Memorandum

To: Honorable Mayor and Members of the City Council
From: Hitesh Desai, Chief Financial Officer
CC: Paul Zalmezak, Economic Development Manager
Subject: Ordinance 139-O-19, Reestablished Special Service Area #9 (successor to SSA #4) 2019 Tax Levy
Date: November 25, 2019

Recommended Action:
Staff recommends City Council adoption of Tax Levy Ordinance 139-O-19, which levies the annual property tax for reestablished Special Service Area #9 (successor to SSA #4) in the amount of $592,665 ($610,995 as extended including loss factor of 3%). This represents an increase of 14.1% over the 2018 Levy of $525,000 ($535,714 as extended).

Council Action:
For Action

Summary:
Ordinance 139-O-19 is the annual tax levy for reestablished Special Service Area #9, which funds a portion of the activities of Downtown Evanston. The 2019 Levy is based on the City’s agreement with Downtown Evanston and FY 2020 Proposed Budget for the City of Evanston. The total tax levy as extended for 2019 is $610,995 including a 3% loss factor as allowed by the Cook County. This represents an increase of 14.1% over the 2018 Levy of $535,714 as extended.

The Special Service area, which covers a portion of downtown Evanston, has formerly been known as SSA #4. This is proposed to be reestablished by Ordinance 161-O-19 as SSA #9. This ordinance will be introduced to City Council on November 25, 2019.

Questions regarding this ordinance may be forwarded to:

Hitesh Desai
Treasurer
847.448.8082
HDesai@cityofevanston.org
139-O-19

AN ORDINANCE

Levying Taxes for the Special Service Area No. 9 (successor to SSA #4) of the City of Evanston, County of Cook, and State of Illinois, for the Fiscal year Beginning January 1, 2020, and Ending December 31, 2020

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EVANSTON, COOK COUNTY, ILLINOIS:

SECTION 1: That, in order to meet expenses and liabilities of the Special Service Area No. 9 of the City of Evanston, Illinois, for the fiscal year beginning January 1, 2019, there is hereby levied on all real property subject to taxation within the limits of said Special Service Area No. 9 of the City of Evanston as assessed and equalized for the year 2019, the sum of Six hundred Ten thousand Nine hundred Ninety-Five dollars ($610,995.00), being the total 2020 budget plus allowances for allowable collection losses (3%), which are to be collected from the tax levy of Special Service Area No. 9 of the City of Evanston for the year 2019. The specific amounts levied for the various purposes and funds are designated by being placed in separate columns under headings "To Be Raised By Taxation," and are identified in that manner on the following pages of this Ordinance.

SECTION 2: That there be appropriated for the City of Evanston Special Service Area No. 4:
### Table

<table>
<thead>
<tr>
<th>Special Service Area No. 9 Fund</th>
<th>Budget</th>
<th>Source Other Than Taxation</th>
<th>Levy Taxes</th>
</tr>
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### Section 3

**SECTION 3**: Per City ordinance 161-O-19, under no circumstances shall the total annual amount levied exceed 0.2460% of the Special Service Area No. 9 equalized assessed valuation for the duration of the ten (10) year SSA period.

### Section 4

**SECTION 4**: That the foregoing recitals are found as fact and made a part hereof.

### Section 5

**SECTION 5**: That all ordinances or parts of ordinances in conflict herewith are repealed.

### Section 6

**SECTION 6**: That this ordinance 139-O-19 shall be in full force and effect from and after its passage, approval, and publication in the manner provided by law.

Introduced: ________________, 2019

Approved: ________________________, 2019

Adopted: ________________, 2019

______________________________

Stephen H. Hagerty, Mayor
Attest: 

_____________________________
Devon Reid, City Clerk

Approved as to form:

_____________________________
Michelle Masoncup, Corporation Counsel
Board of Directors

Class 1
Roger Sosa, Evanston Chamber of Commerce

Class 2
Ami Mayo, Golub & Co. (1603 Orrington)
Vacant, Church Street Plaza
Patti McDermott, NAI Hiffman (909 Davis)
Farhan Ali, Highlands REIT (Sherman Plaza)
Andrew McDonald, Rotary International (1560 Sherman)
Vacant, Hilton Garden Inn (1818 Maple)
Andrew Haubert, Transwestern (1007 Church St.)
Becky Layton, Park Evanston (1630 Chicago Ave.)
Ranee Berlian, Colliers International (500 Davis)
Christy Luna, E2 (1890 Maple Ave.)

Class 3
Paul Zalmazek, Economic Development Manager, City of Evanston

Class 4
Marty Cless, Core & Rind Hospitality (1026 Davis St.)
Stefanie Olencheck, Hyatt House (1525 Chicago Ave.)
Mike Smylie, Smylie Brothers (1615 Oak St.)
Dave Davis, Northwestern University
Angela Valvanis, Creative Coworking (922 Davis St.)

Class 5
Carol Bass, residential property owner
Gregory Stewart, residential property owner
Marilyn Faklis Ruiz, residential property owner

Red type indicates new director
Executive Committee

**Andrew McDonald, Board Chair**
Rotary International (1560 Sherman Ave.)

**Vacancy**, Hilton Garden Inn North Shore/Evanston (1818 Maple)

**Marilyn Faklis Ruiz, Secretary** downtown residential property owner

**Vacancy**

**Stefanie Olencheck**
Hyatt House (1615 Chicago Ave.)

**Mike Smylie**
Smylie Brothers (1615 Oak St.)

Executive Committee meetings are held monthly on the second Thursday of the month at 9am at Industrious Evanston, 909 Davis St. 5th floor.
SSA Reconstitution

- SSA Video
- Brochure
- Public Meetings
SSA Reconstitution

- Expanding the district
- Residential owners will not be included
Reconstitution Outreach

- Postcard mailed to each owner of record notification for two public meetings
- Ipetition online support from 131 pp
- Created brochure and video to further educate stakeholders of SSA activities & management
- Public Meeting #1 – July 16 (morning)
- Public Meeting #2 – July 17 (evening)
Marketing & Events
Hygge Fest

February 16-22, 2019
15 events and/or promotions
3 media hits
Wellness Crawl

- May 4, 2-6pm
- 40 people ($30 tickets)
- 5 Businesses
  - Aligned Modern Health
  - SPENGA
  - Title Boxing Club
  - Pure Barre
  - CycleBar
Summer Events

- Thursday Night Live | June 13-August 22
  Featuring 3 “Block Party Nights”
- Sip & Stroll | June 20, 5-8pm
- Orrington Avenue Sidewalk Party | June 20
- Bike to Work Week | June 19-28
- Get Fit Fridays | June to August
- Sidewalk Sale & Chalk Art Fest | July 26-28
- Where’s Waldo – Independent Retailer Month
Fountain Square Dedication
Vintage Garage Chicago

• Dates
  May 19
  July 21
  September 15

• Maple Ave. Garage
  1,100 attendees at 1st event
Evanston Pride + Sidewalk Sale Chalk Art Contest
Thursday Night Live + Get Fit Friday
Oktoberfest

730 attendees, 3 local restaurants, 16 breweries and a more authentic German feel with music, costumes, food and contests

DOWNTOWNEVANSTON.ORG
Retention & Attraction

• Northwestern University Medill Partnership (now)
• Customer Service Workshop with Evanston Bank (May 8, 2019)
• Google Workshop with Chicago’s North Shore CVB (June)
• Cyber Security – October
• Holiday Planning – 37 Oaks
Placemaking

- Partnership with One River School to decorate 14 City of Evanston utility boxes (June-August)
- Donation Station Parking Meter Refresh (Fall)
- City of Evanston Art Council Grant for Piano Art Installation at Fountain Square (May)
Painted Utility Boxes
PR & Marketing

WGN Morning News “Around Town” with Ana Belaval featured 4 local retailers – Ayla’s, Becky and Me Toys, Dragonfly and Vinic.
Influencers

- Hosted 5 International LGBTQ influencers/bloggers for one night during PRIDE
- Combined have followers of 246,300 followers
Influencers

- Hired 3 influencers:
  - kidsareatrip travel writer and content creator
  - Travelmindset – travel writer
  - Ting Ma – fashion blogger
- 2 Million impressions
- 44 Posts
- 18,740 Social Media Engagements
Found on WCIU The Jam
Chef’s Station on WGN

CHICAGO — Chef Elio Romero from Chef’s Station in Evanston showed how to make
PR & Marketing - Influencers

Lifestyle blogger & influencer @Naturalista86 Mother’s Day Staycation in downtown Evanston (May 11-12)

25.6K Followers
Blogger focused on motherhood, lifestyle, beauty & travel
Featured downtown Evanston on stories, in a post, and a blog post about the experience
Website Analytics

Analytics
Downtown Evanston
All Website Data

Audience Overview

Jan 1, 2019 - Oct 21, 2019

Overview

Users
19,000

5,000

Users
68,043
New Users
67,946
Sessions
85,204

Number of Sessions per User
1.25
Pageviews
146,985
Pages / Session
1.73

Avg. Session Duration
00:01:04
Bounce Rate
74.53%

DOWNTOWNEVANSTON.ORG
# 2019 Top 10 Pageviews

Total: 146,985

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>% Pageviews</th>
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<tbody>
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<td>/</td>
<td>19,512</td>
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<tr>
<td>/eat-drink</td>
<td>16,032</td>
<td>10.91%</td>
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<td>/thursday-night-live</td>
<td>9,979</td>
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<td>/shop</td>
<td>6,242</td>
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<tr>
<td>/parking</td>
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<td>/oktoberfest</td>
<td>5,288</td>
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<td>/getting-here</td>
<td>3,880</td>
<td>2.64%</td>
</tr>
<tr>
<td>/sidewalk-sale</td>
<td>2,839</td>
<td>1.93%</td>
</tr>
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</table>

view full report

DOWNTOWNEVANSTON.ORG
Advertising Channels

- Evanston Now
- The Daily Northwestern
- Patch
- Evanston RoundTable
- Vocalo
- North Shore

DOWNTOWNEVANSTON.ORG
Advertising Creative

Chicago’s North Shore Restaurant Month is here!
Visit Downtown Evanston to enjoy special discounts & prix fixe meals at over 20 Restaurants!

Are you ready for Spring & Summer fun?
Make sure to sign up for our eNewsletter at DOWNTOWNEVANSTON.ORG

DOWNTOWNEVANSTON.ORG
OHC Creative

• Special Chicago Tribune weekend insert
• Available in 250 sites
• 500,000 copies distributed
New Brochure Distribution
Maintenance/Public Way

- Flower Planters
  Added 19 in 2019
- Fountain Square
  Clean tables/chairs 2/week
- Sherman Ave. Sidewalk Improvement
  Hosted meetings with business
- Powerwashing
  Completed in July
Retail News

Businesses Closed

• Kafein – 1621 Chicago Ave.
• Forever Yogurt – 1739 Sherman Ave.
• Taco Bell – 1737 Sherman Ave.
• Francesca’s – 1631 Sherman Ave.
• Bottle & Bottega – 1016 Davis St.
• Botti Studio – 919 Grove St.
• Hearth Restaurant – 1625 Hinman
• Pete Millers – 1557 Sherman Ave.
• Williams Shoes – 710 Church St.

Businesses Opened

• Frida’s Restaurant – 618 Church St.
• 10Q Chicken – 816 ½ Church St.
• Dawn Skin Studio – 828 Davis St.
• Deka Lash – 816 ½ Church St.
• Xfinity – 1608 Sherman Ave.
• Mid Kitchen – 1512 Sherman Ave.
• Newport Coffee House – 622 Davis St.
• Philz Coffee – 1030 Davis St.
• Salon Lofts – 1735 Maple Ave.
New City-Wide Campaign

Come on in! WE’RE LOCAL!
and awesome!

DOWNTOWNEVANSTON.ORG
2019 Holidays

- Fall Crawl – Oct 24
- Halloween Trick or Treat – Oct 26
- Small Business Saturday – Nov 30
- Tree Lighting – Dec 7
- Warm Bevvy Walk – Dec 12
2020 Budget Overview

INCOME
SSA #4 - $592,666
City of Evanston Contribution - $50,000
Total City of Evanston contributions - $642,666
Northwestern Contribution - $18,000
Sponsorship Income - $24,500

TOTAL: $685,166

EXPENSES
Advertising - $71,000
Special Events - $45,500
Public Way Aesthetics – $78,000
Public Way Maintenance - $200,000
Tenant Retention and Attraction - $3,000
Map & Guide - $18,000
Admin, Non-Personnel - $43,000
Admin - $210,000
Planning - $16,000

TOTAL: $684,500
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Attest:

Devon Reid, City Clerk

Approved as to form:

Michelle Masoncup, Corporation Counsel