



NOTICE AND AGENDA

**NOTICE IS HEREBY GIVEN
THAT A COMMITTEE OF THE WHOLE MEETING**

WILL BE HELD ON

February 18, 2020

6:00 PM

Location: Oswego Village Hall

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. CONSIDERATION OF AND POSSIBLE ACTIONS ON ANY REQUESTS FOR ELECTRONIC PARTICIPATION IN MEETING**
- D. PUBLIC FORUM**
- E. OLD BUSINESS**
- F. NEW BUSINESS**

F.1. Downtown Parking Analysis

[Downtown Parking Analysis VB.docx](#)
[Parking_Count_Map_2019.pdf](#)
[Exhibit B.pdf](#)

Posted: _____
Date: _____
Time: _____
Place: _____
Initials: _____

Tina Touchette
Village Clerk

F.2. Discussion of Marketing Objectives and AACVB Partnership

[Memo AACVB.docx](#)

[AACVB 01.28.2020.pdf](#)

[AACVB 2019 Oswego Marketing Report.pdf](#)

G. CLOSED SESSION

- G.1. a. Pending and Probable Litigation [5 ILCS 120/2(c)(11)]
- b. Appointment, Employment, Compensation, Discipline, Performance, or Dismissal of Personnel [5 ILCS 120/2(c)(1)]
- c. Collective Bargaining, Collective Negotiating Matters, Deliberations Concerning Salary Schedules [5 ILCS 120/2(c)(2)]
- d. Sale, Lease, and/or Acquisition of Property [5 ILCS 120/2(c)(5) & (6)]
- e. Security Procedures and the Use of Personnel and Equipment to Respond to an Actual, Threatened, or a Reasonably Potential Danger to the Safety of Employees, Staff, the Public, or Public Property [5 ILCS 120/2(c)(8)]

H. ADJOURNMENT



AGENDA ITEM

MEETING TYPE: Committee of the Whole

MEETING DATE: February 18, 2020

SUBJECT: Downtown Parking Analysis

ACTION REQUESTED:

To provide information and analysis regarding the parking demand in the downtown area.

BOARD/COMMISSION REVIEW:

Analysis was presented to the Planning and Zoning Commission on January 9, 2020

ACTION PREVIOUSLY TAKEN:

Date of Action	Meeting Type	Action Taken
NA		

DEPARTMENT: Community Development

SUBMITTED BY: Rod Zenner, Community Development Director

FISCAL IMPACT: NA

BACKGROUND:

The Village conducts parking counts in the downtown to determine the existing parking demand and usage. This information is utilized when evaluating development and redevelopment proposals in the downtown area.

DISCUSSION:

On June 21, 2019, staff conducted an analysis of the existing downtown parking usage and capacity. June 21st was chosen as it was a Friday, non-event weekend, with good weather which staff believes would provide a typical or slightly higher than typical parking demand number. The downtown was split into 10 block areas (map is attached) with parking usage counts starting from 9:00 am and concluding at 6:00 pm.

Parking Spaces Available

Staff counted the existing parking spaces per block, both public and private, in the 10-block study area. The numbers do not reflect the overflow parking that occurs on the former lumberyard site for festivals and events. The existing parking count is as follows:

Existing Parking Spaces			
Block	Spaces	Block	Spaces
Block 1	70	Block 6	73
Block 2	164	Block 7	66
Block 3	101	Block 8	74
Block 4	70	Block 9	94
Block 5	78	Block 10	96

Staff conducted an hourly count of parking space usage within the downtown study area. In summary, the hourly breakdown is as follows:

Friday June 21, 2019				
Time	Total # of Spaces	Spaces Used	Spaces Available	Percent Used
9:00 am	886	218	668	25%
10:00 am	886	259	627	29%
11:00 am	886	268	618	30%
12:00 pm	886	296	590	33%
1:00 pm	886	311	575	35%
2:00 pm	886	263	623	30%
3:00 pm	886	279	607	31%
4:00 pm	886	257	629	29%
5:00 pm	886	241	645	27%
6:00 pm	886	214	672	24%

The average percentage of parking occupied in the study was 29.4%. This is similar to the data from a 2017 study indicating an average of 29.7% occupied.

Staff is providing the detailed block by block analysis (Exhibit B). The data indicated that the highest percentage used block was block #2 at Harrison Street south of Washington with 60% occupancy (99 spaces) at 1:00pm.

Parking Ratios

When the Village considers and reviews parking requirements for a proposed use, it follows the requirements of the Zoning Ordinance. The Ordinance establishes a required number of parking spaces based on that type of use located in a typical commercial development. In downtown areas, those parking ratios do not necessarily apply as customers are more likely to park in one spot and

walk to various stores. Customers are also more likely and willing to walk from a parking space farther away from their destination, which utilizes the parking supply more efficiently.

In many downtowns, an observed parking ratio is often between 2.1 and 2.5 spaces for every 1,000 square feet of commercial space. In Oswego's situation, the 886 parking spaces accommodate 211,654 square feet of commercial use (plus an additional 42,757 square feet of residential uses). That establishes a rough parking capacity ratio of 3.48 spaces per 1,000 square feet of building downtown. In the highest demand hour of 1:00pm, the **occupied parking ratio** was 1.46 spaces per 1,000 square feet of commercial space

Triggers for Additional Parking:

Based on the data collected, it appears that there currently is not a parking shortage in the downtown for the existing uses. As the downtown redevelops and expands, it is important to monitor the existing conditions to determine a threshold at which additional parking will need to be provided. Common practice is that when a parking lot is 80%-85% occupied, customers perceive that a lot is full, and they look for other parking areas, or become frustrated and decide not to visit an area.

Currently, the maximum observed percentage used during the study was 35%, which is below the 80% threshold. Using block by block data from that time, Block #2 reached 60% occupied at 1:00pm. That is still below the 80% threshold. If customers of Block #2 became frustrated with parking availability at that block if it were fully occupied, they could look at the neighboring blocks for parking. For example, Block #1 had 33% occupancy, Block #4 had 50%, Block #5 had 10% occupancy at that same time. Therefore, alternative parking is available on the adjacent neighboring blocks.

Future Development

The Village is currently seeing new development within the downtown area including new retail/restaurant/office space and new residential units. Upon completion, the total number of parking spaces will increase from 886 to 1371 (485 space increase). Based on an assumption that each residential unit will occupy one parking space since the majority of the new units will be one bedroom and studio apartments, the new parking ratio upon completion of construction will be 4.56 spaces per 1,000 square feet of commercial space. This would result in more parking per square foot of space than currently exists in the downtown.

RECOMMENDATION:

Staff is providing this for your information.

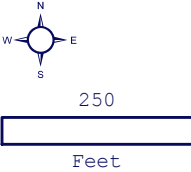
ATTACHMENTS:

- Parking Count Map
- Exhibit B Detailed Counts

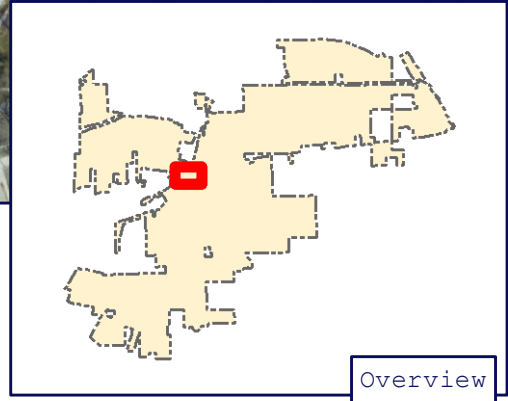
Parking Counts 2019



Date Printed: 7/14/2017



The requested map will be created for study purposes only. Please refer to the official recorded plats or deeds for the actual legal descriptions and property dimensions. No liability is assumed for the accuracy of the data delineated herein, either expressed or implied by the Village of Oswego or its employees. This work is protected by the United States Copyright Act of 1976 (17 U.S.C. Sec101 et seq). You are not permitted to use and/or reproduce any part of a copyrighted work of the Village of Oswego in violation of Federal Copyright Law. Doing so may result in prosecution under such law. If you wish to use property in which the Village of Oswego owns a copyright, you must obtain written permission through the Community Development Department in the Village of Oswego, located at 100 Parkers Mill, Oswego, Illinois 60543.



Overview

Exhibit B

Block	Spaces	9:00	%	10:00	%	11:00	%	12:00	%	1:00	%	2:00	%	3:00	%	4:00	%	5:00	%	6:00	%
1	70	13	19%	18	26%	19	27%	22	31%	23	33%	19	27%	25	36%	14	20%	4	6%	6	9%
2	164	47	29%	57	35%	59	36%	86	52%	99	60%	69	42%	63	38%	60	37%	56	34%	69	42%
3	101	30	30%	33	33%	27	27%	26	26%	22	22%	18	18%	21	21%	21	21%	15	15%	11	11%
4	70	22	31%	28	40%	25	36%	33	47%	35	50%	33	47%	35	50%	34	49%	41	59%	35	50%
5	78	3	4%	6	8%	5	6%	6	8%	8	10%	6	8%	5	6%	5	6%	6	8%	4	5%
6	73	11	15%	21	29%	22	30%	21	29%	21	29%	21	29%	19	26%	9	12%	13	18%	10	14%
7	66	28	42%	37	56%	37	56%	30	45%	25	38%	31	47%	34	52%	38	58%	34	52%	27	41%
8	74	37	50%	29	39%	36	49%	38	51%	35	47%	22	30%	35	47%	35	47%	35	47%	22	30%
9	94	12	13%	14	15%	17	18%	16	17%	18	19%	19	20%	18	19%	19	20%	19	20%	14	15%
10	96	15	16%	16	17%	21	22%	18	19%	25	26%	25	26%	24	25%	22	23%	18	19%	16	17%
total	886	218	25%	259	29%	268	30%	296	33%	311	35%	263	30%	279	31%	257	29%	241	27%	214	24%

AGENDA ITEM

MEETING TYPE: Committee of the Whole

MEETING DATE: February 18, 2020

SUBJECT: Discussion of Marketing Objectives and Aurora Area CVB Partnership

ACTION REQUESTED:

Presentation of the Village marketing goals and the AACVB’s role in expanding and enhancing those objectives.

BOARD/COMMISSION REVIEW:

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ACTION PREVIOUSLY TAKEN:

Date of Action	Meeting Type	Action Taken
2/20/2018	Village Board Meeting	Approval of a contract for the Village to participate in the AACVB’s municipal marketing partnership

DEPARTMENT: Community Relations

SUBMITTED BY: Corinna Cole, Economic Development Director

FISCAL IMPACT:

Participation in the AACVB requires a financial contribution of 90% of our 3% hotel/motel tax, or approximately \$75,500. The Village keeps the remaining 10% (~\$7,500) and the AACVB would expend at least 40% percent of the funds received from Oswego to promote a Municipal Marketing Partnership (~\$27,200).

BACKGROUND:

The Aurora Area Convention and Visitors Bureau (AACVB) was formed in 1987 as a private, nonprofit organization dedicated to marketing the greater Aurora area for tourism and hotel stays. The Village was a member of the AACVB until 2002, when it moved tourism responsibilities to the now defunct Oswego Economic Development Corporation (OEDC). In 2011, the Village Board voted to pull all funding from the OEDC and bring economic development and tourism functions in-house.

Tourism promotion was then managed by the Community Relations Department and an informal Tourism Advisory Panel comprised of local stakeholders. The Panel facilitated the Village in

hosting many events and in creating marketing materials. Those efforts were insufficient to generate significant tourism interest, which was understandable given that doing so requires dedicated fulltime staff with tourism expertise. The Village was still reluctant to join the AACVB, however, due to the cost and the Village's perception that the AACVB's primary focus was promoting Aurora.

In the intervening time, Cort Carlson joined the AACVB and developed the highly successful Sports Alliance, a youth sports tourism initiative. He also introduced the Municipal Marketing Partnership, which allows 40% of qualifying member contributions to be used toward direct marketing of the member municipality. The program addresses the cost concern and furthers our external marketing objectives, significantly extending the reach of our marketing messages beyond what is likely capable in house because of economies of scale the AACVB is able to achieve.

In February 2018, the Village Board voted to join the AACVB under the Municipal Marketing Partnership. Director Cole and Anita Patel, of the Oswego Hotel, were appointed as board members of the AACVB. Jenette Sturges, Community Engagement Coordinator for Marketing, works with the AACVB to direct the breakdown of Oswego's 40% spend.

Oswego's hotels and attractions benefit from many of the AACVB's programs, but particularly the youth sports program. The AACVB promotes the area to sports tournaments. If the area is selected, the tournaments require the athletes (and their families) to stay in AACVB member hotels. Given Oswego's proximity to the Stewart Sports Complex, Oswego's hotels stand to significantly benefit as well as area restaurants, stores and attractions that reap the collateral economic benefits of these stays.

DISCUSSION:

The attached presentation outlines how Oswego utilizes marketing for economic development. The AACVB's presentation demonstrates how tourism promotion dovetails with Oswego's goals by greatly increasing Oswego brand awareness, spurring new site visits and local spending, and introducing Oswego to previously difficult-to-access audiences.

RECOMMENDATION:

Participate in a discussion regarding Oswego's marketing efforts and/or the AACVB.

ATTACHMENTS:

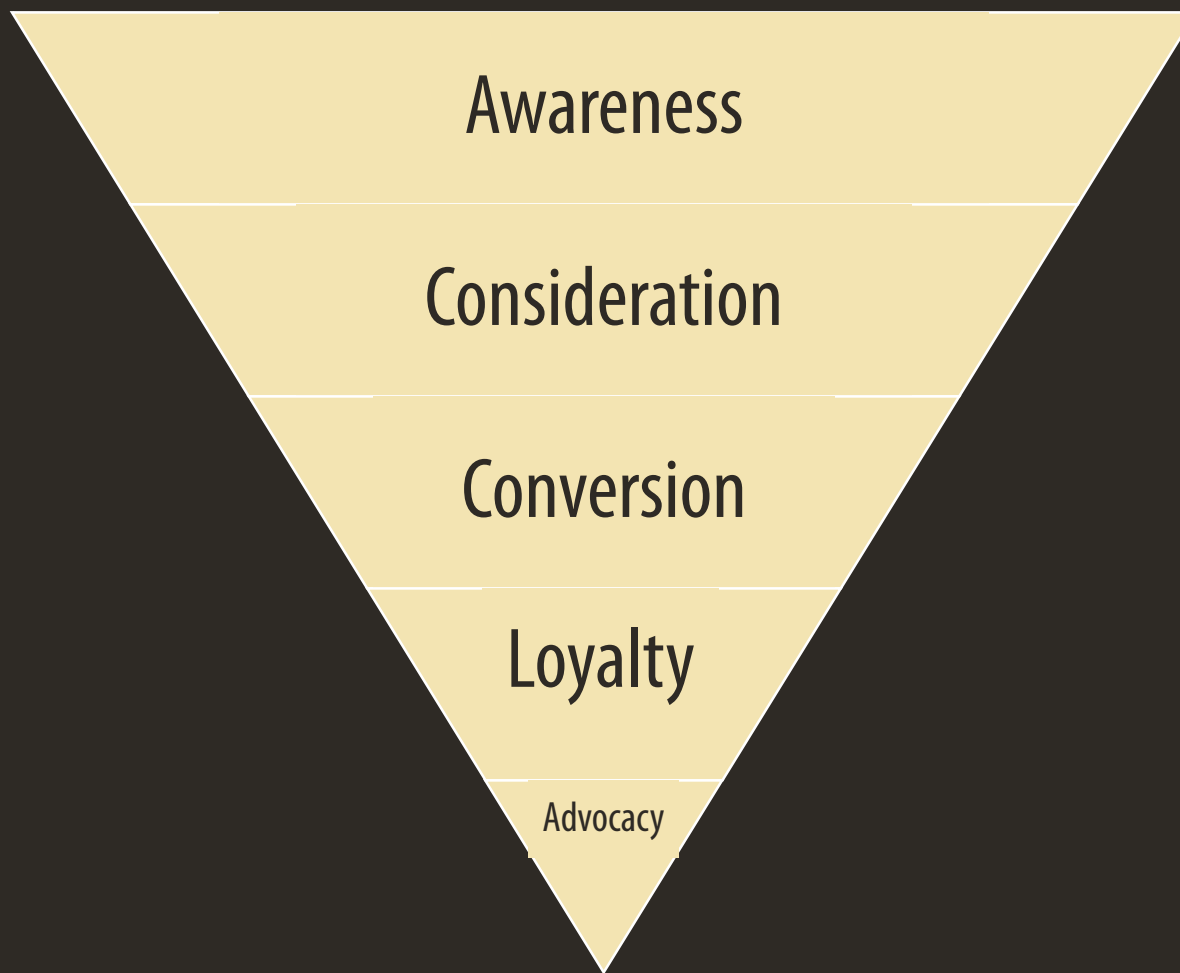
- 1) Staff Presentation



*Aurora Area Convention and
Visitors Bureau Partnership*



Marketing 101



Marketing a community

Awareness

Consideration

Investment or
Development

Growth

Quality
of Life

Marketing a community

Branding

Tourism

Regional
Events

Advertising

Reputation
management

Core
communications

Awareness

Consideration

Investment or
Development

Growth

Quality
of Life



Marketing a community

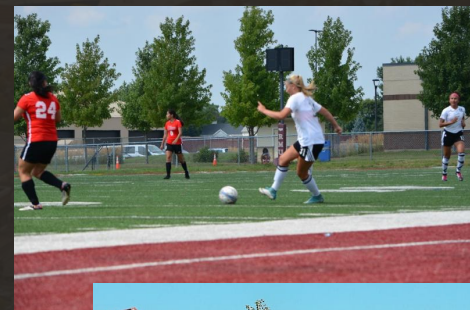
Ultimately, we market the community to drive economic growth, and thus, quality of life.

Community Relations

	Communications & Public Relations		Events & Experiences
Goal	Two-way communication connecting people with Village services	Elevate Oswego's position in the region as a destination	Engage and connect the community and visitors
Audience	Residents and existing businesses	Prospective stakeholders not already in Oswego	Current and prospective stakeholders
Think of it like...	Oswego as an organization	...a product	...a place
Activities	<ul style="list-style-type: none"> • Daily communications (Mass email and social media) • Print publications (newsletters, brochures, reports) • Websites • Press relationships and messaging • Public input opportunities (Surveys, media monitoring, etc.) • Interdepartmental support • Emergency communications 	<ul style="list-style-type: none"> • Community brand management • Marketing and advertising (events, attractions, and the community as a whole across print, digital, and other media) • Media library development • Tourism development 	<ul style="list-style-type: none"> • Special event production • Community partnerships and cross-promotion • Built environment • Public art

AACVB Program

- 90% of Oswego's 3% Hotel Motel Tax
 - Of that, 60% pays for operations, regional marketing, and direct booking services
 - The other 40% directly advertises Oswego alone
- Commenced May 1, 2018
- Annual opt-out opportunities
- Full creative control on our direct advertising content
- Adherence to Oswego brand standards
- Cross-promotion on websites and social media
- Reach and economies of scale



The CVB offers flexibility and added value.

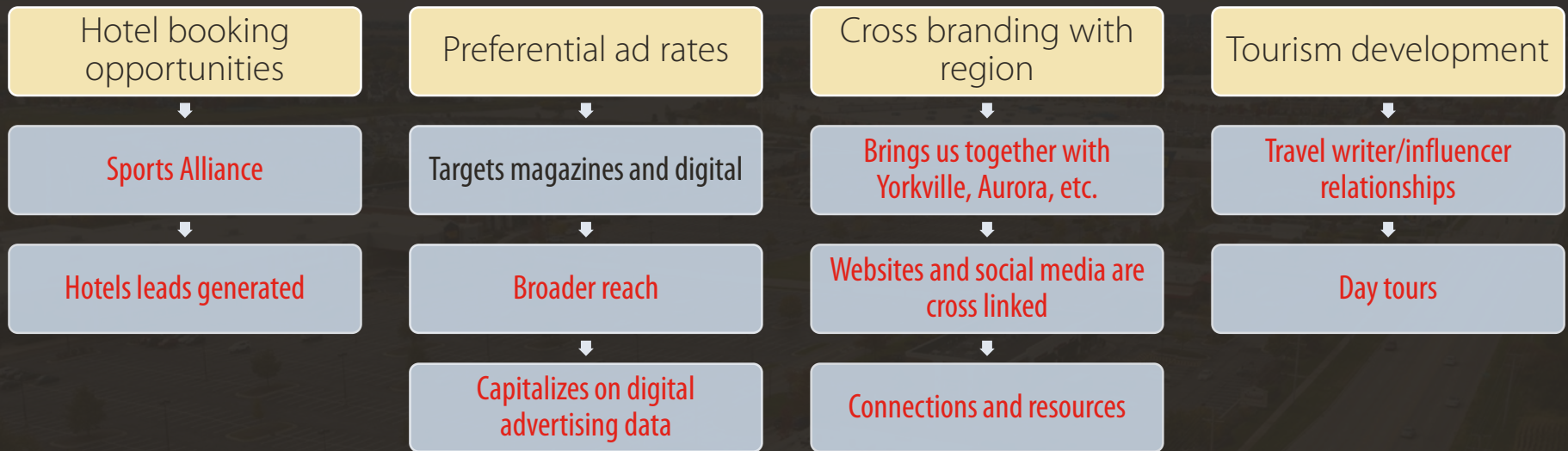
Direct Marketing Spend

- West Suburban Living
- Chicago Magazine "Go West!" Guide
- Neighborhood Tourist
- Tollway-placement brochures
- Social media/digital



But wait, there's more...

Value added by AACVB



The AACVB introduces Oswego to a wider regional audience for our marketing and experiential goals.

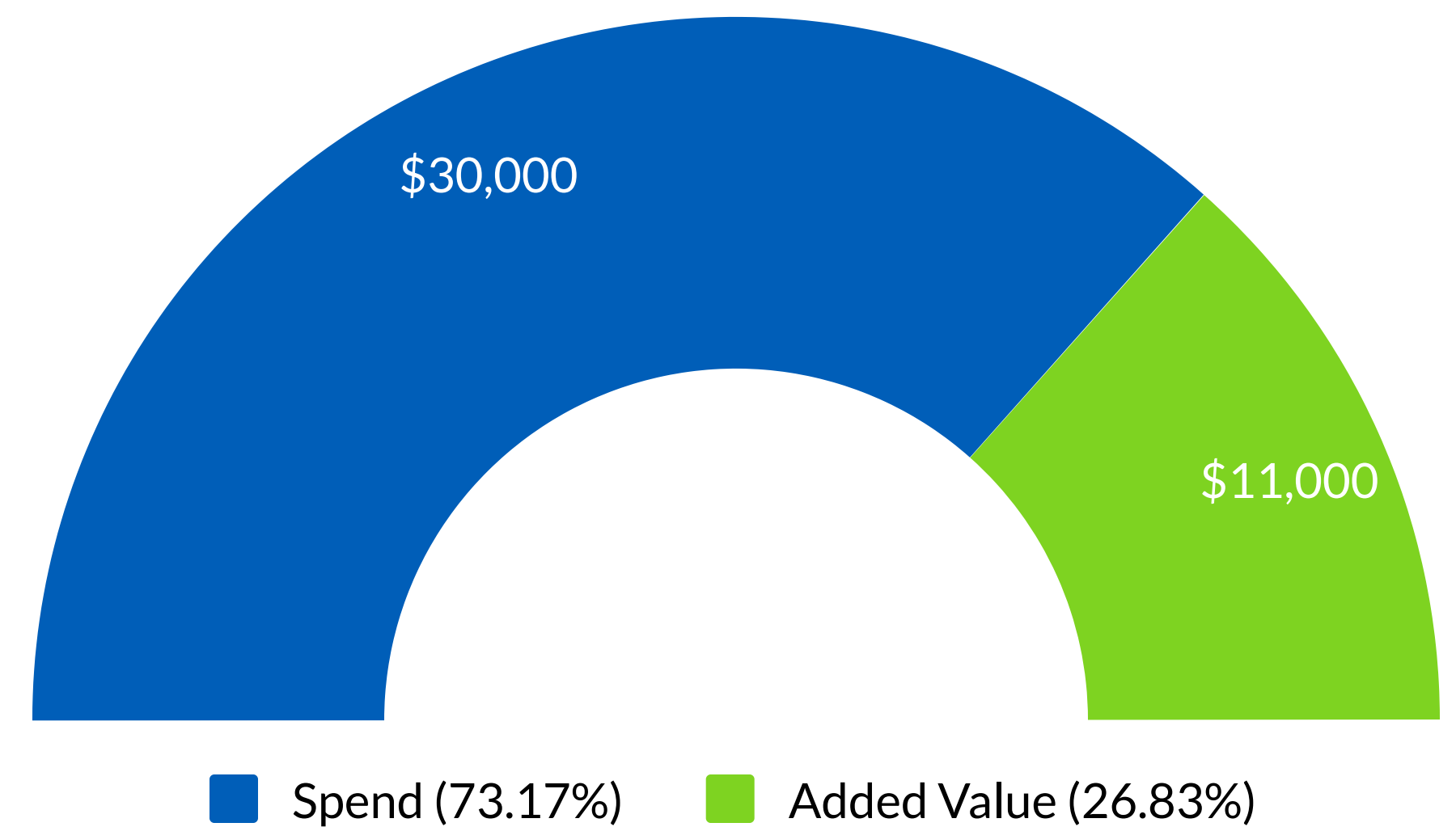


2019 Marketing Co-Op Program Report



Campaign Spend

Our 2019 municipal marketing co-op budget for Oswego was \$30,000. We allocated spend to print and online advertising along with photo/video production to build a media library for the Village of Oswego.



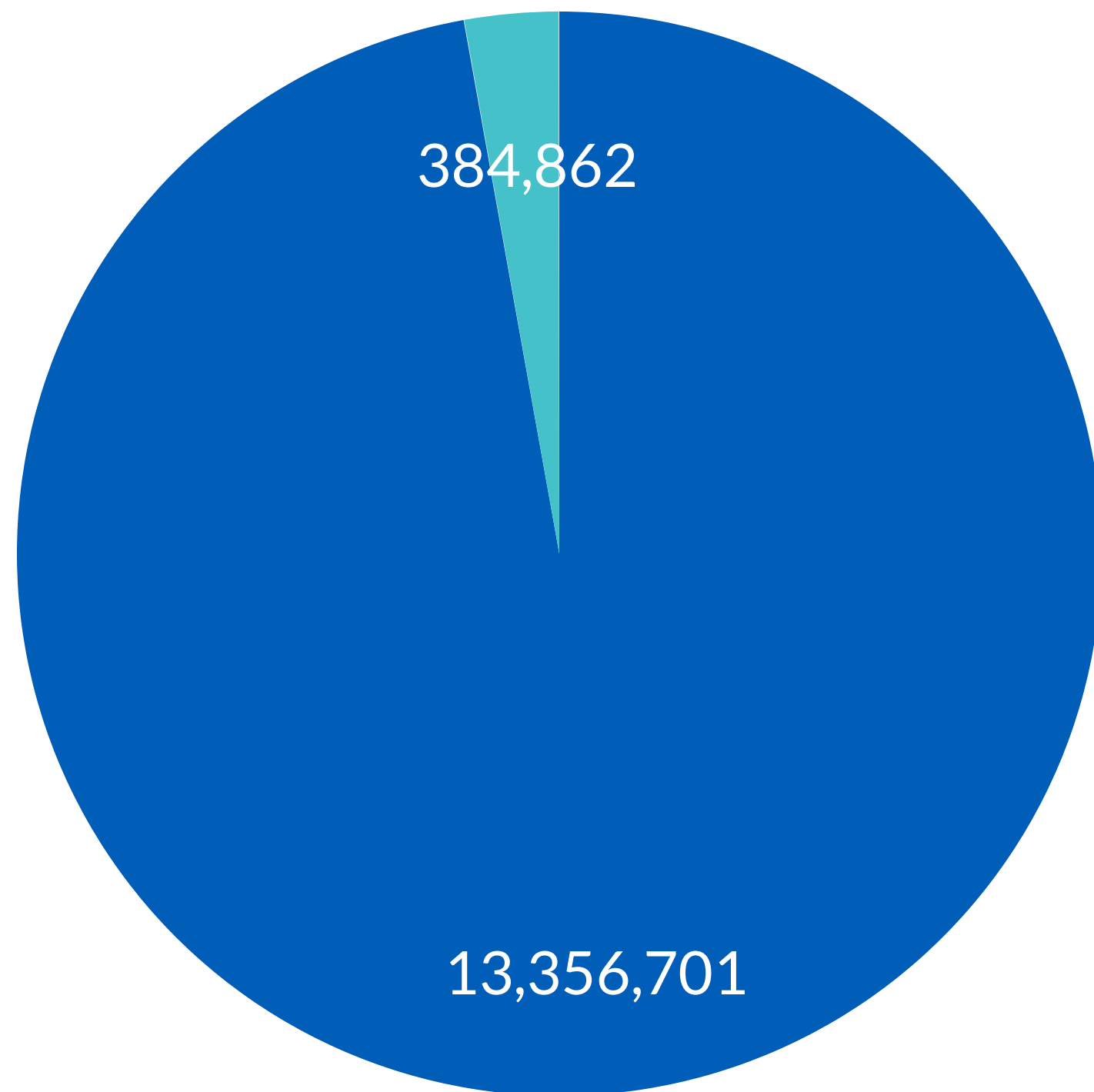
Item	Cost	Impressions	Added value
Print Advertising	\$18,000	731,000	High impact branded destination advertising featured in Chicago Magazine, Naperville Magazine, Neighborhood Tourist, Northwest Quarterly, West Suburban Living, and the Aurora Area Go Guide. Saved \$3,600 in publishers discounts and agency fees across all print ad placements.
Online Advertising	\$9,250	13.3 million	Online display and search engine advertising promoting Oswego's events & attractions, targeted at relevant audiences of likely travelers. Saved \$1,800 on typical agency management fees.
Social Media Advertising	\$2,500	384,000	Dedicated Go Oswego brand ads targeting relevant audiences via Facebook and Instagram. Saved \$500 on agency management fees.
Media Library	\$750	N/A	Commissioned high quality photography & video of seasonal events in Oswego for use in future promotions and to share with Village departments and partners.
Brochure Distribution	N/A	N/A	Go Oswego travel brochures distributed via Illinois Welcome Centers and Tollway Kiosks. Added value of \$5,000.

Online Marketing

Our campaign included destination and event-driven advertising, including a holiday season push, leading to big gains in exposure over the prior two years.

Oswego Digital Advertising

The primary vehicles for promoting Oswego was online advertising, powered by Google and Facebook, where we achieved a cumulative **13.7MM impressions**.

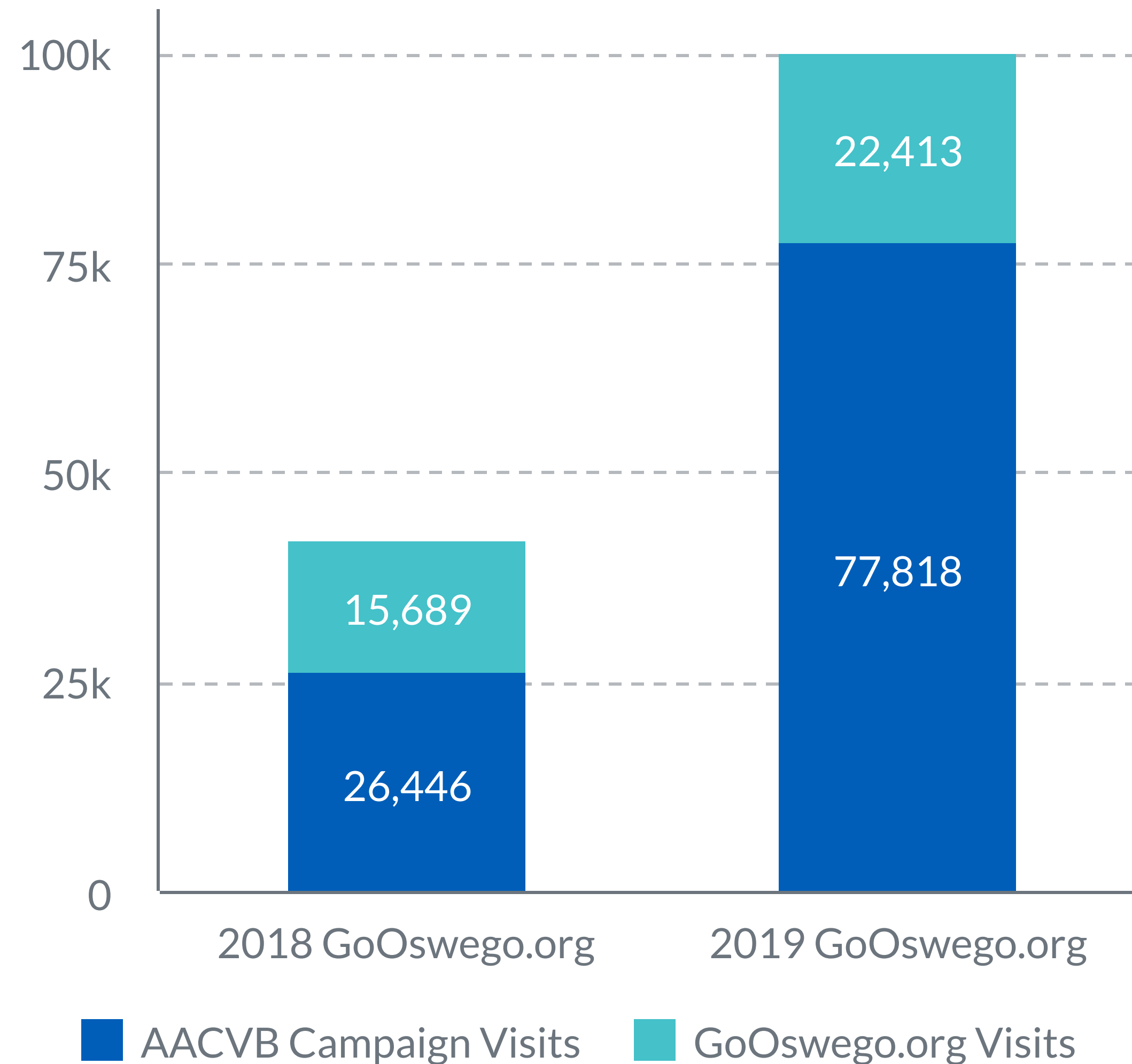


- Display/Search Impressions (97.2%)
- Social Impressions (Facebook & Instagram) (2.8%)

GoOswego.org Website Stats

Increased exposure to Oswego advertising led to a greater number of people seeking out information at GoOswego.org, which received over 100,000 visits in 2019.

Below is a side-by-side comparison of visits driven by AACVB campaigns to GoOswego.org for 2018-2019.



Media Highlights

The Aurora Area CVB influenced coverage and provided media support for West Suburban Living Magazine's October 2019 Oswego Town focus feature story.

Additional Media Highlights for 2019

March 2019

Cabin Fever Getaways
Northwest Quarterly Magazine

May-June 2019

Travel Writer Visits

We hosted two travel writers to Wine on the Fox and Oswego Brewing Co.

May-July 2019

Chicago Magazine

Two issue run of Chicago Magazine with Go Oswego full-page advertising and sponsored editorial in "Go West Guide"

Holidays 2019

Christmas Walk Footage

Oswego Christmas Walk footage captured in 2018 was used to promote holiday events & shopping in 2019.

Oswego

By Lynn Petrak

TOWNFOCUS Oswego

Get to the Heart of It
Go find Main Street USA — it's right here in downtown Oswego and it's lined with quaint shops and places to grab a bite or your favorite libation.

Support local artisans, bakeries and even candle makers... at The Village Grind Coffee & Tea Co. In addition to signature drinks, this cozy spot serves up tasty homemade baked goods and lunches. It also sells a host of locally made items including jewelry, pottery, artwork, honey and soaps. Diving the point home is a sign reading, "Remember, the big stores don't do a little jig when they make a sale. Make someone jig this year."

Stay closer... at the Oswego Inn, a neighborhood place where everyone knows everyone else's name — and there's room for new faces. The bar and grill dates to the early 1900s and also serves up hand-rolled burgers that have earned local love.

Order sunny-side-up... at the Oswego Family Restaurant, known for home-style cooking, including hearty breakfasts.

Step into the case cottage... that looks

QUICK TAKE

- Est. 2017 Population is 54,833
- Median age is 37
- Ethnicity is 75% Caucasian; 12% Hispanic; 5% African American; 3.2% Asian
- Median household income is \$102,550
- Median house value is \$276,752

DIY to your heart's content... at A Lady and Her Tools, a woodworking workshop with next-level make-and-take projects that range from a basic blanket ladder all the way to a kitchen island. Take a break to it at DIY painting events and workshops at other places in downtown Oswego, like Hippopotamus Goods. And check out Soukhouse Market, a charming boutique featuring a mix of antique and vintage finds as well as offering upholstery fabrics and services.

Renew everything... from hoodies to blouses, kids' clothes to kitchen linens, at a variety of gift, accessory, clothing and hobby stores in downtown Oswego, including The Marmalade Tree, Forever After Fresh, Prairie Stitches Quilt Shoppe, Value Grant and others. Don't forget your fur baby — check out goods for your animal buddies at Rosky's Pet Stuff.

Deck out your home... at Hudson Design House, a home accent boutique where you'll find curatorial furniture, home decor, clothing and vintage and specialty goods from local artisans.

Ride like the wind... after a visit to Oswego Cycles, which offers bikes, gear and service for cyclists of all levels and ages. These mountain bikes will

speed you along the many paths and trails that cut through Oswego.

Remember those who served... by taking some moments at the Veterans Historical Walk in the downtown area near the public library.

Bookend your visit... in downtown Oswego that perhaps started with a cup of coffee with a visit to the Oswego Public Library. In addition to its myriad resources, the library hosts an annual Oswego Literary Festival with the local cultural arts commission at the Oswego Village Hall.

Shop Around
Experience the wide-of-shoulder spirit at a plethora of stores in other shopping areas within Oswego, including Central Plaza, Douglas Square, Main Square, Orchard Grove, Orchard Way, Orchard Woods, Oswego Commons, Oswego Junction, Oswego Plaza, Prairie Market, Townes Crossing and Washington Square. Here, you'll find a host of chain stores,

OSWEGO

Oswego is Chicagoland's destination for summertime fun on the Fox River!

Celebrate the sights, sounds, and flavors of the region. Check out our full summer events lineup at www.GoOswego.org and see how we #GoOswego.

Emerson Creek | **Armani's Farm & Polo Club** | **Downtown Shopping**

aurora area playinaurora.com | **OSWEGO** | **www.GoOswego.org**

A pleasant mix of rural town charm and the amenities of a fast-growing suburb

Red barns, manufacturing buildings. Crop-lined country roads, cul-de-sacs. Mom-and-pop shops, newly-opened chain stores. Although Oswego was a largely rural community until fairly recently, it's now considered a far west suburb, near Aurora and other fast-growing towns like Plainfield and Yorkville. Rather than fading and trading one part of its character for another,

this village of more than 30,000 residents — double the population of 20 years ago — effectively balances its newer suburban character with its country roots. That's good news not just for those with longtime ties to the town and those who want to settle there now, but for others who visit Oswego for things to see and do, ranging from barn parties and festivals to craft beer tastings and 10K races — not to mention easy access to the Fox River and all the great outdoors has to offer. As they say in some circles in Oswego, here "we go" to see what's going on in this Kendall County town.

Little White School Museum
HERITAGE PARK
OSWEGOWOOD PARK HISTORIC OSWEGOWOOD HERITAGE KS

WEST SUBURBAN LIVING | WWW.WESTSUBURBANLIVING.NET | OCTOBER 2019 59

WINE ON THE FOX FESTIVAL
Take a grown-up fall trip in Oswego, which offers plenty of fun-filled events when you can imbibe and have fun.

Enjoy a cold one... at Oswego Brewing Company, where there are beers for all tastes on tap, including the seasonal Oktoberfest and Fusion Fields. There are brews that give a nod to Oswego, like Go Man Co and Prairie Fire Ale. Come for special events, too, like music bring and food trucks. Recharge with Dewey's Brews over pizza slices.

Take a flight... or enjoy your favorite vintage at Fox Valley Winery, a family-owned winery along Route 34 that makes a range of dry, sweet, semi-sweet, and dessert wines available for sampling in the tasting room.

Emerson Creek SHOP & TRAILER

where Rustic Charm Meets Simple Elegance.
Emerson Creek is set on a beautiful piece of property that offers you picture perfect settings during our wedding season that runs May through early November. We pride ourselves in warm hospitality, excellent service, and fresh delicious cuisine.
INFO@TOWNSIDE.Events@EmersonCreek.com

THE COFFEE
LUNCH TUES-SAT 11AM-2PM
A homemade lunch countryside! Reservations Recommended. Open Seasonally May-December.

COUNTRY VIEW SHOPPE
TUES-SAT 10AM-5PM
Rustic Decor, Artisanal Goods, Jewelry, Tea, Boudique, & more! Open Seasonally May-December

5176 STEPHENS ROAD, OSWEGO, IL 60543 | 630.554.7100 | INFO@EMERSONCREEK.COM

Emerson Creek
EVENTS

Be festive... with special events centered on wine and beer at Oswego's annual Wine on the Fox, a wine tasting festival held in May at Village Square Park, and Brew at the Bridge, a craft beer fest on in September by OswegoandParks District at Prairie Drive Community Park.

Barnstorm the Area
Get your Chip-and-Joanna vibe on or just have fun shopping, sitting and roaming around the beautiful grounds of Emerson Creek, a seven-acre site on scenic farmland run by a family that wanted to share the beauty of their surroundings and celebrate country life.

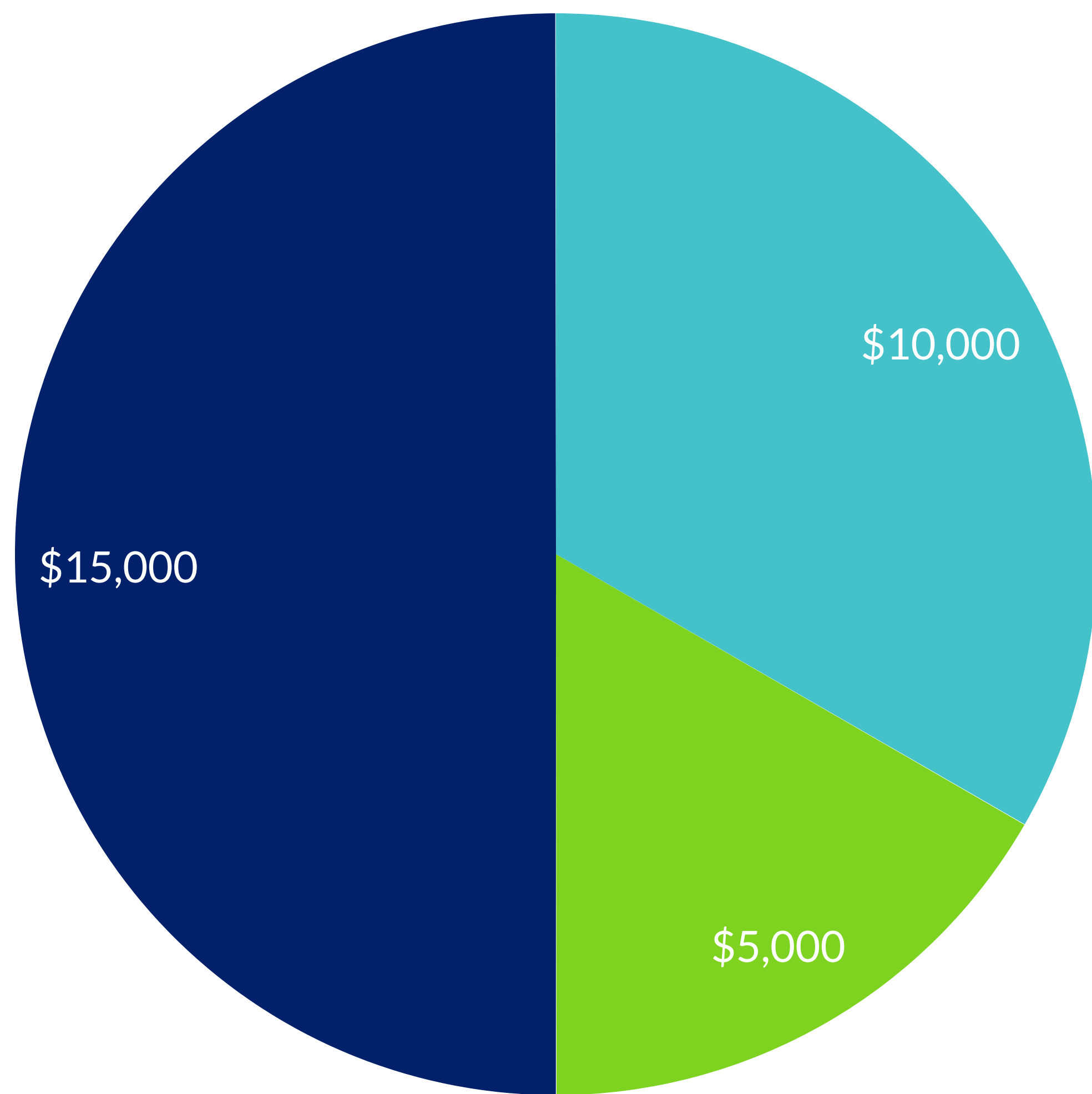
Order lunch... in the cafe that features locally-sourced flowers for salad and peach-blanche nibbles, among other homemade items.

Hunt for gifts on home occasions... in the Country View Shoppe inside the farmhouse. In the warmer months, check out the monthly Vintage Market held on the grounds and inside the renovated barn. The last one of this season is Oct. 9.

Planning a wedding... or any event? See why Emerson's Creek has in such a popular and Instagram-worthy venue.

2020 Program

For the year ahead we will maintain a projected co-op spend of \$30,000. Our plan is to continue producing photo & video at businesses and points of interest in Oswego, and expanding our spend on digital advertising.



■ Digital Advertising (50%) ■ Print Advertising (33.33%)
■ Photo/Video Production (16.67%)



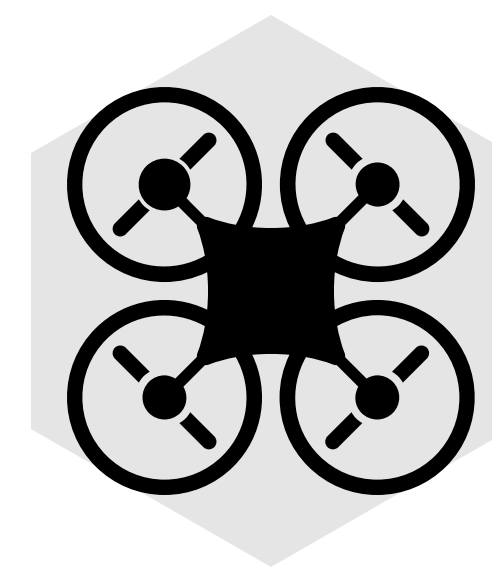
Digital Advertising

Includes promotion on social media channels and targeted display & search ads in syndication via Google.



Print Advertising

Includes placement in Midwest Living, exposing Oswego to 950,000 potential travelers throughout the Midwest



Photo/Video Production

Continue to build Oswego's media library with fresh content from events & attractions.