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CENTRAL STREET

EVANSTON, ILLINOIS

PUBLIC HEARING, NOVEMBER 25, 2019
CENTRAL STREET

- Businesses submitted petition for feasibility study in Oct, 2017
- Economic Development Committee directed staff to issue RFP in July, 2018
- Feasibility Study and Outreach began in December, 2018
OUTREACH SUMMARY

- Five Steering Committee Meetings
- Two Community Meetings –
  - Backlot Coffee on April 30
  - Evanston Art Center on June 4
- 7th Ward Meeting
- Door-to-door outreach to every storefront
- Three mailings to every taxpayer
- Project website: www.centralstreeetevanston.org
- Email address: info@centralstreeetevanston.org
1. WHAT IS THE PROBLEM TO BE SOLVED?

- 11 Vacancies Along Central Street
What is the problem?

- Sidewalks and Maintenance
- Trees and Plantings
WHAT IS THE PROBLEM?

- Need for bike racks
- Amenities for shoppers
- Parking needs
WHAT IS THE PROBLEM?
2018 RESULTS

- Custom Benches
- Sidewalk Planters
- Holiday Lights
- Wayfinding Signs
- Light Pole Banners
- Murals + Public Art
- Website + Social Media
- Marketing + Advertising
- Sauce Walk
- Summer Concerts
- Wine Walk
- Holiday Treat Walk
- Small Business Saturday
- Sidewalk Sale

Est 2016 | Total Budget: $214,000 (2018)
PROJECTS + PERKS

- CTA Purple Line Campaign
- I know who to call at the City
- Rebate/matching funds program
- Seat at the table w/ public works
- Emergency text network
- Monthly Neighbor Newsletters
- Monthly Merchant Newsletters
- Merchants Only Facebook Page
- Press Releases / Media Attention
- “things use to NOT happen, now things happen”
Community Input

- Strong support for local businesses along Central Street
- Residents did not want to pay into the SSA
- Removed residential blocks by proposing two SSA’s:
  - East Central St. SSA 7 and
  - West Central SSA 8
- Removed condominiums from the SSA’s
WHAT ARE THE PROPOSED BOUNDARIES?

Note: Residential blocks between Ewing Ave. and Hartney Ave. are not included in the district.

Existing Land Use

- Single-Family Condominium
- Commercial
- Tax-Exempt
- Mixed-Use
- Vacant Storefront

Last Updated: May 14, 2019
Proposed SSA 7 and SSA 8 tax rate: 0.0025

Example:
Commercial Storefront (1,800 sf)
$76,799 Assessed Value
$557 per year or $46 per month
# Proposed Budget

## East Central Street SSA 7

$154,800 Budget

## West Central Street SSA 8

$60,200 Budget

## Total:

$215,000 Budget

### Table 1: Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>East Central Street</th>
<th>West Central Street</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Staff</td>
<td>$48,240</td>
<td>$18,760</td>
<td>$67,000</td>
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<tr>
<td>Staff</td>
<td>$5,760</td>
<td>$2,240</td>
<td>$8,000</td>
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<tr>
<td>Taxes</td>
<td>$10,800</td>
<td>$4,200</td>
<td>$15,000</td>
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<tr>
<td>Accounting/Insurance</td>
<td>$64,800</td>
<td>$25,200</td>
<td>$90,000</td>
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<tr>
<td>Marketing + Promotion</td>
<td>$5,760</td>
<td>$2,240</td>
<td>$8,000</td>
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<tr>
<td>Website</td>
<td>$5,760</td>
<td>$2,240</td>
<td>$8,000</td>
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<tr>
<td>Design + Printing</td>
<td>$5,400</td>
<td>$2,100</td>
<td>$7,500</td>
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<tr>
<td>Advertising + Marketing</td>
<td>$7,200</td>
<td>$2,800</td>
<td>$10,000</td>
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<td>Social Media</td>
<td>$26,120</td>
<td>$9,380</td>
<td>$33,500</td>
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<tr>
<td>Events + Programming</td>
<td>$10,800</td>
<td>$4,200</td>
<td>$15,000</td>
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<td>Seasonal Events</td>
<td>$8,640</td>
<td>$3,360</td>
<td>$12,000</td>
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<td>Programs</td>
<td>$19,440</td>
<td>$7,560</td>
<td>$27,000</td>
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<tr>
<td>Beautification, Landscaping + Maintenance</td>
<td>$7,200</td>
<td>$2,800</td>
<td>$10,000</td>
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<tr>
<td>Planters/Landscaping</td>
<td>$10,800</td>
<td>$4,200</td>
<td>$15,000</td>
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<tr>
<td>Sidewalk Repair</td>
<td>$8,640</td>
<td>$3,360</td>
<td>$12,000</td>
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<tr>
<td>Trees + Lighting</td>
<td>$26,640</td>
<td>$10,360</td>
<td>$37,000</td>
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<td>Arts + Culture</td>
<td>$7,200</td>
<td>$2,800</td>
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<td>Murals</td>
<td>$5,400</td>
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<td>Public Art</td>
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<td>Reserves</td>
<td>$7,200</td>
<td>$2,800</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$154,800</strong></td>
<td><strong>$60,200</strong></td>
<td><strong>$215,000</strong></td>
</tr>
</tbody>
</table>
Why Central Street SSA 7 and 8

- Address the problem of vacancy and loss of local businesses
- Current volunteer-based effort is not sustainable based on the challenges facing local businesses
- Need to market Central Street continuously
- Track outcomes and data, fine tune messages and programming
- Businesses want a point person to market the area, provide services and serve as liaison to address whatever issue needs to be addressed