



**AGENDA  
ECONOMIC DEVELOPMENT COMMITTEE  
JUNE 23, 2021  
6:30 P.M.**

As the result of an executive order issued by Governor J.B. Pritzker suspending in-person attendance requirements for public meetings, Economic Development Committee members and City staff will be participating in this meeting remotely.

Due to public health concerns, residents will not be able to provide public comment in-person at the meeting. Those wishing to make public comments at the Economic Development Committee meeting may submit written comments in advance or sign up to provide public comment by phone or video during the meeting by completing the Economic Development Committee online comment form available by clicking [here](#).

Community members may watch the Economic Development Committee meeting online through the Zoom platform:

Join Zoom Meeting:

<https://zoom.us/j/98324923518?pwd=UXA3RHhJNU9URCtqc0FGVm54UUpwz09>

Meeting ID: 983 2492 3518

Passcode: 498216

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Page

**1. CALL TO ORDER/DECLARATION OF A QUORUM**

**2. SUSPENSION OF THE RULES: MEMBERS PARTICIPATING ELECTRONICALLY OR BY TELEPHONE**

**3. APPROVAL OF MEETING MINUTES**

- A. Minutes from May 26, 2021  
[EDC Draft Minutes 5.26.2021](#)

4 - 15

**4. PUBLIC COMMENT**

## 5. ITEMS FOR CONSIDERATION

- A. Financial Wellness Professional Service Agreement Renewal with First Northern Credit Union 16 - 30
- Staff is seeking a recommendation from the Economic Development Committee to City Council to renew a professional services agreement with First Northern Credit Union to deliver a financial wellness education program for Evanston residents. For Action
- [Financial Wellness Professional Service Agreement Renewal with First Northern Credit Union - Attachment - Pdf](#)  
[City of Evanston Financial Wellness 2020 recap](#)  
[City of Evanston Financial Wellness 2021 recap](#)  
[City of Evanston Financial Wellness 2021 certificate program](#)
- B. Approval of Funding for Chicago's North Shore Convention and Visitors Bureau FY 2021 31 - 58
- Staff supports a recommendation from the Economic Development Committee to the City Council to approve funding for Chicago's North Shore Convention and Visitors Bureau (CVB) in the amount of \$41,805 for a period commencing July 1, 2021 through June 30, 2022. Economic Development Partnership Account # 100.15.5300.62659. The City Council approved a total of \$97,000 for 2021 of which \$84,500 remains. For Action
- [Approval of Funding for Chicago's North Shore Convention and Visitors Bureau FY 2021 - Attachment - Pdf](#)
- C. Whole & Free Foods Request for Public TIF Investment and Private Activity Bond for proposed relocation and expansion to 1611 Church Street 59 - 104
- For Consideration: Applicant seeking Economic Development Committee recommendation to City Council to approve TIF funding totaling \$325,000 and resolution supporting use of state allocated private activity bond for a new business Whole and Free Foods Staff Recommends utilizing the West Evanston Tax Increment Financing District For Action
- [Whole & Free Foods Request for Public TIF Investment and Private Activity Bond for proposed relocation and expansion to 1611 Church Street - Attachmen - Pdf](#)

## 6. ITEMS FOR DISCUSSION

- A. Proposed Five-Fifths TIF Update 105 - 110

For Discussion  
[Proposed Five-Fifths TIF Update - Attachment - Pdf](#)

- B. Evanston Economic Development Strategy 111  
For Discussion: Staff Seeks Direction For Discussion  
[Evanston Economic Development Strategy - Attachment - Pdf](#)

## 7. COMMUNICATION

- A. Economic Development Reports 112 - 125  
[Economic Development Activity Report 6.23.21](#)  
[May 2021 RETT Report](#)
- B. Announcements / Updates from EDC Members

## 8. ADJOURNMENT

***Order of Agenda Items is subject to change.*** Information about the Economic Development Committee is available at [http://www.cityofevanston.org/economicdev special-councilcommittees/economic-development-committee/index.php](http://www.cityofevanston.org/economicdev-special-councilcommittees/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).

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**ECONOMIC DEVELOPMENT COMMITTEE DRAFT MINUTES  
MAY 26, 2021 6:00 P.M.**

**Members Present: Councilmember Kelly, Councilmember Braithwaite, Councilmember Wynne, Councilmember Burns, Councilmember Reid, Councilmember Nieuwsma, Lisa Dziekan, Jeanne Lindwall, Kelly Gallagher**

**Members Absent: Scott Ogawa**

**Staff Present: Paulina Martínez, Paul Zalmezak, Katie Boden**

**1. CALL TO ORDER/DECLARATION OF A QUORUM**

Quorum was declared at 6 p.m.

**2. SUSPENSION OF THE RULES**

Councilmember Reid moved to suspend the rules. Motion carried unanimously.

**3. APPROVAL OF MEETING MINUTES**

A. Minutes from February 24, 2021

Councilmember Wynne moved to approve the minutes. Motion carried unanimously.

**4. PUBLIC COMMENT**

- Ms. Tina Paden expressed concerns about local minority landlords as small businesses that also need relief, particularly when the moratorium expires. Eviction information is sealed so there is no way to know those tenants who were previously evicted. Ms. Paden requested the City consider a small grant program or relief for small landlords that are providing affordable housing.

**5. ITEMS FOR CONSIDERATION**

A. Request for Funding for OMG LLC Through Storefront Modernization Grant

Councilmember Wynne read the item into record.

Ms. Lourdes Perez introduced herself and business. Ms. Perez mentioned they moved from their location across the street to a smaller space that better suited their business model, and are currently renovating the new location, which has been difficult since they were not anticipating moving. With assistance from the City they will be able to continue to serve Evanston with a healthy cuisine option. Ms. Perez briefly described her project, and how they were using energy saving glass and providing double doors for greater accessibility.

Mr. Paul Zalmezak added that the new space will be more cost effective for the business and is not a national chain.



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Councilmember Wynne asked which space they were moving into. Ms. Perez responded that it was the former Taco Bell location, which is well suited for their restaurant. They are planning to apply for a sidewalk cafe permit as well.

Councilmember Reid expressed support for the business. He inquired whether they would be able to make the changes without the funding. Ms. Perez replied that it would be difficult as they are trying to save for construction and cover operating costs for inventory and payroll.

Councilmember Wynne clarified this is not a criteria for this program.

Councilmember Nieuwsma asked whether the current entrance was ADA accessible. The contractor for the project responded that there is a small ramp, but the existing door is hard to open all the way and not very accessible. The new planned double door will provide greater accessibility.

Councilmember Nieuwsma asked for confirmation that the selected vendor was Evanston Glass, a local company. Ms. Perez confirmed.

Councilmember Kelly inquired about the qualifying criteria for this program. Councilmember Wynne replied the process was developed over time and there is no single criteria. Mr. Zalmezak clarified that this is not a needs based program, the idea is to improve the property appearance and make an investment in the physical stock of Evanston's commercial properties. Councilmember Wynne added that there is a time requirement for how long the tenant will remain in the location.

Ms. Paulina Martínez stated all improvements need to be permanent, and tenants need to demonstrate a commitment to remain in the space for 5 years or will need to pay back funds.

Councilmember Wynne asked for a list of previous storefront grant recipients to show new councilmembers some of the changes that have been made through this program.

Mr. Zalmezak added that the program had been on hold for the previous two years due to budgetary constraints but the last big project was improvements to the Church and Dodge area providing new awnings, signage, etc.

Councilmember Reid asked whether the required three quotes needed to be obtained prior to submitting an application. Mr. Zalmezak clarified the application and approval process, as well as how the funding flowed.

Councilmember Nieuwsma asked if there were any prevailing wage requirements. Mr. Zalmezak responded no.

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Councilmember Reid expressed support for current guidelines in place but also mentioned that councilmembers can apply their own goals when voting to help ensure that hardest hit small businesses received funding. Ms. Martínez explained this was done previously with applicants.

Councilmember Wynne moved approval. Member Lindwall seconded. Motion carried unanimously.

B. Request for Storefront Modernization Grant Funding for The Locker Room  
1414-1422 Central Street

Councilmember Wynne read the item into the record.

Mr. Zalmezak introduced the business and applicant, and highlighted that they were one of only few businesses that managed to stay open throughout the pandemic.

Mr. David Hagnaji introduced his project for the Locker Room on Central Street. The building is in need of windows, which are in disrepair, and so they decided to replace the frame as well at the same time to update and improve the store's appearance.

Councilmember Reid asked staff whether a councilmember can initiate a storefront grant or if the property owner has to apply. Councilmember Wynne responded that it has to come from the business owner or property owner, but it is helpful to let businesses know these programs exist.

Mr. Zalmezak noted that when properties are located in a TIF district more funding could be available to help certain areas and business districts.

Councilmember Nieuwsma noted that the local vendor quote was the highest and asked for any insight as to why. Mr. Zalmezak responded it could be because they are busy with other projects. Mr. Hagnaji explained the local vendor was the first business called but they provided a quote nearly twice as high as other vendors.

Councilmember Burns asked about the funding for this program. Mr. Zalmezak explained the funding allocations received for the Economic Development Division. However, the money goes fast so properties located in a TIF can draw from available TIF funds to increase available funding. The business district improvement fund is also used for the Great Merchant Grants, which is used for beautification and placemaking efforts in the business districts that don't have an SSA.

Councilmember Wynne moved approval. Councilmember Nieuwsma seconded. Motion passed unanimously.

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C. Amendment to the Entrepreneurship Emergency Assistance Grant Program Guidelines

Councilmember Wynne read the item into the record.

Ms. Martínez explained that this program has been in place since 2017 to provide seed money for new entrepreneurs, specifically those who graduated from an entrepreneurship program. The guidelines were amended during the pandemic to help existing businesses and remove barriers. Economic Development typically provides \$50,000 annually, but funding expired within the first two months. An additional \$50,000 was allocated from the Local Employment Program (LEP), for a total of \$100,000 in FY2020, but those funds also went quickly. Ms. Martínez was able to secure \$50,000 from CDBG-CV funding, but would like to remove the requirement for outstanding debt to ensure compliance with CDBG funding.

Councilmember Wynne asked whether applicants applying through CDBG monies have to be located in target areas. Ms. Katie Boden explained the HUD eligibility criteria for this funding requires applicants to 1) be a micro-business where the owner's household income is less than 80% of the area median income or 2) will use the funding for job creation.

Councilmember Reid asked whether the job creation requirement could be for the business owner. Ms. Boden replied that the job created would be in addition to the business owner.

Councilmember Reid asked for clarification that anyone in the City can access these funds. Ms. Boden confirmed.

Councilmember Nieuwsma asked whether 51% of applicants or recipients needed to meet the HUD eligibility criteria and how that was measured. Ms. Boden responded that in the past, all applicants receiving this type of funding were required to meet the requirement and staff is still looking for additional funding sources for those that don't meet the criteria.

Councilmember Kelly asked about the requirements for the other 49%. Ms. Martínez explained the existing guidelines require the business to have been in existence for 12 months prior to March 16, 2020, be located in Evanston, and not be a chain with more than 10 locations.

Councilmember Wynne asked staff to provide a list of previous recipients.

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Councilmember Reid asked whether businesses needed a physical location. Ms. Martínez replied home-based businesses were eligible as well. Councilmember Reid asked whether a new start up could qualify. Ms. Martínez replied not at this time. Councilmember Reid asked how many grants \$50,000 would cover. Ms. Martínez said we have granted approximately 23 grants. Last year there were over 40 grants.

Councilmember Burns asked if the program only funds businesses who have gone through a training program. Ms. Martínez replied not under the current guidelines.

Councilmember Burns asked whether staff is tracking outcomes with previous recipients. Ms. Martínez said she did a survey in 2020 she could share, but not with 2021 yet. Councilmember Burns asked about additional support offered. Ms. Martínez said we have a guidebook with available resources.

Councilmember Wynne moved to recommend approval. Member Lindwall seconded. Motion approved unanimously.

## 6. ITEMS FOR DISCUSSION

### A. American Rescue Plan Act of 2021 Funding Priorities Discussion

Mr. Zalmezak explained that he will present some highlights of American Rescue Plan Act (ARPA) and economic development funding priorities, followed by the Mayor's COVID-19 Business Recovery Task Force presentation.

Mr. Zalmezak presented a brief overview of the current situation and the active intervention needed for recovery. He suggested shifting the focus from traditional growth to economic well being and the built environment. Thoughtful, active participation, along with realistic funding for economic development initiatives, will help recovery efforts. Staff will continue to look for ways to help generate more revenue for the City.

Additionally, Mr. Zalmezak stressed the need for new ways to fill retail space and getting new entrepreneurs to fill storefront vacancies. There are some new zoning policies that will help fill storefronts faster.

Mr. Zalmezak noted the three eligible areas of ARPA that align with economic development activities are 1) small business assistance, 2) aid to impacted industries, 3) expenses to improve efficiency of public health or economic relief programs. He then outlined some potential future projects.

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Member Dziekan asked how finding a new movie theater tenant fits in with economic development plans. Mr. Zalmezak explained that this is happening on its own accord, and there is no need to provide public funding. He provided a brief overview of the history with Century Theater and that the whole shopping center is now for sale. The 20+ interested parties are now down to 5 candidates with an estimated 12 month timeframe.

Member Dziekan asked whether relocating the farmers market to Downtown Evanston to act as an economic anchor was included in the structure presented. Mr. Zalmezak responded that it was in the works prior to creation of the strategic recovery plan but arguably fits in with the objectives.

Ms. Annie Coakley explained it was not included in ARPA funding discussions.

Councilmember Reid asked staff if ARPA money might be used generally for placemaking and public spaces rather than individual businesses. Mr. Zalmezak responded that both are valuable. He provided the example of beautification efforts in Fountain Square, which added value to downtown and made it easier to lease those spaces. A good strategy and balance is to do both.

Councilmember Reid commented that using placemaking for public space and leveraging assets has a radiating effect and is a smart investment since the City is funded through sales tax. Councilmember Reid also mentioned the impact of more people coming to the downtown area has on the City and inquired whether there was an opportunity to use beach tokens as a way to measure that impact.

#### B. Mayor's COVID-19 Business Recovery Task Force Presentation

Mr. Roger Sosa, Executive Director of the Evanston Chamber of Commerce, presented an overview of the taskforce and the opportunity to reconstruct an equitable economy that benefits everyone.

Ms. Katherine Gotsick, Executive Director of the Main-Dempster Mile, discussed the economic impacts caused and exacerbated by the coronavirus pandemic. She mentioned while the challenges have been nonstop, access to capital has been fairly easy. She provided an overview of the outreach with businesses and local organizations.

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Ms. Gina Speckman from Chicago's North Shore Convention Bureau and Visitors Center reviewed ways we can expedite Evanston's economic recovery, including marketing. Hotel taxes have traditionally funded many economic development programs in Evanston, and were down 75% during the pandemic. These are dollars brought into Evanston from outside the community.

Ms. Coakley explained the main goals of business retention and attraction is to grow business and keep them here. Funding programs like storefront modernization or consultants, technical assistance, and capacity building programs are strategic uses for ARPA funds. Targeted marketing and design strategies can be used to leverage additional investment. She provided recommendations for funding priorities.

Councilmember Wynne expressed her gratitude to the task force for all the work they have done over the last year.

Mr. Zalmezak mentioned one recommendation that came out of the report was the creation of a CEO roundtable for small businesses to help identify and address the challenges they are facing.

Councilmember Wynne motioned to place the report on file. Councilmember Nieuwsma seconded. The motion was approved unanimously.

C. Public Investment in Whole and Free Foods, a food business proposing to expand into 1611 Church Street

Councilmember Wynne introduced the item.

Mr. Zalmezak gave a brief description of the property and location. The current business is relocating, which presents an opportunity to locate a commercial kitchen incubator bringing the potential for job creation.

Ms. Thomas presented an overview of the company and its mission, which aims to create food for people with special nutritional needs. They focus on working with women and minority-owned businesses. Ms. Thomas noted the facility's unique value proposition of being free from the top 14 allergens, which no one else is doing. She mentioned they have the knowledge and expertise to launch and scale their business, and are looking to come back to Evanston. Funding has been secured to stay in business but need additional funds to open the restaurant.

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Ms. Thomas noted that Enjoy Life Foods started in Evanston as the first allergen free commercial kitchen, and as Evanston residents, want to locate here if it is economically feasible. The founders have invested \$1.5 million dollars and are looking to work with large suppliers so they want to make sure they are ready to grow.

Councilmember Wynne asked about the size of the property. Ms. Thomas responded it was about an acre.

Councilmember Wynne inquired about foot traffic. Ms. Thomas noted a few concerns about sanitation and traffic, but there is a need for incubator spaces for early stage entrepreneurs and helping them access capital and resources.

Councilmember Reid asked about the amount of funding. Ms. Thomas replied they were asking for help for about \$3.6 million that will be paid back, and that they hope to create 60 jobs in Evanston.

Mr. Zalmezak suggested that between TIF and ARPA funding, it would be approximately \$2 million.

Councilmember Wynne said more time was needed to discuss this project.

Member Dziekan asked Ms. Thomas to share the levels of current investments. Ms. Thomas responded there has been investment from the founders, and the rest has come in strategically, with a large percentage from women and people of color.

#### D. City of Evanston Retail Incubator Program

Councilmember Wynne introduced the item.

Mr. Zalmezak introduced Ms. Terrand Smith from 37 Oaks and gave an overview of the partnership history. The program was on hold during the pandemic, but is ready to move forward again and staff is recommending it as a funding priority.

Ms. Smith presented an introduction of herself and 37 Oaks, which works with small entrepreneurs and makers. She highlighted the two components 1) 37 Oaks University - provides curriculum to help businesses learn all aspects of growing their business online or in a storefront, and it includes live webinars and on-demand learning, and 2) Sokoni - their application model which simulates real life environments for both physical and e-commerce, giving businesses a safety net and reducing the risk of growth.

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Ms. Smith provided previous examples of other projects and how 37 Oaks helps curate products and gives small businesses exposure outside their neighborhood. Business owners are a part of the whole process, including marketing and merchandising. Their main goals are to cultivate small women and minority-owned businesses and drive traffic to downtown Evanston to help create a thriving retail environment.

Ms. Smith explained the program would create a turnkey retail incubator to prepare small businesses who have been operating for about 6 months for growth. 37 Oaks is responsible for launching and operating both the physical and e-commerce stores. Coaching and accountability sessions are included to make sure they are tracking and measuring progress.

In addition to the retail-centric curriculum and application, Ms. Smith will offer supplemental education and wrap around services with community partners. Key services will include workforce development, marketing, etc. Ideally, the first cohort would launch in September to take advantage of the critical holiday time frame.

Ms. Smith discussed the cost of the program and the measures of success assessed over a 4-year period.

Councilmember Reid asked about the funding request presented in the staff report. Mr. Zalmezak explained the breakdown of cost over the next three years and mentioned the budget also included the retail space rent and staffing.

Councilmember Braithwaite inquired about the cost model and the products sold on the 37 Oaks website. Ms. Smith explained that the online website is just a learning platform for current cohorts and is not designed to be a year round ecommerce site. Councilmember Braithwaite mentioned he would like to see what cumulative revenue looks like after graduating the program.

Member Lindwall asked about the size of the 37 Oaks staff. Ms. Smith replied they have 8 part-time employees and also work with a lot of contractors.

Councilmember Burns commented there were similar efforts happening around town, and that perhaps they should be integrated to support and learn from each other. One coalition focused on doing the same work could help measure the impact and how much is being spent.



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Councilmember Kelly asked whether this program has been launched elsewhere without public investment. Ms. Smith replied they have worked with other economic development organizations and are typically funded through partners looking to help develop small businesses and revive retail economies. Ms. Smith will put together a sales increase of past cohorts.

Mr. Zalmezak suggested thinking of this program as an entrepreneurship training and workforce development program. Ideally, other funding sources would be identified in the long term, but it is more of an educational program.

Councilmember Kelly would like to see an overall vision of all the ideas and programs being discussed.

Councilmember Nieuwma commented there are still questions but generally supportive of the intent of this program.

Councilmember Reid mentioned he would like to see what potential outcomes would be for both this initiative and the food incubator project as well.

Councilmember Burns mentioned he would like to see 37 Oaks and Northwestern University work together and that staff can facilitate necessary introductions. Mr. Zalmezak replied that staff will report at a future meeting how these programs and initiatives can tie together.

Member Lindwall suggested having an Entrepreneur Roundtable similar to the CEO Roundtable.

E. Northlight Theater Request for American Rescue Plan Act Funding Consideration

Mr. Zalmezak introduced the item and explained that the City Council had recently approved the planned development.

Mr. Tim Evans, Executive Director of the Northlight Theater, presented a brief overview and history of Northlight. Their work addresses many social issues through stage work and has gone on to regional, national, and international stages. The theater originated in Evanston in 1974 and moved to Skokie in 1998. They are now seeking to return to Evanston and build a theater complex in downtown Evanston.

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Mr. Evans provided a relocation history and explained they are now actively negotiating for the 1012 Church Street property. He reviewed the economic impact the theater would bring, generating \$55 million in new spending over the next five years and over \$400,000 in new tax revenue, as well as creating 115 full-time employees.

Mr. Evans also mentioned the theater would partner with many Evanston community organizations (Family Focus, Levy Center, Mitchell Museum, YJC, etc.) and provide free tickets to those organizations to break barriers for ticket prices. Mr. Evans shared renderings and plans of proposed theater space and explained City funding would help to accelerate construction of property.

Councilmember Wynne expressed her enthusiasm for the project.

Councilmember Nieuwsma expressed his support of this project and asked about the status of current negotiations. Mr. Evans responded they are in the final stages of negotiations and are hopeful to conclude in the next few weeks.

Councilmember Nieuwsma asked about other potential funding sources for this project. Mr. Zalmezak said other funding is fairly limited and there are no immediate sources that will allow Northlight to wrap up negotiations and acquire property.

Councilmember Nieuwsma asked what percentage the requested City funding would be of the total capital costs. Mr. Zalmezak responded it would be about 8% of total capital cost.

Mr. Evans said they have received an allocation from the state for \$1 million and \$4.5 million from foundations and other agencies. They are restarting their capital campaign and feel building acquisition would spur additional investment.

Councilmember Nieuwsma would like to see CARP goals incorporated into any ARPA funding requests. Mr. Evans replied that it will be a LEED building.

Mr. Zalmezak stressed Climate Action goals and equity are being considered in all projects, but also looking at the job creation and tax revenues that will be generated. The economic return the theater will bring will far exceed any potential property taxes.

Councilmember Nieuwsma asked about any indirect impact. Mr. Evans responded that construction jobs will be created and he will share their economic impact study.

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Councilmember Reid mentioned that he would like to see the impact study and that there are other factors to consider such as city services and infrastructure, considering this is 10% of the ARPA money. He noted he would like to see the total private expenditure.

7. COMMUNICATION

- A. Monthly Economic Development Communication
  - I. Economic Development Activity Report
  - II. RETT Reports
  
- B. Announcements / Updates from EDC Members

8. ADJOURNMENT

Meeting was adjourned at 9:22 p.m.



## Memorandum

To: Members of the Economic Development Committee  
From: Katheryn Boden, Economic Development Specialist  
CC: Paul Zalmezak, Economic Development Manager  
Subject: Financial Wellness Professional Service Agreement Renewal with First Northern Credit Union  
Date: June 23, 2021

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### Recommended Action:

Staff is seeking a recommendation from the Economic Development Committee to City Council to renew a professional services agreement with First Northern Credit Union to deliver a financial wellness education program for Evanston residents.

### Council Action:

For Action

### Summary:

David Tognarelli from First Northern Credit Union will provide an update on the Financial Wellness Program, including a brief overview of the 2020-21 sessions and upcoming sessions planned for 2021-22. Additional information about the program and previous webinars can be found at [www.fncu.org/evanston](http://www.fncu.org/evanston).

Staff is seeking direction from the Economic Development Committee about extending the exclusive agreement with First Northern Credit Union for 2021-2022 or opening it back up for proposals from other financial institutions.

### Background

First Northern Credit Union (FNCU) was selected to partner with the City of Evanston in 2020 to provide a financial education curriculum to Evanston residents at no cost. Due to the COVID-19 pandemic, these sessions have been held via webinar. In addition to the live webinars, online modules and resources are also available on demand through their [Balance Program](#), a non-profit service accredited by the Council on Accreditation of Services for Families and Children and is certified by HUD to provide comprehensive housing counseling services.

The program kicked off in April of 2020 and, over the past year, FNCU has offered a series of targeted courses with topics designed to help prepare Evanston residents for all stages of life, including students, new families, first time home buyers, and seniors. Most recently, FNCU completed a 90-day comprehensive program on getting financially healthy, with a focus on rebuilding after a financial crisis.

The initial roll out of the program was hampered by the COVID-19 pandemic. To help increase participation and awareness for upcoming 2021 sessions, staff has worked with FNCU to identify additional marketing resources and partners, including the Evanston Public Library. As the wellness initiative continues, staff will also work with FNCU to identify new curriculum and resources, including one-on-one coaching, credit rebuilding programs, and access to capital.

Legislative History:

On January 13, 2020, City Council approved a Financial Wellness Professional Service Agreement with First Northern Credit Union to design and deliver a financial wellness education program for Evanston residents.

## City of Evanston Financial Webinar stats

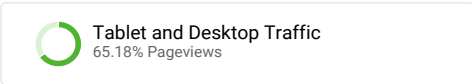
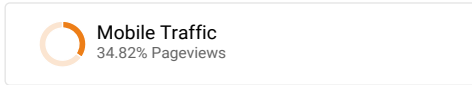
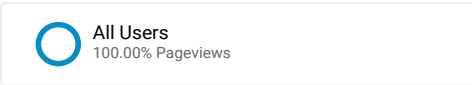
*More information can be found at [www.fncu.org/Evanston](http://www.fncu.org/Evanston)*

Name Of Webinar and Date	Registered	Attended
<b>Underbaked/credit challenged month</b>		
April 8, 2020: Are You Financially Healthy?	37	12
April 15 Rebuilding After A Financial Crisis (not recorded)	36	6
April 22, 2020: Understanding Credit.	23	0
April 29, 2020: Ten Steps To Financial Success.	31	4
<b>Senior Month</b>		
May 7, 2020: Are You A Financially Healthy Senior?	4	2
May 14, 2020: Retirement Planning Later In Life.	4	2
May 21, 2020: Identity Theft Prevention.	4	1
May 28, 2020: Financially Savvy Seniors.	4	1
<b>Family Month</b>		
June 3, 2020: Are You Financially Healthy?	14	9
June 10, 2020: Finances For New Families.	2	2
June 17, 2020: Planning For Money Milestones.	4	0
June 24, 2020: Raising A Money Smart Kid.	7	2
<b>Youth Month</b>		
July 8, 2020: Preparing For Financial Independence (no recording)	80*	80*
July 15, 2020: 8 Steps To Financial Security (no recording)	80*	80*
July 22, 2020: Money Smart (no recording)	80*	80*
July 29, 2020: Credit Matters (no recording)	80*	80*
<i>*Using Youth Job Center Zoom platform (these were the avg # of kids each week)</i>		
<b>No scheduled Program in August for City of Evanston</b>		
<b>Spanish Heritage Month</b>		
Sept 23, 2020 Basics of Personal Finance (no recording)	9	5
Sept 30, 2020 Rebuilding After A Financial Crisis (no recording)	5	4
October 7, 2020 Ten Steps To Financial Success (no recording)	12	7
October 14, 2020: Understanding Credit.	7	3

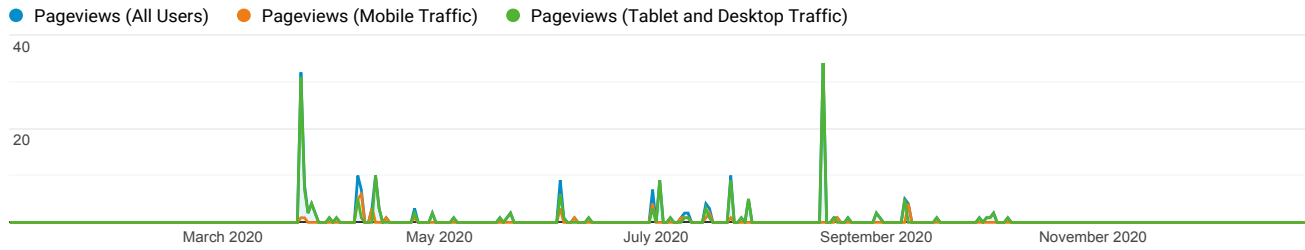


Pages

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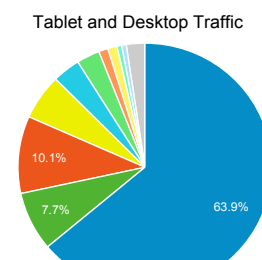
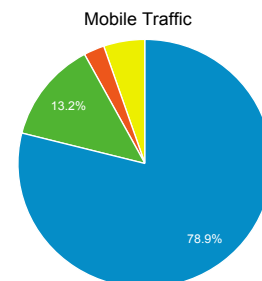
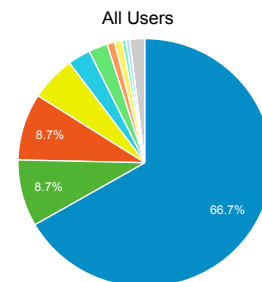
Explorer












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Page Title	Pageviews	Pageviews
<b>All Users</b>	207	207
<b>Mobile Traffic</b>	38	38
<b>Tablet and Desktop Traffic</b>	169	169
1. <b>City of Evanston</b>		
All Users	138	66.67%
Mobile Traffic	30	78.95%
Tablet and Desktop Traffic	108	63.91%
2. <b>City of Evanston Programs</b>		
All Users	18	8.70%
Mobile Traffic	5	13.16%
Tablet and Desktop Traffic	13	7.69%
3. <b>City of Evanston Resources</b>		
All Users	18	8.70%
Mobile Traffic	1	2.63%
Tablet and Desktop Traffic	17	10.06%
4. <b>City of Evanston Resource: Webinars</b>		
All Users	12	5.80%
Mobile Traffic	2	5.26%
Tablet and Desktop Traffic	10	5.92%
5. <b>City of Evanston Program</b>		
All Users	6	2.90%
Mobile Traffic	0	0.00%

Contribution to total: Pageviews



	Tablet and Desktop Traffic	6	3.55%
6.	 City of Evanston Resource: Introduction		
	All Users	5	2.42%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	5	2.96%
7.	 City of Evanston Resource: Financial First Aid		
	All Users	2	0.97%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	2	1.18%
8.	 City of Evanston Resource: Get a Fresh Start by Paying old Debt		
	All Users	2	0.97%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	2	1.18%
9.	 City of Evanston Resource: Assistance for Low-Income Families: Get the Help you Need		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%
10.	 City of Evanston Resource: BalanceTrack: The Psychology of Spending		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%
11.	 City of Evanston Resource: Chapter 1: The Role of Advertising		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%
12.	 City of Evanston Resource: Chapter 2: Keeping Up With The Joneses		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%
13.	 City of Evanston Resource: Chapter 4: Delete Your Debt		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%
14.	 City of Evanston Resource: Credit Matters		
	All Users	1	0.48%
	Mobile Traffic	0	0.00%
	Tablet and Desktop Traffic	1	0.59%





## City Of Evanston Financial Webinar stats

*More information can be found at [www.fncu.org/Evanston](http://www.fncu.org/Evanston)*

Name Of Webinar and Date	Registered	Attended
<b>Adults</b>		
3/2/21 Are You Financially Healthy?	11	5
3/3/21 Are You Financially Healthy?	10	4
3/6/21 Are You Financially Healthy?	8	3
4/6/21 Credit Card Makeover	26	6
4/7/21 Credit Card Makeover	13	8
4/10/21 Credit Card Makeover	6	3
5/4/21 30 Ways To Trim Your Budget	10	4
5/5/21 30 Ways To Trim Your Budget	11	6
5/8/21 30 Ways To Trim Your Budget	6	3
<b>Youth</b>		
7/07/21 Money Skills: Preparing for financial independence	*90	*90
7/14/21 8 Steps To Financial Success	*90	*90
7/21/21 Start Being Money	*90	*90
7/28/21 Credit Matters	*90	*90
8/04/21 Paying For College	*90	*90
*(expected attendees per Youth Job Center)		



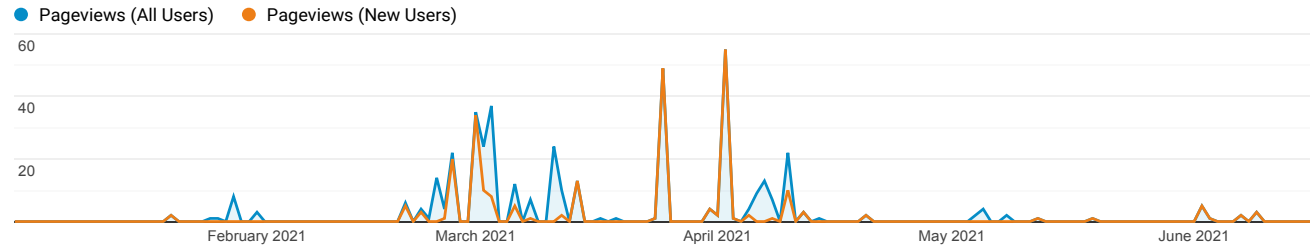
Pages

Jan 1, 2021 - Jun 16, 2021

○ **All Users**  
100.00% Pageviews

○ **New Users**  
66.99% Pageviews

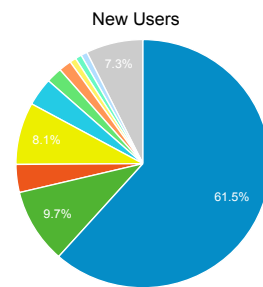
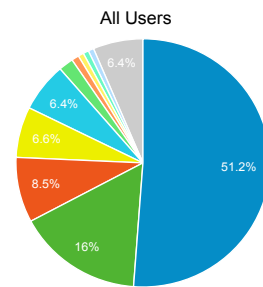
Explorer



This data was filtered using an advanced filter.

<input type="checkbox"/>	Page Title	Pageviews	Pageviews
	<b>All Users</b>	424	424
	<b>New Users</b>	247	247
1.	<span style="color: #007bff;">■</span> City of Evanston		
	All Users	217	51.18%
	New Users	152	61.54%
2.	<span style="color: #2e8b57;">■</span> City of Evanston Programs		
	All Users	68	16.04%
	New Users	24	9.72%
3.	<span style="color: #ff4500;">■</span> City of Evanston Program		
	All Users	36	8.49%
	New Users	9	3.64%
4.	<span style="color: #ffff00;">■</span> City of Evanston Resources		
	All Users	28	6.60%
	New Users	20	8.10%
5.	<span style="color: #00b0f0;">■</span> City of Evanston Resource: Introduction		
	All Users	27	6.37%
	New Users	9	3.64%
6.	<span style="color: #2e8b57;">■</span> City of Evanston Resource: Webinars		
	All Users	8	1.89%
	New Users	5	2.02%
7.	<span style="color: #ff4500;">■</span> City of Evanston Resource: Chapter 2: Get Organized		
	All Users	4	0.94%
	New Users	4	1.62%
8.	<span style="color: #ffff00;">■</span> City of Evanston Manage Account		
	All Users	3	0.71%

Contribution to total: Pageviews



	New Users	2	0.81%
9.	<a href="#">City of Evanston Resource: Chapter 1: Set Goals</a>		
	All Users	3	0.71%
	New Users	2	0.81%
10.	<a href="#">City of Evanston Resource: Rebuilding After a Financial Crisis</a>		
	All Users	3	0.71%
	New Users	2	0.81%

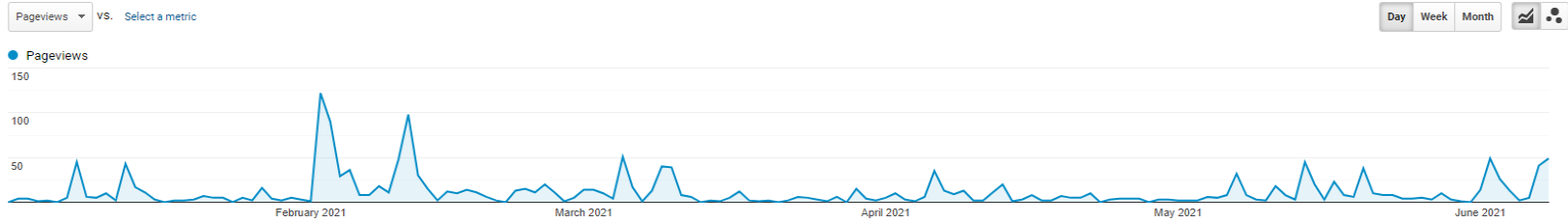
Rows 1 - 10 of 33

© 2021 Google



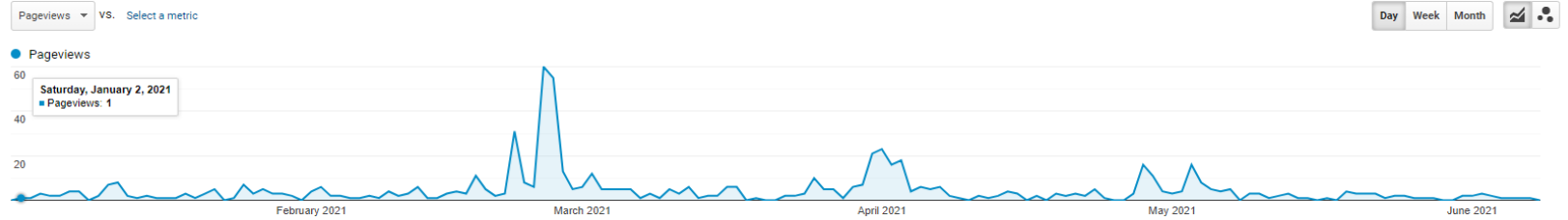
### FNCU.ORG/SEMINARS

Visits since January 1, 2021: 1,843



### FNCU.ORG/EVANSTON

Visits since January 1, 2021: 699



## **2021 City of Evanston Financial Wellness Program**

### **Month 1 (March)**

#### Webinar

- *Are You Financially Healthy?*
- Tuesday **3/2/21** @ 7p, Wednesday **3/3/21** at Noon, Saturday **3/6/21** at 10a

Emodule 1, 2, 3 – Evanston.balancepro.org

- *Rebuilding after a financial crisis*
- *Financial First Aid*
- *Money management*

### **Month 2 (April)**

#### Webinar

- *Credit Card Makeover: Getting out of debt*
- Tuesday **4/6/21** @ 7p, Wednesday **4/7/21** at Noon, Saturday **4/10/21** at 10a

Emodule 1,2,3 – Evanston.balancepro.org

- *Credit matters*
- *The Psychology of Spending*
- *World of Credit Reports*

Financial Counseling – review credit report, setup a budget

### **Month 3 (May)**

#### Webinar

- *30 ways to trim your budget*
- Tuesday **5/4/21** @ 7p, Wednesday **5/5/21** at Noon, Saturday **5/8/21** at 10a

Emodule 1,2,3 – Evanston.balancepro.org

- *Financial Planning*
- *10 Steps to Financial Success*
- *Smart Tax Planning*

Drawing and/or open membership – credit sense program, open a savings account (FNCU incentives for saving)

Certificate of completion



# CreditSense

First Northern Credit Union's  
money management program



## How does the CreditSense program work?

### CreditSense Loan

The program starts with a loan you make to yourself. First Northern puts the funds directly into your savings account. The funds are on hold in your account. When the loan is paid in full, all the funds become available to you. By doing this, not only have you repaid yourself, creating a healthy savings pattern, you have created new credit on your credit report. As long as you make timely monthly payments, you'll also be boosting your credit history and helping improve your credit score. There is no application fee, and approval is fast and easy.

### CreditSense Checking Account

If you are rebuilding credit or building credit for the first time, it is sometimes hard to get approved for a checking account. First Northern's CreditSense Checking account comes with all the great features of a standard checking account including a Visa Check card with a low annual fee for easy access to your checking account funds.

Simply maintain a low average daily balance of \$100.

### CreditSense Visa Credit Card

After you make the first six payments of your CreditSense loan on time, you will be pre-qualified for a \$750 Visa credit card\*\*. You will also enjoy a low 16.99% APR on all purchases and cash advances, with a low annual fee. With timely payments, this card not only provides access to credit when you need it most, it helps build a positive credit rating and credit score.

### Free Financial Counseling

When you join First Northern's CreditSense program, you will be offered no obligation, FREE money management education and counseling from our partner, BALANCE. Their certified counselors can work with you one-on-one and will focus on your financial concerns and needs, help you understand your financial situation, find ways for you to save, help you prioritize payments, develop a customized budget and provide an action plan based on your short and long term goals. Once you complete the appropriate qualifications with them, you'll be eligible for the pre-approved Visa credit card (discussed above) after just three timely payments instead of six.

To learn more about our CreditSense program, please visit [fncu.org/creditsense](http://fncu.org/creditsense) or contact a Financial Service Advisor at 1-888-328-8677.

To speak to a certified BALANCE counselor, call toll-free 888-456-2227 or visit [fncu.balancepro.org](http://fncu.balancepro.org) for more information.

\* See your Truth-in-Savings Disclosure and Fee Schedule for more detailed information about CreditSense Checking.

\*\* Some restrictions apply; consult one of our Financial Service Advisors for more information.

Federally insured by NCUA.

# BalanceTrack

Your Personal Finance Education Center

When it comes to handling your finances, a little knowledge goes a long way. That's why we offer BalanceTrack, a free online financial education program. With BalanceTrack, you'll be guided through the world of personal financial management. Log on today to learn about today's most important financial topics:

## Financial Basics (7 modules)

- ✓ High-Cost Financial Services
- ✓ The Psychology of Spending
- ✓ Drive Away Happy
- ✓ Credit Matters
- ✓ The World of Credit Reports
- ✓ Money Management
- ✓ Checking Account Management

## Planning for Success (4 modules)

- ✓ Smart Tax Planning
- ✓ Financial Planning
- ✓ Ten Steps to Financial Success
- ✓ The Basics of Investing

## Homeownership (2 modules)

- ✓ Using Home Equity
- ✓ The Road to Homeownership

## Financial Crises (3 modules)

- ✓ Rebuilding After a Financial Crisis
- ✓ Financial First Aid
- ✓ Identity Theft

## Youth (5 modules)

- ✓ Repaying Student Loans
- ✓ Finances for College Students
- ✓ Teens and Money
- ✓ The Art of Saving Money
- ✓ Cash Flow



**First Northern Credit Union**

Explore educational resources online:

**[fncu.balancepro.org](https://fncu.balancepro.org)**

Call BALANCE toll-free: **888.456.2227**

[facebook.com/BALANCEFinFit](https://facebook.com/BALANCEFinFit) | [twitter.com/BAL\\_Pro](https://twitter.com/BAL_Pro)

REV1019





**First Northern Credit Union**



## THREE WAYS TO BECOME A MEMBER

1. **VISIT** [www.fncu.org](http://www.fncu.org)
2. **CALL** 888.328.8677 x352
3. **STOP BY ONE OF OUR BRANCHES**
  - **Chicago/Loop**  
230 W Monroe St. #2850
  - **Chicago/Streeterville**  
541 N Fairbanks Ct. #120
  - **Rockford**  
104 N Show Place Ave
  - **Evanston**  
1705 Sherman Ave



**New members can  
earn up to \$900!**

- ★ **Up to \$150 for setting up direct deposit\***
- ★ **Up to \$500 for financing a mortgage\*\***
- ★ **Up to \$250 for financing a home equity loan\*\*\***

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**Mention promo code **BD2021** when applying.**

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\* Mention Promotion BD2021. Promotion valid through 12/31/21. Cannot be combined with any other promotions. Not available to existing First Northern Credit Union (FNCU) checking account holders or those closing their account within the last 90 days. \*For \$150 bonus, direct deposit \$500 or more monthly of your paycheck, pension, or government benefits into a new FNCU checking account (subject to approval) for three consecutive months, or for \$50 bonus, a \$200 similar direct deposit for three consecutive months. Bonus paid to primary share account on or after 90 days of completing requirements, and bonus is subject to taxation as regular dividends. \*\*To receive up to a \$500 bonus for financing a mortgage: 1.) Loan application must be completed within 90 days of opening your FNCU membership, 2.) Once approved, we will pay a bonus of \$500 for loans over \$250,000 and \$250 bonus for loans between \$100,000 and \$249,000. Bonuses paid as lender credit at closing of the FNCU loan. Bonus subject to repayment if loan is paid off within 6 months.m\*\*\*To receive up to a \$250 bonus for financing a home equity loan (HELOCs are ineligible for this bonus): 1) Complete loan application within 90 days of opening your FNCU membership, 2) If approved, we will pay a bonus of \$250 for loans over \$50,000, and \$100 for loans less than \$50,000 but at least \$25,000. Bonus paid to primary share account on or after 90 days of completing requirements, and bonus is subject to taxation as regular dividends. NMLS#410425

Federally Insured by NCUA. Equal Housing Lender.

202101-FN-ME-NM



## Memorandum

To: Members of the Economic Development Committee  
From: Paul Zalmezak, Economic Development Manager  
Subject: Approval of Funding for Chicago's North Shore Convention and Visitors Bureau FY 2021  
Date: June 23, 2021

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Recommended Action:

Staff supports a recommendation from the Economic Development Committee to the City Council to approve funding for Chicago's North Shore Convention and Visitors Bureau (CVB) in the amount of \$41,805 for a period commencing July 1, 2021 through June 30, 2022.

Funding Source:

Economic Development Partnership Account # 100.15.5300.62659. The City Council approved a total of \$97,000 for 2021 of which \$84,500 remains.

Council Action:

For Action

Summary:

The CVB is seeking \$41,805 for the City of Evanston's CVB membership for the period July 1, 2021 through June 30, 2022 (FY22). This represents 3% of the bureau's annual budget. The CNSCVB Board of Directors voted to keep municipal dues at 50% of pre pandemic level recognizing the impacts of the lingering effects of the pandemic on local tax collections, especially hotel tax. In FY22, the CVB anticipates receiving full funding from the Illinois Office of Tourism and additional federal relief funding support with a total budget of \$1.5 million. The CVB received the same amount of funding, \$41,805, for FY 2020.

Evanston is the founding member (1997) of the CVB and is one of nine communities benefitting from the services the CVB provides. The CVB's website featuring Evanston events and attractions is <https://www.visitchicagonorthshore.com/>. Their mission is to strengthen the positive awareness of Evanston by marketing our community as a business, meeting, event and visitor destination.

The CVB staff creates and administers sales and marketing programs highlighting hotels, restaurants, attractions, and retail which in turns generates sales tax revenue for the City. The

CVB staff works closely with the local hotels, restaurants, the Evanston Chamber of Commerce, Downtown Evanston, the Main Dempster Mile, and other business districts.

### **Background**

The CVB is a State of Illinois Department of Commerce and Economic Opportunity Office of Tourism (DCEO) certified convention and visitors bureau. The funding for the 40 certified bureaus is intended to generate increased hotel/motel occupancy and travel into and throughout the State of Illinois impacting the economic growth of the tourism industry.

funds will be distributed based on a

Pre-pandemic, DCEO distributed \$1,041,466 to the CVB, based on a formula applied to the available appropriation. The formula contains weighted factors including the population of the bureau service area; the food/beverage tax collected in the bureau service area; and a portion of the State's hotel/motel tax collected in the bureau service area. More information can be found at DCEO's website: <https://govappsqa.illinois.gov/gata/csfa/Program.aspx?csfa=1606>

The CVB is the only organization that markets Evanston and major events happening within the city to audiences beyond the local resident and employee populations.

### Attachments:

[CNSCVB Evanston FY 2022 Request for Funding](#)  
[Evanston EDC Presentation 6.23.21](#)



June 15, 2021

Paul Zalmezak  
Economic Development Manager  
City of Evanston  
2100 Ridge Avenue  
Evanston, IL 60201

Dear Paul,

On behalf of Chicago's North Shore Convention and Visitors Bureau (CNSCVB), I am writing you requesting that the City of Evanston renew its membership with our organization. The annual fee for the City of Evanston's membership for our upcoming fiscal year will be \$41,805.00. This is half of what the city paid prior to the pandemic and recognizes the lingering effects of the pandemic on the local tax collections of our member communities. We were happy to support the hospitality businesses of Evanston last year and hope to continue to do so during the recovery and beyond.

I believe our hotels, attractions, retail merchants, and restaurants are poised for recovery. The City of Evanston and its hospitality businesses have had bureau representation since 1997 and we have been a consistent and strong voice for businesses for over 24 years. We appreciate the support and look forward to working with the city and our many Evanston partners.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Gina Speckman". The signature is fluid and cursive.

Gina Speckman  
Executive Director



Economic Development Committee

City of Evanston

Tuesday, June 23, 2021



## History

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The Evanston Chamber of Commerce founded the Evanston Convention and Visitors Bureau in 1997. To increase its state funding, the legislators of the North Shore expanded the bureau to become Chicago's North Shore Convention and Visitors Bureau and include more communities and ultimately, took a \$230,000 organization to one that reached a budget of \$2 million.

This expanded footprint and budget has allowed us to expose Evanston and its hotels, restaurants, attractions and retailers to much greater audiences and resulted in increased awareness, visitation, spending and ultimately higher tax collections.

# Mission

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Chicago's North Shore Convention and Visitors Bureau (CNSCVB) is one of 38 local convention and visitors bureaus certified by the Illinois Department of Commerce and Economic Opportunity's Office of Tourism. Our mission is to strengthen the positive awareness of our service area, Chicago's North Shore, as a business, meeting, event and visitor destination. Our staff of six administers aggressive sales and marketing programs to highlight the hotels, restaurants, attractions and retail businesses of Evanston and Chicago's North Shore. In each of our communities, we partner with Economic Development municipal staff and city organizations to use our resources to amplify the local message.



## Public/Private Partnership

The source of over half of the Bureau's annual budget comes from the State of Illinois. The other half is derived from our local member communities: Evanston, Glenview, Winnetka, Wheeling, Prospect Heights, Northbrook, Skokie, Glencoe and Northfield –as well as our private sector business members via membership and advertising and sponsorships.



# Budget

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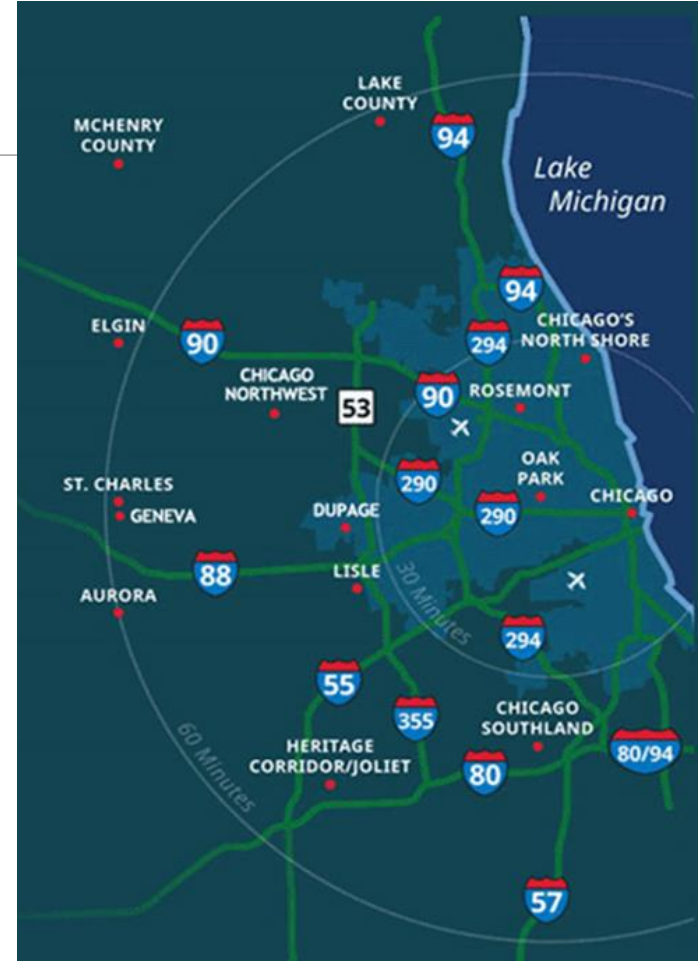
The Bureau's annual budget in FY21 (July 1, 2020 – June 30, 2021) was \$1 million. This budget was supplemented by \$350,000 in federal Covid relief funding as the travel and tourism sector was recognized as one of the most highly impacted industries.

In FY22, we anticipate to receive full funding from the Illinois Office of Tourism (pre-pandemic funding) and additional federal relief funding support with a total budget of \$1.5 million. The CNSCVB Board of Directors voted to keep municipal dues at 50% of pre-pandemic level. **For Evanston, we are requesting \$41,805 (50% below normal ask.) This represents 3% of the bureau's annual budget.**

- CNSCVB has 150 Evanston businesses and organizations that partner with us – they financially contribute equal to the city.
- CNSCVB can only work with businesses in member municipalities.
- CNSCVB receives, by formula, part of the state's collection of Evanston's hotel tax charged by the state (6%). This funding can only go to certified bureaus and cannot be diverted to any other use.

## Chicago Area Convention and Visitor Bureaus

This map represents the certified convention and visitors bureaus in the Chicagoland area. Almost every hotel within the Chicagoland region is afforded state and local hotel tax dollars sales and marketing support through their local bureau.



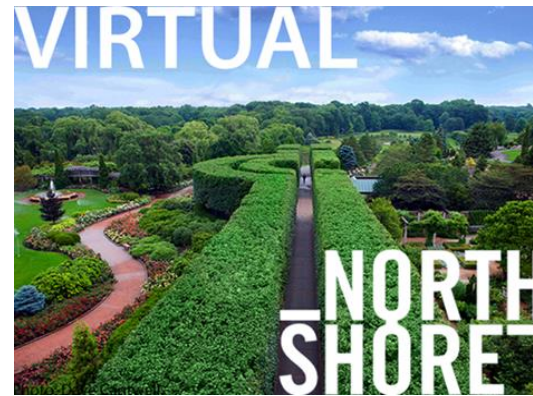
## Addressing Covid-19

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Covid-19 mitigations and restriction had a devastating impact on our hotels, restaurants, attractions and retailers. The bureau was fortunate to use its resources to create local programming to help our businesses survive.



# Addressing Covid-19





# Addressing Covid-19

Produced Zoom meetings to help member businesses with Covid relief funding and recovery forecasting and assisting individual businesses with their applications. Zoom topics included:

- Accessing PPP
- Applying for Business Interruption Grants
- EIDL and EITC opportunities
- Navigating each Phase of the Illinois Recovery Plan
- Advocating for relief legislations (cocktails to go, etc.)



## Zoom Event: Outlook for Meetings and Events



When: Wednesday, June 24, 9:00 - 9:30 am

Where: Zoom Meeting - [Register Here](#)

# Paid Social Media

Businesses applied for Covid relief loans, had tax collections delayed and many other remediations. However, they needed customers to Purchase their goods and services and had no marketing budgets. We were an important outlet for paid and targeting digital advertising.



Spring Stroll on Central Street, Evanston this Sat. May 1. Shopping and dining specials, great Mother's Day ideas. <https://centralstreet-evanston.com/spring-stroll> @CityofEvanston



Celebrate Dad or the father figures in your life with some special items from Hewn. A selection of bread, including their special Country with bacon & fennel, buns, pretzel bites, croissants, empanadas and more are available for pre-order on their Tock site. Visit <https://bit.ly/3g5s8yX> to place your order.

Central Street, Evanston  
City of Evanston Illinois Government  
City of Evanston Economic Development



# Hotels and Covid-19

With travel bans and stay-at-home orders, hotels were devastated. Many who rely on group business (conferences, meetings, events and business travel) took the brunt of the hit.

The bureau worked with the hotels to update visitors on health and safety protocols for each hotel and contracted with Threshold 360 which allowed planners and visitors to tour Evanston hotels virtually for future planning.



## GRADUATE EVANSTON

1625 Hinman Ave., Evanston, IL 60201  
(847) 475-3300

[Visit Website](#)

Nestled near the Northwestern University campus and the Lake Michigan shore, Graduate Evanston exudes timeless charm and reflects the culture and history of the town. With interior design direction led by Graduate Hotels' in-house design team, in collaboration with the project's locally-based architect of record DMAC Architecture, Graduate Evanston's design establishes a distinct sense of place upon arrival. Graduate Evanston celebrates the natural beauty of the North Shore and nearby Northwestern University, complete with both subtle and overt nods to university greatness.

- ✓ Front Desk Contact Barrier
- ✓ Touchless Check-in
- ✓ Limited Elevator Occupancy
- ✓ Touchless Room Entry
- ✓ Health and Safety Policy
- ✓ 360 Tour





## Business Travel Projected to Return to 70 Percent of Pre-Covid Levels By Year End



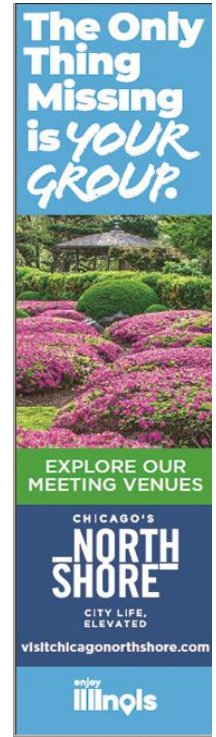
# Recovery Marketing

# ORANGE 142

Image	Placement	Audience Targeting	Rate	Rate Discount	Cost Type	Contracted Reach
	Display & Retargeting	Leisure Audience	\$8.00	\$6.00	CPM	1,083,333 + Impressions
	Display & Retargeting (40% Match Added Value)	Leisure Audience	\$8.00	\$6.00	CPM	433,333 + Impressions
	In-Need Targeting	Leisure Audience	\$2.50	\$2.00	CPC	6,000 + Clicks
	In-Need Targeting (40% Match Added Value)	Leisure Audience	\$2.50	\$0.00	CPC	2,400 + Clicks
	Native	Leisure Audience	\$10.00	\$9.00	CPM	722,222 + Impressions
	Native(40% Match Added Value)	Leisure Audience	\$10.00	\$0.00	CPM	288,888 + Impressions



# Meeting Market Advertising





# Leisure Market Advertising – DIGITAL & SOCIAL



EVENTS

2021 CUBS HOME GAME SCHEDULE

FARMERS MARKETS

BIKE TOUR

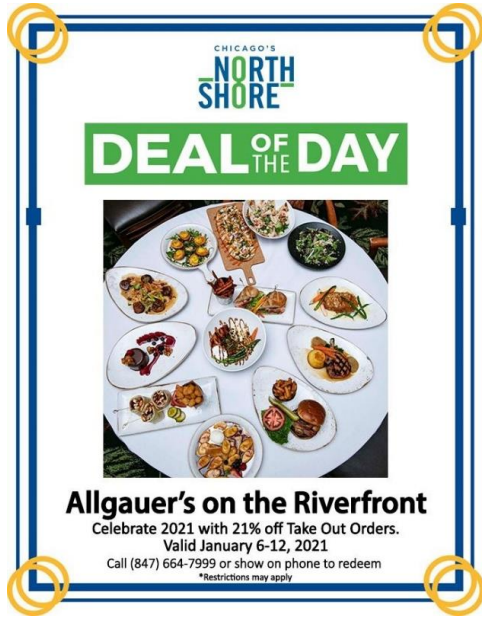
GOLFING ON THE NORTH SHORE

HOTEL DEALS

PLAN YOUR NORTH SHORE GETAWAY

FATHER'S DAY BREW PUB GUIDE

# Leisure Market Advertising – DIGITAL & SOCIAL



Deal of the Day Program



## CLEAN SWEEP

The North Shore shopping districts are open and ready with some of the best deals of the year. From the gifts you missed out on during the holiday season to the perfect spring wardrobe and activities and toys to occupy the kids in your life during the colder months, you'll find everything you're looking for during Clean Sweep.

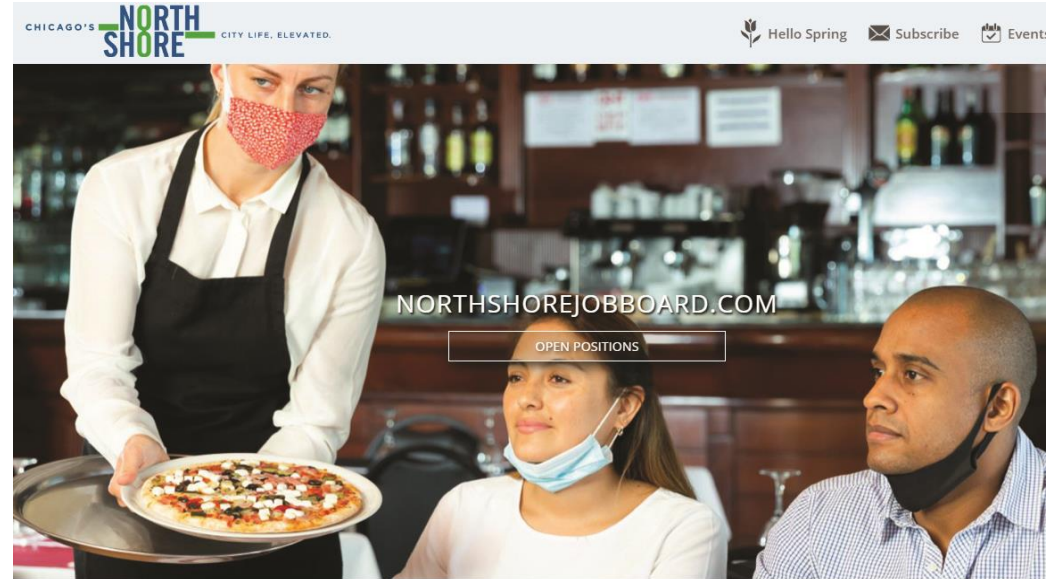
## Retail Support



Celebrating local social media pages created to support Businesses during the pandemic



# Leisure Market Advertising – DIGITAL & SOCIAL




**AVAILABLE POSITIONS**

[www.northshorejobboard.com](http://www.northshorejobboard.com)

# E-newsletters

May 2021

CHICAGO'S **NORTH SHORE** **insider**



Celebrate Travel and Tourism Week by enjoying all the experiences that make the North Shore special. From **Mother's Day** celebrations to the Evanston Arts Center's **reVision**, an immersive art experience, to **Harry Potter Day to Mandela: Struggle for Freedom** at the Illinois Holocaust Museum and one last chance to see the **Thomas and Friends** exhibit at **Kohl Children's Museum**. Not to mention flowers popping up at **Chicago Botanic Garden** and other activities listed below to help you plan your May adventure.

CHICAGO'S **NORTH SHORE** CITY LIFE, ELEVATED.  
Summer 2021 Newsletter



There's nothing quite like summer on Chicago's North Shore! From blooming flowers at Chicago Botanic Garden to farmers markets full of fresh produce and treats, and outdoor concerts at Ravinia and the North Shore Center for Performing Arts to the Mandela: Struggle for Freedom exhibit at the Illinois Holocaust Museum, not to mention endless miles of sandy beaches! Discover the delights of Chicago's North Shore this season experienced in a safe and healthy way!



# Partnerships



A collage featuring various Big Ten conference logos (I, Psi, M, M, N, N, Ohio State, P, R, W) at the top. Below them is the "CITIES OF THE BIG" logo. A central image shows a basketball game in progress on a court, surrounded by a large crowd. To the right of the game is a large red Psi symbol. Below the game image is a paragraph of text. At the bottom, there are two promotional boxes: one for Champaign County with an orange "I" logo and one for Bloomington with a red Psi logo. Each box includes a "Visitor Info" link and a "Football Schedule" button.

Nearly 120 years after its inception, the Big Ten remains a national leader in intercollegiate athletics on and off the field. The Cities of the Big Ten host hundreds of athletic events throughout the year and are proud to extend the ultimate in hospitality to the enthusiastic followers of our teams. Utilize this website to plan your next visit.

**I** Before and after your Big Ten experience, discover Champaign County—a micro-urban oasis in the heart of the Midwest. Sports fans delight in our outdoor activities, learn in our plentiful museums and unwind in our local dining and bar scene. Your Illinois adventure awaits in Champaign County.

visit **Champaign County**  
 Visitor Info  
 Football Schedule

**Ψ** Located in the lush rolling hills of south-central Indiana, Bloomington is full of charm and culture, a city that's progressive but not pretentious, hip but also welcoming. From the peaceful forests to the vibrant downtown, Bloomington is filled with contradictions that blend together to make an exceptional community. No matter what your interests are, there are endless opportunities to discover them on a local level.

*Bloomington*  
 Visitor Info  
 Football Schedule



## Moving Forward



Strength In Numbers

### **Regional DMO partners rally support, welcoming back summer leisure travel to Chicagoland**

The Chicago Metropolitan Agency for Planning (CMAP) created several Task Forces to address the Covid-19 pandemic and the subsequent recovery. The Tourism Task Force has met for the past year and the outcome is a Regional campaign spearheaded by Choose Chicago and including all of the suburban convention and visitors bureaus.

“ Similar to other parts of the country, regions often have brands that perhaps center on one major urban area and encompass a multitude of other destinations and experiences using kind of a hub-and-spoke framework. Chicagoland is no different, and due to variety of reasons, regional cooperation is more important than ever before.

*A primary driver, simply put, is our entire region has to fully recover for us to return to the economic model that fuels our collective success. ”*

**David Whitaker**

President and CEO, Choose Chicago



We've got everything ready to make your summer unforgettable...

**The Only Thing Missing Is You.**

This branded message is being shared across Chicagoland with the power of this co-funded campaign + the individual marketing budgets of each convention and visitors bureau.

# “The Only Thing Missing Is You” Chicagoland Regional Co-op Campaign





# “The Only Thing Missing Is You” Chicagoland Regional Co-op Campaign



## **Phase 5 and return of business = aggressive sales and marketing support for Summer 2021 and beyond.**

- Digital Advertising Campaigns Meetings and Leisure Market
- Big Ten Fall Campaign in partnership with all 14 of the cities that are home to Big Ten teams
- New Photography
- Taking advantage of the benefits of road trip vs. air travel for remainder of 2021
- Pent up travel demand will translate into opportunities for new audiences and engagement

*Thank you!*



CITY LIFE, ELEVATED.  
CONVENTION & VISITORS BUREAU

Gina Speckman, Executive Director  
[gspeckman@cncsvb.com](mailto:gspeckman@cncsvb.com)  
[www.visitchicagonorthshore](http://www.visitchicagonorthshore)  
[@chicagonorthshore](https://twitter.com/chicagonorthshore)



## Memorandum

To: Members of the Economic Development Committee  
From: Paul Zalmezak, Economic Development Manager  
Subject: Whole & Free Foods Request for Public TIF Investment and Private Activity Bond for proposed relocation and expansion to 1611 Church Street  
Date: June 23, 2021

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Recommended Action:

For Consideration: Applicant seeking Economic Development Committee recommendation to City Council to approve TIF funding totaling \$325,000 and resolution supporting use of state allocated private activity bond for a new business Whole and Free Foods

Funding Source:

Staff Recommends utilizing the West Evanston Tax Increment Financing District

Council Action:

For Action

Summary:

Whole & Free Foods LLC is seeking Economic Development Committee approval and recommendation to the City Council for Tax Increment Financing (TIF) funding totaling \$325,000 from the West Evanston TIF and recommend approval of a resolution authorizing a Public Activity Bond (PAB) allocation totaling \$6,930,900.

Staff is seeking the Economic Development Committee recommendation to the City Council to approve a TIF investment of of \$325,000 from the West Evanston TIF. The investment, representing 4.5% of the total project cost and has the potential to create as many as 70 jobs. The benefits described above will exceed the investment. The tax increment generated by this property will pay back the investment within two to six years depending on the assessor's reassessment of the property once operating. And the TIF investment per job ranges from \$4,600 to \$8,100 depending on the number of jobs created. A snapshot summary of the proposed TIF investment is attached.

Whole and Free proposes to use the TIF funds solely for aspects of the project that have a clear and obvious benefit to the community of Evanston included, but not limited to facility features that will:

- 1) advance Evanston's Climate Action & Resilience Plan (renewable energy, building efficiency, greenhouse gas reduction targets, zero waste, transportation and mobility, urban canopy and green space);
- 2) bring new entrepreneurs/companies to the city of Evanston by creating access to the only "free from" commercial kitchen in the Midwest;
- 3) providing local food entrepreneurs with access to resources, space and a network of experienced entrepreneurs and big food company executives as part of an "Entrepreneur in Residence" program;
- 4) providing a flexible work and meeting space for local entrepreneurs to use for events, training and programming that helps spark and foster entrepreneurship and innovation in Evanston; and
- 5) creating more natural areas and green space than what presently exists.

Staff also recommends the Economic Development Committee support the issue and recommend City Council approval of a Private Activity Bond up to \$7,000,000, from the city's total 2021 allocation of \$8,000,000 in PAB's from the State of Illinois. The PAB will represent 69% of the project financing, which is summarized in the following sources and uses table. (Note: In 2022, the City will receive another PAB allocation of \$8MM, and given that no other projects have been proposed for PAB consideration in 2021 it is highly unlikely that another project will emerge during 2021.)

Alternatively, another option for consideration is a TIF contribution of \$325,000, and a \$1.5M loan from the West Evanston TIF, with a smaller \$5.5 million Private Activity Bond allocation. However, as explained below, the Private Activity Bonds do not impact the City's finances/credit and no other Private Activity Bond allocation is anticipated in 2021. Staff recommends the former option.

Staff supports consideration of an investment in Whole & Free Foods project in Evanston as it has potential for the following economic benefits:

- 40 jobs immediately upon project completion, with a likely 20-30 more jobs within 3 years for a total of 60-70;
- workforce development investment for ETHS and Evanston residents in advanced manufacturing, robotics, and digital sales and marketing;
- increased property taxes;
- the attraction of other emerging "free from" food companies to the City (utilizing the shared Commercial Kitchen, the only allergen free option in the Midwest);
- contract manufacture for other food companies that would regularly visit Evanston;
- improve community access to allergen free foods at a reduced cost, because food allergies disproportionately impact minority communities.

But for the NMTC and the City of Evanston's contribution of TIF funds, support of the issuance of a small issue PAB, Whole & Free Foods will not have the means to pursue the development of 1611 Church Street in Evanston, and will seek expansion in other areas or states with favorable financing and economic development assistance.



Economic Development and Law Department staff will draft a term sheet and redevelopment agreement for City Council consideration if approved by the Economic Development Committee. Included in the agreement will be Evanston local hire requirements, the contribution of space and curriculum for food industry job training, and food access program requirement, and clawback provisions if Whole & Free were to relocate or sell their business.

### **Funding Sources Description/Summary**

Public Activity Bonds: Every year, Public Activity Bonds are allocated to the City of Evanston by the State of Illinois. Private Activity Bonds (PAB) are tax-exempt bonds issued on behalf of businesses engaged in the manufacture or production of tangible personal property. PAB's can be used to finance the acquisition of fixed assets such as land, buildings, or equipment. They may also be used for renovation and new construction. The PAB is a debt-instrument that is repaid, with interest, by the company using them. In the past 10 years, the City has not used its allocation or applied for these bonds on behalf of a local business.

Under Section 146 of the Internal Revenue Code of 1986, the City is allocated an annual amount for private activity bond use. This allocation is commonly referred to as a volume cap and represents an ability to borrow funds. Evanston is allocated \$110 per person or a total of approximately \$8 million. A wide variety of businesses can qualify under the Private Activity Bond guidelines, including nontraditional manufacturing operations such as food processing or printing firms. Because the bonds are exempt from federal income tax, they typically command competitive interest rates and may be combined with other tax credit programs to stimulate projects.

Beyond the contribution of staff time, the City does not contribute any funding or resources for the issue of these bonds for these bonds but it is the beneficiary of the bond issue because the funded project will contribute taxes, jobs and the improvement of physical property in Evanston.

West Evanston TIF District: The West Evanston TIF currently has a balance of \$2 million and is expected to generate approximately \$5 million over the remaining seven years of the TIF. Whole and Free's TIF request represents 4.7% of the total project cost.

### **Background**

Whole and Free is a woman-owned and minority woman-led business, and Evanston residents [Trish Thomas](#), [Richard Thomas](#), [Bill Kimball](#), and [Pamela Finney Swenson](#). Ms. Thomas, the CEO and majority owner, also a Lecturer of Entrepreneurship at Northwestern's Farley Center for Entrepreneurship & Innovation, anticipates an opportunity to generate additional revenue by providing office space and contract manufacturing for other emerging brands (Mr. Beast, Hungry Harry's, Blake's Seeds, Fabalish, Spaarx Snacks), established brands, and private-label (Trader Joes, Amazon), seeking "free from" manufacturing because there currently are no resources in the Midwest. She has studied the market and identified a need for "free from" shared commercial kitchen in the Chicago area because none currently exist.

At the May 2021 meeting of the Economic Development Committee, Ms. Thomas, summarized a proposal to acquire to acquire [1611 Church Street](#) and build a state of the art mixed use building to house its headquarters, a shared commercial kitchen, and produce its [Every Body](#)

[Eat®](#) products in Evanston. Depending on the final approved budget the project would be a 20,000 to 30,000 square foot facility that would include advanced manufacturing capabilities to produce plant-based foods using mixed, baked and wet manufacturing techniques.

The facility would be unique in the region because it would be free from the top 14 allergens and corn, and the combination of wet/dry is rare and would allow the packaging of grab n' go wet/dry combinations (e.g. snack packs of crackers and dip) and upcycle ingredients (e.g. chickpeas that also produce liquid aquafaba when cooked). The site would need to accommodate adequate dry storage, shipping and receiving, and some warehouse space as well as office space, a commercial test kitchen, and parking.

Staff has discussed this project with Ms. Thomas as early as 2019, prior to the COVID-19 pandemic. Because they could not find an allergen and corn free commercial kitchen, to start the company, Whole and Free Foods leased and renovated a small restaurant/storefront at 1009 Davis Street in the summer of 2019, with the intent of making and selling healthy snacks and grab n' go meals that could be sold at the Davis Street location and sold as packaged goods through other channels.

Due to the pandemic, the Davis Street location never opened, but the Company has been successful in selling some of its food items as packaged goods. It launched its first product, Every Body Eat® snack thins in March 2020. In less than six months, despite launching at the first peak of the pandemic, the Davis Street location did not have enough production capacity to meet the demand for their products and was forced to seek larger space, eventually leasing a 9,600 SF space at 2032 West Hubbard Street in the [ICNC manufacturing district](#) in Chicago, and moving 25 jobs from Evanston to Chicago.

### **Property / Zoning Background**

The property at 1611 Church Street has been on the market numerous times over the last decade. The 12,990 SF Property, nearly one-acre lot is currently listed for \$1.65 million. It currently serves as a warehouse for Blue Butterfly Miniatures and prior was home to National Awards. The current ownership is relocating and therefore selling the property. In recent years, Church Street Village townhomes finished its development immediately west. To the east is Cahill Plumbing. Immediately north is Tapecoat. Based on review by engineers, the current structure is not ADA compliant, does not have sprinkler systems or adequate fire prevention, and needs a new roof.

The West Evanston overlay zoning district identifies the 1611 Church Street property as a residential development. The idiosyncrasies of the form-based code requires future development on this parcel to include approximately 12 townhomes and a new Florence Avenue to connect with existing Florence Avenue to the south. Without a significant multi-million dollar contribution of TIF for the street and water/sewer electric infrastructure, and a subsidy for the housing units, the form-based code will never materialize. Without the Tapecoat property to the north, which will require significant site preparation, there is no use in connecting a short segment of Florence, it would simply dead end into Tapecoat.

Staff will be addressing the current zoning with the City Council at a later date including determining the process for determining the future/underlying zoning code to be applied to the property.

Attachments:

[Revised - Evanston Economic Development Proposal 6 20 21](#)

[Whole & Free Proforma](#)

[1611 Church Street TIF Summary](#)

[Sample NMTC Structure](#)

[Letters of Support - Whole & Free Foods LLC](#)



# Inclusive Innovation in Evanston

June, 2021

[www.everybodyeating.com](http://www.everybodyeating.com)  
[@everybody\\_eating](https://twitter.com/everybody_eating)



## BACKGROUND

## Whole & Free Foods is woman owned and minority woman led company that makes, markets, and sells delicious allergy friendly food under its Every Body Ea® brand.

Because we couldn't find larger production space in Evanston, we moved 28 jobs from Evanston to Chicago in the fall of 2020. We currently employ 36 people and expect to **create at least 60 jobs** within the next few years.

We are seeking assistance from the City of Evanston, in TIF funds and PAB support, to relocate our headquarters and primary production facility back to Evanston in 2022.



Co-founders Trish Thomas & Nichole Wilson



Team Members at Hubbard Street location

## BACKGROUND

By creating delicious food almost every body can eat because it is free from the top 14 allergens and corn, Every Body Eat® makes it easier for more people to share food with the people they love.

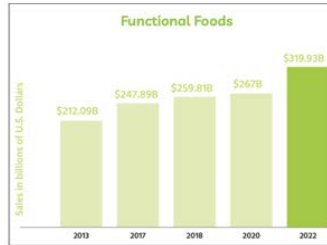
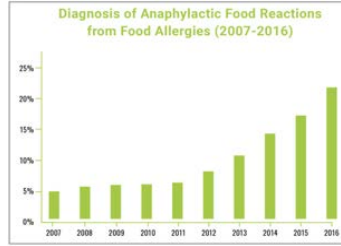
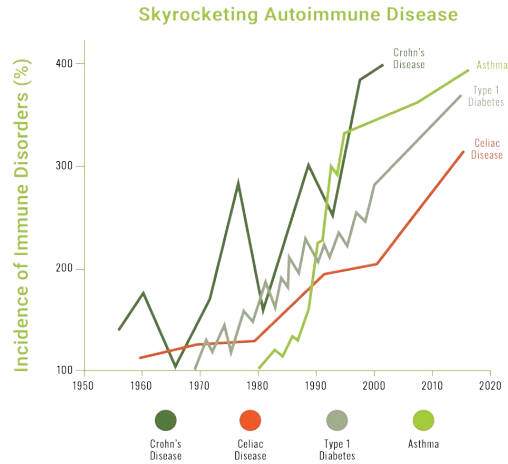


...crackers, cookies, pasta, meal solutions, and more...

BACKGROUND

# More than 60% of US consumers have customized their diets to help manage disease, improve and maintain their health, and better live their values.

According to SPINS, foods labeled “allergy friendly” are selling 36x faster than other products that are free from the top 8 allergens but not labeled.



**\*50M people in the US have autoimmune disease**  
**70%+ are women**  
 (The AIP\* diet eliminates most of the top 14 allergens + corn)

**\*32M people in the US have food allergies**  
 (30% are allergic to multiple foods)

Source: SPINS anSources: SPINS, Euromonitor; Progressive Grocer; Packaged Facts United States; Euromonitor; Packaged Facts; Modor Intelligence , 2019 Global Free From Food Report; [The Autoimmune Protocol Diet](#); FARE 2020: 2019 Global Free From Food Report; Note: Based on Insurance Claim Filings. Source: Fair Health, an independent national nonprofit organization. [https://www.chicagoag.com/Chicago\\_Magazine/September-2018/Food-Allergies/](https://www.chicagoag.com/Chicago_Magazine/September-2018/Food-Allergies/)  
 ©2021 Patricia Thomas. All Rights Reserved. Do Not Duplicate or Distribute Without Permission.  
 ©2017- 2021 Whole & Free Foods LLC. All Rights Reserved. Proprietary and Confidential. Trade Secret.



## Food allergies and other inflammatory conditions disproportionately impact people of color.

Blacks and hispanic families have higher rates of food allergies, asthma and eczema than white families and hispanic families have higher rates of food allergies, asthma and eczema than white families

Black and Hispanic groups are less likely to have a current epinephrine prescription, and more likely to have visited the emergency department. - Dr. Ruchi Gupta, Northwestern University

The odds of male black children having food allergies were 4.4 times higher than others in the general population

Black children are much more likely to be allergic to wheat, soy, corn, shellfish, fish and shellfish allergies than white children.

Black children are 7% more likely to have food allergies than white children

Black children are 6x more likely to die from an asthma attack.

Source: <https://foodequalityinitiative.org/seven-percent-fund/>; [https://www.upi.com/Health\\_News/2016/11/22/Food-allergies-among-kids-vary-by-race-Study/9831479851155/](https://www.upi.com/Health_News/2016/11/22/Food-allergies-among-kids-vary-by-race-Study/9831479851155/); <https://www.allergicliving.com/2020/06/15/food-allergy-and-asthma-the-burden-on-the-black-community/>



## Our mission is to give every body a seat at the table - *literally and figuratively.*

### Equity



**Leadership Team is 60% Women  
30% Women of Color**

- CEO is a woman
- President is a black woman
- VP of Talent and Opportunity is a black woman
- Production Lead is a black woman
- Product Innovation Lead is a woman

- 50% of our investors are women**
- 22% of our total invested capital is from women**
- 44% of our outside invested capital is from investors of color**

### Diversity



**70% of our team are people of color**

- Leads the development of all Every Body Eat™ product innovation
- Experienced recipe developer and culinary expert, and the taste genius behind our snack thins, dips, dressings, and marinades.
- We hire and fire quickly, and reward and advance people with a growth mindset just as quickly.

### Inclusion



**Several team members identify as LGBTQ**

- Several members of our team had difficulty finding employment elsewhere. We welcomed them with open arms.

#### *Julie's story\*:*

*Julie, a college graduate, recently transitioned to life as a woman. After her transition, she found it difficult to find a job. Today, she is a respected and valuable member of our team.  
\*Not her real name.*

### Building Careers



**We are building careers, not jobs**

- Funded food certifications and job training
- Strengths & Kolbe Assessment

#### *Eurydice's story:*

*Eurydice, mother of 6, with a challenged background, starting working with the company in December, 2019, making \$13/hour, and today she is an Assistant Shift Manager making \$21/hour.*

### Improving Lives



**We are improving lives and families**

- Paid financial education sessions to help employees understand how to create and use a budget for decision-making

#### *Anthony's story:*

*We helped Anthony, a [CRED](#) graduate, get a bank account, secure a car loan, and understand the importance of establishing and maintaining a good credit score.*

## OPPORTUNITY

## Bringing Whole & Free Foods back to Evanston will have a positive ripple effect for innovation, entrepreneurship, funding, and growth in the City.

### A reason for companies to choose Evanston



Whole & Free would anchor a cluster of allergy friendly innovation and expertise in the high growth \$24B (2025) category. NOTE: The 1st allergy friendly company, *Enjoy Life*, was founded at Northwestern.

Illinois is 2nd in the nation for food related R&D, 7th in overall food production, and 5th in the production of “free from” food (based on our research).

Resources: [Food Production Ranking](#), [Enjoy Life Acquisition by Mondelez](#)

### A model for utilizing alternative financing



Whole & Free would be the first Evanston company to combine PAB, NMTC, TIF programs and will provide a model and assistance for other companies that want to use them in the future.

Each year, Evanston is allocated about \$8M in small issue Public Activity Bonds that are never used, and several Evanston neighborhoods are eligible for New Marke Tax Credit investment. These structures are complicated and intimidating.

### A model for shared knowledge & access



Whole & Free Foods will offer local food entrepreneurs the opportunity to be “entrepreneurs in residence” giving them access to the W&F team.

Entrepreneurs need access to other entrepreneurs and industry-specific expertise that can help them navigate various stages of growth and connect them to supply chain resources, expertise and customers.

### A model for other innovation clusters



Whole & Foods will give the Evanston food community/cluster an anchor space for events and resource sharing and collaboration.

An innovation cluster is a critical mass - in one place - of expertise in a particular field. Clusters accelerate growth, learning and competitive advantage.

Resources: [How Innovation Clusters Work](#), [Chicago's Manufacturing Clusters](#), [Illinois Innovation Ecosystem](#)

### A model for public private partnership



If Whole & Free Foods and the City Stakeholders can come together to share resources and expertise that create jobs, careers, as well as improve tangible property, health outcomes, and inject money and expertise into our community we will spark innovation, improve lives and create a roadmap other companies and public-private partnerships can follow.

Every Body Wins.

## BACKGROUND

Evanston is part of the broader ecosystem of food innovation and entrepreneurship in Illinois, but currently Evanston does not play an important or unique role in it.

Food is a key part of the Illinois Economy & Innovation Ecosystem



Illinois ranks 2nd in R&D related to food and 7th in overall production of food. The Institute for Food, Health, & Safety is located in Illinois. 30% of Illinois VC's invested in food companies.

Combined, these resources and stakeholders make Illinois a good place to grow a food business.

Food Manufacturing is a key part of Chicago's Manufacturing Cluster



Food production is a key part of the manufacturing cluster in Chicago, **yet there are no available production resources for the contract manufacture of foods free from the top 14 allergens and corn.**

Chicago area has an ecosystem to help foster food entrepreneurs



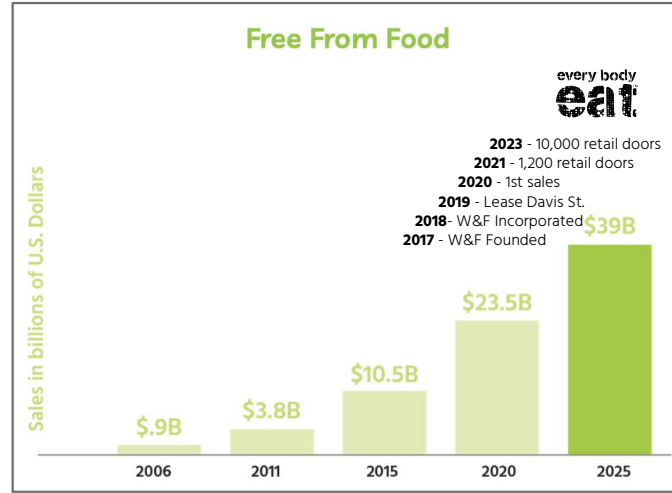
Food entrepreneurship is a key part of the entrepreneurial ecosystem in Chicago, **yet there are no available commercial kitchens to prototype small batch foods free from the top 14 allergens.**

BACKGROUND

Enjoy Life Foods, the first “allergy friendly” food company, was founded in Evanston.  
*Why shouldn't Evanston play a key role in the evolution of the \$24B category  
 “Free from” category expected to reach \$39B by 2025?*



**2001**  
 Enjoy Life  
 Foods  
 was founded.



Enjoy Life Foods  
 sold to  
 Mondelez for  
 \$81M

## In addition to creating careers and tax revenue, Whole & Free Foods creates a niche for Evanston within the existing Illinois innovation ecosystem.

Evanston will have the only allergy friendly commercial kitchen in the midwest



Illinois currently ranks 5th in the manufacture of "free from" food.

We want to make the state #1 in the production of allergy friendly food, a subset of free from.

Evanston will be home to the only small batch allergy friendly contract manufacturer



50% of free from entrepreneurs quit because they do not have access to manufacturing that does not pose a risk of cross contact with the ingredients their customers need to avoid due to food allergies or intolerance.

Evanston can attract other free from businesses to the community because of access, knowledge, and resources



By providing entrepreneurs and emerging companies with access to an allergy friendly commercial kitchen and manufacturing, more businesses can grow.

## Whole & Free Foods will create a “home base” for Evanston’s food entrepreneurs and prove build a model that can be used to fund other business and nurture other innovation clusters

Harness the shared knowledge of local companies with diverse distribution and supply chain expertise



Foster shared resources and knowledge with other entrepreneurs

Access to funding & financial assistance

Shared Kitchens by manufacturing process? (baking, wet, meat)

Shared Warehousing & Fulfillment?

“Local” Retail & E-commerce

Create an innovation model that can be used to create other clusters in the City

Finance?

Entertainment?

E-commerce & E-education?

Wellness?

Eldercare?

Mid-size Advanced Manufacturing?

Media?

**With assistance from the City, Whole & Free Foods will exemplify the *Destination Management Cycle* and how *Innovation Clusters* can create jobs.**

**City of Evanston**



The City of Evanston is the large ship, a vital city in need of economic revitalization, community cohesion and an influx of opportunity for its community and stakeholders.

**Whole & Free Foods, LLC**



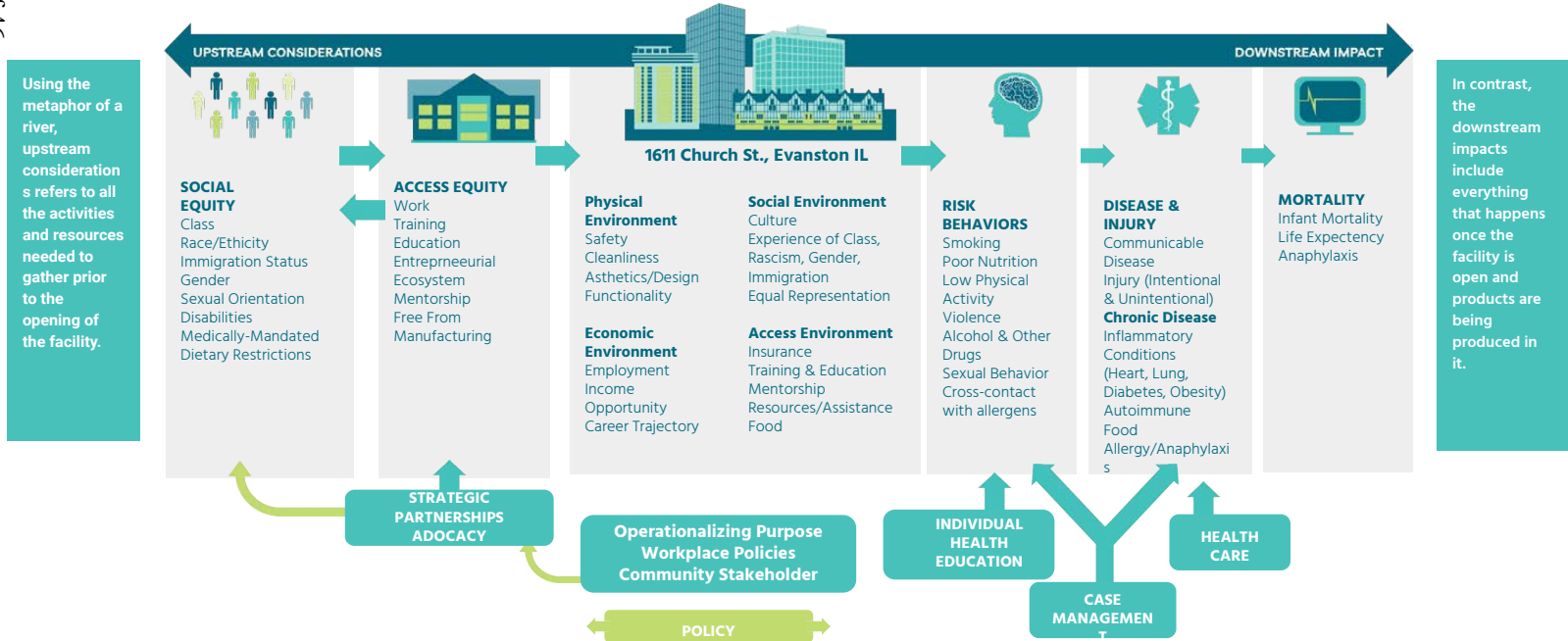
Whole & Free Foods can be the catalytic tugboat that proves that entrepreneurial companies can be built, and scale, in Evanston with a model of public and private partnership that fosters positive economic, social, communal and health impacts.

**Evanston's Entrepreneurial Ecosystem**



Evanston's entrepreneurial ecosystem can benefit from shared resources, knowledge, mentorship, access to facilities that aren't available elsewhere, and dollars invested and spent with other entrepreneurs in the community.

# By creating and entrepreneurial ecosystem where every body can figuratively “eat” - share, learn, grow, prosper - change is possible and great things can happen



Sourc Researche: A Public Health Framework for Reducing Health Inequities [Chart]. (2015). In BARHIL. Retrieved August, 2016, from <http://barhi.org/framework/>



**Whole & Free Foods LLC a woman owned and minority woman led company, seeks to redevelop 1611 Church Street to be our headquarters, produce our food products, and provide an anchor for the food entrepreneurial community in Evanston.**



Since other sources of funding are not available, the Company will utilize New Market Tax Credits, small issue Public Activity Bonds, and TIF funding to make this project happen in Evanston

NOTE: The site was previously zoned for commercial, but then zoned residential, and will need to be rezoned for light manufacturing/office use this project to become a reality.

The facility would employ 50-60+ people, house a product development kitchen, light wet/dry plant-based food processing, warehousing, office space and training for the company, and create an anchor for the food entrepreneurship community in Evanston.



**Product Innovation Kitchen**  
free from the top 14 allergens and corn



Light Manufacturing utilizing  
**advanced manufacturing**  
equipment



Flexible Office & Training Spaces



Light Warehousing &  
Fulfillment utilizing  
**advanced equipment**  
and robotics

The facility's unique value proposition - free from the top 14 allergens and corn - will attract new entrepreneurs, emerging companies, work for hire and expand the entrepreneurial ecosystem in our community.



The only shared commercial kitchen free of the top 14 + corn



Contract Manufacturing & Co-Locating with other emerging companies



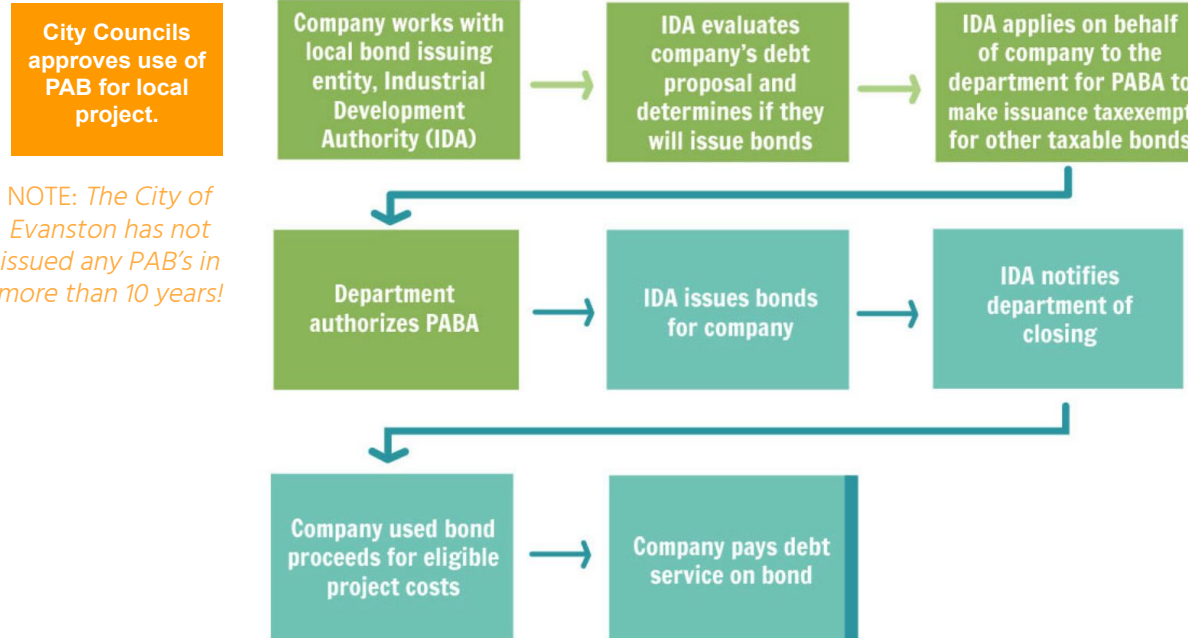
Training & Conferencing Space for Evanston Food Incubator & Community Events



Access to experienced entrepreneurs and big food company and supply chain expertise

Each year, Small Issue Public Activity Bonds (PAB's) are allocated to the City by the State, and issued on behalf of businesses engaged in the manufacture or production of tangible goods.

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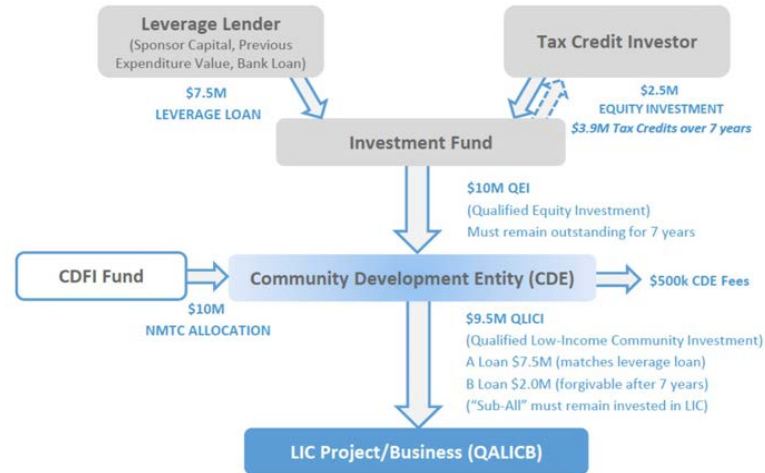


NOTE: The City of Evanston has not issued any PAB's in more than 10 years!

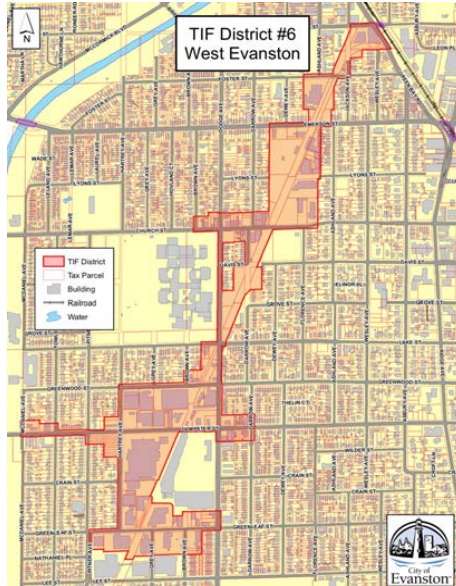
Source: Missouri Department of Labor

**New Market Tax Credits were created to help minority businesses whose main limitation to growth is access capital, fund projects that can create quality, meaningful, jobs and add value to underserved communities.**

### Traditional New Markets Tax Credit Structure: \$10MM Illustration



**Tax Incremental Financing Districts (TIF) are designed to leverage private sector growth by providing a funding mechanism for infrastructure improvements, workforce development and commercial property revitalization.**



TIF District #6, located in West Evanston is expected to generate \$7M within the next 7 years. The current TIF balance is about \$2M

**But for assistance from the City, Whole & Free Foods will be not be able to develop this project, estimated at \$10M, in Evanston.**

Whole & Free Foods is seeking approval from the Economic Development Committee for:

1. Approval of \$375K from the West Evanston TIF
2. Approval of up to \$7M in Private Activity Bonds
3. A recommendation to the Zoning Board to reclassify the property

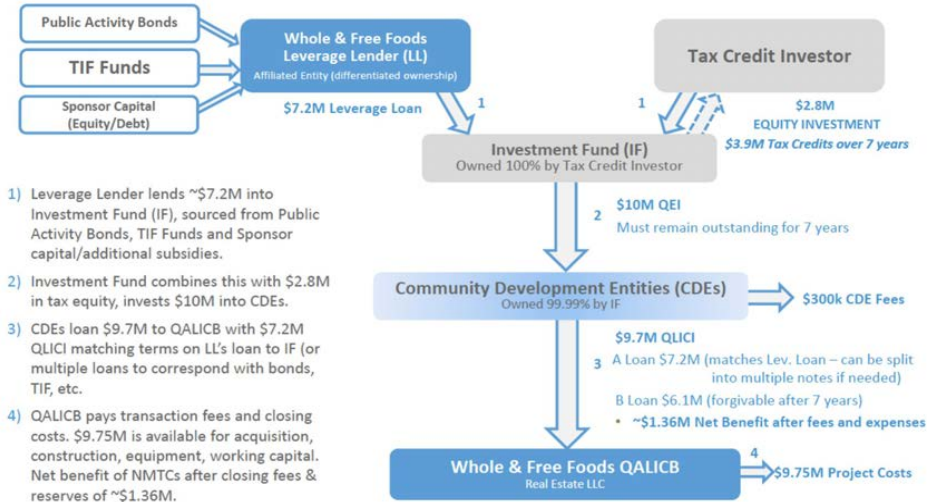
- OR -

1. Approval of \$375K from the West Evanston TIF
2. Approval of a \$1.5M loan from the West Evanston TIF
3. Approval of up to \$5.5M in Private Activity Bonds
4. A recommendation to the Zoning Board to reclassify the property

Source: Advantage Capital

Advantage Capital will work with the Company, the City, and the IAD for the public activity bonds to complete the financial partnerships necessary to utilize the New Market Tax Credit system.

### Whole & Free Foods NMTC Illustration



- 1) Leverage Lender lends ~\$7.2M into Investment Fund (IF), sourced from Public Activity Bonds, TIF Funds and Sponsor capital/additional subsidies.
- 2) Investment Fund combines this with \$2.8M in tax equity, invests \$10M into CDEs.
- 3) CDEs loan \$9.7M to QALICB with \$7.2M QLICI matching terms on LL's loan to IF (or multiple loans to correspond with bonds, TIF, etc).
- 4) QALICB pays transaction fees and closing costs. \$9.75M is available for acquisition, construction, equipment, working capital. Net benefit of NMTCs after closing fees & reserves of ~\$1.36M.

Source: Advantage Capital



**The Company will use its best and good faith efforts to hire Evanston-based companies, contractors and labor for this project, and will require all project stakeholders to do the same.**

Vendors who have issued letters of support for the project include:

New Market Tax Credits: [Advantage Capital](#)

Project Manager: [WBS Equities](#)

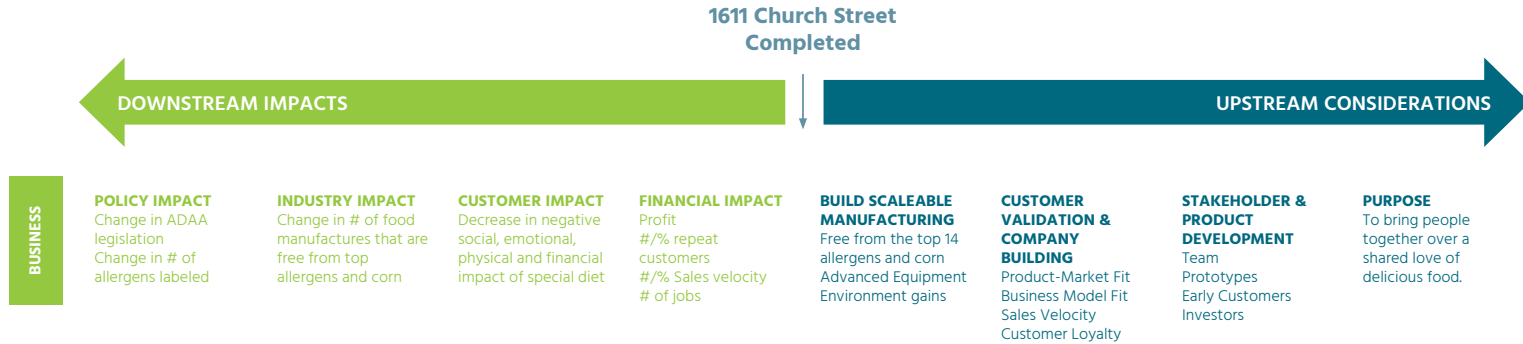
Architect/Engineer: [Ware Malcomb](#)

General Contractor: [Valenti Builders](#)

Current Banking Relationships: 5/3rd, Blackhawk Bank

IMPACT & METRICS

As a business, Whole & Free Foods will measure our impact on customers, employees, stakeholders, investors, the broader supply chain and health outcomes.



IMPACT & METRICS

As a part of the Evanston community, catalyst and conduit for Evanston’s entrepreneurial ecosystem, we will measure our economic impact on Evanston citizens and other Evanston-located/owned businesses while contributing the city’s broader entrepreneurial ecosystem.

1611 Church Street Completed



<b>COMMUNITY</b>	<b>SPARK &amp; SCALE ENTREPRENEURIAL ACTIVITY</b>	<b>ATTRACT &amp; RETAIN RESIDENTS &amp; BUSINESSES</b>	<b>\$'s SPENT IN THE COMMUNITY</b>	<b>JOB/WEALTH CREATION</b>	<b>\$'s SPENT IN THE COMMUNITY</b>	<b>RESOURCE ALIGNMENT</b>	<b>STAKEHOLDER ENGAGEMENT</b>	<b>MISSION</b>
	Resources Relationships Infrastructure	# of newcomers Diversified Tax Base Vibrant Neighborhoods	Food & Beverage Services Funding Diversified Tax Base	# of jobs w benefits # of Evanstonian emp. Compensation Insurance % profit participation	# of Evanston vendors & contractors & employees F&B, local services #/%DBE	Zoning & Permits Architect/Engineer Contractors % Evanstonian % DBE	Economic Development Committee City Council Neighborhood	Give everybody a seat at the table - literally & figuratively

We will measure the financial, social and skills impact of our work on the people that work for and with our business, as well as the people that use our facilities to connect with resources and foster relationships.

1611 Church Street Completed



PEOPLE

**UPWARD MOBILITY**  
Credit Scores  
Bank Accounts  
Home Ownership  
Health Outcomes  
Savings

**CAREER ADVANCEMENT**  
Time  
Compensation  
Training Completed

**JOB CREATION**  
# of jobs  
Compensation  
Insurance  
401k/profit participation

**WORKFORCE DEVELOPMENT**  
Advanced  
Manufacturing  
Robotics  
Logistics  
Digital Sales & Mktg



**RESOURCE INTEGRATION**  
Certifications  
Programming  
Entrepreneurial Ecosystems

**CONNECT FUNDING & PROGRAMMING**  
DCEO  
Local Accelerators & Incubators  
Chicago/Illinois  
Entrepreneurial Ecosystem  
Equipment Partners

**STAKEHOLDER DEVELOPMENT**  
Partner Goals  
Community Goals  
Opportunity Areas  
Research

**MISSION**  
Give everybody a seat at the table - literally & figuratively

IMPACT & METRICS

Our ultimate goal is to reduce the \$125B spent in annual healthcare costs associated with food allergies and autoimmune diseases, so we will seek partners to help us measure the social determinants on health outcomes for our employees, their families, and our city.

1611 Church Street Completed



HEALTH

**SCALEABLE MODEL TO IMPROVE COMMUNITY SPECIFIC SOCIAL DETERMINANTS ON HEALTH OUTCOMES**

**POLICY IMPACT**  
Change in ADAA legislation  
Change in # of allergens labeled

**DECREASE HEALTHCARE COSTS**  
Anaphalaxis  
Food Allergies  
Autoimmune Disease  
Inflammatory Conditions

**INCREASE FOCUS ON FOOD AS MEDICINE**  
Research  
Access  
Data  
Publication  
Insurance Companies

**ACCESS PLANNING**  
Neighborhood  
Schools  
Other venues

**FUNDING FOR RESEARCH & MEASUREMENT**  
NSF SBIR/STTR  
NIH SBIR  
Northwestern  
FSF Institute

**STAKEHOLDER ENGAGEMENT**  
Doctors  
FSF Institute  
Insurance Companies  
City of Evanston  
School District #65

**VISION**  
Make it easier for people to eat/access healthy food everywhere, together

# The revitalization of 1611 Church Street will be a catalyst for above the line (people, community & company) and below the line (health & environment) impact.



**MISSION**  
Give everybody a seat at the table - literally & figuratively

**PURPOSE**  
To bring people together over a shared love of delicious food.

**VISION**  
Make it easier for people to eat/access healthy food everywhere, together

Source: A Public Health Framework for Reducing Health Inequities [Chart]. (2015). In BARHill Retrieved August, 2016, from <http://barhii.org/framework/>

**Together, we can create enhance lives, bring healthier products to consumers, prove social enterprises are good business, and further demonstrate why Evanston is a great place to launch, scale, and live.**

City of Evanston



The City of Evanston is the large ship, a vital city that has invested in the infrastructure, education, and economic development to provide its people with access to a healthy lifestyle.

Whole & Free Foods, LLC



Whole & Free Foods can be the catalytic tugboat that proves that entrepreneurial companies can be built, and scale, in Evanston with a model of public and private partnership that fosters positive economic, social, communal and health impacts.

Evanstonians



Evanston's people, community, businesses and stakeholders can become stronger, *together*.

# Whole & Free Foods was founded in Evanston, by Evanstonians.

Evanstonian



**Trish Thomas,  
Co-Founder  
& Chief Eating Officer**

- 4x Founder
- 1x Exit
- 1x Intrapreneur
- \$9M start-up revenue
- 100+ country distribution



Evanstonian



**Nichole Wilson,  
Co-Founder &  
President**

- \$750M - \$1.7B P&L's
- \$45M JV
- \$33B R&D portfolio
- \$40M fund management



**Dick Thomas,  
Co-Founder & Chief  
Customer Officer**

- 2x Founder
- 1x Exit
- \$0-25M start-up
- \$100M President
- \$125M President



Evanstonian



**Bill Kimball  
Co-Founder & Chief  
Operations Advisor**

- 30 years of product supply service



**Matt Rink  
Vice President,  
Sales**

Veteran "better for you" sales leader





## PEOPLE

## Our team includes successful Evanstonian entrepreneurs, experienced big food company executives and angel investors from Evanstonian

Evanstonian



**Pam Swenson,  
Vice President Talent  
& Opportunity (HR)**

- 4x Founder
- 1x Exit
- 1x Intrapreneur
- \$9M start-up revenue
- 100+ country distribution

Evanstonian



**Lisa Hershenson,  
Director of Product  
Innovation**

- Leads the development of all Every Body Eat™ product innovation
- Experienced recipe developer and culinary expert, and the taste genius behind our snack thins, dips, dressings, and marinades.

Evanstonian



**Christopher Bledsoe,  
Director of  
Fulfillment**

- 2x Founder
- 1x Exit
- \$0-25M start-up
- \$100M President
- \$125M President

Evanstonian



**Kathleen Quinn,  
CFO Advisor**

- Operating Partner, Tila Holdings PE
- Experienced CPG CFO
- \$23-83M Kerrygold
- Agave Loco
- Safe Food Holdings



Evanstonians

9

**Evanstonian  
Angel Investors**

## STAKEHOLDERS

## Our investors are proven experts with omnichannel CPG, technology, and food production expertise.



**Cleveland Avenue** is one of Chicago's leading investors in food, food technology and food service. Founded by Don Thompson, the former President and CEO of McDonald's. Cleveland Avenue brings capital, relationships and expertise in all areas of food production, marketing and sales to Whole & Free Foods.



**1248 Holdings** is the investment arm for the Kansas City based Bicknell family. Led by [Marty Bicknell](#), Founder & CEO of Mariner Wealth Advisors, 1248 brings extraordinary relationships, growth expertise and financial acumen to Whole & Free Foods.

50% of our investors are women  
44% of invested capital is from investors of color



**Wendy Berger** is the President & CEO of WBS Equities, a company she founded in 2004. WBS Equities specializes in ground-up construction, renovation, development, sale lease back transactions and acquisition of industrial buildings for food and beverage manufacturers.



**Steve Gill** is the Co-Founder and CEO of Talenti Gelato, and the former CEO of Millenium Import Company. Steve is an expert at building iconic brands (Talenti, Belvedere & Chopin Vodka), and scaling CPG companies to sale.



**Jim Murray** is the former President of RXBAR, and the company's former CFO before the sale to Kellogg's. Previously, he held various leadership roles at PepsiCo.



**Tom Macejko** is a private investor. He has deep experience in the CPG food industry, including as the Chief Financial Officer at Lou Malnati's Pizza. In his previous role as a partner at private equity firm Madison Dearborn Partners.



**Nicole Thomas** is Co-President and Chief Executive Officer of Intelligent Nutrients. Previously, Nicole had executive roles in product development and consumer insights at Estee Lauder/Aveda.



**Rudy Wilson** is the President and former Global CMO of S.C. Johnson & Son. Prior to S.C. Johnson, Rudy was the Vice President, Core Brands, at Frito-Lay.



## STAKEHOLDERS

## Our Advisors are medical experts and industry leaders with big company and “startup to scale” experience.



Tony Bynum is an innovation catalyst and



Johnson & Johnson



Dr. Justin Greive is a board-certified physician in Pediatrics as well as in Allergy & Immunology.



Kristine Jones is a proven brand strategy and consumer insights marketing leader.



Michael Larsen is a Senior Vice President & Chief Financial Officer of Illinois Tool Works Inc.



Jim Murray is the President of RXBAR, and the company's former CFO before the sale to Kellogg's.



Dr. Geeta Maker-Clark integrated medicine doctor and food-as-medicine thought leader.



Brooke Ricketts is the Chief Experience Officer and former CMO of Cars.com, and B2C, B2B, and B2B2C marketing and consumer insights leader.



Andrew Parkinson was the co-founder of Peapod, the first online grocery platform.



Scott Robinson is the Manager for Experiential Marketing & Partnerships at Chipotle Mexican Grill.



Jon Wilson former VP Innovation for Kimberly-Clark and SVP Sales and US Marketing for the Kellogg Company.



Michael Wight is a technology thought leader and strategist who has helped numerous companies scale.



Whole & Free Foods LLC  
**Proposed 1611 Church Street Sources & Uses**  
*For Discussion Purposes Only*

		Public Activity Bonds		TIF Funds	Leases	2023-25
		"Small Issue" industrial public activity bonds	%	West Evanston TIF #6	Operating Leases	Future Capital Expenditures or Operating Leases
Land Purchase	1,500,000			-		
Demolition & Haul-Off	180,000					
New Building Construction						
<b>Core Manufacturing Area - 21K SF</b>	<b>3,720,000</b>	<b>3,720,000</b>	<b>54%</b>			
Wet production area (juice, dips, dressings, marinades, pasta)	1,125,000					
Dry production area (crackers, cookies, pita, bread)	1,875,000					
Packing area	520,000					
Prototype Commercial Kitchen - not including equipment	200,000			50,000		
<b>Directly Related &amp; Ancillary - 16K SF</b>	<b>1,550,000</b>	<b>1,550,000</b>	<b>22%</b>			
Warehouse - raw materials/ingredient storage	600,000					
Refrigeration/Cold Storage - raw materials/ingredient storage	50,000					
Office, Training, Incubator Space, "Entrepreneur in Residence"	900,000			100,000		
Parking/Driveway/Dock Area	-					
<b>Manufacturing Equipment</b>	<b>1,525,000</b>	<b>1,525,000</b>	<b>22%</b>		2,000,000	
Dry production advanced manufacturing equipment	1,000,000				500,000	950,000
Wet production advanced manufacturing equipment	-					
Packaging Equipment	350,000					1,500,000
Commercial Kitchen equipment	175,000			175,000		
Warehouse equipment/robotics	-				350,000	
<b>Technology, Fixtures &amp; Furnishings</b>	<b>250,000</b>				150,000	
<b>Green Canopy - Landscaping/Planting</b>	<b>50,000</b>					
<b>Project Fees</b>	<b>1,050,100</b>	<b>135,900</b>	<b>2%</b>			
Architectural, Engineering, Permits - 6%	334,200					
Construction Management Fees - 3%	165,000					
Loan Acquisition & Financing Fees - 3% (TBC)	167,100					
Project Management Fees - 4%	283,800					
Bank Financing Fees/Mortgage Interest Fees	100,000					
<b>In house costs (required for PAB capital expenditure calculation)</b>	<b>150,000</b>					
<b>Total Capital Expenditures</b>	<b>9,975,100</b>	<b>6,930,900</b>		<b>325,000</b>	<b>3,000,000</b>	<b>2,450,000</b>
<i>% of Overall Capital Expenditures</i>		<i>69%</i>		<i>3%</i>		

**Loan Acquisition & Financing Fees Include:**

- Underwriter's spread or placement agent's fees
- Counsel fees
- Financial advisor fees incurred in connection with borrowing
- Rating agency fees
- Trustee fees incurred in connection with borrowing
- Authenticating agent fees related to the issuance of the bonds
- Accountant fees related to the issuance of the bonds
- Printing costs
- costs incurred in connection with the required public approval process
- Costs of engineering and feasibility studies necessary to the issuance of the bonds

**Cost per square footage assumptions**

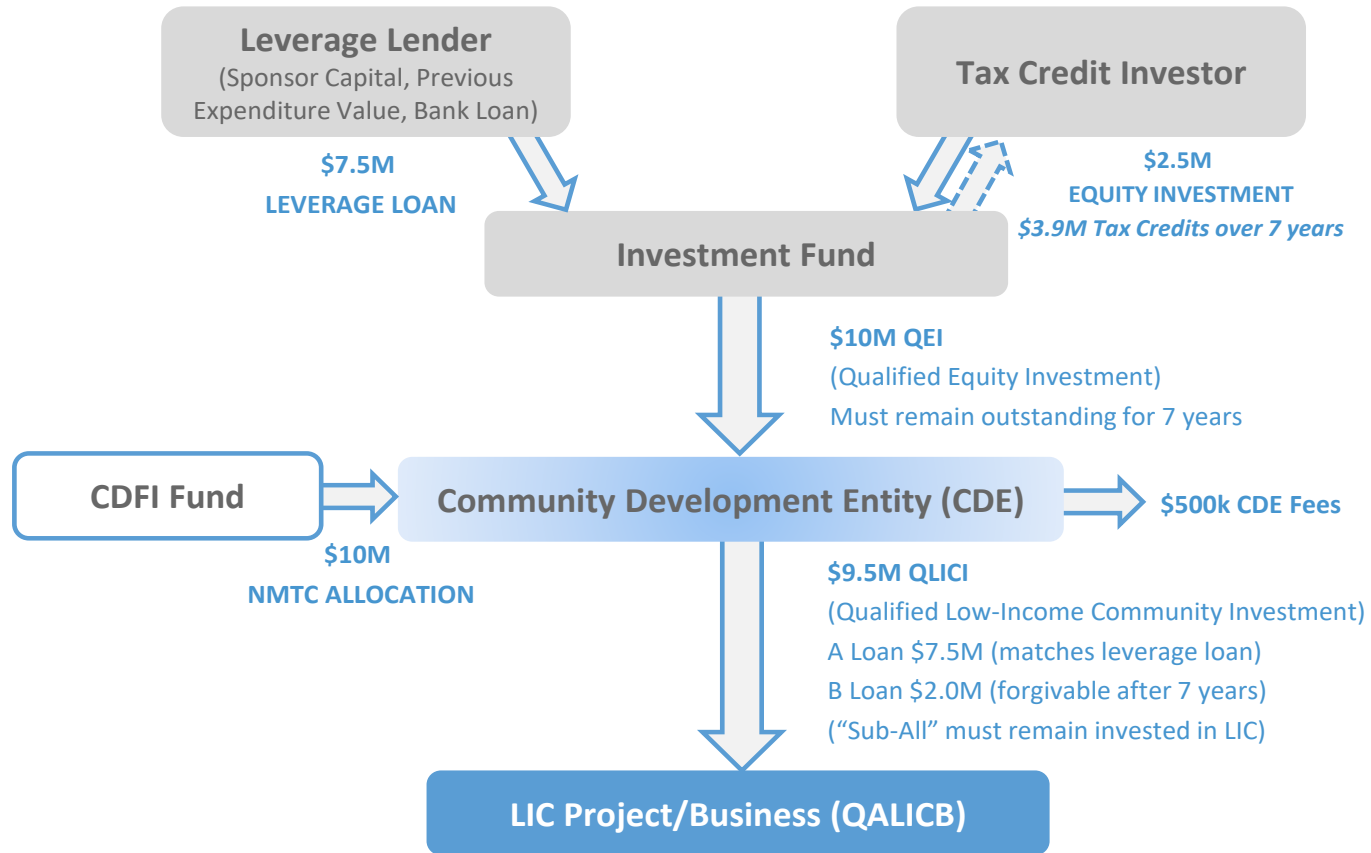
\$130-150/SF	Manufacturing space
\$150-170/SF	Cold storage/refrigeration
\$50-65/SF	Dry warehouse
\$150-\$200	Office space
\$25-50/SF	Underground Parking
\$4-7/SF	Dock egress/space & above ground parking

**Source**

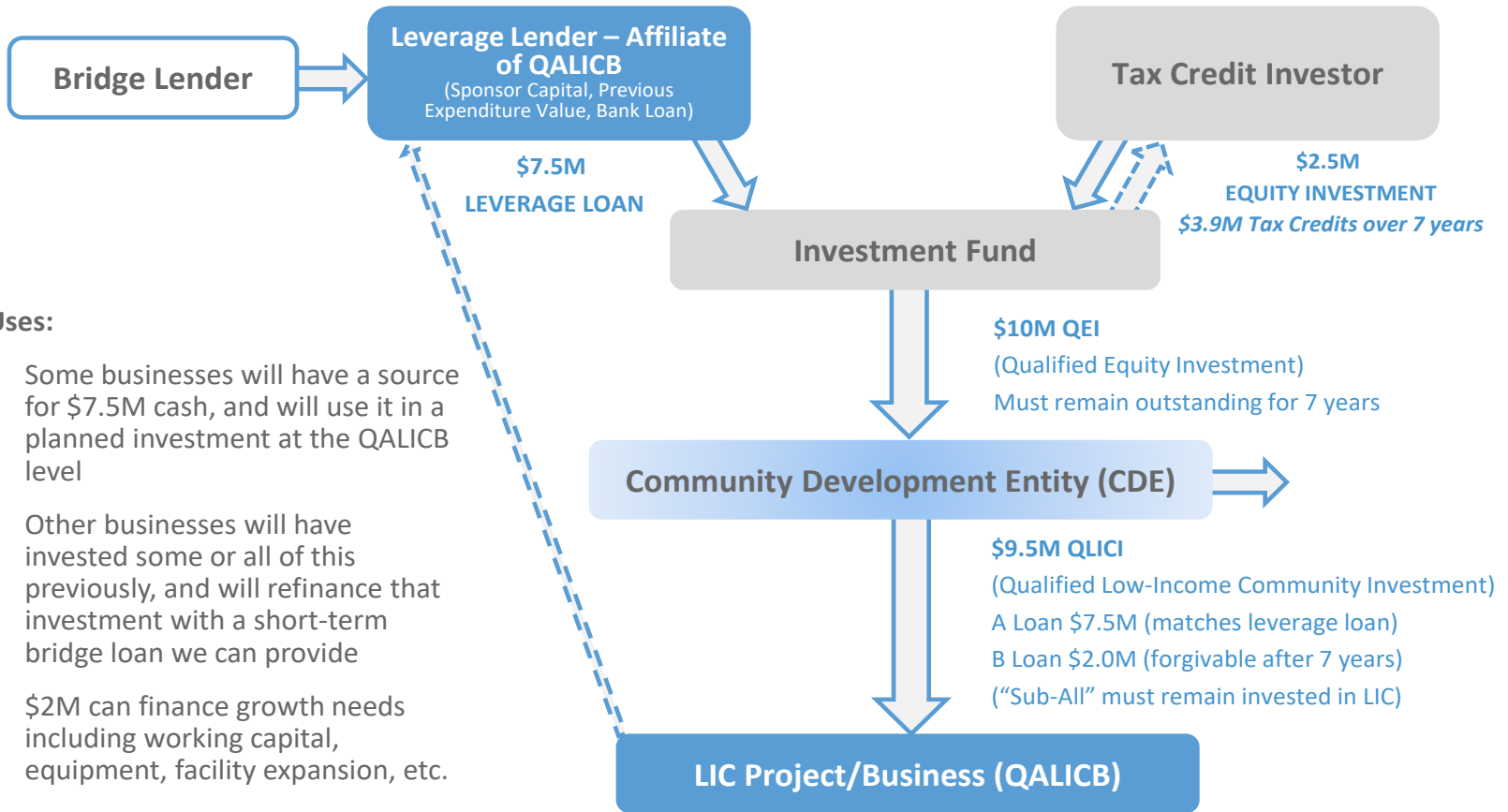
- Wendy Berger, President of WBS Equities
- <https://hollingsworthcos.com/2019/04/cold-storage-as-a-business-model/>
- <https://hollingsworthcos.com/2019/04/cold-storage-as-a-business-model/>
- <https://proest.com/construction/cost-estimates/office-buildings/>
- <https://www.dbsg.com/blog/surface-parking-vs-underground-parking/>
- <https://www.dbsg.com/blog/surface-parking-vs-underground-parking/>

<b>1611 Church Street Summary</b>			
<b>PIN #10-13-222-004-0000</b>			
Class *	5-93		
Bldg Sq Ft	11,500		
TIF Expiration Year	2028		
Years Remaining	7		
Estimated Base EAV of Property	\$306,875		
<i>Total Base / Frozen EAV taxes paid</i>	<b>\$24,657</b>		
<i>* Major Class 5B Industrial (25% level of assessment)</i>			
<b>1611 Church Street Tax Calculation Estimates</b>			
<b>Assessment Assumption Scenarios</b>	<b>Current</b>	<b>50% increase</b>	<b>100% increase</b>
Assessed Value	\$323,002	\$484,503	\$646,004
Multiplier 2020	3.0861	3.0861	3.0861
Equalized Assessed Value	\$996,816	\$1,495,225	\$1,993,633
Tax Rate	8.04%	8.04%	8.04%
Total Estimated Current Taxes	\$80,094	\$120,141	\$160,188
Total Estimated Current Taxes (2021)	\$80,094	\$120,141	\$160,188
Base Taxes (2003)	\$24,657	\$24,657	\$24,657
Annual Increment / For TIF Use	\$55,437	\$95,484	\$135,531
<i>7 year total increment collected with 2% inflation</i>	\$484,055	\$833,732	\$1,183,410
TIF Request	\$325,000	\$325,000	\$325,000
Annual Increment / For TIF Use	\$55,437	\$95,484	\$135,531
# of Years property will pay back TIF Request	5.9	3.4	2.4
Estimated Total Project Cost	\$6,900,000		
TIF Request	\$325,000		
% of Total Project	4.71%		
\$ TIF per Job Low (40 Estimated)	\$8,125		
\$ TIF per job high (70 Estimated)	\$4,643		

# Traditional New Markets Tax Credit Structure: \$10MM Illustration



# Affiliate Lender Illustration: Future/Prior Expenditures

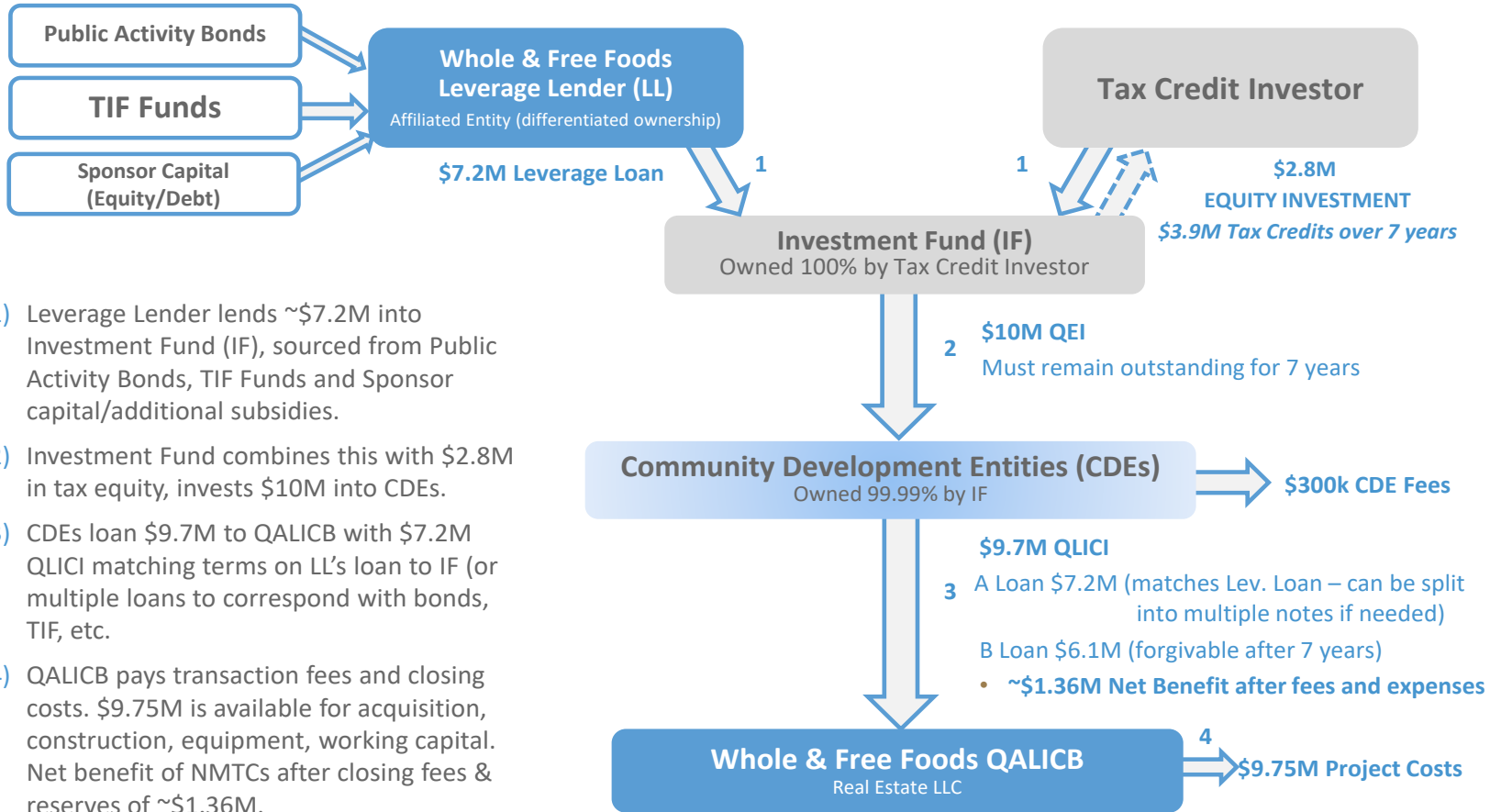


**Uses:**

- Some businesses will have a source for \$7.5M cash, and will use it in a planned investment at the QALICB level
- Other businesses will have invested some or all of this previously, and will refinance that investment with a short-term bridge loan we can provide
- \$2M can finance growth needs including working capital, equipment, facility expansion, etc.



# Whole & Free Foods NMTC Illustration



- 1) Leverage Lender lends ~\$7.2M into Investment Fund (IF), sourced from Public Activity Bonds, TIF Funds and Sponsor capital/additional subsidies.
- 2) Investment Fund combines this with \$2.8M in tax equity, invests \$10M into CDEs.
- 3) CDEs loan \$9.7M to QALICB with \$7.2M QLICI matching terms on LL’s loan to IF (or multiple loans to correspond with bonds, TIF, etc).
- 4) QALICB pays transaction fees and closing costs. \$9.75M is available for acquisition, construction, equipment, working capital. Net benefit of NMTCs after closing fees & reserves of ~\$1.36M.

# **ADVANTAGE CAPITAL**

June 18, 2021

Trish Thomas, Co-founder & CEO  
Whole & Free Foods LLC  
2032 W. Hubbard St.  
Chicago, Illinois 60612

**Re: Whole & Free Foods Evanston, IL Facility**

Dear Ms. Thomas:

Thank you for the opportunity to discuss your plans to redevelop property at 1611 Church Street, Evanston, IL 60201 to provide expanded space to grow Whole & Free Foods and add new jobs to the community (the Project).

Based on the project location, business profile, proposed use and community impacts, we feel the project will qualify for Federal New Markets Tax Credits (NMTC), which could result in anywhere from \$1-1.5 million in additional funding to the Project based on \$10 million NMTC allocation.

Advantage Capital acts as advisor to a number of Community Development Entities (CDEs) with current awards of NMTCs and pending applications in the 2020 Round. From our preliminary assessment, we see that the Project fits well with the goals of the NMTC program, including creating and retaining quality jobs accessible to the local community. The ultimate decision to award NMTC allocation rests with each CDE, but we believe your project matches well with what we know to be their priorities and has a strong chance to be funded.

As we discussed, any commitment of funding would be conditioned on further due diligence review, underwriting and approval. We look forward to continuing to explore this opportunity with you.

Sincerely,



Stephanie Hiatt  
Senior Vice President

---

7733 Forsyth Blvd. • Suite 1400 • St. Louis, MO 63105 • PH (314) 725-0800 • Fax (314) 725-4265

[www.advantagecap.com](http://www.advantagecap.com)



**WBS EQUITIES**  
350 W Hubbard Street, Suite 222  
Chicago, Illinois 60654  
T: 312-560-5671

Jun 21, 2021

Dear Evanston City Council,

I am writing in support of Whole & Free Foods LLC proposed new manufacturing facility project located in Evanston.

Increasing Whole & Free Foods LLC manufacturing capacity will allow the company to meet customer demand as well as create the option for them to contract manufacture food for other companies seeking “free from” alternatives. There are few small-scale manufacturing facilities in the Chicagoland area, and to my knowledge there are no “free from” manufactures in the Midwest.

WBS Equities, LLC specializes in ground-up construction of food manufacturing facilities across the United States. Our projects in the Chicagoland area include the construction of the Country’s first LEED® Platinum food distribution facility. Constructed for Testa Produce, the project is in the Stockyards area in Chicago. Other local projects include construction of a 155,000 square foot pizza manufacturing facility in Romeoville, Development of three Mariano’s Grocery stores in the Chicago area. We have built a strong relationship Whole & Free Foods LLC. Our Company would be pleased to provide overall project management services to Whole & Free Foods LLC to bring this project to Evanston.

Regards,

A handwritten signature in blue ink that reads "Wendy A. Berger".

Wendy Berger

[www.wbsequities.com](http://www.wbsequities.com)



Valenti Builders, Inc.  
200 W. Madison, Suite 2220  
Chicago, IL 60606  
312-579-0400  
www.valentibuilders.com

June 14, 2021

Ms. Trish Thomas

RE: Whole & Free Foods LLC  
1611 Church Street  
Evanston, IL 60201

Thank you very much for discussing the above referenced project with the three of us this morning.

On the call we discussed some of the issues with the 1815 Ridge project we are constructing. We are in the last few weeks and it has been a very rewarding project for all of us at Valenti Builders. On this project, the team was assembled early and that gave us the opportunity to add value on a variety of issues that surfaced during the preconstruction period.

Please know we are ready to assist you and the consultants you have engaged and provide our expertise on this very exciting project for Whole & Free Foods and the City of Evanston.

Sincerely,

Valenti Builders, Inc.

A handwritten signature in blue ink, appearing to be "J. Valenti".

James M. Valenti

A handwritten signature in blue ink, appearing to be "Michael T. Cottick".

Michael T. Cottick

A handwritten signature in blue ink, appearing to be "G. Dakis".

George Dakis

# WARE MALCOMB

ARCHITECTURE | CIVIL ENGINEERING  
PLANNING | BRANDING  
INTERIORS | BUILDING MEASUREMENT

June 21, 2021

Trish Thomas  
Co-Founder + CEO  
**Every Body Eat**  
2032 W. Hubbard St.  
Chicago, IL 606012

Dear Ms. Thomas:

Please accept this letter as a statement of interest and support for the 1611 Church Street project. Ware Malcomb brings a comprehensive team of professionals with specific, relevant expertise ready to deliver outstanding results for the project.

- **Company Overview** – Established in 1972, Ware Malcomb is a contemporary and expanding full service design firm providing professional architecture, planning, interior design, civil engineering, branding and building measurement services to corporate, commercial/residential developer and public/institutional clients throughout the world. With office locations throughout the United States, Canada and Mexico, the firm specializes in the design of commercial office, corporate, industrial, science & technology, healthcare, retail, auto, public/institutional facilities and renovation projects.
- **Relevant Experience** – We bring an experienced team with specific food production and food grade building knowledge and expertise. Our team understands the unique systems, infrastructure and process operations that are critical to the success of food-related projects. From working on national food chains and single location restaurants, to FDA approved food manufacturing and distribution facilities, our team brings the industry-specific knowledge needed to strategize the best and most efficient space utilization and design.

We are ready to begin immediately and provide exceptional service and design for the 1611 Church Street project.

Sincerely,  
**Ware Malcomb**



Cameron Trefry, RA, LEED AP  
Principal

1315 22nd St #410, Oak Brook, IL 60523 P 630.218.0063 F 630.218.0064

6.21.2021

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## Memorandum

To: Members of the Economic Development Committee  
From: Paul Zalmezak, Economic Development Manager  
Subject: Proposed Five-Fifths TIF Update  
Date: June 23, 2021

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Recommended Action:

For Discussion

Council Action:

For Discussion

Summary:

Staff will lead a discussion about the Five-Fifths TIF process to date and review the frequently asked questions (FAQ) and map attached.

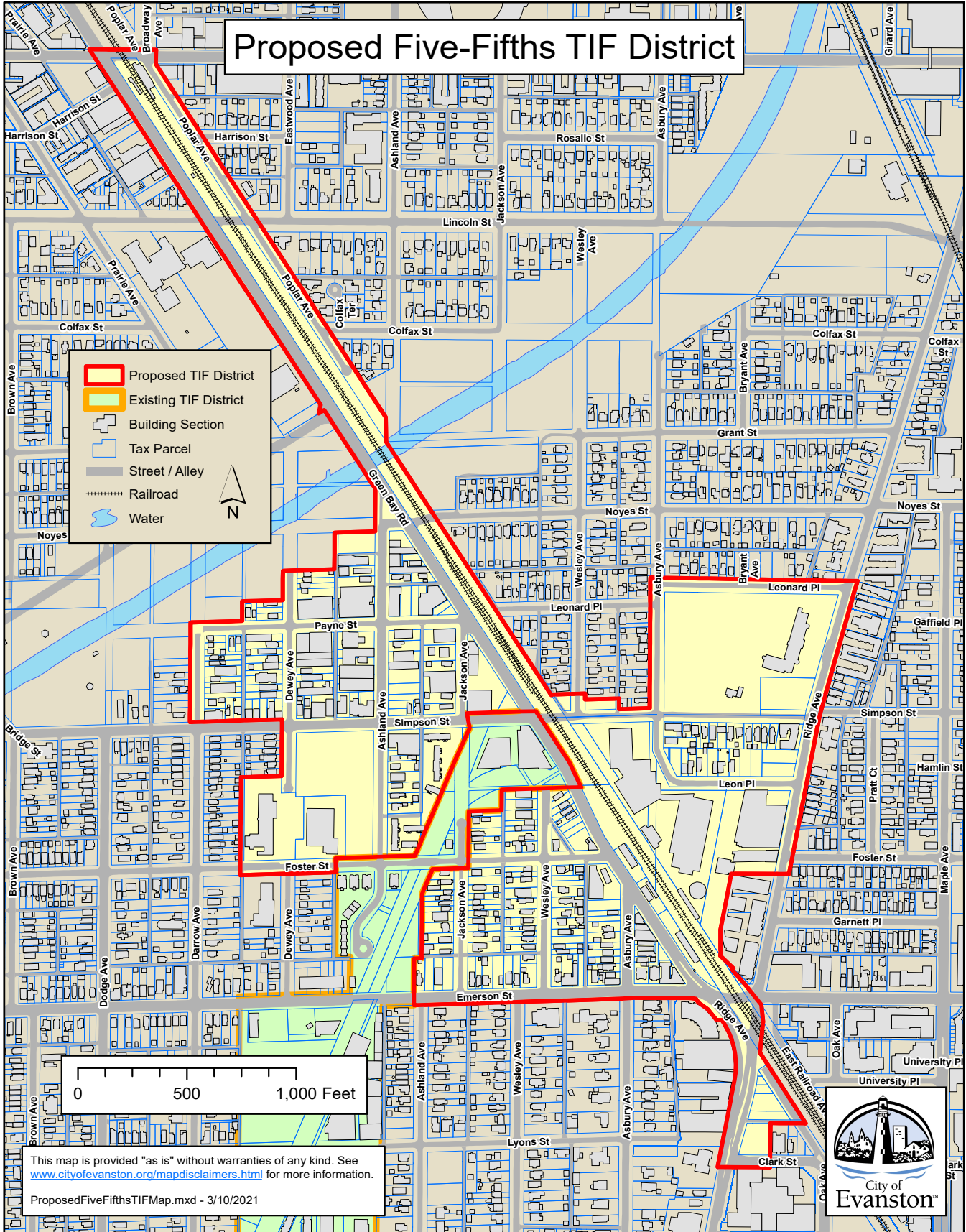
Staff is recommending that funding from an approved Five-Fifths TIF District focus on the following six activities

1. Invest in 50% of the cost of construction of new affordable housing
2. Assist with cost of repairs to existing residential property
3. Create workforce development (job training) programs
4. Assist small businesses in Fifth Ward business districts including Emerson Church/Dodge, and Simpson
5. Upgrade city infrastructure including parks, water, sewer, electric, alleys, streets, and sidewalks
6. Renovate / expand public community centers and education facilities

Attachments:

[ProposedFiveFifthsTIFMap](#)

[Five-Fifths TIF FAQ](#)





## **Five Fifths TIF FAQ**

### **What is Tax Increment Financing (TIF)**

TIF is a financial tool to improve infrastructure and encourage private development. Our local taxing bodies (City, District 65, District 202, Cook County, Oakton Community College) agree to make a joint investment in an identified district for a period of 23 years, during which new tax revenue generated in this district is reinvested in the designated area. Without the TIF, the development would not have occurred or would have occurred at a slower pace.

### **Why is it called the Five-Fifths TIF?**

The name was derived from the idea that the new TIF could help make Evanston's Black community whole and a recognition of the Constitution 3/5th compromise. It's an aspiration. It's not a suggestion that it will heal or fix structural racism. But if focused on the six activities discussed below, it can help begin the repair. It also represents its focus on the historic Fifth Ward.

### **What is city staff recommending the TIF be used for?**

Staff recommends the council focus TIF investment on the six activities listed below. At upcoming public hearings and City Council meetings, Evanston community members can provide input and propose alternative strategies. The TIF funding is meant to leverage other sources of investment and support initiatives underway in the area.

1. Invest in 50% of the cost of construction of new affordable housing
2. Assist with cost of repairs to existing residential property
3. Create workforce development (job training) programs
4. Assist small businesses in Fifth Ward business districts including Emerson Church/Dodge, and Simpson
5. Upgrade city infrastructure including parks, water, sewer, electric, alleys, streets, and sidewalks
6. Renovate / expand public community centers and education facilities

### **Is TIF a tax?**

No, TIF is not a new tax. Property tax payers continue to pay what they otherwise would have paid prior to being included in a TIF district.

### **How are TIFs funded then?**

The year the TIF is established is called the "Base Year." The base year property tax revenues are collected by the local taxing bodies as if the TIF did not exist. Any increased tax revenue generated exceeding the "Base Year" or "Frozen Value" is held in the TIF account for investment in that specific TIF district. The increase in tax revenues, called "increment", is the result of either inflation, increased property values of properties within the TIF district, the conversion of a property from vacant to an active use, or the conversion of a property from a non-profit or government use to a private use.

### **What is "Increment"?**

Increment is the term used for the property tax collected as the result of increased property values. This difference from this incremental value over the original value on the date the TIF was created, also known as “base value” or “frozen value,” is placed into a TIF account separate from the general collections of the City. Eligible projects within a TIF district can be funded with the increment.

#### **Aren't TIFs used for blighted areas?**

Not in this case. The Fifth Ward is a solid middle class community with a strong history and great potential. The enabling TIF legislation provides for two means of qualifying an area for TIF. One is called a blighted area and the other is called a conservation area. The TIF consultants identified six factors that qualify the proposed area as a conservation area, as shown in bold below.

#### **What is a Conservation Area TIF then?**

The statute states specifically “a ‘conservation area’ means any improved area within the boundaries of a redevelopment project area located within the territorial limits of the municipality in which 50% or more of the structures in the area have an age of 35 years or more. Such an area is not yet a blighted area but because of a combination of three or more of the following factors is detrimental to the public safety, health, morals or welfare and such an area may become a blighted area:” (1) Dilapidation; (2) **Obsolescence**; (3) **Deterioration**; (4) Presence of Structures below minimum code; (5) Illegal use of individual structures; (6) Excessive vacancies; (7) Lack of ventilation, light or sanitary facilities; (8) **Inadequate utilities**; (9) **Excessive land coverage** and overcrowding of structures and community facilities; (10) Deleterious land use or layout; (11) **Lack of community planning**; (12) The area has incurred Illinois Environmental Protection Agency or United States Environmental Protection remediation costs; and (13) **Lagging EAV** / The total equalized assessed value of the proposed redevelopment project area has declined for 3 of the last 5 calendar years.

The Illinois statute 65 ILCS 5/11-74.4-3(a) et seq. can be read in detail at the following link: <https://www.ilga.gov/legislation/ilcs/fulltext.asp?DocName=006500050K11-74.4-3>

#### **Why is the Civic Center included in the proposed Five-Fifths TIF?**

Staff recommends including the Civic Center building and parking lot, along with the north frontage of Simpson Street. Why? If we imagine there is a possibility that over the next 23 years the city administrative offices are relocated, we recommend including it in the district. The property has potential for adaptive reuse as housing, and new housing could be built along Simpson or on the existing parking lot. Today the Civic Center generates \$0 in property tax revenue for city services. If it were to be sold for private use, it goes on the tax rolls and would generate TIF increment that can be used to fund reinvestment in the Fifth Ward.

#### **Is Ingraham Park in the Five-Fifths TIF?**

No! Ingraham Park will not be in the TIF district. Staff does not recommend redeveloping the park. An earlier draft of the future land use plan for the TIF showed the park as an institutional/residential use. That was just a function of the fact that the park and the Civic Center building are on the same tax parcel. Staff adjusted the map to remove the park from the

proposed district. The garden at the southwest corner of Leonard Place and Ridge will also not be included.

**Doesn't TIF rob the school districts of important revenue?**

The City of Evanston has a history of sharing revenue with District 65 and 202, especially if the redevelopment in the TIF will contribute to student growth. City staff has already begun conversations with the school district leadership about this matter and representatives have shared their concerns publicly.

**I heard that the City will use TIF to gentrify the area**

There is often the perception that city policy is to gentrify or use TIF to acquire and redevelop housing. This is not true. Staff is recommending the TIF funding be used in the following ways:

1. Invest in 50% of the cost of construction of new affordable housing
2. Assist with cost of repairs to residential property
3. Create workforce development (job training) programs
4. Assist small businesses in Fifth Ward business districts including Emerson Church/Dodge, and Simpson
5. Upgrade city infrastructure including parks, water, sewer, electric, alleys, streets, and sidewalks
6. Renovate / expand public community centers and education facilities

The City Council is responsible for reviewing and approving every TIF expenditure. Nothing will be approved without having received public input through ward and/or community meetings and City Council meetings.

**Will the City use Eminent Domain to redevelop my neighborhood?**

No. The State of Illinois Tax Allocation Act has specific requirements for establishing a new TIF district that results in a locally produced plan called the "TIF Plan and Redevelopment Project." While the name suggests that a redevelopment plan is in the works and the act does provide provisions for eminent domain, the Evanston City Council has never used TIF to fund eminent domain and has no intentions to. There are safeguards in the plan for residential displacement requiring additional studies and City Council approval. Staff is not recommending the use of eminent domain for any properties in the proposed Five-Fifths TIF district. In fact, staff is recommending the creation of this TIF district to assist with the cost of repairing existing housing, building new affordable housing on vacant sites, completing Emerson Square, and enhancing the existing historic business districts.

**Are TIFs inherently racist?**

TIFs are a financial tool. Urban planners recommend the financial tool to achieve redevelopment means and City Councils approve their proposed uses. It is possible that some decision makers have used TIF in a way that is influenced by structural racism. The Five-Fifths TIF is intended to have a limited focus that includes funding home repairs and the creation of affordable housing, improving infrastructure, business district improvements, and workforce development. Considering this funding will directly support a majority and historically Black

community, it is hard to suggest it is racist. The community should hold current and future staff and elected officials accountable. The intentions of this proposed TIF are clearly stated.

#### **How has Evanston used TIF in the past?**

Evanston is recognized for using TIF in a transparent and responsible way. Much of the downtown infrastructure was partially funded with TIF. The movie theater development at Church and Maple received TIF funding. Whole Foods and the Park Evanston apartment building were built with a TIF contribution. TIF was one of many funding sources for the Emerson Square affordable housing development. Valli Produce improved and re-energized the Evanston Plaza shopping center with a TIF contribution from the city.

#### **TIFs seem to be controversial, why is that?**

TIFs are not easy to explain. TIF reports, intended to be transparent, are not easy to read and lead to distrust. And frankly, media coverage of TIF usage in Chicago has tainted this important economic development tool here in Evanston. Chicago's policies and liberal use of TIF for financing development do not translate in the Evanston context. We can use the lessons learned in Chicago to guard against the reported abuse and negative consequences. But Evanston's use of TIF does not mirror our southern neighbor's practices.

#### **Why use public money to help with private development?**

TIF is only used when a clear case is made that but for the use of TIF investment, a desirable private investment will not occur. City staff examines potential future tax revenue generation and public benefits including job creation or affordable housing development

#### **How can I learn more about Evanston's use of TIF?**

The City is required to provide annual reports of all TIF expenditures and post the reports on the City's website at <https://www.cityofevanston.org/business/tif-districts>

Due to the age of the reports, some are stored in the archive:

<https://www.cityofevanston.org/business/tif-districts/tif-districts-archived-annual-reports>

Paul Zalmezak serves as the City's Economic Development Manager and can be contacted at: [pzalmezak@cityofevanston.org](mailto:pzalmezak@cityofevanston.org) or 847.448.8013

#### **State of Illinois Tax Increment Allocation Redevelopment Act**

(65 ILCS 5/Art. 11 Div. 74.4 heading) DIVISION 74.4. TAX INCREMENT ALLOCATION REDEVELOPMENT ACT

<https://www.ilga.gov/legislation/ilcs/ilcs4.asp?DocName=006500050HArt%2E+11+Div%2E+74%2E4&ActID=802&ChapterID=14&SeqStart=213100000&SeqEnd=215400000>

#### **Illinois Tax Increment Association**

<https://illinois-tif.com/about-tif/>

#### **TIF Illinois**

<https://www.tifillinois.com/tif-basics.html>



## Memorandum

To: Members of the Economic Development Committee  
From: Paul Zalmezak, Economic Development Manager  
Subject: Evanston Economic Development Strategy  
Date: June 23, 2021

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Recommended Action:

For Discussion: Staff Seeks Direction

Council Action:

For Discussion

Summary:

Staff will present an economic development strategy framework. The intent of the discussion will be to identify and prioritize catalytic investment opportunities

## Economic Development Activities by Business District

### Central Street Business District

New Businesses	Address	Ward	Latest Update	Status	Last update
AM/FM dba Studio C Chicago	1707 Central St.		A creative workspace offering a wide range of services and space rental of various kinds. Opening TBD.		
Ayurveda Alchemy	2736 Central		New retail store offering ayurveda nutritional supplements and consultations		6/17/2021
Ongoing Projects	Address	Ward	Latest Update	Status	
Central Street Metra Station Café		7	Metra/Union Pacific Negotiations Ongoing		
1801 Central Street	1801 Central	7	Monitoring.		
2120 Central	2120 Central	7	New wine shop in former City Fitz		
Central Street Planning	Crawford/Gross Point, Central	6	Received Preliminary TIF Analysis report from consultant for review.		
Central Street SSA	N/A	6	EvMark is providing SSA management services. Programming underway		
Vacancies / Closures	Address	Ward	Latest Update	Status	
Symphony's vacant	1945 Central	7	New pizza place concept planned	vacant	
2608-2610 Green Bay	2608-2610 Green Bay	7	Vacant property for lease, 1352 sq ft. retail space available		
2652 Green Bay	2652 Green Bay	7	Vacant property for lease, 3626 sq ft. available, auto repair shop		
Vacant Revolution Wellness	2904 Central	6	Vacant		
2672 Green Bay	2672 Green Bay	7	Vacant property for lease, 1700 sq ft. retail / restaurant space available		
Central Rug and Carpet	3006 Central	6	Landlord seeking tenants.		
1909 Central St	1909 Central	7	Vacant property for lease, 1213 sq ft. retail space available		
1911 Central St	1911 Central	7	Vacant property for lease, 1050 sq ft. retail space available		

### Downtown

New Businesses	Address	Ward	Latest Update	Status
Tennis Ballerz	1623 Sherman Ave.	1	Tennis Pro Shop selling tennis equipment and repairing tennis racquets	Opening soon
Urban Athlete	1026 Davis St.	4	New boutique fitness studio offering yoga, cycling, personal training, and strength and cardio classes to its members.	Open
Reza	1557 Sherman	4	Reza's Opening in the former Pete Miller's space. Lease signed 11.8.2019	Reopening soon
Bar Louie Space	Grove	4	new restaurant Ridgeville Tavern opening	Under construction
Ongoing Projects / Opportunities	Address	Ward	Latest Update	Status

Approved Office - Chase Bank Site	601 Davis	4	New 19-story office building with ground floor retail, 40 parking spaces Approved by city council.	Vacant
Fountain Square Building	1601 Sherman	1	New owner Shapack Partners planning interior and exterior renovation including new ground floor tenants and use	
820 Davis Property	820 Davis	4	New Owner significant renovation	Under Construction
Guidepost Montessori	Davis	4	Former Audio Consultants	Under Construction
Northwestern Medicine Medical Office (former Barnes & Noble)	1630 Sherman	1	Construction ongoing. Opening summer 2020	Under Construction
Burger King (Downtown)	1740 Orrington	1	Property for sale. Announcement anticipated soon	For Sale
Church Street Plaza Vacant Office Space	900 Clark	2	Dogtopia opening (dog day care)	Vacant
Trulee Senior Living (former National Towel Building Site)	1815 Ridge	2	Senior housing project construction planned. Finalizing submission for building permit Recent article: <a href="https://www.curbed.com/2019/11/12/20944374/apartment-downtown-empty-nester-baby-boomer">https://www.curbed.com/2019/11/12/20944374/apartment-downtown-empty-nester-baby-boomer</a> also , new website <a href="https://condorpartners.net/portfolio/evanston-senior-living/">https://condorpartners.net/portfolio/evanston-senior-living/</a>	Under Construction
Maple Avenue Garage	1800 Maple	2	Enterprise to rent former parking office. Medical Cannabis MedMen plans expansion into enterprise for adult use sales	Stable
1001 University	1001 University	2	Office. No update	Stable
University Facilities Shop	906 University Place	2	No Update	Stable
<b>Vacancies / Closures</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
Golden Olympic	1608 Chicago Ave	1	Owership seeking new tenants after Golden Olympics permanent closure	vacant
Olive Mediterranean Grill	1726 Sherman Ave	1	Reopening in former Taco Bell space on Sherman Ave	
Vacant PNC Vank Space	1633 Chicago Avenue	1	8,000 sq ft available next to Prairie Moon and Found	Vacant
1621 Chicago Avenue - Vacant Athletico	1621 Chicago	1	4800 Sq Ft Available for lease	Vacant
1621 Chicago Avenue - Vacant Kafein Space	1621 Chicago	1	1777 Sq Ft Available for lease	Vacant
Merion Retail - 1619 Chicago	1619 Chicago Ave	1	1,700 SF Max Contig still available	
Former Evanston Bistro	1710 Orrington	1	For Lease restaurant in base of Orrington Hotel	Vacant
Former Clarke's Restaurant	716 Clark	1	3,500 Sq Ft Available	Vacant
Varsity Theater	1710 Sherman	1	Owner Considering adaptive reuse options. Staff negotiating easement for Booman's Alley	Vacant
1712-22 Sherman (former Gap/Mattress Firm)	1712-22 Sherman	1	24,000 sq ft retail vacancy - Gap and Mattress Firm left	Vacant
Evanston Pub (world of beer)	1601 Sherman	1	Restaurant closed. New owner renovating building. New Restaurant announcement soon	Vacant
La Macchina	1620 Orrington	1	Restaurant closed	Vacant
1743 Sherman Ave (Taco Bell)	1743 Sherman	1	Olive Mediterranean Grill	Vacant
Sherman Plaza Retail - Vacant Asha Spa	1604 Sherman	1	Available - 2nd floor	Vacant
Vacant Davis Fish Market Space	501 Davis	1	Health and Wellness business opening soon	Vacant
717 Church	717 Church	1	2nd floor above Andy's/Sprint Store/Chipotle remains available for lease	Vacant



Vacant Andy's Frozen	719 Church	1	Space Available for Lease	Vacant
Former Eggsperience Cafe	812 Church	1	Space Available for Lease	Vacant
Vacant Panera Bread	1700 Sherman	1	Space available for Lease	Vacant
Vacant Unicorn Cafe	1723 Sherman	1	Space available for Lease	Vacant
Vacant Steven Papageorge	1721 Sherman	1	Space available for Lease (Papageorge relocated to Davis Street)	Vacant
Merion Retail - Former U Break I Fix	1611 Chicago	1	650 Sq Ft Available	Vacant
Albion Residential Retail Spaces	1454-1508 Sherman	1	New Dollop Coffee / General Store Announced	Vacant
1571 Maple	1571 Maple	1	1,500 sq ft remains available	Vacant
Las Palmas/Byline Bank property	817 University	1	Property for Sale. New development to be announced soon. Asking \$3 million. 17,300 sq ft	Vacant
Copycat	1830 Sherman	1	Property owner seeking tenants for garden level	Vacant
Church Street Property (vacant portion of Buffalo Wild Wings)	1741 Maple	2	5,500 sq ft remains available (Salon lofts leased 4,000 sq ft)	Vacant
Church Street Plaza Vacant American Apparel	950 Church	4	Vacant 3,500 sq ft former american apparel	Vacant
Church Street Plaza Vacant Peeled	940 Church	4	1,000 sq ft vacant former peeled space	Vacant
Church Street Plaza Vacant Link / CA Venture Space	900 Church	4	1,119 Sq Ft available	Vacant
Church Street Plaza Cycle Bar Space	1702 Maple	2	2,020 sq ft available	Vacant
Furious Spoon Space	Maple	2		Vacant
Church Street Plaza Vacant Uncle Dan's S	901 Church	2	6,292 Sq Ft Available in former uncle dan's space	Vacant
Church Street Plaza - Century Theater	1715 Maple Avenue	2	Movie theater permanently closed	Vacant
Church Street Plaza - FOR SALE			Entire center is listed for sale with deadline of May 27th for offers	
Former Fifth Third Bank Maple Ave	1710 Maple	2	5000 sq ft available	Vacant
Vacant Stained Glass Restaurant	Benson	1		Vacant
1840 Oak	1840 Oak	2	Listed for sale	
Sojourner Church	1708 Oak	2	Residential adaptive reuse	Vacant
E2 Retail	1890 Maple	2	4400 sq ft available	Vacant
617-20 Grove - Vacant Retail	617 -20 Grove	4	2600 Sq Ft Available for Lease	Vacant
Bangers & Lace Space	810 Grove	4	4,200 Sq Ft Available for Lease	For Sale
Vacant Bottle and Botega	1016 Davis	4	1900 Sq Ft Available	Vacant
1630-42 Maple Retail Space	1630-42 Maple	4	Former Fit Girl Studio Space	Vacant
Little Mexican Cafe	1010 Church	4	Restaurant closed	Vacant
1571 Maple Retail Space	1571 Maple	4	1500 sq ft available on Elmwood side of building	Vacant
Vacant Former Rockin Ravioli	1012 Church Street	4	Northlight announced location and funding from State of Illinois. Fundraising ongoing. Zoning approved by City Council in September. Project on hold.	Vacant
1555 Ridge	1555 Ridge	4	Private parking lot at Grove and Ridge listed for sale. planned 50 +/- rental units. Awaiting Building Permits	Vacant

Former William's Shoes	710 Church	4	2,630 Sq Ft available.	Vacant
Market Fresh Books	700 Church Street	4	American Mattress Relocating from 618 Davis Street	Vacant
American Mattress	618 Davis	4	Soon to be vacated by American Mattress	
1020 Church	1020 Church	4	Buiding for Sale.	Vacant
King Homes	1555 Oak	4	Cameel Halim purchased property. Plans TBD.	Vacant
Vacant Freshii	1596 Sherman	4	Cinnaholic Bakery planned for property	Vacant
Vacant Olive Mountain	610 Davis	4	Olive Mountain closed week of September 15	Vacant
Urban Athlete	1012 Davis	4	took over spenga vacancy	
Verizon space	Sherman	4	Acai Bowl Deep Purple planned	Vacant
Antou Salon	625 Grove	4	for lease	Vacant
former dragonfly space	chicago avenue	1	Graphic/Interior/ Designer planned for space	Vacant
Botti Studio	Grove	4	TBD. Cameel Halim space	vacant
Retail at base of 909-990 Grove	990 Grove	4	New retail space - Cameel Halim Space	vacant
830 Davis	830 Davis	4	2300 sq ft available	Vacant

### Howard Street

New Businesses	Address	Ward	Latest Update	Status
Estación	633 Howard	8	Renovation underway	Under Construction
Palmhouse (Event space)	611-21 Howard	8	Now Open	
Montelimar Bread Co.	1731 Howard	8	Awaiting Special Use approval	
Ongoing Projects / Opportunities	Address	Ward	Latest Update	Status
Mobil	140 Chicago Ave	8	Owners upgrading gas station	Under Construction
Harrington Brown Residential Development	128-130 Chicago	8	Owner planning to begin construction Spring 2021. Groundbreaking ceremony soon	Vacant
CJE Senior Life Expansion	999 Howard	8	CJE Senior Life / Evergreen Constructing an affordable senior housing development.	Under Construction
Caribbean Shipping - 705 Howard	705 Howard	8	Monitoring	
Howard Street Business Association	N/A	8	Great Merchant Grant application submitted.	
Vacancies / Closures	Address	Ward	Latest Update	Status
327-339 W Howard St	327-339 W Howard St	8	1,150 SF Avail	Vacant
309-323 Howard St	309-323 Howard St	8	639 - 6,139 Available SF	Vacant
Gaynor Monument	222 Chicago Ave	8	Building demolished. Owner to determine potential reuse	Vacant
729 Howard Street	727-729 Howard	8	City owned property for lease . Approximately 2,000 sq ft.	Vacant

### Main-Dempster Mile

New Businesses	Address	Ward	Latest Update	Status
Monarch Fitness Coaching	928 Chicago Ave	3	Personal training and coaching. Anticipating opening July 1, 2021.	

Ongoing Projects / Opportunities	Address	Ward	Latest Update	Status
Minasian Property	1240 Chicago Avenue	3	Owner seeking offers for redevelopment. Includes 614 Dempster as an option	
Vogue	718-732 Main Street	4	New 5-story, mixed-use building with ground floor retail, 99 dwelling units, and 35 off-street parking spaces	
Autobarn Nissan Property	1012 Chicago	3	Redevelopment Interest properties on west side of Chicago Avenue	Vacant
Connoisseur Rugs property	1000 Chicago	3	Property for Sale	
Lot 1 Redevelopment	South & Hinman	3	Awaiting direction from Alderman Wynne/Community Process. Planned mixed income development in partnership with neighboring Housing Authority Cook County property	
CoLab - Suite 104	900 Chicago Ave - Suite 104	3	Monitor spaces	Under negotiation
Main Street Streetscape	Main Street, Hinman to Maple	3	Construction expected in 2021. Ongoing public meetings and coordination with staff/and merchants	
Dard Property	912 Custer	4	New townhomes approved by City Council. Owner seeking purchaser for property	
Vacancies / Closures	Address	Ward	Latest Update	Status
The Main - Vacant Retail	518 Main	3	2,532 SF Retail	Vacant
The Main - Vacant Retail	520 Main (byline)	3	Location to be vacated by Byline Bank	
825 Chicago - 2nd Floor (former Zen Shiatsu)	825 Chicago	3	Approximately 2,000 sq.ft. with four separate areas, Rent at \$3,000 per month.	Vacant
831 Chicago Ave (barn doors)	831 Chicago Ave	3	For Sale	Vacant
512 Main St Amanecer Tacos	512 Main St	3	Seeking new tenants	Vacant
904 Hinman (old brass repair shop)	904 Hinman	3	For Lease	Vacant
AML live/work	707-735	3	6 spaces open w/ 1800sf, including one double-wide 3600sf	Vacant
1301-1303 Chicago Ave - Vacant French Kiss Space	1301 Chicago Ave	3	1700-2000 Sq Ft Available	Vacant
EPL CAMS branch	900 Chicago - Suite 102	3	Library branch closed with opening of Crown branch.	Vacant
CoLab - Suite 103	900 Chicago Ave - Suite 103	3	10560 sq ft available	Vacant
Former Jackson Hewitt	912 Sherman	4	Space available.	Vacant
Main Street Metra Station	600 Main	3	Union Pacific/Metra negotiations ongoing, delaying retail space marketing	Vacant
Vacant Paramour Bungalow Space	812 Dempster	4	Seeking tenants. Space 900 taking over half of the remaining space.	Vacant
802 Dempster former Board & Brush	802 Dempster	4	For lease	Vacant
808 Dempster former Crowded Closet space	808 Dempster	4	for lease	Vacant
Former Jim's Shoe Repair	1314 Chicago Ave	3	for lease	Vacant
609 South Blvd former Ice House Gallery	609 South Blvd	9	for lease	

828-832 Custer Ave	828-832 Custer Ave	4	3,000 - 9,000 sq ft available	
Former Ten Thousand Villages	717-19 Main	4	Spa opening in 719 Space. 717 Main for Lease	
<b>West End / West Village</b>				
<b>New Businesses</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
Classic Car Wash	2425 Oakton	9	Now open	
<b>Ongoing Projects / Opportunities</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
New Main/Dodge Merchant Group	N/A	2	Kickoff meeting held February 26, 2021	
West End Business Association	N/A	2	GMG Planter Sping rotation	
West Village Business Association	N/A	2	GMG Planter sping rotation	
Art District	Florence/Greenleaf	2	Working with artists in neighborhood on art district planning concept.	
Evanston Rebuilding Warehouse	1245 Hartey	2	ERW Relocated / expanded	
Zentli	1813 Dempster	2	Renovation underway.	
<b>Vacancies / Closures</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
839-847 Dodge Ave - Vacant Retail Space	839-847 Dodge Ave	2	Former Dry Cleaners 1196 Sq Ft Available	Vacant
838-848 Dodge - Vacant Retail	838-848 Dodge	2	2,000 sq ft available (harry major builidng)	Vacant
EZ Spuds	2223 Washington	2	EZ Spuds relocated to Melrose Park. Building for sale	Vacant
1108 Dodge (Former Evanston Auto Glass)	1108 Dodge	2	Owner considering tenant options	
Reed Biedler Building	1275 Hartrey	2	Pursuing tenants for limited vacancies	
1335 Dodge Ave. (CNE)	1335 Dodge	2	Commercial property for sale	
1917 Greenleaf	1917 Greenleaf	2	For sale	
Auto Fitness Center	1300-1338 Dodge Ave	2	2,300 Sq Ft Available. No reported interest at this time	
Evanston "Town Center"	2300-2308 Main St	2	1,210 - 4,487 SF Office/Retail (Will Divide)	
<b>West Side (CEBA/Hill Arts/Maple &amp; Foster)</b>				
<b>New Businesses</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
The Penny Shop	1424 Lake	4	New retail shop selling baby and pet gifts open	
Jamaican Restaurant	1905 Church	5	Restaurant to open in former Bozell Imports	
<b>Ongoing Projects / Opportunities</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
New TIF District		5	Staff is working with consultant on creating new Five-Fifths TIF district in 5th ward. First public meeting held April 15.	
1801 Church / 1708-10 Darrow	1801 Church/1708 Darrow	5	City Owned Property. Plans for RFP to be reviewed at EDC on 12.2.2020	
Foster School / Family Focus	2010 Dewey	5	State of Illinois grant committment. Planning ongoing.	
Mount Moriah Masonic Temple	1231 Emerson	5	Architect owner renovating building for architects office	

1829 Simpson Street	1829 Simpson	5	City Council approved acquisition	
Double Clutch Brewery	2119 Ashland	5	Space under construction	
Central Evanston Business Association (CEBA)	N/A	5	GMG Planter Spring rotation	
Hill Arts Business Association	N/A	5	GMG Planter Spring rotation	
West Evanston Plan	N/A	5	Staff to continue efforts to implement plan	
Maple/Foster Merchant	N/A	5	GMG Planter Spring rotation	
<b>Vacancies / Closures</b>	<b>Address</b>	<b>Ward</b>	<b>Latest Update</b>	<b>Status</b>
1615-1619 Simpson St	1615-1619 Simpson St	5	1100 Sq Ft Available	

EVANSTON ECONOMIC INDICATOR DASHBOARD											
2020	Unemployment Rate	Retail Vacancy Rate (by Quarter)	Retail Vacancy Rate DTE (by Quarter)	Office Vacancy Rate (by Quarter)	Office Vacancy Rate DTE (by Quarter)	Sales Taxes	Liquor Taxes	Hotel Tax	New Businesses	Closed Businesses	RETT
January	2.8					\$1,228,000	\$319,610	\$193,437	1		\$113,050
February	2.5					\$1,047,732	\$230,989	\$94,164	2		\$164,850
March	3.7	3.8%	8.2%	8.2%	9.6%	\$1,619,000	\$173,836	\$82,070	10	16	\$253,244
April	12.2					\$792,510	\$139,388	\$37,442	2	6	\$216,641
May	11.3					\$1,500,004	\$277,005	\$29,748	3	3	\$164,355
June	12.9	4.3%	8.3%	8.3%	9.8%	\$1,198,794	\$250,375	\$31,026	7	7	\$366,100
July	10.2					\$1,201,688	\$164,975	\$545,611	9	1	\$352,506
August	10.2					\$1,294,612	\$254,389	\$20,518	8	3	\$382,573
September	9.2	4.6%	9.3%	9.1%	9.9%	\$1,510,291	\$304,182	\$63,150	7	4	\$325,535
October	6.9					\$1,460,781	\$338,384	\$54,265	7	1	\$294,307
November	6.3					\$1,499,720	\$158,319	\$12,699	5	1	\$199,767
December	7.5	4.8%	9.5%	8.9%	10.3%	\$1,761,957	\$12,627	-\$51,827	1	2	\$380,922
2021	Unemployment Rate	Retail Vacancy Rate (by Quarter)	Retail Vacancy Rate DTE (by Quarter)	Office Vacancy Rate (by Quarter)	Office Vacancy Rate DTE (by Quarter)	Sales Taxes	Liquor Taxes	Hotel Tax	New Businesses	Closed Businesses	RETT
January	7.6%					\$1,399,000	\$325,756	\$18,710	8	2	\$327,305
February	6.8%					\$1,159,000	\$161,217	\$33,826	5	3	\$209,041
March	5.9%	5.4%	10.5%	8.8%	10.8%	\$1,363,372	\$111,359	\$13,158	1	5	\$265,499
April	5.9%					\$1,201,990	\$300,644	\$67,937	7	1	\$659,321
May									3		\$366,060
June									6		
July											
August											
September											
October											
November											
December											

<b>2021 New Businesses / Closed Businesses</b>			
<b>NEW BUSINESSES 2021</b>			
<b>Business Name</b>	<b>DBA</b>	<b>Address</b>	<b>Opening Date</b>
Anny Massage	K Massage	2934 Central St.	January
Fox Den Fitness		2401 Main St.	January
Studio 64 LLC	Studio 64 Hair	1735 Maple Ave	January
Rock Star Nails & Spa		635 Chicago Ave, Ste. 2	January
N&A Auto Repair		1701 Howard Street	January
SRR Consulting		Home-based	January
Linda Brennan LLC		Home-based	January
Tara LaDieu		Home-based	January
Styles by Chass Collections		745 Howard St.	February
1 Way CBD		747 Howard St.	February
Optistics LLC		Home-based	February
Liberated Transportation Inc (LTI)		Home-based	February
Lavender Eucalyptus		Home-based	February
NSA Property Holdings	iStorage	2020 Greenwood	March
Clair Does Hair		1735 Maple Ave	March
Shades by Jade		Home-based	March
Zephyr Government Strategies LLC		Home-based	March
93 Dabs Media LLC		Home-based	March
Ayurveda Alchemy		2736 Central Street	April
Anchorfish Printing & Embroidery		2302 Main St.	April
Madison Grace		612 Davis St.	April
Urban Athlete		1026 Davis St.	April
Sunny Beauty		1735 Maple Ave.	April
Steak N'Shake		2209 Oakton	Ownership Change
Palmhouse 619		619 Howard St.	
Cantuccios		1115 Emerson	
MilSpotts R.E. LLC		Home-based	April



Treasure Future LLC		Home-based	April
Swantiques		518 Main St.	May (Pop-up)
Jasley LLC		Home-based	May
Emery Equity Inc.		Home-based	May
DermaRetreat		1604 Chicago Ave	June
HPCW LLC	Classic Car Wash	2425 Oakton	June
Olive Mediterranean Grill		1743 Sherman Ave	Relocating - July
Tennis Ballerz Corporation		1623 Sherman Ave	June
The Penny Shop		1424 Lake St.	June
Attuned Legal, LLC		805 Greenwood St.	June
The Germ Doctor and Virus Boxer LLC		Home-based	June
<b>CLOSED BUSINESSES 2021</b>			
<b>Business Name</b>	<b>DBA</b>	<b>Business Address</b>	<b>Month Closed</b>
Olive Mediterranean Grill		1726 Sherman Ave	January
MBG Products		1043 Chicago Ave	January
Centrury Theater		1715 Maple Ave	February
Golden Olympic		1608 Chicago	March
AmeriCash Loans		1801 Denspter	March
Golden Olympic		1608 Chicago	March
Oak Cleaners		1633 Oak Ave	March
Subway		1551 Sherman	
Tier One Training		1017 Davis St.	
T-Mobile		1732 Sherman Ave	
Douglas Susu-Mago		636 Church St., Ste 716	April

Economic Development Program Report											
Year	Project	Address	Ward	District	Description	Program	Source	G/L	Name	Approved Total	Annual Budget Impact
2020	Horizon Photography	2901 A Central St. Suite 4				Entrepreneurship Support Program	Economic Development	100.21.5300.62664	Entrepreneurship Support	\$2,436.00	
2020	Career Catalyst	1810 Dodge Ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Carrie Brown Massage Therapy	2002 Maple Ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,305.38	
2020	SLK Salon	1934 Maple Ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	La Cocinita	1625 Chicago Av				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Illinois Allergy and Asthma Specialists	2500 Ridge Av Suite 211A				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Good to Go Jamaican Restaurant	711 Howard St.				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Viet Nom Nom	618 1/2 Church St.				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Avengerz Music Group LLC	1823 Church Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,000.00	
2020	Linmay Studio	525 Kedzie St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,471.49	
2020	Tukki, LLC	2406 Greenleaf				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,271.00	
2020	Gyros Planet	1903 Church Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,365.86	
2020	Jonas on Call LTD	1743 Brown ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Pawsitive Petcare, Inc.	224 Brown Avenue				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Da Jerk Pit	2430 Main St.				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Sweet Temptations Bake Shop	607 HOWARD ST				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,314.54	
2020	Ashley Lauren Natural Products	636 Church St. Suite 701				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,444.36	
2020	Claire's Korner	1827 Emerson St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,739.58	
2020	Oceanique	505 Main St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Litehouse Grill	1823 Church Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Noir D'Ebene	2010 Dewey Ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$3,150.00	
2020	Evanston Grill	1047 N Chicago Ave				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,737.33	
2020	Helping Hand Learning Center	231 Grey Avenue				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,824.27	
2020	Featherson Realty, Inc.	1824 Hartrey Avenue				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Life in Progress	1104 Pitner Avenue				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,779.96	
2020	Minouchik Boutique	1900B Asbury				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Ginger Please Juice and Teas	1716 Emerson St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,310.00	
2020	Powering Campaigns	1601 Simpson St Unit 4				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,120.00	
2020	Nargis Beauty Spot	607 Dempster St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Blissful Nail Spa	1114 Davis st				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Hella Food	1720 washington street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,205.00	
2020	Freeman Pictures, Inc.	1234 Sherman Ave. Suite 211				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,944.72	
2020	The Straps	1228 Hinman Avenue				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Community Wellness Institute, LLC	1919 Lee Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$1,652.00	
2020	Serenity Nail Spa, Inc.	830 Davis St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Reprise Evanston, LLC	710 Main Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Adams Howard & Matthews, LLC	136 Main St Apt 3				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	PAJ Couture	122 Clyde Ave., Garden Unit				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Joy of Downsizing	1107 Monroe St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Kombucha Brava	717 Custer St				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	PHLB, LLC	1611 Simpson Street, Suite 3				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Koi Consulting Group, Inc.	2622 Park Place				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	Star Cleaners - Dong Soon Jeon	803 1/2 Main Street				Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2020	CEBA			5	CEBA	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$5,312.00	
2020	Hill Arts			5	Hill Arts	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$7,812.76	
2020	Central Street		6,7		Central Street	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$10,000.00	
2020	WestEnd			2	WestEnd	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$8,350.00	

2020	BBCENS			BBCENS	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$2,500.00	
2020	Howard Street			8 Howard Street	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$10,000.00	
2020	West Village			2 West Village	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$5,811.00	
2020	Maple/Foster			5 Maple/Foster	Great Merchant Grant	Economic Development	100.15.5300.65522	Business District Improvements	\$9,590.32	
2021	Master Wireless Howard	845 Dodge Avenue			Entrepreneurship Support Program	Economic Development	100.21.5300.65522	Business District Improvements	\$1,886.34	
2021	Master Wireless Dodge	331 Howard St.			Entrepreneurship Support Program	Economic Development	100.21.5300.65522	Business District Improvements	\$2,311.00	
2021	4 Suns LLC	1906 Main St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Lash Squared Beauty	833 Foster			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Fatzee's	1608 Emerson			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,979.00	
2021	Diggs Realty	2014 Dodge Avenue			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Stepping Out On Faith	1632 Orrington Ave			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$5,000.00	
2021	Evanston Car Wash	2416 Dempster St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Sam's Auto Repair and Body Shop	2311 Main St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,575.00	
2021	Fortune Cookie Group DBA Lao Sze Chuan Evanston	1633 Orrington Avenue			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Exotic Rug LLC	806 Dempster St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Kansaku	1514 Sherman Ave			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$3,117.00	
2021	507 Cleaners *	507 main st			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,387.75	
2021	NaKorn Kitchen	1622 Orrington Ave.			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$3,117.00	
2021	Kabul House	2424 Dempster St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$3,117.00	
2021	Shang Noodle	608 Davis St			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$2,500.00	
2021	Enzo the Baker	517 Dempster Street			Entrepreneurship Support Program	Economic Development	100.15.5300.62664	Entrepreneurship Support	\$6,000.00	
2021	OMG LLC	1743 Sherman Avenue			Storefront Modernization Program	Economic Development	100.15.5300.65522	Storefront improvements	\$3,031.88	
2021	The Locker Room	1414-1422 Central			Storefront Modernization Program	Economic Development	100.15.5300.65522	Storefront improvements	\$8,500.00	
2021	Enzo the Baker	517 Dempster			Storefront Modernization Program	Economic Development	100.15.5300.65522	Storefront improvements	\$1,760.00	
2021	Howard Street Business Association			8 Howard Street	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$10,000.00	
2021	West Village			2 West Village	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$6,936.00	
2021	West End			2 West End	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$7,297.00	
2021	CEBA			5 CEBA	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$7,598.00	
2021	Hill Arts			5 Hill Arts	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$8,661.76	
2021	BBCENS			BBCENS	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$2,500.00	
2021	Maple/Foster			5 Maple/Foster	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$10,000.00	
2021	Noyes		1,5	Noyes	Great Merchant Grant	Economic Development	100.21.5300.65522	Business District Improvements	\$7,598.00	



## MONTHLY RETT REPORT FOR MAY 2021

TO: City Council  
 FROM: Leticia A. Blackman  
 SUBJECT: RETT REPORT – MAY 2021  
 BUDGET 2020 **\$3,000,000.00**

**FY2020**

**FY 2021**

MONTH	AMOUNT	TRANSACTIONS	MONTH	AMOUNT	TRANSACTIONS	CUMULATIVE
JANUARY	113,050	49	JANUARY	327,305	92	327,305
FEBRUARY	164,850	78	FEBRUARY	209,041	65	536,346
MARCH	253,244	104	MARCH	265,499	96	801,845
APRIL	216,641	59	APRIL	659,321	112	1,461,166
MAY	164,355	78	MAY	366,060	147	1,827,226
JUNE	363,100	91	JUNE			
JULY	352,507	124	JULY			
AUGUST	382,474	135	AUGUST			
SEPTEMBER	325,535	136	SEPTEMBER			
OCTOBER	294,307	103	OCTOBER			
NOVEMBER	199,767	74	NOVEMBER			
DECEMBER	380,922	102	DECEMBER			

MAY 2021 Revenues were reduced to reflect this expenditure: \$0

Monthly average needed to meet budget      \$250,000.00

FY 2021 Monthly Average:      \$365,445.20

67 EXEMPTIONS @ \$100.00 each:      \$6,700.00; CUMULATIVE: \$30,800.00

**\$ MILLION (11) SALES IN MAY 2021**

<u>DATE</u>	<u>ADDRESS</u>	<u>SALE PRICE</u>	<u>TAX</u>	<u>SELLER</u>	<u>BUYER</u>
05/07/2021	100/128-32 CHICAGO AVENUE	\$2,500,000.00	\$17,500.00	EVANSTON GATEWAY,LLC	100 CHICAGO, LLC
05/10/2021	1210 ELMWOOD AVENUE	\$1,210,000.00	\$6,050.00	WAGNER	DONOHUE
05/13/2021	1416 ELINOR	\$1,580,000.00	\$11,060.00	FAROON	RYAN



## MONTHLY RETT REPORT FOR MAY 2021

	PLACE				
05/14/2021	2700 PARK PLACE	\$1,012,000.00	\$5,060.00	SCHNIEDERMIER	SMITH
05/18/2021	2325 CENTRAL PARK	\$1,050,000.00	\$5,250.00	TIMMONS	BALDO
05/19/2021	1741 HINMAN AVENUE	\$2,025,000.00	\$14,175.00	GIANGREO/TUCKER	DALLAS/SCHALK
05/20/2021	729 JUDSON AVENUE	\$1,168,000.00	\$5,840.00	BENSON	MUGWADEN, LLC
05/21/2021	1720 ASBURY AVENUE	\$1,055,500.00	\$5,275.00	BOUCHET	CHILTON
05/25/2021	2233 ORRINGTON AVENUE	\$1,485,500.00	\$7,415.00	WAGNER	BOKOTA
05/26/2021	2528 MARCY AVENUE	\$1,337,000.00	\$6,685.00	BELFOR/WALKER	LONG
05/27/2021	1213 JUDSON AVENUE	\$1,100,000.00	\$5,500.00	MCLAUREN TRUST	MORGAN

### **COMMERCIAL (1) SALES IN MAY 2021**

<b><u>DATE</u></b>	<b><u>ADDRESS</u></b>	<b><u>SALE PRICE</u></b>	<b><u>TAX</u></b>	<b><u>SELLER</u></b>	<b><u>BUYER</u></b>
05/07/2021	100/128-32 CHICAGO AVENUE	\$2,500,000.00	\$17,500.00	EVANSTON GATEWAY,LLC	100 CHICAGO, LLC