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May 28, 2019

ADDITIONAL AGENDA MATERIAL

ITEM:

- 4.6** Letter from Julie Yusim, Executive Director, Wilmette/Kenilworth Chamber of Commerce.



May 28, 2019

Village President Bob Bielinski
Wilmette Board of Trustees
1200 Wilmette Ave.
Wilmette, IL 60091

Dear President Bielinski & Trustees:

The Chamber and the Downtown businesses strongly urge the Trustees vote in favor of supporting the additional enhancements to the Downtown Streetscape Plan.

Downtown Wilmette has become a treasured place with unique character. It is already a safe and attractive place for residents to shop, dine and visit with friends.

The Streetscape Plan will make Downtown Wilmette more beautiful - but the additional enhancements will make Downtown Wilmette extraordinary!

The additional enhancements will ensure that Downtown Wilmette becomes the most desirable "downtown" destination in our area. It will help to draw visitors – and sales tax revenue – from neighboring towns as well.

Among the most critical elements of the additional enhancements are the "way-finding" signage, kiosks and banner sign concept. Over the years, the shops and restaurants have expressed the need for more attractive and visible signage to guide residents and visitors to the downtown. The banners will provide an invaluable opportunity to increase attendance at downtown events, further enhancing visibility for the businesses as well.

The additional enhancements to the Streetscape Plan help to create "outdoor living room spaces" that will encourage residents and visitors to stay longer in the downtown area, increasing the likelihood that they will visit shops and dine in restaurants as well.

The Streetscape Plan (including the additional enhancements) has great potential to strengthen the economic well-being for the downtown businesses, ensuring their long-term viability.

Over the next month, you will also hear from the downtown business owners, who will be voicing their support for the Downtown Streetscape Plan with additional enhancements.

For all of these reasons, the Chamber very strongly requests that the Trustees support the additional enhancements to the Downtown Streetscape Plan.

Sincerely,

Julie Yusim

Julie Yusim
Executive Director
Wilmette/Kenilworth Chamber of Commerce

Cc: Patty Evans, Chamber President (Lad & Lassie/L&L Boutique in Downtown Wilmette)