



Memorandum

To: Honorable Mayor and Members of the City Council
From: Hitesh Desai, Chief Financial Officer
CC: Paul Zalmezak, Economic Development Manager
Subject: Ordinance 140-O-19, Special Service Area #6 2019 Tax Levy
Date: November 25, 2019

Recommended Action:

Staff recommends City Council adoption of Tax Levy Ordinance 140-O-19, which levies the annual property tax for Special Service Area #6 in the amount of \$221,000 (\$227,835 as extended including a loss factor of 3%). This represents a 1.0% increase over the 2018 Levy as extended of \$225,420.

Council Action:

For Action

Summary:

Ordinance 140-O-19 is the tax levy for Special Service Area #6, which funds a portion of the activities of the Dempster Street, Chicago Avenue, and Main Street Special Service Area. The 2019 Levy is based on the City's agreement with the Main-Dempster Special Service Area and FY 2020 Proposed Budget for the City of Evanston. The total tax levy as extended for 2019 is \$227,835. This represents a 1.0% increase over the 2018 Levy as extended of \$225,420.

Questions regarding this ordinance may be forwarded to:

Hitesh Desai
Treasurer
847.448.8082
HDesai@cityofevanston.org

Attachments:

[Ordinance 140-O-19 2019 Tax Levy SSA6](#)
[SSA#6 Main Dempster Mile 2019 Annual Presentation](#)

140-O-19

AN ORDINANCE

**Levying Taxes for the Special Service Area No. 6 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. 6 of the City of Evanston, Illinois, for the fiscal year beginning January 1, 2020, there is hereby levied on all real property subject to taxation within the limits of said Special Service Area No. 6 of the City of Evanston as assessed and equalized for the tax year 2019, the sum of Two hundred Twenty-Seven thousand, Eight hundred Thirty-Five dollars (\$227,835), 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. 6 of the City of Evanston for the tax 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. 6:

Special Service Area No. 6 Fund	Budget	Source Other Than Taxation	Levy Taxes
Personal Services	\$ 73,500	\$0	\$73,500
Maintenance	\$ 71,500	\$0	\$71,500
Professional and Other	\$76,000	\$	\$76,000
SUBTOTAL	\$221,000	\$	\$221,000
Collection Losses (3%)			\$6,835
TOTAL TAXATION			\$227,835

SECTION 3: Per City ordinance 69-O-15 adopted July 13, 2015, under no circumstances shall the total annual amount levied exceed 0.45% of the Special Service Area No. 6 equalized assessed valuation.

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 140-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



October 2019 Update

Visit us at:

MainDempsterMile.com

Add us on:



BOARD OF DIRECTORS UPDATE

2019 Board of Directors

- **Eric Young, President**
- **Alice George, Vice President**
- Rogie Sussman
- Yun Park
- Gail Horvath
- Barb Cascio
- Hunter Owen
- Carl Ginsberg

2020 Board of Directors

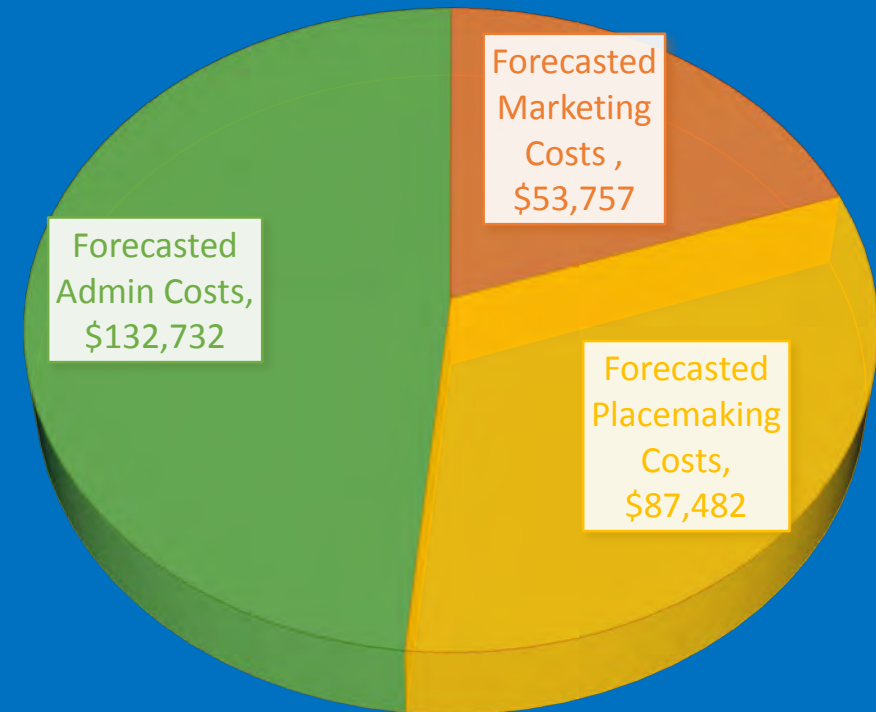
- Yun Park, President (Soapie's Cleaning & Tailoring)
- Hunter Owen, Vice President (Reprise Coffee Roasters)
- Rogie Sussman, Treasurer (Vogue Fabrics)
- Gail Horvath (Resident)
- Barb Cascio (Firehouse Grill)
- Carl Ginsberg (Autobarn)
- **Bill Coyne (Kratos Strength Systems)**
- **Claire Kettelkamp (Kettelkamp & Kettelkamp)**
- **Ben Schapiro, (Everyday Cycles, EPL)**

2019 YEAR-END FINANCIAL FORECAST

Forecasted Profit & Loss

TOTAL REVENUE	\$302,987
Forecasted Marketing Costs	\$53,757
Forecasted Placemaking Costs	\$87,482
Forecasted Admin Costs	\$132,732
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PROGRAM EXPENSE	\$234,373
(SIX MONTHS RESERVES)	\$39,597
SURPLUS	\$29,017

2019 MIX OF INVESTMENTS



NEW IN 2019: WE ADDED A CHARITY PARTNER

Rainbows for All Children, 614 Dempster St



WE GET:

- Volunteer help for our events
- Promotional help for our events

THEY GET:

- A portion of proceeds from our events
- The rights to our Wine Walk Raffle
- Exposure to our neighbors

WHO IS RAINBOWS?

Rainbows for All Children is dedicated to providing support for all youth as they navigate grief and heal from loss, whether from death, divorce/separation, deployment, deportation, incarceration or other trauma. Rainbows for All Children fosters awareness that youth require support to heal. We nurture a community of effective Rainbows-trained Facilitators, supported with a repository of resources designed to guide youth in their grieving process.

Rainbows operates 3 support groups in Evanston and hundreds around the country.

COMMUNITY & MERCHANT ENGAGEMENT MDM VILLAGE AT CUSTER FAIR, FEAT. THE SCHOOL OF ROCK STAGE



COMMUNITY & MERCHANT ENGAGEMENT

- Earth Day Neighborhood cleanup, April 2018
- Neighborhood Concerts / block parties
 - 3 on Main St
 - NEW! Summer's End concert at Dempster & Sherman
 - Successful Merchant Marketplace



COMMUNITY & MERCHANT ENGAGEMENT

“Color the Mile with PRIDE”



MERCHANT ENGAGEMENT

Convening Merchants & Property Owners

- Meeting with Chief Cook, Alderman Wynne, EPD
- Green Business Initiatives seminar
- Sustain Evanston walkthroughs
- Main Street Improvement Project
- CVB Seminar: Using Google for marketing

Connecting merchants

- Craftjack + MEAC
- JJ's List Disability Players + CoE Equity Advocates
- Kratos Strength Systems + Autobarn
- Upended Productions "ALICE" + Main Street shop venues

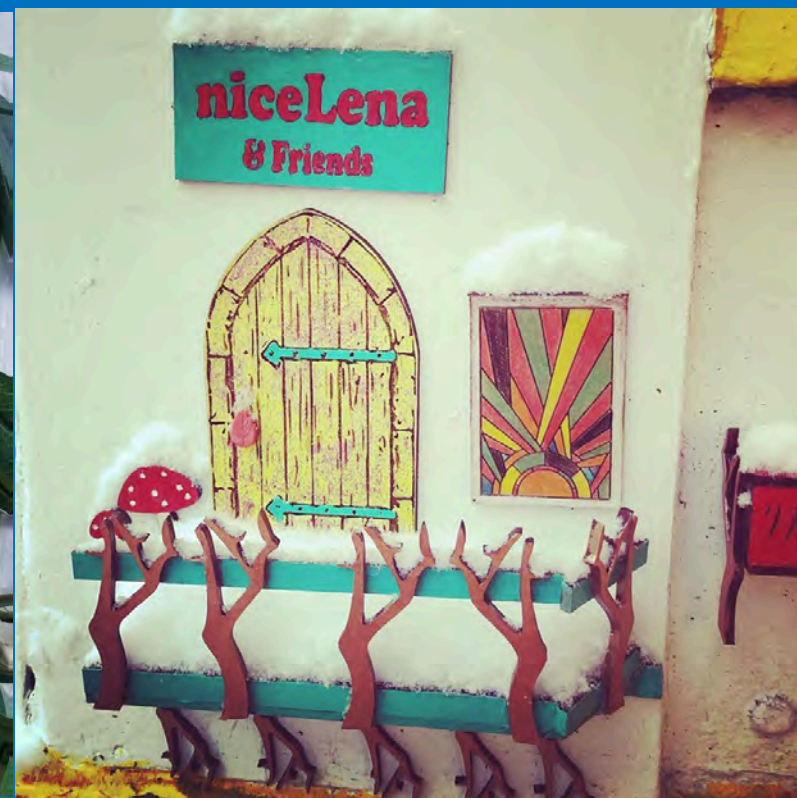
Merchant Email Alerts grow and solidify

Matching funds for merchants

- * Sidewalk planters
- * Security Cameras
- * Holiday window decorations

PLACEMAKING 2019

Bringing the Business District to life for Children with Fairy Doors!



PLACEMAKING: JENNIFER MORRIS PARK

In partnership
with Cultivate
Urban
Rainforest &
Gallery and the
City of Evanston
Parks
Department



BEFORE



AFTER

PLACEMAKING: JENNIFER MORRIS PARK



COMMUNITY HERB GARDEN courtesy of Cultivate



REDEDICATION CEREMONY

Introducing the extraordinary Jennifer Morris to a new generation



PLACEMAKING: NEW PUBLIC ART

Ouizi Mural, 1231 Chicago



Chicago Bears Street Art (Truborn Gallery)



PLACEMAKING: NEW PUBLIC ART

RENEWABLE ART AT 600 WASHINGTON St: Revolving Mural, curated by Evanstonian Jordan Nickel (aka Pose) to replace the degrading mural currently there.



ARTIST VISION STATEMENT FOR THE DESIGN:

"I wanted to paint something that would make you stop and ponder but inevitably leave you with a positive uplifting message. My text collage is an abstraction of the quote made famous by Henry Ford.. "If you think you can do a thing or can't do a thing, you're right." I wanted to update the quote to...

"if you think you can do a thing your right"

Its just meant to be an overall uplifting and positive take away for viewers that reflects the creative optimism that is Evanston.

Thanks, J"

ECONOMIC DEVELOPMENT: EVENTS

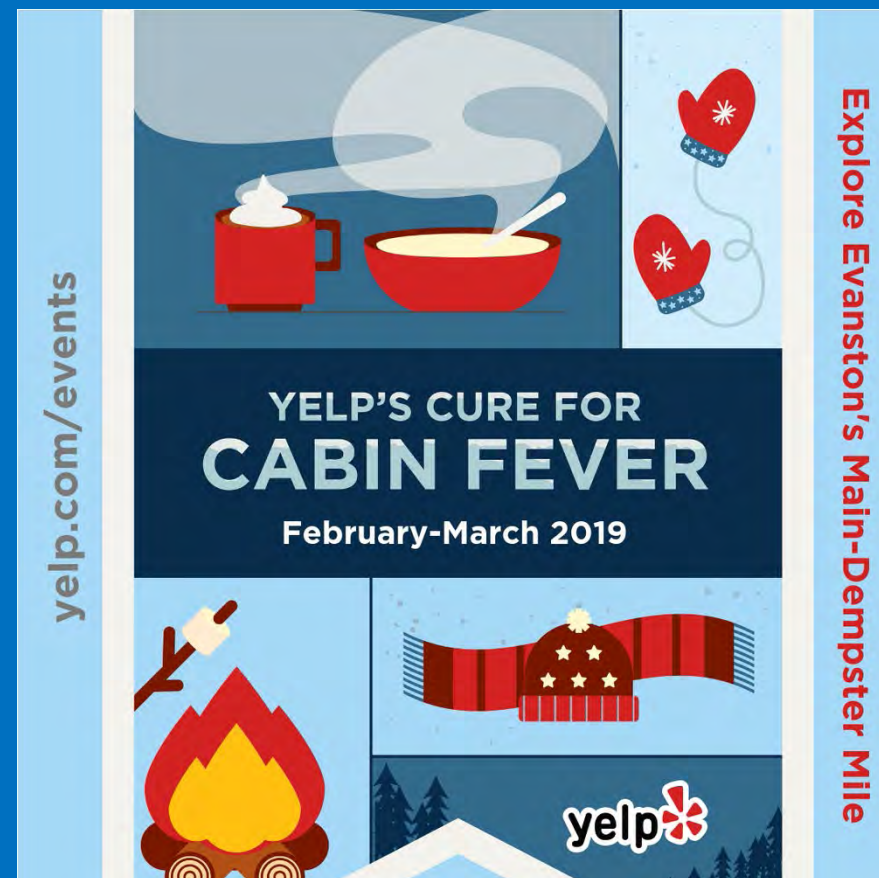
EVANSTON CRAFT CRAWL

Featuring tastings of craft beverages made on the Mile – Few Spirits, Sketchbook beer, Kombucha Brava kombucha



YELP'S CURE FOR CABIN FEVER ON THE MAIN-DEMPSTER MILE

Featuring in-store events throughout the cold weather months



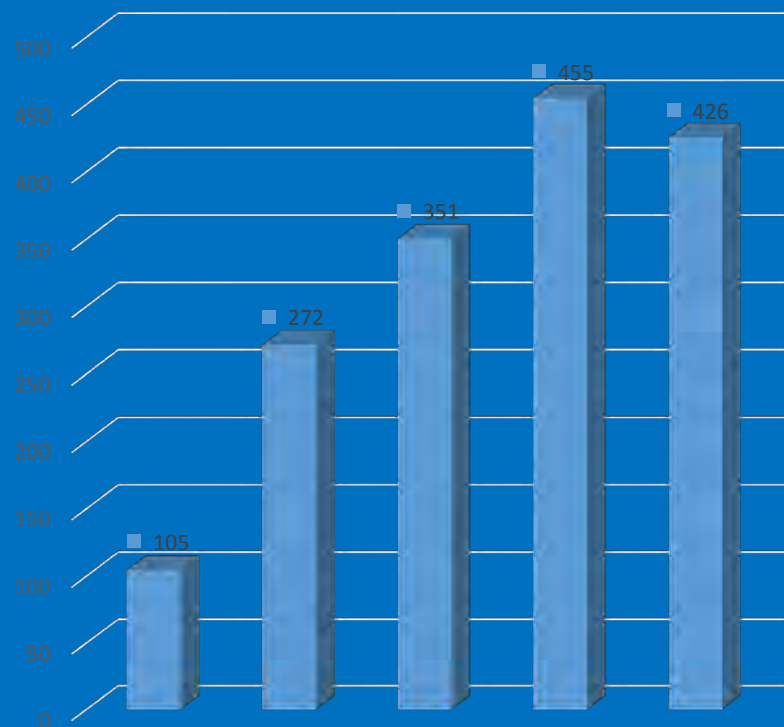
ECONOMIC DEVELOPMENT: YELP'S CURE FOR CABIN FEVER (IN PARTNERSHIP WITH YELP NORTH SHORE)



ECONOMIC DEVELOPMENT: EVANSTON WINE WALK

- 426 paid guests
- 48 participating businesses
- \$1,477 Raised for Rainbows for All Children

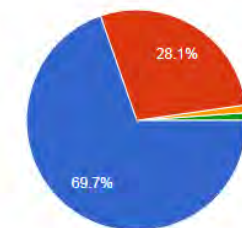
Wine Walk Year over Year Headcount



GUEST FEEDBACK

Did you purchase anything while attending the event?

89 responses

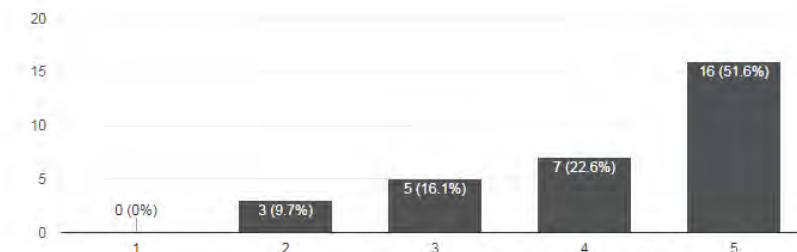


● Yes
● No
● Maybe
● Botania handed out samples, and we returned this morning to purchase products to ease pain of a broken toe. (unrelated to Wine Walk).

MERCHANT FEEDBACK

How was your foot traffic?

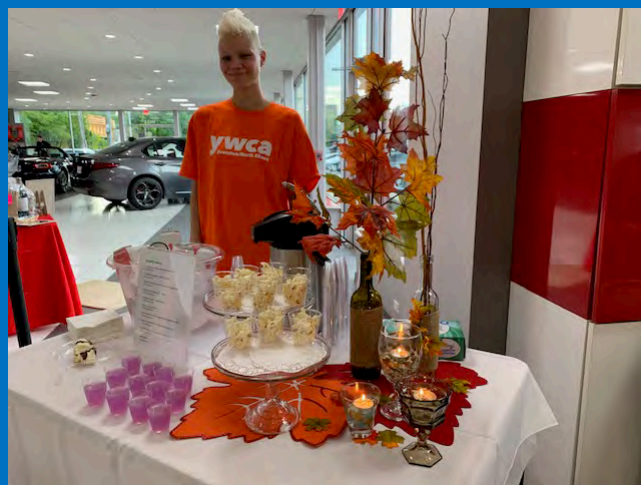
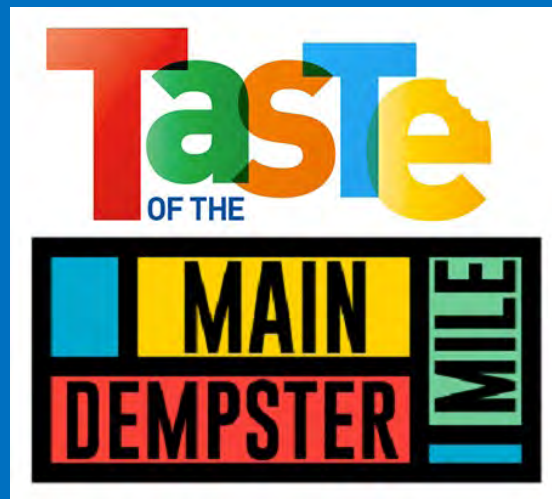
31 responses



ADDED TO THE WINE WALK THIS YEAR

TASTE OF THE MILE DINNER PARTY

- Hosted at Autobarn
- Featuring tastes from MDM restaurants
- Using catering help from the YWCulinary Program



WINE WALK HIGHLIGHTS

Belgian Chocolatier Piron



Augie LaCapra State Farm



Thrift House



Blind Faith Cafe



ECONOMIC DEVELOPMENT: CONTINUING THESE GREAT EVENTS ...

- Sidewalk Sale (with Downtown Evanston)
- Annual Celebration
- Spooky Saturday on the Main-Dempster Mile
- Small Business Saturday
- Holiday Treat Walk



BUILDING AWARENESS THROUGH ADVERTISING

CTA Purple Line Ad Campaign: Nov-Dec 2019

GOODIES & GIFTS ON EVERY CORNER

MBG PRODUCTS
@MBGPRODUCTS
-3043 CHICAGO AVE.-

THE ALCHEMIST'S WIFE
@THE_ALCHEMISTS_WIFE
-917 CHICAGO AVE.-

BOOKED
@BOOKEDEVANSTON
-504 MAIN ST.-

DELIGHTFUL DINING & DRINKING!

SKETCHBOOK BREWING CO.
@SKETCHBOOKBEER
-821 CHICAGO AVE.-

LA PRINCIPAL
@PRINCIPALCHICAGO
-700 MAIN ST.-

REPRISE COFFEE ROASTERS
@REPRISECOFFEECHICAGO
-750 MAIN ST.-

FIND WHAT'S FUN & FUNKY

DAVE'S ROCK SHOP
@DAVESROCKSHOP
-711 MAIN ST.-

SECRET TREASURES ANTIQUES
@SECRETREASURESANTIQUES
-605 DEMPSTER ST.-

BE SO GOOD
@BE_S0_GOOD
-532 CHICAGO AVE.-

STUMBLE & DELISH
@STUMBLEANDDELISH
-532 CHICAGO AVE.-

SHOP SMALL, EAT WELL THIS HOLIDAY SEASON!



MAINDEMPSTERMILE.COM

Over 100 charming,
walkable, independently-owned shops.
LET'S DO THIS!



DIGITAL COMMUNICATION GROWTH

	2017	2018	2019	%+/-
SOCIAL MEDIA				
Facebook	975	1739	2207	127%
Twitter	312	427	446	104%
Instagram	686	1189	1513	127%
BROADCAST EMAIL				
Full list of contacts	887	1288	1613	125%
Merchants list	336	329	317	96%
Residents	273	726	985	136%

GOVERNANCE



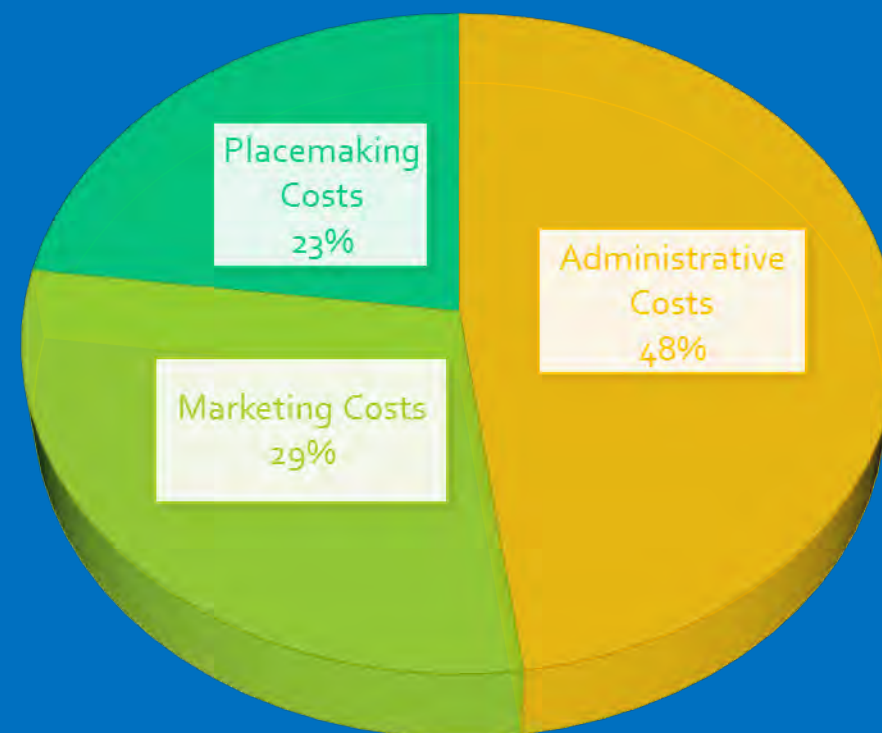
- Amended our bylaws to include a special membership category for businesses outside our tax district, but inside our community borders
- Recruited and vetted Board & Committee volunteers

2020 PROPOSED BUDGET MIX

Budgeted Profit & Loss

Budgeted Marketing Costs	\$59,000
Budgeted Placemaking Costs	\$72,330
Budgeted Admin Costs	\$141,720
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TOTAL REVENUE	\$291,500
PROGRAM EXPENSE (SIX MONTHS RESERVES)	\$233,453 (\$39,597)
SURPLUS	\$44,872

NEW MIX OF EXPENDITURES





THANK YOU FOR YOUR SUPPORT

Visit us at:

MainDempsterMile.com

Add us on:

