

**CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION
TUESDAY, JANUARY 23, 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 NOVEMBER 28, 2017 MINUTES
4. MONTHLY SALES TAX REPORT
 - a. MUNICIPAL
 - b. HOTEL/MOTEL
 - c. FOOD BEVERAGE
5. ECONOMIC DEVELOPMENT DIRECTOR'S REPORT
6. BUSINESS INCENTIVE CAMP-LINCOLN TRAIL DISTRICT
7. NEXT MEETING – JANUARY, 23, 2018 AT 1:30 P.M.
8. ADJOURN

THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Tuesday, November 28, 2017 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Chuck Daily, Michael Hagen, Don Barkley, Bob Triplett, Charlie Kassly (arrived at 1:53 p.m.)

Committee Members absent – Bill Poletti, Marty Bausano, Elroy Phillip

Other Aldermen and Elected Officials in attendance – Pat Baeske

Staff in attendance – Mike Malloy, Paul Ellis, Becky Thompson, Pam Woods

Recorder – Alaysia Mitchell

Public Participation

Amy Kempfer – Associated Bank
Randy Pierce- Fairview Heights Tribune

Approval of Minutes

Motion was made at 1:33 p.m. by Chuck Daily and second were made by Bob Triplett/Don Barkley to approve the October 24, 2017 minutes. The motion carried by voice vote and was unanimous.

Sales Tax Report

Commission reviewed the 1% sales tax report, the Hotel/Motel tax report, and the Food & Beverage tax report.

- The City is down -16.7% in sales tax, or \$95,567.04.
- The City is down -46.9% in Hotel/Motel tax or \$42,140.00.
- The City is down -2.6% in Food/Beverage tax or \$1,040.00.

Commission discussed the continued downward trend; however, also noted that the aforementioned figures do not include Dick's Sporting Goods which is projected to bring in \$12,000,000.00 in sales revenue per year, Ruler Foods which is projected to bring in \$8,000,000.00 in sales revenue per year and the replacement tenant for the current vacant HH Gregg space which is projected to bring in \$8,000,000.00 in sales revenue per year. The sum of those projected figures from newer establishments total \$28,000,000.00 in sales, which would be a projected increase of \$280,000.00 in sales tax annually to the City's revenue.

Michael Hagen, St. Clair Square General Manager, reported additional reasoning for the deficit in sales tax which can be in part contributed to bankruptcy and businesses leaving the mall. However, he stated all of those spaces have now been filled except one (1) space. Also, holiday

numbers for the mall were down as far as traffic through the mall, but sales for the holiday are up from last year. All of these reasons signal future increase in sales tax revenue for the City.

Economic Development Director's Report

Malloy addressed several projects in the works:

- The Phase I Streetscape project will not make the January 19, 2018 letting. It will now be in March. PACE Properties are currently not signing the Resolutions and are requesting to further review landscaping planning.
- The new Economic Development Director, Paul Ellis, will be taking over on the spaces still left in the shopping center at Fairview Heights Plaza which was not put on the auction block for unknown reasons as of today. Malloy and Ellis are continuously corresponding with a representative of Wells Fargo in regards to the Plaza.
- Brixmor attorneys do not feel the fountains and easements should be a part of the project to demolish the former Denny's restaurant and install a Geyser in the Shopping Centre Retention Pond.
- Home Décor Outlets will be taking over two (2) spaces at Midway Plaza and making major façade improvements.
- The replacement tenant for the HH Gregg space has signed a Letter of Intent.
- Commission addressed Sears closing stores nationwide. Sears in the mall will eventually close and the Mall is prepared with contingency plans to deal with that closing appropriately. Discussion was also held regarding consumer prospective. In the meantime, prices will begin to drop in the store due to products going on sale and consumers will stick around.
- Target will be closing twelve (12) stores nationwide, two (2) of which are in Illinois: Matteson, IL and Romeoville, IL.
- The Illinois Department of Employment Security will have unemployment rates listed once a year for Fairview Heights due to such low unemployment numbers. Information will next be available in February of 2018.
- Questions were asked in regards to U.S. Ice Complex. Commission confirmed the building **has not** been ruled condemned.

Future Discussions

Discussion was held regarding former HH Gregg space, the vacant space at the southeast corner of Lincoln Highway and Bunkum Road, the rezoning request for the Dandy Inn, the VFW, and the status of current car washes in Fairview Heights.

Traditionally, the December meeting is cancelled due to the holiday. The next meeting will be held on January 23, 2018 at 1:30 p.m. From there, meetings will continue to be held on the fourth (4th) Tuesday of every month into 2018.

Adjournment 2:18 p.m.

Submitted By:

Recorder

**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	-		
FEB	710,629.96	687,960.48	680,833.91	695,015.32	678,820.57	-		
MAR	1,049,090.01	969,659.49	1,028,593.77	1,041,010.81	974,290.59	-		
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		-5.70%	\$ (279,908.62)
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	\$40,568	(\$15,338)
JUN	\$50,039	\$96,687	71,307.00	\$93,183	\$81,589	\$89,866	\$46,059	(\$43,808)
JUL	\$61,645	\$79,430	84,602.79	\$88,248	\$111,108	\$94,195	\$33,712	(\$60,483)
AUG	\$67,747	\$102,111	88,916.45	\$91,794	\$117,257	\$88,178	\$46,841	(\$41,337)
SEP	\$60,771	\$85,282	93,891.56	\$92,982	\$61,148	\$70,399	\$44,131	(\$26,269)
OCT	\$58,942	\$70,399	69,053.21	\$87,358	\$71,742	\$89,876	\$47,736	(\$42,140)
NOV	\$76,196	\$77,067	74,924.39	\$70,743	\$96,784	\$113,340	\$14,289	(\$99,051)
DEC	\$69,169	\$72,134	72,670.86	\$102,684	\$90,420	\$61,108	\$36,442	(\$24,666)
JAN	\$48,664	\$49,753	61,456.30	\$44,914	\$52,471	\$69,453		
FEB	\$47,406	\$45,249	43,860.05	\$47,416	\$46,978	\$50,779		
MAR	\$48,099	\$45,678	55,042.59	\$53,437	\$49,236	\$60,392		
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	\$309,778	\$(353,090.39)
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	\$43,904	\$49,320	\$46,419	(\$2,901)
JUN	\$50,093	\$46,971	\$45,199	(\$1,772)
JUL	\$45,878	\$47,045	\$43,549	(\$3,496)
AUG	\$43,257	\$48,988	\$47,718	(\$1,270)
SEP	\$44,560	\$42,890	\$44,512	\$1,622
OCT	\$39,754	\$40,355	\$39,315	(\$1,040)
NOV	\$41,977	\$45,004	\$48,708	\$3,705
DEC	\$46,078	\$40,756	\$44,794	\$4,038
JAN	\$41,924	\$48,727		
FEB	\$52,413	\$42,592		
MAR	\$45,174	\$45,681		
APR	\$46,315	\$45,936		
TOTAL	\$541,326	\$544,264		\$ (1,113.98)
MONTHLY AVERAGE	\$45,110	\$45,355		

MEMORANDUM

TO: Elected Officials

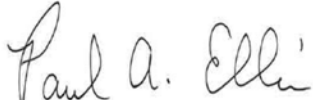
FROM: Paul A. Ellis, Director of Economic Development

DATE: January 12, 2017

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

1. There are no items from this Dept. on the Community Committee Agenda this month that require action, but next month the Director will present some key considerations for your review that can help drive scoping for the Economic Development Strategy.
2. The Director's office space has been remodeled and a new filing system has been initiated with the change in personnel; the Director is settling in and continuing to get familiar with people, practices, procedures and records.
3. A new digital system has implemented for identifying and contacting potential new retailers, combining features of the City's website (Google analytics), the International Council of Shopping Centers (ICSC) online directory, a LinkedIn premium membership, and Retail Lease Trac, a subscription service.
4. The Director has been working with the City Attorney and representatives from three center owners to secure all necessary signatures on the twelve (12) conveyances (Right of Ways and Easements) for the Phase I Streetscape project approved by the City Council in November. Once signatures are secured, the City Clerk will have the documents recorded and the Public Works Dept. will be able to begin the process for bidding and constructing the streetscape improvements.
5. The Director will be included in the interview panel for the new Director of Planning & Land Use.
6. The Director is working with the Public Works Dept. to identify locations along Commerce Lane and Lincoln Trail to install new shelters and waste receptacles purchased with TIF III funds; they are also exploring potential funding available through the St. Clair County Transit District.
7. The Director will be attending the ICSC Heartland States Idea Exchange (trade show) in Omaha on January 24-25 to meet prospective new retailers and catch up on industry trends.
8. The Director has been working with the broker tasked with leasing space in Fairview Heights Plaza, providing suggestions for potential new tenants and helping to encourage leads from other real estate brokers.
9. The Business Assistance Program Application from Brixmor (owner of Crossroads Centre) is temporarily on hold pending internal review by the company; the Director expects that review to be completed before the end of this month.
10. The Director is following up some leads from developers who might want to develop a mixed use residential and/or commercial project on the 72 acres on North Illinois.

11. Home Décor Outlets is leasing the former space of Audio Express and Plato's Closet in Midway Plaza; with the lease is expected to come façade improvements for that building.
12. Progress continues on the replacement tenant for the H.H. Gregg space.



Paul A. Ellis
Director of Economic Development

Attachments:

- a. Article - Mastercard: Holiday a 'big win' for retailers [Chain Store Age]
- b. Article - Toys 'R' Us Might Be Dying, but Physical Retail Isn't [Harvard Business Review]
- c. Article - Where the New Retail Space Is Being Built (Hint: It's Not in Malls) [Wall Street Journal]



FINANCE

Mastercard: Holiday a 'big win' for retailers

BY **MARIANNE WILSON**

December 27, 2017

Retailers have plenty to celebrate going into the new year.

Holiday sales increased 4.9% this year, setting a new record for dollars spent, according to Mastercard SpendingPulse. It was largest year-over-year increase since 2011 and a further indication of consumer confidence, the company said. Online shopping saw large gains of 18.1% compared to 2016, boosted by a late season rally. (The SpendingPulse report details holiday shopping from Nov.1 through Dec. 24 and covers retail sales across all payment types.)

Although it was a winning holiday season for retail overall, the story was different category by category. Electronics and appliances increased 7.5%, the strongest growth of the last 10 years. The home furniture and furnishings category grew 5.1%, as did home improvement.

Specialty apparel and department stores, which both traditionally see the bulk of sales happen in-store, saw moderate gains. This is particularly impressive given recent store closings, Mastercard noted.

Additional findings of the Mastercard SpendingPulse report include:

- Retailers' heavy early-season promotions paid off, with the first three weeks of November seeing significant jumps.
- In addition, shoppers were still spending late into the season, with Dec. 23 next to Black Friday in terms of single-day spending. This was a boon to certain categories, including jewelry. Jewelry grew 5.9%, largely driven by last-minute sales.

"Overall, this year was a big win for retail," said Sarah Quinlan, senior VP of Market Insights, Mastercard. "The strong U.S. economy was a contributing factor, but we also have to recognize that retailers who tried new strategies to engage holiday shoppers were the beneficiaries of this sales increase."

RECOMMENDED STORIES

Toys ‘R’ Us Might Be Dying, but Physical Retail Isn’t

by Greg Satell

SEPTEMBER 20, 2017



The recent bankruptcy filing at Toys “R” Us has roiled the toy industry. Yet the struggles at the company are not new. The firm was taken private in a \$6.6 billion leveraged private equity buyout in 2005, with the aim of turning the chain around, but the resulting debt has proved to be unserviceable.

The news is part of a larger trend of closings that some are calling the retail apocalypse. The rise of e-commerce, combined with a shift in consumer preference toward dining out over shopping and with years of overbuilding, has made for distinctly unattractive economics in traditional retail.

Take a closer look, however, and the prevailing narrative isn’t quite what it seems. Amazon has made a big push into physical retail, capped off by its \$13.7 billion purchase of Whole Foods. Other firms with large digital presences, ranging from Apple to Warby Parker, have moved into physical stores. So, clearly, the problem isn’t with retail itself but with

the inability of legacy firms to adapt to a new model.

As Darrell Rigby argued in a 2011 HBR article, every 50 years the retail industry goes through a major disruption. The rise of urban centers led to department stores. Automobiles created suburbs and shopping malls. Toys “R” Us emerged in a wave of category killers and discount stores that arose in the 1950s and 1960s.

Then, as now, economics were shifting abruptly. As families moved out to the suburbs, and interstate highways improved distribution and logistics, a single location focused on a particular product area made a lot of sense. Massive big-box stores, providing lower prices and greater selection, crushed small-scale retailers in town squares and shopping malls.

This is the environment in which Toys “R” Us thrived. Most people of a certain age today remember the thrill of a visit to the endless aisles of wonderful things, each box promising hours of fabulous play. The local toy store seemed positively drab in comparison. Parents, for their part, were drawn by the “everyday low price.”

Today retail is in the process of being reinvented once again, and Toys “R” Us has failed to keep up, as economics in the industry have shifted against it. Now, those endless aisles pale in comparison with what’s available online, and rock-bottom prices can be found at Amazon, Walmart, and Target.

On a more fundamental level, the challenge for retailers like Toys “R” Us is that the basic function of a physical location has changed. Traditionally, stores were optimized for driving transactions. Cash registers were plentiful and easy to find, and success was measured with metrics like sales per square foot and average size of transaction.

Yet now a transaction can happen anyplace, at any time. From sitting at the kitchen table to waiting for a train, consumers have the power to browse, compare prices, and order from thousands of retailers competing for their attention. The attraction of endless aisles has been replaced by the thrill of instant gratification. Today physical locations need to do something more.

To understand the shift, just walk into your nearest Apple store, where you will find a limited selection of products and no cash registers. Walk in, and you are greeted by an actual person, who has been trained to answer your questions and offer advice. The experience is far more high-touch than high-tech.

The reason that Apple stores look as they do is they are not designed solely to drive transactions – they’re designed to do everything that can’t be done online, such as build relationships, offer service, solve problems, and upsell.

Apple isn’t alone. A number of successful online retailers are becoming increasingly focused on the physical world, for a number of reasons. For example, Amazon’s purchase of Whole Foods gives it a much more comprehensive distribution footprint, which will help it increase the efficiency of its online model.

A more interesting development – one more pertinent to the challenges Toys “R” Us is facing – is the emergence of “shoppable showrooms.” At places like Bonobos Guide Shops and J. Hilburn’s “The Studio,” customers can get fitted, consult a stylist, and process returns, just like in a standard store, but these locations don’t stock any inventory, which allows for smaller locations and saves on costs. Nordstrom is now testing a similar concept.

Imagine if Toys “R” Us followed this model by opening up small playrooms where parents could bring their kids off to test a revolving selection of the latest toys. You can imagine how their little darlings would be begging them to order the toy that had delighted them for the past hour. With traditional physical locations serving as a distribution center, same-day delivery could be arranged at minimal cost.

Yet instead of going high-touch, Toys “R” Us has opted for high-tech, rolling out new features like Find It Fast, to let customers see which stores had which toys, and using the loyalty program for better targeted ads and better product life cycle management. None of these ideas are necessarily bad, but they fail to address the shifting economics of retail. Rather, they seek to optimize a failing model.

In their 2005 book, W. Chan Kim and Renée Mauborgne popularized the notion of a blue ocean strategy, which focuses on new markets, rather than fighting it out in “red oceans” filled with rabid competition. As MIT professor David Robertson points out, however, the current retail environment is neither a red nor a blue ocean, but more like a dead sea, killing off existing life but providing a new ecosystem in which different organisms can thrive.

He gives the example of Lego’s Discovery Centers. A typical location is set up in an empty department store, and features miniature versions of some the same attractions that can be found at the toy giant’s amusement parks. The strategy gives Lego a strong negotiating position with mall owners who are in dire need to fill the space.

Other retailers are taking advantage of the shifting economics of retail to experiment with pop-up shops, which can be used to test new concepts or to provide a larger footprint during key time periods. With commercial landlords far more flexible these days, some merchants are learning to love the retail apocalypse.

So, what we can learn from Toys “R” Us’s failure to adapt is that the answer to disruption is not to double down on a failing model or to try to get better and better at things people care about less and less. It’s to shift your efforts to something they want more. Value never disappears – it just moves to another place.



Greg Satell is a popular speaker and consultant. His first book, *Mapping Innovation: A Playbook for Navigating a Disruptive Age*, is coming out in 2017. Follow his blog at Digital Tonto or on twitter @DigitalTonto.

This article is about COMPETITIVE STRATEGY

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Comments

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2 COMMENTS

megq wooding 19 days ago

love this article sad to see toys r us decline but could never compete with the likes of Amazon

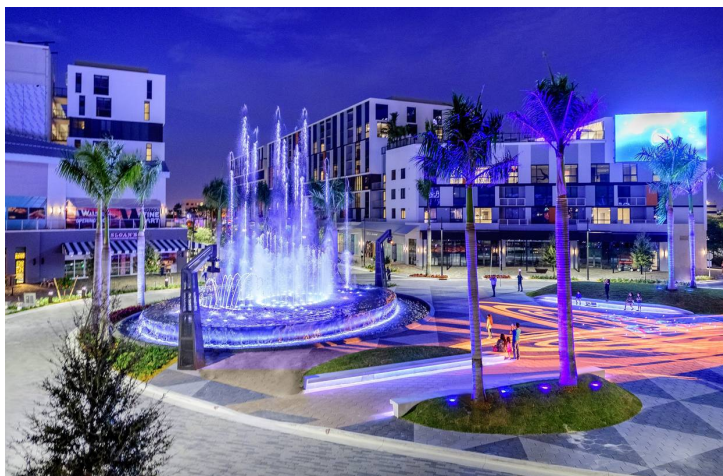
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<https://www.wsj.com/articles/where-the-new-retail-space-is-being-built-hint-its-not-in-malls-1514289600>

PROPERTY REPORT

Where the New Retail Space Is Being Built (Hint: It's Not in Malls)

Pedestrian-focused developments sprout up alongside new housing; 'walkability' is key



CityPlace in Doral, Fla., puts retail space alongside new homes. PHOTO: RELATED GROUP

By Esther Fung

Dec. 26, 2017 7:00 a.m. ET

Despite a glut in U.S. retail space, some developers are building more, just not in the form of malls but alongside new homes in smaller chunks than before.

The target clientele: younger and even some older Americans who are looking for cheaper housing in the suburbs but favor areas with urban trappings such as restaurants, offices and shops.

These projects, often joint ventures between a housing developer and a developer with retail expertise, are sprouting up around the U.S., especially in Florida, Massachusetts and Arizona. The focus is on a design that is pedestrian-centric, where residents would have to walk only short distances to get to the grocery store, shops or the gym.

“The single biggest change is walkability,” said Steve Patterson, chief executive of Miami-based developer Related Development LLC. Walkability to schools, transportation and shops is important even for suburban projects, he said, as the love for cars dissipates a bit. Early this year, real estate giant Related Development opened a mixed-use project in Doral, Fla., that included 250,000 square feet of retail space and 700 residences.

In Fort Worth, Texas, residents at the RiverVue Apartments, a new 375-unit multifamily rental complex, would only take a minute to get to Whole Foods in the next building. Other shops and

restaurants such as REI, Sur La Table, Piattello Italian Kitchen and Taco Diner are also within walking distance.

“The resident comes home, relaxes a bit and then goes to a store half a block away without having to get back in the car,” said Mark Culwell, managing director at Transwestern Development Co., the developer and operator of the residential complex. “That retail space has a higher probability of surviving if there’s that element.”

RiverVue, which began leasing earlier this year, is 70% leased and 60% occupied. “While we targeted 25-35-year-old professionals, there were also a number of baby boomers who sold their homes to move here to try a different lifestyle,” Mr. Culwell said.

Some retail property owners are constructing residential units or offices in or next to their enclosed malls or open-air shopping centers or on top of street-fronting retail stores. Alongside additions such as medical offices and hotels, a built-in shopper base helps support foot traffic to the stores and restaurants. Office workers and out-of-town hotel guests might also find it convenient to have food and entertainment options nearby.

Federal Realty Investment Trust, a shopping center REIT known for building and operating mixed-use projects in the first ring of suburbs around urban cores in Maryland, California and Massachusetts, said it takes years to build expertise in developing such projects.

Apart from decisions on where to place car parking and office space in relation to retail—for instance, you want fewer cars to interrupt the walk to the shopping area—there are also mundane operational items to consider such as where trash is dropped off and when to operate leaf blowers.

“It’s not something you decide on a Friday and execute on a Monday,” said Jeff Berkes, president of Federal Realty West Coast. “It’s not always easy and it’s not always perfect.”

In San Jose, Calif., the real-estate investment trust is still working on Santana Row, a popular 1.7 million-square-foot project it acquired in 1997. On top of the existing rental homes, condos, office space, shops and a boutique hotel, Federal Realty is building another office building with ground floor retail that will be ready around early 2019.

Alex Lagemann, who moved into a one-bedroom apartment at Santana Row a year ago, said the luxury of walking to work—his office in the same mixed-use project—is a big draw despite the hefty rent.

“You can work deep into the night without thinking you have this looming drive ahead of you,” said the 28-year-old.

Write to Esther Fung at esther.fung@wsj.com



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**TUESDAY, FEBRUARY 27
7:00 P.M.**

RECREATION ROOM
FAIRVIEW HEIGHTS CITY HALL
10025 BUNKUM RD. – FAIRVIEW HEIGHTS, IL 62208

Spring is just around the corner, and this Spring your business can become a growing concern. Invest an hour or two of your time to hear about successful projects already completed, get informed about incentive programs available through the City of Fairview Heights, and meet potential funding partners.

**FOR REGISTRATION AND MORE INFORMATION PLEASE CONTACT: Alaysia Mitchell
@ (618)489-2057 OR MITCHELL@COFH.ORG**