



**REGULAR MEETING  
ECONOMIC DEVELOPMENT COMMITTEE  
Wednesday, December 4, 2019  
6:00 PM  
Burr Ridge Village Hall – Board Room**

The mission of the Economic Development Committee (EDC) is to grow a stronger business climate by being an active partner with businesses, investors, and residents. The EDC shall strengthen economic development in the Village by developing business retention, expansion, and attraction programs; the creation and implementation of economic development plans and policies; being business ambassadors to the community; coordinating with other governments on projects; and submitting an annual Economic Development Position Report to the Village Board at the beginning of the fiscal year.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES OF NOVEMBER 6, 2019 MEETING**
- 4. CONSIDERATION OF LICENSING PROGRAMS**
- 5. CONSIDERATION OF 2020 EDC GOALS**
- 6. OTHER CONSIDERATIONS**
- 7. PUBLIC COMMENT**
- 8. ADJOURNMENT**

**MINUTES**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**November 6, 2019**

**CALL TO ORDER:** Chairperson Gary Grasso called the meeting to order at 7:00 p.m.

**ROLL CALL:** **Present:** Mayor Gary Grasso, Trustee Tony Schiappa, Leslie Bowman, Bhagwan Sharma, Michael Simmons, Mark Stangle, Paul Stettin, Debbie Hamilton, and Ramzi Hassan.

**Absent:** Kirsten Jepsen and Sam Odeh

**Also Present:** Assistant Village Administrator Evan Walter and Communications & Public Relations Coordinator Janet Kowal;

**MINUTES:** A **MOTION** was made by Trustee Schiappa to approve the Minutes from the August 7, 2019 meeting. The **MOTION** was seconded by Mr. Hassan and approved by a vote of 9-0.

**CONSIDERATION OF BUSINESS LICENSE PROGRAM REGULATIONS**

Mr. Walter provided a review of the business license program's discussion history to date, as well as discussed other options for licensing within the Village, including contractors and landscapers. Mr. Walter said that contractors could be regulated fairly routinely without much staff impact, but that landscapers would require significant staff time and energy to properly enforce. Mayor Grasso stated that the concept for regulating landscapers is due to their proliferation throughout the Village and their heavy use of Village infrastructure.

The EDC held a short discussion regarding the merits of regulating contractors and landscapers. Ms. Bowman asked what would be regulated and what would not be regulated in the realm of contractors. Mr. Walter said that it was his recommendation that contractors be required to license in the Village if they were performing permit-related work only so as to allow for mandatory contact with the Village.

The EDC requested additional data regarding the return on investment regarding potential revenue derived from business, contractor, and landscaper licenses to be reviewed at a future meeting.

**CONSIDERATION OF PROSPECTIVE HOTEL DEVELOPMENT**

Mr. Walter provided an overview of a prospective hotel development that had filed for a PUD at 1400 Burr Ridge Parkway. Mr. Walter stated that the building proposed was a 4-story, 107-room extended stay concept operating under the flag of a Home2 Suites. Mr. Walter provided an overview of all hotels in the area and what service levels were offered at each location.

Chris Patel, NexGen Properties, made a brief presentation about his development. Mr. Patel stated that Burr Ridge is a highly sought-after community for hotel developers due to its location, reputation, and visibility in the region. Mr. Patel said that while it was his goal to build a Home2 concept, he would be amenable to a different brand if the Village felt that the Home2 brand was a significant barrier to approval. Mr. Patel said that displacement in the downtown Chicago market had begun to be felt in surrounding hotel submarkets.

Mr. Stangle provided additional information to the EDC regarding the brand perception of Home2 Suites from a hotelier perspective.

Mayor Grasso said that he was in favor of an additional hotel being built in Burr Ridge, but did not want to see another extended stay concept as it was his belief that they attracted a disproportionate amount of crime and calls for police services compared to other more upscale hotel properties. Mayor Grasso requested that staff provide crime data on all of the hotels in the Village for the EDC for consideration in their recommendation at a future meeting.

#### **OTHER CONSIDERATIONS**

Mr. Walter stated that 43 businesses had provided an RSVP to the November 12 EDC event at the Village Center. Mayor Grasso provided some general direction to the EDC in terms of its responsibilities at the event.

Mayor Grasso stated that the Village is generally not pursuing the large-scale sports facility going forward after receiving committee and developer feedback. Mayor Grasso said that he had directed staff to pursue potential development of a joint museum between the Illinois Basketball Coaches Association and the National Italian-American Sports Hall of Fame in Burr Ridge.

Mayor Grasso asked the EDC if there was any consideration for starting future meetings at an earlier time. After some discussion, it was determined by consensus that future EDC meetings would begin at 6:00pm instead of 7:00pm.

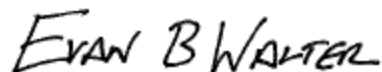
#### **PUBLIC COMMENT**

There were no public comments on the above agenda items.

#### **ADJOURNMENT**

Mayor Grasso asked for a MOTION to adjourn. Trustee Schiappa made the MOTION; Mr. Stangle seconded. With no objections, the meeting was adjourned at 8:35 p.m.

Respectfully submitted:



Evan Walter, Assistant Village Administrator



## VILLAGE OF BURR RIDGE

### MEMORANDUM

**TO:** Economic Development Committee (EDC)  
Mayor Gary Grasso, Chairman

**FROM:** Evan Walter, Assistant Village Administrator  
Andrez Beltran, Management Analyst

**DATE:** December 4, 2019

**RE: Review of Licensing Programs**

At the November 6 meeting, the EDC requested a complete cost and impact analysis regarding several different licensing programs being considered for implementation. The licensing programs included but are not limited to: business, contractor, and landscaper licensing.

#### Business Licenses

##### Purposes and Goals

- Replace the outdated Zoning Certificate of Occupancy (ZCO) program, which does not collect recurring information or revenues to reimburse the Village for its necessary costs.
- Creation of comprehensive, dynamic database of all businesses operating from traditional brick-and-mortar location within Village.
- Oversight mechanism allowing the Village to permit and revoke the legal right for businesses to conduct operations within the community i.e. remove bad actors.

##### Regulatory Authority

- All businesses with a commercial address would be required to obtain an annual business license. Home-based businesses or those with a PO Box would not be required to obtain a business.
- All businesses meeting the above criteria would not be permitted to operate without a valid business license.
- One business license would be required for each business. Businesses with food, liquor, etc. needs would remain required to get each of these additional licenses or inspections on top of their general Village business license.
- Empowers the Mayor to suspend or revoke a business license wherein the license holder:
  - Constitutes a nuisance and a clear and present danger to the public health, safety or general welfare;
  - Has refused to allow a lawfully-scheduled inspection of the licensed premises;
  - Refused to furnish a sample of the business' goods for testing;
  - Is in violation of the Smoke Free Illinois Act, 410 Illinois Compiled Statutes 82/1 et seq.; or

- Otherwise violating other Village, State, or other regulation(s).

### Revenue Opportunity

As a non-home rule municipality, the Village is permitted to levy fees which allow for cost recovery in running a business license program, which is broadly defined. At this time, staff dedicates approximately 0.5 FTE to economic development and code compliance, which receives no direct funding for this service provision; the management of the business license program would fall to this 0.5 FTE and thus the new revenue would properly compensate the Village for providing such employees to the community. Staff believes that there are approximately 500 businesses in the community, equating to approximately \$50,000 in gross new revenue.

### Impact on Village Staffing

The Village has two current employees who spend a significant amount of their time on economic development and code compliance. If the Village replaced its ZCO program with a business license program which solely covered brick-and-mortar business locations, there would be no significant impact on staff time while creating the opportunity for new net annual revenue to cover its existing costs.

### **Building Contractor's Licenses**

#### Purposes and Goals

- Protect Village residents and businesses from contractors who perform incomplete, shoddy, or otherwise inferior work.
- Allow for the establishment of a certificate of insurance and/or surety bond to be used and/or drawn down by the Village in the event that work is found to be incomplete, shoddy, or otherwise inferior.

#### Regulatory Authority

- Require that every contractor working within the Village, whether on work requiring a permit or otherwise, be licensed by the Village.
- Allow for revocation of said license if work is ill-performed, fraudulent, or deceptive.
- Create informational mechanism which tracks where contractors work within the Village.

### Revenue Opportunity

As a non-home rule municipality, the Village is permitted to levy fees which allow for cost recovery in running a contractor license program, which is broadly defined. It is unclear how many general contractors and subcontractors currently work within the Village on an annual basis. The Village issues approximately 325 building permits per year. It can be assumed that several general contractors and subcontractors are involved in each permit. Staff estimates that at \$100 per general contractor and \$50 per subcontractor, the Village could collect \$25,000 in gross new revenue based on the financial performance of comparable communities such as Westmont, La Grange, and Hinsdale.

### Impact on Village Staffing

While the Village currently employs a full-time Building and Zoning Assistant to handle building permits, this employee is already tasked to capacity. If a contractor's license program were desired for implementation, an additional part-time staff member would be required to manage this program as there is no existing staff time allotted to manage this type of program.

### **Landscaper and/or Snow Removal Contractor Licenses**

#### Purposes and Goals

- Regulate where and how landscapers and snow contractors may park and use public streets with a Village permit.
- Allow for the establishment of a certificate of insurance and/or surety bond to be used and/or drawn down by the Village in the event that work is found to be incomplete, shoddy, or otherwise inferior.

#### Regulatory Authority

- Require that every contractor working within the Village, whether on work requiring a permit or otherwise, be licensed by the Village.
- Allow for revocation of said license if work is ill-performed, fraudulent, or deceptive.
- Create informational mechanism which tracks where contractors work within the Village.

#### Revenue Opportunity

As a non-home rule municipality, the Village is permitted to levy fees which allow for cost recovery in running a landscape contractor license program, which is broadly defined. It is unclear how many landscapers currently work within the Village on an annual basis. The City of Lake Forest has a population of approximately 19,000, in which 355 unique landscapers, arborists, and pesticide companies are currently registered with the community. At \$100 per annual renewal, this represents over \$35,000 in revenue for the City of Lake Forest. Due to the similar land use and demographics between Lake Forest and Burr Ridge, it is likely that a relative revenue source may be available to the Village. Staff estimates that a landscaper license program would yield approximately \$20,000 in gross new revenues for the Village.

### Impact on Village Staffing

At this time, landscapers are not required to receive any permits from the Village to perform general landscaping maintenance i.e. mowing, bush and tree trimming, leaf removal, etc. on private property, meaning that there is no existing mechanism to regulate this activity. If a landscape contractor license program were instituted, almost all enforcement of such programs would occur in the field. No current employee has the capacity to take on the enforcement of such a program, meaning that a new full-time employee would need to be hired to effectively enforce this program.

### **Summary Analysis**

The three licensing programs discussed in this memo have varying levels of revenue opportunity and staff impact for the Village. If all programs were instituted, the Village could reliably expect to generate \$95,000 in new gross revenue. Existing staff cannot handle the workload that would be generated by the three programs; staff recommends that one full-time employee be hired to act as the enforcement manager for all of the aforementioned license programs. The Village would then be in a position to enforce all new licenses while also freeing up working capacity for other employees. A software program has been purchased by Information Technology to accommodate all of the aforementioned licensing programs, which comes with a \$9,000 annual cost. Individually, the net financial impact of each licensing program is as follows (each do not count the \$9,000 software cost that would come with the enactment of any of the following programs):

<b>License Program</b>	<b>Financial Impact</b>
Business	+\$50,000
Building Contractor	+\$10,000
Landscape Contractor	-\$55,000

In summary, staff capacity within the Administration Department would be greatest if all three license programs were implemented together with a full-time employee hired to manage the programs, but doing so comes with lower net revenue projections for the Village; in contrast, implementing only the business and building contractor license programs would result in the greatest net revenue opportunity for the Village.

### **Recommendation and Next Steps**

The EDC should answer the following questions in making its recommendation:

1. Which of the following licenses are desired to be recommended for implementation?
  - a. Business
  - b. Building Contractor
  - c. Landscape Contractor
  - d. All of the above
2. Are the following proposed fees appropriate for each of the following licensing programs?
  - a. Business - \$100 (flat fee per brick-and-mortar business)
  - b. Building Contractor - \$100/\$50 (flat fee per general contractor/subcontractor)
  - c. Landscape Contractor - \$100 (flat fee per landscape company)

Staff plans to bring forth final language for each of the aforementioned programs at the January EDC meeting for a final program recommendation to the Board based on the EDC's direction at the December 4 meeting.



**VILLAGE OF BURR RIDGE**  
**MEMORANDUM**

**TO:** Economic Development Committee (EDC)  
Mayor Gary Grasso, Chairman

**FROM:** Evan Walter, Assistant Village Administrator

**DATE:** December 4, 2019

**RE: 2020 EDC Goals**

Staff requests consideration and direction of possible goals for the 2020 calendar year related to the Economic Development Committee's scope of responsibilities. The EDC may set its own goals in the programs and policies that it chooses to pursue; creating a work list of programs which staff can address allows for greater efficiency of both staff and EDC energy. The EDC's goals are as follows:

*The mission of the Economic Development Committee (EDC) is to grow a stronger business climate by being an active partner with businesses, investors, and residents. The EDC shall strengthen economic development in the Village by developing business retention, expansion, and attraction programs; the creation and implementation of economic development plans and policies; being business ambassadors to the community; coordinating with other governments on projects; and submitting an annual Economic Development Position Report to the Village Board at the beginning of the fiscal year.*

Example goals that are not expressly mentioned in the aforementioned statement include the following but are not limited to:

1. Attend tradeshow such as ICSC and Retail Live!
2. Evaluate opportunities for exhibitor space at tradeshow and other events, participate in such events when appropriate.
3. Expand EDC event calendar beyond two existing events, such as a business award program and/or State of the Village ceremony.
4. Create recurring economic development newsletter.
5. Revise incentive programs to more aggressively recruit certain businesses to the Village.
6. Revise Economic Development Plan.
7. Perform market studies on desired business sectors to encourage investment in the Village.
8. Pursue the establishment of a regional development alliance.

Staff will help facilitate the discussion to better position the EDC to provide direction.