



The Villager

September 2024

Special points of interest:

- Hotel Recruitment
- Great Godfrey Maze
- Awards and Proclamations
- Attention Pickleballers
- Godfrey Good Neighbors Taylor and Lily Freer
- Growth Association's Business of the Month — Tassinari Insurance
- Godfrey's Featured Business of the Month — Heritage Farms
- Modern Daisy Boutique Ribbon Cutting
- The Thrill of Victory

Village of Godfrey Office of Economic Development

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You can see your future from here.



Michael J. McCormick

Mayor



As indicated in the May issue of "The Villager," a field research hotel evaluation report has been prepared for the Village of Godfrey for the potential development of a midscale to upper mid-scale limited-service style hotel in Godfrey, Illinois. According to the study, it is feasible for Godfrey to support an 80 room combination hotel.

The simple fact is that bringing a hotel into the community will keep travelers in the community. Small communities across the country are home to great tourist attractions, fantastic sporting and social events and to many local companies that have regional and even national recognition. These places get visitors on a daily basis and when there is no place to stay, these visitors, stay 30 miles or more away, taking their money with them. They will also not be able to tell their friends and family about the great town they visited last week and all it had to offer. [<https://www.linkedin.com/pulse/how-does-hotel-impact-your-community-jessica-junker/>]

There are dozens of hotel brands that are differentiated to serve various market segments. Below are some national families of brands with their individual brand that might be a good match for Godfrey:

- Choice Hotels
 - Sleep Inns & Suites
 - Sleep/MainStay Suites
 - Country Inn & Suites
- Intercontinental Hotel Group (Holiday Inn)
 - Avid
 - Avid/Candlewood Suites
- Hilton Hotels
 - Tru
 - Tru/Home2
- Wyndam Hotels
 - LaQuinta Inn & Suites
 - Wingate
 - Americinns
- Marriot Hotels
 - Fairfield Inn & Suites
- Various regional brands and independents

Hotel brands are basically franchises. These brands do not come into a community to build and own the hotel. The property is owned by investors and the brand provides the operating

systems and the reservations systems. Therefore; the challenge is to find investors who might care to have a property in Godfrey.

The advantage of recruiting a national brand is the name recognition and the registration system. Travelers have brands they trust and want to make reservations that will provide rewards for their stay in certain properties. Regional and independent brands cannot compete with the brand equity the national chains.

Potential markets include:

- The proposed hotel would be designed to serve the demographics of 35% corporate with 5% being group; and, 65% leisure with 15% being group.
- Weddings, family reunions and other social events.
- Families visiting residents at Beverly Farm, a home for adults with "developmental disabilities". It was reported that visiting families take residents they are visiting out for several days.
- Vacationers visit the area including the Great River Road and to enjoy the fall colors.
- Corporate/business travelers seek a quality style hotel in the area for employers.
- Participants are in the area for different fishing tournaments.
- Maintenance personnel are in the area for the scheduled shut down at the Phillips 66 Refinery for a couple of weeks.
- Flight crews of planes at the maintenance facility at the nearby St. Louis Regional Airport are reported to be there for a week or more.

Cursory estimated costs for a hotel appropriate for Godfrey range from \$8 to \$10 million. While every deal is different, common arrangements tend to follow something similar to the following:

An investor, or a group of investors, put up 20% to 25% equity on the front end. There is usually an infusion of incentives provided by the community (municipality, county, etc.). The balance of the costs are covered by debt financing, usually through the investor(s).

The next step is to find the investors.....



A new record for Godfrey's Park and Rec Fall Soccer program!

63 teams

1,000 players



The Great Godfrey Maze will be open Friday, September 20 and ends October 28. Operating hours are:
 Friday 6 p.m. to 10 p.m.
 Saturday 11 a.m. to 10 p.m.
 Sunday Noon to 6 p.m.

The Fall Festival is set for the weekend of Friday, September 27 through Sunday, September 29 (11AM – 5PM). This will include food trucks, live music, yard games, and the maze will be operating that day as well. The day will be a good opportunity for families to have some fun at an affordable price.

The Haunted Maze will occur Fridays and Saturdays, October 4 through the 26th. Hours of operation will be dusk to 10 p.m.

2024 Maze Admission

Adults (12 & Up) \$7.00
 Children (6-11) \$5.00
 Children 5 & Under FREE

Maze & Haunted Maze

Adults (12&Up) \$9.00
 Children (6-11) \$7.00
 Children 5 & Under FREE

Individual Attractions

Cow Train \$2.00
 Jumping Pillow \$2.00
 Wagon Rides \$2.00
 Inflatables \$17.00

Corn Crib Free (11 & Under)

Combo Pricing

Adults (12 & Up) \$12.00
 Children (6-11) \$10.00
 Unlimited Combo \$20.00

Souvenirs

Souvenir Shirt 1 for \$20.00 / 2 for \$35.00
 Past Year's Shirts 1 for \$3.00 / 2 for \$5.00
 Glow Glasses \$5.00
 Flashlights \$3.00
 Scout Patch \$2.00
 Glow Necklace \$1.00
 Glow Sticks \$1.00
 Glow Bracelets \$0.50



Mayor McCormick presents Marcia Wheeler a plaque for the McNicholas Club (KC Hall) for being April 2024 Godfrey Business of the Month. Marcia has retired and the new manager is Linda Fry. To plan an event, call 618-466-9889 to schedule a private appointment.



Lieutenant Bobby Weller presented Ryan and "Bear" Jenkins of Second Hand Barrels a plaque for the July 2024 Godfrey Business of the Month. Ryan's wife, Jamie, is co-owner in the business. Bear is a member of the executive advisory board.

3808 Stanka Lane,
 Godfrey, Illinois 62035,
 618-960-6994

RyanSHBCO@Gmail.com



Two-time Paralympian Eric Newby was honored with "Eric Newby Day" on Aug. 29, 2024, in the Village of Godfrey as he prepared to depart for the 2024 Paralympic Games in Paris.

Mayor Mike McCormick made the official proclamation naming Aug. 29, 2024, "Eric Newby Day" at the Village Board meeting, where he also highlighted Newby's athletic accomplishments.

Eric is a 20-year seasoned veteran on the USA Wheelchair Rugby team and was named co-captain along with Chuck Aoki, of the 2023 squad. Having moved into a leadership role on the team, he is looking forward to helping create a new identity for this USAWR team, which he calls "young, gritty and scrappy."

Local Olympian Get Hero's Send Off!



Mark Cappel, Village of Godfrey Director of Personnel, and Eric Newby outside his home before departing for Paris to compete in Olympic 2024 Paralympic Games. On August 20, Eric was escorted from his home to the Clark Bridge as he made his way to Lambert Airport. The escort was comprised of member from the Madison County Sheriff's Department, The Fire Chief of the Godfrey Fire District, Godfrey Mayor McCormick, The Alton Police Department and Department heads from the Village of Godfrey.

Along the way, Eric was honored by neighbors and area school students who stood aside the road holding American flags and posters.

Eric Newby is a two-time Paralympian, winning silver medals both in the Tokyo (2020) and in Rio de Janeiro (2016) Paralympic Games, and will be competing on Team USA in the 2024 Paralympic Games in Paris.



Tassinari Insurance was Riverbend Growth Association's August Business of the Month.
2720-C Grovelin (next to Mr. Donut)

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

Attention area pickleballers!



Godfrey is excited to announce that the installation of the lights on the pickleball courts at Glazebrook Park is finally complete.

To turn on the lights, you simply need to press the green button that is next to the main entrance of the complex. The lights will stay on for one hour at a time, and will be able to be turned on thirty minutes before sunset.

DON'T FORGET TO REACTIVATE THE LIGHTS BEFORE THE HOUR RUNS OUT.

The lights will automatically turn off at 10PM Sunday - Thursday, and 11PM Friday - Saturday.

It's a good day to be in Godfrey!

Godfrey's Good Neighbor(s) Lily and Taylor Freer



Sarah Woodman (Village Trustee), Lily Freer, Taylor Freer, Mayor McCormick

Mayor McCormick and Trustee Woodman are pleased to announce that Lily and Taylor Freer are recognized as Godfrey Good Neighbors. It is particularly exciting to honor these young adults for the fine contributions they make to the community.

Lily and Taylor are daughters of Tim and Carrie Freer. They started the Christmas in July tradition in July of 2009 when Taylor was 5 and Lily 2. Taylor wanted to have a Kool-Aid stand and raise money for Community Christmas. It was further decided to add the sale of sloppy joes. The first year they ran out of food and raised \$2,500. this year (2024), they raised almost \$75,000!

They realize they are very blessed and have made it their mission to make sure every child in our area has something under the tree at Christmas. Taylor and Lily will tell you while this may have been their idea, it is the community that makes Christmas in July a success. The community has embraced this project and is the reason it is successful. Everything from raffle items to food is donated and 100% of proceeds stays in our area helping our families.

Lily is a senior at Alton High and is a member of the National Honor Society and two-time national soccer champion. She leaves in January for Stanford University where she will play soccer and pursue studies in engineering.

Taylor is a junior pre-med student at Baylor University and is a member of Zeta Phi Beta. She has not determined her area of specialty at this time.

They are honored to be recognized as Good Neighbors and would like to share it with the community. They are most grateful for the community support given them over the fifteen years of this project.

**Featured Business of the Month:
Heritage Farms**



As summer comes to a close, those autumn activities are just around the corner. Soon, family activities will turn to apple and pumpkin picking. Hot apple cider and sweaters and jackets will be the order of the day. For those of us in Godfrey, we have a farm right here on Winter Lane where apples and pumpkins can be found in abundance.

Heritage Farm is a family owned and operated business. Patrick and Lindsay Gibson purchased the farm in 2017 and started the business in 2018. They and their three sons Mason (7), Easton (5) and Austin (3) live on the property.

The farm is a bit over 36 acres. Approximately 9 acres are in orchard with 13 varieties of apples. Around two acres is in a nursery where new apple trees are started from bare roots and grafting. Another 20 acres is dedicated to growing 50 different varieties of pumpkins.

About 65% of the farm's trees are sold wholesale, and the balance are retail. Pumpkins are also sold both wholesale and retail.

In 2020, the couple expanded to offering activities on the farm. When visiting the property one will find the trees and the

pumpkins are set up for a "u-pick" experience. There is an area for kid's play and picture taking.

Heritage Farm's owners strive to make visits to the farm fun, relaxing and memorable. Families can look forward to a day enjoying picking, playing and plenty of yummy treats!

Opening day for the 2024 season was September 7. The farm will be open on weekends with the following major events:

- September 15 — Apple Fest
- September 22 — Spiderman and Cinderella
- September 29 — Animals On The Farm (petting zoo and pony rides)
- More events are being planned

At the Apple Festival come ready to pick apples, enjoy inflatables, shop vendors, eat at a food truck and pick up some sweet fall treats! This will be a fun celebration to kick off the fall season. Spider-Man and Cinderella will be there from 11am-2pm to say "hi" and take pictures with the kids.

The kids' play area offers a multitude of fun activities that include: a tall slide with a climbing wall, putt putt golf, swings, corn play tables, pumpkin bowling and so much more!

Heritage Farm does not cut corners to sell more product. Things are done the right way, even if its harder and takes longer to ensure products are of the highest quality.

The couple have complimentary skill sets to operate and manage the farm and its events. Patrick has a degree in horticulture coupled with Lindsey's background in business and management. Patrick and Lindsey's goal is to empower consumers with an experience to a world of variety and flavors. They are committed to bringing heirloom fruits and vegetables to a market currently dominated by a select few choic-

es. Finally, they strive to create an inviting and fun experience when visiting the farm. Each year Heritage Farm works to expand products and service offerings. Future plans include constructing a retail building, and an event facility and develop new products.

Customers come from a twenty mile radius with approximately 20% coming from St. Louis and surrounding communities.

1821 Winter Ln.
Godfrey, IL 62035
314-583-8140

<https://www.visitheritagefarm.com>

Weekend hours are:
Saturdays & Sundays
10:00 am - 5:00 pm



On August 30, Modern Daisy Boutique held its Ribbon Cutting. The Riverbend Growth Association event was well attended by members of the Criter Family, business supporters, Riverbend Growth Association members, Village of Godfrey members and, most importantly, customers.

The business is owned and operated by Jamie Criter and offers an eclectic collection of clothing, jewelry, and home items. Many of the proceeds from products sold support various support organizations.

Attendees enjoyed gourmet refreshments and entertainment from the Left Hand Cowboy band.

5411 Godfrey Road, Suite C, Godfrey, IL 62035

Hours: Wed, Thurs, Fri, Sat are 10-5 and Sun 10 -2

<https://moderndaisyboutique.com/>

The Thrill of Victory.....



Congratulations to Eric Newby and the USAWR team for bringing home the silver from Paris!



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 structures,
- 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 was 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.

Jim Mager

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Don’t forget..... Commercial Property Enhancement Grant

Businesses located in the Godfrey Business District are eligible to take advantage of the “Commercial Property Enhancement Grant” program.

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 \$20,000 per project.

Eligible Expenses: Significant facade renovations, signage, awnings, doors, windows. Landscaping if it follows Godfrey Ordinance No. 15-2007. Parking lots if brought up to ADA compliance and Village codes. All appropriate permits must be secured.

Ineligible Expenses: Regular repairs and maintenance, demolition, 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. Tenants must provide written authorization from the property owner for the contemplated improvements and participation in the program. If the tenant or owner who receives grant funding should close, move, or remove work financed with a grant within five 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 five years. Application for the grant does require three bids. *The grant must be approved prior to commencement of work.*



Early voting begins at Godfrey Village Hall on October 21 and goes through November 1