



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
July 8, 2024– 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the May 13, 2024 meeting minutes
4. Public Comment
5. Community Branding Rollout
6. New Business
7. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
May 13, 2024

1. CALL TO ORDER

Commissioner Erickson called the regular meeting of May 13, 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

3. APPROVAL OF March 11, 2024, MEETING MINUTES

Motion by Suffern, seconded by Perri to approve the March meeting minutes.

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

NAYS: None

MOTION CARRIED

4. PUBLIC COMMENT

None

5. AVAILABLE SPACE INVENTORY

Mr. Fradin provided a brief background about the importance of having an up-to-date and accurate inventory of available spaces and development sites on the village's website. It is a common practice in the field of economic development and provides information to prospective businesses, brokers, and developers on a 24/7 basis.

He commended the GIS staff for putting the map-based apps together and then demonstrated them with available commercial/retail spaces, available industrial spaces, and several undeveloped land sites.

Mr. Fradin noted that he has added some unincorporated land sites to the village's inventory, since there are developers looking at sites on the edges of town for potential annexation including the owner of what we call the "triangle piece" on Lake Street that is



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part of the planned new TIF district. He added that we can place the listings in any order, so he listed the Crown site first due to its high-profile position at Route 59 and West Bartlett Road.

With the village's current low vacancy rate, particularly in the industrial sector, ideal spaces are getting harder to come by. There are always a handful of businesses and potential developers looking for spaces, and this is a great source of information for them.

Mr. Fradin added that the goal is to get the prospects to contact us for further information and assistance in licensing, zoning, and permitting. Everyone interested has to contact us before moving forward. This application is specifically geared towards business attraction.

Mr. Fradin noted that he will update these inventories on a more regular basis, perhaps quarterly, and report to the EDC on it in conjunction with reports on new businesses. The land sites do not change very often, but the shopping center spaces typically change monthly.

6. DINING GUIDE

Mr. Fradin shared the impressive new online dining guide.

We first began a dining guide about ten years ago in print form. It gets dated quickly as restaurants close and new ones open. We can be nimbler with this online version. We again worked with GIS staff to put this together.

Mr. Fradin said that whenever any commissioner hears a resident say, "there's no places to eat" or "there's no specific type of food in town," to point them towards this guide. When we started the dining guide, the number of places was in the thirties. It is now around sixty and includes many newer places.

Mr. Fradin pointed out the various categories of restaurants and also how attractive the app is from a design perspective.

Commissioner Gudenkauf noted to add the Boss's Signature to the breakfast category now that breakfast service has been recently added. Commissioner Densford remarked that it should be connected to the Bartlett Connect app. Commissioner Erickson noted that we could add a QR code connecting to this app in our branding efforts.

7. BUSINESS SPOTLIGHT VIDEOS

Mr. Fradin noted that we have resumed producing Business Spotlight videos to promote existing businesses. Joey Dienberg had produced these in years past and now we have



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a new staff person, Reagan Kohler, who produces these alongside Tony who “directs” them.

Mr. Fradin showed two videos, one featuring Commissioner Mike Densford and his business, Lucky’s Barber Shop, and another featuring Arish Merchant of Bartlett Culver’s.

Mr. Fradin requested that commissioners share these videos with their own networks, to expand their reach even further. Also, if a commissioner is speaking with a business owner, feel free to mention that we do these and have them contact him.

Commissioner Erickson suggested that we produce a video promoting the Chamber of Commerce; Commissioner Gorski pointed out that there are closed businesses still on the video list which should be removed.

8. NEW BUSINESS

Mr. Fradin noted that he also added the Crown site at the northwest corner of Route 59 and West Bartlett Road to the Intersect Illinois website and showed the listing to the EDC. This site promotes larger sites and is typically oriented towards industrial sites.

He stated that he will add the Lake Street TIF area as a development opportunity on the Intersect Illinois website when it is approved.

He further noted that he will be attending the NECANN Illinois cannabis convention in Schaumburg on May 31st in his continuing quest to attract a dispensary to the village. The one that had previously been seeking a location has been put on hold.

Commissioner Suffern raised the issue of flag banner signs proliferating in a few areas and urged staff to investigate the regulations to determine if there are any violations. Mr. Skrycki replied that staff will review the policy and determine if there are code violations and will bring the information back to the EDC later.

Commissioner Perri asked if Tony knew how many acres the unincorporated parcel on Lake Street that he mentioned earlier is. He replied that we refer to the property as “the triangle piece” and it is a little bit short of two acres. It is just east of Dunkin’ Donuts and has mostly been looked at by used car dealers. We anticipate something more commercial-oriented to develop there rather than just using the lot once the site is annexed and brought into the new TIF.

9. ADJOURNMENT

Motion by Commissioner Gudenkauf, second by Commissioner Densford



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

NAYS: None

MOTION CARRIED

The meeting was adjourned at 7:50 PM.

Tony Fradin, Economic Development Coordinator

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: July 3, 2024
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Community Branding Rollout Plan

Introduction:

I am pleased to provide an update on the "We Belong in Bartlett" campaign, an initiative designed to enhance the economic vitality and community spirit of our village.



This campaign aims to increase business retention, attract visitors, and elevate Bartlett's profile as a destination for shopping, dining, and recreation.

Through targeted marketing, community engagement, and media outreach, we are positioning Bartlett as a premier destination.

Campaign Goals:

1. **Promote Bartlett Business Community:** Increase traffic to local businesses and maintain high business retention rates.
2. **Expand Regional Awareness:** Attract visitors from surrounding regions by highlighting Bartlett's unique offerings.
3. **Boost Downtown Traffic:** Focus on promoting the downtown business district.
4. **Showcase Recreational Opportunities:** Highlight Bartlett's recreational assets, including Bartlett Hills Golf Course, bike trails, Villa Olivia, and Pate Philip State Park.

Budget Overview:

The proposed budget for the campaign is to remain under \$50,000, allocated across various promotional channels:

- Social Media Ads/Boosts
- Google Ads
- Media Appearances
- WGN Hometown
- Radio/Digital Ads on WGN or WBBM

Campaign Components:

1. Digital and Social Media:

- **Landing Page:** Develop a dedicated landing page titled “Belong in Bartlett” for campaign information. We have purchased the domain for five years.
- **Press Release:** Distribute a press release to local media outlets.
- **Social Media Presence:** Enhance our social media presence with Facebook posts, the launch of an Instagram account, and targeted ad boosts.
- **Content Marketing:** Regularly feature business promotions, local attractions, and community events on social media.

2. Community Engagement:

- **Poster Distribution:** Distribute posters and business window clings to promote campaign unity and visibility.
- **Festival Participation:** Distribute branded items to engage directly with residents and visitors.
- **Roadshow Events:** Present the campaign to local organizations such as the Rotary Club, Chamber of Commerce, and Bartlett High School.

3. Media Outreach:

- **TV Segments:** Secure segments on local TV shows (Good Day Chicago, Daytime Chicago) to reach a wider audience. We are considering WGN in February to promote Restaurant Week.
- **Radio Advertising:** Utilize targeted ads on WGN and WBBM to enhance the campaign’s visibility.

- **Print and Digital Publications:** Advertise in relevant publications like the Daily Herald and others.

4. **Promotional Materials:**

- **Marketing Collateral:** Develop flyers, postcards, posters, and PowerPoint templates for use in business meetings and conferences.

Implementation Schedule:

- **Week of June 24:** Official campaign launch and business poster distribution.
- **June 27:** Content due for the *Bartletter* newsletter.
- **June 30:** Article in the *Trending Now* e-newsletter.
- **July 4-7:** A banner and tee-shirt distribution at the Fourth of July celebration.
- **Throughout 2024:** Continuous activation and engagement efforts.

Advertising Timeline:

- **July to December:** Execute radio and digital ads on WGN/WBBM. We aim to promote Oktoberfest, Small Business Saturday, Merry & Bright, and our first-ever Restaurant Week.
- **October to December:** Schedule paid media appearances on Good Day Chicago and Daytime Chicago.
- **Year-long:** Maintain consistent social media ads and Google ads.

Conclusion:

The "We Belong in Bartlett" campaign is a robust and strategic initiative designed to further economic growth, support local businesses, and elevate the village's profile.

By leveraging a mix of digital media, community engagement, traditional advertising, and promotional events, we aim to build upon our vibrant and thriving community.

We truly appreciate the support you have shown so far and ask for your continued backing as we move forward.

Your active participation is key to the success of this initiative. When you talk to friends, family, neighbors, and other community members, please share the excitement and goals of our campaign.

Your enthusiasm can help build momentum and promote a strong sense of community pride. We will continue to update and engage with the EDC to make the community branding campaign successful.

Thank you for your ongoing support and commitment.

**YOU
BELONG
IN BARTLETT**

Economic Development / Tourism

**WE
BELONG
IN BARTLETT**

**Business & Resident Retention/
Community Building**

Fier & Bartletter Ad



When you live in Bartlett, it's easy to understand why. It feels like a small town—even though it's grown a lot over the years. It's safe. Welcoming. Filled with adventures, events and experiences. *It's home... and you belong.*

BE AT YOUR BEST IN BARTLETT. belonginbartlett.com





**WE
BELONG
IN BARTLETT**

MEETINGS & EVENTS

- 04** 4th of July Festival
12:00 PM - 7:30 PM
- 04** Planning & Zoning Commission Meeting - cancelled
07:00 PM
- 05** 4th of July Festival
12:00 PM - 10:00 PM

MORE EVENTS

NEWS

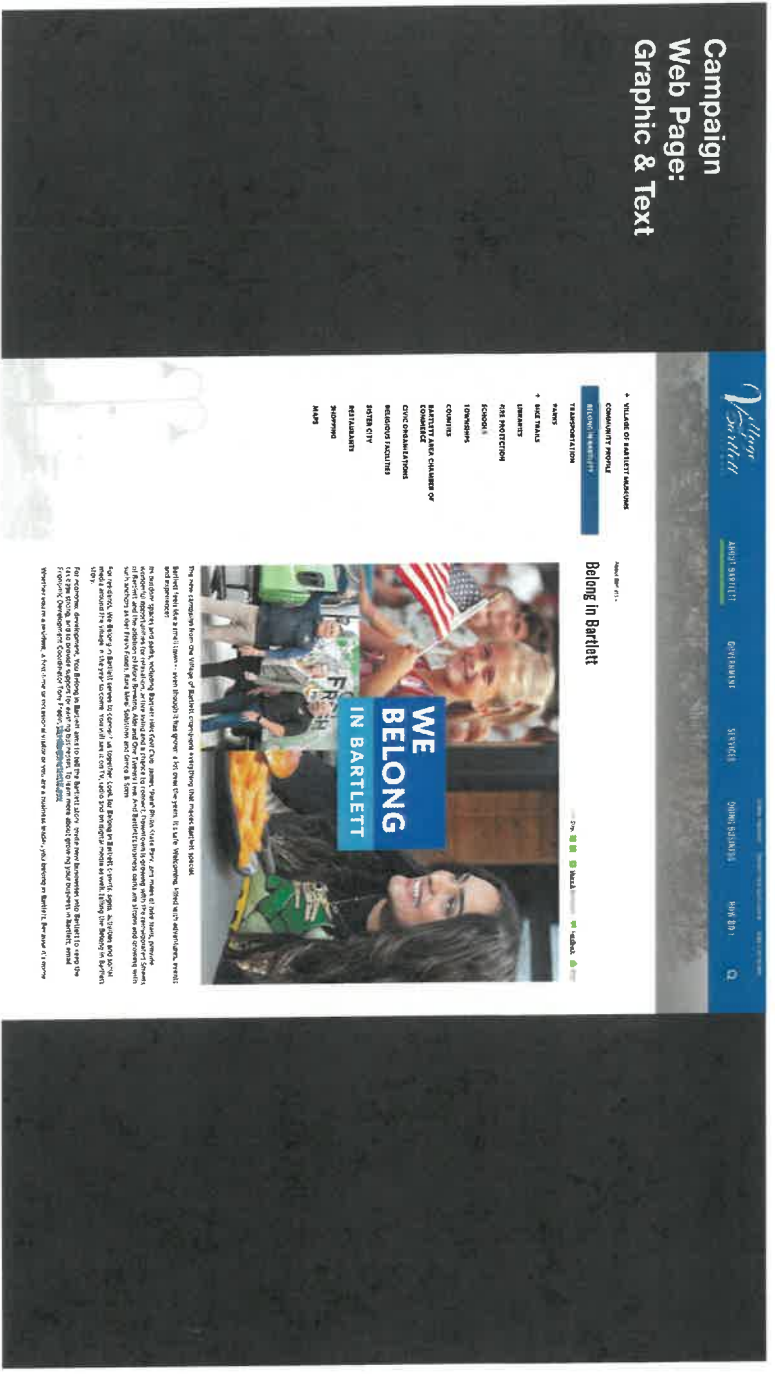
- Village Hall Holiday Hours & 4th of July Festival
- Independence Day Traffic Safety Campaign
- Accepting Police Officer Applicants

MORE NEWS

IN THE SPOTLIGHT

**WE
BELONG
IN BARTLETT**

Campaign Web Page: Graphic & Text



Graphics & Text for Launch Posts

Village of Bartlett - Illinois

We belong in Bartlett.
When you live in Bartlett, it's easy to understand why. Our town has a small town—even though it has grown a lot over the years. It's safe, beautiful, and full of life. Learn more about Bartlett here.

WE BELONG IN BARTLETT

Village of Bartlett - Illinois

We belong in Bartlett.
It's a big small town with great access to the outdoors, convenient access to Chicago and beyond, and a welcoming place with community-minded people. With the summer here, it's a great time to enjoy Bartlett. From Sunday golf at Deerfield to a family celebration to a walk, hike or run around Bartlett, it's easy to belong in Bartlett.

WE BELONG IN BARTLETT

Photography & Text for Social Media

Village of Bartlett - Illinois

We opened MOORE Brewing in 2023 and could not be happier. Bartlett has really made us feel like we belong here and downtown is really coming alive. New restaurants, new stores, more events. Love it!

Find out why More Brewing belongs in Bartlett.

WE BELONG IN BARTLETT



Village of Bartlett - Illinois

We opened MOORE Brewing in 2023 and could not be happier. Bartlett has really made us feel like we belong here and downtown is really coming alive. New restaurants, new stores, more events. Love it!

Find out why More Brewing belongs in Bartlett.

WE BELONG IN BARTLETT



Photography

Village of Bartlett - Illinois

Rebecca's delicious pastries are what we need every day! We love our local bakeries and the community that supports them. Our delicious pastries are what we need every day. Our delicious pastries are what we need every day. Our delicious pastries are what we need every day.

Find out why Rebecca's Cakes By Design belongs in Bartlett.

WE BELONG IN BARTLETT



Village of Bartlett - Illinois

Rebecca's delicious pastries are what we need every day! We love our local bakeries and the community that supports them. Our delicious pastries are what we need every day. Our delicious pastries are what we need every day. Our delicious pastries are what we need every day.

Find out why Rebecca's Cakes By Design belongs in Bartlett.

WE BELONG IN BARTLETT



Photography



WE BELONG IN BARTLETT



WE BELONG IN BARTLETT

Find out why Get Fresh Produce belongs in Bartlett.

Village of Barton - Illinois
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Find out why Get Fresh Produce belongs in Bartlett.

Village of Bartlett - Illinois
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Economic Development Postcard (Draft)



YOU BELONG IN BARTLETT



LOCAL BUSINESS

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

GET FRESH PRODUCE



BARTLETT
ECONOMIC DEVELOPMENT

Contact Tony Freadle, CEO
Economic Development Coordinator
Village of Bartlett
630.540.5937
tonyf@bartlett.com

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Campaign Launch Plan - “You/We Belong in Bartlett”

Week of June 24

- Landing page - “You Belong in Bartlett”
- Press release/article to be sent to local media outlets
- Social posts/ads
 - Continue to push Facebook posts
 - Launch Instagram account
 - Add post boosting to the process
- Posters to be distributed and hung in businesses
- Email sent to Village business contacts
- Article and ad in *Trending Now* e-newsletter
- Village purchased SWAG (TBD)

Campaign Launch Plan - Roadshow

Village staff to attend meetings/events:

July - September

- EDC (*second Monday of the month*)
- Rotary (*Thursdays @ 12:15*)
- Chamber of Commerce (*Lunch meeting*)
- Civic Groups (*Lions, Women's, etc.*)
- U46 Schools (*Bartlett High School athletics*)

Campaign Launch Plan - Bartlett Hills

Campaign elements promoting Bartlett Hills Golf Course can include:

- Posters/signage in pro shop
- Promotional Items for golfers
- Promotional offer (*not budgeted*)
- Chicago Style Wedding Magazine ad (*not budgeted*)
- Golf course/venue featured in campaign advertising

FOX 32 TV Good Day Chicago

- FOX 32 TV is a top-rated local TV station.
- A two-minute in-studio pre-recorded interview would air once either at 9:55am or during noon news.
- A \$4,000 package includes the interview and one-time airing.
(Additional airings are available for a cost.)



WGN TV Daytime Chicago



- WGN TV *Daytime Chicago* is the number one rated TV show M-F 10am-11am. Advertorial segments reach an averages 50,000 adults 18+.
- WGN TV *Daytime Chicago* is a hyper-local hour that talks about food, health, wealth, family, culture and more.
- A \$7,000 package includes an in-studio segment and digital assets.

WGN Hometown

- WGN Radio is the #1 news/talk radio station in Chicago
- WGN Hometown is a full one-day takeover of the radio station.
- A \$7,500 package includes videos, radio spots, Village rep interviews, social media and online advertising.



Campaign Launch Plan - Advertising through FY 24

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Radio/Digital Ads												
Paid Media Appearances												
Publications (Daily Herald)												
Roadshows												
Google Ads/Social Media												

Campaign Launch Plan - Advertising through FY 24

Items open for discussion and planning:

- Social media ads/boosts
- Google Ads for campaign website traffic
- Publications (*not budgeted*)
 - Daily Herald?
- Partnerships and offers

Campaign Rollout: Economic Development

Campaign elements for business retention and attraction

- **Flyers** - To be handed out at meeting/conferences
- **Postcards** - to be used for a direct mail campaign
- **Posters** - To be hung at local businesses around the Village
- **Business window clings** - To be posted at business to promote unity around the campaign
- **PowerPoint template** - To be used for meetings/presentations or proposals