Committee Members:
Charles Daily
Bill Poletti
Don Barkley
Robert Trippett
Charles Kassly
Michael Hagen
Samantha Carter
Richard Avdoian
Van Johnson

CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION
TUESDAY, OCTOBER 8, 2019 – 1:30 P.M.
MEETING ROOM A
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD

AGENDA

1. CALL TO ORDER

2. APPROVAL OF AUGUST 20, 2019 MINUTES

3. CITIZENS’ COMMENTS

4. PRESENTATION FROM i5 GROUP – RECOMMENDATIONS FOR ECONOMIC DEVELOPMENT STRATEGY

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
Call to Order
Charles Kassly called the meeting to order at 1:35 p.m.

Public Participation
none

Approval of Minutes
Michael Hagen made a motion to approve the July 16, 2019 minutes. Seconded by Bill Poletti
Motion passed on voice vote.

Land Use and Development – Presented by Andrea Riganti, TIF Administrator
No Report

Economic Development Director’s Report
  • Economic Development Strategy Report - they are at the recommendations level. Will
    host an Open House to be held at the REC on September 12th, 5-7:30pm.
  • The following stores will be opening this fall: Aerie, H&M (Sept 9), OshGosh, Total Wine,
    Urban Air,
  • There are possible tenants for the former Logan’s building and Toys R Us store.
  • PACE financing is moving forward and will be presented at council tonight. Will also
    have a warehouse fund for smaller businesses.
  • Met with property owners and Brian Heil to discuss the Phase II Marketplace
    roundabout.
  • Organized the Great Day St. Louis promotions for Salute to the Arts. They also had a
    segment every day of the week focusing on Fairview Heights. One day even spotlighting
    all of the fun things to do with kids, specifically Monkey Joe’s, SkkyZone and Urban Air.
  • Wingfest will take place at the mall parking lot on Labor Day Weekend.
  • Metro East Business Incubator – Swansea approved the agreement. Mascoutah and
    Shiloh are interested as well.
- P3 Luncheon for ICSC was held here at the Four Points Sheraton on August 29\textsuperscript{th}. Wade Laufenberg, from Beall's, was the keynote speaker. There were five local speakers as well.
- Cannabis is being explored as far as planning and zoning goes. It is being discussed at council as well. The Planning Commission met last week and the general consensus is to prevent Cannabis sales in Fairview Heights. If council votes it in, they will set up zoning regulations.
- We are working to come up with a better dashboard for the tax report other than just the sales tax. Once the new businesses open the numbers should start to rebound.
- A discussion took place regarding the concern by local liquor retailers of Total Wine’s possible impact.
- Michael Hagen reported that Sears came down a little on their price, with the stipulation that they also buy the automotive center.

**Monthly Revenue Reports**
Director Ellis presented the sales tax report. The City is down -2.1%, or -$13,229.05, and year to date is down -1.8%, or -$103,776.99.

The next meeting is scheduled for September 17, 2019 at 1:30 p.m.

A motion to adjourn was made by Don Barkley and seconded by Bill Poletti.

*Adjourned at 2:12 p.m.*

Submitted by: Wendi Gorney

__________________________
Recorder
MEMORANDUM

TO: Business Alliance Commission

FROM: Paul A. Ellis, Director of Economic Development

DATE: October 3, 2019

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

1. The Steering Group for the Economic Development Strategy hosted a second Community Open House at The REC on September 12, and the final draft recommendations are being developed for community review.

2. The open house was only one of several presentations at which some or all of the plan’s draft recommendations were shared with members of the business community, including:
   a. Presentation to the Lodging Roundtable on Aug. 20;
   b. Partial presentation to the Military Affairs Committee of the Leadership Council Southwestern Illinois on Sept. 10;
   c. Presentation to the Community Committee on Oct. 1;
   d. Presentation to the Business Alliance Commission on Oct. 8;
   e. Presentation to the Metro East Chamber of Commerce on Oct. 11

3. On Aug. 29, Fairview Heights again hosted the Downstate Illinois P3 Luncheon for the International Council of Shopping Centers with a standing room only crowd of developers, economic developers, real estate brokers, and retailers; this event maintains the city’s positioning as “the retail hub of Southern Illinois.

4. Fairview Heights Plaza is now owned by Namdar Realty Group, a privately held, commercial real estate investment firm that owns and manages more than 42 million square feet of commercial real estate throughout the nation; Namdar has a history of buying underperforming malls around the country and attracting nontraditional tenants like gyms and senior centers to the unused space, according to published reports in communities where it already does business.

5. Following approval of the PACE financing program, the Director has been working with Sustainable Solutions Funding (SSF) of St. Louis and the Illinois Finance Authority to publicize this new incentive and its availability, for now, only in Fairview Heights.

6. The Vice President for Leasing from DLC Management Corporation, owner of the Marketplace Center, was in town this past week to meet with the Director to explore potential new tenants and ways to update the center.

7. The Intergovernmental Agreement for the Metro East Business Incubator (MEBI) is still being negotiated and the new agency is completing paperwork to access the $100,000 earmarked by the Illinois General Assembly; meanwhile, discussions are continuing with regional businesses and foundations to secure funding needed to launch the initiative.
9. In October, the Director will again be moderating a panel discussion bringing together economic development experts from across the nation as part of his participation in the International Economic Development Council (IEDC) Annual Conference in Indianapolis.

Paul A. Ellis
Director of Economic Development

Attachments:

a. Apparel is out of fashion [Retail Dive]
b. Is an Aging Population Hurting the U.S. Economy [Next Avenue]
c. Recommerce Surges as Retailers, Brands Get in the Game [Practical Ecommerce]
DEEP DIVE

Apparel is out of fashion

The U.S. consumer has slipped into something more comfortable, and retailers are paying the price.

By Daphne Howland
Published Aug. 21, 2019

Considering the number of apparel retailers on the ground and online, it would appear to be a winning category. But broad sales trends are not in the sector's favor.

Several apparel retailers are struggling. Ascena is regrouping as sales plummet, unloading its discount banners entirely. L Brands is propped up by its personal care brand Bath & Body Works as Victoria's Secret loses share. J. Crew is in disarray, hobbled by debt and putting its hopes into its much smaller Madewell brand.

Profits in the segment were down 24% in the first quarter, according to a Retail Metrics note cited by CNBC, the worst showing since the first quarter of 2008, when they fell 40%. Department stores aren't faring much better. Their "departments" have been reduced to mostly apparel, plus some beauty and home goods, a stark contrast to their heyday when they sold everything from books to wine.

The troubles go back even further, however. In 1987, the average consumer allocated 5.9% of their spending to apparel and services, but by 2017, that had plummeted to 3.1%, according to a Deloitte spotlight report last year. The challenges faced by consumers outside of top-tier incomes could be a factor: average spending on women and girls' apparel has especially declined for lower-income earners, with the "only bright spot" in footwear, where share in apparel expenditure has risen across income levels, according to that report.

Existing competitive forces — notably the discounts found at off-price retailers and at direct-to-consumer sites, including Amazon — are challenging apparel retail, but fundamental changes in
attitudes about what to wear are also at play. That is perhaps best exemplified by Lululemon, an apparel retailer who brought the word "athleisure" to the market and high-priced activewear style to fashion. It is also a rare winner in the category.

Assembling a strategy is complicated by the changing of the guard in fashion: The street has replaced the atelier.

The new boss

Fashion itself flipped the switch, according to Shawn Grain Carter, professor of fashion business management at the Fashion Institute of Technology. "When I saw this trend starting to emerge in the early 90s, really the 80s, I always link it historically to when Marc Jacobs did the grunge collection for Perry Ellis," she said. "Even though the collection was a disaster it was a major inflection point."

Jacobs famously lost his job after the 1993 collection was panned by fashion critics. That wouldn't likely happen today (in fact, Jacobs reprised the collection last year). Instead, brands are increasingly turning to pop culture for designs and trends — and to social media for approval.

"When I worked at Bergdorf's as a buyer, you did not wear jeans past 50 — it was considered inappropriate unless you worked on a farm."

Shawn Grain Carter  
Professor of Fashion Business Management, Fashion Institute of Technology

"The youth are driving this look. Fashion editors have lost the cachet of driving what is in and what is out," Carter said. "We've always had celebrity endorsements — but now we have people involved who know nothing about fashion. I mean Justin Bieber, for god's sake, but this is where we are. And social media is global, driven by peer review and peer approval. You don't have to wait anymore to go to Europe for inspiration. Why would you hire a DJ
named Virgil Abloh? He is a creative genius but he's not a couturier."

(Abloh, who was named artistic director of Louis Vuitton’s men’s in March last year, in 2013 founded his own fashion label, Off-White, part of the Milan-based New Guards Group recently acquired by Farfetch.)

Other strong currents in society are affecting fashion, notably the value placed on sustainability, along with changing norms around gender and age, according to Carter. "When I worked at Bergdorf's as a buyer, you did not wear jeans past 50 — it was considered inappropriate unless you worked on a farm. And the cultural trend of gender fluidity is no longer an experimentation in androgyny. If men are going to wear lipstick, young people think nothing of that — because your gender identity is determined by you and not by society."

Indeed, both Carter and Thomai Serdari, professor of luxury marketing and branding at New York University's Stern School of Business, see fashion trends as driven by consumers, who are willing to wear Balenciaga and Target at once. It's no surprise, then, that haute couture fashion houses are producing sneakers, they both say. But successful fashion brands are doing more than simply adding expensive kicks to their assortments, according to Serdari. They're also relinquishing the power to dictate taste.

"You have this mix of high and low," she said. Even traditional fashion houses like Chanel and Gucci have allowed customers to be individuals and offered them choices by breaking up what were once sets like suits and twinsets.

"We don't see capsule collections any longer, but a focus on products, based on how people live their life. They're thinking about how these products can stand individually, this is what attracts people to Gucci right now. There is still a segment that shops the full outfit from brands. But their number is diminishing," Serdari said.

"With a greater focus on work-life balance, there's an increasing number of people taking an interest in
Future trends don't look promising either in light of Gen Z's attitude toward paying full price for clothes. Gen Z shoppers who enjoy shopping said they buy clothes at full price 25% to 50% of the time, but those who don't like shopping said they buy clothing at full price less than 25% of the time, according to a recent MakerSights report.

It's not just a penchant for discounts, however. Consumers are not just aiming to pay less for clothing, they're also buying less in the first place. That trend may be further compounded by tariffs slapped on goods made in China that could jeopardize sales, according to several retailers and the American Apparel & Footwear Association.

**Cold comfort in hot activewear**

Along with a democratization of who determines what is fashionable has come the casualization of apparel. Much of retailers' discomfort can be attributed to consumers' desire for comfort in all phases of their day.

Several analysts have pinpointed athleisure and other casual styles as rare growth areas for apparel retail. In an Aug. 5 note emailed to Retail Dive, Morgan Stanley analysts raised their five-year global activewear growth forecasts, citing "evidence of continued momentum for global brands in the US and accelerating DTC growth, coupled with a stronger 2018" and noting that retailers will be "increasingly challenged."

One reason is that fewer and fewer employees need a separate wardrobe for work. Even Goldman Sachs recently stopped requiring tailored suits for men, notes FIT's Carter. "So now even the bankers don't have to spend $3,000 on a bespoke suit," she told Retail Dive in an interview. "They can wear a sweater like..."
they're going on to the Hamptons. Everybody wants to have this hip look from the entrepreneurs who are revolutionizing society."

Euromonitor pins recent and future U.S. apparel sales growth on "changing consumer lifestyles" centered on health, wellness and activity. The firm measured 10% growth in U.S. apparel and footwear sales over five years (2013-2018) to $284 billion, according to data emailed to Retail Dive. That's spilling into everyday wear, according to fashion analytics firm Edited. New sneaker arrivals for men, for example, have risen 34% year over year and for women 11%, while new arrivals for women's pumps fell 3%, according to Edited data.

"With a greater focus on work-life balance, there's an increasing number of people taking an interest in having an active lifestyle so in turn the idea of traditional workwear is evolving," Edited Market Analyst Kayla Marci told Retail Dive in an email. "Globally, the lines between workwear and everyday apparel are becoming more blurred. A great example is how sneakers are dominating footwear assortments, and worn outside of the gym and into the office."

And it’s not just work, Carter notes. "Tea, the Saturday and Sunday Sabbath, a wedding, a funeral," she said. "What are you going to get dressed up for? Whereas baby boomers always had clothes for career, clothes for socializing and clothes for special occasions, I can wear my sneakers to every single event."

"If my life had four activities per day, I needed four outfits, five days a week — that's a lot of outfits and people don't need that any longer."

Thomai Serdari
Professor of Luxury Marketing and Branding, New York University's Stern School of Business

It's not hard to see why, for example, Nordstrom is struggling despite its retail innovations. Shoppers no longer flock there for special occasion and other pricier apparel, which led UBS analysts last month to deem the department store a "no-growth retailer," citing trends for less expensive and more casual attire.
That's unlikely to change, at least not much. Carter says she is seeing some return in the desire to dress up a bit more, with invitations to weddings and fundraisers now often calling for "smart casual," which is often open to a wide interpretation.

"Americans started this trend and it's here to stay. But they still get dressed for dinner in Europe, and you don't go to a meeting in Shanghai or Beijing in khaki pants," she said. "I'm seeing women dress up a little more. Cute ballet flats. And we're dressing up things that we didn't before, like sneakers and tote bags. We have to be careful to ensure that the expression through our fashion doesn't mean that we are sloppy in our lives."

Serdari isn't so sure. "If my life had four activities per day, I needed four outfits, five days a week — that's a lot of outfits and people don't need that any longer," she said. "I don't think our styling is going to change or go back. I think we're going to get even more relaxed."

And therein lies the hope for fashion — that it is a way to express yourself, according to Carter.

"People will always buy fashion because people like to escape, and we sell a fantasy," she said. "Most people wear fashion because they feel good. It has an emotional appeal and it is an expression of their individuality and their identity. I'm noticing more adjectives added to the word 'casual,' like 'casual chic.' These are all buzzwords for dressing with some class and sass, even if it's casual."
Is an Aging Population Hurting the U.S. Economy?

By Chris Farrell Unretirement Expert August 23, 2019

Credit: Adobe Stock

U.S. economic growth has been underwhelming for some time, averaging around 2% these days. In recent months, economic commentators have intensified their search for the underlying reason why the economy can't kick into higher gear. They've landed on this highly disputable explanation: Too many old people.

That's right. The dreaded “silver tsunami.” The economic core of the fear-based narrative is that — with more Americans expected to be 65 and older than 18 and younger by 2035 — there'll be too few young workers to financially support too many dependent elders. Consequently, these analysts say, the U.S. economy is condemned to a permanent state of stagnant growth at best, and possibly much worse.

Sound and Fury of Doomsayers
Here are two examples that appeared in The New York Times: Ruchar Sharma, chief global strategist at Morgan Stanley Investment Management, wrote: “Demographics are usually the main driver of economic growth, so it is basically inevitable that these countries will now grow at a much slower pace.” And the Times’ economics writer Eduardo Porter observed that “the aging of the American population is carving an unexpectedly broad path of destruction across the economy... Many of our most intractable economic ills can be traced to some degree to this ineluctable fact: America is getting old.”

Can’t we shed this hidebound way of framing aging?

The economic pessimism about aging isn’t limited to the U.S.

A recent United Nations report saying that global aging will weigh on economic performance around the world noted it would increase the “fiscal pressures that many countries will face in the coming decades as they seek to build and maintain public systems of health care, pensions and social protection for older persons.”

This message of worry resonated during the June meeting in Japan of leaders from the G20 nations, too, where aging was on the priority list for discussion for the first time. And not in a good way.
Winter of Our Discontent?

Bank of Japan Governor Haruhiko Kuroda worried there that an aging population could pose “serious challenges” for central banks, according to Reuters. Japanese Finance Minister Taro Aso warned his colleagues that they must act now on the issue of aging to take “effective measures against it.” (At least that's better than when he asked older people “to hurry up and die” several years ago.)

Really? Can't we shed this hidebound way of framing aging?

The dire-demographics-of-aging school routinely ignores a major social and economic paradigm shift among people in the second half of life: They're working longer. The trend toward continuing to earn a paycheck later in life is well documented, yet the dramatic shift in behavior remains vastly underappreciated.

Economic Numbers Showing Some Analysts Protest Too Much
Consider this:

- **Around 90% of the increase in employment in the U.S. since 1998 has come from higher employment of workers 55 and older,** calculates Andrew Scott, economist at the London School of Business.
- **The labor force participation rate for people age 65 to 69 has risen from roughly 28% in 1998 to 38% in 2019 for men and from 18% to about 30% for women.**
- **Adults between ages 55 and 64 made up 26% of new entrepreneurs in 2017,** according to the Kauffman Foundation. That’s a significant increase over the 19% percent figure in 2007.

Scholars in a variety of disciplines have created a research-rich story highlighting the enormous opportunities for America opening up with aging populations. Chief reasons: Older adults are healthier, better educated and more productive than previous generations.

"Thanks to their ingenuity and economic demand, the boomers have the potential to open up possibilities for older adults across the economic spectrum, across nations, and even far into the future," wrote Joseph Coughlin, director of the MIT Age Lab and author of *The Longevity Economy: Unlocking the World's Fastest Growing, Most Misunderstood Market.*

Older workers are productive workers, concluded a series of studies demonstrating the benefits of experience, including several from the Munich Center for the Economics of Aging. Their conclusions remind me of Ronald Reagan's quip during the 1984 presidential
campaign when his ability to do the job was challenged because he was 75. Reagan promised not “to exploit, for political purposes, my opponent’s youth and inexperience.”

Why Past Isn’t Prologue

It’s true, as a new MIT Technology Review article said, that Harvard economist Nicole Maestas and her colleagues have estimated that a 10% increase in the 60+ U.S. population between 1980 and 2010 reduced per capita Gross Domestic Product (GDP) growth by 5.5%. But, as the article also noted, Maestas says the past is no guarantee of the future since people are working longer these days. “Are we all getting less productive, and we’re stuck with that? Not necessarily,” Maestas said.

Instead of hand-wringing about aging, the exciting challenge is to create incentives and institutions that welcome experienced employees in the workplace and entrepreneurs in the second half of life. Given the opportunity to continue using their skills and knowledge, experienced workers can be a powerful force for rejuvenating businesses and nonprofits and, yes, boosting U.S. economic growth.

“Older people stand out for their combination of experience, interest, and ability to fill skill gaps. They are a human capital resource that is ready to contribute to companies, younger colleagues, and a vibrant economic future,” wrote Paul Irving and co-authors in the Milken Institute’s Center for the Future of Aging publication, Silver to Gold: The Business of Aging.

Here’s the thing. Despite the striking employment gains since the early 1990s, American society and employers have only just begun to reevaluate the promise of experienced workers. The supply of those people is much larger than their opportunities. The barriers of age discrimination and ageism are real.

We Ripe and Ripe

Yet the U.S. economy would gain if managements put out the welcome mat.

PwC, the giant consulting firm, created a Golden Age Index to quantify how countries in the Organization for Economic Co-operation and Development (OECD) are harnessing the power of older workers. New Zealand has the second highest rate of employment of workers 55+ in the OECD. The U.S. is down at No. 9.

The American economy would expand by over $815 billion if the U.S. increased its employment of the 55-to-64-year age group to New Zealand’s level, according to PwC.

“I would suggest that the ability to spot, mobilize and deploy older workers is the next biggest source of competitive advantage in the U.S. companies,” wrote Tyler Cowen, economist at George Mason University. “The sober reality is that many companies should retool their methods to fit better with the experience and sound judgment found so often
in older workers.”

No, aging and decline aren't synonymous. Just read the smart report from the Global Coalition on Aging and the Health and Global Policy Institute, “The Impact of Innovation Across Technology, Health, Care and Urban Design for Super-Ageing Societies.”

It looked at measures that would build more vibrant communities around the world. Two of the researchers’ insightful recommendations: encouraging age-friendly communities to become “test beds” for new products, technologies and social interventions and promoting education and training initiatives for older people, especially as caregivers.

To further increase the labor force participation rate of experienced workers (as well as workers of all ages), health and retirement systems could be redesigned to support a mobile workforce and to encourage older workers to stay in the job market longer. Employers could offer more late-career training and phased retirement programs that let people keep working in their 60s and beyond, just not 40-hour workweeks. And colleges could embrace education and training initiatives for workers in their 50s, 60s, 70s and older who want to boost their skills.

Framing matters when it comes to the U.S. economy. Stop playing the blame game with “old folks.” Instead of seeing growing older through the lens of inevitable decline and frailty, think about the opportunities an aging population could open in America's workplace and startup culture.

By Chris Farrell

Chris Farrell is senior economics contributor for American Public Media's Marketplace. An award-winning journalist, he is author of the books Purpose and a Paycheck: Finding Meaning, Money and Happiness in the Second Half of Life and Unretirement: How Baby Boomers Are Changing the Way We Think About Work, Community, and The Good Life. @cfarrellecon

Next Avenue Editors Also Recommend:

Next Avenue brings you stories that are inspiring and change lives. We know that because we hear it from our readers every single day. One reader says,

"Every time I read a post, I feel like I’m able to take a single, clear lesson away from it, which is why I think it's so great."

Your generous donation will help us continue to bring you the information you care about. What story will you help make possible?

Make a Donation to Next Avenue
Recommerce — “resale commerce” — is the process of selling used products or excess inventory to companies or consumers. Both Millennials (birth years early 1980s to late 90s) and Generation Z (late 90s to roughly 2012) are embracing the concept of purchasing secondhand goods. They are more than two times likely to engage with recommerce than older consumers, according to GlobalData, an independent retail analytics firm that performed research for the “2019 Annual Resale Report” for recommerce apparel merchant thredUP.

While consumers have been buying used books, CDs, and DVDs for years, people under 40 are enthusiastically scooping up clothing, jewelry, shoes, and handbags. Gen Z is showing the highest growth rate for “thrifting.”

Fifty-six million women of all ages purchased secondhand products in 2018. While most buyers use the secondhand items themselves, others purchase goods for resale on sites such as eBay.

Recommerce merchants are growing 20-times faster than the broader retail market and five-times faster than off-price retailers, according to Coresight Research. The company forecasts that the total U.S. apparel resale market will grow at a compound annual rate of 13 percent, reaching $33 billion in 2021. Clothing, shoes, and accessories currently make up 49 percent of the total U.S. recommerce market. GlobalData estimates that the total worldwide apparel market (resale and donation) will...
thredUP accepts only certain brands but does not focus exclusively on luxury merchandise, although the site includes a high-end “Luxe” division that sells designer brands from invited sellers.

Individuals who wish to empty their closets can request a postage-paid clean-out kit to send clothes, shoes, handbags, and jewelry for consideration. thredUP is selective and accepts only 40 percent of items sent. All Luxe items are authenticated by in-house experts to ensure they are not counterfeit. Goods that are not accepted or that do not sell are recycled. Sellers can also ask for their clothing to be returned, but they must pay a fee to do so.

The company uses an algorithm that looks at the brand, style, season, and current inventory to price items. The company also offers donation bags for those who want to dispose of items.

Earlier this month, thredUP announced partnerships with J.C. Penney, Macy’s, and Stage stores. Pilot projects for the three retailers are in about 100 stores with a larger rollout planned.

The retailers pay to build thredUP spaces in-store, and they are stocked with thredUP’s inventory. Customers can also drop off their used clothes, which are sent to thredUP warehouses. Partner retailers intend to draw more shoppers into the stores, hoping some of them will purchase the store’s regular inventory.

TheRealReal

TheRealReal is an eight-year-old consignment company, which focuses on luxury brands (clothing, jewelry, art, home decor), also provides sellers with a pre-paid shipping package to send goods. Like thredUP, TheRealReal authenticates items to ensure they are not counterfeit. Products that haven’t sold after a year can be sent back to sellers, at their cost. Otherwise, unsold inventory is donated to charity.

Sellers are paid on a sliding scale. When an item sells, the seller receives a percentage of the sale price (50 percent for items priced at $200 or less, and up to 70 percent for products that sell for at least $10,000.)
brand Stella McCartney lets sellers that consign pieces from this brand receive a $100 Stella McCartney gift card.

TheRealReal also has brick-and-mortar stores in Los Angeles and New York.

In 2018, TheRealReal processed 1.6 million orders for its second-hand items, 42 percent more than in 2017, according to the company. The site's gross merchandise value in 2018 was $710.8 million, up 44 percent over 2017, with total revenue of $207.4 million, up 55 percent. Nevertheless, the company is not yet profitable, with a net loss in 2018 of $75.8 million. In June, TheRealReal went public and raised $300 million, at $20 per share.

**Poshmark**

Poshmark is a marketplace for used goods. It does not use the consignment model. Sellers must manage their own listings, including photos, descriptions, and pricing. Sellers ship the sold goods to buyers using a prepaid shipping label provided by Poshmark. In exchange, sellers keep more of the sales proceeds than they would through a traditional consignment shop. For items with a sale price lower than $15, Poshmark charges a flat fee of $2.95. More expensive items are subject to a 20-percent commission.

Poshmark offers Posh Parties, which are virtual buying and selling events within the application. Individuals can browse, buy, and list together with friends.

**Other Sites**

Yerdle offers a white label service for apparel retailers Arc’teryx, Eileen Fisher, Patagonia (Worn Wear label), REI, and Taylor Stitch, letting customers return used goods for store credit. When Yerdle receives the goods, it repairs and refurbishes them so that the apparel companies can resell them as refurbished under their own brands with warranties.

Paris-based Vestiaire Collective allows consumers to list used luxury products themselves or use
The equivalent of one garbage truck of textiles is sent to a landfill or incinerated every second, according to The Ellen MacArthur Foundation, a U.K.-based charity that promotes the circular economy. Consumers, especially younger ones, want the brands they buy to be conscious of the environmental impact of their practices. thredUP, for example, estimates that it has upcycled 65 million articles in the past five years — 21 million in 2018 alone — saving these items from landfills.

In 2018 British luxury fashion brand Burberry received scathing criticism for burning about $38 million worth of new, unsold clothing, accessories, and perfume so that none of it could reach the gray market. The company has responded to the criticism by declaring it will no longer destroy the goods.

Burberry is not unique; many brands destroy “deadstock” in the same way. Partnerships with recommerce merchants allow brands to showcase their sensitivity to the environment and increase customer loyalty.

Marcia Kaplan
### CITY OF FAIRVIEW HEIGHTS, IL

**SALES TAX REPORT**

State 1% Municipal Tax Portion

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>629,863.98 $</td>
<td>601,011.50 $</td>
<td>586,147.75 $</td>
<td>632,285.33 $</td>
<td>571,553.40 $</td>
<td>553,114.13 $</td>
<td>490,116.91 $</td>
<td>-11.4%</td>
<td>$ (62,997.22)</td>
</tr>
<tr>
<td>JUN</td>
<td>692,902.50 $</td>
<td>655,667.46 $</td>
<td>708,268.15 $</td>
<td>696,077.63 $</td>
<td>677,065.69 $</td>
<td>676,704.83 $</td>
<td>654,604.36 $</td>
<td>-3.3%</td>
<td>$ (22,100.47)</td>
</tr>
<tr>
<td>JUL</td>
<td>578,187.49 $</td>
<td>574,119.26 $</td>
<td>563,612.88 $</td>
<td>576,220.16 $</td>
<td>599,877.49 $</td>
<td>555,320.85 $</td>
<td>572,195.98 $</td>
<td>3.0%</td>
<td>$ 16,875.13</td>
</tr>
<tr>
<td>AUG</td>
<td>602,449.00 $</td>
<td>586,795.92 $</td>
<td>607,839.70 $</td>
<td>608,444.47 $</td>
<td>600,057.37 $</td>
<td>607,357.54 $</td>
<td>585,032.16 $</td>
<td>-3.7%</td>
<td>$ (22,325.38)</td>
</tr>
<tr>
<td>SEP</td>
<td>663,854.82 $</td>
<td>610,055.28 $</td>
<td>653,462.36 $</td>
<td>679,234.60 $</td>
<td>613,965.54 $</td>
<td>623,578.60 $</td>
<td>610,349.55 $</td>
<td>-2.1%</td>
<td>$ (13,229.05)</td>
</tr>
<tr>
<td>OCT</td>
<td>572,075.75 $</td>
<td>554,178.50 $</td>
<td>573,059.41 $</td>
<td>572,368.09 $</td>
<td>476,801.05 $</td>
<td>540,557.44 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV</td>
<td>620,158.32 $</td>
<td>574,589.49 $</td>
<td>642,921.78 $</td>
<td>599,121.43 $</td>
<td>575,354.24 $</td>
<td>570,594.16 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>631,306.50 $</td>
<td>468,313.25 $</td>
<td>626,164.49 $</td>
<td>612,305.99 $</td>
<td>581,474.30 $</td>
<td>577,677.65 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAN</td>
<td>576,988.91 $</td>
<td>589,088.14 $</td>
<td>627,103.06 $</td>
<td>570,540.96 $</td>
<td>564,056.46 $</td>
<td>560,273.13 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEB</td>
<td>710,629.96 $</td>
<td>687,960.48 $</td>
<td>695,015.32 $</td>
<td>678,820.57 $</td>
<td>672,397.54 $</td>
<td>668,036.72 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAR</td>
<td>1,049,090.01 $</td>
<td>969,659.49 $</td>
<td>1,041,010.81 $</td>
<td>974,290.59 $</td>
<td>935,340.51 $</td>
<td>870,591.30 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APR</td>
<td>532,313.55 $</td>
<td>458,225.94 $</td>
<td>519,339.92 $</td>
<td>488,717.27 $</td>
<td>528,625.80 $</td>
<td>457,194.13 $</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YTD TOTAL</strong></td>
<td>$ 7,859,530.79 $</td>
<td>$ 7,329,664.71 $</td>
<td>$ 7,843,945.63 $</td>
<td>$ 7,688,427.09 $</td>
<td>$ 7,396,569.39 $</td>
<td>$ 7,261,000.48 $</td>
<td>$ 2,912,298.96 $</td>
<td></td>
<td>$ (103,776.99)</td>
</tr>
<tr>
<td><strong>YTD CHANGE</strong></td>
<td>1.0%</td>
<td>-6.7%</td>
<td>4.3%</td>
<td>-2.0%</td>
<td>-3.8%</td>
<td>-1.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MONTHLY AVG</strong></td>
<td>$ 654,960.90 $</td>
<td>$ 610,805.39 $</td>
<td>$ 653,662.14 $</td>
<td>$ 640,702.26 $</td>
<td>$ 616,380.78 $</td>
<td>$ 605,083.37 $</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>