

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, MARCH 17, 2020 – 1:30 P.M.
MEETING ROOM A
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD**

AGENDA

1. CALL TO ORDER
2. APPROVAL OF FEBRUARY 21, 2020 MINUTES
3. CITIZENS' COMMENTS
4. LAND USE AND DEVELOPMENT - DIRECTOR'S REPORT
5. ECONOMIC DEVELOPMENT - DIRECTOR'S REPORT
6. MONTHLY REVENUE REPORTS
 - a. 1% MUNICIPAL
7. SET NEXT MEETING - TUESDAY, APRIL 21, 2020
8. ADJOURN

**THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Tuesday, February 18, 2020 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL**

Committee Members in attendance – Charles Daily, Richard Avdoian, Don Barkley, Bill Poletti, Van Johnson

Committee Members absent –Robert Triplett, Samantha Carter, Charles Kassly, Michael Hagen, Samantha Carter.

Other Aldermen and Elected Officials in attendance – None

Staff in attendance – Paul Ellis, Andrea Riganti

Call to Order

Charles Daily called the meeting to order at 1:37 p.m.

Public Participation

none

Approval of Minutes Don Barkley made a motion to approve the January 21, 2020 minutes. Seconded by Richard Avdoian. Motion passed on voice vote.

Economic Development Director's Report Presented by Paul Ellis

- Paul passed out the Economic Development Strategy Final Draft. The recommendations are located on the last few pages.
- They have come up with a Metric for the City Dashboard to pull in all of the revenue numbers.
- Bill Poletti commented that a large benefit of the study is that it will update numbers on demographics that can be used to promote Fairview Heights.
- Council will be voting on the ordinance tonight, that will direct the Economic Development of the City.
- Paul distributed the new ***All In*** flyer regarding the new app. It is a free program and there are rewards in the app. This will help pinpoint the traffic patterns of shoppers, where people come from so we know where to market the city. The app currently offers specials to many local businesses and videos are being created to showcase some Fairview Heights restaurants and retail stores. Rich expressed concern that it may leak out of the city, but Bill assured him that it is being heavily monitored to only allow Fairview Heights businesses.
- Goals of the program: to build sales per square foot and build Fairview Heights' reputation as a shopping destination. When customers sign up, personal information is kept private, however the aggregate data is kept. This info will help attract new business.
- A developer is looking at exit 12, this process is slowly progressing.

- Retailer was buying the Babies R Us store but it was marketed as larger than 32K sq. ft. but was actually only 22K sq. ft., which was too small. The retailer wants to find another location in Fairview Heights.
- Business Assistance Program – will hopefully have recommendations on the changes at next month’s meeting.
- Namdar Realty bought Fairview Heights Plaza (Gordman’s, Urban Air, etc.) Was in receivership, Namdar bought it, but they have a history of not managing properties very well. Paul is building a relationship with them to try to prevent that from happening.
- Bi-State Development is working to have some pop-up retail at their metro locations. 700 people a day park at the Fairview Heights metro location. A conversation followed regarding whether or not the committee found that to be a viable pop-up location.
- Paul distributed the World Wide Technology Raceway fan guides. We have a partnership with the tourism bureau and have placed an ad in the fan guide. They will be starting NASCAR events this year so we are hoping to bring in that traffic. Richard noted that having hotels at the top of the ad would make it more noticeable.
- Sales tax has gone down, slightly, but the sales per square foot has gone up. Paul’s retail projects include:
 - Boston Market – possible insolvency
 - Pier 1 – closing some store, we don’t know the future of our location
 - STAGE – bankruptcy, Gordman’s will be closing.
 - Macy’s – cutting 1/5th of real estate, including 2nd headquarters and real estate in Silicon Valley. The Macy’s here is doing very well.

Monthly Revenue Reports

Director Ellis presented the sales tax report. The City is down -3.6%, or -\$23,944.50, and year to date is down -1.8%, or -\$85,545.76.

Land Use and Development Director’s Report – Presented by Andrea Riganti

- She and Paul are working on revising the Business Assistance Program and are looking at other areas to utilize TIF funds.
- Working with property owners for annexation.
- Fountains residential expansion has begun. Phase I is single family homes, Phase II will be villas.
- A vacant building registration form is in the preliminary stages.
- Cannabis – Planning Committee will determine where and what districts to allow. Currently it is only allowed in Industrial Zoned areas. Will go to the Community Committee first, then will be presented for approval by the Council, possibly in March.
- The council determined we would allow one cannabis business in the city.

The next meeting is scheduled for March 17, 2020, at 1:30 p.m.

A motion to adjourn was made by Richard Avdoian and seconded by Van Johnson.

Adjourned at 2:41 p.m.

Submitted By: Wendi Gorney

Recorder



CITY OF FAIRVIEW HEIGHTS

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

INTEROFFICE MEMORANDUM

To: Business Alliance Committee
From: Andrea Riganti, Land Use and Development Director
Subject: Director's Report
Date: March, 2020

Following are the major action items or ongoing projects for the Department of Land Use and Development (LUD):

Planning and Zoning

- City Council adopted zoning text amendments for recreational adult-use cannabis, identifying a few zoning districts within which recreational dispensaries might be allowed with a Special Use Permit.
- Staff is working with the U.S. Census Bureau to promote the 2020 count. Attached is information about the Census. Please share with anyone who may be interested.
- Staff continues to respond to questions and consult with developers, property owners, and residents on new development, annexation and zoning related matters.
- Staff continues to work with Economic Development Department on revising the Business Assistance Program. A draft proposal will be complete by April for BAC input.
- Additional efforts are being made to streamline economic development efforts. Encouraging joint meetings with potential developers, recommending the in-house development of an economic development packet (which could include an "Open for Business Guide", updated list of incentives, demographic information about the City, map, and other resources), the Economic Development Strategy, and Business Alliance Commission.
- Staff is reviewing the redevelopment plans for the existing Tax Increment Financing (TIF) districts to determine accomplishments and identify future projects.
- Staff continues to review the draft Development Code. Several issues with the draft have been identified, which will require revisions prior to bringing the code forward for adoption.

Code Enforcement

- Staff continues to perform routine inspections of problem properties and "hot spots" for potential property maintenance issues. Staff also responds to complaint driven issues for same.

- A problem property list has been created for properties that have four valid complaints within 12 consecutive months. These properties are to be proactively inspected twice a month, rather than complaint driven.
- Staff continues to respond to animal control calls.
- During the winter months, staff will engage in property maintenance sweeps of commercial areas.
- Staff continues to establish a neighborhood preservation strategy. The Vacant Building Registration Program draft ordinance is being reviewed by the City Attorney.

Building Division

- Staff continues to perform plan review and building related inspections.
- There were 65 building permits issued since January 1, 2020 with a construction value of \$1,804,179.
- Building division staff is performing annual inspections of hotels and motels to ensure compliance with health, safety and building codes.

Please let me know if there are questions or concerns

2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

What's in it for me?



Your responses inform where over \$675 billion is distributed each year to communities nationwide for clinics, schools, roads, and more.



Census data gives community leaders vital information to make decisions about building community centers, opening businesses, and planning for the future.



Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.



Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

When can I respond to the census?

In early 2020, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have yet to respond.

What will I be asked?

You will be asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

What won't be asked?

The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

2020CENSUS.GOV

**Shape
your future
START HERE >**

United States®
**Census
2020**

MEMORANDUM

TO: Elected Officials

FROM: Paul A. Ellis, Director of Economic Development

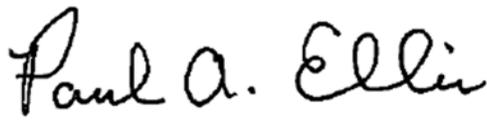
DATE: March 13, 2020

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

1. Following adoption of the Economic Development (ED) Strategy, the Director has worked with other city departments and outside agencies to develop the prescribed dashboard, still being finalized, which is presented in this report as a work in progress. ♥
2. The Fource is continuing to grow all aspects of the "All In" Branding Campaign with videos rolling out each week (consultants will be on hand Wednesday night to provide a progress report and demonstrations).
3. The Fource is working with the Director to produce a video highlighting the Planet Fitness reuse of the former Toys 'R' Us box featuring the tenant, property owner and city to relate how all parties worked together successfully; this production will be shared with brokers, developers and retailers considering expansion into Fairview Heights.
4. The Director is working with real estate brokers and The Fource to prepare proposals for relocation of the regional headquarters for the Illinois State Police (currently in Collinsville) by the April 7 deadline.
5. Acadia Realty Trust is working with the Director to build a new store in Lincoln Place I which may be able to accommodate the regional retailer that could not fit into the former Babies 'R' Us box.
6. A Redevelopment Agreement has been negotiated with Klein's Brand Source, Inc. based upon the Letter of Intent approved by the City Council in November.
7. The Director and the Director of Land Use & Development are continuing to work on revitalization of the Business Assistance Program and hope to have draft recommendations for the Business Alliance Commission (BAC) next month. ♥
8. Those same staff members are also scheduled for a conference call with the Namdar Realty Group, the new owners of Fairview Heights Plaza, to review with that property owner the recommendations for future development included in the ED Strategy. ♥
9. The Director is reviewing a Facility Use Agreement with Bi-State Development to allow a pilot program supporting food trucks and other "pop up" retail at the MetroLink station. ♥
10. The Director has requested support from St. Clair Transit for a pilot program establishing a shuttle from St. Clair Square to the World Wide Technology Raceway similar to the popular Red Bird Express. ♥
11. The Director is working with the organizers of the annual Small Business Week South Western Illinois (SBWSWIL) event and other groups across the Metro East to jointly market several events during that week. ♥

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

12. The Metro East Business Incubator (MEBI) is pursuing a new business plan that will begin providing service through a virtual incubator platform and then use co-working facilities such as Café Biz 618 for brick-and-mortar locations. ♥
13. The City’s PACE Program Administrator, Tom Appelbaum, has brought on Tami Martens to assist in marketing the program to local contractors, developers, and property owners; she is setting up a display in the front office of the Southern Illinois Builders Association (SIBA) as one means of getting the word out about this new incentive.
14. The Hotel/Motel Review Committee, which includes the Director and other department heads, has recommended funding of \$35,000 each for Midwest Salute to the Arts and Wingfest for the coming fiscal year.



Paul A. Ellis
Director of Economic Development

Attachments:

- a. [Dashboard \(March 2020\)](#)
- b. [Illinois State Police District 11 looking to move headquarters from Collinsville \[Belleville News Democrat\]](#)
- c. [Flyer – Small Business Week South West Illinois \(SBWSWIL\)](#)
- d. [Brief Prospectus – the MEBI](#)
- e. [Community Contacts – Business Retention Visits](#)



| Metric | Benchmark(s) | Notes(s) | Source(s) |
|--------|--------------|----------|-----------|
|--------|--------------|----------|-----------|

Local Tax Collections

| | | | | | |
|--------------------------------|--------------|----------------|----------------|--|----------------------------------|
| Food & Beverage Tax | Month | Quarter | YTD | <i>Reporting for Dec.2019, 3rd quarter & 2019-20 fiscal year to date</i> | Clerk's Office |
| | \$71,051.88 | \$208,482.42 | \$1,365,156.10 | | |
| Hotel/Motel Tax | Month | Quarter | YTD | <i>Reporting for Jan.2020, 3rd quarter & 2019-20 fiscal year to date</i> | Clerk's Office |
| | \$52,596.17 | \$169,945.74 | \$614,279.69 | | |
| Sales Tax | Month | Quarter | YTD | <i>Reporting for Dec.2019, 3rd quarter & 2019-20 fiscal year to date</i> | Illinois Dept. of Revenue (IDOR) |
| | \$865,433.15 | \$1,509,525.37 | \$6,713,102.44 | | |

Website Visits

Information Pending

Commercial Vacancy Rate

Information Pending

BARBERMurphy Group

| | | |
|-----------------|---|---|
| Openings |    | Clerk's Office |
| Closings |   | <i>Part of regional store closures</i> Various sources |

New Construction

| | | | |
|-----------------------------|----------|---|---------------------------------|
| Commercial buildings | 5 | <i>Reporting for calendar year 2019</i> | Dept. of Land Use & Development |
| Multi-family homes | 0 | <i>Reporting for calendar year 2019</i> | Dept. of Land Use & Development |
| Single family homes | 5 | <i>Reporting for calendar year 2019</i> | Dept. of Land Use & Development |

Discounts for Military & Veterans

Information Pending

"All In" Fairview Heights Campaign

| Metric | Benchmark(s) | Notes(s) | Source(s) |
|---|--------------|----------|--------------------------------------|
| Military Contracts Awarded | | | |
| Information Pending | | | Scott "Patriot" Program |
| Labor Statistics | | | |
| Information Pending | | | Illinois Dept. of Labor (IDOL) |
| Business Startups (Region) | | | |
| Information Pending | | | Metro East Business Incubator (MEBI) |
|  DASHBOARD | | | |

Illinois State Police District 11 looking to move headquarters from Collinsville

BY HANA MUSLIC

MARCH 10, 2020 10:31 AM



Brendan Kelly, Director of the Illinois State Police

COLLINSVILLE

[Illinois State Police District 11](#) plans to move its headquarters from Collinsville to St. Clair County.

According to a request for proposal released Monday on its website, the [state police are looking to purchase](#) at least four acres of land that is either vacant or can be redeveloped. It should be within two miles of either Interstates 55, 64, 70 or 255 and within “reasonable walking distance” of public transportation, the request for proposal stipulates.

The decision to move was made after Illinois Gov. J.B. Pritzker’s [capital development bill](#) passed last year and provided \$55 million for a new facility that would combine District 11 patrol, Zone 6 investigations and Southern Illinois SWAT.

District 11 state troopers are currently headquartered at 1100 Eastport Plaza Drive in Collinsville in a state-owned building shared with the Illinois Department of Transportation.

“The current facility is shared with the Illinois Department of Transportation and no longer adequately meets the growing public safety requirements of the region in which the ISP is engaged,” said Illinois State Police spokeswoman Beth Hundsdorfer.

Plans are to construct a multi-story, 62,500-square-foot combined police facility, with an additional 21,000-square-foot, single-story warehouse facility. Space for a parking garage or lot that will secure about 135 cars also will be necessary, according to a press release.

The decision to move to St. Clair County was a data-driven one focused on bringing state police criminal patrol and criminal investigations “to where those efforts are most needed and most beneficial,” Hundsdorfer said.

[Brendan Kelly, director of the state police](#), is the former state’s attorney for St. Clair County.

According to Hundsdorfer, the Illinois State Police is realigning its organizational resources and assets throughout the state to meet changing demands of growing public safety missions.

Proposals are due by 2 p.m. April 7 and Hundsdorfer said Tuesday that the agency had not identified any potential properties yet.

Responses should be submitted to Debra Logan by email at debra.logan@illinois.gov, or submit paper responses to 801 S. 7th Suite 800 Annex, Springfield, IL 62703 with the title “ISP Metro East Property.”

Proposals should include a narrative response, maps, photos of the property and additional figures that demonstrate property size, location, zoning, current use, environmental matters, public services, location of hospitals, governmental entities, academic institutions.



COME JOIN US!

May 3 - May 9, 2020

Open to the business community

Free Business Seminars

Join us for one or several seminars

Wednesday, May 6, 2020 • 8:00 am - 4:00 pm

Holiday Inn • 313 Salem Place • Fairview Heights, IL

Southwestern IL Business Expo

Thursday, May 7 • 11:00 am - 5:00 pm

Best Business Practice Tips Showcase

Thursday, May 7 • 12:00 pm - 4:00 pm

Awards Luncheon

Thursday, May 7 • 11:30pm - 1:30pm

Regency Conference Center • 400 Regency Park • O'Fallon, IL 62269

RSVP at www.sbwsil.org



Brief Prospectus

A consortium of organizations and agencies are currently working in St. Clair County to establish a business incubator in order to provide an environment that fosters business development and sustainability through education, mentorship, networking and support services.

A business incubator is a program designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that can include physical space, capital, coaching, common services, and networking connections.

The Metro East Business Incubator (MEBI) will facilitate economic growth and revenue potential through the generation of income, creation of jobs and ensuring opportunities are inclusive of disadvantaged groups and individuals. Specific groups targeted for assistance through the MEBI will be:

- *Minorities*
- *Older entrepreneurs*
- *Niche retailer startups*
- *Veterans*
- *Women*



Urban League of Metropolitan St. Louis, Inc.
Empowering Communities. Changing Lives.



MCKENDREE UNIVERSITY



The MEBI Game Plan

Business incubators are a desirable part of any community's economic landscape, and such an effort is particularly needed in the Metro East, but, as the International Business Innovation Association reports, nearly half of the nearly 1500 incubators currently operating nationwide are failing.

The MEBI game plan--a thoughtful, evolutionary approach supported by research and industry best practices—is to build an entrepreneurial ecosystem that will overcome the difficulties that sometimes hinder other incubators, as follows:

Phase I - Launch 2020

Part I

The MEBI will launch a virtual incubator via the online platform, Startup Space. This platform was launched in 2018 by incubator operators and now powers 45 programs nationwide. Startup Space will create a Metro East entrepreneurial ecosystem linking new enterprises with resources ranging from mentors to funding sources to training.



Part II

The MEBI will convene regional innovation resources such as McKendree University, SIU Edwardsville, SWIC and the Innovation Office at Scott AFB at the policy level to align cooperation between these agencies and others.

Part III

The MEBI will contract with local co-working centers, such as the new Café Biz 618 in Fairview Heights, to provide low-cost workspace for its clients.



Part IV

The MEBI will undertake a feasibility survey, directed by the Economic Development Administration, to document the need for incubation and to define best the path(s) for innovation to grow in the Metro East.



Phase II – Maturity 2021

Building upon the results of Phase I, and building upon “proof of concept,” the MEBI will build out a brick-and-mortar location.

For more information about the Metro East Business Incubator, please contact Paul Ellis at the City of Fairview Heights, (618) 489-2033 or ellis@cofh.org, or visit the website: www.themebi.org

Community Contacts

Business Retention (Current Businesses) - Feb/Mar 2020

| Company Name | Contact | Name | Business Address (Street No. if in Fairview) | Ward | Purpose |
|---|--|------------------|---|------|---|
| CALC Institute of Technology |  Fred Albrecht | Fred Albrecht | 4632 N Illinois St. | V | Intro & campaign sign-up |
| Commercial Landscape Services (CLS), Inc. |  Heidi Clark | Heidi Clark | 132 Ridge Prairie Ln. | III | Intro & campaign sign-up |
| HoneyBaked Ham |  Randy Strotheide | Randy Strotheide | 26 Lincoln Hwy. | IV | Intro & campaign sign-up |
| Jack Crab |  Tami Tague | Tami Tague | 51 Ludwig Dr. | IV | Campaign sign-up |
| Joe's Pizza & Pasta |  Abby Thompson | Abby Thompson | 4628 N. Illinois St. | V | Campaign sign-up & expansion plans |
| Lincoln Place Pawn |  Scott Greenwald | Scott Greenwald | 823 Lincoln Hwy. Suite 1 | V | Campaign sign-up |
| Russell Stover Chocolates |  Amy Morgan | Amy Morgan | 5503 N. Illinois St. | III | Workforce support (lost jobs) and leasing inquiry |
| Skechers USA, Inc. |  Amy Ogunjobi | Amy Ogunjobi | 10 Lincoln Hwy. | IV | Intro & campaign sign-up |
| Target |  Andrew Wood | Andrew Wood | 4701 N Illinois St. | V | Intro & campaign sign-up |

**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 | MAY 2017 - APRIL 2018 | MAY 2018 - APRIL 2019 | MAY 2019 - APRIL 2020 | % CHANGE | CHANGE IN DOLLARS |
|--------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------|-----------------------|
| MAY | \$ 601,011.50 | \$ 584,713.94 | \$ 586,147.75 | \$ 632,285.33 | \$ 571,553.40 | \$ 553,114.13 | \$ 490,116.91 | -11.4% | \$ (62,997.22) |
| JUN | 655,667.46 | 647,401.33 | 708,268.15 | 696,077.63 | 677,065.69 | 676,704.83 | 654,604.36 | -3.3% | \$ (22,100.47) |
| JUL | 574,119.26 | 578,345.95 | 563,612.88 | 576,220.16 | 599,877.49 | 555,320.85 | 572,195.98 | 3.0% | \$ 16,875.13 |
| AUG | 586,795.92 | 593,876.18 | 607,839.70 | 608,444.47 | 600,057.37 | 607,357.54 | 585,032.16 | -3.7% | \$ (22,325.38) |
| SEP | 610,055.28 | 579,381.42 | 653,462.36 | 679,234.60 | 613,965.54 | 623,578.60 | 610,349.55 | -2.1% | \$ (13,229.05) |
| OCT | 554,178.50 | 550,782.54 | 573,059.41 | 572,368.09 | 476,801.05 | 540,557.44 | 562,791.28 | 4.1% | \$ 22,233.84 |
| NOV | 574,589.49 | 579,500.49 | 642,921.78 | 599,121.43 | 575,354.24 | 570,594.16 | 561,747.98 | -1.6% | \$ (8,846.18) |
| DEC | 468,313.25 | 588,998.17 | 626,164.49 | 612,305.99 | 581,474.30 | 577,677.65 | 585,185.60 | 1.3% | \$ 7,507.95 |
| JAN | 589,088.14 | 580,475.99 | 627,103.06 | 570,540.96 | 564,056.46 | 560,273.13 | 581,553.25 | 3.8% | \$ 21,280.12 |
| FEB | 687,960.48 | 680,833.91 | 695,015.32 | 678,820.57 | 672,397.54 | 668,036.72 | 644,092.22 | -3.6% | \$ (23,944.50) |
| MAR | 969,659.49 | 1,028,593.77 | 1,041,010.81 | 974,290.59 | 935,340.51 | 870,591.30 | 865,433.15 | -0.6% | \$ (5,158.15) |
| APR | 458,225.94 | 528,428.24 | 519,339.92 | 488,717.27 | 528,625.80 | 457,194.13 | | | |
| YTD TOTAL | \$ 7,329,664.71 | \$ 7,521,331.93 | \$ 7,843,945.63 | \$ 7,688,427.09 | \$ 7,396,569.39 | \$ 7,261,000.48 | \$ 6,713,102.44 | | \$ (90,703.91) |
| YTD CHANGE | -6.7% | 2.6% | 4.3% | -2.0% | -3.8% | -1.8% | | | |
| MONTHLY AVG | \$ 610,805.39 | \$ 626,777.66 | \$ 653,662.14 | \$ 640,702.26 | \$ 616,380.78 | \$ 605,083.37 | | | |