

**CITY OF DARIEN TEMPORARY AMENDMENT TO ECONOMIC DEVELOPMENT MEETING
RULES FOR COMPLIANCE WITH ILLINOIS OPEN MEETINGS ACT:**

- All Committee Members will participate in the Economic Development meeting by way of audio or video conferencing.
- The public is permitted to attend the Economic Development meeting but the meeting room will be limited to 10 members of the public at one time. The public will be required to maintain social distancing rules and are required to wear a mask while in the building.
- Members of the public physically present must be able to hear all discussion and testimony and all votes of the members of the body. This would mean that members of the public physically present, if more than 10, can be in a different room at City Hall.

**AGENDA
Economic Development Committee
Wednesday, November 11, 2020
7:00 p.m. – via Zoom**

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – October 14, 2020**
- 4. New Business**
 - a) Discussion of Shop Local/Property Tax Card**
 - b) CoVid 19 Calls to All Businesses**
- 5. Old Business**
 - a) Chamber of Commerce Integration Discussions**
 - b) EDC Presentation to City Council**
- 6. Previous Follow Up/Hanging Matters**
- 7. Next Scheduled Meeting**
- 8. Adjournment**

City of Darien
Minutes Economic Development Committee
Wednesday, October 14, 2020

1. Call to Order

The meeting was called to order at 7:05 by Chairwoman Tina Beilke. Other committee members present were: Louis Mallers, Matt Weberling, and Nick Pitzer. Alderwoman Mary Sullivan was also present.

2. Public Comment

There was no public comment.

3. Approval of Minutes – June 10, 2020

The minutes as submitted for June 10, 2020 were approved.

4. New Business

a) Darien Chamber of Commerce Representative

James Burke and April Padalik from the Darien Chamber of Commerce gave the committee an update on Chamber membership and challenges with CoVid 19. The Chamber brought up options of the Chamber being a part of Darien and/or joining efforts with the City and Economic Development Committee citing efficiencies and common goals. The Chamber's challenges are visibility and funding. A suggestion to have a member of the Chamber to sit on the Economic Development Committee was raised. A follow up regarding how this could be incorporated either formally or informally was discussed.

5. Old Business

a) Census Update

Mention of Darien having the highest response rate of neighboring towns was made. Census ending this month.

b) Business calls to Darien Residents

Reflection on how calls to businesses went during early CoVid months was discussed. Members expressed their thoughts that it was more important than ever to continue those reach outs to all businesses (not just restaurants) to offer resources and support.

c) EDC Presentation to City Council

No other edits were recommended. Follow up to City staff on final version will be made.

6. Previous Follow Up/Hanging Matters

Members shared experiences and observations from their own customer experiences around town. Additional Food and Beverage tax rebates were just approved by City Council for eligible businesses.

7. Next Scheduled Meeting

The second Wednesday in November is November 11th @ 7Pm.

8. Adjournment

Motion to adjourn at 8:30pm approved.



PROPERTY TAX REWARD PROGRAM MAIN FEATURES

By participating in the PTRP, you, the merchant, provide your customer with rewards in the form of property tax credits, or rebate checks, every time they present, together with the regular payment for goods and services, the “Shop Local” Property Tax Reward Card at the point of sale.

Benefits to the merchant:

- Higher sales (*RESEARCH SHOWS REWARD PROGRAMS PROVIDE 4.6% NEW BUSINESS, 14.5% HIGHER CUSTOMER RETENTION*)
- Increased local exposure (*THE TOWNSHIP WOULD DISTRIBUTE THOUSANDS OF REWARD CARDS TO ALL HOMEOWNERS, RENTERS AND INDIVIDUALS WORKING IN TOWNS*)
- Captive, highly motivated audience (town residents looking to reduce their property tax out-of-pocket expense)
- Free advertising
- Free resources (e.g. email addresses of customers using the “Shop Local” card at your place of business)
- Part of a Township-sponsored program

Cost to the merchant:

- \$10 monthly participation fee
- If processing the card on line on our website, it is not necessary to purchase equipment
If processing using a processing terminal (similar to a credit card machine), there is a one-time cost for the machine (\$160-dialup, \$230 IP).

(No ACH cost, no per swipe cost, no statement cost, no hidden fees of any kind!)

Procedure to provide tax credits:

- Customer hands you regular payment, cash or credit at the point of sale
- At the same time, Customer hands you the “Shop Local” Property Tax Reward Card
- You process the card in a dedicated processing terminal OR online, if that’s your preferred method to process the card. The card processing creates a tax credit based on a percentage of the sale established by you at the time of your registration in the program
- Every week, Fincredit, Program Administrator, debits your registered bank account to collect all your weekly tax rebates.
- 75% of the rebate will be deposited in a town dedicated account and ultimately remitted to the Township for the benefit of your customers’ property tax bill. The remaining 25% is held for program and management fee

After processing your application, a user guide will be provided to you together with your Welcome Kit.

For more information please go to www.propertytaxcard.com >faq. Information is also available in the Property Tax Reward Program Participation Agreement.

If you have any questions, you may contact us at Support@propertytaxcard.com or by phone (732)946-0919.

Thank you.

FINCREDIT INC.

City of Long Branch



SHOP LONG BRANCH

SHOP IN TOWN
EARN PROPERTY TAX CREDITS

WWW.PROPERTYTAXCARD.COM/SHOPLONGBRANCH.COM



City of Darien

Economic Development Committee Report

July 28, 2020



About EDC

Mission: To help create opportunities for economic development through desirable business growth, expansion, retention and attraction in working as partners to develop a climate conducive in maintaining the quality of life in the City of Darien.

Established: June 17, 2019

Members: Tina M. Beilke, Chairman
Bryan Gay
Robert E. Hahn
Angelo Imbrogno
Louis Mallers
Nick Pitzer
Matthew Weberling
Mary Coyle Sullivan, City Liaison



A Year in Accomplishments

- Created a consistent process for evaluating Economic Development Projects
 - ✓ Created a standard application form for businesses
 - ✓ Developed a weighted-scale matrix to rate/approve applicants on criteria on par with City's goals
 - ✓ Updated City website with EDC information and weblinks to committee and application
- Created and reviewed a residential survey assessing their shopping and entertainments habit, needs and wants
- Assisted with 2020 Census Bureau initiative and filled government role of Chairman and Treasurer



Projects

- ✓ Instituted a business outreach program whereby committee members reached out to retail and entertainment establishments to collect input on business needs and long-term outlooks
- ✓ Heard presentation from Carriage Greens and other businesses. Gave feedback to City on economic incentive proposals
- ✓ Provided comment to City's business and residential marketing videos created by Alkaye Media Group



Collaboration

- Joined forces with local businesses and representatives to align with City's goals and initiatives
 - ❖ John Mannos – Brookhaven Plaza
 - ❖ Brian Broderick - Carriage Greens Country Club
 - ❖ Chuck Pine – Chucks BBQ
 - ❖ April Padalik– Chamber of Commerce
- Reached out Post-CoVid 19 to restaurant and entertainment business to evaluate business operations, future needs and how City's sales tax rebate assisted them



Ongoing/Looking Forward

- Advance work in conjunction with City to achieve maximum 2020 Census participation
- Forge ahead with efforts on post CoVid-19 pro business recovery
- Expand liaison with Chamber of Commerce for promoting businesses more effectively/efficiently
- Extend data and reporting statistics for City of Darien's economic and business achievements
- Magnify personal relationships and support between businesses and City representatives



Questions/Feedback

Thank you for the opportunity to serve the
City and Community!