

ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, June 26, 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 April 24, 2019**
- 3. ITEMS FOR CONSIDERATION**
 - A. Great Merchant Grants
 - a. Howard Street
 - B. Entrepreneurship Support Program Grants
 - a. Charrisse Roberson
- 4. ITEMS FOR DISCUSSION**
 - A. Financial Wellness Initiative
 - B. Business License Process Change
- 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, April 24, 2019 – 7:30 p.m.

Lorraine Morton Civic Center, 2100 Ridge Avenue, City Council Chambers

Members Present: Ald. Braithwaite, H. Powell, Ald. Rue Simmons, Ald. Rainey, M.B. Berns, Ald. Wynne (arrived at 7:54 p.m.)

Members Absent: Ald. Wilson, A. Pigozzi, J. Sierant

Staff Present: P. Zalmezak, P. Martinez, K. Boden, S. Johnson

AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM

Meeting called to order at 7:39 p.m.

2. APPROVAL OF MEETING MINUTES OF February 27, 2019

Rainey/Braithwaite

Approved 5-0

3. ITEMS FOR CONSIDERATION

NONE

4. ITEMS FOR DISCUSSION

A. Economic Development Annual Report

Mr. Paul Zalmezak provided a brief overview of the economic development report. He mentioned over 30 businesses opened last year, including a new theater. He mentioned affordable housing and entrepreneurship support continues to be a priority for the City of Evanston.

Mr. Zalmezak summarized the improvements made through the Storefront Modernization Program and the Great Merchants Grant. He mentioned the unemployment rate is low, average 3.5%, as well as low vacancies.

Mr. Zalmezak said commercial rent rates are high and continue to climb, which is a challenge to small businesses; another challenge is that office space is very scarce and in high demand.

Mr. Powell asked where the funding for youth employment and other entrepreneurship initiatives come from. Mr. Zalmezak indicated the Entrepreneurship Support Program comes from ED funding, Elevate Evanston is more of an umbrella. Ald. Braithwaite clarified that \$90,000 for Elevate Evanston comes from the Good Neighbor Fund from NU.

Mayor's Summer Youth Employment Program comes from City of Evanston and private funding.

Mr. Powell questions why the Mayor's name was part of the summer youth employment program, since it is tax-payer funded. He suggested the name be changed to "City of Evanston Summer Youth Employment Program."

Ald. Simmons directed staff to bring it up to City Council for discussion.

B. Financial Wellness Initiative

Ald. Rue Simmons said many of Evanston's residents need financial empowerment, and she would like to see staff and financial institutions come up with a strategy to reach the community.

Mr. Zalmezak said staff is working to convene organizations and the private sector to strategize to help residents stay out of debt, build wealth, buy a house, and build credit. He requested 90 days to come back with an update.

Ald. Simmons said she wants to see a badging system, or progress acknowledgement program. She also wants to see a focus on early financial education for youth and young adults, especially for young parents (baby bonds, home purchasing, etc.).

Ald. Wynne said this initiative was needed, and recommended reaching out to the high school's financial education program to make sure efforts are unified and updated.

Ald. Simmons asked staff to include insurance agents.

Ald. Rainey said the City already has many other committees where a lot of these issues should be addressed, instead of EDC (i.e. Housing committee, MWEBE). EDC should help businesses.

Ald. Simmons said EDC won't be doing the work, just convening the organizations and businesses that address these issues and refer residents.

C. ComEd / Alley Lighting

Ald. Simmons introduced Mr. Carlo Cavallaro from ComEd.

He explained it would be \$80/year per light pole with 3000 kelvin bulbs.

Ald. Braithwaite explained that he made the referral to EDC, because the current power stations impede development on the West side of Evanston, and he wants ComEd to explore the cost to bury the lines that go over the parcels that could be redeveloped and find out who owns them.

Ald. Wynne asks if you can bury a high tension panel. Cavallaro said yes but it comes down to cost.

ComEd to work with ED staff and coming back with an update.

D. MWEBE Report

Mr. Zalmezak explained that the Purchasing Manager, Tammi Nuñez, was unable to be present, but that he would give an overview, as well as Sharon Johnson.

Mr. Zalmezak gave a brief overview of the make-up of the committee and its mission, helping Evanston-based, women, and minority businesses.

Programs: Procurement Fair, Value Innovation Technologies (local spend metrics)

Sharon Johnson introduced herself and explained she manages the Local Employment Program. She provided a summary of last year's activities regarding hiring for City contracts, and the resources shared with the library to help contractors.

City's goal for MWEBE is 25% local employment -- 27.1% achieved in 2018.

5. COMMUNICATIONS

A. Monthly Economic Development Communication

Mr. Paul Zalmezak introduced Katie Boden, Economic Development Specialist, as a new member of the Economic Development Division.

B. Announcements/Updates from EDC Members

Changes in zoning board. Mary Beth Berns leaving.

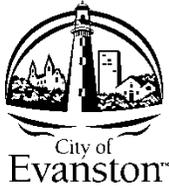
Ald. Rainey asked who Hubris was and if we can reach out to them for the financial wellness initiative, because we should support the businesses we help fund.

Mr. Powell clarified his suggestion to change the name of the summer youth program was not an attack on the mayor.

Ald. Simmons said Gyros Planet Evanston has a grand opening at 2:30 p.m. on Friday 4/26.

6. ADJOURNMENT

Meeting adjourned at 8:44 p.m.



Memorandum

To: Economic Development Committee

From: Johanna Leonard, Community Development Director
Paul Zalmezak, Economic Development Division Manager
Paulina Martínez, Assistant to the City Manager

Subject: Evanston Great Merchant Grant – Howard Street

Date: June 20, 2019

Recommended Action:

Staff supports a recommendation from the Economic Development Committee to City Council for approval of financial assistance through the Great Merchant Grant for an amount not to exceed \$1,500 to the Howard Street Business Association.

Funding Source:

Staff recommends utilizing the Economic Development Business District Improvement Program (Account 100.21.5300.65522). The approved 2018 Fiscal Year Budget allocated \$150,000 to this account. To date, \$37,995.47 has been spent from this account, leaving \$112,004.53 available for expenditure.

Summary:

Staff has been working with the Howard Street Business Association to create a new event on Howard Street. The Association is planning an open house for Howard Street businesses on September 5, 2019. Participating businesses will showcase their products and services. The city funding will support the cost of marketing the event, as outlined below.

Designs for the promotional materials have not been finalized. Once complete, staff will seek formal quotes as governed by the City's purchasing guidelines. Staff estimates, based on experience with other projects, that the cost of the promotional materials will cost approximately \$830, but to account for possible changes in pricing, staff recommends an amount not to exceed \$1,500.

Staff is seeking a recommendation from the Economic Development Committee in advance due to the fact the Committee traditionally hasn't met in July or August. Staff will seek approval from City Council once the quotes are in place.

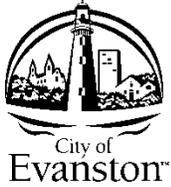
Howard Street Business Association

The Howard Street Business Association requested funds for the following projects:

Activity	Amount
50 posters	\$80*
Postcard mailing	\$700*
Social media ad	\$50*
Total Request	\$830

*These are estimates based on past similar requests

These activities are considered business district staples and eligible under the *Neighborhood Promotion* Project Eligibility Criteria of the Great Merchants Grant. Following staff review, Howard Street Business Association was found to be in good standing under the guidelines of the Great Merchants Grant and is eligible to receive the requested services.



Memorandum

To: Chair and Members of the Economic Development Committee

From: Johanna Leonard, Community Development Director
 Paul Zalmezak, Economic Development Division Manager
 Paulina Martínez, Assistant to the City Manager

Subject: Entrepreneurship Support Program Application

Date: June 20, 2019

Recommended Action:

Staff supports a recommendation from the Economic Development Committee to City Council for approval of financial assistance through the Entrepreneurship Support Program up to \$2,160 to Gettwisted Designs.

Funding Source:

Staff recommends utilizing the Economic Development Entrepreneurship Support Fund (account #: 100.15.5300.62664). The approved 2019 Fiscal Year Budget allocated \$50,000 to this account. To date, \$4,449.42 has been spent, leaving a remaining balance of \$45,505.58.

Summary:

The applicant, Charrisse Roberson from Gettwisted Designs, completed the LEND Business Training Engagement Program on June 17, 2019. Gettwisted Designs focuses on custom clothing such as wedding dresses and prom dresses, and does recreations and alterations to supplement the custom clothing work. In 2015 Ms. Roberson created a handcrafted bow tie line called 2Twist Bows. The business owner is requesting funding assistance to replace old equipment, which would allow her business to keep growing. The table below provides a summary of the eligible program expenses and Ms. Roberson’s funding request.

Business	Eligible Expenses					Total:
	Permitting	Tools/ Equipment	Work Space	Professional Services	Other	
Gettwisted Designs	-	\$2,160	-	-	-	\$2,160
Total:						\$ 2,160

The applicant has submitted three quotes for the services and certification to be funded as summarized below:

Vendor	Computer Quotes
1. Best Buy	\$1,185.99
2. Dell Website	\$899.99
3. Micro Center for Electronics	\$899.99

Vendor	Industrial Sewing Machine Quotes
1. Amazon	\$825.00
2. Gold Star Tool	\$699.99
3. Sewing Machines Plus	\$2,299.00

Vendor	Plus Size Dress Form Quotes
1. Amazon	\$495.00
2. The Shop Company	\$495.00
3. AllBrands	\$539.99

Vendor	Professional Iron Quotes
1. Target	\$62.99
2. Home Depot	\$65.55
3. Walmart	\$62.99

Background:

The Entrepreneurship Support Program was created to provide limited one-time grant assistance to individuals starting or expanding a small business in Evanston. The program guidelines were approved by City Council in April, 2017 after consultation with the Minority, Women, and Evanston-Based Enterprise Committee, Sunshine Enterprises, and LEND. The program guidelines provide for up to \$1,000 in assistance with City licensing and permitting fees, and/or up to \$2,500 in assistance for qualifying business expenses such as tools, equipment, insurance, professional services, training, certifications, and production space.

Applicants must provide three estimates for services to be funded (when possible) and must submit a detailed business plan as part of the application, and proof of either residence in Evanston or a business location in Evanston.

Attachments:

- Gettwisted Designs Application
- Gettwisted Designs Business Plan and Quotes
- Gettwisted Designs Certificate of Program Completion

Applicant Name *

Charrisse Roberson

Applicant Address *



Evanston, Illinois 60202
United States

Applicant Email *



Applicant Phone Number *



Business Name *

Gettwisted Designs

Please provide a description of your business (500 words max)

I currently run two businesses: Gettwisted Designs and 2Twist Bow. I founded Gettwisted Designs in 2007. Gettwisted Designs focuses on custom clothing such as wedding dresses and prom dresses, although I also do recreations and alterations to supplement the custom clothing work. In 2015 I created a handcrafted bow tie line and called my bow ties 2Twist Bows. I saw that there were no truly reversible bow ties in the market, and I realized that people would be willing to pay more for a bow tie that functions as two unique bow ties. I have been able to sell a lot of my bow ties to wedding parties, churchgoers, and those attending formal events such as prom. My passion for fashion has allowed me to work for myself and focus my efforts on the projects that I most enjoy. Gettwisted Designs has been my primary business up until this point, but I hope to grow 2Twist Bow in the coming years.

Services to be funded:

Tools/Equipment

Do you need financial assistance with City licensing or permitting requirements? No

Please describe how you intend to use Entrepreneurship Support Program funding to expand your business (500 words max)

Computer: To continue innovating in the design space and capitalizing on the uniqueness and customizability of my products, I will need design tools. In particular I will need software that will require a specific computer to operate.

Professional Industrial Sewing Machine: Much of the \$1500 annual expense I pay towards equipment maintenance goes towards maintaining my current sewing machine. Getting a professional industrial sewing machine that is better able to handle my workload will significantly reduce these annual maintenance costs

Plus Size Dress Form: A dress form is critical to the dressmaking and alteration process, but my current dress form is 5 years old and is literally falling apart.

Professional Iron: Normal irons generally need to be replaced frequently, so I'd like to invest in a professional iron that is higher quality and which has a longer lifetime

All of the above tools will allow me to both increase the capacity of my production, which is critical as I seek to continue growing, and to maintain the quality of my product.

Upload business plan (.pdf or .doc) *



[charrisse_business_plan_final.pdf](#)634.18

KB · PDF

Upload proof of completion of a business training program (Community Business Academy or other) *



[charrisse_certificate_of_completionptx.pdf](#)361.68

KB · PDF

"I certify that all of the information contained in this document, all statements, information, and exhibits that I am submitting is true and accurate and to the best of my knowledge. I certify that I have reviewed the Program Guidelines associated with the City of Evanston's Entrepreneurship Support Program." (Type name below for signature).

Charrisse Roberson

Date

Monday, June 17, 2019

Gettwisted Designs/So'Custom Bows & Tiez Business Plan



Charrisse Roberson

Gettwisted Designs/So'Custom Bows & Tiez

647 Dodge Ave.

Evanston, IL

847-361-5294

Gettwisteddesigns45@gmail.com

Socustombowstiez@yahoo.com

Table of Contents

I.	Professional Experience & Founding History	3
II.	Operating Structure	5
III.	Market Analysis	7
IV.	Marketing Plan	13
V.	Management	15
VI.	Capital Summary and Sourcing	16
VII.	Financial Analysis [Est. Businesses]	18
VIII.	Future Planning/Ambitions	20
IX.	Grant Request	21

Professional Experience & Founding History

I. Please list any and all of your relevant formal qualifications (i.e. business education, degrees, training certifications, LEND or Sunshine Academy engagement):

EDUCATION:

- Bachelor degree in Merchandising Management & Operations Retail
- Associate degree in Fashion Design
- Sunshine Academy: Certificate of Completion for Sunshine Business Academy, Excellence Award, Honorable Mention for Product Business of the Year
- J.T Foxx Mega Event: Certificate of Mega Branding
- LEND Business Training Engagement: Certificate of Completion

II. Please summarize your personal background and employment record; how did you get to where you are today?

I have always had a passion for fashion. As a teenager I would always sketch and create my own designs. I eventually made my own prom dress, which was my first piece of formal wear. In 1996, I created Gettwisted Designs. At the time I was creating wedding dresses, prom dresses, and doing alterations and recreations. While doing fashion I got my first managers position at Docks Fishery when I was just 17 years old. I was a manager for Best Buy, then I was a branch manager for TCF Bank for 12 years. In 2007 I decided to give my all to fashion so that I could work from home while raising my two sons. In 2015 I created a custom, handmade bow-tie company and dubbed it the 2Twist Bow.

III. Briefly describe when, how, and why you formed the company and its development so far. How did you develop a passion for your current business?

I currently run two businesses: Gettwisted Designs and 2Twist Bow. I founded Gettwisted Designs in 2007. Gettwisted Designs focuses on custom clothing such as wedding dresses and prom dresses, although I also do recreations and alterations to supplement the custom clothing work. In 2015 I created a handcrafted bow tie line and called my bow ties 2Twist Bows. I saw that there were no truly reversible bow ties in the market, and I realized that people would be willing to pay more for a bow tie that functions as two unique bow ties. I have been able to sell a lot of my bow ties to wedding parties, churchgoers, and those attending formal events such as prom. My passion for fashion has allowed me to work for myself and focus my efforts on the projects that I most enjoy. Gettwisted Designs has been my primary business up until this point, but I hope to grow 2Twist Bow in the coming years. My son is very interested in helping me with 2Twist Bow and may start working for

the business at some point in the future. I have always loved fashion and design, and I even designed my own prom dress when I was in high school.

Operating Structure

I. Please list and describe your present products and services offered, as well as the hours and days of operation:

Present Products and Services:

- Wedding dresses, prom dress, custom bow tie line, jewelry
 - Custom dresses
 - Wedding/Prom
 - Based on what the customer wants (ranges widely)
 - Take anywhere between 24 hours and 2 months to make, depending on the intricacy of the work
 - Jewelry
 - Buy beads and create unique earrings, necklaces and bracelets
 - Bow tie
 - Two bow ties in one (reversible)
 - Create sets that consist of one bow tie and a pocket square
 - 75% of the customers for bow ties are adults, although I do have some younger clients
 - Can accept any fabric that the client brings and turn it into a bow tie
- Services
 - Alterations and recreations
 - Alteration
 - Take in pants, shirts, jackets etc.
 - Recreation
 - If you like certain aspects of an outfit, keep those and change the rest

Days and Hours of Operation:

I work from home and do not have fixed hours of operation. I typically work 8 hour days, although that changes depending on how much work I have.

II. Please detail your pricing structure. Is it variable? (i.e. changing menu or product line)

My pricing structure is highly variable because many of the pieces are custom. Fabric and labor costs factor into the cost. I have provided price ranges for each of the products:

- Custom Dresses (mainly wedding dresses and prom dresses)
 - \$200-\$800
- Jewelry
 - \$5-\$25
 - The average price of a piece is about \$8
- Bow ties
 - \$10-\$20 for children's bow ties
 - \$29-\$65 for adults
 - \$65 includes one bow tie and a pocket square
- Services
 - Alterations
 - \$12 take in pants
 - \$17-\$25 for size intake
 - Depends on the fabric and the number of pockets

- o Recreation
 - \$45-\$150

III. How do you receive payment? (i.e. What is your system for processing credit cards? Are you cash only? Do you accept checks and, if so, what is the deadline for payment?)

The payment methods that I accept are cash, Visa, Mastercard and checks from corporations

IV. How does your business model change over the course of the year? Is there a consistent customer flow or is there seasonal variation? If so, how do you address seasonal changes?

Weddings are the most seasonal aspect of our business. Spring and summer are generally the busiest seasons for wedding. School events like prom and graduation are generally scheduled for summer and spring as well, which means that we have an additional influx of orders around that period. This influx is still manageable, so I have not implemented any mechanisms to address seasonal change.

Market Analysis

I. What is your intended audience or demographic? Provide the geographic location of your customers and the type of customers you serve:

The products I am selling are relevant to the large wedding, prom, church, and costume jewelry markets in and around the City of Evanston. While I can serve the larger Chicagoland area, I will focus my market analysis specifically on anywhere within a 5-mile radius of the Evanston City Center, as these are the areas I have focused on historically and where I can most feasibly focus my targeted marketing efforts.

II. List firms you have identified as primary competitors in your market(s). Identify their strengths and weaknesses then describe how your company stands out:

Bow Ties:

BowTieExpressions¹ - Etsy retailed based in Knoxville, Tennessee:

- Strengths
 - Offer the largest selection of handmade bow ties on the internet.
 - Specialize in "unique" patterns that can't be found anywhere else.
 - Makes pre-tied and self-tied bow ties, girls hair bows, and pocket squares
 - Prices range from \$11-\$15 based on size of bow tie
 - 5134 sales over approximately 4 years
 - 535 reviews and about 5 stars
- Weaknesses
 - Tie is not adjustable, have to buy several different sizes
 - Can't do custom designs, at least on online retailing platform
 - Doesn't sell multi-packs
 - Doesn't hold significant market share in Chicago market

at21boutique² - Etsy retailed based in Chicago:

- Strengths
 - Handmade and high quality bow ties
 - Sells multi-packs
 - 894 sales over approximately 3 years
 - 168 reviews and about 5 stars
- Weaknesses
 - Priced from \$25 to \$70 for more ornate designs
 - Can't do custom designs, at least on online retailing platform

TheLittlestGentleman³ - Etsy retailer based in Sweet Grass, Montana:

- Strengths
 - Focused on Children's Clothing and Accessories--Mainly bow ties and suspenders

¹ https://www.etsy.com/shop/BowTieExpressions?ref=simple-shop-header-name&listing_id=552297041

² https://www.etsy.com/shop/at21boutique?ref=simple-shop-header-name&listing_id=592268377

³ https://www.etsy.com/shop/TheLittlestGentleman?ref=l2-shop-info-avatar&listing_id=515050986

- Sell bow ties and suspenders in packs
- 11806 Sales over approximately 6 years
- 1452 reviews and about 5 stars
- Weaknesses
 - Sizing is hard to determine
 - Can't do custom designs, at least on online retailing platform
 - Doesn't hold significant market share in Chicago market

The Tie Bar⁴ - Large online retailer

- Strengths
 - Focused on ties, but also sells bow ties and other male fashion items
 - Has significant market share
 - \$19 fixed price point for most bow ties
- Weaknesses
 - Not handmade
 - Can't do custom designs

The Men's Wearhouse⁵ - Brick and Mortar retailer

- Strengths
 - Sells a wide variety of male fashion items
 - 4 brick and mortar locations in Chicago
- Weaknesses
 - Not handmade
 - \$30-65 price point
 - Can't do custom designs
 - No brick and mortar locations in Evanston

I distinguish myself from the companies listed above because my bow ties are handmade, can be custom-ordered, and will be distributed through a variety of channels, including online retailers, trade shows, pop-up shops, door-to-door marketing, and through partnerships with churches, schools, and event management companies. By diversifying my distribution channels and product offerings, I will be able to focus my resources on catering to the Evanston customer base, and growing my business in that way.

Dresses:

Diana's Bridal⁶ - Brick and Mortar retailer in Skokie:

- Strengths
 - Brick and mortar experience is a must-have for many people buying wedding dresses
 - Also offer bridesmaids dresses

⁴https://www.thetiebar.com/bow-ties?qclid=Cj0KCQjw6lfoBRCiARIsAF6q06sjzhcJq1ofrUHRNlnjZ5E1XeFFcxB9GCbir_IADBxfkf5K4abpkN8aAiucEALw_wcB

⁵https://www.thetiebar.com/bow-ties?qclid=Cj0KCQjw6lfoBRCiARIsAF6q06sjzhcJq1ofrUHRNlnjZ5E1XeFFcxB9GCbir_IADBxfkf5K4abpkN8aAiucEALw_wcB

⁶ <https://www.dianasbridalboutique.com/aboutus>

- Have designer brands
- Weaknesses
 - Higher price point
 - Lack customizability

Flora and Lane⁷ - Etsy retailed based in Chicago:

- Strengths
 - Offers creative bohemian-inspired wedding dresses
 - Custom-makes all items
 - Tailors to Chicago by allowing people to get custom-fitted if they're able to visit the Chicago location
 - 81 sales over 5 years
 - 23 reviews and around 5 stars
- Weaknesses
 - Targeting a niche/non-traditional subset of the Wedding market
 - Chicago location may still be inconvenient for many Evanstonians
 - Price point is still quite high

I distinguish myself from the companies listed above because I will be able to produce custom, creative, and unique dresses at a lower price point than either of the companies. I make custom dresses for \$200-\$800, and specialize in creative adjustments/alterations to dresses customers have already bought but are unhappy with. The variety of distribution and marketing channels I will pursue increases my ability to cater to and attract the Evanston population specifically.

Costume Jewelry:

Nice Trading Company⁸ - Brick and Mortar retailer in Ravenswood:

- Strengths
 - Low prices
 - Been in business 35+ years
 - Engrave for free if you purchase \$500 worth of jewelry.
- Weaknesses
 - \$50 minimum purchase

Unsigned Beauties⁹ - Etsy retailed based in Evanston:

- Strengths
 - Wide variety of accessories offered
 - 413 sales over 10 years
 - 174 reviews and around 5 stars
- Weaknesses

⁷ https://www.etsy.com/shop/floraandlane?ref=simple-shop-header-name&listing_id=518826485

⁸ <https://www.yelp.com/biz/nice-trading-co-chicago>

⁹ https://www.etsy.com/shop/UnsignedBeauties?ref=simple-shop-header-name&listing_id=556496368

- Products can get pretty expensive

I distinguish myself from the companies listed above mainly because of my unique distribution model. By selling these products exclusively at trade shows and pop-up shops, I will be able to sell individual items and get right in front of the customer.

III. Based on the geographic location of your business and the target demographics listed above, please provide an estimate for the total market size; in other words, how many unique potential customers exist in this space?

Weddings

Total Number of Weddings in 5-mile radius around Evanston: (368,018 people in 5-mile radius around Evanston¹⁰ / 5.2 million people in Cook County)* 29,562 weddings in Cook County¹¹ = **2088 weddings** in 5-mile radius around Evanston

At Weddings, there are three main groups I'll be targeting, the bride, bridesmaids, and the groomsmen.

- Bride: 2088 weddings * 1 bride per wedding * \$1100 wedding dress average cost¹² = **\$2.3 million**
- Bridesmaids: 2088 weddings * 5 bridesmaids per wedding * \$150 bridesmaids dress cost¹³ = **\$1.25 million**
- Groomsmen: 2088 weddings * 5 groomsmen wedding * \$45 average bowtie cost = **\$470k**

The total wedding market size for my products is thus 2.3m + 1.25m + 470k = **\$4.02 million**

Church Events

At churches, I will be targeting the provision of bow ties for the members of the church choir:

50 churches in Evanston¹⁴ * Average 15 members per church choir * \$45 average bowtie cost = **\$34k**

Prom

I will seek to provide wedding dresses and bow ties for prom events at local high schools:

- New Trier Township High School: 1000 in senior class
 - Dresses: 500 girls * \$400 average prom dress cost¹⁵ = **\$200k**
 - Bow Ties: 500 boys * \$45 average bow tie cost = **\$23k**
- ETHS: 825 in senior class
 - Dresses: 412 girls * \$400 average prom dress cost¹⁶ = **\$165k**
 - Bow Ties: 412 boys * \$45 average bow tie cost = **\$19k**

¹⁰http://mcdc.missouri.edu/cgi-bin/broker?_PROGRAM=apps.caps2010.sas&_debug=&latitude=42.0569&longitude=87.6871&radii=3+5+10&sitename=&units=+&cntypops=on

¹¹https://www.theweddingreport.com/index.cfm/action/wedding_statistics/view/market/id/17031/idtype/c/location/Cook_IL/

¹²<https://www.foxbusiness.com/features/4-tips-to-cut-the-cost-of-your-wedding-dress>

¹³<https://www.thespruce.com/how-much-does-it-really-cost-to-be-in-the-wedding-3489929>

¹⁴<http://www.churches-in.com/illinois/Evanston/>

¹⁵<https://www.promgirl.com/prom-guide/costs>

¹⁶<https://www.promgirl.com/prom-guide/costs>

- Niles North: 500 in senior class
 - Dresses: 250 girls * \$400 average prom dress cost¹⁷ = **\$100k**
 - Bow Ties: 250 boys * \$45 average bow tie cost= **\$11k**
- Roycemore School: 50 in senior class
 - Dresses: 25 girls * \$400 average prom dress cost¹⁸ = **\$10k**
 - Bow Ties: 25 boys * \$45 average bow tie cost= **\$1.1k**
- Beacon Academy: 50 students in senior class
 - Dresses: 25 girls * \$400 average prom dress cost¹⁹ = **\$10k**
 - Bow Ties: 25 boys * \$45 average bow tie cost= **\$1.1k**

The total dress market at prom events in nearby schools is \$485k while the bow tie market is \$55k. This comes out to a total prom market size of **\$540k**.

Costume Jewelry

I will target my costume jewelry sales to mostly women but also men. Most of the selling for this jewelry will occur at trade shows. I will target the following age groups:

- 18-34: 92k people in radius in age group * 44% likelihood to own costume jewelry²⁰ * 1.5 pieces of costume jewelry per person * \$7.75 average price for costume jewelry = **\$478k**
- 34-50: 76k people in radius in age group * 45% likelihood to own costume jewelry * 1.5 pieces of costume jewelry per person * \$7.75 average price for costume jewelry = **\$393k**
- 50-64: 34-50: 70k people in radius in age group * 33% likelihood to own costume jewelry * 1.5 pieces of costume jewelry per person * \$7.75 average price for costume jewelry = **\$270k**

The total costume jewelry market in a 5-mile radius around Evanston is **\$1.14 million**

Summary

For my three main products, the targeted market sizes based off of the above information is as follows:

- Dresses (Including alteration and customization): **\$4.04 million**
- Bow Ties: **\$559k**
- Costume Jewelry: **\$1.14 million**

Across all the products I sell, the total market size comes out to **\$5.7 million**

¹⁷ <https://www.promgirl.com/prom-guide/costs>

¹⁸ <https://www.promgirl.com/prom-guide/costs>

¹⁹ <https://www.promgirl.com/prom-guide/costs>

²⁰ <https://www.statista.com/statistics/231407/people-who-bought-costume-jewelry-in-the-last-12-months-usa/>

IV. Considering the total market size and your primary competitors, estimate what percentage share of the market you currently occupy:

My total market share as of right now is \$31k rev/\$5.7 million market share= **0.55%**

- Dresses: (\$15950 rev/ \$4.04 million market size)= **0.4%**
- Bow Ties: (\$7.5k rev/\$559k market size)= **1.3%**
- Costume Jewelry: (\$7.75k rev/\$1.14 million market size)= **0.7%**

Marketing Plan

I. What marketing strategies have you used in the past? Which were most successful? Consider Pricing (discounts, bundles), Promotions, Product (variations to the services offered to keep customers engaged), Placement (where are messages most effective)

I've focused primarily on word-of-mouth and letting consumers know about my products through my presence as a vendor at trade shows. Listed below is the full list of marketing channels I have pursued in the past.

- Trade shows
- Social Media
 - Facebook
 - Instagram
- Word-of-Mouth
- Flyers
- Discounts: Have offered discounts to ETHS students for prom and graduation
- Have made items for free to market my products
- Online retailers
 - Ebay

II. Describe which demographics of the customer base and geographical area you will target with marketing in the future. Where is the greatest need for awareness?

There are four major consumer groups that I'd like to capture and introduce my product to through my marketing efforts:

- Church-goers
 - Especially people attending/participating in church events
- High-School Students
 - Should be focusing on seniors and other groups who have organized events requiring formal attire
- Wedding
 - Brides, Bridesmaids, Grooms, and Groomsmen all are potential clients.
 - Necessity for outfit coordination means that there is the potential for larger orders
- Northwestern
 - A large student body and many formal events means that there is a big potential market for the product that I should tap into

III. What marketing strategies do you plan on pursuing going forward?

- Online retailers- Have successfully sold many items online, custom and creative designs attract significant audience
 - Etsy
 - Ebay
- Trade shows
 - Can sell jewelry, bow ties, and dresses at shows
 - Provides marketing opportunity for products and services, will have flyers to distribute to potential clients and will ask them to spread the word
 - Attend trade shows regularly and made good profits at all that I have attended

- Pop-up shops
 - Sell jewelry, bow ties, and dresses door-to-door, moving items around in her car
 - Market products and services door-to-door and get orders for bow-ties/dresses that way
 - Leave flyers and contact info at all houses
- Partnerships- Reach out directly to event managers at these organizations
 - Churches
 - Church services or choir groups have many
 - Can offer discount if able to get a bulk order
 - Schools
 - Prom, graduation, or other formal events
 - Can provide student and bulk discounts
 - Event management companies
 - Specifically wedding venues who might be able to add us on as a service they offer or provide an opportunity for us to market
 - Can offer significant discount if we're able to get a bulk order/partnership with them
- Social Media- Maintain online presence
 - Facebook
 - Instagram

Management

I. Describe your organizational structure. Please include key management roles and a list of employee responsibilities.

My organization is self-run and will remain self-run for the foreseeable future. I make, market, sell, and distribute all products by myself.

II. How many employees do you have under contract: part-time and full-time?

Currently do not have any employees under contract. It is a sole proprietorship.

Capital Summary and Sourcing

I. List the major operating equipment that your company owns or leases (feel free to add more items if required):

Item	Quantity	Age	Condition/Description	Check One (X)		If Owned:
				Owned	Leased	Cost
1. Computerized sewing machine	1	4 years	2 years left	X		\$399
2. Heavy duty sewing machines	1	6 years	2 years left	X		\$299
3. Surger	1	8 years	2 years left	X		\$289
4. Surger	1	6 years	4 years left	X		\$399
5. Steamers	1	2 years	<1 year	X		\$45
6. Handheld Steamers	2	2 years	<1 year	X		\$29/each
7. Steamers	1	4 years	1 year	X		\$69
8. Cutting Shears	12	10+ years	Can sharpen for as long as necessary	X		~\$100/each
9. Rotary Cutter	2	<1 year	Need to buy new blades for those	X		\$70
10. Irons	4	2 years	Need to replace frequently	X		\$40-100
11. Dress Forms	1	5 years	Broken and duct-taped	X		\$199

II. Describe your sourcing process for key inputs. List your major suppliers by location, order quantity, frequency of use, and price

The main input I buy is fabric. Amazon and Ebay are the main online retailers for this. I visit local fabric stores regularly to browse and pickup fabric with unique and interesting designs. I visit local shops for maintenance on my equipment and buy new equipment from either online or local vendors.

Financial Analysis (for Established Businesses):

I. Operating Statement

Year	2017			2018			Growth
	Units	Average Price	Revenue	Units	Average Price	Revenue	
Jewelry	500	\$7.75	\$3,875	1,000	\$7.75	\$7,750	100%
Bow Ties	92	\$38	\$3,450	200	\$38	\$7,500	117%
Wedding Dresses	10	\$500	\$5,000	7	\$500	\$3,500	-30%
Alterations	450	\$17	\$7,425	400	\$17	\$6,600	-11%
Recreation	25	\$98	\$2,438	60	\$98	\$5,850	140%
Revenue	1,077		\$22,188	1,667		\$31,200	41%
Jewelry	500	\$3	\$1,375	1,000	\$3	\$2,750	
Fabric (by yard)	1,200	\$2	\$2,400	1,200	\$2	\$2,400	
Equipment maintenance: (times equipment taken to shop)	7	\$215	\$1,505	7	\$215	\$1,505	
Business use of Home			\$3,360			\$3,360	
Costs			\$8,640			\$10,015	
Profit			\$13,548			\$21,185	56%

II. Explain how you derived the seasonal variation in your cash flow:

Weddings and Proms increase during the spring and summer so there are more orders for bow ties and dresses in those seasons.

III. Provide a Debt Ratio: (monthly housing + monthly debt) / monthly income
(1400 + 300/ 2600)= **65%**

IV. Provide a Housing Ratio: (monthly housing expenses / monthly total income)
(1400/2600)= **51%**

Future Planning/Ambitions

I. Do you have any ideas to adapt or modify for service/product offerings to increase sales or expand your business?

I will focus particularly on expanding my sales in the bow tie and jewelry spaces. The margins in these spaces is very high. Since I launched So'Custom Bows & Tiez, I've been able to get unprecedented market traction in the bow tie space in a very short amount of time. I'd like to focus my resources on expanding that revenue stream in particular, and the distribution channels I have chosen to pursue will enable me to do that. I specifically would like to focus more on attracting larger orders, as the margins on these are higher and will allow me to accelerate my marketing and awareness efforts.

Partnerships are a key next step for my business. While I have thrived and gained traction going directly to my consumer, there is a large revenue potential in servicing organizations or groups who will make larger orders, such as churches, schools, and event management organizations. A particular focus is to position ourselves to be one of the first businesses that comes to mind when a wedding, anniversary, prom, graduation, or other event involving formalwear is in the works.

Due to my unique and creative designs, my products would be a welcome addition at any brick and mortar retail outlets. Having my products on the shelf at these retail outlets can be an additional revenue stream and marketing channel.

II. If you have outlined a growth plan, describe how you plan to meet an increased demand?

At the current stage and for the foreseeable future, I can continue to grow and operate without any additional labor.

III. Have you explored future options for funding capital and inputs?

Have not thoroughly explored other options, but LEND will remain an option if/when I reach the stage of being ready for a microloan.

Grant Request

Item:	Reason for Request	Links to Estimates	Estimated Expense:
Computer	To continue innovating in the design space and capitalizing on the uniqueness and customizability of my products, I will need design tools. In particular I will need software that will require a specific computer to operate.	1) Dell - XPS 13.3" Touch-Screen Laptop (Bought from Best Buy) 2) Dell XPS 13 InfinityEdge Touch Display Laptop (Bought from Dell) 3) Dell XPS 13 9380 13.3" Laptop Computer - Silver (Bought from Micro Center Computers and Electronics)	\$1100
Professional Industrial Sewing Machine	Much of the \$1500 annual expense I pay towards equipment maintenance goes towards maintaining my current sewing machine. Getting a professional industrial sewing machine that is better able to handle my workload will significantly reduce these annual maintenance costs	1) Juki Industrial Lockstitch for Heavy Materials w/iKonix 0.5 HP Servo Motor, Table, LED Lamp (Bought from Amazon) 2) JUKI DDL-8700 High-Speed Single Needle Straight Lockstitch Industrial Sewing Machine With Table and Servo Motor (Bought from Gold Star Tool) 3) Juki DDL-9000C Series Industrial Sewing Machines with Table and Motor (Bought from Sewing Machines Plus)	\$840
Plus Size Dress Form	A dress form is critical to the dressmaking and alteration process, but my current dress form is 5 years old and is literally falling apart.	1) Professional Missy Female Full Body Dress Form Tailor Dummy Mannequin Collapsible Shoulders Sizes 2-12 (Bought from Amazon) 2) Professional Female Full Body Dress Form w/ Collapsible Shoulders and Legs (Bought from The Shop Company) 3) PGM Pro 605A Womens Ladies Professional Head to Toe Full Body Dress Form & Stand (Bought from AllBrands)	\$500
Professional Iron	Normal irons generally need to be replaced frequently, so I'd like to invest in a professional iron that is higher quality and which has a longer lifetime	1) Rowenta Professional Iron (Bought from Target) 2) Rowenta Professional Iron (Bought from Home Depot) 3) Rowenta Professional Auto Shut Off Steam Iron (Bought from Walmart)	\$60

Total Requested Grant: **\$2500**

On this day of
June 17 2019



Northwestern
University

Certificate of Completion

This acknowledges that

Charrisse Roberson

*has successfully completed Lending for Evanston and Northwestern Development's
Business Training Engagement Program.*

A handwritten signature in black ink, appearing to read "Femke Munting", written over a horizontal line.

Femke Munting, LEND President



Memorandum

To: Chair and Members of Economic Development Committee

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

Subject: Financial Wellness Initiative

Date: June 18, 2019

Discussion:

On April 24, 2019, at the request of Alderman Rue Simmons, Economic Development staff presented intention to coordinate a financial wellness initiative with private sector partners. The initiative would provide personal finance education to assist Evanston residents with building wealth to enable participation in capital and credit markets. Specifically, personal financial wellness education should lead to increased levels of business startup activity and home ownership, decreased debt, and overall improved community health resulting from financial stress reduction.

Upon conducting further research, staff recommends the City to issue a Request For Proposals (RFP) seeking a partnership with a qualified entity who will provide the financial wellness curriculum at no charge to City of Evanston residents. The City of Evanston will not offer financial assistance for the curriculum delivery. However, the City of Evanston will partner exclusively with the selected candidate by offering:

- Co-branding
- Marketing
- Advertising in City of Evanston communications including newsletters and websites.
- Use of City of Evanston facilities including the Civic Center, Levy Center, and Gibbs Morrison Cultural Center to teach the curriculum.
- Co-authoring grant applications (if applicable)
- Creation of a dedicated program micro-website

An ideal candidate would be a bank, credit union, or a mission-oriented financial service firm or organization that provides financial wellness services. Candidates will have an established financial wellness initiative or curriculum in place with a proven track record

of success. By limiting it to one provider, staff will better be able to manage deliverables, track outcomes, and direct participants to a consistent program.

It is anticipated that the financial wellness initiative would include programming such as pre-purchase homebuyer counseling, down payment assistance, retirement savings, debt management, credit education, budgeting, and understanding financial services. Specifically, personal financial wellness education should lead to increased levels of business startup activity, decreased debt, increased home ownership, and overall improved community health resulting from stress reduction.

The program will be open to all City of Evanston residents, with priority given to low- to moderate-income residents. A system for determining eligibility will be determined in partnership with successful respondent. An ideal curriculum will result in some form of recognition such as a certificate of completion or badging system.

Background

What is financial wellness? The Consumer Financial Protection Bureau (CFPB), the U.S. government agency responsible for consumer protection in the financial sector, defines financial well-being as “a state of being wherein you:

- Have control over day-to-day, month-to-month finances;
- Have the capacity to absorb a financial shock;
- Are on track to meet your financial goals; and
- Have the financial freedom to make the choices that allow you to enjoy life.”¹

¹ https://files.consumerfinance.gov/f/201501_cfpb_report_financial-well-being.pdf



Memorandum

To: Chair and Members of Economic Development Committee

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

Subject: Changes to Business Licensing

Date: June 18, 2019

Discussion

On September 26, 2018, Economic Development Committee supported a recommendation from staff to update the City Code to replace current business licensing requirements for non-food establishments with a business registration program. The Business Registration process was approved by the City Council in October 2018.

The business registration will serve multiple purposes, for example, communicating with businesses has proven difficult in the past in cases of emergency (e.g. crime alerts, snow emergencies). Building occupant data (e.g. owner contact info, total # of employees, etc) is also important to police and fire in the event of an emergency, and to make sure that buildings being occupied by our businesses are in safe working conditions. Minority, Women, and Evanston-based Enterprises data will be beneficial to businesses as we announce procurement opportunities, networking and training events. Additionally, a complete list of businesses will allow the City to analyze data about commercial real estate and local businesses to better serve economic development planning.

In summary, all for-profit commercial entities, including home-based businesses, will be required to register on an annual basis. The registry will include business owner and property owner contact information, number of employees, business classification, and MWEBE status. Upon registering, each business will be issued a registration certificate, similar to the annual business license certificate that is currently issued. This will provide participating businesses with additional documentation of their location and activities that can be used to support membership in professional associations or efforts to obtain insurance or certifications, such as DBE/WBE/MBE. Many home-based businesses have requested such documentation from the City in the past.

Staff estimates there are approximately 4,400 commercial enterprises in Evanston, not including the estimated 500 food establishments. Staff is currently licensing 520 businesses generating \$53,000 in fees. Based on current State of Illinois data, staff estimates the potential for an additional \$200,000 in registration revenue with the proposed changes, as summarized in the table below.

Projected Revenue from Evanston Business Registry

	Est. # Entities	2018 Fees	2019 Est. Fees *
Current Entities Licensed	520	\$ 53,000	\$ 53,000
Add'l Professional Services	1,400	\$ 0	\$ 140,000
Add'l Home Based	2,500	\$ 0	\$ 62,500
Total	4,420	\$ 53,000	\$ 255,500

* Actual to be determined based on accuracy of State of Illinois database. This estimate reflects higher end of range based on \$100 average fee for non-home based, and \$25 for home based

Staff has completed its review of the City Code and has recommended changes to accommodate the proposed business registration process. Changes to the City Code will be presented in an ordinance to be considered by the City Council in the Fall. The business registration process will be implemented with notices mailed in November of 2019, with 2020 business registration payments due December 31, 2019. A brief summary of changes include:

1. Replace “business license” with annual business registration:
 - All for-profit entities would be required to register and pay an annual fee, including home-based businesses and occupations licensed by the state
 - Food establishments continue to be licensed exclusively by the health department
 - Building contractors continue to be registered by Building & Inspections division (home-based or out-of-town landscape contractors would still register)
 - Fire/life safety inspections will continue to be required for new businesses operating in commercial space, as well as changes of ownership
2. The proposed simplified business registration fee schedule is summarized in the table below:

Business Registration Fee Schedule

Description	2020	Current
Home based business registration [1]	\$25.00	\$25.00
Non-profit enterprises	\$0	\$0
Landscape contractors not maintaining a place of business within the City	\$ 50.00	\$40.00
Business with a gross floor area of 0 — 3,000 square feet	\$75.00	\$75.00
Business with a gross floor area of 3,001 — 10,000 square feet	\$150.00	\$150.00
Business with a gross floor area in excess of 10,000 square feet	\$250.00	\$250.00
Pop-up Retailers (less than 180 days in operation)	\$35	N/A
Movie Theater	\$0.95 per seat	\$0.95 per seat
Initial license application fee	\$50.00	\$50.00

Fire, Life, and Safety Inspection(s) fee	\$150.00	\$150.00
--	----------	----------

[1] City Council approved home based business registration in 2008 Ord. 23-O-08. The fee established in 2008 was \$25.

3. Eliminate annual sign permit renewal fees
 - Eliminating annual sign fees will minimize wasted postage and staff time, and the loss of annual sign fee revenue will be offset by increased revenue from the expanded business registration program. Permit process and sign installation permit fees would remain the same.
 - Approximately 800 annual sign renewal fees generates approximately \$25,000 annually.
 - The average annual sign fee is about \$12, and is invoiced and mailed separately from the annual business or food establishment license.
 - Issuing these notices and manually processing the payments as they come in takes a great deal of staff time in both community development and the collector's office.
 - The administration of the invoices and payment collection actually slows the actual enforcement of sign regulations and graffiti removal as it is administered by the same individual.
 - The initial sign permit fee and sign review process and inspection will remain unchanged.

Business licensing in other communities

Business regulation practices and fee schedules vary widely throughout the Chicago area. Like Evanston, most communities with business licensing requirements assess fees based on some combination of square footage or specific type of use, often with similar exemptions for nonprofits and state-licensed occupations. Regulation of home occupations also varies; although many communities don't require any fees or licensing for home-based businesses, there are several jurisdictions that do have annual registration or licensing requirements, including Schaumburg (\$95/year), Palatine (\$27/year), Park Ridge (\$35/year) and Waukegan (\$100/year).

Skokie and Highland Park were of particular interest as neither requires a general business license at the municipal level. The Village of Skokie requires every user of commercial space to obtain an annual occupancy permit, with a \$75 annual fee. An additional "business license" is only required for specific uses, including pawn shops, massage establishments, and bowling alleys (among others). Highland Park requires an annual business registration (\$35 annual fee), with additional licensing requirements for food establishments and places of public assembly. Because these requirements aren't "licenses," these communities are able to include businesses that are licensed by the state.

Background

The Community Development Department currently issues general business licenses, which are required for businesses operating in commercial space in Evanston. As part of the process for licensing new businesses, the zoning team reviews business license applications, and the fire department conducts a Fire, Life, and Safety inspection of the business location before a license is issued. Under the current code, nonprofit entities, home-based businesses, and occupations licensed by the Department of Financial & Professional Regulation (IDFPR) (i.e. medical doctors, lawyers, accountants, cosmetologists, etc.) are exempt from City business licensing. Any business involving retail, storage or manufacturing of food for human

consumption is licensed as a food establishment by the Health Department, which takes the place of a general business license.

General business licenses are renewed annually, with fees determined based on square footage or specific use as summarized in the following table:

Existing City of Evanston Business License Fee Schedule		
License Category	Annual Fee	# of Active Licenses in 2018
0-3,000 s.f.	\$75	318
3,001-10,000 s.f.	\$150	64
10,000+ s.f.	\$250	41
Auto Repair	\$150	44
Pet shop/kennel	\$94	1
Resale or consignment shop	\$94	5
Drycleaners	\$50	21
Pawn Shops	\$125	1
Movie theaters	\$0.95 per seat	1
Out-of-town or home-based Landscape contractors	\$40	22
Total	\$53,000	518

In addition to the 518 general business licenses currently active, the Health Department also manages approximately 400 food establishment licenses.

The definition of what constitutes a business requiring a license in the relevant section of the [City Code](#) excludes government entities, home occupations, tax exempt organizations, and any businesses or occupations exempt from City licensing pursuant to state or federal law. In practice, this exception has been interpreted to apply to any business or profession licensed by the IDFPR, effectively exempting many users of office and retail space from City licensing, especially professional services firms (medical professionals, attorneys, accountants, engineers, realtors, etc.) and personal services businesses (spas, salons, barber shops, etc.). As a result, when exempt businesses open in Evanston, particularly in office space, it isn't uncommon for them to have little to no interaction with the City; there's no zoning review or fire inspection unless the space is being renovated. The proposed changes will also address contradictions regarding home-based businesses.

Personal and professional services businesses are among the fastest-growing sectors in the U.S. economy, particularly when compared with traditional brick-and-mortar retail. Excluding these categories from general business licensing has limited the City's ability to maintain useful data about the local business community, hampered communication between staff and business owners, and prevented inspections to ensure safe working spaces. Although there are approximately 500 general business licenses active in the City, data provided by the Illinois Department of Revenue suggests that up to 5,000 businesses are currently operating in Evanston, including state-licensed occupations and home-based ventures.

Next Steps

Staff will implement the new business registry in Fall 2019 upon City Council approval of changes to the City Code. Invoices for the first year of registering business will be mailed as staff does not have electronic means of contacting all of the businesses. Staff will include an introductory letter with the new business registry explaining the new process and providing a link to a web-based business registration form.

Payments for 2020 business registration will be due on or before December 31, 2018. Registration and payment will occur online with debit, credit, or electronic check, cash or check payments will be managed by the revenue office. In year two, after a successful first round of collecting business contact information, businesses will be invoiced via email.,his will reduce postage and printing costs and reduce staff time.

Economic Development	Business District Activities		
WEST SIDE (CEBA/Hill Arts/Maple & Foster)			
Project	Address	Ward	Latest Update
Foster School / Family Focus	2010 Dewey	5	Received State of Illinois grant.
1801 Church	1801 Church	5	City Council approved acquisition of property on 4.29.19
2113 Dewey	2113 Dewey	5	City owned residential vacant parcels north of 1801 Church (former Chevron). Likely to be assembled with 1801 church for redevelopment
1829 Simpson Street	1829 Simpson	5	Plans TBD
Former Fresh Foods	1723 Simpson	5	For lease or sale.
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	2019 Great Merchant Grant application approved. Spring planters were installed. Banners to come in July. Staff met with 5th Ward merchants on June 10 to address parking and other business district concerns.
Hill Arts Business Association	N/A	5	2019 Great Merchant Grant application approved. Spring planters were installed. Staff met with 5th Ward merchants on June 10 to address parking and other business district concerns.
West Evanston Plan	N/A	5	Staff to continue efforts to implement plan
Gibbs Morrison Cafe Space	1823 Church	5	Staff is meeting with the prospective operators week of June 10th and will make recommendation week of June 17th
Maple/Foster Merchant	N/A	5	2019 Great Merchant Grant application approved. Spring planters were installed. Banners to come next.
CENTRAL STREET			
Project	Address	Ward	Latest Update
Central Street Business Association	N/A	6,7	Great Merchant Grant 2019 application approved. Staff working with Teska on SSA feasibility study and next steps. Two community meetings held in April and June.

Central Street SSA		6,7	No residential in SSA. Staff coordinating with Teska (consultant) on implementation. Fall City Council approval
Central Street Planning	Crawford/Gross Point, Central	6	Staff to review planning study. Talk to CVS and Nic's space about plans
Page 1 Books	1808 Central	7	New bookstore opening in former Perrenials space
Happy Husky Bakery - Closed/Closing	2601 Prairie	7	Pet bakery closed due to personal reasons. Space available.
Hack Studio - Closed	2510 Green Bay Rd	7	Space available for sale. Plans for event space from current owner canceled
Vacant former video store / Pita 1	1926 Central	7	Property acquired and will be renovated as a new restaurant 10 Mile House owner
1801 Central Street	1801 Central	7	Construction permits were pulled and construction to start soon.
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	Opening Soon Lush needs to update liquor license
Central Street Metra Station Café		7	UP plans to hire broker on hold during Metra negotiations
1731 Central	1731 Central	7	Property for sale and under contract
DOWNTOWN			
Project	Address	Ward	Latest Update
Northlight Theater	1012 Church Street	4	Northlight announced location and funding from State of Illinois. Fundraising ongoing
Mid Kitchen - New Restaurant	1512 Sherman	4	New restaurant opened next to Albion. Former creperie
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
1555 Ridge	1555 Ridge	4	Private parking lot at Grove and Ridge listed for sale. residential developers interested
The Link	811 Emerson	1	Lower level through 4th floor finished end of August, 5-9 in September, 7th floor - 11th middle of August

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	New coffee shop under construction.
William's Shoes	710 Church	4	William's Shoes closing. Final sale. Business for sale
Market Fresh Books	700 Church Street	4	Staff will monitor considering competition from other bookstores/amazon
Former Studio Media (Kelch space)	1028 Davis	4	PHILZ coffee leased 2,000 sq ft. chiropractor to lease remaining space at rear
Avidor "Active Adult" Residential	1007 Church	2	Construction ongoing. June 2020 delivery
1611 Chicago Avenue	1611 Chicago	1	3,200 sq ft new retail space remains available for lease
Burger King (Downtown)	1740 Orrington	1	Interested developers have contacted property owner.
Sherman Plaza Retail	1620 Sherman	1	800 Degrees Pizza space remains vacant. Broker reports interest
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.
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 November with remaining floors phased through January. Retail tenant space will be ready after August
1571 Maple	1571 Maple	1	1,500 sq ft remains available
605 Davis & Chase Bank Drive Thru	605 Davis	4	Planned development submitted. Under review
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	Owner seeking new tenant for vacant space
Tealicious Bubble	1565 Sherman	4	Leased Sushi Burrito location
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 with garden center retail / education space.
Sweet Temptations Bakery	607 Howard	8	Doing well. considering expansion options
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	Lot to be renovated and completed in July. Pay boxes will be available.
729 Howard Street	727-729 Howard	8	City owned property for lease. Approximately 2,000 sq ft
Cafe Coralie	633 Howard	8	Staff monitoring lease
Palmerhouse (Event space)	611-21 Howard	8	Special use granted on May 13, 2019.

Vape847	327 Howard	8	Pending Fire, Life and Safety Inspection
Frontline North	609A Howard	8	Now open.
Caribbean Shipping - 705 Howard	705 Howard	8	Monitoring
Howard Street Business Association	N/A	8	2019 Great Merchant Grant application approved. Spring planters to be installed by the end of March. Planning an open house in July.
747 Howard	747 Howard	8	A church applied for a special use permit, which was held in DAPR. Applicant needs to provide more information.
Montelimar Bread Co.	1731 Howard	8	Montelimar Bread Co. is going through the Food License application to open in Evanston.
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 continues construction on space
Hewn	810 Dempster	4	Coordinate with Hewn for potential production expansion.
Dard Property	912 Custer	4	City Council P&D approved plans for 40 townhouses. Vacant DARD building to be demolished
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 2020. Coordination meeting with merchants occurred 4/17/2019. Public Meeting held 5.16.19
Sketchbook	821 Chicago	3	Construction underway to expand into space formerly occupied by Evanston Family Dental. Also seeking space to expand production.

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.
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 or sale
Reed Biedler Building	1275 Hartrey	2	Pursuing tenants for limited vacancies
2222 Oakton Street	2222 Oakton	8	City Council Introduced Approval to negotiate sale to Clark Street Real Estate to renovate as First Ascent Climbing Gym. Staff negotiating
Oakton Car Wash	2425 Oakton	9	Plan Commission Recommended for approval
Evanston Plaza	1924-26 Dempster	2	AutoZone now open. Kids Empire (kids activity center) and Blink Fitness leased signs, spaces under construction
1335 Dodge Ave. (CNE)	1335 Dodge	2	Commercial property for sale
Aztec Stone Design	1917 Greenleaf	2	Commercial property recently sold. New owner will use it as storage, and possibly a showroom.

City of Evanston Economic Development Loans													
Loan Status	Borrower		Loan 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	\$ 78,539.81	\$ 24,173.01	\$ 102,712.82	\$ 51,460.19	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	\$ 23,103.57	\$ 31,394.21	\$ 54,497.78	\$ 176,896.43	1.5.20	Compliant	\$0.00	TIF
ACTIVE	Hip Circle Empowerment Center	727 Howard St.	6.1.18	\$ 24,889.50	\$ 447.23	\$ 5,078.92	\$ 735.07	\$ 5,813.99	\$ 19,810.58	6.1.23	Compliant	\$0.00	TIF
ACTIVE	Little Beans	430 Asbury Ave	2.1.14	\$ 75,000.00	\$ 832.65	\$ 23,513.30	\$ 14,788.60	\$ 38,301.90	\$ 51,486.70	1.31.25	Compliant	\$0.00	ED
ACTIVE	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	Default	\$4,630.80	TIF, ED, CDBG
ACTIVE	Good To Go	711 Howard St.	4.1.18	\$ 25,000.00	\$ 258.74	\$434.87	\$85.13	\$520.00	\$24,565.13	3.1.28	Compliant	\$0.00	ED
CLOSED LOANS													
CLOSED	Ward Eight	629 Howard St.	3.15.12	\$ 362,650.00									
CLOSED	Chicken & Waff	2424 Dempster	10.1.12	\$ 202,937.63									
CLOSED	Nomad Dreams	1818 Dempster	10.22.12	\$ 100,000.00									
CLOSED	Peckish Pig (Bl	623 Howard St.	3.18.13	\$ 675,000.00									
CLOSED	Curt's Café	2922 Central S	5.11.14	\$ 15,000.00									
CLOSED	FEW Spirits	918 Chicago Av	6.27.14	\$ 250,000.00									
CLOSED	Davis Transpor	1040 Wesley A	1.1.15	\$ 144,519.07									
CLOSED	Corrado Cutler	716 Main St.	1.25.12	\$ 31,500.00									
[1] including late fees													
Last Update 06/20/2019													

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 Ave	5/1/15 option ext. 9/20/18	36 months	12/31/21	\$7,140.00	Yes	\$0.00
Chicago Main Newstand	860 Chicago Ave	1/1/16	60 months	12/31/21	\$7,645.04	Yes	\$0.00
Enterprise Car Rental	1810 Maple Ave	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
Cafe Coralie	633 Howard St.	10/1/2017	120 months	9/30/27	\$3,000.00	No	\$29,840.00
Hip Circle	727 Howard St.	5/15/18	60 months	5/15/23	\$1,875.00	Yes	\$0.00
<i>[1] including late fees and interest as applicable</i>							