



**REGULAR MEETING
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, April 3, 2019
9:00 am
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. ELECTION OF COMMITTEE CHAIR**
- 4. APPROVAL OF MINUTES OF FEBRUARY 20, 2019 MEETING**
- 5. INTRODUCTION OF NEW COMMITTEE MEMBERS**
- 6. REVIEW OF COMMITTEE SCHEDULE, PROCEDURES, FOIA, AND OMA**
- 7. CONSIDERATION AND APPROVAL OF FY 2019-20 MARKETING PROGRAM**
- 8. CONSIDERATION OF DUPAGE COUNTY HOTEL TAX LEGISLATIVE EFFORT**
- 9. OTHER CONSIDERATIONS**
- 10. VILLAGE-WIDE DEVELOPMENT UPDATE**
- 11. PUBLIC COMMENT**
- 12. ADJOURNMENT**

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
February 20, 2019

CALL TO ORDER:

Mr. Schiappa called the meeting to order at 9:01 a.m.

ROLL CALL:

Present: Trustee Zach Mottl, Trustee Tony Schiappa, Bhagwan Sharma, Kirsten Jepsen (arrived at 9:08 a.m.)

Absent:

Also Present: Village Administrator Doug Pollock; Communications and Public Relations Coordinator Janet Kowal; Management Analyst Andrez Beltran; DCVB Director of Business Development Justin Roach; Willowbrook/Burr Ridge Chamber of Commerce representative Debbie Hamilton

ELECTION OF CHAIR:

A **MOTION** was made by Mr. Mottl to appoint Mr. Schiappa as the Committee Chair for the meeting. The motion was **SECONDED** by Mr. Sharma and approved by a vote of 3-0.

MINUTES:

A **MOTION** was made by Mr. Mottl to approve the Minutes from the November 20, 2018 meeting. The motion was **SECONDED** by Mr. Sharma and approved by a vote of 3-0.

REVIEW OF SPORTS FACILITY FEASIBILITY SUBMITTALS

Mr. Roach from DuPage County Visitors Bureau gave a brief description on his background with DCVB. He also stated that after staff reviewed the responses to the RFP, Sports Facility Advisory (SFA) was the best applicant. Mr. Roach explained that SFA is a leader in the region for planning, development, and construction of sports tourism facilities, and has a sister organization name Sports Facility Management that is a leader in running facilities like the one being studied.

Mr. Sharma asked if the facility of this size would be the first in Illinois, and what made Burr Ridge unique to constructing the facility here. Mr. Roach answered that it would not be the first in Illinois of this size, pointing out Rockford had a similar venue. However, it would be a first in the Chicagoland region and, more importantly, that the location was the unique factor. Most other facilities in the region are either too small for significant sports tourism, or have been built far from any amenities. He stated that after visiting the Rockford location, it took a twenty-minute walk to find a lunch spot. For Burr Ridge, the amenities including hotels, restaurants, and attractions are within such short distance it would make it extremely competitive as a venue.

The Committee discussed the usage of the facility in relation to local needs versus tourists. Mr. Schiappa stated that those details would be analyzed and recommended in the study. Mr. Pollock also added that the Sports Facility is a part of the vision for the area; the proposed parking deck in the RFP could also be used by Pace in lieu of their current lot, which they were excited for. That would free the current Pace lot for redevelopment.

A **MOTION** was made by Mr. Mottl and **SECONDED** by Mr. Sharma to send to the Village Board the recommendation that SFA be contracted to do the Sports Facility Feasibility Study. The

motion was approved by a vote of 4-0. Mr. Schiappa asked the record reflect that he loudly voiced his approval.

DISCUSSION OF ECONOMIC DEVELOPMENT INCENTIVE IN THE RECRUITMENT OF OREMUS MATERIALS

Mr. Schiappa stated that Mr. Oremus is looking to open up an office in Burr Ridge. He led a previous concrete company until he sold it. As his non-compete agreement is over, he is looking to reestablish a similar business. It was with great work that Mr. Schiappa and Mr. Mottl managed to lure him to Burr Ridge. He will be doing sales out of the leased office, but no material will travel through Burr Ridge. However, as the sales are here, the tax revenue is here as well.

Mr. Oremus has accepted the Village's tentative offer of a sales tax rebate incentive equivalent to 50% of local sales tax proceeds over a 5-year period.

A **MOTION** was made by Ms. Jepsen and **SECONDED** by Mr. Sharma to recommend the agreement to the Village Board. The motion was approved 4-0.

DISCUSSION OF ANNUAL BUSINESS LICENSE PROGRAM

Mr. Beltran gave a brief overview of the developments in the program. He stated that Mr. Walter and he recently went over the BS&A business licensing module. BS&A is the enterprise system that handles permitting, code requests, and other functions in the Village. They were both happy at its relative ease of use and integration, as well as the capability to take applications online. He outlined the license, and noted there was a survey attached. Staff wanted to get feedback from the business community and this would be an effective way to do so.

Mr. Schiappa pointed out that there should be a discussion if additional questions about concerns such as hazardous materials should be on the license. Mr. Mottl agreed, stating that for his business he uses a large oxygen tank the fire department inspects every year. The Committee directed staff to look into having additional information like EPA, fire district permits, health permits, and other information could and should be on the survey.

DISCUSSION OF 2019 EDC GOALS, ROLES, AND RESPONSIBILITIES

Mr. Beltran stated that staff wanted some additional direction on the goals and objectives for 2019. Mr. Sharma asked if the Village already had an economic development plan. Mr. Beltran stated it did, but it was rather unwieldy.

Mr. Mottl said that he felt that the EDC was already accomplishing its goals, and with additional members being approved, that it would continue to do so. Mr. Schiappa agreed, stating with the Facility Feasibility study recommendation as well as recommending the approval for Mr. Oremus, the EDC was doing well. However, he did believe the EDC should continue to look forward. Mr. Sharma recommended to table the discussion until next month, which the Committee agreed.

VILLAGE-WIDE DEVELOPMENT UPDATE

Mr. Pollock stated that the new ZCOs were in the packet. He also updated the Committee that McDonalds informed the Village they are looking to break ground in March and will open in June.

OTHER CONSIDERATIONS

Ms. Hamilton stated that the current time would be hard for the Willowbrook/Burr Ridge Chamber of Commerce directors to attend as their monthly meeting is on the same day from 8:00 a.m. to 9:30 a.m. Mr. Mottl asked to perhaps consider moving the dates. Mr. Schiappa agreed, and asked the Committee to look at their availability, and suggested perhaps the first or second Wednesday.

PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

There being no further business, a **MOTION** was made by Mr. Mottl to adjourn the meeting, **SECONDED** by Mr. Sharma and **approved** by a vote of 4-0. The meeting was adjourned at 10:02 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Andres Beltran", enclosed within a thin black rectangular border.

Andrez Beltran
Management Analyst

BOARD APPOINTED COMMITTEE(s)

Required Procedures

For Board-appointed committees covered by the Open Meetings Act¹, the committee must abide by the basic requirements of the Open Meetings Act and with the Freedom of Information Act. We set forth hereinafter the basic applicable procedures under each statute.

Open Meetings Act

Coverage of Act

1. The Act applies to all meetings of public bodies. Public bodies are defined in the Act to include “all legislative, executive, administrative or advisory bodies of the State, counties, townships, cities, villages, incorporated towns, school districts and all other municipal corporations, boards, bureaus, committees or commissions of this State, and any subsidiary bodies of any of the foregoing including but not limited to committees and subcommittees which are supported in whole or in part by tax revenue, or which expend tax revenue, except the General Assembly and committees or commissions thereof.” 5 ILCS 120/1.02.
2. The definition of “meeting,” “...**any** gathering, whether in person or by video or audio conference, telephone call, electronic means (such as, without limitation, electronic mail, electronic chat, and instant messaging), or other means of contemporaneous interactive communication, of a majority of a quorum of the members of a public body held for the purpose of discussing public business, a quorum of the members of a public body held for the purpose of discussing public business.” A “quorum” is the number of assembled members that is necessary for a decision-making body to be legally competent to transact business.
 - a. The gathering of a majority of a quorum is covered if held for the purpose of discussing public business. In other words, there must be an intent to discuss public business before the gathering will be held to be a meeting covered by the Act. The legislature added this intent language so that public officials would not have to fear violating the Act if they unintentionally discussed public business by some or all of the members of a public body at a social event.
 - b. Email messaging or instant messages can be considered a “meeting”. Whether email conversations are a meeting depends on the substance of the communication and whether the communications rise to the level of a deliberative discussion of business of a public body. Simply sharing information and casual commentary or remarks about public business are necessarily enough to constitute a meeting.
3. Majority of a Quorum. What constitutes a majority of a quorum for a particular public body can be easily determined. For example, in a city or village with a seven-member council or board, a majority of a quorum is three - the mayor and two aldermen or the president and two trustees, or three aldermen or three trustees. Naturally, as the number of members of a public body increases,

¹ The following factors have been applied to determine whether an entity is a covered “public body” or an “advisory body” (1) who appoints the members, (2) the formality of their appointment, and whether they are paid; (3) the duties assigned; whether its role is solely advisory or whether it also has a deliberative or investigative function; (4) whether accountable or subject to government control; (5) whether has a budget; (6) its place within the governmental unit; and (7) the impact of decisions or recommendations that the committee makes.

the number of members needed to constitute a majority of a quorum also increases. For additional examples of a majority of a quorum of a public body, consult the following chart.

Number of Members of a Public Body	Quorum of a Public Body	Majority of a Quorum of a Public Body
7	4	3
9	5	3
11	6	4
13	7	4
15	8	5
17	9	5

When considering committee or commission meetings, or meetings of other covered public bodies, it must be remembered that a majority of a quorum is determined based upon the number of members of that committee, commission or subsidiary body and not upon the number of trustees or aldermen.

Meeting Dates, Places And Notice Requirements

1. Open and Convenient.

Section 2.01 of the Act (5 ILCS 120/2.01) requires all public meetings to be held at specified times and places which are convenient and open to the public. The Attorney General has issued at least one opinion that holding a covered meeting at a personal residence does not satisfy the requirement to be “open and convenient”.

2. Notice

The Act expressly requires public notice of all meetings, regular or special, open or closed, to be given as follows:

- a. An agenda of each meeting must be prepared and posted at least 48 hours in advance of the meeting. Public notice of special meetings (which is what a committee meeting generally would be, since there is no regular schedule of meetings), must be given at least 48 hours before such special meeting, and the notice must also include the agenda for the special meeting. The actions of the public body, while not required to be specifically detailed in the notice, should be "closely related" to those matters set forth in the agenda for the special meeting.
- b. The meeting notice must be posted at Village Hall.
- c. In other words, the description of the action item on an agenda, relative to a resolution or ordinance, must be specifically detailed so as to apprise the public of the general nature of the action to be considered.
- d. The Village must ensure that at least one copy of the notice and agenda for the meeting is continuously available for public review during the entire 48-hour period preceding the

meeting. Posting of the notice and agenda on the Village website satisfies the requirement for continuous posting.

- e. The committee must supply copies of the notices of all of its meetings to any news medium that has filed an annual request for such service. Any news medium must be given the same notice of all special meetings in the same manner as is given to members of the committee, provided the news medium has given the public body an address or telephone number within the village limits at which such notice may be given.

3. Attendance (by electronic means)

Participation by video or audio conference in a meeting is allowed so long as a quorum is physically present at the meeting location. The Act permits participation and voting by members of a covered body by audio and video conference provided that the number of members necessary to constitute a quorum is physically present at the open meeting. To allow persons to attend meetings electronically, a public body must adopt procedural rules to conform to the requirements and restrictions of the Open Meetings Act. Persons wanting to attend the meeting electronically rather than physically can only do so if (1) the official is ill or disabled; (2) the official is unable to physically attend because of employment or official business of the public body; or (3) the official has a family or other emergency. 5 ILCS 120/7(b).

4. Recording of Meetings

Any person has the right to record the proceedings at any public meeting by tape, film, or other means.

Minutes

1. Requirements

All public bodies, including subsidiary boards, committees and commissions, must keep written minutes of all their meetings. Committee minutes can be kept separately and need only be approved by the appropriate board, committee or commission, and not by the full village board.

The written minutes must include the following:

- a. The date, time and place of the meeting;
- b. The members recorded as either present or absent, and if present, the minutes must indicate whether the member attended physically or by means of video or audio conference; and
- c. A summary of discussion on all matters proposed, deliberated or decided, and a record of any votes taken.

The General Assembly has mandated that the minutes reflect what discussion occurred and not merely the topics that were discussed. However, only a "summary" of the discussion, as opposed to verbatim reports, is required.

2. Approval and Availability of Open Meeting Minutes

The minutes of any open meeting must be approved within thirty (30) days after the meeting date or at the second subsequent meeting of the committee, whichever is later.

Within ten (10) days of the date of approval of the minutes of any open session, the minutes must be made available for inspection. In addition, any public body that maintains a website maintained by full time staff of the public body must post the minutes of its regular meetings on the website within ten (10) days after the approval of the minutes. Any minutes posted on the public body's website must remain posted for at least sixty (60) days.

THE FREEDOM OF INFORMATION ACT

Information in recorded form created by or for, used, received or controlled and within the possession of a public body are generally "public records." In order to be considered a public record, the record or document must (1) pertain to the transaction of "public business" and (2) must either be prepared by, prepared for, used by, received by, possessed by, or controlled by the "public body." _FOIA does not require any public body to prepare and keep any new records.

1. Covered "public body"

Villages and all of their committees and commissions come within the coverage of the Act. The prior qualification in the Act, which stated that a public body was only one which was supported in whole or in part by tax revenue, or which expended tax revenue, has been deleted. 5 ILCS 140/2(a).

2. Covered "public records"

The definition of "public records" is very broad and includes records, reports, forms, writings, letters, memoranda, books, papers, maps, photographs, microfilms, cards, tapes, recordings, electronic data processing records, electronic communications, recorded information and other documentary materials pertaining to the transaction of public business. The Act specifically includes email communications as a public record subject to disclosure under the Act.

When a government official communicates individually using a publicly issued electronic device, the communication is considered to be in control of a public body. Email communications pertaining to the transaction of public business which have been prepared, or have been or are being used, received, possessed or under the control of a public body must be treated as public records under the Act. Therefore, an email message transmitted through the internet server of the public body has been received by the public body, and would constitute a public record if it pertains to public business. Email messages produced on one's personal computer may constitute public records depending on their content, intended recipients, and to safeguard one's personal computer, emails that pertain to public business should be only transacted on a government email account.

3. Destruction or disposal

Under the Local Records Act the Local Records Commission must be notified when the original record is disposed of and also when the reproduced record is disposed of. There are two Local Records Commissions, one for Cook County and one for all other Counties in the State. The State Historian and

State Archivist serve on both Commissions. The Village has an approved record destruction schedule with the appropriate Local Records Commission.

We are able to provide any sample forms or rules that you may need or request.



VILLAGE OF BURR RIDGE
MEMORANDUM

TO: Economic Development Committee

FROM: Evan Walter, Assistant Village Administrator

DATE: March 28, 2019

RE: **2019-20 Marketing Program Presentation**

Akeem Anderson of Kivvit will be present to provide an overview of the proposed FY 2019-20 hotel/motel marketing program. The Village hired Kivvit in January to take over creation and management of the annual marketing program from Boost Mobile. A complete slide deck is attached for reference and review.

A group of diverse people are seated at a table in a restaurant, enjoying a meal. The scene is captured in a warm, slightly dimly lit environment, suggesting an evening or indoor setting with soft lighting. In the foreground, a man with a beard and dark hair, wearing a blue button-down shirt, is focused on his food, holding a fork and knife. To his left, a woman with long dark hair is also eating. Further back, another woman with blonde hair and glasses is visible, looking towards the left. The table is set with various dishes, including a bowl of salad, a plate of meat and vegetables, and a white mug. The background shows more of the restaurant's interior, with green plants and a stone wall. A large yellow rectangular overlay covers the left side of the image, containing the title text.

STRATEGIC MARKETING PLAN: VILLAGE OF BURR RIDGE HOTELS AND RESTAURANTS

PRESENTATION BY

kivvit

INTRODUCTION

KIVVIT IS A NATIONALLY RECOGNIZED PUBLIC AFFAIRS AND STRATEGIC COMMUNICATIONS FIRM

led by professionals with decades of experience in government, corporations, non-profits, NGOs, journalism and political campaigns.

Kivvit works with our clients to influence public opinion, reach new audiences and build lasting social change. We believe in forging true partnerships with our clients that allow us to develop customized campaigns and deliver services that accomplish their public policy, advocacy and business goals.

kivvit

70+
EMPLOYEES

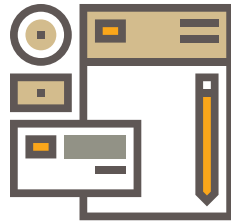
ESTABLISHED
2002

6
OFFICES



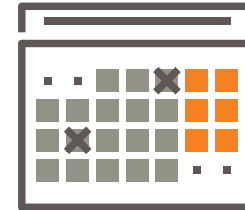
OVERVIEW

Kivvit recommends launching a sustained paid digital media plan to:



Enhance Brand Position

Make the Village of Burr Ridge a destination option for intended Chicagoland travelers.



Increase Revenue

Boosts occupancy rates for Burr Ridge Hotels and reservations at Burr Ridge Restaurants.

STRATEGIC ALIGNMENT FOR 2019

DIGITAL FIRST

FOCUS ON:

Creating measurable results beyond just impressions

BRAND BUILDING

FOCUS ON:

Enhancing sheen of the Burr Ridge brand

SEASONAL ALIGNMENT

FOCUS ON:

Supporting key revenue drivers during slow periods

KEY AUDIENCES



LOCALS

Chicago residents with a particular focus on Suburban areas.



WEDDED COUPLES

Midwest couples looking for wedding venues and accommodations.



MEETING PLANNERS

Meeting and event planners interested in booking venues for 2020-2023 events.



VACATIONERS

Midwest intended travelers, with Burr Ridge as an alternate to Chicago-centric accommodations.

HOW WE'LL FIND THEM:

GEOTARGETING

Use zip codes and addresses to find
our where potential guests are

REMARKETING

Identify guests who visit the website
and plan to visit the property

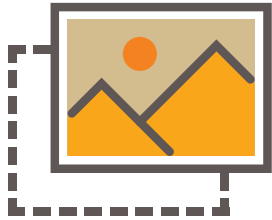
INTEREST

Use lifestyle habits and behaviors
to spot potential guests

THE BURR RIDGE BRAND HALO

- Polish the brand image
- Modernize the web presence
- Consolidate social media channels
- Target new marketing partnerships

POLISHING THE BRAND PRESENCE



CONTENT CURATION

2-week capture of images and seasonal content

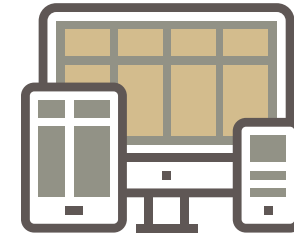
- Photographer will capture up to 100 photos for use in marketing material
- Images will be supplemented by property provided images as well as additional designs direct from Kivvit



WEBSITE REDESIGN

Establish new www.betterinburr ridge.com presence

- New site will consolidate Hotel and Restaurant properties
- Site will feature conversion opportunities for restaurant booking, event planners, hotels guests and weddings



SOCIAL CHANNEL CONSOLIDATION

Combine social media presence on key channels

- Update Facebook, Instagram and Twitter Presence to better align with
- Channels will feature @BetterInBurrRidge handles

CONSUMER MESSAGE JOURNEY

MESSAGE STRATEGY

IT'S BETTER IN BURR RIDGE

Become aware of Burr Ridge as a premier destination.

Audience is able to recall Burr Ridge messaging and creative, noting it as desired destination

CAMPAIGN OUTCOMES

- Impressions
- Brand Lift %
- Reach
- Likes
- Frequency
- Comments
- Ad Relevance
- Shares
- Video Views
- Followers

REVENUE OPPORTUNITIES

HOTEL OCCUPANCY PERCENTAGE

HOTEL REVPAR

RESTAURANT EARNINGS

DAILY ROOM RATES

BOOKINGS

VISIT BURR RIDGE

Eat at a restaurant, book a hotel or host your next event here.

Visitors are encouraged to visit and engage with Burr Ridge properties.

- Leads
- Clicks
- Time on Site
- Unique page views
- Mentions
- Conversions
- Bounce Rate
- CPC
- CTR
- Website Visitors

TELL US WHAT YOU THINK

Increase share of voice via positive word of mouth from guests and visitors

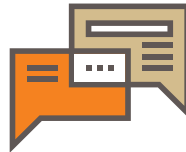
Audience members showcase potential for repeat visits based on positive experience.

NEW SITE FEATURES



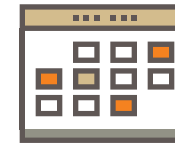
PROPERTY MICROSITES

Each property will get its own updated landing page



FACEBOOK MESSENGER

Chatbot integration for restaurant and restaurant bookings



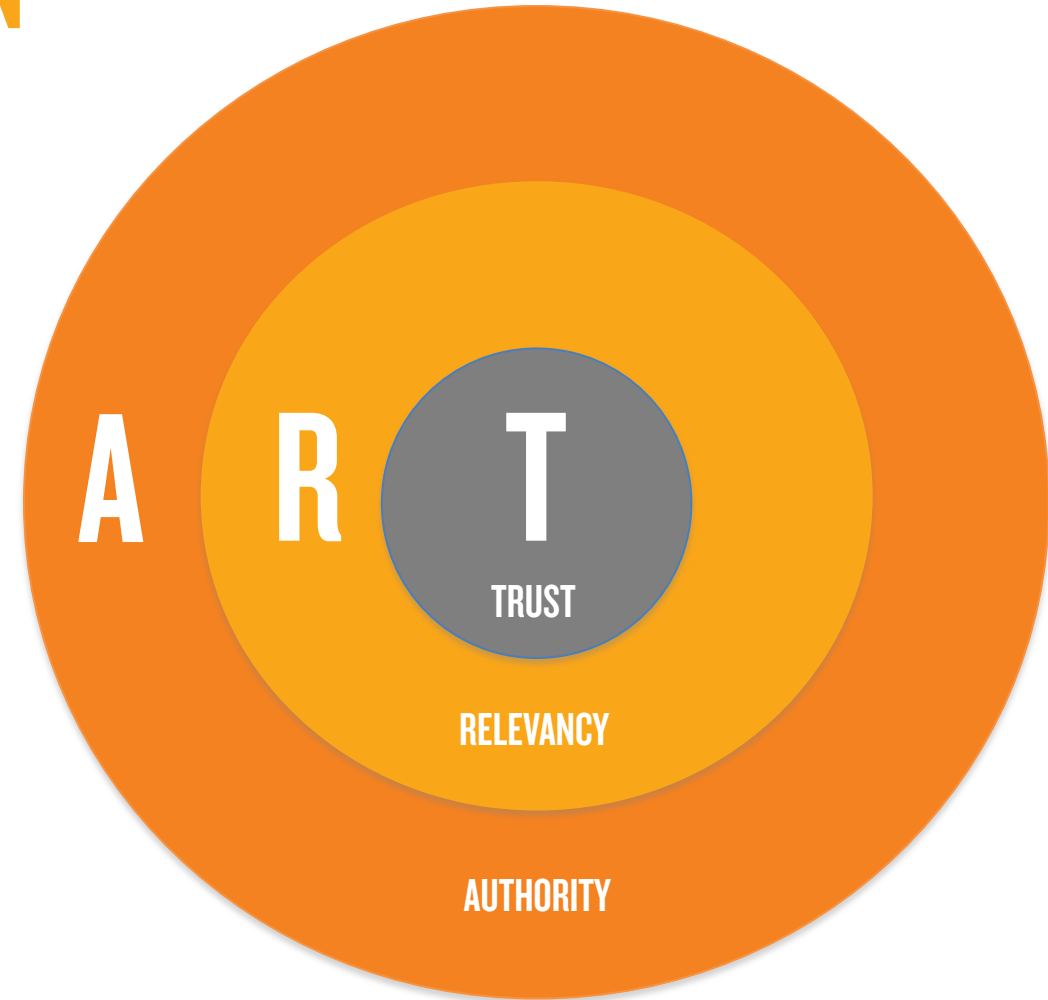
CONVERSION-BASED LANDING PAGES

Potential guests, weddings and event planners

SEARCH ENGINE OPTIMIZATION

Once the new web property is up, we will need to make it more discoverable to visitors with a sustained SEO program:

- Citations & Local Profile Claiming
- Updated Title Tags
- Revised Metatags
- Mobile Optimization
- Increase Page Speed



A night street scene featuring a large, illuminated billboard. The billboard displays the text "In design we trust" in a bold, sans-serif font. The billboard is set against a dark background, with a large tree to its right. In the foreground, there are blurred lights from street lamps and traffic lights, creating a bokeh effect. A red traffic light is visible in the center, and a blue traffic light is below it. A pedestrian crossing sign is also visible. In the bottom left corner, the text "PAID MEDIA STRATEGY" is overlaid in a bold, orange font. The overall atmosphere is urban and modern.

In
design
we
trust

PAID MEDIA STRATEGY

AUDIENCE PERSONAS



Meet The Jones

Geography
Hinsdale Residents

Demographic
Ages: 7 -45

Description
The Jones Family are South Suburban natives, interested in preserving Burr Ridge's standing as one of the state's most beloved metro-areas.



Bridgette The Bride

Geography
Naperville

Demographic
Age: 27

Description
Bridget is recently engaged and looking to plan a wedding in 2021. She is actively researching potential venues that would accommodate her DuPage roots.



Evan The Event Planner

Geography
Racine, Wisconsin

Demographic
Age: 56

Description
Evan is the lead event planner for a mid-west area association hoping to book a DuPage county venue in 2021.



Chanelle from Champaign

Geography
Champaign

Demographic
Ages: 32

Description
Chanelle is hoping to enjoy a Chicagoland weekend getaway this summer. While she's used to staying downtown, she's looking for alternate experiences near the city.

CHANNEL OVERVIEW



Facebook Ad Objectives

- Awareness
- Engagement
- Link Clicks
- Video Views
- Leads



Instagram Ads Objectives

- Awareness
- Engagement
- Video Views



Twitter Ads Objectives

- Awareness
- Engagement
- Link Clicks
- Video Views



Print Ads Objectives

- Awareness
- Engagement



Search Ads Objectives

- Awareness
- Link Clicks



Display Ads Objectives

- Awareness
- Link Clicks



Native Ads Objectives

- Awareness
- Link Clicks

OFFLINE MEDIA STRATEGY

Live. Work. And Play.

Our focus will be to appeal to the target where the live, work and play. Our focus will be on the neighboring areas around Burr Ridge as well as some suburbs that are driving distance.

We will look to target people with a household income of \$75,000 or more as the restaurants and hotels in Burr Ridge are of premium quality.

DIGITAL BILLBOARDS

We will place ads on digital billboards on major highways near Burr Ridge. The idea will be to be top of mind to drivers who are near the area and showcase all that Burr Ridge has to offer. We can also target drivers while they are thinking of what they are going to eat in the near future or looking for a hotel to stay in part way through a road trip

Highways:

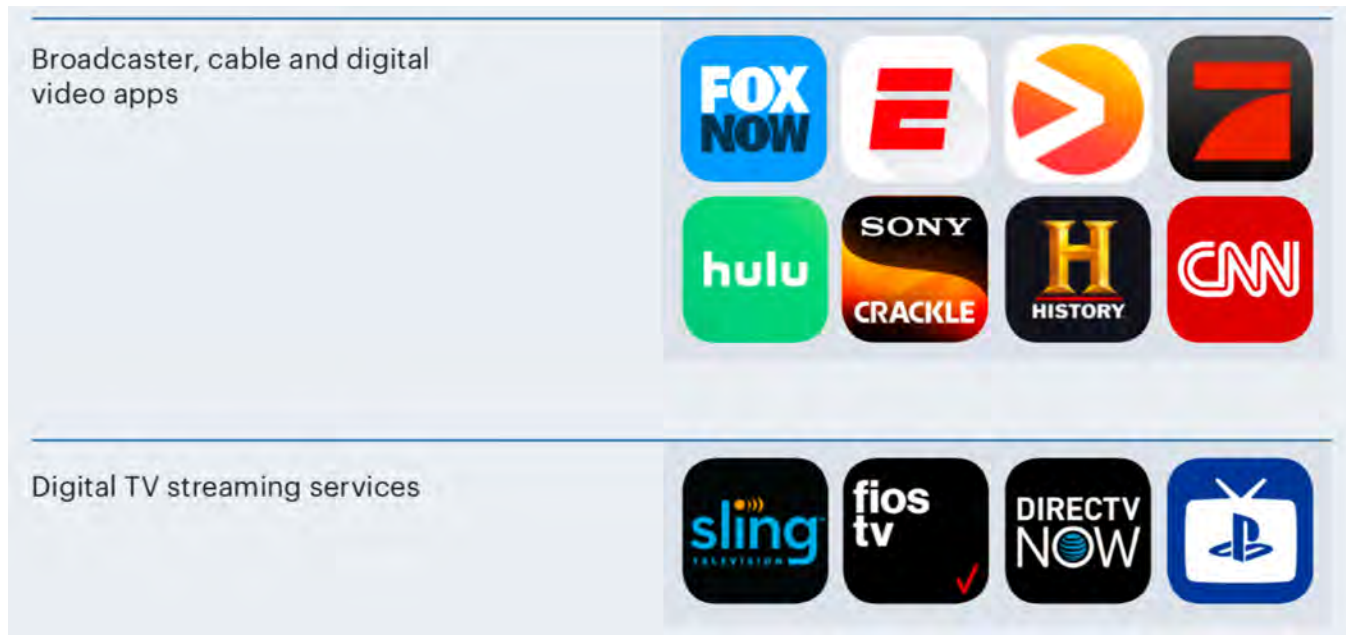
Tristate Tollway (I-294)

Stevenson (I-55)



PREMIUM DIGITAL TV

Our target audience is watching TV everywhere. We will reach them across all devices and where we know they are watching. We will be able to engage with customers watching TV and digital programming on their computers, phones, tablets, and connected TV devices.

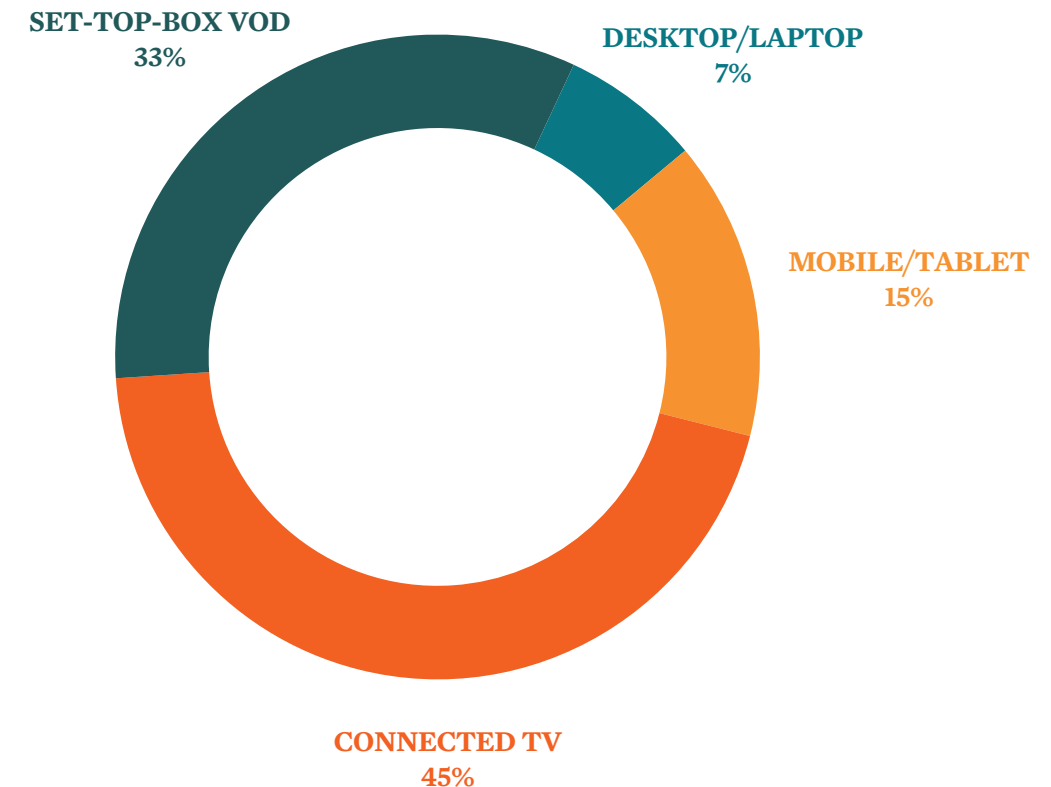


AUDIENCES ACROSS ALL SCREENS AND DEVICES

Impressions Delivered By Device

Premium Digital TV puts your commercials in front of your customers wherever and however they consume content. We deliver multi-platform schedules to reach your target audience – across set-top boxes, connected TV, computers, and mobile devices – across all of these networks and more:

Adult Swim	Crackle	Fox	Lifetime	TNT
AETV	CW	Fox Sports	MTV	Travel Channel
AMC	Destination America	Freeform	National Geographic	truTV
American Heroes	Discovery Channel	FX	OWN	TUBI
Animal Planet	Discovery Life	FXM	Oxygen	TV Land
BBC America	DIY	FXX	Paramount	USA
BET	E!	FYI	Science Channel	Velocity
Bravo	ESPN	Hallmark	SYFY	VH1
CNBC	ESPN3	HGTV	TBS	Watchable
CNN	ESPNews	History	TLC	WeTV
Comedy Central	Food Network	I.D.	TNT	XFINITY



% of impressions delivered across all Spotlight DMA/zones²

¹Source: Comcast Spotlight internal data, February – April 2018

²Source: Comcast Spotlight internal data, April 2018

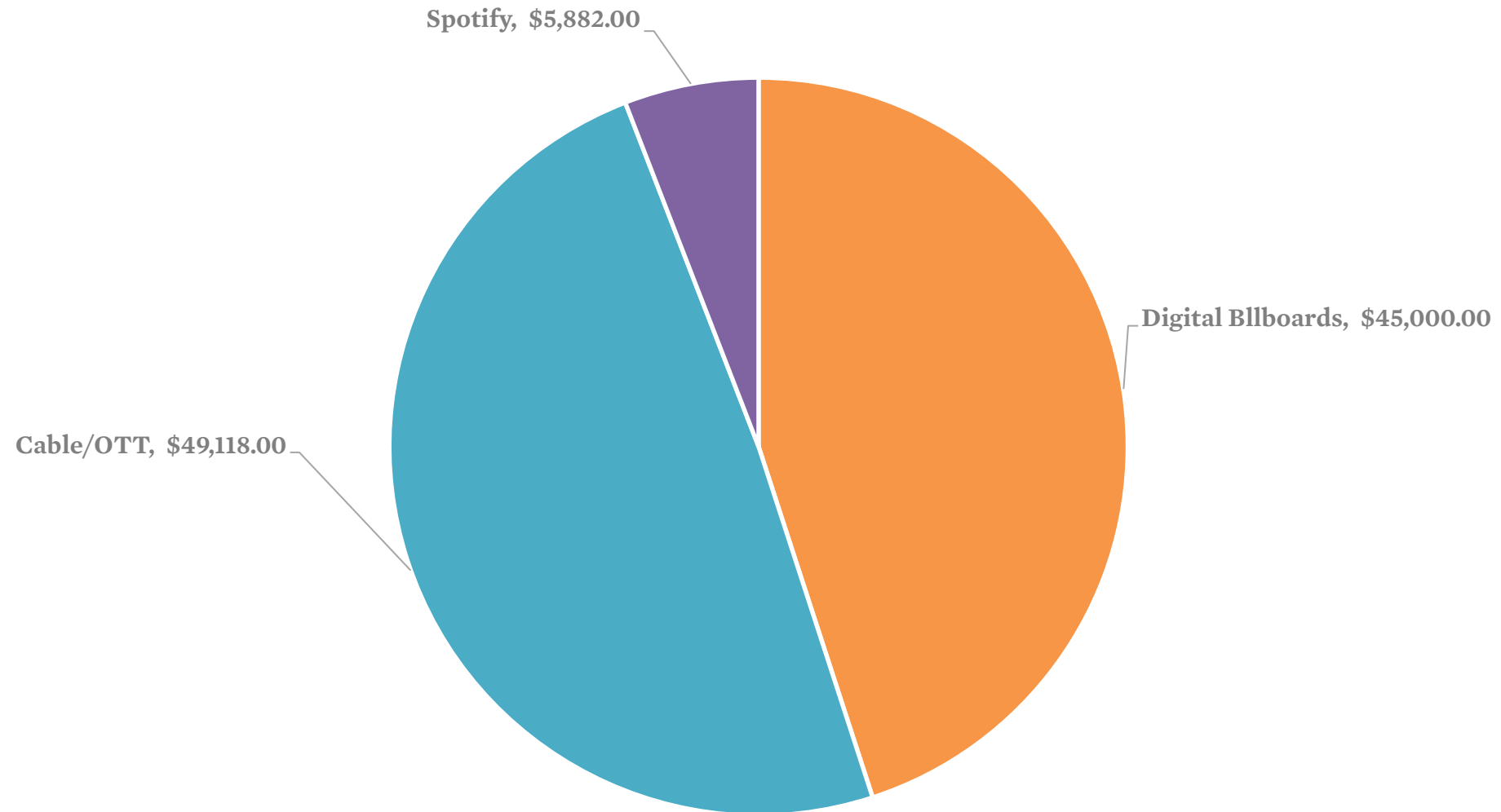
SPOTIFY

Streaming audio will provide access to the audience while they are listening to music at work, home and on the go. We will target on mobile and desktop based on geographic location and age.

Spotify is a platform that users can interact with passively, by starting a playlist and letting it run in the background. This is when audio ads are the most effective.



BUDGET



The Five Stages Of Travel



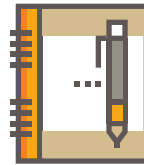
DIGITAL MEDIA STRATEGY

Planning Around the Travel Stages

Our digital strategy will put Burr Ridge top of mind in the key travel stages:



STAGE 1
Dreaming moment



STAGE 2
Planning Moment



STAGE 3
Booking Moment



STAGE 4
Experience Moment



STAGE 5
Sharing Moment



THE DREAMING STAGE

When it comes to brightening our daily lives, travel is the stuff that daydreams are made of. In fact, 37% of travelers in the United States think about planning a vacation at least once a month, and 17% do so each week.² This is your opportunity to inspire them, focus those dreams squarely on you, and begin to guide them from “what if...?” to an actual trip. That requires more than facts about room rates and amenities. You need to tell an inspiring, fully conceived story relating who you are and what makes your destination like no other.

DREAM CONTENT FUNNEL



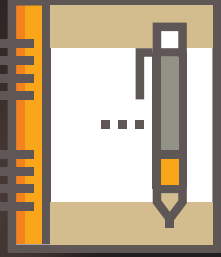
Explain why it's
“Different In Burr Ridge.”



Give visuals that make the
experience real.



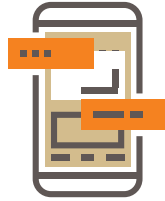
Offer tourism friendly
insights.



PLANNING MOMENTS

37% of travelers in the United States think about planning a vacation at least once a month, and 17% do so each week.² This is your opportunity to inspire them, focus those dreams squarely on you, and begin to guide them from “what if...?” to an actual trip. That requires more than facts about room rates and amenities. You need to tell an inspiring, fully conceived story relating who you are and what makes your destination like no other.

PLANNING MOMENT CONTENT STRATEGY



Stay connected to OTA, website and social with links, links and more links.



Make the website be the journey guest will want.



Inspire easy, clear calls to action.



Highlight the best Burr Ridge has to offer.



BOOKING MOMENTS

Travelers at this stage of the journey are more than just interested and motivated—they're ready to make the leap. But you don't have them yet. They can still pull out or go with that other option they've been toying with. The key at this point is to make transaction as smooth and seamless as possible. That means removing unnecessary hassles and obstacles, and adding any sweeteners that may help push them to action. Make sure your website offers clear information on pricing options and scheduling and does whatever possible to help them put together all elements of their journey. Offer season-specific content so they can look forward to special events taking place around the time they plan to visit.

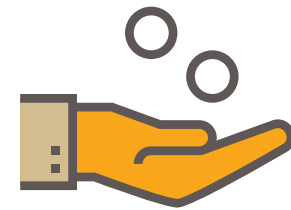
BOOKING MOMENT CONTENT STRATEGY



Remove barriers for
conversion via landing page.



Think mobile first.



Introduce incentives.



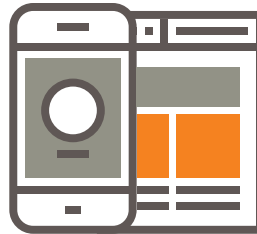
EXPERIENCE MOMENTS

Your efforts have paid off. The traveler has considered hundreds or thousands of alternatives, chosen your destination and made the ultimate commitment by putting money down. Congratulations. Now's your opportunity to reward that faith. The single most important part of the journey is, naturally, the journey itself. For one thing, it's what all the other stages of travel revolve around. It's the stage for which each traveler will forever judge you. Their experience will determine whether they come again and encourage others to do so.

BOOKING MOMENT CONTENT STRATEGY



Deliver on the promise.



Continue to engage with their content as well as your own.



Introduce incentives.

CONTENT SPONSORSHIPS FOR CONSIDERATION



Wedding Wire - \$5K

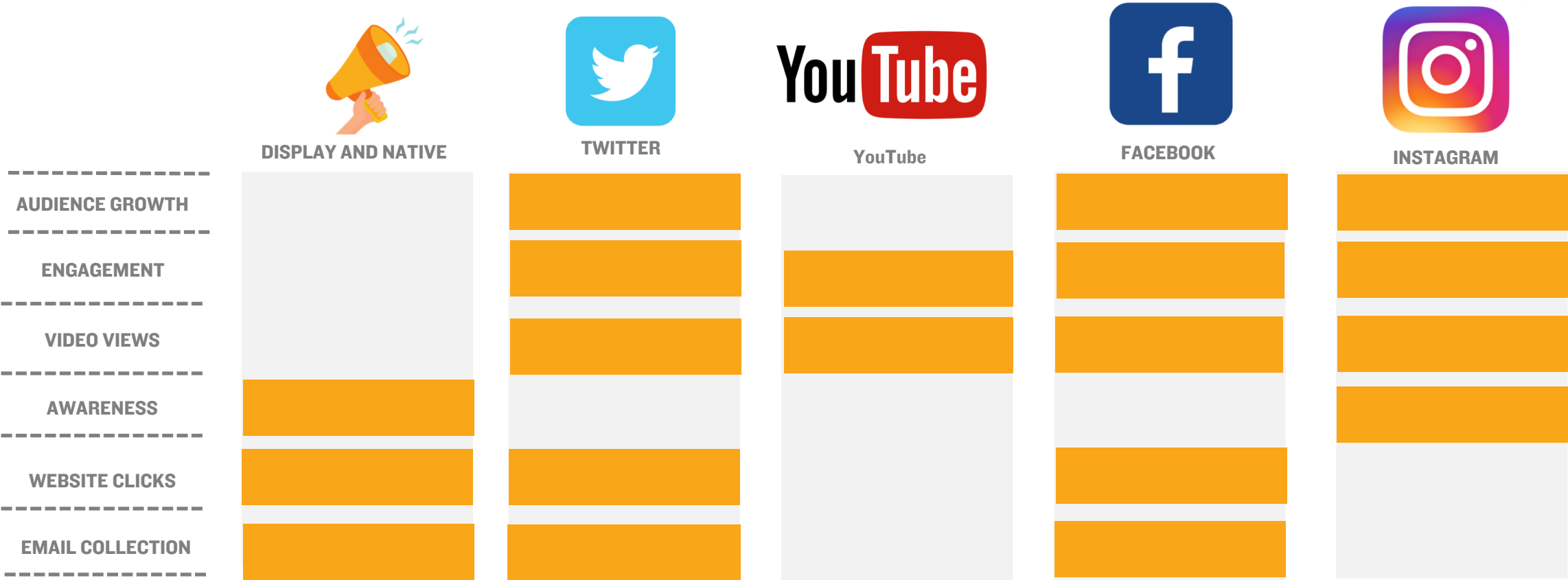


Choose Chicago - \$5K

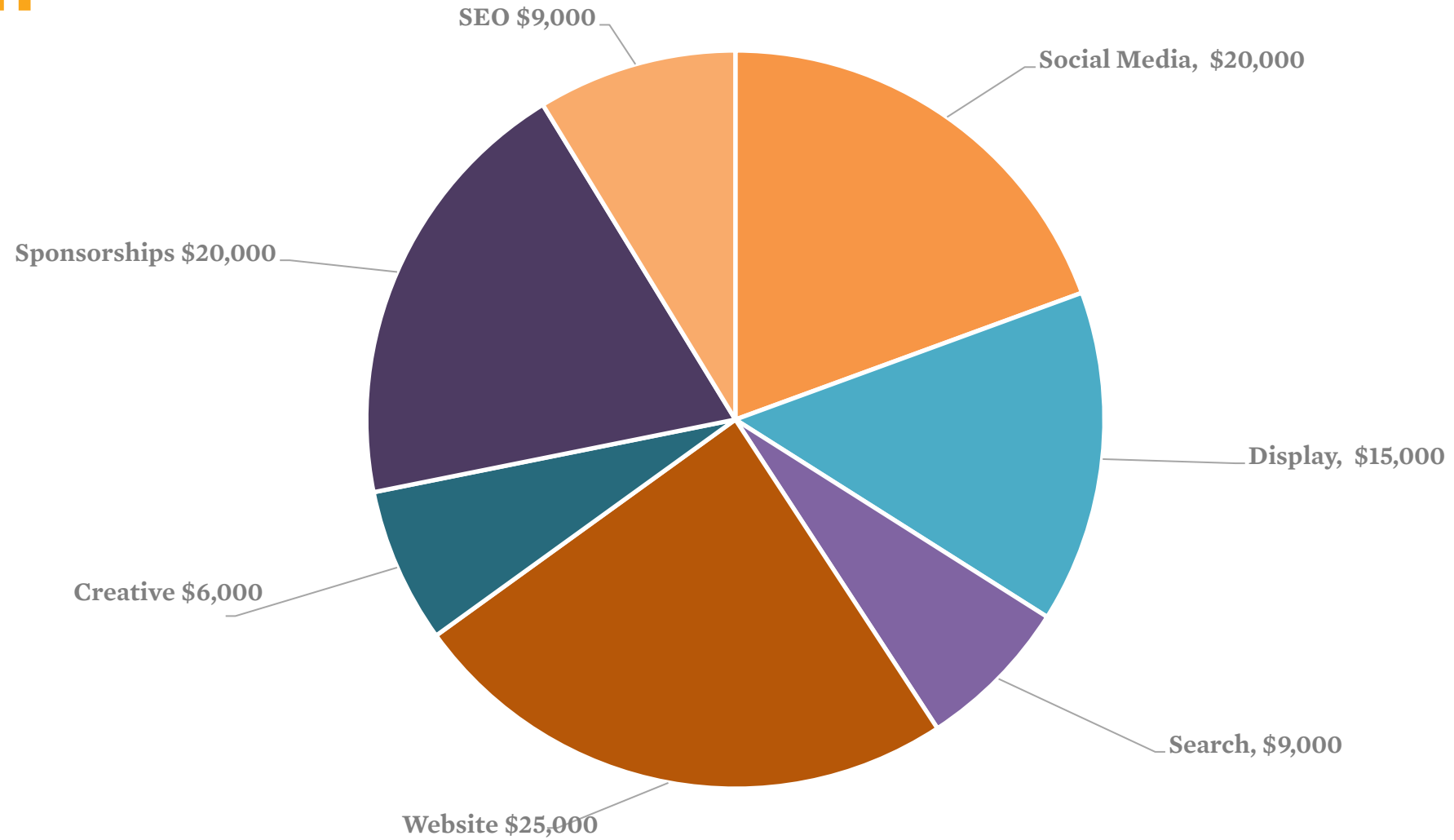


Event Collateral - \$5K

TRACKING SUCCESS



BUDGET



FULL BUDGET

Item	Costs	Notes
Digital Media	\$69,000	Banner, social and search advertising
Billboards	\$45,000	Billboard advertising
TV	\$49,118	Cable advertising
Spotify	\$5,882	Streaming radio
Sponsorships	\$15,000	Choose Chicago, Wedding Wire
SEO	\$9,000	3-month set up and engagement
Website	\$25,000	3-month development and site upkeep
Event Collateral	\$5,000	Tote bags for Summer Event Series
Creative	\$6,000	New images and brand guide
Agency Fees	\$96,000	12-month engagement, full service (avg. 30–40 hours of active service per month)



kivvit

THANK YOU.

RESEARCH NUGGETS



SAMANTHA BLACK
Sales director

EXPERIENCE

POSITION TITLE for company id
Present
Short description of the position and the responsibilities you had in this position.

POSITION TITLE for company id
2013 - 2016
Short description of the position and the responsibilities you had in this position.

POSITION TITLE for company id
2012 - 2013
Short description of the position and the responsibilities you had in this position.

POSITION TITLE for company id
2010 - 2012
Short description of the position and the responsibilities you had in this position.

ADDRESS
125 Name Street,
Town / City,
State / Country,
Postal / ZIP code

PHONE
0028 01234 5678

EMAIL
info@samblack.com

WEBSITE
www.mypage.com

SKYPE
skype_samblack

HOBBIES
creating websites,
swimming,
photography,
body building

EDUCATION

WEB ADVERTISING SEMINAR
2013
University of London, UK

GRAPHIC DESIGN CREW
2010
London Art College, UK
Leader of the group. Lorem ipsum

HIGH SCHOOL UNIVERSITY
2008 - 2012
Short description of the school and the responsibilities you had in this position.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SCHOOL TITLE LOREM
2004 - 2008
Short description of the position and the responsibilities you had in this position.

SKILLS

PHOTOGRAPHY

PHOTOSHOP

INDESIGN

WORDPRESS

TIME KEEPING

ORGANISATION

PROFESSIONAL STATEMENT
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum accipit. Suspendisse ante molestie, egestas et interdum enim in mauris orci tellus congue, at justo tincidunt. Sed turpis convallis turpis congue, ornare ut libero, convallis pellentesque dapibus et ac. Vestibulum ut massa mauris, nullam et elit. In accumsan erat nulla dolor, dapibus sit amet aenean ut libero. Curabitur sed arcu eget mauris. In congue ligula augue eu massa. In ante consectetur sapien ut erat diam. Nullam massa urna semper. Nunc euismod nisi porta lorem sodales. Proin euismod in neque cursus ac pulvinar. Nullam ornare cursus ante ut placerat vel porta. Cras lorem ipsum. Nullam porttitor ligula. Ut porta nisi. Etiam semper mi consectetur. Aenean ut magna a laoreet ipsum. Cras in ipsum vel dolor.

REFERENCES

ELIOT BROWN
0028 01234 5678
eliot@mypage.com

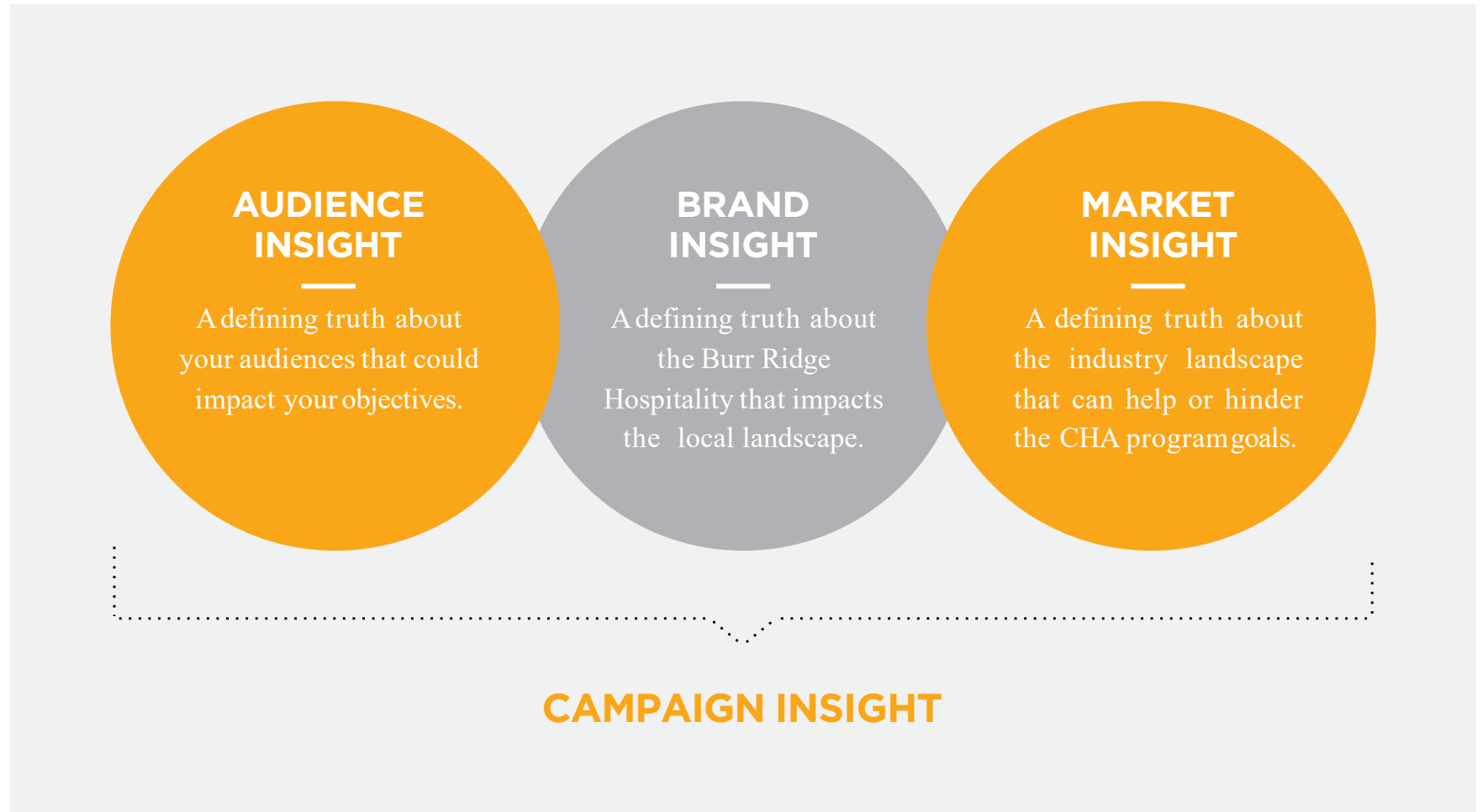
ELIOT BROWN
0028 01234 5678
eliot@mypage.com

ELIOT BROWN
0028 01234 5678
eliot@mypage.com

CREATIVE STARTS WITH A CAMPAIGN BRIEF

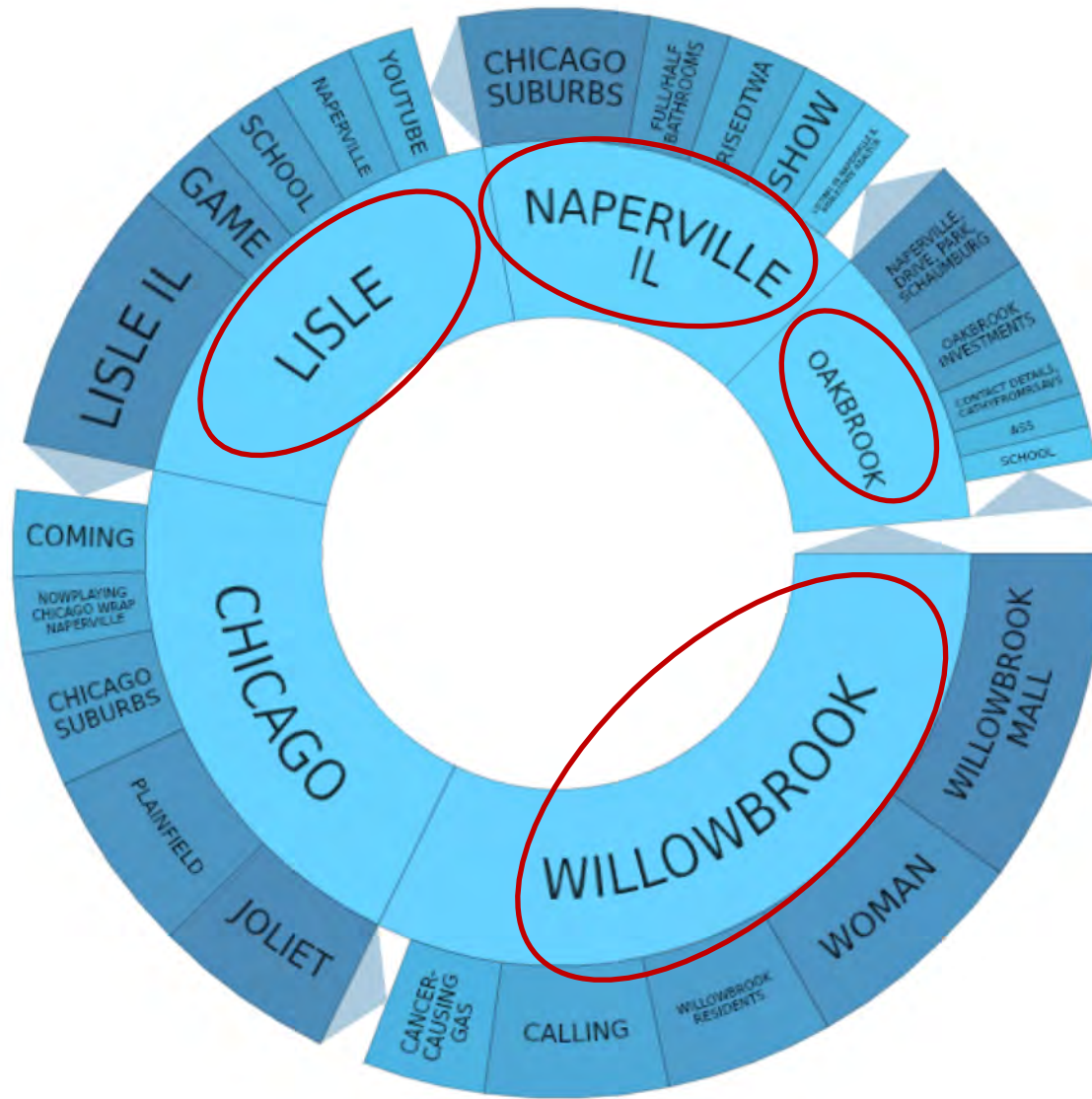
**This brief guides
our strategy and
tactical development.**

*Here's a look at our
research methodology:*



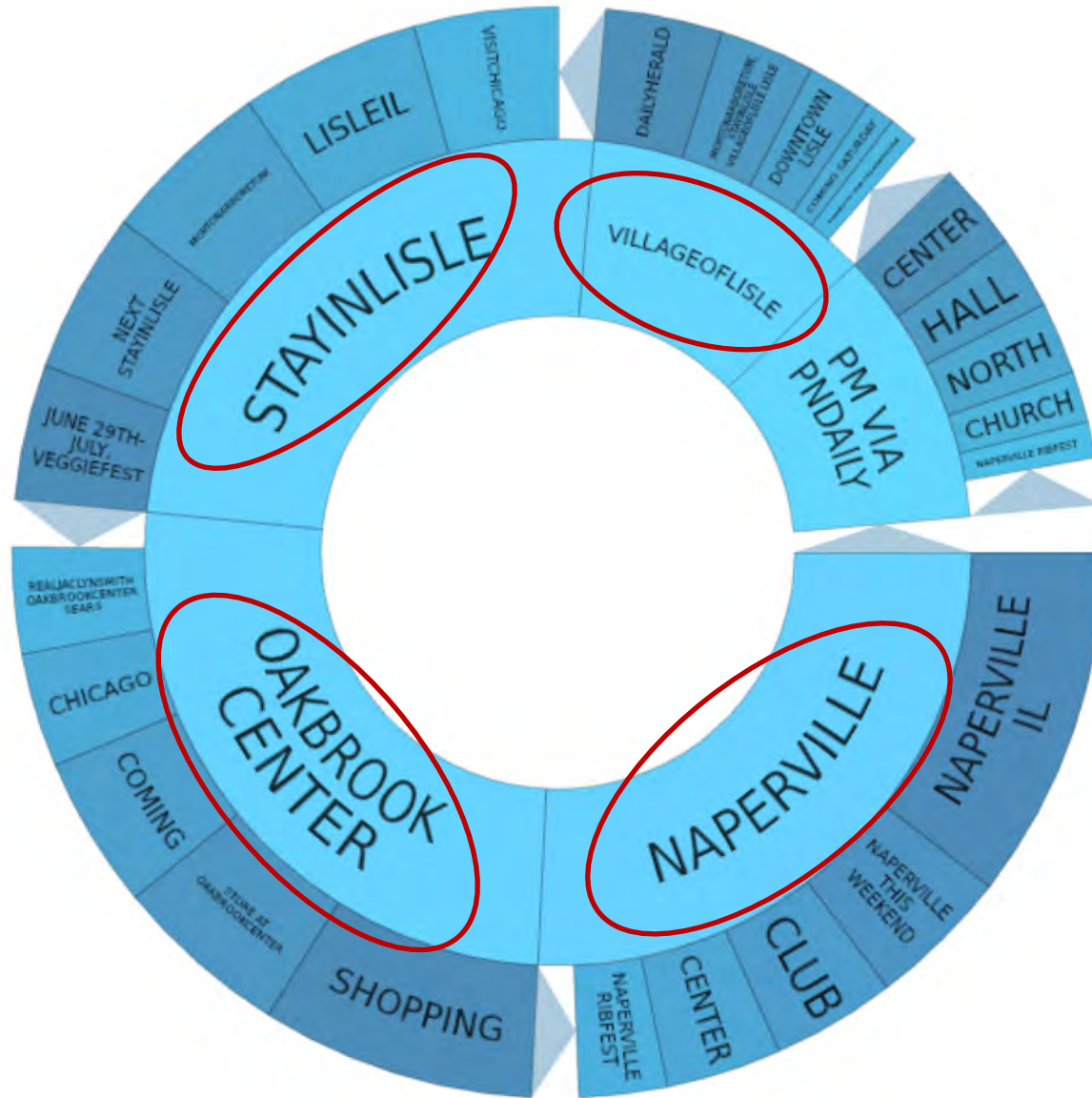


COMPETITIVE ANALYSIS













Where does Burr Ridge Rank In Conversation Share Among Other South Suburbs?

When assessing conversation share across the South Suburbs, Burr Ridge is absent as a brand.



What South Suburbs market their town the best?

Lisle, Naperville and Oakbrook have garnered the greatest share of conversation directly related to their tourism opportunities.

	@PNDaily	25,053 tweets	376 following	4,004 followers	49.8 influence score
	@StayinLisle	3,923 tweets	1,050 following	1,563 followers	14.4 influence score
	@OakbrookCenter	3,665 tweets	114 following	1,134 followers	11.8 influence score
	@villageoflisle	2,133 tweets	50 following	2,463 followers	8.2 influence score
	@OakBrookVillage	1,492 tweets	4 following	1,068 followers	5.9 influence score
	@VisitNaperville	1,140 tweets	45 following	2,652 followers	3.7 influence score
	@BRVillage	1,185 tweets	0 following	437 followers	3.6 influence score
	@willowbrook_il	0 tweets	0 following	0 followers	3.0 influence score
	@dailyherald	229,170 tweets	534 following	33,626 followers	2.6 influence score
	@NapervilleIL	16,663 tweets	127 following	27,352 followers	2.4 influence score

How Are Towns Getting their Message Out?

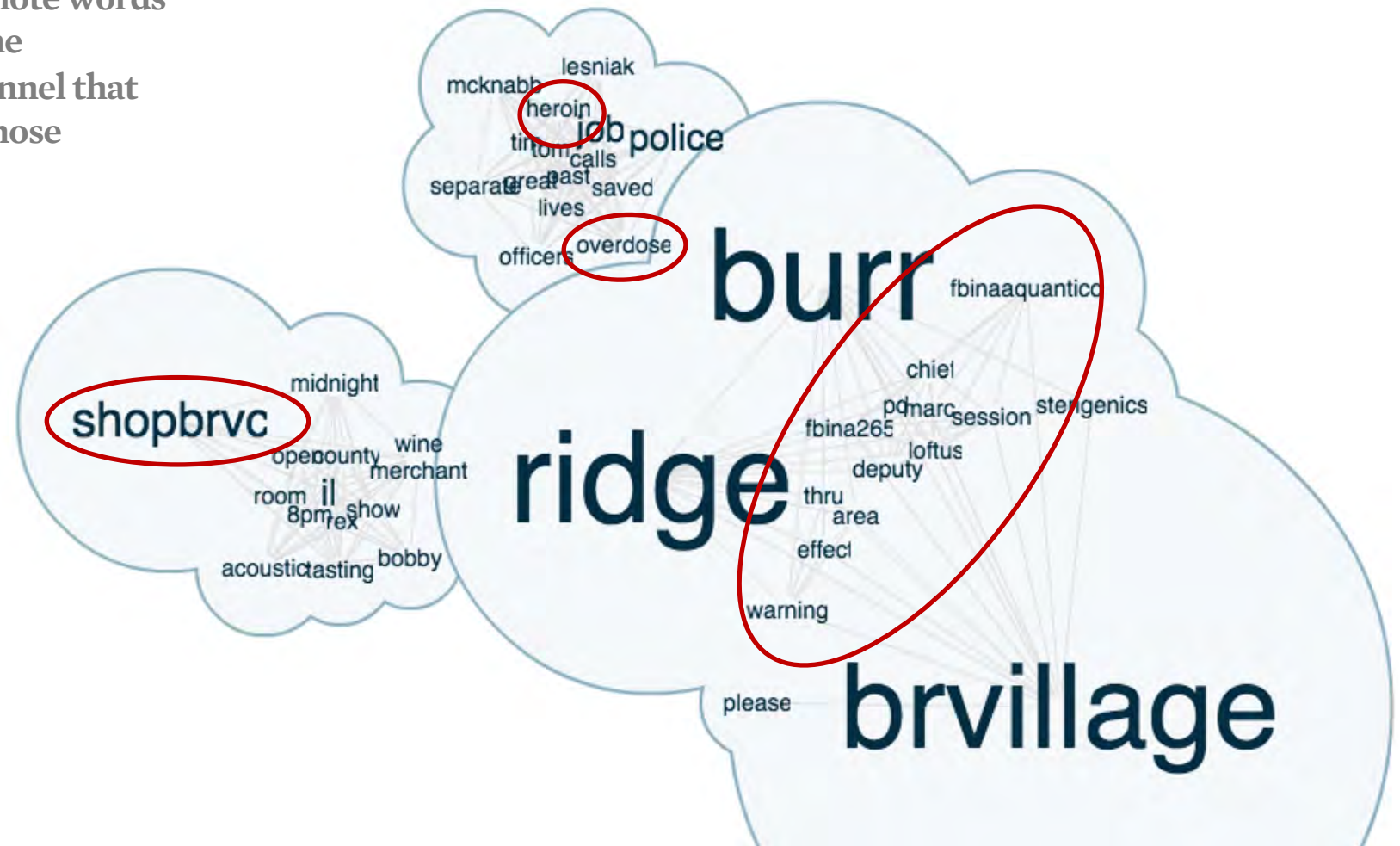
Lisle and Naperville use tourism focused handles distinct from the municipalities to drive conversation around tourism.



BRAND ANALYSIS

Can Promoted Tourism improve the town's reputation?

Recent news topics have created negative clouds around the Village brand (note words like warning, sterogenics, etc.). The @Shopbrvc handle is the lone channel that has been able to stem the tide of those conversations.



@BRVillage	1,280 tweets	0 following	454 followers	80.0 influence score
@ShopBVRC	4,149 tweets	113 following	454 followers	30.0 influence score
@FBINAAQuantico	1,769 tweets	319 following	2,824 followers	10.0 influence score
@FBINA265	109 tweets	49 following	251 followers	10.0 influence score
@BurrRidgePatch	11,940 tweets	156 following	1,354 followers	10.0 influence score
@YouTube	23,206 tweets	1,019 following	71,331,926 followers	5.0 influence score
@BRRParkDistrict	6 tweets	0 following	83 followers	5.0 influence score
@OakBrookPolice	909 tweets	336 following	1,898 followers	5.0 influence score
@dupagechiefs	386 tweets	106 following	905 followers	5.0 influence score
@LifetimeFitness	922,969 tweets	446 following	64,533 followers	5.0 influence score
@StopSterigenics	71 tweets	1,762 following	67 followers	5.0 influence score
@WSCCI_IL	1,861 tweets	455 following	531 followers	5.0 influence score
@FimSchoolPto	328 tweets	22 following	43 followers	5.0 influence score

Why Is @ShopBVRC Effectively Carrying Without A Heavy Following?

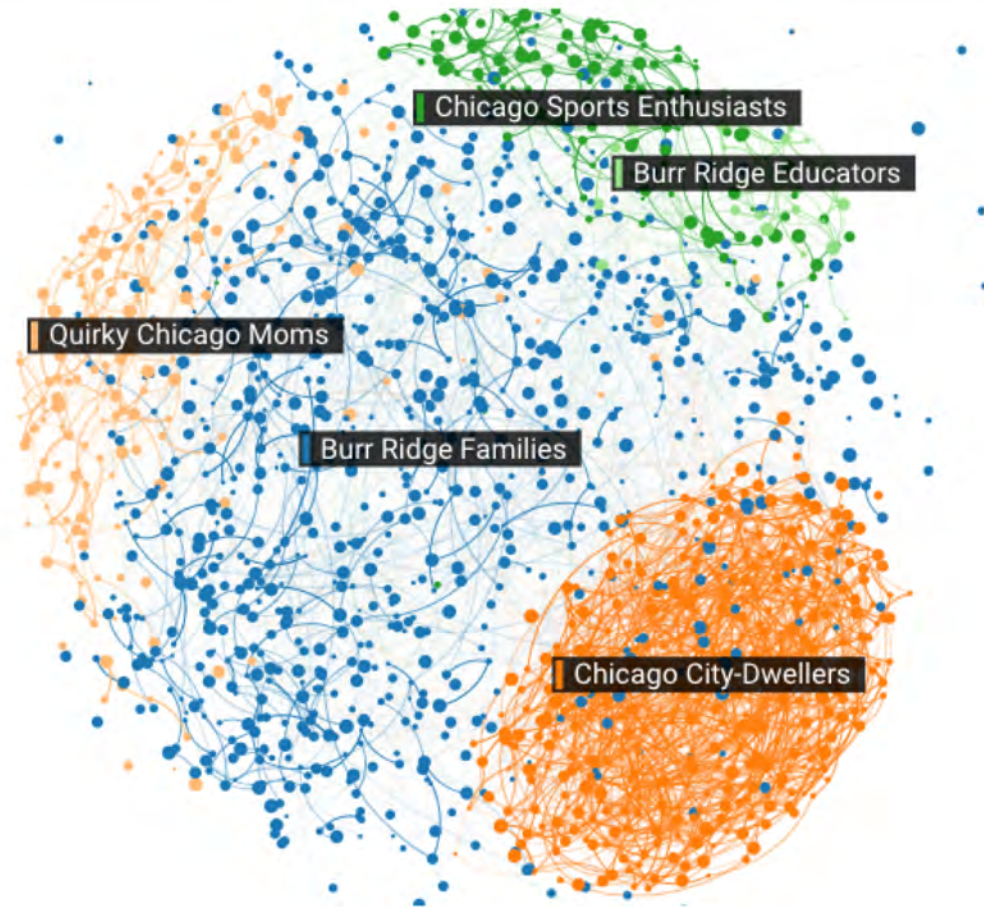
The channel has a higher influencer score than the Burr Ridge Patch, Police Department and local school primarily because it's been a consistent vehicle for current content and they encompass messages from across the vendor network, pushing its expertise ranking related to topics around the Village.



AUDIENCE ANALYSIS

What Does Our Audience Care About?

Most of the channels current following are comprised on local families, making them uniquely interested in things to do in and around the village. Pushing timely, promoted content to them will keep them informed and make them a prime audience for hard conversion for restaurant experiences.



Burr Ridge Families	52%
Chicago City-Dwellers	24%
Quirky Chicago Moms	13%
Chicago Sports Enthusiasts	9%
Burr Ridge Educators	3%



VILLAGE OF BURR RIDGE
MEMORANDUM

TO: Economic Development Committee

FROM: Evan Walter, Assistant Village Administrator

DATE: March 26, 2019

RE: **DuPage County Hotel Tax Legislative Effort**

In 2018, the Village became a member of the DuPage Convention and Visitor's Bureau (DCVB), the official destination marketing organization for DuPage County, in an effort to better support the hotel, restaurant, and shopping properties within the community. While some of the Village is located in Cook County, DCVB represents all properties within the Village. DCVB works to provide economic development assistance to its member communities by booking tourism, meeting, and convention opportunities at the 110 hotel properties with more than 16,000 hotel rooms within the County. DuPage County is the largest hotel market in the State behind Cook County, and DCVB states that its primary peer competitors include St. Louis, Indianapolis, Grand Rapids, and Columbus, while its local competitors include Rosemont, Chicago, and Rockford. Staff is very satisfied with the efforts of DCVB, and our partnership has resulted in several large pieces of business being won for different hotel properties in the Village.

During a recent strategic planning process, DCVB was found to be underfunded in comparison to its peer and local competitors. DCVB's current annual budget is \$2.9 million; by contrast, Chicago and Rosemont directly benefit from a State-approved Airport Departure Tax (ADT), which brings in approximately \$6 million annually and represents but a portion of their total budgets. Similarly, Grand Rapids (\$5 million), Indianapolis (\$8 million), and St. Louis (\$12 million) all have significant advantages in terms of available resources. Approximately 90 percent of DCVB's \$2.9 million budget is constituted from three sources: cooperative advertising (\$612,000), local membership fees (\$625,000), and State financing (\$1,430,000). State financing primarily exists in the form of the Local Tourism and Convention Bureau (LTCB) grant funded through the Department of Commerce and Economic Opportunity (DCEO). In context, DuPage County hotels generated approximately \$16 million in direct hotel/motel revenue for the State, but only \$1 million in grant funding was returned to DCVB in the form of LTCB grants due to a cap in the State grant model. Additionally, DCVB has found that the State's grant disbursement schedule has been unpredictable or delayed in regards to its fiscal calendar (July 1-June 30). In one such instance, the Bureau did not receive its State grant funding until January-about six months late. In summary, DCVB is unable to properly compete with both its peer and local competitors due to its limited budget, despite having a comparative amount of hotel properties and rooms.

In an effort to achieve a more equitable funding structure and contend with its local and peer competitors, DCVB has started the DuPage Tourism Coalition for Tourism, led by members of its Board of Directors and DCVB staff. The purpose of the Coalition is to lobby the State of Illinois to allow authorization for DuPage County to impose a hotel/motel tax on all hotels in the county

as a method to raise additional revenue for tourism and economic development purposes. As a non-home rule county, DuPage County is not currently permitted to levy a hotel/motel tax. According to initial analyses, each 1% increase in the hotel/motel check-out rate would generate approximately \$3.5 million in gross revenue, generated almost exclusively by non-residents of the county. To be clear, the legislation before the State would permit DuPage County to level a hotel/motel tax, with the County then being required to approve the levy of the tax. At this time, DCVB estimates that this would bring in approximately \$2.5 million in additional revenue for their organization, with Choose DuPage receiving approximately \$750,000 of the \$3.5 million and the remaining portion delegated to DuPage County for administrative purposes. An additional \$2.5 million for DCVB would allow for a significant increase in its ability to provide bid fees for large-scale events, support a larger marketing budget, as well as independently fund the newly-formed DuPage Sports Commission, of which Mr. Walter is a Board member. The DuPage Sports Commission would in turn directly work to support the efforts of the Village's sports facility development and thus become a benefit to the Village.

Staff requests EDC consideration and direction on the following questions:

- Does the EDC support the concept of the State permitting DuPage County to levy a tax on hotels within the county for the purpose of funding additional tourism and economic development efforts?
 - This tax would apply only to the properties in Burr Ridge in DuPage County; this includes the Hampton Inn, Crowne Plaza, Springhill Suites, and Extended Stay America, and accounts for 471 of the 655 total rooms in Burr Ridge (72%). While represented by DCVB, the Marriott would not incur this tax increase.
- If the EDC is in support of the concept, should the EDC recommend that the Board consider approving a resolution in support of this endeavor at an appropriate time?
- If the EDC is in support of the concept, does the EDC wish to recommend that staff spend time (and likely some financial investment in the form of travel) supporting for this endeavor? This may include travel to meet with DuPage County stakeholders, meeting with members of the Illinois General Assembly, etc.
 - Mr. Walter is a member of both the DCVB Board of Directors as well as a member of the DuPage Sports Commission Advisory Board, and has been approached by DCVB to volunteer time to lobby in support of this effort. Mr. Walter has stated that he will do so if the Village officially supports the endeavor.

AUTHORIZATION FOR A DUPAGE COUNTY HOTEL TAX

HB 1719 (Durkin) and SB (T. Cullerton) authorizes the DuPage County Board to enact a hotel/motel occupancy tax on hotels in DuPage County for tourism and economic development purposes.

About the DuPage Convention & Visitors Bureau

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage, Illinois' second largest county comprised of 38 communities. The DCVB works to bring meetings, events, sporting tournaments, and leisure travelers to DuPage. This visitation ultimately contributes to the economic vitality of the county and its residents. For more information, visit www.discoverdupage.com.

The DCVB is the second largest certified destination marketing organization in the state.

- With 110 hotels and nearly 16,000 hotel rooms, DuPage has one of the larger suburban hotel markets in the country
- The DCVB membership includes 300+ businesses and organizations

Tourism is an Essential Economic Driver

Destination promotion is a vital component of the county's economic development strategy. During the last five years, increases in the key performance indicators – spending, tax revenue and jobs – have shown an annual increase. The growth represents a savings of approximately \$1,300/year in taxes for the average DuPage County household, according to the Illinois Office of Tourism.

In 2017, visitation throughout DuPage generated (noting increase from prior year):

- 23,000+ jobs (+1.7%)
- \$2.6 billion in revenues (+3%)
- \$160 million in state tax receipts (+8.7%)
- \$46 million in local tax receipts (+3%)

Current Challenge – Loss of Market Share

Due to significant investment by our competitors, DuPage's growth is slowing while theirs is quickening. The competition is surpassing us in market share and continues to gain momentum. We are at a critical crossroads in an increasingly competitive space.

- If DuPage maintained market share of 2014, an additional \$25M in expenditures would have been retained
- Peer competitors include destinations such as St. Louis, Indianapolis, Grand Rapids and Columbus; local competitors include Rosemont, Chicago and Rockford
- Chicago is projected to add more than 4,300 hotel rooms to its inventory by 2021, affecting hotels' competitive rate — and consequently DuPage's competitive advantage.
- Chicago and Rosemont benefit from sizeable incentive funds to secure meetings and events fed through the state-approved Airport Departure Tax. The DCVB's incentive program – while successful – can't compete.

- Other competitive bureaus, even smaller than DuPage, have been able to create large sports destinations, entertainment offerings, and mixed-use complexes with additional funding.

The Solution – DuPage County Coalition for Tourism

Allow authorization for DuPage County to impose a hotel/motel tax on all hotels in the county; DuPage County needs state authorizing legislation since it is a non-home rule county.

- Every 1% increase in the hotel check-out rate will generate approximately \$3.5M — **collected from non-residents**
- An additional 2% would still be below the national average and allow for a competitive rate
- Based on conservative industry standards, DuPage could realize a 5 to 1 return on its investment for state, county, and local tax returns and auxiliary spending

Increased Investment

In 2017, DuPage County hotels generated \$16M in state HMT, however, the DCVB is a capped bureau and receives \$1M annually from the Local Tourism Fund (from the Department of Commerce and Economic Opportunity) that must be matched, and is restricted in use. With this amount, membership and contributions from local communities, the DCVB's budget does not compete with its competitors.

- Competitor budget range: Grand Rapids - \$5M, Hamilton County, IN - \$8M, St. Louis - \$12M
- DCVB's approximate \$2M budget is less than 1/3rd of the funding levels of the typical destination marketing organization with a similar industry base
- An increase in hotel occupancy by just one percentage point would mean another 75,000 hotel rooms booked, and conservatively, \$6M in hotel revenue for our county, communities and state.
- Destination promotion fuels development across the entire economic spectrum. In addition to generating jobs and tax revenues, the DCVB contributes to broader economic growth by creating awareness of the county's 38 communities, attracting decision makers, and improving the quality of place for DuPage County's one million residents.
- Increasing the tourism funding base in DuPage County will help ensure the health and vibrancy of this base industry that brings new spending into the county. In addition, it will advance DuPage's presence in the marketplace and increase visitation.

With additional funding, we can attract more meetings/events; elevate promotional efforts to be reflective of a county the size of DuPage; and establish a sports tourism program.

Note: this legislation allows for the authorization for the tax by the County Board, not the actual levy of the tax



VILLAGE OF BURR RIDGE

MEMORANDUM

TO: Economic Development Committee

FROM: Evan Walter, Assistant Village Administrator

DATE: March 27, 2019

RE: Other Considerations

1. The Board of Trustees approved a five-year sales tax rebate agreement with Michael Oremus of Oremus Materials on February 25, 2019. This agreement is projected to generate approximately \$1 million in new sales tax receipts for the Village over the terms of the agreement with little development impact on our community. Staff wishes to thank Trustee Schiappa once again for bringing this opportunity forward for the Village's benefit.
2. Sports Facilities Advisory (SFA) completed their site visit to the Village on March 21 and 22 regarding the sports facility development, which included a four-hour deep dive meeting with staff as well as facilitation of four total town hall and stakeholder meetings at the Crowne Plaza and Village Hall to generate qualitative perspective. Staff has been informed that a draft of the feasibility will be returned in mid-May with a final draft available for the June 5 EDC meeting and June 10 Board meeting.
3. McDonald's has broken ground on their new facility at 9101 Kingery Highway, with foundation footings already in place. The contractor, Schwabe Construction, is under contract to complete the development by June 14. A photo of the progress to date is attached below. The McDonald's project is expected to generate approximately \$40,000 in new taxes per year.



New Businesses and Business Expansions

Zoning Certificates of Occupancy Issued Since 2/22/2019

Based on Zoning Certificates of Occupancy Issued - Prepared by Burr Ridge Community Development Department

<i>Issued</i>	<i>Business, Owner, Location, Contact</i>	<i>Land Use Description</i>
2/22/2019	Oremus Materials LLC Michael Oremus 361 South Frontage Road 13 Michael Oremus 708-280-7800	<i>LandUse:</i> Office <i>Description:</i> Corporate Office for a ready mix concrete company. Order take, despatch, admin, etc. 12 <i>Employees</i> 2,000 <i>Sq. Ft.</i> <i>Zoning CO Issued For:</i> New Business in Burr Ridge
3/6/2019	NLS Equipment Finance, LLC Cohen FST Trust 1333 Burr Ridge Parkway 20 Ariel Schachter 212-216-8106	<i>LandUse:</i> Office <i>Description:</i> Principle office for administration of equipment leases, financing for point of sale terminals leased to merchants. 3 <i>Employees</i> 0 <i>Sq. Ft.</i> <i>Zoning CO Issued For:</i> New Business in Burr Ridge
3/26/2019	Coda Motors LLC Joseph Nadaf and Joseph Khouri 60 Shore Drive Joseph Nadaf (630) 918-5970	<i>LandUse:</i> Commercial <i>Description:</i> Automobile Sales: Luxury and Imports 10 <i>Employees</i> 9,000 <i>Sq. Ft.</i> <i>Zoning CO Issued For:</i> New Business in Burr Ridge
3/26/2019	Nuseed Nuseed America Inc 1000 Burr Ridge Parkway Sui Janet Szuta 708-377-1330	<i>LandUse:</i> Office <i>Description:</i> 9 <i>Employees</i> 2,820 <i>Sq. Ft.</i> <i>Zoning CO Issued For:</i> New Business in Burr Ridge