



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
October 9, 2017
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the September 11, 2017 meeting minutes
4. EDC Marketing Plan and Development Presentation
5. New Business
6. Adjournment



Minutes

**Village of Bartlett
Economic Development Commission**

September 11, 2017

G. Kubaszko called the meeting to order at 7:00 pm

Roll Call

Present: G. Kubaszko, R. Perri, D. Weir on behalf of the Chamber of Commerce, J. LaPorte, S. Gandsey, T. Smodilla, D. Gunsteen

Absent: C. Green

**Also Present: T. Fradin, Economic Development Coordinator,
S. Skrycki, Assistant Village Administrator**

Approval of Minutes

A motion was made to approve the minutes of the August 14, 2017 meeting.

Motioned by: J. LaPorte

Seconded by: S. Gandsey

Motioned carried.

Route 59 & Lake Street Corridor Marketing

T. Fradin presented a detailed staff memo about Marketing Route 59 and Lake Street Corridor.

T. Fradin stopped to point out that commissioner R. Perri was present.

T. Fradin points out that one of the objectives in the EDC Marketing Plan of 2016-2020 as adopted by the Village Board last fall is to increase marketing efforts for undeveloped sites along the Village's major commercial corridors including along Route 59 and Lake Street.

T. Fradin added that one of the facets of the ED marketing plan is to increase participation at the International Council of Shopping Centers (ICSC) trade shows and conventions. It is a trade organization comprised of shopping center owners, retailers and their real estate representatives, developers and economic developers. The Village has been active in ICSC for many years. T. Fradin points out that the Village has been active in these before, emphasizing that this is not new to the village. There are two Chicago shows per year that the Village participates in, including a fall show that will be held at Navy Pier on September 27th & 28th and an annual convention in Las Vegas called ReCon. ReCon is the largest annual commercial real estate convention in the U.S. T. Fradin adds that usually around 38,000 developers and brokers attend every year.

T. Fradin stops to point out that Commissioner T. Smodilla is present.

T. Fradin points out that he and Assistant Administrator Scott Skrycki met with several other communities several weeks ago in Hanover Park to discuss a joint collaboration to promote communities along the I-390 corridor including sharing a booth at the 2018 ReCon convention next May. Hanover Park, Schaumburg, Itasca, Elmhurst, Bloomingdale, Wood Dale and a few others were there. A follow-up meeting is scheduled in Wood Dale on September 12th among towns that have expressed some interest.

Mayor Craig of Hanover Park and Mayor Pruyn of Itasca proposed sharing booth space together at the show, at a cost of \$1,200 for a ten by ten space. The cost could be greater than that, because if 4 or more communities want to do this they may need more space, possibly two or more booths depending on the amount of space leased and also the location of the booth. Including fixtures, I would estimate that the booth would cost around \$3,000, split among several communities. Other costs for our community would include air fare, hotel accommodations and food for anyone attending on behalf of the Village. Staff on behalf of the Village has attended this event for 4 or 5 years before the great recession hit, which lowered the interest in developing sites. Because of the recession, staff focused on filling vacancies as opposed to undeveloped sites.

Our Village would attend primarily to promote a Village-owned property at the southwest corner of Route 59 and Lake Street, some of which is located in the Route 59 & Lake Street TIF. We would also be there to promote other development sites along Route 59, namely the Crown Development site at the northwest corner of Route 59 and Lake Street. This property would be the focus during the event next May.

Staff will be sharing booth space with Choose DuPage at this month's Chicago trade show, and proposes sharing space with other I-390 corridor communities at the ReCon show this coming spring. Sharing space is an economical way to boost Bartlett's presence at these shows and to further promote the Village's development sites. Staff anticipates at least 4 or 5 others participating.

T. Fradin adds that a survey was completed based on preliminary interest late last week, and there were several other communities interested in joint marketing.

Another element of a more aggressive marketing strategy is to enlist the services of an outside broker. Staff has worked closely with brokers from Sperry Van Ness (SVN), who currently represent the owners of Oakfield Plaza at Lake Street and North Oak Avenue, Bartlett Commons at the northwest corner of Route 59 and Stearns Road, and the former Tipsi Monkey space at 778 West Bartlett Road in the Westgate Commons shopping plaza.

T. Fradin notes that while Oakfield Plaza has had many struggles over the years, since SVN has been their broker for the last year, and has helped add new tenants.

The SVN brokers out of the Geneva office have been active in the Bartlett area and have worked well with Village staff. They are active in ICSC and have booths to promote shopping centers and land sites at the Chicago trade shows as well as ReCon in Las Vegas. Staff is currently investigating the hiring of retail land brokers with SVN to promote a Village-owned site in conjunction with the Village.

T. Fradin attached a proposed property analysis of Village-owned land from Sperry Van Ness, the marketing flyer for the 31-acre commercial property at the NWC of Route 59 and West Bartlett Road and a joint marketing flyer

that the communities in the I-390 initiative are utilizing as an example for a shared marketing piece to utilize at these trade shows.

T. Fradin added that this partnership will not become the primary marketing plan, it will be used as yet another avenue to market Bartlett. Staff's primary goal in this partnership is to promote Bartlett and to market the village through a new avenue.

T. Fradin added that Staff is seeking a recommendation after answering questions from the EDC as to whether to proceed with the hiring of commercial brokers and whether to jointly market the Village with other communities along the I-390 corridor at the ReCon show next spring.

T. Smodilla asked about a 19.75-acre parcel in SVN's brochure and asked if that is an error in the description. After locating the parcel referenced, Tony replied that it is a different property, a separate contiguous property that is south of the Village-owned properties that combine to eleven acres. The asking sales price on the 19-acre piece is \$151,000 per acre, or under \$4 per square foot. A developer could purchase both the Village-owned property and this one as well as others to create a fifty-acre site. Part of the Village-owned properties are not all within the Village and the TIF district. About five acres on the hard corner is unincorporated.

T. Smodilla asked when the Route 59 & Lake Street TIF District expires. Tony replied in 2027. The TIF was adopted in fall of 2004 for a period of twenty-three years. Developers have pursued the area over the years, but none have moved forward with their projects for a variety of reasons, which is why we are here now in 2017 discussing how to sell these Village-owned properties. Also, they are within Cook County.

T. Smodilla asked if the properties not wholly being located within the TIF makes it more difficult to sell. Tony replied not necessarily. The Village controls these properties, and the TIF district provides a great deal of flexibility. The most likely scenario is that the Village-owned parcels would be part of a Redevelopment Agreement entered into with a developer. When these properties develop, the Village would likely have to reconfigure the TIF including annexing the property and also adding what was previously referred to as the Martino property which is now a bank-owned property just west of the TIF. This would create a larger, more dynamic development site.

S. Gandsey asked if this joint marketing effort would be under the Choose DuPage name. Tony replied that this is different and that although these communities are mostly within DuPage County, the branding and marketing for this project is focused on the I-390 corridor and was initiated by Hanover Park. **S. Gandsey** asked who would be responsible for the list of prospects generated by the ReCon show. Tony replied that remains to be determined, but that we are meeting tomorrow afternoon in Wood Dale, and that it is common when municipalities collaborate to share the list of prospects among all participants. I have done this before, and we typically receive an Excel spreadsheet of contacts. Tony added that he has volunteered to serve on the marketing committee for this joint effort and Scott has volunteered to serve on a committee to host a group dinner. We will make sure that the prospects are shared. The prospects would likely directly contact those communities with sites that interest them based on demographics, traffic counts, co-tenancy and factors that would vary from prospect to prospect. Scott and Tony would attend on behalf of the Village, and this joint effort is still in the earlier planning stages. What we would hope to do is generate a few good, genuine prospects with strong interest in Village sites.

T. Smodilla asked what the net effect was from previous shows. Tony replied that we generated some strong leads in 2007, 2008 and 2009, however none of those projects ever came to fruition. We even met with developers on this site, and some of them put the properties under contract but never came forward to develop the sites. We met with retailers including Kohl's, Trader Joe's, Wal-Mart, J.C. Penney's and Office Max, but now some of the retailers that we met with no longer exist and others, like Kohl's, have stopped developing new stores. We are

thinking that after not attending for the last seven or eight years, it is a good time to work on developing prospects once again. Scott added that the power from attending this show will be in one-on-one meetings away from the booth and in partnering with SVN. The booth and the I-390 efforts are valuable, but ancillary.

T. Smodilla noted that she is concerned with the marketing message. The I-390 corridor touches these other communities, but not Bartlett. Also, since these are mostly DuPage County communities, she does not want our Cook County sites to get lost in the message. She is seeing a marketing disconnect. Tony replied that we will not be just marketing our DuPage County sites, but development sites throughout the Village. Our association with the I-390 group is based on the Village's proximity to this project. Bartlett is just a few miles off, but we have Route 59 going through the middle of the town, strong demographics, and a growing business park. Part of joining this group's efforts is to have a hook and add our name with some other towns instead of being an afterthought. It is an additional opportunity to get our name out there, and put our best foot forward and brand the Village as accessible to the Elgin-O'Hare and I-90 to the north. Scott stated that it would be valuable to be in the brochures and the Village would rather be a part of it than not.

D. Gunsteen asked when this is all due. Tony replied that the Village has already expressed interest in participating via a survey. We have gone to this show before without collaborating and we have a meeting tomorrow with this group to further discuss our interest and get a feel for what towns are in and who is not, and this item will be going to the Village Board Committee next week, so we are moving quickly on it.

D. Gunsteen spoke about the virtues of collaborative marketing efforts and asked how it would work, if the communities would work together to bring the prospects to the most likely community and used Culver's as an example. Tony replied that is a good example. The Village's primary targets for these sites are grocery stores, hotels and car dealerships. We would end up marketing to the prospects directly, more than discussing with other towns what prospect would be best for which town. It would depend on the size and scope of the project. Some of these other towns, like Itasca, are more fully built-out than Bartlett, so if a developer is looking for a large green field site, we would be the more likely candidate. If they were searching for a more dense retail environment, they would likely end up elsewhere.

D. Gunsteen asked about utilizing a Cook County Class 8 program rather than TIF for these sites. Tony replied that the Village would certainly entertain that. Tony started off administering this program for Cook County years ago and is familiar with its benefits. It is a project-driven incentive and is more valuable on the back end in reducing property taxes but does not help with up-front costs associated with developing a site like this.

D. Gunsteen stated that a Class 8 does help and reduces property taxes for ten years. It may make it easier to market the property. He asked if we would market the upcoming intersection improvements and if a developer could get a traffic light at Lake and Horizon. Tony replied yes to both. Passing the intersection improvement costs to the State rather than a developer should make the sites more marketable. Regarding the traffic signal, that would also be project-driven. Prior concept plans have included a signal at Horizon Drive, but that would be determined by IDOT based upon a traffic study and the State's warrant. A developer would most likely want to obtain a traffic signal at that site. The area is within a TIF, and the Village would be amenable to incentivizing intersection improvements beyond what the State would complete.

D. Gunsteen stated that developers would want to wait until the intersection improvement is done. Tony replied that is true; however, it may be a smaller project than previously sought, like the four hundred apartments or a large shopping center. It may end up just a single user, and it will take at least a year to go through the planning and approval process. By the time they are ready to develop the site, the intersection improvements should be underway. We are only talking about a one-year contract with SVN, so by the time they help the Village sell the property at some point next year, it will be closer to when the intersection work will be completed.

D. Gunsteen asked if the unincorporated parcel should be annexed. It would prevent undesirable users from coming into the site through the county, and it could help speed up the process when the site is developed. Tony replied that the Village controls it and it would have to be annexed into the Village when the site is developed and then provided a history of how the Village came to own these properties, through a land swap with the World Overcomers Church in 2004, so the church would not be built on this corner to preserve it for future commercial development.

D. Gunsteen asked if there was some interest in the Crown Development site. Tony replied that we have not had a lot of interest in it. The Village has jointly contacted some big box retailers with the broker from CBRE, but being in Cook County has had an impact, especially that close to another county. Crown development has not gone to these ICSC shows, so we would be doing some of the marketing of this site on their behalf, which is also on our own behalf.

S. Gandsey asked what other services SVN would provide to market the site. Tony replied that they would list it on CoStar and LoopNet. SVN is a prominent brokerage with offices throughout the country, one of the largest. This is a local office out of Geneva, and SVN has a booth at the Chicago and Las Vegas ICSC shows which they would utilize to promote our property among others that they represent. They have relationships with many retailers, so if we want to pitch our sites to Trader Joe's for the twentieth time, SVN can get them on the phone. Scott and I gave them our top wish list, which is grocery stores, hotels and car dealerships, and they have clients in each category that they will approach on the Village's behalf.

D. Gunsteen suggested erecting a large sign on the property that reads "Village-owned site with incentives available." Tony replied that they would do that. The Village markets all of its development sites on the website on the map-based inventory that Staff recently created and at trade shows and in meetings, but this one would be pushed harder and promoted more due to the Village's ownership of it.

T. Smodilla stated that the Village should move swiftly and annex this property into the Village and the TIF. Besides the income from selling it, the Village would benefit by the tax revenue generated by development. It should also be promoted in the real estate trade press.

D. Gunsteen asked if the EDC should recommend extending the TIF since it is thirteen years in. Tony replied that is not the purview of tonight's meeting, but of the Joint Review Board. It was brought up by the JRB last month, and Tony replied that a better time to re-do the TIF would be when a developer is working with the Village to develop the site. If we do a new TIF there in 2018, we could be sitting here five years later with a five-year-old undeveloped TIF.

D. Gunsteen asked if retail is the only way to go at these sites. What is the long-term viability of retail? We have previously discussed this at the EDC. Tony replied that he prefers to think of this area as a potential mixed-use development area. It may not be just office or just retail or just residential. A mix of retail, office and residential would be good uses for this area. Tony referenced the Downtown TOD Plan that was adopted last fall as having documented the Village's lack of newer rental units that Millennials and empty nesters would find appealing. The consultants documented a near complete lack of this type of housing in town.

T. Smodilla asked if SVN has experience with mixed-use development. Tony replied that they do. Scott and I met with them and asked many questions, and they have worked with developers along the Fox River who develop mixed-use projects.

D. Gunsteen asked if Staff would partner with SVN at the Las Vegas show. Tony replied yes. We are quite persistent and call some of our prospects weekly or a few times per month. The Village's contract with SVN would require regular and timely updates on their progress to the Village. Scott added that SVN is vested in the Village and has been leasing several properties over the past several years.

D. Gunsteen suggested creating a comprehensive overlay combining the Village's property with the 19-acre piece to create a vision for the trade shows. Tony stated that is something we could do. Actually, the owner of that property is allowing his contract with the broker that he has had for the past several years to lapse, and SVN is approaching them to do just that; to list their property in conjunction with the Village's so they could market a thirty-acre site jointly with us. **D. Gunsteen** added that would be good, so they could show access to the area from both Lake Street and from Route 59.

R. Perri stated that from 2007 through 2009, the timing ended up being bad. Plans were changed. He feels that the timing is right now to do this and try to sell this property.

T. Fradin asked the EDC for a formal recommendation that could be sent to the Village Board Committee. Staff has not asked for a formal recommendation for over a year, since the 2016-2020 Marketing Plan. Doing this, increasing participation in ICSC and working with a broker to sell this Village-owned site, would fit in well with the Marketing Plan created by the EDC and later adopted by the Village Board.

T. Smodilla noted two recommendations that she would like to include. First, in this time of sensitivity to the budget, that Staff establish a budget for attendance at next year's ReCon show and, two, that a representative of SVN come to a future EDC meeting to present their strategy for marketing this site. Tony mentioned that Staff has asked SVN to be present at next Tuesday's Committee meeting, but that they were not invited to tonight's meeting so we could discuss this matter without them listening. Scott stated that although we did not specifically budget to attend this show, the Village does have a Marketing Plan and a budget to support that plan.

T. Smodilla asked if there is funding in the budget to attend the ReCon show. Tony replied that there is. We utilize our marketing budget to do things like print advertising and to pay for the Comcast cable ads that are currently running. We still want to do the next round of ads to promote Small Business Saturday, but there should be enough left in the marketing budget to attend this show next spring.

D. Gunsteen asked if the Village has ever attended the show in Las Vegas before. Tony replied yes. The first year that I went was in 2006, and we either went for three or four years, but not for the last seven or so. **D. Gunsteen** noted that the Village could recoup any funds spent by the selling of the Village-owned property and that the Village should set up appointments rather than waiting at the booth for people to come talk with us. Scott replied that if we waited another month to do this, it would delay things at the Board level and Staff would like to move this forward. **D. Gunsteen** stated that he would like to add a third recommendation to annex the unincorporated property.

T. Smodilla asked how it would go, to annex this property. Tony replied that, as the property owner, the Village would be the petitioner and would go through the annexation process. This would be a non-binding recommendation from the EDC to the Village Board and could be included in the next Committee packet.

D. Gunsteen stated that he would like to receive a monthly progress report on SVN's efforts in the EDC packet, to which Tony replied that is what we do every month at the EDC, provide updates on marketing efforts, development and businesses.

Motion by **R. Perri**, second by **D. Gunsteen** to recommend in favor of hiring Sperry Van Ness to represent the Village in the selling of Village-owned properties at the southwest corner of Route 59 and Lake Street, and to participate with the I-390 Corridor group in joint marketing efforts including at the 2018 ICSC ReCon show with the following three conditions:

- (1) That Staff provide a budget for the cost of attendance at next year's ICSC ReCon show;**
- (2) That a representative of SVN come to an upcoming EDC meeting to detail their strategy for selling these Village-owned properties; and**
- (3) That the Village move forward with annexing the Unincorporated property at the southwest corner of Route 59 & Lake Street into the Village.**

Motion carried unanimously by roll call vote.

New Business

T. Fradin detailed several items including Commissioner **S. Gandsey** having presented a highly attended and informative social media workshop here at Village Hall on the evening of August 30th, a new men's hair business Candi-Man Barbershop opening soon in Oakfield Plaza, Wee-Dee's Restaurant coming soon to the former Tipsi Monkey location in Westgate Commons, and another new restaurant that staff is working with for the former Smokin' BBQ Pit location in Bartlett Commons. Staff worked with the brokers from SVN on all three of these new businesses.

Tony added that a new coffee vendor called Mo's Joe just opened in the Metra station and replaced the Bartlett Coffee Depot.

T. Fradin said that these are several smaller businesses, but with enough of them filling vacant spaces throughout the Village, the vacancy rate is steadily decreasing as we are currently in a phase of more businesses opening than closing. For the benefit of the newer commissioners, Tony noted that he has prepared a thorough economic indicators report the previous two Januaries and will do so again this coming January. The commercial vacancy rate will have improved for the next analysis.

Adjournment

The meeting adjourned at 8:30 p.m.

EDC 2016-2020 MARKETING PLAN UPDATE

October 9, 2017

Economic Development Commission

MARKETING PLAN WAS BROKEN DOWN BY SITE

- ❖ **Downtown Area**
- ❖ **Route 59 Corridor**
- ❖ **Lake Street Corridor**
- ❖ **Brewster Creek Business Park**
- ❖ **Blue Heron Business Park**

BALANCE FAMILY CHIROPRACTIC

Village Board waived fees as an incentive for this \$1.2 to \$1.5 million project to proceed.





NEW COFFEE & TREAT VENDOR



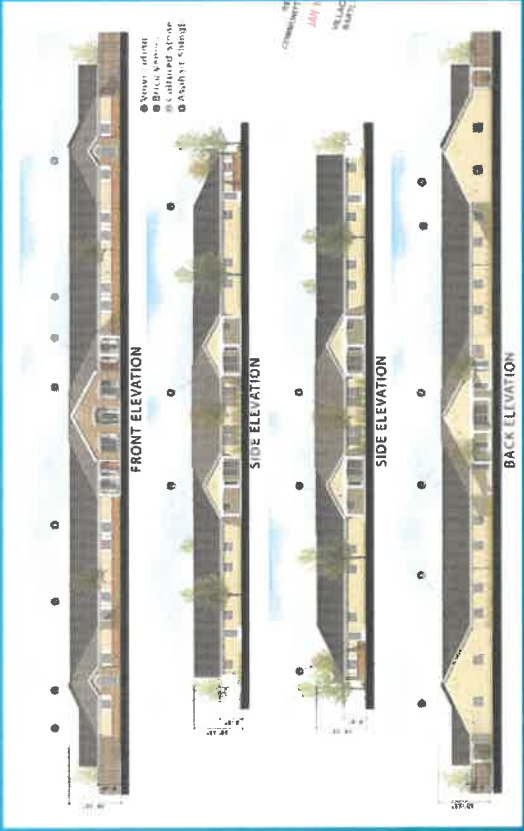
Olivia's Place

NEW LIFE AT OAKFIELD PLAZA



HOW DO YOU SAY GYROS?





ARTIS SENIOR LIVING

ALDEN ESTATES OF BARTLETT

68-bed skilled nursing facility on
Lot 2 (behind) Artis Senior Living
facility under construction.

Currently grading the site.



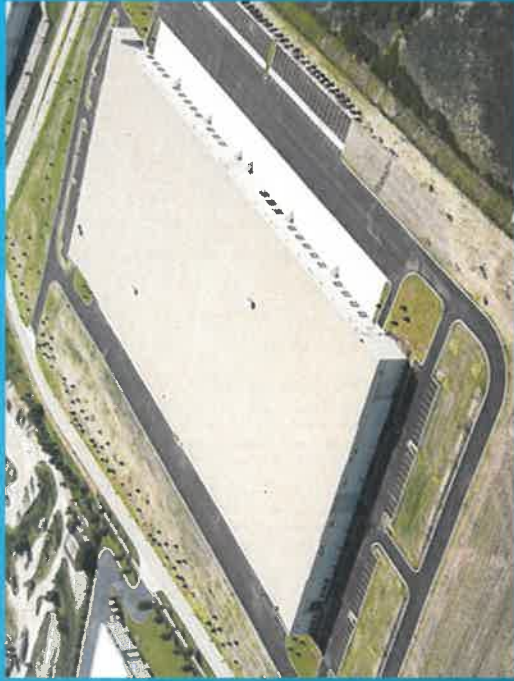


EVERWASH



HOME DEPOT RESUBDIVISION

Exeter Property Group



G4 Development Group



2017 BUILDING BOOM



RANA HEADQUARTERS & LASAGNA

www.rana.com

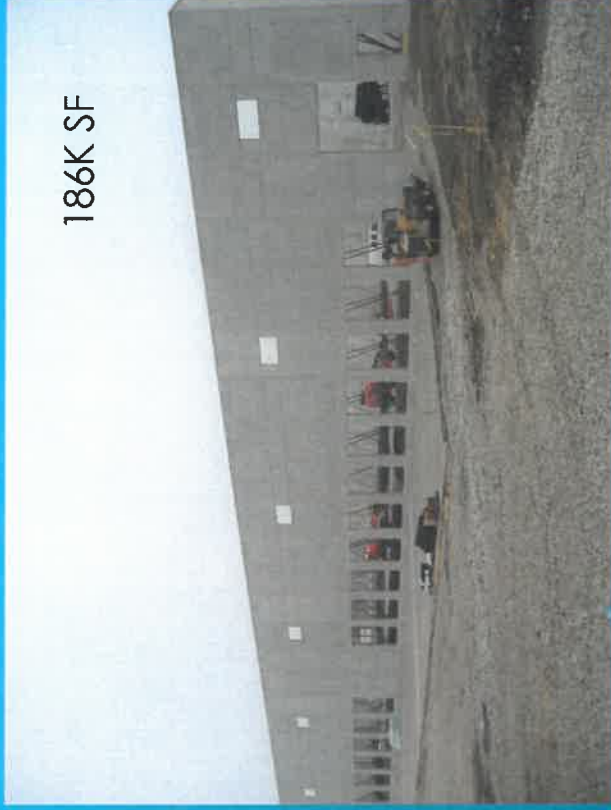
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GET FRESH EXPANSION



101K SF



186K SF

CAMCRAFT/MATRIX

RIDGE BREWSTER CREEK 2

Brewster Creek Business Park

Brewster Creek is Booming This Year
 With new buildings coming to market, the 400,000 sq ft Bullitt Auto building on the way, Bessco's Brewster Creek 30,000 sq ft Park is sure to have the space to fit your client's needs.

Bessco Estate Development's new 401,453 sq ft, 160,000 sq ft development, new 271,700 sq ft building (12,000 sq ft) and another 150,000 sq ft building in Park County mean we're back ground, Bessco Creek is the nation's leading growing, multi-use Park in Park County.

Home to food giant, Coca-Cola, Get Great Products, Bessco Medical, Quantum, Chase Merit Units of America and Quantum, award-winning high precision tech companies, the University of Minnesota, Ultrasonic, Bessco and BBS Automation, Brewster Creek has attracted many strong, innovative and growing businesses.

Why not you?

For details on available industrial spaces, check the map section of the Village's website or contact Tony Fradin, Economic Development Coordinator, at (505) 937-0000 or tfradin@bartlett.org.






Brewster Creek Business Park

We're hungry for your business!
 Bartlett's Brewster Creek Business Park is the premier business park in the region. Located in Douglas County, the 1,000-acre campus offers many advantages, including proximity to major highways, excellent schools, and a large, diverse workforce.

Food giant, Coca-Cola, Get Great Products, Bessco Medical, Quantum, award-winning high precision tech companies, the University of Minnesota, Ultrasonic, Bessco and BBS Automation, Brewster Creek has attracted many strong, innovative and growing businesses.

Every month, Get Great Products is ground on a 151,000 square foot campus. A world-class facility, it's been named one of the top 100 industrial parks in the nation.

For more information, visit www.villageofbartlett.org or contact Tony Fradin, Economic Development Coordinator, at (505) 937-0000 or tfradin@bartlett.org.






PROMOTING BREWSTER CREEK BUSINESS PARK

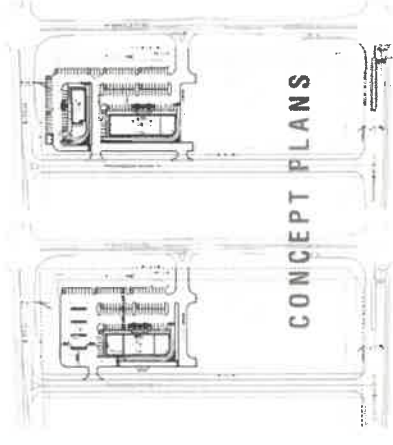


11-acre development site
Owned by Village
Seeking mixed-use, retail,
multi-family and/or hospitality
Promote at ReCon 2018 and
before

AVAILABLE FOR SALE or LEASE
RETAIL / OFFICE PADS

6.27-ACRE PARCEL
SEC of Route 25 & W. Bartlett Road
Bartlett, Illinois

Pocket of Growth in Well-Traveled
Bartlett / South Elgin Corridor



CONCEPT PLANS



SEEKING DEVELOPMENT AT WBR & RTE 25



ICSC DEAL ILLINOIS MAKING

NAVY PIER | CHICAGO, IL
September 27, 2017 - September 28, 2017



PROMOTING VILLAGE AT TRADE SHOWS



• • •
SMALL BUSINESS
SATURDAY
NOVEMBER 26

PROMOTING DOWNTOWN EVENTS

- ▶ Commercial/Retail Vacancy Rate
- ▶ Office Vacancy Rate
- ▶ Industrial Vacancy Rate
- ▶ Employment Count
- ▶ Business Licenses
- ▶ Sales Tax Revenues
- ▶ New Businesses/Businesses Retained
- ▶ Demographic Information



ECONOMIC INDICATOR REVIEW

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&

Q

