



Village of Lincolnwood Economic Development Commission

Meeting
Wednesday, January 24, 2018
8:00 A.M.

**Council Chambers
Lincolnwood Village Hall
6900 North Lincoln Avenue**

Note: All Village Board Members are invited to attend this meeting

Meeting Agenda

- 1. Call to Order/Quorum Declaration**
- 2. Welcome to New EDC Commissioner**
- Peter Dyer*
- 3. Minutes Approval**
- December 20, 2017 Meeting*
- 4. Proposed FY 2018-19 TIF Budgets***
- 5. Discussion of an Economic Development Work Plan***
- 6. Reports**
 - a. New Business Licenses*
 - b. Development Updates*
- 7. Other Business**
- 8. Public Forum**
- 9. Prospective Businesses Forum**
- 10. Adjournment**

**Commissioner Enclosures*

The next scheduled meeting of the Economic Development Commission is February 28, 2018

Posted Date: January 19, 2018



MEMORANDUM

TO: Chair and Members
Economic Development Commission

FROM: Steve McNellis
Community Development Director

DATE: January 24, 2018

SUBJECT: **Item #2 – New EDC Commissioner – Peter Dyer**

Mayor Bass has appointed Peter Dyer to fill the remaining vacant slot on the Economic Development Commission. Staff wishes to welcome Peter to the EDC and we look forward to having the point of view of a Village resident, who also has the experience and background of working for a local Village business and seeing the workings of Village Government from that perspective. Please see the attached for additional information.

Subject: Re: Peter Dyer

I have been a resident of Lincolnwood since 1999 living in the same home at with my wife Christine and 3 children. All 3 children attended school in Lincolnwood and went to Niles West High School.

As a resident of Lincolnwood my children participated in many of the towns activities including cub scouts, girls scouts, and the baseball association. When my son was in T-ball in 2000-2001 the baseball league basically went bankrupt, at that time myself and several other fathers from the town took over the league. I became President of the league and remained in that role for 7-8 years. During this tenure our board was able to double the size of the league and re-start the girls softball program which had stopped several years prior. We also expanded the league to include games against our neighboring towns of Skokie, Morton Grove, and Evanston. The league became cash positive by the end of the first year. The league was very successful to the point that a donation was made to the village to help purchase the lights on field 2 in Proesel Park after 8 years of fundraising.

My current occupation is Vice President of Operations for ATF Inc. also located in Lincolnwood at 3550 W. Pratt ave. ATF is a tier 2 Automotive parts supplier with 7 factories located in 4 states and 1 plant located in Mexico. I have worked at ATF since 1985. I worked through the ranks to my current position. My current responsibilities include management of all operations including the personnel for these plants. Capital purchases and budgetary responsibilities for the company. Lincolnwood is the Headquarters for ATF being the largest plant at 180,000 square feet and 270 employees at this location.

Peter Dyer, Vice President Operations



Economic Development Commission

DRAFT

**Wednesday, December 20, 2017
Council Chambers Room**

Commissioners Present

James Kucienski, Chairman
Patrick McCoy, Vice Chair
Rivak Albazi
James Berger
Myles Berman
Maureen Ehrenberg
Genelle Iocca

Commissioners Absent

Peter Dyer
Joe Spagnoli

Staff Present

Timothy Wiberg, Village Manager
Steve McNellis, Community Development Director
Bob Merkel, Finance Director

Others Present

Barry Bass, Village President
Georjean Nickell, Village Trustee

1. Call to Order/ Quorum Declaration

Noting that a quorum of six members were present, the meeting was called to order by Chairman Kucienski at 8:03 AM.

2. Minutes Approval

Chairman Kucienski asked the Commission if any edits were to be made to the November 15, 2017 meeting minutes. Director McNellis noted that Finance Director, Bob Merkel, was present at the November 15 meeting, but was not listed under Staff Present.

Additionally, Commissioner Ehrenberg noted that in the last paragraph of the Development Updates, her comments regarding a meeting with the Lincolnwood Taskforce to review and reinforce the Village's mission were not correct, and should

have stated “Commissioner Ehrenberg recommended that the Commission should take a look at the now-dated Lincoln Avenue Task Force report (Corridor Plan).”

Hearing no additional corrections, Vice-Chairman McCoy called for a motion for approval. Commissioner Berger seconded this motion. There was a consensus to approve the minutes.

3. Business Newsletter Review

Community Development Director, Steve McNellis, provided a draft copy of the first edition of the Lincolnwood Business newsletter, entitled “Business Connections.” It contained the content and graphics requested by the EDC in the September meeting discussion. Director McNellis reminded the Commission that this will appear in the January/ February 2018 issue of the bi-monthly Village newsletter. Director McNellis reviewed the sections of the Business Connections section of the Village newsletter newsletter, which serves to increase connectivity with Lincolnwood businesses and staff, in response to the Commissioner’s comments and suggestions at the September EDC meeting.

Vice-Chair McCoy expressed that the newsletter was missing a “Did You Know” section involving questions such as 1.) Does a business qualify for a PEP grant, and 2.) Are there specific zoning ordinances or special benefits that a business could qualify for? Chairman Kucienski agreed and also suggested the use of an example, such as a photo of the AT&T store, located at 3701 W. Touhy Ave, to illustrate the benefits of a Retail Overlay District.

Commissioner Ehrenberg reinforced some of the comments from the November EDC meeting and reiterated the need for rebranding, and that Lincolnwood’s prime location should be highlighted as the most important feature of the community and should serve as a driver to target new business. Vice-Chair McCoy suggested that the Newsletter illustrate how the new 2018 federal tax law may present Lincolnwood as a leading community regarding its competitive school district and housing prices.

Commissioner Albazi suggested the use of a Lincolnwood Business (Geo) app, separate from the current Lincolnwood municipal app, which could notify app-users of promotions and deals by text on their phones, upon crossing into the Village limits.

Discussion ensued regarding the distribution of the Business Newsletter. Commissioners discussed including realtors, commercial brokers, and current business owners in Lincolnwood in the distribution list. Director McNellis noted that the distribution list of the Newsletter did include all local businesses. Commissioner Albazi suggested the possibility of a “Brokers Open House” to highlight the available properties and discuss future development strategies with realtors and commercial brokers. Director McNellis mentioned that plans for an economic development/business open house are currently proposed as part of the Economic Development Work Plan, developed by staff in 2016.

The EDC requested that a copy of the Economic Development Work Plan be forwarded to each Commissioner.

At 8:23, Commissioner Iocca joined the meeting.

Commissioner discussion continued regarding Lincolnwood's rebranding and vision. Director McNellis suggested that the Commission review this topic at an upcoming meeting after evaluating Lincolnwood's current and past initiatives. Further discussion could then be considered with the Mayor and Board, and the Plan Commission, if appropriate.

Returning to the Business Newsletter, Commissioner Berman provided his input by suggesting the following: including the publishing date on each page, working on content of each section to ensure it is written in a more dynamic way, using more catchy titles and photos (i.e. "Exciting New Businesses in Lincolnwood" rather than "New Businesses"), including Director McNellis' phone number in the "Business Communications" tab, altering the colors used in the "Building Permits" graph, and increasing the information listed for each new business. Commissioner Ehrenberg suggested including a footnote to describe why the graphs in the "Building Permit" section seem to look negative. Commissioner Ehrenberg also suggested that the "New Businesses" section could be organized by industry type, rather than in a list form.

Commissioner Iocca requested that the "Purple Hotel Site Foreclosure Settled" title be resituated away from the Lincolnwood Town Center photo as to not confuse readers. Commissioner Iocca also suggested including an "Events" column to the newsletter. Vice-Chair McCoy asked if the Village could post events such as farmers markets and art fairs on the Village website. Discussion ensued over whether there are any issues for the Village to consider when promoting for-profit events. Commissioner discussion continued regarding the role of the Village's Chamber of Commerce to promote such events and if the EDC had a responsibility to help lead the Chamber of Commerce in this regard. The Commission also discussed the possibility of collaborating with neighboring communities to promote local economic development in the Northern Suburbs. The Commission agreed to include this topic as an agenda item for a future EDC meeting.

4. Discussion of a Shop & Dine Guide

Director McNellis introduced the concept and preliminary research regarding the creation of a Shop & Dine Guide for the Village, a priority action items in staff's Economic Development Work Plan, scheduled to be completed in the first half of 2018.

Commissioners were provided with examples of similar projects produced by other

communities. In terms of distribution, the Shop & Dine Guide will primarily be accessed electronically, but will be available in a limited hardcopy format, “on demand”.

Commissioner Ehrenberg suggested that an app would be a beneficial form of distribution for the Shop & Dine Guide as it would be more interactive. Chairman Kucienski noted that if the Yelp app already serves as an interactive resource for restaurants, perhaps a map, similar to those used in malls, would be more useful. Commissioner Ehrenberg recommended that staff “stress-test” the Village’s restaurant selection on Yelp, to see how the ratings look, before considering any sort of a link to those ratings. There was also discussion and consideration regarding including Health Department scores, over time, for Village restaurants somewhere on the Village’s webpage. Village Manager, Tim Wiberg, added that the Shop & Dine Guide should serve to add value to what already exists, and that if value is not added, staff should focus energy elsewhere. Commissioner Iocca noted that if the purpose of the Guide is to provide a community feel, an app would be a valuable resource. Commissioner Iocca added that the City of Naperville has a useful app for their downtown which includes job postings, events, and dining recommendations. Commissioner Albazi noted the benefits of geo-mapping to best illustrate the Community’s highlights, adding that the use of an app would coincide with the EDC’s vision to market Lincolnwood to young families. Discussion ensued regarding visions for Lincolnwood’s future development.

5. Reports

Development Updates

Former Purple Hotel Site at 4500 West Touhy Ave

Director McNellis provided an update on the former Purple Hotel Site mentioning that Z-S Development of Chicago had signed a purchase contract for the site. Their development team met with Mayor Bass, Village Manager, Tim Wiberg, and Director McNellis in a preliminary meet and greet. Z-S Development discussed their vision of the site, including mixed-uses, a possible banquet hall, and entertainment uses. Commissioner Ehrenberg expressed her hesitation towards a banquet hall on this site, stating that it would not serve as an economic engine. Director McNellis reminded the Commission that the developers will be thoroughly vetted by the Village before next steps are taken.

Director McNellis and Village Manager Wiberg provided the status of the current Lincoln-Touhy Avenue TIF which is currently six years into its twenty-three year term. The EAV for the TIF District is currently half of the base EAV. In the six years of its existence, no money has accrued to the TIF. The Village Board proposed to restart the TIF in the Spring of 2017, but ultimately decided to put the discussion on hold, and reconsider a new TIF when a developer for the site was in place. Director McNellis

opened the discussion to the EDC on their thoughts to restart the twenty-three year life of the TIF understanding that there is now a contract pending for the site.

Discussion ensued regarding Z-S Development and the lack of similar, past projects the development team has completed. Commissioners expressed their hesitation in selecting a development team that had not worked on a project to a similar scale as the Former Purple Hotel Site. Village Manager Wiberg reminded the Commission that the Village does not own the site, therefore they cannot choose the developer. Village Manager Wiberg also noted that currently municipalities have the authority to pursue restarting a TIF, but state policy changes may remove this power at some point, reverting the authority away from the community and back to the state. Additionally, when the current TIF ends, the Village would need to go through the state to reinstitute a new TIF.

Commissioner Ehrenberg requested that the EDC revisit the recommended Corridor Plan produced by the Lincoln Avenue Taskforce to ensure the plans are current to avoid drawing upon dated ideas.

Regarding the use of a banquet hall on this site, Vice-Chair McCoy noted that the Bridgeport Art Space is a thriving economic and cultural element of the Bridgeport neighborhood in Chicago. While it is technically a banquet hall, it has been a successful addition to that community. A similar space could have a positive effect on Lincolnwood, as well.

Returning to the TIF restart discussion, Commissioners agreed that they would be more comfortable tabling the conversation until more information regarding the Z-S Development group is provided. Director McNellis, at the request of the Commission, noted that he would distribute the documents which prospective developers of the site can see for discussion at a future meeting.

Commissioners discussed the need to address the Former Purple Hotel Site with a new name to better illustrate the development's future potential. "The North Lincolnwood Gateway" was one suggestion, as was the "Lincoln-Touhy Triangle".

At 9:40, Village President, Barry Bass, arrived.

New Business Licenses

Commissioners were provided with the list of new businesses in Lincolnwood for November and December of 2017.

6. Other Business

None

7. Public Forum

Village Trustee, Georjean Nickell, provided input on the Business Newsletter agreeing with Commissioner Berman that the graphs in the “Building Permit” section should avoid using red as it symbolizes negative economic status. Regarding the role of the Chamber of Commerce in terms of marketing local businesses and related events, Trustee Nickell suggested the use of an intern for the Chamber of Commerce to increase productivity. Trustee Nickell also voiced her support for a business app and suggested organizing a “think tank” session with young families and adult children who are living in Lincolnwood to brainstorm the best uses for the proposed app.

Commissioners restated the necessity to eliminate the use of the term “Former Purple Hotel Site.” Once a name is decided, the Commission unanimously stated, all entities should use the new title moving forward.

Regarding the discussion involving the Village’s ability to promote for-profit events, Commissioner Berman suggested to allow any business to purchase a permit for a Sale, which would then allow the Village to allocate space in the Business Newsletter for marketing purposes, as it would be related to said permit.

Commissioner Ehrenberg suggested that Lincolnwood’s vision should highlight the community’s sustainable initiatives. One branding approach could include marketing Lincolnwood as one of Illinois’ greenest communities, in addition to being idyllically located with competitive housing prices and schools. Commissioner Ehrenberg also suggested health care and research as a possible use that could be fostered in the Village. Trustee Nickell supported the sustainability approach and suggested that the Village utilize the green space & park square footage ratio as a highly marketable element, when compared to other communities.

Village President, Barry Bass, thanked the Commission for a great meeting. Additionally, Village President Bass expressed interest on behalf of the Skokie Economic Development Commission to collaborate on local economic development, supporting the partnership discussion previously suggested.

8. Prospective Business Forum

None

9. Adjournment

By consensus, the meeting was adjourned at 10:05 am.

Respectfully submitted:

Ashley Reimann
Community Development Intern



MEMORANDUM

TO: Chair and Members
Economic Development Commission

FROM: Steve McNellis
Community Development Director

DATE: January 24, 2018

SUBJECT: **Proposed FY 2018-19 TIF Budgets**

Annually, the EDC reviews proposed budgets for the Village's TIF Districts. Attached for your review are the proposed FY2018-19 budgets for the Village's three active TIF Districts:

- 1) North East Industrial District (NEID) TIF
- 2) Lincoln-Touhy TIF District
- 3) Devon-Lincoln TIF District

NEID TIF District

This TIF District was created in 1996. Currently, approximately \$1,400,000 in TIF revenue is created annually in the NEID TIF District, which essentially covers the northeast industrial area of the Village. Major projects envisioned for funding in FY 2018-19 from this TIF fund include:

- ❖ Public Works Yard Expansion Construction (\$1,380,000 + \$90,000 in construction oversight)
- ❖ NEID Street Resurfacing Design (\$72,000)
- ❖ McCormick Street Light Retrofit (\$59,900 + \$5,100 in construction oversight)
- ❖ Standpipe Painting Design/Engineering (\$16,500)

In addition to the identified construction and engineering costs detailed above, which total \$1,623,500, TIF funds are also proposed to maintain TIF improvements including streetlights, pay miscellaneous professional service fees, and set-aside \$50,000 for PEP and GIFT grant awards, for a total proposed NEID TIF expenditure of \$1,691,900 in FY 2018-19.

The proposed Public Works Yard expansion will reconfigure and expand the existing outdoor yard to the east of the Public Works facility as well as enclose the area around the standpipe to provide a more functional space and improve the aesthetics of the area. This work completes the project that began with the initial yard enclosure work that took place in 2007. Part of this expansion will occur on land adjacent to the newly-constructed UP Bike Path.

The proposed Street Resurfacing Design project involves developing Engineering plans for Northeast Parkway, North Central Park Avenue, West Morse Avenue, North Ridgeway Avenue, North Hamlin Avenue, West Lunt Avenue, and North Lawndale Avenue. The proposed improvements will include resurfacing the existing roadways and spot curb and sidewalk replacement. Northeast Parkway, North Central Park Avenue (north of Northeast Parkway), and North Lawndale Avenue (north of North Central Park Avenue) are now considered Federal Aid routes, and are, therefore, eligible for 70% Federal funding. The Engineering plans developed in the next fiscal year will put the Village in the position to apply for such funding the next time a call for projects is released. Future construction of the proposed improvements would occur as part of a larger infrastructure improvement program.

The McCormick Street Light Retrofit will change out existing metal halide lights on this part of McCormick (between Pratt Avenue and Northeast Parkway) to LED lights which have a significantly longer life and reduced electricity costs. This work will be completed in conjunction with the Devon Street Light Installation Project discussed later in this memo.

Finally, the budgeted amount for design engineering and the painting and refurbishment of the Village's standpipe on the north side of North Central Park Avenue will lay the groundwork, including providing bid specifications, for the actual painting scheduled for the following fiscal year (2019-20). Painting the standpipe is a critical maintenance task intended to prolong the life of the steel by reducing rusting and ultimately deterioration of the tank.

Lincoln-Touhy TIF District

This TIF District includes the "Lincoln-Touhy Triangle" site and was created in 2011 to provide the Village certain powers, as well as a financing method, to help carry out redevelopment activities in the designated area. Unfortunately, there has been a 35% decline in Equalized Assessed Valuation (EAV) in this TIF over the past seven years. As a result, the Village Board authorized taking steps to consider a proposed re-designation (which would re-start the TIF within the existing District boundaries) of the Lincoln-Touhy Redevelopment Project Area in the spring of 2017. However, that process was halted before completion in order to permit the foreclosure process on the property to be completed and a new developer approved for redevelopment. In reviewing and vetting the current contract purchaser and their proposed concept plan for this property, the Village Board will consider whether or not the re-designation process should be re-started.

With the current TIF generating no funds, and the unknown nature and timeframe for approval of a new design concept and a plan to utilize TIF funds generated in the future, there are no funds budgeted to be utilized in this fiscal year or the next out of the existing TIF.

Devon-Lincoln TIF District

This TIF District was created in 2014. Currently, approximately \$260,000 in TIF revenue is created annually in the Devon-Lincoln TIF District, which generally covers the Village's side of the Devon Avenue corridor from McCormick Boulevard to just east of Crawford Avenue, as well as the light-industrial triangle formed by Lincoln Avenue, Devon Avenue and Proesel Avenue. Major projects envisioned for funding in FY 2018-19 from this TIF fund include:

- ❖ Devon Streetscape Phase II Engineering Plans, with 30% local match reimbursed (\$304,000);
- ❖ Devon Street Lights Installation (\$230,000 + \$47,920 in construction oversight); and
- ❖ Parkway Tree Planting and Sidewalk Installation (\$30,000)

In addition to the identified construction and engineering costs detailed above, which total \$611,920, TIF funds are also proposed to pay miscellaneous legal expenses, for a total proposed Devon-Lincoln TIF expenditure of \$613,920 in FY 2018-19.

The Devon Avenue Streetscape Improvement Project (including streetscaping and pedestrian facility improvements on both sides of Devon Avenue between McCormick Boulevard and Lincoln Avenue) is moving forward, with Phase I Engineering plans and a public meeting having been completed. Phase II engineering, which will include detailed design in order to prepare bidding plans and documents, will be undertaken later this year, with the goal of constructing the improvements in 2019. This is a joint project with the City of Chicago and has been awarded a Surface Transportation Program (STP) grant which covers 70% of the Phase II engineering and construction costs.

The Devon Street Lights Installation project includes the installation of new street lights along Devon Avenue, between Lincoln Avenue and Longmeadow Avenue, with the exception of the area abutting the Bryn Mawr Country Club. The funds budgeted in the Devon-Lincoln TIF are allocated to those streetlights which are located within the TIF District, which includes lighting between Lincoln Avenue and just west of Proesel Avenue.

Finally, parkway tree planting and sidewalk installation will be undertaken in strategic locations throughout the TIF District to provide parkway trees where they are currently lacking and to replace trip hazard sidewalk squares.

Staff will present these projects to the EDC at next Wednesday's meeting. Public Works Director Andrew Letson and Finance Director Bob Merkel will be available to answer any questions.

Requested Action

Consideration of the proposed FY 2018-19 TIF budgets for the Village's TIF Districts and a vote by the EDC recommending Village Board approval.

Attachments:

1. Proposed NEID TIF Budget
2. Proposed Lincoln-Touhy TIF Budget
3. Proposed Devon-Lincoln TIF Budget

**2018-2019 Operating Budget
Budget Analysis**

					<u>NEID/ TIF</u>			
					<u>217</u>			
2016	2017	2018	October, 2017	2018	Account Number	Description	2019	
Actual	Actual	Adopted	Actual	Projected			Proposed	
22,510	4,384	15,000	3,106	15,000	217-000-561-5290	Maintenance of TIF Improvement	15,000	
1,260	1,290	1,500	-	1,500	217-000-517-5310	Audit	1,500	
47,596	1,652	1,000	350	1,000	217-000-517-5399	Other professional services	1,900	
71,366	7,326	17,500	3,456	17,500		Contractual Services	18,400	
-	-	-	-	50,000	217-000-517-5520	Community Development Grants	50,000	
-	-	-	-	50,000		Revenue Sharing	50,000	
375	375	375	188	188	217-000-529-7100	Fiscal Charges	-	
292,500	300,000	307,500	-	307,500	217-000-573-7380	Principal - 2002A G.O. bonds	-	
18,000	12,150	6,150	3,075	6,150	217-000-574-7580	Interest - 2002A G.O. bonds	-	
310,875	312,525	314,025	3,263	313,838	-	Debt Service	-	
20,509	167,773	137,500	36,857	47,500	217-000-561-5340	Engineering	183,600	
4,638,345	730,500	1,637,500	492,972	950,000	217-000-561-6100	Land acquisition & improvement	1,439,900	
4,658,854	898,272	1,775,000	529,828	997,500	-	Capital Outlay	1,623,500	
5,041,095	1,218,124	2,106,525	536,547	1,378,838	-	Totals	1,691,900	

2018-2019 Operating Budget

Budget Analysis

NEID TIF

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<u>Account Number</u>	<u>Account Name</u>	<u>Amount</u>	<u>Comments</u>
217-000-517-5310	Audit	<u>1,500</u>	Audit Fee
217-000-517-5399	Other Professional Services	<u>1,900</u>	
		900	H&K Legal Fees
		1,000	Kane, McKenna Development Benefit Calculation
217-000-517-5520	Community Development Grants	<u>50,000</u>	PEP and GIFT grants (2@\$25,000)
217-000-561-5290	Maintenance of TIF Improvement	<u>15,000</u>	Maintenance of Street Lights on Northeast Parkway, Pratt Avenue (East of Hamlin), Hamlin, Ridgeway and Morse and Landscape Materials for Central Park Parking Lot and Public Works Parking Lot
217-000-561-5340	Engineering	<u>183,600</u>	
		90,000	Public Works Yard Expansion Oversight
		72,000	NEID Street Resurfacing Design
		16,500	Design Engineering - Standpipe Painting (Split with Water/Sewer Fund)
		5,100	McCormick Street Light Retrofit - Oversight
217-000-561-6100	Land Acquisition & Improvement	<u>1,439,900</u>	
		1,380,000	Public Works Yard Expansion Construction
		59,900	McCormick Street Light Retrofit

2018-2019 Operating Budget
Budget Analysis

Lincoln/Touhy TIF

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2016 Actual	2017 Actual	2018 Adopted	October, 2017 Actual	2018 Projected	Account Number	Description	2019 Proposed
-	-			-	219-000-511-5320	Consulting	5,000
-	-			-	219-000-517-6100	Land Acquisition & Improvement	-
-	-	-	-	-	-	Totals	5,000

2018-2019 Operating Budget

Budget Analysis

Lincoln/Touhy TIF

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<u>Account Number</u>	<u>Account Name</u>	<u>Amount</u>	<u>Comments</u>
219-000-511-5320	Consulting	<u>5,000</u>	Various Legal and Consulting Fees
219-000-517-5399	Land Acquisition & Improvement	<u>0</u>	

**2018-2019 Operating Budget
Budget Analysis**

					<u>Devon Lincoln TIF</u>		
					<u>220</u>		
2016 Actual	2017 Actual	2018 Adopted	October, 2017 Actual	2018 Projected	Account Number	Description	2019 Proposed
95	-	-	-	-	220-000-511-5320	Legal Expense	2,000
60,105	53,974	304,000	24,361	38,460	220-000-511-5340	Engineering	351,920
294,068	53,951	176,000	139,559	199,000	220-000-561-6310	Land Acq and Improvement	260,000
354,267	107,925	480,000	163,921	237,460		Totals	613,920

2018-2019 Operating Budget

Budget Analysis

Devon/Lincoln TIF

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<u>Account Number</u>	<u>Account Name</u>	<u>Amount</u>	<u>Comments</u>
220-000-511-5320	Legal Expense	2,000	Consulting
220-000-511-5340	Engineering	351,920	
		304,000	Devon Streetscape Phase II (30% Local Match Reimbursed)
		47,920	Devon Street Lights Oversight (Lincoln to Proesel, split with MFT and NEID)
220-000-561-6310	Land Acq and Improvment	260,000	
		30,000	Parkway Tree Planting and Sidewalk Installation
		230,000	Devon Street Lights (Lincoln to Proesel, Split with MFT and NEID)



MEMORANDUM

TO: Chair and Members
Economic Development Commission

FROM: Steve McNellis
Community Development Director

DATE: January 24, 2018

SUBJECT: **Economic Development Work Plan - Update**

In 2016, Village staff developed an Economic Development Work Plan outline (provided below), designed to define tasks that could be undertaken in furtherance of economic development goals in the Village. The following list represents some initiatives that have already been undertaken, as well as other proposals that are presented for consideration. Given the change in the makeup of the EDC, it is appropriate to review these proposals at this time, determine whether or not any change in focus or direction should be considered, and begin turning this outline into a specific Work Plan.

Economic Development Work Plan – Outline

1. Business Site Visits

Goal – Meet with local business owners to discuss information of importance to them and to gauge their satisfaction with Village services, outreach, and communication.

- Prioritize top sales tax producers/employers
- Mix of commercial, office, and industrial businesses
- Mix of large and small businesses
- Target businesses that may be looking elsewhere
- Provide information on Village programs, services, and upcoming projects of community interest
- Face to face contact

Progress so far:

- Intermittent visits with 10 businesses over 18 months
- Feedback generally positive
- Lines of communication have been established
- **Status: Ongoing**
- **Staff-Recommended Direction: Continue with Visits more regularly (monthly)**

2. Broker Meetings

Goal – Meet with local commercial brokers to establish a line of communication, where information can be shared both ways, to promote the Village and our amenities.

- Provide information on new businesses/new projects that may support other interested businesses
- Intended for commercial brokers only
- Target major commercial areas and areas with “visible” vacancies
- **Status: Not yet begun**
- **Staff-Recommended Direction: Schedule first meeting in 2018**

3. Branding

Goal – Define the identity of the Village, identify the Village as a unique brand, and subsequently promote the brand to current and potential stakeholders of the Village.

- Survey other communities’ branding efforts
- Work with a Community Focus Group to create a branding concept
- Consider resources (in-house, consultant) necessary to complete the goal

Progress so far:

- Created a new basic logo and tagline for economic development purposes as an interim step to a new brand
- **Status: Internal framework and background research underway**
- **Staff-Recommended Direction: Begin working on a Branding concept through the use of in-house staff and a community focus group**

4. Marketing Materials

Goal – Prepare promotional materials to distribute at conferences, to brokers, and interested businesses.

- Utilizing the Village’s “brand”, prepare a logo and template, advertising the Village, to be utilized on promotional materials
- Prepare demographics data supporting the strong market in Lincolnwood and environs
- Utilize social media to promote Village businesses and events

Progress so far:

- Prepared Draft (rudimentary) materials that have been utilized at ICSC conferences and provided to interested businesses
- Prepared a branded e-mail template for business attraction
- Prepared and synthesized demographics geared to business attraction
- **Status: Basic materials have been completed in-house**
- **Staff-Recommended Direction: Work in conjunction with Branding initiatives underway to produce professional marketing materials. Timeframe dependent upon completion of Branding initiatives**

5. Business Website

Goal – Create a stand-alone website which provides business-focused content and graphics.

- Link stand-alone website to Village website
- Provide content to promote existing businesses and to promote the Village to prospective businesses
- Provide businesses the ability to upload information on sales, specials, etc.

Progress so far:

- Secured domain name of linc.business, which currently links to the Business Resource Center on the Village website
- Updated the Business Resource Center on the Village website to provide added content for existing and proposed businesses
- **Status: Preliminary discussion stage**
- **Staff-Recommended Direction: Work in conjunction with Branding initiatives underway to produce a new stand-alone website. Timeframe dependent upon completion of Branding initiatives**

6. Shop & Dine Guide

Goal – Provide a graphically-pleasing map and database of businesses to be utilized by residents and visitors.

- Consider both paper and digital formats
- Utilize at physical locations, including Chamber of Commerce, business networking events, nearby hotels, as well as on the Village website
- Consider a Geo-App, with mobile marketing capabilities as an alternative
- **Status: Preliminary research and discussion with EDC**
- **Staff-Recommended Direction: Prepare a basic, but visually-pleasing digital guide on the Village website. Work to complete goals through a new Geo-App.**

7. Trade Conferences/Shows/Events

Goal – Promote the Village at trade shows and gather information on industry trends to inform future marketing efforts.

- Attend Chicago ICSC (International Council of Shopping Centers) retail connection events
- Attend quarterly Economic Development Networking Group (consisting of area ED professionals) meetings
- Be an active member of the Chamber of Commerce
- Consider membership in Chicago's North Shore Convention & Visitors Bureau (CVB)

Progress so far:

- Village regularly hosts a booth at the annual ICSC Dealmaking event at which retailers, commercial services operators, brokers, developers, and investors meet to demonstrate interest in new development, with the goal of bringing new businesses to the community
- Staff attends ICSC events, ED Networking Group lunches and Community Development Director is a Board Member of the Chamber of Commerce
- **Status: Ongoing**
- **Staff-Recommended Direction: Continue securing opportunities to attend trade shows and economic development conferences. Delay membership in Chicago's North Shore CVB until first hotel is under construction.**

8. Business Roundtable Meetings

Goal – Meet with various businesses and business types to discuss their concerns and issues and how the Village can help.

- Propose collaboration with the Chamber of Commerce
- Provide break-out tables by business type (restaurants, retail commercial, service commercial, office/industrial)
- Plan to provide information on projects of interest, public and private
- Designed to meet some of the same goals as the Business Site Visits
- **Status: Not yet begun**
- **Staff-Recommended Direction: Schedule first roundtable meeting in the fall of 2018.**

9. Business-friendly Zoning Changes

Goal – Identify and consider Zoning Code amendments that can be eliminated or revised, becoming more business-friendly, while maintaining Village values.

- Work with the Village Board to refer appropriate amendments to the Plan Commission for a Public Hearing process
- Update Codes so they are consistent with today’s technology
- Update Codes to ensure Lincolnwood businesses are competing on a level playing field to surrounding communities

Progress so far:

- Completed a Code Amendment to permit Drive-Through restaurants as a Special Use in all commercial zoning districts
- Completed a Code Amendment to prohibit warehouse type uses from locating on commercial arterial roadways, leaving those high-profile corridors for sales tax producing uses and commercial services utilized by residents
- Completed a Code Amendment providing a Retail Overlay District along arterial roadways in the Lincoln-Devon-Proesel triangle
- Completing a Code Amendment providing a Zoning Overlay to allow auto uses in the Office Zoning District
- Working on Code Amendments related to the relaxation of unnecessarily restrictive Sign Code regulations
- **Status: In progress**
- **Staff-recommended Direction: Continue identifying and prioritizing acceptable Zoning Code changes for review on a regular basis.**

10. Monthly Business E-newsletter

Goal – To provide local business news that is of interest to businesses and residents and provide information on incentives and assistance offered by the Village.

- Incorporate as part of the bimonthly Village Newsletter
- Audience anticipated to include existing businesses, residents, and prospective businesses
- Intended to promote Village businesses

Progress so far:

- **Status: First Issue appeared in January/February 2018**
- **Staff-Recommended Direction: Continue with regular newsletter every two months.**

11. Village Signage

Goal - Investigate opportunities for attractive Village identification signage

- Consider Municipal signage at key Village entry points to emphasize community pride
- Consider “neighborhood” identification signage at key commercial intersections
- Consider bulletin board signage at key bike path crossings, noting local business areas and attractions

- **Status: Not yet begun**
- **Staff-Recommended Direction: Prepare budget estimates to begin a multi-year program in Fiscal Year 2019-20.**

12. Targeted Business Contact

Goal – Create and stay in contact with a list of businesses to encourage development in the Village by those businesses

- Create a list of interested businesses (restaurants, entertainment uses, niche uses), based on information from multiple sources, including ICSC and pursue those leads
- The list should include businesses that are expanding, those that have shown interest in the area, and those that meet the goals and values of the Village
- Utilize information from broker meetings to refine prospective tenant’s list

Progress so far:

- **Status: In progress. Broker meeting information to be added, as obtained.**
- **Staff-Recommended Direction: Continue targeting new businesses, as well as following-up with brokers and key tenants as conditions change.**

13. Special Events

Goal – Develop new progressive special events to add to existing traditional events.

- Work with Town Center Mall on community-wide events
- Partner with Chamber of Commerce on events
- Consider food truck events, Craft Beer/Distillery event, and other events that attract a younger demographic

Progress so far:

- Trial run of food truck event at Village Campus 25th Anniversary. Town Center Mall also considered regular Food Truck event
- **Status: Preliminary work undertaken**
- **Staff-Recommended Direction: Move forward with planning in 2018 for at least one new event to debut in 2018/2019.**

14. Commercial Business Design & Landscape Awards

Goal – Institute an awards program that recognizes commercial landscaping and building design, fostering business and community pride.

- Recognize the most-improved building design and best-landscaped commercial properties, and recognize those businesses at Lincolnwood Fest/Village Board meeting.

- Consider as a biennial award/event
- **Status: Not yet begun**
- **Staff-Recommended Direction: Continue with planning for an awards program.**

Staff welcomes any new ideas, concepts, or change of direction that the EDC wishes to discuss at Wednesday's meeting.



Village of Lincolnwood
Community Development Department
New Business Licenses
January 2018

Type of Business	Name of Business	Address	Contact Person	Telephone #
Visa, Passport, and Ticketing Services	Airso Services	3500 W. Devon Ave	Sadulla Mirza	(773) 751-8927
Concession Stand (American Heartland Ice Arena)	Café Valentino	7384 N. Lincoln Ave	Bruno Bragagnolo	(847) 921-4543
Vehicle Dealership	Carlease, Inc.	7100 N. Ridgeway Ave	Andrew O'Dewer	(847) 714-1414
Home Health Services	Family Home Health Care Professionals, Inc.	3924 W. Devon Ave	Josephine Sison	(847) 779-3398
Athletic Stadium	Heartland Ice Arena	7384 N. Lincoln Ave	R. Scott	(847) 675-2950



Village of Lincolnwood

Community Development Department

Development Updates

January 2018 Report

Stefani's Restaurant at 6755 North Cicero Avenue

Construction work continues with a new project completion date set for the end of February.

Lincoln-Touhy Triangle Site at 4500 West Touhy Avenue

Z-S Development of Chicago, the contract purchaser for the property, continues to work on a preliminary concept plan, select their team, and prepare information supporting their experience and wherewithal to complete the project. No new or updated information has been provided since the December EDC meeting. A submittal is expected by the end of January.

6530 North Lincoln Avenue

This existing building (across Lincoln Avenue from Lazar's) was purchased earlier this year by a not-for-profit, to house a Teachers Education Center in the front half of the building (facing Lincoln Avenue) and the Hatzalah Chicago Emergency Ambulance Service in the back half of the building. The Plan Commission has reviewed and recommended approval of the requested zoning relief. The Village Board will review the Plan Commission's recommendation at their February 6, 2018 meeting.

Business-Friendly Zoning Code Amendments

The Plan Commission is currently or will be reviewing several business-friendly Code Amendments recommended by the EDC including Auto Sales use permissibility in the Office Zoning District and a number of Sign Code amendments (including electronic sign permissibility, increasing permissible temporary sign time frames, as well as relaxing specific requirements for portable signs). Staff anticipates final consideration of these amendments will take place over the next 3-4 months.

Miscellaneous

The following updates relate to various questions/requests from the December, 2017 EDC meeting:

- Health Inspection Reports for Restaurants: The EDC was informed at the December meeting that the Health Reports for each of the Village's restaurants are available on the Village website. It was unclear at that time if this included only the most current report, or if archived reports are available. Both the current report and archived reports are currently available at this link: <http://www.lincolnwoodil.org/our-community/healthinspections/restaurant-database/>

- **Green Space:** There was discussion at the December meeting regarding the amount of green space in the Village and how that may be utilized in potentially branding the Village as environmentally-conscious and sustainable. In preliminary research, the Village's park space = approximately 72 acres (including the 22 acres east of the North Shore Channel). The area of the Village's two bike paths is approximately 25 acres, total. Therefore, the recreational green space in the Village is approximately 97 acres. Park space in the Village is below the National Recreation and Park Association standard, however; that is not unusual for inner-ring suburbs with high population density. Staff can conduct further research to see how the Village compares to other adjacent inner-ring communities.
- **Geo-App:** At the December meeting, the EDC discussed opportunities to advertise Village businesses through use of a Geo-App, which would provide mobile marketing that would activate on an app after a user enters the municipal boundaries. In some preliminary research, staff came across this example of a company that offers that kind of marketing potential: <http://www.yogobogo.com/build-mobile-app-loyalty-reward/>. Staff continues to research this opportunity and the companies that provide this service, and will return to the EDC in the coming months to discuss the details, including costs.

Building Permits

Below is a summary of building permits issued in December 2017.

December	# Permits	Building Value	Permit Fees
2017	33	\$2,332,719	\$44,917
2016	36	\$1,238,161	\$22,820
2015	88	\$1,294,578	\$33,540
2014	43	387,987	12,753
2013	50	1,355,490	33,431
2012	54	484,024	18,880
2011	42	337,308	9,580
2010	45	336,140	22,005
2009	37	420,371	16,589
2008	35	1,414,024	35,483
2007	37	3,615,398	76,223