



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
October 14, 2024– 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the August 12, 2024 meeting minutes
4. Public Comment
5. Inaugural Bartlett Restaurant Week
6. Branding Update
7. New Business
8. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
August 12, 2024

1. CALL TO ORDER

Commissioner Erickson called the regular meeting of August 12, 2024, of the Economic Development Commission (EDC) of the Village of Bartlett to order at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Erickson, Gorski, Lewensky, Perri, and Suffern

ABSENT: Commissioners Densford, Gudenkauf, and Kubaszko

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

3. APPROVAL OF July 8, 2024, MEETING MINUTES

Motion by Suffern, seconded by Lewensky to approve the July meeting minutes.

MOTION CARRIED

4. PUBLIC COMMENT

None

5. LAKE STREET TIF UPDATE

Mr. Fradin provided a history of working with the EDC to strategize and discuss the development of various commercial and industrial areas and corridors throughout the village for many years. He cited Brewster Creek Business Park, Downtown, and the Route 59 commercial corridor as some examples.

Much of the village has experienced new development or redevelopment over the past decades; however, the Lake Street corridor on the northern edge of our community has not. It has stagnated for a variety of reasons.

Mr. Fradin went on to describe how Tax Increment Financing (TIF) districts work and described them as the most powerful economic development tool he knows of in twenty-four years in the profession. The village utilizes other incentives including BEDA grants, sales tax sharing agreements, fee waivers, and Cook County property tax incentives, however, to make meaningful changes to a larger area or corridor, TIFs are the best way to accomplish that.

Mr. Fradin described Bartlett's two former TIFs (downtown and Bartlett Quarry/Brewster Creek Business Park) and two active TIFs (Route 59 & Lake Street and the Bluff City



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
August 12, 2024

TIF). Per the Comptroller's office, Illinois has nearly 1,500 TIF districts in over 500 municipalities, including many with multiple districts.

Mr. Fradin went through a slide presentation, highlighting elements of the new TIF including how TIFs work, an overview of the area including the boundaries, the key elements of this TIF, how it meets the eligibility requirements, what eligible costs are, the future land use plan, financial projections, and the anticipated outcomes.

Commissioner Suffern asked about the School District U-46 property, and if it would be available for development. Mr. Fradin responded that it had to be included for contiguity, it won't be available for new development, but that the school would be eligible for TIF-related funding for future improvements if they meet eligibility requirements.

Commissioner Gorski inquired about the area east of the learning center, if that would become another development site. Mr. Fradin replied that it is not the case, it is simply an additional PIN owned by the school district.

Mr. Fradin mentioned that village staff has met with school district officials to discuss these issues, and that the school district is also a member of the Joint Review Board that is scheduled to meet this coming Friday.

Commissioner Suffern asked about a parcel on the north side of Lake Street. Mr. Fradin noted that it is a planned commercial area in the village, some fuel stations have looked at it over the years. It is currently vacant.

Commissioner Suffern asked Tony to elaborate on the rehabilitation and remediation estimate, and if it includes the vacant gas station. Mr. Fradin replied that it is one of the properties, but there are other vacant buildings and commercial properties in need of rehabilitation. He reminded the EDC that this is a twenty-three-year plan and includes Oakfield Center and the Crest Motel among other properties.

Commissioner Erickson added that for meaningful redevelopment to happen in the area, that gas station property must be cleaned up. Tony agreed that it is an eyesore and blight and good example of what this TIF is about.

Commissioner Suffern asked how staff foresees the vacant gas station being rectified. Mr. Fradin stated that it would have to be foreclosed upon, and someone would take possession of it. He noted that banks are not in a hurry to take possession of vacant fuel stations that may have contamination. There are also tax buyers. Whoever ultimately takes possession of it will have a line of people to compensate, which might ultimately make it a multimillion-dollar project.

Commissioner Suffern asked if the site could become just a parking lot. Mr. Fradin replied that it is a great gas station site and he gets calls on it. Once investors learn of all the



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
August 12, 2024

issues and costs involved, they back off. Ultimately, Mr. Fradin thinks it will become an automotive use once again at some point. It might become part of a TIF-funded redevelopment.

Mr. Fradin reminded the EDC that there will not be any TIF funds until there is some new development within the district, and that the developer of it will likely utilize the TIF for funding.

Commissioner Lewensky commended other TIFs in the village and asked if this one is riskier. Tony replied a strong Yes. It is riskier. The redevelopment area is still in Cook County. It does not affect the tax bill that a developer would pay whether in a TIF or not. The difference is where the tax funds go, and the ability for a developer to recoup some extraordinary costs. But compared with the industrial TIFs, this one will likely be more difficult and riskier to develop. Tony further added that this is why it is a TIF. It is a harder area to attract developers to than the DuPage County portion of Bartlett.

Commissioner Suffern asked if a cannabis dispensary could go to this area. Tony replied that it could, and we are also currently working with one to go inline in a Route 59 shopping center.

Mr. Fradin continued; the goal is to lift the Lake Street corridor on the north end of town. Nobody wants higher taxes, but residents want higher property values, and I tell the many callers in the area that this will ultimately benefit the area including a higher quality of life. He noted that the Joint Review Board meeting was continued from last month to this month. The taxing districts wanted more time to review the proposed TIF with their boards. The JRB makes a non-binding recommendation to the village board, who will hold a public hearing on August 20th before forwarding the three ordinances to the Village Board for a vote.

We are close to the end of the TIF creation process and will likely talk about the area at EDC meetings for coming years.

Mr. Skrycki added that the village can utilize TIF funds to improve infrastructure including improved lighting and infrastructure in the area. It is not just for attracting new business.

Mr. Skrycki also noted that the plan allows for an Oak Avenue realignment, creating a new four-way stop, which will also be an attractive corner for new development.

Commissioner Suffern asked if that has been talked about in the past, but never happened. Tony replied Yes, this is part of the reason why we are creating the TIF. The state owns a lot of property, and we have turned away potential developers over the years because some of the area was planned for a realignment. There are state projects that have not moved forward, like the Elgin-O'Hare Expressway expansion, and we are working with IDOT to make more of this land available for development.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
August 12, 2024

Commissioner Suffern stated that this corridor reflects the village's image, and it should be an attractive corridor. Tony stated that we all agree on that. We want the Lake Street corridor to be another attractive corridor in Bartlett.

Commissioner Suffern asked if the billboards would be staying. Tony replied Yes, they were allowed to remain as part of the annexation agreement with the owner of what we refer to as the "triangle property."

Commissioner Suffern commended the village on being proactive in addressing this area.

NEW BUSINESS

Commissioner Suffern asked about the proposed apartment building on Railroad Avenue. Mr. Fradin replied that the project went before the village board last week to address prevailing wages for two trades. The Village Board did not amend the agreement, keeping them as prevailing wage.

The zoning approval for the building was extended for one year. Whether it moves forward or not remains to be seen.

6. ADJOURNMENT

Motion by Commissioner Gorski, second by Commissioner Perri

MOTION CARRIED

The meeting was adjourned at 7:55 PM.

Tony Fradin, Economic Development Coordinator

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: October 9, 2024
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Inaugural Restaurant Week – February 2025

As we prepare for 2025, we are excited to announce that our community will be hosting its first-ever **Restaurant Week**, a week-long event aimed at showcasing our local dining scene and offering residents the chance to explore a wide variety of cuisines.

The event will feature special offerings from those participating, and we hope that a high percentage of eateries will.

What is Restaurant Week?

Restaurant Week is a proven marketing strategy used in cities nationwide to boost dining traffic during typically slower periods.

Participating restaurants offer set menus, usually at discounted rates, encouraging diners to try new establishments and explore diverse offerings.

This creates increased foot traffic for restaurants and an opportunity for them to showcase their best dishes and service.

Why February?

In Illinois, February is often a challenging month for restaurants due to several factors.

The harsh winter weather, characterized by freezing temperatures, snow, and ice, tends to keep people indoors and less willing to venture out for dining.

These weather conditions create logistical difficulties for restaurant operations, from reduced foot traffic to increased delivery delays, further impacting overall sales.

Additionally, February falls soon after the holiday season, a time when many people have already spent heavily on gifts, travel, and dining out during December and January.

As a result, they tend to tighten their budgets and cut back on discretionary spending, including dining out. This combination of post-holiday financial caution and adverse weather conditions leads to a noticeable decline in restaurant sales during this period, making February an ideal time to boost business through promotional events like Restaurant Week.

Other Illinois towns including Champaign-Urbana (January 24–February 1), St. Charles (February 3–7), Chicago (January 20–February 5), Glen Ellyn (February 23–March 3, 2024), and Geneva (January 20–28, 2024) have their restaurant weeks around the same time, as well as many other communities.

Benefits for Participating Restaurants:

For local restaurants, the benefits are clear.

By participating in Restaurant Week, they gain visibility, potentially attract new customers, and generate repeat business. The promotion provides an opportunity for chefs to create special menus that highlight their signature dishes, drawing both food enthusiasts and casual diners alike.

Boosting Community Awareness & Branding:

This event is more than just a boost for our restaurant industry—it’s also a way to increase awareness of Bartlett’s offerings among residents.

By encouraging people to visit local restaurants, we’re helping to strengthen community ties and elevate pride in our village’s amenities.

Additionally, Restaurant Week will directly support our community branding campaign, “**We Belong**” and “**You Belong**”, by emphasizing inclusivity and shared experiences.

The event invites everyone to come together, share a meal, and feel a sense of belonging in our vibrant village.

Village Staff will collaborate with the Chamber of Commerce in promoting this week-long event.

As commissioners, when you eat or drink at a Bartlett establishment in the coming months, feel free to share the information with the businesses. The information will be sent primarily via email, but as an emissary for economic development, staff welcomes your assistance in getting the word out.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: October 10, 2024
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Community Branding Update

Village staff, with the Chamber of Commerce, has promoted the We Belong brand locally and the You Belong brand at a retail event since the last EDC meeting.

We made the first use of the You Belong in Bartlett branding at the ICSC show in Chicago last month. Besides the booth, itself, we distributed branded materials to brokers and developers we met with.



YOU BELONG IN BARTLETT

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

GET FRESH PRODUCE

MORE BREWING

Bring your business to Bartlett and you'll find a growing community with a small-town feel. It's home to strong business parks and reinvigorated retail spaces.

Business leaders like you belong in Bartlett.

Contact **Tony Fradin, CEcD**
Economic Development Coordinator
Village of Bartlett
630.540.5937

BelongInBartlett.com

Over a dozen brokers and developers visited our booth. We primarily promoted the new Lake Street Tax Increment Financing (TIF) district.



Later last month, we promoted the branding at Oktoberfest, distributing dozens of tee shirts as well as prominently displaying the branding on the stage.



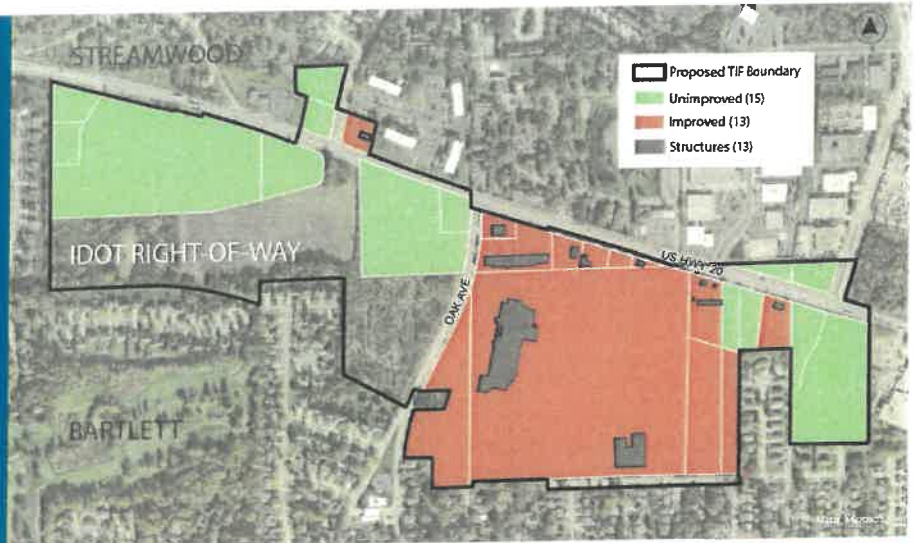
a5 and their photographer recently came for a photo shoot on September 27th, the same day as Oktoberfest's opening to take photos for the next round of community-oriented branding.

Photos were taken at Pate Phillip State Park, Bartlett Hills, Pasta Mia, BAPS, Bartlett High School, and Oktoberfest.

We are currently planning media-related promotions to promote holiday-related events and Restaurant Week.

Announcing new opportunities in Bartlett, Illinois

Lake Street Corridor TIF District



Bartlett is a thriving pro-business community with great development opportunities, including the new Lake Street Corridor TIF District. The new TIF district offers plenty of opportunities:

- * 154 acres with 2,500+ feet of Lake Street/US 20 frontage
- * 36,000 vehicles per day
- * Preferred uses include mixed-use with commercial, restaurants, retail, specialty food, and entertainment-oriented uses
- * Potential for residential developments, including single-family, town-home and apartments.

Professional economic development assistance available. Incentives are available for preferred uses.

**YOU
BELONG
IN BARTLETT**

Bring your business to Bartlett and you'll find a growing community with a small-town feel. It's home to strong business parks and reinvigorated retail spaces.

Business leaders like you belong in Bartlett.

Why You Belong in Bartlett

After decades of steady growth, the Village of Bartlett feels like a small town. It's safe. Welcoming. Filled with adventures, events and experiences.

- * 42,000 residents
- * 14,000 households
- * \$126,000 median household income
- * 88% of households owner-occupied



Tony Fradin, CEcD
Economic Development Coordinator
630.540.5937

Scott Skrycki
Assistant Village Administrator
630.540.5916



Learn more about why you belong in Bartlett.

belonginbartlett.com