

AGENDA
Economic Development Committee
Wednesday, October 9, 2019
7:00 p.m. – Darien City Hall

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – September 11, 2019**
- 4. New Business**
 - a. Chamber Commerce Update**
 - b. Welcome Committee Member Nick Pitzer**
- 5. Old Business**
 - a. Business Statistics and Data – Plan to Begin Business Outreach**
 - b. Incentive Website Link Finalization (Vision, Mission, Application)**
 - c. Incentive Matrix/Template and Application**
 - d. Darien Economic Development Survey Update**
 - e. Darien Marketing Material Update**
- 6. Next Scheduled Meeting**
- 7. Adjournment**

City of Darien
Minutes Economic Development Committee
Wednesday, September 11, 2019

1. Call to Order

The meeting was called to order at 7:00pm by Chairwoman Tina Beilke. Other committee members present were Louis Mallers, Bryan Gay, Matt Weberling, Robert Hahn, Angelo Imbrogno, Mary Coyle Sullivan (City Counsel Liaison) and Joseph Marchese (Mayor) was also present. The meeting was held at Darien City Hall.

2. Public Comment

There were no public comments

3. Approval of Minutes - August 14, 2019

The minutes as submitted for August 14, 2019 were approved.

4. New Business

a. John Manos -Brookhaven Plaza Update

John described recent activity, including maintenance and repairs for the property at Brookhaven Plaza and development details for the out lot at that corner of Plainfield Rd and Cass Ave. He showed a rendering of the proposed development and discussed a few options that may be included. He also discussed activity with current and prospective tenants regarding both properties and their tentative plans in the future.

b. Committee Member Opening

5 applications were received from those interested in the open position available in the committee. Joseph Marchese (Mayor) introduced Nick Pitzer, currently on the Executive Board at The Darien Chamber of Commerce and mentioned he might be a good candidate. Nick introduced himself and described his experience and willingness to join the committee if approved.

c. Training/Seminars

Bryan Gay discussed a training opportunity granted by ComEd for someone on the EDC to learn more about topics relating to Economic Development. Suggestions were made to take advantage of this learning opportunity via other avenues, perhaps a training presentation to the EDC and/or Planning and Zoning Committee and possibly including Aldermen as well. Bryan agreed to inquire more about this possibility and report back to the committee.

5. Old Business

a. **Business Statistics and Data-**

The committee started a dialogue about the various taxes shown on the (SIC) Code Reporting page. Joseph Marchese (Mayor) informed the committee that individual taxes paid by businesses to The City of Darien was confidential and could not be released. Joe also expressed concern about the occupancy of The Chestnut Court Shopping Center as current tenants are being actively recruited by other property owners in surrounding cities to change locations. More was discussed about the revitalization of Grove Shopping Center and what might be done with The Chestnut Center to improve its current condition. Some time was devoted to the possibility of building a colored/electronic monument sign to be utilized for the benefit of businesses and residents and pros and cons were discussed as well.

b. **Incentive Formalization (Vision/Mission)**

The committee discussed the desire to have a platform for current and prospective businesses to apply to the City of Darien and if needed, request support. The Mayor discussed some opportunities that may be coming to Darien into the future. It was noted that not many surrounding communities offered this option which makes it an appealing benefit to the City of Darien for applicants.

c. **Incentive Matrix/Template-**

The committee discussed the Incentive Matrix and noted that the template is almost complete. The goal of the matrix is to be comprehensive in nature with the ability to evaluate and quantify all applicants equally. Another goal is to provide a clean and easy process for applicants and to work in conjunction with the application on the city website.

d. **Survey Darien Connect Results-**

The committee discussed sending another survey to Darien residents to get feedback on what type of businesses they would like to see and to obtain insight on the current array of businesses within Darien. Some minor additions and changes were discussed.

e. **Darien Marketing Material Update-**

Joseph Marchese (Mayor) mentioned that Al Kohout from Alkaye Media Group already has a lot of great footage he has worked to obtain for the video and marketing material. He would like some direction on the structure of the video that the City wants to pursue.

6. Next Scheduled Meeting

The committee's next meeting will be Wednesday, October 9, 2019 at 7pm.

7. Adjournment

The meeting adjourned at 9:10pm

CITY OF DARIEN ECONOMIC DEVELOPMENT APPLICATION

Applicant's Name _____

Address _____

Phone Number _____

Email Address _____

Name of Business or Project Name _____

Owner's Name and Address (if different than above) _____

Description of Project (attach any site plans, drawings, etc.) _____

Type of Incentive being requested and amount being requested (if applicable)

Total Development Costs _____

Project Proposed Start and Estimated End Date _____

Please provide comment(s) on how this project would benefit the City's initiatives below (check all that apply):

- Generates additional sales tax/property tax dollars or retains existing sales/property tax to City
- Contributes to the local economy (e.g. job growth, increased foot traffic, etc.)
- Creates public infrastructure improvements
- Develops, redevelops, or repurposes vacant, distressed or blighted areas
- Produces non-fiscal benefits to City (e.g. enrichment to resident's lifestyles, beautification, etc.)
- Incurs extraordinary costs incurred by developer that make project difficult to attain without incentive
- Formulates a strong business plan, ability to financially complete project, and minimize risk to City
- Satisfies an additional community benefit (e.g. targeted business model, competitive advantage with neighboring communities)

Explanation of added benefits to City _____

What Type of Financing will be Involved and what is the Project's Financial Business Plan? _____

Has Applicant applied for any other forms of assistance through the City or other government entity (e.g. grants, permit fee waivers, etc.)? _____

Signature of Applicant _____
Date: _____

State of Illinois
COUNTY OF DUPAGE

Signed and Sworn to before me on _____(date)
by _____(name of person taking sworn oath or affirmation).

Notary Signature

Notary Seal

My Commission Expires: _____

By signing, Applicant affirms above is true and accurate to the best of their knowledge. Applicant affirms they have no outstanding debts to City and is in good standing. This application expires three (3) months from date application is signed. If application expires, City may request an update to above stated information.

CITY OF DARIEN ECONOMIC DEVELOPMENT MATRIX

ECONOMIC DEVELOPMENT GUIDELINES FOR INCENTIVE APPLICANTS

Criteria	Weight 1-5	Rank 1-5	Total (Weight x Rank)*
1. Generates additional sales tax/property tax dollars or retains existing sales/property tax to City	5		
2. Contributes to the local economy (e.g. job growth, increased foot traffic, etc.)	4		
3. Creates public infrastructure improvements	3		
4. Develops, redevelops, or repurposes vacant, distressed or blighted areas	5		
5. Produces non-fiscal benefits to City (e.g. enrichment to resident's lifestyles, beautification, etc.)	4		
6. Incurs extraordinary costs incurred by developer that make project difficult to attain without incentive	3		
7. Formulates a strong business plan, ability to financially complete project, and minimize risk to City	5		
8. Satisfies an additional community benefit (e.g. targeted business model, competitive advantage with neighboring communities)	4		
Total Score Minimum = 33 Maximum = 165 Eligibility = 123+ (75%)			

*Weight and Rank are based on 5 being the highest score/most desired.

INTRO

On June 17, 2019, the City created an Economic Development Committee (EDC) with the purpose of:

- A. Advising the City on the development and implementation of business retention/expansion programs;
- B. Advising the City on the implementation of a marketing program to attract new business and industry;
- C. Monitoring business activity and trends on the local, State, and national level;
- D. Establishing a focal point for businesses to approach and discuss issues that affect them; and
- E. Engaging representatives from community and regional entities as appropriate on matters for economic development.

The EDC is soliciting feedback from the community regarding what type of businesses residents would like to see in Darien. In summary, municipalities segment the land under their jurisdiction into zoning districts, each of which is governed by specific ordinances that dictates the categories of businesses that can operate within that district. You can review Darien's zoning ordinance at https://www.sterlingcodifiers.com/codebook/index.php?book_id=302. Your participation in this survey is greatly appreciated.

Do you utilize a Darien business at least 50% of the time for the following purposes:

Groceries	Yes	No
Gasoline	Yes	No
Home improvements and garden supplies	Yes	No
Dining	Yes	No
Pet supplies	Yes	No
Medical services	Yes	No
Legal services	Yes	No
Automobile repair	Yes	No
Apparel	Yes	No
Specialty Services	Yes	No
Banking	Yes	No
Financial Services/Support	Yes	No
Entertainment	Yes	No

Are you satisfied with the choices Darien offers for the following purposes:

Groceries	Yes	No
Gasoline	Yes	No
Home improvements and garden supplies	Yes	No
Dining	Yes	No
Pet supplies	Yes	No
Medical services	Yes	No
Legal services	Yes	No
Automobile repair	Yes	No
Apparel	Yes	No
Specialty Services	Yes	No
Banking	Yes	No
Financial Services/Support	Yes	No
Entertainment	Yes	No

What type of businesses would you like to see locate in Darien (please be specific):

Are you aware of the Darien Chamber of Commerce: Yes No