



Memorandum

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

Recommended Action:

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

Council Action:

For Action

Summary:

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

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

Questions regarding this ordinance may be forwarded to:

Hitesh Desai
Treasurer
847.448.8082
HDesai@cityofevanston.org

Attachments:

[Ordinance 139-O-19 2019 Tax Levy SSA9](#)

[Downtown Evanston 2019 Annual Presentation](#)

[139-O-19 2019 Tax Levy SSA9 ordinance](#)

139-O-19

AN ORDINANCE

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

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

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

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

Special Service Area No. 9 Fund	Budget	Source Other Than Taxation	Levy Taxes
Personal Services	\$211,326	\$0	\$211,326
Maintenance	\$258,000	\$0	\$258,000
Professional and Other	\$177,600	\$54,261	\$123,339
SUBTOTAL	\$646,926	\$54,261	\$592,665
Collection Losses (3%)			\$18,330
TOTAL TAXATION			\$610,995

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

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

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

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

Introduced: _____, 2019 Approved:

Adopted: _____, 2019 _____, 2019

Stephen H. Hagerty, Mayor

Attest:

Approved as to form:

Devon Reid, City Clerk

Michelle Masoncup, Corporation Counsel



DOWNTOWN EVANSTON EDC Presentation

Wednesday, October 23, 2019

DOWNTOWNEVANSTON.ORG



Board of Directors

Class 1

Roger Sosa, Evanston Chamber of Commerce

Class 2

Ami Mayo, Golub & Co. (1603 Orrington)

Vacant, Church Street Plaza

Patti McDermott, NAI Hiffman (909 Davis)

Farhan Ali, Highlands REIT (Sherman Plaza)

Andrew McDonald, Rotary International (1560 Sherman)

Vacant, Hilton Garden Inn (1818 Maple)

Andrew Haubert, Transwestern (1007 Church St.)

Becky Layton, Park Evanston (1630 Chicago Ave.)

Ranee Berlian, Colliers International (500 Davis)

Christy Luna, E2 (1890 Maple Ave.)

Class 3

Paul Zalmazek, Economic Development Manager, City of Evanston

Class 4

Marty Cless, Core & Rind Hospitality (1026 Davis St.)

Stefanie Olencheck, Hyatt House (1525 Chicago Ave.)

Mike Smylie, Smylie Brothers (1615 Oak St.)

Dave Davis, Northwestern University

Angela Valvanis, Creative Coworking (922 Davis St.)

Class 5

Carol Bass, residential property owner

Gregory Stewart, residential property owner

Marilyn Faklis Ruiz, residential property owner

Red type indicates new director



Executive Committee

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

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

Marilyn Fakis Ruiz, *Secretary* downtown
residential property owner

Vacancy

Stefanie Olencheck
Hyatt House (1615 Chicago Ave.)


Mike Smylie
Smylie Brothers (1615 Oak St.)

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




SSA Reconstitution

- SSA Video
- Brochure
- Public Meetings



**Your Money,
Your Program,
Your Services.**

Get involved with
shaping the next ten
years of Evanston's
downtown district



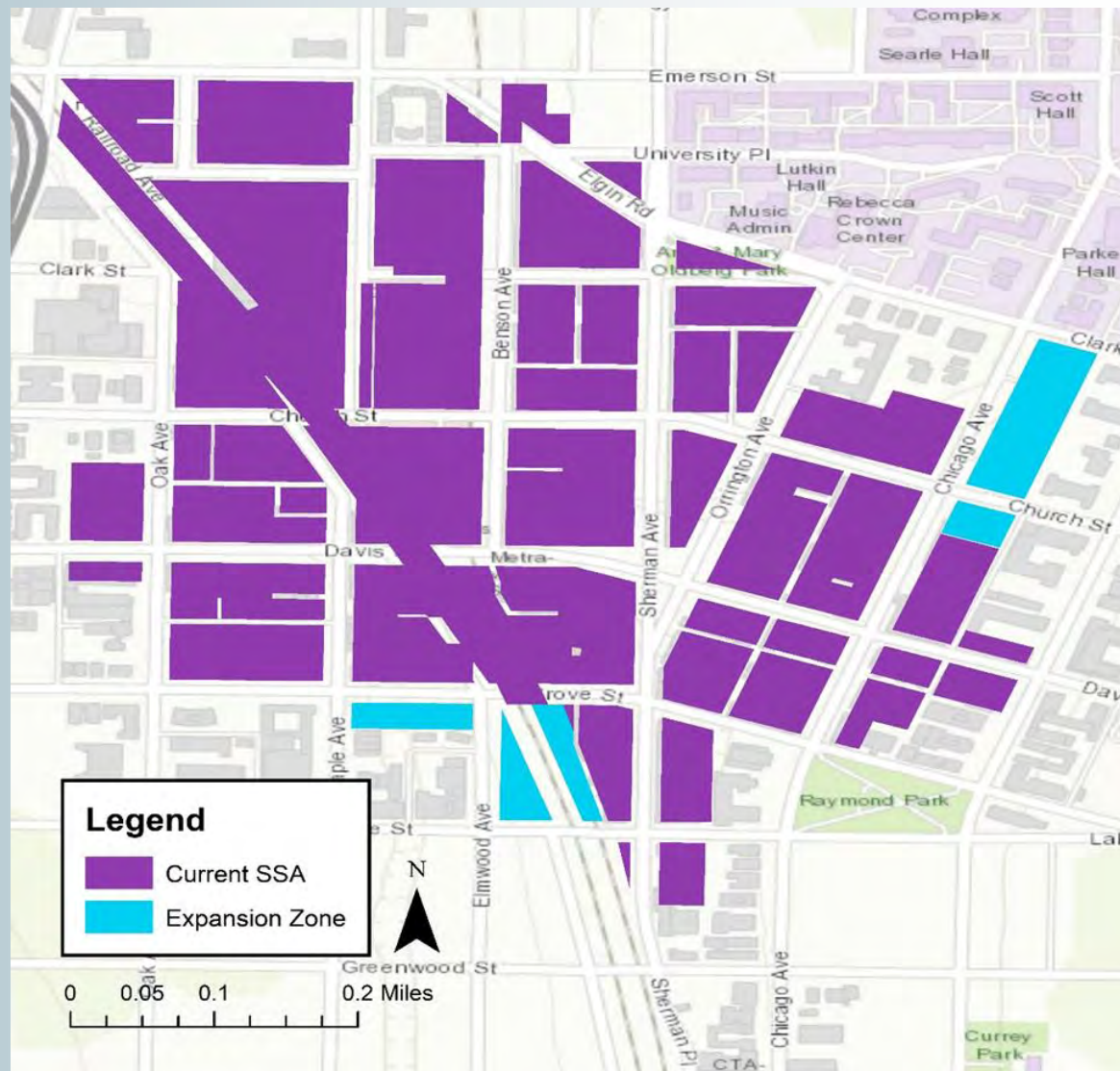
Find out more at:
downtownevanston.org/renew

The brochure features a photograph of a city street with a fountain in the foreground and modern buildings in the background. The text is centered on a dark blue background.



SSA Reconstitution

- Expanding the district
- Residential owners will not be included





ANNI



Reconstitution Outreach

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



Marketing & Events





Hygge Fest

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





Wellness Crawl

- May 4, 2-6pm
- 40 people (\$30 tickets)
- 5 Businesses

Aligned Modern Health

SPENGA

Title Boxing Club

Pure Barre

CycleBar





Summer Events

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



DOWNTOWNEVANSTON.ORG



Fountain Square Dedication





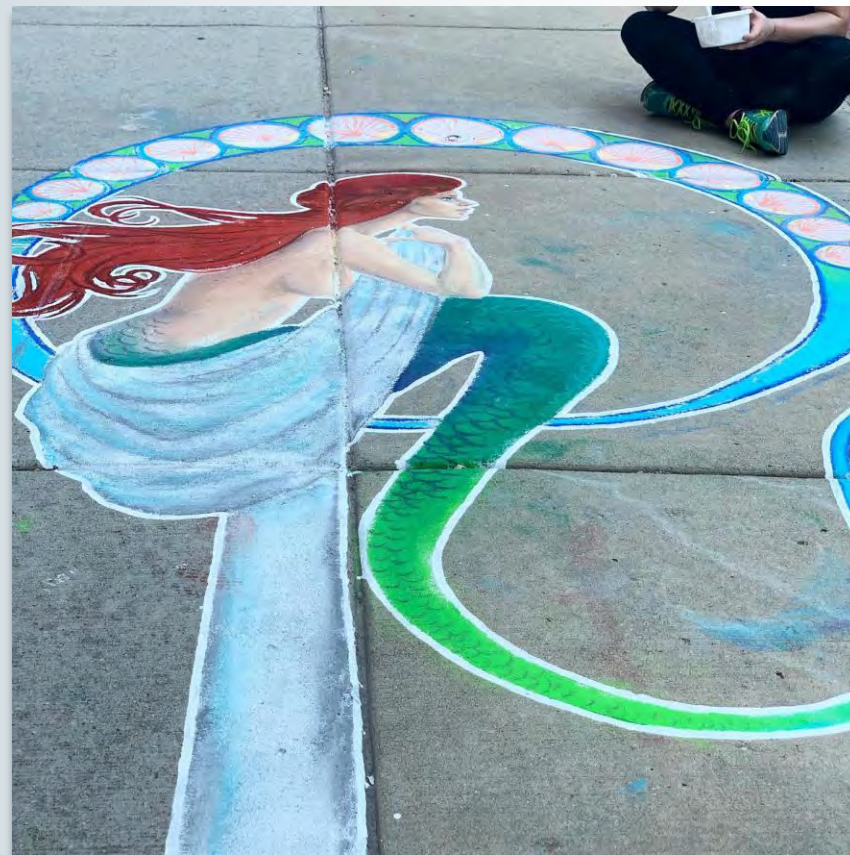
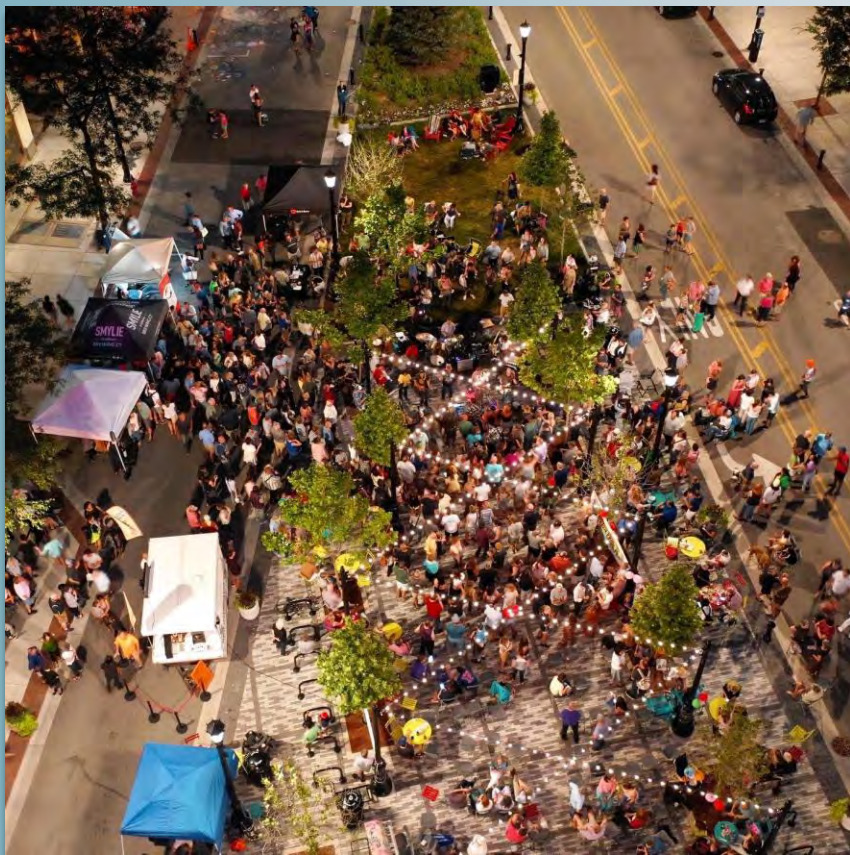
Vintage Garage Chicago



- Dates
 - May 19
 - July 21
 - September 15
- Maple Ave. Garage
 - 1,100 attendees at 1st event



Evanston Pride + Sidewalk Sale Chalk Art Contest





Thursday Night Live + Get Fit Friday



DOWNTOWNEVANSTON.ORG



Oktoberfest



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



Retention & Attraction

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

Scaling Up!!

For Retail Growth

Tuesday, October 22, 2019
9 - 12 pm

ICNC, 320 N Damen Ave, Chicago, IL 60612-1st Floor

Growing Your Business Through Retail Or Ecommerce?

Then You Need To Know The Important Role Manufacturing Plays In It. This Panel Of Retail, Distribution, Manufacturing, Supply Chain & Product Experts and Entrepreneurs Will Help You Get Started The Right Way.

 <p>Terrand Smith Founder/CEO 37 Oaks</p>	 <p>Patrick Anderson Founder/CEO OpExApps</p>
 <p>Nick Piekoszewski Founder/CEO Natural Beverage</p>	 <p>Toyin Kolawole CEO Iya Foods</p>
 <p>Kish Harris Buyer National Retailer</p>	 <p>Nick Behr Co-Founder Modern Sprout</p>

Register at 37oaks.com/University









Placemaking

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





Painted Utility Boxes





PR & Marketing

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





Influencers

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





Influencers

- Hired 3 influencers:
 - kidsareatrip travel writer and content creator
 - Travelmindset – travel writer
 - Ting Ma – fashion blogger
 - 2 Million impressions
 - 44 Posts
 - 18,740 Social Media Engagements





Found on WCIU The Jam

A screenshot of a Facebook video player. The video is from "The Jam TV Show" and is titled "Mother's Day Brunch with Jon + Marcia | The Jam". The video content shows a man in a dark sweater with a "The JAM" logo, holding a glass of red wine in a restaurant setting. A large white play button is centered over the video. Below the video, there is an orange banner that reads "COMING UP MOTHER'S DAY BRUNCH BUFFET" with "The JAM" logo. The video player interface includes a progress bar at -6:51, and interaction buttons for "Like", "Comment", and "Share". At the bottom right, it shows "34 - 9 Comments". The text "Your Watchlist" is visible at the bottom left of the player area.



Chef's Station on WGN

A screenshot of the WGN website. The top navigation bar is dark blue with "WATCH NOW: LATEST NEWS HEADLINES" and "WGN TV SCHEDULE" on the left, and "CHICAGO'S VERY OWN WGN 9" in the center. Below this are menu items: NEWS, MORNING, MIDDAY, SPORTS, MAN OF THE PEOPLE, CONTESTS, TRAFFIC, and SHO. A secondary navigation bar contains social media icons for FACEBOOK, TWITTER, and LINKEDIN. The main content area features a video player showing a chef, Elio Romero, in a kitchen setting. A lower-third graphic reads "SUNDAY BRUNCH" and "Elio Romero CHEF'S STATION". Below the video, a caption reads: "CHICAGO – Chef Elio Romero from Chef's Station in Evanston showed how to make".



PR & Marketing - Influencers

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



25.6K Followers

Blogger focused on motherhood, lifestyle, beauty & travel

Featured downtown Evanston on stories, in a post, and a blog post about the experience



@Naturalista86 posts



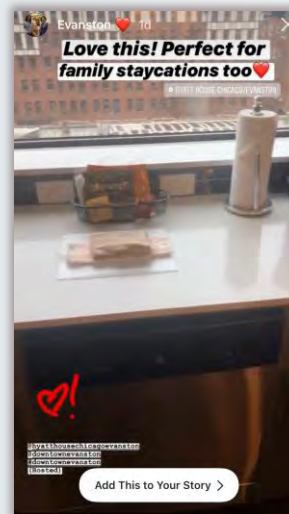
Bookends & Beginnings



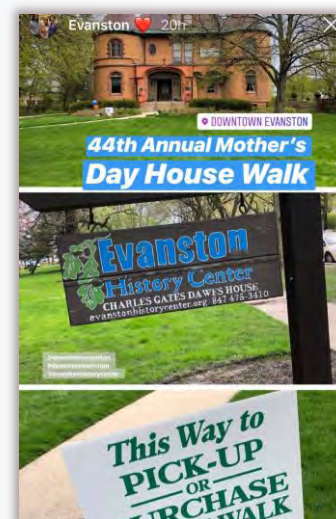
Vinic Wine



Cupitol



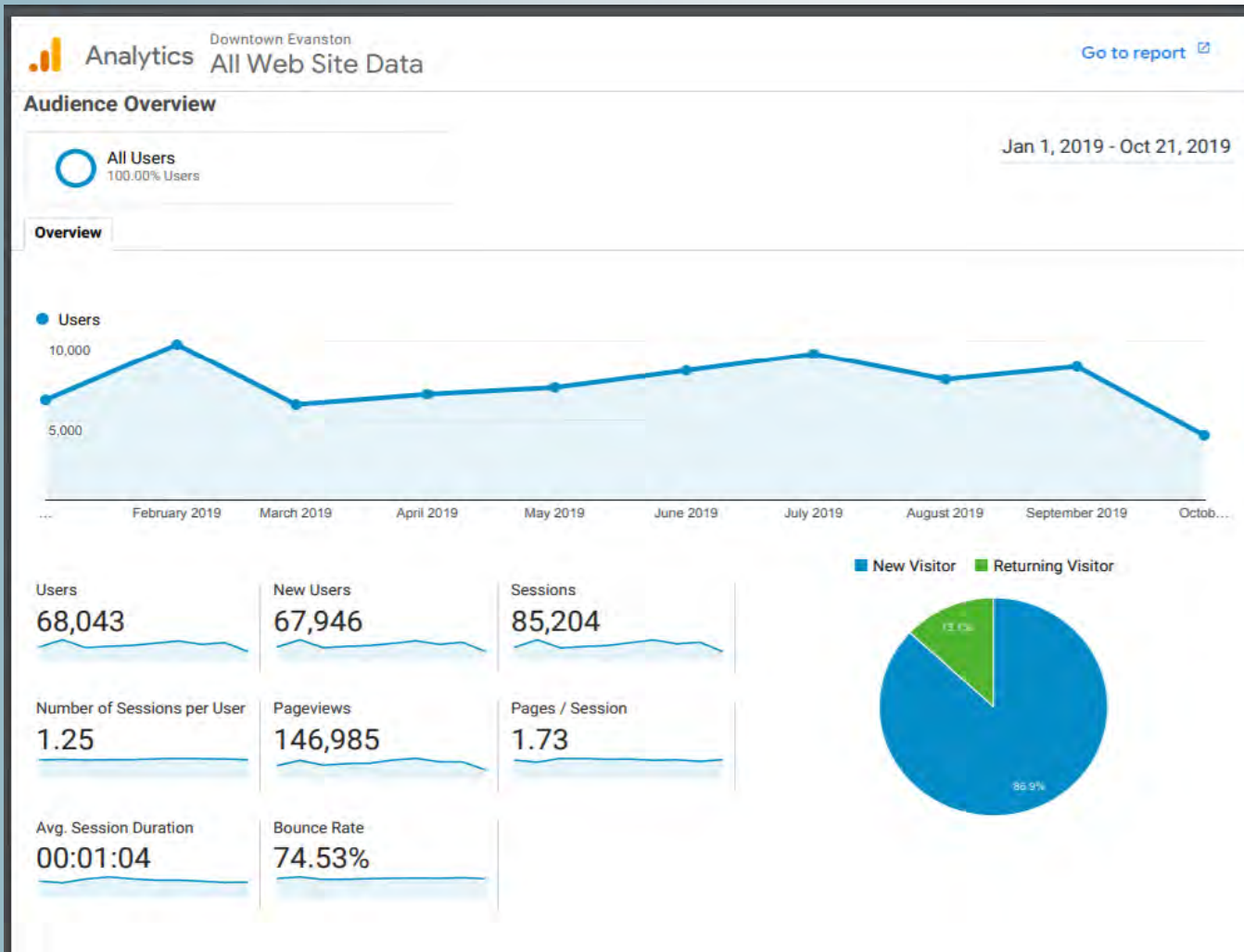
Hyatt House



Evanston History Center House Walk



Website Analytics





2019 Top 10 Pageviews

Total: 146,985

Page		Pageviews	% Pageviews
1. /		19,512	13.27%
2. /eat-drink		16,032	10.91%
3. /thursday-night-live		9,979	6.79%
4. /upcoming-events		7,001	4.76%
5. /hyggefest		6,564	4.47%
6. /shop		6,242	4.25%
7. /parking		6,032	4.10%
8. /oktoberfest		5,288	3.60%
9. /getting-here		3,880	2.64%
10. /sidewalk-sale		2,839	1.93%

[view full report](#)



Advertising Channels



The Daily Northwestern
NORTHWESTERN AND EVANSTON'S ONLY DAILY NEWS SOURCE SINCE 1881



DOWNTOWNEVANSTON.ORG



Advertising Creative

CHICAGO'S NORTH SHORE RESTAURANT MONTH IS HERE!
 VISIT DOWNTOWN EVANSTON TO ENJOY SPECIAL DISCOUNTS & PRIX FIXE MEALS AT OVER 20 RESTAURANTS!

HYGGE FEST
 FEB. 16-22

Get cozy with us!

★ DOWNTOWN EVANSTON
THURSDAY NIGHT LIVE!
 FREE LIVE MUSIC
 JUNE 13-AUGUST 22, 7-9PM

ARE YOU READY FOR SPRING & SUMMER FUN?

MAKE SURE TO SIGN UP FOR OUR ENEWSLETTER AT
DOWNTOWNEVANSTON.ORG

DOWNTOWNEVANSTON.ORG



Advertising Creative

VISIT DOWNTOWN EVANSTON
To Discover Why #WeLoveEvanston

#BEENTERTAINED

#EVANSTONEATS

#GETARTSY

#SHOPEVANSTON

FOLLOW @DOWNTOWNEVANSTON TO PLAN YOUR NEXT EXPERIENCE

HEY EVANSTON, GET DOWNTOWN THIS SUMMER!

THURSDAY NIGHT LIVE!
 JUNE 13 - AUGUST 22
 ENJOY LIVE MUSIC, OUTDOOR DINING, DANCING & MORE EVERY THURSDAY, 7-9PM

SIP & STROLL
 THURSDAY, JUNE 20, 5-8PM
 SIP, SHOP & STROLL IN DOWNTOWN EVANSTON!

GET FIT FRIDAYS
 FRIDAYS AT FOUNTAIN SQUARE
 TRY OUT FREE FITNESS CLASSES AT THE NEW FOUNTAIN SQUARE!

SIDEWALK SALE & CHALK ART CONTEST
 JULY 26-28
 FIND THE BEST SUMMER DEALS & AMAZING CHALK ART!

GET SOCIAL WITH US @DOWNTOWNEVANSTON
 FIND EVENT DETAILS & SIGN UP FOR OUR NEWSLETTER AT DOWNTOWNEVANSTON.ORG

HEY CHICAGO, WE'RE NOT THAT FAR

Purple line to Davis St.



DOWNTOWNEVANSTON.ORG

BOOKENDS & BEGINNINGS



NEWPORT COFFEE HOUSE



ARTEM POP UP GALLERY



THE BARN STEAKHOUSE



CHICAGO'S **NORTH SHORE**
CITY LIFE. ELEVATED.

ILLINOIS ARE YOU UP FOR AMAZING?
Illinois



OHC Creative

VISIT DOWNTOWNEVANSTON.ORG

Come for the architecture, stay for the shopping!

ASSEMBLY CREATORS MARKET



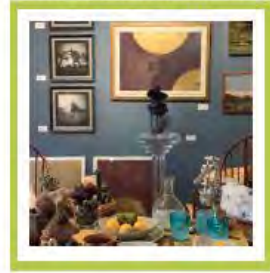
BOOKENDS & BEGINNINGS



ARTEM POP UP GALLERY



THE ALLEY GALLERY



- Special Chicago Tribune weekend insert
- Available in 250 sites
- 500,000 copies distributed

DOWNTOWNEVANSTON.ORG



New Brochure Distribution



DOWNTOWNEVANSTON.ORG



Maintenance/Public Way

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





Retail News

Businesses Closed

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

Businesses Opened

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



2019 Holidays

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





2020 Budget Overview

INCOME

SSA #4 - \$592,666

City of Evanston Contribution - \$50,000

Total City of Evanston contributions - \$642,666

Northwestern Contribution - \$18,000

Sponsorship Income - \$24,500

TOTAL: \$685,166

EXPENSES

Advertising - \$71,000

Special Events - \$45,500

Public Way Aesthetics – \$78,000

Public Way Maintenance - \$200,000

Tenant Retention and Attraction - \$3,000

Map & Guide - \$18,000

Admin, Non-Personnel - \$43,000

Admin - \$210,000

Planning - \$16,000

TOTAL: \$684,500

139-O-19

AN ORDINANCE

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

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Introduced: _____, 2019 Approved:

Adopted: _____, 2019 _____, 2019

Stephen H. Hagerty, Mayor

Attest:

Approved as to form:

Devon Reid, City Clerk

Michelle Masoncup, Corporation Counsel