

Name (first and last)	Address of residence	Agenda Item	Position	How would you like to provide input?	If you are providing a written comment, please leave here:	Are you a member of the community group?	Please name the group of people for whom you are the designated speaker.
Anusha Kumar	1856 Orrington Avenue	Evanston, IL 60201	In person			Self	
Jeff Cohen	1514 Judson	Evanston Land	Undecided	In person		Self	
Kathy Patton	1300 Central St.		Opposed	Written comment	<p>I want to address the issues of noise and parking in regards to the proposed concerts at Ryan Field. Northwestern has had two home games. On September 9th the sound level was so loud that I could hear the announcer above the football game on my TV. The band was even louder than usual. During a game the crowd noise only rises when a good play or a touchdown is made. During a concert the crowd noise and music will be constant.</p> <p>September 23rd was an evening game and street parking was restricted until 11:00 p.m. That was late enough that most residents were home for the night and did not go move their cars back home until the next morning. That brings the hours with parking difficulties to 10 hours (1:00-11:00) restricted parking plus the overnight hours.</p> <p>Please consider these two points as you make your decision. Thank you.</p>		
Phillip Adams	206 Fifth Street,	Re-Zoning of	Opposed	In person		Self	
Timothy Guimond	2750 Broadway	Ryan Field Re	Opposed	In person		Self	
Darlene Cannon	Pitner	NU zoning	Opposed	In person		Self	
Trisha Connolly	1428 Darrow	A. Special Use	Opposed	In person		Self	
Janice Sachen	2653 Orrington	Ryan Field zon	Opposed	Written comment	<p>I must apologize because I did not realize the meeting was so near... I listened to the last meeting and have several questions based on the presentations.</p> <p>1. I understand the proposed new stadium will be 20 feet below street level and water must be diverted. How does NU propose to convey water to the canal --under Central or Isabella via conduit, overland via hoses, a 3-block open ditch to the canal?</p> <p>2. If a community event includes a concert at its conclusion, will this be counted as one of the six allowable concerts under the proposed variance, or will it be a part of the unlimited community events requested by NU? 3. NU stated that the annual maintenance for the new stadium will be approx \$3M, and \$2M is projected to come from the concerts, with the remaining funds coming from "ancillary income." Will Evanston also share/benefit from this income as it will from concert ticket sales?</p> <p>4. Since NU considers this an "all or nothing" proposition, will they withdraw the rebuild request if the zoning variance is denied?</p> <p>5. Colorado and Wake Forest were cited as examples of this proposed new arrangement. I have been to the Colorado stadium and did not recall it being in or near a residential area. I confirmed this with the U of C website campus map (https://www.colorado.edu/map/). The stadium is on the campus, surrounded by univ. buildings to the south and west, open green space and parking on the north and the basketball arena and parking lots on the east. I did not look at the Wake Forest website.</p>		
Deborah A. Morrin	1041 Ridge unit	Zoning change	Opposed	In person		Self	

Kevin Brown	823 Reba Place	Northwestern	Opposed	In person		Self	
Bruce Enenbach	723 Emerson	A & B	Opposed	In person		Self	
Brian Bar	1143 Forest Ave	Northwestern	In favor	Written cor	In favor because the economic benefits for both short and long term. Yes Northwestern needs to pay their fair share, but let's set this aside and for now have them pay for a beautiful new stadium that will add much much more to our community than the existing infrastructure. Economically speaking our country is still in a precarious situation so the chance to generate additional and sizeable income for our city is something we can't pass up. For if our economy takes a dive, this agreement will allow us to stave off potential budget cuts to crucial social and operational services. Let's get it done do what's right for all our citizens and begin a bright new chapter		
John Cleave	1109 Grove Stre	Public Hearing	In favor	Written cor	As a long-time Evanston resident, I encourage the LUC to vote in favor of recommending that Northwestern be granted a Special Use for remodeling its football stadium. It will bring enormous financial and cultural benefit to the city, and help businesses across Evanston, as well as minority- and women-owned businesses.		
Peter Kelly	1640 Maple, apt	Ryan Field	In favor	In person		Self	

Selected Ryan Fields Neighbors' and Field of Opportunities' Joint Statement of rebuttal regarding the Appraisal Report submitted by Most Livable Cities

We object to the denial on Monday of our requests for an opportunity to present group rebuttal testimony during the commission's continued deliberations on September 27, 2023. We also object to your further restriction that will prevent our members who prepared our rebuttal statements from even speaking during the public comment period. Without waiving those objections, we are hereby submitting a joint rebuttal statement regarding the appraiser's report and urban planner's report submitted by the Most Livable Cities group. Since the Selected Ryan Field Neighbors are all property owners within 1, 000 feet, we request this statement be distributed to all members of the commission and be accepted as part of the administrative record of your deliberations.

We contend for the reasons described below that the CohnReznick appraisal report is unreliable for this commission's purposes for the following reasons.

1. **Failure to consider Positive Impact of the Stadium rebuild on Property Values.** By Selecting a neighborhood around another old and blighted stadium for comparison, CohnReznick entirely ignores the positive impacts on neighborhood property values stemming from the overall look and feel of the neighborhood from construction of a new state of the art structure with vastly improved grounds. Before any concerts are held, Ryan Field will have been wholly transformed.

CohnReznick acknowledges this limitation on its opinion when it stated:

“We note that our study does not evaluate how the proposed stadium renovations may impact surrounding property values...CohnReznick Report page 2.

2. **Disregard of Mitigations.** Although the CohnReznick Report acknowledges Northwestern has offered a variety of mitigations that are designed to reduce the adverse impacts of sound, traffic, etc., the Most Livable City group stacked the deck against Northwestern. The scope of work set in CohnReznick's engagement excluded consideration of such mitigations. CohnReznick Report p. 14.

Without exceeding the scope of its engagement, the significance of this limitation is hinted at in the qualification CohnReznick added to its bottom-line conclusion:

“...we have concluded that quantifiable negative impact may occur to adjacent properties, *dependent on mitigation efforts by the University.*” CohnReznick Report page 2 (emphasis added).

we have concluded that a quantifiable negative impact in the range of 3% to 5% may occur to properties adjacent to a Stadium venue that adds full capacity concert events and result in increased noise

and traffic to a pre-existing, quiet neighborhood ***without mitigation efforts***. CohnReznick Report page 15 (emphasis added).

CohnReznick use of the word “may” is likely another signal that its opinion is subject to significant qualification since the stated purpose of its engagement was to determine if the redevelopment “will” have an adverse on property values. CohnReznick Report page 3.

3. **Failure to Consider relevant sales data in the nearby neighborhood of Ryan Field.** Probably the most inexplicable gap in the CohnReznick study is the absence of relevant property sale data from the Ryan Field neighborhood. Data available prior to the August 14, 2023 date of the CohnReznick report shows that houses in the vicinity of Ryan Field that went on sale after prominent reporting on the redevelopment proposal sold quickly above asking price. Actual sales data near Ryan Field is the gold standard measure of the impact of the new proposal.

As the data previously submitted to this commission shows five homes – all sold quickly (during a slow market in other Evanston neighborhoods) for over-asking (4 out of 5 sold for more than \$100K over-asking, with one property selling for \$250K over asking). These successful negotiations occurred against the backdrop of “Enough” and “Count Me In” lawn signs and all 5 of the properties were listed and sold after Northwestern announced its plans for Ryan Field.

4. **Important Differences in Concert Management were ignored.** The CohnReznick report fails to adequately address important differences between the proposed management of New Ryan Field concerts and concerts held in the New York stadium that CohnReznick studied. For example the New York stadium is hosting 32 concerts in 2023 (CohnReznick Report page 4), whereas no more than six concerts will be held each year in the new Ryan Field. Moreover one of the major points of contention in the New York neighborhood selected for comparison is the fact that concerts in that venue often run past 10:00 PM whereas Northwestern has proposed to end all concerts by no later than 10:00 PM.

In the face of these equivocal findings and important gaps in the CohnReznick Report, it is surprising that Most Livable City’s urban planning expert would mischaracterize CohnReznick’s opinion as a definitive finding of harm. Camiros Report pages 11 and 14.

Selected Ryan Fields Neighbors' and Field of Opportunities' Joint Statement of rebuttal regarding September 6, 2023 testimony of Steven Harper

We object to the denial on Monday of our requests for an opportunity to present group rebuttal testimony during the commission's continued deliberations on September 27, 2023. We also object to your further restriction that will prevent our members who prepared our rebuttal statements from even speaking during the public comment period. Without waiving those objections, we are hereby submitting a joint statement rebutting the September 6, 2023 testimony of Steven Harper. Since the Selected Ryan Field Neighbors are all property owners within 1,000 feet, we request this statement be distributed to all members of the Commission and be accepted as part of the administrative record of your deliberations.

We contend for the reasons described below that Mr. Harper's inflammatory testimony was at least seriously misleading in a material regard. He testified in incendiary terms that the sound report by ARUP was the basis for his exaggerated claims of extraordinary health risks due to the Northwestern proposal and was the basis for his contention that the risk of such extraordinary health consequences is a matter of medical consensus.

In Mr. Harper's testimony captured at 3:13 of the video of the LUC's September 6, 2023 meeting he held up a copy of the ARUP report and stated.

“Our submission includes this report which Commissioner Halik referred to, the ARUP report.”

So when Mr. Harper stated at 3:19 on the LUC video “don't take my word for it, read the ARUP report as Commissioner Halik has” it is safe to conclude he was referring to the same ARUP report that he held up and described at 3:13 of the LUC video. Why is this important? It is important because a member of the Commission has already commented favorably about the ARUP report and that report does not contain the inflammatory health risk statements Mr. Harper was asserting it contained when he made the statement at 3:19.

In the LUC video at 3:16 Mr. Harper testified that it is a medical consensus that there are adverse health affects of sounds above 45 Decibels and that they include what we will refer to as the unholy trinity of (i) increased heart attack risks for adults; (ii) cognitive impairment of children and (iii) harm to fetuses. Over the next three minutes of Mr. Harper's testimony, he repeated that same list of adverse health effects two more times. The only difference in the list was his upgrading of risks of heart attacks to risk of “fatal heart attacks.”

In his closing remarks at 3:19, immediately after his last recitation of this list of health risks Mr. Harper dismissed the testimony of Northwestern's experts as in effect an assertion that “it won't be so bad”: In those closing remarks about health effects Mr. Harper testified at 3:19 as follows.

“...won't be so bad, Well its nonsense. But don't take my word for it. Read the ARUP report as Commissioner Halik has.”

Where in the ARUP report Mr. Harper held up like the proverbial bloody shirt does ARUP talk about the risk of fatal heart attacks, cognitive impairment or harm to fetuses? It doesn't. In fact the only mention of health affects is on page 2 where ARUP recommends that the NU Sound report should have considered "impacts on the community in terms of annoyance, or other adverse health effects of noise."

Plainly ARUP was not the source as Mr. Harper claimed at 3:19. He did list some selected articles in his testimonial memo. But his statement "don't take my word for it" was disingenuous. Mr. Harper was in fact asking the LUC to take his word for his assertion that the articles he selected for inclusion in his testimonial memorandum are in fact "medical consensus" as he claimed.

As residents of the immediate Ryan Field neighborhood and music lovers, we have a practical view and are more than a little reluctant to accept Mr. Harper's overstatements about ARUP and medical consensus.

Mr. Harper stated that decibel levels above the night time standard of 45 decibels will risk his unholy trinity of health harms. The U.S. Environmental Protection Agency (EPA) and CDC (Centers for Disease Control) disagree. As explained by the CDC, the risk of noise damage depends upon several factors: how loud the noise is, how long you listen to it, how much rest your ears get between exposure, and personal susceptibility to noise. The EPA recommends an environmental noise average exposure limit of 75 decibels over an eight hour time period with no rest period between the noise. The CDC is a bit more generous. Using an occupational standard, the safe limit is 85 decibels over an eight hour period with rest period between exposure. Both agencies set these exposure limits to protect against hearing loss over time. Neither of these agencies, established to protect our health and safety, would suggest that a guest at our Home tailgate events would suffer a miscarriage or coronary failure as a result of noise exposure as did Mr. Harper.

Does this Commission actually believe relatives and friends who attend a barbeque at our homes to enjoy the sounds of a concert should stay away because they are adults, because they are children or because they are pregnant? Common sense says no!

Selected Ryan Fields Neighbors' and Field of Opportunities' Joint Statement of rebuttal regarding the Appropriate balancing test the Evanston Land Use Commission should employ

We object to the denial on Monday of our requests for an opportunity to present group rebuttal testimony during the commission's continued deliberations on September 27, 2023. We also object to your further restriction that will prevent our members who prepared our rebuttal statements from even speaking during the public comment period. Without waiving those objections, we are hereby submitting a joint statement describing in general terms the test that this commission should apply to these proposals. Since the Selected Ryan Field Neighbors are all property owners within 1, 000 feet, we request this statement be distributed to all members of the commission and be accepted as part of the administrative record of your deliberations.

Within the constraints imposed by the text amendment and special use standards of the City Code, landowners like Northwestern should be free to make use of and develop their underutilized property as they see fit. Moreover, the proposed redevelopment provides significant direct or indirect economic and other benefits to the City, its residents and its businesses. The proposal should be permitted if, after balancing its beneficial impacts and its burdens, the proposed changes would not unduly harm other nearby landowners or if that harm can be adequately mitigated by conditions imposed in the approval process.

This balancing test is at the heart of the policies and goals of the Comprehensive General Plan you are obligated to implement. In applying this balancing test, neighborhood concerns that must be weighed are those that are objectively reasonable. Moreover, as stated in Chapter 2 of the Comprehensive General Plan:

“Those buying property adjacent to a different classification of land use should anticipate that the future could bring a change in the scale or nature of activity at that location.”

By any fair reading of the Comprehensive General Plan, evaluations of Northwestern capital improvements should be conducted with a view towards accommodation. Chapter 6 of the Comprehensive General Plan refers to the importance of the city's institutions particularly Northwestern. to the economic and cultural life of the city and describes a policy that accommodates capital improvements by Northwestern:

“Being the largest of community's institutions and the one that is most closely associated with Evanston's identity, Northwestern University deserves special attention. The City must of course recognize that part of maintaining this institution's high caliber lies in supporting its growth and capital improvement...”

The history of city's use of zoning to constrain Northwestern's plans to use the stadium for a variety of live events looks very much like skepticism, not the accommodation required by the policies of the Comprehensive General Plan. The fact that the City allows Canal Shores Golf Course to host a four night concert in the same neighborhood raises doubts that the City and

this Commission are prepared to actually show Northwestern the accommodation called for in the Comprehensive General Plan.

Applying these guidelines, this Commission should facilitate Northwestern's use of its underused stadium property in the manner it has proposed unless that use will have an undue net adverse impact on the neighborhood. In performing the balancing test, it is important to consider objective evidence of benefits to the neighborhood including the likely increase in property values reflected in the recent sales data included in the statement previously submitted by Peggy Baxter on behalf of Selected Neighbors.

Further as described in our joint statement regarding Most Livable Cities' ("MLC") appraiser's report, MLC's urban planner seriously overstates the conclusion reached by the appraiser. Moreover, that joint statement demonstrates that because of limitations MLC placed on the scope of the appraiser's engagement, the report fails to consider the positive impact on property values: (i) of construction of a new state of the art structure, (ii) of improved landscaping and street scaping; (iii) of Northwestern's mitigation proposals; and (iv) important differences in concert management.

These artificial constraints render the report unreliable for your purposes even before considering the joint recitation of: (a) flaws in the appraiser's choice of a stadium adjacent neighborhood for comparison, (b) the appraiser's inexplicable failure to consider sales data in the Ryan Field neighborhood; and (c) the equivocal nature of the appraiser's opinion ("may" instead of "will" and mitigation condition).

Economic Testimony Of Timothy Guimond

I previously submitted written comments into the record for the September 6 meeting (pp. 374-380 of comments received as of 8/31/23). This additional testimony primarily concerns the economic impacts of the concerts and events that would result from a zoning change, although I start with a comment on the proposed rebuild.

1. Proposed Rebuild

If the proposed stadium rebuild provides a boost to Evanston's economy, I'm for it. I assume it would, but you can't be sure from looking at Northwestern's (Tripp Umbach) and Evanston's (Johnson Consulting) "economic impact" studies. Both use highly flawed methods and unsupported, aggressive assumptions that do not reflect actual economic reality.

It is clear Northwestern will have to do something about its old stadium, either ongoing repair or rebuild. Given the lack of solid evidence of huge gains to Evanston from a rebuild, and in the face of Northwestern's cynical use of its market power, Evanston should call their bluff that they will abandon the proposed rebuild unless they get a highly unpopular zoning change. They have never convincingly demonstrated whether only 12, or 10, or 6, or some other number of concerts are needed for economic viability. I would suggest they use their \$14 billion-plus endowment, fundraising efforts, annual \$80 million-plus from the Big Ten, money saved by avoiding community benefit payments to Evanston, and other sources to decide between repair and rebuild.

2. Actual Economic Impacts of Football Games and Proposed Concerts

Both Northwestern and Evanston have put forth studies that claim large economic gains to the city from the proposed concerts. Most of the supposed benefits would occur in the other 99% of Cook and Lake Counties outside of Evanston, not in Evanston itself. The supposed benefits are further inflated by assuming inordinately large multipliers and by ignoring large offsets – substitution effects, congestion effects and leakage (as well as their offsetting multipliers) -- which are shown in the economic literature to wipe out all or most gains.

Why do they get this so wrong? And why do some people continue to believe in large gains despite the copious evidence to the contrary?

One major reason: there is a glaring asymmetry between winners and losers. On the one side, benefits are concentrated at or near Ryan Field and easier to see; the "new" money flows into

just a few, mostly nonlocal hands (Northwestern, promoters, food & beverage vendor). On the other side, the offsetting losses are spread over scores of mostly locally-owned businesses throughout Evanston and are much harder to track.

Here's what actually happens during a Northwestern football game, or would happen during a proposed concert:

First, many or most Evanston residents who spend money at or near the stadium simply replace money they would have spent elsewhere in Evanston (movies, dinner, bars, etc.). In this case, money spent in U2 is not new spending, and is NOT an economic gain to the city. (Tripp Umbach and Johnson Consulting both mistakenly double count this money as a gain.) The same applies to those outside visitors who also would have spent money in Evanston but instead spend at the game or concert. This direct competition hurts many Evanston businesses, both in revenue and lost jobs.

Second, streets are snarled and parking spaces are gone, so non-game or non-concert spending is crowded out. Again, many Evanston businesses and workers suffer.

Third, money spent at the stadium goes to mostly nonlocal entities (promoters, talent, food and drink vendors) and is largely not re-spent within Evanston, instead leaking out of the city.

The combination of these three economic factors can erase any supposed gain to the city.

3. How Can We Estimate Actual Economic Impacts?

Rather than resorting to flawed, assumption-driven multiplier models and otherwise ignoring the economics, there's a relatively straightforward method found in the economic literature to estimate actual impacts of stadium events.

Estimate citywide sales tax revenue on football game days and compare to comparable days (say, Saturdays in the Fall) without football games. This comparison would capture total NET economic impact, including new spending, substitution effects, congestion effects, etc. Does the city benefit from football games at all? Unless someone produces a legitimate economic impact study, the jury is still out. If Evanston loses money on days (or weekends) with football games, then allowing this proposed zoning change would be the economic equivalent of imposing an additional tax on Evanston residents and businesses, all for the enrichment of Northwestern.

Meagan Jones <mmjones@cityofevanston.org>

Fwd: Ryan Field

1 message

Elizabeth Williams <ewilliams@cityofevanston.org>
To: Meagan Jones <mmjones@cityofevanston.org>

Wed, Sep 27, 2023 at 2:10 PM

FYI

Liz Williams**Planning Manager**

Planning & Zoning Division

Community Development Department

City of Evanston

[2100 Ridge Ave | Evanston, IL 60201](#) | (224) 296-4489ewilliams@cityofevanston.org | cityofevanston.org

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----- Forwarded message -----

From: **Omar Sheikh** <osheikh@cityofevanston.org>

Date: Wed, Sep 27, 2023 at 1:28 PM

Subject: Fwd: Ryan Field

To: Elizabeth Williams <ewilliams@cityofevanston.org>

----- Forwarded message -----

From: **'Larry Longhurst' via Public Comment** <publiccomment@cityofevanston.org>

Date: Wed, Sep 27, 2023 at 11:52 AM

Subject: Ryan Field

To: <publiccomment@cityofevanston.org>

Dear Madam or Sir,

I am writing to voice my and my company Veridas' support of the proposed Ryan Field Project as a local, small, women owned, minority forward business. This project will benefit both the Evanston and the larger Chicago economies by creating thousands of jobs in the short and long term. It will deploy the latest in technology advancements, drawing national and international attention to the project and the Evanston community.

Best Regards,

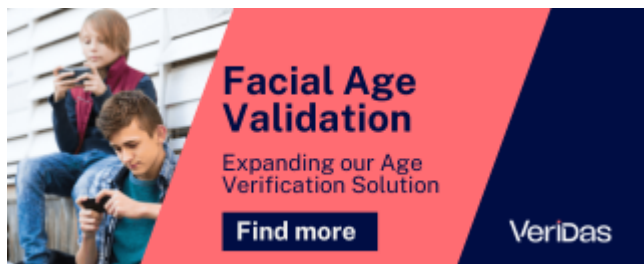
Larry

Larry Longhurst

Director of Partnerships / USA

veridas.com

509.999.1327



--

Omar Sheikh

Deputy City Clerk

City Clerk's Office

City of Evanston

2100 Ridge Avenue. Rm 1200 | Evanston, IL 60201 | 847-859-7801

osheikh@cityofevanston.org | <https://www.cityofevanston.org/government/city-clerk-s-office>

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**Meagan Jones** <mmjones@cityofevanston.org>

Land Use Commission re: Ryan Field

1 message

Kathy Patton <kathympatton@gmail.com>

Mon, Sep 25, 2023 at 9:11 PM

To: "mmjones@cityofevanston.org" <mmjones@cityofevanston.org>

Ms. Jones,

I want to address the issues of noise and parking in regards to the proposed concerts at Ryan Field.

Northwestern has had two home games. On September 9th the sound level was so loud that I could hear the announcer over the football game on my TV. The band was even louder than usual. During a game the crowd noise only rises when good play or a touchdown is made. During a concert the crowd noise and music will be constant.

September 23rd was an evening game and street parking was restricted until 11:00 p.m. That was late enough that most residents were home for the night and did not bring their cars back to their homes until the next morning. That brings the hours of parking difficulties to 10 hours restricted parking (1:00-11:00) plus the overnight hours.

Thank you for taking this into consideration.

Sincerely, Kathy Patton
1300 Central St.



Meagan Jones <mmjones@cityofevanston.org>

Fwd: Ryan Land Field Support Meeting

1 message

Elizabeth Williams <ewilliams@cityofevanston.org>
To: Meagan Jones <mmjones@cityofevanston.org>

Wed, Sep 27, 2023 at 3:14 PM

Liz Williams**Planning Manager**

Planning & Zoning Division

Community Development Department

City of Evanston

2100 Ridge Ave | Evanston, IL 60201 | (224) 296-4489

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From: **Omar Sheikh** <osheikh@cityofevanston.org>

Date: Wed, Sep 27, 2023 at 3:07 PM

Subject: Fwd: Ryan Land Field Support Meeting

To: Elizabeth Williams <ewilliams@cityofevanston.org>

----- Forwarded message -----

From: **Jordan Atkins** <jordanatkins25@gmail.com>

Date: Wed, Sep 27, 2023 at 3:05 PM

Subject: Ryan Land Field Support Meeting

To: <publiccomment@cityofevanston.org>

To Whom It May Concern,

I am reaching out from the community showing support for the Ryan Field project. I am a member of a Power 5 football family who support small businesses.

We are really looking forward to seeing the positive outcome of the project with job creation, less noise & traffic, and more accessibility for all. Furthermore, I am an advocate of the commitment to 35% spend for local, small, women owned, minority owned businesses.

What you are doing is very impactful for the community in a major way.

Best,

Royce Atkins

--

Omar Sheikh**Deputy City Clerk**

City Clerk's Office

City of Evanston

2100 Ridge Avenue. Rm 1200 | Evanston, IL 60201 | 847-859-7801

osheikh@cityofevanston.org | <https://www.cityofevanston.org/government/city-clerk-s-office>

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Meagan Jones <mmjones@cityofevanston.org>

Slides for Jeff Cohen - Rebuttal Witness on behalf of Jill Greer

Jill Greer <jill.greer68@gmail.com>

Wed, Sep 27, 2023 at 2:23 PM

To: Alexandra Ruggie <aruggie@cityofevanston.org>, Meagan Jones <mmjones@cityofevanston.org>

Cc: mattrodgers67@comcast.net

Ms Ruggie and Ms Jones,

Attached please find the slides of the witness I intend to present tonight. I ask that you kindly load the slides onto whatever computer will be used for presentations. Please also submit them into the record.

As someone living within 500 feet of the U2 District, I understand that I have the right, under Zoning Code sections 6-3-5-17 (regarding hearings on special use applications) and 6-3-6-11 (regarding hearings on planned developments), to present witnesses on my behalf. I previously requested that I be allotted the same 10 minutes being afforded to my neighbors who were able to attend the September 6 hearing and to make their requests for continuances live that night. Because I was not able to attend, I submitted my written request as soon as possible after watching the video of that prior hearing.

I'd estimate that my witness will actually only take about 5 minutes to present his slides and therefore ask that you kindly forward my renewed request for this time to the LUC chairperson for consideration.

Thank you.

Regards,

Jill
1321 Jenks Street
312-543-60417



Jeff Cohen - Economic Impact Rebuttal.pptx

47K

Economic Impact Rebuttal

Jeff Cohen

Jeff Cohen Bio

Economist with over 30 years experience and an Evanston resident not being compensated by any party

- Clients include Apple, Microsoft, Oracle, Allstate Insurance, Johnson & Johnson, United Airlines,, Mitsubishi, and Anheuser-Busch
- Testified in arbitration and federal courts as an economic expert
- Finance Committee for Chicago's Olympic Bid
- BA and MBA from the University of Chicago
- Author of *Intangible Assets: Valuation and Economic Benefit*
- Guest lecturer at both the University of Chicago and Northwestern University

- I reviewed the Tripp-Umbach study prepared on behalf of Northwestern University.
- I reviewed the Johnson Consulting study prepared on behalf of the City of Evanston.
- My job on the finance committee for the Chicago2020 Olympic bid was to assess economic impact studies.

Opinion

- These studies cannot be relied upon to make a determination about the economic impact of the proposed new Ryan Field
- Doing so would be inappropriate and irresponsible
- 2 main reasons

First: Whatever economic impact these studies do show, it is wildly inaccurate

These studies do not measure lots of things:

- Evanston-specific benefit
- Existing business versus new, inside-the-stadium business
- Effect on property values
- Cost of congestion
- Wear and tear on infrastructure
- Actual demand for concerts

How can this be?

- IMPLAN is just one tool. It's a more or less a theoretical one, not tethered to the economics of our specific city.
- Assumptions without rigor. Multipliers applied loosely.
- Even if we accept the limitations, both studies include something called “induced effects”.
- In the JC study, which posits either 3 or 6 concerts, those amounts = \$23-27 mi.
- (T-U study assumes 10 events)

Tutorial: What's an induced effect?

- There are direct, indirect, and induced effects.
- Direct is the cost to maintain the new stadium grounds. That might mean hiring some new people.
- Indirect could be the coffee sold to those new employees on their lunch break.
- Induced is the new coffee shop employee hired because of greater demand from the new stadium employee's demand for coffee.

Second: Total fiscal benefit is only \$200,000/year

- \$200,000 is the difference between 2018 actual and a 6-concert forecast. For 3 concerts, fiscal benefit is actually less than 2018.
- These are Johnson Consulting's own numbers.
- Yes, there will be approx. \$10 mil in building permit fees. But that is one time. And, I expect will be consumed by a number of costs that an IMPLAN model does not consider.

Conclusion

Whatever you conclude about the costs and benefits of expanding Ryan Field, please understand that these studies are unfortunately woefully inadequate.

We cannot conclude that there is an economic pot of gold here for Evanston's residents.