



ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, October 23, 2019 – 7:30 p.m.
Lorraine Morton Civic Center
2100 Ridge Avenue, City Council Chambers

AGENDA

- 1. CALL TO ORDER / DECLARATION OF QUORUM**
- 2. APPROVAL OF MEETING MINUTES OF SEPTEMBER 25, 2019**
- 3. ITEMS FOR CONSIDERATION**
 - A. Downtown Evanston Levy/Funding Request
 - B. Main-Dempster Mile Levy Request
 - C. Evanston Fire Department Apprenticeship Program
- 4. ITEMS FOR DISCUSSION**
 - A. Legacy Business Retention Fund
- 5. COMMUNICATIONS**
 - A. Monthly Economic Development Communication
 - B. Announcements/Updates from EDC Members
- 6. ADJOURNMENT**

Order of Agenda Items is subject to change. Information about the Economic Development Committee is available at http://www.cityofevanston.org/economicdev_special-council-committees/economic-development-committee/index.php. Questions can be directed to Paul Zalmezak at 847.448.8013. The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact the City Manager's Office 48 hours in advance of the scheduled meeting so that accommodations can be made at 847-448-8683 (Voice) or 847-448-8064 (TTY).



ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, September 25, 2019 – 7:30 p.m.
Lorraine Morton Civic Center, 2100 Ridge Avenue, G300

Members Present: L. Dziekan, Ald. Wilson (Chair), Ald. Rainey, J. Sierant, Ald. Wynne
Members Absent: H. Powell, Ald. Rue Simmons, Ald. Braithwaite, A. Pigozzi
Staff Present: P. Zalmezak, P. Martínez

1. CALL TO ORDER

The meeting was called to order at 7:41 p.m.

2. APPROVAL OF MEETING MINUTES OF July 24, 2019

Ms. Dziekan amended the motion for Rachel Holmes' grant request; she moved to strike "Ald. Wilson" from the record, as he was not present at the meeting.

Ald. Rainey moved to approve as amended
Ald. Wynne seconded
Approved 5-0

3. ITEMS FOR CONSIDERATION

A. Howard Street Tree Lights

Ald. Wilson introduced the item.

Ms. Martínez explained the number of vendors who do holiday lights are limited, and there are none in Evanston. She also explained the lights will be installed along Howard Street from Chicago Avenue to Ridge Avenue – a total of 34 trees.

Ald. Rainey moved to recommend approval
Ms. Dziekan seconded
Passed 5-0

B. Class 7a for 619 H, LLC (619 Howard Street)

Mr. Zalmezak introduced Mr. Christopher Zarek from the Law Offices of Liston & Tsantilis. Mr. Zarek explained the applicant, Mr. Mohammed Eldibany, was traveling and unable to be at the meeting, but Mr. Zarek was present to answer questions about the 7a type incentives.

Mr. Zalmezak mentioned Ms. India McKay, co-owner of Peckish Pig, was also present and is also the intended user for the event space planned at 619 Howard Street. He also mentioned Cook County Commissioner Suffredin wrote a letter of support for the project and toured the space.

Ms. Dziekan asked: “how long has property been vacant?” Ald. Rainey replied that the property was occupied until 2017 when Sherwin Williams moved to Green Bay Road, but only half of the property was being used since 2001. Prior to 2001 the property was occupied by an auto supply store until 2001.

Ald. Rainey moved to recommend approval

Ald. Wynne seconded

Passed 5-0

C. 633 Howard Street Lease

Mr. Marcos Rivera, owner of Libertad in Skokie and intended user of 633 Howard Street, said he was excited to come to Howard Street, as it is the place where his father had his first restaurant.

Mr. Rivera stated he is looking to do a neighborhood restaurant with breakfast, lunch, and dinner. He said the menu will include comfort and spicy food, which will be locally sourced. He also intends on applying for a liquor license.

Ms. Dziekan asked staff if the lease rate is similar to others City leases. Mr. Zalmezak replied that the rate is the standard for that location, and that a preliminary conversation with Mr. Rivera leads to the rate too, as well as past experiences with previous tenant.

Ald. Rainey added that Mr. Rivera wants to expand the dining space, so she is comfortable with the \$10,000 request to reconfigure the space.

Ald. Wynne asked what the timeline for opening is. Mr. Rivera indicated he wants to be open for New Year’s lunch.

Ald. Rainey moved to recommend approval

Ald. Wynne seconded

Passed 5-0

4. ITEMS FOR DISCUSSION

None

5. COMMUNICATIONS

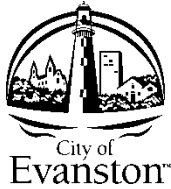
- A. Monthly Economic Development Communication
- B. Announcements/Updates from EDC Members

6. ADJOURNMENT

The meeting was adjourned at 7:57 p.m.

Respectfully submitted by:

Paulina Martínez



Memorandum

To: Chair and Members of the Economic Development Committee

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

Subject: Downtown Evanston FY 2020 Levy and Request for Budget Contribution

Date: October 16, 2019

Recommended Action:

Staff supports a recommendation from the Economic Development Committee to City Council for approval of the Downtown Evanston 2020 Budget as attached. This Budget includes the following:

- Approval of the Special Service Area (SSA) #4 2020 Tax Levy request of \$592,666 for Downtown Evanston operations Account # 210.21.5160.62517.
- Approval of \$50,000 from the Economic Development Division for additional maintenance contract reimbursements. Account # 100.21.5300.62659 – Economic Development Partners.

Summary:

Downtown Evanston is requesting a recommendation to City council to levy \$592,666 for 2020. Because SSA taxes are collected by the City through property tax billing, Downtown Evanston will invoice the City twice annually, after winter and summer tax collections. Downtown Evanston proposes to levy at the 0.1770% rate in order to collect the \$592,666. Downtown Evanston's proposed budget for 2020 is \$630,666 (the levy + NU contribution + additional income).

Downtown Evanston is requesting that the City contribute \$50,000 from the Economic Development / General Fund toward its \$180,000 maintenance contract for 2020. The City reimburses Downtown Evanston for supplemental/additional maintenance services provided by Downtown Evanston's contractor. The supplemental contribution provides daily trash removal, sidewalk sweeping, and landscaping resulting from heavy usage from visitors, daytime office workers, and students.

Background

In November 2019, Downtown Evanston will appear before the City Council to request approval of the re-establishment of the Downtown Evanston SSA #4 for a 15 year period, after its most recent twelve year establishment period which expires 12.31.2019

Downtown Evanston has contracted with a consultant to re-establish the SSA. It originally attempted to scale the reestablished SSA budget to collect a levy that covers 100% of DTE budget, including the supplemental trash removal. However, in order to do so, Downtown Evanston attempted to expand the boundary to include residential properties. However, this proved unpopular with property owners within the proposed expansion area, as learned through the public engagement process.

Economic Development and Public Works staff will continue to work with Downtown Evanston to determine the level of trash removal and other services required and to determine if there are other ways to collect fees from the businesses that generate the most trash (e.g. pizza boxes, coffee cups, ice cream cups, etc.). Staff will also work with Downtown Evanston to determine if there is a way to reduce cost by providing targeted sub area supplemental sweeping and trash removal and/or implanting sensor technology to report when trash cans require emptying.

Attachments

-Downtown Evanston 2020 Levy and Funding Request Letter



October 17, 2019

City of Evanston
2100 Ridge Avenue
Evanston, IL 60202
Attn: Erika Storlie, Interim City Manager

Re: 2020 Levy and Supplemental Funding Request

Dear Erika-

Downtown Evanston will present its 2020 levy and annual funding request from the Economic Development Partnership fund to the City Council in November. The Downtown Evanston Board will be meeting soon to approve our 2020 budget. Downtown Evanston staff will present a preliminary funding request and year in review to the Economic Development Committee on October 23, 2019.

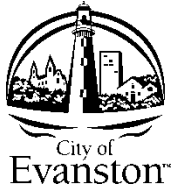
In summary, the overall budget request to provide special services, pay salaries and operate the organization is \$642,666. This represents \$592,666 from the SSA#4 levy and a request of \$50,000 from City of Evanston Economic Development Fund for maintenance & landscaping services.

The SSA proceeds are collected by the City of Evanston and are to be disbursed to Downtown Evanston after the first and second installments (March and August respectively). Based on the preliminary 2019 tax assessor's calculation for this district, the maximum tax that will be produced from a rate of .1770% rate is \$592,666. We are requesting that the City levy an amount of \$592,666. The EAV for 2019 is \$335,499,106.

One final note, SSA#4 will expire on 12/31/2019. This year, Downtown Evanston staff and an advisory committee have completed the planning process for reconstituting this district to explore the possibility of increasing the rate to accommodate for the increase of costs to provide services, including more enhancements for landscaping and maintenance, new holiday décor, more placemaking and public art activities and more capacity building initiatives for businesses. The Downtown Evanston staff and board will present their public processes to the City Council on November 25th at the Public Hearing to re-constitute Special Service Area #4.

Sincerely,

Annie Coakley



Memorandum

To: Chair and Members of Economic Development Committee

From: Johanna Leonard, Community Development Director
Paul Zalmezak, Economic Development Division Manager

Subject: Main-Dempster Mile SSA Levy

Date: October 16, 2019

Recommended Action:

Staff recommends that the Economic Development Committee approve a recommendation to City Council to accept the draft budget for the Main-Dempster Mile Special Service Area (SSA #6) and recommend City Council adopt a levy to raise funds in the amount of \$222,434.57 on a rate of 0.2310%.

Funding Source:

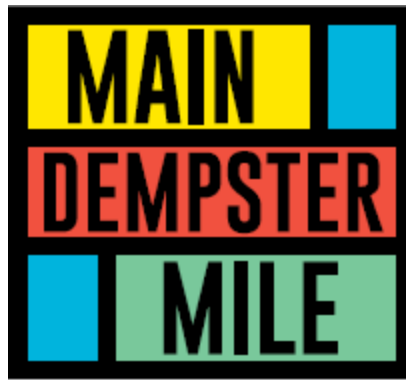
No city funding is requested.

Summary:

SSA taxes are collected by the City through property tax billing, Main Dempster Mile will invoice the City twice annually for disbursements. The levy request represents the fifth annual tax levy for Special Service Area #6, which funds neighborhood beautification and business district marketing activities of the Main-Dempster Mile. Since the establishment of the Main-Dempster Mile in 2015, the group has developed new branding, commissioned public murals, installed seasonal sidewalk planters and banners, and expanded events. These activities are expected to continue in 2020.

Attachments:

Letter from the Main-Dempster Mile Board



October 18, 2019

Paul Zalmezak
Economic Development Manager
City of Evanston
City Manager's Office
2100 Ridge Avenue
Evanston, IL 60202

Dear Mr. Zalmezak:

We are pleased to submit this summary of activities this fiscal year, along with a request for future tax levies in the amount of \$222,434.57 to create a vibrant shopping and entertainment district in the Main-Dempster Mile service area.

Since last year, the Main-Dempster Mile has been busy! Here are a few of our accomplishments

- Marketing & Events
 - Renewed and upgraded our holiday advertising campaign on the CTA Purple Line
 - Maintained our Online Business Directory at www.directory.maindempstermile.com
 - Raised over \$3000 (so far) for our 2019 Charity Partner, Rainbows for All Children (headquartered on the Main-Dempster Mile at 614 Dempster St)
 - Added new events to our calendar
 - February/March 2019: Yelp's Cure for Cabin Fever, in conjunction with Yelp North Shore
 - May 2019: Evanston Craft Crawl, featuring tastings of the Craft Beverages created on the Mile (Few Spirits, Kombucha Brava, Sketchbook Brewing)
 - June 2019: Color the Mile with Pride, a celebration of our businesses that are LGBTQ+ friendly
 - June 2019: MDM Village at Custer Fair, featuring the School of Rock Stage, Sketchbook beer truck, plus MDM vendors and kid's activities
 - August 2019: The Last Days of Summer Concert, an end-of-summer block party on Sherman & Dempster
 - Taste of the Mile: A tasting party, featuring 10 of our favorite MDM restaurants, using the help of the YWCulinary program graduates
 - Continued and improved legacy events – Evanston Sidewalk Sale, Spooky Saturday on the Main-Dempster Mile, our Annual Celebration, Small Business Saturday, and the Holiday Treat Walk.
 - Increased our digital communications footprint (social media followers, website visits and email list growth) significantly
 - Launched a text marketing platform in partnership with Downtown Evanston

- Shared a table with Downtown Evanston during Wildcat Welcome 2019
- Placemaking
 - Commissioned a [gorgeous new mural at 1231 Chicago Ave](#), by muralist Ouzi
 - Brokered a deal with Evanston muralist Jordan Nickel to curate a new mural once a year at 600 Washington St for the next three years
 - Significantly upgraded the quality of Jennifer Morris Park, in partnership with Cultivate Urban Rainforest & Gallery and the City of Evanston Parks Dept
 - Held a Rededication Ceremony for Jennifer Morris Park, including a Solstice Celebration
 - Held three seats on the Advisory Committee for the Main Street Improvement Project
 - Managed the production of the Main Street Summer Concert Series
 - Organized a neighborhood cleanup on Earth Day, drawing almost 100 neighbors to help clean sidewalks in the business district
 - Added more business-branded light pole banners
 - Offered matching funds for businesses who made investments to activate their storefronts:
 - Sidewalk Planters (matched up to \$250 for new landscaping, \$100 for seasonal plantings)
 - Holiday Window Decorations (matching up to \$100)
 - Security Camera systems (matching up \$200)
 - Continued to tend our planter urns along the Mile, adding extra watering services to ensure survival and beauty
 - Contracted for holiday lighting in the trees and light poles along the Mile
- Governance, Infrastructure and Community Organizing among Merchants
 - Updated our bylaws to create a membership category for businesses who are inside of our Association boundaries but outside the tax district.
 - Organized merchant meetings and communications – Meeting with Chief Cook on crime, Response to Property Tax issues, Response to Parking problems
 - Recruited and vetted three new members of the Board of Directors (Bill Coyne, Kratos Strength Systems; Claire Kettelkamp, Kettelkamp & Kettelkamp Landscape Architects; Ben Schapiro, Everyday Cycles & Motion)
 - Delivered a positive Performance Review of the Executive Director
 - Commissioned research from the Northwestern Campus Catalyst Program on the feasibility of the NU undergrad market for MDM restaurants
 - Created our 2020 Proposed Budget

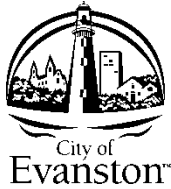
The Board has approved our 2020 proposed budget, attached, which shows the breadth and depth of programming and services for next year.

We respectfully request that the City of Evanston levy property owners at a similar rate in 2020 as was levied in 2019.

Sincerely,

Yun Park / kg

Yun Park
President



Memorandum

To: Chair and Members of Economic Development Committee

From: Johanna Leonard, Community Development Director
Paul Zalmezak, Economic Development Division Manager

Subject: Evanston Fire Department - Oakton Community College Firefighter
Apprentice Program

Date: October 16, 2019

Recommended Action:

Staff recommends that the Economic Development Committee provide a recommendation to City Council to approve the creation of and funding for the Evanston Fire Department - Oakton Community College Firefighter Apprentice Program totaling \$20,000 for 2020. The program is designed to be a three year program. Staff will return in subsequent years with annual performance update and request for \$21,000 for 2021 and \$22,000 for 2022.

Funding Source:

Funding for the program will be originated from the Economic Development General Fund Account #100.21.5300.62663 (Workforce Development). Staff is requesting \$100,000 for the 2020 budget currently under consideration by the City Council. If this proposal is approved, \$80,000 would remain.

Summary:

Evanston Fire Chief Brian Scott and fire department staff, in partnership with Oakton Community College have designed an apprenticeship program that better provides valid fire department candidate evaluation and promote diversity by creating an opportunity for Evanston youth to serve their community as they graduate from ETHS and the City's Fire Explorer program. Chief Scott's attached email details the proposed program, summarized below.

Currently the Evanston Fire Department participates in several highly successful community engagement programs that accurately reflect the diversity of the community. These include a Fire Explorer Program of over 30 members aged 14-21 as well as a dual credit Public Safety Program in partnership with Evanston Township High School and Oakton Community College. Both programs help introduce, educate and prepare Evanston youth for a potential career in the fire service in a limited way.

However, these participants were not advancing to employment with the fire department due to barriers inherent in the Illinois Firefighter Hiring Act (PA 98-0760), which only allows for the appointment of firefighters from civil service eligibility lists. In 2018, Chief Scott proposed amendments to the act which would allow for the direct appointment of graduates of a credentialed apprenticeship program. In August 2019, with the assistance of State Representative Robyn Gabel and State Senator Laura Fine, Governor Pritzker signed Public Act 101-0489 into law amending the Illinois Firefighter Hiring Act to allow for firefighter apprenticeship program preference, giving participants in such a program 20 points. This level of preference on a firefighter eligibility list is unprecedented and will provide a significant boost to any prospective candidate seeking a position as a firefighter/paramedic.

The proposed program serves a number of immediate needs:

1. Workforce Pipeline – the program is essentially a comprehensive three year job interview giving the Evanston Fire Department a reliable evaluation of the candidate's potential
2. Staff development - candidate benefits from a sponsored work study and preparation program that allows them to grow and develop
3. Staff retention - allows candidate to evaluate first-hand their suitability for the profession and the department
4. Diversity - creates a fire department that is more representative of the community by gearing the program towards young men and women from the Evanston community.

The proposed program for the Evanston Fire Department is summarized as follows;

Goal

Support a more valid and reliable fire department hiring process that will also help create a more demographically diverse fire department that is representative of the community.

Objective

A three-year firefighter apprenticeship program comprised of a civilian employee of the City of Evanston who would work, train and learn over a three year period to prepare them for a full time appointment as an Evanston firefighter / paramedic.

Description

The Evanston Fire Department (EFD) is currently working with Oakton Community College (OCC) on an apprenticeship program that will be designed to better prepare applicants for certificated appointment as a firefighter/paramedic within the EFD by integrating formal training and education with paid work experience.

The program will be conducted in accordance with a planned schedule and working agreements between the City of Evanston Fire Department and Oakton Community College. Upon successful completion the apprentice would have approximately 3000hrs of work experience along with the following education:

- Associates Degree in Fire Science Technology (A.A.S.)
- Basic Operations Firefighter Certification (Fire Academy)

- Emergency Medical Technician Basic Certification (EMT-B)

Selection procedures have not been finalized, but ideally the OCC/EFD Apprenticeship Program would select one graduating senior from ETHS who is a participant in both the Fire Explorer and the Public Safety programs.

EFD staff in collaboration with Oakton Community College and the City of Evanston Human Resources Department would manage selection and hiring. Upon hire, apprentices would be civilian employees of the City of Evanston, with work responsibilities that would include education, training, clerical support functions, as well as general fire house duties..

Apprentices would be required to meet established program criteria to complete a prescribed course of college curriculum and department physical fitness standards as well as pass final background and Civil Service Commission interviews prior to graduation and certification as an EFD/OCC Firefighter Apprentice.

Regular monthly and annual performance evaluations of the participants would be completed by designated program administrators and EFD officers. These evaluations would be used as part of the overall evaluation by a Joint EFD Joint Apprenticeship Committee and the City’s Civil Service Commission prior to any preference point allocation.

Apprentices will not work more than 1,000 hours in a calendar year. Work hours will be flexible based on the OCC academic and Fire Academy schedules. Apprentices beginning in 2020 will earn \$15/hour in Year 1, \$16/hour in Year 2, and \$17/hour in Year 3. Pay rates will be adjusted accordingly in future years. Program tuition costs will be on average \$5,000/year and would be paid directly to the educational institution or training facility.

To implement the program, Chief Scott is seeking funding from the Economic Development Workforce Development Fund totaling \$63,000 over three years:

EFD Apprenticeship Program Funding Request

Year	Total
2020	\$20,000
2021	\$21,000
2022	\$22,000
Total	\$63,000

As is customary, staff will return on an annual basis with performance updates and funding request for the upcoming year.

Attachments:

Email request from Evanston Fire Chief Brian Scott

Fire Apprenticeships - Economic Development Committee October 23, 2019

Brian Scott <bbscott@cityofevanston.org>
To: Paul Zalmezak <pzalmezak@cityofevanston.org>
Cc: Johanna Leonard <jleonard@cityofevanston.org>

Tue, Oct 15, 2019 at 12:29 PM

Paul:

Thank you for your assistance. Please find proposed program details below.

When you get chance can you tell me how typical presentations to the committee are structured? Thanks!

Evanston Fire Department - Oakton Community College Firefighter Apprentice Program**Background**

For some time, myself and prior Evanston Fire Chiefs have struggled to find ways to create a more diverse fire department that will better reflect and therefore better serve the Evanston community. After speaking with both fire service leaders from around the country as well as local community stakeholders, I felt an effective way to promote diversity would be to create a full fledged fire department apprenticeship program. Not only would such a program provide a more valid evaluation of a potential candidate compared to current testing models, but it would also help promote diversity by providing an opportunity for Evanston youth to serve their community as they graduate from ETHS and our already very successful Fire Explorer program.

Unfortunately, one major barrier to any such program was the Illinois Firefighter Hiring Act (PA 98-0760), which currently only allows for the appointment of firefighters from civil service eligibility lists. In January of 2018, I proposed to the Joint Labor Management Committee (JLMC), which is comprised of representatives from the Associated Firefighters of Illinois and the Illinois Fire Chiefs Association, that the act should be amended to also allow for the direct appointment of graduates of a credentialled apprenticeship program. The group was very receptive to the idea and through the assistance and sponsorship of State Representative Robyn Gabel and State Senator Laura Fine HB2854 was placed on the legislative agenda for the 101st General Assembly.

As the bill was crafted a compromise was made that would not allow for direct appointment from a credentials apprenticeship program but would amend the Illinois Municipal Code and the Fire Protection District Act by creating a hiring preference of up to 20 points for a person who has performed fire suppression service for a department as a firefighter apprentice. This level of preference on a firefighter eligibility list is unprecedented and will provide a significant boost to any prospective candidate seeking a position as a firefighter/paramedic. On 8/23/19 Governor Pritzker signed [Public Act 101-0489](#) into law amending the Illinois Firefighter Hiring Act to allow for firefighter apprenticeship program preference.

Goal

Relative to current and traditional firefighter/paramedic testing and selection practices; this program shall support a more valid and reliable fire department hiring process that will also help create a more demographically diverse fire department that is more representative of the community.

Objective

Present in 2020 a three year firefighter apprenticeship program comprised of a civilian employee of the City of Evanston who would work, train and learn over a three year period to prepare them for a full time appointment as a City of Evanston firefighter/paramedic.

Program Description

Currently the Evanston Fire Department participates in several highly successful community engagement programs that accurately reflect the diversity of the community. These include a Fire Explorer Program of over 30 members aged 14-21 as well as a dual credit Public Safety Program in partnership with Evanston Township High School and Oakton Community College. Both programs help introduce, educate and prepare Evanston youth for a potential career in the fire service in a limited way.

The Evanston Fire Department (EFD) is currently working with Oakton Community College (OCC) on an apprenticeship program that will be designed to better prepare applicants for certificated appointment as a firefighter/paramedic within the EFD by integrating formal training and education with paid work experience.

The program will be conducted in accordance with a planned schedule and working agreements between the City of Evanston Fire Department and Oakton Community College. **Upon successful completion the apprentice would have approximately 3000hrs of work experience along with the following education:**

- Associates Degree in Fire Science Technology (A.A.S.)
- Basic Operations Firefighter Certification (Fire Academy)
- Emergency Medical Technician Basic Certification (EMT-B)

Selection procedures have not been finalized, but ideally the OCC/EFD Apprenticeship Program would select 1 graduating senior from ETHS who is a participant in both the Fire Explorer and the Public Safety programs.

EFD staff in collaboration with Oakton Community College and the City of Evanston Human Resources Department would manage selection and hiring. Upon hire, apprentices would be civilian employees of the City of Evanston, with work responsibilities that would include education, training, clerical support functions, as well as general fire house duties.

Apprentices would be required to meet established program criteria to complete a prescribed course of college curriculum and department physical fitness standards as well as pass final background and Civil Service Commission interviews prior to graduation and certification as an EFD/OCC Firefighter Apprentice.

Regular monthly and annual performance evaluations of the participants would be completed by designated program administrators and EFD officers. These evaluations would be used as part of the overall evaluation by a Joint EFD Joint Apprenticeship Committee and the City's Civil Service Commission prior to any preference point allocation.

Cost

All apprentices will not work more than 1,000 hours in a calendar year. Work hours will be flexible based on the OCC academic and Fire Academy schedules. Apprentices beginning in 2020 will earn \$15/hour in Year 1, \$16/hour in Year 2, and \$17/hour in Year 3. Pay rates will be adjusted accordingly in future years. Program tuition costs will be on average \$5,000/year and would be paid directly to the educational institution or training facility.

	Compensation	Tuition Support	Total
Year 1	\$15,000	\$5,000	\$20,000
Year 2	\$16,000	\$5,000	\$21,000
Year 3	\$17,000	\$5,000	\$22,000

Conclusion

In its entirety, the program would be a comprehensive 3 year job interview where the department would get a much more valid and reliable evaluation of the candidate's potential success as a firefighter/EMT. Additionally, the candidate would benefit from a sponsored work study and preparation program that allows them to grow and develop as they evaluate first-hand their suitability for the profession and the department as they gain a much better understanding of the department and the fire service as a whole. Lastly, over time, the program will promote a more demographically diverse fire department that is more representative of the community by gearing the program towards young men and women from the Evanston community.

[Quoted text hidden]

Brian R. ScottFire Chief, [Evanston Fire Department](#)[909 Lake Street, Evanston IL 60201](#)

w:847-866-5924 c:708-220-1933



Memorandum

To: Chair and Members of Economic Development Committee

From: Johanna Leonard, Community Development Director
Paul Zalmezak, Economic Development Division Manager

Subject: Proposed Legacy Business Retention Fund

Date: October 16, 2019

Discussion

Staff would like to seek input from the Economic Development Committee to help design a new initiative to support the retention and expansion of businesses who were the first to contribute to Evanston's business district's vitality helping us become what PWC and Urban Land Institute calls "Hipsturbia" - suburbs that have a vibrancy and cool factor, along with an abundance of retail, restaurants and recreation.

Because so much attention is focused on new business openings and the use of limited incentives to attract new businesses to fill vacant spaces, we often fail to direct attention to the businesses that have spent a great deal of time and financial resources to remain relevant in the increasingly competitive retail environment. And the growth of e-commerce continues to be a threat to traditional storefront businesses.

Staff is proposing to implement a new retention initiative that recognizes the importance of retaining our legacy businesses by assisting with the cost of upgrading physical space and/or acquiring modernized capital equipment. It is much easier to retain an existing business than it is to devote resources to trying to attract businesses to a vacant space. Existing businesses know Evanston. Many of them are committed to supporting community initiatives, hiring locally, and are owned by local residents.

In the recent past, the City of Evanston offered a Façade Improvement Program and a Storefront Modernization Program that assisted businesses with the cost of exterior improvements and/or interior construction. The programs were eliminated in 2018 for budgetary reasons. These programs tended to benefit new businesses who were acquiring space vacated by businesses who left after years of deferred maintenance.

As a reminder, the program provided a 50/50 match up to \$10,000 for exterior and \$25,000 (\$50,000 total project cost) for interior build out. The program agreements prevented the businesses from seeking additional city financial assistance for a period of five years after receiving these funds. Furthermore, the storefront program was limited to retail storefronts in most of the train line business districts. West of Asbury,

the program provided funding for any storefront business. The program was modified in 2018 to provide 100% funding for a building within a low-moderate income census tract allowing for major building improvements at Church and Dodge as well as Simpson Street.

Building upon the lessons learned from these past investments, staff would like to explore the creation of a Legacy Business Retention Program that devotes a portion of the Great Merchant Grant to a matching program similar to the previous storefront modernization and façade improvement programs. The proposed program parameters would include:

1. Established Evanston-based business operating in a storefront location within a business district for a period of 10 or more years.
2. Eligible applicants may be independently owned retail and food establishments (Restaurants, coffee shops, boutiques, etc.) that are open to the public. Staff will further evaluate locally owned franchise businesses to determine eligibility criteria.
3. Maintain storefront vibrancy by supporting businesses that attract diners and shoppers and generate sales tax and jobs
4. 50/50 match ranging from \$5,000 to \$20,000 per project
5. Program funding in range of \$25,000 to \$50,000
6. Eligible funding uses would include interior and exterior renovations of existing space or expansion into new space, including facade improvements; purchase and installation of equipment that is permanently attached to a wall, floor, or ceiling; capital equipment; and/or point-of-sale inventory management hardware and software
7. Eligibility requirements will be developed and scoring criteria will be considered for program applicants that include business experience and history, current business plan, detailed project summary, financial viability, expected business growth and impact to business district/Evanston, and community benefits (increased accessibility, implementing sustainability measures, etc.)

Staff is seeking the Committee's input on the usefulness of the proposed incentive, the definition of "legacy business", the funding range per project, the guidelines for soliciting and selecting applicants, and the total funding for the program.

Economic Development	Business District Activities		
WEST SIDE (CEBA/Hill Arts/Maple & Foster)			
Project	Address	Ward	Latest Update
Foster School / Family Focus	2010 Dewey	5	State of Illinois grant commitment. Planning ongoing.
1801 Church / 1708-10 Darrow	1801 Church/1708 Darrow	5	City Owned Property. Plans for RFP TBD.
2113 Dewey	2113 Dewey	5	
1829 Simpson Street	1829 Simpson	5	Vacant lot, formerly planned for restaurant. Plans TBD
Former Fresh Foods	1723 Simpson	5	Interest from Meals on Wheels
Double Clutch Brewery	2119 Ashland	5	Space under construction
Jamaican Restaurant	1905 Church	5	Restaurant to open in former Bozell Imports
Masonic Temple	Emerson	5	Architect owner renovating building for architects office
5th Ward Bank	TBD	5	Staff working with banks to identify potential locations for a bank in the 5th ward
Central Evanston Business Association (CEBA)	N/A	5	Fall planters to come in October. New banners were installed.
Hill Arts Business Association	N/A	5	Fall planters to come in October.
West Evanston Plan	N/A	5	Staff to continue efforts to implement plan
Gibbs Morrison Cafe Space	1823 Church	5	Litehouse Whole Foods Grill Opened
Maple/Foster Merchant	N/A	5	Banners to come in October.
CENTRAL STREET			
Project	Address	Ward	Latest Update
Central Street Business Association	N/A	6,7	Great Merchant Grant 2019 application approved.
Central Street SSA		6,7	Public Hearing November 2019
Central Street Planning	Crawford/Gross Point, Central	6	Staff to review planning study. Talk to CVS, Sarkis, Nic's space about plans
Raven and Dove	1810 Central	7	Antique shop relocated from Wilmette
Page 1 Books	1808 Central	7	Now open in former perennials space
Happy Husky Bakery - Closed/Closing	2601 Prairie	7	Pet bakery closed due to personal reasons.
Hack Studio - Closed	2510 Green Bay Rd	7	Space acquired by Chuck Happ. Building to be converted to multi tenant space.
Vacant former video store / Pita 1	1926 Central	7	Comida Cantina new restaurant planned by owners of 10 mile house
1723 Central	1723 Central	7	6B status was approved by City Council.
1801 Central Street	1801 Central	7	Work ongoing. Monitoring.
Vacant Former 7-Eleven	Ewing & Central	6	Owner seeking tenants
Central Rug and Carpet	3006 Central	6	Landlord seeking tenants.

Lush Wine & Spirits	2022 Central	7	Now Open
Central Street Metra Station Café		7	Monitoring.
1731 Central	1731 Central	7	Hewn purchased property. Plans to renovate to bakery operation
DOWNTOWN			
Project	Address	Ward	Latest Update
1840 Oak	1840 Oak	2	
Northlight Theater	1012 Church Street	4	Northlight announced location and funding from State of Illinois. Fundraising ongoing. Zoning approved by City Council in September.
Homestead Sale	1625 Hinman	1	AJ Capital Partners purchased Homestead and plans renovation
Pete Millers	1557 Sherman	4	Closed due to corporate failure. Landlord seeking new restaurant tenant
Clarke's	804 Davis	4	Clarke's relocated from clark street to former Boltwood space on Davis
Clarke's Old Space	720 Clark	1	Space Available for Lease
Varsity Theater	1710 Sherman	1	Monitor opportunities
1712-22 Sherman	1712-22 Sherman	1	Monitor opportunities
New allergy free kitchen incubator	1009 Davis	4	New allergy free kitchen space opening in former greek restaurant and chicago hot dog restaurant space
820 Davis Property	820 Davis	4	New Owner planning significant renovation. Approved by DAPR
1555 Ridge	1555 Ridge	4	Private parking lot at Grove and Ridge listed for sale. planned 50 +/- rental units
The Link	811 Emerson	1	Construction ongoing.
1743 Sherman Ave (Taco Bell)	1743 Sherman	1	Slated for new restaurant Bare Naked Bowls, architect working on interior changes
Newport Coffee (former Cheesies Pub)	622 Davis	4	Now open
Former William's Shoes	710 Church	4	Business closed. Space for lease
Market Fresh Books	700 Church Street	4	Business for sale. likely will close by end of year
Avidor "Active Adult" Residential	1007 Church	2	Construction ongoing. June 2020 delivery. 55 years + "active" community
Burger King (Downtown)	1740 Orrington	1	Interested developers have contacted property owner.
Sherman Plaza Retail	1620 Sherman	1	Eggsperience planning to open in former 800 Degrees Pizza space
Vacant Davis Fish Market Space	501 Davis	1	Owner divided into several smaller storefronts for lease
717 Church	717 Church	1	2nd floor above Andy's/Sprint Store/Chipotle remains available for lease
The Merion Retail	1611 Chicago	1	Joy Yee is to relocate to the corner space at Chicago/Davis. 3,200 sq ft new retail space remains available for lease

Church Street Plaza	1705 Maple	1	New Salon Lofts concept opening in former Buffalo Wild Wings location. Former American Apparel, Arthur Hill Office, and Uncle Dan's space available.
National Towel Building Site	815 Ridge	2	Senior housing project construction planned. Finalizing submission for building permit
Albion Residential	1454-1508 Sherman	1	Floors 1-4 to be delivered in December with remaining floors phased through January.
1571 Maple	1571 Maple	1	1,500 sq ft remains available
605 Davis & Chase Bank Drive Thru	605 Davis	4	Planned development submitted.
1020 Church	1020 Church	4	Building for Sale.
Sojourner Church	1708 Oak	2	New owner considering development options
Las Palmas	817 University	1	Building owner considering options
Copycat	1830 Sherman	1	Property owner seeking tenants for garden level
King Homes	1555 Oak	4	Cameel Halim purchased property. Plans TBD.
Whole Foods Downtown	1640 Chicago Ave	4	Staff will monitor in light of Amazon purchase of Whole Foods
E2 Retail	1890 Maple	2	Space on maple available.
Lumen Optical - Closed	809 Church	1	Owner seeking new tenant for vacant space
Falcon Eddy's - Closed	825 Church	1	New middle eastern restaurant proposed
HOWARD STREET			
Project	Address	Ward	Latest Update
City Grange	128-130 Chicago	8	Due diligence ongoing for redevelopment of former parking lot and auto repair shop into mixed use residential development.
Mobil	140 Chicago Ave	8	Owners upgrading gas station
Gaynor Monument	222 Chicago Ave	8	Building demolished. Owner to determine potential reuse
CJE Senior Life Expansion	999 Howard	8	CJE Senior Life plans an affordable senior housing development. Howard Ridge TIF expansion study underway.
Vacant lot next to Theo Ubique	717 Howard	8	Parking lot complete
729 Howard Street	727-729 Howard	8	City owned property for lease . Approximately 2,000 sq ft.
633 Howard	633 Howard	8	Lease proposal to go to City Council 10/28/2019. Interest by owner of Libertad restaurant in Skokie
Palmhouse (Event space)	611-21 Howard	8	7A Status request approved by city council 10/28/2019. Property ownership / transaction closed 10/4/2019. \$1m renovation planned to begin soon
Caribbean Shipping - 705 Howard	705 Howard	8	Monitoring
Howard Street Business Association	N/A	8	2019 Great Merchant Grant application approved. Open House on 9/5/2019 was successful. The group is planning other Fall events.

747 Howard	747 Howard	8	Monitoring.
Montelimar Bread Co.	1731 Howard	8	Monitoring
MAIN DEMPSTER MILE			
Project	Address	Ward	Latest Update
Lot 1 Redevelopment	South & Hinman	3	Public meeting planned to consider development options
Main/Chicago	847 Chicago	3	Stone Realty retail broker actively pursuing tenants for remaining retail space
Former ORT Space	915 Chicago	3	Ten Thousand Villages now open
Main Street Metra Station	600 Main	3	Union Pacific hiring broker to market vacant space.
Vacant Paramour Bungalow Space	812 Dempster	3	Seeking tenants. Space 900 taking over half of the remaining space.
710 Main Street	710 Main	4	Reprise COffee now open
Hewn	810 Dempster	4	Coordinate with Hewn for potential production expansion.
Dard Property	912 Custer	4	New townhomes approved by City Council
Autobarn	1034 Chicago	3	Public Meeting to present opportunity/seek community input
Connoisseur Rugs property	1000 Chicago	3	Public Meeting to present opportunity/seek community input
Main Street Streetscape	Main Street, Hinman to Maple	3 & 4	Construction expected in 2021. Ongoing public meetings and coordination with staff/and merchants
Sketchbook	821 Chicago	3	Construction underway to expand into space formerly occupied by Evanston Family Dental.
WEST END / WEST VILLAGE			
Project	Address	Ward	Latest Update
West End Business Association	N/A	2	2019 Great Merchant Grant application approved. Spring planters to be installed by the end of March. The group is planning manufacturing day tour for high school students and their annual block party.
West Village Business Association	N/A	2	2019 Great Merchant Grant application approved.
EZ Spuds	2223 Washington	2	EZ Spuds relocated to Melrose Park. Space will be available soon
Art District	Florence/Greenleaf	2	Working with artists in neighborhood on art district planning concept
1108 Dodge (Former Evanston Auto Glass)	1108 Dodge	2	For lease
Reed Biedler Building	1275 Hartrey	2	Pursuing tenants for limited vacancies
2222 Oakton Street	2222 Oakton	8	Clark Street Real Estate conducting due diligence
Oakton Car Wash	2425 Oakton	9	Plan Commission Recommended for approval
Evanston Plaza	1924-26 Dempster	2	Kids Empire (kids activity center) under construction. Blink Fitness now open
1335 Dodge Ave. (CNE)	1335 Dodge	2	Commercial property for sale
1917 Greenleaf	1917 Greenleaf	2	For sale

City of Evanston Economic Development Loans													
Loan Status	Borrower		Origination Date	Original Loan Amount	Monthly Payment	Total Amount Paid			Loan Balance	Date Loan Terminates	Status	Default Total [1]	Sources
	Name	Address				Principal	Interest	Total					
ACTIVE LOANS													
ACTIVE	Ward Eight	629 Howard St.	3.15.12	\$ 130,000.00	\$ 1,316.19	\$ 83,130.26	\$ 24,847.32	\$ 107,977.58	\$ 46,869.74	12.1.22	Compliant	\$0.00	TIF
ACTIVE	Evanston North Shore Contractor's Cooperative	1817 Church	8.14.12	\$ 200,000.00	\$ 1,028.26	\$ 25,040.84	\$ 33,569.98	\$ 58,610.82	\$ 174,959.16	1.5.20	Compliant	\$0.00	TIF
ACTIVE	Hip Circle Empowerment Center	727 Howard St.	6.1.18	\$ 24,889.50	\$ 447.23	\$ 6,682.89	\$ 920.02	\$ 7,602.91	\$ 18,206.61	6.1.23	Compliant	\$0.00	TIF
ACTIVE	Little Beans	430 Asbury Ave	2.1.14	\$ 75,000.00	\$ 832.65	\$ 25,918.96	\$ 15,713.54	\$ 41,632.50	\$ 49,081.04	1.31.25	Compliant	\$0.00	ED
ACTIVE	Good To Go	711 Howard St.	4.1.18	\$ 25,000.00	\$ 258.74	\$1,292.10	\$262.86	\$1,554.96	\$23,707.90	3.1.28	Compliant	\$0.00	ED
ACTIVE	Good To Go	711 Howard St.	4.1.18	\$ 25,000.00	258.74*				\$ 25,000.00	3.1.28	Compliant		CDBG
POTENTIAL LITIGATION	Cafe Coralie	633 Howard St.	10.1.17	\$ 50,000.00	\$ 528.85	\$0.00	\$0.00	\$0.00	\$ 50,000.00	9.1.27	Potential Litigation	\$4,630.80	TIF, ED, CDBG

*Borrower making double payments Nov. 2019 through Feb. 2020

City of Evanston Property Leases

Tenant	Address	Date of Lease Agreement	Term of Lease	Date Lease Terminates	Monthly Rent Payment	Payments Current	Default [1]
PharmaCann LLC	1804 Maple Av	5/1/15 on ext. 9/20/18	36 months	12/31/21	\$7,140.00	Yes	\$0.00
Chicago Main Newstand	860 Chicago Av	1/1/16	60 months	12/31/21	\$7,645.04	Yes	\$0.00
Enterprise Car Rental	1810 Maple Av	10/1/16	60 months	9/30/21	\$3,570.00	Yes	\$0.00
Theo Ubique	721 Howard St.	4/12/17	120 months	4/11/27	\$3,500.00	Yes	\$0.00
Hip Circle	727 Howard St.	5/15/18	60 months	5/15/23	\$1,875.00	Yes	\$0.00
Cafe Coralie	633 Howard St.	10/1/2017	120 months	9/30/27	\$3,000.00	No	\$29,840.00

[1] including late fees and interest as applicable