

MEETING NOTICE
VILLAGE OF TINLEY PARK
MEETING OF THE COMMITTEE OF THE WHOLE

NOTICE IS HEREBY GIVEN that a Committee of the Whole Meeting of the Village of Tinley Park, Cook and Will Counties, Illinois will be held on Tuesday, May 21, 2019, beginning at 7:00 p.m. in Council Chambers, located in the Tinley Park Village Hall, 16250 South Oak Park Avenue, Tinley Park, Illinois 60477.

The agenda is as follows:

1. CALL MEETING TO ORDER.
2. CONSIDER APPROVAL OF THE MINUTES OF THE COMMITTEE OF THE WHOLE MEETINGS HELD ON APRIL 10, 2019.
3. DISCUSS BOARD'S POSITION ON NEW GAMING LICENSE REQUESTS.
4. DISCUSS RADIO CAMPAIGN RECOMMENDATION.
5. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

MINUTES
Committee of the Whole
April 10, 2019 – 6:15 p.m.
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

Members Present: M. Pannitto, Village Trustee, Acting President Pro-Tem
W. Brady, Village Trustee
C. Berg, Village Trustee
M. Glotz, Village Trustee - Arrived 6:16 p.m.
J. Curran, Village Trustee

Members Absent: B. Younker, Village Trustee, President Pro-Tem
J. Vandenberg, President

Other Board Members Present: K. Thirion, Village Clerk

Staff Present: D. Niemeyer, Village Manager
P. Carr, Assistant Village Manager
F. Reeder, Fire Chief
B. Bettenhausen, Village Treasurer
M. Zonsius, Assistant Village Treasurer - Arrived 6:31 p.m.
P. Connelly, Village Attorney
D. Maiolo, Human Resources Director
P. Wallrich, Interim Community Development Director
D. Framke, Marketing Director
K. Workowski, Public Works Director
J. Urbanski, Assistant Public Works Director
L. Valley, Executive Assistant to the Mayor and Trustees
H. Lipman, Management Analyst
L. Godette, Deputy Village Clerk
L. Carollo, Commission/Committee Secretary

Item #1 - The meeting of the Committee of the Whole was called to order at 6:15 p.m.

Trustee Pannitto stated as the senior trustee, he will act as President Pro-Tem in Trustee Younker's and President Vandenberg's absence.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE COMMITTEE OF THE WHOLE MEETING HELD ON FEBRUARY 26, 2019 – Motion was made by Trustee Brady, seconded by Trustee Curran, to approve the minutes of the meeting of the Committee of the Whole held on February 26, 2019. Vote by voice call. Acting President Pro-Tem Pannitto declared the motion carried.

Item #3 – DISCUSS FIRE PAY PLAN - The Village's initial pay study conducted by NIU in 2006, focused on a pay plan that did not include fire suppression; therefore, the issue was revisited following implementation of the updated Village Pay Plan effective October 2018. The Fire Department and Human Resources evaluated the data provided by PayPoint HR and also verified current market data collection and analysis. The result is the recommended Fire Pay Plan in accordance with the Village's Strategic Plan.

One of the challenges was to identify true market comparable communities. The Village's Fire Suppression team is part-time and because of the variable schedule employee status posing a challenge, there are limited numbers of communities with a true match. A trending challenge to recruitment has been the rise in number of full-time positions in other communities, prohibiting secondary employment within another firehouse during the one (1) year probationary period.

Implementation of the Fire Pay Plan effective May 1, 2019 incorporates the following:

- Ten (10) Step Paygrade and Step Structure - Similar to the Village Pay Plan. Step and/or Market Wage/COLA eligible. Plan structure has 2% increases between each full step within paygrade for each position.
- Rate increases in first year for some positions - Entry/"Step A" pay rates for Lieutenants, Captains and Assistant Chiefs were increased/aligned to market data and also to compel employees' interest in promoting within the department.
- Seniority - Recommend Fire Suppression staff serving for 20 years or more be placed one (1) step higher than all others in the same position; this is an update to the initial proposal in response to feedback from the department.
- Merit Pay - As of May 1, 2019, pay increases for the part-time positions of Assistant Chief and Deputy Chief would be subject to a "Merit Only" increase cap approved annually by the Village Board based upon a successful performance evaluation. Following the first year of the proposed plan, employees in non-management positions receiving a successful evaluation will have the opportunity to move up to one (1) full step increase within the same paygrade if having met excellent criteria in all relevant evaluation categories.
- Education Stipend Program - As of May 1, 2019, currently budgeted education stipend would be replaced (approximately \$75,000 annually) with provision for step increase opportunity following a successful performance evaluation.
- Acting Rank Pay Program Change - Variable additional hourly pay amounts would be added to the Fire Suppression employees' current pay based on the acting rank role enacted.

Total cumulative cost for the first four (4) years is approximately \$590,000, which represents NET estimated cost after subtracting Allocated Education Stipend Funds (\$75,000 annually) and includes estimated costs for IMRF and ICMA. Actual costs may likely be lower. Step structure of the plan would allow positions not at market reach closer to market over time.

D. Niemeyer, Village Manager asked the Committee of the Whole if there were any questions. Mr. Niemeyer clarified "Merit Only" pay increases for the positions of Assistant Chief and Deputy Chief. Trustee Glotz stated some employees would receive a \$4 hourly raise under "Merit Only" pay and this should be phased in over a couple of years. F. Reeder, Fire Chief stated taking into account a separation between the ranks and looking forward in building out a succession plan within the department, the goal would be to provide competitive wages in relation to responsibilities for employees in these positions. Trustee Brady stated a \$4 increase is obviously much lower than when reviewing comparatives at \$14-19 increases. Acting President Pro-Tem Pannitto suggested due to all the variables within the Fire Plan a committee could further review the plan prior to bringing it to the Village Board considering a new Village Board will be brought in. Mr. Niemeyer stated the Fire Plan has been to the Public Safety Committee and to the Committee of the Whole twice. The goal would be to bring the plan to the Village Board prior to May 1, 2019. It is a fiscally conservative plan and would be better for the department within the long term. Trustee Curran stated understanding of voting on the plan this evening considering multiple past discussions of the plan. Trustee Curran asked where the future funds would come from with the additional costs to the plan. Mr. Niemeyer stated the costs would have to be budgeted and carryover funds typically for Capital Improvements would be earmarked for the Fire Plan.

Motion was made by Trustee Curran, seconded by Trustee Brady, to recommend the Fire Plan be moved forward to the Village Board meeting.

Vote on roll call: Ayes: Trustees Brady, Glotz, Curran. Nays: Trustees Pannitto and Berg.
Absent: Trustee Younker. Acting President Pro-Tem Pannitto declared the motion carried.

Item #4 – DISCUSS PAY SCALE ORDINANCE - Last year the Village Board approved a new Village Pay Plan for all nonunion employees except the Fire Department.

Recommended changes to the nonunion employee pay plan previously approved are outlined below:

- Recognition of MABAS (Mutual Aid Box Alarm System) duties with a 50 cent stipend for hours worked at MABAS desk by Telecommunicators and Lead Telecommunicators.
- Paygrade repositioning of Lead Telecommunicator to the nonmgt023 paygrade to align more toward market.
- Reclassification of positions from nonexempt to exempt paygrades in compliance with FLSA (Fair Labor Standards Act). Overall cost of these changes is less than \$5,000 annually.
- Place Senior Custodian on paygrade immediately adjacent to approved starting rate.
- Recommendations of additional changes to the Fire Department Pay Plan in response from Fire Department employees.

Non-Management employees going through steps would be eligible for a performance step increase of up to 3.8% on non-management pay scale or 3.0% on the exempt professional pay scale. If an employee is at top of range for position, the employee is only eligible for annual market wage adjustment.

The step increase is new this year and will be based on points earned in the evaluation and the employee could receive no step increase, a half step increase (1.9%) or a full step increase (3.8%) based on points.

Police and Public Works employees continue to get market wage adjustments per contract plus full step increases with a satisfactory evaluation.

Management employees will no longer receive a market wage adjustment under the new Village pay plan. Salary adjustments will be solely based on merit. Pay increases would be from zero to top of annual Board-approved range, which is intended to motivate excellent performance. A new management-focused evaluation form measuring performance on specific criteria would be used starting May 1, 2019.

The paygrades for the recommended Fire Pay Plan is also new this year, which will have 2% performance step increases for non-management Fire Suppression personnel.

The goal would be for the Village Board to approve the annual ordinance to set wage rates for the fiscal year beginning May 1, 2019. Staff recommended an annual adjustment in pay scales of 2.5% based on the market survey. All non-management and nonunion employees would receive a market wage adjustment of 2.5%, which is an approximate cost of \$275,000.

Trustee Curran asked how the increased amount compares to previous years. Mr. Niemeyer stated in the last 5 years it has been relatively consistent. Trustee Glotz asked what the total cost per employee would be including benefits, as the 2.5% increase is based only on salary. Mr. Niemeyer stated he will provide the requested data. Acting President Pro-Tem Pannitto suggested providing the Village Board with historical data on comparable communities and CPI (Consumer Price Index) for fair compensation. Motion was made by Trustee Curran to recommend Pay Scale Ordinance be brought forward to the Village Board meeting.

Vote on roll call: Ayes: Trustees Berg, Brady, Glotz, Curran. Nays: Trustees Pannitto. Absent: Trustee Younker. Acting President Pro-Tem Pannitto declared the motion carried.

Item #5 – DISCUSS GMP – FIRE STATION #47 - The Village Board awarded R.C. Wegman as the Construction Manager at Risk for the Fire Station #2/47 replacement in December 2017, upon which an RFQ (Request for Qualifications) was released to select an architect and create construction documents for bidding. Bid documents were released on March 7, 2019, and the Village received 93 proposals from subcontractors and vendors.

R.C. Wegman submitted a Guaranteed Maximum Price (GMP) for Fire Station #2/47 of \$5,347,169.00. The GMP included a portion of costs indirectly related to R.C. Wegman as soft costs/allowances. Subtotal of soft costs/allowances is estimated to be \$557,448.00. The total project cost currently is estimated to be \$5,904,617.00, exceeding the current budget of \$5.8 million. The construction committee requested direction on further cost saving options as follows:

- Removal of elevator until the basement is considerable "occupiable space," at which time the elevator would need to be added per the Americans with Disabilities Act (ADA). Potential savings of \$83,000.
- Removal of rear concrete driveway allowing access from 167th Street only. Staff recommended installation be budgeted in future or installation of driveway if overall project comes in under budget. Potential savings of \$40,370.
- Approve construction at current estimated cost of \$5.9 million, with the possibility that all of the contingency funds are utilized. R.C. Wegman offers a potential of not utilizing the full 5% contingency if construction does not encounter unforeseen issues. Average utilization of contingency without issues is 2.5%. Potential savings of \$100,000.

Staff requested Committee approval and authorization of the execution of the final negotiated amendment to the Construction Manager at Risk contract with R.C. Wegman, for a GMP amount not to exceed \$5,347,169.00, for construction of Fire Station #2/47 and Committee concurrence with staff recommendation of removal of the elevator hardware until deemed necessary, for a potential total project savings of \$83,000.

J. Urbanski, Assistant Public Works Director asked if there were any questions. The construction committee was present to answer questions. Trustee Glotz asked what the square footage is of the driveway. It is 5200 square feet. Trustee Glotz asked if the elevator is worth the cost currently as opposed to in the future. It was explained two sets of staircases are in the plans for the basement and the elevator would only be needed for "occupiable space" per ADA. Trustee Curran asked if the full contingency is not spent at the end of the project could the elevator be added at that time, and staff stated the construction committee briefly discussed that and it may be a possibility. Trustees Glotz, Curran and Brady expressed their concerns of removing the elevator at this point and adding it in the project at a later time. Emphasis was placed on the fact that the total GMP would need to remain at \$5.8 million to be within budget and to accomplish this, it was recommended to remove the elevator. It was explained an elevator would be "roughed out" in construction. Exclusion of the mechanical and electrical equipment for the elevator and the elevator box would be the potential savings of \$83,000. Trustee Curran asked if the contingency could be reduced, and staff advised against reducing contingency as unforeseen issues may arise. P. Connelly, Village Attorney asked the construction committee what they would recommend if the Village Board wanted the elevator at this time, and a member of the committee advised changing the GMP to include the elevator. Further discussion ensued and the consensus of the Committee was to include the elevator and driveway and approve construction at the current estimated cost of \$5.9 million, with the possibility that not all of the contingency funds will be utilized.

Motion was made by Trustee Glotz, seconded by Trustee Brady, to recommend the (Guaranteed Maximum Price) GMP of \$5.9 million for construction of Fire Station #2/47 be brought forward to the Village Board for approval on April 16, 2019. Vote by voice. Acting President Pro-Tem Pannitto declared the motion carried.

Item #6 – DISCUSS AMENDMENT TO HOLLYWOOD CASINO AMPHITHEATER LIQUOR

LICENSE - Currently, the Village's liquor code has Class I and Class J specific to the Amphitheater. The Class I license applies to all general areas and Class J applies to tent areas, skybox areas, club rooms and golden boxes. Legends would like to add alternative service methods and modifications as a means to improve the guest experience and modernize the venue.

Legends requested Class I license be modified to allow for alcohol sales within the fence line, which includes the grassy hill at two designated points of sale within a secured temporarily fenced in area when all day concerts play in the parking lot and within an extended fence line outside of gate 4 and potentially gate 3 when attendance is above 23,000 to allow for more concourse space. This fenced in area is secured by both Live Nation security guards as well as Sergeant St. John of the Tinley Park Police Department. Legends also requested sales of wine by recyclable cans and service of wine coolers up to 25 ounces and requested roaming mobile vendors selling alcohol in the lawn area under specified terms. Legends also requested the VIP areas be allowed to sell the same sized drinks as is allowed in the concession areas in Class I.

Legends requested in the Class J license guests may be allowed to take beverages out of all private VIP areas into the rest of the venue. They requested a change to the Class J license to permit the sale of alcohol to guests who have tickets to certain private areas adjacent to the floor boxes, but who do not hold floor box tickets. Legends also requested the statute language be more universally applicable to allow for reasonable changes and requested the sale of alcohol by bottle service in upper skyboxes.

Present from Legends was Legends District Manager, Tom Geigner; Operations Manager, Courtney Rourke and Attorney, Robert Anderson.

P. Carr, Assistant Village Manager stated discussions with Legends have been ongoing and they have been working closely with Sergeant St. John. Legends has also spent a considerable amount in security and upgrades within the facility. Legends is also in full support in a partnership with the Village. Acting President Pro-Tem Pannitto stated his concerns previously were safety issues relating to people blocking others' views and alcohol and asked if safety issues arise if the licenses could be revoked, for which Mr. Connelly stated the licenses could be revoked for safety issues. Discussion ensued as to if the Village could grant 1-year license modifications and how the roaming vendors would work on the lawn and hill areas. Trustee Brady asked if Live Nation recycles, and Attorney, Robert Anderson stated Live Nation provides recycling trash cans throughout the venue. When questioned about when attendance exceeds 23,000 within the extended fence line, Mr. Geigner stated based upon ticket sales it can be anticipated and Legends would be working closely with Sergeant St. John on security. Mr. Connelly asked how it would be clearly outlined in the Village code and Mr. Anderson stated he would be happy to work with him on including language in the code to reflect those limited instances.

Motion was made by Trustee Glotz, seconded by Trustee Brady, to recommend approval of Amendment to Hollywood Casino Amphitheater Liquor License be forwarded to the Village Board.

Vote on roll call: Ayes: Trustees Berg, Brady, Glotz, Curran. Nays: Trustee Pannitto. Absent: Trustee Younker. Vote by voice. Acting President Pro-Tem Pannitto declared the motion carried.

Item #7 – DISCUSS AMENDING THE LIQUOR CLASS FROM EV TO AV FOR FRATELLO’S, 7101 183rd STREET - Fratello's, (petitioner, Adriano Martino) located at 7101 W. 183rd Street, requested a change in liquor license from a Class EV to a Class AV liquor license.

Per the Village's liquor code, a class EV license authorizes the retail sale of beer and wine only for consumption on the premises and allows for gaming. A Class AV license is similar; however, it allows for the sale of alcoholic liquor in addition to beer and wine and also includes gaming. Gaming would not be impacted by this change.

Fratello's would like to enhance their image and make various changes in the restaurant to achieve more of a "gastropub" concept to full service with wait staff. A bar/waiting area would take the place of the current deli cases. The goal would be to serve great food, big portions, premium spirits and wine without a large price tag. There are no plans to add any tapping systems; beer will continue to remain bottled. Fratello's will close by midnight on weekends.

The change in liquor license class would require action to raise the cap of Class AV liquor licenses to one (1), award Fratello's with a Class AV liquor license, then decrease the cap of Class EV liquor licenses by one (1).

Trustee Glotz stated a concern as Fratello's originally requested liquor and gaming licenses for the current restaurant with the intent on opening the other location, however, the secondary location has not opened for business as of yet. A representative from Fratello's was not present to answer questions. Therefore, the Amendment from an EV to AV liquor class for Fratello's was postponed.

Item #8 – RECEIVE COMMENTS FROM THE PUBLIC - A resident stated he had ideas to generate additional revenue in Tinley Park. One of the ideas was of a haunted house in relation to the mental health facility.

ADJOURNMENT

Motion was made by Trustee Curran, seconded by Trustee Brady, to adjourn this meeting of the Committee of the Whole. Vote by voice call. Acting President Pro-Tem Pannitto declared the motion carried and adjourned the meeting at 7:45 p.m.

lc



Interoffice Memo

Date: May 16th, 2019

To: Board of Trustees (Committee of the Whole)

From: Dominic Sanfilippo, Executive Assistant to the Mayor

Subject: Overview of current video gaming requests for board discussion

Introduction

The purpose of this memo is to provide an overview of video gaming in the Village of Tinley Park as a reference aid in advance of a Committee of the Whole (COW) meeting on Tuesday, May 21st, 2019 regarding the agenda item of “discuss(ing) the board’s position on new gaming license requests.”

History of Video Gaming in Illinois & Tinley Park

On July 13th, 2009, former Illinois governor Pat Quinn signed the Video Gaming Act (“the Act”) ([230 ILCS 40](#)) into law. The Act allows certain licensed establishments to operate up to five (5) video gambling terminals (VGT's) on their premises, provided that they adhere to the relevant statutes codified in state law (supervised and enforced by the Illinois Gaming Board, or the “IGB”) and their relevant municipal ordinance(s). VGT's began operating in September 2012 across the state; as of the latest IGB reporting for March 2019, 6,920 establishments¹ currently operate 31,481 VGT's in Illinois.

Video gaming was discussed by the Village of Tinley Park Board of Trustees (“the Board”) at the December 10th, 2013 COW meeting. At the Village Board Meeting on December 17th, 2013, the Village Attorney was authorized by the board to draft ORDINANCE NUMBER 2013-O- 060—AMENDING CHAPTER 132 OF TITLE XIII OF THE TINLEY PARK MUNICIPAL CODE—VIDEO GAMING. At the January 7th, 2014 Village Board Meeting, the Ordinance was adopted and placed on file, with five Aye votes, no Nay votes, and two absences. Upon adoption, the Ordinance

...amend(ed) the Village Code to allow video gaming machines in Tinley Park in accordance with State Statutes...establishments that have a liquor license which allows for consumption of alcohol on the premises will be permitted to license up to five (5) machines per establishment.²

¹ Please note that the terms “establishments” and “businesses” are used interchangeably at several points throughout this document.

² “Archived Minutes of the Board of Trustees, held January 7, 2014.”

Generally, establishments that operate VGT's in the Village are asked to have no overt signage promoting gambling; to separate gaming via a half wall and/or a separate room from the main dining area or gathering point of the establishment, providing for idiosyncrasies and logistical differences in the layout of each individual establishment; & to ensure revenue streams from sources other than the VGT's. It should also be noted that, for all liquor licenses, § 112.18 PERSONS INELIGIBLE FOR LICENSE states in letter (Y) that "no license shall be issued (to)... Any person intending to use the license in a premise smaller than 2,000 square feet."

Village of Tinley Park License Categories & Establishments

Video gaming in the Village of Tinley Park is regulated through the liquor license code, and the Mayor serves as the Liquor Commissioner for the Village. The following license categories involve video gaming (current establishments with said licenses are listed below each bullet point):

- AV: Sale of liquor by the drink on premises and has video gaming
 - Ashford House Restaurant
 - Centennial Lanes
 - Dragon Palace
 - Ed & Joe's Pizza
 - Fajitas Mexican Restaurant
 - Rich's Pizza Joint
 - Rocco's Little Italy
 - Side Street American Tavern
 - The Cottage Bar & Grill
 - The Station Pub
 - Tinley Park Bowling Lanes
- AV-1: Sale of liquor by the drink on premises and has video gaming (open late hours)
 - Bailey's
 - Cuzin's Restaurant
 - Durbin's
 - J.W. Hollstein's
 - Old Tinley Pub & Eatery
 - Sweet Spot Sports Bar, LLC
 - Teehan's Irish Tap
 - Whistle II
- CV: Sale by club for consumption on the premises and has video gaming
 - American Legion Post #615
 - Harald Viking Lodge #13
 - V.F.W. Post #2791



- DV: Sale by a restaurant for consumption on the premises by the drink only and has video gaming
 - Bamboo Garden
 - Pepe’s Mexican Restaurant
- EV: Sale by a restaurant for consumption on the premises by the drink only (Beer and wine only) and has video gaming
 - Betty’s Bistro
 - Darla’s Deli & Cafe
 - Fratello’s
 - Mickey’s Gyros
 - Nick’s BBQ At Tinley Park
 - Pad Thai Restaurant
 - Stella’s Place (16205 Harlem Avenue, Unit E)
 - Stella’s Place (17123 Harlem Avenue)
- OV: Sale for consumption on premises of Micro Brewery (If Licensee also has a bar, he must obtain a Class A Liquor License) and has video gaming
- RV: Sale of Craft Beers for consumption on or off the Premises and has video gaming
- SV: Brew Pub and has video gaming
- TV: Video Gaming Hall

2018 VGT Revenue & Reporting in Tinley

In March 2019, the IGB noted that 33 establishments operated 150 VGT’s in the Village of Tinley Park.³ Data compiled from the Illinois Gaming Board’s official reporting from the first terminals going online in 2014 to the present day is attached at the end of this report, broken down per year on the Village’s fiscal year (FY) calendar that runs from May 1st to April 30th of any given year. It provides a full account of VGT wagering activity, income, and tax distribution in the Village and gives a robust sense of the fiscal impact of video gaming on Tinley Park.⁴

Statewide, VGT’s are taxed at a 30% rate, with 5% going to municipalities such as the Village of Tinley Park. (Business owners receive 35% of the overall VGT revenue.) Some key numbers from are highlighted below:

- FY19 VGT Revenue, Village of Tinley Park: \$477,135.80 **(25.3% increase from FY18)**
- FY18 VGT Revenue, Village of Tinley Park: \$380,724.20 **(55.5% increase from FY17)**
- FY17 VGT Revenue, Village of Tinley Park: \$244,781.69 **(26.2% increase from FY16)**

³ Some of the IGB forms note that 154 VGT’s operated in 2018; the discrepancy from 154 to the current 150 is due to Big Bull closing their four terminals, which were in operation from May 2018 to August 2018.

⁴ “Village of Tinley Park Comparison of Video Gaming Collections by Village Fiscal Year, State Licensing, and Video Gaming Revenues,” compiled with data from the Illinois Gaming Board by Village Treasurer Brad Bettenhausen, 16 April 2019.



- FY16 VGT Revenue, Village of Tinley Park: \$193,997.50 **(78.1% increase from FY15)**
- FY15 VGT Revenue, Village of Tinley Park: \$108,937.80 **(15945% increase from FY14)**
- FY14 VGT Revenue, Village of Tinley Park: \$678.95

Current Interest & Requests

Numerous current & prospective business owners are interested in applying for liquor licenses in the near future, including licenses that allow video gaming. These establishments & owners are at various points in the inquiry process, from initial contact with the Liquor Commissioner to board approval. Additionally, the state has notified the Village that several other businesses have applied for state approval without first receiving local approval; this does not exclude them from going through the proper application sequence in the future, per the Board's direction.

A common theme from many of the owners' inquiries and proposals is the desire to remain fiscally competitive & secure in the years ahead.

These inquiries include:

- Buffalo Wild Wings (initial interest in potentially adding video gaming; on hold, awaiting Board direction)
- Burrito Jalisco (applied for state approval for video gaming without local application & approval; on hold, awaiting Board direction)
- Fratello's (currently holds EV license; potential switch to AV license to allow liquor, as well as beer and wine)
- Los 3 Burritos #2 (have submitted business proposal for gaming; on hold, awaiting Board direction)
- More Liquor (initial interest in adding gaming; on hold, awaiting Board direction)
- Pop's (initial interest in adding gaming; on hold, awaiting Board direction)
- Primal Cut (have submitted business proposal for gaming; on hold, awaiting Board direction)
- SIP Wine Bar (approved for AV at February 5th, 2019 Village Board Meeting)
- Sleep Inn (initial interest in general liquor application; Liquor Commissioner awaiting business proposal)
- Tribes (applied for state approval without local application & approval; no action as of yet)
- Union Bar & Grill (opening in 2019 & interested in VGTs and applying for the relevant license; on hold for gaming per Board direction)
- WEC-- Whistle Events and Catering (initial business proposal received by Village; will be applying for liquor license, **not** interested in video gaming)

The above list attempts to categorize all open inquiries and conversations regarding liquor licenses with existing Village establishments and those in the process of opening, with a mix of video and non-video; it should be noted that several other individuals have contacted the liquor commissioner about new business proposals with gaming. All interested parties have uniformly been told that further action(s) on their inquiries are 'on hold' until the new Board has an



opportunity to discuss & discern its direction regarding new video gaming request in the Village.

Conclusions & Steps Forward

The liquor commissioner looks forward to the Board's discussion on video gaming, in the hope that clarity can be given to Village business owners who are interested in potentially pursuing new licenses in the time ahead.

External References

Bettenhausen, Brad. "Village of Tinley Park Comparison of Video Gaming Collections by Village Fiscal Year, State Licensing, and Video Gaming Revenues." Compiled with data from the Illinois Gaming Board by the Village Treasurer 16 April 2019. <https://www.igb.illinois.gov/videoreports.aspx>.

Final note: the statistics, figures, and information relating to businesses, individuals, and entities herein are, to the best of my knowledge and belief, accurate and current as of 16 May 2019

Village of Tinley Park, Illinois
 Comparison of Video Gaming Collections
 By Village Fiscal Year

| Reporting Month | Gaming Month | Monthly Maximum | Fiscal Year Ending | | | | | | | | | | | |
|-----------------|--------------|-----------------|--------------------|------------|------------|------------|------------|------------|--------|--|--|--|--|--|
| | | | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | | | | | | |
| May | April | 37,599.50 | 37,599.50 | 28,189.66 | 20,282.50 | 14,356.69 | 2,424.11 | | | | | | | |
| June | May | 39,436.71 | 39,436.71 | 28,820.89 | 19,525.71 | 15,036.61 | 4,365.39 | | | | | | | |
| July | June | 36,840.77 | 36,840.77 | 27,751.83 | 17,138.90 | 14,164.96 | 5,675.15 | | | | | | | |
| August | July | 36,723.37 | 36,723.37 | 28,710.63 | 18,338.54 | 15,132.82 | 7,569.36 | | | | | | | |
| September | August | 38,075.68 | 38,075.68 | 28,852.89 | 18,191.39 | 15,120.62 | 8,934.23 | | | | | | | |
| October | September | 37,467.44 | 37,467.44 | 30,527.32 | 18,826.42 | 15,066.66 | 8,819.04 | | | | | | | |
| November | October | 40,171.21 | 40,171.21 | 31,634.79 | 20,322.19 | 17,672.61 | 9,999.29 | | | | | | | |
| December | November | 40,814.24 | 40,814.24 | 34,740.70 | 18,673.50 | 16,896.21 | 10,582.10 | | | | | | | |
| January | December | 43,510.22 | 43,510.22 | 34,606.02 | 20,884.81 | 17,382.65 | 12,352.02 | | | | | | | |
| February | January | 37,434.74 | 37,434.74 | 31,026.92 | 20,648.01 | 16,287.55 | 12,266.60 | | | | | | | |
| March | February | 40,929.65 | 40,929.65 | 33,169.34 | 23,239.69 | 17,182.04 | 11,589.21 | | | | | | | |
| April | March | 48,132.27 | 48,132.27 | 42,693.41 | 28,710.03 | 19,718.08 | 14,381.30 | | | | | | | |
| | | | 48,132.27 | 477,135.80 | 380,724.20 | 244,781.69 | 193,997.50 | 108,937.80 | 678.95 | | | | | |

Increase or (Decrease) over prior year

| | | | | | | | | | |
|-----------|-----------|-----------|------------|-----------|-----------|-----------|--|--|-----------|
| May | April | 9,409.84 | 7,907.16 | 5,925.81 | 11,932.58 | | | | |
| June | May | 10,615.82 | 9,295.18 | 4,489.10 | 10,671.22 | | | | |
| July | June | 9,088.94 | 10,612.93 | 2,973.94 | 8,489.81 | | | | |
| August | July | 8,012.74 | 10,372.09 | 3,205.72 | 7,563.46 | | | | |
| September | August | 9,222.99 | 10,661.30 | 3,070.77 | 6,186.39 | | | | |
| October | September | 6,940.12 | 11,700.80 | 3,759.76 | 6,247.62 | | | | |
| November | October | 8,536.42 | 11,312.60 | 2,649.58 | 7,673.32 | | | | |
| December | November | 6,073.54 | 16,067.20 | 1,777.29 | 6,314.11 | | | | |
| January | December | 8,904.20 | 13,721.21 | 3,502.16 | 5,030.63 | | | | |
| February | January | 6,407.82 | 10,378.91 | 4,380.46 | 4,000.95 | | | | |
| March | February | 7,760.31 | 9,929.65 | 6,057.65 | 5,612.83 | | | | |
| April | March | 5,438.86 | 13,983.38 | 8,991.95 | 5,336.78 | | | | 13,702.35 |
| | | 96,411.60 | 135,942.51 | 50,784.19 | 85,059.70 | 13,702.35 | | | |

Percentage change from prior year

| | | | | | | | | | |
|-----------|-----------|-------|-------|-------|--------|----------|--|--|---------|
| May | April | 33.4% | 39.0% | 41.3% | 492.3% | | | | |
| June | May | 36.8% | 47.6% | 29.9% | 244.5% | | | | |
| July | June | 32.8% | 61.9% | 21.0% | 149.6% | | | | |
| August | July | 27.9% | 56.6% | 21.2% | 99.9% | | | | |
| September | August | 32.0% | 58.6% | 20.3% | 69.2% | | | | |
| October | September | 22.7% | 62.2% | 25.0% | 70.8% | | | | |
| November | October | 27.0% | 55.7% | 15.0% | 76.7% | | | | |
| December | November | 17.5% | 86.0% | 10.5% | 59.7% | | | | |
| January | December | 25.7% | 65.7% | 20.2% | 40.7% | | | | |
| February | January | 20.7% | 50.3% | 26.9% | 32.6% | | | | |
| March | February | 23.4% | 42.7% | 35.3% | 48.5% | | | | |
| April | March | 12.7% | 48.7% | 45.6% | 37.1% | | | | 2018.2% |
| | | 25.3% | 55.5% | 26.2% | 78.1% | 15945.0% | | | |

Village of Tinley Park, Illinois
Video Gaming - State Licensing

| Business Name | DBA Name | Address | IL Gaming Board | | | | | TP License | Terminals |
|---------------------------------------|---|----------------------|-----------------|------------|------------|--------|---------|--------------------|-----------|
| | | | State License | Pending | Approved | Denied | Revoked | | |
| Argyidinog, Inc | Archie's Dugout | 16200 S. Harlem Ave | 140703071 | | 4/21/2017 | | | 8/30/2017 | 3 |
| Ashford House Restaurant & Bar Inc | Ashford House | 17959 159th St | 170700617 | | 3/27/2014 | | | 12/19/2014 | 5 |
| B&D Entertainment, Inc. | Cuzin's | 17704 Oak Park Ave | 140700242 | | 3/27/2014 | | | 12/16/2014 | 5 |
| Bailey R&T LLC | Bailey's | 17731 Oak Park Ave | 140700002 | | 5/29/2014 | | | 12/30/2014 | 5 |
| BGA, Inc. | The Cottage Bar & Grill | 7865 159th St | 140701235 | | | | | 5/29/2018 | 5 |
| Big Boss Tinley Park LLC | Big Bull | 18305 LaGrange Rd | 180700003 | | | | | Closed | 5 |
| Blackhawk Restaurant Group LLC | Betty's Bistro | 15950 Harlem | 160700764 | | 1/26/2017 | | | 12/9/2016 | 5 |
| Bremen Post 2791 VFW | VFW Post 2791 | 17147 Oak Park Ave | 140900271 | | 5/29/2014 | | | 12/29/2014 | 5 |
| Centennial Lanes, Inc. | Centennial Lanes | 16050 Centennial Dr | 140700571 | | | | | OrgChange 7/2/2015 | 5 |
| Centennial Lanes 2.0, Inc | Centennial Lanes 2.0 | 16050 Centennial Dr | 170703984 | | 1/9/2018 | | | 12/26/2017 | 5 |
| DIGRA Tinley, Inc. | Fratello's | 7101 183rd St STE103 | 180701771 | | 9/14/2018 | | | 9/18/2018 | 5 |
| Doody's Deli & Café Corp | Daria's Deli & Café | 6800 183rd St | 170700385 | | 3/23/2017 | | | 4/6/2017 | 5 |
| Dragon Palace, Inc. | Dragon Palace | 7122 171st St | 160702802 | | 12/14/2016 | | | 2/17/2017 | 5 |
| Durbins of Tinley Inc | Durbin's | 17265 Oak Park Ave | 140700077 | | 2/26/2014 | | | 12/16/2014 | 5 |
| Ed & Joe's Restaurant & Pizzeria | Ed & Joe's Restaurant & Pizzeria | 17332 Oak Park Ave | 140702134 | | 6/26/2014 | | | 12/10/2014 | 5 |
| Fajitas Mexican Rest. of TP, Inc. | Fajitas | 16703 Harlem Ave | 140700405 | | 4/30/2014 | | | 12/30/2014 | 5 |
| Front Square, Inc. | JW Hollstein's | 17358 Oak Park Ave | 140700263 | | 4/30/2014 | | | 12/9/2014 | 5 |
| Harald Viking Lodge #13 | Harald Viking Lodge #13 | 6730 175th St | 140800286 | | 4/30/2014 | | | 12/29/2014 | 3 |
| HEYDAY LLC | WHISTLE 2 | 7537B 159th St | 170702137 | | 8/24/2017 | | | 8/21/2017 | 5 |
| INTIMO, LLC | INTIMO | 7068 183rd St | 140700190 | | 7/24/2014 | | | Closed | 5 |
| Isabella II Inc | El Coco Milo | 17344 Oak Park Ave | 140704276 | | | | | 5/20/2015 | 5 |
| Jakari, Inc. | Pepe's Mexican Restaurant | 6911 159th St | 120704743 | | 4/30/2014 | | | 12/29/2014 | 5 |
| KBF, Inc. | Buffalo Wild Wings | 8005 183rd St | 180703557 | 9/27/2018 | | | | 2/21/2017 | 3 |
| LAU & HUANG, Inc. | Bamboo Garden | 16733 Oak Park Ave | 160702820 | | 1/26/2017 | | | 1/3/2017 | 4 |
| Little Joe's Restaurant & Pizza, Inc. | Little Joe's Restaurant & Pizza | 7976 167th St | 160702061 | | 10/7/2016 | | | | 5 |
| Los 3 Burritos #2, Inc. | Los 3 Burritos #2 | 8005 183rd St | 180702211 | | 11/2/2018 | | | | 5 |
| Luby Brothers LLC | Luby's Restaurant | 6657 South St | 140700317 | | 7/24/2014 | | | 12/30/2014 | 5 |
| Mauuam, Inc. | Rich's Pizza Joint (fka Vito & Nick's II) | 7014 183rd St | 140700482 | | 8/21/2014 | | | 1/16/2015 | 5 |
| Meraz, Incorporated | Burrito Jalisco #2 | 7547 159th St | 160701493 | 2/2/2018 | | | | | 5 |
| MOS Maiorum, Inc. | Sanfratello's | 17823 80th Ave | 140701926 | | | | | Closed | 5 |
| Nick's BBQ at TP, Inc. | Nick's BBQ | 16638 Oak Park Ave | 140700240 | | 2/26/2014 | | | 2/25/2015 | 5 |
| Odyssey Golf Club Operating, LP | Odyssey Golf Driving Range & Sports Bar | 19110 Oak Park Ave | 140700983 | | | | | Incomplete | 5 |
| OTPE, Inc | Plaid Tinley Pub & Eatery | 17020 Oak Park Ave | 130706601 | | 8/21/2014 | | | 12/23/2014 | 5 |
| Pad Thai Incorporated | Pad Thai | 7301 183rd St | 140701719 | | 10/27/2014 | | | 3/5/2015 | 2 |
| PCSH, Inc. | Primal Cut Steakhouse | 17344 Oak Park Ave. | 170700872 | 10/11/2018 | | | | | 5 |
| PS4, LLC | Boston's the Gourmet Pizza | 7216 191st St | 140700409 | | | | | Closed | 5 |
| PSS Ventures LLC | Ariel's Bar & Restaurant | 18401 North Creek Dr | 140700727 | | | | | Closed | 5 |
| Rocco's Little Italy, Inc. | Rocco's Little Italy | 7907 159th St | 170701907 | | 9/21/2017 | | | 10/16/2017 | 5 |
| Speedway LLC | Speedway #7427 | 7201 183rd St | 151002114 | | | | | Withdrawn | 5 |
| Speedway LLC | Speedway #1413 | 18460 80th Ave | 151002182 | | | | | Withdrawn | 5 |
| Shamrocks of Orland LLC | Side Street American Tavern | 18401 North Creek Dr | 150704222 | | 7/20/2016 | | | 8/26/2016 | 5 |
| Stella's - Tinley Park Commons, LLC | Stella's Place (17123) | 17123 Harlem Ave | 170702977 | | 1/9/2018 | | | 6/20/2017 | 5 |
| Stella's - Tinley Park LLC | Stella's Place (16205) | 16205 Harlem Ave | 170700349 | | 4/21/2017 | | | 1/25/2017 | 5 |

Village of Tinley Park, Illinois
Video Gaming Revenues

| Distribution Month (paid to Village) | Collection Month (reported by ISB) | Reporting Month | Units | Jun-18 | Jul-18 | Aug-18 | Sep-18 | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Totals |
|---|------------------------------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|
| | | | | May-18 | Jun-18 | Jul-18 | Aug-18 | Sep-18 | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-19 | Mar-19 | Apr-19 | |
| Ashford House | | | 3 | 169.79 | 195.09 | 204.53 | 271.55 | 373.96 | 321.82 | 342.66 | 470.82 | 432.95 | 208.18 | 259.68 | 457.87 | 3,708.90 |
| Cuzin's | | | 5 | 1,582.71 | 1,428.48 | 1,608.89 | 1,313.85 | 1,835.43 | 1,338.79 | 1,823.47 | 1,298.10 | 1,300.62 | 1,781.15 | 1,902.61 | 1,621.32 | 18,835.42 |
| Bailey's | | | 5 | 2,333.04 | 2,665.40 | 2,478.27 | 2,575.43 | 2,811.12 | 2,440.01 | 3,661.08 | 2,892.64 | 2,953.85 | 2,100.63 | 2,118.08 | 2,644.13 | 31,673.68 |
| The Cottage Bar & Grill | | | 5 | 1,301.94 | 1,230.74 | 1,312.60 | 1,406.69 | 1,223.68 | 1,326.47 | 1,375.78 | 1,212.11 | 1,395.52 | 1,390.15 | 1,322.97 | 1,631.83 | 16,130.48 |
| Big Bull | | | 0 | | 1.03 | 39.67 | 54.07 | 14.91 | | | | | | | 109.68 | |
| Betty's Bistro | | | 5 | 3,637.45 | 3,330.00 | 3,210.77 | 3,153.02 | 2,798.50 | 3,271.27 | 2,960.38 | 3,108.75 | 3,108.75 | 2,740.37 | 2,831.24 | 3,693.04 | 37,260.47 |
| VFW Post 2791 | | | 5 | 649.61 | 846.30 | 603.80 | 659.32 | 961.52 | 748.16 | 648.83 | 978.58 | 707.53 | 887.26 | 878.86 | 1,377.65 | 9,947.42 |
| Centennial Lanes 2.0 | | | 5 | 419.84 | 571.28 | 394.85 | 459.68 | 539.38 | 437.28 | 439.29 | 595.26 | 458.67 | 290.33 | 505.31 | 992.06 | 6,103.23 |
| Fratello's | | | 5 | | | | | | 199.84 | 105.98 | 401.01 | 239.17 | 451.00 | 635.28 | 2,032.28 | |
| Daria's Deli & Café | | | 5 | 3,251.76 | 3,957.21 | 2,780.66 | 3,322.57 | 3,304.60 | 3,451.53 | 4,482.69 | 4,613.19 | 3,776.09 | 3,521.59 | 4,276.27 | 3,994.29 | 44,732.45 |
| Dragon Palace | | | 5 | 417.89 | 516.65 | 254.48 | 222.33 | 320.01 | 178.35 | 341.90 | 450.01 | 465.33 | 241.45 | 189.09 | 380.01 | 3,977.50 |
| Durbin's | | | 5 | 1,248.04 | 1,310.85 | 1,556.67 | 1,395.25 | 1,277.31 | 1,386.39 | 1,176.02 | 1,453.82 | 1,752.86 | 1,645.01 | 1,365.06 | 1,892.31 | 17,159.59 |
| Ed & Joe's Restaurant & Pizzeria | | | 5 | 544.56 | 920.85 | 600.74 | 341.48 | 310.65 | 716.56 | 755.61 | 890.08 | 672.10 | 576.78 | 796.60 | 836.04 | 7,962.05 |
| Fajitas | | | 5 | 985.94 | 1,537.06 | 1,693.11 | 1,431.69 | 1,277.48 | 1,230.78 | 1,456.69 | 1,342.52 | 1,387.15 | 1,525.48 | 1,733.67 | 1,942.48 | 17,544.05 |
| JW Hollistein's | | | 5 | 1,298.43 | 1,608.15 | 1,530.68 | 1,232.40 | 1,431.23 | 1,591.17 | 1,548.53 | 1,686.40 | 1,813.44 | 1,645.21 | 1,227.59 | 2,004.03 | 18,617.26 |
| Harald Viking Lodge #13 | | | 3 | 248.68 | 199.85 | 266.45 | 195.10 | 363.95 | 249.88 | 313.91 | 165.29 | 177.02 | 189.24 | 292.41 | 341.36 | 3,003.14 |
| WHISTLE 2 | | | 5 | 1,866.04 | 2,079.14 | 1,746.90 | 2,063.73 | 2,093.56 | 2,195.44 | 2,227.83 | 2,227.83 | 2,827.52 | 2,094.17 | 2,225.71 | 3,066.50 | 26,414.94 |
| Pepe's Mexican Restaurant | | | 5 | 877.42 | 618.88 | 801.60 | 637.08 | 773.15 | 1,017.06 | 693.61 | 1,012.69 | 959.15 | 814.80 | 787.96 | 771.16 | 9,764.56 |
| Bamboo Garden | | | 3 | 194.48 | 149.01 | -41.83 | 306.18 | 143.51 | 226.53 | 138.69 | 238.62 | 194.09 | 156.47 | 199.14 | 269.26 | 2,174.15 |
| Little Joe's Restaurant & Pizza | | | 4 | 610.97 | 365.31 | 574.36 | 564.77 | 777.81 | 607.47 | 579.04 | 487.86 | 397.67 | 316.30 | 685.44 | 1,170.16 | 7,137.16 |
| Luby's Restaurant | | | 5 | 560.75 | 459.64 | 448.14 | 771.72 | 737.77 | 624.27 | 572.11 | 697.24 | 526.69 | 629.66 | 446.97 | 850.86 | 7,325.82 |
| Rich's Pizza Joint (fka Vito & Nick's II) | | | 5 | 1,853.51 | 1,649.85 | 1,742.00 | 910.55 | 1,602.87 | 1,349.59 | 1,366.43 | 1,097.97 | 1,809.02 | 1,348.54 | 1,701.93 | 862.55 | 17,294.81 |
| Nick's BBQ | | | 5 | 1,502.58 | 1,568.92 | 1,698.31 | 1,572.81 | 1,446.26 | 1,077.12 | 1,305.81 | 1,078.98 | 1,999.13 | 1,333.82 | 1,333.34 | 1,525.52 | 17,382.60 |
| Olde Tinley Pub & Eatery | | | 5 | 731.11 | 604.14 | 721.93 | 815.14 | 792.54 | 751.11 | 783.99 | 1,019.34 | 774.21 | 877.10 | 857.99 | 862.02 | 9,590.62 |
| Pad Thai | | | 2 | 240.54 | 74.84 | 112.56 | 263.83 | 194.87 | 218.15 | 266.06 | 222.17 | 146.35 | 47.02 | 201.80 | 206.53 | 2,194.72 |
| Rocco's Little Italy | | | 5 | 336.56 | 364.02 | 379.43 | 552.04 | 488.41 | 518.38 | 133.42 | 494.58 | 583.00 | 221.27 | 701.32 | 450.87 | 5,223.30 |
| Side Street American Tavern | | | 5 | 1,185.65 | 864.47 | 1,046.41 | 1,209.12 | 1,219.34 | 1,038.45 | 914.02 | 1,128.37 | 1,472.58 | 1,493.45 | 1,077.54 | 1,032.98 | 13,682.38 |
| Stella's Place (17123) | | | 5 | 2,954.64 | 3,026.96 | 3,190.00 | 2,792.36 | 3,088.59 | 3,180.64 | 3,057.12 | 3,726.70 | 4,378.66 | 2,839.63 | 2,878.67 | 3,990.35 | 39,104.32 |
| Stella's Place (16205) | | | 5 | 2,906.99 | 3,635.17 | 2,847.84 | 3,222.45 | 2,969.51 | 3,259.50 | 3,002.75 | 3,209.46 | 2,772.15 | 2,857.97 | 3,801.66 | 3,843.78 | 38,329.23 |
| Sweet Spot Sports Bar | | | 5 | 1,593.18 | 1,589.59 | 1,205.93 | 1,094.34 | 1,251.58 | 1,241.12 | 1,140.38 | 1,164.17 | 1,475.97 | 767.41 | 1,034.54 | 1,570.78 | 15,128.99 |
| Sweet Spot Sports Bar | | | 5 | 537.18 | 342.32 | 706.23 | 653.19 | 338.59 | 344.12 | 592.58 | 832.47 | 841.04 | 887.54 | 1,132.60 | 1,012.82 | 8,220.68 |
| Teehan's Irish Tap | | | 5 | 926.39 | 1,085.29 | 503.75 | 861.65 | 939.20 | 716.34 | 1,340.22 | 1,026.51 | 1,101.62 | 1,389.99 | 1,473.08 | 1,416.04 | 12,780.08 |
| Tinley Park Bowling Lanes, Inc. | | | 5 | 631.83 | 640.22 | 621.04 | 397.98 | 374.39 | 680.73 | 562.86 | 768.80 | 508.48 | 377.60 | 239.52 | 786.39 | 6,589.84 |
| American Legion Post 615 | | | 5 | | | | | | | | | | | | | |
| | | | 33 | 37,599.50 | 39,436.71 | 36,840.77 | 36,723.37 | 38,075.68 | 37,467.44 | 40,171.21 | 40,814.24 | 43,510.22 | 37,434.74 | 40,929.65 | 48,132.27 | 477,135.80 |
| | | | 150 | | | | | | | | | | | | | |
| Establishments | | | 31 | 32 | 32 | 32 | 32 | 32 | 31 | 32 | 32 | 32 | 32 | 32 | 32 | 31.83 |
| Video Gaming Terminals | | | 144 | 147 | 148 | 148 | 148 | 148 | 144 | 149 | 149 | 149 | 149 | 150 | 150 | 147.92 |
| Total Dollars | | | 28,189.66 | 28,820.89 | 27,751.83 | 28,710.63 | 28,852.69 | 30,527.32 | 31,634.79 | 34,740.70 | 34,606.02 | 31,026.92 | 33,169.34 | 42,693.41 | 380,724.20 | |
| Establishments | | | 26 | 27 | 27 | 27 | 27 | 29 | 29 | 29 | 30 | 29 | 31 | 31 | 31 | 28.67 |
| Video Gaming Terminals | | | 121 | 126 | 126 | 126 | 126 | 126 | 138 | 134 | 138 | 133 | 143 | 143 | 143 | 133.08 |

Last Year - Comparative



Interoffice Memo

Date: May 17, 2019

To: Committee of the Whole

From: Donna Framke, Marketing Director

Subject: Radio Campaign Recommendation

Several months ago, the marketing department applied for a MPP (Marketing Partnership Program) grant from the State of Illinois. These grants provide funding at a 50% match rate for tourism-related initiatives and must be used to promote our destination outside of a 50-mile radius.

On May 14 we received approval from the State's tourism bureau for funding of up to \$52,800 that is available for *this* fiscal year, which ends June 30th. While this does not give us enough time to execute the complete campaign, it does allow us to 'test the market' with the radio advertising component of the campaign. If satisfied with results, we could apply for additional match funding during the State's fiscal year 2020, starting July 1. In anticipation of this grant request, we did earmark \$50,000 in the Village's FY20 budget.

The objective of this tourism marketing effort is to increase Tinley Park brand awareness, to promote our hospitality-related amenities and to persuade visitors to visit for entertainment (benches, music, special events, breweries), dining and shopping.

We selected WGN radio to partner with for this campaign because of their five-state reach, their affiliation with the Chicago White Sox and their credibility. The campaign will include a walk-thru video hosted by a WGN radio personality, radio commercials during the Chicago White Sox home games in June, an in-studio tasting featuring Tinley Park's local brewers and a mix of live read and recorded commercials. Simultaneously, the marketing department will maximize use of the video through our own communication channels and execute a community engagement campaign.

I would like to recommend that we move forward with accepting a State grant of \$23,300, which will allow us to execute a radio campaign as outlined in the attached proposal. We will measure the results based on event attendance, feedback from Downtown businesses/Chamber of Commerce and our social media analytics.



 **Tinley Park**
ILLINOIS

Life Amplified

DESTINATION TINLEY

May 15th, 2019

PRESENTED BY: Jeannie McGrory

312.222.3870



TINLEY PARK
PARK DISTRICT
WELCOME TO
VOGT VISUAL ARTS CENTER

WGN RADIO

Destination Tinley

Marketing Objective

- To drive active adults in the Chicagoland area to visit Tinley Park for Dining, Shopping, Entertainment and Cultural experiences this Summer.
- To drive residents of Tinley Park and the surrounding neighborhoods to visit downtown Tinley Park to view their public art program, ***Benches on the Avenue***.



Destination Tinley

Marketing Solution

- Partner with WGN Radio & Digital to create an exciting and fun Marketing campaign that includes a multi-media mix to deliver your message and drive attendance.
- Our plan is to capture the WGN Radio audience with your message in a variety of ways. Elements will include:
 - A Benches on the Avenue “Walk Thru” Video Tour with Distribution
 - Radio Commercials to air in Chicago White Sox Baseball
 - An In-Studio Tasting featuring the local Breweries of Tinley Park
 - A Live Read and Recorded Commercial Campaign

Timing:

- June 1st – June 30th, 2019



PROGRAM ELEMENTS

Benches on the Avenue

“Walking Tour” Video & Targeted Mobile Distribution

WGN Radio’s Pete McMurray will take a walking tour through the “Benches on the Avenue” in Tinley Park, plus interview an Official of Tinley Park to highlight all the great things happening around town. This will be captured in a video that will be produced and shared socially via WGN, hosted on Tinley Park’s site, and distributed via targeted mobile ads through our expansive digital network.

You will receive the following:

- 1x Long-Form Video (living on WGNRadio.com and TinleyPark.com)
- 1x :30 Short-Form Video & one 1x :15 Short-Form Video
- A minimum of 4x Social Posts on WGN Radio Social Channels
- *Targeted Mobile Distribution* of the :30 video on Facebook/Tribune Broadcasting Network – targeting Tinley Park residents and neighboring communities (key zips)
- *Targeted Mobile Distribution* of :15 video and carousel gallery or Instagram/Tribune Broadcasting Network - targeting Tinley Park residents and neighboring communities (key zips)
- Photo Gallery of benches that will live on WGNRadio.com (*photos will be captured during the video shoot*)



Chicago White Sox Baseball

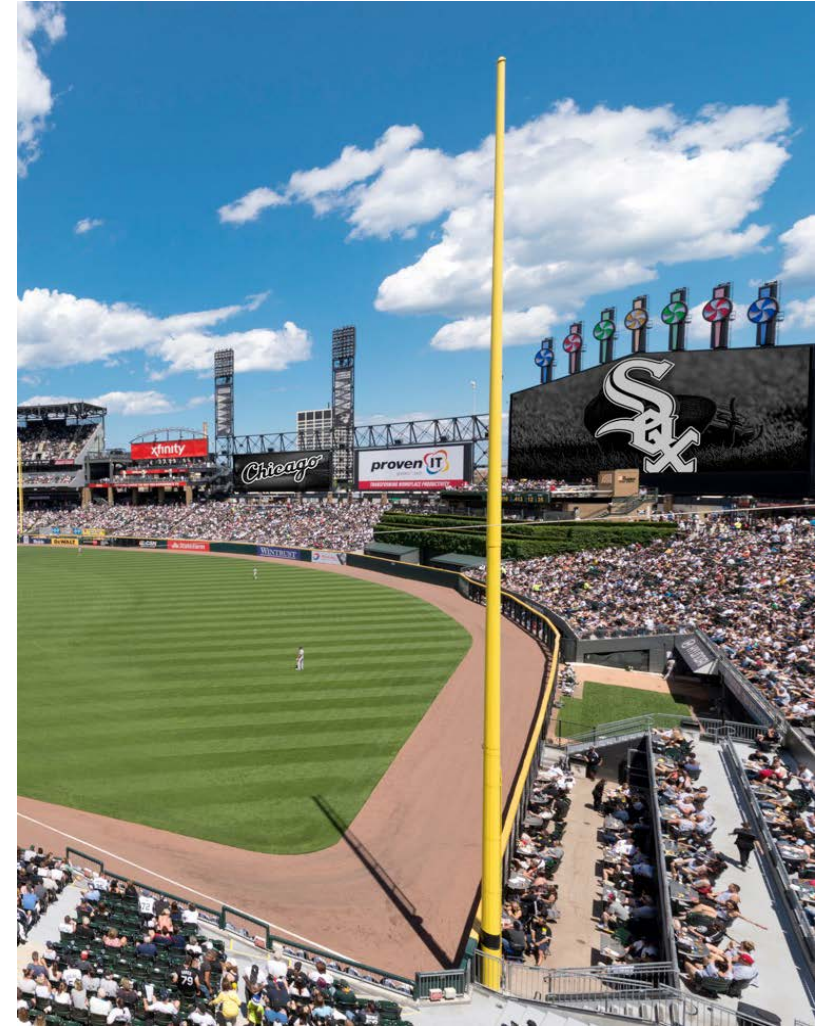
To reach many who live in and around the Southside, the Village of Tinley Park will blanket the airwaves of Chicago White Sox Baseball in the month of June with your targeted message of visiting the Village for Dining, Shopping, Entertainment and Cultural experiences this Summer. You can use :30 commercials to drive excitement for all these experiences and use your :10s to exclusively promote the Benches on the Avenue and the preview video we created.

You will receive the following:

- 2x :30 Commercials in every game in June, (48x Total)
- 1x :10 Commercial in every game in June (24x Total)
- Total: 72x White Sox commercials on WGN in June

Added-Value:

- A bank of 5x pairs of Tickets to White Sox games, dates tbd (10x Total)
- Bonus: schedule matched on the White Sox Radio Network of 10x affiliate stations across IL and Northwest Indiana



WGN Radio Live In-Studio Tastings

The restaurants and breweries of Tinley Park are invited into the WGN Radio Studios during the Roe Conn Show for our popular Canarble Wagon. The Canarble Wagon is a happy hour that takes place every Friday at 5:30pm featuring a local restaurant, bar or brewery. This June, the breweries/restaurants of Tinley Park will have the opportunity to join in on the fun and let listeners across Chicagoland know about their amazing offerings!

You will receive the following:

- 1x Live Canarble Wagon Tasting Segments; June 14th OR June 28th with two different breweries/restaurants of Tinley Park
- 5x Promos the week of the Canarble Wagon Tasting (5x Total)
- Min. of 3x Live Mentions in the Roe Conn Show during the week the Brewery/Restaurants are featured (3x Total)
- 3x :30 Live Reads during the Roe Conn Show on the Friday the Brewery/Restaurants are featured (3x Total)

***All four breweries can be featured on one show with one person as the speaker for the group.*



WGN Radio Commercial Schedule

The Village of Tinley Park will blanket the airwaves of WGN Radio in the month of June as listeners head into the weekend and are making their weekend plans. The message can focus on a variety of topics to include shopping, entertainment, dining and culture. We are including 4x live reads Tuesday-Friday with John Williams each week to urge listeners to visit the public art program, Benches on the Avenue, plus drive them to the WGNRadio.com site to view the video.

Here is what you will receive 6/3-6/30:

- A total of 48x Commercials in the month of June (4-Week Schedule below)
- A mix of :60 Live Reads and :30 Recorded commercials (to include production of commercials)
- One (1) on-air segments with a Tinley Park member to discuss new business focuses, special events, recreational activities, etc.

Weekly Schedule

:60 1P-3P John Williams Live Reads
 :30 6a-7p Prime Rotators Recorded
 50K Streaming Impressions per week

| | | | | | | |
|------------|----------------|------------|-----------------|------------|------------|------------|
| <u>Mo.</u> | <u>Tu.</u> | <u>We.</u> | <u>Th.</u> | <u>Fr.</u> | <u>Sa.</u> | <u>Su.</u> |
| | (-----4x-----) | | | | | |
| | | | (-----10x-----) | | | |
| | | | (-----50K-----) | | | |

Total Weekly Commercials: 14x + 50K Streaming Imps
One-Month Commercial Total: 56x + 200K Streaming Imps



Next Steps

| Item | Date | Next Steps |
|--|------------------------------|--|
| Notes on Video | Tuesday, 5/21/19 | Donna/Nichol to provide any "must include" direction for the video shoot (any items they want us to include in the video or any landmarks that need to a part of the video). A map of the benches would be helpful or direction as to which ones we should include in the video. |
| WGN & Pete McMurray in Tinley Park to record the Benches video from 11a - 2p | Wednesday, 5/22/19 | Donna/Nichol to arrange a city official to be a part of the interview & let us know what time and where we should meet them. |
| :30 & :10 Radio Script | Thursday, 5/23/19 | Donna/Nichol to send copy points to WGN so we can create the commercials. |
| Logo/Social Media Tag Delivery | Thursday, 5/23/19 | Donna/Nichol to send a logo to be used in the video, any social media handles/tags for distribution, and a linking url. |
| Finalized :30 & :10 Commercials | Tuesday, 5/28/19 | Jeannie to send Donna/Nichol the final recorded commercial & script for approval |
| Approval of :30 & :10 Commercials | Thursday, 5/30/19 by NOON | Donna/Nichol to approve Video |
| Finalized Video | Thursday, 5/30/19 | Jeannie to deliver final videos for approval (long-form and 2 short-form) |
| Approval of Video | Friday, 5/31/19 | Donna/Nichol to approve Video |
| Campaign begins | Saturday, 6/1/19 | Campaign begins |

Investment Breakout

| | |
|------------------------------------|-----------------|
| • Benches on the Avenue | \$12,500 |
| • Chicago White Sox Sponsorship | \$20,400 |
| • WGN Radio Live In-Studio Tasting | \$ 2,000 |
| • WGN Radio Commercial Schedule | \$11,200 |
| TOTAL NET INVESTMENT: | \$46,600 |

***Entirety of the campaign invoiced to Village of Tinley Park in June 2019*

Tinley Park
ILLINOIS
Life Amplified



THANK YOU!

WGN RADIO

**PUBLIC
COMMENT**

ADJOURNMENT