
**VILLAGE OF SUGAR GROVE
BOARD REPORT**

TO: VILLAGE PRESIDENT & BOARD OF TRUSTEES
FROM: WALTER MAGDZIARZ, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: TOWN CENTER COMMITTEE PRINTING EXPENSES
AGENDA: JUNE 7, 2022 VILLAGE BOARD MEETING
DATE: JUNE 3, 2022

ISSUE

Shall the Village Board approve printing related expenditures related to the production of a Town Center prospectus to solicit developer interest to develop a town center for Sugar Grove.

DISCUSSION

The Village Board established a Town Center Committee in June 2021 to develop a vision plan for a town center in Sugar Grove. That mission included identifying one or more locations for such a development and articulating with words and imagery community expectations for what this space should look like. It also was expected the vision plan, or prospectus, would excite or stimulate the development community to produce the product the community desires.

The Committee identified several potential locations which can achieve the desired objectives of providing a pedestrian-scale, walkable, mixed-use environment with opportunities for retail and restaurant uses, and gathering spaces for special events.

Committee members prepared a draft document using imagery that members collected from various sources. One issue that was not anticipated was the use of imagery that was gleaned from the internet is not necessarily ours to use in a printed document. The Village Attorney has advised that the Committee should obtain permission from the imagery sources to use their images for this purpose.

The Committee has found a vendor that can provide us the same or similar images with necessary authorizations for a small fee per image and prepare the document to ready it for a printer. The Committee envisions a high quality printed product as it expects to use the printed piece to solicit interest from high-end developers.

The Town Center Committee is ready to produce a final product which will require an expenditure of funds. That there would be a cost to produce a final product was known. Until now, the amount of that cost was not known and the Committee is requesting Village Board approval for the requested expenditures.

COSTS

The cost to obtain imagery permission/authorizations and prepare the document to be production-ready for a printer is estimated to be \$2,488.00. The actual cost will vary based on the final number of images and the format of the brochure/prospectus.

These costs are not budgeted items but will not exceed the amount budgeted in account 01-52-6309, Other Professional Services.

The cost to print the document is estimated to be several thousand dollars which is dependent upon the type of paper, finishes and number of copies, all yet to be determined.

The printing expense also is unbudgeted and will be charged to account 01-55-6504.

RECOMMENDATION

The Village Board approve the requested expenditures for final production and printing the Town Center development prospectus.