



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
August 12, 2024– 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the July 8, 2024 meeting minutes
4. Public Comment
5. Lake Street Corridor Tax Increment Financing (TIF) District Update
6. New Business
7. Adjournment



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July 8, 2024

1. CALL TO ORDER

Chairman Kubaszko called the regular meeting of July 8, 2024, of the Economic Development Commission (EDC) of the Village of Bartlett to order at 7:00 PM

2. ROLL CALL

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

ABSENT: Commissioner Perri

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki

3. APPROVAL OF May 13, 2024, MEETING MINUTES

Motion by Erickson, seconded by Gudenkauf to approve the May meeting minutes.

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

NAYS: None

MOTION CARRIED

4. PUBLIC COMMENT

None

5. COMMUNITY BRANDING UPDATE

Mr. Fradin provided a recap of the process to date that ultimately brought in a5 as the village's branding consultant. He reminded the EDC that the new branding slogan can be modified based upon the target audience and includes "I Belong," "We Belong," and "You Belong" in Bartlett. He did hours of research into branding campaigns and never saw another one that could be modified in such a way, which makes ours unique.

For economic development purposes, we will use the "You Belong in Bartlett" slogan. Mr. Fradin showed the EDC the new branding tee-shirt and distributed them to commissioners. He described some of the photos in the PowerPoint presentation including MORE Brewing, Rebecca's Cakes by Design, and Get Fresh Produce.



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Mr. Fradin described some of the economic development goals such as business retention and expanding regional awareness of the village to attract visitors and customers to businesses and events. He stated that the branding campaign is village-wide, but most of the mom-and-pop businesses that will be promoted are located downtown. Route 59 and Stearns is home to more regional and national businesses, but they will also be included.

The next round of photos will highlight some community attractions including Bartlett Hills golf course, the State Park, and BAPS mandir.

Mr. Fradin described the budget for the current fiscal year, keeping it under \$50,000.

Mr. Skrycki noted that the village is not a business selling items; we are selling a way of life, and this will be a momentum-gaining branding campaign.

Mr. Fradin continued that we will be using social media including boosts, we will also utilize Google ads, something that we have not yet used, and some of the more costly items include television and radio spots including WGN and WBBM.

Commissioner Suffern asked what percentage of the budget is being allocated to media.

Mr. Fradin replied that is yet to be determined. Our consultant, a5, has vast experience and connections with media sources and we discuss that with them when we meet almost weekly.

Chairman Kubaszko asked how the terminology "We Belong" was arrived at.

Mr. Fradin replied that it is the result of focus groups, meetings with various village representatives including the EDC and Village Board, and months of research. Ultimately, a5 presented three options to the Village Board, who selected the "Belong in Bartlett" tagline. Others included "Better in Bartlett" and "Good For Us." This one stood out above the others.

Chairman Kubaszko asked to elaborate on the focus groups.

Mr. Fradin replied that Mr. Skrycki and I helped a5 put them together. Mr. Skrycki added that it included School District U-46 and surveys to the schools and civic groups. The village did an internal survey previously.

Mr. Fradin stated although the overall branding message is a simple one, it came after a lot of thought and process including input from many. The survey had over 1,000 responses.



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Commissioner Suffern suggested that we include the branding message on signage to help reinforce it for residents. Mr. Skrycki replied that is a great idea and we are looking at areas in town to do that. It would be an additional village expense. He added that we are still early on with this process, and it will be going for three to four years.

Commissioner Erickson suggested that the village create a selfie frame that can be used at local events like National Night Out and Oktoberfest, to help grow the brand organically. Mr. Fradin replied that is a good idea and we will pursue that.

Commissioner Erickson asked how far in advance we must plan for the media spots.

Mr. Fradin replied that we are working on getting on the schedule for them and must commit to the appearances months in advance. We want to promote holiday events, so we are looking into it now.

Mr. Skrycki stated that we are looking at events including Oktoberfest, Merry & Bright, Small Business Saturday, and the village's first Restaurant Week early next year to promote as part of this branding effort.

Mr. Fradin went on to display the landing page on the village website and noted that we recently purchased the "Belong in Bartlett" domain. Mr. Skrycki added that as we get further into the Lake Street TIF, you will see the "You Belong" branding to be used at trade shows and to send to commercial brokers.

Mr. Fradin displayed the Economic Development postcard and remarked that, in addition to the initial professional photos, we will be using some of our own photos and can take photos from businesses' Facebook pages too if they agree.

Commissioner Suffern asked what the messaging will be for the trade show and economic development materials. Mr. Fradin replied that it will be generic, talking about things like how many businesses are in town and that Bartlett is a safe and prosperous community that welcomes them. We can also do a two-sided postcard or flier and change the information on the back depending on the target audience.

(an inaudible question about printing)

Mr. Fradin replied that we can print simple things in-house, but sometimes we may want a heavy-stock glossy printed item and may use a local printer. Mr. Skrycki added that we can do bulk mailings too.

Mr. Skrycki explained that we will be able to measure social media engagement and that we will probably see some results in a year or so.



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Commissioner Erickson suggested that we order branded stickers and commended the tee-shirts. She mentioned that when the EDC and village did the wayfinding signs in 2010, we never carried the branding through beyond some of the basics.

Mr. Fradin agreed, noting that besides using it on various promotional and printed items, previous branding efforts were never promoted heavily to residents with things like tee-shirts, social media, and photo opportunities.

Chairman Kubaszko suggested that we expand this branding to the business park, with the additional tagline "They Belong in Bartlett." Mr. Fradin reiterated that this is a village-wide effort, and we will look at ways to include those in the industrial parks as well.

Commissioner Suffern noted that, while he loves local events, he believes they should be downtown. He stated that Apple Orchard Park and Leiseberg Park are in isolated areas and do not boost the downtown like Heritage Days did in the past. He noted that there are many empty parking lots in the area on weekends and to optimize economic impact, more events should be held downtown.

Commissioner Erickson explained that, as part of the Oktoberfest Committee, they looked at many locations, eventually landing where they thought best. She said that there is also a band shelter being planned for Leiseberg Park. Once they decided on a venue, they need to stay there. She further explained liability issues and other reasons why it will remain at that location. Also, it is the Bartlett Area Chamber of Commerce and another community questions why it is always held in Bartlett.

Mr. Skrycki explained that there are events that are great for the downtown area such as the Cocoa Crawl and Merry & Bright activities.

Commissioner Densford mentioned cruise nights in Lombard and asked if we have ever considered those. Mr. Fradin replied that some businesses have done it on their own, for example Culver's and even previously in Streets of Bartlett. Commissioner Suffern described the car show years ago along Oak Avenue during Heritage Days as phenomenal. Commissioner Densford added that he plans events for the Bartlett Raiders and may investigate hosting one.

Chairman Kubaszko inquired about the Metra parking lot status. He mentioned that the lots seem empty much of the time. Mr. Skrycki replied that the use of the lots is at about sixty percent of where they were pre-pandemic on Tuesdays through Thursdays. Mr. Fradin added that he can attest to this, walking past those lots most weekdays and seeing them mostly empty on Mondays and Fridays, but at the percentage Scott mentioned three days per week.



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Mr. Skrycki stated that as part of the rehabilitation projects for Metra includes improvements to the Bartlett and Elgin area including a consolidation of the two platforms back into one in a few years. This will change the parking patterns when it happens.

Commissioner Suffern asked about the status of the apartment project that we have been talking about for years along Railroad Avenue. Mr. Skrycki responded that we are currently working on potential amendments to the contract.

6. NEW BUSINESS

Mr. Fradin detailed the status of the Lake Street Corridor Tax Increment Financing (TIF) District. Next Thursday the Joint Review Board will convene to review the qualification report and redevelopment plan, and to make a recommendation to the Village Board regarding approval of the new TIF.

Mr. Fradin further added that he did a “broker blast,” highlighting the Banbury Fair property recently listed for sale as well as multiple vacancies in Stearns Crossing shopping center. The blast went to 316 recipients, 191 opened it, there were 46 clicks on properties, the most being for the Banbury Fair listing (20).

Commissioner Suffern expressed his disappointment with banner flags reading “slots” still around the village. They remain month after month and are not good for the village’s image.

Mr. Fradin agreed and said that the EDC reviewed the sign ordinance last November, its recommendations went to the Committee of the Whole last December, and the Director of Planning and Development Services, Ms. Stone, reported that the updated ordinance should be going to the Planning and Zoning Commission by the end of the year. No changes have been made yet.

7. ADJOURNMENT

Motion by Commissioner Erickson, second by Commissioner Gudenkauf

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

NAYS: None

MOTION CARRIED

The meeting was adjourned at 8:00 PM.

Tony Fradin, Economic Development Coordinator

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: August 5, 2024
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Lake Street Tax Increment Financing (TIF) district update

The Bartlett Lake Street TIF Redevelopment Plan and Qualification Report aims to revitalize and enhance the designated area, promoting economic growth and improving the quality of life for residents.

From the village's [Strategic Plan](#), one of the elements of the short-term complex goals is:

9. Continue process for establishing a TIF district along Lake Street.

- **Pursue annexation of unincorporated parcels.**
- **Update the future land use plan along Lake Street.**
- **Adopt a redevelopment plan.**
- **Establish the district.**

Establishing this TIF aligns with additional elements of the Strategic Plan including attending ICSC to promote development sites and promoting infill development sites.

This comprehensive plan is projected to increase the equalized assessed valuation (EAV) of the area by over 1,129%, boosting it to approximately \$67.4 million. This significant rise in property values will ultimately benefit all local taxing bodies by expanding the tax base, which in turn supports public services and infrastructure.

A key objective of the redevelopment plan is the elimination of blighting conditions that currently afflict the area.

These include dilapidation, deterioration, and excessive vacancies, notably seen in properties including the long-vacant hot dog stand, vacant gas station, Crest Motel, and Oakfield Center. Addressing these issues will rejuvenate the area, making it more attractive to residents and businesses, and stimulating economic activity.



Significant upgrades to public utilities and infrastructure are a crucial part of the plan. Improvements will be made to roads, sewer systems, and public spaces, which are essential for attracting new development and enhancing the quality of life for current and future residents.

The plan envisions transforming the project area into a vibrant commercial and mixed-use corridor, contributing to the economic health and vitality of the village. The focus on commercial development is expected to create jobs, support local businesses, and increase sales tax revenues.

Importantly, the proposed TIF does *not* propose the removal of tax-producing property from the tax rolls. Nor will it have an impact on residential tax bills for nearby residents. Over the long term, the plan should boost property values in the area as the Lake Street corridor improves.

Job creation is a significant benefit of the redevelopment plan, with an estimate of up to 100 temporary construction jobs and 150 permanent jobs upon completion. These jobs will boost the local economy by increasing household incomes and supporting local businesses.

The plan includes provisions for amendments, allowing the village to adapt to changing circumstances or new opportunities. This flexibility ensures the long-term success of the redevelopment efforts.

All projects will still be required to proceed through the village's typical development review process for zoning, permitting, and licensing.

Overall, the Lake Street TIF Redevelopment Plan is a strategic planning initiative designed to support economic growth, enhance public infrastructure, and improve the quality of life for the community.

Tony will present a PowerPoint presentation to the EDC highlighting key elements of this qualification report and Redevelopment Plan.



Lake Street TIF Review

**YOU
BELONG
IN BARTLETT**

WHAT IS TIF?

Tax Increment Financing (TIF) is a powerful economic development tool that enables municipalities to revitalize blighted areas by leveraging future tax revenues.

By capturing the incremental increase in property tax revenues generated by new development within a designated area, TIF funds can be reinvested into necessary public improvements and redevelopment projects. TIF Districts can exist for a maximum of 23 years per Illinois law.

This not only stimulates private investment, creating jobs and enhancing property values, but also improves infrastructure and public amenities without raising taxes.

Ultimately, TIF helps transform underutilized or deteriorated areas into vibrant, economically viable districts, benefiting the entire community and increasing the overall tax base.

It is the Village of Bartlett's desire to improve the Lake Street corridor, some of which has suffered from a lack of private investment due to numerous challenges. The Lake Street TIF is meant to assist the village in continuing its mature and methodical growth.

The project area is generally one hundred and fifty-four (154) acres located on Lake Street, roughly between Lela Lane and Hale Avenue or approximately one hundred and twelve (112) acres excluding right-of-way.

LAKE STREET TIF AT-A-GLANCE

Anticipated Increase in Equalized Assessed Valuation (EAV):

- The initial EAV of the project area is \$5.97 million.
- Upon the completion of the anticipated redevelopment projects, the EAV has the potential to increase to approximately \$67 million, representing an increase of over 1,100%.
- As with prior successful Bartlett TIF Districts, the taxing districts will greatly benefit from capturing the increase in value of these properties in the future.

Elimination of Blighted Properties:

- The project area includes numerous properties with issues such as dilapidation, deterioration, and excessive vacancies. These blighted conditions hinder private investment and development.
- Redevelopment will address these issues, removing dilapidated structures, improving deteriorated buildings and sites, and repurposing vacant properties.

Redevelopment of Key Opportunity Sites:

- Several specific sites are identified for redevelopment, including commercial, mixed-use, and residential areas.
- Key redevelopment projects include the realignment of Oak Avenue, extension of infrastructure, and repurposing vacant and underutilized properties to stimulate economic growth and enhance the area's overall appearance and functionality.

Public Improvements:

- Significant public improvements are planned, including street and sidewalk upgrades, beautification projects, utility improvements, and development of public open spaces.
- These enhancements will not only improve the infrastructure but also make the area more attractive for private investments and community use.

Total Estimated Project Costs and Funding Sources:

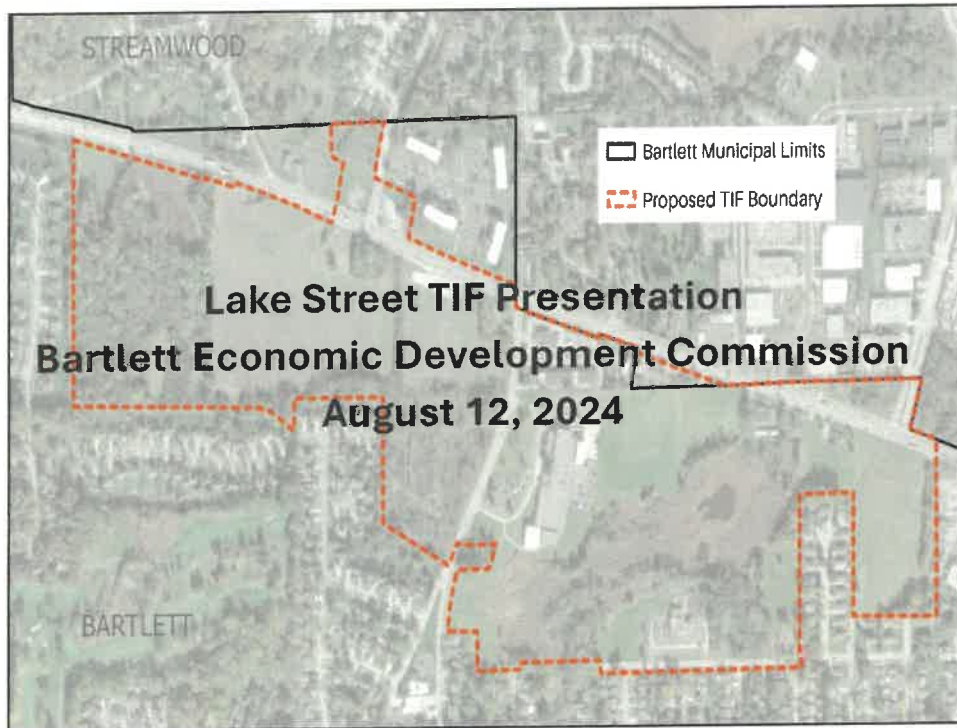
- The total estimated cost for the redevelopment project is \$67 million, which includes property assembly, possible environmental remediation, construction of public improvements, and other eligible costs.
- Funding will primarily come from the incremental increase in property taxes generated by the redevelopment, supplemented by other sources such as grants and contributions.

No Impact on Homeowners' Tax Bills:

- The proposed TIF district **will not** increase local homeowners' property tax bills. Instead, TIF captures the incremental increase in property tax revenues generated by new development within the designated area.
- These additional revenues are then reinvested into public improvements and redevelopment projects. This process leverages the growth in property values within the TIF district to fund revitalization efforts without raising existing property tax rates for local residents.

These elements collectively highlight the scope, financial impact, and strategic importance of the TIF district for the Bartlett Lake Street Corridor, aiming to transform the area into a vibrant, economically thriving area.



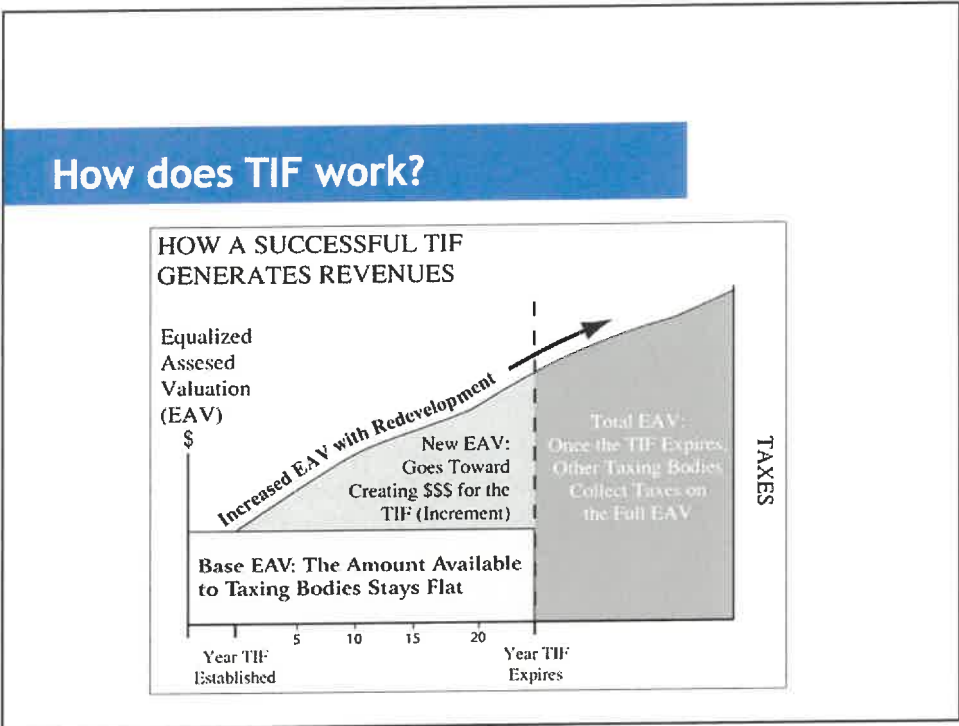


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What is TIF?


- Definition: Tax Increment Financing (TIF) is a public financing method used as a subsidy for redevelopment, infrastructure, and other community-improvement projects.
- It is generally considered the most powerful tool in economic development. According to the most recently available data from the Illinois Office of Comptroller (IOC), there may be up to 1,496 TIF districts located in as many as 537 Illinois municipalities.
- Bartlett has two active TIFs and two closed TIFs.
- Purpose: To stimulate private investment in blighted or underdeveloped areas, using the future increase in property tax revenues to finance current improvements.


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Lake Street Corridor Redevelopment Plan

 Overview: The plan aims to transform the Lake Street Corridor into a vibrant, economically thriving area.

 Key Elements: Improving commercial and mixed-use areas, upgrading infrastructure, attracting private investments.

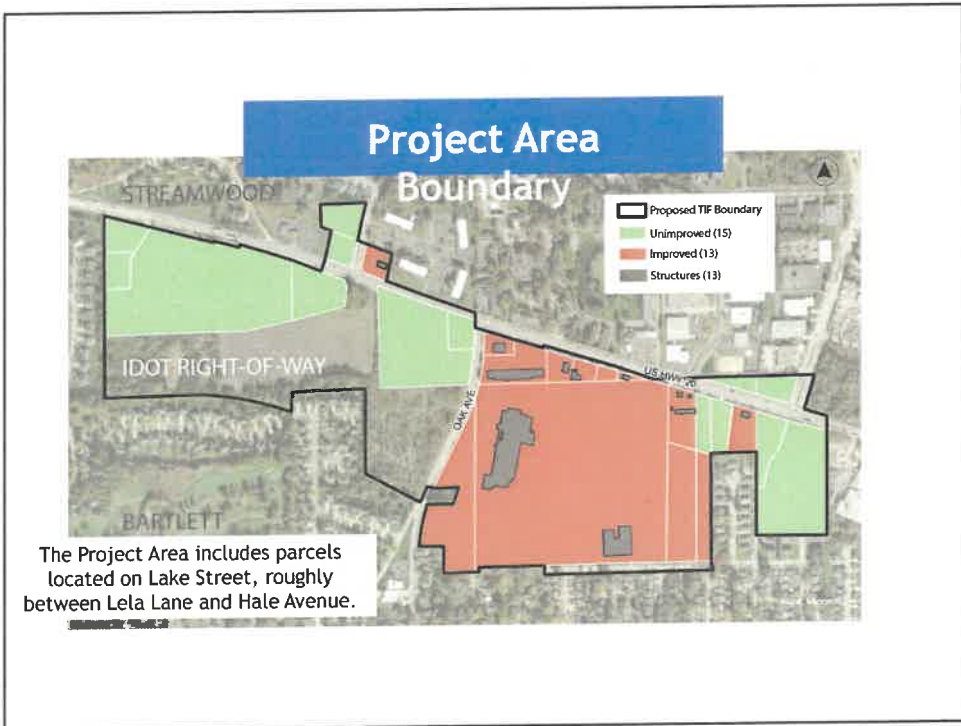
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Description of the Project Area

- Boundaries: The project area covers properties along Lake Street, approximately 154 acres.
- Key Characteristics: Mix of commercial, residential, and vacant properties, including areas with significant blight and underutilization.

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Criteria for Eligibility

Criteria: The area qualifies based on factors such as deterioration, excessive vacancies, decline in assessed value, and environmental contamination.

Summary of Findings: The area meets the statutory requirements for TIF designation as both a 'conservation area' and a 'blighted area.'

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Project Area Meets Eligibility Requirements

The Lake Street Corridor Project Area meets the requirements to qualify as a “blighted area”.

Improved Land: qualifies as a ‘blighted area’

- Over 50% of structures over 35 years old
- Dilapidation
- Deterioration
- Excessive Vacancy
- Decline or relative decline in Equalized Assessed Value (EAV)
- Lack of Community Planning

Unimproved Land: qualifies as a ‘blighted area’

- Obsolete Patting of Vacant Land;
- Deterioration of structures/site improvements in neighboring areas; and
- Decline in total EAV in 3 of the 5 past calendar years.

Eligibility factors should be present to a **meaningful extent** and **reasonably distributed** within the Project Area.

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Goals and Objectives



Goals:



- Revitalize the area into a dynamic commercial/mixed-use corridor.



- Enhance public utilities and infrastructure.



- Attract private investments and improve the economy and tax base.



Objectives:



- Create new jobs.

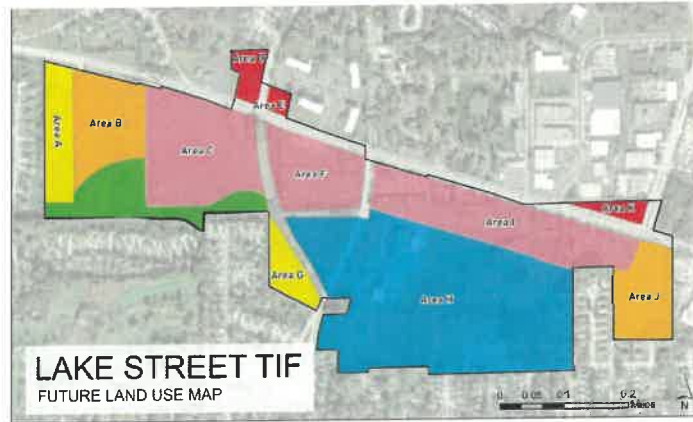


- Increase property values.



- Improve the quality of life for residents.

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Future Land Use Plan

- Vision: A vibrant commercial and mixed-use corridor with improved public spaces.
- Map: Comprehensive land use plan indicating designated areas for commercial development, residential areas, and public spaces.

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Redevelopment Opportunities

- Key Sites: Identification of high-potential redevelopment sites, including vacant and underutilized properties.
- Types of Projects: Commercial developments, mixed-use buildings, and infrastructure improvements.

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Eligible Project Costs

Estimated Redevelopment Project Costs	
Category	Cost
Costs of Studies, Surveys, Development Plans, Implementation and administration of the Redevelopment Plan	\$28,000,000
Property Assembly including Acquisition, Site Preparation, Demolition, Environmental Remediation, and Site Improvements	\$1,000,000
Rehabilitation, reconstruction, repair, or remodeling of existing public or private buildings and fixtures	\$12,500,000
Financing Costs	\$24,000,000
Taxing District Capital Costs and Residential Impact Costs ⁽¹⁾	\$885,000
Developer Interest Costs, taxing districts eligible reimbursement and capital costs	\$1,000,000
Total Estimated Project Costs	\$67,385,000

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Anticipated Outcomes

- Construction and Occupancy of Commercial Redevelopment
- Growth in Tax Base from **\$5,032,311** to approximately \$67 million
- Growth in Annual Property Taxes from the TIF from \$528K to **\$7M**

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Impact on Community

• Economic Impact:

Creation of approximately 500 new jobs.

Increase in annual tax revenues by \$2 million.

Improved infrastructure and public spaces.

Enhanced quality of life and property values.

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Conclusion and Next Steps

Summary: The TIF redevelopment plan will significantly enhance the economic and social landscape of the Lake Street Corridor.

Seek a recommendation from the Joint Review Board on August 16th.

Public Hearing is August 20th.

The Village Board will vote on adopting ordinances to create a new Tax Increment Financing district and adopt the Redevelopment Plan at a future meeting. We will keep the EDC apprised.