



Agenda Item Summary

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Submitted By

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Agenda Item Title

Presentation of Proposals for Business Community Support for Discussion and Staff Direction continued from November 16, 2020

Overview

At the November 9, 2020 Village Board meeting the Village Manager was directed to accepted proposals for various business community support efforts including but not limited to marketing shop local, grants, promotions, etc. in an effort to create economic opportunities for local retailers and restaurants impacted by the COVID-19 mitigation measures. Proposals are anticipated be received and attached to this item no later than Monday morning November 16, 2020.

Recommendation

Discussion and direction is requested.

Fiscal Impact

The proposals are expected to contain professional fees and reimbursable costs.

Background

Since the onset of the COVID-19 pandemic in Illinois, local retail and restaurants have operated with significant capacity restrictions ranging from online and curbside services only to limited indoor capacity. Additionally, due to the rapidly changing nature of the rate of positive cases and community spread of COVID-19 often retail and restaurant public health guidance and operating restrictions have changed rapidly and with short notification.

At the November 9, 2020 Village Board meeting, a request for proposals was discussed with the desire that as soon as March 16, 2020, the Village Board could deliberate both the funding and strategies for a single, professional approach to creating a shop local/dine local campaign and/or other concepts to support the retail/restaurant economy in Oak Park.

Staff has met with both Business Task Force and local advertising/branding/marketing firms and we anticipate two - three proposals will be provided for staff review and recommendation to the Village Board.

It is anticipated the proposals and recommendations will be updated as a part of this agenda item no later than Monday morning, November 16, 2020.

Alternatives

The Village Board may wish to provide direction or seek additional.

Previous Board Action

On November 9, 2020 the Village Board held a discussion related to business community support during the pandemic.

Citizen Advisory Commission Action

N/A.

Anticipated Future Actions/Commitments

N/A.

Intergovernmental Cooperation Opportunities

N/A.