



City Council Meeting Agenda WORK SESSION

Council Chambers at City Hall
55 W. Tompkins Street
March 27, 2023

Members of the public who would prefer to view Galesburg City Council meetings remotely, can view the council meetings on Comcast channel 7 or stream the meeting live on the City's website.

5:30 p.m.	Roll Call	Pledge of Allegiance
	Presentation & Discussion	Market and Retail Analysis & Retail Recruitment
	Presentation & Discussion	Potential Community Center Partnerships
		Public Comment
		Adjournment



2023

Is It Possible to Recruit Retail In the Age of Amazon?

- COVID-19
Resistant Categories



Grocery



General Merchandise



Home Improvement



Pet Supplies

COVID-19

Rebound Categories



Restaurants



Clothing & Accessories



Furniture & Home Furnishings



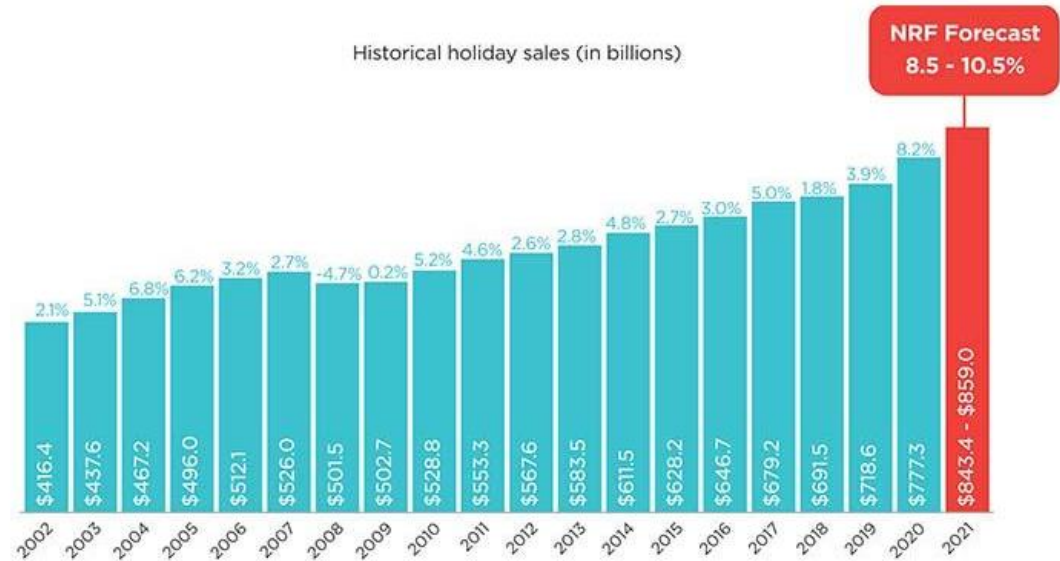
Sporting Goods & Hobby



Gas Stations

YEAR OVER YEAR

HOLIDAY SALES

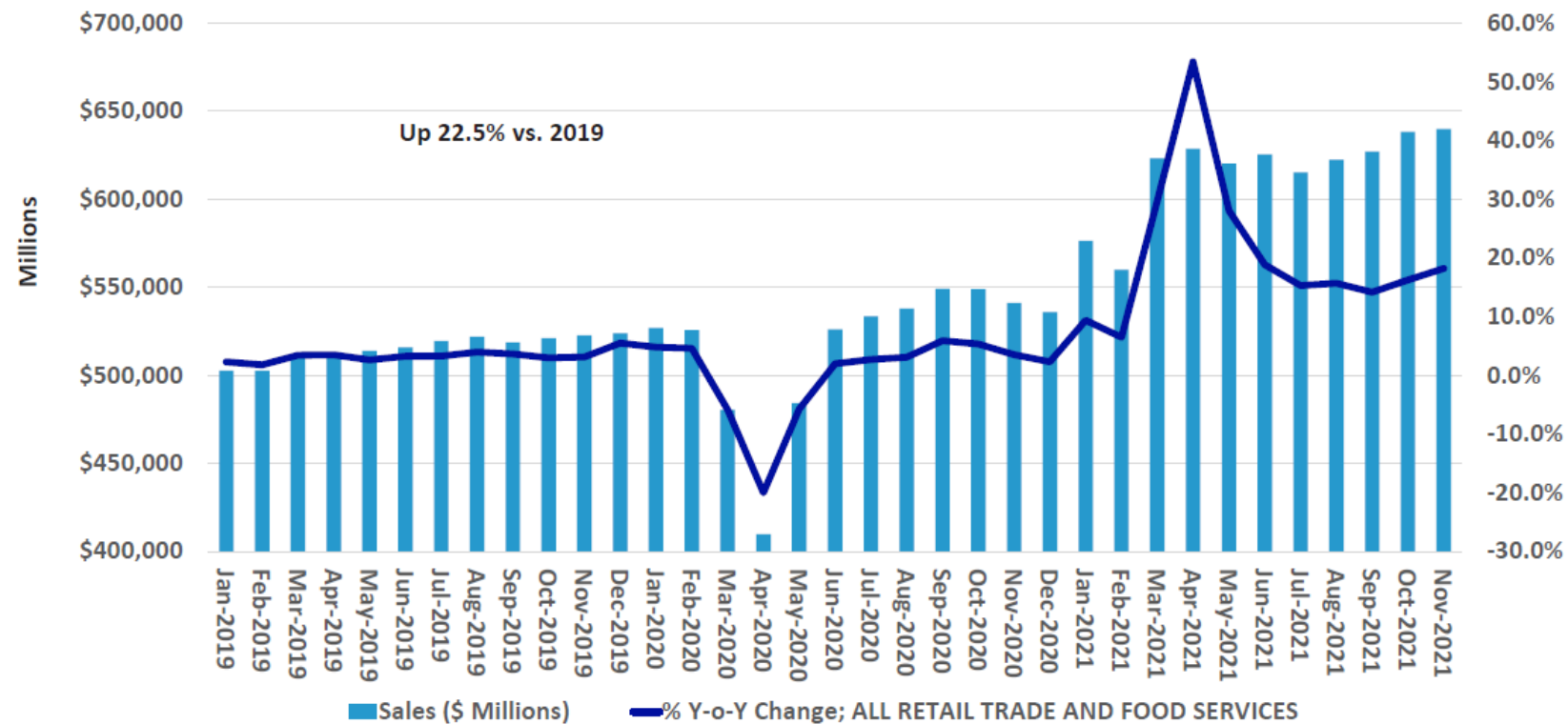


SOURCE: MASTERCARD

HOLIDAY SALES JUMPED 8.5%

RETAIL SALES

All Categories Up 18.2%



SOURCE: LOCKHOUSE RETAIL GROUP

REALITIES OF THE PANDEMIC

Winners and Losers

Most Pain
Apparel (mid-market)
Beauty Salons
Department Stores
Dry Cleaners
Gas Stations
Gyms/Health Clubs
Medical--Dentists
Restaurants (Fine Dining, Casual Dining, Fast Casual)
Spas
Theaters

Mixed Challenges or Rewards
Apparel (off-price)
Apparel (luxury)
Banking
Beauty/Cosmetics
Bookstores
Consumer Electronics
Crafts/Hobbies
Luxury Retail
Office Supplies
Restaurants (QSRs w/out drive-thrus)
Toys/Games

Least Pain or Benefited
Automotive Retail
Commissary Kitchens/Ghost Kitchens
Convenience Stores
Discounters/Dollar Stores
Grocery & Warehouse Stores
Hardware/DIY
Home Furniture & Furnishings
Mass Merchandisers/SuperStores
Pet Supply Stores
Restaurants (QSRs w/drive-thrus)
Sporting Goods

SOURCE: LOCKEHOUSE RETAIL GROUP

100+ LOCATIONS

New Store Openings



50 – 99 LOCATIONS

New Store Openings



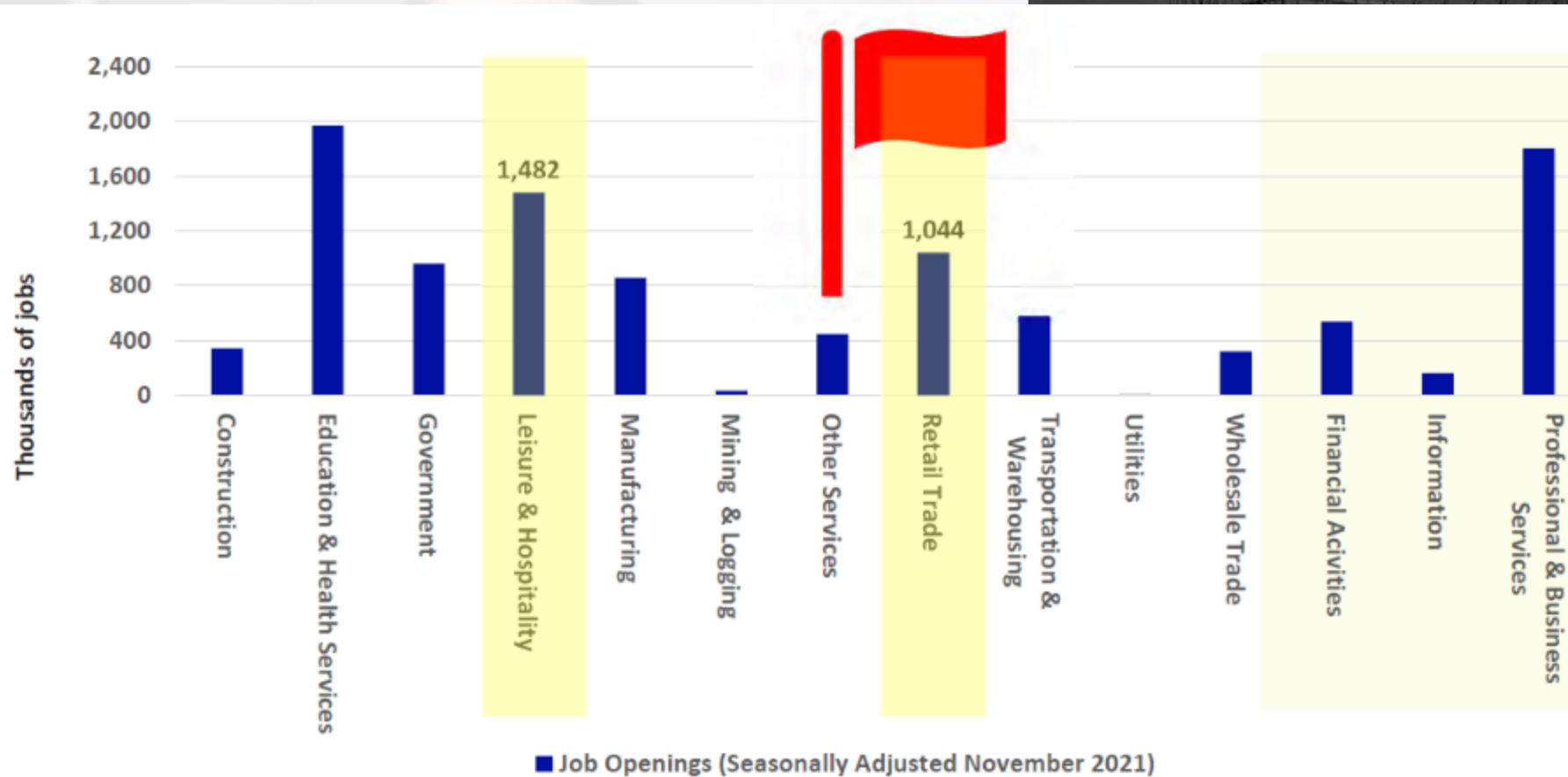
25 – 49 LOCATIONS

New Store Openings



LABOR SHORTAGE

Record Numbers



Highest level of job openings, previously reached in Aug '21

Currently 2.5M retail & hospitality jobs available

SOURCE: LOCKHOUSE RETAIL GROUP | BEA



retail recruitment ladder



Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life that brings your children home.

Retail builds tax base. --- Retail adds jobs from entry level to managerial. --- Retail builds communities.

Sampling of Average Sales per Unit

(in millions)

source: QSR #netleasepro



\$4.167^m



\$2.768^m



\$2.739^m



\$1.600^m



\$1.357^m



\$1.349^m



\$1.210^m



\$0.933^m



BIG PICTURE

Impact of Retail

Illinois retail by the numbers



2M

Jobs Supported by Retail



144.2K

Retail Establishments



\$157B

Total GDP Impact



1.2M

Direct Retail Employment



\$38.8B

Direct Labor Income



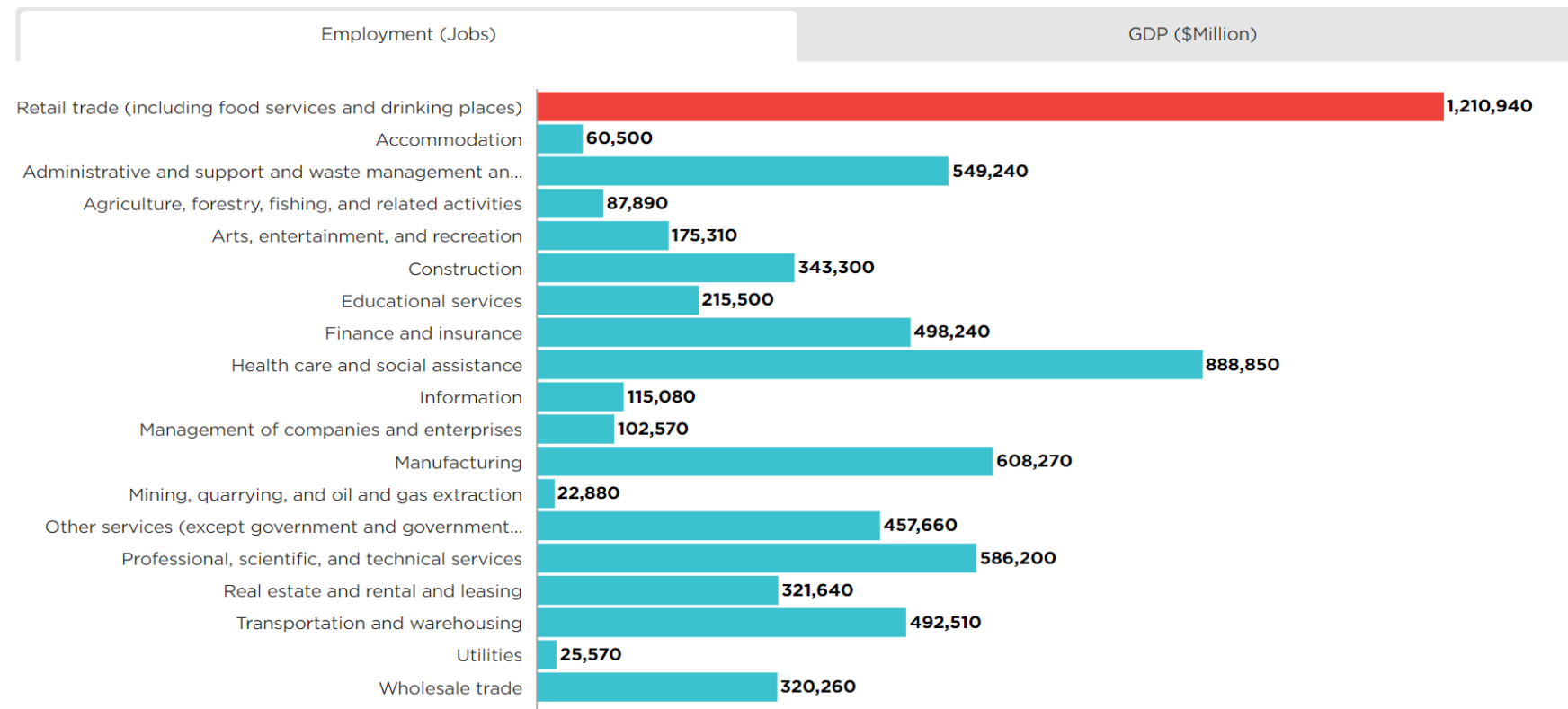
\$60.7B

Direct Impact on GDP

Impact of Retail



Direct Employment and GDP Value by major industry in Illinois



Source: PwC, "The Economic Impact of the U.S. Retail Industry" nrf.com/retailsimpact



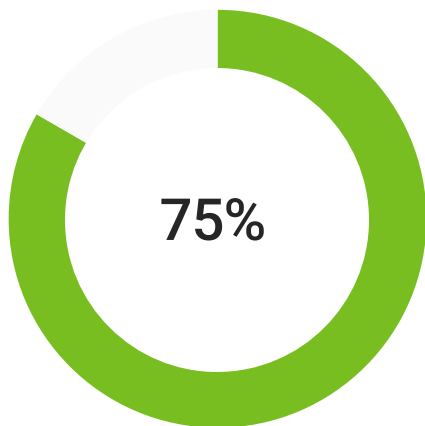
Social Selling

- The metaverse explained: A virtual-reality space in which users can interact with a computer-generated environment and other users
- How does the metaverse affect retail? In practice, the metaverse will exist when a user can enter a huge virtual shopping mall that can be experienced by as many people as the virtual space can fit, purchase a unique digital item
- Omnichannel is no more, it's being everywhere the customer is



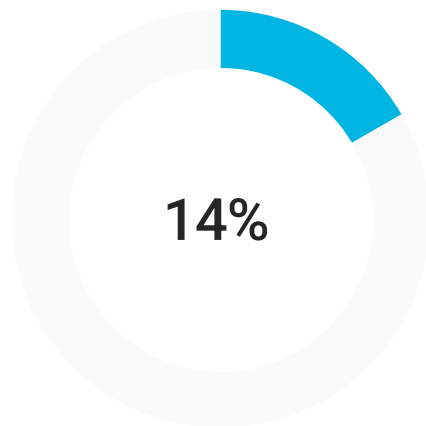
BIG PICTURE

Post-COVID Shopping Behaviors



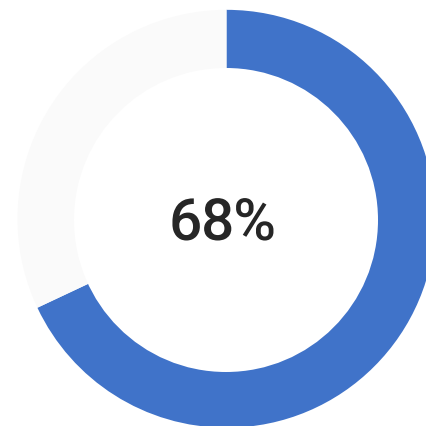
New Technology

Consumers having tried a new shopping method. Most intend to keep using it.



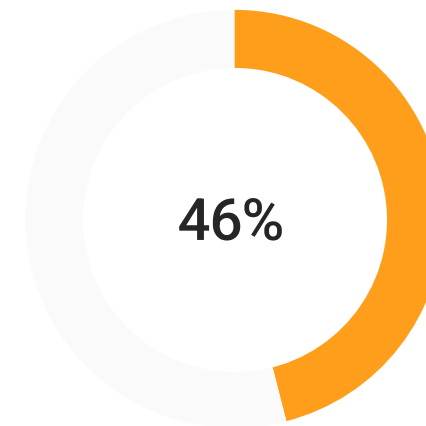
Online Sales

Total retail sales online comes to just 14% of overall sales.



Curbside Pick-up

Shoppers saying they are going to make more use of drive-up curbside collection facilities at stores in the future.



Brick & Mortar

Given the choice, some consumers prefer to shop in person rather than online.

The background of the slide is a photograph of a modern interior space. It features large, white-framed glass doors that are slightly ajar. The floor is highly reflective, mirroring the doors and the light coming through them. The overall color palette is cool, with blues and greys. A semi-transparent white rectangle is overlaid on the image, containing the title and list.

Space Trends

- Micro-fulfillment in both standalone and within retail locations
- Vacancies repurposed to service, fulfillment, and experiential spaces
- Small Formats and popups



RETAIL & RESTAURANT CHANGES IN 2021

Restaurants Changes



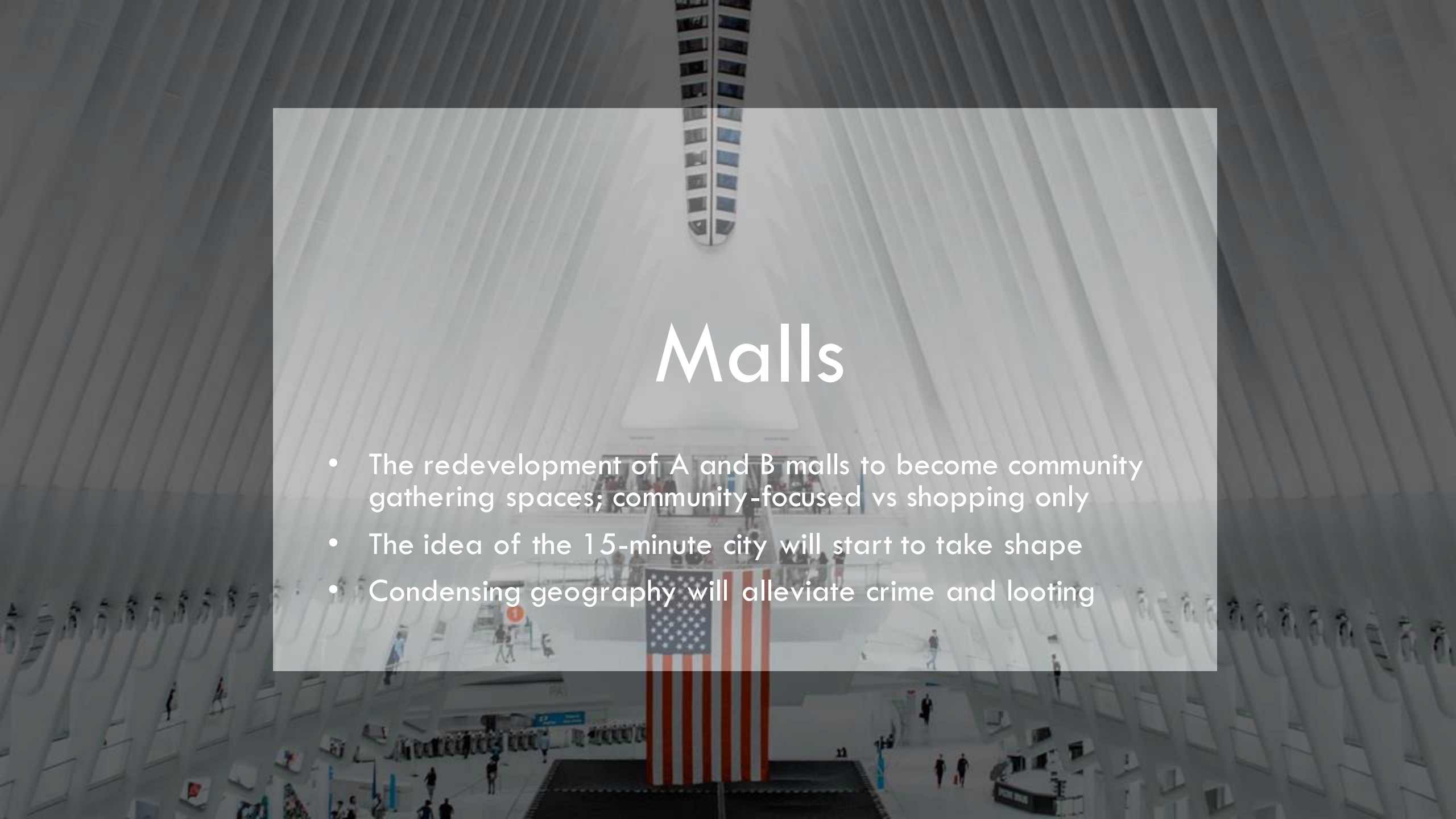


Convenience

Online & Drive-Thru

- Drive-thrus more important and valuable than ever
 - Demand will overtake supply of these sites
 - Economics will potentially be damaged on multi-tenant developments
- Curbside pick-up changing the landscape of parking lots within shopping centers
- Outdoor Space = Healthy
- Economics of spreading out dining areas



An aerial photograph of the Oculus at the World Trade Center site. The building's distinctive white, rib-like structure is prominent, radiating from the top center. A semi-transparent rectangular box is overlaid on the lower half of the image, containing the title 'Malls' and a bulleted list. In the background, a large American flag is visible, and the surrounding urban landscape and other buildings are partially visible through the transparency.

Malls

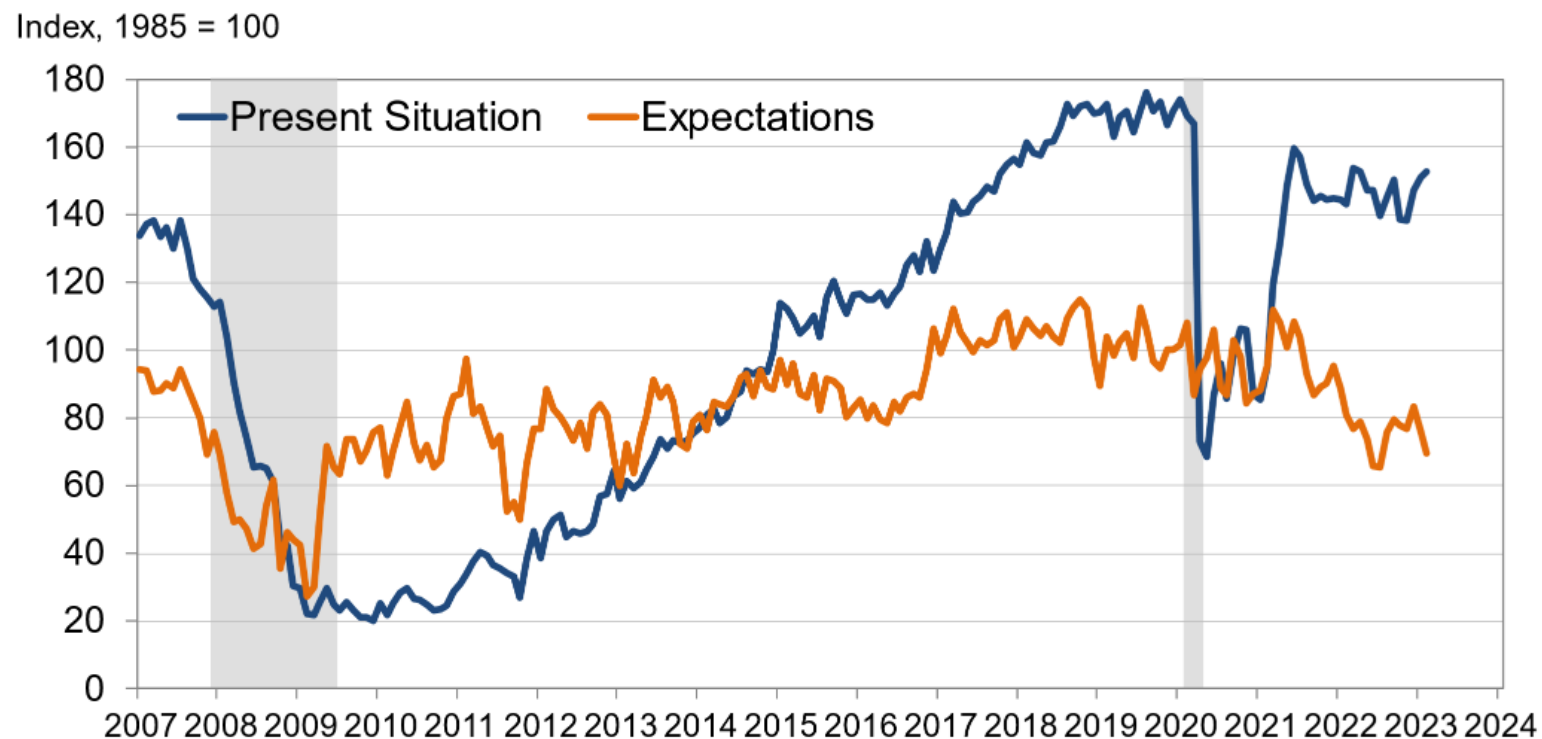
- The redevelopment of A and B malls to become community gathering spaces; community-focused vs shopping only
- The idea of the 15-minute city will start to take shape
- Condensing geography will alleviate crime and looting



BIG PICTURE

Consumer Confidence – February 2023

Present Situation and Expectations Index



Source: Bureau of Economic Analysis

An aerial photograph of a city, likely New York City, showing a complex network of highways and surrounding urban development. The image is overlaid with a semi-transparent green filter. The text is positioned in the lower-left quadrant of the image.

Real Estate Analysis

What to look for in your community to identify strategic and underutilized real estate assets.

Boots on the Ground

Identify and record the primary real estate opportunities within the market.

Information Collected

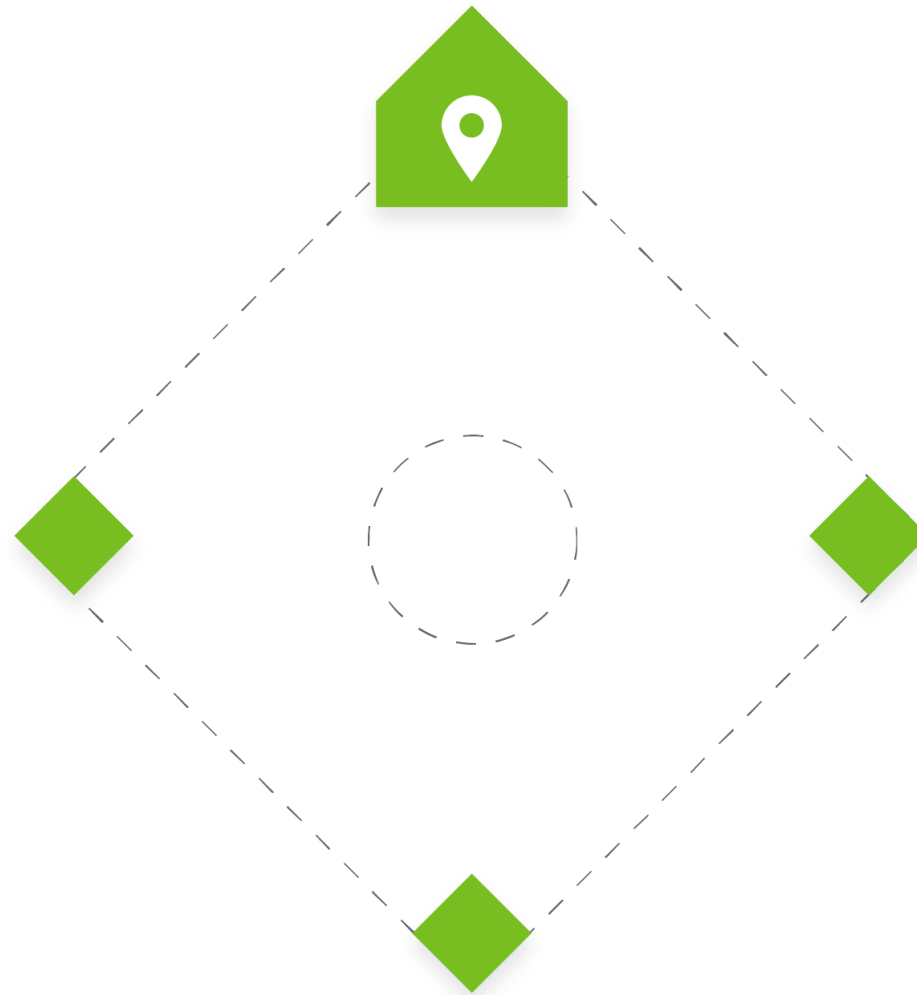
- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo
- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

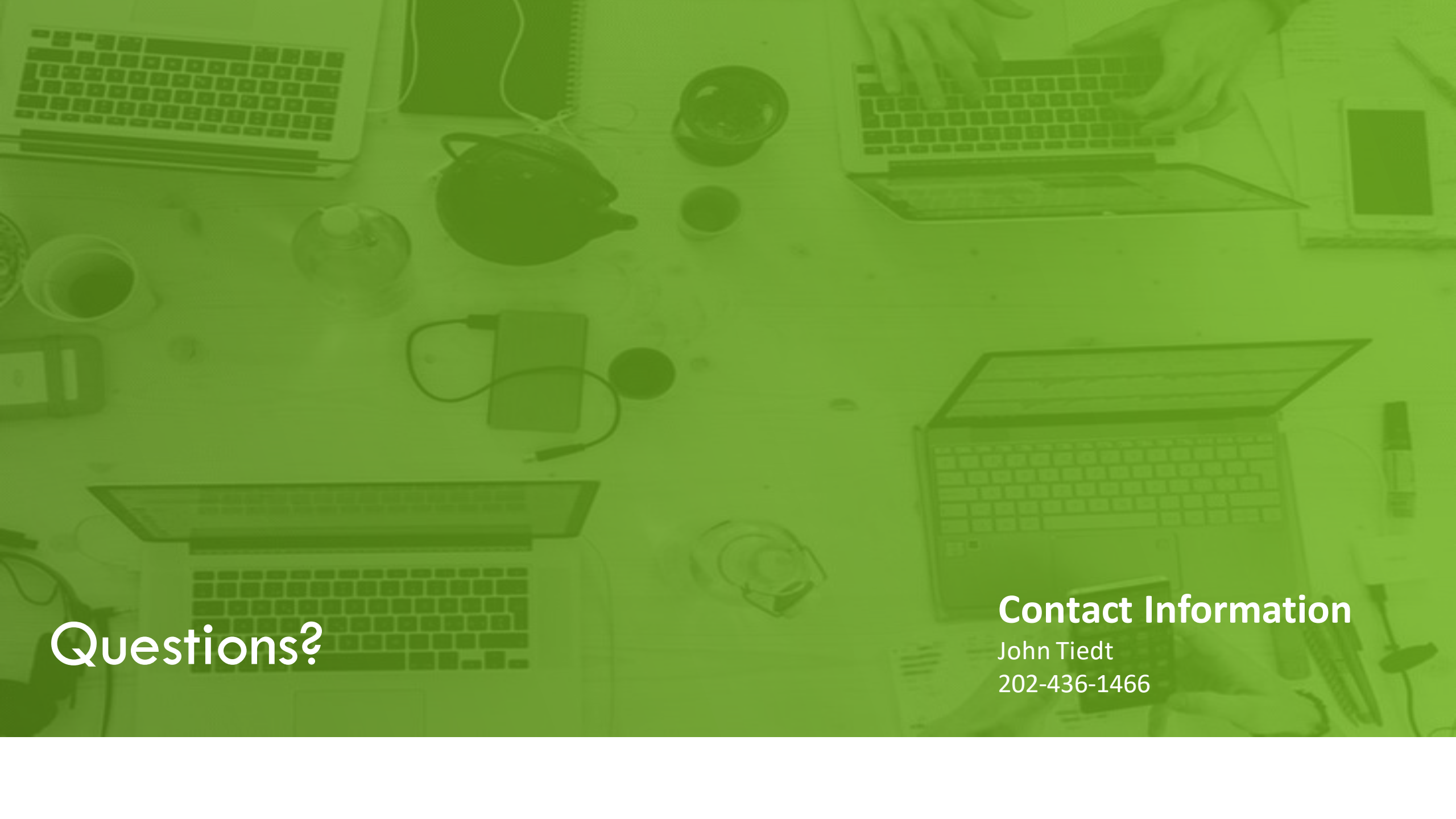


Home Run Real Estate



Traffic Count
Co-tenancy
Convenience
Parking
High Visibility/Signage
Easy Access





Questions?

Contact Information

John Tiedt
202-436-1466



Potential Community Center Partnership Update

CITY COUNCIL WORK SESSION

MARCH 27, 2023



Community Input History

- This work session is intended primarily for informational purposes to show interest from community groups for the Community Center.
- December 5, 2022 – City Council voted in favor of pursuing the development of a Community Center at the former Churchill Junior High.



Community Engagement Goals

- Initiate open conversations for input
- Prioritize types and sizes of for the architect
- Identify and evaluate entities that may have an interest in locating in the building or partnering to provide programming
- Draw on knowledge to gain information
- Gain assistance in shaping the vision of a future Community Center at the former Churchill location.
- Collect collaborative input for the decision-making process



Community Collaboration Invitation

- Invitations were sent to ALL organizations which completed the Community Center Survey
- 34 potential community partners were invited to meet.
- 21 organizations opted to schedule a meeting or provide feedback



City of Galesburg Team Members

The team included:

- City Manager, Gerald Smith
- Administrative Services Manager, Cathy St. George
- Director of Public Works, Wayne Carl (*Newly Retired*)
- Director of Parks and Recreation, Elizabeth Varner



Agency / Organizations

- AGES Community
- All That Dance
(*No meeting, Feedback via email.*)
- Birth to Five, Illinois
- Bridgeway
- Community Hygiene Pantry
- Discovery Depot
- District #205
- FC Galesburg Soccer
- Galesburg Christian School
- Galesburg Community Arts Center



Agency Organizations Continued

- Galesburg Rescue Mission
- Girl Scouts
- Knox-Galesburg Symphony
- Nova Singers
- OAKS Senior Center
- Orpheum Theater
- Stone Hayes Center for Independent Living
- The Center for Youth & Family Solutions
- The Salvation Army
- Tri-States Public Radio
- YMCA

Measurable Feedback

Talking Points Included:

- Specific services provided by the different organizations.
- Identify concerns regarding duplication of services
- Partnership ideas
- Utilization of space



Purpose of Discussion

- Solicit information with Community Leaders within these organizations
- Gather important information for project planning
- Identify important details, prior to investing time and resources in architectural design and renovation.
- Obtain input to design a Community Center to meet these special needs



Trends Identified

- Almost all the organizations would like to participate in information sharing of some type at the Community Center.
- Seven of the 21 organizations showed interest in holding sample or satellite programs on a periodic basis to engage new audiences in their programs / services.



Trends Identified Continued

- Four of the 21 organizations expressed concerns of programming conflicts or duplication
- Potential use of lease of space on an on-going or as-needed basis was discussed



Space Rental Interest

SPACE TYPE (One Time/As Needed)

- Classroom/Small Meeting Space (5)
- Kitchen (1)
- Community Room with Space for 200 (5)
- Gym (4)
- Auditorium (5)
- Meeting Space (5)
- Outdoor Space (2)



Leasing Space On-Going Interest

- Classroom/Small Meeting Space (3)
- Community Room (1)
- Kitchen (1)
- Gym (1)
- Office Space (4)



Significant Potential Partnerships

Two potential partnerships were identified.

- 1) Tentative interest was shown at the initial meeting to leasing a significant portion of space originally intended to be demolished on an on-going basis.
- 2) Potential interest in moving from a current facility to the Community Center was shown by another group.

HOWEVER, NEITHER ORGANIZATION IS READY TO COMMIT AT THIS TIME.

TIMING IS IMPORTANT.

Daycare Potential

- One common theme in Galesburg is the shortage of Daycare.
- The potential exists to utilize some of the space intended for demolition to be leased to an organized for Daycare to the community. Staff will be exploring this ideas to see if it is a viable option.



What's Next

- This feedback provides tentative service and programming ideas with community partnerships.
- The City can conduct additional meetings to gauge further interest in leasing or utilizing space.
- City would have to evaluate the cost and staffing required to provide any additional service, program or amenities the City Council might envision.
- Collaborate with community partners to come up with a plan.



MOVING FORWARD

CITY STAFF

- Additional work is required to determine the scope of the project
- Community and Organization input is welcomed
- Other interested organizations can contact the Director of Parks and Recreation to set up a meeting
- Staff will keep the City Council informed of progress





Contact

Name: Elizabeth Varner, Director of Parks and Recreation

Title: Director of Parks and Recreation

Email: evarner@ci.Galesburg.il.us

www.ci.galesburg.il.us

DOCUMENT

	Title City Council Meeting Agenda WORK SESSION Filename 03272023 City Council Work Session Presentations (1).pdf <table><tr><th>Language</th><th>Tags</th><th>Pages</th><th>Size</th></tr><tr><td>en</td><td>676</td><td>44</td><td>5 MB</td></tr></table>				Language	Tags	Pages	Size	en	676	44	5 MB
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Structure Tree	606	0	0
Role Mapping	676	0	0
Alternative Descriptions	1 352	0	0
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