ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JANUARY 26, 2011
7:30pm
Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Room 2404

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES of December 1, 2010

3. STAFF REPORTS
   A. Façade Improvement Program
   B. Business Advisory Center

4. NEW BUSINESS
   A. Discuss and consider submission requirements for financial assistance requests in excess of $25,000 (Document Enclosed)
   B. Discuss and consider program requirements for Neighborhood Business District Improvement Program
   C. Economic Development Division Work Plan (Document Enclosed)

5. COMMUNICATIONS
   A. Real Estate Transfer Tax Report (Document Enclosed)
   B. Staff Report (Document Enclosed)

6. ADJOURNMENT

Next Meeting: Wednesday, February 23, 2011

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/government/special-council-committees/economic-development-committee/index.php. Questions can be directed to Johanna Nyden at 847.448.8014. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact Facilities Management Office at 847-866-2916 (Voice) or 847-448-8052 (TDD). La ciudad de Evanston esta obligada a hacer accesibles todas las reuniones publicas a las personas minusvalidas o las quines no hablan ingles. Si usted necesita ayuda, avor de ponerse en contacto con la Oficina de Administracion Del Centro a 847-448-2916 (Voz) o 847-448-8052 (TDD).
I. Call to Order
A quorum being present, Chair Wynne called the meeting to order at 7:40 p.m.

Chair Wynne introduced Steve Griffin, the new Director of the Community & Economic Development Department.

II. Consideration of Meeting Minutes of October 27, 2010
Ald. Burrus moved approval of the October 22, 2010 minutes, seconded by Mr. Creamer.

The minutes were approved unanimously, 7-0.

III. Consideration of Financial Assistance for Façade Improvement Projects:
Ms. Nyden explained that many applications for the old façade program had been on hold until the new façade program application was ready for implementation, including the one for Oceanique at 505 Main Street.

505 Main Street, Oceanique Restaurant:
Ms. Renee Andre, representing Oceanique for her husband, the chef, who was working, distributed photos of the proposed storefront and explained that they plan to use the funds to replace the tile below the storefront windows and to replace the awning and the plaque sign.

The Committee agreed that this project will be a great asset to the community.

Ald. Rainey moved to approve the financial assistance, seconded by Ald. Burrus.

The Committee voted unanimously 7-0 to allocate $10,000 of financial assistance for the façade improvements at 505 Main Street.

918 Chicago Avenue, Few Spirits Micro-distillery:
Mr. Paul Hletco, owner of the micro-distillery to open at 918 Chicago Ave., explained that he will need to do exterior renovations to convert his store from the
former drive-in auto repair shop. He proposes to remove the brick currently blocking the existing door frame, replace windows and paint the new door. He plans to have the renovations complete and his store open by the end of January.

In response to an inquiry by the Committee, Mr. Hletco explained that the spirits he proposes to produce are of a high quality.

Mr. Hletco confirmed with the Committee that he would be eligible to apply for further assistance in the future.

**Ald. Rainey moved to approve the financial assistance, seconded by Ald. Burrus.**

The Committee voted unanimously 7-0 to allocate $6,400 of financial assistance (half of estimated cost of improvements) for the façade improvements at 505 Main Street.

600 Main Street, Piccolo Theater
This application review was postponed.

IV. Consideration of Proposed 2011 Economic Development Committee Meeting Dates

**Ald. Jean Baptiste moved to approve the meeting dates, seconded by Ald. Burrus.**

The Committee voted unanimously 7-0 to approve the 2011 meeting dates.

V. Staff Update on the Business Advisory Center
Ms. Nyden explained that she has taken over the project. She had a meeting with representatives of all the City’s departments that are involved in new business development including the Water, Fire and Health Departments. She said all of the departments are submitting information and forms to her and as a first step, she is compiling the information into a more efficient application process for prospective businesses.

Mr. Griffin added that this is an excellent opportunity for an early assistance operation where a pre-submission meeting would occur with representatives of the appropriate departments once or twice a week with applicants, their architects and appropriate representatives.

VI. Communications
   Ald. Rainey mentioned that there is some big income expected in the 2010: the transfer taxes brought in when the remaining ¾ of the units that had not been sold at the Winthrop Club are purchased by the bank.

   Mr. Lyons said we would have $2 million in transfer tax income for the year without it, $400,000 over the estimate.
2. Staff Status Reports
   The Committee had read the staff status reports that were distributed in the packet.

Citizen Comment:
Mr. Michael Vasilko of 2728 Reese Ave., Evanston, asked for the status of the Varsity Theater. The Committee did not have a status report to present to Mr. Vasilko. Mr. Lyons said because it is a very important project, a status report would not be given without it being on the agenda, with concrete details provided. Ms. Dellutri said she has hired Kennedy Smith, a principal of the consulting group Community Land Use and Economics Group, who is currently in the first phase, conducting interviews and that she will report back to her with their resource team in January.

Mr. Vasilko referred to $700,000 in TIF funds that was awarded to Ward Manufacturing, and asked, since Evanston's property taxes were just increased, how this money would be repaid to the City from this business owner. Mr. Mennemeyer informed Mr. Vasilko that Ward will be bringing Morton Grove employees to Evanston in addition to hiring new employees. The funding is for the purpose of rehabilitating their existing Evanston facility and expanding their warehouse space so they can accommodate their new updated equipment and keep their business in Evanston, closing the Morton Grove facility. The Wards could have moved elsewhere for a lesser cost but they are very proud to be in Evanston and wanted to remain in Evanston. Mr. Mennemeyer had toured the plant and commented that it is very impressive.

Mr. Lyons added that $5 million is Ward’s investment, so the $700,000 for the extraordinary costs of making the facility habitable and removing graffiti, all TIF-eligible uses for the money, plus saving and creating jobs, made it an eligible expense. He explained further that Ward Manufacturing is in one of the three TIF districts that will expire over the next 8 years. When they expire, the taxes will return to the non-TIF level and the City will recoup revenue from the increased value of this property, which had been vacant and blighted for 2 years. Chair Wynne and Mr. Lyons explained that the increase in property value as a result of money invested in the TIF areas is in the range of $2 million to $150 million, a 7,000% increase. Mr. Mennemeyer referred Mr. Vasilko to the State’s website regarding TIFs, saying it is a helpful resource for understanding how TIFs work.

Mr. Vasilko asked Ald. Burrus when the subcommittee for the convention center would begin its work, to which Ald. Burrus replied that she did not head up that subcommittee. Mr. Lyons recollected that the level of staff support is being determined and re-evaluated. This will be discussed further after Ms. Nancy Radzewich, the new Economic Development Manager starts on December 8th.

VII. Adjournment
   The meeting was adjourned at 8:12 p.m.

The next meeting will be held on January 26th

Respectfully submitted,

Bobbie Newman
To: Members of the Economic Development Committee

From: Steve Griffin, Community & Economic Development Director, Nancy Radzevich, Economic Development Manager, and Johanna Nyden, Economic Development Planner

Subject: Items for Inclusion in Common Application for Grants or Funding Requests in excess of $25,000

Date: January 21, 2011

Background
As a means to make a better nexus between the ED funding grants and the City Council’s Economic Development Vision Statement and to try to make a more predictable review process for both the applicants and the Committee, Staff has compiled a draft list of items for discussion which could be included in a new application for individuals or organizations seeking funds in excess of $25,000.

Staff generated this list from information that had been requested during last year’s funding reviews, from applications for similar grant programs, and from the list of “Criteria for evaluating the achievement of the vision statement…” included in the City Council’s Economic Development Vision Statement. This list of criteria includes:

1. Number of business expansions
2. Number of business visits
3. Number of service requests fulfilled
4. Number of business start ups
5. Number of businesses attracted
6. Number of new Jobs created
7. Dollar value of enhanced tax base
8. Number of jobs created for Evanston residents
Proposed List of Items for Applications

The types of information collected are divided into two categories:

- Information that would be requested based on a project located at a specific site or property in Evanston; and
- Information that would be requested based on an organization seeking funds for their operation, organizational activities, specific projects, training programs, or other capacity-building activity.

Project/Site-Specific

Potential Information Requested for Project/Site-Specific Activity (types of requests could include land acquisition assistance, construction assistance, etc.):

- Applicant Background:
  - Name of Developer and Owner
  - Resumes of developer, owner, operator, key principals of project
  - Ownership structure of the project
  - Amount of assistance requested
  - Overview of what the grant funding would be used for in relation to the overall scope of project
  - Statement as to why City of Evanston assistance is necessary

- Site Information:
  - Description of site or building where activities/work will be conducted
  - Current Condition of the site, past uses of the site, any necessary environmental conditions applicable
  - Current or Proposed uses of site

- Project Information
  - Project Start and End Dates (Includes property acquisition dates, project milestone dates)
  - Total Development Costs with an overview of private-sector financing, and budget that includes City Assistance and one that does not include City Assistance
  - Summary of green features to be included in project
  - Site Map and project renderings
  - M/W/EBE Budget

- Public Benefits – including, but not limited to, one or more of the following:
  - New Business Attracted – description of the new Business(es) that will locate in Evanston as a result of this project
  - Existing Business Retained and/or Expanded
  - Creation of Affordable Housing – with info on number and types of proposed Affordable Housing Units to be created
o Creation of Permanent Jobs – with a brief description of the number and types of jobs to be created;
o Creation of new retail choices in an underserved neighborhood
o Elimination of blight -
o Increased tax base and/or sales tax revenue
o Job-training opportunities – distinguish between opportunities for training for short-term (design, construction, etc.) and long-terms jobs
o Rehabilitation of a historic building
o Re-occupancy of a vacant building

- Potential Other Materials to be included to provide project background:
o Market Study for commercial or residential projects (study should include target markets, analysis of competition, demographics, etc.)
o Appraisals of property to be developed
o Phase I environmental study for sites that have a history of environmental contamination

**Organization/Agency**
Information requested based on an organization’s request funds for operation, organizational activities, key project completion, training programs, or other capacity-building activity.

- **Organization Ownership/Leadership Information**
o Structure of Organization and evidence of non-profit status, if appropriate
o Resumes of Board Members/Key principals of organization
o Location where project/organization will operate
o Amount Requested – Total amount plus a breakdown by proposed use of funding (i.e. staff, programs, equipment, rental fees, etc.)

- **Financial Statements**
o Year-end financial statements of the organization or individual applying for funds. This should include, but not be limited to: accountant audited compiled balance sheet, income statement, and statement of cash flows.
o Total Budget for Organization for the most recent and current fiscal years
o Description of all funding sources for the organization, categorize by government sources, private donations, foundation grants, etc.

- **Project/Organization Information**
o Description of specific services or programs that are provided by the organization, overall, and specifically the staff support, services, and/or programs which would be funded by City ED Grant and the costs associated those (i.e. six sessions of computer training will cost $XX)
o Target population and/or businesses to be served (include age, economic, geographic, etc.)
- How long will the program/project be offered throughout the calendar year and how frequently during the week; what are the operating hours of the program?
- Staffing of the project (include total hours of staffing, include paid or volunteer information)
- Description of how the organization advertises to the target population and/or businesses that will be served (provide examples of materials and resources that have been used in previous outreach efforts)

**Proposed Projects, Services, and/or Programs**
- Description of fees that will be charged for services, programs, or organization (include any funding/donation requirements of the board members)
- Description of how the project, program, and/or services that will be funded by the ED Grant supports existing City of Evanston plans, initiatives, or other City Council priorities and specifically how it will meet the Criteria established by the City Council in the Vision Statement
- Description of implementation plan for how services, program, project will be conducted/administered
- Description of Proposed program/project outcomes – Description should include, but not be limited to: identification of measurable results of the program/project service delivery process rather than inputs (e.g. the program participant will successfully find employment rather than the program participant will receive job search assistance); a time frame for each expected outcome; and a proposed method to measure the level of success of each program/project to funded through the ED Grant.
- Description of the deliverables and/or proposed criteria for monitoring outcomes to track success of projects (i.e. # of Evanston residents trained, # of jobs retained or created, # of local businesses assisted, etc.)

**Overview of the History of the Projects, Services, and/or Programs**
- Describe similar services, programs or projects provided by the organization in the past – particularly those funded through ED Grants;
- Information on # of years such program, service, and/or project has been provided,
- Description of the past project “successes”, including, but not limited to: # of projects or services successfully completed through past program; # of Evanston residents assisted; # of local businesses assisted; # of existing jobs retained and/or new jobs created; etc.
- Description of how project, program, and/or services were funded in the past, and if not ED Grant funded, then explanation of why ED Grant funds are needed this fiscal year.
- If proposed projects, services, and/or programs are new to the organization, explanation as to why funding should be awarded if services, projects, or programs were not previously provided/offered by applicant.
ECONOMIC DEVELOPMENT DRAFT WORK PLAN

ECONOMIC DEVELOPMENT VISION STATEMENT

In late 2009, the Economic Development Committee worked with City Staff to develop an Economic Development Vision Statement. This Vision Statement established the goals and priorities for economic development activities for the Community & Economic Development Department at the City of Evanston. In January 2010, the City Council of Evanston adopted a Vision Statement that highlighted four major categories. These categories include:

I. BUSINESS RETENTION & EXPANSION:
   1. Inventory and prioritize economic sectors for outreach making use of available data and reports, generating new data as necessary
   2. Develop and implement development a business retention communication strategy
   3. Administer economic development finance programs and support services (e.g. City services, infrastructure, regulatory)
   4. In all cases, provide special focus and sensitivity for small businesses, including business start ups, and key sectors that would maximize job creation

II. BUSINESS ATTRACTION:
   1. Identify and address gaps and opportunities for business attraction.
   2. Develop a medium to long range attraction plan for economic revitalization identifying sectors and individual business targets
   3. Leverage key partnerships to help attract desired businesses (e.g. Northwestern University, St. Francis Hospital and Evanston Hospital).
   4. Apply economic development financing programs and support services to achieve attraction objectives.

III. AREA AND COMMERCIAL REVITALIZATION AND REDEVELOPMENT:
   1. Implement action plans for neighborhoods and commercial areas with existing area plans including Chicago Avenue, West Evanston, Downtown and Central Street
2. Implement the approved redevelopment plans for Tax Increment Financing Districts including Howard/Ridge, Washington, National Howard Hartrey, West Evanston and Southwest

3. Create plans for commercial districts that do not have plans including the southwest manufacturing and commercial districts and the Dodge Avenue Corridor from Greenwood Avenue south

4. Work closely with neighborhood business district associations and other business associations to achieve economic development priorities

IV. **Marketing:**

1. Build a new City Economic Development Web site that becomes a fundamental component of the City’s marketing strategy and is a major interactive portal for engagement with all existing Evanston businesses, other businesses that we desire to attract and is a showcase and resource for information about economic activity and opportunities in Evanston.
**PROPOSED TASKS AND ACTION ITEMS TO ECONOMIC DEVELOPMENT VISION STATEMENT**

I. **BUSINESS RETENTION & EXPANSION:** – The process through which Economic Development staff will meet with existing business owners, business association leaders, and key commercial property owners to understand the needs of existing businesses and develop program for regular communication

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| 1. Inventory and prioritize economic sectors for outreach making use of available data and reports, generating new data as necessary | A. Develop updated list of current businesses in Evanston; coordinate efforts to allow for more regular updates of the M/W/EBE Directory. | - Staff to set up framework for directory categories, based on market sector, such as: contact information (office and cell phones, email, website addresses), pertinent business information (type of business, key products/services, total number of employees, number of years in business, any specific related markets or key buyers/suppliers if known), and property information (owner or lease?; if lease: date when current lease expires, name and contact info of property owner; etc.)
- Staff to utilize existing Permit, Licensing, etc. databases; most recent M/W/EBE list; existing lists established by the Chamber, DT Evanston, BA’s, etc. for base information on businesses in Evanston.
- Directory to be tied to City’s new 311 system, through supplemental Shop QA software system;
- Staff to market benefits of directory and encourage business owners to regularly update their information |
| | B. Complete updated market analysis and implementation strategy to identify key economic sectors (Funding already approved by Council; RFP process completed; Preferred consultants selected) | - Meet with Selected Consultants to refine scope of services and work with purchasing to execute contract
- Initiate study and re-establish work schedule
- Upon completion of study and implementation strategy, staff to assign Action Items and Tasks and incorporate in Work Program, as appropriate |
| 2. Develop and implement a business retention communication strategy | A. Regular meetings with Business Associations (BA’s) and other applicable business leaders, property owners, and Business owners not otherwise | - Continue to meet with the established BA’s on a regular basis;
- Assess need for additional BA’s
- Evaluate frequency of meetings with “applicable” business leaders; assess current list of “applicable” business leader and update and/or expand accordingly regularly
- Establish schedule for meetings with business owners not current |
| A. Create program guides and applications, as applicable, for various ED programs | • Staff to develop individual program guides and applications to try to create a more predictable process for funding requests; forms to be accessible both through internet;  
• Applications to include more defined criteria and ties to “benchmarks” and measurable returns; criteria to include such things as: # of jobs |
| --- | --- |
| B. Create database for capturing information obtained during meeting with business owners to track follow-up activities and other pertinent information. | • Update and adapt business surveys to better target on key information for each of the different industry sectors;  
• Through establish schedule for meetings with business owners, staff to utilize updated surveys as guide for getting base information, gathering information on the “status” of the business (struggling, maintaining expected level, seeking to expand, etc.), as well as any perceived or actual issues with their current building, site, location, etc.;  
• Develop mechanism for follow up meetings with key staff, as appropriate |
| C. Develop strategy for addressing businesses seeking to potentially leave Evanston and relocate in other community (Retention Intervention). | • ED Division staff to brain-storm about such strategies, on a regular basis;  
• Staff to survey businesses and/or brokers for businesses who have left within the last 24 months to seeks trends behind their decisions to relocate out of Evanston  
• Thru regular meetings with businesses owners, BA’s and business leaders, staff to specifically ask about any issues and/or concerns of businesses to try to circumvent future relocation;  
• Set up system for staff to flag leases that will be expiring within the next 12-18 months to prompt early discussion with business owners on their plans;  
• Through CoStar, key area brokers and site finders, keep current inventory of all available properties (spaces, buildings, etc.) for lease and/or purchase;  
• With P&Z and Building staff, consider ways to streamline the development review process for businesses seeking to expand within Evanston;  
• Continually track incentive programs offered by communities within the immediate area and evaluate competitive benefits of such programs;  
• Involve key business leaders, organizations, etc. in discussions with businesses who might be considering leaving |

3. Administer economic development finance programs and support services (e.g. City services, infrastructure, |
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<th>regulatory)</th>
<th>retained/created; # of Evanston businesses being provided assistance; value of enhanced tax base; # of new jobs for Evanston residents, # of Evanston residents assisted through training programs; etc. Criteria will be specifically tied to funding program.</th>
<th>• Program guides include graphic examples of successful projects – examples to be updated regularly</th>
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| **B. In all cases, provide special focus and sensitivity for small businesses, including business start ups, and key sectors that would maximize job creation** | **A. Develop a strategy for better coordination between general ED efforts and the M/W/EBE 25% Participation Program** | **• Upon acceptance of M/W/EBE work program, by Advisory Committee, incorporate goals and action items into overall department strategy;**  
**• Physically move the M/W/EBE planner into the ED Division offices;**  
**• Where appropriate, include M/W/EBE planner in meetings with business owners and/or BA’s**  
**• Through merged data bases and combined team efforts, encourage private businesses to consider utilizing Evanston businesses for their supplies, services, etc. in spirit of City’s 25% M/W/EBE goal;**  
**• Look at feasibility of encouraging use of Evanston Businesses on all City contracts, including those under the $20,000 threshold;**  
**• Look to tap into additional businesses and opportunities for summer youth programs, mentor/protégé programs, etc.** |
| **B. Establish better method for tracking and communicating with small businesses and/or start ups** | **• Staff to establish better relationship with existing “start up firms” at incubators to ensure they continue to thrive and to seek appropriate space within Evanston when they are ready to expand**  
**• Create separate “home business” database and incorporate regular communication program to assess their stability and/or needs for expansion**  
**• Staff to work with the Chamber to help establish regular educational and/or networking programs for the small/start-up businesses;**  
**• Staff to work with Northwestern to try to establish more programs specifically geared toward small tech firms established by NU students/grads;** |  

**Result/Deliverable(s):**  
- Updated and more comprehensive overall Evanston Business Directory and Local Business Directory of Architects, Engineers, Construction Trades, and Suppliers specifically for City Funded projects;  
- Dynamic Business Retention Strategy;  
- Better integration of M/W/EBE in overall Division strategies;
- More comprehensive and dynamic relationships with key business owners, BA’s and key commercial property owners;
- Better relationships with key area brokers
- Better understanding of competitive programs of other area communities to balance and/or increase the competitive “playing field”
- More predictable, streamlined permitting process for businesses seeking to expand in Evanston.
II. **BUSINESS ATTRACTION** – The process through which ED staff will research market trends, locally and regionally, and seek to establish strategies for recruitment of new businesses based on those trends, business activities in Evanston and the surrounding areas.

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| 1. Identify and address gaps and opportunities for business attraction. | C. Complete updated market analysis and implementation strategy to identify key economic sectors (*Funding already approved by Council; RFP process completed; Preferred consultants selected*) | • Meet with Selected Consultants to refine scope of services and work with purchasing to execute contract  
• Initiate study and re-establish work schedule  
• Upon completion of study and implementation strategy, staff to assign Action Items and Tasks and incorporate in Work Program for addressing gaps and opportunities for business attraction |
| A. Develop a Targeted Industries List for ED staff to focus recruitment effort | • Staff will create targeted industry list, based on results of Consultant study and implementation strategy and in consultation with CMO and Economic Development Committee  
• Industry list to be prioritized to allow for best use of staff resources and based on market indicators and/or trends for various parts of the City  
• Through direct research and through conversations with brokers and site finders, staff to proactively target key business, currently sited outside of Evanston, whose leases are up within the next 12-24 months |
| B. Proactively seek out “submarket” industries | • Utilizing the Consultant study and/or surveys conducted by staff with existing local businesses, create a list of target industries and specific companies that have business relationships with other area businesses; |
| C. Develop program for increasing new “start-up” and/or tech companies and for retaining those businesses in Evanston once they are ready to expand. | • Increase interaction with businesses at the existing incubator; look for additional opportunities to help attract additional incubators;  
• Develop possible tri-party agreement on future funding to incubator companies that acknowledge City funding support of the incubator and to guarantee advance notice when firms are seeking alternate spaces to relocate and/or expand to allow staff to direct firms to space within Evanston;  
• Increase staff networking at events, conferences, etc. geared towards
|   |   | existing or potential owners of start-ups/tech businesses;  
|   |   | • Increase interactions with key NU staff to encourage better relationship and future partnerships on promoting start-up/tech businesses in Evanston.  
| D. Create and regularly update a “Hot List” of top 10 priority new, redevelopment, and/or expansion projects and/or targeted businesses |   | On a weekly basis, staff will collectively review and update the priority projects, sites and/or targeted businesses.  
|   |   | • “Hot List” information to be updated by staff immediately upon change in status  
|   |   | • Status of priority projects as well as all other “special interest projects” will be included in the monthly updates to the Economic Development Committee and City Council.  
| 2. Develop a medium to long range attraction plan for economic revitalization identifying sectors and individual business targets |   | Utilizing Consultant study, surveys of local businesses, surveys of brokers and site finders, etc. staff to consolidate information on businesses that have relocated out of Evanston, those that selected to site in a neighboring community, etc. and seek to establish trends for those decisions;  
|   |   | • Based on those trends and updated market analyses, Staff to develop a medium to long range plan for trying to correct any specific and/or perceived conditions which may be preventing attraction of preferred businesses;  
| 3. Leverage key partnerships to help attract desired businesses (e.g. Northwestern University, St. Francis Hospital and Evanston Hospital). | A. Generate list of key businesses and/or industries associated with the key business leaders | Regularly meet with key partners to understand related businesses that the City and partners could jointly seek to recruit to City  
|   |   | • Develop a targeted small business mentoring competition (??) to seek out new small start-up/tech firms, with a focus directly related to goals of NU, Hospitals, etc. and offer assistance to up to 3 firms per through City based incentive programs and through partnership programs with NU and/or Hospitals  
|   |   | • Work with NU and Hospitals to create joint marketing and incentive programs to attract mutually desirable companies and/or industries.  
|   | B. Proactively build relationships with key area brokers, site selectors and other relevant real estate professionals to reinforce Evanston as business |   | Staff to meet with most successful area brokers and/or site selectors to understand what have been key determinants in business owners decisions to locate in one particular community over another; staff will target both local brokers as well as those that have sited businesses in neighboring communities;  
|   |   | • Set up a networking session with area brokers, site selectors, and relevant real estate professionals to introduce the new ED Division.
| 4. Apply economic development financing programs and support services to achieve attraction objectives. | A. Create program guides and applications, as applicable, for various ED programs; | • Staff to develop individual program guides and applications to try to create a more predictable process for funding requests; forms to be accessible through internet;  
• Program guides to include illustrations and/or graphic examples of successful projects – examples to be updated regularly  
• Applications to include more defined criteria and suggested ties to “benchmarks” and measurable returns; criteria to include such things as: # of jobs retained/created; # of Evanston businesses being provided assistance; value of enhanced tax base; # of new jobs for Evanston residents, # of Evanston residents assisted through training programs; etc. Criteria will vary based on particular funding program. |
| B. Reevaluate incentive programs on a regular basis and consider new alternative programs geared towards evolving targeted industries, businesses, and “start up” industries | • Staff to regularly research alternative incentive programs regionally, nationally and internationally and evaluate which appear to be most successful and could be adapted to Evanston  
• Staff to be encouraged to regularly attend real estate, tech, and/or “start up” business events, conferences, etc. to try to understand evolving needs of these targeted industries; |
| 5. Develop a more defined program to assist businesses through development review process | A. Create a consolidated application/intake form and “Welcome Guide” for individuals seeking to open a business in Evanston | • Create an questionnaire for initial contact with individuals considering opening a new business  
• Work with relevant Divisions and Departments to help to consolidate applications for those who might need multiple permits  
• In consultation with key City staff, develop “Welcome Guide” for individuals seeking to open a new business, which will include, among other things: key facts about the City, points of contact within ED, and a consolidated “check-list” for prospective business owners indentifying all potential reviews, permits, and/or processes they need to complete and the related Departmental information. |
Result/Deliverable(s):

- Updated City-wide market analysis and implementation strategy
- Better relationships with area brokers and site finders and potentially earlier access to businesses seeking to relocate within the area;
- Better relationship with incubator firms; better chance to encourage their expansion within Evanston
- Creation of new target business/industry list to better focus business recruitment efforts
- Increase/solidify “business friendly” image of Evanston
- Creation of “Welcome Guide” for businesses seeking to location and/or expand within Evanston
III. **Area and Commercial Revitalization and Redevelopment:** The process through which staff will seek to implement existing plans for commercial areas, create plans and implementation strategies for commercial areas which don’t currently have plans, develop specific projects and implementation plans for the five remaining TIF Districts, and to continue to work with Business Associations and key business lead to promote economic development throughout the City.

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| 1. Implement action plans for neighborhoods and commercial areas with existing area plans including Chicago Avenue, West Evanston, Downtown and Central Street | A. Develop short, medium and long term targeted goals and projects for implementation plan | • Working with BA’s, key neighborhood representatives and Ward Alderman to identify specific projects  
• Identify possible funding sources for projects;  
• Staff, in conjunction with BA’s, neighborhood representatives and Ward Alderman, to regularly reevaluate the priority projects and anticipated schedules based on changing businesses/community needs and market conditions and trends |
| 2. Implement the approved redevelopment plans for TIF Districts       | A. Develop short, medium and long term targeted projects for implementation of plan | • Working with BA’s, neighborhood representatives and Ward Alderman to identify specific projects  
• Staff to regularly reevaluate the financial status of the TIF to identify potential financial obligations and available project funding.  
• Staff, in conjunction with BA’s, neighborhood representatives and Ward Alderman, to regularly reevaluate the priority projects and anticipated schedules based on changing businesses/community needs and market conditions and trends  
• Staff to identify additional areas for new or expanding existing TIF’s |
| 3. Create plans for commercial districts that do not have plans        | A. Develop list of needed plans and proposed schedule for completion of plans | • ED Staff to work with P&Z staff to create comprehensive list of area plans (such as: southwest manufacturing and commercial districts, the Dodge Avenue Corridor from Greenwood Avenue south, etc.) and the proposed schedule for initiation and completions  
• ED staff to identify potential funding sources for planning efforts |
| 4. Work closely with neighborhood business district associations and other BA’s to achieve ED priorities | *(See I.2.C., III.1., III.2., III.3., etc. above)* | *(See I.2.C., III.1., III.2., III.3., etc. above)* |
Result/Deliverable(s):

- Implementation of some of the identified short-term goals and projects identified in area plans and/or through follow up meeting with BA’s, Aldermen, etc.
- Implementation of existing TIF project and identification of additional projects based on regular update and evaluation of the TIF and the market
- Creation of area plans for those commercial areas that do not have current plans
- Increased relationship and communications with neighborhood business district associations and other BA’s
**IV. Marketing** – The process by which staff will seek to market Evanston, generally, and specifically the various programs and economic development initiatives the City has available to assist existing, expanding and new businesses through the creation of a “Business Advisory Center,” the development of a more dynamic and expanded website, creation of a regular method to provide updated information businesses and residents about the latest economic development “news”

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action Items</th>
<th>Tasks</th>
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</table>
| 1. Build a new City Economic Development website that becomes a fundamental component of the City’s marketing strategy and is a major interactive portal for engagement with all existing Evanston businesses, other businesses that we desire to attract and is a showcase and resource for information about economic activity and opportunities in Evanston. | A. Create new ED website | • ED staff to work with IT staff to develop a more dynamic ED homepage, with specialized pages set up to provide information on and direct links to: ED grant/loan programs, TIF Districts (overview, obligated projects, etc.), BA’s, M/W/EBE technical assistance and financial programs (local, regional, state, etc.), LEP program, etc.  
• All new program guides, applications, and marketing materials to be interactive through the webpage; staff to work with IT to set up appropriate direct links between these documents and related resources;  
• Webpage listing available all current available properties to be updated on a regular basis  
• Website will include promotional videos and/or slide shows on recent ED successes projects, key Evanston facts, and/or images of the City;  
• ED staff to investigate ability to allow key personnel, through password protection, view and/or update critical information on their businesses, events, etc. |
|  | B. Create a general economic development marketing brochure for the City of Evanston | • Staff to research key information about the business community and noteworthy “rankings” within the region and the State;  
• Staff to highlight key information about Evanston, which could be important to business owners, based on interviews with site finders and area brokers  
• Marketing brochure to be reviewed and updated, as needed, at least 2 times per year.  
• A consolidated Best Practices Guide will be created to highlight all programs and include examples demonstrating how the programs have been utilized; BPG will be updated a minimum of once a year. |
| 2. Create a new Business Advisory Center (BAC) | A. Redefine spaces within ED Division to create a new Business Center | • Develop a more coordinated and balanced space plan for ED offices; physically move M/W/EBE planner in same area as other ED planners, created dedicate space for new conference room (the BAC), and entry |
| within ED Division | space | area with electronic displays of program guides, graphics, and marketing materials  
|• Work with Facilities to make necessary physical improvements and new furniture, as needed  
|• Work with IT to create a more dynamic meeting interface system within the BAC to allow for access to maps, aerials photos, etc. of potential sites and buildings; create secondary “display” to run loops of key images, facts, and/or videos promoting economic development and the City of Evanston |

| B. Develop a consolidated application/intake form and “Welcome Guide” for individuals seeking to open a business in Evanston |  
|• Create a questionnaire for initial contact with individuals considering opening a new business  
|• Work with relevant Divisions and Departments to consolidate applications for those who might need multiple permits  
|• In consultation with key staff, develop “Welcome Guide” for individuals seeking to open a new business, which will include, among other things: key facts about the City, points of contact within ED, and a consolidated “check-list” for prospective business owners identifying all potential reviews, permits, and/or processes they need to complete and the related Departmental information. |

| C. Create a more standardized “pre-development” meeting format, with key department staff |  
|• ED staff to facilitate a pre-development business meeting process to allow for applicants to meet with staff prior to filing for any permits, etc.; staff to provide business owners on potential concerns/challenges based on preliminary designs, and ID permits, reviews, etc. that they would be required  
|• Establish set dates/times for meetings and set up basic requirements for business owners to initiate process (preliminary plans, etc.) |

| D. Create a general economic development marketing brochure for the City of Evanston |  
|• Staff to research key information about the business community and noteworthy “rankings” within the region and the State;  
|• Staff to highlight key information about Evanston, which could be important to business owners, based on interviews with site finders and area brokers  
|• Marketing brochure to be reviewed and updated, as needed, at least 2 times per year.  
|• A consolidated Best Practices Guide will be created to highlight all programs and include examples demonstrating how the programs have been utilized; BPG will be updated a minimum of once a year. |
E. Provide various programs, seminars, resources, etc. for existing businesses on an on-going basis to help them continue to thrive and/or to seek ways to expand

- Conduct annual financing seminar for businesses in Evanston to promote financial help of Evanston based businesses.
- Promote the benefits of a “buy local” (produces, raw materials, services) program with area businesses.
- Work with purchasing to develop a City of Evanston small business program to promote the use of local architecture and engineering firms, construction trades, etc. on City funded projects less than $20,000.
- Invite successful and/or noteworthy local business owners to “round table” discussions with local business owners to highlight their successes in starting up a new business or expanding their existing businesses.

Result/Deliverable(s):
- “Welcome to Evanston” package for marketing and informational purposes
- Collection of pertinent City information, which will be updated on regular basis
- A more professional and fully “equipped” business resource center
- Development of a more predictable, streamlined business permit review process
- A clear method to evaluate funding requests and to establish definable measures in relation to the amount and types of financial assistance and/or grant awards
- Generate additional ways for businesses to network together and for staff to continually reestablish connections with business owners
## MONTHLY RETT REPORT FOR NOVEMBER 2010

**DATE:** December 3, 2010  
**TO:** Mayor and Aldermen  
**FROM:** Rodney Greene, City Clerk

**SUBJECT:** RETT Report—November 2010

### Budget 2010-11  
$1,600,000

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<th>Month</th>
<th>Amount</th>
<th>Transactions</th>
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<td>65,364</td>
<td>36</td>
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November 2010 revenues were reduced to reflect these expenditures: $0

Monthly average needed to meet Budget $133,333  
FY 2010-11 Monthly Average $160,052

57 exemptions @ $100 ea = $5,700; CUMULATIVE $49,100

There were three (3) $1 million dollar sales in November 2010.

11/03/10 -- 100 Dempster; $1,100,000; Tax $5,500; Seller: Newberger; Buyer: Janss / Guitary  
11/12/10 -- 2517 Lincoln; $1,050,000; Tax $5,250; Seller: Goldenberg; Buyer: Gustafson  
11/15/10 -- 1732 Judson; $1,300,000; Tax $6,500; Seller: Canel; Buyer: Grimm

NSP2 sales = $904,550; CUMULATIVE $2,014,027
### MONTHLY RETT REPORT FOR DECEMBER 2010

**DATE:** January 11, 2011  
**TO:** Mayor and Aldermen  
**FROM:** Rodney Greene, City Clerk  

**SUBJECT:** RETT Report—December 2010

**Budget 2010-11**  
$1,600,000

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December 2010 revenues were reduced to reflect these expenditures: $100 RETT Refund, $5 Recorder of Deeds

Monthly average needed to meet Budget  
FY 2010-11 Monthly Average  
$133,333  
$155,016

69 exemptions @ $100 ea = $6,900; CUMULATIVE $56,000

**There was one (1) $1 million dollar sale in December 2010.**  
12/27/10 – 835-845 Chicago (and Main); $1,625,000; Tax $8,125; Seller: Jazzberry Jam Properties LLC; Buyer: OMS-Evanston LLC

NSP2 sales = $392,168; CUMULATIVE $2,406,195
Memorandum

To: Members of the Economic Development Committee
From: Johanna Nyden, Economic Development Planner
Subject: Economic Development Planner Activities
Date: January 21, 2011

Since the December Economic Development Committee Meeting, Staff has engaged in the following activities:

**Outreach & Communications**

- Site visits to local businesses and business district associations;
- Facilitated December and January regular meeting of the business associations;
- Held two Façade Improvement Program informational meetings to provide overview and guidance on revised program and application procedures. Approximately 60 attendees total, representing property owners, businesses, and other real estate professionals in Evanston;
- Coordinated December Holiday Celebration of Howard Street Business Association and street decorations; and
- Attended Joint Review Board Meeting in early December.

**Ongoing Activities**

- Continue to coordinate with Ward Manufacturing on redevelopment of 2222 Main Street and monitoring project in conjunction with City of Evanston Assistance;
- Continued work with key departments that engage in new business activities in support of the development of the Business Advisory Center; and
- Continued work and support for City’s acquisition of 629-631 Howard Street and 727-729 Howard Street.

**New Activities**

- Met with new businesses interested in coming to Evanston – provided information on potential sites and assisted in coordination with other City of Evanston departments and divisions (health, building, zoning);
- Coordinated representatives from Web QA to implement web-based software that will support businesses throughout Evanston; coordinated presentation at monthly Joint Economic Development Committee meeting to provide overview to business district associations on the software.