



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
May 8, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the April 10, 2023 meeting minutes
4. Public Comment
5. BEDA Program Update Discussion
6. New Business
7. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of April 10th, 2023 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:03 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Erickson, Gorski, Ohlson (Chamber Rep), Kubaszko, Lewensky, Suffern

ABSENT: Commissioner Perri

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

3. APPROVAL OF MARCH 13, 2023 MEETING MINUTES

Commissioner Gorski moved to approve the March 13, 2023 meeting minutes, seconded by Commissioner Erickson.

ROLL CALL VOTE

AYES: Commissioners Densford, Erickson, Gorski, Ohlson, Kubaszko, Lewensky, Suffern

NAYS: None

ABSENT: Commissioner Perri

MOTION CARRIED

4. INTRODUCTION OF NEW COMMISSIONER MIKE DENSFORD

Commissioner Kubaszko welcomed Commissioner Densford to the EDC.

Commissioner Densford Introduced himself, stating he has lived in Bartlett for over 10 years, is very involved in the community through coaching and being a business owner, and is excited to serve on the EDC.

5. PUBLIC COMMENT

NONE



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

6. YUMMY POKE BEDA APPLICATION

Mr. Fradin stated this BEDA application is from Manny Rafidia, the owner of the fully rehabilitated and reoccupied Streets of Bartlett shopping center, formerly known as Bartlett Plaza.

This particular application is for converting the sole vacant space, formerly a dentist office at 134 Bartlett Plaza, into a sales tax generating use – a restaurant called Yummy Poke. The business plan describes the new restaurant as a place where customers can select from a variety of sushi or vegetarian poke bowls with many options regarding the base, selection of vegetables, sushi, chicken, and other toppings.

There is not a comparable restaurant in the village, and this would make a nice addition to the shopping center, which already features a great variety of eating and drinking establishments.

There is a brief summary detailing the proposed expenditures for this project as well as the number of employees (4), hours of operation, and projected food, liquor, and gaming terminal revenues.

The attached application details \$167,730 worth of expenditures associated with converting this former office space into a modern, code-compliant eating and drinking establishment.

Because architectural fees (\$3,000), demolition (\$14,800), and inventory (\$10,000) are not BEDA-eligible expenses, staff has determined that the eligible amount for all other costs including plumbing, electrical, equipment, signage, and more amounts to \$145,670.

This includes:

- \$38,800 in eligible costs to 1st Home Improvement for framing, drywall, painting, and flooring
- \$28,200 to mck construction for electrical work
- \$25,200 to Hall and One for plumbing
- \$5,000 to Neon Art sign company
- \$9,900 to Limestone Innovations Corp. for countertops
- \$5,100 to Daly Fire Protection for sprinkler upgrades
- \$33,470 to Webstaurant for equipment

Staff is recommending a BEDA grant in the amount of \$35,000, or 24% of the build-out costs for this new restaurant.

This amount is comparable to two prior similar projects, the buildout of a former office into Indian Express restaurant (21%) and the buildout of the Bartlett Tap (26%). Staff is also accounting for other BEDA projects that we anticipate in the new fiscal year.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

Commissioner Erickson asked how many gaming terminals will they have. Also, will the net income of \$200,000 estimated be on par with other establishments?

Mr. Fradin stated the state maximum of 6.

Mr. Dienberg stated that he can check those numbers and get back to them.

Commissioner Gorski asked about the vendor selection for the project.

Mr. Rafidia stated he has been doing construction for over 40 years and currently he owns and operates about 12 shopping centers with 300 or more tenants. I am always making deals with these vendors and contractors and I am always working to get the best deal possible.

Commissioner Erickson asked the timeframe until the business is open.

Mr. Rafidia stated he's hoping 2 months or less, but it depends on the IGB's inspection. He also welcomed new Commissioner Densford, stating he is one of his tenants in the Streets of Bartlett.

Commissioner Suffern stated that at an Easter gathering yesterday, that people who have moved out of Bartlett were complimenting Mr. Rafidia's shopping center, as well as More Brewing.

Mr. Rafidia stated he does what he has done in his other shopping centers, and he always wants the centers 100% filled.

Commissioner Erickson moved to recommend a BEDA grant in the amount of \$35,000, or 24% of the build-out costs for this new restaurant. Seconded by Commissioner Suffern.

AYES: Commissioners Erickson, Gorski, Ohlson, Kubaszko, Lewensky, Suffern
NAYS: None
ABSTAIN: Commissioner Densford
ABSENT: Commissioner Perri

Mr. Skrycki took a moment to thank Mr. Rafidia for his part in landing the Aldi deal. It takes a lot of partners, both public and private, and Manny has been one of those private partners, and the village appreciates that.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

7. BRANDING PRESENTATIONS

Mr. Fradin stated that the EDC narrowed it down to two agencies, and both have been invited to present and answer questions. Going alphabetically, the first presentation will be given by A5, while McDaniel's is waiting outside for theirs.

Mr. John Harris and Mr. Fletcher Martin from A5 presented their proposal (attached).

Commissioner Densford asked how they worked with the other agency in Real Woodstock.

Mr. Harris stated that they did not work directly with McDaniel's. We started and developed the campaign, and then councilman Mike Turner, now Mayor, really created that idea and we started and worked with a small team there, and developed that campaign. We ran it for six years, and then staffing and people changed. McDaniel's picked it up at that point and did a nice job. They've got a good relationship in McHenry County as we do.

Commissioner Ohlson asked about the metrics that they use to determine the success of the campaigns.

Mr. Harris stated that not every community is as interested in metrics as we are. We use soft metrics (i.e. website traffic, social media growth and engagement, email opens, google ads, SEO rankings) to measure the digital side. Ultimately, with the length of our work in Woodstock, while the "Real Woodstock" did not alone increase EAV or sales tax revenues, it was helpful because we were helping them create a story around Woodstock for people to stay, invest and grow. We can work with you to develop the metrics that should be tracked over time. We always review them to see what's going well and what we need to look at. We are always making sure that we adjust, and we will come back to you and share that information, including delivering reports as requested.

Commissioner Erickson asked if those reports are included in the cost or if it is something additional.

Mr. Harris stated that they are aware that the village is a good steward of taxpayer dollars, and we could deliver a report, as we do for other agencies.

Commissioner Ohlson asked what would you say is the personality of Bartlett.

Mr. Harris stated it's alive. This is a community with momentum, in our proposal we said that its blossoming. You know the growth patterns and there has been two growth spurts in this community that were significant. It's really fascinating that the assets that you have here, and I am not sure enough residents know about those assets. They are your biggest and best storytellers and then the surrounding communities inviting them in as well. From



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

an economic development standpoint, we're always looking at not so much how you can poach from other communities, but how those businesses in other communities can take advantage of the Bartlett audience. To make sure they open another "outpost" here, a 2nd restaurant, a 3rd location, or their 1st here in Bartlett. Then you don't have the leakage of money outside the community. There's a great community character here, you're ringed with the outdoors and the opportunity to take in nature, a strong core in the downtown that's transit oriented, and great opportunity on both sides of the tracks to continue to do that, and again a number of different assets. Let's not sleep on the "Streets of Bartlett", some people may say that's a strip mall, but you could eat at a different restaurant or cuisine every day of the week right there. What we would want to do is tell the story of the place and the people. People love to hear what makes Bartlett different and better. That's where we would work with you, to make sure we find that and then we are communicating that according to a plan, and making sure we measure those results.

Mr. Martin added that he drove through here a few times, and he tends to automatically look at things through the lens of having two little kids. Driving around I remember vividly thinking "did I make a mistake living in the city?". Turning into residential areas, the streets are wide, there were three kids, unattended. I can't do that in the city. I think that there is something very safe and real here. There's character, personality and real people here. That's a magnet. You can walk around and find lots to do, whether by yourself or with your kids. There's a lot here. There's a nice balance of people and place, and has a great feeling driving around.

Trustee Gandsey stated she loves hearing about telling stories, and that's what I try to do inviting people into town. What does your firm do for external placement or the PR to get these stories outside of the village?

Mr. Harris stated that they buy a lot of media, working with a fixed media budget, we work directly with the economic development team to figure out where do we have to be so that we are where everybody else is. On top of that, we want to know where we can blaze a trail where nobody else is, to be leaders and get ahead of the game. To do that we need to figure out who it is we want to attract and then we will come back with a media plan based on all of those factors. We never come with one plan, we always come with options to fit the budget. Crain's has been very successful for other clients, because its sponsored content, but it doesn't appear that way. People read it as Crain's editorial department saying good things about a community. We also do a lot of free media work as well with other clients. We always work within the budget parameters that we are given.

Mr. Martin added that a focus will be emphasizing what makes Bartlett unique, and finding the appropriate media so that information hits the right audience. We will do that research and it will help with the creative part.

Commissioner Suffern complimented the presentation and stated that he has been in business in Bartlett for 40 years and a lot of people don't really know where Bartlett is and



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

a lot of people who live in Bartlett don't know about some of the amenities we have. Your critique and analysis shows that we can do a better job with that.

Mr. Harris stated that his journalistic background helps him ask the right questions, and take that information to tell stories. That is an important part of what we do. We would listen to everybody and see what people want. The community survey on your website has already helped with that. In terms of signage, water towers and gateway signs are helpful as well, to let people know where they are. When you are marketing a place, you need to define that place.

The representatives for A5 stepped out.

Mr. Randy McDaniels along with Beth Geier from McDaniels Marketing presented their proposal (attached).

Commissioner Gorski asked if there is a not to exceed number in terms of the cost of the proposal relating to the other services listed.

Mr. McDaniels stated that there certainly could be, and we developed our proposal based on the numbers outlined in the RFP for this initial phase. Our brand guidelines are very thorough, and from there we would create a not to exceed number for the rollout thereafter. We work with not to exceed budgets all the time, working with many non-profits and cities, we deliver the deliverables at or under budget, and understand those constraints.

Commissioner Ohlson asked if they have a top 3 placements that other clients find highly effective?

Mr. McDaniels stated that with other clients, their core strategy is Google search display, Facebook/Instagram are core, everything else is built around that. If they can't do that well in conjunction with a really strong website, they aren't going to be successful. Those are the most efficient channels that we use, but on top of that there are other aspects that we can pull in. Print can be pulled in, but digital is the core. It's the most highly measurable. We have transparent processes, and we always are upfront with our reporting and the cost-per-click, and keeping that as low as possible.

Commissioner Erickson asked about reporting and how often we would receive it.

Mr. McDaniels stated that they do monthly reports, including trend reports. The cost of that reporting is built into a digital campaign budget, including our management time. There's always a live link to the data available as well as a monthly PDF report that's emailed.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

Commissioner Suffern asked if they had any initial assessments on Bartlett's strengths and weaknesses.

Mr. McDaniels stated that his impression isn't all that matters, but is still important. The nice thing about our perspective is that we are far enough away to feel that everything here is totally awesome because we are visitors, but we are close enough to service you well. My perception of Bartlett right now is really great living, well positioned with great access as one of the many communities here that have grown together, Metra rail service right here, great transportation and ability to grow. I'm not sure how landlocked you are, but sometimes you have to grow "up" when landlocked.

Mr. Fradin stated that there is still room to grow, one of our larger subdivisions is just getting started. I wouldn't use the term landlocked yet.

Mr. McDaniels continued stating that he can see this community starting to go up in the next 10-15 years. When you have Metra rail, that just changes everything. It's a beautiful community. There are still newcomers coming to Illinois because of Chicagoland, and if we are positive and tell the story, there is great value here if we show what you have to offer.

Commissioner Ohlson asked if they focus more on nature and attractions or more on the people and businesses. How would you balance that?

Mr. McDaniels referenced some handouts included in the proposal and stated that there is a balance that they try to strike. We thrive on building all of that, and that's where you have the most success.

Trustee Gandsey asked in regards to telling all of these stories, how do you work with outside placement.

Ms. Geier stated that there is a number of ways to go about that, but it really does come down to reaching out to resources outside the community. Obviously, advertising helps with that, but also public relations and a lot of that comes from a brand launch. You can reach out to local media as well as Newswire. We have had a lot of success with that. What's great about that is all of the back leaking, which helps drive back traffic to your sites and community.

Mr. McDaniels added that they have relationships with influencers as well, and we can ask them to come to town and be able to share that on their channels thereafter. Some of the biggest struggles in this industry is encouraging residents to be the towns own ambassadors and be able to talk positively about the community. He shared examples of other clients working with that.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

Mr. Skrycki stated that they would wait for the representatives for McDaniels to step out, and then discuss the proposals.

Commissioner Kubaszko asked the commissioners for their thoughts on the presentation.

Commissioner Ohlson stated that McDaniels examples really focused on the history of the areas, and I don't know if that is a benefit of bringing people to Bartlett. History is great and we shouldn't ignore it, but I would like to represent the more modern vibe of Bartlett.

Commissioner Lewensky added that they seemed more out of town using the phrase "Metra Rail", and could tell they didn't know the area as well as A5.

Commissioner Suffern agreed, and added that A5 did their homework. They seemed to know our community better.

Commissioner Erickson stated that she liked how A5 viewed Bartlett Hills as an Asset, and there's an opportunity there. We do have some unique elements to the village, and that uniqueness needs to be brought out. I think the reporting that they both offered was key as well. I liked how the A5 acknowledged how well our Facebook pages are already perceived.

Commissioner Kubaszko added that A5 seemed more locally oriented.

Commissioner Gorski agreed, and stated that McDaniels success seemed to come from small towns downstate. That's not exactly who we are in Bartlett, we're in the metro area, not exactly a small town.

Commissioner Kubaszko said that its kind of nebulous, and it depends on how wide of a net we are looking to cast and who to attract. It seems like there are multiple messages here. We are looking at current residents, and trying to draw people in.

Mr. Skrycki said it can be all of it to different people, some are looking at schools, open space, industrial, etc. I wouldn't say it is one net for one group of people, but it's a wide net for a variety of different people for different reasons. I would look at it as all encompassing. We are selling a way of life.

Mr. Fradin reiterated Mr. Skrycki's point.

Commissioner Gorski asked if we would ask the selected group to work on their price more?

Mr. Skrycki stated that in terms of the budget, there is a budgeted amount already, and staff would work with them on the rollout. The board will ultimately make those budget choices based on the experience staff has with them throughout the process.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

Commissioner Ohlson asked what staff's measurement of success looks like for this campaign.

Mr. Fradin stated that we will look at performance indicators that the proposals talked about in their reporting. Engagement, and increase in inquiries, attendance of events, etc.

Commissioner Suffern stated it seems like there is ample opportunity in the research phase to get our questions and concerns out there.

Commissioner Lewensky asked Trustee Gandsey her opinion on the presentations.

Trustee Gandsey stated that on paper she liked McDaniels, but A5's presentation was exactly how I would handle a branding campaign. To me its more than just a brand, it's how they are going to use the information, like placement to get the visual of Bartlett elsewhere. I though they had a more comprehensive approach in regards to the pricing. A5 really embodied what we are looking for in a branding campaign. I was really happy about how they talked about online campaigns. Even though we are getting lower vacancy rates, this will help when we do have turnover and openings to have a solid recognizable brand. They were looking at the village as a whole, and A5 really impressed. I thought you all asked great questions, and it was fun to be here tonight. McDaniels talked about online campaigns in their proposal, but A5 showed examples of actually doing them.

Commissioner Ohlson agreed, and liked the idea of the comedy shows and other events.

Commissioner Gorski moved to recommend to the village board to hire A5 as the village branding manager. Seconded by Commissioner Erickson

AYES: Commissioners Densford, Erickson, Gorski, Ohlson, Kubaszko, Lewensky, Suffern
NAYS: None
ABSENT: Commissioner Perri

Motion Carries

8. NEW BUSINESS

Mr. Fradin stated that there was a nice ribbon cutting for Atlas Chicken last week, they have been open for a little while in the Galleria. It's nice to see that south end of town to start seeing some development.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

There being no further business to discuss, Commissioner Gorski moved to adjourn the meeting. Seconded by Commissioner Lewensky

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Densford, Erickson, Gorski, Ohlson, Kubaszko, Lewensky, Suffern
NAYS: None
ABSENT: Commissioner Perri

MOTION CARRIED

The meeting was adjourned at 9:05 p.m.

Joseph Dienberg
Management Analyst

a5 Branding & Digital

Village of Bartlett:
Brand & Identity
Development Project

April 10, 2023



a5 Branding & Digital

- Brand and digital agency
- Strategic, creative and client-focused
- Craft and tell your story in a clear, concise, consistent & compelling way—with a strong call to action
- Create healthy, sustainable communities

a5 Branding & Digital

We combine...

- People
- Place
- Product
- Promotion
- Partnership
- Performance

... to bring your community's personality to life.


Commitment to Diversity, Equity and Inclusion

Mission-driven, a5 helps create healthy, sustainable communities. From economic development to environmental effectiveness to social equity, a5 is driven to provide educational and entrepreneurial opportunities for communities that traditionally have been underserved.

We are members in the [Community Design Collaborative](#), a group formed by Hennepin County to promote diversity in design.

We are also intentionally working to diversify our a5 team as we hire and promote.

We also work with minority and women-owned business partners, including procurement, and social/civil team relationships.



a5

public sector

- counties
- municipalities
- downtown associations
- park districts
- library districts
- planning agencies
- destination marketing orgs
- economic development agencies

private sector

- planners
- architects
- landscape architects
- developers
- construction firms
- engineering firms
- non-profits/associations
- healthcare
- consumer/institutional products
- financial services

Healthy, Sustainable Communities

Team



John Harbo
Marketing Strategy Consultant



Pamela Harbo
Creative Director



Charles Harbo
Business Manager



Juliana Allen
Account Coordinator I
Digital Media Specialist



Asha Pacheco
Account Coordinator




AJ Homan
Senior Designer



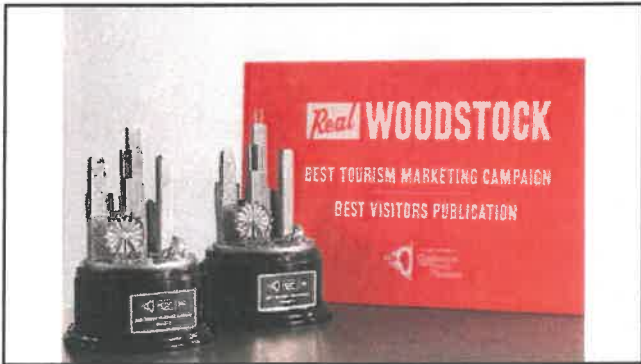
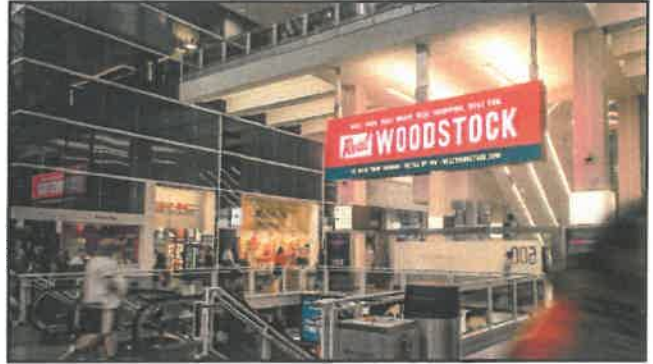
Aera Hoad
Graphic Designer



Andrea Rosinsky
Administrative Manager
Account Coordinator



a5 Work





Woodstock Results

New performance initiatives included:

- Woodstock 50th Anniversary presented from 1969 to 2019
- Woodstock 50th Anniversary 1000
- Chicago's 4th anniversary - 2019
- Chicago's 4th anniversary - 2019
- Chicago's 4th anniversary - 2019

Marketing Initiative exposure:

- Woodstock 50th Anniversary in four weeks in February 2019
- Chicago's 4th anniversary - 2019
- Chicago's 4th anniversary - 2019
- Chicago's 4th anniversary - 2019

Presented Woodstock 50th Anniversary through the following measurement:

- Woodstock 50th Anniversary reached 1.1 million people through social media
- Chicago's 4th anniversary - 2019
- Chicago's 4th anniversary - 2019

Events: With a goal of making Woodstock 50th Anniversary a "Home" event, Woodstock 50th Anniversary presented a series of events and initiatives to drive people to Woodstock 50th Anniversary. Long-term initiatives were a result of the Chicago's 4th anniversary - 2019. Chicago's 4th anniversary - 2019.

Chicago's 4th anniversary - 2019: Chicago's 4th anniversary - 2019. Chicago's 4th anniversary - 2019.

Chicago's 4th anniversary - 2019: Chicago's 4th anniversary - 2019. Chicago's 4th anniversary - 2019.

Chicago's 4th anniversary - 2019: Chicago's 4th anniversary - 2019. Chicago's 4th anniversary - 2019.

Chicago's 4th anniversary - 2019: Chicago's 4th anniversary - 2019. Chicago's 4th anniversary - 2019.

Made for You, Mundelein

Hecho Para Ti, Mundelein

Made for You, Mundelein

HECHO PARA TI, MUNDLEIN

Handmade for the Holidays

Hecho a Mano para los Dias Feriados

Made for You, Mundelein

Meet The Makers. Business. Community. Love. Local. Chicago's 4th anniversary - 2019.

Creative & Inspired. Love Local.

BEST OF Mundelein

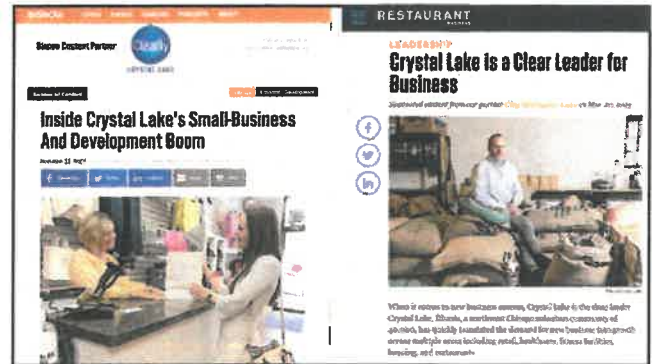
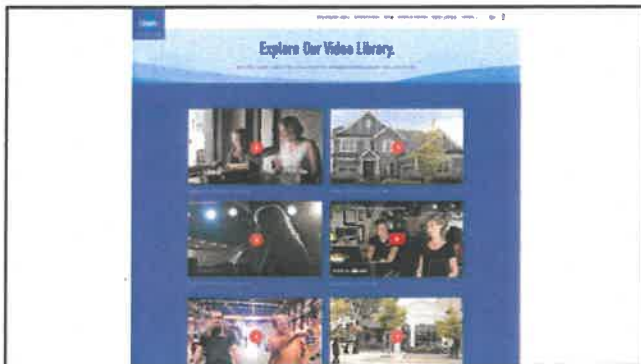
BEST OF Mundelein

2023 Made for You, Mundelein

VOTE!

VOTE FOR YOUR FAVORITE MUNDLEIN BUSINESSES





Love Where You Live
Make Your New Home In Niles
loveniles.com




Love Where You Live
Make Your New Home In Niles
loveniles.com





Businesses That Deliver.


Homes That Fit Your Budget.

Government That Cares.

Education As Unique As Every Child.




Love Where You Live.



Love Where You Live
Find Your New Home In Niles
loveniles.com

NILES

Love Where You Live.



Niles

Find Your New Home In Niles
loveniles.com

Find Your New Home In Niles
loveniles.com

NILES



Welcome!

Witamy!

欢迎

Добро пожаловать!

¡Bienvenidos!

Niles

Niles

Niles



Niles

Niles


Love Where You Live
Make Your New Home In Niles
loveniles.com




Love Where You Live
Make Your New Home In Niles
loveniles.com

Made Possible By Niles.





According to the RFP, primary objectives of the campaign are:

- Produce branded advertising content that the Village can reuse beyond the scope of the campaign to continue to promote the Village. Consider incorporating local influencers and bloggers to further promote the village's brand.
- Design updated marketing tools to be utilized at trade shows and local business events.
- Promote Bartlett to prospective developers and businesses including those seeking additional locations.

Proposal

Scope

- Develop campaign concepts in collaboration with the Village (three logo concepts and three campaign slogan/theme concepts).
- Produce multiple videos with a maximum of one minute in length promoting tourism to the Village & Bartlett businesses in general, which can be reused and "remixed" by the Village staff as needed for future social media or web-based content.
- Produce digital artwork, including social media images for posts and stories as determined by the selected firm. The village shall retain ownership of the artwork.

According to the RFP, primary objectives of the campaign are:

- Lay the foundation for a multi-year Village marketing campaign with limited, planned content updates throughout the next several years. The Village is allocating funds from its marketing and advertising budget to refresh the campaign in each of the next several fiscal years.
- Promote Bartlett as a regional shopping, dining, and recreational destination in the northwest suburbs.
- Increase regional awareness of Bartlett businesses and restaurants, with a focus on broadening its reach beyond Bartlett residents.
- Enhance the Village's social media presence and increase overall social media engagement (the Village's primary social media platform is Facebook) including on social media platforms including Instagram and TIK Tok.

Scope

- Produce digital media marketing campaign, coordinate social media-driven campaign with cross-promotion via Facebook, LinkedIn, Twitter, and Instagram.
- Utilize Search Engine Optimization (SEO) methods to make it easier to target specific audiences and generate more business leads.
- Evaluate and recommend additional social media networks for use during the campaign, if required.

Process

The ad campaign is an extension of the conversation. We get to know Bartlett as a community and, knowing the needs and desires of the community, we create a campaign that speaks to those needs and desires. You will find us to be a very creative and collaborative. We are one of our most important values is that of creative excellence. We will work hard to do with attention and care to you.

Outreach and Engagement/Relationships
To capture the Bartlett story, we need to get to know Bartlett and its people. We propose to conduct outreach and engagement activities that makes stories delivery and special.

Meet with Village Staff
Meet with Bartlett Executive Development Committee
Conduct one-on-one conversations with various village people, including Village Board members
Conduct small group meetings with the business community to help us understand what you're looking for
Meet with various village, business and marketing and communications teams
Review messaging and copy language - ensure it makes sense
Daily or bi-daily check-in with Bartlett staff to understand what the community needs and how to deliver it

From the process, we will produce the results and develop a campaign plan that provides recommendations on how to roll out the campaign and set up in the first year and beyond. This includes:

- **Copy**
- **Assets**
- **Key messages**
- **Visual recommendations**
- **Tactics**
- **Media budget recommendations**
- **Timeline**

For various recommendations, we would build into the plan numerous items, including social media, web site, email, etc. and more. For PR, we will discuss and develop an approach to outreach and influencers and bloggers as well as traditional media.

Fee Summary

Outreach and engagement/Campaign Plan	\$5,000 to \$7,000
Campaign concept development	\$15,000 to \$18,000
Videos	\$15,000 to \$20,000
Photography	\$5,000 to \$7,000 (photographer fees, as an director)
Marketing tools	\$10,000 to \$12,000
Social Media/Digital Media Asset Creation	\$5,000 to \$6,000
Account management	\$5,000 to \$15,000
Total, Not to Exceed	\$65,000 to \$80,000

we use a blended rate of \$150 for all staff members.

Third party costs for printing, social media advertising/boosts, advertising/media purchasing are additional and are not part of US fees. This could range widely depending on the Village's budget. (We have also developed co-op advertising plans that enables individuals and businesses to engage in the campaign.)

Process

Campaign Concept Development
Once we conduct the outreach and engagement, we will identify and develop the campaign. We will then create the campaign plan and budget, which includes the scope and timing of the campaign.

From the outreach of a campaign director, we would work with the Village of Bartlett to develop the information necessary to launch the campaign.
An approach will be developed by the Village of Bartlett.

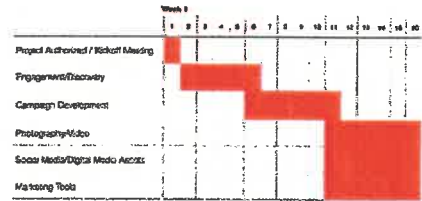
Campaign Account Management
With the outreach completed and the campaign plan in place, we will work with the Village of Bartlett to manage the account and to develop the plan.

Working from the campaign plan, we would build monthly, quarterly to annual progress and identify the deliverables. From the plan, we would build a campaign plan, which includes the scope and timing of the campaign, including media recommendations, the photography, etc.

Photography
An emphasis is placed on the use of photography with the Village of Bartlett. We would work with a number of photographers and would ensure that they are able to deliver the high quality images that we need for the campaign.

The photography will typically consist of one person, but in some cases, we will work with two people to ensure the highest quality of photography. We will ensure that the photos are taken with the highest quality of photography.

Preliminary Project Plan



Process

Meet
We propose to meet on a regular basis, up to four times a week, to discuss the progress of the campaign and to develop the plan. We will work with the Village of Bartlett to ensure that the campaign is launched on time and on budget.

The main approach would be to focus on the outreach and engagement activities, which includes the scope and timing of the campaign. We will work with the Village of Bartlett to ensure that the campaign is launched on time and on budget.

Social Media
With the Village of Bartlett, we would work with the Village of Bartlett to develop the plan. We would work with the Village of Bartlett to ensure that the campaign is launched on time and on budget.

From the outreach of a campaign director, we would work with the Village of Bartlett to develop the information necessary to launch the campaign.
An approach will be developed by the Village of Bartlett.

Photography
An emphasis is placed on the use of photography with the Village of Bartlett. We would work with a number of photographers and would ensure that they are able to deliver the high quality images that we need for the campaign.

The photography will typically consist of one person, but in some cases, we will work with two people to ensure the highest quality of photography. We will ensure that the photos are taken with the highest quality of photography.

We are placemakers.

We work with you to determine what's best—both people and place—about Bartlett, then capture and tell those stories.

In Bartlett, the foundation is strong: terrific schools, a strong business community and highly rated public safety. By creating a compelling campaign, we would tell that story, layering on top stories about your downtown, the special events and more. We capture energy, enthusiasm and momentum, and do it in a way that is memorable and motivates people inside and outside Bartlett.

a5 Branding & Digital

- * We have deep experience and proven expertise in community branding, marketing and communications.
- * We work collaboratively with you to facilitate an effective, efficient process that results in a strong brand, differentiated creative and compelling storytelling.
- * A new Bartlett brand will generate pride and help you retain and attract residents, increase economic development and welcome more visitors.
- * As placemakers, we help create healthy, sustainable communities.


BRAND + IDENTITY DEVELOPMENT PROPOSAL

MCD
REMAINS RARELY UNCOMMON.
 Marketing Communications Specialists Since 1965

MARCH 24, 2023

Thank You.

a5 Branding & Digital
a5inc.com



There are two kinds of brand campaigns.

Community Branding

Development of a new city or village logo and messaging.

EXAMPLES:




Community Marketing/ Brand Campaign

Development of a campaign to address an objective (i.e. economic development or tourism).

EXAMPLES:








MCHENRY COUNTY, IL

McHenry County Goes Natural

The leadership of Visit McHenry County felt its brand did not accurately reflect the positive changes throughout the county in recent years. Seeking a new brand that would position McHenry County as a natural destination for people looking for laid-back living, Visit McHenry County approached McDaniel's Marketing to complete a rebrand that would align the Tourten organization, the county government and the McHenry County Economic Development Corp. to better promote the county as a top choice to visit, live and work.

THE SOLUTION

The new brand name is Naturally McHenry County. The brand logo representing the brand promise was inspired by the numerous trails that define McHenry County — from trail choices reflecting vintage labels and hand-crafted goods — to design reflecting the county's natural beauty, along agricultural roots, and an ongoing way of life. The tagline of "Wonderful Places — Wide Open Spaces" conveys McHenry County's diverse mix of cities, towns and villages nestled amongst rivers, lakes and conservation areas.



CLIENT TESTIMONIAL

NATURALLY MCH MCHENRY COUNTY

I was very impressed with the approach McDaniel's Marketing took in developing the Naturally McHenry County brand. The McDaniel's team worked with us every step of the way, from developing brand promise and taglines to finalizing the look and feel of the header Guide, ensuring the direction they took our new identity aligned with the principles and values of the county. I'm so proud of our new look and grateful for all the work McDaniel's Marketing provided along the way!

- John Baugman
Naturally McHenry County
President & CEO

CASE STUDIES

HAVANA, IL


The Challenge:

To rebrand the historic city of Havana and communicate its unique charm and desirable attributes to aid in the attraction of new residents, businesses and leisure travelers.

The Solution:

- Led online interviews and multiple in-person focus group sessions with local stakeholders including city and county leadership, business owners, area historians, life-long residents and school district officials.
- Conducted focus group testing of multiple brand concepts derived from interview and session input.
- Developed the final Brand Promise, logo and slogan.


JACKSONVILLE, IL



The Challenge:
Working closely with the Jacksonville Area CVB and other local stakeholders, McDaniel Marketing created a strong, unified brand to honor the city's past, embrace its future and promote the city as a destination for both tourism and life. The M&D team embarked on a month-long research process that included focus group tests and in-person visits to identify the strengths and weaknesses in the city's branding, as well as opportunities that had not yet been realized.

The new brand family revolves around a central logo incorporating numerous visual elements representing various parts that define the city, from local choices reminiscent of a storied history and strong, blue-collar roots to a folk-art icon representing the city's iconic Big Eli Wheel as well as a sunrise shining a light on the opportunities that lie ahead.

"From what once looked to be a daunting task, McDaniel Marketing was able to guide us through every step of the way to create a brand that truly felt like it represented all of us in some way. Now, the familiarity of the brand and logos is really starting to settle in - I see our town and it feels like home."
-- Brittny Herry, Jacksonville Area CVB Executive Director



ACHIEVING YOUR GOALS

Uniformity & Flexibility


The brand will convey a common message and representation to audiences, both within and outside the Greater Chicago area. The M&D Marketing team will work together with all Village assets, venues and service brands, to achieve cohesive branding.

Diversity & Community Pride

After thorough research, the McDaniel Marketing team will identify and promote the attributes that make the Village of Bartlett distinct and appealing in a regional and nationally competitive environment to attract a diverse and inclusive blend of businesses, retailers, visitors and residents. Our approach will focus the community, be authentic to the Village and resonate with citizens, businesses, employees and community groups at large.



BRANDING PROPOSAL FOR THE VILLAGE OF BARTLETT



RESEARCH, CREATIVE PROCESS & BRAND DEVELOPMENT



We will:

- Research and Define – FIRST
- Design and Develop – SECOND



OUR COMMITMENT TO ACHIEVING YOUR GOALS

New Perception

The brand will elevate and enhance the positive image of the Village as a whole. The brand messaging will market Bartlett locally and statewide to leisure travelers, new residents and business investors.

The top brands are aspirational brands. And that's exactly what we can create... together.

Research

Our research team will uncover current perceptions as well as aspirational ideals that define what your brand could represent in the future. We will also identify opportunities/challenges/potential pitfalls and collect data about your target audiences to help you make better decisions and set up plans of action — because knowledge is power and gaining it lowers the risk involved in your decision making.



QUALITATIVE RESEARCH



Includes:

- Current brand audit
- Establish brand steering committee (ultimate decision makers)
- Define brand vision and direction
- Conduct competitive brand research
- Stakeholder interviews
- Brand concept focus group testing



AA | SALUNTON 2023 02
AA | SALUNTON 2023 02

PROJECT DELIVERABLES

WE WILL...

- Develop brand promise and positioning statements to define the brand.
- Develop a tagline that aligns with brand promise.
- Design brand logo including a complete logo package.
- Provide a brand style manual to include brand utilization guide
- Design brand identity templates for letterhead, business cards, event branding, tradeshow booth, web/social integration, promotional items, signage and other deliverables.
- Develop a creative suite for initial brand launch




FEES & PROPOSED AGREEMENT:
 (including meetings, travel and all deliverables)


PHASE I - Planning and Research: \$4,500
 (30 hours @ \$150/hour)

Preliminary research, interviews, consultation, SWOT analysis, logo focus group testing

PHASE II - Brand Development: \$15,500

Brand promise and positioning, logo development, tagline/motion, brand identity standards manual including digital & print advertising templates

Media costs are not included and will be placed separately.
 The above pricing is effective for 90 days after the date of proposal submission.



BRAND UTILIZATION DESIGNS

To include examples for:

- Advertising (print and digital)
- Media Placement
- Public Relations
- Events
- Email
- Social Media
- Websites
- Wayfinding Signage Concepts (banners and flags)
- Event Branding
- Vehicles and Buildings
- Village of Bartlett Swag
- Pullup Banner

BRAND ACTIVATION

Associate with a brand activation campaign to maximize reach beyond the current budget base, the effort on the ground level.





ADDITIONAL MARKETING SERVICES & RATES:

- Video Development (suggested): \$16,500 - \$20,000
- 6-Month Digital Marketing Campaign (suggested): \$18,500
- Photography and Content Development: \$125/hour OR \$1,000/day
- Marketing Display Exhibits: Price Varies



PROJECT TIMELINE
 4 TO 6 MONTH PROCESS

- Consultation and research phase (1 to 2 months)
- Design and brand development (1 month)
- Focus group testing (2 weeks)
- Refinements (2 weeks)
- Select brand logo, tagline, and elements for final approval (2 weeks)
- Develop final brand package (1 month)
- Steering committee approval (1 week)
- Launch and plan for additional tactics




THANK YOU!

McD REMARKABLY UNCOMMON



ECONOMIC DEVELOPMENT MEMORANDUM

DATE: May 5, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator 
RE: BEDA Program Update

With five years having passed since initiating the Bartlett Economic Development Assistance (BEDA) program, we have seen much success. The program has attracted over \$7 million in private investment while recirculating a portion of the village's share of video gaming funds into new and expanding business ventures in town.

The redevelopment of Bartlett Plaza to Streets of Bartlett, converting a vacant office into a thriving restaurant (One Twenty Live), converting a vacant grocery space into a bar and grill with a bowling alley (O'Hare's Pub/Midway Landing), assisting a home-based business in building out two commercial spaces for the village's only bakery, converting a 140-year-old barn into a code-compliant tapas bar and helping attract an 8,000 SF microbrewery with rooftop beer garden are a few examples.

Along with the success, there have been some challenges. Staff is proposing several improvements to the program to help ensure that the funds are allocated and reinvested in the business community to maximum effect.

The following are Staff's suggested updates to the BEDA Program:

- 1) To add a consent form as part of the BEDA application notifying applicants the Village may conduct background checks, credit inquiries, or review financial records to assess the qualifications and credibility of the applicant.
- 2) To impose a "clawback" provision whereby if a BEDA recipient relocates its business outside of the Village, ceases business operations, or fails to comply with the BEDA Program's requirements within the first three years after receiving a grant, the Village can recoup certain portions of the grant funds.
- 3) That outdoor dining as an eligible expense include only permanent improvements including patios, railings, and permanent outdoor seating fixtures. Expenses for tables, chairs, umbrellas or other items that can be easily moved elsewhere would not be eligible for grant reimbursement.
- 4) Stronger language requiring a project to be completed within 12 months, and that an extension request must be made in writing by the applicant and presented for approval to the Grant Administrator, EDC, or Village Board if necessary.
- 5) A requirement that the applicant provide verification of a certificate of occupancy and a valid business license prior to a grant payment being made.
- 6) A requirement that the applicant be current on all payments due to the Village.

- 7) Language that acknowledges that if the final costs come in less than what was estimated to determine the reimbursement amount, then the grant amount would be reduced accordingly.
- 8) Requirement to provide a copy of a lease upon request to ensure that the village does not make a grant to a business with an expiring lease.

In an effort to keep this program streamlined and business-friendly, I believe that the above will improve it to the extent that it can continue to attract further investment in the village while adding a margin of safety for the village over the next several years.

Please consider the eight proposals and review the attached application and come to the meeting prepared to discuss them and any other suggestions that you may have on how to improve the BEDA program.

Bartlett Economic Development Assistance Program

The Village of Bartlett encourages and supports business expansion with grants up to \$50,000 depending on the scope of the business project. The purpose of the program is to encourage businesses to invest in their building and promote revitalization of the Village's commercial development.

Funds for this program are allocated on a first-come, first-served basis each fiscal year until funds are depleted or the program is terminated.

Priority will be given to business projects that enhance the Village's overall business climate per specific criteria.

Assistance

The business assistance grant program will provide a grant up to a maximum of \$50,000 for sales tax producing uses including retail establishments and restaurants. Grants will be distributed on a reimbursement basis once projects are substantially completed.

Building owners or lessees (who produce written consent from the building owner for all proposed improvements) are eligible to apply. The program applies Village-wide, with the exception of properties that are located within existing Tax Increment Financing (TIF) districts.

The amounts of incentives granted will vary based upon the improvements made and each application will be reviewed on a case-by-case basis. All improvements must conform to the Village's regulations including, but not limited to, the Zoning Ordinance and Building Codes. Bartlett's municipal code is available online at www.sterlingcodifiers.com.

Individual properties will be eligible for grants regardless of who the current tenant may be once every two Fiscal Years. The Village of Bartlett's Fiscal Year runs from May 1st of every year through the following April 30th.

Targeted Businesses:

Priority will be given to those generating sales tax for the Village as defined by those offering merchandise or food and beverage services to the public, the sale or providing of which is subject to sales tax ("Retail sales"), and from which the revenue derived constitutes the majority of the revenue of the business. Example of eligible businesses include, but not limited to, retail stores, restaurants, grocery or specialty food stores.

Priority will additionally be given to projects that will create new job opportunities as a result of the project.

Only businesses located in commercially-zoned areas are eligible to participate in this program. Existing businesses wishing to expand and/or upgrade are also encouraged to participate.



Eligible Project Costs Include:

- Façade Renovations
- Interior Build-Outs and/or Rehabilitation
- Windows and Doors
- Signs or Awnings
- Outdoor Dining Areas
- Code-Required Landscaping Improvements
- ADA Compliance
- Improvements in Energy Efficiency
- Lighting
- Code-Compliance Related Items

Approval Process for Successful Grant Applications

Schedule a pre-application meeting with Bartlett's Economic Development Team. Contact Tony Fradin at (630) 540-5937 or tfradin@vbartlett.org.

Submit a complete application.

Staff reviews application and presents it to the Economic Development Commission, which reviews the application and makes a recommendation to the Village Board.

Village Board approval or denial.

Following approval of grants, all applicable permits and licenses must be obtained per the Village Code. All work must begin within six months of awarding of grant and be completed within twelve months.

Grant recipients shall provide a request for reimbursement and required documentation for work completed. Once work is completed in accordance with submitted plans, the Village will reimburse the approved funds.

Criteria that Will Be Considered on Applications

The amount of private investment in the project and the ratio of private investment to the rebate.

Jobs anticipated to be created or retained as a result of the new business or expansion.

The type of use, with priority given to sales tax generating businesses.

The amount that the project demonstrates a significant improvement over the existing situation including the reoccupation of vacant buildings or spaces within commercial buildings.

The extent to which the project will improve the aesthetics of the property.

That the project will enhance Bartlett's appeal to new businesses and visitors and add value to the Village.

If the applicant is a military veteran.

The Village of Bartlett supports local businesses and contractors and encourages applicants to purchase materials and services locally. Consideration will be given to the extent to which materials are purchased and local contractors are engaged in the project or provided an opportunity to compete for participation in the project.

Village of Bartlett Economic Development Assistance Application

Applicant Information:

Applicant(s) Name _____

Applicant(s) Address: _____

E-Mail Address: _____

Primary Contact for Project: _____

Cell Phone Number and/or Home Number: _____

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

Number of Years in Business: _____ Number of Years in Bartlett: _____

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

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

Property Information:

Project Property Location/Address: _____

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

Other ___ (explain)

Number of Businesses on Site: _____

Names of Other Businesses on Site: _____

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: \$ _____

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

If approved, estimated project completion date: _____

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