

**CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION
TUESDAY, MAY 1, 2018 – 1:30 P.M.
MEETING ROOM A
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM ROAD**

AGENDA

1. CALL TO ORDER
2. CITIZENS' COMMENTS
3. APPROVAL OF MARCH 27, 2018 MINUTES
4. NEW MEMBER INTRODUCTION: Van Johnson & Richard Avdoian
5. GUEST SPEAKERS: ILLINOISouth Tourism Bureau: Dan Krankeola, President/CEO and Jon Weaving, Sales & Marketing Manager
6. ECONOMIC DEVELOPMENT DIRECTOR'S REPORT
 - a. Next Steps for Tourism Development
 - b. Preview of May 8 ULI Technical Assistance Panel
 - c. Preview of Marketing at RECON
7. MONTHLY SALES TAX REPORT
 - a. 1% MUNICIPAL
 - b. 7% HOTEL/MOTEL
 - c. 2% FOOD BEVERAGE
8. NEXT MEETING – JUNE 19, 2018 AT 1:30 P.M.
9. ADJOURN

THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Tuesday, March 27, 2018 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Chuck Daily, Michael Hagen, Samantha Carter, and Charles Kassly (arrived at 1:51 P.M.)

Committee Members absent – Don Barkely

Other Aldermen and Elected Officials in attendance – Pat Baeske, Bill Poletti, Karen Kaufhold

Staff in attendance – Paul Ellis & Alaysia Mitchell

Recorder – Alaysia Mitchell

Public Participation

Amy Kempfer-Associated Bank
Randy Pierce- Fairview Heights Tribune

Approval of Minutes

Motion made by Chuck Daily which was seconded by Michael Hagen to approve the January 23, 2018 minutes. The motion carried by voice vote and was unanimous.

New Member Appointment

Commission introduced and welcomed Samantha Carter as a new BAC member.

Monthly Sales Tax Report

Paul Ellis stated that, while the City is struggling due to some projected business openings not occurring, we are still doing reasonably well. The Hotel/Motel Tax is now being reported more accurately. Ellis is going to arrange quarterly meetings with all of the hotel/motel General Managers. The Food and Beverage Sales Tax has increased.

Alderman Pat Baeske asked what indicated more accurate Hotel/Motel figures. Ellis stated that after doing internal research he found that some of the facilities were stretching reporting periods which skewed reported figures. Ellis is optimistic that future quarterly meetings with hotel/motel general managers and sales managers will assist with reporting accurate figures in the Hotel/Motel Tax Report.

In response to a question from Alderman Bill Poletti, Ellis noted that hotel/motel grants were recommended for \$45,000 to Salute to the Arts and \$40,000 to Wingfest.

Samantha Carter asked whether there has been any exposure for Fairview Heights lodging online. Alderman Poletti responded that there had been a project going in which the Belleville

News Democrat and the City had agreed to share the cost of ads and hotel/motel promotion. However, the project was unsuccessful due to the inability to track and accurately report results. Commission further discussed options for Hotel/Motel ads and exposure. Robert Triplett mentioned the Shriners Ball was coming up the second weekend in April. It had usually been held in O'Fallon, IL and was held in Fairview Heights this year. The Four Points by Sheraton is booked for that weekend which will also help hotel/motel revenues.

Economic Development Director's Report

1. Lincoln Trail Streetscape Project: featured in the Belleville News Democrat early June through November 1st, 2018 completion date.
2. Toys R Us and Babies R Us have been listed in the Top 10 sales tax revenue for Fairview Heights. The property is very popular in the market as there is much interest from retailers from the closure of the two stores. However, the difficulty lies in a long legal process for acquisition of the property.
3. NE Capital group had purchased Crossroads Center and they are in the process of demolishing the old Denny's.
4. Fairview Heights City Centre sale was expected to be closed by the end of the week. KIMCO is getting rid of their properties that are not along the coasts nation-wide.
5. Director attended a meeting with top executives from the Urban League, which has interest in renovating their property and establishing a business incubator.
6. The HH Gregg replacement announcement is still a couple months away.
7. The BND has recently announced that the Half Baked cookie dough shop is coming to Fairview Heights.
8. Urban Land Institute is an association of developers will be attending a day-long panel activity here in Fairview Heights. The results will consist of a developmental analysis, reports and plans for the possible development of Fairview Heights. Event will be held on May 8, 2018 to kick off the Economic Development Strategy.

Other Discussions

Chuck Daily asked if there are any plans for Phase II of the Streetscape Project. Ellis stated Phase II will be the start of the roundabout at Marketplace and Commerce Lane

City Clerk Karen Kaufhold asked whether the construction will affect the shopping season. Ellis responded that contractors have been chosen however there is no detailed contractor schedule that has been submitted currently.

Charles Kassly asked whether the NE Capital group is receiving any TIF funds for their project. Ellis stated that the firm received \$40,000.00 from Brixmor in the sale of the property and so far there has been no request for incentive from NE Capital group.

Kassly also asked whether Ellis has spoken with Fresh Thyme about sales since its opening. Ellis stated that he had not yet spoken with any management from Fresh Thyme regarding sales.

Commission discussed tax rebates regarding KIMCO and Fairview City Centre. KIMCO will be selling Fairview City Centre and the tax rebates will go to the new owner. Chuck Daily inquired about the 65.52 acre vacant land auction along Frank Scott Parkway to the West of Target. Ellis stated that there was no buyer at the auction. City Clerk Kaufhold stated that the Shriners Ball will be held April 6th and 7th.

Next meeting will be held Tuesday, May 1, 2018 at 1:30 p.m. in Meeting Room "A" at City Hall. Starting in May, the BAC will meet every month on the third Tuesday, beginning with Tuesday, June 19, 2018.

Adjournment 2:48 p.m.

Submitted By:

Recorder

MEMORANDUM

TO: Elected Officials

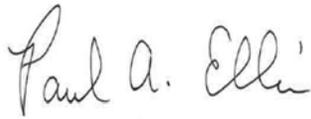
FROM: Paul A. Ellis, Director of Economic Development

DATE: April 13, 2018

SUBJECT: Economic Dev. Dept. - Director's Report

1. The Director is helping to finalize plans for the Urban Land Institute (ULI) Technical Assistance Panel (TAP) on May 8; more than three dozen stakeholders will be interviewed by the expert panel that will spend the day analyzing development potential of Fairview Heights Plaza and the adjacent 72-acre parcel.
2. As Toys 'R' Us stores close nationwide, the Director is keeping a close eye on disposition of the land in Fairview Heights owned by the corporation; numerous real estate brokers have already expressed interest in buying or leasing these high visibility retail locations.
3. Fairview City Center has been sold to Select Strategies Realty, a privately held real estate investment company headquartered in Cincinnati and run by former senior executives of some of the largest retail real estate companies in the United States, including Cafaro, Casto, Colonial Properties Trust, Kimco, North American Properties, and Taubman.
4. The Director is meeting with representatives of a Kansas City developer who is exploring creation of a 13-acre destination and recreation center code named Project Monterey.
5. In conjunction with this project, the Director is exploring ways to offer Property Assessed Clean Energy (PACE) as a means of financing energy efficiency upgrades as an incentive just recently authorized in the State of Illinois.
6. Another large regional grocer is exploring potential sites in Fairview Heights with the help of the Director.
7. The Northeast Capital Group (NECG) is moving ahead to demolish the former Denny's as part of an overhaul of the entire center.
8. Marketing for the City's various incentive programs has brought forward a few potential expansion projects that are being reviewed by the Director.
9. The Director continues to meet with representatives from the Urban League of Metropolitan St. Louis and other potential partners regarding the feasibility of creating a small business incubator.
10. In preparation for Phase II of the Lincoln Trail Streetscape Project, the Director has been in contact with all property owners that will be impacted by construction of the roundabout at Market Place and Commerce Lane.
11. Participation by the Director in ICSC's Missouri P3 Luncheon in Wildwood helped promote Fairview Heights as a retail hub and resulted in several actionable leads.

12. This year's RECON—ICSC's big trade show in Las Vegas—will be held May 19-23, and the Director is organizing materials and setting appointments for meetings with national retailers.
13. After negotiating the City's purchase of the former office building on Lincoln Trail, the Director is researching potential opportunities to consolidate other parcels in the district into larger land packages as might be attractive to businesses in today's real estate market.
14. The Director has been invited to present to the Illinois Chapter of the American Planning Association and to the Illinois City/County Management Association (ILCMA) in June and to the International Economic Development Council (IEDC) in October—all of which will be opportunities to promote Fairview Heights as a major retail center.



Paul A. Ellis
Director of Economic Development

Attachments:

- a. Article – 3 sectors that could fall as online marketplaces rise [Retail Dive]
- b. Article – Commercial PACE Now Available in Illinois

Commercial PACE Now Available in Illinois

September 7, 2017 by Emily Holbrook



Property Assessed Clean Energy (PACE) is now available in Illinois for commercial properties.

This year, SB1700 – HB2831 successfully passed committees and just last month the Illinois governor signed it into law. According to dailyherald.com, “The introduction of PACE in Illinois will help spur more energy efficient projects within the commercial real estate market, improve property values and create jobs in the clean and renewable energy industries.”

PACE offers property owners long-term loans for energy upgrades at fixed interest rates that owners can repay through their property tax bills. The program is currently financing as much as \$450 million in projects in the US.

PACE must be enabled by county legislation to take effect, and projects must be made in cooperation with local government units. Eligibility is for industrial, commercial, non-residential agriculture and multi-family (5 units or more) properties, not single to four units residences. Funding and repayment may be backed up by bond issuances.

PACE has been adopted in other states as well. Michigan is on the verge of exploding with PACE projects, according to Andy Levin, president of Levin Energy Partners LLC. Levin, who promotes PACE through the company’s Lean & Green Michigan program,

says nearly 10 energy management improvement projects in Michigan have taken advantage of PACE, with five to 10 more coming this year.

The owner of the historic Whitney Restaurant in Detroit spends about \$95,000 in electricity and \$25,000 in natural gas annually, but with a PACE loan of more than \$860,000 that will pay for a more efficient heating and cooling system, the restaurant expects to save big. The new systems are expected to save \$86,000 in annual utility costs – a 25% savings – but will also significantly reduce the \$100,000 per year the restaurant spends on maintenance for mechanical systems. Overall, the Whitney can expect to save about \$450,000 over 20 years.

And in Wisconsin, developer Juli Kaufmann has installed an energy efficient furnace, a more efficient water heater, upgraded windows, LED lighting, more insulation and a green roof in her 1930s former tavern near downtown Milwaukee. The improvements cost approximately \$150,000.

Kaufmann received financing for these improvements from the Milwaukee version of PACE, which allows her to use her annual energy savings of approximately \$10,000 to pay the loan back over several years through a special assessment on her property tax bill. Milwaukee then sends the money to PACE equity, which provided the funding.

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FEATURE

3 sectors that could fall as online marketplaces rise

As Amazon and Alibaba climb to new heights, here's who could lose out and how badly — and which retailers are holding their own despite mounting pressure.

By **Cara Salpini** • April 9, 2018

From Amazon to Alibaba, marketplaces are helping drive e-commerce sellers to new heights even as department stores battle for relevance. As in any market shift, some will prosper and others fall by the wayside, and the new marketplace paradigm is no exception.

While eBay is having a good year so far, plotting heavy investments in tech, launching shoppable content with Mashable and even creating an AR app to help sellers find the right-sized box — the marketplace landscape is still lorded over by Amazon, which alone accounted for 44% of online sales in the U.S. last year.

Convenience is Amazon's battlefield — and blood is being spilled by just about every retailer in the U.S. that tries to compete. As with every war, there will be victors and there will be casualties — it's just a question of which side of the river you land on.

"You could write the same story every day: It's us against Amazon."

Lauren Freedman
SVP of Digital Strategy at Astound Commerce

"You could write the same story every day," Lauren Freedman, senior vice president of digital strategy at Astound Commerce, told Retail Dive. "It's us against Amazon."

And if fighting Amazon is anything, it's not equitable. Here's who could get hurt the most as online marketplaces rise to the top of the retail food chain.

1 Department stores

No retailers-at-risk story would be complete without the department store segment. In addition to siphoning off traffic from specialty segments, Amazon is gunning for this group's core specialty: apparel. The e-tailer has been growing its fashion business as well, with a study this January showing that over half of apparel customers shop on Amazon.

Not only does the e-tailer offer a huge selection of its own products and those of third-party sellers, but it also offers the convenience of free shipping that most retailers can't match. In fact, well over three fourths (88%) of Amazon shoppers say it's the promise of free shipping that attracts them to the platform.

Since department stores are generic by nature, the rise of online marketplaces like Amazon hits them particularly hard, Deborah Weinswig, founder and CEO of Coresight Research, told Retail Dive in an email.

"In theory, many mass-market retailers selling other companies' brands are vulnerable."

Deborah Weinswig

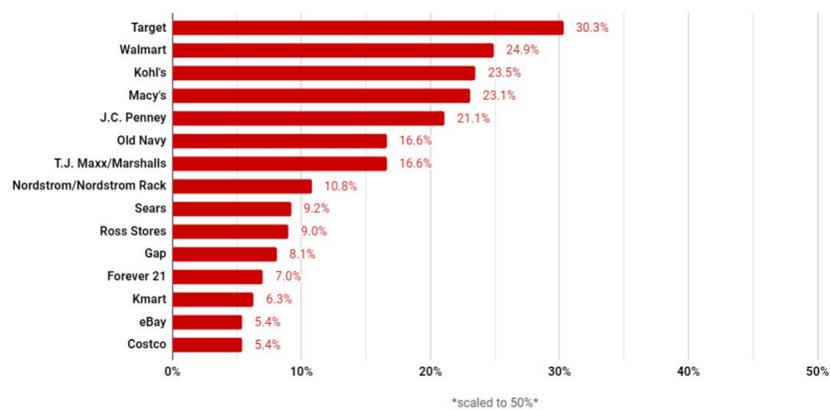
Founder and CEO of Coresight Research

"Department stores and other general-merchandise retailers such as Target are obvious candidates to lose to online marketplaces, as they are predicated on choice, convenience and — often — value," she said. "In theory, many mass-market retailers selling other companies' brands are vulnerable."

A recent study by the think tank supports this, showing that of the many retailers losing apparel spend to Amazon, Target (30.3%), Walmart (24.9%), Kohl's (23.5%), Macy's (23.1%) and J.C. Penney (21.1%) are at the top of the list. Losing replenishment and discount shoppers is only half of the problem, though. The other threat from players like Amazon and Alibaba is that they aren't constricted by the same limitations that traditional retailers face in terms of profit margin and revenue.

"There are a lot of advantages to being able to go after retail segments without having to play by the same retail rules," Scott Webb, president of Avionos, told Retail Dive, noting how both Alibaba and Amazon have diversified their product portfolio to much more than the traditional retailer. "That's what makes those organizations particularly unique."

Which retailers Amazon shoppers have switched their apparel spending from



Department stores and big box retailers like Target are losing out most Retail Dive; Source: Coresight Research

That's not to say that all of apparel retail will fall victim to Amazon. Fast fashion retailers like H&M, Zara, American Eagle and others could do well against online marketplaces if they continue to offer an in-store experience predicated on differentiated merchandise and quick turnaround lines.

Freedman notes, though, that many department stores and mass merchandisers will have to take a good look at their identity and make adjustments accordingly. "Who am I? What's my role? What are people coming to me for and

am I providing that? It's kind of retail 101 at the end of the day, but now you have the equivalent of this one person wreaking havoc on your life every day."

That entity wrecking havoc is the online marketplace.

2 **Off-price retailers**

Off-price merchants have been the darlings of retail in recent years, with sales outpacing department stores, from Burlington to Ross (which plans to open an additional 100 stores this year). While the sector isn't poised for quite as stellar growth as last year, the TJX's and Nordstrom Rack's have still been doing much better than their department store fellows.

Despite their success — especially against online marketplaces — the off-price sector could be headed for trouble as players like Amazon and eBay continue to grow. According to data from SimilarWeb, Amazon increased its market share by 1.75 points in 2017, which was greater than any other shopping site, and was followed by eBay (0.84 point increase) and Walmart (0.42 point increase). Those retailers also received a huge amount of holiday shopping traffic, according to Astound Commerce, with Amazon (63%) and Walmart (60%) dominating the online sphere, with eBay close behind (45%).

"That price point, above the true second hand but below traditional retail, stands to lose the most from the marketplace concept. If I'm willing to do the hunt, I'm heading online."

Scott Webb

President of Avionos

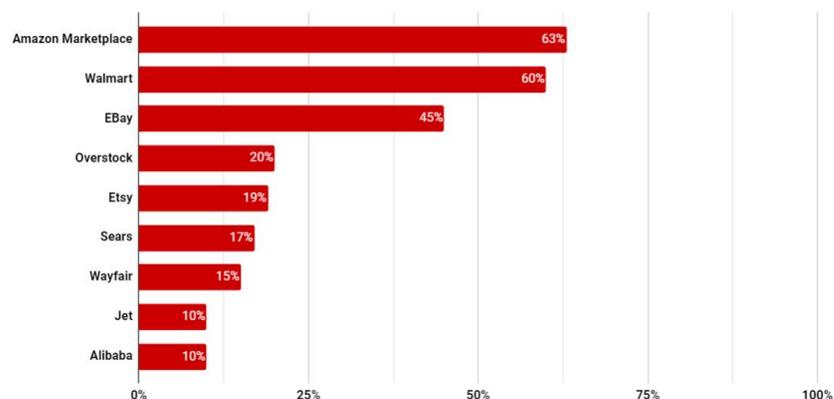
"With a higher market share and ability to grow market share over time, these sites pose the biggest threats to other retailers," Liron Hakim-Bobrov, marketing insights manager at SimilarWeb, told Retail Dive in an email.

In the past, e-commerce hasn't had a huge impact on off-price retailers, as the category is largely based on scavenging for good deals and rare finds, which is hard to replicate in an online setting. While that advantage likely won't go away anytime soon, Webb notes that the off-price sector could lose some of its value-focused customer base to online giants going forward.

"What we see now is the growth of external entrants like Alibaba and that discount hunter is starting to make the shift to [looking] online first," he said. "That price point, above the true second hand but below traditional retail, stands to lose the most from the marketplace concept. If I'm willing to do the hunt, I'm heading online."

Indeed, while the loss at off-price retailers is less steep than at department stores and mass merchandisers, T.J. Maxx and Marshalls lost a combined 16.6% of apparel spend to Amazon, according to Coresight Research, and Ross Stores lost 9%.

Which online marketplaces shoppers planned to make holiday purchases on



Walmart is the only retailer holding a candle to Amazon here, though eBay remains popular Retail Dive; Source: Astound Commerce

While hugely successful in China (with ambitious expansion plans), Alibaba is not as of yet a serious threat to American retail. According to Weinswig, neither is eBay, except in niche categories like apparel and toys. That

being said, eBay still holds 14.2% of the market share of online shopping sites, the second highest to Amazon's 35.7%, according to SimilarWeb data.

The culture around limited-edition products like sneakers already draws certain customers to eBay, and the marketplace could pose a larger threat to off-pricers if the trend Webb pointed out continues and shoppers start looking for quality brands at lower prices online instead of heading to stores.

3 **Specialty big box stores**

The range of specialty big box stores impacted by online marketplaces stretches from beauty and sports to electronics and tools. In essence, if there's a commodity item being sold, Amazon is in the game and unless you're Best Buy and have managed to build an environment around helpful store associates, you're in trouble.

That's the case for a number of retailers, past and present, Jessica Wolfe, a principal in the consumer products and retail practice of global strategy and management consulting firm A.T. Kearney told Retail Dive in an email.

"The major retailers who have fallen due in part to Amazon — e.g. Borders, Circuit City, Radio Shack — did so due to Amazon's ability to offer the same products at lower prices, with the bonus of consumer reviews to aid in the purchase decision," she said.

The threat that Amazon poses to specialty big box transcends even the popularity of a given category. Dick's Sporting Goods, for example, operates in a fairly popular sports retail sector, but the company is already witnessing the effects of brands like Nike moving their sales to Amazon.

Even beauty, which has been hugely popular as of late, is facing an ever-increasing threat from online marketplaces, which have begun to sell more beauty products as replenishment shoppers look for refills online rather than heading into stores. Still, innovative store concepts from

retailers like Sephora, which are predicated on the experience, are largely safeguarding the category for now.

"You see a lot more on service ... There are opportunities for a lot of retailers to do that if they're willing to make an investment."

Scott Webb

President of Avionos

"You see a lot more on service," Webb says of the beauty sector. "Come in for foundation matching, make sure you have the right blush for your tone ... There are opportunities for a lot of retailers to do that if they're willing to make an investment."

Home Depot and Lowe's are also doing a good job of holding their own against the infringement of online marketplaces. Data from SimilarWeb found that both of the retailer's e-commerce platforms increased their market share in the fourth quarter, with the former increasing share by 11% and the latter by 21%.

"While they don't compete with the big sites in terms of traffic, they are able to keep their footing in a volatile market," Hakim-Bobrov said of the home improvement retailers.

At the end of the day, the measuring stick for specialty big box success is differentiation and service, but these retailers are facing a threat that runs deeper than Amazon's low prices. The perception that Amazon has the cheapest prices — and that's not something that's easy to change.

"It's not true," Freedman says of the common belief that online marketplaces have the best deals. "Sometimes they're less, sometimes they're not, but people have the perception that: 'I'm gonna go there, it'll be less.'"

And when making a purchase is as easy as the click of a button, that's a dangerous perception for customers to have.

**CITY OF FAIRVIEW HEIGHTS, IL
SALES TAX REPORT
State 1% Municipal Tax Portion**

DISTRIBUTION MONTH	MAY 2012 - APRIL 2013	MAY 2013 - APRIL 2014	MAY 2014 - APRIL 2015	MAY 2015 - APRIL 2016	MAY 2016 - APRIL 2017	MAY 2017 - APRIL 2018	% CHANGE	CHANGE IN DOLLARS
MAY	\$ 629,863.98	\$ 601,011.50	\$ 584,713.94	\$ 586,147.75	\$ 632,285.33	\$ 571,553.40	-9.6%	\$ (60,731.93)
JUN	692,902.50	655,667.46	647,401.33	708,268.15	696,077.63	677,065.69	-2.7%	\$ (19,011.94)
JUL	578,187.49	574,119.26	578,345.95	563,612.88	576,220.16	599,877.49	4.1%	\$ 23,657.33
AUG	602,449.00	586,795.92	593,876.18	607,839.70	608,444.47	600,057.37	-1.4%	\$ (8,387.10)
SEP	663,854.82	610,055.28	579,381.42	653,462.36	679,234.60	613,965.54	-9.6%	\$ (65,269.06)
OCT	572,075.75	554,178.50	550,782.54	573,059.41	572,368.09	476,801.05	-16.7%	\$ (95,567.04)
NOV	620,158.32	574,589.49	579,500.49	642,921.78	599,121.43	575,354.24	-4.0%	\$ (23,767.19)
DEC	631,306.50	468,313.25	588,998.17	626,164.49	612,305.99	581,474.30	-5.0%	\$ (30,831.69)
JAN	576,698.91	589,088.14	580,475.99	627,103.06	570,540.96	564,056.46	-1.1%	\$ (6,484.50)
FEB	710,629.96	687,960.48	680,833.91	695,015.32	678,820.57	672,397.54	-1.0%	\$ (6,423.03)
MAR	1,049,090.01	969,659.49	1,028,593.77	1,041,010.81	974,290.59	935,340.51	-4.0%	\$ (38,950.08)
APR	532,313.55	458,225.94	528,428.24	519,339.92	488,717.27			
YTD TOTAL	\$ 7,859,530.79	\$ 7,329,664.71	\$ 7,521,331.93	\$ 7,843,945.63	\$ 7,688,427.09	\$ 6,867,943.59	-3.86%	\$ (331,766.23)
YTD CHANGE	1.0%	-6.7%	2.6%	4.3%	-2.0%			
MONTHLY AVG	\$ 654,960.90	\$ 610,805.39	\$ 626,777.66	\$ 653,662.14	\$ 640,702.26			

**CITY OF FAIRVIEW HEIGHTS, IL
HOTEL / MOTEL TAX REPORT
Summary - All Hotels**

COLLECTED MONTH OF:	MAY 2011 - APRIL 2012	MAY 2012 - APRIL 2013	MAY 2013 - APRIL 2014	MAY 2014 - APRIL 2015	MAY-2015 APRIL 2016	MAY-2016 APRIL 2017	MAY 2017 - APRIL 2018	
MAY	\$51,562	\$76,867	70,550.73	\$83,448	\$63,247	\$55,905	\$98,946	\$43,041
JUN	\$50,039	\$96,687	71,307.00	\$93,183	\$81,589	\$89,866	\$112,339	\$22,472
JUL	\$61,645	\$79,430	84,602.79	\$88,248	\$111,108	\$94,195	\$82,224	(\$11,971)
AUG	\$67,747	\$102,111	88,916.45	\$91,794	\$117,257	\$88,178	\$114,247	\$26,068
SEP	\$60,771	\$85,282	93,891.56	\$92,982	\$61,148	\$70,399	\$124,350	\$53,951
OCT	\$58,942	\$70,399	69,053.21	\$87,358	\$71,742	\$89,876	\$116,430	\$26,554
NOV	\$76,196	\$77,067	74,924.39	\$70,743	\$96,784	\$113,340	\$34,852	(\$78,488)
DEC	\$69,169	\$72,134	72,670.86	\$102,684	\$90,420	\$61,108	\$61,766	\$659
JAN	\$48,664	\$49,753	61,456.30	\$44,914	\$52,471	\$69,453	\$75,931	\$ 6,478.54
FEB	\$47,406	\$45,249	43,860.05	\$47,416	\$46,978	\$50,779	\$51,366	\$587.12
MAR	\$48,099	\$45,678	55,042.59	\$53,437	\$49,236	\$60,392	\$55,680	(\$4,712.10)
APR	\$80,645	\$64,325	68,244.45	\$58,173	\$61,680	\$44,624		
TOTAL	\$720,884	\$864,983	\$854,520	\$914,378	\$903,660	\$888,115	\$928,130	\$ 84,638.71
MONTHLY AVERAGE	\$60,074	\$72,082	\$71,210	\$76,198	\$75,305	\$74,010		

**CITY OF FAIRVIEW HEIGHTS, IL
FOOD & BEVERAGE TAX REPORT
Summary - All**

COLLECTED MONTH OF:	MAY-2015 APRIL 2016	MAY-2016 APRIL 2017	MAY 2017 - APRIL 2018	
MAY	\$174,616	\$174,616	\$185,677	\$11,061
JUN	\$200,370	\$197,280	\$180,795	(\$16,485)
JUL	\$173,655	\$187,884	\$174,195	(\$13,689)
AUG	\$173,027	\$188,179	\$190,106	\$1,927
SEP	\$178,239	\$171,560	\$178,726	\$7,166
OCT	\$160,273	\$161,419	\$157,259	(\$4,160)
NOV	\$167,909	\$180,015	\$194,834	\$14,819
DEC	\$184,313	\$163,022	\$179,175	\$16,152
JAN	\$167,698	\$194,908	\$207,221	\$12,314
FEB	\$209,651	\$170,369	\$151,471	(\$18,898)
MAR	\$180,696	\$182,724	\$159,856	(\$22,867.23)
APR	\$185,259	\$183,745		
TOTAL	\$2,155,706	\$2,155,720	\$	(12,658.71)
MONTHLY AVERAGE	\$179,642	\$179,643		