



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
January 9, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the November 14, 2022 meeting minutes
4. Public Comment
5. Taylor Street Pizza BEDA Application
6. Cocoa Crawl Recap
7. New Business
8. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of November 14, 2022 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:02 PM

2. ROLL CALL

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri, Smodilla

ABSENT: Commissioner Erickson

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

3. APPROVAL OF OCTOBER 10, 2022 MEETING MINUTES

Commissioner Perri moved to approve the October 10, 2022 meeting minutes, seconded by Commissioner Gudenkauf.

ROLL CALL VOTE

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri

NAY: None

ABSTAIN: Commissioner Smodilla

ABSENT: Commissioner Erickson

4. PUBLIC COMMENT

NONE

5. SMALL BUSINESS SATURDAY 2022

Mr. Fradin first took a moment to congratulate Commissioner Perri for 10 years on the EDC and thanked him for furthering the development of the town.

Mr. Fradin stated that Small Business Saturday (SBS) 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 26th.

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



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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.

The idea for this special day is to encourage people to shop small during the post-Thanksgiving weekend and support their local economies. It has become a holiday shopping tradition dedicated to supporting all kinds of businesses — from the corner store, to your favorite local restaurant, to your neighborhood book shop — and everything in between!

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 which are sole proprietorships, and several which have opened over the past few years, especially in Streets of Bartlett.

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, and buttons for them to display between now and the 26th.

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

Staff will be promoting Small Business Saturday via multiple posts on the Discover Bartlett Facebook page, Instagram account and website.

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.

Mr. Dienberg added that this year, we have worked with our GIS staff to create an online dashboard where businesses can participate in adding their business to our Small Business Saturday online map. In this map, shoppers will be able to identify all businesses that have signed up to participate in SBS, and see what deals they have throughout the entire holiday weekend.



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He added that we sent out an email to every business inviting them to participate in Small Business Saturday, which resulted in the aforementioned dashboard, and we are encouraging them to come up with their own promotions for that day.

Mr. Dienberg walked the commissioners through the app webpage.

Commissioner Smodilla asked questions regarding the functionality of the app.

Commissioner Kubaszko asked how much staff tracks the success of Small Business Saturday.

Mr. Fradin stated that it is mostly on an anecdotal basis, and stated that as an example, Banbury Fair, usually sees a significant increase in customers and sales.

Mr. Dienberg stated that the use of this app will be able to pull data from the backend and see how many people access the application on Small Business Saturday.

6. MERRY AND BRIGHT 2022

Mr. Dienberg stated that in an effort to create a succinct overall brand for all holiday events throughout Bartlett, partnering with the Bartlett Area Chamber, the Bartlett Park District, the Bartlett Library District, Bartlett Rotary Club, and the Bartlett Lions, the village is continuing our Merry and Bright celebration. Merry and Bright brings all events, old and new, from all of the different taxing bodies and organizations participating under one concise brand.

The kickoff to 2022's Merry and Bright celebration will be the traditional Bartlett Tree Lighting with many new and traditional aspects including; visits with Santa and assorted Disney characters, warm up by a cozy fire, rides on a horse drawn carriage, a live reindeer display, holiday decorated cars, various food vendors, and more! Village staff is collaborating with other taxing bodies on the marketing of the event, and there is more to come along the way.

Mr. Dienberg also showed a map to show the updates to the tree lighting.

Mr. Dienberg continued talking about the Cocoa Crawl, saying that they removed the cap on the sale of tickets, which was previously set at 250. He added that there are 32 businesses signed up.

Commissioner Sarwas asked staff to repeat the food trucks participating in the tree lighting.

Commissioner Gorski asked if sign up for the businesses is still open for the Cocoa Crawl.



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Mr. Dienberg stated that it is closed, but that was a soft deadline, as staff is reaching out to previous years participants to see if they are able to participate once again.

Commissioner Lewensky asked about the map of the tree lighting. He asked what the hold up is on adding more lighting, to make it a nice destination area.

Mr. Skrycki stated that staff is gearing towards that. Two years ago, this event consisted of a bag of Oreos and some cocoa. Commissioner Lewensky's idea is where we are hoping to be. He added that this will be up throughout the holiday season, and not just one night. Bartlett Park is leased by the park district, so staff will have to confer with them.

Commissioner Smodilla stated that as a holiday destination walking distance from downtown and restaurants, additional lighting throughout the season could be a boon to those businesses.

Mr. Skrycki reiterated that it will be up throughout the season.

Commissioner Hughes asked about the "Boo-Drive-Thru" event that the park district hosted during the pandemic. People ended up being turned away due to the large draw that it had to the community.

Mr. Dienberg stated that the village administrator was the genesis of that event, and it was a partnership between the village, park district and other taxing bodies.

Commissioner Hughes added that once you have them in the community, you have the opportunity to keep them here.

Commissioner's Lewensky and Smodilla agreed.

Mr. Skrycki stated that a few years ago, about 70-100 people attended, and last year it was estimated at 2,000. We are looking to add on every year, but there is some risk with the weather factor.

Commissioner Lewensky reiterated that he is talking about a display that attracts people all season, not just one night.

Commissioner Smodilla agreed, and recommended recognizing Home Depot at the event for their donation and installation of the lighting.

Mr. Skrycki stated that there will be signage, but added that Home Depot is not seeking out credit. Regardless, staff will be putting up signage and profusely thanking them on social media.



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Commissioner Gorski stated that he has been to other events that have had a free-will offering that could go to a charity or something else, he wasn't sure if that was the right setting, but put it out there regardless.

7. NEW BUSINESS

Mr. Fradin stated that he distributed copies of a Press Release from a recent groundbreaking in the Cook County portion of the Brewster Creek Business Park, and elaborated on the project.

He stated that this TIF will end next year, and this project brings us closer to rounding out the business park. He added that when a developer puts that large of an investment into a speculative project, that speaks to the confidence they have in your area.

Commissioner Perri asked how many jobs a project like this brings to the area.

Mr. Fradin stated that they do not yet have a user, but anticipate about 75-100 employees. With building of this size, jobs tend to be more automated reducing the total number from some smaller operations that may have more employees.

Commissioner Erickson asked about how this project will impact traffic in the area.

Mr. Fradin stated that it is possible to increase traffic, but that varies based on the user, and is difficult to speculate. He stated the village is always cognizant of traffic, especially in that area.

Mr. Skrycki stated that at the end of the day it is a county road, but staff continues to work with them, and it is getting rough in that area. Staff have done traffic studies, but they indicate that once 59 and West Bartlett is improved, it will greatly improve the traffic. Unfortunately, it will get worse before it gets better.

Commissioner Gorski asked about the construction near the township, and asked what that is.

Mr. Skrycki stated that they are building a garage to house some of their vehicles.

Commissioner Smodilla asked with the TIF expiring, what the impact will be on the taxing bodies involved.

Mr. Fradin stated that they all do their own analysis individually, and they are not obligated to provide that to the village. He added that the village is obligated by law to provide a Joint Review Board hearing, which is this week, and the village reviews the financial details of the conclusion of the TIF.



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

ROLL CALL VOTE TO ADJOURN

ROLL CALL VOTE

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri,
Smodilla

NAY: None

ABSENT: Commissioner Erickson

The meeting was adjourned at 7:43 p.m.

Joseph Dienberg
Management Analyst

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: January 3, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Taylor Street Pizza BEDA Application

APPLICANT: Scarlett Enterprises DBA Taylor Street Pizza of Bartlett

BACKGROUND: Taylor Street Pizza of Bartlett is located at 843 S. IL Route 59 in the Brewster Creek shopping center located at the northeast corner of Route 59 and Stearns Road.

The business, itself, has been located in the center for twenty-seven years. Prior to that, it was another pizzeria for seven years. The owner and applicant Shaun Kanchwala has owned it for the past seven years.

BEDA APPLICATION:

Mr. Kanchwala's BEDA application is for installation of a new exterior LED sign to improve visibility of his business and compete with national pizza brands.

This application is the first from a business located in this shopping center.

The rendering from Bartlett-based Mark Your Space is attached as well as an estimate totaling \$6,345.21, which could potentially change as the project is completed.

Because permit fees are *not* considered BEDA-eligible, the sign cost for this project is \$6,170.21.

The petitioner and his contractor are working closely with PDS staff to ensure this sign meets applicable Code requirements.

RECOMMENDATION:

Staff is recommending a maximum fifty percent grant in the amount of **\$3,085.10** due to the small nature of this project as well as it being the first applicant from a tenant of the Brewster Creek shopping center.

We want to continue encouraging sales-tax producing businesses to upgrade their exteriors, including signage, and are pleased to work with this long-term tenant.

Village of Bartlett Economic Development Assistance Application Taylor Street

Applicant Information:

Applicant(s) Name Scarlett Enterprises DBA Pizza of Bartlett

Applicant(s) Address: 843 S IL 59 Bartlett IL

E-Mail Address: elgin.pizza@gmail.com

Primary Contact for Project: Shawn Kanchwala

Cell Phone Number and/or Home Number: 847

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

Number of Years in Business: 7 Number of Years in Bartlett: 7

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

Mark your Space - Sign Company

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

Property Information:

Project Property Location/Address: 843 S IL 59 -

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

Other (explain)

Number of Businesses on Site: Strip Center

Names of Other Businesses on Site: (Brewster Creek)

Size of Building (dimensions or total square feet) _____

Stories in building: _____ Parking spaces on property: _____

Last Real Estate Taxes Paid: _____

Property Tax Index Number(s) (PIN): _____

County: Cook DuPage Kane

Project Information:

Total Anticipated Project Cost: \$ 6,345.21

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

New Exterior LED Signage. Intent: Greater Visibility and improved ability to compete with National Pizza Brands

If approved, estimated project completion date: ~ Feb-28, 2023

Business Plan: For new business ventures, please include a two- to five-page business plan. Contact Tony Fradin with questions about the seven elements of a strong plan.

Please Attach: Contractor Estimates, 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

[Redacted]

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.

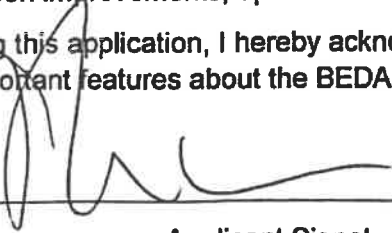
I understand that all improvements made through the help of BEDA must be in accordance with all Village plans and codes. Moreover, as a condition of approval, I understand the Village may require changes to the scope of work I am proposing. I further understand that any work started or completed prior 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.

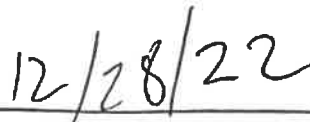
I also understand that if selected for this program, the Village will establish a maximum grant award for the project

I further acknowledge 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 some percentage as recommended by staff in relation to 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



Date



Return this completed application with attachments to:

Tony Fradin, Economic Development Coordinator

Village of Bartlett

228 S. Main Street

Bartlett, IL 60103



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

ESTIMATE EST-9187

www.MarkYourSpaceInc.com

Payment Terms: Cash Customer

Created Date: 12/1/2022

DESCRIPTION: Exterior LED Sign - Front & Halo Lit Channel Letters - UL Listed Parts - Installed

Bill To: Taylor Street Pizza
 843 Illinois Rte 59
 Bartlett, IL 60103
 US

Installed: Taylor Street Pizza
 843 Illinois Rte 59
 Bartlett, IL 60103
 US

Requested By: Shaun Kanchwala

Salesperson: Diana Cusumano

Email: _d.com

Work Phone: (847)

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Exterior LED Sign - Front & Halo Lit Channel Letters on a 2" deep Pan (Overall 92.5" x 31") - UL Listed Parts - Installed	1	\$6,300.00	\$6,300.00
2	Permit Acquisition	1	\$175.00	\$175.00
3	Actual Permit Fees/Bonds/Licenses - TBD	1	\$0.00	\$0.00

You are welcome to accept this estimate and submit your 50% deposit via the Customer Portal. If you have any questions please don't hesitate to contact us.

The balance of your invoice will be due upon completion of your order. 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.

Base Subtotal:	\$6,475.00
Discount:	(\$400.00)
Subtotal:	\$6,075.00
Taxes:	\$270.21
Grand Total:	\$6,345.21

Client: Taylor Street Pizza

Project: Exterior Sign

Revision: 4

Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

Mockup

Dimensions

Allowance: **20SF**
Overall Size: 92.5"W x 31"H
Taylor: 17"H
ST: 7.3"H
Pizza: 17"H

Removal Required



Sign Description

Sided: Single-Sided
Illumination: Front and Halo Lit
Fabrication: Painted Aluminum pan with Channel letters

Pan: 2" Black
Channel Letters
Return: 3" White
Trimcap: 1" White
Facecolor: White

Electric w/in 5ft: Yes
Site Modifications: No
Remove Existing: Yes
LED Color: White
UL Listed Parts: Yes 
Access to Rear: Yes

Notes:



1235 Humbracht Circle, Unit J
Bartlett, IL 60103
(630) 289-7082

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Closely review the artwork above. With your approval, you are approving the artwork as shown, and it will be fabricated as such. Colors may vary. Color samples can be provided upon request. Additional fees may apply.

Client: Taylor Street Pizza

Project: Exterior Sign

Revision: 4

Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

Artwork



Dimensional 1



Allowance: **20SF**
 Overall Size: 92.5"W x 31"H
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Project: Exterior Sign

Revision: 4

Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

Measurements

92.5in

13in

31in

17in



Removal Required



Sign Description

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Illumination: Front and Halo Lit
Fabrication: Painted Aluminum pan with Channel letters

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Trimcap: 1" White

Facecolor: White

Electric w/in 5ft: Yes

Site Modifications: No

Remove Existing: Yes

LED Color: White

UL Listed Parts: Yes

Access to Rear: Yes

Notes:



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Memorandum

To: Scott Skrycki, Assistant Village Administrator
From: Joey Dienberg, Management Analyst
Date: January 4, 2023
Re: Cocoa Crawl Follow-Up

Background:

On Saturday, 12/10, from 11 a.m. to 4 p.m. the village in partnership with the Chamber and Library District hosted the second annual Cocoa Crawl. The Village saw 34 businesses participate, with over 400 tickets sold for the event. The description of the event below:

Join a fun filled day of supporting local businesses and sampling cocoa beverages -- some hot, some cold and even some for those 21 years and older. Get your \$10 tickets at business.bartlettareachamber.com/events -- includes passport/ticket book that covers the cost of your cocoa drinks, souvenir mug (while supplies last) and map to the participating vendor locations, where you can sip some cocoa as you "crawl" along. Free for 16 and younger. Drop your passport at the last location visited for a chance to win fun raffle prizes.

Feedback:

As a part of the follow up process for the event, Village and Chamber staffs reached out to both businesses and participants for their feedback on the event. Most businesses indicated having 50-120 people visit their business throughout the day, with others indicated even more, up to 400 total people. Every business stated that the crawl brought in people who had never been to their business before, and over 60% indicated that "crawlers" made purchases while visiting.

Participants indicated an overall rating of 4.9 stars out of 5 on the passport/mug pick-up process to start the event. Ages of participants ranged from 22-74 with the average age being 47. Most crawlers tended to be Bartlett Residents, but 12.5% indicated that they came from out of town. 33% also stated that they brought their children with to the even.

When asked about making purchases, over 75% made a purchase while participating. 10% spent over \$100, 16% spent \$51-\$100, and 28% spent \$21-\$50.

Overall, both residents and businesses expressed satisfaction with the event, and staff is looking forward to growing the event in future years, bringing more foot traffic to local businesses.