



# The Villager

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## Special points of interest:

- The first newsletter of what is happening in Godfrey
- Godfrey's Vision Statement
- Godfrey Road Organizes for Development
- What Happens When You Shop Local
- Assistance for Godfrey's Businesses
- Godfrey's New Park and Recreation Director
- Godfrey Demographics
- The Challenge of Franchising in Godfrey

### Village of Godfrey Office of Economic Development

6810 Godfrey Road

Phone: 618-466-3325

E-mail: [jmager@godfreyil.org](mailto:jmager@godfreyil.org)

**You can see your future from  
here.**



Michael J. McCormick

Mayor

## Village of Godfrey

### The First Newsletter

In the world today, it is difficult to stay up with all the news that is news. Particularly, with what is going on in your local community and neighborhood.

So what is happening in Godfrey? Welcome to the first edition of "The Villager."

The Villager will highlight various interests in the Village of Godfrey. It will provide information on the following :

- Economic development
- Neighborhood profiles
- Community business profiles
- Current events
- And other items of interest.

*"Nature has given us all the pieces required to achieve exceptional wellness and health, but has left it to us to put these pieces together."*

*Diane McLaren*



### Village of Godfrey Vision

*From Godfrey's Comprehensive Plan....*

Godfrey should be positioned as a community of highly-educated professionals and/or highly-skilled workers who are commuting to jobs in the St. Louis, MO-IL metropolitan statistical area (MSA). With the resulting increased population density, attracting businesses will become likely "down the road." A configuration of physical and non-physical environments will sup-

port the development and growth of local business startups.

- Godfrey should utilize its attributes of quality education systems, parks, bike/walk paths and natural assets to create a community attractive to the targeted demographic.
- A focus should be on developing housing, both single and multi-family that is above average

price with significant "homeowner association" control.

- As the physical attributes of this "bedroom" community are developed, an intellectual infrastructure should be created. This infrastructure should include access to capital, higher education, social and entertainment assets and an entrepreneurial climate.

## Godfrey Road Organizes for Development



Excavation continues to demolish the former car wash and gas station to make way for a new Eclipse car wash.

The Village of Godfrey continues to set the stage for growth and development along Godfrey Road. The Village is in the final stage of finalizing the expansion of the Enterprise Zone along Godfrey Road southward to Homer Adams Parkway.

With finalization of the Enterprise Zone, three economic tools will be in place to enable commercial growth and development. There will be an Enterprise Zone, a TIF district and the Godfrey Business District. The combination of these programs facilitates commercial development from the northern end of Godfrey Road to its intersection with Homer Adams Parkway and then westward out Delmar Avenue.

While the Village postures for future commercial development along Godfrey Road, there are current projects in process. With the Stamper Lane Extension project, a developer will demolish the Halloran Auto Sales structure to make way for a new retail center, and Stamper Lane will be extended to the east side of Godfrey Road. Another forthcoming project is a Scooters Coffee at 5206 Godfrey Road. Dollar Tree is also beginning construction of a new store at 6519 Godfrey Road. Additionally, there is the construction of the new Eclipse car wash behind the Quik-Trip. In each of these projects, older, uninviting structures will be removed and replaced by modern attractive buildings.

Ultimately with new commercial

expansions, there will be an increased revenue stream of sales taxes which minimizes the reliance on personal property taxes. Moreover, the new commercial development opportunities will provide residents more shopping, dining, entertainment and professional services alternatives.

While Godfrey Road's past was significantly a residential area, it is transitioning to a commercial district. Moving forward, the Village of Godfrey is committed to enhancing the commercial development along Godfrey Road.

## You Can't Buy Happiness, But You Can SHOP LOCAL!



Here's what happens when you "shop local."

### 1. More of your money will be kept in your local economy

For every \$100 you spend at locally owned businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.\*

### 2. You embrace what makes your community unique

You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?

### 3. You create local jobs

Local businesses are better at creating higher-paying jobs for your neighbors. When you shop locally, you help create jobs for teachers, firemen, police officers, and many other essential

professions.

### 4. You help the environment

Buying from a locally owned business conserves energy and resources in the form of less fuel for transportation and less packaging.

### 5. You nurture community

Local business owners know you, and you know them. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

\*Source: *Civic Economics – Andersonville Study of Retail Economics.*

*If we shouldn't eat at night,  
why do they put a light in the  
fridge?*

## Assistance for Godfrey's Businesses

The Village of Godfrey works hard to be supportive of the community's businesses. The Mayor, Trustees and Staff realize the importance of local businesses and appreciate the role they play in the community.

Businesses located in the Godfrey Business District are eligible to take advantage of the "Commercial Facade Improvement Program."

The purpose of the program is to support the economic vitality and community appearance of commercial property within the Godfrey Business District; foster investment in commercial corridors; and encourage investment in existing commercial structures.

Approval is based upon merit and design of the project. The Village reserves the right to prioritized applications on the basis of the scope of work, the level of investment, and the expected impact of the proposed project toward the program's purpose.

**Funding:** First \$5,000 — maximum grant is 50%; and, \$5,001

and above is 25% of eligible expenses. The grant limit is a maximum of \$15,000 per project.

**Eligible Expenses:** Significant facade renovations, signage, awnings, doors, windows.

**Ineligible Expenses:** Regular repairs and maintenance, demolition, landscaping, design, permit fees; and expenses incurred or contracted prior to grant approval.

**Eligibility Criteria and Conditions:** Owners and tenants of properties within Godfrey's Business District (at time of application). The property's primary use must be for commercial use (as defined by square feet and zoning). Tenants must provide written authorization from the property owner for the contemplated improvements and participation in the program. Building owners must provide leases for all tenants spaces. Note that while the building needs not to be fully leased, the grant priority will be given to fully leased properties. If the tenant or



owner who receives grant funding should close, move, or remove work financed with a grant within three years of grant date, repayment of the grant may be required, pro rata for a period of the remaining three-year term. No additional grant funds are available for similar work at same space for a period of at least three years.

Applications are available online at:

<https://godfreyil.org/wp-content/uploads/2021/02/Facade-Application-Rev.-2.17.21.pdf>

Or Contact:

Jim Mager, Office of Economic Development. 618-466-3325; or, [jmager@godfreyil.org](mailto:jmager@godfreyil.org)

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## Godfrey Hires New Park and Recreation Director



Chris Logan has joined the Village of Godfrey staff as the new Park

and Recreation Director. Chris joins the Village after serving as Director of Parks and Recreation for East Alton since 2014. He also served as the head tennis coach for Lewis and Clark Community College.

Mr. Logan attended the University of Missouri - Columbia where he received a Masters of Science in Parks, Recreation and Tourism. He also holds a 'Certified Park and Recreation Professional' certification from the National Recreation and Parks Association. As a student, he played on Lewis and Clark Community College's tennis team.

He returns to Godfrey's Park

and Recreation Department after serving as an intern in the spring of 2012.

"Right now, I'm focused on getting settled into the job. I want to continue to build on the success of our park system and move forward in a way that reflects the values of the Board and the community as a whole," said Logan.

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## Godfrey's Population by Age

Males: 8,496 (48%)  
Females 9,154 (52%)  
Median residents age: 45.7 years  
Illinois median age: 38 years

## Godfrey's Ethnic Breakdown

White 91%  
African American/Black 6%  
Hispanic 1%  
Other 2%

## Estimated Median Household Income In Godfrey

Godfrey: \$70,171  
Illinois: \$62,922  
National: \$63,575

## Number of Households in Godfrey

7,333 and homeownership  
is 83.2%

### Oh, and one more thing.....

Efforts are being taken to foster economic growth in Godfrey by recruiting new businesses. Many of the national brands that residents find desirable are franchises.

The challenge of attracting these brands into the community is to find local investment. For example, the following brands require a franchisee have the following:

- Culver's \$500,000 liquid assets
- Denny's \$500,000 liquid assets with a net worth of \$1,000,000
- Ace Hardware requires a minimum of \$250,000 in liquid assets with a net worth of \$400,000.

- Texas Roadhouse requires \$200,000 in liquid assets and a total investment of \$1,600,000 to \$3,000,000.

Most franchisors require the franchisee to be actively involved in operations. Not only does the owner have to have the financial wherewithal; but, be willing to work 60 to 70 hours per week, or more.

So, while it is easy to suggest that Godfrey needs this business or that business, it is not all that simple. Three factors must be overcome:

- Does Godfrey have an adequate market for the business?
- Is there a local investor who has the financial

resources to get the franchise?

- Does the investor have the desire to own the franchise?

Given these challenges, the Village stands ready to assist individuals who have an interest in franchising.....



*Jim Mager*

*Economic Development*

*618-466-3325*

*[jmager@godfreyil.org](mailto:jmager@godfreyil.org)*