



**REGULAR MEETING
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, November 4, 2020
5:00 PM
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 OCTOBER 7, 2020 MEETING**
- 4. CONSIDERATION OF WINTER BUSINESS SUPPORT PROGRAMS**
- 5. OTHER CONSIDERATIONS**
- 6. PUBLIC COMMENT**
- 7. ADJOURNMENT**

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
October 7, 2020

CALL TO ORDER: Mayor Gary Grasso called the meeting to order at 5:03 p.m. The meeting was held in person at the Village Hall.

ROLL CALL: **Present:** Mayor Gary Grasso, Trustee Tony Schiappa, Ramzi Hassan, Paul Stettin, Michael Simmons, Leslie Bowman, Debbie Hamilton, and Bhagwan Sharma (arrived at 5:13 pm.). Sam Odeh participated by phone.

Absent: Kirsten Jepsen and Mark Stangle

Also Present: Assistant Village Administrator Evan Walter, Communications & Public Relations Coordinator Janet Kowal, Management Analyst Andrez Beltran

MINUTES: A **MOTION** was made by Mr. Schiappa to approve the Minutes from the September 2, 2020 meeting. The **MOTION** was seconded by Ms. Hamilton and approved by a vote of 7-0.

CONSIDERATION OF DOWNTOWN BUSINESS DISTRICT CONSULTANT RFP RESPONSES AND RECOMMENDATION REGARDING AWARD OF CONTRACT

Mr. Walter stated that on September 14, the Board of Trustees approved the release of an RFP intended to solicit proposals related to the creation of a Business Development District (BDD) Feasibility Study and District Plan within downtown Burr Ridge. The Village received three responses to this RFP prior to its October 2 deadline from Kane, McKenna and Associates; SB Friedman; and Teska and Associates. Staff is recommending that the contract to perform necessary services be awarded to SB Friedman due to their expertise in the field, their thorough and under-budget response, and their previous experience in the Village in analyzing the Village Center development. Mr. Walter introduced Geoff Dickinson, Vice President at SB Friedman, to answer any questions.

(Mr. Sharma arrived at 5:13 p.m.)

Mayor Grasso asked what the report that SB Friedman provides would contain. Mr. Dickinson said that they would analyze the legal eligibility of the proposed District, suggesting changes if necessary to conform with law, as well as a general economic projection for the performance of the District. Mayor Grasso asked why the Village should hire a consultant at all. Mr. Dickinson said that a third party such as SB Friedman can provide independent opinion that is based on objective analysis, providing reliability and dependability for the process. Mayor Grasso asked how the Village can depend on the projections provided, considering COVID-19's impact. Mr. Dickinson said that SB Friedman usually provides a range for potential revenue collection.

Mr. Hassan asked if performing the analysis was necessary. Mr. Walter said that the District, if established, would reimburse the Village for any costs incurred in creating the District, and that no time would be saved by moving forward without said analysis. Mr. Walter said that this analysis would build market confidence in the Village's desire to develop the downtown.

Mr. Stettin said that the analysis had no obvious downside, supporting the award to SB Friedman.

A **MOTION** was made by Mr. Simmons to recommend that the Board award a contract to SB Friedman for services described in the RFP in the not to exceed amount of \$19,970; the **MOTION** was seconded by Mr. Stettin. Approved by a vote of 8-0.

CONSIDERATION OF WINTER DINING OPTIONS IN BURR RIDGE

Mr. Walter said that staff had spent a significant amount of time exploring how to support winter dining in the coming months, and is returning a general plan for consideration. First, the Board has directed the Plan Commission to hold a public hearing to consider amendments to the Zoning Ordinance regarding the temporary expansion of indoor dining at existing restaurants. Existing regulatory language allowed staff to permit the use of parking spaces for outdoor tents on a temporary basis, but no such language exists to allow for the use of indoor spaces for temporary purposes. If these amendments are approved, they will allow restaurants (or any business if they are limited in their productive ability due to COVID-19) to temporarily expand their indoor footprint. Two such restaurants have already secured pending leases for temporary indoor expansion at County Line Square. This hearing is scheduled for October 19.

Staff has met with the Village's tent company and has secured pricing for winterizing the existing tents through sturdier exterior side and roof panels. Tents are currently heated at the sole expense of the restaurants. Staff has been informed that the winter upgrades will carry a 40% premium on existing tent rentals. Staff estimates that the cost of tent rental with winter upgrades will cost the Village approximately \$75,000 if the tents are kept at Capri, Eddie Merlot's, and Falco's for the entirety of the 25-week winter dining season (November 1-May 1) on a 60/40 restaurant/Village cost sharing agreement. Patti's Cafe has stated that they would consider these upgrades but are unlikely to pursue them due to their agreement for additional indoor space. Complete tent rental costs for both restaurants and Village for the entirety of the winter dining season will exceed \$170,000 if each of the three aforementioned restaurants keep their tent in place.

Staff has identified several sanitizing vendors that could assist in cleaning the restaurants in the Village over the winter. If the Village were to perform one sanitizing routine per month for seven months at the thirteen full-service restaurants, it would cost the Village approximately \$30,000.

Mr. Walter said that many businesses inquired about establishing a winter marketing campaign. This campaign would target local residents in local publications i.e. The Doings, Hinsdale Magazine, etc. as well as via a digital campaign to market Burr Ridge as one of the safest places to dine and shop throughout the winter. Several restaurants have engaged in additional sanitization regimens (Capri, La Cabanita, and Hampton Social) as well as incorporated unique distancing methods (Capri has built high-quality dividers stained dark brown to match the flooring) which create a safe dining experience without loss of atmosphere. Staff recommends that the campaign be approximately \$20,000 to ensure that a winter-long campaign is possible, and all businesses are prepared for pent-up demand in the spring. It is anticipated that a vaccine will be available on some level by spring 2021, thus allowing for potentially additional shopping and dining capacity.

Staff continues to work with restaurants about the possibility of creating all-season rooms (such as Viewpoint Enclosures' product) in 2021, primarily working to secure land agreements with property owners in preparation for eventual zoning petitions. This particular item is not intended as a winter dining strategy, but remains as a general business growth strategy that is currently pending.

Mayor Grasso stated that with only three tents remaining, further subsidization of the tents did not seem equitable, as the initial purpose of the tents was to help restaurants survive the initial phases of the COVID-19 pandemic. That goal has been accomplished. The EDC generally agreed with this statement.

Ms. Bowman suggested that the Village invest in a digital marketing campaign for all businesses downtown. Mr. Hassan agreed that digital marketing should be a focus of the campaign, also noting that he would like staff to explore a coupon book mailer to all residents. The EDC discussed further ideas to this extent.

Mayor Grasso, with the concurrence of the EDC, directed staff to prepare a draft budget for the marketing campaign and a sanitizing program for all downtown businesses for the October 26 Board meeting, while subsidization of the tents would likely be discontinued after October 26.

(Mr. Stettin left the meeting at 6:33 p.m.)

OTHER CONSIDERATIONS

Mr. Beltran stated that the Business License application was available online on the website.

Mr. Hassan stated that he would like to continue the discussion of incentivizing the outdoor three season rooms from Viewpoint Enclosures as a long-term strategy.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

Mr. Schiappa made the **MOTION** to adjourn the meeting to November 4, 2020 at 5:00pm, **SECONDED** by Mr. Sharma. **APPROVED 7-0**. The meeting was adjourned at 6:45pm.

Respectfully submitted:



Andrez Beltran
Management Analyst



VILLAGE OF BURR RIDGE
MEMORANDUM

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

FROM: Evan Walter, Assistant Village Administrator

DATE: November 4, 2020

RE: **Winter Business Support**

At the previous EDC meeting, staff was directed to consider methods for supporting businesses throughout the winter as the COVID-19 pandemic continues.

Temporary Indoor Activities

Since the last EDC meeting, the Plan Commission considered the Board's request to allow staff to hold temporary administrative power to approve indoor activities throughout the winter. The Plan Commission recommended approval of the program and the Board has also directed staff to prepare an ordinance approving these amendments. Staff projects that these amendments will be approved by the Board on November 9, with the condition that they automatically sunset on May 1, 2021. If an extension is required, staff will consult with the Board in late spring to begin the public hearing process.

Additional Stimulus

In April 2020, the Village provided \$217,500 in stimulus checks to local hotels and restaurants ("Tourism Recovery Program"). In total, twenty-one businesses received between \$7,500 and \$15,000. This program was funded out of the Hotel/Motel Fund. The Hotel/Motel Fund has a projected year-end fund balance of \$95,000, therefore repeating the full scope of the earlier Recovery Program out of the Hotel/Motel Fund would not be possible. Out of the twenty-one original recipients in the Recovery Program, only one recipient business has permanently closed its doors in the interim (Henn House), although the winter season is projected to be very challenging for restaurants in particular.

Marketing Programs

At its October 7 meeting, the EDC preliminarily suggested a possible marketing campaign be created for Village restaurants and retail businesses. Staff has since met with Barcelona Creative Group, a marketing firm in Burr Ridge, to design program options for such a program; the program proposals are attached for review. In total, the marketing program may cost up to **\$64,500**, but each medium is broken out to allow for more selectivity. Staff recommends that each line item be assumed to carry a 25% agency management fee.

Sanitization Regimen

Staff has identified a sanitizing vendor (MicroSonic Solutions) as a provider of sanitization services for the restaurant industry in the Village over the winter. If the Village were to perform one sanitizing routine per month at all downtown retail and restaurant businesses, it would cost the Village approximately **\$5,000** per cleaning cycle (provided all restaurants take advantage of the service). Coordination would be required between each of the businesses who wish to participate in the program, which would be handled by staff.

Village of Burr Ridge

Winter Campaign Budget Projection

Presented by:

Juli Barcelona

October 21, 2020



barcelonacreativegroup

Digital Campaign Targeting

Below you will find the geographic and demographic specifics of the recommended digital campaign tactics.

Geographic Area:

- 12 Mile Radius of Burr Ridge Village Center

Initial Geo-Fencing Location List:

- Burr Ridge Village Center – 0.25 mile radius
- Capri Burr Ridge – 0.25 mile radius
- Falco’s Pizza – 0.1 mile radius
- Pierce Tavern Downers Grove – 0.5 mile radius
- Gibson’s Oak Brook – 0.5 mile radius
- Fuller House Hinsdale – 0.5 mile radius
- Five Seasons Sports Club – 0.25 mile radius
- Whole Foods Burr Ridge – 0.1 mile radius
- Whole Foods Hinsdale – 0.25 mile radius

Campaign Tactic	Audience Criteria
Mobile Conquesting Display/Video Behavioral Categories, Geo-Fencing & Geo-Retargeting & Retargeting, Cross Platform w/ Display, Native & Facebook/Instagram	Demographics: Ages 35+ Behavioral Categories: Sit-Down Diners; Lunch Diners; Evening Diners; Foods-Carry Out; Shoppers; Shopping Mall; Shopping Centers & Malls
Online Audio Online Audio Artificial Intelligence (AI) & Category Targeting	Categories: Casual Restaurant Diners; Sit Down Casual Dining Purchasers; Family Friendly Restaurant Visitors; Food & Restaurants; Restaurant Take-Out; Foodies; Recent Shoppers; Frequent Shoppers; Shopping Enthusiasts
Amazon Premium Video/OTT Behavioral Category Targeting & Retargeting	Demographics: Ages 35+ Behavioral Categories: Recent Shoppers; Frequent Shoppers; Foodies



Digital Campaign Forecasting

The chart below details the tactics and impressions estimated for the 5-month digital advertising campaign.

Campaign Tactic	Monthly Impressions	Monthly Spend	Duration	Share of Impressions	Total Impressions	Total Spend
Mobile Conquesting Display & Video Behavioral Targeting, GEO-Fencing & Geo-Retargeting & Retargeting	200,000	\$1,500	5 Months	Mo=519,420 SOI=38.50%	1,000,000	\$7,500
Cross Platform Add-On – Display Ads	100,000	500	5 Months		500,000	2,500
Cross Platform Add-On – Native Ads	100,000	500	5 Months		500,000	2,500
Cross Platform Add-On – Facebook & Instagram	100,000	1,000	5 Months		500,000	5,000
Online Audio Behavioral Category Targeting & AI	40,000	1,000	5 Months	Mo=107,100 SOI=37.34%	200,000	5,000
Amazon Premium Video/OTT Behavioral Category Targeting & Retargeting	66,667	2,000	5 Months	Mo=302,131 SOI=22.06%	333,335	10,000
Campaign Totals	606,667	\$6,500			3,033,335	\$32,500



Video Production

Below you will find initial details of video marketing recommendations in support of the digital campaign.

Welcome or Theme Intro Video:

This is a roughly 1-minute video that would be produced and used on the marketing microsite and social media profiles to launch or introduce and support the campaign. The video would feature footage from our video shoot as well as a few local Burr Ridge business owners with very short comments to encourage residents to come out and safely support local businesses.

- Production Management/Producer/Scripting
- 1 Day of Videotaping
- ½ Day of Drone taping
- Editing and Motion Graphics
- Voiceover

Individual Business Profile Videos (Includes 3):

These would be 1-minute videos each featuring one of your local restaurants, retailers and even a hotel. They would be used on the marketing microsite and social media profiles to strengthen the campaign.

- Production Management/Producer/Scripting
- 2 Hours of Videotaping
- Editing, Graphics and Voiceover



Print Advertising

Below you will find the geographic and demographic specifics of the recommended digital campaign tactics.

Hinsdale Living:

- Published monthly
- 19,000 copies direct mailed to every home and business in Hinsdale, Clarendon Hills, Oak Brook and Burr Ridge
- \$1,800 spread (discounted rate)
- \$1,000 full page (discounted rate)
- December issue deadlines very soon

Hinsdale Magazine:

- No circulation quoted
- \$2,398 center spread
- \$1,599 full page color
- \$999 half page
- Deadline is the 10th of the month prior to publication

Downers Grove Magazine:

- Published 4x per year – Nov, Mar, July, Sept
- March is the only issue in our campaign
- \$2,558 center spread
- \$1,279 full page
- \$799 half page
- Deadline is the 10th of the month prior to publication



Campaign Strategy:

Our recommended marketing budget consists of the following mix of media channels and strategies.

Media	Duration	Budgeted Spend	Notes
Digital Advertising	5 Months	\$ 32,500	
Print Advertising	4 Months	5,300	4x Hinsdale Living, 1x Downers Grove Magazine
Marketing Website (microsite)		6,500	Includes design, development & content
Email Marketing			Newsletter design & setup included in agency fees
Theme Intro Video & 3 Business Profiles		5,400	
Agency Creative & Management Fees		15,000	Includes all strategic, creative planning and account management, all creative and content for ads, coordination, campaign tracking and monthly reporting.
Campaign Total		\$ 64,700	



Fees & Cost Structure

While fees for the services we provide range from \$90.00 to \$175.00 per hour, we have based our estimates on a blended hourly rate of \$135.00.

Any additional expenses incurred on your behalf will be invoiced as they are incurred, with a standard agency markup of 20%. These may include licensing of stock photography, third party plugins or website extensions, printing or production of large color format graphics, email marketing platform, travel, fulfillment, website hosting, etc.

Conclusion

A Few Words About this Preliminary Proposal...

Thank you for allowing us to submit this initial proposal. We have tailored this campaign planner to match our proprietary approach to providing branding, marketing and media management services to your company. As such, we submit this preliminary proposal and budget to you in confidence and we prohibit the disclosure of any information contained in this proposal without our written consent.

