CITY COUNCIL REGULAR MEETING

CITY OF EVANSTON, ILLINOIS
LORRAINE H. MORTON CIVIC CENTER
JAMES C. LYTLE COUNCIL CHAMBERS
Monday, September 18, 2017
7:00 p.m.

ORDER OF BUSINESS

(I) Roll Call – Begin with Alderman Fleming

(II) Mayor Public Announcements and Proclamations
National Suicide Prevention Awareness Month

(III) City Manager Public Announcements
4th of July Association President’s Freedom Awards
Summer Program Overview by the Parks, Recreation & Community Services Department

(IV) Communications: City Clerk

(V) Public Comment
Members of the public are welcome to speak at City Council meetings. As part of the Council agenda, a period for public comments shall be offered at the commencement of each regular Council meeting. Public comments will be noted in the City Council Minutes and become part of the official record. Those wishing to speak should sign their name and the agenda item or non-agenda topic to be addressed on a designated participation sheet. If there are five or fewer speakers, fifteen minutes shall be provided for Public Comment. If there are more than five speakers, a period of forty-five minutes shall be provided for all comment, and no individual shall speak longer than three minutes. The Mayor will allocate time among the speakers to ensure that Public Comment does not exceed forty-five minutes. The business of the City Council shall commence forty-five minutes after the beginning of Public Comment. Aldermen do not respond during Public Comment. Public Comment is intended to foster dialogue in a respectful and civil manner. Public comments are requested to be made with these guidelines in mind.
(VI) Special Orders of Business

SPECIAL ORDERS OF BUSINESS

(SP1) Affordable Housing and Economic Development Budget Issues
It is recommended that the City Council receive presentations from staff on current plans as well as future challenges in the areas of affordable housing and economic development and provide direction to staff for next steps.
For Action

(SP2) For Reappointment to:
Board of Ethics - Jennifer Billingsley
For Action

(VII) Call of the Wards
(Aldermen shall be called upon by the Mayor to announce or provide information about any Ward or City matter which an Alderman desires to bring before the Council.) {Council Rule 2.1(10)}

(VIII) Executive Session

(IX) Adjournment

MEETINGS SCHEDULED THROUGH SEPTEMBER 2017
Upcoming Aldermanic Committee Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Committee</th>
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</thead>
<tbody>
<tr>
<td>9/19/2017</td>
<td>7:00 PM</td>
<td>Housing &amp; Comm Develop Act</td>
</tr>
<tr>
<td>9/19/2017</td>
<td>7:00 PM</td>
<td>Northwestern/City Committee</td>
</tr>
<tr>
<td>9/20/2017</td>
<td>6:30 PM</td>
<td>M/W/EBE Develop.</td>
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<tr>
<td>9/25/2017</td>
<td>6:00 PM</td>
<td>Administration &amp; Public Works, Planning &amp; Development, City Council</td>
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<td>7:00 PM</td>
<td>Housing &amp; Comm Develop Act</td>
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<tr>
<td>9/27/2017</td>
<td>6:00 PM</td>
<td>Transportation/Parking Commission</td>
</tr>
<tr>
<td>9/27/2017</td>
<td>7:00 PM</td>
<td>Economic Development</td>
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<tr>
<td>9/28/2017</td>
<td>5:30 PM</td>
<td>City-School Liaison Committee</td>
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<tr>
<td>9/28/2017</td>
<td>5:30 PM</td>
<td>Emergency Telephone System</td>
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Information is available about Evanston City Council meetings at: www.cityofevanston.org/citycouncil. Questions can be directed to the City Manager’s Office at 847-866-2936. The City is committed to ensuring accessibility for all citizens. If an accommodation is needed to participate in this meeting, please contact the City Manager’s Office 48 hours in advance so that arrangements can be made for the accommodation if possible.
Memorandum

To: Honorable Mayor and Members of the City Council

From: Wally Bobkiewicz, City Manager
       Paul Zalmezak, Economic Development Manager
       Johanna Leonard, Community Development Director

Subject: Affordable Housing and Economic Development Budget Issues

Date: September 15, 2017

Recommended Action:
It is recommended that the City Council receive presentations from staff on current plans as well as future challenges in the areas of affordable housing and economic development and provide direction to staff for next steps.

Attachments:
Affordable Housing Overview
Economic Development Update
CITY OF EVANSTON

Affordable Housing Overview

Johanna Leonard, Community Development Director
Sarah Flax, Housing & Grants Administrator
Savannah Clement, Housing Policy & Planning Analyst
Evonda Thomas-Smith, Health & Human Services Director
Audrey Thompson, Long-Term Care Ombudsman

September 18, 2017
AGENDA: AFFORDABLE HOUSING OVERVIEW

1) The City’s Work

2) Evanston’s Supply & Demand

3) Strategies for Evanston’s Affordable Housing Future
WHO WE SERVE

- At-risk families and individuals
- Low- to moderate-income households
  - People with disabilities
  - Older adults
  - People earning below living wages
# HOW WE SERVE

## Funding Sources

<table>
<thead>
<tr>
<th>Community Development Block Grant</th>
<th>HOME Investment Partnerships Program</th>
<th>Emergency Solutions Grant</th>
<th>Affordable Housing Fund</th>
<th>Mental Health Board</th>
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</thead>
<tbody>
<tr>
<td>Public facilities</td>
<td>Develop new housing units</td>
<td>Homeless prevention</td>
<td>Housing programs</td>
<td>Social services</td>
</tr>
<tr>
<td>Public services</td>
<td>Preserve existing units</td>
<td>Rapid re-housing</td>
<td>Develop new housing units</td>
<td></td>
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<tr>
<td>Housing Rehab Program</td>
<td>Tenant-based rental assistance</td>
<td>Shelter support</td>
<td>Preserve existing units</td>
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<td></td>
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<td>Street outreach</td>
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## HOW WE SERVE

### Direct Services

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<th>Emergency Assistance</th>
<th>Resident Assistance</th>
<th>Housing Rehab</th>
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<td>• Entitlement benefits</td>
<td>• Maintain housing stability</td>
<td>• Case management</td>
<td>• Owner-occupied &amp; rental rehab</td>
</tr>
<tr>
<td></td>
<td>• Prevent homelessness</td>
<td>• Referrals</td>
<td>• 0% interest loan</td>
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<tr>
<td></td>
<td>• Utilities</td>
<td>• Housing locating</td>
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REGIONAL HOUSING SUPPLY & DEMAND

Affordability Gap, Cook County

GAP BETWEEN SUPPLY AND DEMAND

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<th>Gap</th>
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<tr>
<td>3,665 - 5,435</td>
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<tr>
<td>5,436 - 7,205</td>
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<tr>
<td>7,206 - 8,976</td>
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<tr>
<td>8,976 - 15,000</td>
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SUBMARKET
Evanston/Skokie

AFFORDABLE HOUSING DEMAND (HOUSEHOLDS) 9,927
AFFORDABLE HOUSING SUPPLY (UNITS) 3,945
UNDER SUPPLY OF AFFORDABLE HOUSING (UNITS) 5,983
“COST OF SEGREGATION” REPORT

If reduced economic & racial segregation in the Chicago region to national median:

- Increase access to opportunity areas
- Decline in income inequalities
- Create a stronger economy for the region

These maps illustrate where white, African American and Latino people live in the Chicago region. Each dot represents 1,000 people.

1 dot = 1,000 people
Population: 8,505,977
- White (52.2%)
- African American (17.0%)
- Latino (22.4%)

Source: Map by MPC, based on Urban Institute map and analysis of 2011-2015 American Community Survey (ACS) five-year estimates.
EVANSTON IN THE HOUSING MARKET

Find a community

Evanston

Evanston

47% is in Submarket 6.
High cost suburban housing stock, low density, high income, aging

29% is in Submarket 3.
Higher density urban, high income, young, high home prices and rents

13% is in Submarket 4.
Suburban post-war housing stock, moderate- and middle-income, lower cost stock

11% is in Submarket 2.
Higher density urban and suburban, large households, high foreclosure/moderate vacancy, low/moderate income

Source: https://www.regionalhousingsolutions.org/
INCOME & HOUSING COSTS MISMATCH

Cook County
- Fair Market Rent for a 2BR apartment: $1,232

Evanston
- Average rent for a 2BR apartment: $2,454

---

**Hours at Min. Wage**

<table>
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<tr>
<th>Hours</th>
<th>Cook Co.</th>
<th>Evanston</th>
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<td>115</td>
<td>168</td>
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<tr>
<td>50</td>
<td>229</td>
<td>146</td>
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**Salary**

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<td>$49,280</td>
<td>$98,160</td>
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<tr>
<td>$20,000</td>
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</tr>
<tr>
<td>$40,000</td>
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<tr>
<td>$60,000</td>
<td></td>
<td></td>
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<tr>
<td>$80,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000</td>
<td></td>
<td></td>
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<tr>
<td>$120,000</td>
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</table>
RISING HOUSING COSTS & WAGE STAGNATION

Household Incomes Have Not Kept Pace With Rental Costs

Percent change since 2007, adjusted for inflation

- Median gross rent (including utilities)
- Median household income

Source: CBPP analysis of Census Bureau American Community Survey.
FIXED INCOME CHALLENGES

• Property taxes
• Maintenance and repairs
• Landlord tenant selection criteria
Development by Age Friendly Evanston! Task Force

• Goal: identify current & future housing needs for residents as they age

Survey highlights

• Evanston housing affordability perceptions
  o Housing is too expensive
  o Young people can’t afford to buy a home
  o Limited options for affordable housing

• Factors contributing to moving out of Evanston
  o Lack of financial resources
  o Amount of home upkeep required
  o Taxes becoming unaffordable
PROPOSED HOUSING ACTION PLAN

1. Revise City code to create new options
2. Increase affordable units in market rate developments
3. Expand revenue for affordable housing
4. Create paths to homeownership
5. Preserve affordable housing
6. Expand programs to overcome barriers
7. Promote healthy housing & neighborhoods
PROPOSED HOUSING ACTION PLAN

1. Revise City code to allow:
   • Rental of accessory dwelling units to non-family at affordable rents
   • New accessory dwelling units built with universal design, alley access
   • More flexibility in home sharing

Source: https://intentionallysmall.com/tag/accessory-dwelling-unit/
PROPOSED HOUSING ACTION PLAN

2. Increase affordable units in market rate development
   • Raise IHO fee-in-lieu; partial payment due at receipt of building permit
   • Market benefits of on-site affordable units, including centralized waitlist
   • Yes, in my back yard!
3. Expand revenue for affordable housing

- IHO fee-in-lieu
- Demo tax (currently $10,000)
- Impact fee on new construction (additions, etc.)
- Leverage additional funding & resources
- Provide gap funding for developments with layered funding that target HHs ≤ 30%
PROPOSED HOUSING ACTION PLAN

4. Create paths to homeownership
   • ETHS Geometry in Construction
   • 1st time homebuyer programs in partnership with banks
   • Land trust to maintain affordability
PROPOSED HOUSING ACTION PLAN

5. Preserve affordable housing

- CDBG Housing Rehab
- Handyman Program
- Fund rehab & repairs for nonprofit developers
- Explore rehab program for owner-occupied 2-flats & small rental buildings
PROPOSED HOUSING ACTION PLAN

6. Expand programs to overcome barriers
   • Pilot a Landlord Mitigation Fund
   • Continue to fund social service/housing programs
   • Maintain direct assistance programs
   • Supportive housing
PROPOSED HOUSING ACTION PLAN

7. Promote healthy housing & neighborhoods
   • Property Maintenance
   • Lead paint remediation
   • Mold & other health hazards
   • Rental Registration Program
   • Vacant building registry
   • CDBG-funded capital improvements in low/mod neighborhoods
PROPOSED HOUSING ACTION PLAN

1. Revise City code to create new options
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EVANSTON ILLINOIS

Economic Development Update

Paul Zalmezak, Economic Development Division Manager
Cindy Plante, Economic Development Coordinator
Paulina Martinez, Economic Development Specialist

September 18, 2017
COUNCIL’S STRATEGY RESULTING IN DEVELOPMENT CITYWIDE
PROACTIVE RETENTION AND BUSINESS DISTRICT VITALITY STRATEGY


- **Retention** and Support of Existing Business
- Commercial District **Revitalization** and Redevelopment
- **Workforce** Development
- **Entrepreneurship** Support
- Arts & Entertainment
- **Attraction** of New Businesses

Results = Decreased Vacancies Citywide
HELPED CREATE OR RETAIN OVER 1,200 JOBS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th># OF JOBS</th>
</tr>
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<tbody>
<tr>
<td>Few Spirits</td>
<td>6</td>
</tr>
<tr>
<td>Little Beans</td>
<td>26</td>
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<tr>
<td>Autobarn Fiat</td>
<td>25</td>
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<tr>
<td>Autobarn Tech Center</td>
<td>28</td>
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<tr>
<td>Kabul House</td>
<td>20</td>
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<tr>
<td>Trader Joe's</td>
<td>36</td>
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<tr>
<td>ZS Associates</td>
<td>450</td>
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<tr>
<td>Accuity</td>
<td>294</td>
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<tr>
<td>Ward 8</td>
<td>4</td>
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<tr>
<td>Peckish Pig</td>
<td>47</td>
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<tr>
<td>Valli Produce</td>
<td>200</td>
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<tr>
<td>Ward Manufacturing</td>
<td>42</td>
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<tr>
<td>Heartwood Center</td>
<td>46</td>
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<tr>
<td>Music Institute of Chicago</td>
<td>30</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,254</strong></td>
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### Economic Development

<table>
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<th># OF JOBS</th>
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<td>Few Spirits</td>
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<td>Ward Manufacturing</td>
<td>42</td>
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<tr>
<td>Nomad Dreams (heartwood ctr)</td>
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<tr>
<td>Music Institute of Chicago</td>
<td>30</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1254</strong></td>
</tr>
</tbody>
</table>

### Decreasing Unemployment - Better Than IL, USA, and Region

![Unemployment Rates Graph](image)

- **Evanston**
- **Illinois**
- **USA**
- **Chicago MSA**

<table>
<thead>
<tr>
<th>Year/Period</th>
<th>Evanston</th>
<th>Illinois</th>
<th>USA</th>
<th>Chicago MSA</th>
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<td>2016 Feb</td>
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<td>2016 Mar</td>
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<td>2016 Apr</td>
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<td>2016 May</td>
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<td>2017 Jun</td>
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SALES TAX REVENUES GROWING

Total Sales Tax 2010-16

$13,500,000
$14,000,000
$14,500,000
$15,000,000
$15,500,000
$16,000,000
$16,500,000

2010
2012
2014
2016

32 of 56
DECLINING VACANCIES INDICATOR OF STABILIZATION AND INCREASING DEMAND
TIF EAV GROWTH

- Evanston tradition of responsible use of TIF
- Over long term, TIFs have significant EAV growth
- Recent TIFs impacted by recession and slow property value recovery
INITIATIVES WITH HIGH IMPACT AND MINIMAL INVESTMENT

- Business District Events
- Startup Showcases
- Enhanced Great Merchant Grant Program
- Expanded Storefront Modernization Program
- Entrepreneurship Support Program
## $14 MILLION INVESTMENT THROUGHOUT EVANSTON (with TIF)

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<tr>
<th></th>
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<tr>
<td>Central Street</td>
<td>$9,887</td>
<td>$22,400</td>
<td>$2,281</td>
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<td>$10,354</td>
<td>$18,907</td>
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<td>$65,564</td>
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<td>$74,562</td>
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<td>$128,810</td>
<td>$83,275</td>
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<td>Downtown</td>
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<td>$244,800</td>
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<td>$165,000</td>
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<td>$970,875</td>
<td>$3,885</td>
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<td>Hill Arts</td>
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<td>$40,870</td>
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<td>$4,814,489</td>
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<td>Main Dempster Mile</td>
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<td>$55,866</td>
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<td>Noyes</td>
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<td></td>
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<td></td>
<td>$9,000</td>
<td>$9,000</td>
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<tr>
<td>Southwest</td>
<td></td>
<td></td>
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<td>$125,000</td>
<td>$10,648</td>
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<td>$58,640</td>
<td>$2,888,956</td>
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<td>$11,500</td>
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<td>$356,400</td>
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<tr>
<td>Grand Total</td>
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<td>$6,062,585</td>
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## $3 MILLION TOTAL NON-TIF INVESTMENT

<table>
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<tr>
<th>Location</th>
<th>CDBG</th>
<th>Facade</th>
<th>Great Merchant Grant</th>
<th>Partnership</th>
<th>Storefront Modernization</th>
<th>Targeted Attraction / Retention</th>
<th>Workforce Dev.</th>
<th>Total</th>
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<tr>
<td>Central Street</td>
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<td>$17,400</td>
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<td>$38,027</td>
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<tr>
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E.D. INVESTMENT (NON-TIF) DISTRIBUTED THROUGHOUT EVANSTON

Total ED Investment (non-TIF) 2010-present

- Downtown: $1,500,000
- Howard Street
- Main Dempster Mile: $400,000
- Southwest
- West End
- West Side
- West Village
PROGRAM INVESTMENT (NON-TIF) DISTRIBUTED THROUGHOUT EVANSTON
STRATEGIES APPLIED THROUGHOUT EVANSTON’S BUSINESS DISTRICTS
CENTRAL STREET

Key Activities
- Streetscape Improvements to support healthy retail environment
- Encourage leasing of new retail and restaurants east of Metra tracks
- Support existing merchant group capacity building

Key Developments:
- Central Street Station, 1620 Central, Backlot Coffee, Divvy, Bike Corral, Beth’s Little Bake Shop, Soapies
Key Activities
- Coordination of Downtown Performing Arts Center
- Coordinate sale of parking lot for office development
- Coordinate with Downtown Evanston and broker community on retention & attraction efforts
- Retain growth oriented companies in downtown office

Key Developments:
- Hyatt House, 1571 Maple, E2, The Merion, ZS, Accuity, Albion Residential, Farpoint/Northlight, 1714 Chicago Ave, Target
HOWARD STREET

Key Activities
• Howard Street Theater
• Redevelopment of City-owned properties
• Support Howard Street Business Association
• 130 Chicago Ave - Peterson
  Garden/Harrington Brown

Key Developments:
• Peckish Pig, Ward 8, Patisserie Coralie,
  Theo Ubique, Good to Go
Key Activities
• Special Service Area Designation
• Encourage leasing of retail spaces throughout district
• Implement infrastructure projects in Main/Chicago TIF district

Key Developments:
• Chicago + Main, AMLI, Trader Joe's, Autobarn, Hewn Expansion, Sketchbook Expansion, Cultivate, Dave’s Rock Shop, La Principal, Frio Gelato, Union Squared, Parklet, Divvy, Amanecer Tacos, Stumble & Relish
NOYES

Key Activities
• Develop and support business district organization
• Capital investment in Noyes Cultural Arts Center
• Signage & Plantings

Recent Activity:
• Tomate Fresh, D&D Renovations, Coffee Lab Relocation, 824-828 Noyes residential, Dave’s New Kitchen
SOUTHWEST

Key Activities

• Attract complementary tenants to develop on undeveloped parcels
• Redevelopment of Recycling Center
• Support business district organization for west Main Street/Dodge areas
• Autobarn Hartrey

Key Developments:

• Autobarn 222 Hartrey, Sports Dome, Smylie Brothers, Dream to Product

Gordon Food Service

222 Hartrey Rebirth
WEST END

Key Activities

• Support of West End Business Org.
• Support innovation and modernization of industrial uses
• Support workforce development opportunities
• Manufacturing Day

Key Developments:

• Erie Health, Ward, Goldfish Swim School, Team Evanston, Temperance, Evanston Rebuilding Warehouse, IRMCO

City of Evanston

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WEST SIDE

Key Activities

- Continued support of Central Evanston Business Association
- Pursue redevelopment Church / Darrow
- Proactively seek out storefront improvement opportunities
- Encourage Gibbs Morrison programming

Key Developments:

- Gibbs Morrison, C&W Market, 1817 Church, YOU Headquarters, NWC Church & Darrow Environmental, 1630 Darrow/1806 Church
WEST VILLAGE

Key Activities
• Pursue retail tenants for Evanston Plaza
• Support revitalization of Florence and Greenleaf district – Arts District
• Evanston Auto Glass - Greenleaf/Dodge intersection

Key Developments:
• Valli Produce, Goodwill, Play it Again, Dollar Tree, Dance Center, Starbucks, Heartwood Center, Starbucks, Andy Spatz, Curt’s South, Sharp Edge Crossfit
QUALITY OF PLACE IS EVANSTON’S COMPETITIVE ADVANTAGE

- Built and Natural Environment
- Stimulating Setting for Creatives
- Diversity
- Street life, cafes, arts and music
- Visible, active creative “going-ons”
## 2018 Focused on Retention/Expansion, Business District Vitality, and Workforce

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Project</th>
<th>Description</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Workforce Development</td>
<td>Blue 1647</td>
<td>• Coding Initiative</td>
<td>$100,000</td>
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</table>
| Business District Improvements         | Great Merchants Grant                             | • CEBA, Central, Howard, West Village, West End, Hill Arts - $60k ($10K each)  
|                                        |                                                   | • Tech Assistance $40k                                                    | $100,000|
| Business District Improvements         | Additional Business District Improvements         | • UP Bridge(s)                                                            | $100,000|
|                                        |                                                   | • Public Art                                                              |         |
|                                        |                                                   | • Streetscape                                                             |         |
| Business Attraction / Retention / Expansion | Entrepreneurship Support Program                  | • Up to $3,500 for startup expenses for eligible applicants                | $50,000|
| Business Attraction / Retention / Expansion | Storefront Modernization Program                  | • Pay 100% business facades in NSP area (Howard and Church/Dodge).   
|                                        | a. NSP Area Facade Program                        | • Drop interiors component of storefront modernization                  | $100,000|
|                                        | b. Facade Exterior Only 50/50 program             | • 50/50 match for facades citywide (outside NSP areas)                   |         |
| Total                                  |                                                   |                                                                           | $450,000|
WORKFORCE DEVELOPMENT

Key Activities
- Blue1647 Coding Education
- Workforce Needs Assessment - data/strategy
- Workforce Partners Coordination

Budget: $100,000
- One year agreement serving 100 students $100k
- Partnership coordination and needs assessment $0 - staff time
BUSINESS DISTRICT VITALITY / IMPROVEMENTS

Key Activities
• UP Bridges
• Public Art
• Streetscape
• Great Merchants Grant
• Experience Making/ Vitality
• Public Arts Coordination
• SSA Coordination

Budget: $200,000
• CEBA, Central, Howard, West Village, West End, Hill Arts - $60k ($10K each)
• Tech Assistance $40k
• Other Improvements - $100k
Key Activities

• Business Attraction / Retention / Expansion
• Storefront Modernization Program
  a. Pay 100% business facades in NSP area
  b. Drop interiors component of storefront modernization
  c. 50/50 match for facades citywide (outside NSP areas)
• Entrepreneurship Support Program

Budget: $150,000

• Up to $3,500 for startup expenses for eligible applicants - $50K
• $100K for facades / NSP facades
Previous efforts have set the stage for upcoming development
2018 Focus on Retention/Expansion
Quality of Place is Our Competitive Advantage
Support Evanston’s Unique Business Districts
Neighborhood Business District Vitality
Focused Budget of $450,000