



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
March 11, 2024– 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the February 12, 2024 meeting minutes
4. Public Comment
5. Community Branding Discussion
6. Chamber of Commerce Update
7. New Business
8. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
February 12, 2024

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of February 12, 2024, of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Erickson, Gorski, Gudenkauf, Kubaszko, Perri, Suffern

ABSENT: Commissioner Lewensky

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

3. APPROVAL OF DECEMBER 11, 2023, MEETING MINUTES

Commissioner Gorski moved to approve the December 11th, 2023, meeting minutes, seconded by Commissioner Densford.

ROLL CALL VOTE

AYES: Commissioners Densford, Erickson, Gudenkauf, Kubaszko, Perri, Suffern, Gorski

NAYS: None

ABSENT: Commissioner Lewensky

MOTION CARRIED

4. PUBLIC COMMENT

Village Administrator Paula Schumacher was present and is a village resident. She provided some background information about the annual economic indicators report.

5. ANNUAL ECONOMIC INDICATORS REVIEW

Mr. Fradin spoke about the origins of the annual economic indicators report.

It is the result of a comprehensive marketing plan that the EDC discussed over the period of multiple meetings nine years ago. Administrator Schumacher was the assistant administrator at the time and was the point person for the project.



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The economy was struggling at the time, there was a high vacancy rate all throughout the various real estate sectors, especially in the downtown area.

There were many undeveloped sites, many of which but not all of which have been developed, and many glaring vacancies.

Mr. Fradin showed pictures of major vacancies including the empty Dominick's, Bartlett Fresh Market, and Lucky Jack's. There were many more.

One of the elements of the marketing plan was a periodic review of KPIs, or key performance indicators. We have been tracking these statistics annually since 2016, so this is the ninth time reviewing them. We like to gauge our progress and have good information for strategic planning purposes.

Mr. Fradin detailed the sources of information from various sources.

He proceeded to talk the commission through the presentation including the attached PowerPoint presentation.

Highlights include:

- Industrial vacancy rate of only seven percent but will fall to around 1.5% once the recent sale of the 400,000 SF speculative building which recently sold to RIM Logistics is recorded. The village is moving closer to full buildout and occupancy in the industrial sector, perhaps two years away.
- The commercial/retail vacancy rate is also only seven percent and is also falling due to some recent leases that had not yet been recorded when this report was produced earlier last month. MORE Brewing and Aldi were built in the last year, and some of the key vacancies, like the restaurant space in Bartlett Town Center, have been filled.
- Bartlett's office sector is relatively small, and the vacancy rate has consistently been in the five to ten percent range for the past ten years. It is currently a mere 3.7% and note that the average lease rate has declined from last year's high.
- There are over 10,000 daytime employees in the village, mostly due growth in the industrial sector. These statistics are lagging, so it is truly higher than that.
- One interesting metric is that CMAP estimates that 12.3% of workers in Bartlett work from home.
- Sales have steadily increased and will continue to do so with the addition of two automobile dealerships, Aldi, MORE Brewing, the two new auto dealerships, and other smaller businesses.
- The population has remained the same but should increase in the next few years as the Grasslands subdivision is completed and the 90-unit apartment building at Opportunity Site E (Railroad Ave. & Berteau Ave.).



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- The village's safety rating remains high, with NeighborhoodScout ranking Bartlett safer than 93% of similarly sized communities throughout the US.
- For 2024, elected officials, appointed officials, and staff are focused on continuing working with developers, brokers, industrialists, investors, and entrepreneurs to continue growing the village's economy by filling remaining vacant spaces, completing the industrial parks, and attracting new development to key parcels including the Crown commercial property, the intersection of County Farm and Stearns, and a new retail development in the Kane County portion of Bartlett. We are working on a new TIF district for some undeveloped and underdeveloped areas along Lake Street.

A commissioner asked for more details about the vacant gas station at 555 W. Lake Street.

Mr. Skrycki detailed some of the challenges to the property including an antitrust lawsuit and merger. Mr. Fradin detailed information about potential environmental issues and the property taxes have been sold at multiple tax sales.

Mr. Fradin concluded the presentation by speaking about the upcoming community branding initiative including that a5 will be presenting its concepts at the next Village Board meeting. We are budgeting accordingly for the upcoming fiscal year.

Commissioner Gorski asked to clarify the 498,000 SF of available industrial space. Mr. Fradin noted that it is comprised of only two large buildings, the 400,000 SF facility that RIM Logistics just purchased, and another 98,000 SF speculative facility that is nearing completion. It is not a bunch of smaller vacancies.

Commissioner Gorski inquired about agricultural sales in the sales tax report from the Illinois Department of Revenue. Mr. Fradin replied that he is not sure; it is likely that it includes farmstands and other miscellaneous businesses, perhaps some home-based businesses.

Commissioner Perri asked if we knew the selling price for the 400,000 SF speculative building; Mr. Fradin responded that it sold for \$44 million.

A commissioner commented on the success of the BEDA program.

Mr. Fradin thanked the commission and spoke about the virtues of the BEDA program. It can reduce the startup debt for entrepreneurs. It makes Bartlett competitive with other communities, most of which have a similar program for small businesses. We tried to make it flexible and modified the BEDA program twice last year.

Commissioner Perri asked if the large industrial building would cost the same if built in another community. Mr. Fradin replied that it would. Building costs are mostly the same,



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labor and materials. A big difference is in tax policy, and with the village and county approving a Class 6B since the building is in Cook County, that makes the property tax burden more competitive.

A commissioner asked how staff uses these reports.

Mr. Fradin responded that different businesses want different pieces of information while performing due diligence. For example, we are working with a potential cannabis dispensary, and they look at things like drive times, nearby competitors, and disposable income. We have a low vacancy rate as previously reported, so the challenge is finding the ideal location.

Mr. Skrycki noted that when we recruited Culver's to the village, the operator requested information on local churches and schools. We can customize reports in conjunction with our GIS staff.

Commissioner Perri asked about the status of the Crown commercial site at Route 59 and West Bartlett Road. Mr. Fradin responded that most of the interest has come from fuel stations, but we are still trying to attract additional uses to better serve the new neighborhood and commuters. Crown has hired excellent brokers from Cornerstone Commercial Partners, so the site has been marketed widely. Mr. Fradin also noted that the entire six acres is not developable, just about two-thirds of the site is.

Commissioner Suffern asked about the possibility of a large, attractive sign at that corner to point drivers toward downtown Bartlett.

Mr. Fradin reminded the EDC that it is the intersection of a state highway and county road, so the jurisdiction and what is allowable is not under the village's control.

Mr. Skrycki said that he has spoken with the Illinois Department of Transportation (IDOT) many times and that it is a great idea. When the dust settles, we will make another run at it.

Commissioner Gorski asked for an estimate of how many BEDA funds have been used this year. Mr. Fradin noted that he would have to research it, but once a few pending ones are made, including for the Boss's Signature, the total would be about \$150,000. We have never spent all the BEDA funds and are requesting \$250,000 again for the next fiscal year.

6. NEW BUSINESS

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



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ROLL CALL VOTE TO ADJOURN


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

MOTION CARRIED

The meeting was adjourned at 8:00 PM.

Tony Fradin, Economic Development Coordinator

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: March 5, 2024
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator 
RE: Community Branding Concept

BACKGROUND:

The next step in the village's community branding campaign was for the Village President and Board of Trustees to select a branding concept.

a5 presented three concepts at the February 20th Committee of the Whole meeting, first providing background information on all the steps, interviews, focus groups, and survey results while performing their research on our community.

Some slides are attached from a5's presentation, showing the Village Board's preference for the "Belong in Bartlett" concept.

DISCUSSION:

This slogan and logo can be used in a variety of ways, highlighting local businesses, events, people, and the overall quality of life. It can further be used for business recruitment in branding using "You Belong in Bartlett."

There will be a cascading rollout over the next several years. The concept will be used in marketing materials, social media, trade shows, and more to advance the reputation of the Village. There will also be several key metrics demonstrating the success of the campaign.

The key messages of the village being welcoming to all and a safe community with a convenient location, outstanding services, a diverse tax base, strong civic groups, and a small-town feel were all considered when creating this branding.

We will bring further information on the branding campaign and how it will be used at upcoming meetings once the Village Board determines the scope of the campaign for the upcoming fiscal year.

Outreach & Engagement

a5 conducted engagement and outreach with different groups in a variety of ways:

- Email survey to groups
- Email survey to residents
- Social media, app and website outreach
- Individual/group interviews

1,022 total surveys were collected.

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Describe Bartlett in one to two words:

- Generational
- Safe
- Values
- Grounded
- Chosen Town
- Little City
- Well-Rounded
- Resilient
- Welcoming
- Community
- Supportive
- Great Town
- Home
- Connected
- Partnerships
- Oasis

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What is special about Bartlett?

- Diverse and older architecture
- Feels like a walkable, charming community
- Lots of community activities
- Partnerships among all the Village entities
- No large highway or main road through the Village
- Still has small town feel
- Bike paths, parks and open spaces

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What is special about Bartlett?

- Services provided by the Village
- Police Department - present and responsive
- Civic groups - involved and active
- Residents have similar values
- People respect each other and the community as a whole
- Community events - 4th of July, National Night Out, Cocoa Crawl
- Some Village history is tied to national events

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What We Heard

- The civic groups–Lions Club/Rotary/Women’s Club/Historical Society–make the town.
- The town has grown with me.
- It is safe here and the statistics match the feeling.
- People choose to stay because of the small-town feel.
- Sports bring exposure to the town and businesses.
- Property values are growing due to the engaged, diverse community.
- “Mindful Sustainable Growth”.
- Be strategic about commercial development on the west side.
- Part of the branding needs to focus on the features of the Village that draw residents and businesses.

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How would you like Bartlett to be perceived?

- Upscale, with great dining and shopping.
- Safe town, great schools and a lot to offer.
- Small-town feel but modern.
- Safe, engaged, positive.
- Place for families to grow.
- Great place to live and do business.
- Friendly, nice. Forest-preserve areas, good restaurants and entertainment.
- Sought-out suburban community.

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Key Messages

Welcoming to all. Bartlett celebrates diversity in all forms.

Safe Community. Bartlett is recognized as one of the safest communities in Illinois.

Community-driven. People get involved in Bartlett to help make the Village better.

Outdoor living. With plenty of parks, paths and outdoor activities, Bartlett offers a safe, walkable, green outdoor experience.

Convenient location. With a Metra train station, and close proximity to downtown Chicago and O'Hare International Airport, Bartlett has an outstanding location.

Outstanding services. From village government to police/fire to public works, Bartlett offers exceptional services that make life better.

Schools. Strong Bartlett schools with good stories to tell about students and staff.

Considerations: Lean Into Strengths

- Safety
- Diverse tax base
- Growing downtown
- Outstanding outdoor activity opportunities, i.e. "Pate" Philip Park, Bartlett Hills, Villa Olivia
- Small town feel
- Strong civic groups
- Community diversity, i.e. BAPS

Considerations: Get Creative with Weaknesses

- Find the bright spots in schools and tell those stories
- Tell stories of locally-owned restaurants and retail
- Promote benefits of Brewster Creek
- Promote family friendly aspects of Village to encourage younger people to move to Bartlett
- Use successes of downtown attractions, i.e. MORE Brewing, 120 Live
- Capitalize on smaller events throughout the Village

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Social Media Posts



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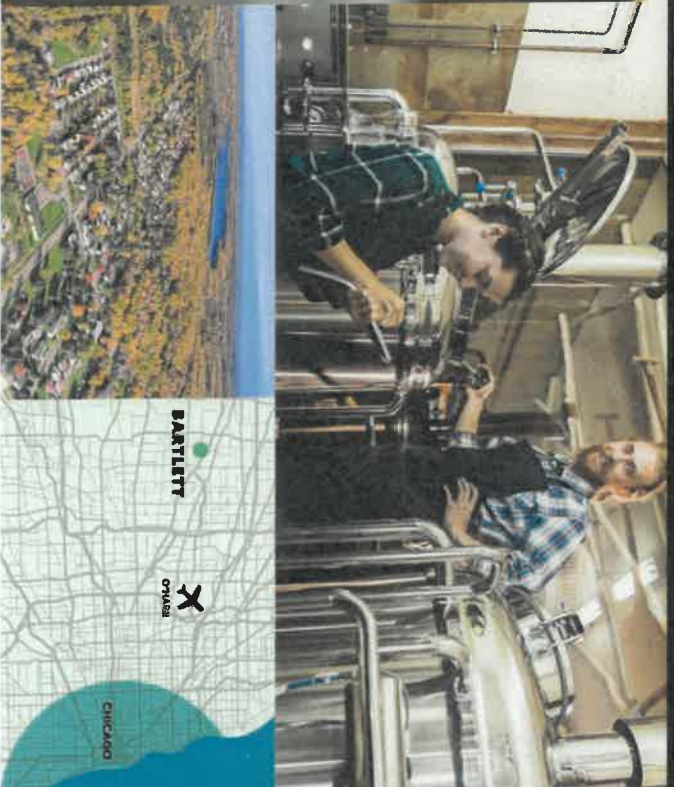
Print Ad / Business Attraction & Retention

"We are proud to be part of Bartlett's vibrant manufacturing scene."



**YOU
BELONG
IN BARTLETT**

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Contact Tony Fradin, Cead
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