

Five-Fifths TIF Advisory Committee

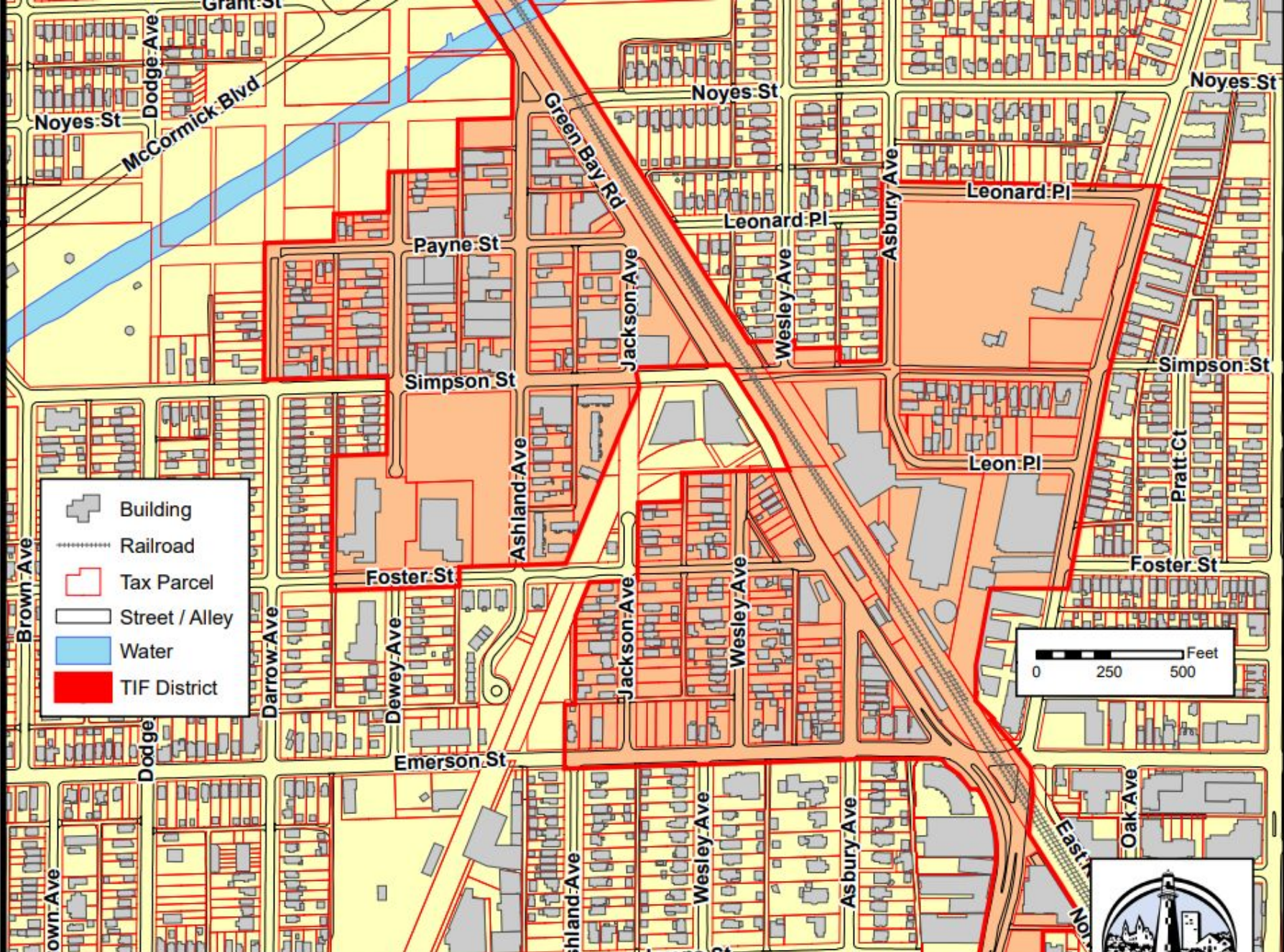


March 21, 2024

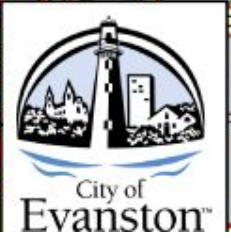
THANK YOU!

The background image shows a modern interior space with a staircase on the left, a dark metal handrail, and a wall with large, curved, illuminated cutouts. The text 'DMAC Architecture & Interiors' is overlaid in white. 'DM' and 'AC' are large, stylized letters on the left, while 'MAC Architecture & Interiors' is in a clean sans-serif font to the right.

DM **DMAC**
AC **Architecture**
& Interiors



TIF9Letter.mxd - 11/16/2023
 This map is provided "as is" without warranties of any kind.
 See www.cityofevanston.org/mapdisclaimers.html for more information.



Agenda

Thursday, March 21, 2024 – 6:00 p.m.
DMAC Architecture and Interiors
1229 Emerson St, Evanston, IL 60201

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES OF FEBRUARY 8, 2024

3. PUBLIC COMMENT

4. STAFF REPORTS

- A. TIF Supported Infrastructure - Lara Biggs, City Engineer, Public Works
- B. Review Housing Rehab Program - Sarah Flax, Community Development
- C. Small Business Grant Review - Paul Zalmezak, Economic Development
- D. Evanston Thrives - Paul Zalmezak, Economic Development
- E. Parking Study - What's Next

5. ADJOURNMENT

Infrastructure

What are the Five Fifths TIF Infrastructure needs?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys
- Street Resurfacing



Infrastructure

What are the key decision points / criteria when considering and recommending priorities?

- Age of infrastructure?
- Funding available?
- Ability to borrow?
- Grant programs from Fed/State?



Infrastructure

Role for TIF funding?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys
- Street Resurfacing

← City is planning a substantial program funded by IEPA, to address most of TIF.

Schedule: 2025 - 2029

Status: Staff currently applying for funding.

Option for TIF: Assist with funding other improvements in same area - sidewalk, tree improvements, etc.

Infrastructure

Role for TIF funding?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys
- Street Resurfacing

Consider funding replacements in conjunction with LSLR Program.

Schedule: 2025 - 2029

Infrastructure

Role for TIF funding?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys
- Street Resurfacing

Challenging area -

- Payne, Green Bay Road to Dewey
- Dewey, Twiggs Park to Payne
- Dewey, Payne to Simpson
- Ashland, Green Bay Road to Payne
- Ashland, Payne to Simpson
- Jackson, Payne to Simpson

Schedule: TBD

Status: Staff will develop a cost estimate.

Infrastructure

Role for TIF funding?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys
- Street Resurfacing

Approx. 3-5 alleys remaining to be improved.

Improvements alleviate flooding, wear and tear on vehicles, improve accessibility during inclement weather.

Typically use TIF funds for alleys adjacent to commercial properties.

Infrastructure

Role for TIF funding?

- Water Main
- Lead Service Line Replacement
- Sidewalks
- Streetlights
- Alleys

- Street Resurfacing

← **Do not recommend.
Other funding available.**

Housing Rehab

What are the Five Fifths TIF housing needs?

- Senior support
- Small landlord
- Accessibility
- Energy efficiency upgrades
- HVAC/Plumbing/Electrical
- Roofing/Windows (envelope)



Housing Rehab

What resources exist for housing rehab?

- CDBG Revolving Loan Fund
- IHDA Home Repair & Accessibility Program (HRAP)
- ARPA Green Homes Pilot
- HOME Investment Partnership
- Affordable Housing Fund
- TIF



Housing Rehab

What are the key decision points / criteria when considering and recommending housing priorities?

- HHs with incomes > 80% AMI experiencing housing cost burden
- High cost of maintenance and taxes increase risk of displacement
- Accessibility needs of seniors and people with disabilities
- Interest in multi-generational and flexible housing types - ADUs
- Restrictions of funding sources



Small Business Grants

What are the Five Fifths TIF small business needs?

- Funding!
- Knowledge
- Connections / Network
- Access to Capital / Credit
- Customers!!!

Doing Business



[Business Registration](#)

[Zoning](#)

[Food Establishment](#)

[New Business Guide \(coming soon\)](#)

[Explore Evanston](#)

Grants and Resources



[Business Resources](#)

[M/W/EBE Local Employment Program](#)

[Entrepreneurship Support Grant](#)

[Storefront Modernization Program](#)

[TIF Districts](#)

Small Business Grants

What are the key decision points / criteria when considering and recommending small business grants?

- Risk of failure
- Job Creation
- Tax Revenue Potential
- Maintaining Diversity
- Supporting Independence / Unique
- Other sources of funds - best to have “skin in the game”
- Are there alternative private funding sources - public funds should be last resort



Small Business Grants

What resources does Evanston offer?

- Storefront Modernization
- Entrepreneurship Grant
- Small Business Recovery Grant
- Great Merchant Grant
- Sustain Evanston



Entrepreneurship Support Program

- Businesses operating 2 years or less
- Cannot be franchise with more than 10 locations
- Brick and Mortars are eligible up to \$5,000, Home-based and pop-ups eligible up to \$2,500
- Can be used for tools, equipment, professional services, licensing, and other eligible expenses
- Three quotes are required for each item with one coming from an Evanston-based company whenever possible
- Must be a [registered business](#) with the City OR have a food establishment license

Storefront Modernization Program

- Exterior improvements facing the public right of way (doors, windows, painting, signage, awnings, etc.)
- 50/50 cost share up to \$10,000
- Three quotes are required for each item with one coming from an Evanston-based company whenever possible
- Grant issued as reimbursement when work is completed (if funding is needed up front, please include that request in your application)
- Must be a [registered business](#) with the City OR have a food establishment license
- [Application link](#)

Sustain Evanston Business Incentive Program

- Helps fund sustainability initiatives for business owners and commercial property owners (includes HVAC)
- Max grant amount of \$25,000
- Three quotes are required for each item with one coming from an Evanston-based company whenever possible
- Grant issued as reimbursement when work is completed (if funding is needed up front, please include that request in your application)
- Must be a [registered business](#) with the City OR have a food establishment license

Small Business Recovery Program

- Helps provide financial support for small businesses open on or before March 13, 2020
- Up to \$25,000 for physical improvements, relocation, or expansion
- Up to \$10,000 for workforce development, hiring & training, marketing, signage, professional services, and equipment purchases
- Three quotes are required for each item with one coming from an Evanston-based company whenever possible
- Must be a [registered business](#) with the City OR have a food establishment license

Evanston Thrives

Business District Action Plan

- Placemaking Equipment
- Gateways
- Lighting
- Outdoor Dining
- Art / Murals
- Marketing
- \$3m allocated and prioritized



Evanston Thrives Actions - Prioritized as of September 27, 2023

Line #	Project	Average	Preliminary Estimate	Priority Ranking
1	Downtown Placemaking Equipment (e.g. portable stage, adirondacks, fire pits, etc.)	4.25	\$50,000	1
2	Citywide Establish clear gateways at the entrances of each district	4.16	TBD	2
3	Downtown Theater Plaza Outdoor Dining Plaza on 909 Davis (lighting, sidewalk, furniture)	4.08	\$100,000	3
4	Citywide Refocus the Storefront Modernization Program (advance funds instead of reimburse, increase budget, promote, clarity, prioritize)	4.06	TBD	4
5	Central Street East Picnic Edge with Tables and Chairs (Dining Terrace/Stage/Tree/Flag Pole, Sidewalk, "Plaza")	4.00	\$500,000	5
6	Downtown Theater Plaza - Active Intersection	4.00	\$20,000	5
7	Noyes Improved Seating Area	4.00	\$100,000	5
8	Citywide Implement larger, more consistent and visible public parking signage and wayfinding	4.00	TBD	5
9	Citywide Pilot community events fund to support local community to initiate more events in public spaces	3.97	\$30,000	6
10	Citywide Prioritize streetscape enhancements along critical pathways (from transit, parking, or a nearby destination)	3.97	TBD	6
11	Citywide Encourage Parklets & Sidewalk Cafes	3.94	TBD	7
12	Citywide Increase budget for enhanced landscaping, seasonal planters, and snow removal within the non-SSA retail Districts. Great Merchant Grant should no longer be used for these purposes.	3.94	\$80,000	7
13	Main Street - Street Enhancements and Lighting under CTA/Metra Bridges	3.87	\$50,000	8
14	Howard Street - District Markers (repaint with updated colors and logo)	3.83	\$25,000	9
15	Citywide City Staff Position to coordinate events	3.77	\$100,000	10

Evanston Thrives Update April 3, 2024

Council Approved ARPA Funding	Obligated	Status
Evanston Thrives	\$3,000,000	Approved
Project/Program Name	Obligated	Status
Art Encounter - Evanston Thrives Murals	\$61,000	Art Encounter planning with artist
All Together Evanston Thrives Placemaking Kit Planning	\$41,280	Staff working to identify placemaking items
All Together Evanston Thrives Communications Plan	\$78,200	Website launched, branding rolling out. New staff position created and to be advertised (approved May 2023)
Independence Park Dining Terrace	\$500,000	Project starting April 2024
Small Business Recovery Fund	\$250,000	Grant opened, expanded. Applications due April 15
Total Approved as of March 18, 2024	\$930,480	
Estimated Project Cost	Estimated	Status
Theater Plaza (Maple-Church-Davis)	\$500,000	RFP Issued, expected city council approval May 13, 2024
Garbage/Recycling Cans (downtown)	\$150,000	Cans Identified, PWA TBD
Gateways	\$500,000	Gateway committee created.
Callan Plaza	\$150,000	RFP to be issued. (additional \$100k approved in 2024 budget)
Placemaking Equipment	\$200,000	Committee to review and approve purchases, either 4/24/24 or 5/22/24
Business District Banners	\$30,000	Awaiting sign off from districts. Order expected end of April
Electrical Connections (for placemaking plazas)	\$50,000	RFP or Internal - TBD
Noyes Street Furniture	\$2,500	TBD
Lighting Under CTA Bridges	\$100,000	RFP to be issued
Non-SSA Landscape Improvements	\$50,000	Dempster/Chicago, noyes, west village, maple/foster, west end, Main/Dodge (?)
Expanded Grant Funding?	\$100,000	
Total Approved as of March 18, 2024	\$1,832,500	
Unallocated Funds	\$237,020	

Enjoy
EVANSTON

[Districts](#)

[Events](#)

[News](#)

[About](#)



Evanston has nine business districts around town that offer shopping, eats, arts, and entertainment. Explore each below and discover all that there is to enjoy.

- Enjoy Evanston
-<https://www.enjoyevanston.com/>

CHURCH & DODGE

This district has had a storied history as a cultural center for the City's African American community. Many of the first Black-owned businesses in Evanston were started in this district, and some have been passed down through generations, like Ebony Barbershop.



This hidden gem of Evanston is just waiting to be discovered. Several warehouses have been re-imagined to house Double Clutch Brewery, Soul + Smoke BBQ, a Native American wellness center, and various art studios.

With new investments in the area, such as the City's skate park and a community school,

Websites

- Economic Development - <https://www.cityofevanston.org/business>
- Evanston Thrives - <https://www.cityofevanston.org/business/evanston-thrives>
- Enjoy Evanston - <https://www.enjoyevanston.com/>
- Housing & Grants - <https://www.cityofevanston.org/business/housing-grants-division>
- Evanston TIF - <https://www.cityofevanston.org/business/tif-districts>
- Five-Fifths TIF Advisory Committee - <https://www.cityofevanston.org/government/boards-commissions-and-committees/five-fifths-tif-advisory-committee>
- Capital Improvements- <https://www.cityofevanston.org/government/departments/public-works/engineering-construction/capital-improvement-program-projects>
- Neighborhood Infrastructure <https://www.cityofevanston.org/government/departments/public-works/engineering-construction/neighborhood-infrastructure-improvement-programs>
- Illinois TIF Association - <https://illinois-tif.com/about-tif/>