Agenda
Village of Glen Ellyn
Special Village Board Workshop
Monday, August 28, 2023
6:00 PM
Glen Ellyn Civic Center, Room 301

Meeting Procedures Statement

Visitors are most welcome to attend all meetings of the Village Board and can find copies of the Agenda at the meeting or online at www.glenellyn.org prior to the meeting. Any individual with a disability requiring a reasonable accommodation in order to participate in a meeting should contact The Village of Glen Ellyn ADA Coordinator, 630-469-5000, at least five (5) business days in advance of the next scheduled meeting. All matters on the Agenda may be discussed, amended, and acted upon.

A. Call to Order

B. Pledge of Allegiance

C. Roll Call

D. Audience Participation

1) Open:

Members of the public are welcome to speak to any item not specifically listed on tonight's agenda for up to (3) three minutes. For those items which are on tonight's agenda, the public will have the opportunity to comment at the time the item is discussed. In either case, please complete the Audience Participation form and turn it in to the Village Clerk. It is requested that, if possible, one spokesman for a group be appointed to present the views of the entire group. Speakers who are recognized are requested to step to a microphone and state their name, their topic and the group, if any, they are representing prior to addressing the Village Board. Individuals wishing to address the Board shall exercise proper decorum and respect for the proceedings and the business of the Village Board, and shall refrain from abusive demeanor and language. The practice of ceding time to other speakers shall be prohibited, except in the discretion of the presiding officer of the meeting. Public officials are not obligated to respond to questions.

E. Presentation

1) Central Business District (CBD) Business Support Programs (Economic Development Coordinator Hannah)

F. Adjourn

Glen Ellyn Village Board
535 Duane Street
Glen Ellyn, IL 60137

Meeting 8/28/2023 6:00 PM
Department: Administration
Department Head: Emily Rodman
Category: Discussion Item
Prepared By: Meredith Hannah

AGENDA ITEM (ID # 2023-839)

DOC ID: 2023-839

Central Business District (CBD) Business Support Programs (Economic Development Coordinator Hannah)

Statement of the Issue:
During the August 7, 2023 Special Village Board Workshop Meeting, the Village Board heard updates on the central business district construction project, as well as from businesses in the construction area regarding the impact it has had on foot traffic and business overall. The Village Board has asked staff to bring back proposals and ideas to assist businesses through this construction cycle.

Analysis:
CBD Small Business Construction Impact Grant Program
The City of Lockport created a grant program to financially subsidize businesses impacted by their downtown streetscape project. Using Lockport's program as a model, staff has researched and developed a similar program with the following possible criteria:

CBD Small Business Construction Impact Grant for independent businesses who are primarily retail; primarily food and/or beverage service; or primarily entertainment and are located within the Village of Glen Ellyn's Central Business District and included in the downtown construction project area. The goal of this program is to assist those independent business owners bridge the financial impacts created by the ongoing CBD Phase I and Phase II construction (phase III and IV in the future). This 1-time award is provided to independent business owners in recognition of the investment and positive impact they have made in the community through their contribution to making Glen Ellyn's Downtown a destination for unique shops, a mix of food/beverage service gathering places, and entertainment. The award is to be one part of the solution for their continued success in the future.

Eligible Businesses:

A. To be eligible for the CBD Small Business Construction Impact Grant Program, the business must meet the following criteria:
    i. Be an existing business that is independently owned (including independent franchisees)
    ii. Be primarily: retail, food and/or beverage service, or entertainment.
    iii. Be able to provide the information listed in Section 2 of the Agreement, and

iv. Have a 'bricks and mortar' presence in the streetscape project area (Phase I or Phase II)
v. Have regular posted walk-in hours during the construction timeline.
vi. Have been fully open for business 1 year prior to the start of the applicable construction phase
vii. Have an approved Business Registration and Occupancy Permit on file with the Village.

B. An application for a grant request may only be submitted by a commercial business owner.

Documents

- Total Business revenue for April 1 - August 31 from their construction impact period
- Total Business revenue for the same time period from the year prior to their construction impact period
- Paid in full receipts of business expenses incurred during same period for rent, payroll, utility (e.g. cannot be used for past due expenses of that period)
- Weekly sales receipts

Grant Amount
One-time grant for Business Impact:

- For business revenue down 20%-29.9% - $3,000;
- For business revenue down 30% or more - $4,500;

Source – General Fund

Downtown Beautification Award Program
The Downtown Beautification Award Program was created in 2022 following feedback from businesses located in the first phase of streetscape. The Beautification Awards are fully reimbursable awards up to $3,000 per business. The Village has approved three (3) beautification awards totaling $8,675, and is working with seven (7) additional businesses on beautification awards. This program is funded by the Central Business District TIF. This award could be increased or eliminated if a new grant program is created. (Please note in addition to the beautification award, the Village funds various TIF Award Programs annually for Facade, Interior Improvements, and Fire Alarm improvements to businesses in the CBD.)

Marketing Support
For many years, the Village has partnered with the Alliance of Downtown Glen Ellyn and the Glen Ellyn Chamber of Commerce to market and drive traffic to Glen Ellyn businesses. These efforts change year over year, but through this collaboration, the Village supports and markets many events and various activities annually. These events attract visitors and residents downtown, which benefits all businesses. In addition, existing award programs, infrastructure improvements, and the presence of downtown activity generators like the Civic Center, train station, and Library, assist with driving more customers to downtown businesses. Last year, with the beginning of Phase I of CBD construction, the Village partnered with a marketing/communication firm to help manage the

construction and its impact on downtown businesses. In addition, the Alliance worked with the Village to host "Wine the Walkway" event in the pedestrian walkway to drive traffic to the nine (9) restaurants on the Southside of the downtown and provide exposure to the nine (9) retailers.

Phase I has approximately 34 businesses, including offices, salons, service businesses, restaurants (9) and retailers (9).

During Phase II of streetscape, the Alliance held their annual "Wines and Finds" shopping event in June and an indoor/outdoor sidewalk sale in the downtown. Both Jazz and Country Road concerts were held on the southside of downtown. Two retailers opened during Phase II of streetscape and one new restaurant is set to open in the coming weeks. The Village launched the "It's Worth the Trip" campaign and worked with Innovation DuPage and the Alliance to host events for businesses to learn more about social media and find resources to boost their on-line presence. Innovation DuPage also worked with the Alliance on an "It's Worth the Trip" video showcasing the many businesses downtown. Innovation DuPage worked with Glen Ellyn Mom's Village to help promote the video on social media channels. Most recently, the Village has provided $500 worth of gift checks to our Parking Enforcement personnel to distribute to shoppers in the downtown to encourage return visits. Staff have also collaborated with the Alliance on a new "Shop Summer Saturdays" event that runs every Saturday through September to encourage people to visit multiple shops and restaurants across the downtown on Saturdays. Paid advertising supports this event as well as posters and social media from the participating businesses. Businesses are also promoting this initiative through their email lists and social media posts.

Phase II has approximately 110 businesses, including offices, salons, service businesses, restaurants (10) and retailers (26).

The Village will continue to be committed to working closely with the Downtown Alliance of Glen Ellyn and the Glen Ellyn Chamber of Commerce to help drive business to the Downtown both during and after the construction. These efforts are designed to help revitalize local spending and drive traffic to the area.

Budget Impact:

Small Business Streetscape Construction Impact Program

A construction impact program would need to be funded by the Village's General Fund, as TIF Funds are not eligible to be used for rent or salaries. Depending on the number of businesses that submit for participation based on the criteria above from Phase I and Phase II, approximately 54 businesses would be eligible and the financial impact could range between $162,000 - $243,000. If other businesses who offer services and have retail sales are included, this range could increase substantially.

Downtown Beautification Award Program

If this program continues, the Board has approved $30,000 in the 2023 Central Business District TIF Fund Budget, and staff would recommend the same amount for the next several budget cycles.

Marketing Support

The Village has budgeted $30,000 for marketing in 2023 and will continue to dedicate resources to future marketing initiatives and plans for the CBD.

Contribution to Strategic Plan

Action Requested:
Staff is seeking direction from the Village Board on how to proceed.

Attachments: