



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of April 12, 2021 of the Economic Development Commission of the Village of Bartlett to order on the above date at 7:00 p.m.

2. ROLL CALL

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

ABSENT: Commissioner Robert Perri, Joe LaPorte

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

3. APPROVAL OF MINUTES

Commissioner Smodilla moved to approve the Economic Development Commission Minutes from February 8th 2021 and that motion was seconded by Commissioner Lewensky.

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

NAYS: None

ABSENT: Commissioners Perri, LaPorte

MOTION CARRIED

4. PUBLIC COMMENT

None

5. Economic Indicators Report

Mr. Fradin stated that six years ago, the EDC completed a Marketing Plan for the village with the overall goals to guide marketing activities in an effort to continue growing the village's economy via increasing private investment through the development and redevelopment of vacant land sites and filling the numerous vacant commercial spaces at the time.



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

April 12, 2021

The EDC recommended establishing a baseline, so elected officials, appointed officials and staff had a reference point from which to base economic progress in the village. Through a combination of increased marketing efforts and a strong economy, the commercial vacancy rate, which stood at 19% in February 2016 per EMSI was reduced to 14.1% in 2017 per CoStar and was further reduced by half to a healthy 7.2% in Q1 of 2018 as the village's largest vacant space was filled along with multiple smaller ones. The vacancy rate had increased to 8.2% as of 2019 due to the closing of multiple dry-cleaning businesses and a relocation of a 4,000 SF Amita/Alexian Brothers office at Hickory & Oneida in the Cartland Building, which has since been reoccupied by the Wellness Center.

Following the completion of the Galleria of Bartlett, which has several vacant spaces, in 2019, the village's overall amount of retail/commercial space eclipsed one million square feet, only 51,000 of which is currently vacant, for a 5.1% vacancy rate.

Last year, a +/- 22,000 SF portion of the former Bartlett Fresh Market space remained vacant. That space has recently been reoccupied by O'Hare's Pub & Restaurant and Midway Lanes bowling alley, greatly reducing the village's vacancy rate.

In O'Hare's former location in Bartlett Town Center, a breakfast and lunch venue called Trackside Diner has backfilled the former O'Hare's space.

Overall, the substantial reoccupation of the former Bartlett Plaza, which stood at over fifty percent vacant when the indicators report was presented in early 2019, is now attaining full occupancy under new ownership and the rebranding of the center to Streets of Bartlett.

Furthermore, three of the chronically vacant structures, the former Lucky Jack's building at Railroad Avenue and Oak, the former Tri-County Insurance building at 370 S. Main Street and the Bormann Building at 366-368 S. Main Street (since replaced by Balance Family Chiropractic) were demolished three years ago.

Key vacancies that the village seeks to fill include the former Bartlett Tap location, the chronically vacant former garage building at 151 S. Oak Avenue, and the remaining sublease space at the former Dominick's location.

Mr. Fradin stated that he would now explain the key metrics. When the EDC completed and approved the 2016-2020 Marketing Plan, the commission requested to track progress via annual or semi-annual key performance indicators including vacancy rates, number of businesses, sales tax figures, job creation, daytime population, new projects and more.

In an effort to keep members of the Village Board, EDC and residents aware of the progress of this Marketing Plan and to be aware of the village's economic strengths,



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

weaknesses and opportunities, the following is a brief summary of various reports that are attached.

Mr. Fradin stated that until the results of the 2020 Census are released in the coming months, like most communities, we will continue utilizing population and demographics summaries from ESRI, Community Data snapshots from CMAP and other services to provide information to businesses and developers.

Keep in mind that numerous other types of reports are routinely requested and provided, such as drive-time and distance rings from particular locations, as most consumer-oriented businesses are more concerned with trade area demographics than village-wide statistics.

ESRI estimates the village's population at around 40,606 nearly unchanged since the 41,208 from the last decennial census. Since there have been few new residential developments since that time, ESRI's estimate seems close, but likely an undercount per the upcoming census data.

Pulte Homes is currently underway with Eastfield, a 27-lot subdivision of single-family homes at the NWC of Army Trail and Petersdorf Road. William Ryan Homes is completing Bartlett Ridge, a 45-lot subdivision of single-family homes near Naperville Road and Lake Street.

The village is additionally working with a developer on a larger-scale residential development at the Crown Development site at the NWC of Route 59 and West Bartlett Road.

With the potential for an infill apartment project in the downtown at Opportunity Site E and the potential for multifamily housing at Route 59 and Lake Street, the population could increase somewhat in the coming years.

ESRI and CMAP both estimate median household income as between \$105,000 and \$108,000, which reflects a per capita income of approximately \$44,000 based on the income received by all persons aged fifteen and over divided by the total population. Daytime population remains a challenge, with ESRI estimating 9,260 (down 600 since last year) workers and 19,000 residents present during daytime hours for a total daytime population of 27,000. JobsEQ estimates 10,319 employees within the village at the close of Q3 2020.

Bear in mind that these are estimates only, and a more accurate assessment will come with the next Economic Census, which will be conducted in 2022, with results the following year. As our community's business parks continue to expand, the number of employees within the village will increase.



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

April 12, 2021

The Census Bureau's OnTheMap application provides greater detail on this metric, reporting 8,733 workers during daytime hours (up 300 from last year's report), 7,664 who come from elsewhere and 1,069 who both live and work in the village. It shows 22,156 residents leaving per day for work, resulting in a net loss of about 14,500.

While Bartlett still experiences a significant net loss of daytime population, please note that this metric has been steadily improving throughout each of the six years of staff reporting the Economic Indicators as the business parks have continued developing.

Three things to keep in mind: (1) estimates by the Census Bureau are always several years behind, thus do not reflect some of the recent expanding businesses in Brewster Creek Business Park and Blue Heron Business Park; (2) these numbers are pre-pandemic, thus do not reflect changes in employment since March 2020; and (3) these numbers continue to reflect the "bedroom community" character of the village prior to the development of these business parks.

With the Village Board's, EDC's and staff's continued efforts to enhance the local economy and attract office, industrial and retail development, the balance of inflow/outflow of workers should continue to grow in terms of inflow in the foreseeable future.

This being the sixth year of this report, prior years showed a net loss of 15,800 people in 2015, 17,000 people in 2014 and 17,500 in 2013. The goal of the Board, the EDC and staff remains to close this gap as the commercial, industrial, and office sectors continue to develop.

The race/ethnicity continues to skew primarily white alone at 74.6%, followed by 16% Asian and 12.7% Hispanic. It is worth noting that the Asian population, which includes those of Indian origin, has been rising steadily since we have tracked population demographics in the village. The first demographics report that I obtained in July 2006 showed an Asian population of 10.5%.

The population continues aging, with a median of 39.1 (the same as last year) and the housing is predominantly owner occupied at 84.7%. 71% of the housing stock is comprised of single family detached homes with another 17% single family attached (townhomes).

The population aged twenty-five and older holding bachelor's degree or higher has increased steadily over the course of the past ten years and now stands at approximately 44% (31% bachelor's and 13% graduate or professional). This is considered a key metric by some of the higher end grocers.

Bartlett's unemployment rate currently stands at 6.9%, four percent higher than when reported in January 2020, which was by far the lowest measurement since prior to the



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

recession. It is trending in the right direction, however, as I reported at last October's meeting:

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.

Further information on demographics, housing characteristics, educational attainment and much more is attached in multiple reports.

Bartlett has long been known as a safe community to work, play, and live.

It is sometimes easy to take it for granted, but the great work of the police department in tandem with the clean and well-built environment have helped make Bartlett one of the safer communities in the state.

There are many real estate sites that rate safety, but we have utilized Neighborhood Scout for this report, which currently ranks Bartlett as the 22nd safest city in America with 25,000 or more people. Last year, the village was ranked 15th, with a crime rate of 4.7 per 1,000 residents.

Through some webinars, I learned of the Economic Innovation Group's Distressed Community Index, which takes into consideration numerous factors including income, housing vacancy, educational levels, change of establishments and many of the same metrics reported here.

This year, Bartlett's score is 17.2, putting the village in the Prosperous category. The report is attached.

Mr. Fradin added that at present, there are over 300 licensed businesses in the village, an increase over the past several years, through a combination of new business openings and increased effort in ensuring that all businesses obtain licenses. Some new ones over the past year include Culver's, One Taco Dos Tequilas, 120 Live, Rebecca's Cakes by Design, Magnolia Events, Wow CBD, Hoot Dogs, Trackside Diner, and Midway Lanes. We continue working with MORE Brewing for their free-standing brew pub at the former Lucky Jack's site on Railroad Avenue.

On the industrial side, we continue working with multiple business prospects to fill the remainder of Brewster Creek Business Park as well as several considering sites in the Blue Heron Business Park.

There are still approximately three hundred Home Occupation permits in use.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

The most positive news in this summary is the continued decrease in the village's commercial vacancy rate, alternatively viewed as an increase in the occupancy rate. As staff continues working with property owners, brokers, local entrepreneurs and others interested in starting or expanding their business, the occupancy rate has steadily improved on a year-to-year basis, from the mid-teens in 2016 and 2017, to 8.2% in Q4 of 2018 down to 6.5% in Q4 of 2019 and 5.1% at present.

Adding in the 15,298 SF leased but available space on the south end of Stearns Crossing, the total available percentage vacant is 9%. That is currently the largest available commercial space in the village

Because Bartlett has few big-box retailers, we have not experienced major vacancies over the past few years as many have declared bankruptcy and closed stores. Per the current CoStar report, the village's commercial and retail vacancies are scattered throughout strip centers in every area of the community from Lake Street to Army Trail Road.

Also, the quick service restaurant that I referenced as doing a site search early last year has completed a new Culver's along Route 59.

Since last year's report, two additional fuel stations, including True North, the village's first truck stop with a 5,000 SF convenience store, to be built at the SEC of Route 25 and West Bartlett Road. Bucky's is also slated to expand at the SWC of Route 59 and Stearns, demolishing the Sonic in order to expand into a 4,700 SF convenience store with gasoline sales.

As an active member of ICSC and Access O'Hare West (AOW), we will continue aggressively marketing the available spaces throughout the coming years as trade shows, open houses and other business events resume to better position the village as having a resilient and diversified economy not too dependent upon any particular business or sector.

Sales tax revenues collected increased by around \$200,000 since last year, with the village receiving \$2,533,479 in disbursements from the State, indicating \$253 million in taxable sales in 2020. The village created a Home Rule sales tax in 2018, resulting in an additional \$1,758,000 in sales tax collected over the same period.

Per the SIC Code reporting from the Department of Revenue, sales in the DuPage County portion of the village continue to roughly triple those in the Cook County portion with the largest sales categories remaining Building and Hardware; Automotive and Filling Stations; Food; and Drinking and Eating Places.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

Drinking and Eating Places is the largest sales tax generating category in the Cook County portion as reflective in the growth of that category in the downtown area, Westgate Commons and along Lake Street.

Last year, the industrial vacancy rate has recently hit an all-time low of only 3%. That number ticked up to 9.7% the third quarter of last year following the completion of two new facilities developed by Logistics Property Company (LPC).

Since completion, one building has attracted two tenants, Fastenal and German-based Optibelt, with the other currently in the process of becoming occupied by a single user, Platinum Converting. Thus, the net absorption has been 260,000 SF since last week and should have a significantly higher number by next year.

Both the square footage and occupancy rate will increase later this year as McKesson completes its build-to-suit facility in the Cook County portion of Brewster Creek.

The village has further approved a Class 6b and the site plan for what will become the largest building in Bartlett, known as the Conor Globe building, also in the Cook County portion. Ownership, brokers and village staff are currently working to attract a large user to this facility, which we hope to report as completely filled by next year's report.

The former Main Steel building on Devon Avenue has been getting redeveloped for several years, and once completed, another 120,000 SF will become available, adding over half a million square feet of vacant space to the inventory along with the Conor Globe building.

As I have frequently reported, the Chicago area industrial real estate market remains hot, and the buildings in Bartlett are well-positioned to attract new and expanding companies. As some retailers continue to lose market share, the demand for last-mile facilities for eCommerce remains in high demand.

Thus, while the industrial vacancy rate may temporarily increase again through late 2021 into early 2022 due to new inventory coming to market, I expect the rate to return to single digits by this time eighteen months to two years from now.

The Blue Heron Business Park also continues its expansion, with Cathay Industries having completed its new 100,560 SF facility last year, the fourth new building in the park. Several more are in progress, with the TIF supporting this project having been adopted in 2009, running for ten more years.

Great Lakes Landscape Company, one of the prospects we referenced last year, has completed its 35,500 SF office/contractor building in the Blue Heron Business Park as well.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

Both staff and the owner of the Blue Heron Business Park continue engaging with other prospective businesses and we anticipate several more coming in this year and into 2022.

Since Bartlett does not have a significant amount of office space, only 278,000 SF classified as such, the occupancy rate has fluctuated between 89% and 98% over the past six years.

There remains only 23,000 SF or 8% of available office space at present, the same percentage as last year, most of which is split between the Barrington Orthopedics building at 864 W. Stearns Road, the Woodland Hills Professional Center at 1110-1124 Schick Road and some remaining vacancies at the office portion of Westgate Commons.

Because there is no one single office user of major significance besides Amita Health in the former Dominick's location, this number should remain consistent throughout the 2020's.

While there is no one metric by which developers or businesses select new locations, it is important for elected officials, appointed officials and staff to have a firm grasp of the economic indicators of the community we serve. Besides offering incentives, we are striving to create an environment where businesses want to be and for them to thrive. With the pandemic over thirteen months long at this time, we must keep a close eye on these metrics and understand how they may be applicable to various projects and ventures throughout the various sectors.

With traditional brick-and-mortar retail expansion generally in decline, the village has been successful in capitalizing on industrial growth to better serve local supply chains and rapid delivery models, while simultaneously supporting local entrepreneurs pursuing food-related projects including several BEDA grants made to help revitalize the former Bartlett Plaza and other areas in the town.

As a long-time economic development professional, I have been asked to provide information on traffic counts too many times to count, information on demographics for housing developers and breakfast restaurants, daytime employment for a wide range of businesses, number and age of automobiles for an auto parts store, ethnic statistics for a number of restaurants, income and education level statistics for nearly every business and so on. Some of the industrial users were partially attracted due to safety measurements while considering second and third shift workers.

Bartlett is well-known as a safe, family-oriented community with a small retail and office base and a thriving, expanding industrial base. As the business parks continue to develop and as the Brewster Creek TIF expires next year, the village will have boosted and diversified its tax base as well as significantly increased the daytime population from only a few thousand employees to well over 10,000.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

As staff continues to implement the Downtown TOD Plan to increase the viability of the downtown area and the Marketing Plan to attract investment to undeveloped areas throughout the village, we anticipate reporting increased occupancy rates and decreased daytime population loss in the coming years.

Mr. Fradin asked the commissioner's if they had any questions.

Commissioner Gorski stated that Route 59 is close enough to Brewster Creek for workers to get lunch, etc. He brought up Blue Heron and wondered about food possibilities near that business park.

Mr. Fradin stated that those areas have not yet met the criteria that fast food companies set for new locations. He added that the village recently added a truck stop in that area, and that is a good first step.

Commissioner Smodilla stated that Crown Development will help push up that population. She also asked if there is anything else slated for the Route 25 and West Bartlett Road area other than the truck stop.

Mr. Fradin stated there is nothing else at this time, but staff has an overall plan for the development of that area.

Commissioner Hughes asked if there were any temporary solutions for that area, like food trucks or anything else for food for that area.

Mr. Fradin stated that there are some food trucks that go through those areas and added that there are many fast food options that are in that area.

6. Summer 2021 Dining Guide

Mr. Fradin shared the dining guide that was included in the meeting packet. He added that it can be difficult to find a good time to print, as there is always a new restaurant on the horizon.

He also added that Joey and the GIS staff work on keeping an online dining guide up to date, and there is a QR code included on the paper copy to drive people to that website.

Commissioner Smodilla complimented the online application.

Commissioner Erickson suggested adding more photos, as someone who has been a Bartlett resident for years, she saw locations that she had never been to, but she is interested visiting now that she has seen a photo.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

Mr. Dienberg stated that he will talk with the GIS staff about adding those photos.

Commissioner Erickson suggested reaching out to businesses and asking them to provide a brief description of their restaurant for the online dining guide.

Mr. Dienberg stated that staff could look into it and utilize the email database.

Mr. Skrycki added that he has received comments from a business owner that does business in multiple communities, and was told that the email communication in Bartlett was the best of all the other communities during the pandemic.

Commissioner Gudenkauf asked about Olivia's.

Mr. Fradin stated that it has closed, but there is a new business going into that location.

Commissioner Kubaszko asked about METRA Ridership and if there any indicators about it going up.

Mr. Skrycki stated that staff met with METRA last week, and they stated that across the board they anticipate 70% ridership by the end of the year. He added that ridership is transforming from people who go 5 days a week, to more people getting jobs downtown 2-3 days a week.

Commissioner Hughes stated that she used to commute 5 days a week, and added that her employer has not even begun discussions about returning to the office in person yet.

Commissioner Lewensky expressed doubts about that 70% number.

Commissioner Erickson added that with sports and concerts will help add some of that casual ridership.

7. NEW BUSINESS

Mr. Skrycki informed the commissioners about the village's vaccine event tomorrow where there would be 3,600 vaccines given. He added that it is 100% booked.

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

ROLL CALL VOTE TO ADJOURN

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



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 12, 2021

NAYS: None

ABSENT: Commissioners Perri, LaPorte

MOTION CARRIED

The meeting was adjourned at 8:01p.m.

Joseph Dienberg
Management Analyst