



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
December 14, 2020
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the November 9, 2020 meeting minutes
4. Public Comment
5. Introduction of New Commissioner Bob Gorski
6. Rebecca's Cakes By Design BEDA application
7. Shop Bartlett Promotion
8. New Business
9. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 9, 2020

1. CALL TO ORDER

Commissioner Erickson called the regular meeting of November 9, 2020 of the Economic Development Commission of the Village of Bartlett to order on the above date at 7:04 p.m. and NOTICE IS HEREBY GIVEN pursuant to Section 7(e) of the Open Meetings Act as set forth in Senate Bill 2135 signed by Governor J.B. Pritzker on June 12, 2020, making it effective upon said signing ("SB 2135"), that the regular meeting of Economic Development Commission of the Village of Bartlett (the "EDC") scheduled to be held on November 9, 2020 at 7:00 p.m. at the Bartlett Municipal Building, 228 South Main Street, Bartlett, Illinois, may be conducted by audio or video conference without a physical quorum of the members of the Village Board present because an in-person meeting is not practical or prudent due to a disaster, that being COVID-19 pandemic and the applicable restrictions imposed under various laws rules, restrictions, Executive Orders and/or announcements issued by Illinois Governor J.B. Pritzker and/or Ngozi O. Ezike MD, Director of the Illinois Department of Public Health, including without limitation "Restore Illinois: A Public Health Approach to Safely Reopen Our State", which currently limits gatherings to the lesser of 25 people or 25% of the capacity of the meeting room as a public health measure.

2. ROLL CALL

PRESENT: Commissioners Kirsten Erickson, Gerald Kubaszko, Michelle Hughes, Nannette Gudenkauf, Joe LaPorte, Adam Lewensky, Tracy Smodilla

ABSENT: Commissioner Robert Perri

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

3. APPROVAL OF MINUTES

Commissioner Lewensky moved to approve the Economic Development Commission Minutes from October 12, 2020 and that motion was seconded by Commissioner Gudenkauf.

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

NAYS: None

ABSENT: Commissioner Perri



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MOTION CARRIED

4. PUBLIC COMMENT

Robert Gorski - 709 Bayberry Drive

Mr. Gorski introduced himself and stated that he was contacted by Village President Kevin Wallace about filling the vacancy on the EDC. He stated that he was attending to get a feel for what the Economic Development Commission is about and added that he is excited for the opportunity if appointed.

Commissioner Erickson stated that she loves seeing potential commissioners attending before they are appointed, and appreciates the enthusiasm.

Assistant Village Administrator Scott Skrycki introduced himself and thanked Mr. Gorski, and stated that he will send him some of the minutes from the last few meetings. He also offered Mr. Gorski to call either himself or Tony if he has any questions.

Tony Fradin introduced himself and stated that he is looking forward to working with Mr. Gorski.

5. BARTLETT AREA TASTE OF THE TOWNS

Tony Fradin stated that 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.

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.



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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.

Mr. Fradin added that the village, chamber and park district 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.

The village 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.

Commissioner Gudenkauf reiterated the event's history and expressed gratitude towards the village for their assistance in helping with this year's event.

Mr. Fradin added that as commissioners, he asks them to share and promote this event in their own personal social media accounts as well as with any organizations that they are a part of. 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.

Assistant Administrator Skrycki added that the village is always doing everything that they can for these struggling restaurants. If a business owner ever expresses that there is more the village can do, to let him or Tony know and they will do what they can.

Commissioner Erickson added that it is the obligation of commissioners to do their part in supporting the businesses as well as sharing these programs on social media. She suggested buying a few small gift cards from Bartlett restaurants and surprising neighbors, or just trying a different pizza place one week.

6. NOVEMBER BROKER EMAIL BLAST

Tony walked the commissioners through the most recent email blast that staff sent out. (see attached email) He added that open rates have consistently been high for industry standards, and added that during the last blast, staff received 4 inquiries within the day.



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7. SMALL BUSINESS SATURDAY

Tony Fradin stated that 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.

Mr. Fradin added that 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.

Mr. Fradin encourages 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.

Commissioner Smodilla asked if staff has begun marketing the event yet, and also asked if the chamber is involved.



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Mr. Fradin responded that staff will focus first on Taste of the Towns, then transition to Small Business Saturday.

Commissioner Gudenkauf stated that the chamber also promotes the program every year.

Commissioner Erickson asked if staff could provide yard signs next year to residents to encourage others to "Shop Local".

Mr. Fradin stated that they can do it this year.

Commissioner Smodilla suggested downloading the shop small logo for signs.

Joey Dienberg added that staff will be starting a gift card campaign this holiday season to promote gift cards as a gift giving idea this year to include local restaurants as a part of small business Saturday.

Assistant Administrator Skrycki added that staff has sent over 100 emails to businesses about COVID rules, grant information, and village promotions over the last few months. He added that Bartlett has been one of the most communicative communities with their businesses throughout the pandemic. He thanked Tony and Joey for their hard work on that communication.

8. NEW BUSINESS

Tony Fradin stated that staff is working hard to bring in businesses to a few pieces of village properties, including a multifamily housing development at "Site E" as well as a retail developer for the southwest corner of Route 59 and Lake Street.

There being no further business to discuss, Commissioner Kubaszko moved to adjourn the EDC meeting and that motion was seconded by Commissioner Hughes.

ROLL CALL VOTE TO ADJOURN

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

NAYS: None

ABSENT: Commissioner Perri

MOTION CARRIED



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The meeting was adjourned at 7:42 p.m.

Joseph Dienberg
Management Analyst



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

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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

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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

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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.

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Want
update



ECONOMIC DEVELOPMENT MEMORANDUM

DATE: December 7, 2020
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Rebecca's Cakes by Design BEDA application

APPLICANTS: Rebecca Lesmeister

BACKGROUND: Attracting a bakery to town has been one of the targeted businesses for over ten years.

Since Sorella's Bakery closed in Devon-Prospect Plaza in 2009, bakery items have primarily been available for sale only at Jewel and through home-based businesses.

One such home-based business has been Rebecca's Cakes by Design, owned and operated by Rebecca Lesmeister. Of late, her business has continued to grow to the point where she is ready to move from a home-based business to a small storefront in Downtown Bartlett.

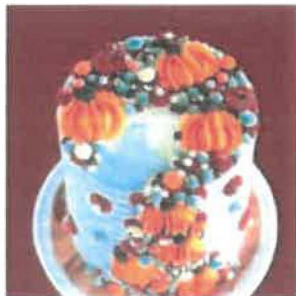
Located on the south portion of Main Street Plaza (Krueger portion) in a rear-facing unit, Ms. Lesmeister is building out a small vacant space into the village's first bakery in several years.

Mr. Krueger has provided a letter authorizing Ms. Lesmeister to move forward with this application as staff requested.

BEDA APPLICATION:

Having started the process with staff prior to the Village Board's recent updates to the BEDA program, Ms. Lesmeister has submitted the attached application, which includes a detailed business plan along with quotes totaling \$25,000 in improvements. The architect fees add another \$2,000 to the project.

Her business plan details her expertise in baking as well as her vast experience in the field. Ms. Lesmeister is taking her passion for baking to serve a community need by providing baked goods that are not only delicious and safe but a work of art.

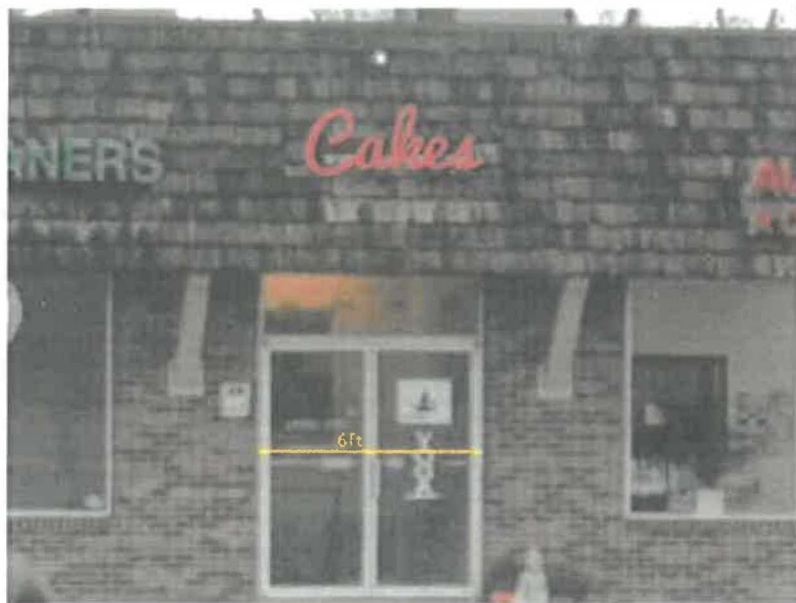


She is well-aware of the demand for allergy-friendly baked goods and will fill this need by ensuring safety in all ingredients and consulting with food experts to ensure integrity in their offerings.

Ms. Lesmeister accurately points out that there are currently no bakeries in the village as well as limited nut-free offerings in the surrounding area. As customers support independent locally-owned businesses with community ties more often, her timing is good in terms of filling this niche in the village.

Between improving the electrical and plumbing for the unit, Ms. Lesmeister details \$5,500 in build-out costs through John C. Lesmeister Contractors as well as nearly \$3,500 in signage from Bartlett-based Mark Your Space.

Ms. Lesmeister is aware of the additional challenges associated with being located in a rear-facing unit, thus her plan includes signage above the front-facing door as depicted in her application.



Her BEDA application shows an anticipated cost of \$27,000 to bring this unit up to current Code and including equipment and signage. The estimates that she turned in amount to \$25,000 but do not include architectural drawings, which is an additional requirement for this project.

Ms. Lesmeister has shared her desire to continue growing this business and eventually move into a larger space, thus she plans to continue making use of this equipment at this and possibly a future location for years to come.

Currently, her business is a one-woman operation, but she plans on hiring someone to assist within six months and a second full-time equivalent within a year.

RECOMMENDATION:

As previously stated, attracting a bakery to the Downtown area has long been a goal of the village's economic development team.

In keeping with the "shop local" movement and encouraging entrepreneurial residents like Ms. Lesmeister to take the major step from being a home-based business trying to fulfill hundreds of orders to establishing a commercial location, staff is strongly supportive of this endeavor.

We do not include architectural costs as eligible for reimbursement in the BEDA program, thus are considering this a project with a value of \$25,000.

We propose a BEDA grant in the amount of **\$7,000**, which amounts to 28% of the total costs involved to convert this vacant office space into a sales tax-generating business that will nicely fill a need in the village.

Village of Bartlett Economic Development Assistance Application

Applicant Information:

Applicant(s) Name Rebecca Lesmeister

Applicant(s) Address: 210 N. Hickory Ave

E-Mail Address: RebeccaCakesbydesign@gmail.com

Primary Contact for Project: John Lesmeister

Cell Phone Number and/or Home Number: 630-273-1963

Applicant is or will be (check all that apply) Tenant Property Owner

Number of Years in Business: 1 Number of Years in Bartlett: 1

Contact Name and Information for Applicant's Agent or Architect (if any):

John Lesmeister 630-273-1963

(Note: if applicant is a tenant, attach a letter from the property owner granting permission for project)

Property Information:

Project Property Location/Address: 338 S. Main St. Bartlett

This Property is (check all that apply): Retail Restaurant Office

Other (explain)

Number of Businesses on Site: 8-10 Beau Grate Hair, Augenstein

Names of Other Businesses on Site: Bartlett Sports, Green Light Driving

Size of Building (dimensions or total square feet) 9600

Stories in building: 2 Parking spaces on property: 67

Last Real Estate Taxes Paid: N/A

Property Tax Index Number(s) (PIN): N/A

County: Cook DuPage Kane

Project Information:

Total Anticipated Project Cost \$ 27,000.00

Amount Requested from Village: \$ 13,000.00

Project Scope: Describe and identify all exterior/interior improvements proposed (Use additional paper if necessary to fully describe proposed project)

See Attached Papers.

If approved, estimated project completion date: 1-1-2021

Please Attach: Receipts; Copies of both sides of cancelled checks, credit card statements or bank accounts from which materials were purchased and contractors paid; Waivers of Lien



Application Statement (Read and Sign Below)

I hereby make application to participate in the Bartlett Economic Development Assistance (BEDA) program. In making this application I understand that the purpose of BEDA is to help encourage and leverage private investment in the Village's business community and help my business bring an underperforming property into more productive use.

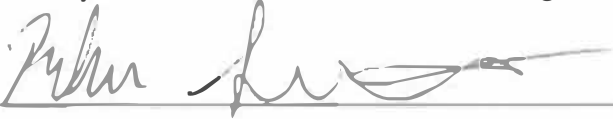
I understand that prior to commencing any work, the Village must first approve both my participation and proposed scope of work for the project. Applicants must meet with Economic Development staff prior to paying for improvements in order to review how much, if any, the Village may reimburse for the project.

I understand that all improvements made through the help of BEDA must be in accordance with all Village plans and codes. Moreover, as a condition of approval, I understand the Village may require changes to the scope of work I am proposing. I further understand that any work started or completed prior to approval of the project and my participation in the BEDA program is not eligible for reimbursement.

In making this application, I understand that the BEDA program is competitive, funds are limited and selection for participation is at the sole discretion of the Village of Bartlett. I understand that the Village will review my application and at the Village's discretion may reject or approve my participation in the program. I recognize that a project that enhances the Village's business climate by returning an underutilized property into economic productivity, increases local employment opportunities and includes a larger percentage of private investment than public stands a greater chance of being funded by the Village.

I also understand that if selected for this program, the Village will establish a maximum grant award for the project and this may be at a lower amount than requested or less than half of the anticipated cost of the project. I further understand that BEDA operates as a rebate program and, therefore, if selected for participation, Village funds will be disbursed to me at the conclusion of the work, after submittals by me of copies of all bills and satisfactory evidence of their payment, either by lien waivers or bills stamped "Paid" by all contractors. I understand that the actual rebate amount will be calculated at 50% of the documented actual costs by me for eligible expenses to complete the agreed upon improvements, up to the maximum grant amount awarded by the Village for the project.

By signing this application, I hereby acknowledge that I have read the above statement and understand these important features about the BEDA Program.



Applicant Signature

12-03-2020

Date



Return this completed application with attachments to:
Tony Frudin, Economic Development Coordinator
Village of Bartlett
228 S. Main Street
Bartlett, IL 60103

Rebecca's
Cakes By Design



Rebecca's Cakes by Design

<p>Identity</p> <p>Rebecca's Cakes by Design is specialty bakery offering custom order cakes, cookies, cupcakes, and pies in a nut free environment along with decorating classes.</p>	<p>Problem</p> <p>With the increase in nut allergies customers find themselves in the need of custom cake and bakery items which look beautiful, taste exceptional, and most importantly safely address nut free allergy needs.</p>
<p>Our solution</p> <p>Our bakery products are custom order and made in a nut free environment meeting all requirements for food safety yet still look and taste exceptionally well.</p>	<p>Target market</p> <p>Our target customer base will be local consumers within the Bartlett and surrounding areas in need of bakery orders for special events. In addition, we hope to partner with local business to provide baked goods for resale</p>
<p>The competition</p> <p>Custom bakeries specializing in nut free options are part of a niche market with companies of all sizes.</p>	<p>Revenue streams</p> <p>Rebecca's Cakes by Design will sell directly to customers and local businesses & restaurants for resale.</p>
<p>Marketing activities</p> <p>As Chamber members we plan to be a part of the Bartlett community by participating in all local events such as heritage days, summer fest, Bartlett arts festival and 4th of July. We will be running ads in the Bartlett Examiner along with Facebook targeted at local community groups. Moreover, we will run a free resident birthday cupcake promotion and hold monthly parking lot tent sales to connect with the community.</p>	<p>Expenses</p> <ul style="list-style-type: none"> • Startup costs for store/kitchen buildout, and commercial appliances. • Baking ingredients such as eggs, flour, sugar etc • Community event costs, advertising costs, and Chamber fees
<p>Team and key roles</p> <p>Currently, the only team member is the owner, Rebecca Lesmeister. We will expect to hire 1 FTE within 6 month of opening and a second FTE within a year.</p>	<p>Milestones</p> <p>As business grows, we expect to move to a commercial building within Bartlett that will provide more walk-in sales opportunities and consider a purchase of the property.</p>

Business Plan

Company Overview:

Rebecca's Cakes by Design is a Sole-Member LLC formed in Illinois on August 19, 2020. The sole member and owner is Rebecca Lesmeister, an expert baker and Bartlett resident. As a mom of a small child with a tree nut allergy Rebecca wanted to take her passion for baking to serve a community need by providing custom baked goods that are not only delicious and safe but also a work of art. Rebecca started out in an ice cream shop 11 years ago, where she instantly fell in love with baking and decorating cakes. After working in several bakeries over the years she craved the freedom to experiment with recipes and design techniques on her own – and so Rebecca's Cakes by Design was formed as a home-based specialty bakery. Within a short period of time her customer base outgrew her oven's capacity and so it was time to open a brick and mortar location with a commercial kitchen in Bartlett.

Product / Services Description:

Allergy friendly baked goods is a niche market where it is often difficult to find truly tree nut and peanut free options that are superior in taste and design to that of standard bakeries. Rebecca's Cakes by Design fills this need by ensuring safety in all ingredients and consulting with a health department food expert to ensure integrity in their offerings. Rebecca's Cakes by Design pricing will not be marked up to account for this niche offering and thereby appeal to both traditional and allergy sensitive customers. Offerings will include custom designed cakes, cupcakes, pies, cookies, home cookie kits limited only by her customer's imagination as Rebecca prides herself on bringing to life her customer's wildest creations. Additionally, Rebecca will offer baking and decorating classes, decorating parties, with plans to partner with local business for resale opportunities. Examples of her recent work as follows:



Market Analysis:

There are currently no bakeries within the Bartlett zip code and limited nut free offerings in the surrounding areas positioning Rebecca's Cakes by Design well in the marketplace. Large competitors in the area such as Jewel offer bulk offerings with limited custom design options. Rebecca's Cakes by Design will serve the custom design market with a focus on offerings for weddings, birthdays, and other special events. Current trends show customers supporting smaller independent "locally" owned businesses with community ties and program that give back to the community. Rebecca's will offer online sales, partnership with local businesses for resale opportunities along with local delivery to serve both customers within the Bartlett area and surrounding areas.

Marketing Strategy:

- As Chamber members Rebecca's will participate in all local events with onsite sales where allowable, giveaways, and visual marketing displays, events such as:
 - Heritage Days,
 - Summer Fest & 4th of July Events
 - Bartlett Art Festival
 - National Night Out
 - Shopping BLITZ
- Birthday Program – Bartlett residents will receive a free cupcake on their birthday
- Hero Program – Firemen, Police, First Responders, Pandemic Personal, Veterans will automatically receive 15% off their entire order, this will help drive new business while allowing us to give back to the community.
- Ads will be run in the Bartlett Examiner and on Facebook
- Networking focus online and in-person events, examples below:
 - Membership in local "What's Happening" FB groups
 - Membership in moms clubs and other local online groups
 - BAMS Group and Bartlett Chamber membership
- Onsite promotions to drive brand recognition and awareness of brick and mortar location:
 - Decorating contests
 - Monthly tent events with sales and giveaways

Operating Model:

Rebecca's Cakes by Design will be owner operated with a focus on food safety and excellence in customer service. Onsite owner supervision will drive product quality and controls. A full-time employee will be hired within first six months of opening with a second within 12 months of opening.

Longer term plan is to purchase a commercial property within the Bartlett area that would better position Rebecca's for walk-in retail sales traffic and hire additional employees from the local community.

Financial Plan:

START UP COSTS				
Rebecca's Cakes by Design				December 3, 2020
COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$500		\$6,000
Rent/Lease Payments/Utilities	12	\$1,200		\$14,400
Insurance	12	\$80		\$960
Supplies - baking ingredients/ materials	12	\$1,200		\$14,400
Equipment			\$11,025	\$11,025
Furniture & Fixtures			\$1500	\$1500
Leasehold Improvements - Build-Out			\$10,680	\$10,680
Security Deposit(s)			\$1,600	\$1,600
Business Licenses/Permits/Fees			\$500	\$500
Professional Services - Legal, Accounting	12	\$100		\$1200
Miscellaneous				
ESTIMATED START-UP BUDGET				\$69,465

Gross Sales Projections --

(Average 3-month gross sales are 15,000.00)

- 10-15% wholesale, Rebecca's Cakes by Design will partner with local businesses to offer reselling of goods
- 25% sales to existing customers, Rebecca's has a strong following from their home baking offering driving repeat sales
- 20-30% of sales to come from new product offerings such as decorating parties & classes, home decorating kits, and holiday specialty items such as cocoa bombs
- 15- 25% of sales to come from new customers based on brick and mortar location visibility and online and print marketing

Item Description	Category	Contractor	Proposed Amount	Final Amount
Electrical	Build-Out	U.S. Lighting, Inc	1,700.00	1,700.00
Plumbing	Build-Out	John C Lesmeister Contractors	5,500.00	5,500.00
Mark Your Space	Build-Out	Exterior Sign	416.00	416.00
Mark Your Space	Build-Out	Exterior Sign	3,064.60	
Equipment		Table, Mixer etc.	11,025	11,025
Architect	Build-Out	Architectual drawing	1,200	1,200
Building Material	Build-Out	Studs, Drywall etc	3,254	3,254

Payment Status

Paid in full

Paid in full

Paid in full

6,700

Paid in full

Paid in full

November 25, 2020

**Tony Fradin
Economic Development Coordinator
Village of Bartlett
228 S. Main Street
Bartlett, Illinois 60103**

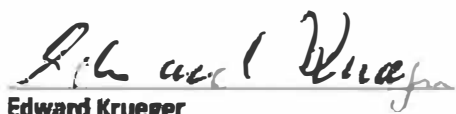
**Re: Economic Development Assistance Program
Rebecca Cakes by Design
338 S. Main St., Bartlett, IL**

Dear Tony,

I am writing to provide information as well as my support and encouragement for the Village to provide a grant to Rebecca Cakes by Design. Rebecca Lesmeister is the owner of the company and she has decided to operate her business by leasing space in Main Street Plaza to offer her bakery products in Bartlett from a new Main Street location. Her lease began November 1, 2020, and she has been working diligently to build-out the space for her baking operations.

As the owner of Main Street Plaza, I am providing my consent for the proposed improvements necessary for her to begin her business.

Please contact me if I can be of further assistance or if additional information is needed.



**Edward Krueger
Owner, Main Street Plaza
332 – 350 S. Main St., Bartlett, IL 60103**

Mailing address: 610 E. Turner Ave., Roselle, IL 60172

From: info.rdstore@jetrord.com
 Subject: Your Order at theRDstore.com : #162374
 Date: Oct 24, 2020 at 2:26:50 PM
 To: rebeccacakesbydesign@gmail.com



Order Confirmation

Order #162374
 Placed: 10/24/2020 15:26:41 EDT

18-30 132nd Street
 College Point, NY 11356, USA

Thank you for your order.

Below is a summary for your records.
 Once your order ships, we'll send you an email with tracking information.

To avoid any issue inspect the unit upon delivery before signing to make sure there are no damages. If your item(s) are received damaged, please refuse the item and contact us immediately.

Bill To

Name: Rebecca Lesmeister
 Email: rebeccacakesbydesign@gmail.com
 Phone: 6309628784
 Company: Rebeccas cakes by design llc
 Address: 210 N factory ave
 Bartlett, IL 60103
 US

Ship To

Name: Rebecca Lesmeister
 Email: rebeccacakesbydesign@gmail.com
 Phone: 6309628784
 Company: Rebeccas cakes by design llc
 Address: 338 S MAIN ST
 BARTLETT, IL 60103-4423
 US

Code	Product	Quantity	Total
e101-g	Duke E101-G Single Deck Full Size Gas Convection Oven with Legs - 40,000 BTU <i>This item qualifies for Free Shipping.</i> GAS1: NATURAL	1	\$2,669.00
PM-10	Primo PM-10 10 Qt. Gear Driven Commercial Planetary Stand Mixer with Guard - 120V <i>This item qualifies for Free Shipping.</i>	1	\$695.47
AWS1248	Channel AWS1248 48"W x 12"D, 1-1/2" Wall Shelf	2	\$132.82
	Lift Gate Service:		\$75.00
	Call Before Delivery:		\$15.00
	Shipping: FedEx Ground:		\$14.09
	Sales Tax:		\$369.14
	Total:		\$3,970.52



1235 Humbrecht Circle
 Bartlett, IL 60103
 (630) 289-7082

ESTIMATE

EST-6284

www.MarkYourSpaceInc.com

Payment Terms: Cash Customer

Created Date: 10/7/2020

DESCRIPTION: Exterior LED Sign - Channel Letters - UL Listed Parts - Installed

Bill To: Rebecca's Cake by Design
 338 S. Main Street
 Bartlett, IL 60103
 US

Installed: Rebecca's Cake by Design
 338 S. Main Street
 Bartlett, IL 60103
 US

Requested By: John Lesmelster
 Email: rebeccascakesbydesign@gmail.com
 Work Phone: (800) 273-1963

Salesperson: Helene Macaspac

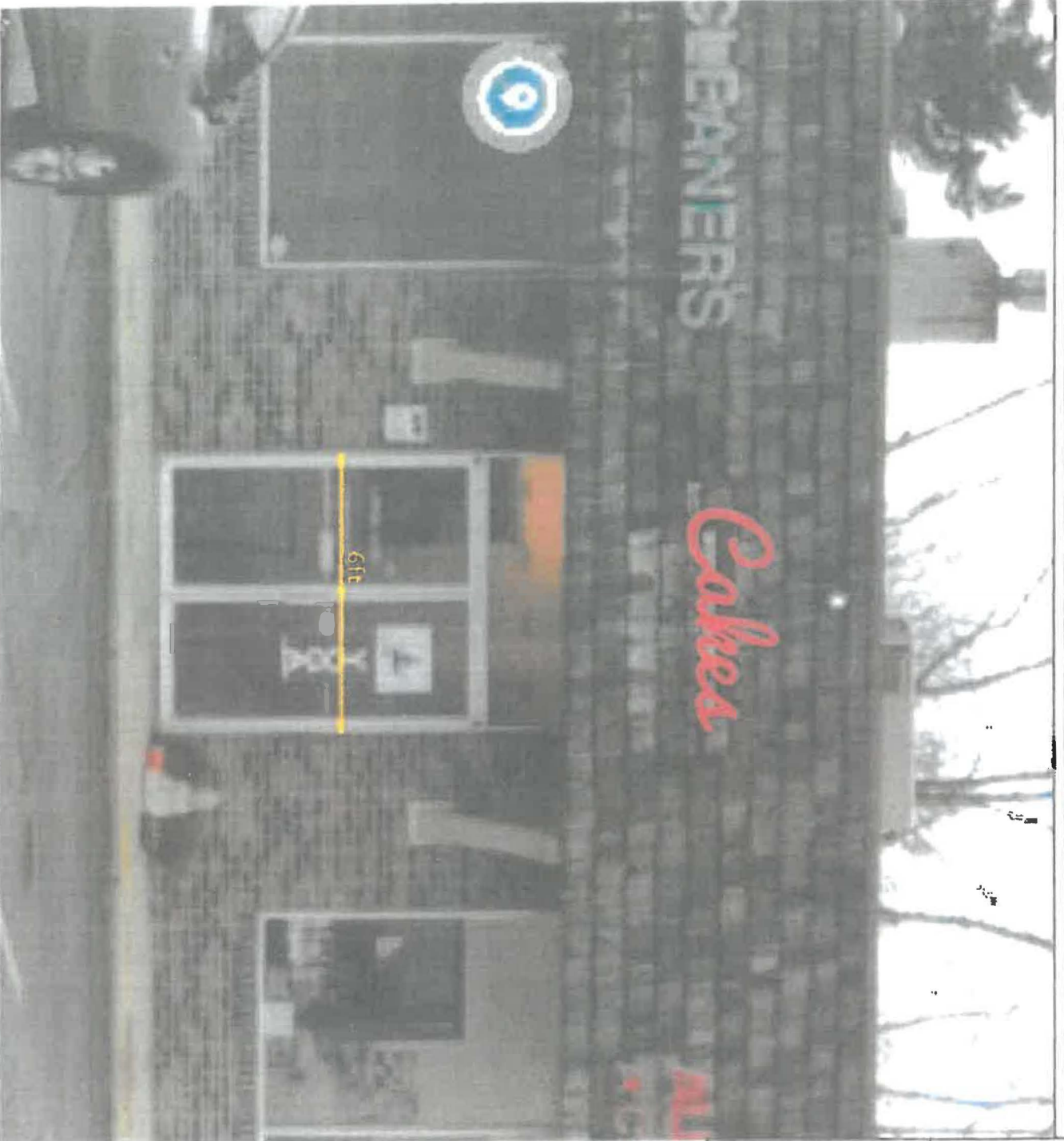
NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Exterior LED Sign - Channel Letters - UL Listed Parts - Installed	1	\$2,752.00	\$2,752.00
2	Permit Acquisition - Optional	1	\$175.00	\$175.00
3	Actual Permit Fees/Permits/Licenses - TBD	1	\$0.00	\$0.00

Subtotal:	\$2,927.00
Taxes:	\$137.60
Grand Total:	\$3,064.60

I agree to pay a finance charge of 1.5% per month (18% per annum), or \$2.00 minimum per month, whichever is greater, on the unpaid balance over 30 days. In the event of default of any or all of the agreed upon credit terms as set forth, the undersigned agrees to pay such additional sum as and for collection agency fees of 35%, attorney's fees and court costs as the same are incurred in collecting the undersigned's past due amount.

Please provide a signed copy or acknowledgement through email along with a 50% deposit to begin work. Deposits can be made online through your customer portal. If you have any questions please don't hesitate to contact us.

Address: 338 S Main St. Bartlett, IL 60103



Dimensions

Allowance: 1sqft per Display Front

Overall Size: 57"W x 22.9"H

Removal Needed



MARK
YOUR

1225 Hawthorne Circle
Bldg J
Bartlett, IL 60103

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This computer-generated artwork is to be viewed as a representation only. Colors represented on this computer image are color print and may vary slightly from actual colors. Dimensions are approximate.



1235 Humbrecht Circle
 Bartlett, IL 60103
 (630) 289-7082

ESTIMATE

EST-6238

www.MarkYourSpaceInc.com

Payment Terms: Cash Customer

Created Date: 9/24/2020

DESCRIPTION: Replace Tenant Panel in Existing Monument Sign - Double-sided - Installed

Bill To: Rebecca's Cake by Design
 338 S. Main Street
 Bartlett, IL 60103
 US

Installed: Rebecca's Cake by Design
 338 S. Main Street
 Bartlett, IL 60103
 US

Requested By: John Lesmeister
 Email: rebeccacakesbydesign@gmail.com
 Work Phone: (630) 273-1963

Salesperson: Helene Macaspac

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
	Exterior - Tenant Panels (Double-sided Monument sign) - Installed	1	\$400.00	\$400.00
			Subtotal:	\$400.00
			Taxes:	\$16.00
			Grand Total:	\$416.00

I agree to pay a finance charge of 1.5% per month (18% per annum), or \$2.00 minimum per month, whichever is greater, on the unpaid balance over 30 days. In the event of default of any or all of the agreed upon credit terms as set forth, the undersigned agrees to pay such additional sum as and for collection agency fees of 35%, attorney's fees and court costs as the same are incurred in collecting the undersigned's past due amount.

Please provide a signed copy or acknowledgment through email along with a 50% deposit to begin work. Deposits can be made online through your customer portal. If you have any questions please don't hesitate to contact us.

Regency 24" x 48" 18-Gauge 304 Stainless Steel Commercial Work Table with Galvanized Legs, Undershelf, and Casters

plus

Qty: 1

TOTAL:
\$199.99

Regency 24" x 48" 18-Gauge 304 Stainless Steel Commercial Work Table with Galvanized Legs and Undershelf

plus

Qty: 1

TOTAL:
\$118.99

Regency 124" 16-Gauge Stainless Steel Three Compartment Commercial Sink with 2 Drainboards - 24" x 24" x 14" Bowls

Ships Common Carrier

Qty: 1

TOTAL:
\$909.00

Avantco BC-36-HC 36" Curved Glass Back Refrigerated Bakery Display Case

plus Ships Common Carrier Free Shipping

Qty: 1

TOTAL:
\$2,199.00

Avantco A-19F-HC 29" Solid Door Reach-In Freezer

plus Ships Common Carrier Free Shipping

Qty: 1

TOTAL:
\$1,629.00

Avantco A-49R-HC 54" Solid Door Reach-In Refrigerator

plus Ships Common Carrier Free Shipping

Qty: 1

TOTAL:
\$1,999.00

Recommended Products

**Regency 24" x 96" 18-
Gauge 304 Stainless
Steel Commercial Work**
\$214.99

plus

**Regency 24" x 72" 18-
Gauge 304 Stainless
Steel Commercial Work**
\$164.49

plus

**Regency 24" x 2
Gauge 304 Stair
Steel Commercial**
\$82.99

Subtotal

\$7,054.98

Ships To Business at

Pay with credit card

Or use a third-party payment service



Lease your order as low as
\$146.04 / month

Use Our Live Chat
Mon-Thur 24 Hours, Fri 12AM-8PM EST
Sat & Sun 9AM-4PM EST



You're shopping
Bartlett
CLOSED until 6 am

Delivering to
60103

Your Cart (112)

Share

FREE Shipping on eligible items. [See Details](#)

Royal Mouldings 854- 1/2 in. x 7/8 in. x 8 ft. PVC FRP Inside Corner Moulding White

Model #0085408011

\$2.28

1

Store Pickup
35 in stock at
Bartlett
60103
FREE

Ship To Home
Estimated Arrival
Tue, Dec 8

FREE

Schedule Delivery
Starting at \$8.99 for delivery

Save for Later

Save to Favorites

Remove

Stabilit 855 1/4 in. x 1-3/8 in. x 96 in. PVC Composite White FRP Divider Moulding

Model #10002-ZW028CB

\$2.28

H

1

Store Pickup
41 in stock at
Bartlett
60103 | [Change](#)
FREE



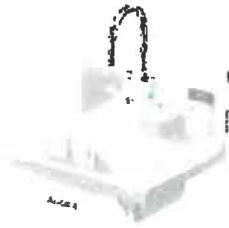
Schedule Delivery
Starting at \$8.99 for delivery

Curbside Available

Save for Later

Save to Favorites

Remove



Griffin Products Comal Series Stainless Steel 17x15.5 in. Wall Mount 2-Hole Single Compartment Hand Sink with Lead-Free Faucet

Model #CM.30.124

\$157.44



Ship To Store
Bartlett
60103
FREE



[Save for Later](#)

[Save to Favorites](#)

[Remove](#)

PLASTEX 1/16 in. x 4 ft. x 8 ft. Plastic Panel

Model #63003

\$129.38
(\$21.56/item)



Schedule Delivery
Starting at \$6.99 for delivery

Curbside Available

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)

Clarke-Dietch ProTRAK 25 1-1/4 in. x 3-5/8 in. x 10 ft. Galvanized Steel Track

Model #382PDT125-15 (4)

\$15.00
(\$3.75/item)

Get Deal: Pricing of \$3.00 on this item when you purchase at least 70 units.



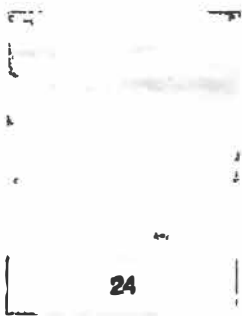


Curbside Available

Save for Later

Save to Favorites

Remove



TrafficMaster Winding Brook 5.98 in. x 36.02 in. Rigid Core Luxury Vinyl Plank Flooring (23.95 sq. ft. / case)

Model #VTRHDWINBRO6X36

\$912.00
(~~\$36.00/item~~)

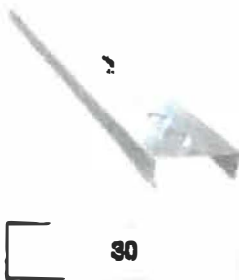


Curbside Available

Save for Later

Save to Favorites

Remove



ClarkOrbitch ProSTUD 25 3-5/8 in. x 10 ft. 25-Gauge EQ Galvanized Steel Wall Framing Stud

Model #726330

\$110.40
(~~\$3.68/item~~)

Get Bulk Pricing of ~~\$2.04~~ on this item when you purchase at least 70 units



Curbside Available

Save for Later

Save to Favorites

Remove



Vintage Timber 3/8 in. x 4 ft. Random Width 3 in. - 5 in., 10.59 sq. ft. Brown/Grey Barnwood Planks Decorative Wall Panel

Model #2101

\$1,079.40
(\$89.95/item)

12

Ship To Store
Dec. 10-Dec. 14
Berthlet
60103 | [Change](#)
FREE

Ship To Home

Free with \$45 order

Schedule Delivery
Starting at \$6.99 for delivery

Curbside Available

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)



MOEN Commercial 2-Handle Wall Mount Service Faucet in Chrome

Model #8230

\$120.02

1

Ship To Store
Dec. 08-Dec. 11
Berthlet
60103 | [Change](#)
FREE

Ship To Home

Free with \$45 order



Curbside Available

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)



CANPLAS Endura Grease Interceptor 20 GPM 23-2/3 in. L Thermoplastic Grease Trap with Flow Control Device

Model #3920A02S

\$423.47

1



Ship To Store
 Dec. 07-Dec. 09
 Bartlett
 60103 | [Change](#)
FREE

Curbside Available

[Save for Later](#)



Ship To Home

 Free with \$45 order

[Save to Favorites](#)



Remove

[Remove](#)

USG Sheetrock Brand 1/2 in. x 4 ft. x 10 ft. Ultralight Panels

Model #14113411710



\$170.62
 (\$8.98/item)

Get Best Pricing of \$8.74 on this item when you purchase at least 24 units.

19



Store Pickup
 412 in stock at
 Bartlett
 60103 | [Change](#)
FREE

Curbside Available

[Save for Later](#)

[Save to Favorites](#)



Schedule Delivery
 Starting at \$8.89 for delivery

[Remove](#)

Liquid Nails Paneling and Molding 10 oz. Tan Construction Adhesive

Model #LN-608



\$37.70
 (\$3.77/item)

10



Store Pickup
 41 in stock at
 Bartlett
 60103 | [Change](#)
FREE

Curbside Available

[Save for Later](#)

[Save to Favorites](#)



Schedule Delivery
 Starting at \$3.89 for delivery

[Remove](#)

Royal Mouldings 867 1/4 in. x 3/4 in. x 8 ft. PVC Composite White FRP Cap Molding

Model #0086708001

\$2.28

1

Store Pickup
88 in stock at
Bartlett
00103 | [Change](#)
FREE

Curbside Available



Schedule Delivery
Starting at \$6.99 for delivery

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)

MUSTEE 24 in. x 24 in. x 10 in. Service Mop Basin for 3 in. DWV in White

Model #63M

\$192.00

1

Ship To Store
Dec. 09-Dec. 10
Bartlett
00103 | [Change](#)
FREE

Curbside Available

Ship To Home

Free with \$45 order

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)

Checkout \$3,354.25

Subtotal	\$3,354.25
Estimated Shipping*	FREE
Pick Up In Store	FREE
Sales Tax (determined in later step)	---

Total \$3,354.25

✓ Free Shipping on Most Orders | Applied

[Details](#)

Have a promo code?

- * Shipping is calculated on lowest rate shipping method available other shipping methods available on next page
- Most items can be returned within 90 days by mail or in store. [Online Return Policy](#)

Pay with



Get up to \$100 off

Get a Home Depot Credit Card and receive \$25 off your purchase of \$25+, \$50 off purchases \$300+, or \$100 off orders over \$1,000
[Apply Now](#)

Item Total	\$3,354.25
Savings	-\$100.00
New Total	\$3,254.25

Customers Also Purchased...

★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
42964...	62964...	62964...	4176L	41847	42964...	42964...	62964...

U.S. LIGHTING, INC.

Proposal

702 S. Route 53

Addison, IL 60101

Phone: (630) 534-4800

Fax: (630) 469-6875

Proposal For: Rebecca Cake by Design
338 S. Main St.
Bartlett, IL 60103

Phone: (630) 273-1963

Job Description:

- **Install electrical per bakery floor plan**
- **Hook up all machinery and equipment**
- **Includes all labor and materials**
- **20% deposit due upon acceptance of proposal**

Estimated Cost: \$1,790.00

Date: November 9, 2020


Rebecca Cake by Design


U.S. LIGHTING, INC.

JOHN C. LESMEISTER CONTRACTORS

Plumbing/Environmental/Mechanical

3602 Daisy Lane

Elgin, IL 60124

mzlohn@gmail.com

630-270-0692

PROPOSAL

Rebeccas Cakes By Design

338 S. Main Street

Bartlett, IL 60103

OCTOBER 27, 2020

To supply labor and rough in materials only for the bake shop build out at above address. Includes the following:

1. To saw cut concrete floor as needed for plumbing drain system
2. To install PVC waste and vent piping as required, both below and above grade
3. To install copper water piping and gas pipe as required
4. To install and hook up owner supplied fixtures
5. To duct oven vent and reroute cold air return as per plan on the HVAC system
6. Construct partition walls as per plan
7. Drywall and tape partition walls only, painting to be completed by owner
8. Install waterproof laminate flooring and steam clean existing carpet
9. Meet Village inspectors for all rough and finish inspections
10. Any alarm and/or fire alarm add ons or additions and all electrical work to be owners responsibility and not included in this proposal
11. All permit fees to be paid by owner

Cost of work breakdown as follows,

Plumbing	\$2,300.00
Framing	1,700.00
Drywall and flooring	<u>1,500.00</u>

Total cost of above work is \$5,500.00

Accepted by


JOHN C. LESMEISTER
JOHN C. LESMEISTER CONTRACTING

Date _____

Last 90 Days from Dec 3rd 2022
Excluding Cash Sales.

Total sales

\$13,290.44

↑ 487%

Shopify Mobile for iPhone

\$8,827.69

↑ 112,931%

Online Store

\$2,642.59

↑ 1,076%

Shopify Mobile for Android

\$1,746.73

↓ 14%

Draft Orders

\$59.40

-

Facebook Shop

\$14.03

-

SALES OVER TIME

1,011

↑ 242%

SESSIONS OVER TIME

100

50

0



Jun 7–Sep 4, 2020 Sep 5–Dec 3, 2020

Average order value

\$65.25

↑ 20%

400

Social

\$1,677.26

↑ 744%

Unknown

\$652.43

↑ 195%

Search

\$106.60

-

Email

\$64.22

↓ 48%

Top landing pages by sessions

[View report](#)

Frontpage (rebeccascakesbydesign.com)

1,064

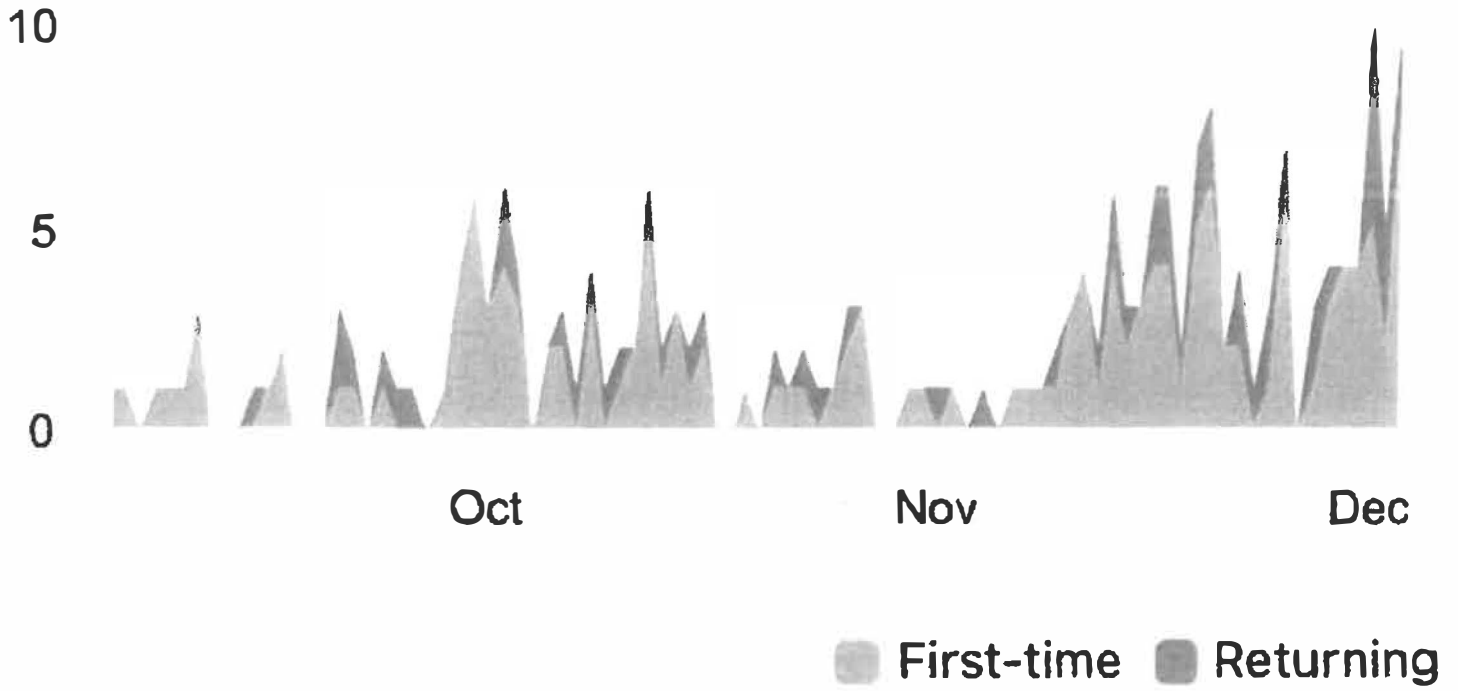
↑ 494%

/checkouts

228

↑ 551%

/collections/frontpage



Total orders

207

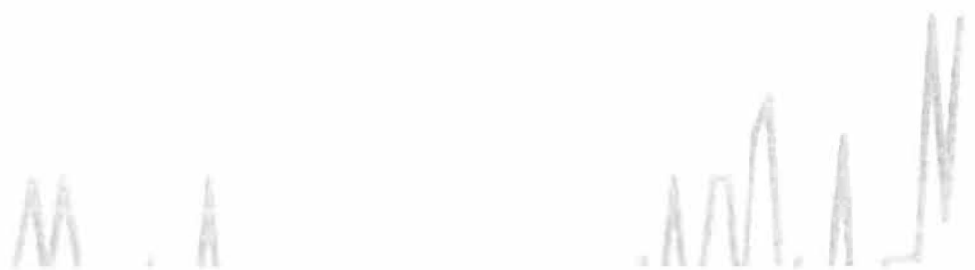
↑ 314%

ORDERS OVER TIME

15

10

5





Throughout this holiday season, continue to be vigilant about where your dollars are spent. With the extra challenges that this year has presented to our local businesses, continue to support your community by dining, shopping, and loving local.

While Bartlett isn't the home to many big box retailers, that doesn't mean that you can't support a Bartlett Business.

Whether it's a gift card to a favorite restaurant or local boutique shop, a gift of a gym membership or dance lessons, there are many ways to be creative in your gift giving this holiday season.



**#ShopBartlett
#DineBartlett
#LoveBartlett**

ENTER TO WIN!

1

Make a Purchase at any Bartlett Business (Dining, Retail, or Service industries)

2

Take a selfie at the place of business or a picture of the goods purchased.

3

Email that photo to Businessinfo@vbartlett.org for a chance to win 1 of 5 \$100 cards to a Bartlett Business of your choice!

*Promotion runs through 12/25/2020



[Facebook.com/BartlettIL](https://www.facebook.com/BartlettIL)