



Memorandum

To: Chair & Members of the Economic Development Committee

From: Johanna Leonard, Economic Development Division Manager
Cindy Plante, Economic Development Specialist

Subject: 2017 Q1 Economic Development Quarterly Report

Date: April 21, 2017

Summary & Highlights:

The first three months of 2017 saw a flurry of activity in the Evanston business community. In February, the Evanston-North Shore Black Business Consortium hosted the second annual Tour De Noir bus tour and business expo, bringing together 35 black-owned businesses for an event that attracted an estimated 120 attendees. A bus tour highlighting

black-owned businesses in Evanston drew 85 participants.



Members of the Black Business Consortium participated in the Tour De Noir business expo and bus tour in February of 2017.



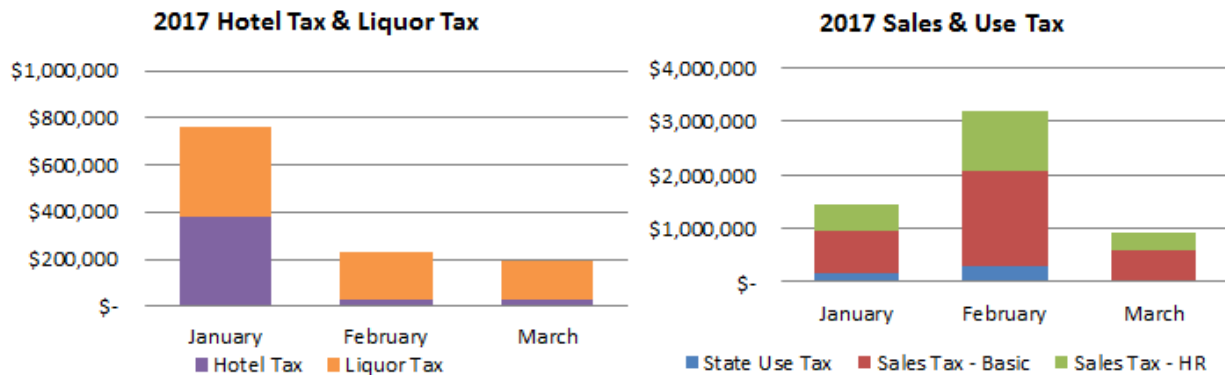
Over 100 Evanston-based Women Entrepreneurs took this photo during a networking meetup on International Womens' Day.

Women business owners came together on March 8 in honor of International Womens' Day for a networking event at Found in Downtown Evanston. Over 100 Evanston-based female entrepreneurs and public officials were in attendance at the event, which was organized by restauranteurs Ellen King and Julie Matthei at Hewn Bakery and Amy Morton of Found. The group plans to continue meeting for quarterly networking events, with the next one scheduled for May 10.

A coalition of activity-based businesses for children and families partnered with the City and Downtown Evanston to host the

Evanston Explorers kickoff event in February, which drew over 500 attendees to the Fleetwood-Jourdain Community Center for a business expo featuring a bounce house and free children’s activities. The Evanston Explorers group includes Little Beans Café, Goldfish Swim School, Gather, Lil’ Kickers Soccer, and KitGymnastics, and plans to continue working together in the future on cooperative marketing and events promoting activities and sports for children in Evanston.

The City took in a total of over over **\$5.5 million in sales and use taxes** during the first three months of 2017, plus an additional \$753,239 in liquor tax, and \$432,090 in hotel tax over the same period.



New Businesses:

Based on available licensing data, **21 new businesses** opened in Evanston during the first quarter of 2017. Among the new businesses is **Aloha Poke Co.**, which opened in

the former Jamba Juice location at 630 Davis Street. The fourth location in a growing Chicago-area chain, Aloha Poke (pronounced “poh-kay”) offers Hawaiian raw seafood bowls featuring sashimi-grade seafood and vegetables served over greens or rice.



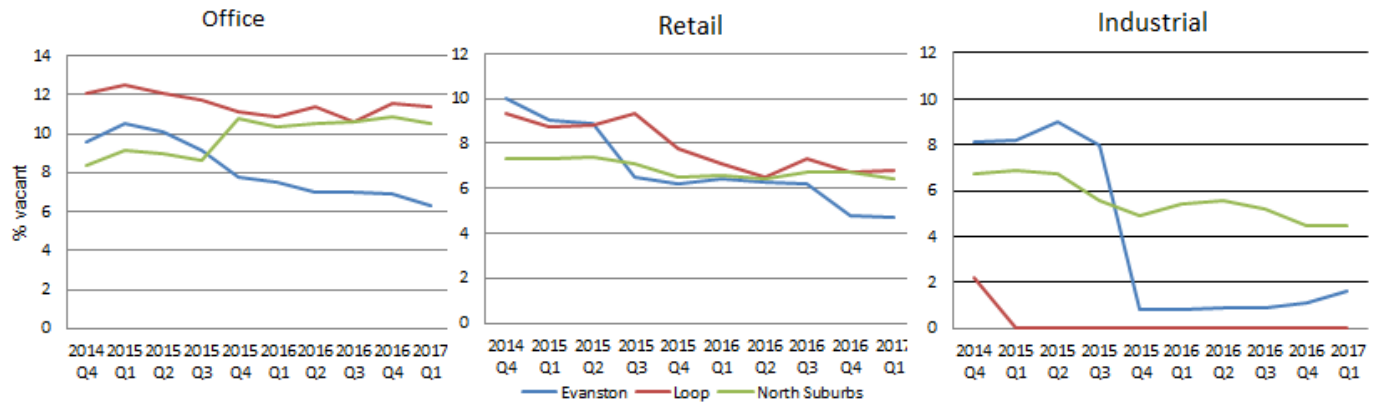
Evanston’s first hard cider producer, **North Shore Cider** also made its debut at 707 Howard Street. North Shore Cider offers a selection of hard cider varieties made on site from organic Michigan apples for purchase in growlers for off-site consumption. The business also produces kegs for a growing list of area bars and restaurants.

New Businesses – 2017 Q1

Fusion Academy – 847 Chicago Ave. #200	North Shore Cider – 707 Howard St.
Al Gomez Landscaping – 2031 Brown Ave.	Evanston Massage – 915 Elmwood Ave.
Fidelity Brokerage Services – 808 Church St.	Foot Smile Spa – 1015 Davis St.
Continental Construction – 1919 Greenwood St.	Evanston Acting Studio – 600 Davis St.
Grace Bros., Ltd. – 1603 Orrington Ave.	Hippensteel, Jacob & Koppe Therapy, LLC – 1740 Ridge Ave.
Staley Martial Arts – 1806 Church St.	Dwelling Spaces & Places – 2930 Central St.
Alt Imagery, LLC – 1900 Greenwood St.	Squash Pro Shop – 1740 Ridge Ave.
My Piano Study, Inc. – 927 Noyes St.	Root Medicine – 2956 Central St.
Traditional Taoist Martial Arts Academy – 840 Dodge Ave.	Kellogg Emporium #8072 – 2211 Campus Dr.
Best Wireless, LLC – 1235 Dodge Ave	Christopher B. Burke Engineering – 820 Davis St.
Aloha Poke Co. – 630 Davis St.	

Construction & Real Estate:

Demand for space in Evanston remained high during the first three months of 2017, with **vacancy rates for retail and industrial property remaining below 5%**. The vacancy rate for office space also continued to decline, ending the quarter at 6.3% based on data from CoStar Analytics.



The City Clerk’s office recorded **226 commercial and residential real estate transactions** in Evanston between January 1 and March 31 of 2017, yielding **\$600,725 in real estate transfer tax revenue**, an increase in both number and value of sales compared to the same period in 2016, which saw 197 transactions and \$425,789 in revenue. The largest single transaction during the first three months of 2017 was the January sale of the **1007 Church office building for over \$26.8 million**. This transaction alone generated \$134,000 in transfer tax, or 22% of the total for Q1.

An estimated **\$41.6m in commercial construction and renovation work** generated **\$803,319 in building permit revenue**, with 83% of the total coming from construction work at Northwestern University. The largest single permit this quarter was for renovation work on Northwestern’s Willard Residential College at 1863 Sherman Avenue, which is expected to reopen in January of 2018.

Entrepreneurship & Workforce Development:

Community Business Academy alumnae Jennifer Eason made the news after opening a brick and mortar restaurant at 1623 Simpson Street. The opening of Jennifer's Edibles makes her the second person to open a physical storefront in Evanston after participating in the program, which provides 12 weeks of business training targeted to women and minority entrepreneurs. The program began recruiting for its first 2017 cohort in January with an info session at the Civic Center on January 17. The current cohort includes 18 participants, and applications are currently being accepted for the next cohort, which begins on June 24.

The annual Summer Youth Job Fair in March attracted record attendance for 2017, with **863 Evanston teens and 41 local employers participating**. Over 1,000 seasonal and year-round jobs were available with a variety of employers including the City, McGaw YMCA, Northwestern University, Cinemark/Century Theaters, Rotary International, Six Flags, and more.

