



The Villager

February 2024

Special points of interest:

- Featured Business of the Month....Gorilla Car Wash
- Understanding Markets For Retail Recruitment
- A Changing Of The Guard In Protecting Godfrey
- Freezing for Funds
- Oh, and one more thing...



Village of Godfrey Office of Economic Development

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You can see your future from here.



Michael J. McCormick

Mayor

Featured Business of the Month: Gorilla Car Wash



While salt may do wonders for food, it is definitely not something you want on your vehicle. With that in mind, how fortunate to have Gorilla Car Wash here in Godfrey.

They are a business built from a passion for friendly customer service. Where team members, and Manager Mike Kiffmeyer, work hard to make sure customers have a great experience and a clean car.

Gary and Susan Chappel got into the car wash business in 2011. Gary owned an auto glass business when developing health issues made it impossible to continue working in that industry. Looking for an income opportunity that would accommodate Gary's health condition, they decided to purchase a self-service car wash facility in Greenville. In 2013, they bought their second unit in Collinsville.

In 2014, they purchased (what is now) the Gorilla Car Wash in Cottage Hills. At the time the "automated" car wash facility was closed. When the facility was purchased, they had to renovate the washing mechanisms and added vacuums located on the east side of the building. Wanting to recreate that model in Godfrey, they purchased the car wash located on Godfrey Road. With that acquisition and an additional \$1.3M in improvements, Godfrey now enjoys the service offerings that exist today.

Gary explained that building an automated car wash from scratch requires several million dollars of investment. Starting out, he did not have that kind of capital. As such, he has purchased existing facilities and made needed improvements to get them to desirable functionality.

The Chappels go beyond working to ensure good service to their customers, they also work to be great corporate citizens for the community. In 2022, they supported the Alton Booster Club by setting aside one day to provide free washes. The Alton athletes were on hand to accept donations from patrons. On that day \$5,000 was raised. They repeated the effort in 2023 for a weekend raising \$8,000.

"Working in the business is a lot of fun. People in the industry are very helpful toward one another," said Gary.

Having grown up in Alton and graduating from Alton High in '81, Gary enjoys the opportunity to have their business in the area. "We enjoy being able to give back to the community and Godfrey is a wonderful place. I really appreciate how easy it is to work with the Village. I'm currently working to develop another unit in University City and it is a lot different over there," says Gary.

The business provides great value to their customers. They have multiple wash packages to fit different customer needs. A standard wash is currently \$6.00 includes free towel usage, mat cleaners, window cleaners and vacuum usage. Going to a self-service wash can cost \$5.00. At Gorilla's automated wash, the customer does not even have to get out of the vehicle. They have a \$19/month package that provides unlimited numbers of washes.



Gorilla Car Wash is located at 5077 Godfrey Road. The hours of operation are 7 a.m. to 7 p.m. Monday through Saturday and 9 a.m. to 6 p.m. on Sunday. Information about all the services can be found at:

<https://www.gorillaexpressautowash.com>

Visit GODFREY ILLINOIS

What is going on in Godfrey? Looking for some nightlife, attractions, activities for the kids, shopping?

Go to www.visitgodfrey.com to get up-to-date information about all the things the Village of Godfrey has to offer. Going to the site one will find the following information about:

- Events
- Festivals
- Live music
- Attractions
- Historical sites
- Recreation
- Shopping
- Restaurants
- Local services
- Links to local businesses' websites



www.visitgodfrey.com

Understanding Markets For Retail Recruitment

It is not uncommon to get approached by someone in the community that might say something like this, “We need to get an Olive Garden (or a Texas Roadhouse or a ‘you pick the company’) in Godfrey. People would really go there.” Yes, people in Godfrey would probably go there, but there are not enough people in town to satisfy the market of these national brands.

First of all, most of the national brand companies are franchises. That means an individual, or small group, has to be willing to invest the money to have the franchise. Not only does the potential franchisee have to have the money and the willingness to invest, it will likely be necessary to operate the businesses. Many, if not most, franchises require active ownership.

So here’s a question, “If a person has, say, a net worth of \$3,000,000 available to get a major franchise, how likely are they to want to work 60 to 80 hours a week working in a restaurant?” That percentage of such individuals is not substantial.

For the moment, assume there are individuals who have the capacity and the willingness to make the investment. The national brands are proven business models. That’s why they minimize the risk of investment. They have brand equity, and to utilize the brand requires appropriate costs. In other words, the franchise owners know what works. The last thing that the franchiser and the franchisee want is a failure. The franchiser loses the investment and, from the franchiser’s perspective, it diminishes the value of the brand. With that, a lot of careful planning goes into deciding where a franchise will be located.

When the real estate representatives who work for these franchises are looking at potential locations, they look at what is called trade area. The Merriam-Webster Dictionary has the following definition of the term when talking about the retail sector:

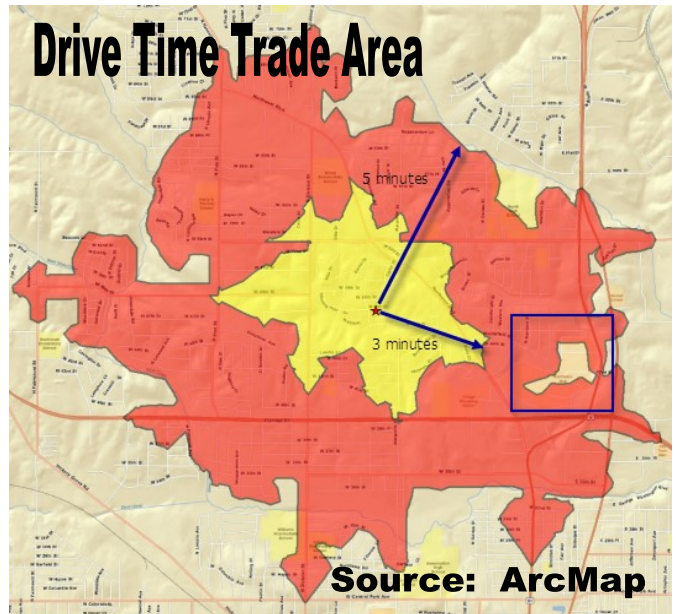
“A geographic area within which a business enterprise or center of retail or wholesale distribution draws most of its business.”

There are multiple ways to define a trade area. Each company will define it in a way that works for their business model. Some businesses have some sophisticated ways of defining a trade area. Some have more simple versions. Two of the more simple ways of defining a trade area is using a radius or drive time

A radius defined trade area is to pick a location and have a radius around that point. Another method of defining a trade area is drive time. In other words, how many minutes will people drive to get to a business.



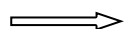
Keep in mind that different types of business will affect the size and configurations of trade areas. Typically restaurant trade areas are defined in radius sizes of one, three, five, or maybe ten miles.



Source: Market Business News

How do trade area attributes apply to attracting national brand companies to Godfrey? For years, when approaching various national brand businesses, Godfrey has been told that, “You don’t have enough rooftops.” For the residents who know how wonderful Godfrey is as a community, that is a difficult thing to hear, but there is truth in that statement.

Let’s take a look at some site requirements of some highly recognizable brand. Then, compare those requirements with the market attributes of Godfrey; and, draw some conclusions as to how to respond in a retail recruitment effort.



Trade area/site criteria requirements include:



- A population of 10,000/25,000/50,000 in a 1/2/3mile radius
- 6,000 or more households within a 1 mile radius
- \$60,000 average household income



- A population of 50,000 within a three mile radius
- \$50,000 medium household income
- Daytime population of 30,000



- A population of 45,000
- 10,000 daytime population
- Strong mix of white collar and service professionals
- 25,000 daily vehicle count
- 10,000–20,000 ft² bldg.



- Retail environment: regional centers, power centers, grocery anchored center, malls, and lifestyle centers
- 400,000 population within 10 miles
- 21' to 24' ceilings



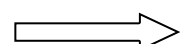
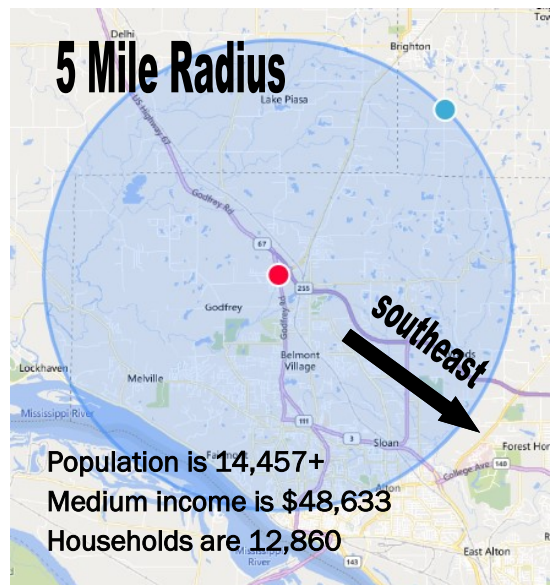
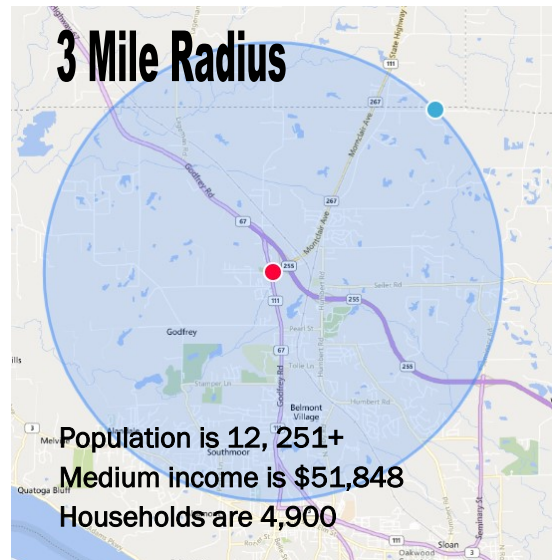
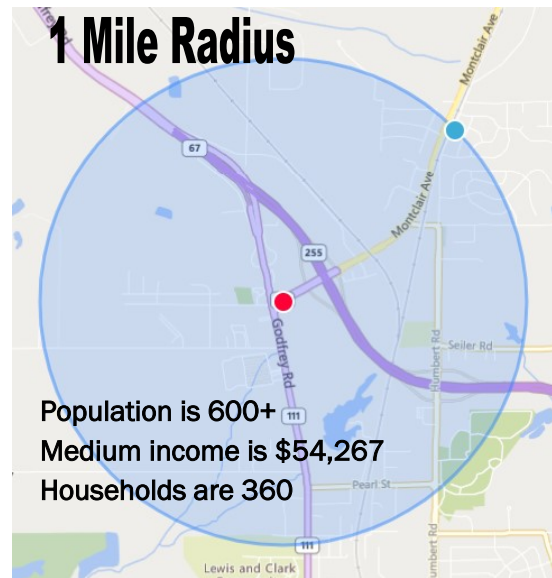
- Economically diverse incomes
- 80,000 population in trade area
- Strong co-tenants; Fast casual restaurants, grocery, big and small box anchors

A look at Godfrey

The above is just a very small sample of trade area criteria from national brands that some would find attractive for Godfrey. How would the Village stack up in meeting the requirements shown above.

For the sake of keeping things simple, the analysis will be based upon looking a one, three and five mile radius (I don't have the software do develop drive time analysis). Regardless of which method used, the results really arrive at the same conclusions.

Godfrey's land mass is large area and rural. When looking at a location as a potential site for a business, the site locator would draw the circle the specific area. For purposes of this analysis, the center will be placed at the north end of town as that is where any future development is likely to occur.



A comparison and gap analysis

Many, not all, of the national brands that Godfrey residents would like to see require a much more concentrated market than the Village has to offer. While the Village is part of the St. Louis metropolitan area, it is on the region's outskirts. There are fields to the north, east and west. Furthermore, it has the Mississippi River on the southwest border. To capture needed population concentration the "circle" has to be moved the southeast, which is not possible.

Take St. Charles County, Missouri. The county has a population of nearly one-half million. Madison County, Illinois has a population of about half. Amazon, General Motors, MasterCard, Citigroup and Boeing are the five largest for-profit employers. Other employers include Ameristar Casino, FedEx and Lear Group (source; Midwest Multifamily and Affordable Housing).

Can Godfrey become a community that can provide a market of, say, 25,000 in a three mile radius? At a minimum, it probably requires becoming a place like Edwardsville/Glen Carbon. That likely means stacking people on top of each other — translation, multi-family housing and lots of it. Such housing would be a combination of owner occupied or rental.

Developing into a community as described, may not be desirable to the current residents. Research indicates the residents of Godfrey value the small town, rural feel of the community and would like to maintain that ambience. Managing the Village's growth to preserve the historical character is certainly possible. For now, efforts remain underway to attract the type of national brand enterprises that can be successful in the community.

Godfrey is setting the stage to revise its comprehensive plan. At that time, it will be a good opportunity for the community to make decisions on a direction for the future.

A Changing Of The Guard In Protecting Godfrey



Lt. Keshner & Sergeant Weller

Godfrey is one of the safest communities in Illinois. In fact, by some ratings, it is the third safest in the state. While there are many factors that contribute to making a community safe, the quality of law enforcement certainly plays into the equation. The disastrous results of the "defund the police" movement have certainly demonstrated the importance of good police protection in a community.

Lieutenant Michael Keshner has played a significant role in keeping Godfrey safe throughout

the years. As of January 26, Lt. Keshner will be retiring to pursue other life goals.

Mike has spent his 25 years in law enforcement with the Madison County Sheriff's Department. After graduating from Alton High in '90, he attended Lewis and Clark Community College and received an Associates Degree in Criminal Justice. It was then that he joined the Sheriff's Department and attended the police academy. While serving with Madison County he went on to earn a Bachelors Degree from Lindenwood University in Criminal Justice.

In his tenure with the Department, he has served in many roles. The first six years in uniform was on patrol. The next four years he

was the Resource Officer for Alton High. After serving the area's students, Mike traded in the uniform and went to work in Investigations for seven years, during that time we also worked with the Area Major Case Squad. From there he had about two and one-half years in court security. Finally, Godfrey has had the good fortune of Lt. Keshner serving the last seven years as the Sheriff's Department Supervisor for Godfrey.

Mike comes from a law enforcement family. His father was an FBI agent, who then started his own law practice and went on to serve as a Madison County Judge. He brother is a retired police officer with service to both the St. Louis Police Department and the East Alton Police Department.

Mike stated that one of the greatest rewards he got from the job was serving as a school resource officer. "In that role I had an opportunity to make positive differences in people's lives," said Mike. Mayor McCormick says, "Lt. Keshner is leaving very large shoes to fill. He has been of outstanding service to Godfrey and will be missed."

Lt. Keshner resides in Foster Township with his wife, Stacy (who owns and operates White Birch Interiors and Accents at 701 W. Delmar). He has an adult son, Aiden. As for future plans, Mike wants to take more time to enjoy life and family; and, to find ways in which he may have some type of liaison/service role within the community.

With the retirement of Lt. Mike Keshner, the Godfrey community is being introduced to Sgt. Robert "Bobby" Weller. Sgt. Weller will assume the role as the Madison County Sheriff's Supervisor for Godfrey.

He may be new to the supervisor's role, but he is certainly not new to the area. Sgt. Weller grew up on the family farm in Greenfield, Illinois. He and his brother, who is also a law enforcement officer, still engage in farming in Greene County.

In high school, Sgt. Weller knew he wanted a career in law enforcement. He attended Lewis and Clark Community College and then Southern Illinois University Carbondale earning a degree in Administrative Justice.

Being a young man with a good deal of flexibility to relocate, he took a job with the Secret Service protecting the George W. Bush Family and administration. In the uniform division of the Service, his main responsibility was protecting the White House, but he also had the opportunity to see other areas of the country and the world.

Wanting to return to the area, he landed a job as a police officer with Wood River in early 2004. Serving with that department for a short time, he got on with the Madison County Sheriff's department. There he served on patrol until 2017 when he began working in investigations. He made the rank of Sergeant in 2020. The last three years, Sgt. Weller worked as an investigator in the "Metro East Auto Theft Taskforce."

Sergeant Weller has once again put on the uniform and will be serving Godfrey as the patrol supervisor. Godfrey will be in good hands as he has great knowledge about the area. He has lived here since 2007 and served most of his time on patrol working in the community and northern Madison County.

Wife, Brittany also owns and operates an all inclusive wedding venue located in Carrollton called: Walnut Hall Estate (www.walnuthallestate.com or Facebook: Walnut Hall Estate).

Bobby and Brittany have three children Sloane (7), Emerson (5) and Maverick (3).

If you'd like to receive the monthly issue of "The Villager" by email, please contact Jim Mager at: jmager@godfreyil.org



Splish Splash.....

Two years ago a small group came up with an idea to raise money for a local charity. It is called Freezing For Funds. It was a success and after skipping a year they did a second event on January 6 of this year. Held on a nice snowy day at Glazebrook Park the event was even a greater success and raised approximately twice the amount as the first time (\$7000.00).



The concept was for people to make a donation. With that contribution the donor nominated a charity to win the money. The more people that nominated (voted) for a particular charity, the better the chances are that when the winner is drawn it would be that charity. There was a great turnout of both participants, spectators and sponsors. Shivers Frozen Custard was there providing everyone with delicious hot coffee and hot chocolate.



The Godfrey Fire District and Godfrey's Emergency Management Officer were on hand to make sure everyone stayed safe. Both Riverbender.com and Big Z Media were there to participate and cover the event.

There were over 70 potential charities submitted. Mayor McCormick drew the winner at the end of the "swim." This year's lucky winner was the YWCA of Alton.



Thanks to all of the sponsors for our successful event on January 6th: →

- Simmons Hanly Conroy
- Big Z Media
- Miller King Attorneys At Law
- Fast Eddie's Bon Air
- Riverbend Kitchen And More
- Alton-Godfrey Rotary Club
- Little Medical School
- Scooter's Coffee
- Rister's Automotive And Transmissions
- RJS Hauling
- The Franchise Sports Bar & Grill
- State Farm Mike Fahnstock
- Quad Cities Community Development Center
- Jen Mechanical, Inc.
- The Lintz Law Firm, LLC
- Bemis Family Chiropractic
- Lewis & Clark Community College
- Absolute Healthcare Services
- Bristow's Automotive
- Attorney Steve Selby
- Jenny Gaume
- Bubby & Sissy's
- S. Shafer Excavating
- The Loading Dock


And we also would like to thank those who provided products or services to help make this event run smoothly:

- St. Peter's Hardware
- YWCA
- Shivers
- Jim Mager
- Village Of Godfrey
- AR Deahl

Word has it that organizers are already planning next year's event.

A Night At The Mouse Races

February 3 @ 7:00 p.m.
Sponsored by Alton Optimist Club
Alton-Wood River Sportsmen's Club
\$20/person
altonoptimist@gmail.com



Oh, and one more thing.....

Well, you might notice I have a different picture of me in this issue. I had the pleasure of performing some music and taking care of the master-of-ceremonies function at the Freezing for Funds event. Of course it was a bit chilly that day so I wore my hat and Carhart coat. Karen Sinks, Mayor's office, was taking pictures and caught me in my "usual" attire. Bowties are great, but my heroes have always been cowboys. Thanks to all who supported this event!

Working in Village administration, we get lots of suggestions on the types of businesses that Godfrey needs to attract. I agree that more variety and selection of national brands would be nice. But, depending upon the types of brands that might locate here, there would also be trade-offs. Do you want to zip down Godfrey Road at 40 MPH; or, "stop and go" like it is on Troy Road in Edwardsville? I kind of like watching the deer walk through my front yard and the possums come up on the back deck. I like looking out my back door and not seeing any houses. There is a balance, we'll just have to find it.

Thanks to Gorrilla Car Wash for being a great Godfrey business; and, a big thank you and congratulations to Lt. Keshner on his retirement!!



Jim Mager
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Daddy Daughter Dance



Saturday, February 17th 6:00 - 8:30 PM at North

Elementary School

5600 Godfrey Rd, Godfrey, IL 62035

(Doors open at 5:30 pm. Parking is located in back of the building. The front entrance will be locked.

Enter through the back entrance only!)

Dads and daughters are invited step out together and flaunt their best attire and dancing shoes for our 7th Annual Daddy Daughter Dance.

This event is open to **girls ages 3-12 years** of age along with an adult male-figure (fathers, brothers, grandpas, uncles) **\$40/couple; \$15/additional daughter***

The evening will

include:

- ◆ DJ & Dancing
- ◆ Appetizers
- ◆ Photo Booth Fun
- ◆ Arts & Crafts
- ◆ Daddy Dance-Off



GODFREY
PARKS AND RECREATION



Office registration ends Friday, February 9, 2024 or you can sign up online* until Sunday, February 11, 2024 by visiting one of the websites listed below. Please remit payment to either Godfrey Parks and Recreation at 6810 Godfrey Rd., Godfrey, IL 62035 or Alton Parks and Recreation at 2 Emma Kaus Ln., Alton, IL 62002.

Checks should be made payable to whichever department you are submitting payment.

For further information, please call 618-466-1483 or 618-463-3580, visit www.teamsideline.com/godfrey or www.cityofaltonil.com,

and like us on Facebook. Inclement weather hotline for Alton Parks and Recreation: 325-0035

MOTHER / SON BOWLING

Saturday, March 16, 2024



SESSION A: 12:30 PM - 3:00 PM

(Doors open at 12:00 PM)

SESSION B: 3:30 - 6:00 PM

(Doors open at 3:00 PM)

at Bowl Haven Lanes

3003 Washington Ave, Alton, IL 62002

STRIKE! Mothers and Sons are invited to join Godfrey and Alton Parks and Recreation Departments in the 2nd annual Mother-Son Bowling Night. This event is open to boys ages 3-12 years of age along with an adult female-figure (mother, sisters, grandmas, aunts).

DUE TO THE LIMITED SPACING, WE ASK ONLY

Office Registration ends at 4:30 pm Friday, March 8, 2024 or you can sign up online by visiting one of the websites listed below. Please remit payment to either Alton Parks and

Recreation at 2 Emmie Kaus Ln., Alton, IL 62002 or Godfrey Parks and Recreation at 6810 Godfrey Rd., Godfrey, IL 62035.

**Checks should be made payable to whichever department you are submitting

This evening will include:

- Pizza, Salad, & Soda
- Two Games of Bowling
- Shoe Rental and Bowling Ball
 - Selfie Station
 - Memories & FUN



**SPACE IS
LIMITED!!!!**

For further information, please call 618-466-1483 or 618-463-3580, visit www.cityofaltonil.com or www.godfreyil.org, and like us on Facebook. Inclement weather: See Facebook for updates.