



WHEATON CITY COUNCIL PUBLIC HEARING AGENDA

MAYOR PHILIP J. SUESS

COUNCILMAN MICHAEL BARBIER | COUNCILWOMAN ERICA BRAY-PARKER | COUNCILMAN SCOTT BROWN

COUNCILWOMAN SUZANNE FITCH | COUNCILWOMAN LYNN ROBBINS | COUNCILMAN SCOTT WELLER

WHEATON CITY HALL, COUNCIL CHAMBERS, 303 W WESLEY STREET, WHEATON, ILLINOIS 60187

Monday, November 28, 2022

7:00 p.m. In-Person & Virtual

Wheaton City Hall Council Chambers

The meeting will also be live streamed and recorded.

- **Join by phone:** 312-626-6799, **Meeting ID: 863 1277 6035** and **Password: 029784**
 - You will be automatically muted. If you would like to speak, you need to press *9 to raise your hand and let the meeting administrator know you would like to speak. Once it is your turn to speak, you will receive a notification asking you to press *6 to unmute yourself. Please announce your name and address before commenting and ensure you are in a quiet place.
- **Join by computer/smartphone:**
 - <https://us02web.zoom.us/j/86312776035?pwd=MVVORHE4UHpoYlFidE9ldXVFNHBXQT09>
 - You will be automatically muted. If you would like to speak, click on the “Raise Hand” button to let the meeting administrator know you would like to speak. When it is your turn to speak, you will receive a notification that the meeting administrator is asking you to press “unmute.” Please announce your name and address before commenting and ensure you are in a quiet place.
- **Public comments can be made by:**
 - In person at 7:00 p.m. on Monday, November 28, 2022, during the Citizens to Be Heard portion of the meeting.
 - Virtually at 7:00 p.m. on Monday, November 28, 2022, during the Public Comment portion of the meeting.
 - Email the City Council at allcouncil@wheaton.il.us before 5:00 p.m. on Monday, November 28, 2022.

I. Call to Order and Roll Call

II. Public Hearing – Proposed Property Tax Levy Increase For The City of Wheaton Special Service Area Number Eight

A. Staff Comment

B. Public Comment

C. Council Comment

III. Adjournment

MEMORANDUM

TO: The Honorable Mayor and City Council

FROM: Robert R. Lehnhardt, Director of Finance/Treasurer

DATE: November 28, 2022

SUBJECT: **Public Hearing - 2022 SSA #8 Downtown Promotional & Municipal Services Property Tax Levy**

Background

The City is required by State Statute (Truth in Taxation Act) to estimate the amount of taxes to be levied by not less than 20 days prior to the adoption of the tax levy. In addition, if the proposed tax levy increase is greater than 5%, the City is required to publish a notice and conduct a public hearing prior to the adoption of the levy. To meet these statutory requirements, the proposed 2022 SSA #8 Downtown Promotional and Municipal Services Property Tax Levy was: (1) presented at the Planning Session on October 10, 2022, (2) a notice was published in the Daily Herald on November 17, 2022, and (3) the public hearing will be conducted on November 28, 2022.

2022 SSA #8 Property Tax Levy

Special Service Area #8 was established in 2018 to provide enhanced marketing and education promoting benefits and activities in the area; managing special community events and activities; parking operations and maintenance; maintenance of streetscapes; holiday and event decorations; together with aesthetic enhancements including landscape and signage/banners. The ordinance establishing SSA #8 allowed a maximum tax rate of \$0.45 per \$100 of assessed value for a maximum seven (7) levy year term. The Downtown Wheaton Association (DWA) has requested \$275,000 for their 2023 Budget (Exhibit A), which is the same amount requested for the past 2 years.

2022 SSA #8 Property Tax Levy

The expiration of TIF District #2 on December 31, 2022 impacted the development of the 2022 SSA #8 Property Tax Levy since TIF District #2 will no longer generate incremental property taxes beginning in 2023. As shown in the following table, the adopted 2021 SSA #8 Property Tax Levy extended a total of \$278,725.66, with an estimated SSA #8 extended levy of \$159,105.70 and \$119,619.96 estimated to be generated in TIF #2 incremental tax revenue.

**2021 Property Tax Levy
SSA #8 and TIF #2 Incremental Tax Revenue**

	SSA #8 Tax	TIF #2 Incremental Tax	Total
Estimated Extended Levy Amount	\$ 159,105.70	\$ 119,619.96	\$ 278,725.66
Actual Extended Levy Amount	\$ 157,685.96	\$ 111,155.84	\$ 268,841.80
Actual Tax Rate	\$ 0.2773	\$ 0.2773	\$ 0.2773



The 2022 SSA #8 Tax Levy will be funded entirely from SSA #8 and would recover the SSA #8 tax revenues previously received in TIF District #2. The Equalized Assessed Valuation (EAV) is estimated to increase \$42.5 million (or 74.8%), with \$40.1 million of the increase due to the addition of TIF District #2 incremental assessed valuation to properties within SSA #8.

For Truth in Taxation purposes, the 2022 SSA #8 Proposed Tax Levy of \$275,000 is compared to the 2021 Extended Tax Levy of \$157,515.37 (excludes aggregate refunds of \$170.59), which results in an increase of \$117,484.63 (or 74.6%).

**2022 Property Tax Levy
SSA #8
Truth In Taxation Calculation
2023 Budget**

	2021 Adopted Levy 2022 Budget	2021 Extended Levy (1) without Refunds 2022 Budget	2022 Proposed Levy 2023 Budget	2022 Extended Levy 2023 Budget	Truth in Taxation	
					2022 Proposed Levy vs 2021 Extended Levy (1)	
					Amount Change	% Change
EAV	\$ 56,864,753	\$ 56,864,753	\$ 99,373,547	\$ 99,373,547	\$ 42,508,794	74.8%
SSA #8 Levy Amount	\$ 157,500.00	\$ 157,515.37	\$ 275,000.00	\$ 275,000.00	\$ 117,484.63	74.6%
Calculated Tax Rate	\$ 0.2770	\$ 0.2770	\$ 0.2767	\$ 0.2767	\$ (0.0003)	-0.1%

(1) 2021 Extended Levy excluding aggregate refunds of \$170.59.

Compared to the 2021 Extended Tax Levy of \$157,685.96 (includes aggregate refunds of \$170.59), the 2022 SSA #8 Extended Tax Levy of \$275,000 increases \$117,314.04 (or 74.4%) and would produce an estimated tax rate of \$0.2767.

**2022 Property Tax Levy
SSA #8
2023 Budget**

	2021 Adopted Levy 2022 Budget	2021 Extended Levy (2) with Refunds 2022 Budget	2022 Proposed Levy 2023 Budget	2022 Extended Levy 2023 Budget	2022 Extended Levy vs 2021 Extended Levy (2)	
					Amount Change	
					Change	% Change
EAV	\$ 56,864,753	\$ 56,864,753	\$ 99,373,547	\$ 99,373,547	\$ 42,508,794	74.8%
SSA #8 Levy Amount	\$ 157,500.00	\$ 157,685.96	\$ 275,000.00	\$ 275,000.00	\$ 117,314.04	74.4%
Calculated Tax Rate	\$ 0.2770	\$ 0.2773	\$ 0.2767	\$ 0.2767	\$ (0.0006)	-0.2%

(2) 2021 Extended Levy including aggregate refunds of \$170.59.

SSA #8 property taxes paid by property owners within the boundaries of SSA #8 and former TIF District #2 are not anticipated to increase as a result of the levy increase, since the 2022 estimated SSA #8 property tax rate is relatively the same as the prior year.

Property Tax Schedule

The 2022 SSA #8 Downtown Promotional and Municipal Services Property Tax Levy is required by State Statute to be filed with the County by the last Tuesday in December. The first reading of the 2022 SSA #8 Downtown Promotional and Municipal Services Property Tax Levy Ordinance is scheduled for the December 5, 2022 City Council Meeting and adoption at the December 19, 2022 City Council Meeting. The City Council has the flexibility to adopt a tax levy and abate any amount of the adopted levy later, prior to the County finalizing the property tax extensions in March. The deadline to abate the adopted tax levy would be at the March 20, 2023 City Council Meeting.

Downtown Wheaton Association 2023 Budget

Last Edited: 9/1/22

DWA Board Approved on 9/14/2022

	2023 Proposed	2022 Proj. Act.	2022 Approved
Revenue:			
SSA Tax Allocation	\$ 275,000.00	\$ 268,841.80	\$ 277,000.00
Online Donations (Ticket Add-On)	\$ 400.00	\$ 350.00	\$ 500.00
Ticket Fee/Gift Certificate Fee Revenue	\$ 10,000.00	\$ 7,000.00	\$ 7,400.00
General Sponsorship Income - Ticketing	\$ 25,000.00	\$ -	\$ 25,000.00
Fundraiser 1	\$ 3,000.00	\$ -	
Fundraiser 2	\$ 3,000.00	\$ -	
Grants	\$ 2,500.00	\$ -	
Membership Dues	\$ -	\$ -	
Business Member	\$ 12,000.00	\$ 8,500.00	\$ 5,000.00
Friends of Downtown Wheaton	\$ 5,000.00	\$ -	
Subtotal	\$ 335,900.00	\$ 284,691.80	\$ 314,900.00
Events Revenue/(Loss):			
Winter Wine Walk	\$ 12,500.00	\$ (11,120.00)	\$ -
DWA Annual Meeting/Q1 Member Mixer	\$ (500.00)	N/A	N/A
Cocoa Crawl	\$ 7,500.00	\$ 5,424.00	\$ 6,500.00
Restaurant Week	\$ (2,500.00)	\$ -	\$ (100.00)
Mom's Night Out	\$ 100.00	N/A	N/A
Valentine's Day	\$ (250.00)	N/A	N/A
We Are Women	\$ (150.00)	\$ (246.00)	\$ (100.00)
Dad's Night Out	\$ 100.00	N/A	N/A
Spring Pottery & Lunch	\$ 100.00	N/A	N/A
Easter	\$ (500.00)	\$ (165.00)	\$ (100.00)
Q2 Member Mixer	\$ (50.00)	N/A	N/A
Hale Street Tents	\$ (45,000.00)	\$ (41,723.00)	\$ (49,195.00)
Extract Juicery Family Fun Tent	\$ 1,000.00	\$ 1,000.00	\$ (1,000.00)
Mother's Day Minis & Brunch	\$ 100.00	N/A	N/A
Touch-a-Truck	\$ (250.00)	\$ (22.65)	N/A
Vintage Rides	\$ (2,500.00)	N/A	N/A
Taco & Margarita Fest	\$ 17,500.00	N/A	N/A
Andy Warhol Portfolios: A Life in Pop	\$ (10,000.00)	N/A	N/A
Parent's Night Out	\$ 500.00	\$ 950.00	\$ 500.00
Cream of Wheaton	\$ -	\$ -	\$ (500.00)
Pride	\$ (500.00)	N/A	N/A
Jazz Festival sponsored by WDCB	\$ 500.00	N/A	N/A
Craft Crawl	\$ 12,500.00	N/A	N/A
Sunrise Yoga & Mimosa Breakfast	\$ 100.00	\$ 220.00	\$ 1,000.00
Christmas in July	\$ (2,500.00)	\$ (1,180.00)	N/A
Movies Under the Stars	\$ (250.00)	\$ -	
Q3 Member Mixer	\$ (50.00)	\$ (50.00)	N/A
Summer Wine Walk	\$ 20,000.00	\$ 20,509.00	\$ 15,000.00
Back to School Bash	\$ (1,000.00)	\$ 500.00	N/A
Lemonade Day	\$ (500.00)	N/A	N/A
Dinos Downtown	\$ (10,000.00)	N/A	N/A
Chili Cookoff	\$ 12,500.00	\$ 10,000.00	\$ 10,000.00
Halloween	\$ (250.00)	\$ (250.00)	\$ (250.00)
Murder Mystery Night	\$ 100.00	\$ 60.00	N/A
Q4 Member Mixer - with Council & Staff	\$ (50.00)	\$ (50.00)	N/A
Cider Stroll	\$ 7,500.00	\$ 5,000.00	N/A
Twilight Sip & Shop	\$ 500.00	\$ 500.00	\$ (500.00)
Small Business Saturday	\$ (6,500.00)	\$ (6,500.00)	\$ (6,500.00)
Parade/Christmas Lights/Tree Lighting	\$ (15,000.00)	\$ (32,500.00)	\$ (12,000.00)
Christkindl Market	\$ (10,000.00)	N/A	N/A
25 Days of Christmas	\$ (3,000.00)	\$ (2,500.00)	\$ (2,500.00)
Movies Under the Mistletoe	\$ (250.00)	N/A	N/A
Subtotal	\$ (18,450.00)	\$ (52,143.65)	\$ (63,045.00)
Net Revenues	\$ 317,450.00	\$ 232,548.15	\$ 251,855.00

Downtown Wheaton Association 2023 Budget

Last Edited: 9/1/22

DWA Board Approved on 9/14/2022

Expenses

Economic Development Activities				
Broker Walks	\$ 1,500.00	\$ -	\$ -	
Business Recruitment Program	\$ 5,000.00	\$ -	\$ -	
Business Recruitment Advertising Campaign	\$ 5,000.00	\$ -	\$ -	
Ribbon Cuttings & Milestone Celebrations	\$ 1,850.00	\$ -	\$ -	
"For Lease" Window Signage	\$ 2,500.00	\$ -	\$ -	
Realtor Partner Program	\$ 2,500.00	\$ -	\$ -	
Subtotal	\$ 18,350.00	\$ -	\$ -	
Payroll				
Wages and Salaries	\$ 189,920.00	\$ 147,000.00	\$ -	
Raises and Bonuses	\$ 4,948.80	\$ 2,500.00	\$ -	
Payroll Taxes	\$ 16,000.00	\$ 12,000.00	\$ -	
Payroll Processing Fees	\$ 1,800.00	\$ 1,400.00	\$ -	
Subtotal	\$ 212,668.80	\$ 162,900.00	\$ 166,000.00	
Overhead				
<i>6400 Office Expenses</i>				
Board Materials	\$ 500.00	\$ 300.00	\$ -	
Postage & Delivery	\$ 3,500.00	\$ 300.00	\$ -	
I.T.	\$ 2,500.00	\$ 3,500.00	\$ -	
Website Maintenance	\$ 2,000.00	\$ 2,500.00	\$ -	
Memberships and Non-Software Subscriptions	\$ 1,000.00	\$ 650.00	\$ -	
Software Subscriptions	\$ 6,500.00	\$ 6,000.00	\$ -	
Telephone & Internet	\$ 1,140.00	\$ 2,000.00	\$ -	
Non-Event License and Permits	\$ 200.00	\$ 50.00	\$ -	
Rent	\$ 8,400.00	\$ 7,800.00	\$ -	
Subtotal	\$ 25,740.00	\$ 23,100.00	\$ 40,400.00	
<i>6425 Bank & CC Processing Fees</i>				
Credit Card Processing Fees	\$ 3,500.00	\$ 3,000.00	\$ -	
Credit Card Service Charges	\$ -	\$ -	\$ -	
Bank Fees	\$ 15.00	\$ 6.50	\$ -	
Subtotal	\$ 3,515.00	\$ 3,006.50	\$ -	
<i>6438 General Marketing and Advertising</i>				
Subtotal	\$ 25,000.00	\$ 15,000.00	\$ 15,000.00	
<i>6450 Professional Fees</i>				
Accounting	\$ 2,500.00	\$ 4,700.00	\$ -	
Legal	\$ 1,500.00	\$ 500.00	\$ -	
Subtotal	\$ 4,000.00	\$ 5,200.00	\$ 4,800.00	
<i>6565 Meals & Entertainment</i>				
Board and Committee Meetings	\$ 500.00	\$ 500.00	\$ -	
Networking Meetings and Events	\$ 1,000.00	\$ 500.00	\$ -	
Team Meetings	\$ 1,000.00	\$ 500.00	\$ -	
Subtotal	\$ 2,500.00	\$ 1,500.00	\$ -	
<i>Miscellaneous</i>				
6480 Insurance	\$ 6,500.00	\$ 5,700.00	\$ -	
6485 Parking	\$ 100.00	\$ 100.00	\$ -	
6560 Travel	\$ 500.00	\$ 100.00	\$ -	
Gift Certificate Expenses	\$ 1,000.00	\$ 1,000.00	\$ -	
Community Initiatives/Sponsorships	\$ 2,000.00	\$ -	\$ -	
Professional Development	\$ 1,500.00	\$ -	\$ -	
Subtotal	\$ 11,600.00	\$ 6,900.00	\$ -	
Net Expenses	\$ 303,373.80	\$ 217,606.50	\$ 226,200.00	
Net Income	\$ 14,076.20	\$ 14,941.65	\$ 25,655.00	
Contingency Reserve	\$ 13,750.00	\$ 13,750.00		
Net Income w/ Reserve Allocation	\$ 326.20	\$ 1,191.65	\$ 25,655.00	



DOWNTOWN WHEATON
ASSOCIATION
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Last Edited: 9/14/22

Downtown Wheaton Association
2023 Budget Narrative

Revenue

- A. Ticket Fee/Gift Certificate Fee Revenue
+ \$3,000 over 2022 projected actual

The DWA changed ticketing systems and started generating fee revenue in March 2022. The \$3,000 increase for FY2023 represents capturing a full year of transaction fees and the significant increase in larger, ticketed events planned for 2023.

- B. General Sponsorship Income
+ \$25,000 over 2022 projected actual

The DWA feels confident in the ability to sell one or more general (non-event based) sponsorship equaling at least \$25,000 for FY2023. There are several prospects for such sponsorships and proposals are underway.

- C. Fundraising Events
+ \$6,000 over 2022 projected actual

Following the DWA's success securing sponsorships, fundraising events are a critical step toward further diversifying revenue sources. This growth amount represents two unique fundraising events, for which planning is underway.

- D. Grants
+ \$2,500 over 2022 projected actual

Following the DWA's success securing sponsorships, grants are a critical step toward further diversifying revenue sources. This modest revenue allocation is a starting point for exploration.

Vanessa Stang, *President*; Tonya Parravano, *Immediate Past President*; Eric Schlickman, *Vice President*; Kathy Meyer, *Secretary*; Cheri Armstrong, *Treasurer*



- E. Membership Dues
+ \$8,500 over 2022 projected actual

2022 saw a reorganization of DWA staff, including naming Michelle Morse as Member Services Coordinator. This is symbolic of a renewed effort toward membership, which is reflected in exceeding budget for 2022. At this time, Michelle also handles the majority of the DWA's administrative tasks. With the addition of an Administrative/Operations Assistant in 2023, the organization expects even greater Business Membership growth.

Additionally, a new community program, Friends of Downtown Wheaton, launches in 2023. For this program, 100 households at \$50 each is budgeted.

Expenses

- F. Economic Development Activities
New category, + \$18,350 over 2022 projected actual

This new expense category represents the planned economic development efforts of the DWA.

- G. Payroll
+ \$49,768 over 2022 projected actual

In 2022, a new employee was hired at a higher salary and an existing employee was given a much-deserved raise. This new compensation was only captured in the 2022 budget starting in September and is represented for the full FY2023.

A new part-time hourly team member, Administrative/Operations Assistant, is included in the 2023 payroll. The addition of this new team member lightens the administrative burden on current staff, allowing for much-needed focus on key areas (economic development, membership, events, sponsorship, etc.)

- H. Overhead – Postage & Delivery
+ \$3,000 over 2022 projected actual

The 2023 sponsorship campaign requires a mailing to Wheaton-area businesses. A mailer promoting Friends of Downtown Wheaton is also included in this expense.

Vanessa Stang, *President*; Tonya Parravano, *Immediate Past President*; Eric Schlickman, *Vice President*; Kathy Meyer, *Secretary*; Cheri Armstrong, *Treasurer*



- I. Overhead – General Marketing and Advertising
+ \$10,000 over 2022 projected actual

The DWA will take a more active role in advertising in 2023. In addition to general advertising campaigns, this budget supports additional content creation expenses.

- J. Overhead – Professional Fees – Accounting
- \$2,200 less than 2022 projected actual

2022 saw a significant investment in cleaning and organizing the DWA’s financial reports and Quickbooks account for more transparent and user-friendly reporting. A professional firm was engaged for this project. This project will not need to be repeated in FY2023.

- K. Overhead – Miscellaneous – Community Initiatives/Sponsorships
+ \$2,000 over 2022 projected actual

The DWA will support fellow community organizations as a sponsor and/or partner in FY2023. Organizations include Wheaton Park District, Community Unit School District 200, Wheaton Chamber of Commerce, Wheaton Public Library, and the City of Wheaton.

- L. Contingency Reserve
+ \$13,750 over 2022 projected actual

Between 2022 and 2025, the DWA will build a contingency reserve, which can be drawn down in case of budget shortages or to take advantage of a time-sensitive opportunity.

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