



The Villager



January 2024

Special points of interest:

- Godfrey Commissions Hotel Study
- Illinois Paid Leave Act
- Who Lives In Godfrey
- Business of the Month: Karen Wilson State Farm
- 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

Godfrey Commissions A Hotel Study



Through investment and strong management, Godfrey possesses a great park system and recreation program. Those park and recreation assets position the Village for an athletic tourism opportunity. As tourists come to Godfrey, they must overnight in Alton or other nearby communities, which results in lost hospitality tax revenues. The Village conducted a hotel study in 2017. A lot has changed in seven years.

The current state of the hospitality industry, post-pandemic is as follows:

- Leisure travel is very strong and close to pre-pandemic levels – with industry predictions of increased growth.
- Business travel has not recovered and is weak.
- Group travel is still a bit down, but is showing improvement.

The Board of Trustees has approved appropriations for a hotel study. The study will be conducted by Hospitality Marketers International, Inc. The following outlines the general approach that will be taken in researching the Godfrey market.

Recommendations regarding the style of the proposed hotel will be provided based upon demand and competitive supply factors. It is anticipated that research will be conducted for a limited-service, midscale to upper midscale style hotel. The exact location for a proposed hotel will be identified during the field research phase of the study.

The price category for the proposed hotel is to be identified, but it is believed that it will be

midscale to upper-midscale. Recommendations will be provided for the proposed hotel's price category based upon demand and competitive supply factors.

Based on comprehensive research of the subject market, the field research hotel evaluation report provides a preliminary evaluation with key market factors. This analysis considers the proposed site being considered for hotel development, The study also looks at the relationship of the site as it relates to possible lodging demand generators and existing lodging supply. General economic conditions will also be researched.

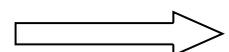
Preliminary operational projections for both hotel types regarding occupancy, average daily room rate, and sales revenue will be presented. No food & beverage projections will be assessed. Financial analysis will be developed based upon the sales revenue projections and national hotel industry operational expense averages for the style of hotel being considered.

Projections may be used to forecast a stabilized year of operation. Preliminary recommendations for hotel site location, product type and size, franchise/branding recommendations, and product features and amenities will be provided.

The results of the study will be used to market Godfrey and specific sites to hotel developers and operators. Certainly, interested parties will conduct their own analysis and due diligence before making the decision to invest in the area. However, it is often the case that a community puts together a package in order to solicit a hotel developer's interest. This situation is particularly true when no existing lodge facilities are present.

It is anticipated that work on the study will commence in early 2024 and conclude in the second quarter of the year. The finding of the research will determine the future actions to be taken in a hotel recruitment effort.

Given study results, Godfrey would recruit for the highest and best brand of hotel for the market, which means first recruiting for a national brand. Acquiring a national brand hotel brings the advantages of:



"Study" from page one....

- Brand preference and national registration systems, which regional brands cannot provide.
- Travelers may have reward systems with the national brands.
- If the market is very favorable, national brand developers are not reliant on local investment.
- Since Alton has recognizable national brands, Godfrey should strive to be competitive with a national brand.



Mayor McCormick presents Mr. Veseli, owner, with a plaque recognizing The Round Table Restaurant as Village of Godfrey's November Business of the Month.

Just In Case You Missed It...



If you are an employer there is a new law you will have to give attention. Workers in Illinois will begin earning paid time off on January 1, 2024.

The new law allows workers to earn up to 40 hours of paid leave in a 12-month period. Workers will accrue one hour of leave for every 40 hours worked.

Governor JB Pritzker signed the landmark legislation in March, making Illinois the third state in the nation and first in the Midwest to mandate paid leave for any reason.

"Illinois is the most pro-worker state in the nation, and the Paid Leave for All Workers Act is a prime example of those values translating into action," said Governor JB Pritzker. "Starting January 1st, I couldn't be prouder that Illinois is officially becoming the first state in the Midwest to mandate paid leave for any reason. From raising the minimum wage to enshrining the right to collective bargaining in our state constitution, my

administration will continue to support and protect Illinois' workforce at every turn."

"The Paid Leave for All Workers Act furthers our Administration's commitment to uplift the working families of Illinois," said Lt. Governor Juliana Stratton. "As a mother and former caregiver to a parent, I understand that life happens in the most unexpected ways. Our residents deserve support and security when those curveballs come and this Act will continue to make Illinois the best place to live, work and raise a family."

Starting on March 31st, 2024, or 90 days following commencement of employment, workers can begin using their earned time off for any reason without the requirement of providing documentation to their employer under the Paid Leave for Workers Act.

"Paid Leave for all Workers means more protection and flexibility for workers in Illinois," said Illinois Department of Labor Director Jane Flanagan. "This new law allows workers to step away from work and answer when the unpredictability of life comes calling without the threat of losing pay or their job."

Workers will be paid their full wage while on leave and tipped workers will be paid the minimum wage in their respective locale. An employer cannot require an employee to find their replacement for the leave.

This law applies to every employee working for an employer in Illinois, including domestic workers, but does exclude certain categories of workers that are not subject to the law.

The law requires employers to post a notice about the Paid Leave for All Workers Act.



Reminder: In a snow storm, PLEASE do not park vehicles or other obstructions on the street. The plows need to get through to clear the snow. Thanks for your cooperation!



It is fairly common to receive requests about available properties or sites for business locations. When these inquiries occur, the lead time for response is usually limited — sometimes a matter of only a few days. Given the importance of a quick reply, it becomes necessary to identify available property and related information ahead of time.

The type of information requested in these inquiries is:

- the availability of the property,
- the size and type of any of structure ,
- utilities,
- zoning,
- whether or not the property is eligible for any business incentives offered by local or state government; and,
- pricing.

Godfrey's Office of Economic Development maintains a list of known available properties not on public listings. For example, the list may have properties in which the owner would entertain selling if an opportunity were to arise — but there is no active attempt to sell.

Identifying available properties includes monitoring the websites of local real estate offices, and other platforms that have property listings. It also requires quite a bit of networking and phone calls to property owners in order to identify sites that might be available.

If there is a property that may be available for sale, is zoned for commercial use, and could be considered should an appropriate inquiry be received by the Office of Economic Development, please notify that office. Information about the property will be kept confidential as appropriate.

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"May all your troubles last as long as your New Year's resolutions." —Joey Adams

Who Lives In Godfrey

Psychographics is the study and classification of people according to their attitudes, aspirations, and other psychological criteria.

Examples of Psychographics include;

- Personality
- Lifestyles
- Interests
- Opinions
- Values
- Priority initiatives
- Success factors
- Perceived barriers.

There are various psychographic models that are used in marketing and consumer behavioral analysis. The study of behavior is used by companies to determine the potential of markets. For example, a businesses that provided goods and services to older consumers would likely find Godfrey to be an attractive market.

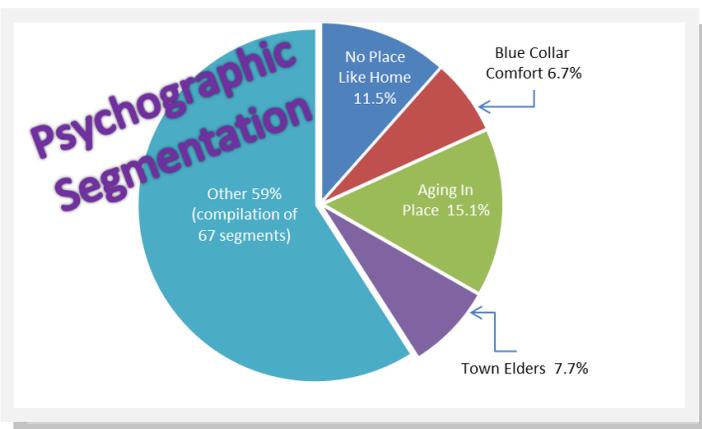
The model currently used by the Village of Godfrey has seventy-one classifications. Of the Village's population, forty-one percent make up four segments. The remaining fifty-nine percent are comprised of the remaining sixty-seven percent. The four largest segments are as follows:

No Place Like Home segment (11.5%): Smart shoppers, multi-generational homes, tech apprentices, large households, social media fans, conservative values, head of household age is 51 to 65, household income is \$75K to \$100K, home ownership, household size is 5+, single family housing.

Blue Collar Comfort segment (6.7%): Multi-generational households, middle class comfort, union workers, older homes, bargain hunters, social media fans, head of household age is 36 to 45, household income is \$50K to \$75K, home ownership, household size is 5+ persons, single family housing.

Aging In Place(15.1%): Retired, financially secure, AARP members, fine arts appreciation, avid newspaper readers, Republican households, head of household age is 66 to 75, household income is \$35K to \$49K, home ownership, single family housing.

Town Elders (7.7%): Avid TV watchers, rural lifestyle, seniors, home-centered activities, conservative values, cautious money managers, head of household age is 76+, household income is \$25K to \$35K, home ownership, single family housing.



Godfrey's Population

Males: 8,496 (48%)

Females 9,154 (52%)

Median residents age: 45.7 years

Illinois median age: 38 years

Estimated Median Household

Income In Godfrey

Godfrey: \$70,171

Illinois: \$62,922

National: \$63,575

When contemplating purchasing of property in Godfrey with the intent of commercial or business use, be sure to check the zoning of the property. It is also advisable to determine if the property is in one of the business incentive districts:

- Business District
- TIF District
- Enterprise Zone

Having property that is properly zoned or in a business incentive district may have an impact on the intended use of the property. The time to make those determinations is prior to purchase.

Godfrey 311

Electronic 311
Smartphone App

Easily report potholes, broken street lights and other problems.
Call or email local officials, the police department, city offices and others.

Access activity calendars, receive village alerts and more.

If you'd like to receive the monthly issue of "The Villager" by email, please contact Jim Mager at;

jmager@godfreyil.org



Featured Business of the Month:

Karen Wilson State Farm

“Like a good neighbor, State Farm (or should we say, Karen) is there...” And, what a good neighbor she is to so many in the community.

Mrs. Wilson is very active and committed to the community. She does, or has, served on several community service organization boards. She is on the boards of Riverbend Growth Association, North Alton-Godfrey Business Council, Pride, Inc, Lewis and Clark Community College Foundation, and Asbury Village. Karen was very instrumental, through Pride, Inc, in developing the “Welcome to Godfrey” signs at both the northern and southern entrances to the Village.

She has chaired the local Bucket Brigade, which her father started in 1988. She has co-chaired, with Pat Ackman, the Miles Davis Memorial Committee that raised money to erect a statue of Miles Davis in his birth town of Alton.

While many currently recognize Karen as a State Farm agent, she does have a varied career. Back in the day, she sold real estate in the area. In the 70’s real estate was going strong until the interest rate hit 18 to 20% and it killed home sales. In 1980, she left the profession to take time for staying home to raise her family.

In the course of raising kids, she got involved in volunteering at school, became a

teacher’s aid, and then went back to school to pick up classes to get a teaching certificate. In 1994 she became a teacher of English, Social Studies and Reading to seventh graders at Alton’s East Middle School. A few years in the classroom and Karen was promoted to an administrator within the district. She remained in education until July, 2002 when there was an opportunity to join State Farm.



With the transition to insurance, she became a second-generation State Farm Agent. Her first office was in Monticello Plaza. While that location was a place to get started, it did not lend itself to the goals

she had for her business. She purchased the property at 225 Tolle Lane. At the time, the building was a rental property and was zoned multi-family. She had to go through the process of getting the property rezoned and completely renovating the structure to the nice facility that it is today. “In my new location, what was very important to me was my sign,” says Karen. Even now it is a pleasant observation to drive past her office and take note of the clever quotes that she has posted on the sign.

Her passion for State Farm was first ignited as a child answering the phone for her dad who was a long-time State Farm agent in Alton. In high school and college Karen worked weekends and summers for him: learning how to connect with customers and help them navigate the confusing world of insurance.

From helping her father, Karen went off to college and spent two years at the University of Missouri-Columbia and then transferred to Southern Illinois University - Edwardsville. She holds a degree in Elementary Education

with a middle school endorsement and a Master’s degree in educational administration. Although it may have seemed strange to others to leave a career in education, she was coming back home to what had been experienced growing up — “Being able to educate others on strategies to manage their risks was more logical for me than others realized,” said Karen.

At Karen Wilson State Farm, they want customers to feel at home. They can help solve problems, navigate and manage risks, and help people realize dreams. The friendly and knowledgeable team is licensed and has years of experience with insurance and financial services. Whether it is car, home, renters, life and more; they will help find the right policy.

Karen lives in Godfrey with her husband of 40+ years. They have three children and eight grandchildren. When not working or serving the community, she enjoys traveling.

Karen Wilson State Farm can be found at:

225 Tolle Lane, Godfrey, Illinois
618-466-5774

Hours are 9 a.m. to 5 p.m. Mon – Fri
www.karenwilsonins.com



Oh, and one more thing.....

Another year is in the books and we look toward 2024. Year 2023 was a good one for the Village of Godfrey. We have seen a number of development projects completed that include the BJC Out Patient Clinic, Scooter Coffee, The Ruby Wren, Sushi and Baba Tea, The Dollar Tree and others. With other projects potentially in the wings, 2024 promises to keep the momentum going.

Congratulations to Karen Wilson State Farm. Karen is truly a great asset to the community, not only as a business owner but, just as importantly, the sense of community service she provides. She and I were having a conversation and we both agreed that one of the great things about Godfrey is it is small enough that the businesses owners and operators know each other, which allows a cooperation to facilitate community solutions.

Anyway, the Holidays are over. I hope everyone’s was great. Now it’s time to get re-focused and see what we can get done in the new year. All the best in 2024!



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