



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 9, 2020
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the October 12, 2020 meeting minutes
4. Public Comment
5. Bartlett Area Taste of the Towns
6. November Broker Email Blast
7. Small Business Saturday
8. New Business
9. Adjournment



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1. CALL TO ORDER

Commissioner Gerald Kubaszko called the regular meeting of October 12, 2020 of the Economic Development Commission (EDC) to order on the above date at 7:00 p.m.

2. ROLL CALL

PRESENT: Commissioners Kirsten Erickson, Gerald Kubaszko, Michelle Hughes, Nan Gudenkauf, Robert Perri, Adam Lewensky Tracy Smodilla

ABSENT: Commissioner Joe LaPorte

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg,

3. APPROVAL OF MINUTES

Commissioner Erickson moved to approve the Economic Development Commission Minutes from September 14, 2020 and that motion was seconded by Commissioner Perri.

AYES: Commissioners Erickson, Kubaszko, Hughes, Gudenkauf, Perri, Lewensky, Smodilla

NAYS: None

ABSENT: Commissioner LaPorte

MOTION CARRIED

4. PUBLIC COMMENT - None

5. BEDA PROGRAM IMPROVEMENTS

Tony 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



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retail business profile in the village; and revisit, refine and execute the village's overall economic development incentives.

The BEDA 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.

Siri Indian Grocery has recently completed the improvement adding the hot food bar to its offerings. The only remaining project that was approved by a BEDA grant but not yet completed is The Still's expansion and façade upgrade.

While the village has succeeded in enhancing our business environment via the BEDA program these past several 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 by the Village Board.

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 as well as potential development of a new outlot building.

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 be a useful strategy in helping to attract a store to this space or a new one to an outlot despite the two grants already awarded the past two years.

We propose reducing the amount of time from three years to two to better continue the redevelopment of key properties downtown and throughout the Village.



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Other properties throughout our community would also be eligible and could benefit from removing this limitation as we work with existing property owners or investors to enhance commercial buildings over the next few years.

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 program 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.

Mr. Fradin stated 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 several 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 next several years.



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Commissioner Gudenkauf summarized Mr. Fradin's points, walking through the specific changes to the program.

Commissioner Smodilla asked to see a revised BEDA application including the proposed changes.

Tony Fradin referred Commissioner Smodilla to the meeting packet, where that draft is included.

Commissioner Erickson asked if the time limit is in "fiscal years" or "calendar years".

Mr. Fradin confirmed that it is by "fiscal year".

Commissioner Smodilla stated that she is uncomfortable with the ambiguity of the percentage of the project. She said it may lead to a slippery slope to the Village giving out corporate welfare to businesses that don't necessarily contribute sales tax to the Village.

Assistant Village Administrator Scott Skrycki stated that the ambiguity gives staff the ability to leverage the Grant in the best way possible. By not having a hard percentage point, staff has the ability to have the best interest of the Village, and not be pigeonholed through the process. Scott clarified that the Village will give preference to sales tax producers, however staff needs the freedom to turn away businesses that may oversaturate their respective market in the village, using a pizza place as an example.

Commissioner Erickson recommended that staff reword the application around the percentage to make it clearer to the applicant.

Commissioner Perri asked for clarification on the percentage.

Mr. Fradin stated that it is flexible, depending on the project.

Commissioner Kubaszko moved to forward recommended changes to the BEDA program that were presented to the Village Board for approval and that motion was seconded by Commissioner Gudenkauf.

AYES: Commissioners Erickson, Kubaszko, Hughes, Gudenkauf, Perri, Lewensky

NAYS: Commissioner Smodilla

ABSENT: Commissioner LaPorte



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6. SALES TAX AND UNEMPLOYMENT UPDATE

Mr. Fradin shared an update on the sales tax revenues and unemployment rates of the village. Two of the metrics that the EDC typically reviews and discusses early each year while reviewing the village's economic indicators and progress on developing a resilient, balanced economy are the sales tax revenues and unemployment rate.

At the beginning of this year, at the January 13th meeting, he was pleased to report the Village's unemployment rate at a historic low during his tenure, while sales tax revenues had been flat since the prior year, but had grown at a robust pace for over ten years to the point where the village collected \$2.38 million from July 2018 through July 2019 in municipal tax only.

Directly due to the pandemic, both metrics declined significantly throughout the middle of this year. However, sales tax revenues have since returned to its pre-pandemic range, while the unemployment rate continues to decline more gradually.

After falling to a low of 2.8% in February, the unemployment rate increased dramatically to a high of 16.2% in April.

In the five months since, the rate has declined steadily to under 10% in August.

Mr. Fradin stated that staff will review these metrics as well as many other economic indicators early next year in an effort to continue supporting and expanding the village's growing economy.

Commissioner Perri asked if the village has made cuts due to the loss of revenue.

Scott Skrycki stated that staff has found that the village's revenues, for the most part, have been strong and resilient throughout the pandemic compared to other communities. He added that the Village Administrator implemented a hiring freeze, delayed merit and cost of living wage increases, and vehicle purchases to be on the safe side early on.

Mr. Skrycki also added that staff has been working relentlessly to secure CAREs Act funding, which is not intended to recoup lost revenues, but to offset expenditures the village has had in response to the COVID-19 Pandemic.

7. NEW BUSINESS

Tony Fradin stated that staff has been working closely with developers, brokers, and the owner of Elmhurst Chicago Stone to build what will be the largest building in the village on the Cook County side of Brewster Creek Business Park. He added that a Class 6b will going to the Village Board soon for approval.



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Commissioner Kubaszko asked about the truck traffic in and around Brewster Creek Business Park. He also expressed interest in red light cameras near Stearns and Route 59 as a deterrent.

Mr. Fradin stated that the Village Board have received concerns from residents about the truck traffic and the village will complete a traffic study soon.

Scott Skrycki added that it is one of the village's and Mayor Wallace's top priorities with IDOT.

There being no further business to discuss, Commissioner Perri moved to adjourn the regular Board meeting and that motion was seconded by Commissioner Gudenkauf.

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Erickson, Kubaszko, Hughes, Gudenkauf, Perri, Lewensky, Smodilla

NAYS: None

ABSENT: Commissioner LaPorte

MOTION CARRIED

The meeting was adjourned at 8:00 p.m.


Joseph Dienberg
Management Analyst

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 2, 2020
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator 77
RE: Bartlett Area Taste of the Towns

BACKGROUND:

With the State having recently issued orders to restrict eating and drinking establishments in DuPage and suburban Cook County once again, as occurred this past spring, the village is once again tasked with stepping up our support of existing businesses in the hope of retaining as many as possible.

Having already been faced with this challenge and creating additional platforms on which to do this, we are taking some additional actions in conjunction with the Chamber of Commerce in this important effort to assist as many businesses as possible as the cold weather makes it more difficult.

BARTLETT AREA TASTE OF THE TOWNS:

In past years, the Bartlett Area Chamber of Commerce has hosted an evening in November titled "A Taste of the Town." Village restaurants participated in an effort to promote their cuisine to attendees. The event has been hosted by the Bartlett Park District in the Oak Room.

As the Chamber expanded from Bartlett-only to including Hanover Park, the event expanded, as well.

Unable to host a one-night in-person event, this year, the Chamber of Commerce, Park District and village are partnering to promote a two-week Taste of the Towns event that commenced on Friday the 6th and runs through Saturday the 21st.

We are encouraging dining establishments, members and non-members of the Chamber alike, to participate this year in an effort to promote themselves to existing and new customers. Many area residents are not aware of all the eating and drinking establishments right here in town.

We will be running advertisements and promotions both in print and on social media to promote this two-week event, which will serve as the de facto "dining weeks" for the village this year.

The four elements are to (1) order food or purchase gift cards from Bartlett area restaurants; (2) share a photo of your order with a positive comment on the Bartlett To-

Go Facebook page; (3) tag the Bartlett Area Chamber of Commerce and the restaurant of your choice; and (4) add *#BartlettAreaTasteOfTheTowns* to your post.

ACTION REQUESTED:

As Commissioners, we ask you to share and promote this event in your own personal social media accounts as well as with any organizations that you are a part of, as our plan is to promote this largely through Likes, shares and re-posts as well as in print and the village's social media outlets.

Bartlett Area

TASTE OF THE TOWNS

Support our local restaurants!

It's a WIN for you and a WIN for them!

November 6th-21st, 2020

Enter for the chance to win gift cards
to local restaurants!



Scan here for
a map-based
website of
Bartlett Restaurants



*For double entries in the
contest, scan here for a
list of all Chamber
Member Restaurants



1

Order food or purchase gift cards from Bartlett Area restaurants to win.

2

Share a photo of your order with a positive comment on the Bartlett To-Go Facebook page.

3

Tag the Bartlett Area Chamber of Commerce IL and the restaurant of your choice.
*Double your chances to win when ordering from a Bartlett Area Chamber member!

4

Add #BartlettAreaTasteOfTheTowns to your post.



Marco's Pizza,
*Moretti's Ristorante & Pizzeria,
*Pasta Mia, Pietanza's, Sir Nick's Pizza,
Taylor Street Pizza, *V&V Paesano



*120 Live, 2 Toots, *Ambrosia, AJB Polish Deli,
*Bannerman's, *Bartlett Hills Golf Club & Banquets,
*Beef Shack, *Brachts Place, *Dogfather, Gambits,
McMae's, McDonald's, Jersey Mike's Subs, KFC,
Lucky Star, *O'Hare's Pub, Subway, The Still,
*Villa Olivia, Wee Dee's, Wendy's



*D'licious Crepes and Roti,
Dunkin', Flappy's Pancake House,
Good Beans, Nick's Coffee Shop,
Savory, Starbucks



Bao Chinese Gourmet, Bartlett Oriental Mart,
Golden Bowl, *Indian Express,
Silver Lake Restaurant,
*TL's Four Seasons, Tokyo Steakhouse



Bello's, Emily's Mexican Grill,
JC's Mexican Restaurant,
*One Taco Dos Tequilas, Taco Bell,
*North of the Border



Cherry on Top, D's Treats, Dairy Queen,
Baskin Robbins, Oberweis Dairy,
*Rebecca's Cakes by Design,
Sonic

Brought to you by
the Bartlett Area Chamber of Commerce,
the Village of Bartlett,
and the Bartlett Park District.



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Greetings from Bartlett's Economic Development Team

November 2020 Bartlett Development Update

**5,100 +/- SF
OFFICE CONDO BUILDING**

**HUGE PRICE DROP!!
MOTIVATED SELLERS!
PRICE: \$300,000
WAS \$599,000!**

Unique Opportunity!! No comps on the market for this Custom Built, Urban Style Office Condo!

Built 2006, High End Finishes with this 5,100 Sq Ft, Two-Story with Elevator, 4 Private Offices, 4-6 Semi-Private Workspaces, 2 Bathrooms, Kitchen and

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59, this well-appointed unit features over a million dollars' worth of improvements made to it.

Perfect for a professional services firm and has been used by a creative digital agency since the center was completed.

Contact Inger Britt of Batavia Enterprises Real Estate at 630-430-6583 for more details and Tony for information on zoning or potential incentives (for sales tax generating businesses only) at 630-540-5937 or tfradin@vbartlett.org



Are you or a client looking to invest in a historic downtown property that has great potential to become the go-to establishment in town?

The former Bartlett Tap building at 113 W. Railroad Avenue is going back to the lender and available for sale to a new owner/operator or investor.

This building is classified as mixed-use so the taxes are currently in the \$12,000 range. It has been utilized as a bar and grill for over one hundred years

Contact Tony or Scott for more details and a personal tour of the building and plan for 2021 to be the year to hit it big in Bartlett!



We are 6b Friendly!

Brewster Creek Business Park is the rapidly expanding business park strategically located in the DuPage County portion of Bartlett with a smaller portion located within Cook County.

Home to over 75 businesses in over 4.5 million square feet of buildings and employing thousands of workers, Brewster Creek is home to Rana Meal Solutions, Greco & Sons Foods, Get Fresh Produce, Cheese Merchants of America, Axiom Plastics, Midwest Molding, Auto Truck, ITW Brands, Wittenstein/Alpha Gear Drives, Herrmann Ultrasonics and dozens more prosperous and growing businesses.

As the DuPage County portion of Brewster Creek nears completion, one of the largest companies in the U.S., McKesson, applied for and was approved for a Class 6b property tax incentive to construct a 400,000 square foot facility in the Cook County portion. Last month, Mayor Wallace and the Village Board approved a second Class 6b incentive for a 436,000 square foot speculative

So whether you or your client are searching for a large amount of industrial or warehouse/distribution space or a land site to build one, we are 6b friendly when it comes to our remaining Cook County sites!



New Banquet Venue Just Opened!

We have been fortunate to have had quite a few businesses open during the past few months despite the pandemic.

Bartlett has had two new restaurants open, an independent coffee shop, a wellness center and the village's first CBD store. Culver's is close to completing its new building and permits have been issued for additional businesses coming soon to the new and improved Streets of Bartlett shopping center.

Having extensively renovated a long-term vacant space in Streets of Bartlett, [Magnolia's Weddings & Events](#) has joined the other exciting businesses in this shopping center, with several more "coming soon."

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Contact Us

Whether you are looking for a 1,200 square foot space for a tenant looking to expand or a hundred-acre site to build a new subdivision, Bartlett has a site available for you.

The Village's economic development team is all in and ready to assist.

Contact [Tony Fradin](#) at (630) 540-5937 or [Scott Skrycki](#) at (630) 540-5916 with inquiries, suggestions, or to have your property or vacancy featured in an upcoming e-blast.

[Find Out More](#)

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ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 5, 2020
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Small Business Saturday

BACKGROUND:

Small Business Saturday is an American shopping event held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This year, Small Business Saturday will be on November 28th.

First celebrated in 2010, Small Business Saturday calls to attention the importance of shopping at the small businesses that serve as the backbone of the American economy and our local communities. Each year, Small Business Saturday draws shoppers to main streets across the country with great deals on unique products and services, events that encourage shopping locally, and unique experiences that introduce you to new venues.

Many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinesssaturday and #smallbizsaturday. (Wikipedia)

SMALL BUSINESS SATURDAY IN BARTLETT:

Unlike several surrounding municipalities, Bartlett does not have big-box retailers like Target, Wal-Mart, Meijer or Costco, nor does the Village have a major shopping mall like Woodfield Mall, Stratford Square or Charlestown Mall.

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened over the past few years.

With that in mind, Staff has once again requested promotional items from Small Business Saturday at American Express to distribute to small businesses in the downtown area including tote bags, stickers, banners, buttons and door mats for them to display between now and Small Business Saturday.

Regular participants include the Shoppes at Banbury Fair, Arts in Bartlett, the three small retail shops at 138 S. Oak Avenue, Town & Country Gardens, Forever After Antiques & Collectibles, Spin Doctor Cyclewerks, and several of the independent restaurants throughout town.

We encourage them to participate on their own with giveaways or specials of their own in an effort to encourage local residents to shop small the day after Black /Friday.

Additionally, Staff will be promoting Small Business Saturday via multiple posts on the Discover Bartlett Facebook page, the Village's Twitter account, website and cable station.

As members of the EDC, we request that you share these posts on your own social media and generally urge your contacts to shop small in Bartlett if possible this holiday season.