AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF January 28, 2015

3. ITEMS FOR CONSIDERATION
   A. Annual Request for Great Merchant Grants
      1. Central Evanston Business Association
      2. Noyes/Foster Merchant Association
      3. Main Street Merchants Association

4. ITEMS FOR DISCUSSION
   A. Economic Development Work Plan Update
   B. Utilization of Economic Development Funding Application
   C. Creation of Storefront Modernization Program

5. COMMUNICATIONS
   A. Monthly Economic Development Communication
   B. Real Estate Transfer Tax Report
   C. Announcements/Updates from EDC Members
   D. 2014 Year End and Quarterly Report 4Q2014
   E. Progress Report on Creation of Chicago/Main/Dempster Special Service Area

6. ADJOURNMENT

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/economicdev special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact the City Manager's Office 48 hours in advance of the scheduled meeting so that accommodations can be made at 847-448-8683 (Voice) or 847-448-8064 (TYY).
ECONOMIC DEVELOPMENT COMMITTEE  
Wednesday, January 28, 2015 – 7:30pm  
Lorraine Morton Civic Center, 2100 Ridge Avenue, Room 2200

Members Present:  Alderman Wynne, Alderman Holmes, Alderman Tendam,  
Alderman Grover, Alderman Rainey, Alderman Burrus, Matt Rodgers, Jeannemarie Sierant, Raymond Zenkich, Scott Peters

Staff Present:  Wally Bobkiewicz, Johanna Nyden, Paul Zalmezak, Meagan Jones, Jessica Wingader, Cindy Plante

Members Absent:  Alderman Fiske

Presiding Member:  Alderman Holmes

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM
With a quorum present, Alderman Holmes called the meeting to order at 7:33 pm.

2. APPROVAL OF MEETING MINUTES OF September 17, 2014
Alderman Burrus moved approval. Alderman Wynne seconded. A voice vote was taken and the meeting minutes of September 17, 2014 were unanimously approved.

Economic Development Division Manager, Johanna Nyden introduced Cindy Plante as the new Economic Development Specialist.

3. ITEMS FOR CONSIDERATION
   A. Annual Request for Great Merchant Grants
      1. West End Business Association
      2. Central Street Business Association
      3. Hill Arts Business District
      4. Chicago/Dempster Merchants Association
      5. Howard Street Business Association
      6. West Village Business Association

   Economic Development Coordinator, Meagan Jones provided a summary for the six applications presented and an overview of requested funds. Ms. Jones closed by stating that members from each district were available for questions.

   Alderman Burrus moved approval, seconded by Alderman Wynne.

   A voice vote was taken and the Great Merchant Grants were approved 10-0.
B. Funding Request for Façade Improvement Grant for Lucky Platter, 514 Main Street
Ms. Jones provided an overview of the funding request for Lucky Platter.

Alderman Wynne moved approval, seconded by Alderman Burrus.

A voice vote was taken and the request was approved 10-0.

C. Loan Modification for Corrado Cutlery
Senior Economic Development Coordinator, Paul Zalmezak explained the request, provided a history of the business and an overview of the loan, and stated that Jim Bilger, owner of Corrado Cutlery, was there to answer questions.

Alderman Grover moved approval, seconded by Alderman Tendam.

Raymond Zenkich requested to know what could have been done differently when structuring the original loan.

Mr. Zalmezak replied that staff learned that some of the loan requirements, like the job creation requirement, were overly burdensome on a small business. Mr. Zalmezak pointed out that another onerous requirement, the generation of a specific amount of sales tax, was met by the business owner.

Alderman Rainey stated that there was no consistency to the requirements and that she didn’t want this request to modify loan terms to set precedence for other loan holders. She stated that she would support the request, but that she feels it makes a mockery of the City’s current policies.

Alderman Holmes requested that staff come up with different criteria for different businesses; the requirements for small businesses should be different than the requirements for large businesses.

City Manager, Wally Bobkiewicz highlighted the history of the loan and stated that one of the positive outcomes is that the business is staying in Evanston. He emphasized that it is important to have consistency in terms of requirements and stated that he is working with staff to provide new requirements and a new application form. Staff is also surveying businesses to identify community benefits that can be incorporated into future agreements; the result of these efforts will be presented in February. He closed by requesting the Committee accept staff’s recommendation to modify the loan terms.

Ald. Rainey requested to know what would happen to the furniture and fixtures.

Mr. Zalmezak confirmed that under the terms of the agreement, the City could take possession, but that it wasn’t recommended in the memo.

Mr. Bilger requested to address the Committee. He stated his history with the business and his issue with his lease which ends in two months, but his loan ends in two months. He is unable to sign a new lease at this time which is the main
reason he has to default on the loan terms. He closed by stating that he appreciates the Committee’s time.

There was discussion about the fixtures. It was agreed that Mr. Bilger could keep the fixtures and Ald. Rainey moved to amend the request to include allowing Mr. Bilger to keep the furniture and fixtures should he desire to do so.

Raymond Zenkich asked about the security windows and the door.

Mr. Zalmezak replied that those items would remain with the property.

A voice vote was taken and the amended request was approved 10-0.

D. Funding Request for Financial Assistance for ZS Associates

Mr. Zalmezak introduced the request and opened by stating that several speakers were present to offer comments.

Seven representatives from different Evanston-based businesses spoke in support of the funding request for ZS Associates. Additionally, letters from two businesses were provided in further support.

Mr. Zalmezak discussed the importance of retaining ZS Associates. He provided more information about the size of the company and possible solutions. Mr. Zalmezak stated that with Pivot Point leaving the Rotary Building, all involved parties have an opportunity to fill the vacancy and have a positive effect on businesses in the downtown area. He stated that for the different businesses, retail and hospitality specifically, it is vital to retain the business. He closed by reviewing the funding structure outlined in the memo and introducing Graham Webster, Chief Financial Officer for ZS Associates.

Mr. Webster provided a presentation on ZS Associates explaining the business and its focus, a history of the company, its contribution to Evanston and challenges with the current office space. He reviewed the current proposal with Rotary International and explained the request for financial assistance. Mr. Webster stated the organization’s goals and growth potential, its history in Evanston and close community ties. He closed by describing the organizations efforts to stay in Evanston, reviewing the proposal to use space in the Rotary building, and explaining the financial implications of the project and the funding request.

Ald. Grover asked about a merger with Chicago office.

Mr. Webster explained why remaining in Evanston was a benefit to the company and the company’s commitment to Evanston. There was discussion around the different offices and the benefits.

Ald. Rainey asked about further negotiations with Northwestern University. She confirmed that NU needed the space and that a lease renegotiation is not an option. She noted the $375,000 termination fee and asked why the organization wanted the City to pay the fee. She stated her support for helping the business, but
also expressed her reservations over providing financial support since Northwestern University was charging a termination fee. She discussed previous negotiations with the college that had a negative effect on Evanston. Mr. Weber stated that he understood the sentiment of Ald. Rainey’s stance, but there is a contractual relationship and obligation to pay the fee.

Ald. Rainey further clarified her stance and requested further negotiations with Northwestern.

Mr. Bobkiewicz discussed the history of the negotiations with Northwestern; he explained that many of the original terms were renegotiated in favor of ZS Associates. He stated that he would convey the Committee’s displeasure, but again stated the positive negotiations.

Ald. Wynne stated that she agreed with Ald. Rainey, but mentioned the time sensitive nature of the deal.

There was discussion about the timeline and constraints.

Alderman Holmes stated that there were two separate issues, helping the business move and continuing negotiations with Northwestern University.

There was general support for retaining ZS Associates. The Committee discussed options for moving the request to City Council or holding it for more information from Northwestern University.

Mr. Bobkiewicz supported the idea of separating the issues. He suggested moving forward, but directing the City Manager to continue negotiations and provide an update in February.

Mr. Weber stated that there were two separate contingencies in order for ZS Associates to remain in Evanston, early termination of the lease with Northwestern University and funding assistance from the City. He stated that the request from the City was independent of the resolution with Northwestern.

There was discussion about the perception of the request.

Ald. Grover moved approval of the recommendation, Ald. Tendam seconded.

Ald. Rainey moved to direct the City Manager and Mayor to continue negotiations with Northwestern to forgive the fee and that the funding request be sent to Council without a recommendation.

Ald. Rainey further discussed the merits of continued negotiations. She restated the motion to move the request to City Council with direction to the City Manager and the Mayor to continue negotiations with Northwestern University. She suggested the Committee vote down Ald. Grover’s motion and instead accept a
motion that sends the request to City Council for full consideration after further negotiations take place.

Ald. Grover amended her recommendation to support staff’s recommendation to positively recommend to City Council authorize the City Manager to execute the funding agreement with ZS Associates with direction to staff to assist ZS Associates in the negotiations of the termination fee with Northwestern.

There was discussion around voting procedures.

Ald. Wynne asked for clarification on the amendment.

Ald. Grover stated that her amendment included a direction to staff to assist with the negotiations.

There was clarification that her motion also includes a positive recommendation to City Council.

Mr. Weber pointed out that his request was independent of the negotiations with Northwestern and that the final contingency was approval of the funding request.

There was much discussion around the different ways to consider the financials of the project and the concerns of the Committee.

Mr. Weber stated that the goal of the organization is to stay in Evanston, but that other communities wouldn’t question the lease termination fee.

Mr. Bobkiewicz offered more information around how the specific dollar amount of the financial request was derived – the number came from the deal with Pivot Point.

Ald. Burrus stated that she would be abstaining from the vote because she is employed with Northwestern University.

There was further discussion around the weight of a recommendation.

Ald. Holmes called for a vote on the original motion as moved and amended by Ald. Grover and seconded by Ald. Tendam.

A voice vote was taken and the motion was struck down 3-6, with one 1 abstention to not move the item to City Council with a recommendation from the Economic Development Committee.

Ald. Rainey moved to send the request to City Council with direction to the City Manager and Mayor to communicate concerns to Northwestern around the early termination fee and come back to City Council with a report; seconded by Matt Rodgers.

A voice vote was taken and the motion passed 9-0 with one abstention.
E. Funding Request for Financial Assistance for Valli Produce

Mr. Zalmezak opened by requesting the Committee approve staff recommendation to negotiate the TIF funding agreement between Azzurri of Evanston, LLC doing business as Valli Produce and the City of Evanston. Mr. Zalmezak described the two phases of the project and how the money would be used. The total cost of the project is $32 million and the company is requesting $2 million for renovations. The business hopes to open in May or June of 2015 and an additional request for funds will be made to improve the parking lot.

Ald. Braithwaite spoke in support of Valli. He discussed the company’s intent to create jobs and stimulate business in the West End. Neighbors and local business groups are excited about the project. Ald. Braithwaite requested that the project move through the Committee without hold up. He closed by highlighting the job training component and summarizing the additional construction projects taking place in the neighborhood including bike lanes and road resurfacing.

Representatives from Valli presented slides detailing the construction of the store and described the exterior and interior renovations. They also described plans for other tenants in the space.

Ald. Rainey noted that the current tenants are very supportive and she moved approval to send the funding request to City Council, seconded by Ald. Wynne.

A voice vote was taken and the request was approved 10-0.

F. Issuance of Request for Proposals (RFP) for 2222 Oakton Street

Ms. Nyden opened by outlining the reasons for asking for the proposal; there has been significant interest in the space and staff is requesting direction and approval to begin the RFP process. She highlighted the benefits of the process and described staff’s efforts to date.

There was discussion around best use for the space; there was agreement that the space would be used for entertainment.

Ald. Grover reviewed the two step process of the RFQ and the RFP and asked about the businesses that have already expressed interest.

Ms. Nyden described the interested businesses including developers and restaurants looking to expand.

There was discussion about Skokie and the property at McCormick and Dempster.

Ald. Grover pointed out that bowling was legal in Evanston and expressed her support. She asked about the parking lot and space.

Ms. Nyden talked about the adaptive reuse of the space since the building is relatively new. She restated the motion.
Mr. Zenkich encouraged staff to generate as much interest and solicit as many proposals as possible.

Ms. Nyden explained that the RFQ/P process would encourage the most participation.

There was discussion around the process and ways different businesses became involved. There was also speculation as to the types of businesses that would best fit the location.

Ald. Grover asked about the potential sale or lease of the property.

Ms. Nyden stated that staff would review all options; she also described the property.

Ald. Rainey moved to adopt staff’s recommendation for the Recycling Center, seconded by Ald. Grover.

A voice vote was taken and it was approved 10-0.

4. ITEMS FOR DISCUSSION
   A. Report from MWEBE Committee - “Procurement 101” Event on March 27, 2015
      Ms. Nyden stated that the request came from Ald. Tendam and Ald. Braithwaite to talk about ways the Economic Development Committee can be involved with the event.

      Ald. Tendam stated that the last event was successful and the goal was to continue that success with fresh ideas and improvements.

      Ald. Braithwaite stated the intent to hold another event to introduce businesses to representatives from the City of Evanston, Districts 65 and 202, Rotary and Northwestern. He explained that procurement officers were given the opportunity to present and that it was a benefit to local businesses; he expressed his interest in working with staff and various committees.

      Ald. Holmes asked if the Hospital would be invited.

      Ald. Braithwaite stated that the group was considering it.

      Scott Peters asked if the Community College would be involved as a workforce training partner.

      Ald. Braithwaite stated that the group would consider it.

      There was discussion around a time and location for the event.

5. COMMUNICATIONS
   A. Monthly Economic Development Communication
   B. Real Estate Transfer Tax Report
C. Announcements/Updates from EDC Members
D. Now We’re Cookin’ Quarterly Report

Ald. Holmes called for questions or comments on any of the Communications items.

Mr. Zenkich asked about Chicken & Waffles and whether establishments with loans in arrears for more than three months could come before the Committee to discuss options.

Ms. Nyden provided an update on the loan renegotiation. All of the loan terms remained the same, but the amortization schedule changed. She also explained that the issue went before City Council on January 26 due to past Economic Development meeting cancellations.

Mr. Zenkich also asked about Davis Transportation.

Ms. Nyden replied that the owner made a partial payment and staff was working with the business owner to bring the loan current.


Ms. Nyden provided information around the upcoming sale of the property and recent successes of the business.

Ald. Rainey asked about the Outpost.

Ms. Nyden replied that the business owner decided that the space wouldn’t be a good fit. Staff issued a press release stating that the property was available and has already received calls of interest and inquiry.

6. ADJOURNMENT
Alderman Grover moved to adjourn. Mr. Rogers seconded.
Meeting was adjourned at 9:28 pm

Next Meeting: February 25, 2015

Respectfully Submitted,

Jessica Wingader
Administrative Secretary
Memorandum

To: Chair and Members of Economic Development Committee

From: Johanna Nyden, Economic Development Division Manager
      Meagan Jones, Economic Development Coordinator

Subject: Applications for the Evanston Great Merchants Grant Program

Date: February 18, 2015

Recommended action:
Staff seeks a recommendation from the Economic Development Committee to City Council for the approval of the following:

1. Great Merchants Grant totaling $18,000 to the Central Evanston Business Association and the Noyes Street Business District.
2. Transfer of previously approved 2014 grant funds, totaling $9,000, for the Main Street Merchants Association to their 2015 grant cycle in lieu of a new funding request.

Funding Source:
Staff is proposing to utilize the Economic Development Fund’s Business District Improvement Fund (Account: 5300.65522). The proposed 2015 Fiscal Year Budget allocated $250,000 to this account. To date no money has been spent from this account, however, $64,000 has been allocated for Façade Improvement and previously reviewed Merchant Grants. Colleague

Summary:
Staff has received two applications for the Evanston Great Merchants Grant Program requesting a total of $18,000 and a request to transfer previously approved 2014 funds, totaling $9,000, to the 2015 funding cycle in lieu of a request for new funding. The applications and the requests received include a range of business district projects and programmatic activities to be completed during the 2015 fiscal year. The information below provides a summary of these requests. Six additional Business Associations previously submitted their requests and were reviewed, along with updates to the Great Merchants Grant Program, at the January Economic Development Committee meeting.

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 to pursue projects that address at least one of three core areas: Business Support and Retention, Enhancement of Physical Environment and Neighborhood Promotion. Eligible
applicants for this program are business districts or merchant associations with associated Federal Tax Identification Numbers (FEIN #). Business and merchant associations are encouraged to work together for bids on common goods and services to aggregate spending for cost savings.

Updates to the program, approved in June of 2014, allowed for direct funding to the associations provided they were in good standing. This was determined as follows:
- The business district has participated in the merchant grant program for more than two consecutive years;
- All funding was expended in the previous year; and
- Proof of expenditures/reimbursement was received prior to the close of the fiscal year (December 31).

A business district will remain on the reimbursement cycle and be required to submit vendor invoices and proof of payment prior to receiving funds from the City if any one of these conditions is found to be present:
- The business district is in its first or second year of participating in the merchant grant program;
- The business district did not submit reimbursements or proof of expenditure to the City by the close of the fiscal year (December 31).
- The business district did not expend all funds provided by the City in the previous fiscal year.

**Business District Requests**
There were two applications requesting funds that total $18,000 and one request for funds awarded in the 2014 cycle, amounting to $9,000, to be used in lieu of new funding from the current cycle. The total requested funds total $27,000. The following pages outline each application and specific recommendations for each application. The breakdown of the category and funding amounts for the projects each group has requested is shown below:

<table>
<thead>
<tr>
<th>Business District</th>
<th>Proposed Business District Staples</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noyes Street Business District</td>
<td>Planners $4,000</td>
<td>Banners $2,500</td>
<td>Streetscape</td>
</tr>
<tr>
<td>Central Evanston Business Association</td>
<td>$5,500</td>
<td>$1,500</td>
<td>$7,000</td>
</tr>
<tr>
<td>Main Street Merchants Association</td>
<td>$7,000</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$11,500</td>
<td>$10,500</td>
<td></td>
</tr>
</tbody>
</table>

*Transfer from 2014* $27,000

**Central Evanston Business Association**
West End Business Association requested funds for the following projects:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planters and Seasonal Plantings</td>
<td>$5,500.00</td>
</tr>
<tr>
<td>Marketing Materials –Window stickers, banners, event marketing</td>
<td>$3,500.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>
These projects are considered business district staples and are eligible under the *Enhancement of the Physical Environment* and *Neighborhood Promotion* Project Eligibility Criteria of the Great Merchant Grant. As the Central Evanston Business Association is only in its second year of participation in the Great Merchants Grant Program and did not spend all of the funds awarded in 2014, it will remain on the reimbursement cycle of funding for 2015.

**Noyes Street District**

Noyes Street District requested funds for three projects with the following funding breakdown:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planters and Plantings</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Banners</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Marketing</td>
<td>$2,500.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

These activities are eligible under the *Enhancement of the Physical Environment* and *Neighborhood Promotion* Project Eligibility Criteria of the Great Merchant Grant. As the Noyes Street Business District is only in its second year of participation in the Great Merchants Grant Program and did not spend all of the funds awarded in 2014, it will remain on the reimbursement cycle of funding for 2015.

**Main Street Merchants Association**

The Main Street Merchants Association is requesting to keep funds awarded in the 2014 funding cycle in lieu of requesting funding for the 2015 grant cycle.

In 2014, the group requested $9,000 for the following projects:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artistic Bike Racks 7 Installation (3 to 4 racks)</td>
<td>$7,000.00</td>
</tr>
<tr>
<td>Reprinting of Welcome Packet</td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Total Request</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

These activities are both considered business district staples and eligible under the *Enhancement of the Physical Environment* and *Business Support and Retention* Project Eligibility Criteria of the Great Merchant Grant. Since the District did not spend their funding during last year’s funding cycle, this request will fall under the reimbursement cycle of funding.

Attachments:
- Central Evanston Business Association Application
- Noyes Street District Application
- Main Street Merchants Association Request to transfer funds
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Central Evanston Business Association

Name of Point of Contact: David Roberts

Address: 1319 Emerson St.

Phone: 847.491.6195

Email: david@robertsarchitectsllc.com

Business District

How many businesses are located in your business district:

Non-Association businesses: 30  Members: 10

Describe the geographic area that your business district serves:

Church Street to Simpson Street (south side); Green Bay Road to McCormick Blvd.

Does your group collect association dues for memberships?  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):

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, 2015)?

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount Requested</th>
<th>Is this vendor located in Evanston?</th>
<th>Is this a &quot;bulk&quot; purchase with another association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing for Central Evanston Business Association (CEBA), including: 20 banners, window stickers for member businesses, &amp; event marketing</td>
<td>$3500.00</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Beautification of CEBA district: planters/hanging baskets for the intersection at Church &amp; Dodge</td>
<td>$5500.00</td>
<td>Yes</td>
<td></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>
</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>2014</td>
<td>$9000.00</td>
<td>City of Evanston Merchants' Grant Award</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2014, were all funds spent?  □ Y  □ N

If not, why were all funds not expended?

Unfortunately, we were unable to accept the funds because the State of Illinois's approval process for our 501c3 status is still pending. We expect the approval to arrive within the next 2-4 weeks.

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

n/a

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:

n/a

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

Creating a logo/brand for use on banners will give a presence and greater visibility to the existing businesses which can bring more customers and increase diversity in the 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.)

Having a visible presence (banners & marketing efforts) will give the district a uniform identity and exposure to attract new businesses and increased development.

If you have any questions regarding this application, please contact Meagan Jones in the Economic Development Division at (847) 448-8170 or mmjones@cityofevanston.org.
June 17, 2014

Central Evanston Business Association
(CEBA)
Attn: David Roberts

Dear Planning Committee:

Robinson Design is pleased to estimate a general estimate for the design and layout for the Central Evanston Business Association (CEBA). This proposal is based upon the discussion at the June 10 meeting that involve the following:

- Logo design and consistent identity execution, design for banner, window sticker, letterhead and related collateral. This proposal does not include cost for printing.

**DESIGN FEE (flat): $700.00**

Please review page two for additional information. This is not a binding contract and is only meant to provide a good faith estimate of the proposed work as discussed. A final proposal will be executed if chosen.

Sincerely,

Morris (Dino) Robinson, Jr
Robinson Design
SCOPE

Logo design and consistent identity execution, design for banner, window sticker, letterhead and related collateral. This proposal does not include cost for printing for CEBA.

MATERIALS TO BE PROVIDED

The client shall provide Robinson Design with the necessary copy, photographs, illustrations, logos or student work unless otherwise directed by the client. If Robinson Design is designated to acquire artwork (i.e.: photographs or other artwork), fees used to acquire the images will be billed to the client at cost (if necessary) and will confer with client before such actions are taken.

REVISIONS AND ADDITIONS

Any revision or additions, outside the scope of the original approved concept, made by the client will be billed separately.

OWNERSHIP AND RIGHTS

Anything created or developed by Robinson Design pursuant to this agreement (the "Work Product") shall be considered a work made for hire and the Client shall own the entire right, title, and interest in the Work Product, including all patents, copyrights, trade secrets and other proprietary rights. If any such Work Product does not qualify as a work made for hire, then Robinson Design hereby transfers to the client its entire right, title, and interest in the Work Product, including all patents, copyrights, trade secrets and other proprietary rights. Ownership of the final electronic art will belong to the CEBA and will be provided to the client as a PDF file.

All rights reserved for the contractor, Robinson Design, to photograph and utilize any portion of this project and to use said photographs or other forms of reproduction as means of self-promotion and publicity for said contractor. In the event of cancellation of this assignment beyond the control of the contractor (Robinson Design), a cancellation fee for work properly completed, based on the contract prices and expenses already incurred, shall be paid by the client.

PAYMENT

Research, design and layout fees are estimated from hourly rates at $90 per hour unless a “flat fee” model is utilized. A deposit of one half the total design estimated cost is required before the start of the project. Total cost of any printing is due upon delivery of final work.

Acknowledged ___________________________ Date ________________
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynn Bosell</td>
<td>Bosell Imports</td>
<td><a href="mailto:Koolzick23@hotmail.com">Koolzick23@hotmail.com</a></td>
</tr>
<tr>
<td>Vickie Cui</td>
<td>NU Student</td>
<td><a href="mailto:Victoriaucui2016@u.northwestern.edu">Victoriaucui2016@u.northwestern.edu</a></td>
</tr>
<tr>
<td>Ahmadou Drame</td>
<td>ETHS</td>
<td><a href="mailto:drama@eths.k12.il.us">drama@eths.k12.il.us</a></td>
</tr>
<tr>
<td>Derek Gifford</td>
<td>Fatty’s Burgers &amp; More</td>
<td><a href="mailto:bpagifford@yahoo.com">bpagifford@yahoo.com</a></td>
</tr>
<tr>
<td>Gigi Giles</td>
<td>Ebony Barber Shop</td>
<td><a href="mailto:Sweet3530@msn.com">Sweet3530@msn.com</a></td>
</tr>
<tr>
<td>Delores Holmes</td>
<td>Alderman</td>
<td><a href="mailto:dholmes@cityofevanston.org">dholmes@cityofevanston.org</a></td>
</tr>
<tr>
<td>Meagan Jones</td>
<td>City of Evanston</td>
<td><a href="mailto:mmjones@cityofevanston.org">mmjones@cityofevanston.org</a></td>
</tr>
<tr>
<td>Muffy McAuley</td>
<td>Evanston Lofts</td>
<td><a href="mailto:Mf.mcauley@gmail.com">Mf.mcauley@gmail.com</a></td>
</tr>
<tr>
<td>Katherine Nagasawa</td>
<td>NU Student</td>
<td><a href="mailto:Katherineenagasawa2015@u.northwestern.edu">Katherineenagasawa2015@u.northwestern.edu</a></td>
</tr>
<tr>
<td>Sofi Porto-Castro</td>
<td>Youth Organization Umbrella (Y.O.U.)</td>
<td><a href="mailto:Sofia.pc@youevanston.org">Sofia.pc@youevanston.org</a></td>
</tr>
<tr>
<td>Hecky Powell</td>
<td>Hecky’s</td>
<td><a href="mailto:hecky@heckys.com">hecky@heckys.com</a></td>
</tr>
<tr>
<td>Vince Pryor</td>
<td>Fatty’s Burgers &amp; More</td>
<td></td>
</tr>
<tr>
<td>David Roberts</td>
<td>Roberts Architecture &amp; Construction</td>
<td><a href="mailto:david@robertsarchitectsltd.com">david@robertsarchitectsltd.com</a></td>
</tr>
<tr>
<td>Dino Robinson</td>
<td>Shorefront</td>
<td><a href="mailto:dinorobinson@me.com">dinorobinson@me.com</a></td>
</tr>
</tbody>
</table>

**CEBA**
Central Evanston Business Association
Members
<table>
<thead>
<tr>
<th>Name</th>
<th>Business/Location</th>
<th>Phone Numbers</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donna Walker</td>
<td>Cutting Edge Hair Gallery</td>
<td>847-424-1624</td>
<td><a href="mailto:walkerdboyd@gmail.com">walkerdboyd@gmail.com</a></td>
</tr>
<tr>
<td>Clarence Weaver</td>
<td>C&amp;W Market &amp; Ice Cream Parlor</td>
<td>847-833-9765</td>
<td><a href="mailto:Clarence.d.weaver@gmail.com">Clarence.d.weaver@gmail.com</a></td>
</tr>
<tr>
<td>Wendy Weaver</td>
<td>C&amp;W Market &amp; Ice Cream Parlor</td>
<td>847-833-9764</td>
<td><a href="mailto:Wkweaver0831@gmail.com">Wkweaver0831@gmail.com</a></td>
</tr>
<tr>
<td>Jonathan Williams-Kinsel</td>
<td>City of Evanston</td>
<td></td>
<td><a href="mailto:jwilliamskinsel@cityofevanston.org">jwilliamskinsel@cityofevanston.org</a></td>
</tr>
<tr>
<td>Cliff Wilson</td>
<td>Mt. Pisgah</td>
<td></td>
<td><a href="mailto:mtpisgah@scbglobal.net">mtpisgah@scbglobal.net</a></td>
</tr>
<tr>
<td>Christine Wolf</td>
<td>C&amp;W Market &amp; Ice Cream Parlor</td>
<td>847-738-1589</td>
<td><a href="mailto:tinywolf@aol.com">tinywolf@aol.com</a></td>
</tr>
<tr>
<td>Irena Zheng</td>
<td>NU Student</td>
<td>513-289-3262</td>
<td><a href="mailto:Irenazheng2016@u.northwestern.edu">Irenazheng2016@u.northwestern.edu</a></td>
</tr>
<tr>
<td>Nathan Haliburton</td>
<td>Haliburton Chapel</td>
<td>847-864-6135</td>
<td><a href="mailto:Nathan@aol.com">Nathan@aol.com</a></td>
</tr>
<tr>
<td>Kyu S. Gang</td>
<td>Tom’s Beauty Supply</td>
<td>847-328-3380</td>
<td><a href="mailto:kgangkendosa@gmail.com">kgangkendosa@gmail.com</a></td>
</tr>
<tr>
<td>Mary Touissant</td>
<td>Minochic Boutique</td>
<td>847-859-2066</td>
<td><a href="mailto:minouchicboutique@yahoo.com">minouchicboutique@yahoo.com</a>, <a href="mailto:marietoussaint27@yahoo.com">marietoussaint27@yahoo.com</a></td>
</tr>
</tbody>
</table>

Secretary/Agent of Record

Revised: 2/2/15
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Noyes Street Business District

Name of Point of Contact: Kosta Douvikas

Address: D&D Finer Foods

Phone: 847-475-4344

Email:

Business District

How many businesses are located in your business district:

Non-Association businesses: 20 Members: 25

Describe the geographic area that your business district serves:

Noyes Street from Ridge Avenue on the west to Sherman Avenue on the east

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):

All resident businesses are automatically 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, 2015)?

$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>Planters and Plantings</td>
<td>$2,500.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Banners</td>
<td>$4,000.00</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Event Marketing</td>
<td>$2,500.00</td>
<td>Yes</td>
<td>No</td>
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</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>
</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>2014</td>
<td></td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>

If funds were awarded in 2014, were all funds spent? ☒ Y ☐ N

If not, why were all funds not expended?

As the group was just beginning to form there was more time spent on capacity building and creating a brand.

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

Previous Year funding was used to begin creating a brand and design banners for the district.
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:

Creating an identity for Noyes Street will help attract new customers and visitors to the area to support local businesses and arts organizations within the district.

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:

Establishing identity communicates a level of professionalism to prospective businesses as well as potential customers. It also shows that the established businesses are working to create and maintain a supportive environment and will send a message of purpose.

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

Ultimately to establish and maintain a positive image of Noyes Street as a vibrant and unique business district.

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.)

Increased foot customer traffic on a consistent basis measured by each business.

If you have any questions regarding this application, please contact Meagan Jones in the Economic Development Division at (847) 448-8170 or mmjones@cityofevanston.org.
Hello Meagan -

The Main Street Merchants respectfully request that the attached grant appellation submitted in 2014 be re-considered as our 2015 application. We were not able to complete the planned expenditures in 2014 but do have every intention of doing so in this calendar year with the funds awarded last year. We understand that our failure to complete the expenditures takes us out of the running for additional funds in 2015. Please know that we do not take these grants lightly and that this will be the last time we ask for such an allowance.

Malik Turley, President
Main Street Station Merchants Association
Application for Evanston's Great Merchants Grant

Applicant Information

Name of Business Association: Main Street Station Merchants Association

Name of Point of Contact: Malik Turley

Address: 707-709 Washington Street, Evanston, IL 60202

Phone: 847-328-5767

Email: malik@hipcirclestudio.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:

Greenleaf - South Blvd; Hinman - Ridge

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

What is the amount collected annually from members? $60 for NFP, $

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

N/A

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, 2014)?

$9000

<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>Artistic Bike Racks &amp; Installation (3 - 4)</td>
<td>7000</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Reprinting of Welcome Packet (including postage)</td>
<td>2000</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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</tr>
</tbody>
</table>

28 of 120
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.

We have not exhausted our search but, as of right now, have not found a local producer of the artistic bike racks. Installation will be handled by the city.

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>2013</td>
<td>1580</td>
<td>Merchant Grant</td>
<td>$9000</td>
</tr>
<tr>
<td>2012</td>
<td>1270</td>
<td>Merchant Grant</td>
<td>Full amount</td>
</tr>
<tr>
<td>2011</td>
<td>1400</td>
<td>Merchant Grant</td>
<td>Full amount</td>
</tr>
</tbody>
</table>

If funds were awarded in 2013, 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.

We used the funding last year to design, create, and distribute a brand new Welcome Packet to new residents in the area. The packet was very well received by the member businesses and has enabled us to bring on new members excited about inclusion in the next printing/distribution round. We are still sending them out (the grant last year paid for the creation of the packets, not the distribution) and are too soon in that process to have measurable results to report, but the anecdotal response has been good from the consumer standpoint. We also were able to do some social media marketing for the first time and had strong responses (via Facebook) on the holiday shopping season. The social media training prepared us for 2014 and beyond to be able to make the most of our marketing dollars.
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:

Our focus this year is on "greening" Main street, starting with making it more of a destination for everyone but especially those using alternative transportation. By increasing bike parking options with artistic bike racks we aim to also beautify the area. This is the first step in our greening process with additional changes to be made via dues funding, other grant applications, and TIF funding when available.

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 marketing efforts of the Welcome Packet show new businesses that our district is committed to supporting them and spreading the word about what is offered and available in our district. The greening initiatives are also appealing to new businesses as they show a clear intent to drive traffic to the area.

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

This year’s ask is not so easily quantifiable in terms of outcomes - the stronger and more welcoming we are to both businesses and consumers the more traffic the area will generate.

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.)

Our hope is that the changes made possible through grant funding will allow us to draw more visitors to Main Street, but the proof will be anecdotal for the most part. We will be able to measure the use of the coupons in the welcome packet but that won’t directly correlate to the impact of the packet itself as consumer participation can happen without the use of the coupons.

If you have any questions regarding this application, please contact Meagan Jones in the Economic Development Division at (847) 448-8170 or mmjones@cityofevanston.org.
Memorandum

To: Chair and Members of the Economic Development Committee

From: Wally Bobkiewicz, City Manager
      Johanna Nyden, Economic Development Division Manager
      Paul Zalmezak, Senior Economic Development Coordinator
      Meagan Jones, Economic Development Coordinator

Subject: Draft Economic Development Work Plan Update

Date: February 17, 2015

Discussion

Staff has updated the City’s Economic Development Work Plan to provide a summary of economic development work completed to date since 2010 and provide work plan objectives and action steps for the coming years to guide future economic development activities. The update provides particular emphasis around three areas:

- Continued work to promote aspects of quality of place – the characteristics that make Evanston the most livable city and give it a competitive advantage for attracting businesses to remain and locate in Evanston, as well as draw shoppers, visitors, and residents to the community to live, work, and enjoy our business districts;
- Promote business district vitality, which will work with individual business districts to identify ways to invest Economic Development Fund money on the physical environment of business districts, but also on efforts to build the capacity of individual districts to improve communications among members and ability to organize for events and district activities; and
- Support to businesses on retention and expansion efforts to ensure that Evanston businesses can remain and expand in Evanston.

Information on past reports and work plans can be found here. Staff seeks feedback from the Economic Development Committee on additions or revisions of the attached draft Economic Development Work Plan Update.

Attachments:
- Draft of Economic Development Work Plan Update
City of Evanston Economic Development Work Plan Update

Since 2010, Economic Development has been a City Council Goal. The Vision Statement adopted in 2010 has served as a guide for economic development activities for the past five years. Work Plans adopted in subsequent years have provided additional guidance for everyday work of the City on economic development matters. This document serves as an update to the economic development work plan. It is divided into two parts:

- **Part I** will review and summarize economic development activities completed to date; and
- **Part II** will review economic development plan work activities that will guide the City’s economic development efforts.
PART I: REVIEW OF ACTIVITIES TO DATE

In 2010, the City Council identified Economic Development as one of its top priorities for the City. This coincided with recovery from an economic downturn known as the Great Recession. The desire to focus on economic development was driven by a necessity to diversify Evanston’s tax base, support small businesses that make up Evanston’s day-time population and provide goods and services to the community and region, connect better with Northwestern University on entrepreneurship opportunities, and create jobs for individuals at all skill and ability levels.

In January 2010, the City Council adopted a two-page Economic Development Vision statement that identified areas of focus. These have included:

- Retain and support expansion of existing businesses through improved communication, development of finance programs, with a focus on small business;
- Attract new businesses that are not currently present in Evanston; utilize key partnerships with major institutions to bring new businesses to Evanston;
- Support commercial revitalization and redevelopment in corridors with identified plans and work with neighborhood business associations to achieve economic development priorities; and
- Develop a new Economic Development website that becomes a functional component of the City’s marketing strategy and a major interactive portal for engagement.

In 2011 and 2012 staff provided updates to the Vision that included a work plan that added additional focus to the aforementioned areas that included:

1. focus on quality of place initiatives as they related to economic development that continue to further the City of Evanston’s goal to be the most livable city;
2. support of entrepreneurship and growth-oriented start-ups;
3. support of arts and entertainment-related businesses;
4. retention and expansion of existing and attraction of retail businesses to Evanston’s commercial districts; and
5) support of efforts to employ individuals in Evanston’s workforce.

The summary of City-led efforts is presented in the following pages.
RETENTION AND SUPPORT OF EXISTING BUSINESSES

The City's business retention and expansion efforts seek to better understand the needs of local businesses and respond accordingly to promote a healthy local business climate. It is Evanston's individual businesses that offer unique character and charm to business districts across the City.

Since 2010, the City has adopted a more robust façade improvement program that has assisted in the rehabilitation or introduction of new signage at over 25 storefronts throughout Evanston's business districts. Additionally, the City has supported the retention of key manufacturing businesses such as IRMCO, Ward Manufacturing, and FEW Spirits through direct financial assistance for rehabilitation of existing facilities or funding to support equipment purchases. In 2014, through the City's continued extension of a sales tax sharing agreement and a TIF funding agreement for rehabilitation of a vacant property made it possible for Evanston's only car dealership, Autobarn, to expand. This expansion effort will result in more than 30 new jobs, of which Autobarn is committed to working with Evanston Township High School to fill these jobs with local employees.

Entrepreneurship is a significant element of Evanston's business community as a result of not only Northwestern University startups, but because of the infrastructure Evanston affords entrepreneurs in the form of a lively downtown retail and restaurant district, train station business districts, a variety of office spaces, quality housing, and excellent schools.

Evanston's entrepreneurship and high growth company network spans the entire growth spectrum including:

1. the independent professional (i.e. freelancers) based in coffee shops and home based offices;
2. the more established independent professional or “solopreneur” paying for space in one of Evanston's two co-working spaces;
3. early stage startups based in the Technology Innovation Center or Northwestern University's incubator;
4. the high growth “gazelle” companies in 3,000 to 5,000 square foot offices in downtown Evanston; and
5. supportive professional services and institutions including banks, accountants, legal services, etc.

With Evanston's private sector partners, staff has coordinated two Evanston Edge Startup Showcase events featuring five Evanston based entrepreneurs given the opportunity to pitch their business for five minutes before crowds of 150 fellow entrepreneurs, mentors, Northwestern faculty, elected officials, and the general public.

City and library staff have coordinated over 30 entrepreneurship seminars serving approximately 250 people through the NextChapter Evanston entrepreneurship support program taught by local business owners. Unique in the Chicagoland area, NextChapter provides a platform for career changers, individuals with an idea but lacking startup know how, and home based businesses to learn from private sector success stories. The seminars are free due to the generosity of Evanston's business community. Staff has also remained engaged in the local entrepreneurship ecosystem through periodic meetings with Northwestern University faculty and staff; coordination of high growth company peer to peer networking sessions (e.g. RISE!, Evanston Entrepreneurs League); and individual one on one meetings.
ATTRACTION OF NEW BUSINESSES
While retention has remained a key focus of Economic Development efforts, bringing new businesses that can complement the existing Evanston businesses has been a key activity for Economic Development staff. Since 2010, Evanston has significantly expanded its dining options with the addition of nearly 20 new eateries across Evanston. The new eateries have helped promote evening activity in business districts. A variety of options for lunchtime dining have also created unique and dynamic options for people living and working in Evanston. Key new businesses that have been attracted to Evanston through City efforts and support have included: Trader Joe’s, brew-pubs Smylie Brothers Brewing Company and Peckish Pig as well as production and nano-breweries, Sketchbook and Temperance. GFS Marketplace, Little Beans, small retailers like Oliver’s Trains & Toys, Brew Camp, Corrado Cutlery, Homestead Meats, and Stumble & Relish.

The closure of two Dominick’s grocery stores in late 2013 resulted in work to attract new large grocers to the area. Fortunately, coordination with City elected officials, staff, and property owners resulted in the attraction of two new stores—a Whole Foods Market and Valli Produce, both slated to open in mid-2015.

COMMERCIAL REVITALIZATION AND REDEVELOPMENT
Commercial revitalization and redevelopment in several Evanston business districts has been made possible by the efforts to build capacity among existing businesses throughout Evanston. Since 2010, the City has worked to build capacity across all of Evanston’s business districts. This work has included the creation of several new business groups including Howard Street Business Association, West Main Street Merchants Association, West End, West Village Business Association, Central Evanston Business Association, and the Noyes Street Merchants Association. The work to organize these businesses and coordinate communication has improved the City’s ability to disseminate information to businesses as well as identify areas that could be improved or support business attraction efforts to reduce vacancies.

Additionally staff has worked to implement plans identified within Tax Increment Financing (TIF) Plans as well as neighborhood plans that were established. Commercial revitalization work along the Howard Street corridor as well as west side neighborhood business districts continues to be ongoing as the City works to enhance and stabilize these key business districts through new businesses, job opportunities for residents, and business district beautification. Additionally, staff has worked to create two new TIF districts, one around commercial property at Chicago Avenue and Main Street and then other to support redevelopment efforts at the Evanston Plaza shopping center.
DEVELOPMENT OF NEW ECONOMIC DEVELOPMENT WEBSITE

The City created www.EvanstonEdge.com in 2012 to provide pertinent information on Evanston for existing and potential businesses. The information contained on the pages includes information on various City processes and available commercial properties for lease or purchase as well as feature stories on unique and interesting aspects of Evanston’s business community.

In addition to a dynamic website that changes on a weekly, if not daily basis with new information, the City’s Economic Development Division also increased its presence on social media. Social media has given the City the ability to promote events in Evanston’s business community in real-time and capture the unique and interesting stories for people to learn more about through social media. To date, the followers on Facebook have grown to nearly 700 and Twitter to nearly 600.

A bi-weekly newsletter has also been in distribution since www.EvanstonEdge.com’s debut. The newsletter highlights noteworthy events in the business community, upcoming events and other pertinent information for the business community. To date, the distribution list is comprised of slightly more than 2,300 subscribers. On average each newsletter is opened by between 30% and 40% of the subscribers. Based on benchmark industry data on open rates for email newsletters, open rates for subscriber based emails are between 15% and 20%.
PART II: ECONOMIC DEVELOPMENT PLAN UPDATE

Moving forward, the City’s economic development efforts will be guided by a desire to promote triple bottom line sustainability and enhancing Evanston as the most livable community. The plan outlined below provides an update to previous work plan’s and promotes aspects of quality of place, augmenting business district vitality efforts, and continuing to build on business retention and attraction efforts.

QUALITY OF PLACE

Quality of place is defined as a composition of characteristics that can be found throughout Evanston that define its attractiveness to new and existing businesses, customers, residents, and visitors. Richard Florida defines “quality of place” as:

1. “The combination of the built environment and the natural environment;
2. a stimulating, appealing setting for the pursuit of creative lives;
3. Diverse people of all ethnicities, nationalities, religions, and sexual orientations, interacting and providing clear cues that this is a community where anyone can fit in and make a life;
4. The vibrancy of the street life, café culture, arts, and music;
5. the visible presence of people engaging in outdoor activities—altogether a lot of active, exciting, creative goings-ons”.
As Evanston strives to be the most livable community, the continued inclusion of this area within the Economic Development plan recognizes that there are a number of qualities within Evanston that make it a distinctive, attractive and compelling place to live, to visit and to start a business. The ability to offer high quality of place amenities and attributes gives Evanston a competitive advantage over other communities and neighborhoods in Chicago. Businesses make decisions whether to locate or remain in a community often based on the ability to access amenities that are often found to promote high quality of place. Locating a business in a place that is exciting, easily reached by public transportation, and offers unique mix of dining and entertainment opportunities is an important aspect of employee retention for companies, especially startups, seeking to attract creatively driven employees who desire a healthy “live/work” balance. In order to maintain this advantage, these qualities need to be protected, promoted, and preserved.

**KEY ACTIVITIES ASSOCIATED WITH QUALITY OF PLACE WILL INCLUDE:**

- Support business districts with variety of planned events and activities to promote visitors and shoppers;
- Continue to support efforts to create health and wellness business “chamber of commerce”;
- Continue outreach to Evanston’s existing entrepreneur network to encourage and support businesses coming to Evanston that reflect technology/growth-oriented start-up culture;
- Continue to promote innovate food concepts such as shared kitchen, incubators, small markets, and small craft food production;
- Participate in B Impact Assessment efforts to assist businesses in determining how their business practices impact employees, community, and the environment;
- Support efforts to make Evanston a model community for being “age-friendly” and to prepare Evanston businesses to serve the aging baby boom population;
- Coordinate and promote unique and creative art projects throughout all of Evanston’s business districts;
- Promote new open streets programs that offer innovative and exciting ways to experience business districts;
- Expand the Parklet pilot program to include other business districts to offer “people places” in places where it is determined on-street parking spaces can safely accommodate structures; and
- Create historic walking tours phone app for areas around business districts to encourage visitors to explore business districts.
BUSINESS DISTRICT VITALITY

Increasing Business District Vitality efforts will be a two-fold approach. The first will include improvement of physical infrastructure throughout districts. This is comprised of sidewalk repair and replacement, implementation of wayfinding signage in each business district, and replacement or installation of new street furniture (benches, garbage cans, newspaper stands). The second will continue to build on the work currently underway to enhance the capacity of business districts through communications, events, and other functions.

Key activities associated with business district vitality will include:

- Enhance attractiveness of existing business districts through the investment of improved streetscapes; inclusive of planting of new trees/plantings, repair/replacement of broken sidewalks, removal of street furniture that is broken or addition of new street furniture;
- Installation of wayfinding signage in business districts to assist visitors to the area to find and better explore districts and locate businesses of interest;
- Coordination with property owners of long vacant commercial properties to create visually attractive vacant storefronts and continue to work with property owners to identify businesses to locate in spaces;
- Support coordinated events and activities throughout business districts year round that bring new visitors to business districts that engage existing “bricks & mortar” businesses;
- Update of EvanstonEdge.com to promote Evanston’s business districts through high quality and professional images of businesses and districts; increase in total feature stories about businesses in Evanston;
- Continue support of creation of special service area in the Main/Chicago/Dempster corridor to provide additional resources and support to these merchant districts; and
- Work with existing businesses districts to continue to improve capacity and function of individual business districts.

BUSINESS RETENTION AND ATTRACTION

As major projects are completed, business retention will be a cornerstone of economic development efforts. Retention efforts will include working with existing businesses to identify areas of potential technical assistance or opportunities for expansion. Additionally, efforts will include the attraction of complementary businesses to support our existing businesses.

As highlighted in previous plans, nearby shopping centers reportedly restrict their tenants from expanding within a specific radius. As a result, Evanston’s ability to attract a broad range of national retailers is limited. Therefore Evanston economic development staff will continue to proactively pursue a multifaceted effort to expand the retail sales tax base by balancing unique local retail with desired national retailers.

Support of Evanston businesses also includes assessing opportunities for new job growth and employment of Evanston residents where possible. Businesses applying for business licenses and city financial assistance are encouraged to work with Evanston’s extensive network of workforce development partners including National Able, Oakton Community College, and the Youth Job Center.
Support of Evanston’s entrepreneurial spirit will continue to be an intentional and coordinated effort. Brad Feld, author of Startup Communities: Building an Entrepreneurial Ecosystem in Your City argues that the role of government is to support entrepreneurs, not create them. He suggests government should “use the bully pulpit to stimulate the agenda versus investing directly in entrepreneurs.” He also recommends government emphatically “ask the entrepreneurs what they need!”

Staff proposes to continue to support this range of business activity with a primary focus on intentional - peer to peer networking, professional development, and early stage business development support.

Key activities associated with business retention and attraction will include:

- Repurpose and rebrand Façade Program as Storefront Improvement Fund to include interior build out in addition to façade;
- Coordinate with ownership of Evanston Plaza to identify tenants for shopping center;
- Support opening of Little Beans Café at 430 Asbury Avenue and identify additional indoor family-oriented activities including children’s museum, bowling, inflatable play/bounce house; creative studios;
- Design and implement a retail incubation program supporting the creation of storefront spaces for home-based businesses or individuals with ideas but limited capital;
- Identify and pursue retailers from Chicago neighborhood businesses seeking to expand or relocate;
- Work with Evanston Chamber of Commerce, Now We’re Cookin’, Evanston Inventure, and other partners to create a Women’s Entrepreneurship Group;
- Host regular series of Evanston company founders (CEO’s) events with topical focus such as staff recruiting needs, infrastructure needs, case studies, or other areas of desired interest;
- Refine Next Chapter to determine effectiveness and opportunity to provide additional resources to support entrepreneurs/increase frequency of programming and options;
- Support/“embed in” entrepreneurship-oriented activities such as RISE!, Inventure, Now We’re Cookin’, and Startup Evanston; and
- Continue outreach to NU faculty, faculty startups, and student-led startups (Kellogg, McCormick, INVO, etc.).
BUSINESS DISTRICT PLANS

Economic Development staff will continue to work to implement and execute on the business district plans identified in 2013 for the various business districts throughout Evanston. Work is organized geographically on the following pages.

Central Street is the longest east-west arterial within Evanston, anchored to the east by North Shore University Health System and stretching west to Gross Pointe Road. Central Street has its own “village” feel and is host to a multitude of small locally-based shops and boutiques specializing in everything from antiques and spices to kids clothing and couture wedding gowns. The walkable stretches of shops make this a destination for residents and visitors.

Northwestern University Athletics is also located on Central Street with Ryan Field prominently positioned to Big Ten sports enthusiasts. Both the CTA Purple Line and the Metra Union Pacific Line have stops on Central Street, making it a convenient place for shoppers, foodies and residents alike.

Central Street Objectives and Projects Include:

- Streetscape improvements on Central Street sidewalks. Central Street has a strong local retail corridor. A good pedestrian environment is essential to supporting a healthy retail environment. In order to retain and continue to attract these retailers, this infrastructure is essential.
- Support leasing of new retail and restaurant space east of Metra tracks at Central Station Apartment development. The large tract of land previously occupied by Evanston Theatres created a void that will now be filled by the construction of the new Central Station Apartments. The property will feature ground floor commercial space that can be filled by retail, services, or food services.
- Support capacity-building efforts. Identify opportunities to build capacity among merchant districts either through additional support at the business district level or through other placemaking resources such as the National Main Streets Center, Inc.

Chicago Avenue/Dempster/Main Streets district represent two business districts located within steps of the CTA Purple Line Dempster Street Station and south of downtown Evanston. Each offers a range of retail and culinary destinations as well as a number of neighborhood-serving retail and services. Three major grocery stores and Evanston’s only car dealership anchor the districts.

Chicago Avenue/Dempster/Main Streets Objectives and Projects Include:

- Coordination of consideration of Special Service Area (SSA) designation. The introduction of new businesses as well as a desire to support the environment that the existing businesses have had for a long time is driving the desire to create an SSA. Work will be done in 2014 and 2015 to identify opportunities for the creation of an SSA.
- Development & Support of food-related/culinary businesses in the area. This area currently has three major grocery stores. Adding destination food businesses will further support the businesses in this area.
- Support Leasing of vacant retail spaces west of the CTA and Metra Tracks. The deteriorating viaducts that bisect Dempster and Dempster Streets have long created a division between the west and east portions of this business district. As a result there are several key vacancies in the western corridor. With the new CTA bridges completed, the “barrier” between the two districts is less severe and with targeted marketing, that area will likely see new tenants.
• Implementation of Infrastructure Projects in the Main/Chicago TIF District. If adopted, the Main/Chicago Implementation Plan identifies several major district improvements that will enhance the attractiveness of the district. Included, but not limited to these improvements are: streetscape improvements, street repaving, alley paving, and new lighting. These improvements will support a more vibrant and attractive business district.

• Development of an energy-efficient/green building plan for older buildings. Many of the commercial buildings in these districts are Evanston’s oldest and also offer some of the least energy efficient measures (older windows and doors, inefficient heating and cooling systems). Working with local utility providers and other green stakeholders, the City will develop a financial incentive program for properties in and outside the Chicago/Main TIF district.

Downtown Evanston is a dynamic city center that offers a dynamic day-time population of over 20,000 employees that works in approximately 2 million square feet of offices throughout the district. This is in addition to approximately 14,000 residents within a half mile of Sherman and Church. . Combined together, post-modern inspired office towers and contemporary condo buildings dominate the skyline of Downtown Evanston. Within the downtown there are over 100 dining options for every taste.

Downtown Evanston Objectives and Projects Include:

• Coordinate with Downtown Evanston on retention efforts, recruitment of new businesses and marketing initiatives. Downtown Evanston plays a key role in supporting recruitment of new businesses to Evanston and marketing events that draw thousands of visitors to Evanston.

• Leasing of major vacancies 1,500 square feet or greater. The real estate downturn and the contraction of many national and local retailers have resulted in a number of sizeable ground floor vacancies. Over the course of the year the City will work with brokers, property owners, building managers, and prospective retail tenants to reoccupy these spaces with uses that are complementary to Downtown Evanston.

• Redevelopment of major land vacancies to highest and best use to support day-time population. The downtown has several large vacancies that either have plans in process of formation or development. The redevelopment of these properties to support a vibrant day-time population is critical to the ongoing success of Downtown Evanston.

• Implementation of NEA Grant and EvanstArts Report. Continue to support the implementation of the EvanstonArts Report through work with the City’s Cultural Arts Coordinator. Finalize work on the Downtown Performing Arts Task Force.

• Attraction and retention of growth oriented companies for existing and new office space. Evanston is headquarters to a number of small and medium sized companies who benefit from a vibrant downtown and transit access. The city will continue to identify growth oriented companies for retention, expansion and attraction into office space and work with entrepreneurs to develop support programming and networking opportunities.

• Coordinate workforce development opportunities to benefit targeted population. Businesses are regularly seeking employees to fill vacant positions but some are having difficulties matching the skills of applicants to available positions. Workforce Development in the area will help fill these voids and decrease the unemployment rate in the City. Pursue Washington National TIF funding as potential source of funding.
Howard Street is a revitalizing mixed-use corridor sharing a municipal boundary with the City of Chicago. Along Howard Street you will find a mix of unique specialty stores, a variety of housing choices, and destination eateries. The district is anchored on the east by the Howard Street CTA station that offers Red, Purple, and Yellow Line service. The district spans west to Ridge Avenue. The corridor is comprised of mixed-use buildings that range from vintage 1920s commercial buildings to a modern high-rise apartment building. Evanston’s Howard Street Business Association is the driving force behind the revitalization of this district and meets monthly to discuss projects, new business activities, and other critical items.

Howard Street Objectives and Projects Include:

- Redevelopment of City-Owned Properties on Howard Street. The City currently owns six properties in this corridor: 623-627 ½ Howard Street (home of Peckish Pig brew-pub); 633 Howard Street (Police Outpost); 629-631 Howard Street (multi-story mixed use building housing Ward Eight and two occupied residential units); 727-729 Howard Street (vacant one-story building); 721-723 Howard Street (vacant one-story building); and 717 Howard Street (one-story building slated for demolition).

- Support for the Howard Street Business Association. Since the summer of 2010, the City has provided support and management for the business association along Howard Street. Prior to the summer of 2010, the businesses had never convened a meeting nor had coordinated activities. As new businesses have arrived on Howard Street and more individual businesses have convened to work together to improve the area, the City’s involvement in the management and organization of this group can be reduced. The City will remain involved in the association, since it owns several properties on the corridor.

- Continue work to convene Food Truck Festivals. Since 2011, the City has coordinated a “food truck festival” at the annual Starlight Concert at Brummel Park. The City will again coordinate this festival that brings hundreds of visitors to the park.

Noyes/Foster Street business district represents two concentrations of Evanston businesses that sprouted near the CTA Purple Line stations for which the districts are named. The businesses located here offer an eclectic mix of shops and restaurants that serve the residents of both the single-family homes and the Northwestern student body. The City of Evanston’s Noyes Cultural Arts Center anchors Noyes Street and offers a wide range of arts and theatre programs. The businesses surrounding the Noyes Cultural Arts Center reflect the eclectic and unique character of this district.

Noyes/Foster Street Objectives and Projects Include:

- Development and support of business district organization. The businesses currently located in this district have started the process to create a formal association. Several have indicated an interest in stronger organizational coordination to promote the performing arts offerings and connect these groups to the food, retail, and service offerings in the immediately surrounding neighborhood.

- Capital investment in Noyes Cultural Arts Center. The City’s adopted Capital Improvement Plan identifies a number of improvements necessary to complete at the Noyes Cultural Arts Center to continue to make it a viable space for Arts groups.

- Support special events coordinated by the emerging merchant district. As the merchant district continues to build its capacity, special events coordinated around the Noyes Cultural Arts Center and surrounding merchant district will be an important component of defining the business district.
Southwest area of Evanston encompasses several shopping centers that are home to large format national retailers. Main Street Commons, located south of Main Street includes a Marshalls, Starbucks, Food 4 Less, and Sam’s Club. West on Oakton Street, includes a Home Depot, PetSmart, grocery stores ALDI and GFS Marketplace, as well as Steak n’ Shake. Finally along Howard Street in the Evanston Center shopping district, includes an Office Max, Jewel/Osco, Best Buy and Target.

Southwest Objectives and Projects Include:

- Attract complementary tenants to develop on large tracts of undeveloped land in these districts. At the Evanston Center, there are currently four outlots that were never developed. The properties were recently listed for sale and several fast casual restaurants have indicated interest in locating at these parcels. On West Oakton, the property behind the new GFS Marketplace has yet to be developed.
- Develop a plan for utilization of the former Evanston Recycling Center. In 2011 and 2012 there were extensive discussions regarding the future of this property. Concepts for redevelopment ranged from an indoor recreation facility to a salt dome.
- Coordinate workforce development opportunities to benefit targeted population. Businesses are regularly seeking employees to fill vacant positions but some are having difficulties matching the skills of applicants to available positions. Workforce Development in the area will help fill these voids and decrease the unemployment rate in the City. Pursue Howard/Hartrey TIF funding as potential source of funding.
- Support development and support of business district organization. The businesses located the West Main Street/Dodge Avenue areas have started to organize to establish a merchant association. Staff will continue to assist in these efforts of self-organization.

The West Side is comprised of several commercial areas. Located adjacent to Evanston Township High School is the area of Church Street and Dodge Avenue. This area features several neighborhood businesses and services. The Evanston North Shore Contractor’s Cooperative is under construction at 1817 Church Street. Fatty’s Burgers & More and C&W Market add retail and restaurant options to the intersection of Church Street and Dodge Avenue.

The Dr. Hill neighborhood at Simpson Street and Green Bay Road features former ice cream factories and other industrial spaces converted to live work offices which now house Brella Productions, a fast growing multimedia production company, Mighty Nest, a web based natural, organic, and non-toxic product retailer, smaller independent startups, as well as the Now We’re Cookin’ culinary incubator which is a state-of-the-art facility that offers shared kitchen space, cooking classes, and a packaged food business incubator.

On the western edge of downtown Evanston is the Emerson Street corridor. Located at the corner of Green Bay Road and Emerson is Hecky’s Barbeque which attracts fans from throughout Chicagoland to the experience their famous barbeque sauce.

West Side Objectives and Projects Include:

- Continued support and facilitation of merchant groups. Assist in the work of Central Evanston Business Association incorporating businesses based at Church & Dodge, Dr. Hill, Green Bay & Emerson, and Emerson/Dodge/Dewey. These commercial areas operate largely independent of each other with fairly limited cohesive activity.
- Pursue redevelopment of key properties along Church Street between Dewey and Brown. This corridor is key to West Side development. There are opportunities to create partnerships and make a commercial intersection that draws in residents and visitors from Evanston and surrounding areas.
• Initiate planning process for cultural / heritage trail. This effort could spur on tourism in the area, lead to more commercial activity as visitors follow the trail and bolster community pride. Coordinate workforce development opportunities to benefit targeted population. Pursue West Evanston TIF as potential source of funding.

• Support expansion of growth businesses in Dr. Hill district The Dr. Hill district has a number of small successful start-up businesses that are growing and in need of larger space and more employees.

• Proactively seek out storefront improvement opportunities. There are a number of existing empty storefronts which could be physically improved and filled with growing start-up businesses looking for space.

The West End is conveniently located one mile west of Downtown Evanston and three miles east of the Edens Expressway (Interstate 94) is Evanston’s West End. Once home to Evanston’s largest employer, the Clayton Mark steel forging company (now site of Evanston Plaza shopping center), the area is now home to the West End Business Association - a tight network of small to mid-size commercial enterprises, modern manufacturing and technology companies.

**West End Objectives and Projects Include:**

• Support innovation and modernization of industrial uses within district.

• Directional Signage for West End District- Use the Wayfinding Signage Program currently being designed by UrbanWorks to assist in directing people in and around the West End business district. Use current district logo to keep the cohesive look of the area.

• Pursue options to leverage TIF and/or economic development fund to support workforce development opportunities in partnership with West End employers and existing workforce development non-profit organizations.

The West Village, centered at Dodge and Dempster, is distinctly independent and artistic. Florence Avenue is home to a small strip of storefronts that local historians say were once owned by butchers, bakers, and other storekeepers. Also located in this area is the Heartwood Center for Body Mind and Spirit which is a unique holistic health services center (an incubator of sorts) committed to providing excellence in care. Anchored by the new Valli Produce and Dance Center Evanston, the revitalization of Evanston Plaza shopping center is underway.

**WEST VILLAGE OBJECTIVES AND PROJECTS INCLUDE:**

• Pursue retail tenants for Evanston Plaza in partnership with property owner. The 200,000 square foot shopping center is under new ownership after a recent sale and several years of receivership. A renewed focus on filling vacant retail space with desirable retailers and services to drive sales tax revenue and job growth.

• Support revitalization of Florence Avenue and Greenleaf business district.

• Support efforts to enhance Dodge Avenue and Dempster Street intersection. The introduction of Starbucks to the building formerly occupied by KFC and an exterior upgrade to Burger King will continue to bring new investment to this key Evanston intersection.
To: Chair and Members of Economic Development Committee

From: Wally Bobkiewicz, City Manager
       Johanna Nyden, Economic Development Division Manager

Subject: Consideration of Utilization of Standardized Economic Development Funding Application

Date: February 16, 2015

Recommended Action:
Staff supports a recommendation from the Economic Development Committee to City Council to approve the creation and utilization of a standardized application for requests by individuals and entities to the City for economic development assistance.

Funding Source:
Not Applicable

Summary:
Staff has drafted an Economic Development Funding Application (“the application”) that will provide a succinct and transparent process for seeking economic development funding (funds from tax increment financing districts, Economic Development Fund, and economic development-based CDBG funding) from the City of Evanston. The application form outlines the process and expectations for individuals and entities seeking funding from the City. It also outlines all information that is and could potentially be requested from the City during the period of review for financial assistance. Most of this information requested in the draft application is collected by the City for purposes of project review and due diligence, this application memorializes this process and summarizes necessary information prior to initiating negotiations for assistance.

The proposed draft application includes the following sections/documents:

1) **Acknowledgement of Economic Development Funding Process & Agreements.** This document ensures that basic terms and conditions of public funding are outlined at the onset of the process (e.g. information provided to the City is public, must be current on all fees and taxes owed the City, etc.).
2) **General Application.** This portion of the application collects all pertinent contact information from businesses in a standardized form as well as information about their proposed project (e.g. project summary, budget, why funding from City of Evanston is sought, and business plan and profile, etc.).

3) **Livability Public Benefits.** As Evanston strives to be the most livable city, the businesses funded by public funds should work with the City to support and attain this goal. The Livability Public Benefits section seeks to encourage businesses to accomplish and support as many of these benefits that promote a livable city as possible.

4) **Supplemental Project Information.** Based on the scope and scale of the project and entity requesting the funds, additional documentation may be necessary to better understand the business or the scope of the project.

5) **Section 108 Portion.** The City can borrow funds from the federal government against its Community Development Block Grant entitlement. In the event a project seeks such funding, this attachment provides for additional information necessary for that funding source.

Additionally, the process for review and consideration is outlined in the application. An introductory meeting with staff and elected officials commences the process. If project and funding are appropriate, staff will request an execution of the “Acknowledgement of Economic Development Funding Process and Agreements” document. Following execution of this document, staff will provide a letter to the potential applicant outlining the process and timeline for seeking assistance and additional information that will be required of the application for review (i.e. information from the supplemental list of materials).

**Attachments:**
- Draft Funding Application
Economic Development Funding Application

City of Evanston
Economic Development Division
City Manager’s Office
2100 Ridge Avenue
Evanston, IL 60201
847/448.8100
economicdevelopment@cityofevanston.org

Last Update 2/9/2015
Dear Applicant,

The support and retention of existing businesses as well as the attraction of new businesses to Evanston is a critical component to ensuring the promotion and advancement of Evanston as the most livable city. The support and ongoing efforts around economic development are a City-wide goal as identified by Evanston’s City Council. Supporting economic development activities through direct financial assistance for projects seeks to:

- Promote the effort to create the most livable city;
- Support business retention and expansion in Evanston;
- Increase City Revenues (sales tax, property tax, and other municipal revenue);
- Create and retain jobs for Evanston residents;
- Provide access to goods and services to Evanston residents not currently available; and
- Attract new businesses to Evanston.

The City of Evanston’s Economic Development Division reviews all applications for tax increment financing (TIF), Economic Development Fund assistance, and Community Development Block Grant Funds (Economic Development-based activities). The process (from beginning of proposal review to approval and funding implementation) usually takes between four to six months, with more complex projects typically requiring additional time to review and approve. The request for financial assistance is a multi-step process:

- **Introductory meeting with City Officials**
  At the introductory meeting staff will review the application with the applicant, discuss the appropriateness of the financial request. Additional meetings may be necessary with staff and elected officials (if not present at introductory meeting).

- **Completion of Acknowledge of Economic Development Funding Process & Agreements**
  The execution of the Acknowledgement form can be completed at the introductory meeting or immediately following. This document should be submitted within 7 business days of the introductory meeting with City Officials.

- **Memorandum of Understanding Summary of Required Supplemental Information**
  Following the Introductory meeting, staff will draft a letter summarizing the understanding of the project scope and funding request, potential project milestones, and supplemental project information required for the application.

- **Review of Application**
  Staff will review submitted applications and respond to applicant within 5 business days of receipt to determine additional information required or necessary clarification.
• **Present Proposed Request to Economic Development Committee**
  Presentation to Economic Development Committee may include two meetings, one for discussion and one for consideration. The Economic Development Committee meets the fourth Wednesday of every month at 7:30p at the Lorraine Morton Civic Center (2100 Ridge). If positive recommendation from Economic Development Committee is obtained:

  o **Create Draft agreement for consideration at City Council**
    In coordination with the City’s Law Department and the applicant’s legal counsel, an agreement will be drafted for consideration by City Council. City Council is only body to authorize City Manager to execute Economic Development Funding Agreements. This meeting will likely occur within one month of an Economic Development Committee meeting.

  o **Execute Agreement between City and Approved Applicant**

  o **Implement Project/Payout funds based on terms**

We look forward to working with you on your application. The growth of existing and new businesses is critical to our local economy and the ongoing support of creating the most livable City.

Sincerely,

Economic Development Division Staff
City of Evanston
Economic Development Funding Application Checklist & Guidelines

This checklist should be used to ensure that all materials are compiled for a complete Economic Development Funding Application. Partially submitted applications may not be reviewed until all required components are requested.

- Signed Copy of Understanding of Economic Development Funding
- Completed General Funding Application
- Project Summary (as outlined in attached General Funding Application)
- Copy of Business Plan (organized as presented in this application)
- Copy of Project Budget (organized as presented in this application)
- Demonstration of Need (Narrative and financial analysis provided by applicant that outlines why City funding is needed)
- TIF Applicants only: Budget of TIF Eligible Expenses
- Documentation outlining Ownership Structure
- Principal Profile Information (include acknowledgement of any felony conviction)
- Additional Supplemental Information as Identified in writing by Economic Development Staff to Applicant

Application Requirements and Formatting Guidelines:
- All submissions must be typed (no handwritten applications will be accepted);
- All attachments should be typed in font no less than 12pt. Pages should be numbered and include headings/sections that correlate to the Economic Development Funding Application Checklist;
- Applications must be submitted electronically to City staff via email or other electronic means (i.e. Google docs, DropBox, etc.)
- Submissions will not be considered complete unless all elements outlined above are included;
- The application for funding includes a public process; this includes two to three public meetings. All funding must be approved by the City Council;
- It is advisable to work with City staff on your application prior to starting to understand availability of funds and appropriateness of your project; and
- All information provided to City Staff is considered public information and is subject to the public process.
Acknowledgement of Economic Development Funding Process & Agreements

In order to be eligible for economic development funding from the City of Evanston, an existing business must comply with certain eligibility requirements. New businesses must agree to the following general requirements if funded by the City of Evanston. The managing partner or owner of the firm must execute the agreement prior to initiating application for assistance with the City of Evanston.

Submitting this application confirms the applicant agrees to comply with the following:

- Be a licensed business entity operating within the city limits of Evanston, Illinois (or in the instance of a new establishment entering Evanston, the corporate entity must be registered with the Illinois Secretary of State and in good standing at time of formal request for funds);

- Be current on all fees and taxes owed to the City of Evanston;

- Agree to provide all appropriate corporate documents to City of Evanston staff (as requested) to verify compliance with the funding request requirements;

- Maintain a business presence in Evanston for a minimum of five years from the receipt of funding (terms beyond five years will be negotiated and applicant acknowledges that it may be appropriate depending on level of funding provided by the City of Evanston). If the business moves out of Evanston within that restriction period, the applicant acknowledges that penalties will be assessed and a pro-rated share of the funding provided will be reimbursed to the City;

- If the funding is provided, in whole or in part, through tax increment financing (TIF), the City may require a condition of funding to be the inability to appeal Cook County property taxes once project is complete and funding is provided;

- If CDBG funding is made available for this project in whole or in part, applicant must meet a National Objective for low- and moderate-income persons through job creation, either providing a direct benefit to or creation and/or retention or access to needed goods and services; or eliminate blighting conditions (Refer to Attachment A for more information);

- Funding requirements may include, but are not limited to, ongoing proof of new jobs created, creation of a job training program, utilization of Evanston-owned, women-owned, minority-owned contractors, and other requirements established in the redevelopment agreement;

- Agrees to comply with the sustainability guidelines for a period no less than five years (or other term negotiated with the City of Evanston). Compliance may be demonstrated with an existing business policy or program. If the business fails to
meet the sustainability guidelines during this time period, the applicant agrees to reimburse the city for the total amount of the incentive received;

- Agrees to participate in the City’s Mayor’s Summer Youth Employment Program as determined to be mutually acceptable by the City and applicant (range of participation can include marketing and promotion of the program to offering and paying for summer youth employees); and

- Agree to cooperate with the City on certain completion of due diligence efforts that may include (but not limited to): background checks, credit reports relative to personal finances of all principals associated with the business; Dun & Bradstreet Comprehensive Insight Plus Reports relative to any corporate entity principals are associated with; identification of all Illinois Secretary of State Cyberdrive corporate filings for any and all LLCs and corporations principals are associated with, etc.

As the authorized representative of __________________________ (insert name of the applicant/business entity), I certify that to the best of my knowledge and belief, data in this application is true and correct, the document has been duly authorized by the governing body of the applicant and the applicant will comply with the attached certifications and assurances, if assistance is provided.

________________________
Signature

________________________
Name and Title

________________________
Date Signed
General Economic Development Assistance Funding Application

This application should be used when requesting funds from the Economic Development Fund, tax increment financing (TIF) districts, and Community Development Block Grants. Additional information may be required depending on the total amount and source of funding sought. Consult the overview document for more information.

General Business Information:

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EIN_____________________________

DUNS #_________________________

Do you already have a business in Evanston?   Yes   No

If yes, City of Evanston Business License No (or other state ID #): __________

Do you have locations outside of Evanston?   Yes   No

If yes, attach additional page with other location information

Parent Company Information (if different from General Business Information)

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
</table>
**Address**  
City  
State  
Zip Code

**Contact Person**  
Title  
Phone Number

**Email Address**  
Website

---

**Company Information**

Business Industry: __________________________________________

Current number of employees: ______
  
  Full time: ______  
  Part time: ______

Projected number of employees after funding: ______
  
  Full time: ______  
  Part time: ______

**Average Annual Compensation (Full-Time Employees)**

2014: __________________________

2015 (projected): __________________________

2016 (projected): __________________________

**Estimated taxes and fees paid to Evanston 2014-2016:**

<table>
<thead>
<tr>
<th>Type of Tax or Fee: (e.g. building permit fee, construction use tax, etc.)</th>
<th>Estimated Amount</th>
<th>Date Paid or Expected</th>
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</tbody>
</table>

Have you previously requested funds from the City of Evanston?  
Yes  
No

If yes, how much: ________________

If yes, when: ________________
Portions below must be completed and provided as separate attachments to general application

1. Project Summary and Funding Request
To the best of your ability at this time, provide in an attachment (formatting guidelines outlined in the overview document) the following information:
   - Project Narrative (250 words or less); Be sure to include:
     - Product or service offered by business;
     - Proposed Location;
     - Areas of Economic Development Plan addressed; and
     - The population or area to be served.
   - Summary of Key Project Milestones including estimated dates of project completion and occupancy/business operations commencement.
   - Total funding requested from the City. Statement should include:
     - An outline of all project funding sources (debt, equity, grants, etc.);
     - Describe why these funding source(s) were not appropriate or fell short of total project cost; (please include denial or loan approval letters from traditional lending sources, etc.); and
     - A description detailing how City funds would be used (e.g. rehab of building, purchase of property, etc.).

2. Project Budget
   - An initial project budget must be provided when seeking funds. Budget should be submitted in pdf or hard copy form as well as provided in excel format. Project budgets must include the following information (as applicable):
     - Total Uses of Funds (Total Project Costs/Total Construction)
     - Total Sources of Funds (debt, equity, gap, other funding sources)
     - Operating Pro Forma demonstrating ability to repay loan funding (if provided)
     - Use of volunteer and donated goods and services
     - Explanation of any unusual budget expenditures in the line item budget form
     - Explanation of why project costs are reasonable
     - Cost estimates from at least three different contractors

Budget information should be broken out in categories as appropriate with enough detail to clearly understand how each line item would be spent. Budgets should represent the full project costs, not only the portion requested from the City.

3. Livability Public Benefits
In efforts to promote Evanston as the most livable City, applicants must achieve at least 5 of the total 12 possible points from this section. The City’s Office of Sustainability is available for consultation on meeting livability compliance. Satisfaction of these benefits
does not guarantee funding; applicants are also subject to all additional underwriting standards adopted by the City of Evanston.

1. **Average Wage Requirement (1 point):** The company will pay an average annual wage that is equal to or exceeds the Cook County per capita income. The most recent per capita income reported by the Cook County is $30,048. {INSERT REQUIREMENT OF LOW-MOD for CDBG}

2. **Health Insurance (1 point):** The company will offer and pay for at least 50 percent of the cost of health insurance premiums for all full-time employees. This coverage must, at a minimum, include major medical coverage for full-time employees and their dependents.

3. **Diversity Support (1 point):** The company will encourage diversity in the workforce through proactive hiring practices or through diversity training programs. These programs can include certified diversity programs, English as a Second Language (ESL) classes, and Spanish classes. (Note: Being an equal opportunity employer alone does not qualify a company for this guideline.)

4. **Non-profit Support (1 point):** The company will actively support the arts, cultural, or service non-profit sector in Evanston by:
   a. A commitment to donating $25 or more per year on average for each full-time employee. For example, a firm with 100 employees can document at least $2,500 donated (or to be donated) to an Evanston-based arts, cultural, or service non-profit entities over a 12-month period; and/or
   b. Encouraging volunteerism by granting the equivalent of at least one paid day off per year to each employee who utilizes the time to provide support to an Evanston based non-profit entity.

5. **Dependent Care (1 point):** The company will offer at least $50 per month in dependent care assistance to employees who utilize daycare or eldercare for a dependent child or other immediate family member. This may be offered as an option in a flexible benefit cafeteria plan. (Note: a pre-tax dependent care flexible spending program does not qualify.)

6. **Housing Assistance (3 points):** The company will offer assistance to employees on the purchase or rental of housing located within the City of Evanston. This assistance must have a minimum value of $1,000, per employee assisted. It may be a cash benefit for down payment towards purchase or rental housing assistance to recruit new employees or retain current employees.

7. **Wellness and Health (1 points):** The company or business will pay at least 50% of the cost towards a fitness membership or fitness classes offered through an Evanston-based business that will provide access to fitness and recreational opportunities.

8. **Energy Efficiency Assessment (1 point):** The company will conduct an energy efficiency assessment of the facility to better understand energy usage and identify ways to reduce energy usage. The assessment can be conducted by an energy efficiency company secured privately or through the participation in a Nicor or ComEd utility run energy assessment program.

9. **Energy Efficiency Improvements (1 point):** The company will implement energy efficiency projects to reduce the energy use of the work space. Projects
can be identified through a recent energy efficiency assessment or demonstrated to be energy saving projects through an in-house energy savings calculation.

10. Multi-Modal Transportation (1 point): The company or business will provide an incentive for employees to commute to work using public transit, walking or bicycle. Incentives can include contribution to employees for transit fare, indoor bike parking space for employees, or facilities with a shower and changing room.

11. Recycling and Waste Reduction (1 points): The company or business will increase waste reduction and recycling efforts for both operational waste and customer generated waste, as appropriate. This will include the evaluation of current internal and external waste and recycling containers and optimizing container size to maximize recycling opportunities.

12. Water Efficiency (1 point): Implementation of water efficiency measures to include more efficient appliances, water-using fixtures, landscaping that requires little water use or helps absorb water that would otherwise go to storm drains.

AUDIT DOCUMENTS for Livability Public Benefits; timeline for audit (i.e. non-profit support; religious affiliation, non-discriminatory practice to Non-profits

4. Business Plan/Profile
Provide a copy of your business plan. Include in the Business Plan the information summarized below in a similar format.

I. Cover Sheet (Include business name, address, and all contact info)
II. History and Description of Business
III. Products Created/Services Provided
IV. Marketing Information
V. Major Customers
VI. Competitive Position in the Industry
VII. Size of the Market
VIII. Primary Competitors
IX. Seasonality of the Market
X. Major Distribution Channels
XI. Profiles of Management Team/Principals
XII. Description of Jobs Created/Added
XIII. Overall Schedule
XIV. Community Benefits (link to City of Evanston ED Plan)
List of additional Supplemental Project Information

The following additional information may be requested for staff review of project and City due diligence.

I. STANDARD DOCUMENTATIONS
   a. Audited Financial Statement and/or Tax Returns (Past 3 years)
   b. Articles of Incorporation/Bylaws
   c. Non-Profit Determination (if applicable)
   d. List of the Board of Directors (If applicable)
   e. Authorization to Request Funds
   f. Designation of Authorized Official
   g. Organizational Chart
   h. List of Available Collateral (to secure potential debt with City of Evanston)
   i. Personal Financial Statement of the Owner or Stockholders owning more than 20% of the voting stock of the company
   j. Loan Application History (explain more what this is – past 4 years)
   k. Business Lease
   l. Copies of any pending litigation cases involving the corporation or its principals and a summary of the case(s).
   m. Copies of any judgments against the corporation or its principals Copies of any past or present bankruptcy filings for the corporation or its principals, within the past 5 years.
   n. Credit Report(s) issued within one month of application date for all Principals Associated with Application
   o. Copies of Purchase Orders or Invoice for business equipment to be purchased (include any serial numbers of new equipment or equipment that will be utilized as collateral)
   p. Real Estate Related Documents:
      i. Purchase Contract Agreement
      ii. Appraisal of real estate to be financed
      iii. Copy of Construction Contract (if new construction or significant rehabilitation)
ATTACHMENT A: CDBG/Section 108 Attachment

National Objectives

All applicants for CDBG or Section 108 funding must demonstrate how the project will meet CDBG national objectives as outlined in 24 CFR 570.208. A project must provide benefit to low- to moderate-income persons through job creation, housing rehabilitation, limited clientele assistance or general area benefit.

Definition of Low and Moderate Income Persons (LMI):

- Moderate Income Person: A person with income at or below 80% of the median income.
- Low Income Person: A person with income at or below 50% of the median income.

CSBG Low/Moderate Income Benefit may be achieved by:

- Job Creation: Activities designed to create or retain full- or part-time permanent jobs, at least 51 percent of full-time equivalent (FTEs) must be made available to or held by LMI persons.
- Direct Assistance to Low/Mod Income Microenterprises: For businesses with 5 or fewer total employees, including the owners, (owners’ income must not exceed 80% of the median income).
- Area Benefit: Activity funded provides needed goods or services to a residential service area, in which at least 51 percent of the residents are LMI persons.
- Housing Rehabilitation and Related Infrastructure/Acquisition Costs: Activities that are undertaken for the purpose of providing or improving permanent residential structures which, upon completion, will be occupied by LMI households.

Which CDBG National Objective will your project meet?

Eligible Activities:

In addition to meeting a national objective, CDBG/Section 108 funds must be used for eligible activities as established in 24 CFR 570.703(a-m):

- Economic development activities eligible under §570.203, Community development activities eligible under §570.204, and planning and environmental urban design activities eligible under §570.205 (See Attachment B for more information);
- Acquisition of improved or unimproved real property;
- Rehabilitation of property owned or acquired by the City of Evanston or its designated public entity;
- Relocation payments for individuals, families, businesses, and other organizations that must relocate temporarily or permanently as a result of activity financed by Section 108 funds;
• Clearance, demolition, and removal on real property acquired or rehabilitated with Section 108 funds;
• Site preparation, construction\(^1\), installation of public and other site improvements, utilities, or remediation of properties that are related to the economic development of property acquired or rehabilitated with Section 108 funds;
• Payment of private sector costs associated with debt financing; and
• Debt service reserve.

Please explain how your project qualifies as one of the above eligible activities:

__________________________

__________________________

Public Benefit Standards:
In addition to meeting a minimum of one national objective and being used for eligible activities already outlined in this proposal, any economic development projects receiving CDBG Section 108 funding must also meet the public benefit standards as outlined in 24 CFR 570.209(b). By signing and submitting this application, you agree to comply with these standards:

1. A minimum of one job (FTE) created per $50,000 of funding, with 51% of total jobs filled by low/moderate income persons OR;
2. One Low/Moderate Income individual benefitted per $1,000 of funding.

An individual project must satisfy one of the requirements in its entirety. For example, a Section 108 loan of $105,000 must either create three jobs, at least two of which are filled by LMI persons or serve a geographic area that is primarily LMI and includes at least 105 Low/Moderate Income people. Creating 2 jobs and benefiting 100 people will not satisfy the minimum standards for evaluating public benefit, as it is a combination of the two requirements.

All jobs retained by CDBG Section 108 funding will be considered “jobs created” (570.209(b)) and are subject to the same requirements listed above.

\(^1\) All wages of construction workers are subject to Davis-Bacon prevailing wages.
ATTACHMENT B: Eligible Activities for CDBG Section 108 (§570.203, §570.2034, §570.205)

§570.203 Special economic development activities.
A recipient may use CDBG funds for special economic development activities in addition to other activities authorized in this subpart that may be carried out as part of an economic development project. Guidelines for selecting activities to assist under this paragraph are provided at §570.209. The recipient must ensure that the appropriate level of public benefit will be derived pursuant to those guidelines before obligating funds under this authority. Special activities authorized under this section do not include assistance for the construction of new housing. Activities eligible under this section may include costs associated with project-specific assessment or remediation of known or suspected environmental contamination. Special economic development activities include:

(a) The acquisition, construction, reconstruction, rehabilitation or installation of commercial or industrial buildings, structures, and other real property equipment and improvements, including railroad spurs or similar extensions. Such activities may be carried out by the recipient or public or private nonprofit subrecipients.

(b) The provision of assistance to a private for-profit business, including, but not limited to, grants, loans, loan guarantees, interest supplements, technical assistance, and other forms of support, for any activity where the assistance is appropriate to carry out an economic development project, excluding those described as ineligible in §570.207(a). In selecting businesses to assist under this authority, the recipient shall minimize, to the extent practicable, displacement of existing businesses and jobs in neighborhoods.

(c) Economic development services in connection with activities eligible under this section, including, but not limited to, outreach efforts to market available forms of assistance; screening of applicants; reviewing and underwriting applications for assistance; preparation of all necessary agreements; management of assisted activities; and the screening, referral, and placement of applicants for employment opportunities generated by CDBG-eligible economic development activities, including the costs of providing necessary training for persons filling those positions.

§570.204 Special activities by Community-Based Development Organizations (CBDOs).

(a) Eligible activities. The recipient may provide CDBG funds as grants or loans to any CBDO qualified under this section to carry out a neighborhood revitalization, community economic development, or energy conservation project. The funded project activities may include those listed as eligible under this subpart, and, except as described in paragraph (b) of this section, activities not otherwise listed as eligible under this subpart. For purposes of qualifying as a project under paragraphs (a)(1), (a)(2), and (a)(3) of this section, the funded activity or activities may be considered either alone or in concert with other project activities either being carried out or for which funding has been committed. For purposes of this section:
(1) Neighborhood revitalization project includes activities of sufficient size and scope to have an impact on the decline of a geographic location within the jurisdiction of a unit of general local government (but not the entire jurisdiction) designated in comprehensive plans, ordinances, or other local documents as a neighborhood, village, or similar geographical designation; or the entire jurisdiction of a unit of general local government which is under 25,000 population;

(2) Community economic development project includes activities that increase economic opportunity, principally for persons of low- and moderate-income, or that stimulate or retain businesses or permanent jobs, including projects that include one or more such activities that are clearly needed to address a lack of affordable housing accessible to existing or planned jobs and those activities specified at 24 CFR 91.1(a)(1)(iii); activities under this paragraph may include costs associated with project-specific assessment or remediation of known or suspected environmental contamination;

(3) Energy conservation project includes activities that address energy conservation, principally for the benefit of the residents of the recipient's jurisdiction; and

(4) To carry out a project means that the CBDO undertakes the funded activities directly or through contract with an entity other than the grantee, or through the provision of financial assistance for activities in which it retains a direct and controlling involvement and responsibilities.

(b) Ineligible activities. Notwithstanding that CBDOs may carry out activities that are not otherwise eligible under this subpart, this section does not authorize:

(1) Carrying out an activity described as ineligible in §570.207(a);

(2) Carrying out public services that do not meet the requirements of §570.201(e), except that:

(i) Services carried out under this section that are specifically designed to increase economic opportunities through job training and placement and other employment support services, including, but not limited to, peer support programs, counseling, child care, transportation, and other similar services; and

(ii) Services of any type carried out under this section pursuant to a strategy approved by HUD under the provisions of 24 CFR 91.215(e) shall not be subject to the limitations in §570.215(e) or (2), as applicable;

(3) Providing assistance to activities that would otherwise be eligible under §570.203 that do not meet the requirements of §570.209; or

(4) Carrying out an activity that would otherwise be eligible under §570.205 or §570.206, but that would result in the recipient's exceeding the spending limitation in §570.200(g).

(c) Eligible CBDOs. (1) A CBDO qualifying under this section is an organization which has the following characteristics:

(i) Is an association or corporation organized under State or local law to engage in community development activities (which may include housing and economic development activities) primarily within an identified geographic area of operation within the jurisdiction of the recipient, or in the case of an urban county, the jurisdiction of the county; and

(ii) Has as its primary purpose the improvement of the physical, economic or social environment of its geographic area of operation by addressing one or more critical
problems of the area, with particular attention to the needs of persons of low and moderate income; and

(iii) May be either non-profit or for-profit, provided any monetary profits to its shareholders or members must be only incidental to its operations; and

(iv) Maintains at least 51 percent of its governing body's membership for low- and moderate-income residents of its geographic area of operation, owners or senior officers of private establishments and other institutions located in and serving its geographic area of operation, or representatives of low- and moderate-income neighborhood organizations located in its geographic area of operation; and

(v) Is not an agency or instrumentality of the recipient and does not permit more than one-third of the membership of its governing body to be appointed by, or to consist of, elected or other public officials or employees or officials of an ineligible entity (even though such persons may be otherwise qualified under paragraph (c)(1)(iv) of this section); and

(vi) Except as otherwise authorized in paragraph (c)(1)(v) of this section, requires the members of its governing body to be nominated and approved by the general membership of the organization, or by its permanent governing body; and

(vii) Is not subject to requirements under which its assets revert to the recipient upon dissolution; and

(viii) Is free to contract for goods and services from vendors of its own choosing.

(2) A CBDO that does not meet the criteria in paragraph (c)(1) of this section may also qualify as an eligible entity under this section if it meets one of the following requirements:

(i) Is an entity organized pursuant to section 301(d) of the Small Business Investment Act of 1958 (15 U.S.C. 681(d)), including those which are profit making; or

(ii) Is an SBA approved Section 501 State Development Company or Section 502 Local Development Company, or an SBA Certified Section 503 Company under the Small Business Investment Act of 1958, as amended; or

(iii) Is a Community Housing Development Organization (CHDO) under 24 CFR 92.2, designated as a CHDO by the HOME Investment Partnerships program participating jurisdiction, with a geographic area of operation of no more than one neighborhood, and has received HOME funds under 24 CFR 92.300 or is expected to receive HOME funds as described in and documented in accordance with 24 CFR 92.300(e).

(3) A CBDO that does not qualify under paragraph (c)(1) or (2) of this section may also be determined to qualify as an eligible entity under this section if the recipient demonstrates to the satisfaction of HUD, through the provision of information regarding the organization's charter and by-laws, that the organization is sufficiently similar in purpose, function, and scope to those entities qualifying under paragraph (c)(1) or (2) of this section.

[60 FR 1944, Jan. 5, 1995, as amended at 71 FR 30035, May 24, 2006]

§570.205 Eligible planning, urban environmental design and policy-planning-management-capacity building activities.

(a) Planning activities which consist of all costs of data gathering, studies, analysis, and preparation of plans and the identification of actions that will implement such plans, including, but not limited to:
(1) Comprehensive plans;
(2) Community development plans;
(3) Functional plans, in areas such as:
   (i) Housing, including the development of a consolidated plan;
   (ii) Land use and urban environmental design;
   (iii) Economic development;
   (iv) Open space and recreation;
   (v) Energy use and conservation;
   (vi) Floodplain and wetlands management in accordance with the requirements of Executive Orders 11988 and 11990;
   (vii) Transportation;
   (viii) Utilities; and
   (ix) Historic preservation.
(4) Other plans and studies such as:
   (i) Small area and neighborhood plans;
   (ii) Capital improvements programs;
   (iii) Individual project plans (but excluding engineering and design costs related to a specific activity which are eligible as part of the cost of such activity under §§570.201-570.204);
   (iv) The reasonable costs of general environmental, urban environmental design and historic preservation studies; and general environmental assessment- and remediation-oriented planning related to properties with known or suspected environmental contamination. However, costs necessary to comply with 24 CFR part 58, including project specific environmental assessments and clearances for activities eligible for assistance under this part, are eligible as part of the cost of such activities under §§570.201-570.204. Costs for such specific assessments and clearances may also be incurred under this paragraph but would then be considered planning costs for the purposes of §570.200(g);
   (v) Strategies and action programs to implement plans, including the development of codes, ordinances and regulations;
   (vi) Support of clearinghouse functions, such as those specified in Executive Order 12372; and
   (vii) Analysis of impediments to fair housing choice.
   (viii) Developing an inventory of properties with known or suspected environmental contamination.
(5) [Reserved]
(6) Policy—planning—management—capacity building activities which will enable the recipient to:
   (1) Determine its needs;
   (2) Set long-term goals and short-term objectives, including those related to urban environmental design;
   (3) Devise programs and activities to meet these goals and objectives;
   (4) Evaluate the progress of such programs and activities in accomplishing these goals and objectives; and
(5) Carry out management, coordination and monitoring of activities necessary for effective planning implementation, but excluding the costs necessary to implement such plans.
Memorandum

To: Chair and Members of Economic Development Committee

From: Paul Zalmezak, Senior Economic Development Coordinator
      Cindy Plante, Economic Development Specialist

Subject: Creation of Storefront Modernization Program (Expansion of Façade Program)

Date: February 25, 2015

Recommendation:
Staff recommends expansion of the current Façade Improvement Program to include work associated with interior build-out for retail storefronts and street-level commercial properties in targeted areas. The program would be renamed the “Storefront Modernization Program”. In addition to adding reimbursement for certain interior build-out projects, the program guidelines would also be expanded to require accessibility modifications and environmental sustainability improvements as part of projects seeking City funding. Increasing opportunities for local, accessible, and sustainable retail and commercial redevelopment helps further the City’s vision of becoming the Most Livable City.

Summary
The City Council’s adopted economic development work plan directs economic development staff to expand the retail tax base by balancing retention and expansion of unique local retailers, attracting new complimentary independent retailers, creating new retailers through incubation, and pursuing national retail in targeted categories. In addition, the Evanston Livability Plan sets a 20% target reduction of greenhouse gas emissions in Evanston by 2016 and specifically identifies residential and commercial building retrofits as one of five strategies for doing so.

While Evanston is considered a premium place to own and operate a business, there comes with it higher barriers to entry, including higher rent levels that often prevent smaller independent retailers from opening. Based on research of similar programs in other communities around the country, staff recommends expanding the scope of the façade program by adding an interior build-out component to the existing guidelines that incorporates accessibility and sustainability-related improvements. Offsetting these costs of interior build out may provide the incentive to open shop in Evanston.

This proposed expansion of the eligibility guidelines is intended to encourage retail development while also modernizing building stock by providing funding for fixed
leasehold improvements. And improving accessibility for persons with disabilities (through barrier removal) and the use of sustainable building practices as part of any improvement projects seeking funding supports the City’s vision of becoming the Most Livable City.

Eligibility for the interior build-out portion of the program would be targeted based on the building’s use and geographic location. In keeping with the Economic Development Work Plan's direction to expand retail business, street-level commercial spaces throughout the city whose primary use is defined as a retail goods establishment would be eligible for interior build-out reimbursement. Reimbursement for traditional façade-related improvements would remain available to any qualifying business regardless of their location within Evanston.

In addition, funding for interior build-out will also be available to any business (subject to program guidelines) with frontage along the following areas:

- Howard Street
- Dodge Avenue
- Florence Avenue (Crain St to Greenleaf St)
- Greenleaf Street (Florence Ave to Wesley Ave)
- Simpson Street (alley west of Ashland Ave to Darrow Ave)
- Main Street*
- Dempster Street*
- Church Street*
- Emerson Street*
(* West of Ridge Avenue)

These areas were included in the eligibility criteria due to higher vacancy rates, the presence of older building stock in need of modernization, and/or are areas targeted for commercial revitalization.

Qualifying interior build out projects up to $50,000 total project cost would be eligible for a rebate of up to 50% (i.e. up to $25,000). As with the current program, contingency of assistance would require demonstration of participation by tenant and property owner. Interior build-out components eligible for City assistance could include:

- New heating, ventilation and air conditioning (HVAC)*
- Electrical*
- Plumbing*
- Other mechanical systems*
- Accessibility features for individuals with disabilities
- Flooring
- Fixtures
- Carpentry and Drywall
- Life safety / sprinkler systems
Inclusion and reimbursement of building systems would be based on utilization of equipment that meets the standards set forth in Appendix A of the City’s Green Building Ordinance (Title 4, Chapter 21 of the City Code). For example, installation of new bathroom fixtures would require the use of WaterSense certified equipment.

Staff has drafted the following language to add to the existing Façade Improvement Program Guidelines:

*Eligibility for the interior build-out portion of the Program is limited to property owners and/or tenants of ground floor commercial buildings whose business qualifies as a retail goods establishment for zoning purposes. To encourage additional commercial development west of Evanston’s transit stations, the interior build-out program is available to any business with frontage along one of the following streets regardless of use:*

- Howard Street
- Dodge Avenue
- Florence Avenue (Grain St to Greenleaf St)
- Greenleaf Street (Florence Ave to Wesley Ave)
- Simpson Street (alley west of Ashland Ave to Darrow Ave)
- Main Street*
- Dempster Street*
- Church Street*
- Emerson Street* (*West of Ridge Avenue)

*Interior Build-out:* Interior build-out is considered to be any construction or work done which results in fixed capital improvements to the property. Funding for interior build-out projects is limited to properties that qualify as a retail goods establishment for zoning purposes, or to any street-level property with frontage along Dodge Avenue, Howard Street, or the portions of Main, Dempster, Church, or Emerson Streets west of Ridge Avenue. Eligible improvements include plumbing and electrical upgrades, upgrading or retrofitting of mechanical systems, life safety/sprinkler systems, alterations needed for compliance with the Americans with Disabilities Act (ADA) and general reconfiguration of the interior space.

*Ineligible improvements include equipment such as refrigerators, ovens, computers, cash registers, tables and chairs, desks, decorative window or wall coverings and other items which are not permanent fixtures nor result in fixed capital improvements.*

**Attachments:**
- Guidelines & Program Agreement
City of Evanston
Storefront Modernization
Program

Program Guidelines
Program Purpose and Overview

The purpose of the Storefront Modernization Program ("the Program") is to improve the appearance and functionality of street-level commercial buildings located throughout the City of Evanston and to support the development of retail uses within the City. The Program works to address especially deteriorating and obsolete property conditions and encourage storefront, interior build-out, accessibility and/or sustainability improvements to the property as a means to generate additional business for Evanston's commercial areas.

Program participants are eligible to receive a rebate upon the completion of their approved storefront or interior build-out, project ("the Project"). The rebate is in the form of a loan, forgivable over a five (5) year period.

The Program is managed and administered by Staff in the Economic Development Division of the Evanston City Manager’s Office.

Eligibility Criteria

Eligible participants of the Program include property owners of commercial buildings within Evanston and tenants of ground floor commercial buildings. A business owner who is leasing space must have:

- A current lease with a minimum of five (5) years remaining from the date of Application or provide evidence that the business has operated in Evanston for over five (5) years; and
- Written approval from the property owner to participate in the Program and consent to recordation against the subject property of a Declaration of Covenants Affecting the Property (for projects receiving a forgivable loan of $5,000 or more).

Eligibility for the interior build-out portion of the Program is limited to property owners and/or tenants of ground floor commercial buildings whose business qualifies as a retail goods establishment for zoning purposes. To encourage additional commercial development west of Evanston’s transit stations, the interior build-out program is available to any business with frontage along one of the following streets regardless of use:

- Howard Street
- Dodge Avenue
- Florence Avenue (Crain St to Greenleaf St)
- Greenleaf Street (Florence Ave to Wesley Ave)
- Simpson Street (alley west of Ashland Ave to Darrow Ave)
- Main Street*
- Dempster Street*
- Church Street*
- Emerson Street*
  (* West of Ridge Avenue)

Storefront Improvements: Storefronts are defined as the portion of a building that faces the public right-of-way and is fronted by a sidewalk or similar pedestrian-oriented pathway. Eligible improvements include ramps, door openers, signage, painting, lighting, windows, doors, fascia, tile, canopies, awnings, trim, metal work and other decorative elements, restoration of historic properties and other improvements contributing to the visual enhancement or accessibility of a
property as it relates to the public right-of-way. Any projects requesting reimbursement for more than $2,500 must have an accessible storefront.

Ineligible improvements include roofs that are not “part of the façade” (i.e. do not face the public way; the portion of mansard roofs, for example, facing street frontage are eligible), non-permanent fixtures, security systems, personal property, interior window coverings, equipment, any improvements not visible from the public right-of-way, and any improvements deemed to be inconsistent with redevelopment purposes and objectives.

Interior Build-out: Interior build-out is considered to be any construction or work done which results in fixed capital improvements to the property. Funding for interior build-out projects is limited to properties that qualify as a retail goods establishment for zoning purposes, or to any street-level property with frontage along Dodge Avenue, Howard Street, or the portions of Main, Dempster, Church, or Emerson Streets west of Ridge Avenue. Eligible improvements include plumbing and electrical upgrades, upgrading or retrofitting of mechanical systems, life safety/sprinkler systems, alterations needed for compliance with the Americans with Disabilities Act (ADA) and general reconfiguration of the interior space.

Ineligible improvements include equipment such as refrigerators, ovens, computers, cash registers, tables and chairs, desks, decorative window or wall coverings and other items which are not permanent leasehold improvements nor result in fixed capital improvements.

Any significant alterations or additions to the storefront, interior, and/or requests for approval of new or altered signage should be reviewed with the Community Development Department’s Project Management Supervisor and/or Planning and Zoning staff to assure compliance with State and Local Building codes and/or zoning ordinances. Further, any alteration or construction on properties which have been designated as a local landmark or are located in historic districts must be approved by the Historic Preservation Commission prior to consideration for funding in the Program.

Ineligible Participants of the program include:
- National franchises/for profit corporations with more than ten locations outside of Evanston, unless the organization is headquartered in Evanston;
- Occupants or owners of buildings that are not current with property taxes, water bills, or properties possessing any sort of non-mortgage liens (i.e. mechanics lien, etc.);
- Persons who have one or more outstanding City of Evanston parking tickets;
- Buildings in excess of an 80,000 square foot footprint;
- Churches or other religious organizations;
- Government offices and agencies (non-governmental tenants are eligible);
- New construction, less than five (5) years old; and
- Property that has received storefront improvement funds (formerly known as the City of Evanston’s Façade Improvement Program) within the past ten years (unless change of use is significant enough to warrant change in storefront).
Storefront Modernization Program Administration

The Program provides participants the opportunity to receive a rebate upon the completion of their approved Project, up to an approved amount, based the maximum amounts set forth in the sections below.

**Funding Source(s):** Projects will be funded through: tax increment financing (TIF) within applicable TIF Districts, Community Development Block Grants, and/or Economic Development Funds.

**Rebate/Forgivable Loan:** The rebate is in the form of loan, forgivable over a five (5) year (60 month) period as illustrated in the box to the right. Participants can receive a rebate for up to half of the total project cost, based on the “total eligible cost” for their specific Project.

Note: if the agreement is terminated prior to the completion of the five-year (60-month) forgivable loan period, the Participant will be responsible for repayment of the balance of rebate (“loan”) on a prorated basis. The prorated amount due will be determined by multiplying the original rebate amount times the percentage obtained by dividing the number of months remaining in the five (5) year period by 60 (the total number of months in the loan period). The commencement date of the 60 month forgivable period starts on the month that the project agreement is recorded at the Cook County Recorder of Deeds and ends on the 5th anniversary date.

**Total Eligible Project Cost:**

**Storefront Improvements** - To determine “total eligible cost” for storefront projects, rebates are based on a formula whereby the first thirty-five (35) linear feet of public right-of-way facing frontage (or less) is eligible for up to $10,000 on a 50/50 cost-sharing basis. Each linear foot of frontage greater than thirty-five (35) is eligible for an additional $100 per foot toward the “total eligible cost”. In order to calculate the “total eligible cost,” measurements of the façade should be taken from one end of a structure to another end of the structure that includes only the portion(s) of the storefront for which funds are being requested for assistance. Architectural design fees may be included in the total cost of eligible improvements but cannot exceed $5,000 of the total reimbursement.

For example, if the public right-of-way facing portion of a storefront is seventy (70) linear feet, the first thirty-five (35) linear feet of the façade would be eligible for up to $10,000 in funding, based on the 50/50 cost sharing provision. The remaining thirty-five linear feet qualify the applicant for an additional $3,500 in assistance. In total, this storefront would qualify for up to $13,500 in assistance.

**Interior Build-out Projects** - Interior build out projects are eligible for up to $50,000 on a 50/50 cost sharing basis. The final approved amount will depend on the scope of work to be completed. Inclusion and reimbursement of building systems such as plumbing or HVAC would be based on utilization of equipment and materials that comply with the appropriate sustainable

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**FIVE (5) YEAR FORGIVEABLE LOAN**

<table>
<thead>
<tr>
<th>Example Improvement:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total Project Cost:</td>
<td>$ 50,000</td>
</tr>
<tr>
<td>Eligible Rebate:</td>
<td>$ 13,500</td>
</tr>
<tr>
<td>Owner/Tenant Funds:</td>
<td>$ 36,500</td>
</tr>
<tr>
<td>Total Forgivable Loan from the City:</td>
<td>$ 13,500</td>
</tr>
<tr>
<td>Month 0-12 Loan ($2,700):</td>
<td>$ 10,800</td>
</tr>
<tr>
<td>Month 13-24 Loan ($2,700):</td>
<td>$ 8,100</td>
</tr>
<tr>
<td>Month 25-36 Loan ($2,700):</td>
<td>$ 5,400</td>
</tr>
<tr>
<td>Month 37-48 Loan ($2,700):</td>
<td>$ 2,700</td>
</tr>
<tr>
<td>Month 49-60 Loan ($2,700):</td>
<td>$ 0</td>
</tr>
</tbody>
</table>
building measures set forth in the City’s Green Building Ordinance (Title 4, Chapter 21 of the City Code). For example, reimbursement for renovating a bathroom would require the use of WaterSense certified fixtures.

For approved projects for which a rebate of $10,000 or more is awarded (i.e. projects with eligible total improvement costs of $20,000 or more), an applicant may request up to two payments for the project. In such cases, a schedule for the partial payment and a timeline with benchmarks for completion for each project phase must be submitted and approved by Economic Development Staff. In each case, the reimbursement shall only be made after the defined work has been completed and payment has been made by the business/property owner.

**Estimates for the Project:** As small business improvement rebates are public funds, Participants will be expected to get three estimates for each aspect of their project, of which one should be from an Evanston-based business. This allows for some assurance that the project pricing is competitive and that there is an opportunity to utilize of local businesses.

**Design Guidelines**


While it is not possible for many small businesses to make their storefronts fully accessible for persons with disabilities, the ADA requires that accessibility be improved whenever possible through the removal of physical barriers. For examples of barrier removal, please see “The Americans with Disabilities Act Checklist for Readily Achievable Barrier Removals” at [http://www.ada.gov/racheck.pdf](http://www.ada.gov/racheck.pdf) and “ADA Guide for Small Businesses” at [http://www.ada.gov/smbusgd.pdf](http://www.ada.gov/smbusgd.pdf).

**Program Steps**

**Step 1: Arrange to Meet with an Economic Development Specialist.** Applicants should schedule a meeting with an Economic Development Coordinator to discuss the program, ask questions, and obtain application materials.

Cindy Plante
Economic Development Specialist
(847) 448-8132
cplante@cityofevanston.org

**Step 2: Application Submission.** Applications for the City of Evanston Storefront Modernization Program may be submitted during one of two time frames. The first submission time frame spans from January 1st to June 30th. These projects would need to be completed during the same calendar year. The second submission time frame spans from July 1st to December 31st. These projects would need to be completed by the calendar year following the application, and would be included in the 2015 budget. Submissions must include the following:

- Completed Application (link);
• Copies of three estimates for each aspect of proposed work. At least one of the three estimates must come from an Evanston based business.
• Two (2) Color photographs of the property
• If tenant is the applicant, letter of support from property owner indicating he/she is supportive of the project and has reviewed the terms and conditions of the Program.

Note: All applications, project photos, and supporting documents shall be submitted digitally as well as in the paper format.

Step 3: Staff Application Review Process. After Applications are submitted, Staff will:
• Evaluate each project submitted to determine if Application is complete.
• Confirm eligibility of proposed project tasks and determine total eligible project cost;
• Identify appropriate funding sources for each proposed project;
• Prepare recommendations of approval of funds to the appropriate Committee.

Staff will evaluate Applications on the following criteria:
• Total project budget;
• Location within an established business district, along a major street or near a transit station;
• Use of energy efficiency measures (installation of energy saving windows, doors, etc.);
• Steps taken to improve access for persons with disabilities;
• Returning unproductive uses to productive uses and/or creation of new rentable space in a building; and
• Total linear feet and/or square footage of commercial space to be improved.

Step 4: Public Review and Approval Process. Staff will submit recommendations to the Economic Development Committee for review and recommendation to City Council. All projects are then forwarded to City Council for final action.

Participants whose total project costs exceed $5,000 are required to be present at all public meetings at which proposed Project will be discussed. Participants will be notified of time, date, and place of the public meeting at which the Application will be considered. Staff will outline meeting schedules for applicants at their consultation meetings. Participants whose total project costs are less than $5,000 are not required to attend public meetings.

Step 5: Execution of Program Agreement. Following approval by City Council, Participants will be required to enter into and execute a written agreement with the City of Evanston which will establish the terms, conditions, and requirements for participation in the Program. Once the Program Agreement has been executed to the satisfaction of the City Manager, a Notice to Proceed will be issued to the Participant. A sample copy of the terms and agreements of the agreement are provided in Attachment A of this document.

Step 6 (if applicable): Project Phasing Plan. Applicants that have been approved for projects with a rebate of $10,000 or more may submit to Economic Development Staff a written request to divide projects into two phases for the purposes of partial reimbursement of project costs. For example, if a project includes multiple components such as plumbing, HVAC, tuck-pointing, window and door replacement and signage, applicant may propose to staff to divide work into two phases in order to seek repayment after certain aspects of the project have been completed. Applicants shall submit to Economic Development staff a project phasing plan,
which clearly defines the work to be completed in each phase along with expected completion dates. Such phasing plan must be approved by Staff in order to establish partial payment plan.

**Note:** Commencement of work without an executed Program Agreement will automatically disqualify a Participant from being eligible to participate in the Program, and negates the City's obligation to rebate any portion of the work.
Terms & Conditions

In accordance with the Program Guidelines, the City of Evanston will provide financial assistance up to the approved amount of a project at no more than half of the total project cost. The rebate will come in the form of a loan forgivable over a five (5) year (or 60 month) period, upon completion of the Project.

Any rebates paid by the City of Evanston pursuant to this program shall not be made until all work has been completed; all improvement work has been inspected and approved by the City of Evanston. If a partial rebate payment schedule with project completion benchmarks has been established with and approved by Economic Development Staff (for projects eligible for $10,000 or more), work must still be inspected and approved by the City prior to partial payment being issued. Additionally, all payments for said work must be made to contractors, material suppliers, and vendors. Participants of the Program must submit to the City of Evanston itemized invoices detailing work completed and materials purchased. Such invoices shall include proof of payment to all contractors, suppliers, and vendors. Documentation must be submitted within 45 days of project completion. The participant shall also submit unconditional lien releases and other documentation as required by this Program. The participant is responsible for all payments to all contractors, material suppliers, and vendors.

Any rebates paid by the City of Evanston pursuant to this Program constitute loans made to the Participants. Said loans will be forgiven, as described in the Program Agreement, however, if the property owner or successor-in-interest assumes the Participant’s obligations of the Program Agreement pursuant to a City-approved assignment and assumption agreement, and continues to own and/or occupy the rehabilitated property and maintain the improvements for a period ending five (5) years from the date of receipt of the rebate without removing or significantly altering the Improvements, as determined by the City of Evanston in its sole discretion.

If the property owner sells the property or the business owner fails to occupy the property prior to the end of the fifth (5th) year, the remaining share of the loan (prorated on a monthly basis) shall become due, plus three percent (3%) interest per annum payable to the City of Evanston is due within thirty (30) calendar days, unless the succeeding property owner or business owner (i) assumes the obligations of the Program Agreement pursuant to a City of Evanston approved assignment and assumption agreement, and (ii) does not make any changes to the property resulting in the removal of significant alteration to the Improvements, and maintains the Improvements for a period of five (5) years from the date of receipt of the rebate. The prorated amount due will be obtained by multiplying the original rebate amount times the percentage obtained by dividing the number of months remaining in the five (5) year period that commences on the month that the project was recorded by the Cook County Recorder of Deeds (for projects receiving $10,000 or more in forgivable loans) and ends on the 5th anniversary date by 60, which is the total number of months in the loan period.

**Prevailing Wages:** Projects utilizing CDBG must comply with Davis-Bacon Prevailing Wages. Participants will be informed if they will have to comply with Davis-Bacon Prevailing Wages.

**Project Completion:** Projects must be completed within ninety (90) days of approval date as specified in Section VI of the Program Agreement (extensions will be considered on a case-by-case basis);
Property Taxes and Liens: Property taxes must be current, and participants may have no debts in arrears to the City when the Commitment Letter is issued. The property must also be clear of all other non-debt related liens and.
ATTACHMENT A: Program Agreement

THIS PROGRAM AGREEMENT [Agreement] is entered into on this ____ day of __________________ 20____ [Effective Date], by and between the City of Evanston [City], and ________________________________ [Participant], owner (or tenant) of property located at ____________________________________ [Property], with regard to Participant’s participation in the “City of Evanston – Storefront Modernization Program” [Program].

RECITALS

WHEREAS, the City desires to enhance the visual appearance, functionality, accessibility, and environmental sustainability of buildings and structures, stimulate private investment, and complement other community revitalization efforts throughout Evanston as identified in the Program Guidelines; and

WHEREAS, investment in commercial storefront, interior, and sustainability improvements will beautify the subject properties and surrounding area, create a positive visual and environmental impact, increase the volume of business by making the subject properties and businesses more attractive, stimulate private investment, and complement other community revitalization and sustainability efforts within the City; and

WHEREAS, the City has authorized Economic Development Division Staff to manage and administer the Program on behalf of the City including, without limitation, authorizing the City Manager to execute this Agreement with the Participant thereby establishing the terms, conditions, and requirements for participation in the Program in accordance with the Guidelines for the Program approved by the City Council [Program Guidelines]; and

WHEREAS, the City Council has approved the Participant and the proposed project for participation in the Program, subject to the terms and conditions of the Program Guidelines and this Agreement.

NOW, THEREFORE, in consideration of the foregoing recitals, which are incorporated herein by this reference, and the mutual obligations of the parties as herein expressed, the City and Participant agree as follows:

AGREEMENT

I. DEFINITIONS

The following terms shall have the following meanings whenever used in this Agreement, except where the context clearly indicates otherwise. Any ambiguity as to the intended meaning or scope of the terms set forth below will be resolved solely by the City through its designated representative.

a. “Economic Development Division” means the City’s designated representative responsible for managing and administering the Program on behalf of the City.
b. “Completion Date” means the date that the contractor has finished the Project pursuant to the design and architectural plans approved by City Council, the City Manager, or his/her designee, and to the satisfaction of the Participant, as evidenced by final payment to the contractor from the Participant.

c. “Declaration” means the Declaration of Covenants Affecting Real Property Participant is required to execute and record against the Property in order to obtain the Rebate in the form attached hereto and incorporated herein as Exhibit “B”. Projects approved for $5,000 or less are not subject to recorded an executed Declaration of Covenants document.

d. “Improvements” means any agreed storefront, interior, and/or sustainability improvements made to the Property as part of the Program.

e. “Owner Consent” means a Certification of Ownership and Consent to be executed by the owner of the Property, if the Participant is not the owner, in the form attached hereto and incorporated herein as Exhibit “C”.

f. “Participant” means the person applying for a rebate for Improvements on the Property and determined eligible by the City Council or City Manager or his/her designee to participate in the Program. Participant may be the owner of the Property or a business owner who has obtained written consent of the Property owner to participate in the Program and to proceed with the improvements identified within this Agreement.

g. “Program Guidelines” means the “City of Evanston -- Storefront Modernization Program Guidelines” approved by the City Council that govern the Program and this Agreement. The Program Guidelines are attached hereto and incorporated herein as Exhibit “D”. All terms not defined herein shall have the meanings ascribed thereto in the Program Guidelines.

h. “Project” means the storefront, interior build-out, and/or sustainability improvements on the subject property as proposed by the Participant and approved by the City Council.

i. “Project Completion Date” means the date agreed upon by the Participant and the City of Evanston when the approved Storefront Modernization Program project will be completed by.

j. “Property” means the subject property owned or occupied by the Participant on which the improvements shall be completed. The Property is located within the City of Evanston and is legally described in Exhibit “A”, which is attached hereto and incorporated herein by this reference.

k. “Rebate” means the total amount of the City’s loan provided to the Participant, which is equal to no more than half the final total project cost up to the amount approved by City Council (whichever is less).
I. “Total Allowable Expenses” means the actual costs incurred, paid for, and documented by the Participant and approved by the City Manager or his/her designee for the proper performance of the improvement work required by the plans and specifications and/or architectural/design renderings for the Project.

m. Total Project Expenditure” means the total actual Project costs incurred by and paid for by the Participant including, without limitation, the costs of construction, materials, and supplies.

II. CERTIFICATION OF OWNERSHIP

If Participant is not the fee owner of the Property, Participant shall, prior to the City’s execution hereof, obtain and provide to the City from the fee owner of the Property his/her/its approval in writing for Participant to participate in the Program and proceed with the Project, and for the recordation against the Property of a Declaration in the Official Records of the County Recorder of Cook County, by and through the Owner’s execution of a Certification of Ownership and Consent substantially in the form attached hereto as Exhibit “C” and incorporated herein by this reference (the “Owner Consent”).

III. TERMS OF REBATE - FORGIVABLE LOAN OVER FIVE (5) YEARS

a. The Participant hereby agrees to comply with all terms and conditions of the Program as set forth in the Program Guidelines. (See Exhibit “D”.)

b. The Rebate paid by the City pursuant to this Program shall not be made until all of the improvement work comprising the Project has been completed, all of the improvement work comprising the Project has been inspected and approved by the City Manager or his/her designee, and all payments for said work have been made to contractors, materials suppliers, and vendors. Thus, the Participant shall finance the Project, with tenant/owner funds (cash) and/or private funding (bank loan), during construction the Participant shall submit to the City Manager or his/her designee itemized invoices detailing the work completed and materials purchased. Such invoices shall include proof of payment to all contractors, suppliers, and vendors. The Participant is responsible for all payments to the contractors, materials suppliers, and vendors, and for providing true and correct copies of unconditional lien releases to the City.

c. The Rebate paid by the City pursuant to the Program constitutes a loan to Participant. Said loan will be forgiven, provided that the Participant or successor-in-interest that has assumed the obligations of Participant hereunder pursuant to an City-approved assignment and assumption agreement, either continues to own or occupy, as the case may be, the rehabilitated Property for a period of five (5) years from the date of receipt of the Rebate without removing or significantly altering the Improvements, as determined by the City in its sole discretion, and agrees to maintain the improvements for said five (5) year period. The total amount of the loan will be forgiven in twenty percent (20%) increments, on an annual basis, such that at the end of five (5) years, the entire loan amount will be deemed forgiven and the
loan balance will be zero. If the Participant sells the Property or fails to occupy the Property, as the case may be, prior to the end of the fifth (5th) year, the remaining pro rata share of the loan, with interest at the rate of three percent (3%) per annum, is due and payable to the City within thirty (30) calendar days, unless the succeeding property owner or business owner, as the case may be, (i) assumes the obligations of Participant pursuant to an City-approved assignment and assumption agreement, and (ii) does not make any changes to the Property resulting in the removal or a significant alteration to the Improvements, and maintains the improvements, for a period of five (5) years from the date of receipt of the Rebate.

IV. PARTICIPANT’S RESPONSIBILITIES

a. In preparation for submission of an Application, the Participant shall obtain a minimum of three (3) written bids from qualified, licensed contractors to perform the Project. Once the Participant awards a bid to a qualified, licensed contractor, the Participant shall provide to the City Manager or his/her designee information on the awarded bid and rejected bid. At least one (1) bid must be from an Evanston-based contractor. If an Evanston-based contractor is not sought, written evidence must be provided that documents why an Evanston-based contractor was not considered and provided in the original submission.

b. The Participant shall obtain and submit all required certificates of insurance, as set forth in the Program Guidelines, to the City Manager or his/her designee upon execution of this Agreement and prior to City’s execution.

c. The Participant shall be responsible for hiring a licensed contractor to complete the Project. The City Manager or his/her designee may require submission of proof of the State License issued to the selected contractor.

d. The Participant shall be responsible for contacting the City Manager or his/her designee to arrange for obtaining all City and other approvals and/or permits required for construction and completion of the Project.

e. The Participant must issue a notice to proceed to the contractor within thirty (30) calendar days of receipt of the Notice to Proceed issued by the City to Participant.

f. The Participant shall be fully responsible for managing, monitoring, and scheduling the construction of the Project, for ensuring compliance with the payment of prevailing wages (if applicable), and for ensuring that all improvements are completed properly and in conformance with the approved project.

g. The Participant shall be fully responsible for making all payments to contractors, suppliers, vendors and/or other third parties and for ensuring that all contractors, subcontractors, suppliers, vendors and/or other third parties are paid in full.

h. The Participant acknowledges and agrees that the improvements to be constructed in anticipation of a Rebate, in the form of a forgivable loan provided by the City, constitutes the construction, alteration, demolition, installation, or repair work done
under contract and paid for in whole or in part out of public funds. The Participant shall comply with all requirements of Federal, Illinois and City of Evanston law.

i. The Participant shall be responsible for ensuring approved project is completed by project completion date agreed upon by the Participant and the City detailed in Section VI of this agreement.

j. Upon completion of the Project, the Participant shall notify the City Manager or his/her designee and call for an inspection of the Project. City Manager or his/her designee will arrange for the Property to be inspected.

k. The Participant shall submit to the City Manager or his/her designee a written request for a Rebate within forty-five (45) calendar days of the Completion Date, and shall include the following:

i. Cover letter indicating the Project is completed and the Total Cost Expenditures for the Project and requesting the Rebate;
ii. All contractor invoices detailing the specific tasks completed in accordance with approved Project;
iii. Proof of payment of all invoices for all expenditures associated with the Project;
iv. Unconditional lien releases;
v. Any additional back up material requested by the City Manager or his/her designee;
vii. Two color 8" x 10" photos taken of the Project after completion;
vii. An executed (with signatures acknowledged) Declaration (for projects approved for a forgivable loan of $10,000 or more only); and
viii. For the five (5) year term of the Declaration, the Participant shall maintain the improvements in good condition and shall not make any changes to the Property resulting in an alteration to the Improvements.

V. THE CITY’S RESPONSIBILITIES

a. City Manager or his/her designee shall review the bids for construction submitted by Participant and prepare a submission to the appropriate City Committee that approves the Project based on the particular funding source for the project.

b. City Manager or his/her designee shall issue the Notice to Proceed to the Participant upon his/her receipt of this Agreement and any other required or requested documentation.

c. Within a reasonable time after Participant notifies City of the completion of the Project, the City Manager or his/her designee shall inspect the improvements to ensure they were completed in accordance with approved project scope.

d. City Manager or his/her designee shall review Participant’s request and accompanying documents for a Rebate. If all the terms, conditions, and obligations of Participant under this Agreement and the Program Guidelines have been met, the
City Manager or his/her designee shall issue the Rebate in an amount not to exceed one-half (1/2) of the Total Allowable Expenses, within the maximum allowable limits set forth in the Program Guidelines.

VI. TIME OF PERFORMANCE

The Participant shall complete the Project by the agreed upon project completion date between the Participant and the City in order to remain eligible for receipt of the Rebate. Failure to complete the Project by the agreed upon project completion date below will result in termination of this Agreement. Requests for additional time and extensions in project completion time will be granted, but only if submitted in writing prior to the expiration of the agreement.

Project Completion Date: _____________________________

Applicant Signature: ___________________ City Signature: __________________

VII. AMOUNT OF REBATE – FORGIVABLE LOAN

The total amount of the Rebate to be made by the City pursuant to the terms and conditions of this Agreement, shall not exceed the amount equal to one-half (1/2) of the Total Allowable Expenses approved by City Council for the Project up to the maximum allowable rebate amount stated above. The Total Allowable Expenses will be determined at completion of the Project at which time the total amount of the Rebate to be made by the City shall be calculated based on actual expenditures, and not to exceed program maximums, and such amount will be stated in the Declaration.

Approved Rebate Amount: _____________________________

Applicant Signature: ___________________ City Signature: __________________

VIII. INSURANCE

a. During the entire period in which work on the Project is performed until termination of the Declaration, the Participant shall obtain and maintain in full force and effect during said period the following insurance policies: (i) Comprehensive General Liability Insurance in a general aggregate amount of not less than one million dollars ($1,000,000), $1,000,000 Products and Completed Operations Aggregate, and $1,000,000 each occurrence and including; (ii) Automobile Insurance, maintained in full force and effect in an amount of not less than one million dollars ($1,000,000) per accident;

b. The Comprehensive General Liability Insurance and Automobile Insurance policies shall name the City of Evanston, and their respective elected officials, officers, employees, agents, and representatives as additional insured.

c. All deductibles on any policy shall be the responsibility of the primary holder of such policy and shall not be the responsibility of the City of Evanston.
d. Participant shall provide evidence of required insurance to the City Manager before execution of this Agreement.

IX. OBLIGATION TO REFRAIN FROM DISCRIMINATION

a. Participant covenants and agrees for itself, its successors and its assigns to the Property, or any part thereof, that it will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, marital status, national origin or ancestry, or age or physical or mental disabilities that do not impair ability to work, and further that it will examine all job classifications to determine if minority persons or women are underutilized and will take appropriate affirmative action to rectify any such underutilization.

b. That, if it hires additional employees in order to perform this contract, or any portion hereof, it will determine the availability of minorities and women in the area(s) from which it may reasonably recruit and it will hire for each job classification for which employees are hired in such a way that minorities and women are not underutilized.

c. That, in all solicitations or advertisements for employees placed by it or on its behalf, it will state that all Participants will be afforded equal opportunity without discrimination because of race, color, religion, sex, sexual orientation, marital status, national origin, ancestry, or disability.

X. NO AGENCY CREATED

The Participant and any contractor, supplier, vendor or any third party hired by Participant to complete the Project are not agents of the City. Any provisions of this Agreement that may appear to give the City any right to direct the Participant concerning the details of the obligations under this Agreement, or to exercise any control over such obligations, shall mean only that the Participant shall follow the direction of the City concerning the end results of the obligations.

XI. OWNERSHIP OF DOCUMENTS

All documents, including, without limitation, designs, plans, bids, bills and receipts, prepared and submitted to the City pursuant to this Agreement (including any duplicate copies) shall be the property of the City. The City’s ownership of these documents includes use of, reproduction or reuse of and all incidental rights thereto.

XII. INDEMNIFICATION AND HOLD HARMLESS

To the maximum extent permitted by law, the Participant agrees to and shall defend, indemnify and hold harmless the City, and their respective officers, officials, employees, contractors and agents from and against all claims, liability, loss, damage, costs or expenses (including expert witness fees, reasonable attorneys’ fees, and court costs) arising from or as a result of the death of any person or any accident, injury, loss or damage whatsoever caused to any person or the property of any person resulting or arising from or
in any way connected with the following, provided Participant shall not be responsible for (and such indemnity shall not apply to) any negligence or willful misconduct of the City, or their respective officers, officials, active employees, contractors or agents:

a. The development, construction, marketing, use or operation of the Property by the Participant, its officers, contractors, subcontractors, agents, employees or other persons acting on Participant’s behalf [Indemnifying Parties];

b. The displacement or relocation of any person from the Property as the result of the development of the Project on the Property by the Indemnifying Parties;

c. Any plans or designs for the Project prepared by or on behalf of Participant including, without limitation, any errors or omissions with respect to such plans or designs;

d. Any loss or damage to the City resulting from any inaccuracy in or breach of any representation or warranty of Participant, or resulting from any breach or default by Participant, under this Agreement; and

e. Any and all actions, claims, damages, injuries, challenges and/or costs or liabilities arising from the approval of any and all entitlements or permits for the improvements by the City, and their respective officers, officials, employees, contractors or agents.

The foregoing indemnity shall continue to remain in effect after the Completion Date or after the earlier termination of this Agreement, as the case may be.

XIII. DUTY TO DEFEND

The Participant further agrees that the hold harmless agreement in Article XII, and the duty to defend the City, and their respective officers, officials, employees, contractors and agents, require the Participant to pay any costs that the City may incur which are associated with enforcing the hold harmless provisions, and defending any claims arising from obligations or services under this Agreement. If the City chooses at its own election to conduct its own defense, participate in its own defense, or obtain independent legal counsel in defense of any claim related to obligations or services under this Agreement, the Participant agrees to pay the City’s attorney’s fees, expert witness fees, and all costs.

XIV. COMPLIANCE WITH LAW

The Participant agrees to comply with all the requirements now in force, or which may hereafter be in force, of all municipal, county, state and federal authorities, pertaining to the development and use of the Property and construction of the Project, as well as operations conducted on the Property. The City Manager or his/her designee will not issue any Rebate to the Participant if there is in violation of any law, ordinance, code, regulation, permit or Program Guideline.

XV. TERMINATION
If Participant shall fail to cure any Event of Default upon notice and within the time for cure provided for in XVII below, the City may, by written notice to the Participant, terminate this Agreement. Such termination shall trigger the “Repayment of Pro Rata Share of Rebate defined in XVII.

Participant may not terminate this Agreement without the express written consent of City.

XVI. NOTICES

All notices permitted or required hereunder must be in writing and shall be effected by (i) personal delivery, (ii) first class mail, registered or certified, postage fully prepaid, or (iii) reputable same-day or overnight delivery service that provides a receipt showing date and time of delivery, addressed to the following parties, or to such other address as any party may, from time to time, designate in writing in the manner as provided herein:

To City:
City of Evanston
Economic Development Division
2100 Ridge Avenue
Evanston, IL 60201
Telephone: 847.448.8100
Email: economicdevelopment@cityofevanston.org

To Participant:

Phone No.: __________________
Facsimile No.: __________________
Email: __________________
Attention: __________________

Any written notice, demand or communication shall be deemed received immediately if personally delivered or delivered by delivery service to the addresses above, and shall be deemed received on the third day from the date it is postmarked if delivered by registered or certified mail.

XVII. DEFAULT; REMEDIES; DISPUTE RESOLUTION


In the event of failure by either party hereto substantially to perform any material term or provision of this Agreement, the non-defaulting party shall have those rights and remedies provided herein, provided that such non-defaulting party has first provided to the defaulting party a written notice of default in the manner required by Article XVI hereof identifying with specificity the nature of the alleged default and the manner in which said default may be satisfactorily be cured.

b. Cure of Default
Upon the receipt of the notice of default, the alleged defaulting party shall promptly commence to cure, correct, or remedy such default within such thirty (30) day period, and shall continuously and diligently prosecute such cure, correction or remedy to completion. For purposes of this Agreement, “business days” shall refer to Monday through Friday, inclusive, other than State, Federal, or other locally declared holidays.

c. City Remedies; Repayment of Pro Rata Share of Rebate.

In the event of a default by Participant of the terms of this Agreement that has not been cured within the timeframe set forth in Paragraph B above, the City, at its option, may terminate this Agreement or may institute legal action in law or in equity to cure, correct, or remedy such default, enjoin any threatened or attempted violation, or enforce the terms of this Agreement. In the event of a default by Participant that occurs after the City has disbursed the Rebate, the “Pro Rata Repayment Amount” and interest, at the rate of three percent (3%) per annum, commencing on the date City disbursed the Rebate to Participant, shall become immediately due and payable. The rate of interest applicable to periods of default for the defaults set forth in this paragraph shall be calculated at the lesser of three percent (%) per annum or the maximum legal rate, and shall accrue as of the date such payment was originally due.

The “Pro Rata Repayment Amount” shall be the amount obtained by multiplying the original Rebate amount times the percentage obtained by dividing the number of months remaining in the five (5) year covenant period that commences on the month the Declaration is recorded, and ends on the 5th anniversary (the “Covenant Period”) by 60, which is the total number of months in the Covenant Period (12 months x 5 years). For example, if the amount of the Rebate is $15,000, and the breach occurs after 3 years and two months (38 months), Participant shall repay $5,500 plus any interest that has accrued during this time.

All payments shall be first credited to accrued interest, next to costs, charges, and fees which may be owing from time to time, and then to principal. All payment shall be made in lawful money of the United States. Payments shall be made to City at the address set forth in Article XVI herein or at such other address as City may direct pursuant to notice delivered to Participant in accordance with Article XVI.

d. Participant’s Exclusive Remedies.

The parties acknowledge that the City would not have entered into this Agreement if it were to be liable in damages under, or with respect to, this Agreement or any of the matters referred to herein, including the Project, except as provided in this Article. Accordingly, Participant shall not be entitled to damages or monetary relief for any breach of this Agreement by the City or arising out of or connected with any dispute, controversy, or issue between Participant and the City regarding this Agreement or any of the matters referred to herein, the parties agreeing that declaratory and injunctive relief, mandate, and specific performance shall be Participant’s sole and exclusive judicial remedies.
XVIII. APPLICABLE LAW

The internal laws of the State of Illinois without regard to principles of conflicts of law shall govern the interpretation and enforcement of this Agreement.

XIX. CONFLICT OF INTEREST

a. No member, official, or employee of the City shall have any personal interest, direct or indirect, in this Agreement, nor shall any such member, official, or employee participate in any decision relating to the Agreement which affects his/her personal interests or the interests of any corporation, partnership, or association in which he/she is, directly or indirectly, interested.

b. The Participant warrants that it has not paid or given, and will not pay or give, any third person any money or other consideration for obtaining this Agreement.

XX. NON-LIABILITY OF CITY OFFICIALS AND EMPLOYEES

No member, official, agent, legal counsel or employee of the City shall be personally liable to the Participant, or any successor in interest in the event of any default or breach by the City or for any amount which may become due to Participant or successor or on any obligation under the terms of this Agreement.

XXI. BINDING EFFECT

This Agreement, and the terms, provisions, promises, covenants and conditions hereof, shall be binding upon and shall inure to the benefit of the parties hereto and their respective heirs, legal representatives, successors and assigns.

XXII. AUTHORITY TO SIGN

The Participant hereby represents that the persons executing this Agreement on behalf of Participant have full authority to do so and to bind Participant to perform pursuant to the terms and conditions of this Agreement.

XXIII. COUNTERPARTS

This Agreement may be executed by each party on a separate signature page, and when the executed signature pages are combined, shall constitute one single instrument.

XXIV. ENTIRE AGREEMENT, WAIVERS AND AMENDMENTS

a. This Agreement and the Exhibits and references incorporated into this Agreement express all understandings of the parties concerning the matters covered in this Agreement. This Agreement integrates all of the terms and conditions mentioned herein or incidental hereto, and supersedes all negotiations or previous agreements between the parties with respect to all or any part of the subject matter hereof.
b. All waivers of the provisions of this Agreement must be in writing and signed by the appropriate authorities of the City or the Participant, and all amendments hereto must be in writing and signed by the appropriate authorities of the City and the Participant.

XXV. NON-ASSIGNMENT

The Participant shall not assign the obligations under this Agreement, nor any monies due or to become due, without the City Manager’s prior written approval, and Participant and Participant’s proposed assignee’s execution of an assignment and assumption agreement in a form approved by the City. Any assignment in violation of this paragraph is grounds for immediate termination of this Agreement, at the sole discretion of the City Manager. In no event shall any putative assignment create a contractual relationship between the City, and any putative assignee.

XXVI. NO WAIVER

No failure of either the City or the Participant to insist upon the strict performance by the other of any covenant, term or condition of this Agreement, nor any failure to exercise any right or remedy consequent upon a breach of any covenant, term, or condition of this Agreement, shall constitute a waiver of any such breach or of such covenant, term or condition. No waiver of any breach shall affect or alter this Agreement, and each and every covenant, condition, and term hereof shall continue in full force and effect.

IN WITNESS WHEREOF, the City, and the Participant have signed this Agreement as of the dates set opposite their signatures.

"CITY"

Dated: ___________________________

By: ____________________________ (signature)

Name: __________________________

Title: ___________________________

“PARTICIPANT”

Dated: __________________________

By: ____________________________ (signature)

Name: __________________________

Title: ___________________________
ATTACHMENTS:

1. Exhibit A – Declaration of Covenants Affecting Real Property (for projects approved for $10,000 or more in forgivable loans only)
2. Exhibit B – Legal Description of Property
3. Exhibit C – Certification of Ownership and Consent

Return this form to:
City of Evanston – City Manager’s Office
Economic Development Division
2100 Ridge Avenue
Evanston, IL 60201

For Official Use Only
DECLARATION OF COVENANTS AFFECTING REAL PROPERTY

THIS DECLARATION OF COVENANTS AFFECTING REAL PROPERTY ("Declaration") is entered into this _____ day of ____________________, _____ ("Effective Date"), by and between the CITY OF EVANSTON, a public body corporate and politic ("City"), and _____________________________ ("Participant").

RECITALS:

A. Participant owns fee title to, or holds a valid leasehold interest in, that certain improved real property located at __________________. in the City of Evanston, County of Cook, State of Illinois (hereinafter referred to as the “Property”). The property is improved with a commercial building currently used as ________________. A legal description of the Property is attached hereto and incorporated herein as Exhibit “1”.

B. The Site is within the City of Evanston ("City”).

C. Participant has entered into a Storefront Modernization Program Agreement (the “Program Agreement”) with the City, dated as of ________________, 20__, concerning the “Project” (as defined in the Program Agreement), City’s provision to provide the Participant a rebate in the amount of half of the total project cost not to exceed ____________ ($_____), in the form of a loan, to assist Participant in developing the Project (the “Rebate”), and related matters, which Program Agreement is on file with the City as a public record and is incorporated herein by reference. All defined terms used herein shall have the same meaning as in the Program Agreement unless otherwise stated.

NOW, THEREFORE, in consideration of the foregoing Recitals, which are incorporated herein by this reference, and for other valuable consideration, the sufficiency of which is hereby acknowledged, City and Participant hereby agree as follows:
1. Participant hereby covenants as follows, which covenants shall run with land and shall be binding upon itself and its assigns, and each successor-in-interest to the Property or any portion thereof:

   a) To not transfer or encumber the Site or any portion thereof or assign any of its rights or obligations hereunder, under the Program Agreement, or under this Declaration without obtaining the prior written consent of the City.

   b) To maintain the insurance required pursuant to the provisions of Article VIII of the Program Agreement.

   c) To indemnify, defend, and hold the City, and their respective officers, officials, members, employees, agents, and representatives (collectively, the “City and City Personnel”), harmless from and against all liabilities, losses, damages, costs and expenses, including reasonable attorney’s fees, expert witness fees, and court costs (hereinafter, collectively, “Claims”), arising from or as a result of the death or injury to any person or any accident, injury, loss, or damage whatsoever caused to any person or to the property of any person and which is caused by any acts or any errors or omissions of Participant or any of its employees, agents, servants, invitees, contractors, or subcontractors; provided, however, Participant shall not be required to indemnify, defend, and hold harmless the City if the Claim arises from or is caused in whole by active negligence or willful misconduct of the City, or any of their employees, agents, servants, invitees, contractors, or subcontractors.

   d) To not devote the Property to uses inconsistent with applicable laws, rules, and regulations of any governmental agencies having jurisdiction.

   e) To maintain the Property and all improvements including the Improvements constructed as the Project, in first class condition and repair and in accordance with all applicable laws, rules, ordinances, orders, and regulations of all federal, state, county, municipal, and other governmental agencies and bodies having jurisdiction and all their respective departments, bureaus, and officials. Participant shall not permit any accumulation of weeds, rubbish, or debris on the Property, and shall promptly remove any graffiti or other defacement of the Property. Participant shall not permit any unlawful use or public or private nuisance to be maintained on the Site.

   f) To repay the Rebate pursuant to the terms of Article XVII Paragraph C of the Program Agreement, when such repayment is required under the terms thereof.

   g) That there shall be no discrimination against, or segregation of, any persons, or group of persons, on any basis of race, color, religion, sex, sexual orientation, marital status, national origin or ancestry, or age or
physical or mental disabilities that do not impair ability to work, and further that it will examine all job classifications to determine if minority persons or women are underutilized and will take appropriate affirmative action to rectify any such underutilization.

h) That, if the Participant hires additional employees in order to perform this contract, or any portion hereof, it will determine the availability of minorities and women in the area(s) from which it may reasonably recruit and it will hire for each job classification for which employees are hired in such a way that minorities and women are not underutilized.

i) That, in all solicitations or advertisements for employees placed by it or on its behalf, it will state that all Participants will be afforded equal opportunity without discrimination because of race, color, religion, sex, sexual orientation, marital status, national origin, ancestry, or disability.

2. All of the covenants, easements, agreements, conditions and restrictions contained herein, whether affirmative or negative: (a) are made for the direct benefit of the Benefited Property; (b) are covenants running with the land; (c) are appurtenant to and shall not be conveyed or otherwise transferred separately from the Benefited Property, or the Site; and (d) bind and inure to the burden or benefit, as the case may be, of the respective heirs, personal representatives, successors and assigns of the parties hereto, including, without limitation, successive owners of all or any portion of, respectively, the Benefited Public Property and the Site.

3. The covenants and agreements established in this Declaration shall, without regard to technical classification and designation, be binding on Participant for the benefit of and in favor of the City, regardless of whether the City own or hold any interest in real property butting or adjacent to the Site or within the Project Area. Notwithstanding the foregoing or anything to the contrary herein, neither Participant nor any assign or successor-in-interest to the Site shall have any liability or responsibility for the breach of any covenant or agreement contained herein by any other assign or successor-in-interest to the Property that would constitute a breach or violation of the provisions hereof. At the termination of the Program Agreement, Participant may request that the City release the covenants set forth herein. The decision whether to release said covenants shall remain in the sole discretion of the City, which shall not be unreasonably withheld.

[end - signature page follows]
IN WITNESS WHEREOF, City and Participant have entered into this Declaration as of the Effective Date.

("City")

CITY OF EVANSTON, an Illinois Municipal Corporation

By: ________________________________

Its: City Manager

Dated: ______________________________

("Participant")

____________________________________ (signature)

By: ________________________________

Its: ________________________________

Dated: ______________________________
On _________________________, before me, ____________________________________________ (insert name and title of the officer) Notary Public, personally appeared ___________________________________ , who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the forgoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature________________________________   (Seal)

State of Illinois    )
County of Cook      )

On _________________________, before me, ____________________________________________ (insert name and title of the officer) Notary Public, personally appeared ___________________________________ , who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the forgoing paragraph is true and correct. WITNESS my hand and official seal.

Signature________________________________   (Seal)
Owner Consent to Declaration

CONSENT TO RECORDATION

______________________________(owner of the fee interest in the real property legally described in Exhibit “A” hereto, consents to the recordation of the foregoing Declaration of Covenants Affecting Real Property against said real property and agrees to be bound by the terms thereof applicable to the participant.

Dated: __________________________

__________________________________________(signature)

By: ______________________________________

State of Illinois
County of Cook

On ____________________________, before me, ___________________________ (insert name and title of the officer), Notary Public, personally appeared ________________________, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument of the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____________________________________________ (Seal)
EXHIBIT C: CERTIFICATION OF OWNERSHIP AND CONSENT

This CERTIFICATION OF OWNERSHIP AND CONSENT (this “Consent”) is executed by the undersigned (“Owner”) at the request of ____________________________ (“Tenant”).

1. Owner is the owner in fee of that certain real property located at _____________, in the City of Evanston, County of Cook, State of Illinois (the “Property”).

2. The Property is improved with a building (the “Building”). The Property is currently leased to _________________, who operates a business thereon (the “Tenant”).

3. The Tenant has submitted an Application to the City of Evanston (the “City”) pursuant to the City’s Storefront Modernization Program (the “Program”) for a rebate in connection with certain improvements the Tenant contemplates making to the Building (the “Improvements”).

4. The Tenant has entered into a Program Agreement with the City that sets out the terms and conditions of the Program, and includes the Program Guidelines. Pursuant to the Program Agreement if the Tenant completes construction of the Improvements within ninety (90) year after the date of the Program Agreement, and satisfies certain other requirements set forth therein, the Tenant will be eligible for a rebate (the “Rebate”). The Rebate will be in the form of a loan, the repayment of which will be forgiven if the Tenant maintains and does not alter or remove the Improvements for a period of five (5) years from the Tenant’s receipt of the Rebate.

5. If the Tenant sells the business without obtaining the prior written consent of the City and/or fails to maintain or alters or removes the Improvements before the close of the five (5) year period referenced above, the Tenant will be required to repay a prorata share of the Rebate.

6. One of the City’s conditions to providing the Rebate to the Tenant is that a Declaration of Covenants Affecting Real Property is recorded against the Property which imposes certain maintenance and other requirements on the Property (the “Declaration”). This condition pertains to projects receiving a forgivable loan of $5,000 or more.

Owner now wishes to provide its written consent to all of the foregoing.

NOW THEREFORE, in consideration of the foregoing Recitals, which are incorporated herein by this reference, and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Owner hereby declares as follows:

1. Owner hereby consents to all of the following:
   a. Tenant’s execution of the Program Agreement and participation in the Program.
   b. Tenant’s construction of the Improvements.
   c. The recordation against the Property of the Declaration, which Owner hereby agrees to execute, with signature(s) acknowledged, and deliver to the City when
requested by the Tenant. This condition pertains to projects receiving a forgivable loan of $10,000 or more.

2. The person or persons executing this Consent on behalf of Owner is fully empowered to do so and in so doing binds Owner according to the terms hereof.

3. Owner acknowledges that Tenant and City are relying upon the provisions of this Consent and that the City would not agree to provide the Rebate to Tenant without this Consent.

4. City is a third party beneficiary to this Consent.

IN WITNESS WHEREOF, Owner has executed this Consent as of __________________ (date).

“OWNER”

By: ______________________________  (signature)

Its: ______________________________

By: ______________________________  (signature)

Its: ______________________________
For Economic Development Committee meeting of Feb. 25, 2015  Item: 5A
For Discussion

Memorandum

To: Honorable Mayor and Members of the City Council
From: Johanna Nyden, Economic Development Division Manager
Subject: Monthly Economic Development Report for January 2015
Date: February 6, 2015

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

Please contact me at 847/448-8014 or jnyden@cityofevanston.org if you have any questions or would like to discuss the information contained further.
<table>
<thead>
<tr>
<th>Economic Development Work Plan Area</th>
<th>Project Name</th>
<th>2015 Deliverable/Activity</th>
<th>Latest Update/Next Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Place</td>
<td>Health &amp; Wellness Business Group</td>
<td>Establish steering committee; Health &amp; Wellness fair; Establish &quot;reward&quot; program for residents</td>
<td>Meet with core group to create 2015 plan of action 2/8/2015 (tentative). Work with group to support City's Women out Walking event in Spring 2015.</td>
</tr>
<tr>
<td>Quality of Place</td>
<td>Support of Entrepreneurship Community</td>
<td>Increased startup liaison activities including new EvanstonEdge landing page/resource guide, attending local entrepreneur meet ups, connecting entrepreneurs to mentors and investors.</td>
<td>Evanston Entrep. Leag. 1.22 8pm; Startup Showcase March 26th and early May. Women’s entrepreneurship event June 2015.</td>
</tr>
<tr>
<td>Business Retention &amp; Attraction</td>
<td>Redevelopment of City-Owned Properties - Outpost</td>
<td>Utilization of property at 633 Howard Street for commercial use.</td>
<td>Coffee shop user identified in fall 2014 has withdrawn interest in property. Staff seeking new tenant with similar proposal for utilization of space.</td>
</tr>
<tr>
<td>Business Retention &amp; Attraction</td>
<td>Work with Ownership of Evanston Plaza to attract new tenants and retain existing tenants.</td>
<td>Work with ownership to open Valli Produce in Summer 2015; attract new tenants to fill existing vacancies.</td>
<td>Valli seeking $2M in funding for build-out of space.</td>
</tr>
<tr>
<td>Business Retention &amp; Attraction</td>
<td>Create Women's Entrepreneurship Group</td>
<td>Identify private sector partner(s) to lead a sustained effort. Coordinate periodic meetings if interest</td>
<td>Planning June 2015 even with Neil Funk of Now We're Cookin'.</td>
</tr>
<tr>
<td>Business District: West Village</td>
<td>Support Enhancements to Dempster/Dodge Corridor</td>
<td>Individual façade projects for businesses at 1801-05 Dempster and other area properties.</td>
<td>Staff is working with West Village Business Association on implementing Merchant Grant items addressing the corridor. Next meeting in February.</td>
</tr>
<tr>
<td>Business District: West Side</td>
<td>Coordinate Central Evanston Business Association</td>
<td>Increase number of registered businesses and events hosted by the association; Establish meeting/event calendar.</td>
<td>Group is finalizing 2015 activities. Next meeting is scheduled for 2/4/2015.</td>
</tr>
<tr>
<td>Business District: West End</td>
<td>Support Modernization as identified by industrial businesses</td>
<td>Revision and Completion of items on &quot;punchlist&quot; generated by West End businesses.</td>
<td>Staff met with District representatives on 1/17/2015 to discuss long term goals and address items within the District. Next District meeting is scheduled for 2/24/2014.</td>
</tr>
<tr>
<td>Business District: Southwest</td>
<td>Coordinate West Main Business Association</td>
<td>Increased new member outreach; Established meeting/activity calendar; Pursue Merchant Grant.</td>
<td>Meeting targeted for mid-February.</td>
</tr>
<tr>
<td>Business District: Noyes/Foster</td>
<td>Support Development of Business District Group</td>
<td>Continue to support creation of group; establish regular meeting schedule and activities.</td>
<td>The group met on 1/28/2015, working to schedule February/March 2015 meeting.</td>
</tr>
<tr>
<td>Economic Development Work Plan Area</td>
<td>Project Name</td>
<td>2015 Deliverable/Activity</td>
<td>Latest Update/Next Meeting</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>--------------</td>
<td>---------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Business District: Dr. Hill Business Association</td>
<td>Coordinate Dr. Hill Business Association</td>
<td>Establish meeting/event calendar.</td>
<td>Staff is regrouping with District leadership to plan first 2015 meeting.</td>
</tr>
<tr>
<td>Business District: Chicago/Main/Dempster</td>
<td>Creation of SSA in South Evanston Commercial Districts</td>
<td>Creation of SSA</td>
<td>Two community meetings have been held 2/3 and 2/5 to discuss potential uses and SSA feasibility. Next step is steering committee determine how to move forward.</td>
</tr>
<tr>
<td>Business District: Chicago/Main/Dempster</td>
<td>Support Leasing of vacant retail spaces west of the deteriorating Metra tracks</td>
<td>Attraction of new retailers in areas west of Metra/CTA tracks.</td>
<td>Currently limited vacant spaces; 2nd Hand Tunes Space under consideration of lease by food/beverage user.</td>
</tr>
<tr>
<td>Business District: Chicago/Main</td>
<td>Implementation of Infrastructure Projects in Main/Chicago TIF</td>
<td>Improvement of streetscapes and underlying infrastructure in Chicago/Main area.</td>
<td>Identification of infrastructure improvements to the Main/Chicago area. Coordination with Main/Chicago TIF Committee.</td>
</tr>
<tr>
<td>Business District: Central Evanston Business Association</td>
<td>Support Development of Church Street Corridor</td>
<td>Complete façade projects at NWC of Church &amp; Dodge; Support leasing of available commercial space. Introduction of new City Cultural Center at 1823 Church Street.</td>
<td>Businesseses at the corner of Church &amp; Dodge are considering façade improvement project.</td>
</tr>
<tr>
<td>Business District: All</td>
<td>Development of Energy-Efficient Green Building Plan for Older Buildings</td>
<td>Development of program</td>
<td>Updating documents on Façade program for EDC in February. Will include proposed increased rebates for green building improvements and a new incentive program for interior build out in retail spaces.</td>
</tr>
<tr>
<td>Business District Vitality</td>
<td>Coordination of vacant storefronts to create attractive windows</td>
<td>Coordination with Downtown Evanston on Art Under Glass Program.</td>
<td>Arts Council representatives presented the program at Business District Head Meeting on 1/20/15. Working to expand the program to business districts outside downtown.</td>
</tr>
<tr>
<td>Business District Vitality</td>
<td>Update EvanstonEdge.com to reflect high quality professional image</td>
<td>Updated website.</td>
<td>Working with Community Engagement to refine content on Evanston Edge. Relocating Edge to new platform.</td>
</tr>
<tr>
<td>Business District Vitality</td>
<td>Business District enhancements (physical environment)</td>
<td>Investment of Economic Development Fund into business district infrastructure.</td>
<td>Visiting business districts with Public Works staff in Feb. to identify opportunities for improvement (replacement of trash receptacles, sidewalk repair, tree replacement, etc.)</td>
</tr>
<tr>
<td>Project</td>
<td>Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>633 Howard Street (Police Outpost Space)</td>
<td>Police Outpost in process of relocation. Press release sent on 1/28/15 announcing availability of property for users (uses sought - café, day-time food, coffee, etc.). Receiving responses and determining next steps for property.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Howard Theatre Properties (717, 721-723, 727-729 Howard Street)</td>
<td>Staff is working to identify next steps for attraction of performing arts uses at 721-727-729 Howard.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Beans (430 Asbury Avenue)</td>
<td>Target opening date is February 13, 2015. Ribbon cutting was held on February 6, 2015.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1026 Davis Street (Former Tom Thumb space)</td>
<td>Building demolished. Diablo/Lulu’s first floor, upper story banquet/outdoor deck/event space applied for business license on 10/16/2014. “Lulu’s &amp; Taco Diablo” targeting Summer 2015 opening.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZS Associates Retention</td>
<td>City Council consideration of ED Fund and Hotel Revenue Sharing agreement 2/9/2015 for relocation to Rotary Building.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Autobarn - 222 Hartrey Avenue Project</td>
<td>Construction in process. Update provided to listserv week of 1/5/2015. Facebook page is operational to provide ongoing update of project.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recycling Center - 2222 Oakton Street</td>
<td>City Council considering Request for Qualifications/Request for Proposals at 2/9/2015 City Council meeting.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1800 Maple Avenue</td>
<td>State license has been awarded to Pharmacann medical marijuana dispensary for Evanston district. Staff working with licensee on next steps of leasing property. Lease expected to come to City Council for consideration in March 2015.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1817 Church Street</td>
<td>Estimated completion date early 2015.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oak &amp; Davis</td>
<td>Property owner is waiting for building to be completed before finding tenants.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>810 Grove Street</td>
<td>Bangs &amp; Laces open. Owner seeking restaurant for adjacent vacant space.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Name</td>
<td>Status</td>
<td>Meeting Dates</td>
<td>Funds Invested</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>---------------------------------------------</td>
<td>-------------------</td>
<td>----------------------</td>
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<tr>
<td>ZS Associates Retention Assistance</td>
<td>Active – EDC Consideration; Pending City Council Approval</td>
<td>1/28/2015 2/9/2015</td>
<td>TBD</td>
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<tr>
<td>Lucky Platter Façade (514 Main Street)</td>
<td>Active – EDC Consideration; Pending City Council Approval</td>
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<td>TBD</td>
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<td>Evanston Plaza Funding</td>
<td>Active – EDC Consideration; Pending City Council Approval</td>
<td>1/28/2015 2/23/2015</td>
<td>TBD</td>
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<tr>
<td>Chicago + Main (835 Chicago Ave.)</td>
<td>Active – City Council Approved</td>
<td>9/17/2014 9/22/2014 $2,900,000.00</td>
<td>$30,000 (façade); $95,000 (loan)</td>
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<tr>
<td>Little Beans (430 Asbury Ave.)</td>
<td>Active – City Council Approved</td>
<td>9/17/2014 9/22/2014</td>
<td>$30,000 (façade); $95,000 (loan)</td>
</tr>
<tr>
<td>Campus Gear (1720 Sherman Ave.)</td>
<td>Active – City Council Approved</td>
<td>7/9/2014 8/11/2014</td>
<td>TBD</td>
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<tr>
<td>Davis Transportation Loan</td>
<td>Closed – Loan Funded</td>
<td>7/9/2014 8/11/2014</td>
<td>TBD</td>
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<tr>
<td>Homestead Meats</td>
<td>Closed – Project Complete</td>
<td>5/28/2014 6/9/2014</td>
<td>$93,000.00</td>
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<td>Fitness Avenues (1910 Main Street)</td>
<td>Closed – Project Complete</td>
<td>7/9/2014 7/28/2014</td>
<td>$1,980.00</td>
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<tr>
<td>FEW Spirits (918 Chicago Ave.)</td>
<td>Closed – Loan Funded</td>
<td>10/23/2013 6/23/2014</td>
<td>$250,000.00</td>
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<tr>
<td>Autobarn (222 Hartrey Avenue)</td>
<td>Active – City Council Approved</td>
<td>8/7/2013 5/28/2014</td>
<td>TBD</td>
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<tr>
<td>Just Turkey Façade</td>
<td>Closed – Project Complete</td>
<td>2/19/2014 3/10/2014</td>
<td>$2,090.00</td>
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<tr>
<td>Curt's Café (2922 Central St.)</td>
<td>Closed – City Council Approved</td>
<td>9/25/2013 10/14/2013</td>
<td>TBD</td>
</tr>
<tr>
<td>Next Chapter (1703 Orrington Ave.)</td>
<td>Closed – Project Complete</td>
<td>9/25/2013 10/14/2013</td>
<td>TBD</td>
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<tr>
<td>Now We're Cookin' (1601 Payne St.)</td>
<td>Active – Project in Process</td>
<td>8/7/2013 9/9/2013</td>
<td>$60,933.00</td>
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<td>Music Institute of Chicago (1702 Sherman Ave.)</td>
<td>Closed – Project Complete</td>
<td>4/24/2013 5/13/2013</td>
<td>$165,000.00</td>
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<td>Beacon Academy</td>
<td>Closed – No City Assistance Necessary</td>
<td>8/28/2013</td>
<td>TBD</td>
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<td>Margarita Inn (1566 Oak Ave.)</td>
<td>Closed – No City Assistance Necessary</td>
<td>2/27/2013</td>
<td>TBD</td>
</tr>
<tr>
<td>Dempster/Chicago/Main Special Service Area</td>
<td>Active – Project in Process</td>
<td>4/29/2014</td>
<td>TBD</td>
</tr>
<tr>
<td>Relocation of Police Outpost</td>
<td>Active – Project in Process</td>
<td>4/29/2014</td>
<td>TBD</td>
</tr>
<tr>
<td>Loan Status</td>
<td>Name</td>
<td>Address</td>
<td>Date Loan Funded</td>
</tr>
<tr>
<td>-------------</td>
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<tr>
<td>CLSD</td>
<td>Nomad Dreams LLC</td>
<td>1818 Dempster St.</td>
<td>10.22.12</td>
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<tr>
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<td>Corrado Cutlery</td>
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<tr>
<td>OPEN</td>
<td>Ward Eight</td>
<td>629 Howard St.</td>
<td>3.15.12</td>
</tr>
<tr>
<td>OPEN</td>
<td>Ward Eight</td>
<td>629 Howard St.</td>
<td>3.15.12</td>
</tr>
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<td>OPEN</td>
<td>Evanston North Shore Contractor's Cooperative</td>
<td>1817 Church</td>
<td>8.14.12</td>
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<tr>
<td>OPEN</td>
<td>Chicken &amp; Waffles</td>
<td>2424 Dempster St.</td>
<td>10.1.12</td>
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<tr>
<td>OPEN</td>
<td>Peckish Pig (Building)</td>
<td>623 Howard St.</td>
<td>3.18.13</td>
</tr>
<tr>
<td>OPEN</td>
<td>Curt's Café</td>
<td>2922 Central St.</td>
<td>5.11.14</td>
</tr>
<tr>
<td>OPEN</td>
<td>FEW Spirits</td>
<td>918 Chicago Ave.</td>
<td>6.27.14</td>
</tr>
<tr>
<td>OPEN</td>
<td>Davis Transportation</td>
<td>1040 Wesley Ave.</td>
<td>10.1.14</td>
</tr>
<tr>
<td>OPEN</td>
<td>Peckish Pig (Patio Work)</td>
<td>623 Howard St.</td>
<td>8.27.14</td>
</tr>
</tbody>
</table>

[1] Total reflects only principal.

Last Update 1/28/2015
## Economic Development Committee - 2014/2015

D=Discussion  C=Consideration  CA=Consent Agenda  P=Presentation  R=Report (No Discussion)

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Item Action</th>
<th>Item</th>
<th>Action</th>
<th>Lead Staff</th>
<th>Law Staff</th>
<th>Notes</th>
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<tr>
<td>2/25/2015</td>
<td>Merchant Grant Requests</td>
<td>C</td>
<td>MMJ</td>
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<td>2/25/2015</td>
<td>Economic Development Planning 2015 &amp; Beyond</td>
<td>D</td>
<td>JLN</td>
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<tr>
<td>2/25/2015</td>
<td>Enhanced Application for ED Funding</td>
<td>D</td>
<td>JLN</td>
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<td>2/25/2015</td>
<td>Storefront Improvement Plan Update</td>
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<td>CP</td>
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<td>2/25/2015</td>
<td>Main/Chicago/Dempster Special Service Area Update</td>
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<td>4/22/2015</td>
<td>Now We're Cooking Quarterly Report</td>
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<td>5/27/2014</td>
<td>Downtown Evanston Annual Report/Update</td>
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<td>5/27/2014</td>
<td>Main/Chicago/Dempster Special Service Area Update</td>
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<td>10/28/2015</td>
<td>DTE Funding Request</td>
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<td>10/28/2015</td>
<td>2016 Meeting Dates</td>
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<td>11/18/2015</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>12/16/2015</td>
<td></td>
<td></td>
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</table>
MONTHLY RETT REPORT FOR JANUARY 2015

DATE: FEBRUARY 23, 2015
TO: Mayor and Aldermen
FROM: Rodney Greene, City Clerk
SUBJECT: RETT Report -- JANUARY 2015

<table>
<thead>
<tr>
<th>BUDGET 2015</th>
<th>$2,875,000</th>
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<table>
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<tr>
<th>MONTH</th>
<th>AMOUNT</th>
<th>TRANSACTIONS</th>
<th>MONTH</th>
<th>AMOUNT</th>
<th>TRANSACTIONS</th>
<th>CUMULATIVE</th>
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<tr>
<td>January</td>
<td>102,640</td>
<td>52</td>
<td>January</td>
<td>120,280</td>
<td>52</td>
<td>120,280</td>
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<tr>
<td>February</td>
<td>164,235</td>
<td>57</td>
<td>February</td>
<td></td>
<td></td>
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<tr>
<td>March</td>
<td>112,720</td>
<td>71</td>
<td>March</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>April</td>
<td>238,900</td>
<td>95</td>
<td>April</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>May</td>
<td>259,905</td>
<td>115</td>
<td>May</td>
<td></td>
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</tr>
<tr>
<td>June</td>
<td>272,295</td>
<td>133</td>
<td>June</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>260,880</td>
<td>134</td>
<td>July</td>
<td></td>
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<tr>
<td>August</td>
<td>309,240</td>
<td>126</td>
<td>August</td>
<td></td>
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<td></td>
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<tr>
<td>September</td>
<td>274,165</td>
<td>87</td>
<td>September</td>
<td></td>
<td></td>
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<tr>
<td>October</td>
<td>174,350</td>
<td>82</td>
<td>October</td>
<td></td>
<td></td>
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<tr>
<td>November</td>
<td>171,145</td>
<td>76</td>
<td>November</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>150,130</td>
<td>75</td>
<td>December</td>
<td></td>
<td></td>
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</tbody>
</table>

JANUARY 2015 revenues were reduced to reflect this expenditure: $0

Monthly average needed to meet budget $239,583.00
FY 2015 Monthly Average $120,280.00

81 exemptions @ $100 ea. = $8,100; CUMULATIVE $8,100.

There were three (4) $ million sales in JANUARY 2015
01/02/2015 -- 2437 SHERIDAN RD, $1,700,000.00  Tax $8,500.00; Seller: Fahner; Buyer: General Sheridan LLC
01/12/2015 -- 1018 SHERIDAN RD, $1,000,000.00  Tax $5,000.00; Seller: Gueller/Begun; Buyer: White
01/12/2015 -- 728 LINCOLN ST, $1,356,843.00  Tax $6,785.00; Seller: North Shore Builders I, Inc; Buyer: Perkoski
01/30/2015 -- 2020 GREENWOOD, $3,500,000.00  Tax $17,500.00; Seller: Mokhtarian Trust; Buyer: Greenwood Storage LLC

NSP2 sales = $0.00; CUMULATIVE $0.00
NSP2 purchases = $0; CUMULATIVE $0
The Weather is Cooling, but Evanston Keeps Getting Hotter

2014 was an eventful year in Evanston Economic Development. Evanston was deemed a “hip” place to be by a Crain’s Chicago Business article due in part to the opening of multiple breweries and several highly anticipated businesses opening their doors this year. Economic Development also participated in Small Business Saturday, campaigning with local businesses to encourage residents to shop at the many great small businesses in Evanston during the holiday season. All of these efforts highlighted a great year where we saw a total of $130.8 Million in commercial construction spending and 43 new businesses. Evanston is poised to keep this momentum going in 2015!

43 Businesses Opened

212 New Full-time Jobs

$130.8 Million in Commercial Construction Spending

Questions? Contact us!

City of Evanston
Economic Development Division
2100 Ridge Ave.
Rm. 3600
Evanston, IL 60201
847-448-8100
EvanstonEdge.com

Source: Illinois Department of Revenue.

Sales Tax Collected

Sales in the fourth quarter continued to be on par with or above the 2013 average. The chart below shows the sales tax distributed to the City of Evanston by the Illinois Department of Revenue.

Peckish Pig, (623 Howard Street) which opened in April of 2014, recently received a Delicious Destination Award from the Illinois Office of Tourism.
In 2014, Evanston welcomed 43 new businesses. The first half of the year was especially busy with roughly half of the new businesses providing 109 of 212 total full-time jobs announced this year.

**New Business Openings in 2014**

**Announced Full-time Jobs by Quarter:**

- Q1: 66
- Q2: 64
- Q3: 37
- Q4: 45

**Vacancy Rates***

*as percentage of total available supply

**Office: 9.1%**

**Retail: 10.1%**

**Industrial: 8.3%**

Source: Costar
Construction Activity in Evanston

### Top 5 Commercial Construction Projects

<table>
<thead>
<tr>
<th>Business</th>
<th>Address</th>
<th>Type</th>
<th>$$</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Merion</td>
<td>1611 Chicago Ave.</td>
<td>Mixed Use</td>
<td>$33,500,000</td>
</tr>
<tr>
<td>NorthShore University Hospital</td>
<td>2650 Ridge Ave.</td>
<td>Health</td>
<td>$9,565,766</td>
</tr>
<tr>
<td>Tawani Enterprises</td>
<td>1622 Forest Ave.</td>
<td>Hospitality</td>
<td>$6,478,987</td>
</tr>
<tr>
<td>Hyatt House</td>
<td>1515 Chicago Ave.</td>
<td>Hospitality</td>
<td>$2,406,000</td>
</tr>
<tr>
<td>Museum of Time &amp; Glass</td>
<td>1560 Oak Ave.</td>
<td>Museum</td>
<td>$2,171,249</td>
</tr>
</tbody>
</table>

Construction of the Museum of Time & Glass at 1560 Oak Ave. began in 2013 and is near completion.

Evanston logged $130.8 Million in commercial construction spending 2014. The new Time and Glass Museum neared completion while major projects such as the Hyatt House and the Merion’s addition broke ground. The much anticipated renovation of the City’s former Dominick’s locations also started, with Valli Produce expanding the Evanston Plaza location and Whole Foods renovating the second store on Green Bay Road.

### Northwestern University

Northwestern continued to make major investments in its main campus with an estimated $242 Million in construction spending in 2014. Some of the major projects included completing the new state-of-the-art Visitor’s Center and the near completion of both the Kellogg School of Management and Bienen School of Music and the School of Communication buildings, due to be completed in the first quarter of 2016.

**$242 Million**

In construction activity at Northwestern University

Source: City of Evanston
On March 4, 2014, The City of Evanston launched NextChapter Evanston, a resource hub designed to nurture Evanston's freelance, solopreneur and home-based businesses at their earliest stage of development. NextChapter offered courses ranging from accounting and financial strategies to sharpening one's sales pitch and navigating legal issues. There were a total of 26 classes offered with 238 participants. The class offerings will expand and continue into 2015.

Evanston youth interviewing at the Mayor's Summer Youth Employment Job Fair on April 19, 2014.

Evanston's unemployment rate consistently trended below the national and state rates. The City worked with a number of community partners, providing opportunities for Evanston residents to obtain training and employment. The City’s Youth & Young Adult Division partnered with the Evanston Youth Job Center to successfully place over 500 youth in jobs with 14 different employers through the Mayor’s Summer Youth Program this year which is a significant increase from last year. Mayor Elizabeth Tisdahl and the City of Evanston received first place for small cities in the U.S. Conference of Mayors’ (USCM) second annual National Summer Youth Jobs Challenge as recognition of the program’s success. This Division also saw a successful second cohort of the Career Pathways program with 70% of its participants being placed in full time positions.

Unemployment Rate

Community Engagement

Top Stories on Social Media in 2014

Thanks [DMK Burger Bar](#) – we <3 you too. 12/17/2014

[Small Business Saturday](#) is a week away! 11/22/2014

[Time Out Chicago](#) says Evanston is one of the hottest neighborhoods for food, booze and shopping in the Chicago area. 10/30/2014

[Top Five Best City to Live In!](#) 9/17/2014

[The Brown Cow](#) is scoping out Evanston. 6/16/2014

---

Small Business Saturday

First there was Black Friday, then Cyber Monday. November 29th, 2014 the city of Evanston participated in Small Business Saturday, where more than 50 local businesses participated. For every dollar spent at one of these independent retailers, it is estimated that 75 cents stayed in Evanston. Evanston residents and employees alike shopped small!

---

Celebrating Business Birthdays

The City of Evanston created a business recognition program in 2014 titled “Celebrate Your Business Birthday” as a way to distinguish and recognize local businesses for reaching anniversary milestones. Several Business celebrated major milestones including IRMCO (100 Years), Childcare Network of Evanston (75 years) and Williams Shoes: The Walking Spirit (60 Years).

Visit [EvanstonEdge.com](#), like us on [Facebook](#), and follow us on [Twitter](#) for the most up-to-date information on events, specials, and other cool news from the Evanston business community!
2014 4th Quarter Report
The Weather is Cool, but Evanston is Hot

According to Time Out Chicago, Evanston continues to be one of the hottest neighborhoods for food, nightlife, and shopping. Other sectors are feeling the heat as well. From October through December, the City welcomed 11 new businesses, approved an estimated 48.2 million in commercial construction spending, supported efforts towards workforce development and encouraged residents to shop locally for the holidays.

Highlights

11 Businesses Opened
84 Announced Jobs
$48.2 Million in Commercial Construction Spending

In This Report:
- New Businesses
- Construction Activity
- Workforce Development
- NextChapter Evanston
- Community Engagement

Sales Tax Collected
Sales in the fourth quarter continued to be on par with or above the 2013 average. The chart below shows the sales tax distributed to the City of Evanston by the Illinois Department of Revenue.

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City of Evanston
Economic Development Division
2100 Ridge Ave.
Rm. 3600
Evanston, IL 60201
847-448-8100
EvanstonEdge.com

1.2 M  1.1 M  1.4 M  1.3 M  1.1 M

*Projected revenue
Source: Illinois Department of Revenue.
New Businesses in Evanston

The end of 2014 has seen a mixture of exciting new businesses coming into Evanston. Kicking it off, Events by Joey, an event planning company, opened their doors at 922 Davis Street in October. Just down the street, Patisserie Coralie opened in the former Café Mozart space. Stone Porch, Evanston’s first Bed and Breakfast opened in November. Bangers and Lace, with craft beers and house made sausages, has moved into the space on 810 Grove Street. With Officeheads, Mattress Firm, The Wardrobe, and Ten Mile House adding to the assortment of new businesses there were a total of 11 businesses opened in Evanston in the fourth quarter of 2014.

New Business Openings

<table>
<thead>
<tr>
<th>Business</th>
<th>Address</th>
<th>Type</th>
<th>Part-Time</th>
<th>Full-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangers and Lace</td>
<td>810 Grove St.</td>
<td>Restaurant</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Events by Joey</td>
<td>922 Davis St.</td>
<td>Service</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Office Heads</td>
<td>1570 Maple Ave.</td>
<td>Service</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Stone Porch</td>
<td>300 Church St.</td>
<td>Lodging</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Patisserie Coralie</td>
<td>600 Davis St.</td>
<td>Restaurant</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Mattress Firm</td>
<td>1710 Sherman Ave.</td>
<td>Retail</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Ten Mile House</td>
<td>1700 Central St.</td>
<td>Restaurant</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Uncle Randy’s Jamaican/ American Cuisine</td>
<td>1623 Simpson St.</td>
<td>Restaurant</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Tai Ping Carpets America, Inc.</td>
<td>600 Davis St.</td>
<td>Retail</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Maximum Savings, Inc.</td>
<td>747 Howard St.</td>
<td>Service</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>The Wardrobe</td>
<td>1717 Sherman Ave.</td>
<td>Retail</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

Vacancy Rates*

*as percentage of total available supply

Office: 9.1%

Retail: 10.1%

Industrial: 8.3%
The Building & Inspection Services Division was busy as the fall ended with an estimated $48.2 million in commercial construction permitted this quarter. In coming months, Valli Produce will begin converting one of two former Evanston Dominick’s locations and adjacent vacant space into a larger grocery store offering at Evanston Plaza shopping center. On Green Bay Road, Whole Foods will continue its work on the second former Dominick’s space.

Construction will soon begin on Crystal Residence, the 8-story addition to the North Shore Hotel (The Merion) which is completing extensive renovations, increasing the number of residential units. The 205-unit luxury retirement community will include the Tapas Barcelona restaurant as well as new additional commercial space on the ground floor.

Top 5 Commercial Construction Projects

<table>
<thead>
<tr>
<th>Business</th>
<th>Address</th>
<th>Type</th>
<th>$$</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Merion</td>
<td>1611 Chicago Ave.</td>
<td>Mixed Use</td>
<td>$33,500,000</td>
</tr>
<tr>
<td>Evanston NorthShore Hospital</td>
<td>2650 Ridge Ave.</td>
<td>Health</td>
<td>$7,667,200</td>
</tr>
<tr>
<td>Evanston Place</td>
<td>1715 Chicago Ave.</td>
<td>Mixed</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Whole Foods</td>
<td>2748 Green Bay Rd.</td>
<td>Retail</td>
<td>$733,304</td>
</tr>
<tr>
<td>Hotel Orrington</td>
<td>1710 Orrington Ave.</td>
<td>Lodging</td>
<td>$642,189</td>
</tr>
</tbody>
</table>

Source: City of Evanston

Northwestern University

This quarter, Northwestern University’s (NU) campus continued to see progress on the construction projects currently underway. The New Kellogg School of Management building Construction on the Bienen School of Music and the School of Communication is quickly nearing completion.

$6M

In NU Commercial Construction Activity

The new building that will house the School of Communication and Bienen School of Music is scheduled to be completed in spring 2015.
Workforce Development

Evanston’s unemployment rate is currently 4.7%, which continues to be lower than state and national averages. City staff continued to work with community partners to increase opportunities and training for Evanston residents. The City’s Youth & Young Adult Division partnered with the Evanston Youth Job Center and hosted a job fair on November 8. This fair, for residents 18 years and older, offered opportunities in retail, food service, customer service and administration. Staff also began planning for the Mayor’s Summer Youth Employment Program Job Fair which is scheduled for Saturday, March 28 from 8:00 a.m. to 1:30 p.m. at Evanston Township High School. In order to be eligible to attend, youth must be enrolled in school and be at least 14 years of age when the employment program begins on June 8, 2015. For more information, email youth@cityofevanston.org or call/text 847-448-4311.

Mayor’s 2014 Summer Youth Employment

504 Youth placed
14 Employers

Evanston NextChapter

26 Classes
238 Participants

NextChapter Evanston is a resource for local entrepreneurs with a variety of free classes aimed at helping businesses grow. To learn more about NextChapter Evanston or register for a class, visit nextchapterevanston.com.

Please note: you must hold an Evanston Public Library card to participate.

Fourth Quarter Select Courses

<table>
<thead>
<tr>
<th>Date</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/18/2014</td>
<td>Dynamic Storytelling for Nonprofits</td>
</tr>
<tr>
<td>11/5/2014</td>
<td>Morningstar Investment Research Center</td>
</tr>
<tr>
<td>11/17/2014</td>
<td>Protecting your business from Legal, Financial, and Insurance Risk</td>
</tr>
<tr>
<td>11/20/2014</td>
<td>Issues Facing Entrepreneurs who use Kickstarter</td>
</tr>
</tbody>
</table>

Evanston Entrepreneurship Week

The EvanstonEdge Startup Showcase, a key event during Entrepreneurship week, gathered almost 170 local entrepreneurs, students, funders, developers, and designers in support of Evanston’s most innovative startups. The event celebrated the innovative work of Evanston, and gave entrepreneurs the ability to tap into the wealth of knowledge, talent and enthusiastic supporters available across the community. In recognition of Women’s Entrepreneurship Day, Now We’re Cookin’ hosted a Ladies Who Launch program brought together academics, angel investors, entrepreneurs, and enthusiasts to celebrate the major contributions female entrepreneurs are making to the Evanston economy. More than 70 participants heard from and had the opportunity to network with prominent local business owners who shared their experiences and strategies for success. Open house events hosted by coLab Evanston, Creative ColWorking, and Now We’re Cookin’ connected local entrepreneurs, service providers, mentors, angels and others in the exchanging of ideas, projects, and guidance.

Unemployment Rate

Community Engagement

Top Stories on Social Media

Buffalo Joe’s and Found Kitchen and Social House made the list of great suburban restaurants 10/06/2014
Residents are looking forward to the opening of Ten Mile House 10/27/2014
Check out all that Evanston has to offer for food, booze, and shopping 10/30/2014
For a meal that won’t break the bank, take a look at Cheap Eats Evanston from Time Out Chicago 11/05/2014
The Evanston City Council encouraged residents to #shopsmall on Small Business Saturday 11/25/2014
Edzo’s Burger Shop was selected as one of the best burgers in Illinois by Thrillist 12/01/2014
Chicago Magazine named Patisserie Coralie one of the current ten hottest restaurants 12/05/2014

Happy 35th Anniversary
Blind Faith Café!

A glimpse of the bakery and dining area inside of Blind Faith Café, 525 Dempster Street.

Small Business Saturday

First there was Black Friday, then Cyber Monday. November 29th, 2014 the city of Evanston participated in Small Business Saturday, where more than 50 local businesses participated. For every dollar spent at one of these independent retailers, it is estimated that 75 cents stayed in Evanston.

Celebrate Your Business’s Birthday

The City of Evanston now has a business recognition program, “Celebrate Your Business Birthday” is a way to distinguish and recognize local businesses for reaching anniversary milestones. Celebrating an anniversary can help increase sales, strengthen customer relationships, boost employee morale, provide free public relations, and generate new business opportunities. To register your business, visit EvanstonEdge.com.

Visit EvanstonEdge.com, like us on Facebook, and follow us on Twitter for the most up-to-date information on events, specials, and other cool news from the Evanston business community!
Memorandum

To: Chair and Members of Economic Development Committee

From: Johanna Nyden, Economic Development Division Manager

Subject: Progress Report on Potential Special Service Area for Main/Chicago/Dempster Business Districts

Date: February 17, 2015

Summary:
In April 2014 representatives from the merchant districts associated with the intersections at Main/Chicago and Dempster/Chicago presented over 60 signatures from merchants throughout both districts indicated interest and support for considering the creation of a Special Service Area for those districts. In creating an SSA, the merchants sought financial support for projects and activities beyond those afforded through the City-sponsored Great Merchant Grant. In particular, additional marketing support as well as funding to complete aesthetic improvement such as additional planters, signage, and litter pick-up was desired.

In October 2014 the City retained a consultant, Place Consulting, to work with the merchants on examining the feasibility to create the SSA and oversee designation activities with the City if the interest and feasibility to create a district were found to be present. Following the hiring of Place Consulting, a group of merchants representing leadership from both districts as well as a mix of tenants and property owners formed a steering committee to convene every few weeks to discuss the feasibility of creating the SSA. The Steering Committee also convened two joint business district meetings in early February to solicit feedback from individual merchants on willingness to create the SSA and how potential funds collected should be utilized within the district.

The steering committee is now preparing a presentation of the potential SSA boundaries, a proposed tax levy cap, and potential budget for how funds collected would be spent for another joint business district meeting for early March. Based on this meeting, the steering committee will determine moving forward with the SSA designation. If this were to occur, the City Council approval process would take about two to three months for designation, based on Illinois state statute.