

AGENDA
PLANNING, BUILDING AND ZONING COMMITTEE
Village of Hoffman Estates
January 13, 2020

Immediately Following the Transportation & Road Improvement Committee

Members:	Gary Stanton, Chairman	Anna Newell, Trustee
	Karen Arnet, Vice-Chairman	Gary Pilafas, Trustee
	Karen Mills, Trustee	Michael Gaeta, Trustee
		William McLeod, Mayor

I. Roll Call

II. Approval of Minutes - December 9, 2019

NEW BUSINESS

1. Request approval to direct staff to work with M/I Homes to transfer deed of the Bergman House property to the Hoffman Estates Park District.
2. Discussion regarding economic development targeted digital advertising campaign.

REPORTS (INFORMATION ONLY)

1. Planning Division monthly report.
2. Code Enforcement Division monthly report.
3. Economic Development and Tourism monthly report.

III. President's Report

IV. Other

V. Items in Review

VI. Adjournment

(Further details and information can be found in the agenda packet attached hereto and incorporated herein and can also be viewed online at www.hoffmanestates.org and/or in person in the Village Clerk's office).

The Village of Hoffman Estates complies with the Americans with Disabilities Act (ADA). For accessibility assistance, call the ADA Coordinator at 847/882-9100.

**PLANNING, BUILDING & ZONING
COMMITTEE MEETING MINUTES**

December 9, 2019

I. Roll Call

Members in Attendance:

**Gary Stanton, Chairperson
Karen Arnet, Vice Chairperson
Karen Mills, Trustee
Anna Newell, Trustee
Gary Pilafas, Trustee
Michael Gaeta, Trustee
William D. McLeod, Village President**

**Management Team Members
in Attendance:**

**James Norris, Village Manager
Dan O'Malley, Deputy Village Manager
Arthur Janura, Corporation Counsel
Mark Koplun, Asst. Vlg. Mgr.-Dev. Services
Peter Gugliotta, Director of Planning
Mike Hankey, Dir. Transportation and Eng.
Kevin Kramer, Director of Economic Dev.
Al Wenderski, Director of Engineering
Patti Cross, Asst. Corporation Counsel
Patrick Seger, Director HRM
Patrick Fortunato, Fire Chief
Greg Poulos, Asst. Police Chief
Kasia Cawley, Asst. Police Chief
Monica Saavedra, Director of HHS
Joe Nebel, Director of Public Works
Fred Besenhoffer, Director of IS
Ben Gibbs, Sears Centre Arena
Suzanne Ostrovsky, Asst. to the Village Mgr.
Ken Koop, Risk Manager**

The Planning, Building & Zoning Committee meeting was called to order at 7:00 p.m.

II. Approval of Minutes

Motion by Trustee Gaeta, seconded by Trustee Arnet, to approve the Planning, Building & Zoning Committee meeting minutes of November 11, 2019. Voice vote taken. All ayes. Motion carried.

NEW BUSINESS

- 1. Request by the Hoffman Estates Park District for site plan approval for park enhancements and parking lot expansion at South Ridge Community Park (1450 Freeman Road).**

An item summary sheet from Peter Gugliotta and Jim Donahue was presented to Committee.

Dustin Hugen with the Hoffman Estates Park District addressed the Committee and reviewed their plans for park enhancements and parking lot expansion at South Ridge Community Park. The plan includes the addition of a 4,000 square foot entertainment splash pad, revamped sports fields, a fitness challenge course, an upgraded fishing pier and kayak launch as well as an open air shelter. The parking lot will be upgraded to 47 spaces. The existing entrance on Freeman Road will be closed and a new entrance north of the intersection of Freeman Road and Michael Court is proposed. Mr. Hugen reported that a \$400,000 OSLAD grant was received for the project and the total cost would be \$1.2 million. They anticipate completing the project by the fall of 2020.

Motion by Trustee Gaeta, seconded by Trustee Arnet, to approve request by the Hoffman Estates Park District for site plan approval for park enhancements and parking lot expansion at South Ridge Community Park (1450 Freeman Road). Voice vote taken. All ayes. Motion carried.

2. **Request approval for three Tax Increment Financing Ordinances for the Higgins-Old Sutton TIF:**
 - a) **An Ordinance approving a Tax Increment Redevelopment Plan and Project for the Higgins-Old Sutton Redevelopment Project Area in the Village of Hoffman Estates, Cook and Kane Counties, Illinois; and**
 - b) **An Ordinance designating the Higgins-Old Sutton Redevelopment Project Area in the Village of Hoffman Estates, Cook and Kane Counties, Illinois, a Redevelopment Project Area pursuant to the Illinois Tax Increment Allocation Redevelopment Act; and**
 - c) **An Ordinance adopting the use of Tax Increment Allocation Redevelopment Financing for the Higgins-Old Sutton Redevelopment Project Area in the Village of Hoffman Estates, Cook and Kane Counties, Illinois.**

An item summary sheet from Mark Koplín and Kevin Kramer was presented to Committee.

Kevin Kramer addressed the Committee and provided background for the proposed TIF ordinances. The creation of the TIF will generate incremental revenue to assist the redevelopment efforts of the vacant land at Routes 59 and 72 without impact to the general fund or the annual Village budget. There is no commitment to any particular developer by creating a TIF for these parcels. The Village would entertain development proposals which would be evaluated on their merits. These ordinances will be brought to the Village Board at their January 6, 2020 meeting.

Mayor McLeod expressed concern that the Village is approving a plan without a plan.

Motion by Trustee Gaeta, seconded by Trustee Pilafas, to approve three (3) Tax Increment Financing Ordinances, as described above, for the Higgins-Old Sutton TIF. Voice vote taken. All ayes (Nay: McLeod). Motion carried.

REPORTS (INFORMATION ONLY)

I. **Department of Development Services monthly report for Planning Division.**
The Department of Development Services monthly report for Planning Division was received and filed.

2. Department of Development Services monthly report for Code Enforcement Division.

The Department of Development Services monthly report for Code Enforcement Division was received and filed.

3. Department of Development Services monthly report for Economic Development and Tourism.

The Department of Development Services monthly report for Economic Development and Tourism was received and filed.

III. President’s Report

Mayor McLeod wished Trustee Newell a happy birthday and reported that he attended the Giving Tuesday Hugs & Mugs event at Gigi’s on December 3; a boy scouts visit at Station 22 on December 3; CAC leadership meeting on December 4; groundbreaking of the Amita Behavioral Hospital expansion on December 5 as well as the Volunteer appreciation dinner that evening. On Saturday, December 6, the Mayor attended the Youth Commission arts and craft event and the Historical Sites Teddy Bear Tea. On Monday, December 9, Mayor McLeod the District 15 community partners lunch.

IV. Other

V. Items in Review

VI. Adjournment

Motion by Trustee Arnet, seconded by Trustee Gaeta, to adjourn the meeting at 7:22 p.m. Voice vote taken. All ayes. Motion carried.

Minutes submitted by:

Debbie Schoop, Executive Assistant

Date

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Request approval to direct staff to work with M/I Homes to transfer deed of the Bergman House property to the Hoffman Estates Park District

MEETING DATE: January 13, 2020

COMMITTEE: Planning, Building and Zoning

FROM: Jim Donahue/Peter Gugliotta *pb*

REQUEST: Request approval to direct staff to work with M/I Homes to transfer deed of the Bergman House property to the Hoffman Estates Park District.

BACKGROUND: In 2015, the Village Board approved the 81 lot Bergman Pointe Subdivision, which at that time had the Bergman family farmhouse still standing. The house was platted on a separate lot adjacent to the property being dedicated to the Park District. The house was slated to be rehabbed into a single family home, but after numerous discussions and deadline extensions, it was determined by the Village Board that the party proposing to rehab the house could not fulfill the requirements to get it done. At their June 17, 2019, meeting, the Village Board determined that the structure was not appropriate for preservation and directed staff to revoke agreements relating to the Bergman Farmhouse and initiate the demolition process. The house was demolished in August 2019.

DISCUSSION: One of the conditions of approval for the subdivision stated: *"In the event the Village determines the farmhouse structure is not appropriate for preservation, the petitioner shall be responsible for the demolition and restoration of the property in a manner suitable for use as a park site, prior to subdivision acceptance."* and *"Land transfer shall occur within 30 days of request by the Village or prior to subdivision acceptance, whichever occurs first."*

As stated above, the home has been demolished and the land where it stood has been properly graded and reestablished with grass. The Village Engineer has inspected the site and found it to be graded as per approved plans.

Previous discussions by the Village Board indicated that having the builder deed the land to the Hoffman Estates Park District would be the appropriate course of action. The Park District has submitted the attached letter indicating they are satisfied with the current condition of the site and are willing to accept deed to it.

RECOMMENDATION:

Direct staff to work with M/I Homes to transfer deed of the Bergman House property to the Hoffman Estates Park District.

Attachments

cc: Matt Pagoria (MI Homes)
Dustin Hugen (Hoffman Estates Park District)

Bergman Farmhouse Site





1685 West Higgins Rd., Hoffman Estates, IL 60195-2998 • Office (847) 885-7500
Fax (847) 885-8684

December 18, 2019

RE: Village of Hoffman Estates / Bergman Farmhouse

To Whom It May Concern:

Hoffman Estates Park District is good with the former Bergman Farmhouse site in its current condition and will accept deed to the property.

Thanks,

Dustin Hugen
Director of Parks, Planning & Maintenance
Hoffman Estates Park District
847-285-5465
dhugen@heparks.org

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Discussion regarding economic development targeted digital advertising campaign

MEETING DATE: January 13, 2020

COMMITTEE: Planning, Building and Zoning

FROM: Kevin Kramer *K.K.*

REQUEST: Discussion regarding economic development targeted digital advertising campaign.

BACKGROUND: In this digital age of mobile devices, social media, and immediate information, using traditional print ads to market the Village to new businesses is not only not as effective as it once was, but it is not enough. Over the past several years, the Economic Development Division has allocated a portion of the advertising budget toward digital ads, such as e-blasts, website banner ads, or online ads with editorial content.

In 2019, the Village initiated an online targeted campaign focused on business owners, CEOs, developers, brokers, and retailers. The digital ads appeared on electronic devices of users who identified in one of the above groups. The static, picture ads displayed on websites those users visited, in videos they watched on social media like YouTube or Facebook, and even on games they played on their cell phone. Each of these appearances are called "impressions". This is similar to how the Sears Centre Arena markets upcoming events. What may appear to some as random is in fact very targeted based on demographic or geographic data. For example, in 2019, the campaign targeted both demographically, as well as geographically, by sending specific ads of Hoffman Estates booth numbers to mobile devices near the convention center while at the ICSC Las Vegas and Chicago shows.

DISCUSSION: One of biggest benefits of digital advertising today is getting more people interested in Hoffman Estates, while another benefit is the data that can be collected from those who click on the ads. The campaign, which closes in March 2020, will end with more than 700,000 impressions (places the ads were displayed) and around 700 clicks on the ads, including 30 clicks during the ICSC Recon show. Information collected about users who clicked on our ads can be used to target business attraction efforts and that information includes, but is not limited to, what company they work for, where they are from, what industry they work in, and how many times they clicked our ads.

DISCUSSION: (Continued)

The 2019 campaign with Multiview cost \$1,000 per month, which included the static ads geo-targeting phones at the ICSC conferences. Staff received a proposal from Multiview to continue to provide the same targeted digital display efforts and add video ad impressions as well, instead of only static picture ads for \$1,250 per month. There are a number of impressive stats to the effectiveness of video ads spread throughout social media which are attached here but a couple which stand out are that viewers retain 95% of a message when they watch it in a video as compared to 10% when reading it in text, and 65% of executives have navigated to a vendor's site and 39% have called a vendor after watching a marketing video, and finally, social media videos generate 1,200% more shares than text and image content *combined*. Due to these stats, some of the great projects like Bell Works and the available sites for projects such as in Prairie Stone could be better promoted via targeted video ads. Multiview focuses on and excels working with economic development organizations and, as such, has unparalleled customer service to us, who would otherwise be a smaller customer to other vendors. These other vendors would typically charge upwards of \$75,000 for similar services the Village would receive from Multiview. They are a sole source and first party data collector so the unique data they obtain and provide is unmatched and unattainable with any other vendor.

Staff recommends contracting with Multiview in 2020 for a targeted digital campaign with display and video impressions for \$15,000. The proposal is attached.

FINANCIAL IMPACT:

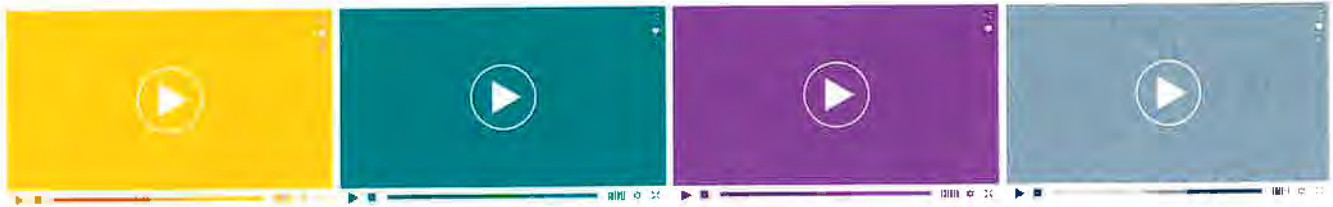
\$15,000 is available in the Digital Advertising line item of the Economic Development Division's Advertising and Publicity budget.

RECOMMENDATION:

Direct staff to use budgeted funds to begin a targeted digital advertising campaign for the purposes of economic development in the amount of \$15,000.

Attachments

VIDEO ENGAGEMENT STATS



Viewers retain
95%
of a message when
they watch it in a
video, compared to
10%
when reading it in text.



65%
of executives have
navigated to a vendor's
site and
39%
have called a vendor
after watching a
marketing video.

Including video on
landing pages can increase
conversion rates by
80%

Shoppers who view demo videos are
1.81x
more likely to make a purchase
than non-viewers.

Nearly
50%
of internet users look for videos
related to a product or service
before visiting a store.

Before reading any text,
60%
of site visitors will
watch a video if
one is available.

59%
of executives say they
would rather watch a
video than read text.

Video marketers get
66%
more qualified
leads per year.

4x
as many consumers
would rather watch a
video about a product,
rather than read about it.

ADVERTISING CAMPAIGN OVERVIEW - ELITE

DATE: 11/26/2019

PREPARED BY: Austin Stitt

PREPARED FOR: Kevin Kramer
Village of Hoffman Estates

Programmatic Campaign Deliverables	Price
Volume: <ul style="list-style-type: none">650 000 Display Impressions175 000 Video Impressions Impressions will be delivered over a 12 month duration	
Services: <ul style="list-style-type: none">Custom creative design and developmentCustom audience targeting optimizationDedicated Elite service team	
Features <ul style="list-style-type: none">Elite targeting strategies packageVisitorView reporting24/7 reporting portal access2 Event Targeting Campaigns	
TOTAL	\$15,000

CAMPAIGN TERMS:

- 12 monthly payments of \$1,250
- The consecutive monthly payments are due on the 15th day of each month beginning 3/15/20
- Payments will be in the form of check.
- Impressions will be delivered over a 12 month duration beginning when the current campaign expires

The following definitions describe MultiView's key practices as they pertain to the advertising campaign:

Creative Design – MultiView provides in-house ad design and development in conjunction with the campaign. Creative elements are IAB compliant and are approved by client prior to being deployed. Creative element formats include standard, HTML5 animated ads and rich media interactive formats when applicable. Changes to creative may be made as needed throughout campaign.

Audience Targeting and Optimization – We understand that your business is unique, MultiView's data team performs specific industry analysis to custom configure and optimize campaigns. This includes identifying terms and keywords that competitors target to drive site traffic, as well as niche terms within the targeted verticals. Custom-configured audience targeting improves media efficiency and increases ads relevancy. Our team monitors various factors such as delivery, reach, frequency and efficacy, and performs optimizations regularly.

Elite Service Team – The primary element to premium service is the Elite Service Team comprised of a dedicated account manager who oversees the campaign, an art director who designs all ads and a data analyst who configures targeting parameters and optimizes media. The account manager facilitates both the setup and the ongoing communication such as regular reporting calls to discuss campaign metrics and propose modifications to creative and targeting strategies based on campaigns performance. Account Managers are accessible through phone and email during business hours.

Elite Targeting Package - MultiView's programmatic advertising suite includes a variety of audience targeting techniques, such as: behavioral, search retargeting, data segments, site retargeting, geo-targeting and geo-fencing. Each technique offers its own unique advantages, your account team will make tactical recommendations to best suit the campaign objectives.

VisitorView – A feature that attempts to identify site visitors and match them against a vast database. For matched traffic, the feature provides a report that includes contact information of the visiting companies, site behavior of the visitors, visitors' geographic location on a map and some demographic information.

We look forward to working with you to help meet your advertising objectives. For questions regarding billing, please contact the MultiView finance department, available at ar@multiview.com. The terms herein are collectively referred to as the "Agreement". Thank you for your business, all sales are final.



VILLAGE OF HOFFMAN ESTATES
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING DIVISION MONTHLY REPORT

SUBMITTED TO: PLANNING, BUILDING & ZONING COMMITTEE
BY: Peter Gugliotta, Director of Planning, Building and Code Enforcement

PB

January 13, 2020

PLANNING AND ZONING COMMISSION MEETINGS

December 18, 2019 Meeting

- o 335 Glendale Lane – Residential Variation for minimum garage size (**Approved**)
- o 7-Eleven, 2250 W Higgins Rd – Site Plan review for gas station and convenient store (**Approved**)

January 01, 2020 Meeting

- o Cancelled due to New Year's holiday

January 15, 2020 Upcoming Meeting

- o 1000 Grand Canyon Pkwy – Special use for a massage establishment

February 05, 2020 Upcoming Meeting

- o No agenda items scheduled yet

CURRENT ACTIVE PROJECT REVIEWS

- Ala Carte Entertainment, 2575 Higgins Road (former Macaroni Grill) – concept plan for new restaurants/gas station
- SEC Rohrssen Road & Golf Road – Annexation, Zoning, Plat, Site Plan for Hindu Wellness Center & Temple and single family
- Walnut Pond/Airdrie Estates – Individual lot review for new homes on existing platted lots, Subdivision Agreement
- BP Gas Station – 2598 W Higgins Rd – Site Plan Amendment
- BK Equities/Hoffman Technology Park, North side of Lakewood Blvd. – Concept plan for multi-lot Business Park
- Mariano's/Hoffman Village – Site Plan to add new gas station
- McDonald's 2580 W Golf Rd – Site Plan & Master Sign for minor building addition, façade improvement & signage
- Zoning Code Text Amendments –Uses, Accessory Structures, Signs, etc.
- WT Properties, 80 W Higgins Rd, former Hoffman Lanes – Site Plan and Subdivision for redevelopment
- WT Engineering, 2601 Pratum– Special Use and Site Plan Amendment for Office/ Brewery
- Adesa Expansion (Beverly Road & PSP) – site plan, plat, rezoning for parking storage lot expansion
- Bell Works – Site Plan and Subdivision to construct new townhomes and apartments
- ComEd, 2480 Pembroke – Site Plan for new small equipment building at existing substation

POTENTIAL UPCOMING PROJECTS

- Bell Works – Site Plan for Phase 2 building re-occupancy
- Vequity, 2 E. Higgins Rd – Site plan for new gas station and convenient store
- Quality Inn, 2075 Barrington Rd – Special use for change in ownership and site plan amendment for building addition
- W-T Properties, Roselle Road area storm sewer replacement – Site Plan and Plat
- Moretti's Restaurant Mall, Barrington/Higgins – Master Sign Plan
- Fulcrum Bioenergy, SW corner Higgins/Beverly – Site Plan for new industrial building
- Hoffman Plaza, East Side Roselle Road (outlot 3)– site plan for new outlot building
- Beacon Pointe Phase 2, Beverly/Shoe Factory – discussions on potential development
- 2354 - 2360 Hassell Rd. Offices – Site plan amendment for retail uses sidewalks, landscaping and other site changes
- 1680 Heron Way - Site plan approval for new individual home in Yorkshire Woods Subdivision
- Partridge Hill Townhomes – 700 W Partridge Hill Dr – Fence variation

GENERAL ACTIVITIES

- The Planning Division processed 1 FOIAs and 0 Zoning Verification Letters in December.
- Staff members attended the Northwest Central Joint Emergency Management System training for Emergency Operations.
- Staff added a ‘Future Land Use’ designation to GIS.
- Staff is participating in preparation work for the new Community Development software upgrade, which will add the new ability for development projects to be managed and tracked electronically.
- Work is underway to replace the vacant Planning Director position.

Site Plan Review Process	December		4th Quarter		Year to Date	
Number of administrative site plan cases completed	0	50% completed	0	50% completed	2	50% completed
Number of PZC site plan cases completed	2	administratively	5	administratively	7	administratively
Annual goal is to complete at least 65% of site plan cases through administrative review process						

Site Plan Review Timing	December		4th Quarter		Year to Date	
Number of cases processed within 105 days	0	100% completed within 105 days	0	100% completed within 105 days	2	100% completed within 105 days
Annual goal is to complete 100% of cases within 105 days						

Coordinating Planning & Code Efforts	December	4th Quarter	Year to Date	Year Target
Number of staff coordination meetings held	4	11	49	48

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

- The Consolidated Annual Performance and Evaluation Report (CAPER), summarizing accomplishments during the 2018-19 program year, was submitted to HUD on December 27th. A public hearing took place on December 12th at Village Hall and the public comment period ended on December 13th with no comments received.
- CDBG funds were drawn to reimburse the Village for \$12,518.22 of administrative expenses incurred during the final quarter of the 2018 program year, which ended September 30, 2019. These expenses included \$455.53 for Enterprise Partners, the non-profit consultant that is coordinating the Cook County Regional Assessment of Fair Housing (AFH).
- Planning for the 5-year Consolidated Plan is underway. Reviewed potential transportation projects for CDBG-eligibility.
- Staff met with a resident and also a representative of North West Housing Partnership to learn more about a request to subordinate a Village CDBG loan issued for a single family rehabilitation (SFR) project in 2010.
- Staff toured two of Clearbrook’s Community Integrated Living Arrangement (CILA) homes located in the Village. Clearbrook is a local non-profit organization that operates several homes in Hoffman Estates. The organization expressed interest in CDBG funding to make repairs at their CILA homes.
- Participated in a Regional Assessment of Fair Housing (AFH) conference call on December 12th.
- Staff attended two Northwest Suburban CDBG Network meetings to discuss Consolidated Plan coordination and the AFH process.

The information below is for the 2019 CDBG Program Year (October 1, 2019 through September 30, 2020):

CDBG Expenditures and Reporting Ratio	December	1st Quarter*	Year to Date	Current Reporting Ratio
	\$12,518.22	\$192,211.22	\$192,211.22	1.44
*Current Reporting Ratio equals ratio of unspent funds to total allocated funds in program year. Permitted to hold up to 1.5 of yearly allocation.				

Housing Program Goals	December	1st Quarter*	Year to Date	Year Target
Rehabilitation Projects completed	0	0	0	3
Housing & related issues education pieces released	0	0	0	5

*The 1st quarter of the CDBG Program Year runs from October 1 through December 31.



VILLAGE OF HOFFMAN ESTATES
DEPARTMENT OF DEVELOPMENT SERVICES
CODE ENFORCEMENT DIVISION MONTHLY REPORT

SUBMITTED TO: PLANNING, BUILDING & ZONING COMMITTEE
BY: Peter Gugliotta, Director of Planning, Building and Code Enforcement *PG*

January 2020

GENERAL ACTIVITIES

- On December 4, 2019, Kala Kuttentberg, Kathleen Kuffer, David Banaszynski, Kiley Gardner & Alexander Zaborowski attended the IACE training session on RRP Rule & Safe Lead Work Practices in Elgin.
- On December 6, 2019, Ray Norton, Jeff Mattes & Tony Knuth attended the NWBOCA monthly meeting & general election in Streamwood.
- On December 10, 2019, Jeff Mattes & Tony Knuth attended a National Electrical Code Changes seminar in Palatine.
- On December 13, 2019, Tim Meyer & John Shogren attended the SBOC monthly meeting in Woodridge.
- On December 17, 2019, John Shogren attended the monthly IPIA meeting & training in Aurora.
- A total of 28 new single family homes are in various stages of construction.
- For 2019, the total number of building permits issued was more than 12% greater than 2018 and the highest year ever (not counting 2010 when 1,000+ hail-damage roof permits were issued).
- Administrative staff is working on a project to purge older building permit paper files for minor permits in accordance with State records retention and disposal requirements. This will eliminate approximately 13,000 paper permit files dating from pre-2013. All appropriate permit record information for these files will remain available in electronic form.
- A new Director of Building and Code Enforcement (Bryan Ackerlund) was hired with a start date of January 9th.

Central Square Community Development Software Conversion (formerly TRAKiT)

- Peter Gugliotta has been designated as Project Leader for the staff team of "subject matter experts" from Code Enforcement, Fire Inspection, Planning, Engineering, and the Front Counter Customer Service.
- During December, staff participated in 4 full day Business Process Optimization meetings where a consultant was on-site to work with various staff members to document current operations and discuss the new system design. There have also been several coordination meetings with the IS Department and the consultant team.
- The software conversion is targeted to go live by November 2020, and will ultimately involve up to 25 staff members from Code Enforcement, the Front Counter, Planning, Engineering, and Fire Inspectors.

Steeple Hill Condominium Balcony Code Enforcement Update:

- As of January 9th, 242 units have been issued balcony replacement permits out of 273 total balconies that were deemed structurally unsafe. Approximately 18 owners obtained only a guardrail permit.
- Of the 46 citations that were issued in October to owners who had not applied for any permit, 35 have been resolved and just 11 remain in the court process.
- 209 of the balcony permits issued have passed their final inspection.
- The Village (including Legal staff) is in communication with a representative of the Steeple Hill Association regarding which construction contractors are permitted to obtain permits for balcony replacements.

2019 Code Enforcement Freedom of Information Act Requests Processed

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
58	44	53	54	74	71	82	60	42	59	34	33	664

2019 Code Enforcement GovQA Questions & Complaints Processed

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
6	8	18	10	47	43	27	21	13	15	8	10	226

2019 Construction Inspections

Inspection	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 YTD	2018 Total
Structural	94	82	96	113	105	115	149	167	106	114	93	79	1313	1592
Electrical	31	25	39	49	35	42	44	48	38	51	77	64	543	428
Plumbing	56	53	61	84	61	53	70	67	69	68	51	48	741	888
Mechanical	50	28	22	24	12	24	33	40	28	27	25	20	333	308
Other	40	27	31	39	56	62	62	84	70	80	47	65	663	869
Fence	18	1	2	12	21	21	30	21	14	11	12	9	172	206
Roof/Siding	30	45	34	24	43	40	25	30	39	38	31	21	400	995
Patio/Driveway	15	20	20	51	107	103	118	110	95	115	66	21	841	1028
Deck	0	2	0	1	2	6	18	82	77	71	31	8	298	68
Shed	2	0	2	2	4	7	7	3	6	2	2	4	41	61
Sewer	4	2	2	7	1	3	4	4	2	5	3	5	42	52
2019 Total	340	285	309	406	447	476	560	656	544	582	438	344	5387	
2018 Total	373	720	539	614	542	573	632	625	514	530	507	326		6495

RENTAL HOUSING LICENSE AND INSPECTION PROGRAM

- There are currently 2,048 rental properties registered. This includes 1,396 single family and townhome units (68%) and 652 condominium units (32%).
- Renewal notifications were mailed on November 26th to all 2,083 rental properties. The deadline to submit payment and update registration information is January 17, 2020.
- As of January 8th, 1,472 properties (70%) have already renewed.

2019 Rental Inspections

Inspection	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Annual	185	220	289	185	121	98	134	131	156	201	190	145	2055
Reinspections	114	109	98	97	43	40	47	50	55	79	95	82	909
Total	299	329	387	282	164	138	181	181	211	280	285	227	2964

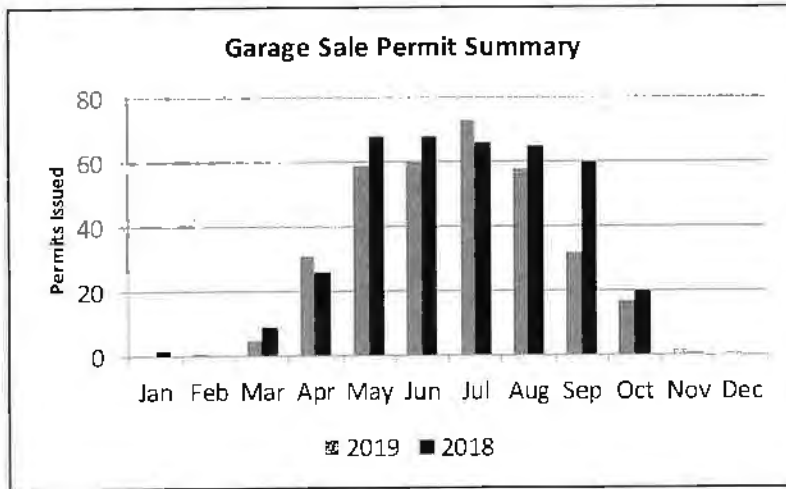
There are approximately 2,048 total rental properties subject to annual inspections (this number fluctuates based on new registrants and owners who choose to no longer rent their properties).

Inspection Services Performance	December	4th Quarter	Year to Date	Year Target
Percentage of building inspections within 24 hr. notice	96%	95%	96%	95% within 24 hr. notice
Percentage of annual rental inspections completed	7.0%	26.2%	100%	100% of total*

* Note: The total number of properties registered fluctuates and therefore this percentage does not equal 100% at year-end.

Garage Sales

Year	2019	2018
Jan	0	2
Feb	1	0
Mar	5	9
Apr	31	26
May	59	68
Jun	60	68
Jul	73	66
Aug	58	65
Sep	32	60
Oct	17	20
Nov	2	1
Dec	1	0
Total	339	385

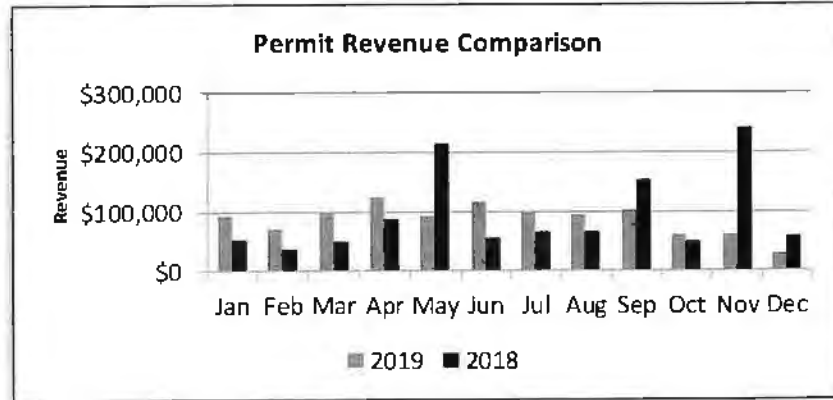


2019 Building and Fire Permits Issued

Permit	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 YTD	2018 Total
Building Permits														
Commercial Remodeling	6	11	7	7	7	6	10	10	6	6	5	4	85	78
Community Residence	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Demolition	2	1	1	1	2	2	2	1	0	1	0	0	13	7
Driveways	1	0	7	26	36	28	33	67	41	47	9	2	297	268
Electrical	3	8	4	2	4	8	3	9	32	68	51	35	227	48
Fences	3	0	7	29	36	29	25	24	23	12	8	7	203	184
Mechanical	21	15	7	15	12	26	34	31	18	32	24	22	257	205
Miscellaneous Permits	20	10	21	41	51	53	52	61	40	44	45	20	458	453
Multi-Family Remodeling	0	0	0	0	3	2	0	1	0	0	0	0	6	21
New Commercial	0	0	0	0	0	0	1	1	1	0	1	0	4	2
Plumbing	27	12	22	23	13	9	14	22	22	18	17	21	220	220
Pools														
Residential Decks & Patios	0	1	5	16	27	37	184	146	60	47	13	3	539	199
Residential Garages	1	0	0	0	2	0	0	2	0	0	0	0	5	5
Residential Remodeling	8	13	10	17	16	17	15	15	12	14	10	7	154	234
Residential Sheds	0	0	0	2	6	11	9	4	5	7	1	1	46	32
Roofs/Siding	5	4	24	89	60	35	52	40	62	69	18	14	472	704
Signs	6	10	7	9	4	8	14	8	15	5	7	7	100	85
Solar Panel System	12	6	9	9	11	19	16	6	5	7	5	14	119	57
New Single Family Residences	10	4	8	10	5	5	5	4	6	0	2	2	61	71
Fire Permits														
Automatic Fire Alarms	6	4	6	5	2	4	5	2	6	3	4	4	51	46
Fuel Storage Tanks	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Hood & Duct	2	0	1	1	0	4	0	0	0	1	1	0	10	7
Automatic Sprinklers	7	5	19	13	12	16	8	12	2	17	3	3	117	122
Lock Boxes	2	2	0	2	0	1	1	2	2	0	2	0	14	22
Other	1	1	3	1	0	0	1	1	0	0	22	2	32	35
2019 Total	143	108	169	318	312	322	487	470	361	399	248	168	3505	
2018 Total	161	117	179	257	360	381	321	361	307	335	184	152		3115

Permit Revenue

Year	2019	2018
Jan	\$93,164	\$51,874
Feb	\$70,614	\$37,425
Mar	\$98,580	\$50,680
Apr	\$123,746	\$85,798
May	\$91,454	\$214,381
Jun	\$116,955	\$54,036
Jul	\$96,153	\$66,787
Aug	\$95,839	\$64,522
Sep	\$101,834	\$152,980
Oct	\$61,625	\$50,855
Nov	\$61,622	\$240,800
Dec	\$28,699	\$57,994
Total	\$1,040,285	\$1,128,132



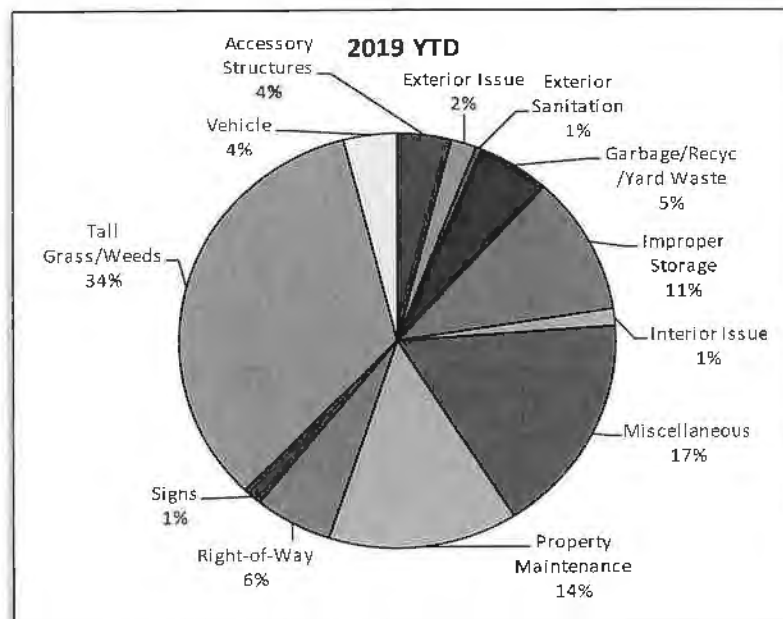
2019 Budget: \$800,000

Total Revenue includes building permits, fire permits and Temporary Certificates of Occupancy.

Building Permit Processing Performance	December	4th Quarter	Year to Date	Year Target
Percentage of permits entered in computer within 24 hours of submittal	98%	98%	97%	95% within 24 hours
Percentage of permit plan reviews completed within 10 business days	96%	97%	97%	95% within 10 days
Percentage of final permits processed within 48 hours of plan approval	98%	98%	97%	90% within 48 hours

2019 Property Maintenance Summary Report

Violation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 YTD	2018 Total
Accessory Structures	2	0	9	9	7	4	5	4	5	0	3	4	52	31
Exterior Issue	2	3	1	4	4	3	0	3	3	1	0	0	24	24
Exterior Sanitation	0	0	1	1	0	1	1	0	1	1	0	0	6	6
Garbage/Recyc/Yard Waste	7	0	12	8	3	16	4	7	1	3	3	5	69	115
Improper Storage	5	2	38	12	32	14	10	9	7	6	0	4	139	542
Interior Issue	0	0	2	0	1	4	1	1	3	2	1	2	17	15
Miscellaneous	8	23	14	27	33	10	28	26	24	17	5	6	221	258
Property Maintenance	8	12	17	38	28	14	18	9	21	2	9	5	181	312
Right-of-Way	1	0	5	5	2	15	5	12	14	3	12	1	75	50
Signs	0	1	0	2	7	7	0	0	0	0	1	0	18	22
Tall Grass/Weeds	0	0	0	0	214	140	18	26	27	8	1	0	434	411
Vehicle	1	1	8	6	11	10	2	0	2	5	4	1	51	48
2019 Total	34	42	107	112	342	238	92	97	108	48	39	28	1287	
2018 Total	42	62	112	92	295	385	347	301	96	44	30	28		1834



2019 Citations Issued

Violation	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Business License	17	16	18	23	13	122	1	35	1	67	49	1	363
Code	34	41	41	62	93	61	62	84	91	80	67	54	770
Rental	54	64	32	43	63	24	30	19	23	34	37	0	423
Total	105	121	91	128	169	207	93	138	115	181	153	55	1556

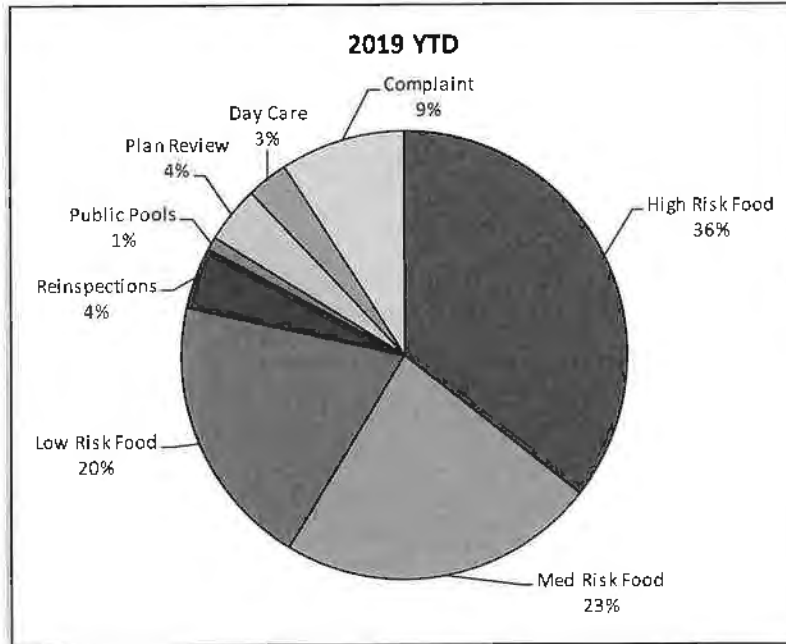
2019 Adjudication Court Dockets - Citations Presented

Court	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Code/Bus. Lic.	43	44	62	62	92	126	118	113	104	134	104	101	1103
Rental	30	30	30	23	25	19	19	21	14	15	19	22	267
Total	73	74	92	85	117	145	137	134	118	149	123	123	1370

Inspection Services Performance	December	4 th Quarter	Year to Date	Year Target
Percentage of property maintenance inspections completed within 24 hours of notice	98%	97%	96%	95% within 24 hr. notice

2019 Environmental Health Inspection Report

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
High Risk Food	37	34	1	4	33	43	1	1	31	37	3	0	225
Med Risk Food	0	0	22	46	1	2	0	0	1	1	32	41	146
Low Risk Food	2	4	2	5	3	2	51	44	3	2	5	2	125
Reinspections	6	5	1	0	2	4	2	2	4	1	1	0	28
Public Pools	0	0	0	0	3	2	1	0	0	0	0	0	6
Plan Review	1	2	2	2	7	3	2	1	2	2	0	2	26
Day Care	0	0	2	6	0	0	1	2	0	0	3	5	19
Complaint	4	6	3	2	7	3	5	5	3	8	2	9	57
Total	50	51	33	65	56	59	63	55	44	51	46	59	632



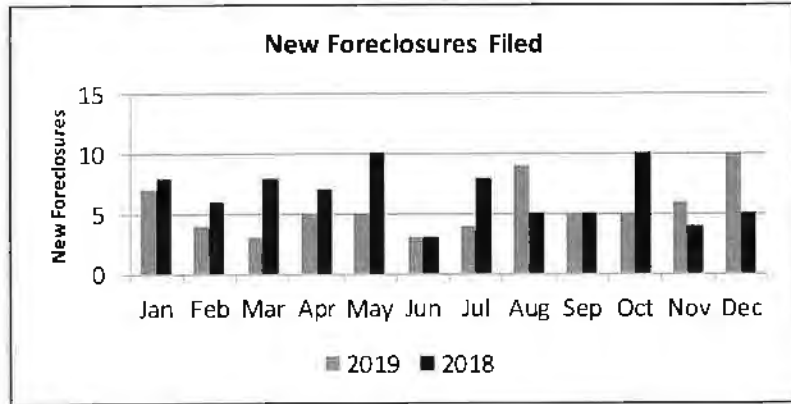
Food establishments are divided into the risk categories of high, moderate or low, and planned inspections are performed three, two, or one time each year respectively. A high risk establishment presents a high relative risk of causing foodborne illness based on the large number of food handling operations typically implicated in foodborne outbreaks and/or the type of population served by the facility. There are approximately 265 facilities that require a total of approximately 550 planned inspections throughout the year (this number fluctuates based on businesses opening/closing).

Health Inspections Performance	December	4 th Quarter	Year to Date	Year Target
Percentage of annual food health inspections completed	7.8%	22.4%	90.2%*	100% of total

*Note: The total number of inspection properties fluctuates and therefore the year to date number may not equal 100%.

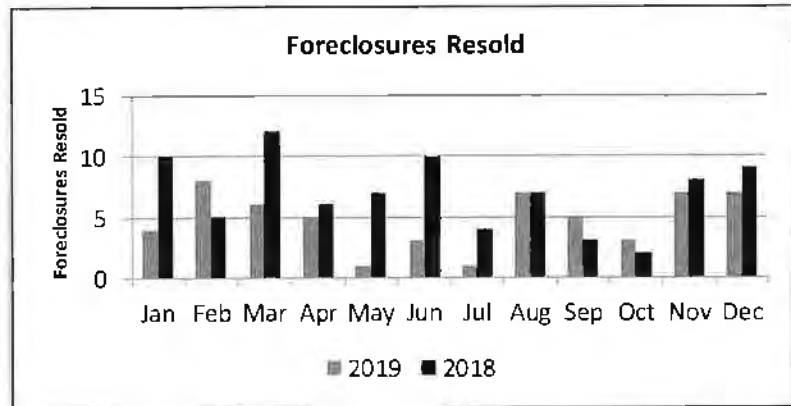
New Foreclosures Filed

Year	2019	2018
Jan	7	8
Feb	4	6
Mar	3	8
Apr	5	7
May	5	10
Jun	3	3
Jul	4	8
Aug	9	5
Sep	5	5
Oct	5	10
Nov	6	4
Dec	10	5
Total	66	79



Foreclosures Resold

Year	2019	2018
Jan	4	10
Feb	8	5
Mar	6	12
Apr	5	6
May	1	7
Jun	3	10
Jul	1	4
Aug	7	7
Sep	5	3
Oct	3	2
Nov	7	8
Dec	7	9
Total	57	83



Historical Foreclosure Information

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Foreclosures Filed	312	620	208	139	81	68	90	79	66

ECONOMIC DEVELOPMENT & TOURISM MONTHLY REPORT

January 2020



Economic Development

- Ongoing calls, emails and meetings with land owners, brokers and property owners about potential development or issues in Hoffman Estates.
- Continued to update the available properties online database on the Village's website.
- Created and distributed the quarterly economic development newsletter.
- Completed liaison duties to the Arts Commission. The next event will be a murder mystery dinner theater presentation on February 22nd.
- Staff attended the ICSC New York Deal Making show from December 10-12. The Mayor and Mr. Kramer will met with 5 different development groups and had several other walk-ins to the booth. The show was productive and a separate confidential report followed. Mr. Kramer also began planning an Illinois ICSC P3 event for 2020.
- Completed Liaison duties for the Village Green Ad Hoc Committee which included setting up and partaking in a kick off meeting with Tria Architects and their team in order to master planning the Village Green.
- Continued researching the formation of a Sister City relationship with a city in South Korea.
- Economic Development staff attended the:
 - Quarterly Economic Developer Commission meeting
 - Annual holiday event of Lambda Alpha
 - Annual holiday event of ICSC Illinois
 - Annual Commercial Real Estate Forecast Conference
- This month's relevant articles about economic development, the real estate market, a specific sector or notable developments with existing Hoffman Estates businesses include: An article with seven predictions for restaurant real estate in 2020.

Tourism

Ken Kraft Midlands Wrestling Tournament - Sears Centre Arena - December 27-31, 2019

- This year, we are able to track 625 room nights that stayed at Village hotels thanks to Midlands. Red Roof Inn Plus and Quality Inn also had teams but universities booked them through deep discount sites. We are unable to track these bookings accurately but can guesstimate another 100 room nights. Worked in the field with Hampton Inn and Quality Inn (changes in ownership and sales leaders) to ensure reservations were found and honored. Radisson Schaumburg (now a Holiday Inn Express) was included in the partnership but claimed no

teams booked into their group room block. Working with MEET Chicago NW and Elgin/Fox Valley Convention Bureaus, we found teams had migrated to Elgin and Schaumburg hotels when university travel agencies found lower rates available. Our contracted rate is \$95, which allows partner hotels to pay the 12% commission and issue the required 5 complimentary rooms to house event officials and staff while still capturing a desired rate. Staff will meet with the event organizer to offer suggestions for changes in their event registration materials that would require each competing team to stay only at their partner hotels thereby increasing the event's commission returns and providing more rooms that are complimentary. These changes will allow Village hotels to increase occupancy by capturing more team room blocks and prevent teams from booking outside the partnership agreement.

Illinois Recreational Cheerleading Association (IRCA) December 6-8, 2019 - Sears Centre Arena


- In 2018, IRCA changed their host/partner hotel to the Holiday Inn in Elgin and only promoted Elgin hotels on their website. This change occurred because the Chicago Marriott NW could no longer issue their ballroom space for the duration of this event free of charge. IRCA requires partner hotels to pay a \$10 rebate on all room nights captured through this event. IRCA will not sign contracts with their partner hotels and does not control where their competing teams stay. Village hotels had agreed to this requirement (unheard of when the event refuses to sign contracts and does not control lodging) but were excluded when IRCA moved their lodging to Elgin. Despite the event only listing Elgin hotels, teams have developed relationships with Hoffman Estates hotels and continue to book their reservations with us. We are able to track 376 room nights.

Meetings/Activities

- Created revised Village hotel listing reflecting changes in management teams.
- Circulated press clippings and brochures outlining all new developments planned.
- Met with each Village hotel prior to and during the Midlands Tournament.
- Circulated dining guide and maps to all Village hotels.
- Assisted in coordinating the Annual Boards and Commissions Dinner.
- Met with sports market sales rep from MEET Chicago NW Convention Bureau to discuss Midlands.
- Met with Elgin/Fox Valley to discuss Midlands.
- Toured new Hyatt Place director of sales.
- Contacted all NW 4th Fest food vendors.



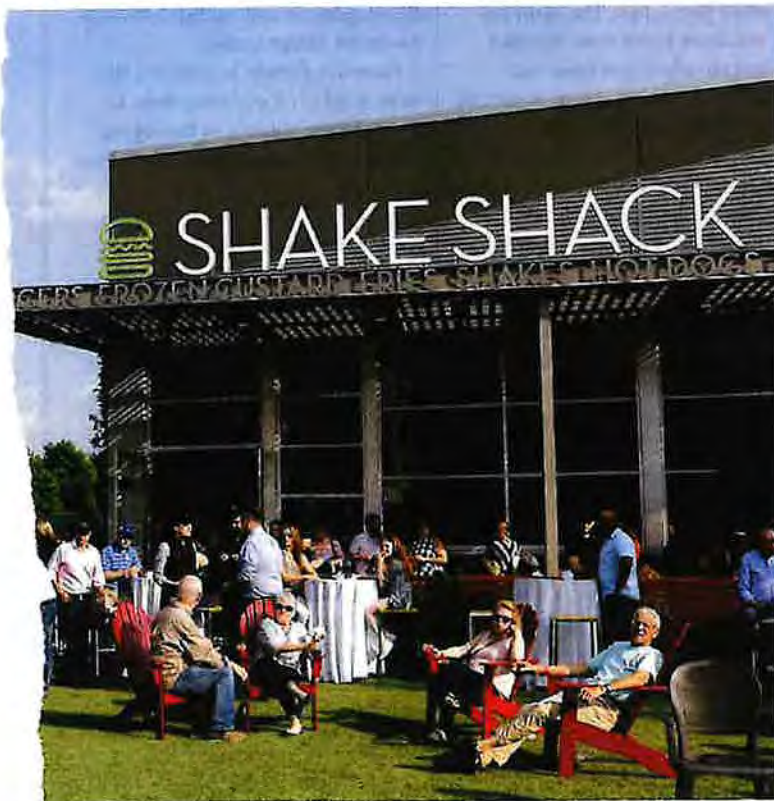
Kevin Kramer, Director of Economic
Development



Linda Scheck, Director of Tourism & Business
Retention



Restaurant sales have been growing faster than any other brick-and-mortar category



SEVEN PREDICTIONS FOR 2020

While restaurant sales growth will continue to outpace total retail sales growth based on consumer demand and rising prices, landlords must be careful not to weaken profitability with too many competing uses.

- Restaurants will continue refining solutions to delivery challenges, including the exchange of consumer market and demographic data, as well as data needed to personalize in-app services—a critical component of partnerships between restaurant operators and third-party service providers.
- Delivery-only restaurants, known as virtual restaurants or ghost kitchens, will become a primary growth vehicle of restaurant delivery platforms.
- Restaurant operators will continue investing heavily in consumer-facing and back-of-house technology to help control rising costs through automation and to improve customer experience.
- Rapid growth in fast-casual dining will continue among traditional concepts as well as regional and specialty startups entering the market due to lower barriers to entry.
- Fast food will continue evolving to meet consumer demand for healthy food options, technological conveniences and modern designs.
- As "eatertainment" operators downsize to smaller, tech-driven formats, they will infill urban locations and be a catalyst for revitalization of urban main streets in select markets.
- Diverse food halls will expand further into suburban markets but must be executed and operated correctly to be successful. ■