers and, if necessary, fill with soil. Install spring flowering plants, fertilize and water in, and remove any and all debris made by us. Job supervision included.</td>
<td>300.00</td>
</tr>
<tr>
<td>SUMMER</td>
<td>Quote includes labor to clean debris from containers and, if necessary, fill with soil. Install summer flowering plants, fertilize and water in, and remove of any and all debris made by us on site. Job supervision included.</td>
<td>350.00</td>
</tr>
<tr>
<td>FALL</td>
<td>Quote includes labor to clean debris from containers and, if necessary, fill with soil. Install fall flowering plants, fertilize and water in, and remove debris made by us on site. Job supervision included.</td>
<td>300.00</td>
</tr>
<tr>
<td>MAINTENANCE</td>
<td>Quote includes labor to clean debris from containers and, if necessary, make plant replacements. Fertilize and water in, pinch back and prune plants where necessary, and remove debris made by us on site. Job supervision included.</td>
<td>41.00</td>
</tr>
</tbody>
</table>

*Note: Price is per visit with frequency of visits TBD by client (eg. bi-weekly, weekly, every other week, monthly).*

### CLEAN AIR AND FUEL SURCHARGE

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEAN AIR AND FUEL SURCHARGE</td>
<td>27.82</td>
</tr>
</tbody>
</table>

If more/less material is needed, a charge/credit will be issued.

Total: **1418.82**

Permit fees are not included in this proposal. If permit fees are incurred, they will be invoiced as an extra charge.

This proposal is subject to all of the additional terms and conditions set forth on the reverse side. All prices are subject to change if not accepted within (30) days of the above date. No work shall be scheduled until this is accepted with the authorized signatures.

Dated this __________ day of __________ , 20________.

BUYER: ____________________________

SELLER: L.J. THALMANN CO. DBA CHALET ETAL.

__________________________________________
BY: ____________________________
PROPOSAL
Chalet Landscape
3132 Lake Avenue • Wilmette, IL 60091
Ph 847.688.0561  Fax 847.688.0567
www.ChaletNursery.com

Job Number: 1L-129768  Contract Date: 10/27/11
Designer: AR  Cust #: 56054
Phone: 847.864.0255

MS JENNIFER KALAS
2117 GREENLEAF STREET
Evanston, IL 60202

Purchaser

SAME

Job Address

1 HENRI8640  LARGE ROLLED RIM PLANTER

Material Subtotal: 287.99
25% Material Discount: -72.00
Material Total: 215.99

Taxable Total: 215.99
Tax: 15.12

DELIVERY AND INSTALLATION: Quote includes labor to deliver and install container on site as per plan or client discussion. Removal debris made by us, job supervision.

1  FUEL  CLEAN AIR AND FUEL SURCHARGE

1.64

Total: 314.75

If more/less material is needed, a charge/credit will be issued.
Permit fees are not invoiced in this proposal. If permit fees are incurred, they will be invoiced as an extra charge.
This proposal is subject to all of the additional terms and conditions set forth on the reverse side. All prices are subject to change if not accepted within (30) days of the above date. No work shall be scheduled until this is accepted with the authorized signatures.

Dated this ___________ day of ____________, 20_______

BUYER: __________________________________________

SELLER: L. J. THALMANN CO. DBA CHALET ETAL

______________________________  ________________
BY:
Hi Jennifer,

Thank you for your interest in having *Hummingbird Kitchen* cater your event. Recently written up in *FOOD AND WINE* magazine as the "where to go next" spot.

Per our conversation, Hummingbird Kitchen would be able to cater the **Evanston West End Neighborhood** party in the spring of 2012. Based on an estimated 300 guests, we would provide 2 hours of service of casual food with at least 4 options (each guest getting a choice of one sandwich and one-two sides) at $10-$15 per person with the final cost depending on your menu choices.

I have included some basic information and few photos in order to give you a little background on the scope our capabilities. With an outstanding, 15 year long reputation in Evanston for both of our restaurants, Union Pizzeria and Campagnola, we are now available for on premises catering with fully-equipped mobile food kitchen.

Our 28' custom built, state-of-the-art food truck offers catering for private events, film production and street food.

We are able to provide top-of-the-line catering for 30 - 200 guests. From casual to formal, our restaurant on wheels will turn absolutely any indoor or outdoor venue into a restaurant-quality experience that people have come to expect from our other Evanston hot spots.

The ability to prepare fresh food on site throughout the event without a disruption in your kitchen or to your guests is really the biggest advantage to using our services. Traditional catering techniques of preparing food in advance and merely uncovering and re-warming things in your oven throughout the event are fine but using our state-of-the-art kitchen provides far-superior quality food and experience for you and your guests.

Each menu will be customized to suit your vision. If you would like to proceed, I would be happy to put together a proposal that suits your specific needs and preferences.

Many thanks,
Heather Behm, Co-owner

[hummingbirdkitchen.com](http://hummingbirdkitchen.com)

twitter.com/#!/hummingbirdtogo
Here is my quote for your BBQ.

300 people at $10.00 a person

Fried and BBQ chicken (2 pieces per person)

Pasta salad or coleslaw

Mashed or roasted potatoes

Drinks for 300- water bottles and soft drinks.

Thanks, Deana.
**Proposal**

### Client/Organization
- **Evanston Westend Business Association**
- **Address**: 2000 Greenleaf, Evanston, IL 60202
- **Event Name**: Association Block Party
- **Booking Tel**: (224) 420-4210
- **Booking Fax**: Site Contact: Jennifer Kalas
- **Event #**: E91807
- **Booking Contact**: Jennifer Kalas
- **Sales Rep**: Anna Wollin
- **Theme**: Blue Ribbon, Bevs

### SITE LOCATION
- **Site Name**: Parking Lot
- **Site Address**: 2117 Greenleaf, Evanston, IL
- **Site Telephone**: ()

**Directions:**
- Site contact and cell:

Tasty Catering will cook and serve in the parking lot.

Our truck serves as our field kitchen. It must be located within 50 feet of food service.

**The date and time listed in this proposal are tentative. Prices are subject to change based on the date, time and when the event is contracted**

### SERVICE TIMES

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest Cnt</th>
<th>Delivery</th>
<th>Window</th>
<th>Event</th>
<th>Time</th>
<th>Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/16/2012 (Wed)</td>
<td>300 (Act)</td>
<td>3:00 pm</td>
<td>6:00 pm</td>
<td>3:30 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FOOD/SERVICE ITEMS

<table>
<thead>
<tr>
<th>Food/Service Items</th>
<th>Qty</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Ribbon Picnic Menu</td>
<td>300</td>
<td>10.85</td>
<td>3,255.00</td>
</tr>
<tr>
<td>Black Angus 1/3 lb. Hamburgers, Jumbo Angus Beef Hot Dogs, Boneless Chicken Breasts, Veggie Burgers, American Potato Salad, Zesty Pasta Salad, Sliced Watermelon, Bagged Chips, Rolls, American Cheese, Tableware and Condiments.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unlimited Sodas and Bottled Water</td>
<td>300</td>
<td>2.95</td>
<td>885.00</td>
</tr>
<tr>
<td>Wristbands</td>
<td>300</td>
<td>0.25</td>
<td>75.00</td>
</tr>
<tr>
<td>Service Charge</td>
<td>1</td>
<td>600.00</td>
<td>600.00</td>
</tr>
</tbody>
</table>

### EVENT DETAILS

<table>
<thead>
<tr>
<th>10/20/2011 11:54 am</th>
<th>Tasty Catering</th>
<th>1 of 5</th>
</tr>
</thead>
</table>

1900 Touhy Avenue
Elk Grove Village, IL 60007
Phone: 847-593-2000; Fax: 847-593-2114
Total Event Investment

$5,272.44 (includes tax)

Preamble
Tasty Catering agrees to execute this Agreement and conduct business with ethical behavior. Each decision and interaction will be guided by our core values of always being moral and legal, treating all with respect and upholding the highest customer service standards. This Agreement is entered into with the expectation that any potential issues will be dealt with honestly and in fairness to both parties.

Time line:
Event time: 3:00pm - 6:00pm
Beverage service: 3:00pm - 6:00pm
Food Service: 3:30pm - 5:30pm

Service Time: The start and end of service can be pushed back 15 minutes at no extra charge, but any delay after that amount will incur a fee of $10 per staff member, per 15 minutes. Some crews may not be able to delay service because they have another event. __________ client to initial

Presentation
Tasty Catering will provide a floral decorated serving table with linen skirting and a table cover. In addition, we will supply all necessary dining and serving equipment including disposable flatware. We will also provide a linen skirted condiment counter that will be located away from the main serving table. The remote condiment table will expedite service at the main service table by providing a spot for your guests to linger as they "make" their own sandwiches. We will provide 10x10 tents to shield the service line and the condiment table from the sun.

Menu
Your menu features grilled meats that are cooked to order, taken from the grill and placed directly on your guest's plate. The first offering is a pure white chicken breast filet. The filet can be served as an entree or a sandwich. Our angus beef hot dogs are a picnic staple. They are six to a pound and contain wonderful flavor. They are cooked on our grill in hot water and can be served from the water or char grilled. Some guests do not want the char flavoring so we offer the option.

The hamburgers are thick, juicy Black Angus burgers made from lean ground beef that are grilled, then upon your request, covered with American cheese and served directly from the grill to your guest's plate. Veggie burgers are provided at no extra charge. Typical condiments include ketchup, mustard, relish, onion, tomatoes, pickle slices, sport peppers, mayonnaise and BBQ sauce.

The two salads are the most often requested. The zesty pasta salad is our signature salad. It is made with penne pasta, roasted roma tomatoes, red onion, baby spinach, kalamata olives, fontinella and parmesan cheese and tossed in a zesty red wine vinegar dressing. The American potato salad has a dressing that holds up well in high temperature situations. Both items will be kept chilled on ice for the duration of the dining period. Bagged chips will also be provided.

For dessert, we are providing fresh sliced watermelons and bakery style cookies. These should satisfy everyone's sweet tooth.

Beverages
Cans of Coke, Diet Coke, Sprite, lemonade, iced tea and bottled water will be provided in large coolers complete with ice. We will also include straws for the beverages.
Your date is the height of bee season so we urge you to encourage your guests to use straws in the beverages. Children will put a can of soda down, get distracted, a bee enters the can, the child takes a sip and gets stung in the throat. It does not happen often but it happens. Straws drastically reduce the potential for stings. Perhaps you would like juice pouches for the children. Even though the pouches are sweeter than soda the straws form a tighter seal in
the pouch. Therefore, any bee activity will be more visible.

Tasty Catering is not providing alcoholic or nonalcoholic beverage service.

Service
Food service is unlimited dining for two hours. Your guests are required to be identified with a "Tasty Catering" wristband so that party crashers are prevented. I have quoted these above. Events of less than 100 chargeable guests will incur a $5.00 per guest fee for the number of guests under the minimum and service time will be reduced to one hour. Prepared sandwiches, sliced fruit and opened salads will be left on site after our departure, provided sanitary conditions exist and a liability release form is signed upon our departure. We do not provide leftover containers.

Servers
Our servers will be dressed in a uniform of color-coordinated shirts, shorts, caps and aprons. They will arrive approximately one hour prior to the start of food service and depart a half-hour after the end of food service. All servers will have passed a HACCP course in food handling. They will also wear latex gloves and caps to hold back their hair when serving food.

Our staff will have a first aid kit and cell phone for simple cuts and emergencies. We are not qualified, nor can we give first aid. Tasty Catering is fully insured. The insurance includes Workmen's Compensation and product liability insurance. A certificate of insurance is available for $50.

Licenses
Tasty Catering is licensed and inspected by the Village of Elk Grove Village and the State of Illinois. We have an EGV Health Department Food Permit, an EGV Business License, a State of Illinois Off Premises Catering Liquor License, a State of Illinois Business License, a Federal Liquor Tax Stamp and City of Chicago Business and Liquor License (#334268). Any other permits or licenses are the responsibility of the client.

Inclement Weather
The staff will stop service in the event of visual lightning. Service will resume for the remaining time of the contracted food service period as soon as the threat of lightning has passed. The serving staff will wait a maximum of 1.5 hours for a lightning delay before the event is terminated.

You may cancel the picnic due to rain up to 5 hours prior to the scheduled commencement of food service on the day of your picnic. If we have not been contacted at our office before that time period on the aforementioned date then the event will proceed as scheduled. Should you cancel due to rain and a mutually agreeable rain date is not available, then the deposit will be returned after a processing fee has been deducted. That fee is typically 10% of the total job plus the cost of subcontracted items, if any. Cancellation for any other reason will incur deposit forfeiture. The deposit for entertainment and equipment is non-refundable. Those items can not be canceled.

Food Allergies/Intolerances
Please note for severe allergies with potentially anaphylactic reactions, we cannot guarantee full omission of the ingredient. This is due to the physical constraints of our own kitchen and that of our small specialist suppliers where that ingredient may be present within the production environment. Our management teams and service staff are not trained on the intricacies of Celiac Disease, gluten intolerance, peanut allergies or any other dietary
allergy/intolerance and can not be expected to provide recommendations or other advice on these issues.

**Environmental Responsibility**

It is our duty to be environmentally responsible while ensuring our food quality and safety standards are not compromised. All picnics will utilize eco-responsible, compostable products. Appropriate signage will be posted to inform guests what products are contributing to green initiatives:

* 99% reclaimed fiber plates and bowls
* Renewable plant starch cutlery
* PLA plastic cold cups and straws

Tasty Catering has initiated recycling programs for all picnics which contribute to our environmental responsible efforts:

* Identified receptacles will be provided for aluminum and cans and plastic bottles. The receptacles will be emptied by the Tasty staff throughout the event.
* Should your event not include beverages provided by Tasty, this service can be provided for $.53 per guest.

Tasty Catering has committed financial resources to TerraPass (www.terrapass.com) to help balance the carbon dioxide emissions from our trucks. TerraPass is a third-party committed to reducing carbon dioxide by funding three separate projects:

* Clean energy produced by wind power
* Farm power which utilizes animal waste for alternative uses
* Landfill gas capture which reduces the impact of our own waste

Waste grease collected from Tasty picnics is collected and sent out to a recycling service for use in hair and skin care products.

Tasty takes seriously its responsibility for helping improve and sustain a healthy eco-system. The process is ongoing. Visit our website www.tastycatering.com to keep current with our developing environmentally responsible programs.

**Special Concerns**

We will need an exact location for set up. The service fee is based on service taking place at the same ground level as our trucks. Any change in grade level will incur a change in service fee.

We will need to bring our trucks to within 50 feet of the service area unless we are notified prior to signing the contract.

We are not providing dining tables, chairs, shelter, trash containers or trash disposal unless specifically contracted for those items.

**Conditions**

Please call if you have any questions, changes or would like to go to contract.

Client acknowledges that Tasty Catering shall require a deposit and, if applicable, payment in full prior to the date of Tasty Catering's service. Client further acknowledges that unpaid balances will accrue a finance charge of 1.5% after the date due as may be set forth in invoices or other documents sent to Client.
Should Client fail to pay any amount invoiced, Tasty Catering shall be entitled to damages, including lost profits, and to further recover all of its costs and expenses, including but not limited to attorneys' fees, in addition to any other relief to which Tasty Catering is entitled. In the event of any other dispute between the parties relating to this document, the invoices, or other documentation attached to these documents or otherwise made part of said documents via writing, the substantially prevailing party shall be entitled to any and all reasonable attorneys' fees and costs, in addition to any other relief to which that party may be entitled.

The price(s) stated in this document is contingent upon Client's accurate representation of the services required. Tasty Catering reserves the right to adjust the agreed upon price to include any and all additional expenses incurred as a result of any Client requests agreed to by Tasty Catering, including but not limited to additional service time or additional food/service items, as well as any other personnel costs and independent contractor or subcontractor costs and any losses incurred by Tasty Catering as a result.

A signed contract, returned to our office with a 50% food and beverage deposit and payment in full for all subcontracted items will guarantee service on your date. Payment in full is due prior to food service on the selected date. Any changes after the contract has been drawn will result in a $25 processing fee. Adjustments to your final guest count must be phoned in to our office by 10 days prior to the event. After that date, guest count decreases will not be accepted. Reasonable increases may be accepted up until 72 hours prior to the event. The deposit for entertainment and equipment is non-refundable. Those items cannot be canceled. There is no cancellation policy once our services have been contracted. Gratuities are not included in the above quoted price and are solely at your discretion.

This proposal is void if our services have not been contracted by November 30, 2011.

This agreement shall be governed by and construed in accordance with the laws of the State of Illinois.

Cost

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>4,815.00</th>
<th>Paid</th>
<th>0.00</th>
<th>Pay Method</th>
<th>C.O.D.</th>
<th>Card Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax (9.5%)</td>
<td>457.44</td>
<td>Balance</td>
<td>527.24</td>
<td>Card Type</td>
<td>Card Holder</td>
<td></td>
</tr>
<tr>
<td>Total Value</td>
<td>5,272.44</td>
<td></td>
<td></td>
<td></td>
<td>Expires</td>
<td></td>
</tr>
<tr>
<td>Per Guest</td>
<td>17.58</td>
<td></td>
<td></td>
<td>Signature</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sincerely,

Anna Wollin

10/20/2011 11:54 am
fyi - quotes from a wonderful evanston designer i have worked with...

Begin forwarded message:

From: "Kim Pierceall" <kim@grottocom.com>
Date: September 9, 2011 10:22:19 AM CDT
To: "Patrick Hughes" <phughes@inclusionsolutions.com>
Subject: Grotto estimate for Ev West End web site

Hi, Patrick

Thank you for considering Grotto Communications to assist the Evanston West End group with designing and developing a web site.

I’m including a general estimate based on our conversation about what kind of basic web presence the group might need. The estimate simply provides an idea of my price range and timeline, though any site of this size would likely fall in this range. If the project gets a green light to move ahead, I would be happy to discuss the specs in more detail and learn more about the goals and audience(s) for these materials in order to prepare a complete proposal.

**Deliverables:** Basic Web Site, 5 to 8 pages

**Fee:** $85 per hour

**Duration:** 16 – 22 hours, over approximately three to five weeks
(a first iteration may be done more quickly)

**Est. cost:** $1,360 – 1,870

The above estimate does not constitute an agreement. If my approach and numbers seem to fit your needs, let me know and I can prepare a more formal proposal outlining the specifications in detail and the terms of agreement.
As you know, Grotto Communications, Inc., helps growing organizations connect with the people they seek most. As experts in marketing communications, we partner with our clients to create and implement the best tools to meet their needs. As such, we work closely with our clients to ensure they are comfortable with the process and proud of the results.

Thanks again for the opportunity. ---Kim

/   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /
Kimberly Pierceall, Prez
Grotto Communications, Inc.

847 475 9724
kim@grottocom.com
web:  http://www.grottocom.com
blog: http://grottocom.com/blog2

Grotto on Facebook
Grotto on Twitter

/   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /   /


Jennifer Kalas

From: Michael LaVista <mlavista@caxy.com>
Sent: Thursday, October 20, 2011 4:59 PM
To: Jennifer Kalas
Subject: RE: Website

Jennifer,

For just the home page, we only need about 2 days to convert a design from Mark into HTML and test in all browsers. You’d get more for the money if you had extra pages that could use that same template – like the project we just did with you. So for 1 home page we’re at $2000. To do a content management system, one more template and say 10 pages we can do that for $8,500.

---

From: Jennifer Kalas [mailto:iKalas@irmco.com]
Sent: Thursday, October 20, 2011 9:46 AM
To: mark@ingycreative.info; Michael LaVista
Subject: Website

Hi,

Can you both send me a rough quote to develop a website for our business association. It would be very simple. I need to submit an application for a grant next week and need to get a quote. If you need more info, please let me know. I’m thinking a home page might be enough. Thanks.
Atten: Ms. Jennifer Kalas

Job Description: The Concept, Design, and Photoshop Layout Execution of website graphics for the Evanston WestEnd.

Work Includes: Info Meeting, Research, Image Gathering, Stock Image Search, 2 Design Concept Options, Typography, Presentation, 2 Rounds of Revisions with Client, Finished Art Files Provided in Format Dictated by Programming Team.

Execution:
Deliver Approved Photoshop Layout and Individual Saved Out Art Elements to fulfill the needs of the programming team in the completion of the website.

The focus on Ingraham Creative in such an effort is:
• Attractive and unique design.
• Attention-getting visuals & headlines that intrigue the viewer.
• Communication that sets The WestEnd apart and brands it as a distinctive new entity in Evanston.

Ala Carte Pricing:

Homepage Design Only: $4,600.

Homepage Design and up to 2 Interior Pages: $6,100.

Homepage Design and up to 3 Interior Pages: $6,800.

Please see page 2 for additional details.

Estimates have a + or - 15% contingency. Fees are subject to negotiated adjustment to accommodate unforeseen changes in direction, usage, and/or amount of work requested.
All Coding and Programming is provided under separate estimate. Ingraham Creative provides Graphic Design and Art Services, but does not provide technical programming. All forms of animation including Flash illustration, etc. is to be provided by an additional vendor partner.

Stock Art: Stock art elements are a probable consideration for graphics. istockphoto.com is our first tier of stock consideration for cost savings and available variety. Stock art is in addition to the project numbers above, and will be billed as addendum along with 2nd half payment at the end of the job.

Fonts: A unique font purchase may be recommended. New fonts are priced from $19 to $49. Free fonts and available fonts will first be considered.

Client is responsible for providing all custom photography, copy content, and approvals for accuracy and legality of site content. A professional copywriter may be recommended for editing and finetuning any text message.

A commitment of $1/2 down is requested to initiate work. Thank you for your consideration on this project.

Estimates have a + or - 15% contingency. Fees are subject to negotiated adjustment to accommodate unforeseen changes in direction, usage, and/or amount of work requested.
To: Chair and Members of the Economic Development Committee

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

Subject: Recommendation for the Evanston West Village Business Association application for the Evanston Great Merchants Grant Program

Date: November 23, 2011

Recommended Action:
Staff supports a recommendation to City Council from the Economic Development Committee for a Great Merchants Grant of $9,000 to the Evanston West Village Business Association for the project described in greater detail below.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2012 Fiscal Year Budget allocated $175,000 to this account, with a proposed allocation of no more than $72,000 to the Great Merchant Grants.

Summary:
Evanston West Village Business Association requested funds for a single project: a promotional merchant booklet. This project is intended to better showcase the Evanston West Village businesses and events and activities hosted by the business district. The booklet will highlight the unique locally owned businesses in the area, which are not as visible as the franchises at the corner of Dodge and Dempster. The proposed project falls under the eligible activity of marketing and campaigns as outlined in the application guidelines.

The submission to the Economic Development Committee also requests that any remaining funds from this project be applied toward the 2012 district event known as “Makin’ it Happen Festival”. Staff finds this acceptable and recommends that the Economic Development Committee approve of this dispersal if there are funds remaining after the marketing booklet is purchased.

The application was found to be incomplete due to the fact that Evanston West Village Business Association did not seek multiple bids for the proposed project. Staff recommends that the grant award be conditional upon receipt of bids is provided. The
submitted application and supporting documentation is attached immediately following this memorandum.

Attachments:
- Application
- Membership List
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Evanston West Village Business Association

Name of Point of Contact: Cindy Jevon - owner of PerficalSense Studio

Address: 1123 Florence Avenue, Evanston IL 60202

Phone: 847-316-1900

Email: cindy@perfcialsensestudio.com

Business District

How many businesses are located in your business district:

Non-Association businesses: [43] Members: [8 +]

Describe the geographic area that your business district serves:

Asbury west to Dodge
Greenleaf north to Lake
including the Dodge/Dempster Plaza

Does your group collect association dues for memberships? [x] Y [ ] N

What is the amount collected annually from members? $25.00

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

Not applicable at this point in time

Attachment A: Attach a current list of your members.
How much money is your group requesting from the City of Evanston for the remaining fiscal year (through December 31, 2011)?

<table>
<thead>
<tr>
<th>Name of &quot;bulk&quot; items/projects/programs/activities</th>
<th>Which organization/individual will be taking the lead on this activity?</th>
</tr>
</thead>
</table>

The Evanston West Business Association will create a promotional merchant booklet jointly through the merchant’s development grant and advertising revenue collected from participating businesses.

<table>
<thead>
<tr>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,000.00</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
If you checked "No" for vendor location in Evanston, please provide an explanation as to why you are not proposing to use an Evanston vendor.

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue from Dues</th>
<th>Description of Revenue from other sources</th>
<th>Amount of Revenue from other sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$0.00</td>
<td>Merchants Grant - $9,000.00</td>
<td>$2,738.23</td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2010, were all funds spent? [ ] Y [ ] N
If not, why were all funds not expended?

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

Makin’ It Happen Festival at Dodge/Dempster Plaza, web site for business district, publicist for festival and upcoming Holiday Walk, H & H Chicago/ Sir Speedy creating flyers and banners for festival as well as postcards for upcoming Holiday Walk.

The planning of the above events as well as the web site has helped to create a more attractive and cohesive business association as well as bringing positive attention to our neighborhood (.....)
The Evanston West Village Association has become a cohesive and structured group committed to promoting businesses of the West Village and in doing so will help to improve the economic health of the area. The merchant's book we have planned will help to promote not only who we are but where we are.

The merchant's book will contain profiles of area businesses which can be used to market the unique kind of businesses and services that the West Village has to offer.

The booklet will highlight the unique locally owned businesses in the area, which are not as visible as the franchises at the corner of Dodge and Dempster. The idea would be to draw more small, independently owned businesses into the area so that Evanston West Village becomes a destination for shopping and services.

We are planning a Holiday Walk, December 3-4, 2011 in which participating businesses will be able to track in two ways, either through sales on those days or through sign in sheets at which point they can compare new contacts to existing mailing lists. The merchant’s book can be tracked in the same way upon its delivery to Evanston residents and surrounding locations.

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

Current Members of Evanston West Village Business Association

H & H Printing Chicago (formerly Sir Speedy)
Evanston Print and Paper Shop
PerficalSense Studio
Defining Moments (new business relocating from Wilmette)
Heartwood Center
Perla Café
Bucephalus Bikes
Just Builders
Here you go....

Quotation 1205

Date: 10/26/11

Cindy Jevon
Evaston West Village Business Assoc.
Attn: Cindy Jevon
1123 Florence Ave
Evaston, IL 60202

Ship To:
Evaston West Village Business Assoc.
Attn: Cindy Jevon
1123 Florence Ave
Evaston, IL 60202

<table>
<thead>
<tr>
<th>Acct.No</th>
<th>Ordered By</th>
<th>Phone</th>
<th>Fax</th>
<th>P.O. No</th>
<th>Prepared By</th>
<th>Sales Rep</th>
<th>Quantity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Cindy Jevon</td>
<td>312-215-5432</td>
<td></td>
<td>Cindy</td>
<td>Bill</td>
<td></td>
<td>5,000</td>
<td>Evanston West Village Media Guide</td>
<td>9,496.48</td>
</tr>
</tbody>
</table>

Thank you for the opportunity.
Professional Services:
- Create overall concept
- Research and write copy, including neighborhood history
- Photograph neighborhood
- Design map showing EVV in city context
- Design business locutor map
- Design and lay out booklet
- Prepare print-ready files

Print 24-30 Page Booklet w/ runs for distribution
Quantity: 5000-6000 - TBD
All aspects of this estimate are subject to change and alteration.

<table>
<thead>
<tr>
<th>Terms</th>
<th>Subtotal</th>
<th>Shipping</th>
<th>Postage</th>
<th>Tax</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.O.D</td>
<td>9,496.48</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>9,496.48</td>
</tr>
</tbody>
</table>
Attachment B

If we have any remaining funds due to donations or sponsorships that will be applied to the Makin’ it Happen Festival in May 2012 to help offset costs as well as used for any necessary promotional material or advertising.
NEW BUSINESS: Request for Financial Assistance from the Technology Innovation Center (TIC)
Memorandum

To: Chair and Members of the Economic Development Committee

From: Nancy Radzevich, Economic Development Manager
Paul Zalmezak, Economic Development Coordinator

Subject: Technology Innovation Center (TIC) 2012 Funding Request

Date: November 23, 2011

Recommendation
Staff supports a recommendation to the City Council from the Economic Development Committee to provide a $100,000 Economic Development grant to the Technology Innovation Center (TIC) to support their operations for FY 2012. This is comparable to FY 2011 grant which was $75K for the nine month period April 1st through December 31st.

Funding Source
Staff recommends funding this grant from the Economic Development Fund’s Economic Development Partnership Contribution (Account: 5300.62659). Staff recommended $100,000 for financial assistance for the Technology Innovation Center in the proposed FY2012 budget. The proposed FY 2012 budget includes $280,000 to this account for all partnership activities.

Background
The TIC is a non-profit small business incubator dedicated to supporting the growth of early stage technology-based businesses. The TIC attracts start-up businesses to Evanston and helps them grow by providing office space, and business services. The TIC fosters a collaborative environment where entrepreneurs can learn through peer networking and mentoring with an extensive network of alumni and other business professionals.

The TIC rents approximately 20,000 square feet in the 81,000 square foot 820 Davis Street office building in downtown Evanston and has approximately 7,000 square feet at 825 Chicago Avenue for six companies requiring a more intensive lab space.

Since it began 25 years ago, the TIC reports it has incubated more than 350 companies, 23 of which are still located in Evanston. These 23 companies employ approximately 450 people. Since its founding, it has helped 135 firms “graduate”
Beyond start-up stage. Currently, 39 companies are based at TIC employing 80 people. A roster is attached for the Committee’s reference.

FY12 Economic Development Grant Request
The Technology Innovation Center (TIC) is seeking an $111,000 Economic Development Grant to help fund the operations of the incubator. The following table summarizes TIC’s Proposed 2012 annual operating budget. TIC is proposing using Economic Development funds only for the activities listed on lines 1 through 5. A summary of the proposed uses follows the table. Finally, a revised budget reflecting staff recommended funding levels is attached.

<table>
<thead>
<tr>
<th>Description</th>
<th>ED Grant Funding</th>
<th>Other TIC Funding</th>
<th>Total</th>
<th>EDC % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Staff / Personnel</td>
<td>$75,400</td>
<td>$25,600</td>
<td>$101,000</td>
<td>74.7%</td>
</tr>
<tr>
<td>2. Internet Bandwidth</td>
<td>$15,000</td>
<td>$15,600</td>
<td>$30,600</td>
<td>49.0%</td>
</tr>
<tr>
<td>Expansion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Marketing</td>
<td>$11,000</td>
<td>$8,000</td>
<td>$19,000</td>
<td>57.9%</td>
</tr>
<tr>
<td>4. Professional Fees</td>
<td>$6,000</td>
<td>$2,000</td>
<td>$8,000</td>
<td>75.0%</td>
</tr>
<tr>
<td>5. Rent</td>
<td>$3,600</td>
<td>$10,800</td>
<td>$14,400</td>
<td>25.0%</td>
</tr>
<tr>
<td>6. Telephone</td>
<td>$0</td>
<td>$16,800</td>
<td>$16,800</td>
<td>0.0%</td>
</tr>
<tr>
<td>7. Parking</td>
<td>$0</td>
<td>$2,400</td>
<td>$2,400</td>
<td>0.0%</td>
</tr>
<tr>
<td>8. Membership Dues</td>
<td>$0</td>
<td>$1,000</td>
<td>$1,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>9. Payroll/Bank Fees</td>
<td>$0</td>
<td>$1,000</td>
<td>$1,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>10. General Office</td>
<td>$0</td>
<td>$1,000</td>
<td>$1,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>11. Repairs</td>
<td>$0</td>
<td>$500</td>
<td>$500</td>
<td>0.0%</td>
</tr>
<tr>
<td>12. Supplies</td>
<td>$0</td>
<td>$2,500</td>
<td>$2,500</td>
<td>0.0%</td>
</tr>
<tr>
<td>13. Cellphone</td>
<td>$0</td>
<td>$700</td>
<td>$700</td>
<td>0.0%</td>
</tr>
<tr>
<td>14. Reimbursements</td>
<td>$0</td>
<td>$800</td>
<td>$800</td>
<td>0.0%</td>
</tr>
<tr>
<td>15. NSF Checks</td>
<td>$0</td>
<td>$500</td>
<td>$500</td>
<td>0.0%</td>
</tr>
<tr>
<td>16. Loan Repayment</td>
<td>$0</td>
<td>$7,200</td>
<td>$7,200</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$111,000</strong></td>
<td><strong>$96,400</strong></td>
<td><strong>$207,400</strong></td>
<td><strong>53.5%</strong></td>
</tr>
</tbody>
</table>

Other TIC Public Funding Sources
In addition to the City of Evanston Economic Development grant request, TIC was approved for $5,000 in CDBG funds for its Evanston Business Ownership Initiative which provides business consulting to micro enterprises and entrepreneurs seeking to start a business with needs including establishing credit and securing loans, incorporating their business, negotiating leases and other need. The CDBG grant award is for a separate and distinctive program as opposed to the programs which are proposed to be funded through the Economic Development fund.
Private Sources
TIC also funds operations using $20,000 in private contributions, $57,000 in tenant income, $2,400 in reimbursements, and $3,000 in parking fees.

TIC Operating Budget Detail – City Funded
The following is additional program activity detail associated with the operating budget lines 1 through 5:

1. **Staff / Personnel** – TIC is requesting $75,400 to supplement the total $101,000 salary and fringe budget line, primarily paying the salary of the Executive Director. TIC has provided a detailed job description in Section 3 of the Economic Development Fund grant application attached to the memo. The proposed core responsibilities of the Executive Director are summarized in the table below and in more detailed narrative following.

<table>
<thead>
<tr>
<th>Activity</th>
<th>ED Fund</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Ongoing Services</td>
<td>$21,400</td>
<td>28%</td>
</tr>
<tr>
<td>b. Seminars / Student Project</td>
<td>$17,000</td>
<td>23%</td>
</tr>
<tr>
<td>c. Company Retention / EBIC Fund</td>
<td>$15,000</td>
<td>20%</td>
</tr>
<tr>
<td>d. Online Marketing</td>
<td>$13,000</td>
<td>17%</td>
</tr>
<tr>
<td>e. Alumni Group and Fundraising</td>
<td>$7,000</td>
<td>9%</td>
</tr>
<tr>
<td>f. Tech Support</td>
<td>$2,000</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$75,400</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

   - **Ongoing Services**
     The TIC has identified four objectives in this category. The Executive Director will be responsible for the following: 1) attract eleven (11) companies to Evanston; 2) help the 11 firms grow resulting in the creation of 25 jobs 3) attract $500,000 in venture capital for TIC companies; and 4) survey Evanston alumni companies to collect market data and to identify ties to other business ventures in Evanston.

     In addition, the Executive Director is responsible for interviewing and admission of prospective companies and reviews business plans, interviews applicants, consults with industry experts and conducts internet research on the firms and the latest relevant technology trends. Furthermore, TIC proposes that the Executive Director will develop marketing and attraction strategies based on referrals, social networking strategies, and the redesign of the website.
Finally, the Executive Director will continue to provide general business counseling including incorporation, shareholder agreements, business planning, financial prospectus and pro forma, banking, investor relations, and customer negotiations in addition to surveying TIC alumni.

b. Seminars / Student Project
TIC is proposing nine seminars and entrepreneur “war stories” in addition to fifteen student projects.

The Executive Director will identify seminar topics and will recruit entrepreneurs to speak of their experiences as company founders. The entrepreneurs are expected to be experts in marketing, accounting, and legal fields in addition to small business, social media marketing and search engine optimization experts. The Executive Director will work with the marketing director to collect information on seminar attendees from inside and outside the incubator and report to the City of Evanston.

In addition, the TIC will host meeting with Northwestern faculty, students, TIC companies, and local entrepreneurs to link student project opportunities with TIC and/or entrepreneur project needs. The Executive Director will oversee fifteen projects with the Kellogg School of Management and McCormick School of Engineering by: 1) organizing meeting between NU faculty, students, and entrepreneurs; 2) mediating the interactions between these groups to ensure faculty, students, and client companies are satisfied with the project outcome; and 3) leading meetings, defining deliverables and working with faculty to develop the educational objectives.

c. Company Retention / EBIC III Fund
TIC is proposing to help the City retain ten companies in Evanston upon graduating from the TIC. The TIC proposes to inform companies of City of Evanston resources and will work with the City to create a description of retention services available at the City. However, as described below in our recommendations and conditions section, Staff recommends that the TIC and Staff will work to define the terms of a partnership –by identifying the longer tenured TIC companies in addition to working with firms that we learn, through our partnership, are ready to expand.

In addition to their proposed increased efforts in partnering with Staff on retention, the TIC is proposing the Executive Director work on the creation of the Evanston Business Investment Corporation (EBIC) III fund. EBIC I operated from 1989 through 1992 when it was fully invested. E-NUIP (“EBIC II”) operated from 1989 through 1999, and officially closed in 2004. The
venture capital funds were founded by Evanston Inventure with investment from NU, two banks and two local corporations. The two funds specialized in seed and early stage investments.

TIC is proposing the creation of a third fund to address the need for venture capital funding for the second stage of business development. TIC recognizes that the most valuable companies are those most likely to receive private placement financing (capital fund raising through a small number of select investors). Since 2004 when E-NUIP closed, Evanston has had no organized mechanism to provide this type of funding. This is arguably one of the reasons these start-ups leave Evanston and the region in general.

The Executive Director would be responsible for identifying participants, preparing the business plan, incorporating the fund, establishing bylaws and investment criteria, and recruiting initial investors. The TIC will be approaching business, civic leaders, and former CEOs as potential investors and will contact former officers of technology startups residing in Evanston to serve the fund.

TIC estimates it will require more than one year to accomplish the goal of establishing the EBIC III as area banks have been less involved in this early stage of financing, and there isn't an apparent organized civic group with sources of financing ready at this time. Furthermore, the fund will be incorporated, investment criteria and a management strategy will be established, and TIC's partnership role responsible for investment due diligence will be defined.

The TIC proposes that the Executive Director identify potential participants and meet one–on-one to gather input in order to prepare business plan and fiduciary prospectus. The Executive Director will also be responsible for incorporating the fund, establishing bylaws and investment criteria and recruiting the initial investors.

d. **Online Marketing**

The Executive Director will lead the integration of TIC’s online entrepreneur community into a new LinkedIn group which will then be integrated with the TIC Facebook page and Twitter account into a new website.

The TIC is proposing to implement its plan to offer a suite of “cloud-based” applications, provided by Nimble, to assist companies with the administration of their businesses. Nimble bills itself as “the only web-based solution that
brings together all of your contacts, calendar, communications and collaborations in one simple, free platform.”

The Executive Director will train new companies on the use of the applications, modify the product offerings based on feedback from the end user and will execute a marketing plan to promote TIC as a provider of the applications to prospective TIC companies.

Staff acknowledges that this was an activity planned to be executed in FY 2011 and addresses this concern in the recommendations and conditions section of this memo. TIC reports that the application will be rolled out to three to four firms by the end of December 31, 2011.

e. Alumni Group and Fundraising

The TIC is proposing to schedule a business plan competition in the 4th quarter of FY2012 for the automated manufacturing industry. The timing of the competition is designed to occur after the EBIC III structure is established and participants are identified.

The winner of the business plan competition will relocate to Evanston and will be mentored by a prominent tech company and potential investors. During the creation of the competition The planning of the competition, including the counseling and potential sponsorships from TIC alumni will strengthen ties between the TIC, alumni, and tech companies and contribute deal flow (i.e. the number of business proposals / investment pitches) for the investment fund.

The Executive Director will work with the TIC alumni, other local technology companies, and entrepreneurs to identify funders and to assist with competition planning. The Executive Director and marketing staff will recruit a panel of judges, prepare the business plan competition outline, recruit candidates companies, and publicize the event.

Secondly, the Executive Director will identify prospective advisory board members to help develop a strategy to provide a more sophisticated approach to targeting and appealing to private individuals and organizations to reduce the TIC’s dependence on tightening government funding resources.

Staff acknowledges that TIC in FY 2011 anticipated a fundraising plan resulting from work with a fundraising consultant. However, only two proposals for funding were submitted – one to the City of Evanston, and the other to the Federal government. It should be noted, however, that the
fundraising consultant has assisted TIC with a number of internal strategic planning sessions this year and has helped them recognize the need to create the advisory board and the process for creating the advisory board responsibilities. The board will meet beginning in January to identify new methods of non-public sources and to help expand TIC program offerings.

f. Tech Support
Approximately $2,000 of the Executive Director’s salary is proposed for coordination and oversight of the web design consultant.

2. Internet Bandwidth Expansion
TIC has budgeted $15,000 from the ED fund to pay for 40 megabytes of bandwidth and has identified a new phone service provider and a back-up bandwidth provider. The primary bandwidth service provider is currently a TIC based firm. TIC estimates it will attract three or four new bandwidth-intensive technology companies as a result.

3. Marketing
TIC has budgeted $11,000 for marketing its programs for FY 2012 including $1,000 for marketing for the alumni group and fundraising activities, $3,000 for the seminars and “war stories,” and $7,000 for the cost of marketing the cloud based business applications and the new website. The marketing will be handled by the TIC Marketing Coordinator.

4. Professional Fees (fundraiser, web designer)
TIC has budgeted $6,000 for professional fees to cover the cost of the professional fundraising effort ($3,000) and the website designer ($3,000). The Executive Director will oversee these consultant’s activities.

5. Rent
TIC proposes using $3,600 of the FY 2012 Economic Development fund request for rent.

FY 2011 Performance Review
In Section 3 of the application the TIC provided detailed summaries of the FY 2011 achievements. Included with Attachment G is a performance matrix summarizing specific measurable goals proposed by the TIC in its FY 2011 funding request. The following is an overview of those items:

- Alumni Group and Fundraising: TIC is in the midst of planning the business plan competition for the fourth quarter of 2011. The TIC had proposed three proposals for possible funding sources. However, TIC has submitted funding requests only to
the City and to the Department of Housing and Urban Development (HUD). The fundraising consultant has helped TIC identify the need to create an advisory board to assist with diversifying the funding sources that will ultimately result in expanded program options for TIC and reducing TIC dependence on ED funding.

Secondly, it is unlikely that it is feasible for a business plan competition to take place by the end of 2011. Staff recommends that the first payment for FY 2012 be dependent upon having hosted the competition prior to the first scheduled payment request in March 2012.

- **Broadband Internet Upgrade**: Most recently, TIC has successfully completed its upgrade to 20 megabytes of broadband width using TIC-based firm Atmosphere, and has attracted three new bandwidth-intensive companies, with prospective leads for two additional firms in the fourth quarter.

- **Seminars**: TIC has identified six of its anticipated 10 student projects for 2011. More are expected fourth quarter. The TIC is planning to host two additional seminars to reach its five required and will host a single “war story” seminar fourth quarter.

- **Online Marketing/Cloud Applications**: TIC had anticipated completing the redesign of its website in FY 2011. While work is scheduled to commence before the end of the year, the redesign will not be completed until 2012. TIC has acquired the suite of cloud based applications but does not anticipate full roll out until 2012. TIC reports it will provide the service to three to four firms by year end 2011.

- **Technology Attraction**: TIC reports six new firms were attracted to the TIC in the first two quarters of 2011. The new firms include Benevolent.net, Grocer Exchange, Andrew Gee Inc., Neovision, MarketMaker, Sales-I, John Kennedy (returned to TIC), Rayonix, and Enspirea. Numbers for the third quarter and partial fourth quarter will exceed the eight new firms anticipated this year. TIC firms have created 21 new jobs (15 FTE, 6 PT), which is one less than the year end goal of 22.

- **Retention**: TIC anticipated assisting 7 firms graduate in 2011, providing opportunities to retain them in Evanston. To date, four have graduated. Several left the Evanston for market based or personal reasons. In the future, Staff will work with TIC to create an alerting mechanism for firms considering expanding. In fact, Staff has a meeting scheduled in December with a firm expecting to expand in the next 90 days as a result of a referral from the TIC.

- **Acknowledgement of City of Evanston partnership**: A condition of the FY 2011 funding was recognition of the City of Evanston’s investment in the partnership in marketing materials, website, etc. It is not evident that TIC has accomplished this.

Staff acknowledges that TIC has achieved, or is close to achieving most of their FY11 goals as outlined, and as described in their agreement. TIC however has not moved as quickly as anticipated on its website redesign and its planned integration of cloud based application and social media outlets. This is critical from both a time management
perspective (i.e. it is important that the Executive Director focus on the core mission) and also from a perception perspective (i.e. why is the most innovative of operations lagging in online presence?)

Staff believes that the retention of businesses in Evanston should not be the sole responsibility of the TIC and, in fact, should proportionally fall more to the City versus the TIC. The best way to address the business retention issue is to better define the partnership between the TIC and City. Staff recommends an advance notification of any start-up firm that demonstrates signs of expansion towards second stage and will work with TIC on a proactive program which will give Staff sufficient time to effectively work on ways to encourage the “second stage” firm retention in Evanston. This is critical aspect of the City’s economic development workplan.

With the additional resources in the ED Division, Staff has already started to lay the groundwork to have a greater involvement with both the TIC leadership and TIC staff as well as with the individual TIC’s firms. These efforts will reinforce the City’s desire to support these start-up businesses and to build relationships which will provide a greater opportunity to increase the percentage of graduated firms that are retained in Evanston.

**Recommendation**

Working closely with the TIC in recent months, Staff has a clearer understanding of how the City’s funds are proposed to be allocated – primarily for personnel costs (i.e. salaries) to coordinate and market the activities of the TIC. Staff generally supports the TIC’s current application objectives and recommends a grant of $100,000.

The grant will be divided into three equal payments. Payments to TIC will occur after presentation of accomplishments to the Economic Development Committee at the March, June and September meetings. In addition, Staff recommends the payment in March be dependent on the successful completion of several initiatives scheduled for 2011 that have not yet been completed – specifically the business plan competition, the cloud based application roll out, and the website redesign with full integration of social media.

It is critical that in FY 2012, the TIC complete the website redesign, the integration of the cloud based application, and the full integration of the TIC website presence with social media. These activities were anticipated to have been completed in 2011. Staff will monitor progress of this task and will request a presentation from TIC to the EDC on a quarterly basis. The first FY 2012 grant payment to TIC is dependent upon completing this FY 2011 carryover task.

The TIC is an important City economic development partner as it provides a great, if not yet fully realized opportunity to capture the growth of technology and innovation start up
firms as they transition from start up to second stage and beyond. TIC and Staff have the responsibility to work diligently, together, to prioritize the recruitment and retention of these firms. We will also work to come up with reasonable, but progressive measures of success including appropriate incubation periods, graduation rates, interviews with long tenured TIC companies and companies who are seeking to relocate or expand. Staff will work with TIC to define these terms in the first quarter of 2012.

Staff will also work with TIC to identify opportunities to provide the TIC’s services to Evanston-based technology firms who reside outside of the TIC’s physical space. TIC has initiated this process through its email blast address list which includes 430 individuals, many of whom are local businesses who reportedly participate in the Thursday evening programming. A more detailed strategy will be developed in FY 2012 and ready for implementation in 2013.

Having recently celebrated its 25 year anniversary, the TIC is often recognized as a model. Recent media attention including the WBEZ Changing Gear series and Forbes recognition of the TIC as one of ten incubators “changing the world” provides excellent marketing opportunities (aka media impressions) for Evanston as home to the incubator and the entrepreneurial spirit it represents. Staff will work with TIC to ensure the incubator successes is continued to be promoted through appropriate media and via conferences and business forum opportunities.

In FY 2012, Staff and TIC will partner to research best practices to ensure TIC is innovating its services. Finally, Staff will work with TIC to help identify new and/or enhance existing partnership opportunities with the McCormick and Kellogg schools and other entrepreneurial resources.

**Recommended Grant Award and Conditions**

Staff recommends this funding with the following conditions, if all above programs and tasks are approved at the recommended funding levels:

1. **Acknowledgement of City Support.** Any applications, websites, brochures, or marketing materials created for the programs and/or tasks funded through the Economic Development Grant fund, should include an acknowledgement that it is funded, in part, through grants from the City of Evanston.

2. **Performance standard.** The TIC shall strive to utilize the approved funding to attract new early start technology-based businesses and retain graduating TIC firms within Evanston. TIC and Staff will work together during the 1st quarter of FY 2012 to implement a consistently proactive approach to identifying retention opportunities.
a. Attract at least 10 new early stage technology-based businesses to City of Evanston
b. Help the TIC firms to create at least 30 new jobs, of which at least 60% of all new jobs created to be permanent full-time jobs.
c. Conduct at least 9 technology business based seminars to provide training/education for business development; such seminars shall be specifically designed to provide these small businesses tools, resources, etc. to help them transition from “early stage” to “second stage” firms. TIC staff shall conduct follow-up interviews/surveys to identify how the strategies from the seminars were employed at various firms and how they were used to further job creation, their firm’s growth, and/or other definable advantages for businesses.
d. Assist at least 10 existing early stage businesses to graduate from the TIC, and such efforts should be targeted towards the longer term incubator tenants.
e. Connect at least 4 TIC firms with 4 Alumni businesses through a mentoring program to increase businesses development skills of the early stage Technology-based TIC firms.
f. TIC shall maintain its 30,000 square feet of dedicated incubator space, including dedicated service and support staff, in downtown Evanston. The space accommodates basic office, laboratory and light manufacturing uses and includes high speed redundant broadband with hosting capability and professional services in the areas of finance, marketing, legal, and negotiations

3. **Retention of “Second Stage” firms in Evanston.** Related to 2.d., above, TIC shall work with the City to develop an early notification plan for all potential “early stage” firm graduations from the incubator and shall assist Staff in the development of a strategy to retain the “Second Stage” firms within Evanston. Staff will work with TIC to define the terms of the strategy in the first quarter of 2012. This will begin to develop the framework of a broader attraction/retention strategy focused on targeted industries and gathering an understanding of the types of amenities, services, and infrastructure these firms need to succeed in Evanston.

4. **Clearly define scope of EBIC III incorporation and implementation plan.** The TIC shall define the proposed multi-year timeline for creating the fund and report to staff on a regular basis the progress. As 12% of the City’s grant is proposed to be used for this activity, it is important to see significant progress.

5. **Maintain City of Evanston Participation in TIC Management.** Retain the Economic Development Division Manager on the board of directors.

6. **Collaborate with City of Evanston to build national Evanston Brand in Technology Entrepreneurship.** The TIC shall work with Staff, as needed, on
City initiated marketing efforts, specifically related to technology entrepreneurship;

7. **Schedule City of Evanston Staff presentations.** Presented to targeted TIC firms (to be defined) that outline the City’s community and economic development initiatives and potential means of assistance with goal of expansion/retention. Schedule to be drafted early in first quarter FY 2012.

8. **EDC Review/Approval of Any Changes to Approved Funding Allocations.** TIC shall not amend the allocation of the approved funding, without seeking approval from the Economic Development Committee for any reallocation of funding.

9. **Reports.** The TIC shall provide no less than four reports, to the Staff and Economic Development Committee, and that such reports shall be provided to Economic Development Staff no later than two weeks prior to the regularly scheduled Economic Development Committee meetings in March, June, and September. Such reports should highlight achievements per quarter, and briefly summarize status of accomplishments.

10. **Standing Monthly Meetings.** Staff and TIC will meet at least monthly in FY 2012 to strategize on business development efforts, discuss progress of deliverables, research and develop best practices, interview TIC and other Evanston–based technology firms, and conduct other business as required.

11. **Payments.** The TIC shall provide invoices at the end March, June, and September for payment by the City. The City shall provide payment within 30 days of receipt of such invoices.
TIC Revised Proposed 2012 Operating Budget  
(uses of funds)
Revised to reflect Staff's Recommendation

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Economic Development Fund
Grant Application: Agencies / Organizations

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

1. APPLICANT INFORMATION

Name of Organization/Agency: Technology Innovation Center
Address: 820 Davis Street
City: Evanston  State: IL  Zip: 60201
Name of Primary Point of Contact (POC): Tim Lavengood
Title of POC: Executive Director
POC Phone: 847-866-1879  POC E-mail: t-lavengood@theincubator.com

2. ORGANIZATIONAL MISSION/STRUCTURE

Generally describe the services or programs provided by your organization:

The Technology Innovation Center (TIC) is a small business incubator dedicated to supporting the growth of early stage technology-based businesses. The TIC attracts start-up businesses to Evanston and helps them to grow by providing office space, business services, and access to university resources. The TIC fosters a collaborative environment where entrepreneurs can learn through peer networking and mentoring with our extensive network of alumni and other business professionals.

Attachment A: Resumes and/or Statements of Professional Qualifications of the Key Principals, Staff, Program/Project Leaders, and/or Board Members
Attachment B: Organizational Chart for Applicant Organization

Is your organization a Not-for-Profit or other tax-exempt entity? ☑ YES  □ NO  If Yes:
Attachment C: Provide proof of non-profit status

List any additional location(s) where organization operates (if different from address above):

825 Chicago Ave., Evanston, IL
Overview of Past EDG Funding Awards

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

How much money was awarded:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$0.00</td>
</tr>
<tr>
<td>2009</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>2010</td>
<td>$75,000.00</td>
</tr>
</tbody>
</table>

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

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

This balance is allocated toward programs and marketing efforts that we budgeted for, and we fully expect that it will be spent by the end of the fiscal year.

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

1. Alumni Group, Fundraising, Seminars, Student Projects:
   EDG funding allocated to program: $18,000
   --Business Plan Competition
   Measure of Success: Hold a business plan competition. Winning company to enter the Incubator and be mentored by a prominent tech company.
   Goals:
   - Attract new companies to Evanston
   - Link new companies to entrepreneurial mentors
   - Strengthen ties between TIC, alumni base, and other prominent tech companies

   We are currently in discussions with Mark Werwath of the Farley Center for Entrepreneurship and Innovation at NU regarding a TIC business plan competition. Werwath has helped to plan numerous business plan competitions at NU. We are planning to hold the business plan competition at the Incubator in the last quarter of FY 2011.

   See Attachment G for further information.

Attachment G: Supporting documentation describing the successes of the past funding awards.
3. ECONOMIC DEVELOPMENT GRANT (EDG) REQUEST & RELATED FUNDING

**Current EDG Funding Request**

Total amount of EDG funding currently requested: $111,000

What is expected timeframe for use of requested funds (6 months, 1 year, etc.)? 1 year

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

<table>
<thead>
<tr>
<th>Description of proposed program, project, etc.</th>
<th>Funding requested</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff / Personnel</strong></td>
<td>$75,400.00</td>
</tr>
</tbody>
</table>

*(estimated staff cost allocated by program)*

All activities outlined below will be led and coordinated by TIC executive director, Tim Lavengood. He will be the primary contact for all activities involving alumni on issues involving fundraising, business plan competition and mentoring as well as for all activities involving prospective advisory board members, including strategy development for TIC and clarification of board member responsibilities. Tim will select topics and speakers for seminars, in consultation with staff, and will interact with speakers in the development of seminar presentations to ensure that the content addresses the needs of the TIC community in terms of their stage of business development. Tim will also draw on his unique knowledge of the TIC’s extensive networks to ensure that all speakers, mentors and advisors are well matched to the goals of each client company for each interaction. Where necessary, the executive director will also moderate presentations.

When client companies are considering a move to larger space, the executive director is generally the first to know due to the requirement that the company provide 30 days notice prior to vacating TIC space. He is therefore in an ideal position to assist City economic development staff in retaining graduating companies by providing referrals. The executive director is also in a position to use his prior knowledge of the company, its infrastructural needs and its growth trajectory to assist all parties in arriving at an optimal match between company and long-term space.

The executive director will tap the TIC’s 25 years of experience working with early stage firms to design and implement a due diligence function for the EBIC III fund. He will work with limited partners and advisors as they are recruited to lead the development of EBIC as a corporation, investment criteria, deal structure and deal flow.

All IT related initiatives will be led and coordinated by the executive director, who is also qualified to oversee the delivery of IT-related
The executive director will invite proposals from relevant vendors, select vendors and IT partners and establish all goals and business terms for the acquisition of business applications, CRM platforms, social media tools, networking equipment upgrades and enhancement of bandwidth. In addition, he will oversee the selection and installation of all equipment involving server capacity and conversion to VOIP. As the primary contact between staff and clients, the executive director will oversee staff efforts to market the enhanced IT resources described below to existing client companies and to qualified startups that can be attracted to locate in Evanston in order to access these resources.

<table>
<thead>
<tr>
<th>Description of proposed program, project, etc.</th>
<th>Funding requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Group and Fundraising..................</td>
<td>$7,000</td>
</tr>
<tr>
<td>Seminars Student Project......................</td>
<td>$17,000</td>
</tr>
<tr>
<td>Company Retention/EBIC Fund...................</td>
<td>$15,000</td>
</tr>
<tr>
<td>Online Marketing..............................</td>
<td>$13,000</td>
</tr>
<tr>
<td>Tech Support....................................</td>
<td>$2,000</td>
</tr>
<tr>
<td>Ongoing Services..............................</td>
<td>$21,400</td>
</tr>
<tr>
<td>Internet (bandwidth)</td>
<td>15,000</td>
</tr>
<tr>
<td>Marketing</td>
<td>11,000</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>6,000</td>
</tr>
<tr>
<td>Description of proposed program, project, etc.</td>
<td>Funding requested</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Professional Fundraiser...................$3,000</td>
<td></td>
</tr>
<tr>
<td>Web designer...........................$3,000</td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>3,600</td>
</tr>
</tbody>
</table>

**Attachment D:** Any additional information on the proposed use of requested funds
4. PROPOSED EDG FUNDED PROGRAM OPERATION

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

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

N/A

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

The TIC has provided basic incubator services for 25 years. We do not anticipate any significant changes in format or staffing of our services, beyond a further upgrade in our broadband Internet services working with a consultant, and expansion of work with our fundraising consultant. In the past, TIC services have been funded as follows: TIC was funded by the Northwestern University/Evanston Research Park from its founding in 1986 until dissolution of the Research Park in 2001. The TIC continued to receive funding from Northwestern for 3 more years. In recent years, the TIC has received funding from the State of IL for an SBDC program which ended in 2009 due to DCEO budget cuts. We also received funding from the Japan External Trade Organization (JETRO). This funding ended in 2009 because of JETRO budget cuts. Neither of these budget cuts were related to TIC performance. We have also received varying amounts of private contributions. We currently recoup costs for telephone, Internet, and real estate. We have collected client company fees since 2008 (10% surcharge on rent).

Will the programs/services funded through the EDG grant be free of charge for participants? □ YES □ NO □ N/A If no, what fees will be charged and what is the basis for the fee structure?

Our business support services, free legal clinic, seminars, and networking events are free of charge. We do recoup costs for programming, telephone, broadband Internet, and real estate.
What is the target population and/or businesses to be served by EDG funded programs (e.g. age group, socio-economic level, geographic/location, etc.)?

Technology entrepreneurs who come to Evanston to start businesses in the Incubator. These entrepreneurs may come from other locations in Illinois or from out of state. In some cases, founders come from outside the U.S. Founders generally have advanced degrees in technology subjects. The Incubator also attracts entrepreneurs who are faculty members or students at area universities, as well as entrepreneurs who are scientists at research facilities. Each entrepreneur we target has a high potential for business growth that will create multiple high-quality jobs.

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

We propose to reach our target population of tech entrepreneurs through our Web site, which lists our services for entrepreneurs; through social media marketing strategies established last year; through our brochures and e-newsletters highlighting TIC news, events, and services for entrepreneurs, sent out to a listserv of 400 local tech businesses; and through our networking events and seminars for entrepreneurs on important small business topics.

TIC staff with prior experience in marketing will oversee the marketing effort.

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

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

<table>
<thead>
<tr>
<th>Staff &amp; Volunteers, Amount dedicated to these programs/services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time paid Executive Director: 80% of paid work</td>
</tr>
<tr>
<td>Unpaid Chairman: 30 hours per week</td>
</tr>
<tr>
<td>Part-time administrator: 60% of paid work</td>
</tr>
<tr>
<td>Unpaid legal staff: 10 hours per week</td>
</tr>
</tbody>
</table>
5. PUBLIC BENEFITS

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

- YES  √ NO  □ N/A

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

See attachment I for response

Describe proposed assistance to existing businesses:

See Attachment I for a description of how we will help retain TIC graduate companies in Evanston.

We will help companies currently in the Incubator expand by offering them:
1. High-speed broadband Internet services
2. Business seminars on strategies and tactics to encourage company growth
3. Pro bono legal advice through the Free Legal Clinic
4. Access to flexible space arrangements, allowing businesses to rent more space in the Incubator as needed
5. Entrepreneurial support / Business planning with Incubator staff
6. Networking and mentoring opportunities with our alumni companies
7. Opportunities to get important work done through student projects at area universities
8. Opportunity to use business services provided through cloud applications

Will this program help attract new business(es) to Evanston?  

- YES  √ NO  □ N/A

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

11 new companies entering the Incubator

Describe proposed assistance to attract new business(es):

We propose to attract new businesses to Evanston through word of mouth based on our reputation; through our Web site, which lists our services for entrepreneurs; through our social media presence and influence; through our brochures and newsletters highlighting TIC news, events, and services for entrepreneurs; and through our networking events and seminars for entrepreneurs on important small business topics. Our continuous upgrading of our broadband Internet will also make the TIC a more desirable location for high-tech business.

Will this program provide job training opportunities for Evanston residents?  

□ YES  √ NO  □ N/A

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

Training of 12 non-college-bound ETHS graduates

Describe proposed training:

Pathways for Success Ready Youth

1. Through a partnership with ETHS, coordinate a change in perception and terminology surrounding those candidates who do not choose a four year college path by presenting alternative options and resources.
2. Provide and develop the soft skills training and job readiness skills to pursue a career in various fields.
3. Accumulate and expand a bank of resources and alternatives to locate and develop middle skills career training opportunities.
4. Introduce candidates to entrepreneurship through business incubator programming and through potential internship opportunities.
Will this program allow for retention of existing or creation of new temporary (educator/leader for a specified program, construction/trades for specific project, etc.) and/or permanent employment opportunities:  □ YES  □ NO  □ N/A  If Yes, describe below:

<table>
<thead>
<tr>
<th>Temporary Jobs (Full-Time):</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporary Jobs (Part-Time):</td>
<td>The program allows us to continue employing a part-time administrator, a fundraising consultant, and an Internet bandwidth consultant to help us upgrade our bandwidth.</td>
</tr>
<tr>
<td>Permanent Jobs (Full-Time):</td>
<td>This program will enable our startup companies to create a total of 30 jobs. This program will also allow for retention of existing full-time permanent job: Executive Director.</td>
</tr>
<tr>
<td>Permanent Jobs (Part-Time):</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Will the programs/services for which your organization is seeking EDG funding include potential use of and/or contracts with M/W/EBE businesses to help increase the City's participation goals?

□ YES  □ NO  □ N/A

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

$15,000 or 13.5% of requested funds is expected to be completed by an MBE firm that will be our consultant for upgrading our broadband Internet. Our total relationship with M/W/EBE firms is $15,000 per year.
Describe proposed program/project outcomes not otherwise described above. Specifically, applicant should identify the desired outcome associated with each the EDG funded programs in terms of measurable performance goals (e.g. if computers are requested for purposes of training to increase employment skills, then proposed “outcomes” could be the success training X residents for specific types of employment opportunities with X residents gaining employment in the field for which they have been trained).

See Attachment D

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

Proposed criteria for monitoring outcomes:

We will measure the total number of companies attracted to TIC, number of graduating companies retained in Evanston, and number of jobs created by Incubator companies, by means of a survey of Incubator companies in the 4th quarter. We will also provide ongoing reports of this information as it is collected, in quarterly reports to the Economic Development Committee.

TIC graduate companies in Evanston will also be surveyed to quantify their growth and business linkages with Evanston companies. Progress on other components will be covered in quarterly reports to the Economic Development Committee.
COVER MEMORANDUM

October 17, 2011

As designated primary Point of Contact for Technology Innovation Center for our proposed 2012 EDG contract, I hereby certify that all information, statements, and attachments included in the application’s submission are true and accurate to the best of my knowledge.

Tim Lavengood
Executive Director
Technology Innovation Center

Date:
ATTACHMENT A

Resumes of Key Principals and Staff
CHARLES C. HAPPP  
657 ASH STREET  
WINNETKA, IL 60093  
847.727.5346  
cchapp329@gmail.com

1991-2011  Happ Management, Owner  
Winnetka, Illinois  
Real Estate Investment, Property Management, Finance

2004-2011  Technology Innovation Center, Chairman  
Evanston, Illinois  
25 Year old Not-for-Profit Business Start-up Incubator

2005-2011  Precision Biomarker Resources, Inc., Director & Business Manager  
Evanston, Illinois  
Provides automatic, high-throughput microarray technology in genomics, 
genetic analysis and bioinformatics for biomarker discovery.

Evanston, Illinois  
Real Estate Construction, Development, Property Management, Investment

1974-1979  First National Bank of Evanston  
Evanston, Illinois  
Vice President, Loan Operations

Experience

Charles Happ is Precision Biomarker’s business director and a founder. As the owner of a  
real estate investment company and board chairman of the Technology Innovation Center  
(TIC) incubator based in Evanston, Illinois, he brings broad business experience and  
insight into successful startups and rapid growth strategies. Precision Biomarker is his  
fourth startup company and the first in biotechnology. His other startups are in water  
filtration, real estate finance and equipment leasing. Mr. Happ became Chairman of TIC in  
November 2004 as the 20-year-old not-for-profit incubator became an independent  
organization. He has provided new leadership, new infrastructure, new capital, and new  
office headquarters to help enhance job growth and product development. He also offers  
TIC and its tenant companies business and financial consulting. TIC now boasts more  
than 40 technology-based startup client companies in two locations in Evanston.
Mr. Happ has worked and served in Evanston for 37 years. Mr. Happ’s successful real estate investment company, Happ Management, was founded in 1991 and today includes an extensive portfolio of buildings in Illinois, Maine and Florida, with the majority in Evanston. Previously, he was president of the Evanston-based real estate development company Raymond and Associates from 1979 to 1991. His real estate career began in 1974 when he was vice president of real estate operations for the First National Bank of Evanston, located at Davis and Sherman.

His real estate experience in finance, construction, development, management, and investment has proved valuable in his social service work with both TIC and the New Trier High School Board of Education in Winnetka, Illinois. Social service is an important focus for Mr. Happ, who began his involvement with TIC while serving as president of the New Trier Board of Education. At New Trier, he focuses on the business issues involved in running the two campuses that make up the high school, including financing and contracts for facilities. Previously, he was chairman of the Village of Winnetka Caucus after serving on its executive council.

**2007-2009**
New Trier High School District #203
Master Planning Process Committee

**1999-2007**
New Trier High School District #203
Board of Education, President 1999, 2000 and 2007
Board of Education, Vice President 2002 and 2006

**1997-1999**
New Trier High School District #203
Executive Director, Booster Club

**1997**
Village of Winnetka
Village Caucus Chairman

**1995-1996**
Village of Winnetka
Village Caucus Executive Board Member

**Education**

**1974**
Marquette University, Milwaukee, Wisconsin
B.A. Psychology
TIMOTHY LAVENGOOD  
9843 Kedvale Avenue, Skokie, IL 60076  847-676-9019

EXPERIENCE

Current Position, April, 1999 to present  
Executive Director, Technology Innovation Center  
Primary management responsibility for the TIC technology business incubator and related programs. The incubator includes approximately 40,000 square feet of space to house from 30 to 50 technology-based start-up companies. The incubator provides flexible leases, professional services, access to resources of Northwestern University, and interaction with a peer group of technology entrepreneurs.

January, 1995 to March, 1999  
Program Manager, Institute for International Entrepreneurship  
Managed the creation of this not-for-profit entity to conduct research and training in support of entrepreneurship based on international business strategies. Duties included management of the marketing component of the State of Illinois' Project Compete for the Illinois Chamber of Commerce, preparation of training materials on "International Business Basics" for the Chicago Southland Chamber of Commerce, and authorship of white papers on technology-based business development for overseas governments and universities.

May, 1994 to August, 1996  
Vice President for Management, Tambourine Technologies  
Partner in this business consulting firm along with two Northwestern faculty. Projects included advising public and private entities in Mexico and Jamaica to facilitate the creation and growth of businesses that leverage local resources and advanced processing technology to produce globally competitive industrial products. Duties included assistance in business plan and prospectus development, technical partner identification and supplier identification.

November, 1989 to May, 1994  
Industry Specialist, Center for the Interdisciplinary Study of Science and Technology (CISST) Northwestern University  
Projects included design and implementation of technology-based business incubator development projects for overseas public sector clients; design and drafting of winning proposal to USAID for a five year, $500,000 grant to enhance business outreach capabilities at Universidad Autonoma de Yucatan in Mexico through a partnership with Northwestern University; preparation of international market studies on emergent technologies for trade commissions from Western Europe; co-authorship of several studies of technology-based business development in developing economies for USAID, OECD Paris and the UN Center for Environment and Development; one of a two person CISST team retained by Arthur Andersen World Headquarters to research and develop a new consulting product in the area of technology management; editorial support for CISST newsletter.

June, 1986 to November, 1989  
Founded and ran an independent consulting business in science and engineering-based public relations. Clients included Northwestern University (University Relations), J.L. Kellogg Graduate School of Management, National Association of Power Engineers and the Portland Cement Association.

August, 1984 to June, 1986  
Science Writer, Wisconsin Alumni Research Foundation (WARF) University-Industry Research Program. Wrote feature articles and press releases on industrially relevant research at the University of Wisconsin-Madison, tailored to an industry audience. Specialized in biotechnology and medicine. Managed the preparation of press releases for phase I human testing of new cancer therapies at University Hospital.

EDUCATION

1984 Bachelor of Arts Degree, University of Wisconsin-Madison
1986 Master of Arts Degree, University of Wisconsin-Madison
MARKETING/COMMUNICATIONS PROFESSIONAL with experience in small business marketing, educational publishing and online learning. Specialties include writing, editing, e-newsletters, brochures, press releases, event planning and publicity.

FREELANCE EDITORIAL PROJECTS

TECHNOLOGY INNOVATION CENTER, Evanston, IL
Freelance Marketing / Communications, May 2010 to present
Responsible for implementing the Incubator's marketing strategy. Duties include crafting marketing messages and determining how and when to reach target audiences. Organized and publicized Incubator events. Created and distributed e-newsletters and announcements via e-mail newsletter service. Used tracking features to monitor results of e-mail campaigns. Writing, design and layout of marketing materials including brochures and print newsletters.

RECOR CORPORATION (Computer-based training solutions for Lotus software), Evanston, IL
Freelance Content Coordinator, October 2007 to June 2008, January 2009 - present
Redesigned the www.recor.com site using HTML and CSS. Updated the content of training courses for Lotus software to reflect changes in new software versions. Designed graphics using Paint Shop Pro to illustrate the training examples.

SCORE! EDUCATIONAL CENTERS (Tutoring centers, part of Kaplan, Inc.), Chicago, IL
Reading Passage Development Editor (Contract), June 2008 to November 2008
Edited grades 4-8 fiction and non-fiction reading passages for a tutoring program. Ensured that passages met the learning objectives established for each grade level. Selected the reading passages that best met the learning objectives for inclusion in the print version of the program.

THOMAS NIEMAN INC. (Editorial content developer), Wilmette, IL
Writer, Literature Textbook Series, November 2006 to July 2007
Wrote lessons and teacher's edition materials for several units of a grade 6 literature textbook. Wrote introductions to literary works and descriptions of key reading skills and literary elements. Wrote review questions as well as creative and expository writing activities inspired by the literary selection.

COLMAN BROHAN DAVIS (Marketing/Communications firm), Chicago, IL
Proofreader, part time, September 2005 to November 2006
Responsible for proofreading marketing materials including display advertisements, direct mail, and Web sites. Researched and wrote material for newsletters and white papers. Wrote press releases about CBD and its clients. Wrote student profiles, FAQs, and other material for the Web site of an online university. After leaving the company in 2006, occasionally called upon to return and do freelance proofreading jobs for CBD.

SCOTT FORESMAN (Textbook publishing company), Glenview, IL
Associate Editor, Social Studies (Term of Project), March 2001 to September 2002
COMPUTER SKILLS

<table>
<thead>
<tr>
<th>Microsoft Office</th>
<th>Graphics / Web</th>
<th>IBM Lotus Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Word</td>
<td>• Adobe Photoshop CS4</td>
<td>• Lotus Notes 8.5</td>
</tr>
<tr>
<td>• Excel</td>
<td>• Adobe Illustrator CS4</td>
<td>• Lotus Sametime Connect 8 (instant messaging)</td>
</tr>
<tr>
<td>• Outlook</td>
<td>• Paint Shop Pro 5</td>
<td></td>
</tr>
<tr>
<td>• PowerPoint</td>
<td>• HTML</td>
<td>• iNotes 8.5</td>
</tr>
<tr>
<td></td>
<td>• CSS</td>
<td></td>
</tr>
</tbody>
</table>

OTHER FULL-TIME AND PART-TIME EMPLOYMENT

TECHNOLOGY INNOVATION CENTER, Evanston, IL
  • Programs Coordinator, part time, January 2004 to May 2006
    Started The Incubator E-Mag, an e-newsletter for the Incubator community. Updated the content of the Incubator Web site. Coordinated the planning and promotion of the Incubator’s Anniversary Party. Wrote press releases promoting seminars held at the Incubator.
  • Administrative Assistant, part time, December 2002 to December 2003
    Duties included responding to tenant company requests for information, supplies, and IT service. Performed general administrative duties.

GENERAL LEARNING COMMUNICATIONS (Publisher of education and healthcare magazines), Northbrook, IL
  Assistant Editor, March 1999 to March 2001

NORTH SHORE SENIOR CENTER (Not-for-profit center for senior services), Northfield, IL
  Public Relations Associate, part time, September 1998 to May 1999
  Wrote announcements for the NSSC Web site about classes, services, and events. Wrote press releases promoting classes and services. Searched out little-known senior services to publicize, which resulted in a larger number of seniors utilizing these services.

THE RAVINIA FESTIVAL (Not-for-profit summer music festival), Highland Park, IL
  Administrative Assistant, Marketing/Public Relations Dept., May 1997 to September 1998
  Edited artists’ biographies for program books. Proofread program books, advertisements, and brochure copy. Wrote a weekly column about classical and jazz music Web sites, which appeared in Encore magazine. Wrote copy for Ravinia Gifts advertisements. Organized and maintained Ravinia photo files and department publications. Supervised student interns as they completed basic P.R. duties.

THE INSTRUMENTALIST PUBLISHING COMPANY (Publisher of music magazines), Northfield, IL
  Advertising / Editorial Assistant, 1991 to 1993

EDUCATION

INDIANA UNIVERSITY
  M.A. in Journalism, specialization in Arts Journalism.

NORTHWESTERN UNIVERSITY
  B.A. in English Literature, poetry concentration in the Writing Program.
  B.M. in French Horn Performance.
Attachment B
Technology Innovation Center
Organizational Chart
Attachment C

Proof of Non-Profit Status
Dear Applicant:

Based on information supplied and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3), effective on the date shown above.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in the sections shown above.

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during the advance ruling period. This advance ruling period begins on the effective date of this letter and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to your Key District Director information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the effective date of your exemption for purposes of section 4940, which imposes an excise tax on your net investment income, and section 507(d),
which defines, in the event of termination of status, the aggregate tax benefit derived from tax exemption as a section 501(c)(3) organization.

Donors (including private foundations) may rely on the advance ruling that you are not a private foundation until 90 days after your advance ruling period ends. If you submit the required information within the 90 days, donors may continue to rely on the advance ruling until we make a final determination of your foundation status. However, if notice that you will no longer be treated as the type of organization shown above is published in the Internal Revenue Bulletin, donors may not rely on this advance ruling after the date of such publication. Also, donors (other than private foundations) may not rely on the classification shown above if they were in part responsible for, or were aware of, the act that resulted in your loss of that classification, or if they acquired knowledge that the Internal Revenue Service had given notice that you would be removed from that classification. Private foundations may rely on the classification shown above whether or not they were responsible for an act or failure to act that caused you to lose your classification as long as you were not directly or indirectly controlled by them or by disqualified persons with respect to them. However, private foundations may not rely on the classification shown above if they acquired knowledge that the Internal Revenue Service had given notice that you would be removed from that classification.

If your sources of support, or your purposes, character, or method of operation change, please let your key district know so that office can consider the effect of the change on your exempt status and foundation status. In the case of an amended organizing document or bylaws, please send a copy of the amended organizing document or bylaws to your key district. Also, you should inform your key District Director of all changes in your name or address.

Unless specifically excepted, beginning January 1, 1984, you must pay taxes under the Federal Insurance Contributions Act (social security taxes) for each employee who is paid $100 or more in a calendar year. You are not required to pay tax under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other federal excise taxes. If you have questions about excise, employment, or other federal taxes, contact your key District Director.

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

If your organization conducts fund-raising events such as benefit dinners, auctions, membership drives, etc., where something of value is received in return for contributions, you can help your contributors
Technology Innovation Center, Inc.

avoid difficulties with their income tax returns by assisting them in determining the proper tax treatment of their contributions. To do this, you should, in advance of the event, determine the fair market value of the benefit received and state it in your fund-raising materials such as solicitations, tickets, and receipts in such a way that your contributors can determine how much is deductible and how much is not. To assist you in this, the Service has issued Publication 1391, Deductibility of Payments Made to Organizations Conducting Fund-Raising Events. You may obtain copies of Publication 1391 from your local district office.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year normally are more than $25,000. If your gross receipts are not normally more than $25,000, we ask that you establish that you are not required to file Form 990 by completing Part I of that Form for your first year. Thereafter, you will not be required to file a return until your gross receipts normally exceed the $25,000 minimum. For guidance in determining if your gross receipts are "normally" not more than the $25,000 limit, see the instructions for the Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of $10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. The maximum penalty charged cannot exceed $5,000 or 5 percent of your gross receipts for the year whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are required to make your annual return available for public inspection for a period of three years after the return is due. You are also required to make available a copy of your exemption application, any supporting documents, and this exemption letter. Failure to make these documents available for public inspection may subject you to a penalty of $10 per day for each day there is a failure to comply (up to a maximum of $5,000 in the case of an annual return). See Internal Revenue Service Notice 88-120, 1988-2 C. B. 454, for additional information.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513.

Failure to keep adequate and timely books and records, including books of account, on an annual basis or to file information returns, when appropriate, could jeopardize your exempt status or your foundation classification. See Rev. Rul. 59-95, 1959-1 C. B. 627.

Please show your employer identification number on all returns you file and in all correspondence with the Internal Revenue Service.

We are informing your key District Director of this ruling. Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.
Technology Innovation Center, Inc.

If you have any questions about this ruling, please contact the person whose name and telephone number are shown in the heading of this letter. For other matters, including questions concerning reporting requirements, please contact your key District Director.

Sincerely yours,

[Signature]

Marvin Friedlander
Chief, Exempt Organizations
Rulings Branch 1

Enclosure

The applicant organization for the grant that supports the Small Business Development Center is the Technology Innovation Center.

FEIN #: 36-3797555
<table>
<thead>
<tr>
<th>Assets</th>
<th>(A) Beginning of year</th>
<th>(B) End of year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Cash—non-interest bearing</td>
<td>15,759</td>
<td>26,821</td>
</tr>
<tr>
<td>2 Savings and temporary cash investments</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3 Pledges and grants receivable, net</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4 Accounts receivable, net</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Notes and loans receivable, net</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8 Inventories for sale or use</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>9 Prepaid expenses and deferred charges</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D</td>
<td>161,162</td>
<td>1,161</td>
</tr>
<tr>
<td>b Less: accumulated depreciation</td>
<td>160,001</td>
<td>5,089</td>
</tr>
<tr>
<td>11 Investments—publicly traded securities</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12 Investments—other securities. See Part IV, line 11</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>13 Investments—program-related. See Part IV, line 11</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>14 Intangible assets</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15 Other assets. See Part IV, line 11</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>16 Total assets. Add lines 1 through 15 (must equal line 34)</td>
<td>20,848</td>
<td>27,982</td>
</tr>
<tr>
<td></td>
<td>47,865</td>
<td>1,699</td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 Accounts payable and accrued expenses</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>18 Grants payable</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>19 Deferred revenue</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>20 Tax-exempt bond liabilities</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>21 Escrow or custodial account liability. Complete Part IV of Schedule D</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L</td>
<td>119,160</td>
<td>117,118</td>
</tr>
<tr>
<td>23 Secured mortgages and notes payable to unrelated third parties</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>24 Unsecured notes and loans payable to unrelated third parties</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>25 Other liabilities. Complete Part X of Schedule D</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>26 Total liabilities. Add lines 17 through 25</td>
<td>167,025</td>
<td>118,817</td>
</tr>
<tr>
<td></td>
<td>-146,177</td>
<td>-90,835</td>
</tr>
<tr>
<td>Organizations that follow SFAS 117, check here □ □ and complete lines 27 through 29, and lines 33 and 34.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Unrestricted net assets</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>28 Temporarily restricted net assets</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>29 Permanently restricted net assets</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Organizations that do not follow SFAS 117, check here □ □ and complete lines 30 through 34.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Capital stock or trust principal, or current funds</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>31 Paid-in or capital surplus, or land, building, or equipment fund</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>32 Retained earnings, endowment, accumulated income, or other funds</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>33 Total net assets or fund balances</td>
<td>-146,177</td>
<td>-90,835</td>
</tr>
<tr>
<td>34 Total liabilities and net assets/fund balances</td>
<td>20,848</td>
<td>27,982</td>
</tr>
</tbody>
</table>
### Part XI - Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total revenue (must equal Part VIII, column (A), line 12)</td>
</tr>
<tr>
<td>2</td>
<td>Total expenses (must equal Part IX, column (A), line 25)</td>
</tr>
<tr>
<td>3</td>
<td>Revenue less expenses. Subtract line 2 from line 1</td>
</tr>
<tr>
<td>4</td>
<td>Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))</td>
</tr>
<tr>
<td>5</td>
<td>Other changes in net assets or fund balances (explain in Schedule O)</td>
</tr>
<tr>
<td>6</td>
<td>Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))</td>
</tr>
</tbody>
</table>

### Part XII - Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>2a</td>
<td>Were the organization's financial statements compiled or reviewed by an independent accountant?</td>
<td></td>
</tr>
<tr>
<td>2b</td>
<td>Were the organization's financial statements audited by an independent accountant?</td>
<td></td>
</tr>
<tr>
<td>2c</td>
<td>If &quot;Yes&quot; to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?</td>
<td></td>
</tr>
<tr>
<td>3a</td>
<td>As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?</td>
<td>X</td>
</tr>
<tr>
<td>3b</td>
<td>If &quot;Yes,&quot; did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.</td>
<td></td>
</tr>
</tbody>
</table>
Attachment D:  
*Any additional information on the proposed use of requested funds*

1. Alumni Group and Fundraising

Funding requested: $7,000 for salaries, $1,000 for marketing, $3,000 for professional fundraiser

Total: $11,000

**Business plan competition:**

In FY 2012, we plan to have a different sponsor company, a different panel of judges, and a new marketing strategy to suit the new industry we plan to focus on. We are currently exploring automated manufacturing as the proposed industry for the FY 2012 competition,

We anticipate holding this competition at TIC in the 4th quarter. By that time, we expect to have established a structure for and participants in the EBIC III investment fund. Therefore, this year's mentoring will include both a prominent tech company as well as input from participants in the investment fund – to assist companies in understanding the milestones required in order to obtain financing.

**Desired Outcomes:**

- Winning company will relocate to Evanston
- Winning company will be mentored by a prominent tech company and potential investors.
- Business plan competition will strengthen ties between TIC, alumni base and other prominent tech companies, and contribute to deal flow for the investment fund.

**Outside experts involved in project:**

- TIC Alumni – Tim and Louise will approach them for advice on planning a business plan competition and as potential sponsors of the competition.
- Other prominent tech companies – Tim will contact other tech companies as potential sponsors of the business plan competition.
- Other entrepreneurial experts – Tim will contact other experts as needed to help plan competition, including those from the EBIC III fund.

**Description of tasks:**  

**Funding Requested for Business Plan Competition:** $4,000 in salaries, $1,000 for marketing

- Tim Lavengood will contact the companies, groups, and individuals who will help us put together the business plan competition.
- Tim will recruit a panel of judges for the competition.
- Tim will prepare an outline of the business plan competition, identifying the expectations of all parties.
- Louise and Tim will recruit candidate companies through our TIC network, the Illinois Technology Association (ITA), and other organizations.
- Louise will publicize the competition to our TIC network, City of Evanston officials, NU contacts, area entrepreneurs, and other contacts.
Advisory Board:

The Advisory Board’s job is to support sustainability of TIC and TIC client companies. We plan to enlist the aid of Advisory Board members in attracting funding from private sources, as opposed to relying solely on government funding organizations with declining budgets.

Anticipated Outcomes:

- Members will be involved in general strategy development for TIC operations.
- Members will assist in prioritizing TIC initiatives.
- Members will provide mentoring services to TIC companies.
- Members will assist in fundraising, utilizing their contacts.

Who are we approaching:

Description of tasks:

Funding requested: $3,000 for salaries, $3,000 for consultants (professional fundraisers)

- Tim Lavengood will identify more prospective advisory board members, assess their interest, and solicit their feedback on board structure.
- Tim will host an event, perhaps a dinner, bringing all prospective board members together to identify goals, launch the board, and clarify expectations of individual board members.
- Tim will leverage the contacts and resources of the advisory board to attract funding from private sources.
- (Note: the above tasks will be conducted by the Executive Director with significant input from the governing board.)
- Professional fundraising team will help us develop a strategy and pitch for our advisory board to use in leveraging their contacts. This strategy and pitch will provide a more sophisticated approach to targeting and appealing to private individuals and organizations.

2. Seminars / Student Projects

Funding requested: 17,000 for salaries, $3,000 for advertising and marketing

Total: $20,000

Note: We are requesting $17,000 for salaries for planning and executing a total number of 24 seminars, war stories, and student projects. This results in only about $700 in personnel time per project.

Seminars:

Anticipated Outcomes:

- Total of 9 seminars and war stories
Foster business relationships between presenters, TIC companies and outside companies

Who are we approaching:
- Prominent entrepreneurs to speak on their experiences as company founders for “War Stories”
- Experts in basic business administration areas, such as marketing, accounting, legal, etc.
- Experts in other areas important to small businesses, such as social media marketing, search engine optimization, etc.

Description of tasks:
Funding requested for seminars: $9,000 for salaries, $3,000 for advertising and marketing
- Tim Lavengood will identify potential seminar topics of interest to clientele.
- Tim will recruit speakers.
- Tim will hold clarifying discussions with presenters to refine topics and ensure final presentation meets the needs of our audience.
- When necessary, Tim will moderate the presentation or war story.
- Tim will follow up on inquiries that come from seminar participants.
- Tim and Louise will seek sponsorships to cover the cost of food at seminars.
- Louise is responsible for all Marketing / Publicity for events.
- Louise is responsible for photography and filming of seminars.
- Per request from City of Evanston, Louise will collect information on number of seminar attendees from inside and outside the Incubator.

Student Projects:

Anticipated Outcome:
15 student projects with area universities

Several academic departments at Northwestern University, including the Kellogg School of Management and McCormick School of Engineering, offer courses that require that students complete design or marketing projects with area companies. As in previous years, we plan to set up a meeting with NU faculty, students, TIC companies and area entrepreneurs to learn more about student project opportunities at NU and the project needs of our TIC companies and other area entrepreneurs.

These meetings will enable entrepreneurs with design or marketing needs to make the necessary contacts to participate in student projects in these NU departments.

We seek to mediate interactions between these groups (TIC companies, professors, students), so that the pedagogical goals of the professors, the career goals of the students, and the business goals of the companies are all met. This requires participation in meetings, assistance with definition of deliverables, and working with faculty over time to understand their educational objectives.

Who are we approaching:
- NU faculty members
- NU students
- TIC client companies
- Area entrepreneurs

Description of tasks:
Funding Requested for Student Projects: $8,000

- Tim Lavengood will organize a meeting between NU faculty, students, and entrepreneurs.
- Tim will mediate the interactions between these different groups to ensure that all faculty, students, and client companies are satisfied with the project outcome.
- Tim will participate in meetings, assist with definition of deliverables, and work with faculty over time to understand their educational objectives.

3. Company Retention / EBIC III Fund

Funding requested: $15,000 for salaries

Company Retention

Anticipated Outcome: Assist 10 companies in identifying options for staying in Evanston upon graduation.

TIC will monitor the emerging real estate needs of our growing client companies and ensure that they are aware of city resources that will facilitate their retention in Evanston upon graduation from TIC. We will inform the companies of these city resources, what they can do, and who to contact at the City. City staff has primary responsibility for retention of TIC grads in Evanston.

We will work with the City to create a description of retention services available at the City. We will give this document to companies that are at the stage of possible graduation from TIC.

Description of Tasks:
Funding requested for Company Retention: $3,000 for salaries

- Tim Lavengood will work with the City to produce a written document outlining these retention resources.
- Tim will monitor TIC client companies’ emerging real estate needs and make sure companies are aware of City resources.
- Tim will make appropriate referrals to City staff.

EBIC III Fund

The companies most valuable to the City are those most likely to receive private placement financing. Since 2004, when the EBIC (Evanston Business Investment Corporation) funds were closed, Evanston has had no organized mechanism to provide that stage of investment for companies. Therefore, many of the high-potential graduates of TIC have left Evanston for areas where funding is available.

TIC will lead in the development of this fund, but we recognize that this is a long-term, complex process. Given the reduced involvement of area banks in this stage of financing, and the lack of any existing organized civic groups representing ready sources of funding, this may be a process requiring more than one year to accomplish. However, no organization is better positioned than
we are. We know potential funders, we know companies that would create deal flow, and we are experienced in the due diligence assessment of early-stage technology firms.

**Anticipated Outcomes:**
- Seek to establish a corporate entity to receive and manage funds.
- Establish investment criteria and portfolio management strategy.
- Establish TIC as a partner responsible for investment due diligence.
- Create limited partnerships within Evanston to provide initial capitalization of between $300,000 and $600,000.

**Who we are approaching:**
- We will approach business and civic leaders and former CEOs with financial wherewithal and desire to expand their community involvement, as potential investors.
- We will approach current and former officers of technology startups resident in Evanston with a desire to serve in management of portfolio companies, sit on boards of such companies, and advise the fund.

**Description of Tasks:**
**Funding requested for EBIC III Fund:** $12,000 for salaries
Tim Lavengood is responsible for the following tasks:
- Identify potential participants in the fund
- Meet with potential participants one-on-one
- Based on input, prepare business plan and fiduciary prospectus
- Incorporate fund
- Establish bylaws and investment criteria
- Recruit initial investors

**4. Online Marketing / Cloud Applications**

**Funding requested:** $13,000 for salaries, $7,000 for marketing

**Rationale for selecting particular Cloud Business Applications:**

Cloud computing has been evolving at an extremely rapid pace during the last year. We have identified a basic platform (on Nimble) on which to provide a suite of business support tools.

Proper administration is critical to the growth of early-stage companies. Several areas of business administration are necessary components of business growth at every level.

Administration tends to evolve slowly in startup companies controlled by engineers. It usually lags behind product development and other technical aspects. Our business owners are usually technologists who don’t have experience in the administrative side of a business.

Ideally, a company’s administrative capability should evolve at the same speed as its ability to develop products and reach out to customers. That is a key to strong, stable company growth.

A company can only grow efficiently if all of these administrative components grow along with the company’s products and services.
To ensure that a rapid-growth company can grow its administrative components at the same rate, we are assembling a suite of cloud business applications to help our companies get up to speed in the administrative side of their business.

In the long run, these administrative business services will save our tech startups time and money.

Anticipated Outcomes:

- Expand our user base for these cloud applications
- Modify the composition of our suite of cloud applications based on user feedback
- Launch a marketing campaign to promote TIC as a provider of cloud applications, targeting prospective TIC companies
- Conduct training for interested TIC companies and prospective TIC companies on these business applications, including seminars.

Description of Tasks:

**Funding requested for Cloud Business Applications:** $10,000 for salaries, $5,000 for marketing

- Train new companies in use of applications: Tim
- Gather user feedback: Tim
- Re-assess vendors and modify our application offerings – Tim
- Create and execute marketing plan for attracting new companies to TIC based on our offerings of cloud business apps – Louise

**Online Marketing**

We plan to integrate our existing Technologyinnovationcenter.org online entrepreneur community into the new LinkedIn group for entrepreneurs we will create. The existing site contains approximately 325 members who will be migrated over into the new LinkedIn group.

Our Facebook page, LinkedIn profile and group, and Twitter account will be integrated with our new website and form the basis of our new marketing approach: establishing TIC as an online thought leader in innovation-based entrepreneurship.

Anticipated Outcomes:

- LinkedIn Group for TIC Alumni
- LinkedIn Group for Entrepreneurs
- Integrate our social media channels with our redesigned website and Nimble platform.

Description of Tasks:

**Funding requested for Online Marketing:** $3,000 for salaries, $2,000 for marketing

- Establish LinkedIn Groups: Tim
- Prepare announcements to participants in TIC’s online community re: migration to LinkedIn: Louise
- Prepare announcements to TIC Alumni Group: Louise
- Integration of social media with TIC website and Nimble platform: Tim
- Use new media channels to establish TIC as online thought leader in entrepreneurship: Tim and Louise

5. Internet Services
**Funding requested**: 15,000 for bandwidth; 2,000 for salaries (tech support); $3,000 for consultant (website redesign).

Total: $20,000

**Website Redesign**:

**Anticipated Outcome**: Redesigned website using CMS system for use in updating content, integration with TIC social media channels

**Description of Tasks**:

**Funding requested for Website redesign**: $1,000 for salaries, $3,000 for consultants

Oversight of web design consultant based on our established website redesign plan – Tim Lavengood

**Broadband**:

**Anticipated Outcomes**:
- Upgrade to 40 megs of available bandwidth
- Choose new telephone and bandwidth service provider
- Attract 3 or 4 new bandwidth-intensive technology companies

**Description of Tasks / Funding requested for broadband**: $1,000 for salaries, $15,000 for bandwidth

**Description of tasks**:
- Negotiate final terms with service provider - Tim
- Oversee installation of equipment upgrades - Tim

**6. ***Ongoing Incubator Services (note new section!)*

Funding requested: $21,400 for staff, $3,600 for Rent (25%)

TOTAL: $25,000

**Anticipated outcomes**:
-- Attract 11 companies to Evanston
-- Create 25 jobs
-- Attract $500K in funding for TIC companies (Including EBIC III fund)
-- Survey Evanston alumni companies to collect data on office space under rental, total number of jobs, other business ties to Evanston, etc.

**Description of Tasks**:
- Tim Lavengood is responsible for interviewing and admission of prospective companies. (average time spent meeting with each prospective company: 4 hours)
- Tim is responsible for oversight of the due diligence process of company admissions, based on business plan reviews, interviews with applicants, consultations with industry-specific experts, and Internet research.
• Tim and Louise are responsible for marketing and company attraction strategies based on referrals, preparation and distribution of collateral materials, and social networking strategies based on SEO, LinkedIn, and the websites theincubator.com and technologyinnovationcenter.org.

• Tim will provide general business counseling services tailored to the unique needs of the technology entrepreneur in areas including incorporation, shareholder agreements, business planning, financial prospectus and pro forma, banking, investor relations, marketing strategy and customer negotiations.

• Tim will distribute job descriptions to appropriate outlets for TIC companies currently hiring.

• Tim Lavengood and Louise Burton will design TIC alumni survey.

• Louise Burton will survey TIC alumni companies in Evanston.
Attachment G

<table>
<thead>
<tr>
<th>Summary of how TIC’s 2011 EDG Funding was allocated to specific programs, services, and/or staff:</th>
<th>Funding Received</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff/Personnel</strong> &lt;br&gt;Online Marketing / Cloud Applications: $18,750 &lt;br&gt;Ongoing Incubator Services: $11,550 &lt;br&gt;Alumni Group, Fundraising, Seminars, Projects: $15,480</td>
<td>$45,780</td>
</tr>
<tr>
<td><strong>Marketing</strong> &lt;br&gt;Alumni Group, Fundraising, Seminars, Projects</td>
<td>$1040</td>
</tr>
<tr>
<td><strong>Professional Fees</strong> &lt;br&gt;Broadband and Internet Upgrade Consultant: $1500 &lt;br&gt;Fundraiser: $1480</td>
<td>$2980</td>
</tr>
<tr>
<td><strong>Equipment and Bandwidth</strong></td>
<td>$18,750</td>
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<tr>
<td><strong>Software Licenses</strong></td>
<td>$3750</td>
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<tr>
<td><strong>Rent</strong></td>
<td>$2700</td>
</tr>
<tr>
<td><strong>Total Funding Received</strong></td>
<td>$75,000</td>
</tr>
</tbody>
</table>

1. Alumni Group, Fundraising, Seminars, Student Projects, continued:

--Professional Fundraiser – Funding allocated: $1480

**Measure of Success:** Consult with a professional fundraiser on a fundraising strategy, resulting in 3 proposals to funding sources.

Starting in June 2011, we retained the services of Megan Kashner, formerly executive director of the Taproot Foundation (Chicago office), and Julie Simpson, formerly of Urban Gateways. We have had 5 meetings with this team since June, 2011.

**Outcomes:**

- TIC staff completed 2 proposals for funding this year from the City of Evanston and the Federal Government.

The fundraising team led TIC staff through the following:

- Diagnostic sessions: Diagnosis of TIC strengths/weaknesses, its mission, and its goals.
- Strategic Planning, including plans for an Advisory Board to help with fundraising.
- The team will lead us through the development of a fundraising strategy utilizing an Advisory Board by the end of 2011.
- The team will lead us through development of written descriptions of expectations for advisory board members by the end of 2011.
- We have had meetings with 3 prospective Advisory Board members.
- Development of content for TIC Anniversary Party formal invitation, sent to 300 contacts by Louise Burton.
--Business Seminars / War Stories

Measure of Success: A total of 6 seminars and war stories.

The Incubator conducts these seminars with the following goals:

- Introduce prospective clients to TIC
- Enhance the entrepreneurial learning environment within the TIC
- Provide educational and professional development opportunities to Evanston small businesses
- Foster relationships between presenters, Incubator companies and outside companies

We have held 3 seminars in FY 2011 and have scheduled 2 more on Oct. 27 and Nov. 10. A “War Story” event is currently in the planning stages for the 3rd quarter of FY 2011. These seminars include:

--Marketing and Sales Management Databases: a Guide for Entrepreneurs (June 30, 2011)

Attendees: 10 (6 from TIC, 4 from outside TIC)

Marketing is a particular emphasis of the TIC seminar series, because it is very often the weakest necessary business component found in the typical tech startup. This seminar was designed to introduce entrepreneurs to a basic marketing database structure. The presenter, John Kennedy, owned a company in the Incubator in the 1980s. Kennedy built and sold an early CRM software package, and has been in the field for 25 years. He presented a stripped-down, minimal marketing database structure to be used as a first step in building a marketing capability within a tech startup.

--Current trends in software development outsourcing (Sept. 22, 2011)

Attendees: 12 (8 from TIC, 4 from outside TIC)

We decided to hold a seminar on software development outsourcing because it is a low cost, flexible way for early-stage companies to access specialized programming skills. However, these relationships can be complicated, particularly when involving overseas countries. Poor management of these relationships can postpone or ruin critical initiatives within startup companies.

This seminar provided an overview of how these relationships can work most efficiently. The presenters were Mark Werwath, an experienced entrepreneur and current NU Farley Center clinical professor, and Sanjay Savkur of Indusa, his Indian business partner.

Tim Lavengood discussed this presentation with Werwath beforehand and made some recommendations about the content and scheduling of the presentation.

Outcomes:

- Tim Lavengood organized a meeting between Werwath, Indusa and a representative from Combyne who attended the seminar.
- Combyne has begun working with the Incubator and is considering locating here.
- A professional services company, that donates services to the Incubator, attended the seminar and made contact with Werwath and Indusa.

--Introduction to Hackerspaces and the Maker Movement (October 5, 2011)
Attendees: 16 (7 from TIC, 9 from outside TIC)

We decided to present a seminar introducing hackerspaces, because they are an outgrowth of rapid development in intelligent bench-level manufacturing tools such as 3-D printing, laser cutting, and CAD software.

As hackerspaces evolve, they promise to create very fruitful synergies with the technology incubator environment. TIC is the first incubator in the Chicago area to reach out to Pumping Station: One, the first hackerspace established in Chicago.

Another purpose of this seminar was to introduce both parties to the concepts and potential synergies of incubators and hackerspaces. Furthermore, it is an early step in a planning process jointly with Pumping Station: One to host a national Maker Faire in 2012. Former TIC entrepreneur Steve Finkelman is leading the initiative to host the Maker Faire in the Evanston area.

A hackerspace is a community where members can use tools and machinery to make things and learn new skills from each other, such as sewing and weaving, software, welding and machine tools. The maker movement is a grassroots movement focused on new manufacturing technology such as 3-D printing, which is enabling small businesses to manufacture small tools and parts.

Outcomes:
- Tim received two inquiries about joining Pumping Station: One. One came from an Incubator person and one came from outside the Incubator.
- A discussion began regarding Pumping Station: One acquiring office space at TIC for members interested in commercializing some aspect of their work.
- Joe Born, a former TIC company owner and member of PS:1, offered to act as liaison for developing further collaboration between the organizations.
- The PS:1 president and former president reviewed other facilities in Evanston after the conference regarding possible expansion to Evanston.

-- Networking Events

Measure of Success: Participate in a Chicago networking event as co-sponsor or featured organization.

Goal:
Establish a presence outside of Evanston, to enhance our reputation and attract more companies from outside Evanston.

Startup Illinois Launch Event
Incubator staff and selected companies were invited guests at this event, hosted by Governor Pat Quinn. The event took place at the Tribeca Flashpoint Academy at the Chicago Merchandise Mart.

Outcomes
- Tim Lavengood met 2 members of B3comm.com at this event. Tim later met with them regarding the application of game theory to entrepreneurship, and the possibility of generating a research project with Kellogg faculty to study this. Tim explained the Incubator and its programs in depth to them.
- Scott Case, president of Startup America, requested that the Incubator provide videoclips about its companies for a video that Startup America is making, to be aired nationwide. Tim gave instructions for these videos, which were shot by Louise Burton and submitted to Case.
Panel Discussion at 4th International Conference on Ceramics

Tim Lavengood is currently collaborating in the planning of a panel discussion at the 4th International Congress on Ceramics, to be held on July 17, 2012. The Congress on Ceramics is an academic conference furthering ceramics and glass science and research. This is the largest meeting of scientific ceramicists in the world.

Lavengood recently received word from Mark Mecklenborg, the director of publications and meetings, that the panel will take place. The panel will be on the subject of technology entrepreneurship in the field of ceramics. Tim Lavengood of TIC will be the moderator of the panel, and two Incubator company owners are currently scheduled to be speakers. Expected attendance at the panel is about 100 people.

Tim Lavengood is currently working with Rick Weber of Materials Development Corp., a company in the Incubator, to plan the panel discussion. The proposed title for the panel is “Technology Entrepreneurship – the Next Generation of Technology Transfer.” Tim Lavengood is currently recruiting experts in the technology and investment fields to be speakers on the panel.

The International Congress on Ceramics is an academic conference held every three years. Expected total attendance at this conference is more than 600 people. For more information, visit http://ceramics.org/4th-international-congress-on-ceramics-icc4

In addition, the Ceramics Conference has requested the Incubator’s help in identifying possible Japanese panel participants for a panel on international cases of entrepreneurship. Tim Lavengood is in discussions with his contact at JETRO (Japan External Trade Organization) to locate Japanese participants.

-- Student Projects –

Measure of Success: help our companies secure 10 student projects.

Incubator companies are currently working on or have already completed 6 student projects so far this fiscal year. As we have mentioned, during most of the first 2 quarters of this fiscal year schools were not in session, so we anticipate a greater number of student projects will happen in the last quarter of this year.

Goals:

• Create high-value-add opportunities for TIC companies in areas of marketing segmentation research and prototyping/design, primarily through collaboration with Kellogg and McCormick students and faculty.

• Benefit area students and enhance connections between universities and local business communities.

Outcomes:

Student Projects with Incubator Companies in FY 2011 (1st two quarters):

Engrana – This summer, an NU student from McCormick School of Engineering worked on a project for Engrana. The project involved designing aerodynamic improvements to a school bus.

Psylotech – worked with a University of Colorado – Boulder engineering student who did a design project for Psylotech this summer. Psylotech is currently working with two teams of engineering students on projects, one team from NU and the other from University of Illinois.
Enspirea – Currently working with 1 software engineer intern from the Illinois Institute of Technology.

Illumen Group – a student intern from DePaul worked on a web design project for the company this summer.

2. Broadband Internet Upgrade:

EDG funding allocated to program: $20,250  
(Equipment and Bandwidth: $18,750; Broadband and Internet Upgrade Consultant: $1500)

Measure of Success: (Note: these measures are for a FY of 12 months)
1. expansion of available bandwidth to between 20 - 30 megs.  
2. attracting 4 or 5 bandwidth – intensive tech startups to Evanston in FY 2011.  
3. Establishment of BGP fail-over for bandwidth reliability.  
4. 2 to 4 new managed service agreements with new or existing companies.

Goals:
- To provide the highest quality managed broadband and telephone service in the Chicago area tailored to the needs of early stage companies.  
- To leverage this resource to attract companies to locate in Evanston.

Outcomes:
- We have expanded our available Internet bandwidth to 20 megs.  
- We have attracted 3 high-bandwidth companies to the Incubator so far in 2011: Engrana, Grocer Exchange, and Andrew Gee.  
- Tim Lavengood is currently reviewing proposals from 2 telephone companies, Paetec and First Communications, as potential service providers for BGP failover for bandwidth reliability and for a stepped conversion from our current telephone switch to a VOIP telephone service.  
- 4 companies currently have managed service agreements with TIC: Engrana, Grocer Exchange, Andrew Gee, and Illumen Group. Managed service agreements may involve higher bandwidth, prioritization of voice packets, and special services including support for FTP file transfers or tech support.  
- Tim negotiated a donation from Northwestern University of a rack of computers and hosting equipment for our server room. We are using these computers to enhance web hosting options for our companies.

3. Online Marketing Strategy / Cloud Business Applications

EDG funding allocated to program: $22,500  
(Salaries: $18,750; Software licenses: $3750)

-- Web Site Upgrade:

Measure of Success: 1. Revamped web site created with a CMS system allowing us to update web content easily; 2. Integration of web site with social media like Facebook.

We recently gained control over the hosting of our website and domain, which had been
controlled by a 3rd party. Tim Lavengood had been in discussion with technical service providers in Evanston including Arc Technology Group, Atmosphere Communications, AbizinaBox.com, and Taishan Works to transfer the hosting and gain control of our domain.

Now that we have control over our own website files, we can begin the website upgrade. We have created a plan for the TIC website redesign using a CMS system which will let us more easily update the content on our website. This plan includes incorporation of social media, such as a Facebook and Twitter feed, into our site. We will also use search engine optimization techniques (SEO) to ensure the TIC website ranks high in search engine results. We will also seek to use Google Analytics or other software to measure website traffic and other important metrics.

A few months ago, we integrated the TIC website with our Facebook page by adding a Facebook icon to the website. This integration has resulted in more visitors to our Facebook page.

We have chosen the web designer who will redesign our website. We plan to begin work on the website redesign in the last quarter of FY 2011.

Outcomes:

- Louise Burton developed a plan for the TIC website redesign, in collaboration with Tim Lavengood and volunteer consultants. Website redesign will use a CMS system which will let us more easily update the content on our website.
- Louise Burton worked with a volunteer to add a Facebook icon to the TIC website, integrating the TIC website with our Facebook page.
- We have chosen the web designer who will redesign our website.

--Social Media Strategy

Goals:

- Raising awareness of the Incubator outside of the Evanston area, so as to secure more high-quality startups from outside of Evanston.
- Use Facebook, LinkedIn and other possible social media outlets to interact with the online global tech community.
- Possible fundraising online.

Outcomes:

- Louise Burton completed a social media strategy plan for the Incubator earlier this spring, with input from Tim Lavengood and volunteer consultants.
- Louise developed the Incubator’s Facebook page at [http://www.facebook.com/TechnologyInnovationCenter](http://www.facebook.com/TechnologyInnovationCenter) and launched it on May 1, 2011.
- Louise worked with a volunteer to add a Facebook icon to the Incubator’s website, linking the website to our Facebook page, which helped to increase traffic to our Facebook page.
- As of October 1, 2011, our Facebook page had 60 likes.
- Connections on Tim Lavengood’s LinkedIn profile have increased by 400% during this funding period.
--Cloud business services

**Measure of Success:** (Note: these figures are for a FY of 12 months). Acquire a suite of cloud business applications and have 3 or 4 users by the end of FY 2011.

**Goals:**
- To develop an introductory suite of cloud-based administrative tools for use by our client companies to facilitate their growth.
- To encourage collaboration between TIC client companies using cloud applications designed for online communication.

Cloud computing has been evolving at an extremely rapid pace during the last year. We first identified a basic platform (Nimble.com CRM) on which to provide a suite of business support applications. Tim Lavengood consulted with ABizinaBox.com regarding cloud business applications of the most use to our client companies. Tim acquired a basic suite of cloud business applications that we believe will serve the administrative needs of our client companies. Some of these applications provide a collaborative space in which TIC companies can work together on proposals or on other joint projects.

Nimble is a foundation on which to download Google Apps and have all our social media tools (Facebook, Twitter, LinkedIn) in one place. We are in the process of installing cloud business applications on this platform and will offer them to our client companies. We plan to have 2 or 3 users of these cloud applications by the end of the fiscal year.

**Outcomes:**
- Tim Lavengood worked with an application expert to acquire a basic platform (Nimble.com CRM) on which to provide a suite of business support applications.
- Tim Lavengood worked with the application expert to acquire a basic suite of cloud business applications that we believe will serve the administrative needs of our client companies.

4. Ongoing Incubator Services

**EDG funding allocated to program:** $14,250  
(Staff: $11,550; Rent [25%]: $2700)

**Measure of Success:** (Note: these figures are for a FY of 12 months):
1. Attracting 11 companies to Evanston; 2. Retaining 6 companies; 3. 20 NU student projects with companies; 4. 30 jobs created; 5. $500,000 invested in client companies; 6. Survey of linkages between TIC alumni companies and local Evanston businesses, including landlords, accountants, lawyers.

**Note:** Figures below are for 2 quarters only.

**Outcomes:**

**Attracted 6 companies to Evanston so far this fiscal year.**
**Note:** Tim Lavengood is the initial point of contact for prospective companies. He usually meets with each applicant company 2 or 3 times and spends an average of 4 hours with each applicant.

1. **Benevolent.net**
   Came to TIC from Chicago
Benevolent.net is a social networking site designed to foster individual giving to meet individual needs - connecting us with those who can use our support as they face a hurdle along their path to stability and success. Unlike traditional giving, Benevolent supports a direct connection between individuals - breaking new ground by providing the ease of personal connection coupled with the security of a trusted validation process.

2. The Grocer Exchange
Came to TIC from New York
The Grocer Exchange provides electronic data exchange services designed to enhance efficiency and profitability for key constituents in the packaged grocery products supply chain and to direct revenue to our members.

3. Kaliber Imaging
Came to TIC from Elgin, IL
Kaliber Imaging, Inc. is an R&D corporation that is developing a system called the Mobility Monitor, which will screen for the risk of falls in elderly people and identify the cause.

4. Andrew Gee Inc.
Financial software development

5. Neovision
Came to TIC from Skokie
Mobile medicine company founded by a physician

6. MTS
Came to TIC from within Evanston
Materials testing equipment

Company expansions within TIC:
Note: Tim Lavengood coordinated these company expansions by identifying additional office space within the Incubator for each company that wished to expand.

1. Psylotech: expanded into 2 more offices.
2. Sales-I: expanded into 2 more offices.

Jobs Created:

Total Jobs created: 15 full time jobs, 6 part time jobs

-- Psylotech: hired 1 full-time business development manager and 1 part-time operations manager.

-- MarketMaker 4: hired 5 full-time employees.

-- Sales-I: hired 2 full-time employees: Sales Representative and Customer Service Manager.
Note: Tim Lavengood distributed these job descriptions to job boards for Sales-i.
-- Atmosphere Communications: hired 12 off-site contractors and 1 part-time employee.

-- Enspirea: hired 1 full-time sales engineer and 1 full-time CAD engineer. **Note:** Tim provided resumes to Enspirea for use in filling these positions.

-- Precision Biomarker: hired 1 full-time laboratory technician

-- Grocer Exchange hired the following people:
  Full time:
  1. Senior system designer & software engineer (full time)
  2. System administrator (full time)
  3. Web Designer/Programmer (full time)

  Part time:
  1. Mobile phone application designer (part time)
  2. Graphic artist/designer (part time)
  3. Statistical Analyst/Researcher (part time)

-- Materials Development Corp. – 1 part-time employee

-- Iconic Development LLC – 1 full-time project manager.

6 student projects with Incubator companies so far this fiscal year

Total invested in client companies in FY 2011: at least $1.6 million

Companies that left the Incubator:
4 companies left the Incubator so far in FY 2011. These companies are:

1. MarketMaker4 – This company received more than $1 million in funding and moved to Chicago.
2. Kaliber Imaging – this company left because they made an alliance with researchers at the University of Wisconsin.
3. Syal Consult – the founder moved to Arizona because his wife accepted a significant offer of employment in the area.
4. Ferveo Technology – the founder of this company chose to take a job with another company.

Survey of TIC Alumni in Evanston

We plan to survey our alumni companies in Evanston during the last quarter of FY 2011. The survey will measure these companies’ growth and business linkages with other Evanston companies. Tim Lavengood and Louise Burton will develop the survey questions, and Louise will be responsible for conducting the survey. We plan to conduct the survey online using the survey functions of one of the cloud business applications we selected.
### Technology Innovation Center

#### 2011 Performance Report
Attachment G

<table>
<thead>
<tr>
<th>Program Description</th>
<th>Goal</th>
<th>Actual</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni Group and Fundraising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Business Plan Competition</td>
<td>1</td>
<td>0</td>
<td>Planned for 4th quarter 2011.</td>
</tr>
<tr>
<td>- Fundraising Strategy to result in 3 proposals to possible funding sources</td>
<td>3</td>
<td>2</td>
<td>2 proposals for funding this year from City of Evanston and Federal government. We are in the process of developing a new fundraising plan based on creation of an advisory board.</td>
</tr>
<tr>
<td><strong>Broadband Internet Upgrade</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Broadband Internet expansion (in megabytes)</td>
<td>20 – 30</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>- New bandwidth-intensive companies</td>
<td>4 to 5</td>
<td>3</td>
<td>We are on track to attract 1 to 2 in the final quarter.</td>
</tr>
<tr>
<td>- Managed Service Agreements</td>
<td>2 to 4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Seminars/Networking Events/Student Projects</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Student Projects</td>
<td>10</td>
<td></td>
<td>As we have mentioned, during most of the first 2 quarters of this fiscal year schools were not in session, so we anticipate a greater number of student projects will happen in the last quarter of this year.</td>
</tr>
<tr>
<td>- Participate in Networking Event as a co-sponsor or featured organization.</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Series of Seminars on small business development</td>
<td>5</td>
<td>3</td>
<td>2 more seminars are scheduled for last quarter of 2011.</td>
</tr>
<tr>
<td>- War Stories</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Online Marketing/Cloud Applications</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Redesign website using CMS system</td>
<td>1</td>
<td>0</td>
<td>Web designer obtained, work to commence in 4th quarter of 2011.</td>
</tr>
<tr>
<td>- Integrate website with social media such as Facebook</td>
<td>1</td>
<td>1</td>
<td>Yes</td>
</tr>
<tr>
<td>- Acquire a suite of cloud business applications</td>
<td>1</td>
<td>1</td>
<td>We have acquired a suite of cloud applications.</td>
</tr>
<tr>
<td><strong>Management and Client Services</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- managing and coordinating is the major effort of the executive director</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- includes office space, conference rooms, telephone, business services, free legal clinic, and NU resources</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Conditions</th>
<th>Goal</th>
<th>Actual</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Performance standard</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Attract at least 8 new early stage technology-based businesses to the TIC;</td>
<td>8</td>
<td>6</td>
<td>Actuals represent 2 quarters only.</td>
</tr>
<tr>
<td>b. Help the TIC firms to create at least 22 new jobs.</td>
<td>22</td>
<td>21</td>
<td>15 full-time, 6 part-time.</td>
</tr>
<tr>
<td>-at least 60% of all new jobs created to be permanent full-time jobs.</td>
<td>60%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>c. Conduct at least 6 technology business based seminars</td>
<td>6</td>
<td>3</td>
<td>2 more are scheduled for last quarter of 2011.</td>
</tr>
<tr>
<td>d. Assist at least 7 existing early stage businesses to graduate from the TIC</td>
<td>7</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>-targeted towards the longer term incubator tenants</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Connect at least 3 TIC firms with 3 Alumni businesses through a mentoring program</td>
<td>3</td>
<td></td>
<td>TIC company Psylotech met with alum John Oskin of Informance regarding private placement funding.</td>
</tr>
<tr>
<td>f. TIC shall maintain its 30,000 sq. ft. of dedicated incubator space in downtown Evanston</td>
<td></td>
<td></td>
<td>TIC company Engrana met with John Kennedy of Vasc-Alert regarding marketing database templates.</td>
</tr>
<tr>
<td>2. Increase Retention of “Second Stage” firms in Evanston</td>
<td></td>
<td></td>
<td>3 referrals of departing companies were made to Economic Development City staff.</td>
</tr>
<tr>
<td>3. Evanston Participation in TIC Management.</td>
<td></td>
<td></td>
<td>Marty Lyons currently serves on TIC board. TIC is awaiting nomination by the city of succeeding board member.</td>
</tr>
<tr>
<td>- Board nomination</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>8/31/2011 Actual YTD</td>
<td>2011 Budget Annual</td>
<td>2012 Budget Annual</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------</td>
<td>---------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Receipts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone &amp; Internet</td>
<td>36,188</td>
<td>55,000</td>
<td>57,000</td>
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<tr>
<td>City of Evanston</td>
<td>75,000</td>
<td>100,000</td>
<td>100,000</td>
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<tr>
<td>CDBG</td>
<td>5,000</td>
<td>20,000</td>
<td>25,000</td>
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<tr>
<td>Contributions</td>
<td>1,535</td>
<td>22,500</td>
<td>20,000</td>
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<tr>
<td>Reimbursements</td>
<td></td>
<td>2,400</td>
<td>2,400</td>
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<tr>
<td>Parking Fees (NU)</td>
<td>3,230</td>
<td>3,000</td>
<td>3,000</td>
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<tr>
<td><strong>Total Receipts</strong></td>
<td>120,953</td>
<td>202,900</td>
<td>207,400</td>
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<td><strong>Disbursements</strong></td>
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<td></td>
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<tr>
<td>Salaries &amp; Taxes</td>
<td>48,785</td>
<td>80,000</td>
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<td>Health Insurance</td>
<td>23,196</td>
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<td>30,000</td>
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<td>Telephone</td>
<td>9,294</td>
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<td>16,800</td>
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<td>Internet</td>
<td>15,247</td>
<td>21,000</td>
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<td>Rent</td>
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<td>NU Parking</td>
<td>2,690</td>
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<tr>
<td>Membership Dues</td>
<td>250</td>
<td>500</td>
<td>1,000</td>
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<td>Professional Fees</td>
<td>5,207</td>
<td>8,200</td>
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<td>Payroll/Bank Fees</td>
<td>581</td>
<td>1,000</td>
<td>1,000</td>
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<tr>
<td>General Office</td>
<td>432</td>
<td>1,000</td>
<td>1,000</td>
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<td>Marketing</td>
<td>6,395</td>
<td>14,500</td>
<td>19,000</td>
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<td>Repairs</td>
<td>0</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Supplies</td>
<td>2,438</td>
<td>2,200</td>
<td>2,500</td>
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<tr>
<td>Cellphone</td>
<td>467</td>
<td>660</td>
<td>700</td>
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<tr>
<td>Reimbursements</td>
<td>1,821</td>
<td>540</td>
<td>800</td>
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<tr>
<td>NSF Checks</td>
<td>215</td>
<td>500</td>
<td>500</td>
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<tr>
<td>Loan Repayment</td>
<td>7,500</td>
<td>7,500</td>
<td>7,200</td>
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<tr>
<td><strong>Total Disbursements</strong></td>
<td>135,318</td>
<td>202,900</td>
<td>207,400</td>
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<tr>
<td><strong>Net Income YTD</strong></td>
<td>-14,365</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>
MWLUG Conference features insights into social media

The Midwest Lotus User Group Conference featured speakers from LinkedIn, IBM and Lotus, with an emphasis on how businesses can derive value from social networks.

Richard Moy of Phora Group in the Incubator co-organized the conference, which was held in Milwaukee, WI, August 24 – 26. The conference featured a keynote address by David Cohen, director of sales at LinkedIn, and 10 sessions on how to drive business success through social business and social media.

David Cohen said that LinkedIn is all about providing context, allowing business professionals to find the targeted information they are searching for. LinkedIn currently has 120 million members, and includes sophisticated tools that allow companies to find the talent they are looking for, while allowing individual job searchers to see hiring trends and the demand for various careers.

Cohen said that LinkedIn’s mission is ultimately to connect all business professionals worldwide. “We are fundamentally changing the way the world does business,” Cohen said. “That’s what we intend to continue to do.”

Other speakers focused on how businesses can use Lotus social media and collaboration tools to engage their customers and drive business success. “The conference was an opportunity to understand how companies are using social media, and how social business technology is transforming companies,” Richard Moy said. For more information, visit: www.mwlug.com

MWLUG also featured a special presentation by Robert Burton, technical consultant for Phora Group, about the world’s first social network, created by telegraph operators in the 19th Century who used the new invention for social collaboration.

Phora Group provides iPhora Business Solutions, delivering enterprise applications designed to meet the needs of small businesses. Designed from the ground up for smaller organizations, iPhora provides a flexible and scalable infrastructure that grows with your business. For more information, visit: www.phoragroup.com

David Cohen of LinkedIn describes LinkedIn’s mission and goals during his keynote at the MWLUG conference.

Robert Burton of Phora Group at MWLUG Product Showcase
Psylotech announces successful round of funding

Psylotech announces that they are oversubscribed on their recent second round of funding, with 40% of funds coming from the Chicago area and 60% from the East Coast and Austin, TX.

Psylotech’s director, Alex Arzoumanidis, presented to a number of area investors including the investor groups Wildcat Angels and Hyde Park Angels. Arzoumanidis said that although he was gratified that 40% of the funding ultimately came from the Chicago area, he found that his fundraising efforts went more smoothly and efficiently outside of the Midwest.

"I got the sense that the culture just isn't there to fund new companies," he said of the Chicago area.

Many of the questions the Chicago-area investors asked were inappropriate for early-stage ventures. "At this stage, you're funding an idea and a team. The types of questions I was asked were designed for more established companies," Arzoumanidis said.

Incubator executive director Tim Lavengood said that Psylotech's experience is not unusual for early-stage companies looking to raise funds in the Chicago area. "Local VCs tend to have the mindset of 'Unless you have a mature company, we don't want to invest,'" Lavengood said. "But when it comes to starting a new venture, before you're experienced, you have to be inexperienced. Nobody's born 21 years old. If we don't accommodate that early stage in the Midwest, companies will go where the culture is more congenial to startups."

Based on his experience raising funds in the area, Arzoumanidis is also concerned that investors' attitudes toward startups may prevent new tech companies from developing in Illinois.

Psylotech will use the funds they received to add more staff and expand their office space in the Incubator. Psylotech also plans to transition from building sensors to building complete systems of mechanical testing instruments for end-users.

Present Bee wins the NU Venture Challenge

Chris Sell and Jeffrey Eiden of Present Bee presented their pitch to a panel of judges at the Northwestern University Venture Challenge on May 24. Present Bee won 1st prize and $14,000 at the competition.

The NU-student-run company, which recently graduated from the Incubator, provides an online socially-generated gift recommendation service.
New Incubator Companies

The following companies have joined the Incubator in the past few months. Feel free to stop by their offices and give them a warm welcome!

**Benevolent.net - Suite 409**
Contact: Megan Kashner
Benevolent.net is a social networking site designed to foster individual giving to meet individual needs - connecting us with those who can use our support as they face a hurdle along their path to stability and success. Unlike traditional giving, Benevolent supports a direct connection between individuals - breaking new ground by providing the ease of personal connection coupled with the security of a trusted validation process.

**The Grocer Exchange - Suite 408**
Contact: Robert Lounsbury
The Grocer Exchange provides electronic data exchange services designed to enhance efficiency and profitability for key constituents in the packaged grocery products supply chain and to direct revenue to our members.

**Kaliber Imaging - Suite 135**
Contact: Judy Reinhold
Kaliber Imaging, Inc. is an R&D corporation that is developing a system called the Mobility Monitor, which will screen for the risk of falls in elderly people and identify the cause.

Incubator Seminar Series

TIC Alum John Kennedy presents guide to marketing databases

Incubator alum John Kennedy outlined an overall strategy for setting up a marketing database and making the most of leads, prospects, and customers at the Incubator on June 30, 2011.

John Kennedy founded **Marketing Information Systems** in 1982 and was one of the first tenants in the Incubator in 1986. Customers included over 500 corporations in the U.S. and Europe, including IBM Worldwide, DHL, MCI, and Thomson Publishing. He successfully sold his business in 1998. Kennedy is a serial entrepreneur whose current company, **Vasc-Alert LLC**, is located at 820 Davis St., suite 504.
Steve Finkelman built this 3-D plastic printer, or RepRap, at a Pumping Station:One event. RepRaps are desktop 3D printers used to print plastic objects. Finkelman is a member of PS:One, a hackerspace in Chicago where makers gather to explore technology, science, art and culture and learn from each other in a collaborative environment.

Chuck Spellman, an engineer at Psylotech, built this MakerBot Thing-o-Matic for use in printing plastic prototypes, testing the sizing of things, and testing interlocking parts.

Questions or comments about this issue? Contact the editor at louise.burton@taishanworks.com
Attachment I

5. Public Benefits

Will this program help retention/expansion of existing Evanston businesses? Yes

If Yes, what is goal for number of businesses assisted:
We will assist 10 companies in identifying options for staying in Evanston upon graduation from TIC.

Describe proposed assistance to existing businesses:

How we will help retention of TIC graduate companies in Evanston:

City staff has primary responsibility for retention of TIC grads in Evanston.

TIC will monitor the emerging real estate needs of our growing client companies and ensure that they are aware of city resources that will facilitate their retention in Evanston upon graduation from TIC. We will inform the companies of these city resources, what they can do, and who to contact at the City.

We will work with the City to create a description of retention services available at the City. We will give this document to companies that are at the stage of possible graduation from TIC.

Proposed Angel Fund (currently in planning stages)
The companies most valuable to the City are those most likely to receive private placement financing. Since 2004, when the EBIC (Evanston Business Investment Corporation) funds were closed, Evanston has had no organized mechanism to provide that stage of investment for companies. Therefore, many of the high-potential graduates of TIC have left Evanston for areas where funding is available.

TIC is leading in the development of a new early-stage financing mechanism centered in Evanston. We will lead in the development of this fund, but we recognize that this is a long-term, complex process. Given the reduced involvement of area banks in this stage of financing, and the lack of any existing organized civic groups representing ready sources of funding, this may be a process requiring more than one year to accomplish. However, no organization is better positioned than we are. We know potential funders, we know companies that would create deal flow, and we are experienced in the due diligence assessment of early-stage technology firms.
Job Duties and Responsibilities (Generally related to Business Development, Programming, Financial Reporting, and Small Business Counseling)

Charles Happ, Chairman, Technology Innovation Center (30 Hours per week. No salary.)

Interview potential incubator client companies, develop business recruitment plans, provide business development and expansion strategies

Counsel existing client companies regarding marketing, sales, business plan, strategy, employment, business expansion, funding, small business loans

Counsel and refer client companies to local accountants, bankers, lenders, attorneys, consultants, manufacturers, and potential local area customers

Assist in employment and internship opportunities

Accounting and monthly financial reporting. Bookkeeping, collections, deposits, pay monthly bills, reconciliation of bank statements, yearly state and federal reporting

Assist client companies in developing presentations to potential customers, lenders, and investors

Survey client companies for potential seminar topics, interview potential speakers and presenters, prepare speakers for Thursday presentations, follow up on presentations

Assist in coordinating all monthly networking events among Seminar hosts and Incubator client companies

Encourage networking and collaboration among all Incubator client companies

Liaison between Incubator and governmental offices, banks and investors

Attract Incubator financial sponsors and advisers

Conduct Incubator Board meetings, regular client company meetings, Incubator strategy sessions

Administer Pathways for Success Ready Youth Program for Incubator and ETHS: Matching ETHS grads with careers, providing counseling, career training, and job readiness skills

Interview and assist local companies through the Evanston Business Owners Initiative: Assisting local area business owners with their business challenges (legal, credit, sales, employment, staffing, funding)

Work to develop an expanded official Incubator Advisory Board

Work to develop client company investment fund, EBIC III (providing startup funding)

Give regular tours of Incubator to local, national and international organizations (average 1 per week)

Assist in development of Incubator quarterly newsletters and updates
Job Description

Executive Director – 45 hours / week

The executive director is responsible for daily management tasks regarding client service, program management, program marketing, client intake, and managing the objectives of the board of directors. Specific responsibilities include:

- Oversight of the selection of vendors and service providers and negotiations with them prior to submission of contracts to the Board for approval.

- Initial development of strategic planning for Board review in the areas of marketing, fundraising, community outreach, accessing business service for clients.

- Oversight of staff preparation of programs including seminars, networking events and incubator promotions.

- Provide general business counseling services tailored to the unique needs of the technology entrepreneur in areas including incorporation, shareholder agreements, business planning, financial prospectus and pro forma, banking, investor relations, marketing strategy and customer negotiations.

- Implementation with staff marketing and company attraction strategies based on referrals, preparation and distribution of collateral materials, and social networking strategies based on SEO, LinkedIn, and the websites theincubator.com and technologyinnovationcenter.org.

- Interviewing and admission of new client companies. Oversight of the due diligence process of company admissions, based on business plan reviews, interviews with applicants, consultations with industry-specific experts, and website research.

- Representing client interests in outreach to business support networks including public agencies, universities, the TIC alumni network, as well as potential employees, partners and other service providers.

- Representing TIC at conferences, serving on community-based committees and boards in furtherance of TIC’s mission.

- Collaboration with Northwestern University and other area educational institutions in areas of curriculum development, student mentoring and judging of student presentations as well as organizing and mediating student projects with client companies in the areas of market segmentation analysis, design and prototyping, including collaboration with faculty from Northwestern, De Paul, UIC and other area universities.
- Serving as entrepreneurship/technology commercialization expert on panels and speaking before groups including students, business groups and international delegations organized by the State Department.

- Provide facilities management in collaboration with the landlord of approximately 30,000 square feet of office and light industrial space, including oversight of the installation and maintenance of telephone and internet service, identifying buildout requirements as appropriate, monitoring compliance with lease terms, rent and fee collections.

- Revise and implement with staff a continuous improvement plan for broadband and internet based services, including assessment of new technologies, assessment of current and prospective client needs, assessment of vendors and service providers and negotiation of business terms.

- Provide with staff hands on technical support for client telephone and internet services including wiring, software configuring, internet protocols, central networking equipment such as routers, internet switches and telephone switch, VOIP service.

- Oversee with staff the establishment and support of a suite of internet-based business tools to assist early stage companies with administration such as AR, general accounting, CRM and SEO.
Louise Burton – Job Description

Marketing/Communications Specialist

Not Salaried - Paid on Contract Basis

20 hours / week

- Research and write content of e-newsletters, newsletter distribution
- Design print version of e-newsletters
- Report on our progress on deliverables for City of Evanston funding contracts
- Assist in planning of Incubator seminars
- Marketing/publicity of seminars, including e-mail announcements, flyers
- Set-up, photography and videotaping of seminars
- Coordinate the writing of grant proposals (with Tim Lavengood and Chuck Happ)
- Update the Incubator’s Facebook page with TIC news and photos
- Assist in planning and publicity of TIC Anniversary Party

- Send e-mail announcements to TIC client companies about important events in the technology community and entrepreneurship contest announcements.

- Collect information about new companies, including company descriptions for online Tenant Directory and e-mail addresses for mailing lists

- Update mailing lists in e-newsletter blast system

- Conduct periodic surveys of Incubator companies asking about jobs created, funding received, student projects, etc.

- Attend important technology networking events in the Evanston area as a TIC representative

-- Design and update Incubator brochures

-- Attend staff meetings
I began conducting an informal, issue spotting, free legal clinic at the TIC about 25 years ago. This usually took place on Thursdays, in the evening after work. As time went by, the demands for this type of legal assistance suggested a more formal structure. This is the weekly Thursday afternoon to 6:00 p.m. Clinic which I present by appointment only. I usually have a leisurely lunch with one client, and then 45 minute sessions with other entrepreneurs who sign up. My legal commercial background in large Chicago law firms, formation of the United States Gypsum Company's legal department, and extensive litigation experience, equip me to assist entrepreneurial companies through a broad range of legal experiences.

Several years ago I conducted a census of cumulative participation by entrepreneurs in TIC activities. Of the some 300 we could identify, nearly 150 were still doing business. One rule of thumb suggests that if ten new businesses open their doors on January 1 of any given year, by the next January 1, only one will remain. Since we canvassed companies which had been part of the TIC process for the previous 15 years, the TIC company survival rate is simply astounding. Of those who responded to our questionnaire, some had done very well. Cumulatively, they had over 1,000 employees, many of whom lived and worked in Evanston. This informal survey formed the basis for the subsequent JETRO study, which showed even further improvement in TIC company fortunes.

I conclude that availability of quality legal advice proved instrumental in the TIC company survival rate. While usually bright, energetic, imaginative and tolerably well financed, most start-up entrepreneurs have no clue about the comprehensive and arcane legal structure in which they do business. And that innocence has caused many companies to make readily avoidable legal mistakes which, when they reached court, crushed them. I walk legal clinic attendees through business formation, contracts structuring those businesses, and through common legal problems with employees, customers and competitors. I have also guided several through acquisition. In the process, I teach them to inquire about legal consequences of proposed business activities. My TIC clinic led directly to formation of an entrepreneurial law course at the Northwestern University Law School.
FIRST MODIFICATION OF
TECHNOLOGY BASED EVANSTON BUSINESS DEVELOPMENT
FUNDING AGREEMENT.

This “First Modification of Technology Based Evanston Business Development Funding Agreement” (“First Modification”) extends the Technology Based Evanston Business Development Funding Agreement (“Funding Agreement”), effective April 1, 2010, between the Technology Innovation Center (“TIC”), with principal offices at 820 Davis Street, Evanston, Illinois 60201, and the City of Evanston (“Evanston”), with principal offices at 2100 Ridge Avenue, Evanston, Illinois 60201.

Background Recitals

The Funding Agreement currently expires by its terms (paragraph 4.j.) on or about May 28, 2011.

Evanston and TIC have substantially completed performance of the Funding Agreement.

Evanston and TIC desire to modify the Funding Agreement by extending its term and by Evanston paying TIC additional funding for continuing TIC services to Evanston, pursuant to certain conditions described herein.

Paragraph 4.i. of the Funding Agreement prescribes the mechanism for modifying the Funding Agreement.

Modification.

In consideration of the premises and other consideration, the receipt and adequacy of which the parties acknowledge, and in conformity with paragraph 4.i. of the Funding Agreement, Evanston and TIC agree to modify the Funding Agreement as follows:

1. The Term of the Funding Agreement shall extend to December 31, 2011, and the Funding Agreement, paragraph 4.j., Termination, shall be amended to read as follows:

   Except as otherwise provided in this Agreement, this Agreement shall terminate on December 31, 2011, but the City may terminate this Agreement at any time, for good cause shown. Should TIC desire to terminate the Agreement before December 31, 2011, it shall give written notice of its intent to the City thirty (30) days prior to the effective date of termination.

2. Evanston shall pay to TIC the additional sum of Seventy-five Thousand United States Dollars (U.S. $75,000.00) no later than 10 business days after Evanston and TIC execute this Modification, and paragraph 1 of the Terms of the Funding Agreement, “Funding,” shall be amended to include the following:
No later than 10 business days after Evanston and TIC execute the First Modification to this Funding Agreement, Evanston will pay an additional U.S. $75,000.00, as apportioned below, to TIC for TIC use in pursuing the following objectives:

a. $18,300.00 for alumni group fundraising, seminar and networking events, and student projects, conditioned on the prior approval, by Evanston staff, of TIC’s revised summary program for these objectives;

b. $20,250.00 for broadband internet upgrade;

c. $22,500.00 for online marketing and cloud applications for small businesses; and

d. $13,950.00 for management and client services.

TIC shall not amend the allocation of approved funding set forth herein without the express approval of Evanston’s Economic Development Committee.

3. Paragraph 3 of the Funding Agreement, “TIC Performance Objectives,” shall be amended to include the following additional TIC Performance Objectives:

i. Attract at least 8 new early-stage technology-based businesses to the TIC no later than December 31, 2011.

j. Help the TIC firms to create at least 22 new jobs, at least 60% of which shall be permanent and full-time jobs, no later than December 31, 2011.

k. Conduct at least 6 technology business-based seminars to provide training and education for business development to at least 15 TIC firms no later than December 31, 2011. Such seminars shall be specifically designed to provide these small businesses the tools and resources to help them transition from “early-stage” to “second-stage” firms. TIC staff shall conduct follow-up interviews/surveys to identify how the strategies from the seminars were employed at various firms, how they were used to further job creation, their firm’s growth, and/or other definable advantages for businesses.

l. TIC shall cooperate with Evanston staff to assist existing early-stage firms, located in the TIC incubator space, to graduate from the TIC and move into other suitable space within the corporate limits of the City of Evanston. To achieve this objective, TIC shall notify Evanston staff no later than 5 business days after it receives notice from any existing TIC firm that said firm intends to leave the incubator space. TIC shall cooperate with Evanston staff to help at least 7 such firms leave the incubator space no later than December 31, 2011.
m. No later than December 31, 2011, connect at least 3 TIC firms with 3 alumni businesses through a mentoring program to increase businesses development skills of the early stage technology-based TIC firms.

n. TIC shall cooperate with Evanston staff on Evanston-initiated marketing efforts specifically related to technology entrepreneurship.

o. TIC shall include acknowledgements in all applications, websites, brochures, and/or marketing materials created for the programs and/or tasks funded hereby, that said materials were funded in part by a grant from Evanston.

4. This First Modification is hereby incorporated in its entirety into, and made a part of, the Funding Agreement as if expressly set out in the Terms of the Funding Agreement.

5. Except as expressly amended by this First Modification, the original Funding Agreement shall continue in effect according to its terms.

IN WITNESS WHEREOF, both Evanston and TIC have executed this Agreement by their duly authorized representatives on the ____ day of May, 2011, in Evanston, Illinois, United States of America.

THE CITY OF EVANSTON

By: __________________________
Title: __________________________

Date: May __, 2011

THE TECHNOLOGY INNOVATION CENTER

By: __________________________
Title: __________________________

Date: May __, 2011

Approved as to form:

W. Grant Ferrar
Corporation Counsel
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By: [Signature]
Title: [Title]
Date: May __, 2011

THE TECHNOLOGY INNOVATION CENTER

By: [Signature]
Title: [Title]
Date: May __, 2011

Approved as to form:
By: [Signature]
W. Grant Farrar
Corporation Counsel
COMMUNICATIONS: RETT
MONTHLY RETT REPORT FOR OCTOBER 2011

SUBJECT: RETT Report—October 2011

Budget 2011 $1,500,000

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<th>FY 2010-11</th>
<th>FY 2011</th>
<th>Cumulative</th>
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<td>Month</td>
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<td>March</td>
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<tr>
<td>Feb</td>
<td>72,695</td>
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</table>

*October 2011 revenues were reduced to reflect this expenditure: $35 Cook County Recorder of Deeds, $450 Transfer

Monthly average needed to meet budget $150,000
FY 2011 Monthly Average $217,365

50 exemptions @ $100 ea = $5,000; CUMULATIVE $42,300

There were three (3) $ million sales in October 2011.
10/04/11 -- 909 Davis St. $35,100,000; Tax $175,500.00; Seller: American Fund US Invest. Buyer: FSP 909 Davis Street
10/07/11 -- 305 Davis St. $1,239,000; Tax $6,195; Seller: Derrien / Gardner Buyer: Castro
10/31/11 -- 2424 Oakton $1,545,944; Tax $7,730; Seller: Melk Buyer: GFS Marketplace Realty Five LLC

NSP2 sales = $196,100; CUMULATIVE $4,957,725
COMMUNICATIONS: Monthly Economic Development Communication
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 – NOVEMBER UPCOMING MEETINGS & EVENTS**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Street Business Association</td>
<td>The next Howard Street Business Association will be on November 8, 2011.</td>
</tr>
<tr>
<td>M/W/EBE Advisory Committee</td>
<td>The next regularly scheduled M/W/EBE Advisory Committee meeting will be November 9, 2011 @ 6:00 pm.</td>
</tr>
<tr>
<td>Evanston West Village Business Assoc. (EWVBA)</td>
<td>The EWVBA is planning to meet in late November; the date has not yet been determined.</td>
</tr>
<tr>
<td>WestEnd Business Association</td>
<td>The next meeting of the WestEnd Merchant Association scheduled for November 29, 2011.</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 November 16, 2011 at 8:00am.</td>
</tr>
<tr>
<td>Economic Development Committee</td>
<td>The date of the next EDC meeting will be scheduled for the final week of November; the date will be set once the City Council’s Special meeting schedule is finalized</td>
</tr>
</tbody>
</table>

**Economic Development – OCTOBER MEETINGS/ON-GOING ACTIVITIES**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development Committee</td>
<td>The EDC met on October 26, 2011. The agenda included:</td>
</tr>
<tr>
<td></td>
<td>Old Business: A. Main and Chicago Update and Consideration for Additional Partner Financial Assistance – The Economic Development Committee (EDC) voted to recommend to City Council approval of additional assistance to the developers of the property located at the southeast corner of Main Street and Chicago Avenue; B. Lakefront Committee Report - The EDC voted to recommend to City Council acceptance of the Lakefront Committee to not pursue redevelopment of Evanston’s shoreline at this time, but that such action should not prevent the proponent from discussing his proposal with NU, on his own.; C. Varsity Theatre Report – No Action Necessary.</td>
</tr>
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<td>New Business: A. Update on NEA “Our Town” Grant – The EDC voted to recommend approval of $50,000 match of Federal grant (split 50/50 between Washington National TIF and Economic Development Fund); B. Consideration of Façade Improvement Program Applications – The EDC voted to recommend to City Council approval of applications for IRMCO/2117 Greenleaf; 500 Davis; and 604-606 Davis; C. Consideration of Request for Financial Assistance from Corrado Cutlery – Corrado Cutlery is a high-end knife, shaving, and cutting implement store that currently sells/markets its merchandise through an Evanston-based Internet business. They are seeking a bricks and mortar location. The EDC voted to recommend to City Council approval of a $31,500 loan (50/50 no interest/forgivable) to support the next phase of development. D. Consideration of Request for Financial Assistance from Downtown Evanston – the EDC voted to recommend to City Council approval of budget assistance and the City’s portion of the Downtown maintenance contracts, split 50/50 between the Washington National TIF and Economic Development Fund. Details of the maintenance contract will be presented to City Council, once review of submitted proposals are finalized; E. Consideration of Economic Development Committee Meeting Dates for 2012 – The EDC voted to approve the dates as presented in Staff memo.</td>
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<td>Finally, as the EDC’s November 16 meeting date conflicts with a Council Special budget meeting, the EDC decided to change their November meeting date to November 29th or 30th or December 1st – contingent upon finalizations of City Councils special</td>
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<td><strong>ShopQA</strong></td>
<td>Shop QA is a component of the new 311 system that will be used to connect businesses to the new 311 system. It will also be a comprehensive list of businesses, the services and goods they provide, and contact information. Staff has worked with representatives from WebQA, the developers of ShopQA, to implement this over the next few months and has been working with a select number of businesses to work through initial implementation. Large scale implementation to the larger business community is projects to occur prior to the end of the year.</td>
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<td><strong>Evanston-based Business Directory</strong></td>
<td>Staff continues to gather contact information for local Evanston-based businesses. An initial Local Business Directory has been posted on the Economic Development website with contact information for over 1,000 Evanston-based businesses: <a href="http://www.cityofevanston.org/business/economic-development/">http://www.cityofevanston.org/business/economic-development/</a>. Staff is working to regularly update the list as information changes and new information becomes available. The Local Business Directory is intended to serve as the comprehensive local business list leading up to and complementing the implementation of ShopQA component of the 311 system.</td>
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<td><strong>Larger scale Development Sites and “Prospects” (General – see also some specific examples below)</strong></td>
<td>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 7 potential “prospects” (i.e. higher profile businesses and/or targeted industries) who are considering locating with the City.</td>
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<td><strong>Small Business Assistance</strong></td>
<td>The City of Evanston and SCORE Representative are planning a seminar on November 10, 2011 from 6:30 P.M. to 9:00 P.M covering: <em>Development of Your Business Plan</em> and <em>Marketing and Selling: Targeting to Get Customers</em> in the Civic Center. A second City/SCORE seminar is being planned for the first quarter of 2012 to address Small Business Administration Loan Programs (SBA) and Loan Guarantees.</td>
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<td><strong>Façade Improvement Program</strong></td>
<td>Staff is working with awardees from the first and second rounds of the Façade Improvement Program to help coordinate execution of program agreements and completion of projects. Staff has worked with applicants to complete these submissions for the 3rd round, which were presented to the Economic Development Committee at their October 26, 2011 meeting. Each of the applications was unanimously recommended for approval to City Council. These applications are expected to be considered at the November 14th City Council meeting.</td>
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<td><strong>M/W/EBE + LEP</strong></td>
<td>The M/W/EBE Advisory Committee met September 27, 2011 to prepare for presentation before the Rules Committee on 10/3/11. M/W/EBE and LEP compliance: Staff has not approved any waivers for this period. A Lamp Concrete Contractors had four (4) Evanston residents working on the 2011 Water Main Improvement &amp; Street Resurfacing Project. Keno &amp; Sons has three (3) Evanston residents working on the 1964 Filter Addition Rehabilitation. Bulley &amp; Andrews has four (4) Evanston residents working on the 2011 Comprehensive parking Garage Repair Project. Schroeder and Schroeder had two (2) Evanston residents working on the Clark Street Sidewalk Replacement &amp; Green Bay Rd-Emerson Street Intersection Improvement; A Lamp Concrete Contractors has three (3) Evanston residents working on the 2011 Paving of Various Alleys Project. And, D’Land Construction has one (1) Evanston resident working on 2011 Block Curb, Sidewalk, and ADA Curb Ramp Replacement Project.</td>
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<td><strong>Great Merchant Grant Program</strong></td>
<td>Applications for the 2012 Grants are due on October 28, 2011 and are expected to be reviewed by the Economic Development Committee at their November meeting.</td>
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<td><strong>Business District Projects- Banners</strong></td>
<td>Staff is researching “green” programs for the business districts including a Green/Sustainable Business Certification program and a banner bag program that repurposes street light banners into tote bags, with sales profits used to purchase new banners.</td>
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<tr>
<td>Site location</td>
<td>Overview of Development Opportunities</td>
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<td>1817 Church Street</td>
<td>Housing &amp; Community Development Act Committee (HCDAC) voted unanimously to have the Legal and Community &amp; Economic Development Departments work out legal and financing issues relating to the proposal by the Evanston-North Shore Contractors Cooperative (ENSCC) to redevelop 1817 Church Street as a business incubator. CED Staff met with Law Staff to discuss legal issues and to start looking at development of an MOU. The ENSCC requested approval of a construction loan from EDC which was recommended for approval at the July 27th meeting. At the direction of the HCDAC, Staff has hired an appraiser to determine the fair market value of the property. Legal has starting working on draft agreement; 1,000 s.f. addition is proposed to second floor of existing structure.</td>
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<td>1708-1710 Darrow</td>
<td>City-owned properties have been slated for demolition.</td>
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<td>Ward Manufacturing</td>
<td>Staff continues to work with Ward Manufacturing on the redevelopment of 2230/2222 Main Street and monitoring the project in conjunction with other City of Evanston Departments.</td>
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<td>Evanston Plaza</td>
<td>Property was sold to Bank of America (BOA) at Cook County Sheriff's auction.</td>
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<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>
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<td>Street</td>
<td>Details</td>
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<td>Chicago/Main St</td>
<td>Staff has worked with developer to create a mixed-use office/retail development. Developer gave presentation at 5/25/11 Economic Development Committee (EDC) meeting to share concept and seek assistance in predevelopment activities. EDC recommended approval of initial $20,000 for marketing assistance and to allow Developer to return to request an additional $20,000, in the future, for related pre-development work. The Developers came before the Economic Development Committee on 10/26/11 to discuss and share progress to date, and to request the second $20,000 for marketing assistance.</td>
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<td>1801-1805 Church St</td>
<td>Staff and Ward Alderman have had conversations with the property owner about future use of the site</td>
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<tr>
<td>1911-1917 Church St</td>
<td>Staff and Ward Alderman have had conversations with the property owner about the idea of ‘partnering’ with the city on the possible redevelopment of the site. Staff has made several visits to the site with building inspectors and a structural engineer. It has been determined that the roof, electrical and plumbing systems need to be replaced. While the structure is still being evaluated, it appears to be in relatively good shape. Staff will continue to solicit smaller businesses and retailers.</td>
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<td>1901 Dempster St (former KFC)</td>
<td>Yum! Brands, the corporate owner of the KFC brand has enlisted a local broker to price and list the property, scheduled for Mid October. The property will have a 20 year deed restriction. Uses restricted include any restaurant that is deemed competitive to other Yum holdings including pizza, Mexican, chicken seafood, and hamburgers, although the latter two are negotiable as Yum is in the process of selling its A&amp;W and Long John Silver brands.</td>
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<td>623-627 Howard St</td>
<td>The City of Evanston purchased this property in mid-October. The City is currently assessing the current condition of the building and making necessary repairs to the property.</td>
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<td>629-631 Howard St</td>
<td>City-owned properties that Staff has been working on with Ward Alderman to identify users. Previous prospects have ranged from potential gallery to restaurant uses.</td>
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<td>Address</td>
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<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>
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<td>2424 Oakton Street</td>
<td>Gordon Foods is moving forward on design for their grocery store. At the June 22, 2011 Economic Development Committee meeting, GFS requested financial assistance to help in remediation efforts at the proposed site at 2424 Oakton Street. EDC voted to the recommend approval of 1/3 of the cost of site remediate costs, up to $100,000. On July 27, 2011 GFS had its final SPARCC meeting and has filed for building permits for the site.</td>
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<td>Central Street “East”</td>
<td>Staff is working on setting up a meeting with the businesses along Central Street, particularly to try to address concerns and assist the Businesses east of Green Bay Road.</td>
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<td>Bright Horizons</td>
<td>A for-profit day care/early education center, who is looking to open a 2nd facility in Evanston (they currently run one at Evanston Hospital). The proposed facility at 1629 Orrington is planned to accommodate approximately 300 children and would create 50+- new jobs. Designed to include portion of 1st floor, all of 2nd floor. 1st floor store frontage along Orrington is being retained by property owner for future lease to possible retail uses.</td>
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<td>Former “Borders” site</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>
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