

EVANSTON ILLINOIS

Economic Development Update

Paul Zalmezak, Economic Development Division Manager

June 25, 2021

KEY TAKEAWAYS

- I. Strong team in place to continue our relatively successful economic development initiatives - SSA's, merchant groups, etc.
- II. Recovery will be difficult and require leadership and openness to change
- III. Invest in our economic wellbeing
- IV. Workforce, Workforce, Workforce
- V. E-commerce is here to stay
- VI. Our built and natural environment is our comparative advantage - for community members, visitors, workers

KEY LESSONS FROM PANDEMIC

1. COVID-19 expediting “Retailpocalypse”

- Don’t fight against e-commerce, join it.
- Provide technical assistance to independent local retailers.
- Pair with education campaign to encourage a change in consumer behavior

2. Physical aftermath of COVID-19 will require new approaches

- Vacant storefront appearance guidelines, ground floor alternative uses, etc.
- Assist with office space expansion/hvac or other post covid protocols
- Employ strategies to concentrate retail in clusters and consider new placemaking opportunities (e.g. Bookman’s Alley, Colectivo’s patio, Custer “Oasis”)

3. COVID-19 Exposing Inequities

- Unemployment rate, especially significant among the Black community.
- Opportunity to coordinate and bolster workforce development strategies.
- Shift focus from “economic growth” to “economic prosperity”.

RECOVERY WILL REQUIRE LEADERSHIP AND CREATIVITY

- **Align City operations and policies** to help stabilize the local economy, expand revenues, and improve City services.
- **Shift economic development mindset** from traditional “growth” model to a focus on Evanstonian **economic well being** including coordinated **workforce development**, financial wellness initiatives, affordable housing policies, and technical assistance for micro-enterprises.
- **Prioritize the built environment** by improving permit processes and technologies, creating stronger design review standards, and designing mobility alternatives while ensuring high environmental sustainability standards. *Our built environment is our competitive/comparative advantage.*

POST PANDEMIC - IT'S NOT JUST ABOUT DEVELOPMENT AND GROWTH

Local economic development is achieved when Evanston's standard of living can be preserved and increased through a process of human and physical development that is based on principles of equity and sustainability.

Ideally, Evanston's Economic Development Strategy should include the following elements/objectives:

1. Establishes a minimum standard of living for all and increases the standard over time
2. Reduces inequality
3. Promotes and encourages sustainable resource use and production

adapted from 4th Edition of Planning Local Economic Development, Blakely and Leigh, 2010

FRAMEWORK FOR POST PANDEMIC

MINDSET FOR NEW STRATEGY

1. American Rescue Plan Act of 2021 is a community investment opportunity - not a spending opportunity
2. Opportunity to learn from the pandemic and 2020 civil rights movement
3. E-commerce forever changing our built environment (i.e. we can't go back)
4. Evanston is a desirable place - when will we acknowledge that?

ECONOMIC DEVELOPMENT FRAMEWORK - INVEST NOT SPEND

1. Shift to Economic Vitality and Wellbeing
2. Workforce Development - “Built Here By Us”
3. Merchant Districts - Our Comparative Advantage
4. Update City Code / City Services
5. Business Task Force Report

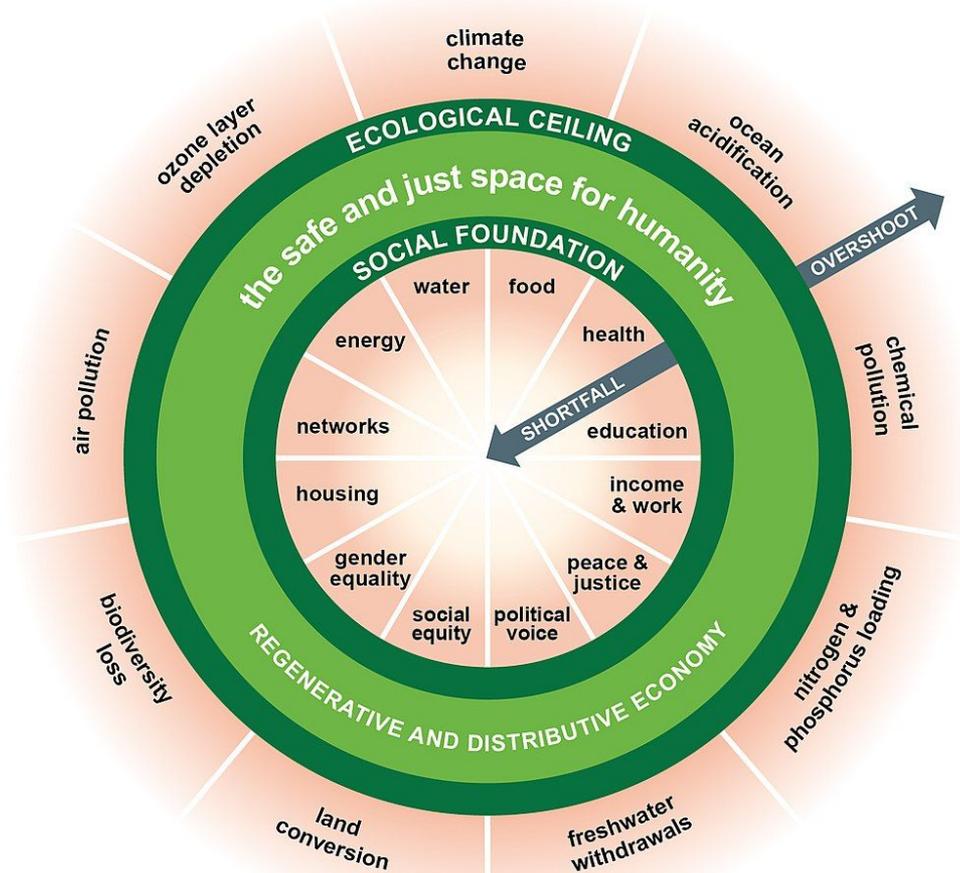
RECOMMENDATION 1: CONSIDER UPDATED ECONOMIC DEVELOPMENT MODEL

Focus on economic well being of Evanstonians

1. Comprehensive **Workforce Development Plan** with partner coordination
2. Actively identify **unemployed** population and provide technical and financial support
3. Improve family wellbeing with strong childcare / pre-k
4. Emphasize **affordable housing** as an economic challenge not an issue of land use
5. Review opportunities to **consolidate economic development activities** occurring in a variety of divisions/departments and consolidate into a single division or department or improved informal collaborations
6. Strongly consider Comprehensive Land Use and Business District Focused Plans (i.e. retail market studies, housing studies, etc.)
7. Convene a new Private/Public Partnership to help guide economic policy (i.e. corporate community members)

RAWORTH ECONOMIC MODEL BALANCES ECONOMY, ENVIRONMENTAL, AND LIFE ESSENTIALS

- The center represents life's essentials - the foundation.
- The outer edge represents the ecological limits.
- The goal is keep our community atop the social foundation without harming the environment (the light green/shaded area)



Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist by Kate Raworth.

RECOMMENDATION 2: CREATE A COMPREHENSIVE WORKFORCE DEVELOPMENT STRATEGY

Unify the work of the economic development and workforce development initiatives within the City of Evanston

- Employers will have greater ability to influence training needs
- Evanston residents will have greater access, training and support to move onto career paths that will provide living-wage
- Better able to address challenges in workplace building best practices in equity in hiring and advancement
- Evanston will strategically attract new, growth sector employers
- Consider alternatives to “training” including industry specific incubators including retail and packaged food

WHO IS GOING TO BUILD EVANSTON'S INFRASTRUCTURE OF TOMORROW?

Who is going to build our electric vehicle charging infrastructure?

Who is going to replace lead service lines?

Who is going to pour new sidewalk concrete?

Who will build our affordable housing?

Who will install solar panels?

Who will renovate our vintage buildings with energy retrofits?

Who will install LED lighting?

Who will make our water systems more efficient?

Who will maintain our urban canopy and natural areas?

Who will.....?

IT WILL BE *BUILT HERE BY US!!!*

Built Here by Us workforce development plan with adequate funding for a full time staff and resources. Lead effort to help train unemployed and underemployed for green energy and infrastructure opportunities including lead line replacement, sidewalks, water/sewer, solar, Electric Vehicle charging stations and plugless wireless charging plates

Invest in training Evanstonians to build our future infrastructure

- apprenticeships with the City
- support 501(c)(3) organizations who perform jobs training
- develop relationships with unions and trade organizations
- Oakton and ETHS vocational education
- Create a dedicated City staff position
- Maintain relationships with existing partners

RECOMMENDATION 3: IDENTIFY MERCHANT DISTRICT IMPROVEMENT OPPORTUNITIES

Our natural and built environment is our *comparative advantage* and we need to continue investing in it to stay competitive.

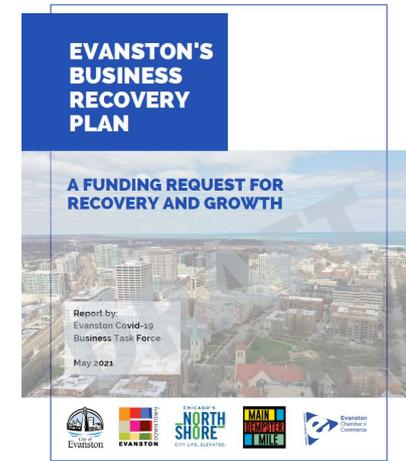
1. Hire business district / retail market consultants to help “see ourselves” from an outside perspective and provide objective market analyses and parking strategies
2. Reserve funding for investments recommended in these strategies including conversion to two way streets downtown, permanent outdoor dining, sidewalk expansions/plazas, complete street and other mobility installations, etc.
3. Create an Evanston streetscape furnishings and wayfinding standard (e.g. garbage can, recycling, benches, district markers, etc.)
4. Enhance business districts with additional art, murals, lighting, and other installations
5. Storefront Modernization Programs

RECOMMENDATION 4: REVIEW / UPDATE LAND USE POLICIES AND OUTDATED PLANS

- Review and update **business district plans**, transportation/mobility plans, TIF plans, etc.
- Review **overlay districts** to determine their impact on economic activity (i.e. west evanston overlay)
- Consider alternative uses for **ground floor space** vacated by retail that is likely not to return
- Downtown is the core of our economy. **Concentrate retail** uses along Sherman Avenue to create a retail cluster. Consider conversion to two way streets? Other ideas?
- Continue **updating the City code** as necessary

RECOMMENDATION 5: CONSIDER SUGGESTIONS IN THE COVID-19 BUSINESS TASKFORCE PLAN

1. Create and Implement an Evanston Branding Campaign
2. Invest in the Public Realm to Create a Competitive Destination
3. Enhance Business Attraction & Retention Efforts
4. Create a Long Lasting Workforce Development Strategy
5. Rebuild Tourism
6. Improve Government Service Delivery
7. Create Meaningful Partnerships



American Rescue Plan Act of 2021

YES, WE HAVE A FUNDING SOURCE FOR THIS

American Rescue Plan Act of 2021

Eligible Uses. Sections 602(c)(1)(A) and 603(c)(1)(A) permit use of payments from the Fiscal Recovery Funds to respond to the negative economic impacts of the COVID–19 public health emergency. Eligible uses that respond to the negative economic impacts of the public health emergency must be designed to address an economic harm resulting from or exacerbated by the public health emergency.

A recipient should first consider whether an economic harm exists and whether this harm was caused or made worse by the COVID–19 public health emergency. While economic impacts may either be immediate or delayed, assistance or aid to individuals or businesses that did not experience a negative economic impact from the public health emergency would not be an eligible use under this category.

Recipient may only use funds to cover costs incurred during the period beginning March 3, 2021, and ending December 31, 2024

ARPA IS AN INVESTMENT OPPORTUNITY, NOT A SPENDING PLAN

- There is a certain solemnity that comes with this responsibility.
- The American Rescue Plan Act of 2021 funding allocation is a once in a generation opportunity and should be treated as such.
- The funding challenge, for once in our careers, is about choosing or creating programs to fund instead of turning down programs or shelving ideas due to a lack of funding.
- We should also recognize the fact we received an allocation significantly larger than our neighboring communities - a reflection of our diverse socio economic populace. The disbursement of these funds must reflect this reality.
- And most importantly, the funds should be considered a tool for investing in the community, to leverage additional resources, to create self sustaining, long lasting, and revenue generating projects and programs. It is difficult to look long range with so many immediate needs. But we should hold firm to our convictions.

INVEST FOR THE LONG TERM, LEVERAGE CATALYTIC OPPORTUNITIES

ARPA is the impetus to initiate the economic recovery plan and provides an opportunity to match / leverage other funding sources including:

1. Tax Increment Financing (including proposed Five-Fifths TIF)
2. Special Service Area Programs
3. Private financing
4. Federal/State transportation and other infrastructure grants
5. Local economic development funding
6. Foundations

ARPA ECONOMIC DEVELOPMENT PROVISIONS

The following seven eligible activities in the American Rescue Plan Act that have a direct or indirect relationship to general Economic Development activities in Evanston:

1. Hiring State and Local Government Staff
2. Assistance to Unemployed Workers
3. New or expanded high-quality childcare
4. Small Businesses and Nonprofit Assistance
5. Aid to tourism, travel, hospitality, and other impacted industries
6. Affordable Housing
7. Expenses to Improve Efficacy of Public Health or Economic Relief Programs.

American Rescue Plan Act Eligible Uses. Sections 602(c)(1)(A) and 603(c)(1)(A)

ARPA ELIGIBLE FUNDING OPPORTUNITIES TIED TO EVANSTON STRATEGY

1. Implement a workforce development plan with dedicated city staff and resources
2. Train the unemployed and underemployed for future career opportunities including upcoming federal infrastructure plan
3. Fund reliable and affordable childcare for families
4. Support small business and non-profits
5. Provide aid to tourism, hospitality - revenue from outside our boundary
6. Create stronger links between Econ Dev and Affordable Housing
7. Gather Data and Communicate - “Brand”

American Rescue Plan Act Eligible Uses. Sections 602(c)(1)(A) and 603(c)(1)(A)

INVESTMENT STRATEGY SUMMARY

- Invest ARPA / leverage funding sources to support catalytic projects
- Create a new economic model aligning economic development with City's stated equity and CARP goals
- Review and update land use regulations to remain competitive in marketplace and to densify where appropriate.
- Improve workforce development - future federal infrastructure plan
- Technical Assistance for Small Business to compete in e-commerce
- Invest in Affordable housing
- Create Childcare to support lifelong economic wellbeing and parent back-to-work / career advancement efforts
- Evaluate, Report, Transparency

SAMPLE LIST

Purpose:	All Economic Development-Related Projects					
Project Title	Project Description	Total Funding Need	Stimulus Funding Need	Additional Funding Sources	Matrix Scoring	Description of Public Benefit
Childcare Support						
	<i>funding for pre-school / daycare to provide opportunities to return to work?</i>					
Affordable Housing						
	<i>Emerson Square Phase II (rental & owner mix; mixed income)</i>					
	<i>Emerson Square Phase III (Emerson / Jackson)</i>					
	<i>ADU Construction Grants / Financing for lower income residents</i>					
	<i>Redevelop some HACC scattered site properties to gain units, ADUs on others</i>					
	<i>Affordable housing rehab to improve health outcomes, sustainability and energy efficiency</i>					
Business Incubator						
	<i>Retail and General Business Incubator</i>					
	<i>Commercial Kitchen / Shared Kitchen Food Business Incubator</i>					
	<i>Training, post graduate support, etc.</i>					
Workforce Development						
	<i>Five Year Staff Salary to Coordinate/Implement</i>					
	<i>Clean Slate Program Partnership</i>					
	<i>Training programs, space, resources</i>					
	<i>Childcare Services / PreSchool Funding</i>					
Office Space Modernization						
	<i>Tenant Improvement Allowance \$5 sq. ft.</i>					
Retail Storefront Modernization						
	<i>Tenant improvements (follow existing Storefront Modernization Guidelines)</i>					
	<i>Vanilla Box Landlord Support</i>					
	<i>Food Co-op Main Street Tenant Improvements</i>					
Hospitality Recovery						
	<i>Hotel recovery</i>					
	<i>Restaurants with Event Spaces (farmhouse, terra)???</i>					
	<i>Firehouse Restaurant Event space and Patio cover</i>					
	<i>good to go facade improvement/signage request</i>					
	<i>First Street (corner restoration)</i>					

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Heritage Building Improvement Fund						
	<i>Forgivable Loan Program</i>					
	<i>Leverage other Funding</i>					
	<i>Heritage Districts? (i.e. Davis Street west of tracks)</i>					
	<i>Workforce / Craftsman Training</i>					
City Loan Forgiveness / Fee Forgiveness						
	<i>Waive 2020 and 2020 registration fees, liquor fees, etc.</i>					
	<i>Waive loan repayments, city rents (14 months of deferral)</i>					
	<i>Forgive LEND loans - reimburse LEND with Recovery \$\$\$</i>					
Business District Infrastructure						
	<i>Parking System Upgrades (free parking for 1 to 2 hours?)</i>					
	<i>Downtown One Way Street Conversion to Two Way</i>					
	<i>Study Orrington Avenue Pedestrian Mall or Removal of Mid Block Ramp</i>					
	<i>Main Street UP Station Brick Street Activation</i>					
	<i>Custer Avenue Permanent Outdoor Dining</i>					
Parking Lots						
	<i>Convert Lot 35 into an EV parking station (multi-story garage) with affordable housing</i>					
	<i>-Convert Lot 32 into Residential (parking blended with Lot 35)</i>					
	<i>-Convert Lot 39 into Residential (parking blended with Lot 35)</i>					
	<i>Convert Lot 24 (main street) into ground level EV stations upper level housing</i>					
	<i>Convert Oak Ave Lot (smylie) into development opportunity/incorp. parking</i>					
	<i>Job Training for EV Station install and maintenance</i>					
Consulting Services						
	<i>Parking Systems Study</i>					
	<i>Doughnut Economics Action Lab</i>					
	<i>ADU Consulting</i>					
	<i>Workforce Development Strategic Planning</i>					
	<i>New Howard Street Special Service Area</i>					
	<i>Northwest Evanston TIF District</i>					
	<i>City-wide Marketing Return to Evanston Campaign - "This is Evanston"</i>					
	<i>City-wide Community Engagement - My Evanston Campaign</i>					
	<i>Health / Wellness for Essential Workers, Front Line Workers, etc.</i>					
	<i>Arts Organizations Coordination Strategy</i>					
	<i>Merchant Technical Support Marketing Initiatives</i>					
Parks						
	<i>Arrington Lagoon Building Kitchen build out, festoon lighting, cafe tables and chairs</i>					
Climate Action Resilience Plan						
	<i>Lake Michigan / Fresh Water Job Training, Research, etc. (similar to Milwaukee Water Incubator)</i>					
	<i>Maintaining Natural Areas (porous pavement, rain gardens, etc)</i>					
	<i>Job training for Implementation of Food Composting System</i>					
	<i>Infrastructure for City Wide Composting System</i>					
	<i>Implementation of Recommendations from DEAL/Doughnut Economics</i>					
	<i>Circular Economy - Planning with Intention</i>					
	<i>Solar Power Infrastructure / Job Training / funding for maintenance</i>					
	<i>EV Charging Station Infrastructure Planning</i>					
	<i>Building Energy Retrofit Training Program - commercial and residential</i>					
	<i>Building Energy Retrofit Matching Funds - - commercial and residential</i>					
	<i>[review energy plan - state of illinois]</i>					
	<i>Connect public improvements to private properties / system thinking</i>					
CTA purple line express						
	<i>Extend express train hours</i>					
	<i>Bridges / Viaducts</i>					
	<i>Station Improvements</i>					
Foster School Renovations						

	Leverage future TIF for renovations (perhaps fund 50% theater renov)					
	site for commercial kitchen (basement) food incubator program					
	Childcare cooperative; rental management cooperative					jobs, wealth building
Arts						
	Downtown Theater Upgrades Contribution (Century Theater)					
	Performing Arts Theater					
	Public art at Fountain Square					
	Foster School Theater Improvements					
	Asian Art Sculpture and/or welcome messaging - Davis Street					
	Support for small to medium size impacted arts organizations (to be allocated by the Arts Council)					
Merchant District Support						
	Cara Collective /Clean Slate Program					
	cluster Street oasis permanent (UP wall and landscaping, bollards, pavings, cans, lighting, etc)					
	Bulk purchase of new Evanston gift card					
	Utilities Burial Bookman's Alley					
	Outdoor Dining					
	Stands for Outdoor Markets					
	Snow removal					
	Food Carts/Stands					
	Lighting (e.g. tree grate uplighting, festoon, etc.)					
	Sidewalk widening (Grove Street)					
	Branded bike racks					
	Garbage/Recycling cans match - better branded designs					
	Ambassador - outreach for homeless people					
	Large event funding to drive more tourism ideas					
	Materials for Kiosks					
	Evanston signage at the entry/exits of DTE and at train stations					
	Utility box wrapping					

NEXT STEPS

1. Continue to engage community
2. Business Task Force to prioritize their recommendations
3. CEO group meeting Friday
4. Staff apply cost estimates and potential funding sources and mechanism to evaluate and disburse
5. Return to Economic Development Committee in July with update

Appendix

1. IMPLEMENT A WORKFORCE DEVELOPMENT PLAN WITH DEDICATED CITY RESOURCES INCLUDING STAFF

- Rehiring State, Local, and Tribal Government Staff. State, local, and Tribal governments continue to see pandemic impacts in overall staffing levels: State, local, and Tribal government employment remains more than 1 million jobs lower in April 2021 than prior to the pandemic. Employment losses decrease a state or local government's ability to effectively administer services. Thus, the interim final rule includes as an eligible use payroll, covered benefits, and other costs associated with rehiring public sector staff, up to the pre-pandemic staffing level of the government.

*Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
<https://www.govinfo.gov/content/pkg/FR-2021-05-17/pdf/2021-10283.pdf>*

2. IDENTIFY THE UNEMPLOYED AND UNDEREMPLOYED AND TRAIN FOR THE FUTURE CAREER OPPORTUNITIES

- Assistance to unemployed workers, including services like job training to accelerate rehiring of unemployed workers; these services may extend to workers unemployed due to the pandemic or the resulting recession, or who were already unemployed when the pandemic began and remain so due to the negative economic impacts of the pandemic

*Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
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3. PROVIDE FUNDING FOR RELIABLE AFFORDABLE CHILDCARE FOR ECONOMIC WELLBEING

- Promoting Healthy Childhood Environments. Children’s economic and family circumstances have a long-term impact on their future economic outcomes. Increases in economic hardship, material insecurity, and parental stress and behavioral health challenges all raise the risk of long-term harms to today’s children due to the pandemic. Eligible services to address this challenge include: New or expanded high-quality childcare to provide safe and supportive care for children;

*Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
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4. SUPPORTING SMALL BUSINESS AND NON-PROFITS - JOBS, TAX REVENUES, QUALITY OF LIFE

- Small businesses and non-profits faced significant challenges in covering payroll, mortgages or rent, and other operating costs as a result of the public health emergency and measures taken to contain the spread of the virus. State, local, and Tribal governments may provide assistance to small businesses to adopt safer operating procedures, weather periods of closure, or mitigate financial hardship resulting from the COVID–19 public health emergency, including: 1. Loans or grants to **mitigate financial hardship** such as declines in revenues or impacts of periods of business closure, for example by supporting payroll and benefits costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs; 2. Loans, grants, or in-kind assistance to implement **COVID–19 prevention or mitigation tactics**, such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers or partitions, or COVID–19 vaccination, testing, or contact tracing programs; and 3. **Technical assistance**, counseling, or other services to assist with business planning needs.

Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
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5. TOURISM, HOSPITALITY, TRAVEL - GROWING REVENUES FROM BEYOND OUR MUNICIPAL BOUNDARY

- Aid to Impacted Industries. Tourism, travel, and hospitality, were disproportionately and negatively impacted by the COVID–19 public health emergency. Aid provided to tourism, travel, and hospitality industries should respond to the negative economic impacts of the pandemic on those and similarly impacted industries.

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6. STRONGER LINKS BETWEEN ECONOMIC DEVELOPMENT AND AFFORDABLE HOUSING

• Building Stronger Communities through Investments in Housing and Neighborhoods. The economic impacts of COVID–19 have likely been most acute in lower-income neighborhoods, including concentrated areas of high unemployment, limited economic opportunity, and housing insecurity. Services in this category alleviate the immediate economic impacts of the COVID–19 pandemic on housing insecurity, while addressing conditions that contributed to poor public health and economic outcomes during the pandemic, namely concentrated areas with limited economic opportunity and inadequate or poor-quality housing. Eligible services include: 1. Services to address homelessness such as supportive housing, and to improve access to stable, affordable housing among unhoused individuals; 2. **Affordable housing development to increase supply of affordable and high quality living units**; and 3. Housing vouchers, residential counseling, or housing navigation assistance to facilitate household moves to neighborhoods with high levels of economic opportunity and mobility for low-income residents, to help residents increase their economic opportunity and reduce concentrated areas of low economic opportunity.

*Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
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7. GATHER DATA, COMMUNICATE, BRANDING

- Expenses to Improve **Efficacy of Economic Relief Programs**. State, local, and Tribal governments may use payments from the Fiscal Recovery Funds to improve efficacy of programs addressing negative economic impacts, including through use of **data analysis, targeted consumer outreach, improvements to data or technology infrastructure, and impact evaluations**.

*Source: Federal Register / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations
<https://www.govinfo.gov/content/pkg/FR-2021-05-17/pdf/2021-10283.pdf>*

RECENT ACTIVITY

EVANSTON'S TRADITIONAL FOCUS HAS BEEN EFFECTIVE

Our strategy post 2008 recovery has been primarily:

1. Business Retention
2. Business Attraction
3. Placemaking

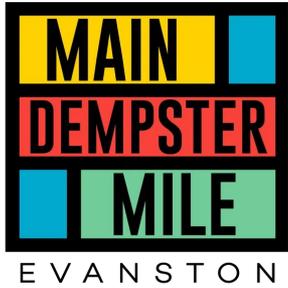
Several Economic Development Work Plans including:

[2020 Economic Development Update \(introduction of several recovery themes\)](#)

[2015 Economic Development Work Plan Update](#)

[2013 Economic Development Work Plan](#)

SSAs and MERCHANT GROUPS



STOREFRONT MODERNIZATION



2018



2007

CELEBRATING BUSINESS SUCCESS



LOANS, GRANTS, PROGRAMMING

Evanston Financial Wellness



Grant funds available for Evanston businesses

Applications for the City of Evanston's Entrepreneurship Support Emergency Assistance Grant Program are now being accepted. This program grants up to \$2,500 in assistance for small businesses located in Evanston.

Funding is limited, and applications will be reviewed on a first-come, first-served basis. Please review the [Entrepreneurship Support Program Emergency Guidelines](#) before applying. If you missed the recent webinar regarding the program and application process, the [presentation slides](#) are now available.



BRICKS AND MORTAR RETAILPOCALYPSE BEGAN BEFORE COVID-19

There is a fundamental shift in the retail economy resulting from consumer behavior and preferences:

1. Fast fashion
2. Athleisure
3. E-commerce

Fast fashion is a result of consumer preference for cheaper clothing on a seasonal schedule not fixed to weather seasons.

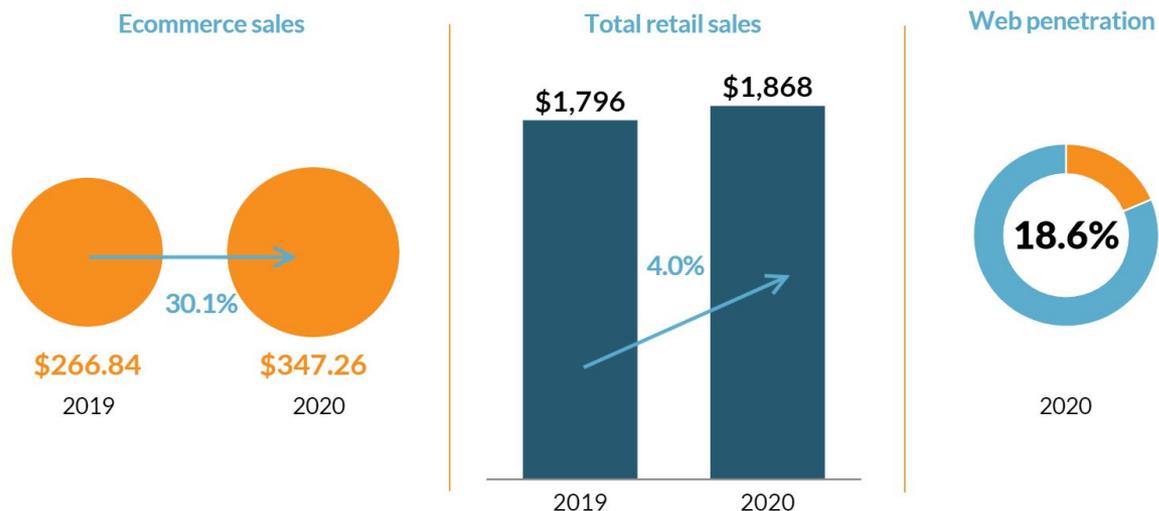
This coupled with casual / athleisure wear has resulted in the **decline of the department store** and **consolidation of retail storefronts** to higher performing regional malls.

E-COMMERCE IS HERE TO STAY

E-commerce now accounts for approximately 18% of total retail sales. Online sales have increased 30% over last year compared to 4% growth in total retail sales, as a result of COVID-19

U.S. retail landscape during first half of 2020

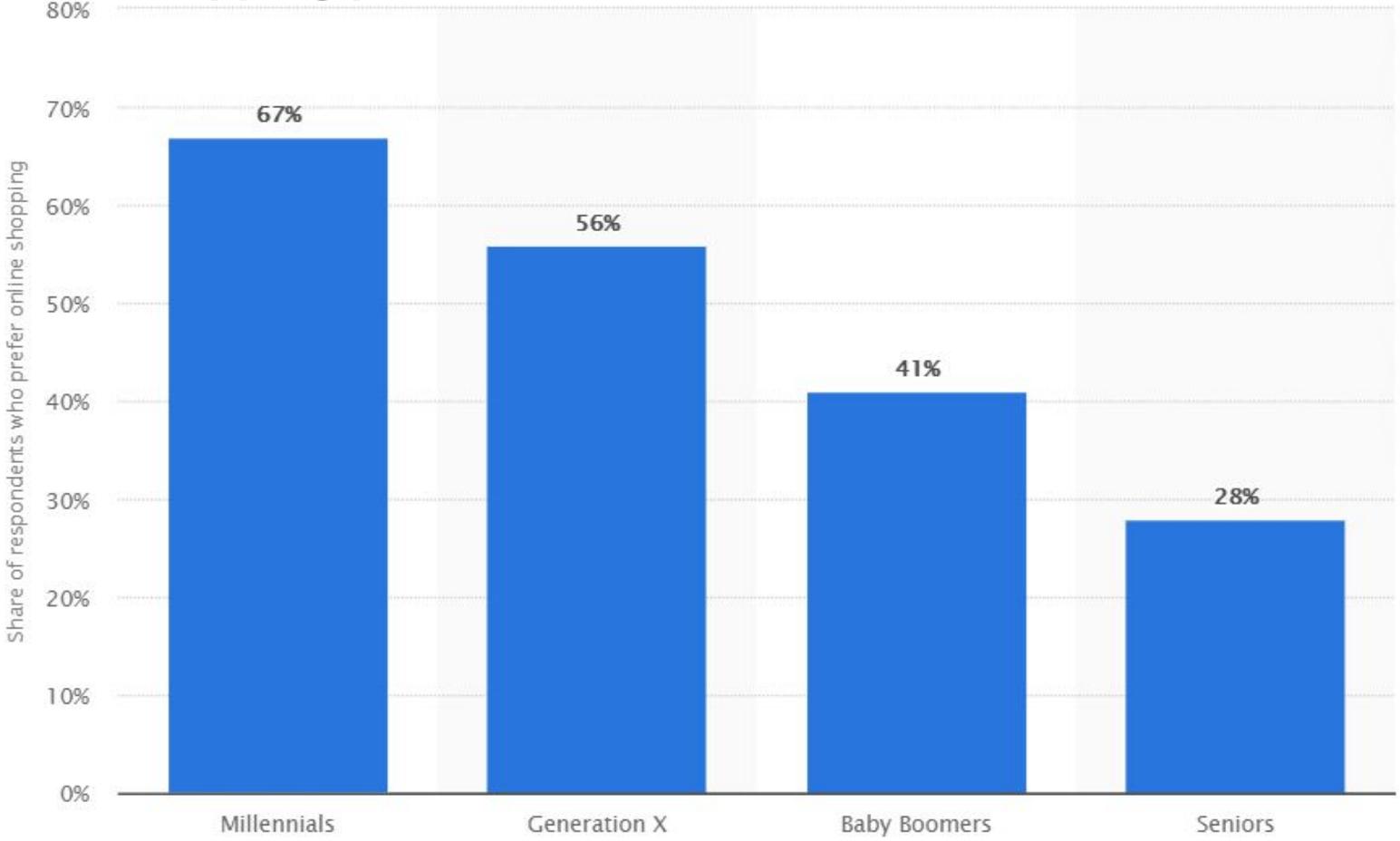
Year-over-year comparison of Jan. - June retail data, in \$billions



Source: Digital Commerce 360 analysis of U.S. Department of Commerce data

E-COMMERCE WILL GROW AS YOUNGER BUYERS REACH PRIME SPENDING YEARS

Online shopping preference in the United States as of 2017 (source: Statista)



NEED FOR TECHNICAL ASSISTANCE AND MARKETING SUPPORT

Traditional “shop small” or “shop local” campaigns attempting to guilt consumers into shopping at local shops are losing relevance during COVID.

Shift to funding and strategies for expanding local e-commerce, and promoting “shop unique” and “seek experiences” in local business district storefronts

Staff as well as partners Downtown Evanston, Main Dempster Mile, and Central Street SSAs, have begun exploring a shift to technical assistance to help our local retailers create a strong e-commerce presence.

PANDEMIC

SMALL BUSINESS ASSISTANCE OUR FOCUS DURING PANDEMIC

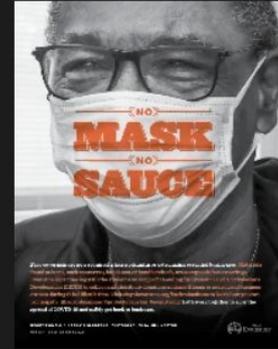
- Entrepreneurship Emergency Assistance Program
 - Amended guidelines to provide immediate financial relief to existing businesses - **\$100,000 in assistance**
- Lending for Evanston and Northwestern Development (LEND)
 - Allocated **\$100,000 to the LEND COVID-19 Emergency Response fund** offering 0% interest loans to local businesses
- COVID-19 Micro-Enterprise Grant
 - **\$70,000 of CARES Act funding** allocated to a new grant program for low- and moderate-income micro businesses
- Going Digital Webinar Series
 - **Local industry experts** leading webinars in digital topics to help businesses create/boost their online presence
- Small Business Mentorship program
 - Supporting and promoting the **Kellogg initiative** providing pro bono consulting services to local businesses



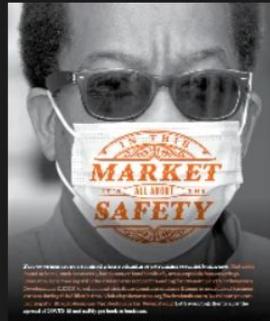
REYES WITT, ASSEMBLY CREATORS
PHOTOGRAPHED BY JILL NORTON
DOWNLOAD POSTER



TANIA MERLOS-RUIZ, TOMATE FRESH
PHOTOGRAPHED BY JILL NORTON
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HECKY POWELL, HECKY'S BARBEQUE
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ILLUSTRATIVE EXAMPLE 1

ARPA and TIF could be used to create training program and install the infrastructure

Sidewalk Infrastructure

1. Workforce training for concrete laborers
2. City or contractors hires newly trained laborers
3. Laborers (evanston residents) install new sidewalks
4. Sidewalks are improved providing fewer trip hazards / lawsuits
5. Some places in Evanston do not have sidewalks - complete the sidewalk grid
6. ADA

ILLUSTRATIVE EXAMPLE 2

ARPA, TIF, Parking Fund could be used to create training program and install the infrastructure

EV Charging Stations in Residential City Parking Lots Example

1. Federal government likely to approve major infrastructure bill. Use this opportunity to train Evanstonians to get ready for this rollout.
2. Workforce training for high skill in demand job for install and maintenance
3. Identify underemployed / unemployed - statistically higher percentage are minority
4. Increased charging stations result in increased EV car purchases, especially for residents of multi-family vintage properties lacking garages
5. Evanston has three car dealerships. Increased sales results in increased sales tax and new jobs for EV mechanics
6. Carbon reduction / CARP
7. Affordable housing (Evanston surface parking lots that have potential for multi story decking and/or housing atop parking / consolidation of several lots into a single facility, etc)

ILLUSTRATIVE EXAMPLE 3

ARPA, TIF, Other State/Fed sources could be used to create training program and install the infrastructure

Lead Line Replacement Infrastructure

1. Workforce training for plumber / laborers
2. City or contractors hires newly trained laborers
3. Laborers (Evanston residents) replace lead lines
4. Drinking water safety improved
5. Healthier population
6. Health care cost reduced

ILLUSTRATIVE EXAMPLE 4

Numerous funding sources ARPA, TIF, Etc.

Evanston Recovery Investment Fund (ERIF)

Because Council and Staff Cannot Anticipate All Recovery Needs:

1. Create the Recovery Investment Fund (use ARPA, TIF, other)
2. Define eligibility criteria
3. Design an evaluation rubric / matrix
4. Applicants can submit a simple form outlining proposal
5. Transparent review process
6. City Council Committee review/approve applications based on staff review or some other mechanism

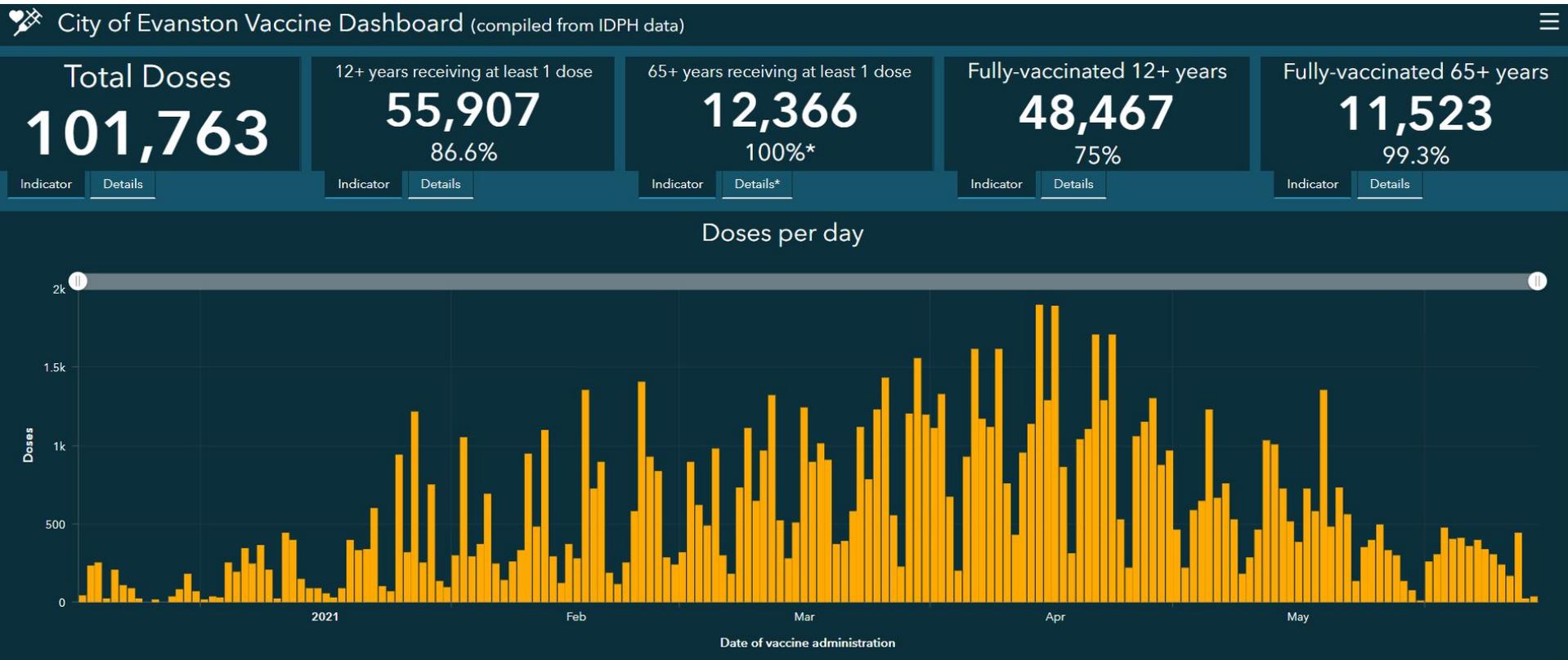
“Progress is impossible without change”

How Do We Do it?

1. Plan
2. Create ground rules - environment of honest communication and constructive criticism (i.e. stop the trolling, it's ok to disagree, thoughts are not facts, etc.)
3. Engage the Community
4. Build Consensus
5. Seek Expert Counsel including Consultants, Staff, Community
6. Internal Collaboration
7. Prioritize
8. Report
9. Evaluate (e.g. ROI? Outcomes, etc.)
10. Implement or Start the Cycle Again Until We Get It Right

Data

87 % OF EVANSTONIANS AT LEAST ONE DOSE

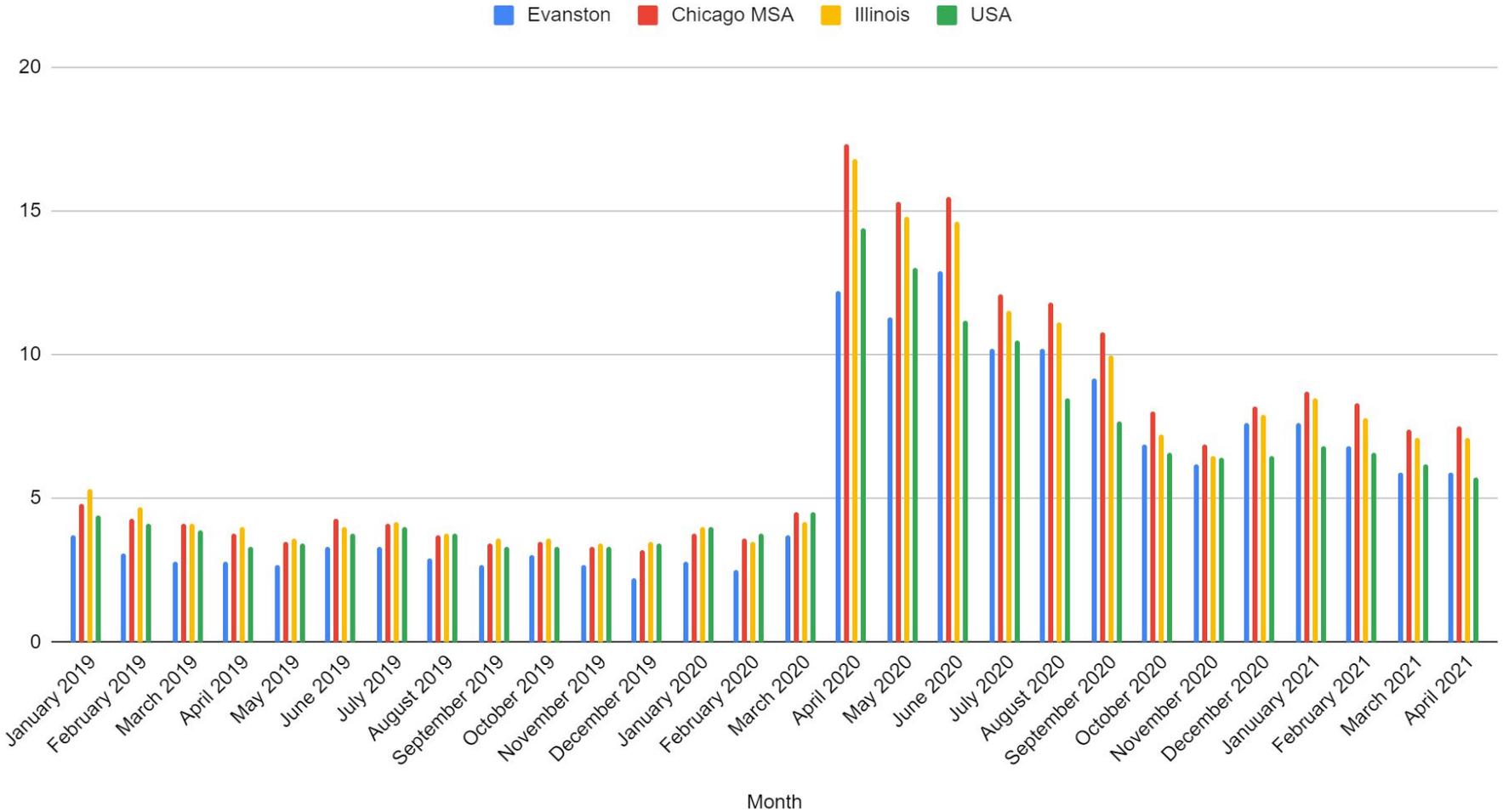


<https://evanston.maps.arcgis.com/apps/opsdashboard/index.html#/4af6046cf4684656a4ca95886c2605d1>

or Google “Evanston Vaccinations”

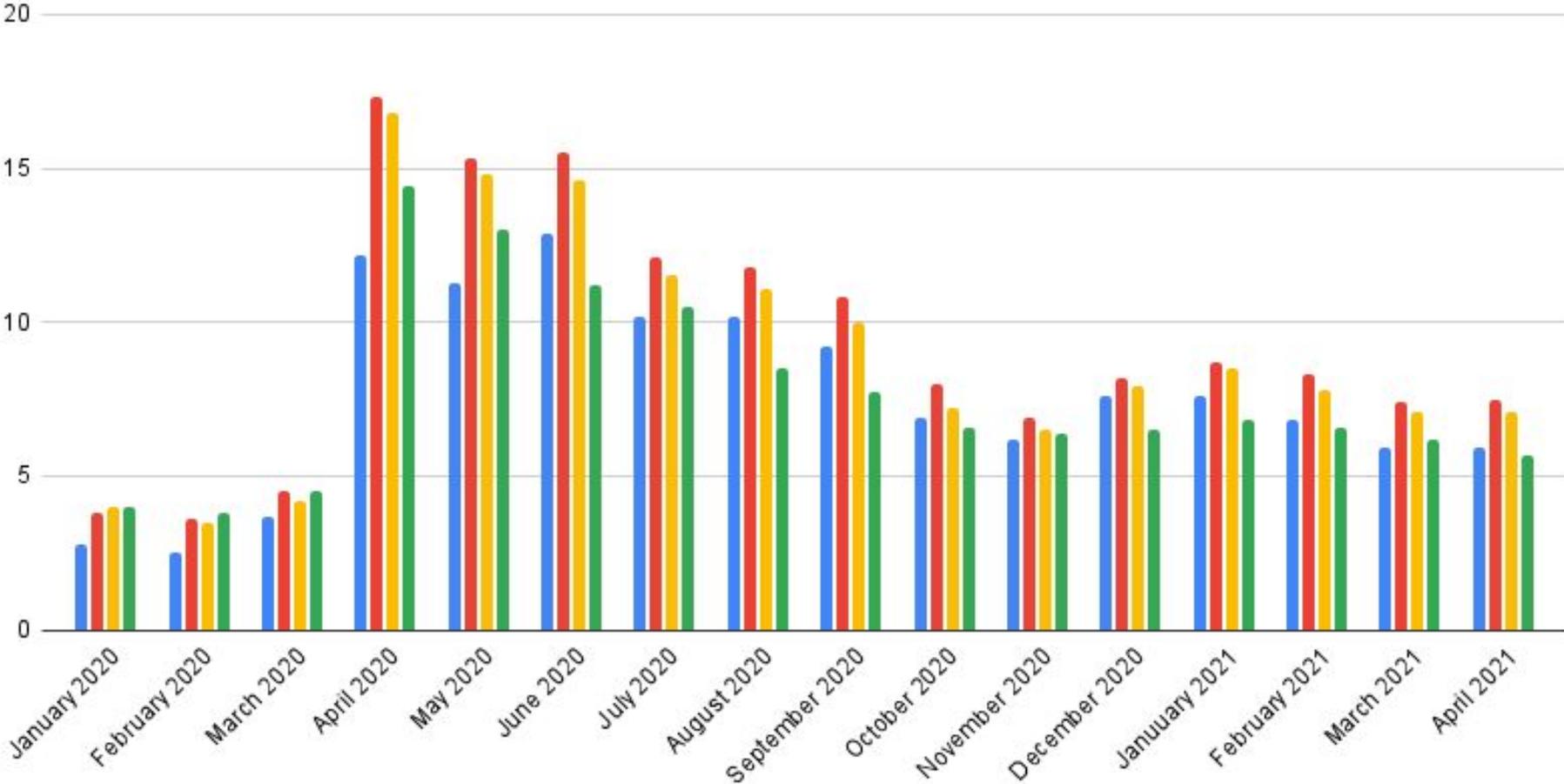
UNEMPLOYMENT SPIKED, BUT LEVELING

Unemployment Rate - Evanston, Chicago MSA, Illinois and USA - January 2019-April 2021

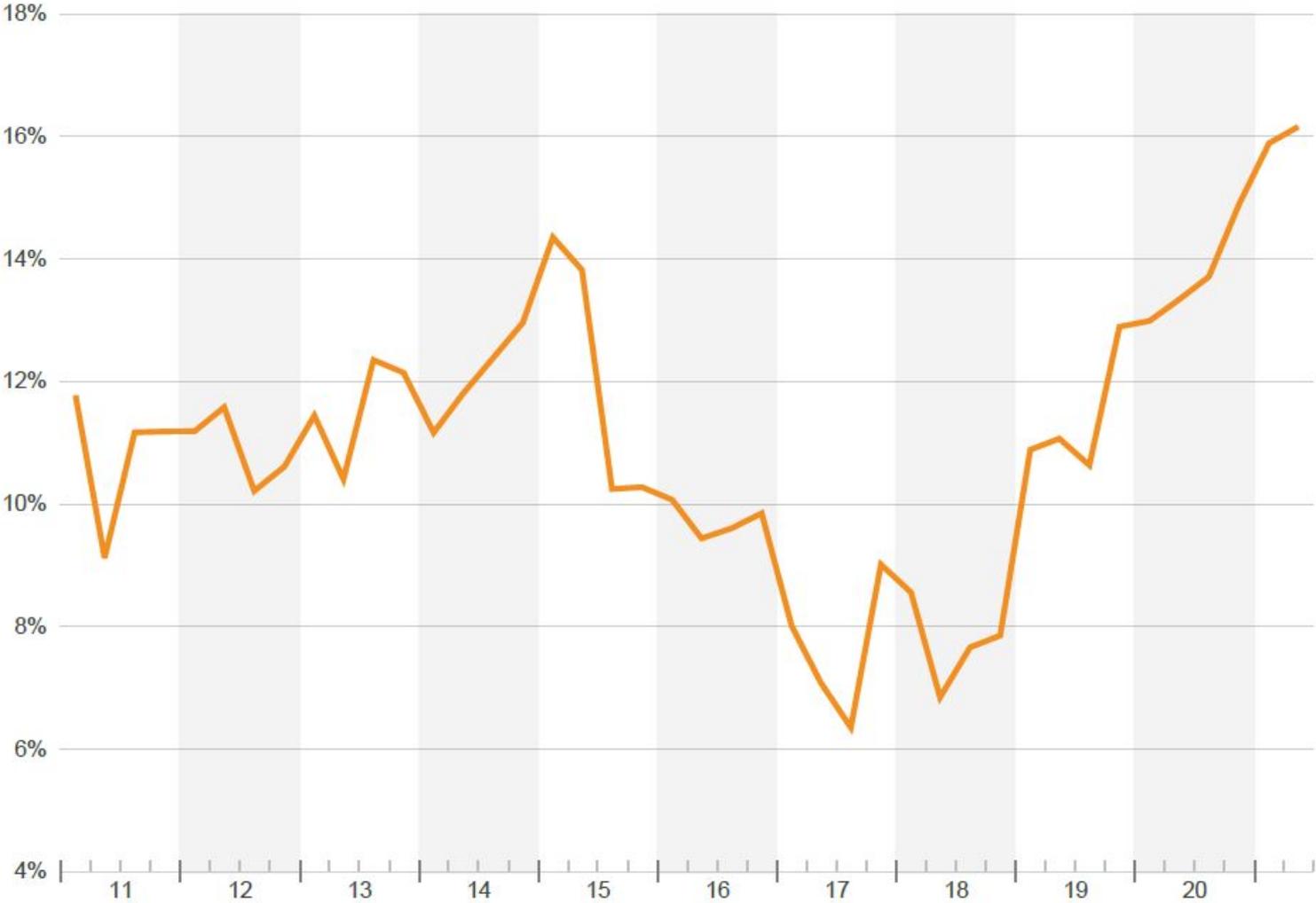


Unemployment Rate Evanston, Chicago MSA, Illinois and USA - Jan 2020-April 2021

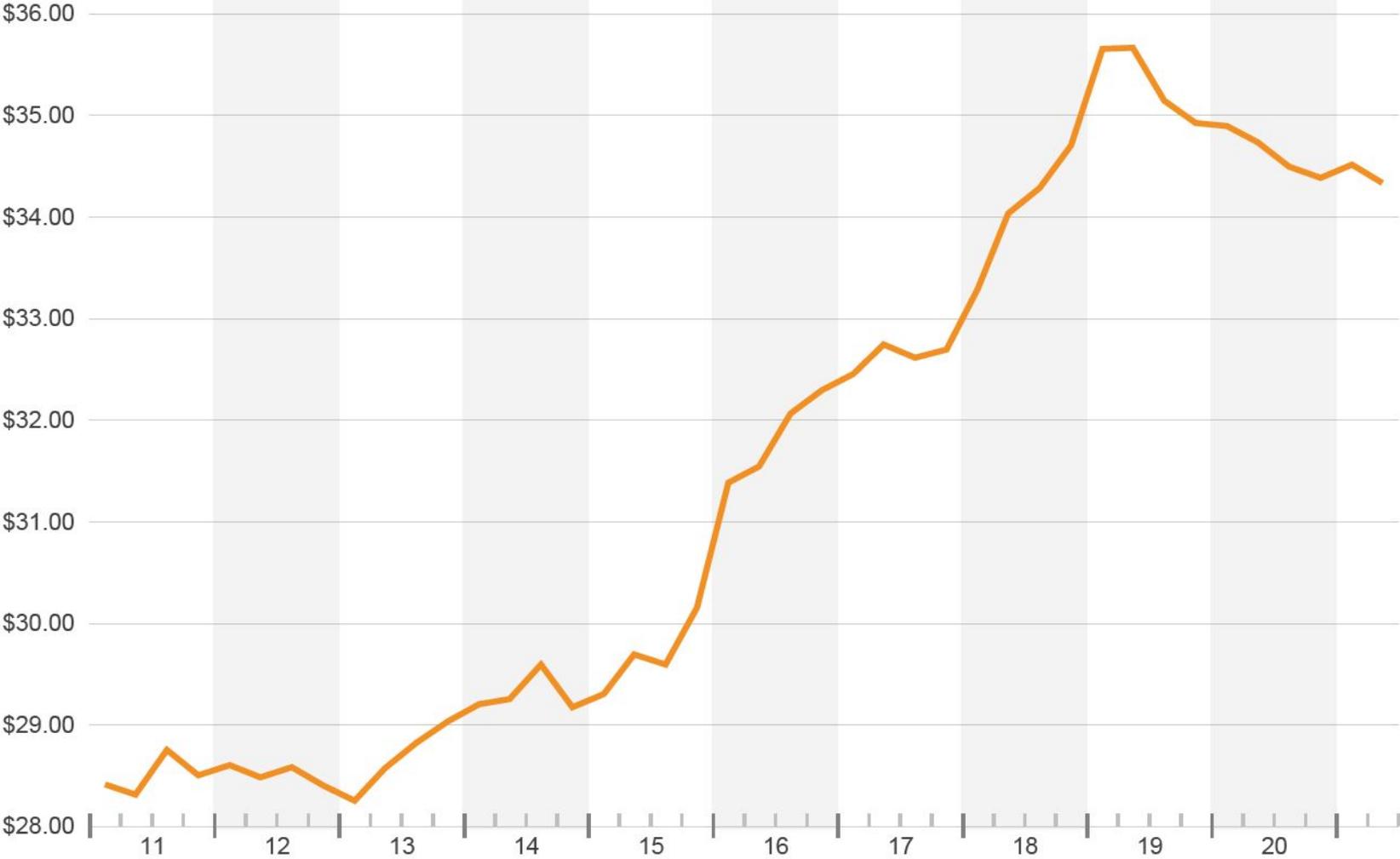
■ Evanston
 ■ Chicago MSA
 ■ Illinois
 ■ USA



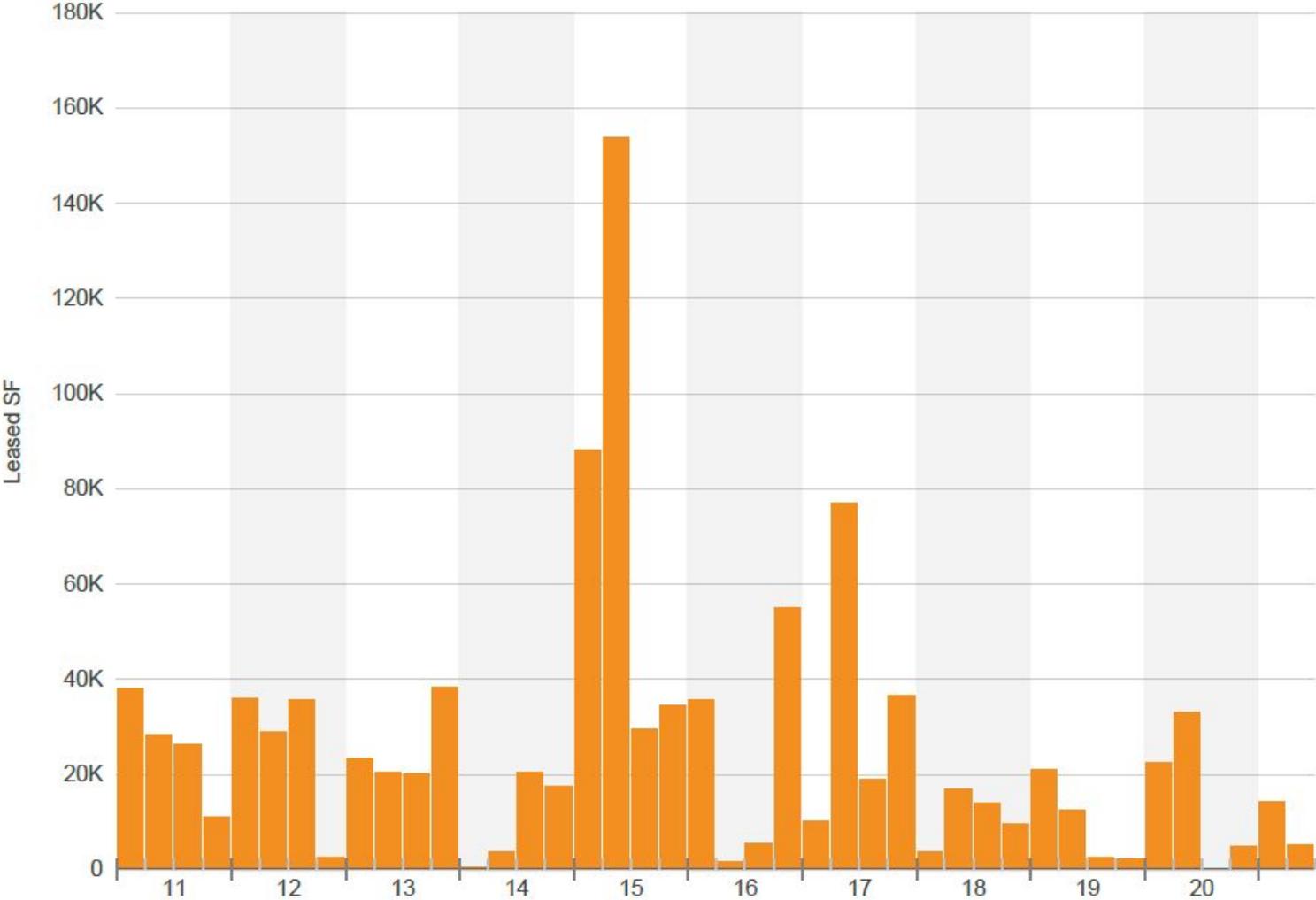
DOWNTOWN OFFICE VACANCY RATES



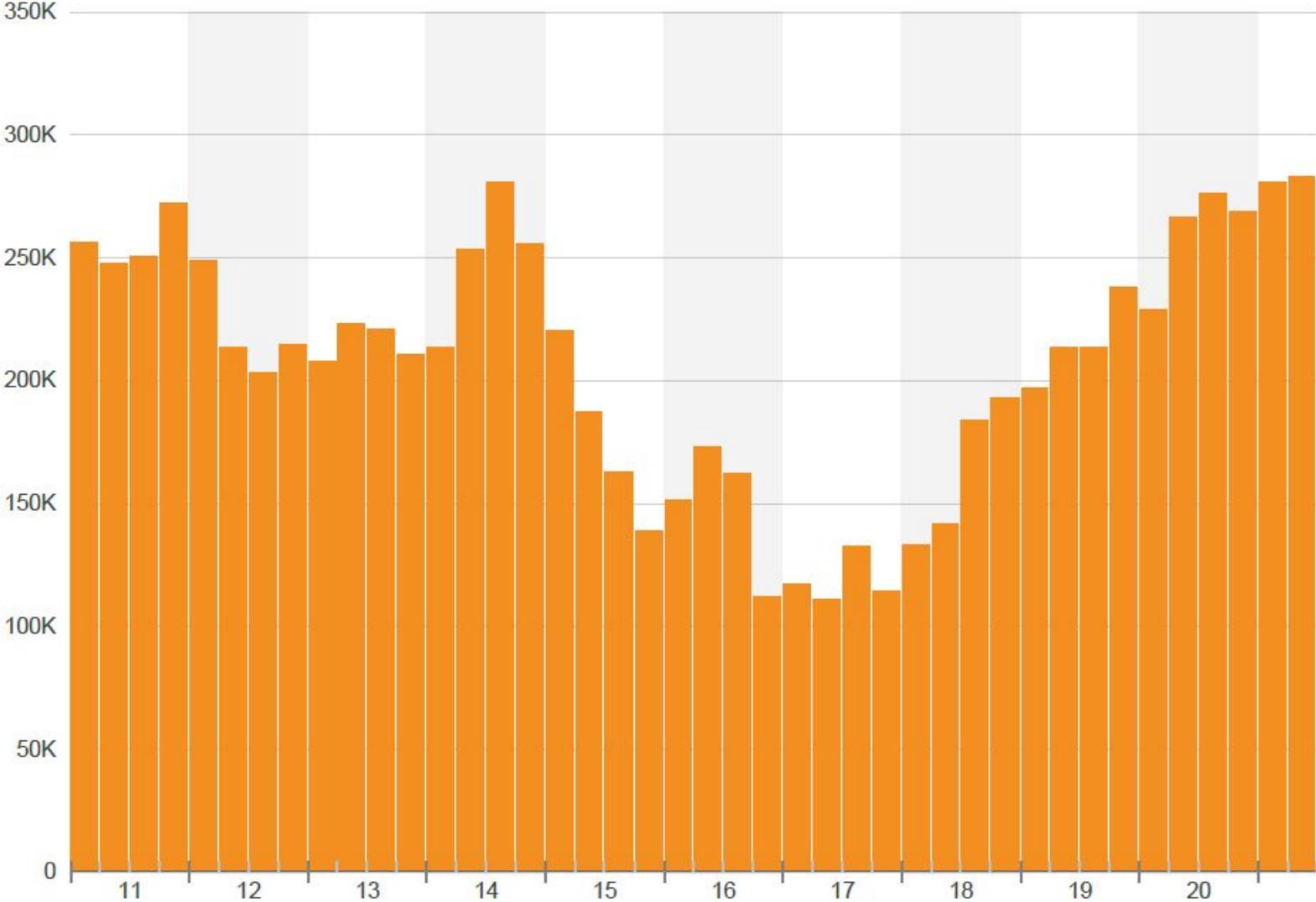
DOWNTOWN OFFICE RENTAL RATES



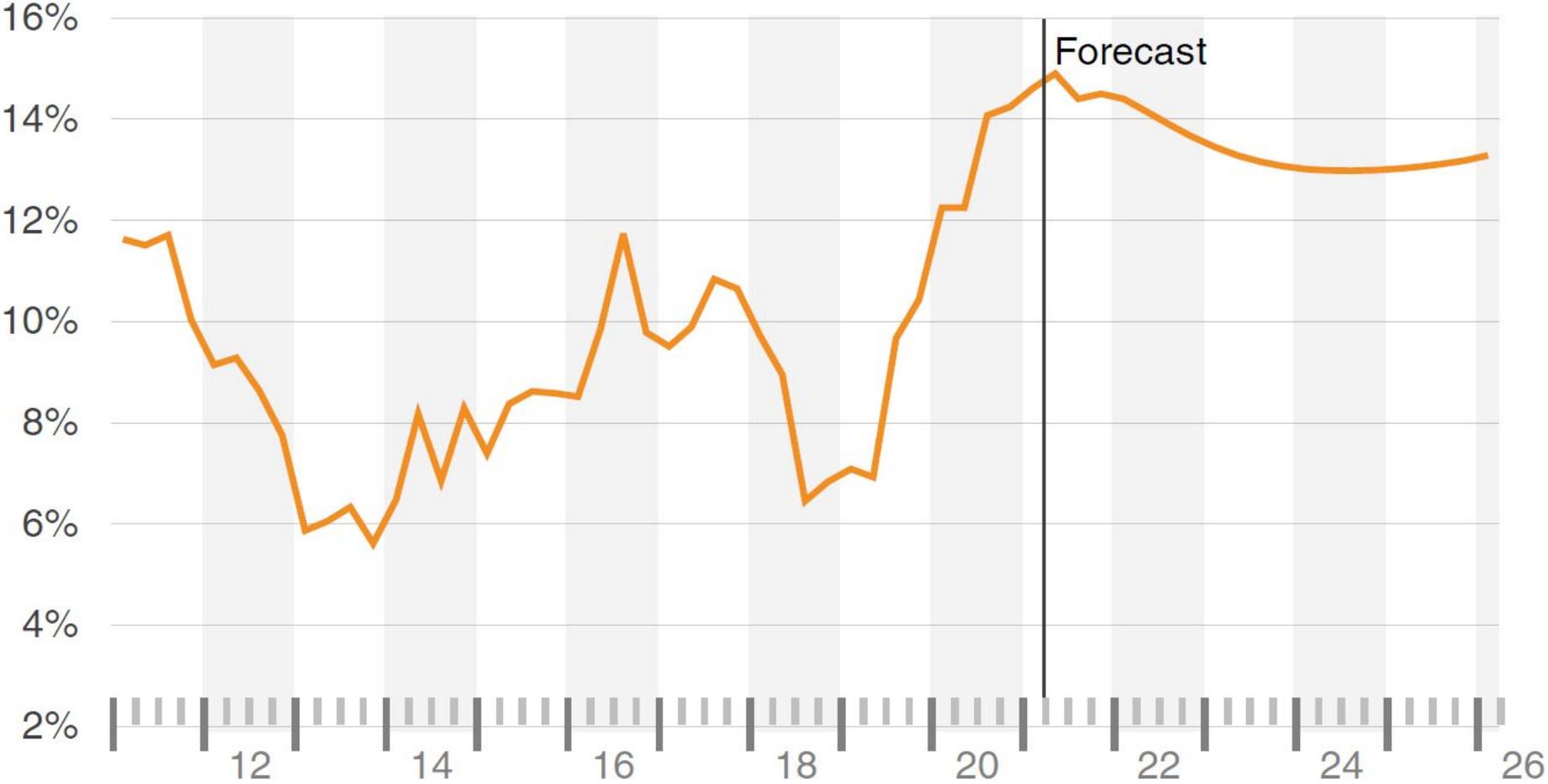
DOWNTOWN OFFICE LEASING ACTIVITY



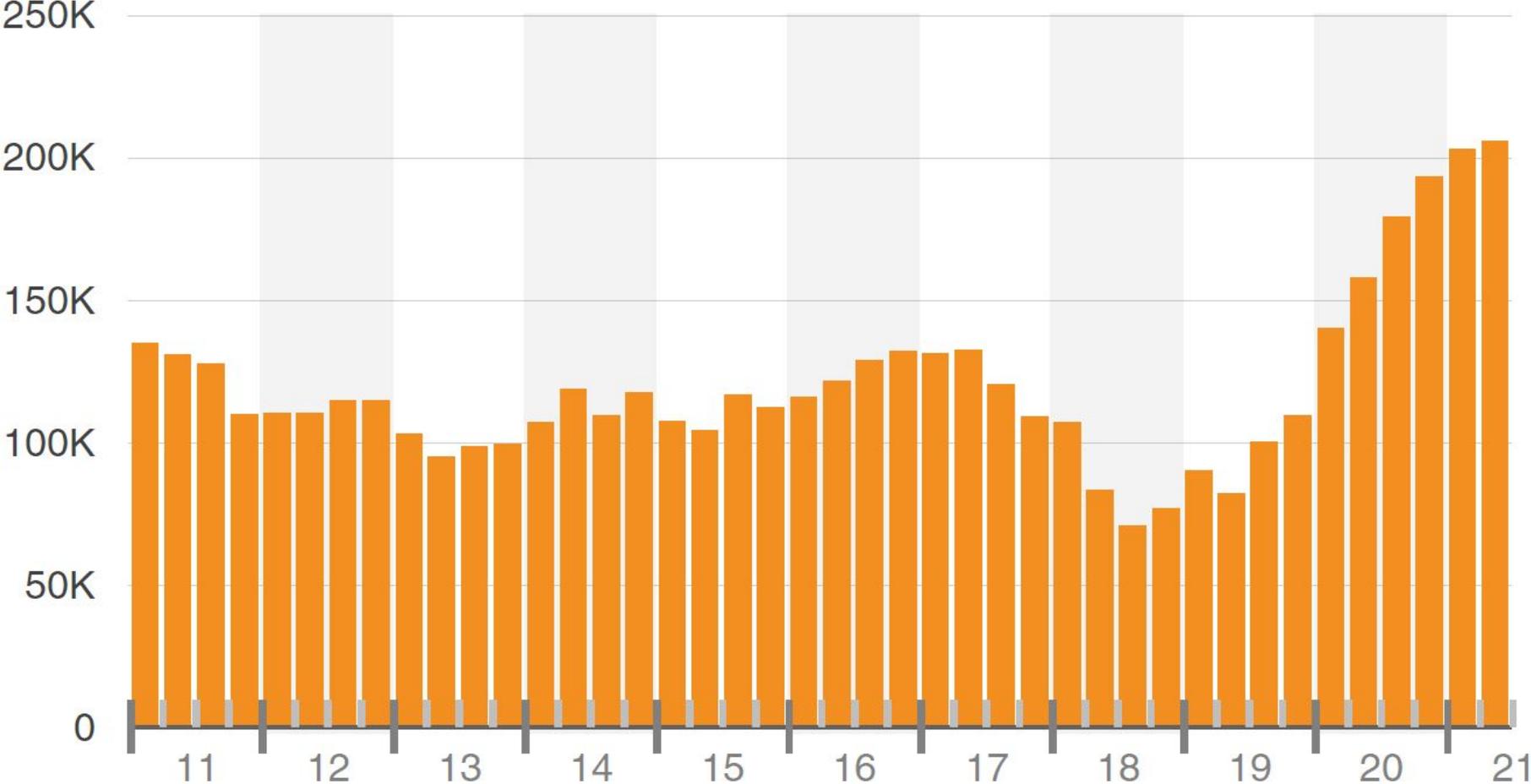
DOWNTOWN OFFICE AVAILABILITY



DOWNTOWN RETAIL VACANCY RATES



DOWNTOWN RETAIL AVAILABLE SQ FT



BUSINESS OPENINGS / CLOSURES

