



**VILLAGE OF BARTLETT  
ECONOMIC DEVELOPMENT COMMISSION**

**MEETING AGENDA**

**Meeting to be held at:  
BARTLETT VILLAGE HALL  
228 South Main Street, Bartlett, IL  
April 13, 2020  
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the March 9, 2020 meeting minutes
4. Public Comment
5. Update on Business Retention Action Items
6. Small Business Emergency Relief Program
7. New Business
8. Adjournment

**Minutes  
March 9th, 2020  
Village of Bartlett  
Economic Development Commission**

**1) Call to Order**

**K. Erickson called the meeting to order at 7:04 pm.**

**2) Roll Call**

**Present: K Erickson, M Hughes, N. Gudenkauf, J. LaPorte, R. Perri**

**Absent: S. Gandsey, A. Lewensky, T. Smodilla, G. Kubaszko,**

**Also Present: T. Fradin, Economic Development Coordinator  
S. Skrycki, Assistant Village Administrator;  
J. Dienberg, Management Analyst**

**3) Approval of Minutes**

**A motion was made to approve the minutes from the February 10, 2020 meeting.**

**Motioned by: J. LaPorte**

**Seconded by: N. Gudenkauf**

**Motion Carried**

**4) Public Comment**

**None**

**5) BEDA Program Enhancement**

**T. Fradin** stated that staff, the EDC and the Village Board created the Bartlett Economic Development Assistance (BEDA) program in the 2018-2019 fiscal year as an economic development tool to help attract and retain businesses.

A majority of the eleven short-term complex elements of the Village's Strategic Plan are related to improving the Village's economic development. Four of the items include developing a business recruitment strategy to attract developers to invest in the downtown area and provide options for businesses to locate in Bartlett; to develop strategies for development of Railroad Avenue vacancies; working to improve the retail business profile in the Village; and revisit, refine and execute the Village's overall economic development incentives.

The program was created to help achieve several of those goals.

Since August of 2018, seven grants have been approved for various projects. The total amount of grants approved to date has been \$250,000, leveraging \$2,773,500 in private investment.

Three projects have been approved but not yet completed. Both Siri Indian Grocery and 120 Live are nearing completion of their projects in the coming months. The Still has not yet commenced its expansion and interior improvement project.

While the Village has succeeded in enhancing our business environment via the BEDA program these past few years, we have also found some of the elements of the program as originally conceived as limiting or incomplete in our efforts to make the best use of the funds allocated for this program.

While meeting with numerous potential applicants and pitching this program to desirable businesses as an attraction and retention tool, staff has multiple suggestions on ways to improve it.

For example, when the program was created, we included a caveat restricting individual properties from being eligible for grants more than once every three years. The impetus for this was based on the TIF rebate program that was in place from the late 1980's through 2010 and the desire to spread the rebates around through the entire community rather than concentrating on particular properties.

The best example of this is the Streets of Bartlett, where Mr. Rafidia has been the recipient of two BEDA grants in the maximum amount, totaling \$100,000. He has documented a substantial amount of investment in the property and we continue working closely with him to fill the remaining portion of the former grocery store space.

Attracting a second grocer to the Village is one of the top priorities of the Village Board, the EDC and staff, and we believe that removing the limitation of grants on particular properties for a period of three years could possibly be a useful tool in helping to attract a store to this space despite the two grants already awarded the past two years.

Other properties would also be eligible and may benefit from removing this limitation as we work with existing property owners or investors to enhance commercial buildings over the coming years. We have removed the three-year provision from the application but will continue to be mindful about concentrating too many applications for the same properties.

Another example is removing all language referencing a fifty percent (50%) rebate amount. This came from other towns' programs but generally applied to smaller buildouts than the ones we have worked with.

To date, the grants awarded have ranged from 5% for Streets of Bartlett to 35% for the Still. The Village's economic development team meets to discuss appropriate amounts to recommend to the EDC and Village Board based on several factors prior to presenting a recommendation, so we feel it better to remove the references to a 50% rebate.

Also, when the first applicant (Indian Express) first appeared before the Committee of the Whole, they requested that a business plan be provided. Knowing the risk of first-time business owners, particularly in the restaurant industry, staff has subsequently requested that business plans be provided with the applications.

For those businesses that have already succeeded in Bartlett or elsewhere, we still request that business plans be submitted, but can include less details. We have added language about business plans in the updated application.

Other changes include the addition of consideration of one's military status on applications and additional language that takes into consideration the most challenging properties to attract investment to, such as the former dentist office located next to First Class Cleaners on Main Street, the vacant cottage owned by Franco Vercillo at 143 S. Oak Avenue and the chronically vacant building at 151 S. Oak Avenue.

**T. Fradin** added that staff wants to continue enhancing the BEDA program to make the best use of limited resources while leveraging the maximum benefit for the Village as a whole.

No longer the pilot program it was two years ago, we feel that increasing the flexibility of the program while simultaneously not offering a fixed percentage may encourage more existing businesses to apply and may provide further opportunities for business owners and investors to continue rehabilitating properties that they otherwise may not have.

We ask the EDC to endorse these changes and consider others that may enhance the overall economic development of the Village throughout the early 2020s.

**N. Gudenkauf** asked if the Bartlett Tap provided a business plan.

**T. Fradin** responded that he did and that it was actually one of the more thorough ones that they received throughout the other BEDA applicants.

**K. Erickson** added that a business plan is extremely important to outlining one's vision of their business. She added that there are many resources available to businesses to help write them out. She added that it is critical to the process and a great requirement to add to the BEDA application.

**T. Fradin** agreed.

**M. Hughes** asked what led to the changes, specifically asking if they were an obstacle or even suggested by the business.

**T. Fradin** stated that the 50% requirement was originally based on an older program with the village. He stated that the change for that was spurred on by how the program has played out in actuality and added that it will help temper expectations by applicants. He outlined that none of the previous grantees have received 50% and this gives staff flexibility when making a grant recommendation.

For the change on the three-year provision per property, Mr. Fradin used the Streets of Bartlett as an example. He stated that while Mr. Rafidia has received two grants to upgrade the two properties, the current rules would limit and prevent a business owner that was a tenant from utilizing the funds to improve/expand their business. He added that they wouldn't want to miss out on a good opportunity for the village based a rule that they made themselves.

**K. Erickson** stated that she likes the removal of the three-year provision. She stated that it encourages businesses to continue making improvements, and it reinforces the village's commitment to its businesses.

**M. Hughes** asked if there is a way to recapture if a business applies for multiple grants year-after-year to prop up a poor business plan and ultimately does not make it.

**T. Fradin** stated that there is not, but it is something they thought about. He stated that based on conversations with the Village Administrator, the thought was that the Village wouldn't want itself to get into the collection agency realm. He added that what the staff strives to do is where the businesses will use grant funds to improve the guts of the building, improving aspects that will stay with the property, and will improve the Village as a whole. He added that a claw-back provision could dissuade property owners from allowing tenants to apply and make those improvements.

**R. Perri** asked why staff is making the changes with the 50% provision when they have not had a project get near that 50% threshold to this point. He asked for an example of when a project would need 50% or more.

**T. Fradin** pointed out two photos that were included in the meeting packet. He stated that those two buildings are in dire need of repair, full of code violations, etc. He stated that if the rehabilitation of those properties totaled \$100,000, it is very likely that staff may recommend a 50% grant depending on the circumstances.

**R. Perri** asked if there was a chance in a similar example for the village to exceed a \$50,000 grant amount to hit that 50% threshold on a project of \$170,000 as an example. He also asked what other communities have as a maximum in similar programs.

**T. Fradin** stated that the maximum grant amount would remain at \$50,000. He added that Bartlett is in a way a leader in programs like this, and not many other communities have a similar program. He also differentiated from TIF programs, versus one like the BEDA program. He emphasized that he is very happy with the program that they built, and that other communities have reached out to pick staff's brains on the program.

**S. Skrycki** stated that the program is designed to leverage private investment, not supplement it. He added that staff is proud of their BEDA program and that it is more than many other communities are able to give.

**R. Perri** said that it is good to hear that Bartlett is a leader in this area. He said it gives Bartlett an advantage over neighboring communities.

**T. Fradin** agreed and stated that the BEDA program is making current prospects take a harder look at Bartlett, and it may lead to a new building on Route 59.

**J. LaPorte** asked if the owners can make the improvements for a tenant, and asked if they have been approached about it, specifically the owner of the building with First Class Cleaners on Main Street.

**T. Fradin** stated that there has been a mix so far of both tenants and building owners applying for and receiving grants. He added that they have approached almost all of the different centers in town about

the program, including the building Commissioner LaPorte asked about. He added that if a tenant applies, they have to provide proof that the building owner approves of the changes/renovations.

**N. Gudenkauf** asked if the cleaners are tenants or owners.

**S. Skrycki** stated that they own their half of the building.

**M. Hughes** asked if it would be possible for an owner to apply for a grant, as well as a tenant for two separate projects.

**T. Fradin** stated it is possible. He added that with the current changes, they are trying to make the program more inclusive and give staff more latitude. They would like to fix up more of the dilapidated properties, so that staff can then target vacant properties. He stated that the goal of the program is to help local entrepreneurs start a successful business.

**K. Erickson** stated that these changes open up the box and make it more forward thinking. It's the right thing to do and added that she loves the veteran component of the changes.

**T. Fradin** thanked commissioner Erickson. He added if any commissioners have any other recommendations to make changes, to let staff know, and that they are always open to suggestion.

**R. Perri** made a motion to recommend the changes to the BEDA program to the Village Board.

**N. Gudenkauf** Seconded.

## **6) New Business**

**T. Fradin** stated that the Village and Chamber are hosting a business workshop on Wednesday morning at Bartlett Hills. He invited the commissioners to attend if they would like. He highly recommended it to any business in town.

**K. Erickson** stated that she has loved the presentations in the past, and that the speaker is very energizing.

## **7) Adjournment**

**A motion was made to adjourn the meeting.**

**Motioned by: N. Gudenkauf**

**Seconded: J. LaPorte**

**Motion Carried. The Meeting Adjourned at 8:03pm**

## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** April 10, 2020  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator  
**RE:** Coronavirus-Related Business Retention Activities

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We had the busiest and most challenging business retention month ever this March, sure to be surpassed. The Village's economic development team within the Administration Department undertook massive efforts to assist as many existing small businesses in the Village as possible.

It is important to thank Sam Hughes and Joe Dienberg, they have helped immensely on pushing out and marketing the information that has gone out, of course Scott who has been there every step of the way as well.

We have spoken to businesses on nights and weekends and have tried our best to help them every step of the way. We have and will continue to try to contact every single business in Bartlett. The team has attempted to make approximately 300 phone calls letting them know the Village President and Board is thinking about them as well as the Village staff.

- We called all our restaurants early on in the crisis. They were advised of various loan and grant opportunities that were coming including DCEO's Emergency Hospitality Grant Program. Many businesses struggled with the application for various reasons, and we helped them navigate the applications and sent numerous reminders about due dates.
- Promoted carry-out, delivery and curbside pickup options for numerous restaurant businesses throughout the month by posting on Discover Bartlett Facebook page.
- Scott, Tony, Sam and Joey participated in numerous webinars and conference calls with various government entities including the SBA, Choose DuPage, DCEO and many others to keep abreast of the latest programs to share with the Village's business community.
- Joey sent out ten email blasts that we worked on together to the entire database of all Bartlett businesses whose email addresses we have on a wide variety of topics including safety tips, SBA loans, Choose DuPage programs, DCEO programs, Cook County measures, the Village's resource page, IL Dept. of Financial Resources, Hospitality Grant and many others. We began doing daily blasts in late March.
- Scott and Tony fielded calls from various businesses inquiring as to whether they were deemed essential and/or could remain open during the coronavirus pandemic. Staff assisted the business in finding alternative service delivery methods. including Unfortunately, we had to advise some to close under the Governor's order.
- Ordered "We Are Open" signs from a local business, Mark Your Space, to distribute mostly to independent restaurants throughout the Village which were safely delivered by hand in early April.

- Spoke with multiple landlords to discuss various programs and urging them to work with their tenants as best they can during these months when some may struggle to pay rent.
- Scott and Tony joined a conference call with the Chamber of Commerce to discuss sharing of information and cross-promoting businesses and programs.
- Joey designed a full-page “Shop Local” ad and ran in the Bartlett Examiner, and it was subsequently posted to the Discover Bartlett page, staff’s LinkedIn pages, included on numerous Eblasts, and shared with Economic Development Commissioners to share with their networks.
- Had a conference call/status report with McKesson early in the month.
- Hosted a seminar at Bartlett Hills early in the month for about thirty businesses highlighting website tips and focusing on assisting O’Hare’s Pub.
- Staff extended the deadline for Business License renewals from the original date of May 1 2020 to July 31, 2020
- The four of us collaborated with Don Pellico from the SBA to plan a Webinar for Bartlett Businesses that took place in early April. This is when we made hundreds of calls to encourage registration to the event.
- The four of us have diligently followed all County, State and Federal press briefings daily to bring the newest resources to the business community.
- Joey contacted all of our restaurants and asked if they were utilizing curbside pickup/carry-out/drive thrus to accommodate proper social distancing measures. Then, working collaboratively with GIS and IT, we updated the online map-based dining guide to include this information.
- Through the heightened posting/engagement on Discover Bartlett due to the pandemic, we have increased the page’s reach by 224% (14,207 people reached), page views by 150% (830 views), and page likes by 68% (42 new likes).
- Through our heightened efforts with our Eblast system, we have sent 4,622 individual emails, with an average open rate of 40.33%. This is nearly double of the industry standard in 2019 for MailChimp clients is 21.33%. We will get this number higher through continued education.
- With the help of our Community Relations Coordinator Gaby Infusino, the four of us collaborated to help launch a [COVID-19 : Bartlett Business Guidance & Resource](#) webpage on the Village’s website, filled with resources from other government agencies for our business community to utilize.



## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** April 10, 2020  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator  
Scott Skrycki, Assistant Village Administrator  
**RE:** Small Business Emergency Relief Grant Program

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Since the Coronavirus pandemic took hold in early March, the Village of Bartlett staff has taken numerous proactive measures to assist businesses during this time of crisis.

We recognize that many businesses both large and small are struggling to make ends meet and there are a wide variety of new programs to assist these businesses in obtaining loans and grants to survive and remain open following the pandemic.

Some measures taken by staff include numerous email blast updates to the business community, a webinar that we hosted with our local SBA representative, "We Are Open" signs to distribute to food-related businesses, numerous business promotions on the Discover Bartlett page, additions to the Village website including a link to open dining options and a new page on the Village website dedicated to providing the latest information from numerous sources including the SBA, DCEO, counties, and business organizations.

Additionally, staff has personally spoken with and responsibly visited with dozens of businesses throughout March and into early April. We have also began working remotely to practice social distancing through the end of April when the shelter-in-place order is currently scheduled to be lifted.

In an effort to assist as many small sales-tax generating businesses as possible, staff has spent hours crafting a one-time Small Business Emergency Relief Grant program with the goal of supporting Bartlett businesses during the crisis.

Tony and Scott will explain this program at the next Village Board, promote it to eligible Bartlett businesses and assist participating businesses with their applications.

The final details and application remain a work-in-progress, but the high-level parameters include:

- Limited to **sale-tax producing businesses only** with revenue between \$50,000 and \$2 million in taxable sales last year or in a shorter pro-rated portion if they were not open all of 2019. This is so the Village is understanding of how much they have been impacted by this.

- Franchise businesses and others with more than four units are not eligible to participate in this program.
- Home-based businesses are not eligible.
- Businesses must have a valid business license with the Village of Bartlett.
- Businesses must not have ceased operations permanently, but businesses that temporarily closed due to Coronavirus are eligible.
- Businesses must have verifiable sales losses as a result of the Coronavirus pandemic and must be able to provide verification with a start date of March 17<sup>th</sup>, when Governor Pritzker's shelter-in-place order was issued.
- The grant amount will be calculated upon a business's lost sales tax revenues in comparison with March 17<sup>th</sup> of 2019 through the date of the application. **The Village intends to return up to 25% of the prior year's sales tax payments (Village portion only) up to a maximum amount of \$10,000.**
- The application due date will be set by the Village Board if it approves this program at its April 21<sup>st</sup> meeting.
- We are working on this program with the Finance Director and Village Attorney to verify both available funding as well as the best ways to obtain personal guarantees should the businesses close or engage in any fraudulent activities.
- Unlike BEDA applications and TIF Rebate applications in the past, signing this application will include an acknowledgment providing Village representatives permission to obtain personal financial information including tax statements and permission to use sales tax information provided to the State of Illinois.

With this program, we are striving to quickly roll out a relief program to supplement other statewide and nationwide programs, some of which are proving challenging to the small business community.

However, we still must have policies and procedures in place; thus, we request the EDC's review, input, and endorsement of this new program.

For further questions on this, do not hesitate to contact me or Scott and we will be glad to assist.