Evanston Illinois

Economic Development Update

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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, increasing sales tax, and jobs
HELPED CREATE OR RETAIN OVER 1,200 JOBS

<table>
<thead>
<tr>
<th>COMPANY</th>
<th># OF JOBS</th>
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<tr>
<td>Few Spirits</td>
<td>6</td>
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<tr>
<td>Little Beans</td>
<td>26</td>
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<tr>
<td>Autobarn Fiat</td>
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<td>Autobarn Tech Center</td>
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<td>Trader Joe’s</td>
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<td>ZS Associates</td>
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<tr>
<td>Accuity</td>
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<td>Ward 8</td>
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<td>Peckish Pig</td>
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<td>Valli Produce</td>
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<td>Ward Manufacturing</td>
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<td>Heartwood Center</td>
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<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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DECREASING UNEMPLOYMENT - BETTER THAN IL, USA, AND REGION
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

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
- Le Tour de Noir
- Latino Business Initiative
## $14 MILLION INVESTMENT THROUGHOUT EVANSTON (with TIF)

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<th></th>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>$9,000</td>
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<tr>
<td>Southwest</td>
<td></td>
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<td>$125,000</td>
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<td>West End</td>
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INVESTMENT THROUGHOUT EVANSTON’S BUSINESS DISTRICTS

Total ED Spending by Business District (2010-2017)

- Central Street
- Citywide
- Downtown
- Hill Arts
- Howard Street
- Main Dempster
- Noyes
- Southwest
- West End
- West Side
- West Village
## $3 Million Total Non-TIF Investment

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<tr>
<th>2010-to date</th>
<th>CDBG Loan</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>
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<td>Downtown</td>
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<td>Howard Street</td>
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<td>$19,330</td>
<td>$40,691</td>
<td>$54,468</td>
<td>$214,489</td>
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<td>Main Dempster Mile</td>
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<td>$83,203</td>
<td>$52,867</td>
<td>$281,500</td>
<td>$443,614</td>
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<td>Noyes</td>
<td></td>
<td>$9,000</td>
<td></td>
<td></td>
<td>$9,000</td>
<td></td>
<td></td>
<td>$9,000</td>
</tr>
<tr>
<td>Southwest</td>
<td>$30,000</td>
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<td>$10,648</td>
<td>$95,000</td>
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<td>$135,648</td>
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<td>West End</td>
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<td>$50,000</td>
<td>$156,400</td>
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<td>West Village</td>
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<td><strong>Total</strong></td>
<td>$50,000</td>
<td>$276,805</td>
<td>$354,992</td>
<td>$326,268</td>
<td>$1,546,500</td>
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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
- Noyes
- Southwest
- West End
- West Side
- West Village

City of Evanston
Economic Development
PROGRAM INVESTMENT (NON-TIF) DISTRIBUTED THROUGHOUT EVANSTON

Non-TIF Spending by Business District

- Workforce Development
- Storefront Modernization
- Partnership
- Great Merchant Grant
- Facade Improvement
- CDBG loan

Central Street: $100,000
Downtown: $400,000
Hill Arts: $150,000
Howard Street: $100,000
Main Street: $75,000
Noyes: $25,000
Southwest: $50,000
West End: $50,000
West Side: $50,000
West Village: $50,000
STRATEGIES APPLIED THROUGHOUT EVANSTON’S BUSINESS DISTRICTS
DOWNTOWN

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
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
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
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
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

Valli Produce opened August 2015
Heartwood Center’s Skylight Conference Space
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
MAIN / DEMPSTER MILE

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

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
2018 FOCUS ON RETENTION, EXPANSION AND VITALITY

- 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