

**Committee Members:**

Charles Daily  
Bill Poletti  
Don Barkley  
Robert Triplett  
Charles Kassly  
Michael Hagen  
Samantha Carter  
Richard Avdoian  
Van Johnson

**CITY OF FAIRVIEW HEIGHTS  
BUSINESS ALLIANCE COMMISSION  
TUESDAY, JANUARY 21, 2020 – 1:30 P.M.  
MEETING ROOM A  
FAIRVIEW HEIGHTS CITY HALL  
10025 BUNKUM ROAD**

**AGENDA**

1. CALL TO ORDER
2. APPROVAL OF NOVEMBER 19, 2019 MINUTES
3. CITIZENS' COMMENTS
4. REVIEW PROCESS: BUSINESS ASSISTANCE PROGRAM (BAP)
5. ECONOMIC DEVELOPMENT - DIRECTOR'S REPORT
6. MONTHLY REVENUE REPORTS
  - a. 1% MUNICIPAL
7. LAND USE AND DEVELOPMENT - DIRECTOR'S REPORT
8. SET NEXT MEETING
9. ADJOURN

**THE CITY OF FAIRVIEW HEIGHTS  
BUSINESS ALLIANCE COMMISSION (BAC)  
Tuesday, November 19, 2019 – 1:30 p.m.  
Meeting Room A  
10025 Bunkum Road, Fairview Heights, IL**

**Committee Members in attendance** – Charles Daily (via phone), Charles Kassly, Don Barkley, Van Johnson, Richard Avdoian

**Committee Members absent** – Robert Triplett, Bill Poletti, Michael Hagen, Samantha Carter

**Other Aldermen and Elected Officials in attendance** – None

**Staff in attendance** – Paul Ellis, Andrea Riganti

**Recorder** – Wendi Gorney

**Call to Order**

Charles Daily called the meeting to order at 1:38 p.m.

**Public Participation**

Randy Pearce, Amy Kempfer

**Approval of Minutes**

Richard Avdoian made a motion to approve the October 8, 2019 minutes. Seconded by Don Barkley. Motion passed on voice vote.

**Economic Development Director's Report**

- Economic Development Strategy process is nearing completion. The final meeting was held November 15, 2019. They are finalizing the recommendations and will be bringing them to the Community Committee Meeting next month and then it will go to council for final adoption in January.
- The council is considering a new Marketing Project, which was one of the recommendations.
- Urban Air opens Saturday, November 25, 2019. Ribbon cutting will be held Friday, November 24, 2019, at noon, followed by a soft opening at 5 pm.
- Logan's Roadhouse has been leased and will be the flagship for a chain of The Signature Taphouse, which will be taking over many of the Logan's throughout the country.
- Corbin Holdings is getting ready to open the Planet Fitness in 2/3 of the Toys R Us building. Shooting to open the first quarter of 2020.
- Two local entrepreneurs will be opening Café Biz 618 in the Crossroads Centre. Will be a co-working center and rentable event space, opening in 2020.
- National Start Up Week was a couple of weeks ago. The advisory council for the Incubator had a meeting during this time. Discussed what services we should be delivering.
- MEBI has applied to IRS for Federal Tax Exemption.

- We are the first place in the country to have a formal program for entrepreneurs over 50. We had our second meeting on November 5<sup>th</sup>. Discussed some of the distinctions each company needed.
- Director Ellis with Brad Whorly (Chief Innovation Officer at SAFB). He liked what we were offering entrepreneurs, there are many on the base. Currently, many go to T-REX in St. Louis for their start-up help. The MEBI will, ideally, keep them here.
- Hahn Ko is a property owner here, President and CEO of USAKO Group. He is bringing three start-up businesses here from South Korea.
- Webinar last week on the PACE Program in Illinois. Discussed how it works and what the advantages are. Webinar was sponsored by Smart Energy Design Assistance Center (SEDAC).
- Director Ellis and Director Riganti will be reviewing the Business Assistance Program (BAP). Currently, it is too difficult to work through, they will be working on trying to overhaul the program and simplify it. (Discussion followed on the Business Assistance Program).
- Working with St. Clair Transit and Metro Transit to start a Pop-Up Retail program at the Metro Stop.
- Working with some local communities on a Bike Trail plan.
- Director Ellis announced he was named to the Mid America Workforce Investment Board.
- Director Ellis distributed a chart showing the history of sales tax by month since 2013. To illustrate the consistency of ups and downs in retail, however, the overall pattern is trending downward. The debt burden is more of a problem than online sales.

### **Monthly Revenue Reports**

Director Ellis presented the sales tax report. The City is down -1.61%, or -\$8,846.18, and year to date is down -1.8%, or -\$ 90,389.33.

### **Land Use and Development** – Presented by Director Riganti, TIF Administrator

- City Auditors for TIFs completed their audits of the TIFs. She will report more on that at the next meeting. Will be focusing the funds on Lincoln Trail.
- Fairwood Hills Bunkum Road includes residential properties. Summit Springs has been fully developed, Fairwood Hills has not. Working with a developer to finish the project.
- Lincoln Trail TIF has focused on streetscape improvements and a small portion to BAP.
- Working to make the application for the BAP more appealing.
- Continuing to work with the city on Recreational Marijuana. On the Agenda for the Community Committee Meeting for November 20<sup>th</sup>, there is an Ordinance for consideration for the city to Opt-Out. The Community Committee will then make its recommendation to the City Council. Should the City decide to Opt-Out, the planning commission will not have to proceed with zoning amendments. Should the City decide to participate, we will have to go through zoning changes.
- Community Planning Month was in October.
- 125 S. Ruby Lane, the Ice Complex, was acquired by the City. City staff members have toured the building and it is in poor condition. They are looking into the best options for re-use of the property.
- Richard Avdoian brought up the concern that Fairview Heights has lost its character as a village. He suggested taking some areas along Lincoln Trail and create a design to give it a different feel as more of a downtown area. A discussion followed.

There will be no December meeting. The next meeting is scheduled for January 21, 2019, at 1:30 p.m.

**The final at 2.42 p.m.**

Submitted By: Wendi Gorney

\_\_\_\_\_  
Recorder

DRAFT

# MEMORANDUM

TO: Business Alliance Commission (BAC)

FROM: Paul A. Ellis, Director of Economic Development  
Andrea Riganti, Director of Land Use & Development

DATE: January 16, 2020

SUBJECT: Proposed Review of the Business Assistance Program (BAP)

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The Business Assistance Program was established by the City Council in 2012 via Resolution 3641-2012, leading to five (5) successfully completed projects. City staff has been asked by City Council to review the BAC and propose operational and programmatic changes. Once complete, the draft recommendations will be forwarded to BAC for consideration.

Staff would like to keep the BAC apprised of the review process and items to be addressed. To that end, below is an outline:

:

- A. Review Existing Program
  - a. Origins – goals, impetus
  - b. Completed projects
  - c. Procedures and guidelines – Tax Increment Financing regulations
  - d. Past marketing efforts
  - e. Current status
  - f. Application process and venue(s)
  - g. Review process
- B. Evaluate Potential Programs
  - a. City/District goals
  - b. Best practices from other communities
- C. Recommend Revised Program
  - a. Scope
    - i. City-wide program
    - ii. Lincoln Trail program
    - iii. Maintaining best practices while addressing problems
  - b. Procedures
    - i. Application process and venue(s)
    - ii. Review process
  - c. Marketing & Promotion
    - i. City website
    - ii. Printed materials
    - iii. Referral sources
- D. Timeline for Reviewing/Adopting Recommendations

Attachments:

- a. Lincoln Trail is important to Fairview Heights. The city thinks it needs sprucing up. [Belleville News Democrat]
- b. Roster of completed Business Assistance Program projects



## Business Assistance Program (BAP) Projects

### *Lincoln Trail TIF District (TIF District III)*

<i>Project</i>	<i>Total</i>	<i>From TIF</i>	<i>Leverage</i>	<i>Approved</i>	<i>Ordinance</i>
Auto Spa Carwash	\$77,130	\$25,710	3.00	5/16/2012	3666-2012
Perfect Finish, Inc.	\$513,579	\$74,731	6.87	2/17/2015	1687-2015
Meineke	\$556,688	\$74,838	7.44	4/7/2015	1692-2015
McKay NAPA Auto Parts	\$2,335,365	\$75,000	31.14 *	4/21/2016	1742-2016
Grant School	\$421,595	\$63,240	6.67	9/6/2017	4143-2017
<i>Total to date</i>	<i>\$3,904,357</i>	<i>\$313,519</i>	<i>12.45</i>		

\* Other assistance was provided by the City

# Lincoln Trail is important to Fairview Heights. The city thinks it needs sprucing up.

BY TERI MADDUX  
[tmaddox@bnd.com](mailto:tmaddox@bnd.com)

August 09, 2018 05:00 AM

Fairview Heights was just a collection of homes and businesses along the road between Belleville and Collinsville before residents voted to incorporate in 1969.

St. Clair Square opened five years later, followed by strip malls and big box stores, but the city never really had a “downtown.”

Today, some people think of Lincoln Trail as the city’s Main Street, and that’s why [Economic Development Director Paul Ellis](#) and other officials are so intent on revitalizing it.

“We’re not going to wait for areas to drop off the economic map and then come back 20 years later and act like pioneers and start all over again,” Ellis said. “We’re trying to help them transition to the next generation of retail.”

Most of the older Lincoln Trail businesses are between Illinois 159 and Bunkum Road, part of both an enterprise zone and a tax-increment-financing district. That makes them eligible for incentives such as grant money for site improvements and sales tax waivers on building materials.

In addition, the city can use TIF funds for its own projects.

Lincoln Trail businesses in the older section range from gas stations to restaurants, hair salons to used-car lots, law offices to pawn shops, insurance agencies to dollar stores. Some are in better shape than others.

Here’s what is being done now in the name of a Lincoln Trail Renaissance:

## **Site improvement grants**

Ellis has stepped up efforts to promote the Lincoln Trail TIF Facade and Site Improvement Program, which allows TIF district businesses to get grants of up to

\$75,000 to help pay for projects if they follow design standards related to building materials, signage, landscaping, etc.

“They have to follow a checklist,” Ellis said. “We don’t just throw the money at them. We’re trying to make that strip more consistent and more attractive aesthetically.”

Four Lincoln Trail businesses have made \$2 million worth of improvements and applied for nearly \$300,000 in grants recently, he said. That includes Perfect Finish Auto Center, McKay NAPA Auto Parts, Auto Spa and Meineke Car Care.

Perfect Finish owner Steve Giger spent about \$500,000 to repaint his main building, add a second building, clean up the parking lot and make other improvements. He expects to receive about \$74,000 from the city in three installments.

“I guess it’s a good program,” Giger said. “It’s going to benefit the city by generating more tax revenue and creating more jobs. ... If you could take some of the bureaucracy out of it, it would be a better program. But that’s the government.”

The application and documentation process can be challenging for some business owners. That’s why Ellis has started training local bankers to provide assistance while they’re setting up project financing.

Last month, the first trainee group included Amy Kempfer, branch manager at Associated Bank in Fairview Heights.

“It’s helping us, but it’s also helping the city,” she said.

## **Grant School project**

Grant Middle School also has participated in the Lincoln Trail TIF Facade and Site Improvement Program in the past year. The district spent \$450,000, making it eligible for \$62,000 in grant money.

The project included updates to the building facade; reconfiguration of the parking lot to solve drainage problems; construction of a second parking lot; widening of the student drop-off and pick-up lane; additional sidewalks; and installation of new lighting, signage and landscaping.

“Probably my favorite part is that we added a digital marquee,” said Superintendent Matt Stines. “It’s a great communication tool. It’s easily updated. It’s highly visible. It really enhances the messages we give to parents and the community.”

The school district didn't make improvements because of the grant, he said, but the city's requirements led to a better outcome. The extra cash also made the marquee possible.

The school will be indirectly affected by the city's TIF expenditure of \$115,000 to buy a vacant building across Bunkum Road at 10035 Lincoln Trail in April. Officials plan to spend another \$15,000 to demolish it and make the land available for redevelopment.

"It was property that just wasn't going anywhere, and it was starting to become dilapidated," Ellis said.

## **Entrepreneurial incubator**

The Urban League of Metropolitan St. Louis also has an office along Lincoln Trail in Fairview Heights.

Michael K. Holmes, regional vice president of workforce development and strategy, is working with Ellis on the idea of creating an entrepreneurial incubator to help minorities and women start new businesses in the neighborhood.

They're in the early stages, developing goals, identifying possible funding sources and recruiting partners such as Southern Illinois University Edwardsville and Lindenwood University-Belleville.

"There are people out there who would like to own their own business, but they don't have a business plan," Holmes said. "They don't have financing. They don't even have an office. Maybe they have a business in their home, but they'd like to get out in the community."

Holmes is looking for a Lincoln Trail building that could house the incubator. It would be a "one-stop shop" for everything from planning and marketing to legal and financial services, he said.

Another idea that's floating around in his head is shared office space, where people with small businesses could network and divide rent and utilities. It's a concept that has worked in other cities.

"This could be a fresh start for some people," Holmes said.

## **Sidewalks and bus shelters**

The City of Fairview Heights recently completed Phase I of a five-year, \$360,000 project to replace sidewalks and install 10 bus shelters along Lincoln Trail, from Illinois 159 to Bunkum Road. Workers plan to start Phase II soon.

Ellis joined the city staff in November. He credits former Economic Development Director Mike Malloy for establishing many of the business incentive programs he's now promoting.

Efforts along Lincoln Trail go hand-in-hand with a [two-year, \\$5 million project](#) that started this summer along Commerce Lane and Market Place to the north. It will include a roundabout, new curbs and gutters, trees and other plantings, sidewalks, signs and medians with decorative street lights.

"It will make it more attractive, it will slow traffic down a bit and it will reduce congestion," Ellis said last spring.

Workers are widening Market Place from five to six lanes at Illinois 159, adding an extra lane for eastbound traffic heading straight to St. Clair Square. Going west, the road will narrow from six to four lanes at Plaza Drive, near FedEx, and eventually drop down to two lanes.

Two other changes are expected to reduce congestion. An island will divide westbound and eastbound traffic on Market Place at Illinois 159, and cars going south on Plaza Drive or north from Fairview City Centre near Taco Bell will no longer be allowed to go straight or turn left, only right.

Phase II is the roundabout, and Phase III will cover Commerce Lane going north and south from the roundabout and Market Place from the roundabout to the end of Phase I.

"It will be wonderful after it's done, but in the meantime, we're going to be in trouble," King's Beauty Supply employee Sue Brodsky said when the project was announced. "People don't like to go to businesses where work is being done. But when it's over, it's going to be wonderful."

# MEMORANDUM

TO: Elected Officials

FROM: Paul A. Ellis, Director of Economic Development

DATE: January 16, 2020

SUBJECT: Economic Dev. Dept. - Director's Report

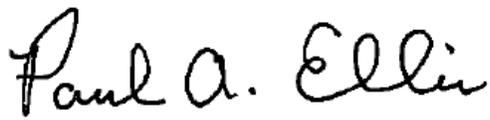
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1. The Economic Development Strategy has been submitted for final review by the City Council at this month's Community Committee meeting.
2. As part of the final report, the i5 Group has compiled a list of metrics for a dashboard that can track economic development progress; the Director has proposed adding some metrics promised in the Intergovernmental Agreement for the Metro East Business Incubator (see attachments a. and b.).
3. The Fource has moved forward with launch of the app for the Branding Campaign; every retailer and restaurant in the city is being contacted to offer this venue as a means to increase their sales per square foot (see attachment c.).
4. Marketing of the app and the Branding Campaign is being boosted through previously budgeted venues such as advertising in the Visitors Guide for the ILLINOISouth Tourism Bureau and the Illinois Business Journal as well as by means of a new billboard now visible on I-64 eastbound.
5. The Director has been working with the City Attorney, industry experts and other departments to address concerns raised by Aldermen regarding privacy guidelines and coordination of the branding app with other City apps already in use.
6. Café Biz 618, the co-working and event venue in Crossroads Centre, will hold open houses on Jan. 24 and 25 with a formal grand opening slated for February; a photo showing interior finish of one portion of the facility is attachment d.
7. A lease is pending on the former Babies 'R' Us location, and the user would be a national retailer (not currently in the Mero East) that will provide significant new sales tax revenue to the City.
8. The Director is working with a developer who is looking to purchase to redevelop a large parcel around Exit 12; negotiations are beginning for this project, which would bring significant new sales tax revenue to the City.
9. Another developer has expressed interest in developing the 72 acres across from The Fountains and an introductory meeting has been scheduled for late next week.
10. The Director and the Director of Land Use & Development have begun working with the Business Alliance Commission on review of the Business Assistance Program (BAP).
11. The Economic Development Dept. has delayed launch of the email newsletter in order to fully support the Branding Campaign this month; the newsletter will be aimed at local, regional and national retailers, real estate brokers, property

*Economic Dev. Dept. – Director’s Report (continued)*

owners and others who may be interested in better understanding the Fairview Heights market and tracking its progress.

12. The Director will moderate a panel discussion on digital marketing at ICSC’s Heartland States trade show in St. Louis on February 4 with panelists from a national retail consultancy and a St. Louis tech firm that offers a marketing app for convenience stores.
13. The Director and the City’s Program Administrator, Tom Appelbaum, have set the date for a kick-off event to promote the PACE financing incentive with real estate brokers, developers, contractors and property owners: Feb. 19.



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Paul A. Ellis  
Director of Economic Development

Attachments:

- a. [Metrics for City Dashboard \[DRAFT Economic Dev. Strategy\]](#)
- b. [PROPOSED Measures of Success \[Intergovernmental Agreement\]](#)
- c. [Partner sign-up page for Branding Campaign](#)
- d. [Interior view from Café Biz 618 co-working facility.](#)
- e. [Feature: Planet Fitness to open in former Toys R Us building in Fairview Heights \[Belleville News Democrat\]](#)
- f. [Feature: Fairview Heights fills vacancies with new and improved uses \[Illinois Business Journal\]](#)

# Metrics for City Dashboard

The following are key metrics to be regularly updated to the City Council. The preceding metrics listed for each implementation priority should be regularly evaluated to measure the progress of the plan. The below list is taken from the larger set of metrics to be a quick “dashboard” reference and should be the initial focus of on-going evaluation.

Metric	Implementation Priorities	Frequency of Measurement	Data Source	Notes
Local taxes: <ul style="list-style-type: none"> <li>■ Sales Tax</li> <li>■ Hotel/Motel Tax</li> <li>■ Food/Beverage Tax</li> </ul>	Grow Industry Clusters Grow Emerging Sectors Retail Tourism	Monthly / Quarterly / Yearly	City	
Website visitors	Rebrand Fairview Heights Retail Tourism I-64 Tourism Collaborative	Monthly / Quarterly / Yearly	Website analytics	Measure separately for economic development, tourists, and prospective residents if separate web pages for each category are created.
Commercial vacancy rates	Grow Emerging Sectors	Quarterly / Yearly	CoStar or Real Estate firm (on-call basis)	
New housing units (single family and multi-family units)	Encourage New Residential	Yearly	City	
Incubator Businesses <ul style="list-style-type: none"> <li>■ Current businesses in incubator</li> <li>■ Veteran owned businesses</li> <li>■ Number of incubator graduates</li> </ul>	Establish Metro East Business Incubator	Quarterly / Yearly	Incubator	

## Metrics for City Dashboard, cont.

Metric	Implementation Priorities	Frequency of Measurement	Data Source	Notes
Number of businesses offering discounts / special promotions for Scott Air Force Base, their families, and all veterans.	Grow Relationship with Scott Air Force Base	Quarterly first year / Yearly following years.	City or existing Patriot Program (www.scottpatriot.com)	Utilize existing "Patriot" program, unless City creates own specialized program.
Number of new businesses / venues.	Grow Industry Clusters	Quarterly / Yearly	City business licenses	
Labor statistics: <ul style="list-style-type: none"> <li>■ Trade, Transportation, and Utilities</li> <li>■ Professional and Business Services</li> <li>■ Education and Health Services</li> <li>■ Leisure and Hospitality</li> </ul>	Grow Industry Clusters	Quarterly / Yearly	U.S. Bureau of Labor Statistics	



## PROPOSED Measures of Success

Benchmark	Year 1	Year 3	Year 5
<b>Revenues - annual gross sales</b>	✓	✓	✓
<b>Jobs created</b>	✓	✓	✓
<b>Jobs Supported</b>	✓	✓	✓
<b>Jobs retained</b>		✓	✓
<b>Expansions</b>		✓	✓
<b>Clients served</b>	✓	✓	✓
<b>Clients from Underserved Communities*</b>	✓	✓	✓
<b>Certifications awarded</b>	✓	✓	✓
<b>Stakeholder events sponsored</b>	✓	✓	✓

\*Identified as minorities, women, veterans, older entrepreneurs  
(anticipated to comprise 75% of clients)



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## ABOUT

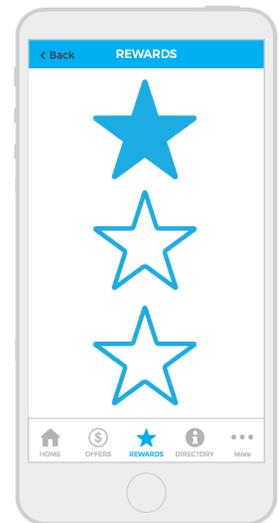
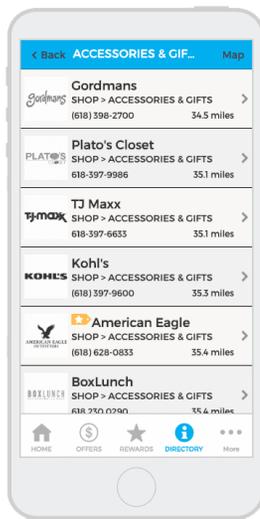
This is a directory of all Fairview Heights businesses organized into categories – shop, enjoy, eat, and stay.

## OFFERS

Each business is asked to provide an offer that must be valid for the entire year February 1 – January 31, 2021.

## REWARDS

The app users are able to use points from checking-in at your business to get rewards.





Café Biz 618, a co-working and event venue slated to open in Crossroads Centre (adjacent to TJ Maxx), will offer a variety of reduced cost office spaces, meeting rooms and other amenities attractive to remote workers, temporary employees and entrepreneurs.



# Planet Fitness to open in former Toys R Us building in Fairview Heights

[BY TERI MADDOX](#)

Plans call for a new Planet Fitness location to open this spring in the old Toys R Us building in Fairview Heights, making yet another change to the health-club landscape along Interstate 64.

The 50,000-square-foot building at 120 Commerce Lane has been vacant for 18 months, so it was a top priority for city leaders to see it brought back to life.

A Cincinnati-based franchisee called Planet Fitness Midwest has leased the entire building and is converting 30,000 square feet on the south end into an exercise and spa facility. The company is in negotiations to sublease the other 20,000 square feet.

“We don’t build anything that isn’t Class A and top-notch, and that’s what we’re going to build in Fairview Heights,” said managing partner John Clancy, of Palm Beach, Florida.

Planet Fitness is known for its \$10 basic monthly membership fee, 24-hour operation, free fitness training and “judgment free zone.”

The Fairview Heights location will feature 120 cardio units, strength equipment and locker rooms with showers. People with advanced-level memberships (\$22.99 a month) will have access to massage chairs, hydro-massage and tanning beds.

“We pride ourselves on creating and maintaining a non-intimidating, non-judgmental atmosphere,” Clancy said. “We won’t stand for anyone to feel uncomfortable.”

The company also operates the Edwardsville Planet Fitness location, which was [built in 2015](#). Plans call for the opening of an Alton location this year.

## COMPETITION ALONG I-64 CORRIDOR

Planet Fitness is entering a competitive and rapidly-evolving health-club market along Interstate 64 in the metro-east.

In 2017, the McKendree MetroRecPlex opened off U.S. 50 in O’Fallon with two NHL-size ice rinks, a fitness center, two swimming pools, an indoor track, a half-court

gymnasium and event spaces. Individual and family memberships range from \$20 to \$70 a month at the 160,000-square-foot facility.

Last May, the city of Fairview Heights opened its 57,000-square-foot, \$21 recreation complex [called The Rec](#) on Bunkum Road.

“Personally, I welcome competition (from other health clubs) because people need something to compare us to,” said Facility Manager Chris Tierney-Hurst. “We’re building a brand and a culture that is family friendly and caters to all fitness interests.”

The Rec has an aquatic center with a pool, water slide and “lazy river,” basketball and volleyball courts, climbing walls, an indoor track, a fitness center, game room, birthday party space and outdoor trails. Individual and family membership fees range from \$20 to \$65 a month.

Tierney-Hurst declined to give specific membership figures but noted that The Rec easily surpassed its first-year goal of 894 “units,” which includes both individuals and families. It recently began participating in the SilverSneakers insurance program for older active adults.

“That number keeps increasing,” Tierney-Hurst said. “It’s well over 1,000 right now.”

In September, a 42,000-square-foot Club Fitness location opened in the old Gander Mountain building on Central Park Drive in O’Fallon. It follows a similar concept as Planet Fitness with a \$10 basic monthly membership fee and 24-hour operation.

In October, a Gold’s Gym location near the intersection of Interstate 64 and Green Mount Road in O’Fallon [closed after 15 years](#) in business. It had about 5,500 members, according to General Manager Jeremy Connelly.

“Our lease was up last month, and the owner of the building just wasn’t interested in renewing,” he said on Oct. 7. “It seems he has other plans for the property. It’s sad, but at the end of the day, it’s business, and there’s nothing we can do about it.”

## **NO RELATIONSHIP TO OLD FRANCHISE**

Planet Fitness had a location in Fairview Heights Plaza, north of Interstate 64, until December of 2018, when the franchisee split from the national company and [went independent](#) under the name Blue Fire Fitness. That gym is still in business.

“The owner just decided it was time to move away from Planet Fitness,” employee Kyle Ziegel said in October of 2018. “All the employees are staying. All the equipment is staying.”

This week, Clancy emphasized that the new Planet Fitness location has no relationship to the former Fairview Heights franchise. His company, which operates 32 locations in eight states, has made a big push in the St. Louis area in recent years.

Current Planet Fitness Midwest locations include Edwardsville and Overland, St. Peters, St. Louis, Wentzville, Ferguson, Crestwood and Shrewsbury, Missouri. New locations are opening this year in Alton and Bridgeton, Florissant and Festus, Missouri.

“We have 18 locations in the Cincinnati area, and we feel there are a lot of similarities with the two markets,” said Mike Hamilton, partner and chief operating officer.

The company that owned Toys R Us and Babies R Us filed for Chapter 11 bankruptcy in 2017 but later decided to liquidate instead of reorganize. The Fairview Heights [stores](#) [closed](#) in 2018. A Miami real-estate investment firm bought the buildings.

Planet Fitness Midwest leased the Toys R Us building two months ago. It’s installing new Sheetrock, flooring, lights, fixtures and locker rooms with granite counters and tiled showers. Hamilton expects to open by the end of April.

That’s good news for Fairview Heights Economic Development Director Paul Ellis.

“We always want vacant buildings to get filled up, and ideally we want to see a higher and better use,” he said. “I would put Planet Fitness in that category. They’re renovating an older building.”

# Fairview Heights filling vacancies with new and improved uses

By [Editor](#) | January 17, 2020

**PHOTO:** The new Signature Tap House, 51 Lincoln Highway, Fairview Heights, in the former Logan's Steakhouse location.

By DENNIS GRUBAUGH

Having reached the 50-year mark since incorporation, Fairview Heights has taken steps to position itself as a location for continued retail activity, largely through ongoing and anticipated redevelopment, according to Director of Economic Development Paul Ellis.



There was major re-leasing of vacant store spaces in 2019, among them Total Wine & More, which went into the former Here Today location; the \$1.3 million Urban Air Adventure Park in the former Sports Authority; Signature Tap House, which will open in former Logan's Steakhouse in the first quarter of this year; and a Planet Fitness location coming to the former Toys 'R' Us, also in the first quarter.

About two-thirds of the Toys 'R' Us space will be taken up by a new Planet Fitness location. The manager partner is John Clancy, who runs Planet Fitness Midwest.

"Fairview's been a retail center for 50 years, and like everybody else we've had our ups and downs. We had a significant number of vacancies last year," he said. "There are always people who think your

buildings are getting old and tired and not as attractive. But the market is bearing out our expectations for stronger and better uses (of these buildings).”

Total Wine is doing several times the business as its predecessor, he said, and each of the above businesses is an anchor for their locations.

Ellis said there has also been an increase in local support for entrepreneurs through ongoing development of the Metro East Business Incubator and now, CafeBiz618, a new co-working center opening in the first quarter.

Several women entrepreneurs had urged formation of a coworking space and they are now renovating space next to TJ Maxx in the Crossroads Centre shopping area. The facility will be open in January, with event space, office space at a variety of price points and shared services.

Crossroads Centre, off Lincoln Trail, was among the most dramatic modernizations this past year, which saw more than \$11 million in redevelopment projects city wide.

IMPACT Strategies was the contractor for the \$2 million facelift of building facades and parking lots. Purchased in February 2018 by the Northeast Capital Group, the center is anchored by Big Lots, Dollar Tree, Ruler Foods and Sky Zone.

Ellis spent much of the past year working on business strategies to position the city as a continuing economic development player. There has been a general redesign of incentive programs to better fit emerging market conditions, including with the addition of a PACE financing program and the overhaul of the Business Assistance Program, set to be completed in the first quarter.

The city has also been working on completing an overall economic development strategy and is about to launch a major marketing campaign aimed at consumers rather than developers.

“Basically, it’s going to be about shopping in Fairview Heights, on behalf of our retailers and in cooperation with our retailers,” he said. “We would like to increase the amount of sales per square foot for all of our retailers.”

*Editor’s note: This story appeared in the January issue of the Illinois Business Journal. More stories from the issue can be found on the Current Edition link at [ibjonline.com](http://ibjonline.com)*

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

DISTRIBUTION MONTH	MAY 2012 - APRIL 2013	MAY 2013 - APRIL 2014	MAY 2015 - APRIL 2016	MAY 2016 - APRIL 2017	MAY 2017 - APRIL 2018	MAY 2018 - APRIL 2019	MAY 2019 - APRIL 2020	% CHANGE	CHANGE IN DOLLARS
MAY	\$ 629,863.98	\$ 601,011.50	\$ 586,147.75	\$ 632,285.33	\$ 571,553.40	\$ 553,114.13	\$ 490,116.91	-11.4%	\$ (62,997.22)
JUN	692,902.50	655,667.46	708,268.15	696,077.63	677,065.69	676,704.83	654,604.36	-3.3%	\$ (22,100.47)
JUL	578,187.49	574,119.26	563,612.88	576,220.16	599,877.49	555,320.85	572,195.98	3.0%	\$ 16,875.13
AUG	602,449.00	586,795.92	607,839.70	608,444.47	600,057.37	607,357.54	585,032.16	-3.7%	\$ (22,325.38)
SEP	663,854.82	610,055.28	653,462.36	679,234.60	613,965.54	623,578.60	610,349.55	-2.1%	\$ (13,229.05)
OCT	572,075.75	554,178.50	573,059.41	572,368.09	476,801.05	540,557.44	562,791.28	4.1%	\$ 22,233.84
NOV	620,158.32	574,589.49	642,921.78	599,121.43	575,354.24	570,594.16	561,747.98	-1.6%	\$ (8,846.18)
DEC	631,306.50	468,313.25	626,164.49	612,305.99	581,474.30	577,677.65	585,185.60	1.3%	\$ 7,507.95
JAN	576,698.91	589,088.14	627,103.06	570,540.96	564,056.46	560,273.13	581,553.25	3.8%	\$ 21,280.12
FEB	710,629.96	687,960.48	695,015.32	678,820.57	672,397.54	668,036.72			
MAR	1,049,090.01	969,659.49	1,041,010.81	974,290.59	935,340.51	870,591.30			
APR	532,313.55	458,225.94	519,339.92	488,717.27	528,625.80	457,194.13			
YTD TOTAL	\$ 7,859,530.79	\$ 7,329,664.71	\$ 7,843,945.63	\$ 7,688,427.09	\$ 7,396,569.39	\$ 7,261,000.48	\$ 5,203,577.07		\$ (61,601.26)
YTD CHANGE	1.0%	-6.7%	4.3%	-2.0%	-3.8%	-1.8%			
MONTHLY AVG	\$ 654,960.90	\$ 610,805.39	\$ 653,662.14	\$ 640,702.26	\$ 616,380.78	\$ 605,083.37			



# CITY OF FAIRVIEW HEIGHTS

10025 Bunkum Road ♦ Fairview Heights, Illinois 62208 ♦ Phone: (618) 489-2000 ♦ www.cofh.org

To: Business Alliance Commission  
From: Andrea Riganti, Land Use and Development Director  
Subject: Director's Report  
Date: January 16, 2020

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Following are the major action items or ongoing projects for the Department of Land Use and Development, which may be of interest to the BAC:

## **TIF Administration, Planning and Zoning**

- Staff and the auditor prepared and submitted the TIF annual reports to the Illinois State Comptroller. Attached are the fund balances from the report, which do not include “encumbered” or “set-aside” funds from this fiscal year.
- The TIF funded streetscape improvements to Market Place and Lincoln Trail continue.
- Staff and the Economic Development Department are working on revisions to the Business Assistance Program.
- Staff continues to work on regulations pertaining to Recreational Adult-Use Cannabis. On December 17, 2019, City Council took formal action to allow recreational sales in Fairview Heights. Staff and Planning Commission will be reviewing and recommending zoning ordinance amendments to identify where a facility can be located and under what conditions. No cannabis dispensary will be able to open for business until these amendments are adopted.

## **Code Enforcement**

- Staff continues to perform routine inspections of problem properties for potential property maintenance issues. Staff also responds to complaint driven issues for same.
- Staff continues to respond to animal control calls.
- During the winter months, staff will engage in commercial property maintenance sweeps.
- The neighborhood preservation strategy including a vacant building registration program, education, identifying repair assistance programs, volunteer assistance continues to evolve.

## **Building Division**

- The demolition of 109 Ruby Road for health/safety reasons is proceeding.
- Staff is preparing an Invitation to Bid for the demolition of the old ice rink.
- Staff continues to perform plan review and building related inspections.

**SECTION 3.1 - (65 ILCS 5/11-74.4-5 (d)(5)(a)(b)(d)) and (65 ILCS 5/11-74.6-22 (d) (5)(a)(b)(d))**  
**Provide an analysis of the special tax allocation fund.**

**FY 2019**

**Fairview Heights TIF #1 Bunkum Road  
Redevelopment Area**

Special Tax Allocation Fund Balance at Beginning of Reporting Period \$ 1,116,221

SOURCE of Revenue/Cash Receipts:	Revenue/Cash Receipts for Current Reporting Year	Cumulative Totals of Revenue/Cash Receipts for life of TIF	% of Total
Property Tax Increment	\$ 309,193	\$ 2,308,984	89%
State Sales Tax Increment	\$ -	\$ -	0%
Local Sales Tax Increment	\$ -	\$ -	0%
State Utility Tax Increment	\$ -	\$ -	0%
Local Utility Tax Increment	\$ -	\$ -	0%
Interest	\$ 32,022	\$ 54,807	2%
Land/Building Sale Proceeds	\$ -	\$ -	0%
Bond Proceeds	\$ -	\$ -	0%
Transfers from Municipal Sources	\$ 30,919	\$ 220,052	9%
Private Sources	\$ -	\$ -	0%
Other (identify source _____; if multiple other sources, attach schedule)	\$ -	\$ -	0%

All Amount Deposited in Special Tax Allocation Fund \$ 372,134

Cumulative Total Revenues/Cash Receipts \$ 2,583,843 100%

Total Expenditures/Cash Disbursements (Carried forward from Section 3.2) \$ 4,825

Transfers to Municipal Sources \$ -

Distribution of Surplus

Total Expenditures/Disbursements \$ 4,825

Net/Income/Cash Receipts Over/(Under) Cash Disbursements \$ 367,309

Previous Year Adjustment (Explain Below) \$ -

**FUND BALANCE, END OF REPORTING PERIOD\*** \$ 1,483,530

\* If there is a positive fund balance at the end of the reporting period, you must complete Section 3.3

Previous Year Explanation:

**SECTION 3.1 - (65 ILCS 5/11-74.4-5 (d)(5)(a)(b)(d)) and (65 ILCS 5/11-74.6-22 (d) (5)(a)(b)(d))**  
**Provide an analysis of the special tax allocation fund.**

FY 2019

**Fairview Heights TIF #2 Shoppes of St. Clair  
Redevelopment Area**

Special Tax Allocation Fund Balance at Beginning of Reporting Period \$ 477,253

SOURCE of Revenue/Cash Receipts:	Revenue/Cash Receipts for Current Reporting Year	Cumulative Totals of Revenue/Cash Receipts for life of TIF	% of Total
Property Tax Increment	\$ 370,206	\$ 3,565,724	84%
State Sales Tax Increment	\$ -	\$ -	0%
Local Sales Tax Increment	\$ -	\$ -	0%
State Utility Tax Increment	\$ -	\$ -	0%
Local Utility Tax Increment	\$ -	\$ -	0%
Interest	\$ 15,005	\$ 24,427	1%
Land/Building Sale Proceeds	\$ -	\$ -	0%
Bond Proceeds	\$ -	\$ -	0%
Transfers from Municipal Sources	\$ 37,021	\$ 277,645	7%
Private Sources	\$ -	\$ -	0%
Other: Bond overpayment refund	\$ -	\$ 393,898	9%

All Amount Deposited in Special Tax Allocation Fund \$ 422,232

Cumulative Total Revenues/Cash Receipts \$ 4,261,694 100%

Total Expenditures/Cash Disbursements (Carried forward from Section 3.2) \$ 2,075

Transfers to Municipal Sources \$ -

Distribution of Surplus

Total Expenditures/Disbursements \$ 2,075

Net/Income/Cash Receipts Over/(Under) Cash Disbursements \$ 420,157

Previous Year Adjustment (Explain Below) \$ -

FUND BALANCE, END OF REPORTING PERIOD\* \$ 897,410

\* If there is a positive fund balance at the end of the reporting period, you must complete Section 3.3

Previous Year Explanation:

**SECTION 3.1 - (65 ILCS 5/11-74.4-5 (d)(5)(a)(b)(d)) and (65 ILCS 5/11-74.6-22 (d) (5)(a)(b)(d))**  
**Provide an analysis of the special tax allocation fund.**

FY 2019

Fairview Heights TIF #3 Lincoln Trail

Special Tax Allocation Fund Balance at Beginning of Reporting Period \$ 1,830,022

SOURCE of Revenue/Cash Receipts:	Revenue/Cash Receipts for Current Reporting Year	Cumulative Totals of Revenue/Cash Receipts for life of TIF	% of Total
Property Tax Increment	\$ 318,942	\$ 3,319,831	89%
State Sales Tax Increment	\$ -	\$ -	0%
Local Sales Tax Increment	\$ -	\$ -	0%
State Utility Tax Increment	\$ -	\$ -	0%
Local Utility Tax Increment	\$ -	\$ -	0%
Interest	\$ 49,316	\$ 91,588	2%
Land/Building Sale Proceeds	\$ -	\$ 50,502	1%
Bond Proceeds	\$ -	\$ -	0%
Transfers from Municipal Sources	\$ 31,894	\$ 253,052	7%
Private Sources	\$ -	\$ -	0%
Other (identify source _____; if multiple other sources, attach schedule)	\$ -	\$ -	0%

All Amount Deposited in Special Tax Allocation Fund \$ 400,152

Cumulative Total Revenues/Cash Receipts \$ 3,714,973 100%

Total Expenditures/Cash Disbursements (Carried forward from Section 3.2) \$ 588,479

Transfers to Municipal Sources \$ -

Distribution of Surplus

Total Expenditures/Disbursements \$ 588,479

Net/Income/Cash Receipts Over/(Under) Cash Disbursements \$ (188,327)

Previous Year Adjustment (Explain Below) \$ -

FUND BALANCE, END OF REPORTING PERIOD\* \$ 1,641,695

\* If there is a positive fund balance at the end of the reporting period, you must complete Section 3.3

Previous Year Explanation:

**SECTION 3.1 - (65 ILCS 5/11-74.4-5 (d)(5)(a)(b)(d)) and (65 ILCS 5/11-74.6-22 (d) (5)(a)(b)(d))**  
**Provide an analysis of the special tax allocation fund.**

FY 2019

Fairview Heights TIF #5 Ludwig Drive

Special Tax Allocation Fund Balance at Beginning of Reporting Period      \$ (119,292)

SOURCE of Revenue/Cash Receipts:	Revenue/Cash Receipts for Current Reporting Year	Cumulative Totals of Revenue/Cash Receipts for life of TIF	% of Total
Property Tax Increment	\$ 11,405	\$ 18,497	96%
State Sales Tax Increment	\$ -	\$ -	0%
Local Sales Tax Increment	\$ -	\$ -	0%
State Utility Tax Increment	\$ -	\$ -	0%
Local Utility Tax Increment	\$ -	\$ -	0%
Interest	\$ 29	\$ 738	4%
Land/Building Sale Proceeds	\$ -	\$ -	0%
Bond Proceeds	\$ -	\$ -	0%
Transfers from Municipal Sources	\$ 1,140	\$ -	0%
Private Sources	\$ -	\$ -	0%
Other (identify source _____; if multiple other sources, attach schedule)	\$ -	\$ -	0%

All Amount Deposited in Special Tax Allocation Fund      \$ 12,574

Cumulative Total Revenues/Cash Receipts      \$ 19,235      100%

Total Expenditures/Cash Disbursements (Carried forward from Section 3.2)      \$ 525

Transfers to Municipal Sources      \$ -

Distribution of Surplus      \$ -

Total Expenditures/Disbursements      \$ 525

Net/Income/Cash Receipts Over/(Under) Cash Disbursements      \$ 12,049

Previous Year Adjustment (Explain Below)      \$ -

**FUND BALANCE, END OF REPORTING PERIOD\***      \$ (107,243)

\* If there is a positive fund balance at the end of the reporting period, you must complete Section 3.3

Previous Year Explanation:

**SECTION 3.1 - (65 ILCS 5/11-74.4-5 (d)(5)(a)(b)(d)) and (65 ILCS 5/11-74.6-22 (d) (5)(a)(b)(d))**  
**Provide an analysis of the special tax allocation fund.**

**FY 2019**

**Fairview Heights TIF #6 State Route 159  
North**

Special Tax Allocation Fund Balance at Beginning of Reporting Period      \$ (500)

SOURCE of Revenue/Cash Receipts:	Revenue/Cash Receipts for Current Reporting Year	Cumulative Totals of Revenue/Cash Receipts for life of TIF	% of Total
Property Tax Increment	\$ -	\$ -	0%
State Sales Tax Increment	\$ -	\$ -	0%
Local Sales Tax Increment	\$ -	\$ -	0%
State Utility Tax Increment	\$ -	\$ -	0%
Local Utility Tax Increment	\$ -	\$ -	0%
Interest	\$ -	\$ -	0%
Land/Building Sale Proceeds	\$ -	\$ -	0%
Bond Proceeds	\$ -	\$ -	0%
Transfers from Municipal Sources	\$ -	\$ -	0%
Private Sources	\$ -	\$ -	0%
Other (identify source _____; if multiple other sources, attach schedule)	\$ -	\$ -	0%

All Amount Deposited in Special Tax Allocation Fund      \$ -

Cumulative Total Revenues/Cash Receipts      \$ -      0%

Total Expenditures/Cash Disbursements (Carried forward from Section 3.2)      \$ 525

Transfers to Municipal Sources      \$ -

Distribution of Surplus      \$ -

Total Expenditures/Disbursements      \$ 525

Net/Income/Cash Receipts Over/(Under) Cash Disbursements      \$ (525)

Previous Year Adjustment (Explain Below)      \$ -

**FUND BALANCE, END OF REPORTING PERIOD\***      \$ (1,025)

\* If there is a positive fund balance at the end of the reporting period, you must complete Section 3.3

**Previous Year Explanation:**