

**CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
TUESDAY, AUGUST 23, 2016 – 1:30 P.M.
MEETING ROOM A
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD**

AGENDA

1. CALL TO ORDER
2. CITIZENS' COMMENTS
3. APPROVAL OF JUNE 28, 2016 MINUTES
4. SALES TAX REPORT
5. ECONOMIC DEVELOPMENT DIRECTOR'S REPORT
6. SUGGESTED HOTEL/MOTEL REVISIONS
7. FUTURE DISCUSSIONS – WATER TOWER – CITY NAME / ANNEXATION PROGRAM
8. NEXT MEETING – SEPTEMBER 27, 2016 AT 1:30 P.M.
9. ADJOURN

THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Tuesday, June 28, 2016 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Chuck Daily, Michael Hagen, Don Barkley, Bob Triplett & Charlie Kassly

Committee Members absent – Brandon LaMarque, Elroy Philip, Marty Bausano, & Bill Poletti

Other Aldermen and Elected Officials in attendance – Karen Kaufhold

Staff in attendance – Mike Malloy

Recorder – Becky Short

Public Participation

None

Approval of Minutes

Motion and second were made by Don Barkley/Charlie Kassly to approve the April 26, 2016 minutes. The motion carried by voice vote and was unanimous.

Sales Tax Report

Commission reviewed the 1% sales tax report. The city is up 7.9% this month compared to May 2015.

Economic Development Director's Report

Malloy announced several projects in the works:

- Sky Zone will be opening in the old Hobby Lobby space in September
- Sidewalks are going in along Lincoln Trail
- Ruby's opened, the ribbon cutting was June 24th
- Outlet Max will be going in the Crossroads Center
- A furniture store is looking to go into the old Sports Authority location
- Wehrenberg is looking at renovating the theater on Ludwig Drive to make it a lounge
- Dick's Sporting Goods is looking for a location in Fairview Heights, specifically the Sports Authority location in the KIMCO center
- Twin Peaks is still looking to locate in the old Logan's Roadhouse building, outparcel of St. Clair Square Mall
- Applebee's has closed on Ludwig, but another restaurant chain is looking to locate there
- The Ludwig TIF and State Route 159 North TIF were passed by City Council
- Brixmor will be tearing down the old Denny's building in the near future

Discussion of 2016 Hotel/Motel Applications and need for Revisions

The consensus of the commission was to look over the Hotel/Motel process and shorten the application to make the process more user friendly. The sub-committee will set up a meeting to discuss the application process further.

Discussion of roundabout in Phase II of Streetscape Project

This item was on the agenda to discuss having a committee to decide what will go in the center of the roundabout. Ideas discussed were getting the Midwest Salute to the Arts involved to place a sculpture in the center or having a fountain with landscaping. This item will be on a future agenda.

Next meeting will be July 26, 2016 at 1:30 p.m.

Adjournment 2:32 p.m.

Submitted By:

Recorder

CITY OF FAIRVIEW HEIGHTS, IL
SALES TAX REPORT
State 1% Municipal Tax Portion

DISTRIBUTION MONTH	MAY 2013 - APRIL 2014	MAY 2014 - APRIL 2015	MAY 2015 - APRIL 2016	MAY 2016 - APRIL 2017	% CHANGE	CHANGE IN DOLLARS
MAY	\$ 601,011.50	\$ 584,713.94	\$ 586,147.75	\$ 632,285.33	7.9%	\$ 46,137.58
JUN	655,667.46	647,401.33	708,268.15	696,077.63	-1.7%	\$ (12,190.52)
JUL	574,119.26	578,345.95	563,612.88	576,220.16	2.2%	\$ 12,607.28
AUG	586,795.92	593,876.18	607,839.70	608,444.47	0.1%	\$ 604.77
SEP	610,055.28	579,381.42	653,462.36	-		
OCT	554,178.50	550,782.54	573,059.41	-		
NOV	574,589.49	579,500.49	642,921.78	-		
DEC	468,313.25	588,998.17	626,164.49	-		
JAN	589,088.14	580,475.99	627,103.06	-		
FEB	687,960.48	680,833.91	695,015.32	-		
MAR	969,659.49	1,028,593.77	1,041,010.81	-		
APR	458,225.94	528,428.24	519,339.92	-		
YTD TOTAL	\$ 7,329,664.71	\$ 7,521,331.93	\$ 7,843,945.63	\$ 2,513,027.59		\$ 47,159.11
YTD CHANGE	-6.7%	2.6%	4.3%			
MONTHLY AVG	\$ 610,805.39	\$ 626,777.66	\$ 653,662.14	\$ 209,418.97		

MEMORANDUM

TO: Elected Officials

FROM: Mike Malloy, Director of Economic Development

DATE: August 11, 2016

SUBJECT: Development Committee Agenda Overview

Economic Development Director Report:

There are no items on the Development Committee agenda that require action.

Further, I will not be attending the meeting since I will be on vacation from August 12th-19th. I will be back in the office August 22nd.

1. Staff prepared Intergovernmental Agreements for all taxing districts in the newly created Ludwig Drive TIF and State Route 159 TIF.
2. The Bead Company has opened at 5500 North Illinois.
3. Director continues to work with Public Works, Oates and Associates, and shopping center owners on necessary land needing to be acquired to construct Phase I of the Streetscape Project.
4. Staff continues to work with two (2) existing restaurants to relocate in Fairview Heights.
5. Director has contacted five (5) property owners whose property is in the preferred alignment of the South Corridor Trail and continues to work with Caseyville Township on locating a portion of the trail on the wastewater treatment property.
6. Staff is working with owners of Bob and Lizzie's Bakery to allow an opening by October 1, 2016.
7. Director is working with Baseline Investments out of Denver to purchase Winchester Plaza.
8. Baseline Investments has informed the city it will be making façade improvements to Midway Plaza (Lenscrafters).
9. Director is working with SCS to develop a scope of work for a mine remediation study for the newly created 72 acre State Route 159 TIF. The proposal is presently scheduled to be considered by the Administration/Finance Committee on August 10th.
10. Director working with other Department Heads to revise and simplify the Hotel/Motel Application Evaluation Sheet.
11. Worked with Tourism Bureau to create radio spots on KMOX for Salute to the Arts and WingFest.

12. Listing of new businesses are attached.
13. Latest unemployment figures are attached.
14. Perfect Finish has started construction on expansion project.

Mike Malloy
Director of Economic Development

Applicant _____

Date _____

Reviewer _____

2016 Hotel/Motel Evaluation Sheet

Event Feasibility (20 Points Possible)

(Bad – Good)

(0-5 Points) 1. Is City's requested contribution less than 50% of Total Event Cost?
If no, automatically denied!

Points

(0-5 Points) 2. Is sufficient time remaining to produce event?

(0-5 Points) 3. Are backup plans/contingencies in place for event?

(0-5 Points) 4. Is adequate marketing proposed?

Subtotal Event Feasibility Points _____

Event (55 Points Possible)

(Bad – Good)

(0-5 Points) 5. How many years has the event been held?

Points

(0-5 Points) 6. Were any events unsuccessful?

(0-5 Points) 7. Is projected out of town attendance beneficial to the City?

(0-5 Points) 8. Is event multiple days?

(0-5 Points) 9. Is event scheduled for off season (November-March)?

(0-5 Points) 10. Are sufficient volunteers available for the event?

(0-5 Points) 11. Is leadership in place?

(0-5 Points) 12. Have leadership previously worked well with the City?

(0-5 Points) 13. Would event occur without a financial contribution from the City?

(0-5 Points) 14. Does the event properly portray the City image?

(0-5 Points) 15. Is City's financial investment trending downward?

Subtotal Event Points _____

Total Points _____

75 Points Possible

75-60 Fund at 100%

59-50 Fund at 75%

49-40 Fund at 50%

39-30 Fund at 25%

29-0 No Funding

Hotel/Motel Grant Application Screening Sheet

Criteria	Score
The following criteria are baseline considerations for the screening of each Hotel/Motel Grant Application	The following score system is a 1 - 5 scale, with "1" being the weakest and "5" being the strongest. A total number, based on the sum of the 1 to 5 scores of the event, is required at the bottom.
<u>Requirement of Grant Funding</u> - Will the event take place without hotel/motel funding? Note: A "NO" response results in an automatic denial of the application.	YES / NO
<u>Event Feasibility</u> - Whether the event organizers have adequate time to produce the event, have contingencies for weather, have a business plan, and intend to put forward adequate marketing the event	[Low Feasibility] 1 - 2 - 3 - 4 - 5 [High Feasibility]
<u>Percentage of City Contribution</u> - What percentage of the total event cost will the City contribute? Note: More than 50% results in an automatic denial of the application.	[Less than 50%] 1 - 2 - 3 - 4 - 5 [More than 50%]
<u>Venue Location</u> - Will the event take place within the City of Fairview Heights? Note: A "NO" response defers to the Economic Director for determination of discretionary funding	YES / NO
<u>Event Longevity</u> - How long has this event been taking place in Fairview Heights?	[First Time Event] 1 - 2 - 3 - 4 - 5 [Recurring Event]
<u>Projected Attendance</u> - How many people are projected to attend the event?	[100 or Fewer] 1 - 2 - 3 - 4 - 5 [1,000 or more]
<u>Event Duration</u> - How many days will this event require, including set-up and tear-down?	[Less than one day] 1 - 2 - 3 - 4 - 5 [Three or more days]
<u>Anticipated Hotel/Motel Rooms Occupied</u> - How many overnight stays are anticipated in conjunction with this event? This includes money spent at restaurants and entertainment in Fairview Heights	[No overnight stays] 1 - 2 - 3 - 4 - 5 [More than three overnight stays]
<u>Experience of Event Organization</u> - How experienced are the event organizers, including their overall preparation, history of holding events in and outside the City, and prior experience hosting or organizing events?	[No experience] 1 - 2 - 3 - 4 - 5 [Very experienced]

<u>Community Impact of Event</u> - Will this event benefit the community of Fairview Heights?	[Minimal benefit] 1 - 2 - 3 - 4 - 5 [Strong benefit]
<u>Event's Grant Receipt History</u> - Has this event received grant money in the past? Note: Consider whether this event is asking for more money each year or demonstrating increasing independence each year.	[Requesting same funding] 1 - 2 - 3 - 4 - 5 [Requesting less funding]
<u>Event Time of Year</u> - Is this event being held at a time of the year when crowds are likely to attend? Note: Consider other holiday celebrations, weather conditions, <i>et cetera</i>	[Poor time of year] 1 - 2 - 3 - 4 - 5 [Popular time of year]
<u>Cooperation with City Staff</u> - Are the organizers cooperating with City staff and services, including police, fire, and public works?	[Non-cooperative] 1 - 2 - 3 - 4 - 5 [Very cooperative]
<u>Total</u>	

Hotel/Motel Grant Application Screening Sheet

Criteria	Score
The following criteria are baseline considerations for the screening of each Hotel/Motel Grant Application	The following score system is a 0 - 5 scale, with "1" being the weakest and "5" being the strongest. A total number, based on the sum of the 1 to 5 scores of the event, is required at the bottom.
<u>Requirement of Grant Funding</u> - Will the event take place without hotel/motel funding? Note: A "NO" response results in an automatic denial of the application.	YES / NO
<u>Venue Location</u> - Will the event take place within the City of Fairview Heights? Note: A "NO" response defers to the Economic Director for determination of discretionary funding	YES / NO
<u>Event Report</u> - Previous year event report submitted in full.	YES/NO/NA
<u>Event Feasibility</u> - Whether the event organizers have adequate time to produce the event, have contingencies for weather, have a business plan.	[Low Feasibility]0- 1 - 2 - 3 - 4 - 5 [High Feasibility]
<u>Marketing</u> - Does marketing program provide details and timeline	[Low Feasibility] 0- 1 - 2 - 3 - 4 - 5 [High Feasibility]
<u>Percentage of City Contribution</u> - What percentage of the total event cost will the City contribute? Note: More than 50% results in an automatic denial of the application.	0- 1(50-41) - 2(40-31) - 3(30-21) - 4(20-11) - 5(10-0%) [50% or less in 10% increments]
<u>Event Longevity</u> - How long has this event been taking place in Fairview Heights?	[First Time Event] 0-1 - 2 - 3 - 4 - 5 [Recurring Event]
<u>Projected Attendance</u> - How many people are projected to attend the event?	[100 or Fewer] 0-1 - 2 - 3 - 4 - 5 [10,000 or more]
<u>Event Duration</u> - How many days will this event require, including set-up and tear-down?	[One day] 0-1 - 2 - 3 - 4 - 5 [Three or more days]
<u>Anticipated Hotel/Motel Rooms Occupied</u> - How many overnight stays are anticipated in conjunction with this event?	[No overnight stays] 0-1(1-20) - 2(21-35) - 3(36-50) - 4(51-75) - 5(76+)[More than three overnight stays]
<u>Experience of Event Organization</u> - How experienced are the event organizers, including their overall preparation, history of holding events in and outside the City, and prior experience hosting or organizing events?	[No experience] 0- 1 - 2 - 3 - 4 - 5 [Very experienced]

<p><u>Community Impact of Event</u> - Will this event benefit the community of Fairview Heights?</p>	<p>[Minimal benefit] 0- 1 - 2 - 3 - 4 - 5 [Strong benefit]</p>
<p><u>Event's Grant Receipt History</u> - Has this event received grant money in the past? Note: Consider whether this event is asking for more money each year or demonstrating increasing independence each year.</p>	<p>[Requesting same funding] 0- 1 - 2 - 3 - 4 - 5 [Requesting less funding]</p>
<p><u>Event Time of Year</u> - Is this event being held at a time of the year when crowds are likely to attend? Note: Consider other holiday celebrations, weather conditions, <i>et cetera</i></p>	<p>[Prime time] 0- 1 - 2 - 3 - 4 - 5 [Low activity month]</p>
<p><u>Cooperation with City Staff</u> - Are the organizers cooperating with City staff and services, including police, fire, parks & recreation, and public works?</p>	<p>[Non-cooperative] 0- 1 - 2 - 3 - 4 - 5 [Very cooperative]</p>
<p>Total</p>	