



Village Manager's Office

SUBJECT: Service Business Assistance Grant Program

MEETING DATE: April 14, 2020

FROM: Lucas Sivertsen, Business Development Coordinator
John Adler, Community Development Director
Erik Hallgren, Assistant Village Manager

BUDGET IMPACT: The proposed service business economic relief program is recommended to be funded by General Fund reserves at an amount of \$156,000

Background

The Village of Wilmette recognizes that coronavirus (COVID-19) has put a substantial burden on the Village's small business community. The Governor of Illinois issued a 'Stay at Home' order that started on Saturday, March 21, 2020 and is expected to remain in effect for the duration of the Gubernatorial Disaster Proclamation, which currently extends through April 30, 2020. This order requires all "non-essential" businesses to close and prevents other businesses from operating in a normal manner. This order will continue to place economic pressure on the Wilmette business community.

The Village Board approve an economic relief program on Tuesday, March 24, 2020 in the amount of \$375,000. The approved economic relief program rebates a portion of the Village's share of municipal sales tax to eligible local businesses. Since the program was based upon rebating municipal sales tax, service businesses, which don't collect sales tax, were generally ineligible for the program. The Village Board requested program options to provide financial assistance for service providers with the intent of preserving the Wilmette business community and local economy.

Service businesses are a component of the vitality of our business districts. In addition to providing convenience to residents, they also help to support the retail and restaurants in our business districts by bringing customers to the area. This additional exposure helps our merchants gain new and more frequent customers. The goodwill served by the Village's economic relief program not only benefits the businesses, but also the Village's ability to retain and attract new businesses to our community.

Discussion

Staff will finalize program rules for the service business local economic relief program based upon the rules for the municipal sales tax rebate program and the Village Board's guidance. The initial eligibility guidelines are delineated below. The rules will be drafted such that the program is focused on small local businesses that do not have the backing of larger corporations to support them financially. The draft rules include:

1. Have and maintain a current and valid Village of Wilmette business license;
2. Business must not have permanently ceased operations as of the date the funds are to be dispersed (businesses that have ceased operations per the Governor's "Stay at Home" Order and will reopen once the Governor's "Stay at Home" Order is lifted or otherwise allowed will not be considered to have permanently ceased operations);
3. Located within one of the Village's commercial districts including
 - a. General Commercial Business (GC-1, GC-2)
 - b. Linden Square Neighborhood Retail Business (NR-1)
 - c. Neighborhood Retail Business (NR)
 - d. Planned Commercial Development Business (PCD-1, PCD-2, PCD-3)
 - e. Village Center Business (VC);
4. Businesses annual revenues in calendar year 2019 are set at a minimum value of \$50,000;
5. Businesses annual revenues in calendar year 2019 are set at a maximum value of \$7.5 million;
6. Business shall not be part of a chain consisting of more than 4 units;
7. Business shall not be part of a franchise system;
8. Business shall not be a private club and must be open to the general public;
9. Business shall not be a home occupation; and
10. Business must have suffered a minimum 15% decrease in revenues from March 17, 2020 to the date of the Application when compared to the same time frame in 2019.

In addition to the above program requirements, the program will also determine eligibility based upon business type. Below is a listing of business types that are eligible and ineligible for the program. The eligibility determination was based upon the economic vitality these businesses provide to the Village by providing convenience to residents and bringing customers to the Village's business districts.

Business Types Eligible for Program:

- Amusement and Recreation – *Martial Arts, Swim Instruction, and Bowling*
- Fitness Facilities – *Yoga, Dance Studios, and Gyms*
- Automotive Services – *Repair Services and Carwashes*
- Animal Care Services – *Grooming Services*
- Educational and Instructional Services – *Driving Schools, Music and Theatre Training*
- Personal Services – *Laundry Services, Cleaning Services, and Photography*
- General Repair Services – *Clothing, Bicycle, and Musical Instrument*
- Spa and Beauty Services – *Hair Salons, Massage Therapy, and Nail Salons*

Business Types Ineligible for Program:

- Financial Services
- Medical, Dental, Optical, Veterinary, and other Health Services

- Insurance Services
- Consulting Services
- Architectural and Engineering Services
- Social Services
- Real Estate Services
- Funeral Homes
- Construction Services
- Legal Services
- Manufacturing and Industrial Services

Program Process

Assistance will be determined based upon annual revenues. Applicants would be required to provide the Village a copy of their most recent Federal tax return, a certified statement of annual revenues or disclosure statement from the business' accountant or attorney. These documents will be used to determine the amount of annual revenues for the business. Unlike the sales tax rebate program, the Village does not have a means to determine the amount of revenue a service business generates independent of the service business providing financial information. The applicants shall permit Village representatives to make all reasonable inspections and investigations of the business' financial and proprietary information during the process period of the Application. Applicants, as a necessary part of the Application process, shall provide for to the Village or otherwise allow the Village to obtain and use all financial and proprietary information of the business. Such information shall no longer be deemed proprietary and confidential for purposes of this Grant Program.

The service business grant program will distribute a portion of the business' annual revenue totals to eligible local businesses to supply businesses with immediate cash for short-term financial operational needs such as payroll, payment to suppliers, payment to service providers, or payment of utilities. The Grant may not be used for rent or capital expenditures. While there are financial support programs from the state and federal governments, they will not provide the immediate cash assistance needed by local businesses. This service business grant program is intended to provide a bridge to larger state and federal assistance programs.

- The grant will rebate half of one percent (0.50%) of a business's annual revenues
 - A business with \$250,000 in annual revenues will be eligible for a \$1,250 grant
- The grant will be limited to a maximum initial benefit of \$1,500
 - A business with \$500,000 in annual revenues would receive a \$1,500 grant
- The Village may increase the value of the maximum benefit
 - After a period of time to be determined by the Village, staff will review total grant submissions and determine if there are surplus funds that can be distributed to applicants for a second round of payments. At no point in time, shall the grant exceed half of one percent (0.50%) of a business's annual revenues
 - A business with \$500,000 in annual revenues could receive a second-round check with a maximum value of \$1,000, for a \$2,500 total grant

- Businesses that received grant funds through the sales tax rebate program will have their revenues adjusted down to exclude funds already distributed
 - As an example, a hair salon that received a sales tax rebate grant for \$1,000 has \$200,000 in municipal sales tax eligible revenues. If the businesses total revenues were \$400,000 (sales and service), their revenue totals for calculating the value of this grant would be adjusted to \$200,000 and would receive a \$1,000 grant

Budget Impact

Based upon the program eligibility guidelines, there are an estimated 104 businesses that would be eligible for the service business grant program. Below are the business classifications and estimated eligible businesses.

Business Type	# of Businesses
Spa & Beauty Services	30
Personal Services	27
Amusement & Recreation	13
Automotive Services	10
Educational & Instructional Services	7
General Repair Services	6
Fitness Facilities	6
Animal Care Services	5
Total	104

If all 104 eligible businesses applied and were eligible for the full \$1,500 grant amount, the projected cost of the program would be \$156,000.

The service business economic relief program is recommended to be funded by General Fund reserves.

Attachments

1. Public Comments regarding Service business economic relief program
2. Presentation Materials for Service Business Assistance Program

From: [Kerry Brown Hasbrook](#)
To: [Wilmette Grant Application](#)
Subject: Not-For-Profit Assistance?
Date: Wednesday, April 8, 2020 5:37:49 PM

To Whom it May Concern-

I am a delighted resident of Wilmette along with working as a psychologist in Wilmette. My employer, Family Service Center, is a wonderful not-for-profit that provides psychotherapy to individuals regardless of their ability to pay. As you can imagine, the COVID-19 pandemic has created a huge loss from the business side with concurrent greater needs for mental health services. Our staff has swiftly adjusted to providing teletherapy services regardless of clients' ability to pay, but a large percentage of our clients are unable to engage in teletherapy. Specifically, many clients in need cannot engage in teletherapy due to their needed assistance in their children's e-learning, lack of internet access, lack of computer/video access, lack of privacy, too overwhelmed, etc.

The reason I am writing is to inquire into whether you'd please consider FSC for the Economic Relief Package grant? I know we do not generate sales tax, but we are greatly in need of assistance. If not, please let me know if you know of other possible available funds.

Our website is <https://familyservicecenter.com>.

With Gratitude - Kerry Hasbrook, Ph.D.

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“I am aware that there are those who have accused me of ‘going overboard.’ Let me assure them that their accusations are well founded; probably beyond their wildest imaginations and that I have every intention of continuing to go over board when life and love so demand.”-Mary Daly, feminist theologian (by way of Terry Nelson-Johnson)

From: [Sivertsen, Lucas](#)
To: [Hallgren, Erik](#)
Subject: FW: Wilmette business economic relief
Date: Thursday, April 2, 2020 2:42:18 PM

I've already responded, but wanted to share with you.

Lucas Sivertsen, AICP
Business Development Coordinator
Village of Wilmette

From: Nick Molitor <romanhairdesign@gmail.com>
Sent: Thursday, April 2, 2020 2:21 PM
To: Sivertsen, Lucas <sivertsenl@wilmette.com>
Subject: Wilmette business economic relief

Hello, been in business here in Wilmette since 1974 Roman Hair Care and Design Studio, 809 Ridge rd. suite 1n. wondering what is being done for the service industry in Wilmette If you have any info please let me know.

Nick Molitor 847 256-4200 Thank you.

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From: [Angela Kalb](#)
To: [Public Comment](#)
Cc: [Hallgren, Erik](#)
Subject: Future relief package for Service based Businesses in Wilmette
Date: Wednesday, April 8, 2020 10:38:16 PM

Hello Village Board of Wilmette,

This email requests the Board to consider a relief package for service based businesses in Wilmette. I am the owner as well as the only Pediatric Dentist in Wilmette, for the last 24 years. My practice has been in the same location during these 24 years and so I like to think of us as a staple of the Wilmette's health community. In unison with our Governor and the American Dental Association, we have been shut down since March 17,2020 and desperately need payroll help for our now limited staff and need assistance with paying suppliers as some items have become more costly due to the pandemic.

Thank you in advance for your consideration,
Dr Angela Kalb

Dr. Angela J. Kalb
Pediatric Dentist
Board Certified in Pediatric Dentistry
<http://www.pediatric-dentistry.org>

"growing smiles matter"

From: [Renee Dominguez](#)
To: [Hallgren, Erik](#)
Cc: [Kerry Brown Hasbrook](#)
Subject: Family Service Center Follow Up
Date: Friday, April 10, 2020 12:16:15 PM
Attachments: [image001.png](#)

Dear Erik,

Dr. Kerry Hasbrook, Wilmette resident and therapist at Family Service Center, reached out to me to let me know that she contacted the Village about the possibility of FSC being considered for funding through the Economic Relief Package Grant. I wanted to follow up to provide you with additional information to provide a context of what FSC does for our community! While FSC continues to support the needs of the community by providing counseling through a HIPAA-compliant telehealth platform and by providing virtual educational opportunities for families during COVID-19, we have been forced to postpone our only Fundraising Event for Fiscal Year 2020, the Spring Promise Gala (scheduled for 5/9/20) and are taking a significant financial cut in revenue for counseling services. We estimate that the net shortfall of the Gala for our FY20 budget is \$64,490. It is difficult to know what our shortfall in revenue for clinical services will be, but we suspect it too will be substantial. Thus far, we have only had a fraction of our services reimbursed by insurance, and many of our clients have fewer resources to pay for support during this time. Having said that, we hope that you will seriously consider providing some relief funding to FSC so that we can continue to support our community. During this time of COVID-19 and in anticipation of its aftermath, FSC is a valuable community resource whose services will be needed even more.

Here is some additional, important information about FSC:

Family Service Center of Wilmette, Glenview, Northbrook and Kenilworth is a not-for-profit 501(c)(3) mental health agency that was founded in Wilmette in 1913 by several community leaders with the goal of offering critical counseling services that help local families.

FSC provides affordable, accessible, and high-quality **counseling** to children, adolescents, adults and families within the community who are seeking help for a wide range of emotional, behavioral, and relational difficulties. FSC maintains its focus on providing services to community members demonstrating financial needs; therefore, a target goal is to ensure that a majority of clients seen require a subsidized fee. In Fiscal Year 2019, FSC provided 5033 hours of counseling to 379 clients, with approximately 72% receiving services at a subsidized rate.

FSC also provides **crisis support** in our community. FSC provides same day access to an assessment and support in establishing subsequent counseling services when a student is identified as "at risk" for self-injury, death by suicide, or harm to others. In FY19, FSC completed 36 Health and Safety Assessments, which represents a 20% increase over the previous year. Additionally, crises arise during counseling sessions, resulting in FSC clinicians conducting risk assessments for current clients who disclose 'at risk' indicators for self-injury, death by suicide, or harm to others. Approximately 44% of New Trier Township High School students receiving counseling services at FSC received risk assessment related support.

FSC has maintained the role of active community partner and leader on the Crisis Response Network (CRN) of the North Shore, and is readily available to respond in the community to crises that arise within this context as well. Drs. Dominguez and Schraft serve on the Steering Committee of the CRN, and Dr. Dominguez also serves on the CRN Planning Committee.

FSC values **partnerships and community collaborations**. Over the past few years, through its partnerships and collaborations, FSC has increasingly integrated itself into the fabric of the New Trier Township community. Below are numerous ways in which FSC has provided outreach, education, and consultation services within the New Trier Township during FY19:

1. FSC serves on the Steering Committee of the North Shore Coalition for a Drug-Free Community, and Dr. Dominguez serves as the Co-Chair for its Marijuana subcommittee. The North Shore Coalition for a Drug-Free Community is working towards the development of a community-wide initiative to reduce substance use and abuse by youth in New Trier Township. The committee is in the process of applying for Federal Funding to support the successful implementation of initiative objectives within the New Trier Township community.
2. FSC continued to serve on the Crisis Response Network of the North Shore's Steering and Planning committees.
3. FSC continued its partnership with the Wilmette Public Library, facilitating a weekly course on Cognitive Behavioral Therapy between April 4, 2019 and May 9, 2019 for community members.
4. FSC continued to collaborate with Family Service of Glencoe and the Counseling Center of the North Shore to determine allocations of New Trier Township scholarship funds for preschool daycare.
5. FSC's office manager reviewed and evaluated applications for financial assistance from Wilmette Wings, New Trier Hockey Club, and Wilmette Hockey Club, and recommended fee reductions for qualified families.

FSC believes **community-based workshops and presentations** are an important component to supporting mental health in its communities. FSC has delivered many presentations focused on critical parenting issues to support parents in raising healthy and resilient children and adolescents. In addition to partnering with District 39 to bring Wilmette residents support during the pandemic through the upcoming presentation: **Stress Management During the COVID-19 Crisis: Considerations for Maintaining Resilient Families During a Time of Social Distancing**, FSC has delivered 27 presentations to our community this fiscal year, many of which were delivered in Wilmette. Here are a few examples:

Anxiety: What I Wish I Knew 30 Years Ago (March 8, 2020). Wilmette Chapter of the National Charity League, Presentation to Adolescent TickTocker Group. Presented by: Renee Z. Dominguez, PhD

Podcast interview "Preparing the Child for the Road, Not the Road for the Child. (February 28, 2020). Podcast interview for New Trier Township Podcast Series. Renee Z. Dominguez, PhD interviewed

"LIKE" film. (January 29, 2020). FSC and District 39 Co-Hosting Event Viewing of film and Panel Discussion. Panel Participant: Renee Z. Dominguez, PhD

Screenagers 2: The Next Chapter (October 23, 2019). Wilmette Theater. Discussion facilitated by Robin Lake, LCSW & Renee Z. Dominguez, PhD

Parenting in the Era of Technology: Considerations for Raising Emotionally Healthy Children (October 2, 2019). Wintrust Community Bank, Northshore Community Bank in Wilmette. Presented by Robin Lake, LCSW & Renee Z. Dominguez, PhD

Children and Anxiety: Considerations for Mindful Parenting (September 11, 2019). Wilmette

Public Schools, District 39 Central School PTA. Presented by Renee Z. Dominguez, PhD

Thank you for considering FSC for support during this time. Please reach out with any questions you may have!

With Gratitude,

Renee

Renee Z. Dominguez, Ph.D.

Executive Director

Family Service Center

Wilmette, Glenview, Northbrook & Kenilworth

Direct Phone: 847-920-5827

Intake Line: 847-251-7350

Fax Number: 847-853-2600



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DISCLAIMER: If you have received this e-mail in error, please delete all electronic copies of this message (and the documents attached to it, if any); destroy any hard copies you may have created; and notify Renee Z. Dominguez at rdominguez@familyservicecenter.com

Service Business Assistance Grant Program

Provide immediate cash assistance to local business that provide convenience to residents and bring customers to support the vitality of Village Business Districts

Program Rules

- Wilmette Business License and located within Commercial Districts
- Revenues between \$50,000 and \$7.5 million
- Cannot be part of chain, franchise, private club, or home occupation
- Suffered a 15% decrease in revenues since March 17, 2020
- Business Types Eligible

- | | |
|--|-------------------------|
| • Amusement and Recreation | • Fitness Facilities |
| • Automotive Services | • Animal Care Services |
| • Educational & Instructional Services | • Personal Services |
| • General Repair Services | • Spa & Beauty Services |

Service Business Assistance Grant Program

Based upon program rules there are an estimated 104 eligible businesses

Grant Amount

- Businesses required to submit tax returns to verify annual revenues
- Grant will rebate half of one percent (0.50%) of annual revenues
- Limited to a maximum initial benefit of \$1,500
- Village may increase the maximum benefit based upon program progress and issue a second round of payments
 - *The total grant received by a business shall not exceed half of one percent (0.50%) of revenue*
- Businesses that received grant funds through sales tax rebate will have revenues adjusted down to exclude funds already distributed

Total Projected Cost of the Program = \$156,000