

VILLAGE OF BARTLETT

COMMITTEE AGENDA

JUNE 2, 2015

PLANNING & ZONING

1. Daniela's Special Use – Liquor & Outdoor Seating
2. Starbucks Special Use – Beer & Wine
3. Marketing Plan

FINANCE

1. Councils of Government Services Review

EXECUTIVE SESSION:

To Discuss Security Procedures
Pursuant to Section 2(c)8 of the Open Meetings Act



Agenda Item Executive Summary

Case # 15-09 - Daniela's special use for liquor and outdoor seating for a video gaming establishment

Item Name _____ Committee or Board _____ Village Board Committee

BUDGET IMPACT

Amount: N/A Budgeted N/A

List what fund N/A

EXECUTIVE SUMMARY

A request for two SPECIAL USE PERMITS (a) to serve liquor and (b) to allow outdoor seating in conjunction with Daniela's video gaming establishment located at the northwest corner of Bartlett and Hickory Avenues at the former Station Cleaners site in the Cartland Building.

ATTACHMENTS (PLEASE LIST)

CD Memo, Applicant Cover Letter, Owner Authorization Letter, Application, Business plan, Location Map, Site Plan, fence detail

ACTION REQUESTED

For Discussion Only to discuss the project and move forward to the Plan Commission to conduct the public hearing on the special uses.

Resolution _____

Ordinance _____


Motion _____

Staff: Jim Plonczynski

Date: 5/21/15

COMMUNITY DEVELOPMENT MEMORANDUM

15-080

DATE: May 21, 2015
TO: Valerie L. Salmons, Village Administrator
FROM: Jim Plonczynski, CD Director
RE: **(#15-09) Daniela's** 

PETITIONER

Peter Zaikowski

SUBJECT SITE

300 Bartlett Avenue – Cartland Building (NWC Bartlett and Hickory Avenues)

REQUEST

Special Use Permits – a) To Serve Liquor and b) for Outdoor Seating in conjunction with a video gaming establishment

SURROUNDING LAND USES

	<u>Land Use</u>	<u>Comprehensive Plan</u>	<u>Zoning</u>
Subject Site	Commercial	Commercial	B-1
North	Residential	Residential	SR-4
South	RR	Utility	RR*
East	Commercial	Commercial	B-1
West	Parking	Commercial	B-1

*Metra RR tracks

DISCUSSION

1. The petitioner is requesting a Special Use Permit to serve liquor and to allow outdoor seating in conjunction with a video gaming establishment within the existing Cartland Building in the former Station Cleaners space.
2. The Village Board approved video gaming in the Village of Bartlett on July 17, 2012. Currently, the Village has three gaming establishments.
3. The petitioner has leased the former Station Cleaner site from the owner. They are proposing to open a video gaming establishment that will provide food and

refreshments including liquor for adults that wish to game outside of a casino environment in accordance with the state laws.

4. The establishment would include a food service area with 4 seats as well as an "entertainment area" with five (5) gaming stations (which is the state maximum). Total number of seats will be 9 with 1 employee.
5. There will also be an outdoor seating area during nice weather for those patrons wishing to dine and drink outside of the facility (see diagram). The petitioner will move his indoor tables and chairs outside during nice weather. There will be no outdoor gambling.
6. The State Law requires establishments operating video gaming machines to have a valid liquor license. The petitioner is proposing to offer liquor, beer, and wine for their patrons. They have applied for a Class A Liquor License.
7. Once a liquor license is issued, the petitioner will be able to apply for the state video gaming license.
8. The proposed hours of operation for the video gaming establishment would be, Sunday -Thursday 9:00 a.m. to 12:00 a.m., and Friday and Saturday, 9 a.m. to 2 a.m. These proposed hours meet the restrictions for the Class A license of Sun.-Thurs. 8:00 a.m. to 1:00 a.m. and Fri.-Sat. 8:00 a.m. to 2:00 a.m.
9. Parking for the Cartland Building consists of 36 spaces located west of the building. This use would require 3 parking spaces. There are five (5) public parking spaces directly in front of the building. There appears to be sufficient parking for this use.

RECOMMENDATION

1. The Staff recommends forwarding the petitioner's request on to the Plan Commission for further review and to conduct the public hearing.
2. Background information is attached for your review.

/jjp/attachments

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RECEIVED
COMMUNITY DEVELOPMENT

APR 24 2015

VILLAGE OF
BARTLETT

PDS Enterprises Bartlett LLC
Daniela's Bistro
Peter Zaikowski
1572 Knoll Crest
Bartlett IL 60103
630-512-7312
peterzaikowski@gmail.com

March 10, 2015

Village of Bartlett
Request for Special Use permit
228 S. Main Street
Bartlett IL 60103

Dear President and Board of Trustees:

PDS Enterprises Bartlett LLC. is locally owned, and operated by Peter and Daniela Zaikowski, residents of Bartlett Illinois with over 30 years' experience in the restaurant and bar industry . We are looking to open Daniela's Bistro at 300 Bartlett Ave. Daniela's Bistro will provide a comfortable place for locals to come for a premium gaming experience, striving to be the gaming Bistro of choice for the locals in Bartlett and surrounding suburbs.

Daniela's Bistro will be a unique gathering place. Providing exemplary service (imagine walking into a cozy environment and being warmly greeted each day with a smile), a simple yet unique themed menu and fun atmosphere will create a sense of 'belonging' for locals and visitors alike. Our credo is: "A happy enthusiastic environment creates a happy enthusiastic guest"

Daniela's Bistro wants to be part of the community; we are planning to join the Chamber of Commerce as well as hosting many charity events. We have enjoyed being residents of Bartlett and want to help keep the friendly and neighborhood feel that brought us to live in Bartlett

Sincerely,



Peter Zaikowski

President

PDS Enterprises Bartlett LLC.

John T. Cartland
4024 Dundee Road
Northbrook, IL 60062

May 9, 2015

Mr. Tony Fradin, CEcD
Economic Development Coordinator
Village of Bartlett
228 S. Main Street
Bartlett, IL 60103

Fax: 630-540-5436

RE: 300 Bartlett Avenue
Bartlett, IL

RECEIVED
COMMUNITY DEVELOPMENT
MAY 11 2015
VILLAGE OF
BARTLETT

Dear Tony:

Please be advised that I am the owner of the above referenced property, and I give my permission for Pete Zaikowski of PDS Enterprises Bartlett, LLC to apply for a special use permit to conduct a video gaming facility in my building.

If you have any questions, please feel free to contact me. The best place to reach me is on my cell at 847-337-0637.

Cordially,


John T. Cartland



VILLAGE OF BARTLETT
SPECIAL USE PERMIT APPLICATION

For Office Use Only
Case # 15-09
RECEIVED
COMMUNITY DEVELOPMENT
(Fill in Stamp)
APR 24 2015
VILLAGE OF
BARTLETT

PROJECT NAME: Daniela's Bistro
(Please type or complete in blue or black ink.)

PETITIONER INFORMATION

Name: PETER ZAIKOWSKI
Address: 1572 Knoll Crest
Bartlett IL 60103

Phone: _____
Fax: _____
Mobile: 630-512-7312
Email: PETER.ZAIKOWSKI@gmail.com

PROPERTY OWNER INFORMATION

Name: John Cartland
Address: 304 S Hickory Av
Bartlett IL 60103

Phone: 847-322-8716
Fax: _____
Mobile: _____
Email: _____

SPECIAL USE PERMIT REQUESTED (Please describe i.e. liquor sales, outdoor seating, etc.)

Class A liquor sales & video gaming
outdoor seating

PROPERTY INFORMATION

Common Address/General Location of Property: 300 Bartlett Ave
Bartlett IL 60103

Property Index Number ("Tax PIN"/"Parcel ID"): 06-34-403-014-000

Zoning: B-1 Land Use: commercial
(Refer to Official Zoning Map)

Comprehensive Plan Designation for this Property: Commercial
(Refer to Future Land Use Map)

Acreage: _____

APPLICANT'S EXPERTS (Including name, address, phone, fax and email; mobile phone is optional)

Attorney: Rosario A. Picone JR
510 S East Av Oak Park IL 60304

Surveyor: _____

Other: _____

FINDINGS OF FACT FOR SPECIAL USES

Both the Plan Commission and Village Board must decide if the requested Special Use meets the standards established by the Village of Bartlett Zoning Ordinance.

The Plan Commission shall make findings based upon evidence presented on the following standards: **(Please respond to each of these standards in writing below as it relates to your case. It is important that you write legibly or type your responses as this application will be included with the staff report for the Plan Commission and Village Board to review.)**

1. That the proposed use at that particular location requested is necessary or desirable to provide a service or a facility which is in the interest of public convenience and will contribute to the general welfare of the neighborhood or community.

We Believe that this will be A great
Location for Daniela's. It will offer A safe
and comfortable place for the community to come
eat, drink and enjoy A premium gaming experience

2. That such use will not under the circumstances of the particular case be detrimental to the health, safety, morals, or general welfare of persons residing or working in the vicinity or be injurious to property value or improvement in the vicinity.

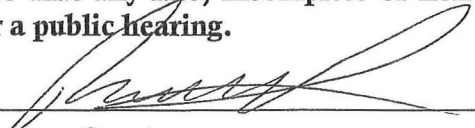
This use will Bring NO such harm
to the community. It will only
Bring value to our community.

3. That the special use shall conform to the regulations and conditions specified in this Title for such use and with the stipulation and conditions made a part of the authorization granted by the Village Board of Trustees.

We will safely Follow All
Rules AND regulations.

ACKNOWLEDGEMENT

The undersigned hereby acknowledges he/she is familiar with the code requirements which relate to this petition and certifies that this submittal is in conformance with such code(s). He/she further understands that any late, incomplete or non-conforming submittal will not be scheduled on an agenda for a public hearing.

SIGNED: _____


PRINT NAME: _____
PETE ZAIKOWSKI

DATED: _____
3-10-2015

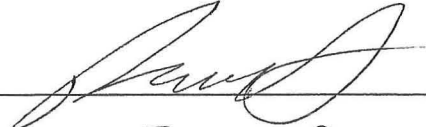
REIMBURSEMENT OF CONSULTANT FEES AGREEMENT

The undersigned hereby acknowledges his/her obligation to reimburse the Village of Bartlett for all necessary and reasonable expenses incurred by the Village for review and processing of the application. Further, the undersigned acknowledges that he/she understands that these expenses will be billed on an ongoing basis as they are incurred and will be due within thirty days. All reviews of the petition will be discontinued if the expenses have not been paid within that period. Such expenses may include, but are not limited to: attorney's fees, engineer fees, consulting planner's fees, public advertising expenses, court reporter fees and recording expenses. Please complete (print) the information requested below and provide a signature.

NAME OF PERSON TO BE BILLED: _____
PETE ZAIKOWSKI

ADDRESS: _____
1572 Knoll Crest
Bartlett IL 60103

PHONE NUMBER: _____
630-512-7312

SIGNED: _____


DATED: _____
3-10-2015

RECEIVED
COMMUNITY DEVELOPMENT

APR 24 2015

VILLAGE OF
BARTLETT

DANIELA'S
BISTRO
BUSINESS PLAN
300 BARTLETT AVE
BARTLETT IL 60103

PDS ENTERPRISES BARTLETT LLC.
PETE ZAIKOWSKI
1572 KNOLL CREST
BARTLETT IL 60103
EMAIL PETERZAIKOWSKI@GMAIL.COM
PHONE 630-512-7312

MARCH 1ST 2015



APPETIZERS

SPINACH ARTICHOKE DIP 0.00
Served with warm tostada chips

SOUTHWESTERN EGGROLLS 0.00
Served with avocado ranch sauce

BAKED CHICKEN WINGS 0.00
Served with BBQ or honey mustard dipping sauce

WARM PRETZEL 0.00
With melted cheddar cheese sauce

HUMMUS 0.00
Served with baked pita chips

SOUP AND CHILI

Try one of our homemade soups or Chili

SOUP OF THE DAY 0.00

CHICKEN NOODLE SOUP 0.00
Homemade

CHILI 0.00
Real beef chili

TURKEY CHILI 0.00

FLAT BREADS

MARGHERITA FLATBREAD 0.00
Classic with a definite southwest accent

CALIFORNIA GRILLED CHICKEN FLATBREAD 0.00
House Special

ROASTED VEGETABLE 0.00

BUFFALO CHICKEN 0.00

WILD MUSHROOM & AGED CHEDDAR 0.00

ROASTED EGGPLANT, SPINACH & FETA 0.00

SANDWICHES

GRILLED CHICKEN 0.00

CLASSIC TURKEY TOASTED 0.00

CHICKEN SALAD 0.00

BBQ PULLED PORK 0.00

MEATBALL HOAGIE 0.00

BREAKFAST

EGG AND CHEESE CROISSANT 0.00

HAM EGG AND CHEESE CROISSANT 0.00

SAUSAGE EGG AND CHEESE CROISSANT 0.00

TOASTED BAGEL 0.00

TOASTED BAGEL w/LOX 0.00

PEPPER AND EGG SANDWICH 0.00

CINNAMON ROLL 0.00

FRUIT CUP 0.00

DESERTS

CHOCOLATE CHIP COOKIE 0.00

TRIPLE LAYER CARROT CAKE 0.00

CHEESE CAKE 0.00

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1.0 Executive Summary

Daniela's will be a unique gathering place in the suburb of Bartlett IL. By providing exemplary service (imagine walking into a cozy environment and being warmly greeted each day with a smile), a simple, yet unique, themed menu and atmosphere will create a sense of 'belonging' for locals and visitors alike. Our credo is: "happy enthusiastic employees create a happy enthusiastic guest".

The success of the cafe is in its owners – with collectively 30+ years' experience in the restaurant and bar industry. We are committed to making this operation a successful one. Employees have been hand selected and share the same views as the owners, that is, keeping the customer happy assures repeat business.

Daniela's has plans to capitalize on the excellent location.

Daniela's is looking to lease the property at 300 Bartlett Ave. for \$1,000 per month.

The following business plan summarizes the future of *Daniela's*, and its future plans for growth.

1.1 Business Objectives

Daniela's will be capitalizing on an established location in Bartlett IL. The bistro will cater to local resident and tourists during the day, and at night, the bistro will cater to local patrons coming home from work for some relaxation. The bistro will provide a menu featuring gourmet flat-breads and a variety of comfort foods for our patrons to enjoy while experiencing premium gaming experience.

To launch the venue with a highly publicized grand opening event in the summer of 2015.

Daniela's plans to generate a profit within the first 24 months of operations and add at least 3 jobs for the community.

The bistro will accomplish these goals by holding itself apart from competition as a premium gaming experience, offering a vast selection of beer and wine, by providing gourmet flat-breads in addition to standard fare, all in a relaxing environment designed to make patrons return.

1.2 Mission Statement

Daniela's will provide a comfortable place for locals to come for a premium gaming experience, striving to be the gaming bistro of choice for the locals in the Bartlett neighborhood and surrounding suburbs. *Daniela's* will be known as the "Cheers Bar" – where everybody knows your name and the business will do this by: providing a relaxed atmosphere encouraging patrons to unwind specifically targeting professionals between the ages of 30 and 65 making \$50,000 annually. *Daniela's* is based on the guiding principles that life is to be enjoyed and this is reflected in its vast selection of beverages, its delicious food offerings and the professional team members. *Daniela's* wants to be synonymous with country singer Toby Keith's song "*I Love This Bar*".

1.3 Guiding Principles

Daniela's philosophy is simple: enjoy life and treat others as you'd want to be treated. These sound principles apply to all life's situations, both personal and professional. At Daniela's, these principles are applied to management, employees, customers and suppliers alike.

Life is to be enjoyed! Daniela's employees love their jobs and their customers! This is not only reflected in the outstanding service – it is because management personally selects and trains each employee putting them in the position that is ideally suited for them.

Integrity – In the spirit of all great bartenders, treat each customer with utmost respect and professionalism. Daniela's bartenders and wait staff are trained to act professionally in all situations. If a regular patron happens to become disorderly say after a particularly stressful day, Daniela's staff is trained to promptly and discreetly order a cab or find a friend to drive them home. No one wants to work with drunken and disorderly individuals and the patrons do not want to be known as such either.

1.4 Keys to Success

Daniela's key to success will be based on:

- Outstanding customer services – Daniela's goal is be the place “where everyone knows your name” All team members are hand selected and love what they do.
- Customer Satisfaction – By providing a quiet and relaxed environment, where friends can meet and unwind and relax.
- Provide a vast offering of specialty beer and wine offerings – catering to the public's increased requirement for variety and sophistication in alcoholic beverages.

2.0 Company Description

Daniela's will be a locally owned neighborhood bistro Owned and operated under PDS Enterprises Bartlett LLC.

Daniela's will occupy a 700 square foot facility located at 300 Bartlett Ave.

The bistro will seat 15

2.1 Ownership

PDS Enterprises Bartlett LLC.

Daniela Zaikowski 20+ experience years in management and operations of four successful bar and restaurants businesses in the Chicagoland area.

Peter Zaikowski 10+ years' experience in the restaurant and bar industry managing 2 bars for over 10 years, located in Rosemount and Schiller Park Illinois.

2.2 Legal Form

TBA

2.3 Start-Up Summary

Following is a summary of required funds to establish the business:

Tenant improvement costs will be in the form of carpentry, flooring, and painting.

Total starts costs are under \$30,000

Future Improvements

Add counter and kitchen

2.4 Location and Facilities

The location was a key component for Daniela's. We specifically sought this location because the demographics aligned with their target customer.

With 700 square feet Daniela's is centrally located between Streamwood, Hanover Park, Bloomingdale, and Elgin. Having the location in downtown Bartlett will increase the ability of the cafe to advertise.

The bar location specifically meets the needs of the owner's patron profile – that is professionals between the ages of 30-65 with incomes between \$30,000 to \$50,000. The following table briefly summarizes the population in the 5 and 10 mile radius:

Demographic neighboring town Streamwood IL	
Population	39,858
Median Age	35.4
Est. Average Household Income	46,338

Demographic neighboring town Hanover Park IL	
Population	37,973
Median Age	34.8
Est. Average Household Income	63,990

Demographic neighboring town Wayne IL	
Population	2,431
Median Age	41
Est. Average Household Income	91,873

3.0 Products

Daniela's will have a high end the selection of the products, and will adjust to customer demand.

3.1 Products/Services Descriptions

Daniela's will offer a broad and deep variety of specialty beers and wines which will appeal to the public's ever changing and increasingly more sophisticated demands for variety in beer and wine.

Patrons desiring food will not be disappointed by the bistro's food offerings either. We plan on starting with gourmet flat-breads along with specialty burgers.

The kitchen will never close; patrons will always be able to have food

Competitive Comparison

Within a Ten mile radius of the subject are 3 comparable establishments:

Stella's Place Cafe
1015 Stearns Rd
Bartlett Il 60103

Betty's
Army Trail Rd
Bartlett Il 60103

Shelby's
801 S.Route 59
Bartlett Il 60103

3.2 Product/Service Sourcing

The key food suppliers for the business will be Sysco Foods

Alcoholic beverages will be purchased from local distributor.

3.3 Inventory Management

The POS system will be instrumental in Daniela's success. Bartender theft and employee theft can quickly be the financial demise of any business. The POS systems will alert the owner when inventory levels are low and the bar manager when to place his order.

3.4 Warehousing and Fulfillment

N/A

3.5 Future Products/Services

The owners of Daniela's realize the customer is the key to the success of the business and will work continually to improve/enhance the patron experience. Comment cards will be available throughout the bar and management will keenly review these comments, making adjustments as needed.

4.0 Market Analysis

Daniela's will be located next to existing business with an established customer base. We will be able to capitalize on the foot traffic as well as the car and train traffic on Bartlett Ave.

4.1 Industry Analysis

Although people still gather to socialize in bars, just as they have for hundreds of years, other factors have come into play for the industry as well. Problems with driving while intoxicated have changed patterns of people in United States. The growing concern with health and fitness toward the end of the 20th century took its toll on the bar industry. Keeping tabs on this industry requires a look at the alcoholic beverage industry as a whole--what people buy in the store doesn't differ much from what they buy in a bar. The distilled spirits industry generates around \$100 billion in U.S. economic activity annually. (Distilled Spirits Council)

The US bar and nightclub industry includes about 45,000 establishments (single-location companies and branches of multi-location companies) with combined annual revenue of about \$20 billion. No major companies dominate; varying state liquor laws complicate the ability to form large chains. The industry is highly fragmented: the 50 largest companies account for about 5 percent of revenue. (First Research)

Personal income and entertainment needs drive demand. The profitability of individual companies depends on the ability to drive traffic and develop a loyal clientele. Large companies can offer a wide variety of food, drinks, and entertainment, and have scale advantages in purchasing, financing, and marketing. Small companies can compete effectively by serving a local market, offering unique products or entertainment, or providing superior customer service. The industry is labor-intensive: average annual revenue per worker is about \$60,000. (First Research)

Major sources of revenue include beer (about 35 % of sales), distilled spirits or hard liquor (30 %), food and non-alcoholic beverages (20 %), and wine (7 %). (First Research).

4.1.1 Market Size

The US bar and nightclub industry includes about 45,000 establishments (single-location companies and branches of multi-location companies) with combined annual revenue of about \$20 billion. No major companies dominate; varying state liquor laws complicate the ability to form large chains. The industry is highly fragmented: the 50 largest companies account for about 5% of revenue. (First Research)

4.1.2 Industry Participants

There are few barriers to entry in the neighborhood bar industry, and the capital costs of starting a new neighborhood bar are low. However, competition among bars and taverns is intense due to the large number of bars in the target market. When combined with a small industry growth rate, market share gains by one bar will be at the expense of others.

Competing for the neighborhood bar are other small neighborhood bars and larger chain restaurants with full service bars. Additional competition for Daniela's is other types of bars, for example, sports bars, pubs, coffeehouses, and wine sellers. The slower economy resulted in some patrons purchasing from grocery stores, package stores and convenience stores.

4.1.3 Main Competitors

There are 3 competitors in Bartlett Betty's is located on the far south side of town, and Stella's that has two locations in the center of town off Route 59 and Stearns Rd.

4.1.4 Market Segments

- Women age 30 – 65 is our target market
- Tourists and workers on their lunch hour – the bistro is located in a strip mall next to established businesses that will generate foot traffic making it an ideal location for both tourists and residence alike.
- Late night crowd seeking comfort food and libations – Daniela's will have offer a place to relax and enjoy premium gaming experience.

We the potential owners of Daniels's are targeting the following individuals for their target market:

- Household income of \$50,000
- Between the ages of 30 and 65
- Gender Demographic (75% Female, 25% Male)
- Lives within a 10 miles radius of the subject location

4.2 Market Tests

As potential owners we specifically targeted this location because of the established business in the area that would generate instant advertisement for our establishment. 'Neighborhood bistro' in the suburbs – a bistro that is quaint and cozy – but also provides a great option for locals and visitors to enjoy.

While patrons can find similar Venues by traveling more than 3 to 10 miles to Elgin or the other side of town we believe that with the right atmosphere and attitude we can draw even their customers to Daniels's. Experienced in the business, we as potential owners listen to patrons and will create ideas based on their requests and needs.

The local distributors support this business venture as well and based on the area demographics and are anxious tap into this lucrative market.

4.3 Target Market Segment Strategy

Daniela's specifically targets individuals in the local market with incomes between \$30,000 and \$50,000 desiring a quiet neighborhood place to relax and unwind while enjoying premium gaming experience.

This target group was selected primarily because of

- the location,
- the setting is designed to appeal to this target market and
- The current target market only has three venues comparable to the subject.
- **Market Needs**

As the manager of two bars, Daniela's Zaikowski was repeatedly told by her patrons, that they are visiting this type of establishment more and more.

4.3.1 Market Trends

- Recent market trends focus increasingly on healthier lifestyles. Studies have shown that although consumers are drinking less alcohol, their tastes are becoming more discriminating.
- A greater emphasis on technology (POS) and training ("Star Servers and Bartenders") resulting in increased productivity and earnings.
- Upgrades in improvements and interior décor – the days of the dimly lit and dark smoky bar rooms are quickly becoming a thing of the past.

Daniela's is designed to embrace these trends. Daniela's will feature a vast assortment of locally crafted and imported beer offerings. The wine selection will be somewhat smaller but just as impressive. Food offerings will consist of gourmet flat-breads along with, finely prepared daily gourmet specials. The owners will rely on POS system for orders, inventory control, accounting functions, time management and other functions. All bartenders will be hand selected and trained to cross sell appetizers or higher margin items. Daniela's interior is designed to be a comfortable, sociable and enjoyable environment.

4.3.2 Market Growth

Liquor sales and the bar industry overall is demonstrating improving trends. The following is a summary from the February 2012 U.S. Distilled Spirits Council Report:

- Volume / revenue growth at pre-recession levels.
- Revenue up 6.3% to \$20.3 billion
- Volumes up 2.9% to 196 million 9-liter cases
- Growth driven by improving economy/consumer confidence, increase in restaurant sales, stable pricing environment and product innovation
- Improved economy = return of premiumization
- Sales growth has pushed market share to 34.1% of revenue, 33.8% of volume
- Future growth dependent upon state of economy (Industry Review Distilled Spirits Council 02/2012)

4.4 Positioning

Daniela's will position itself as the bistro and premium gaming of choice for patrons desiring a comfortable and relaxing experience. We will appeal to suburbanites living in the area who don't care to travel more than a few minutes from home.

5.0 Marketing Strategy and Implementation

Daniela's will position itself as the bistro of choice by providing top notch service, offering a vast selection of beverages, and providing both gourmet flat-breads as well as daily market specials. The ambience and décor will be comfortable and relaxing, it will be a one of a kind experience in the suburbs. The owners and staff are constantly aware of patrons changing likes and dislikes and the bar and grille will act quickly to make changes to meet these needs.

5.1 SWOT Analysis

The following information summarizes the SWOT analysis. SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis is a method for strategic planning that evaluates these four elements as they relate to the business objectives.

5.1.1 Strengths

- Relatively easy entry and low capital outlay.
- Committed owners with combined 30 years industry experience.
- DANIELA'S will be a unique one of a kind experience in its suburban location.
- Targeted, specific focus on its customers creates a memorable experience for its patrons resulting in repeat business.

5.1.2 Weaknesses

- Disorderly patrons can potentially harm both business reputations or cause collateral damage
- Employee theft can make or break a bar business. Management's exclusive use of the POS system mitigates this risk.
- Very specific target market – if the target market was broader the owners could increase market share in the segment that was the strongest.
- High turnover in bar industry – many bars are here today and gone tomorrow

5.1.3 Opportunities

- Opportunity to obtain a share of a \$16.7 million market

5.1.4 Threats

- Another new entrant could potentially hurt market share; competition is fierce

5.2 Strategy Pyramid

- Strategy: Be the neighborhood bistro of choice
- Tactics: Provide exceptional customer service in a relaxed and inviting environment encouraging patrons to return again
- Programs: Extensive and ongoing employee training. Employees will be rewarded financially for providing impeccable service with opportunities to benefit in profit sharing.
- All staff are hand selected and share the same core beliefs of the owners; everyone will be trained to be keenly aware of patrons and anticipate their needs before the customer does, for example always offering to promptly show them to their table, graciously asking to hang their coats, and bring them their drinks expediently.

5.3 Unique Selling Proposition (USP)

Daniela's will be a small, casual local bistro. The bistro features a vast selection of hand crafted beers – both local and imported, as well as an impressive wine selection. The bar features gourmet flat-breads as well as daily specials.

5.4 Competitive Edge

Daniela's specifically caters to its target market and is truly a unique local gaming experience. The bistro differs in its décor, its extensive beer and wine offerings, Daniela's patrons cannot get this experience in any other bar within a 5 mile radius.

5.5 Marketing Strategy and Positioning

Daniela's is located in the strip mall. Traffic counts approximate 12,000 daily. In addition to its prime location, Daniela's will rely on:

- Advertising
 - Outdoor Signage
 - Grand Opening
- Word of Mouth

According to the Bob Johnson with Beverage Management Institute in Clearwater, South Carolina, the only cost-effective way to advertise a bar is word-of-mouth. "When you don't have word-of-mouth working for you, you are in serious trouble. It's not necessarily terminal. There are still ways to get some advertising and marketing out there without spending a ton of money. But anytime you reach into your own pocket to buy advertising for a bar, it's not good.

"Word-of-mouth advertising is priceless," he continues. "It means everything is right. Everything is happening. The bar is alive. Your employees love working there. They are talking and saying great things about the place, and that is passed on to your customers.

The customers love being there, and they tell other customers. If you can get to that point, it's just priceless."

5.5.1 Positioning Statement

The owners have a combined 30+ year's industry experience in restaurant and bar management and fully support the operation. Daniela's will provide a vast collection of handcrafted beers and wine, and gourmet flat-breads, and will strive to be the premier bistro 'where the locals go' in suburban Cook County. Daniela's will go above and beyond the call of duty making patrons come back and tell everyone they know.

5.5.2 Pricing Strategy

Daniela's pricing will be similar to the competitor's (competition based pricing) initially and management may consider lowering drink prices initially to attract initial patrons. However, near term, when Daniela's captures at least 2% of the local market, management plans to price alcohol and food to be more reflective of acquisition costs.

The menu items are moderately priced. Appetizer range from \$6-8, gourmet flat-breads wraps range from \$6-\$12 and the daily gourmet plates average \$8.00.

5.5.3 Promotion and Advertising Strategy

Daniela's primary promotion and advertising strategy will be outdoor street signage and word of mouth. Additionally the bar is planning a grand opening in summer of, 2015.

In addition, Daniela's will participate in select promotions annually. Once the bistro is up and running, management will determine which nights need a boost. Historically, bars are busiest Friday and Saturday nights, with Thursdays coming in third place. Daniela's might decide to create a promotion night say on Tuesdays or Wednesday evenings. In addition, the bistro will have promotional events on holidays such as Cinco de Mayo and the 4th of July. Management anticipates profit to equate to 3X the cost of advertising the promotion. In order to maintain the high energy levels during the promotions, all prizes will be awarded at the end of the evening. That way, patrons will have to stay all night to see whether or not they've won the grand prize.

5.5.4 Website

Daniela's will have website featuring the menu items, phone number, hours of operation, events calendar and map. The website will also have links to its Facebook Page.

5.5.5 Marketing Programs

The owners of Daniela's will rely on a combination of customer feedback / sales reports captured from the POS to determine how well the bar is performing. Customer comment cards will be available tableside and guests will have the option to receive discounts on appetizers when the card is submitted. Additionally, the neighborhood market will utilize a local 'mystery shopper' company. All employees will be made aware of Daniela's commitment to customer service and this additional tool to be used to evaluate employee performance.

5.6 Sales Strategy

The patrons will be warmly greeted immediately upon entering the bistro. The objective at Daniela's is to make everyone feel at home and be the place 'where everyone knows your name'. Upon finding a comfortable location either on the couch, table, or at a gaming position, patrons will be asked for their drink and food order. Daniela's truly values its employees and provides them with the very best training – and therefore the best service. Management believes that this investment in its employees ensures satisfied customers and in turn repeat business, leading to increased revenues.

Daniela's will be one of the few places that will truly make people happy. The employees will engage in a friendly conversation in hopes of building new relationships with the patrons.

At Daniela's, the staff goes above and beyond the call of duty which makes patrons come back and tell everyone they know.

5.6.1 Sales Forecast

The following table demonstrates the annual sales forecast:

Table 5.6.1 Annual Sales Forecast

Avg Sales forecast	Year 1	Year 2	Year 3
Avg Gaming	96,000	144,000	180,000
Avg Food & Drink	90,500	101,400	113,340
Year	1	2	3
Lottery	96,000	144,000	180,000
Food and Beverage	36,500, 54,000	42,000,59,400	48,000, 65,340
Total Income	186,500	245,400	293,340
Cost of sales			
Avg Drink	27,000	29,700	32,670
Avg Food	25,550	29,400	33,600
Cost of Sales w/tax	4,817	5,337	5,908
Gross Margin	129,133	180963	221,162

5.6.2 Sales Programs

Daniela's employees will be the primary salespeople and will participate daily in the tip pool. Employees will participate in ongoing training and be compensated for their accomplishments as well. Daniela's has a strong belief that the business only performs as well its employees.

5.7 Legal

Daniela's will obtain the following licenses: liquor liability license, food service license, sales tax license, and entertainment permit.

5.8 Milestones

The following milestones will guide Daniela's to meet its goals:

Table 5.8 Milestones

Milestone	Date
Secure space and negotiate Lease	April 2015
Obtain and meet necessary licensing requirements	June 2015
Furnish restaurant and bar area	July 2015
Complete Retrofit and Build-Out	July 2015
Purchase inventory, kitchen equipment and POS system	July 2015
Interview and hire employees	July 2015
Grand Opening	Aug 2015
Hire accountant when revenues exceed \$500,000	Year Five

5.9 Exit Strategy

In the event that sales drop more than 20% for more than four consecutive quarters, the bistro' will have to liquidate. After employee's compensation, furniture, and equipment will be sold at auction to repay lenders.

6.0 Organization and Management

The following information provides the organizational components germane to Daniela's.

6.1 Organizational Structure

Daniela's will be owned by PDS Enterprises Bartlett LLC.

General duties will include review of daily operations, inventory control, employee training, employee hiring and firing, ordering supplies, and routine maintenance and upkeep of the bar, equipment and facilities management.

The owners will also hire bartenders.

All full time employees will be compensated with benefits including health insurance and education and training.

6.2 Management Team

Daniela Zaikowski, with over 20 years' experience helped establish two neighborhood-based, independently owned bar and restaurants. These gathering places showcase fine wines with exemplary food offerings.

Peter Zaikowski has over two decades of experience in management, project development, and marketing providing the foundation for his business operations, including site selection,

6.3 Management Team Gaps

Until Daniela's reaches \$500,000 in annual revenues, they will utilize a part time bookkeeper to assist in payroll and income tax preparation (Reference legal and accounting line item on income statement).

6.4 Personnel Plan

The following chart shows employee salaries over the next three year period:

Table 6.4 Personnel Plan

Position	Year 1	Year 2	Year 3
Bartender	20,800	20,800	41,600
owner	20,800	20,800	41,600
Total Personnel Cost	41,600	41,600	83,200

*While the salaries appear low, these employees all benefit from the daily tip pool. Average take home pay is \$24,000 and compares favorably with industry peers.

6.5 Board of Directors

N/A

7.0 Financial Plan

The financial plan will cover the following:

- Required Cost of Start-Up
- Profit and Loss
- Cash Flow
- Balance Sheet
- Financial Ratios

7.1 Important Assumptions

- All 5 employees will be hired from day one of operations (the analysis does not assume employee growth during the initial two years of operations)
- Zero growth in employees' salaries over the first two years, then after initial two years, employees' salaries will be re-evaluated.

- Management salaries remain constant as well - \$1,733 monthly over the initial two years of operations
- Average drink sales price: \$3.25
- Average appetizer sales price: \$5.00
- Average meal sales price: \$7.00

7.2 Start-Up Costs

Following is a summary of required funds to establish the business:

Tenant improvement costs will be in the form of carpentry, flooring, painting.

Future Improvements
Kitchen and equipment

Table 7.2 Start-Up Costs

Startup Expenses	Amount
Insurance	4,200
Beginning Inventory	4,500
Utility Deposit	150
Licenses	2,300
Other initial costs	23,850
Total startup expenses	35,000

7.3 Source and Use of Funds

Table 7.3 Source and Use of Funds

Source and use of Funds	
Owner Injection	35,000
Total source of Funds	35,000
Use of funds	
Lease Property	18,000

7.4 Break-Even Analysis

Total fixed costs are estimated to be \$94,150. The variable cost (overhead) is estimated to be \$4.25 per unit. Units are assumed to be: the combined average of: the average drink, the average appetizer, and the average meal. Based on the assumption of \$12.00 as the average

sales price per unit, plus the average use of video gaming of 40.00 the breakeven revenue then is 2,241 units. Or 6 units per day

7.4.1 Projected Profit and Loss

Daniela's estimated profit and loss for the initial three years of operations is reflected below:

Table 7.5.1 Pro Forma Profit and Loss

7.4.2 Projected Cash Flow

The statement of cash flow shows the incoming and outgoing cash of the business.

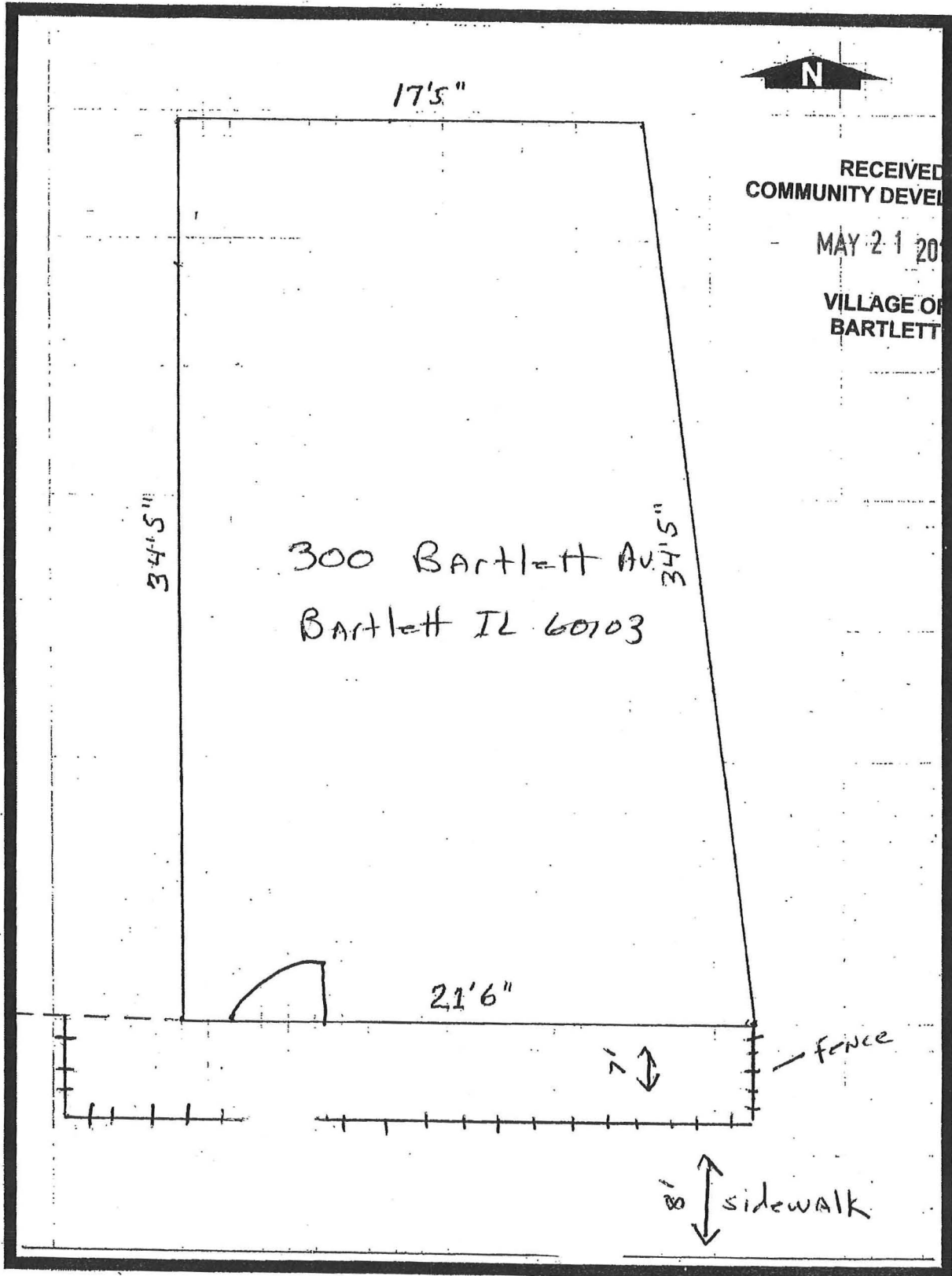
Avg Sales forecast	Year 1	Year 2	Year 3
Avg Drink	54,000	59,400	65,340
Avg Food	36,500	42,000	48,000
Lottery	96,000	144,000	180,000
Total Income	186,500	245,400	293,340
Cost of sales			
Avg Drink	27,000	29,700	32,670
Avg Food	25,550	29,400	33,600
Cost of Sales w/tax	4,817	5,337	5,908
Gross Margin	129,133	180,963	221,162
Expenses	Year 1	Year 2	Year 3
Owners Compensation	20,800	20,800	41,600
Salaries	20,800	20,800	41,600
Advertising	5,000	5,000	5,000
Insurance	14,000	14,000	14,000
Legal	1,000	1,000	1,000
Accounting	500	500	500
Office expense	2,000	2,000	2,000
Repairs	4000	4000	4000
Supplies	2,000	2,000	2,000
Telephone	500	500	500
Internet	1,500	1,500	1,500
Charities (local)	3,000	5,000	7,000
Commercial Lease	18,000	18,000	18,000
Marketing	15,000	15,000	15,000
Utilities	1,000	1,000	1,000
Liquor License	2000	2000	2000
Total Expenses	108,600	110,600	154,200
Net Profit Loss	77,900	134,800	139,140

Table 7.5.2 Pro Forma Cash Flow

Pro Forma cash Flow	Year 1	Year 2	Year 3
Beginning Cash Balance	0.00	77,900	212,700
Cash Flows			
Income from sales	186,500	245,400	293,340
Accounts Receivables			
Total Inflows			
Total cash outflows	108,600	110,600	154,200
	77,900	212,700	351,840

View from W. Bartlett Ave & S Hickory Ave

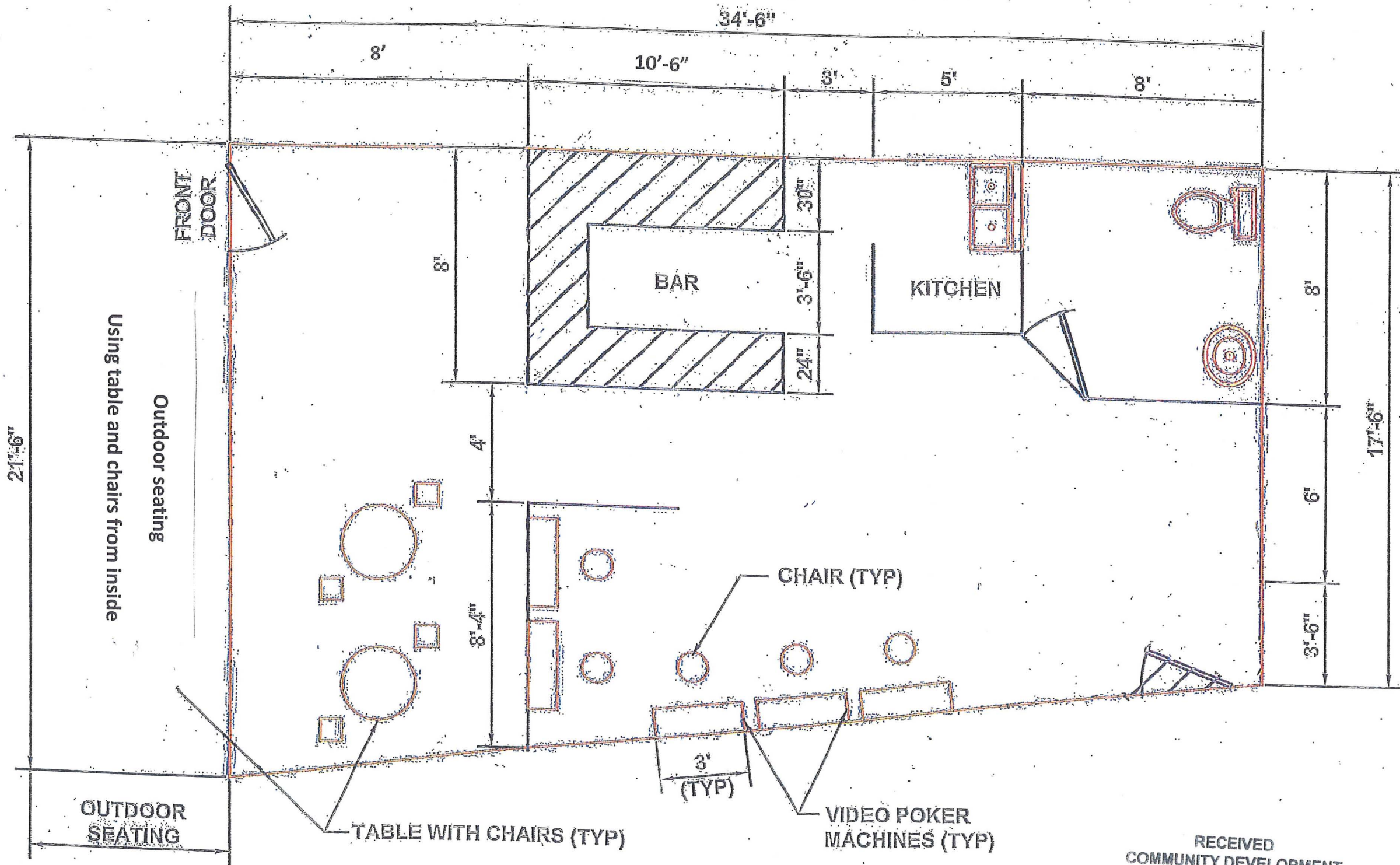




RECEIVED
COMMUNITY DEVELOPMENT
MAY 21 2005
VILLAGE OF
BARTLETT

Bartlett Av.

BARTLETT AVENUE



OUTDOOR SEATING

Using table and chairs from inside
Outdoor seating

FRONT DOOR

BAR

KITCHEN

CHAIR (TYP)

TABLE WITH CHAIRS (TYP)

VIDEO POKER MACHINES (TYP)

To be alternated inside and outside

Max # of Employees 1

Total seats 9

RECEIVED
COMMUNITY DEVELOPMENT

APR 24 2015

VILLAGE OF
BARTLETT

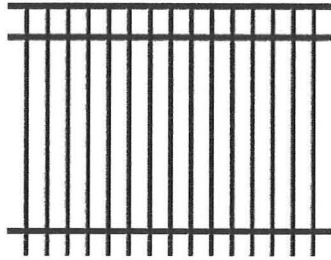


Jefferson 3 ft. x 6 ft. Black Aluminum Fence Panel

RECEIVED
COMMUNITY DEVELOPMENT

MAY 21 2015

VILLAGE OF
BARTLETT



PRODUCT OVERVIEW

Model # RS36B202SN

Internet # 205311139

Jefferson style Aluminum Fence combines the strength and beauty of wrought iron fences with the rust-free properties of aluminum. They can withstand years of moisture, wind, salt and chlorine without rusting or needing repainting. This fence will add prestige and value to any property. No other fence will do so much to enhance the beauty of your home, pool or yard. They are constructed from an exclusive high-strength aluminum alloy called HS-35. This remarkable material has the strength of steel (yield strength of 35,000 psi), but will never rust, even in coastal areas or around swimming pools. Jerith's durable powder coated finish is guaranteed not to crack, chip or peel for as long as you own your fence. Our coating is an environmentally safe, high quality alternative to paint. It is far more durable, fade-resistant and scratch resistant than other fence coatings, which is why we give a lifetime warranty on our products. All Jerith fences, gates and posts are assembled with hidden, stainless steel fasteners for outstanding corrosion resistance and strength. These hidden fasteners allow the fence sections to follow the slope of the ground without any modifications. Finally, our products are extruded, fabricated, coated and assembled entirely in the United States. We pride ourselves on being price competitive while still manufacturing our products in Philadelphia, as we have done for over 50-years.

- Elegant, traditional design adds prestige and value to any property
- Design gives clear view into enclosed area for an open feeling
- Pre-assembled for ease of installation and convenience
- Limited lifetime warranty on workmanship, materials and coating for as long as you own your fence
- Made in the United States
- Also available in green, bronze and white finishes at Home Depot locations (not available online)
- Section will support 300 lb. load without permanent deformation
- Full sections can traverse up to a 22 in. incline from one side of the panel to the other
- 6 ft. Long sections can be easily cut down to size when smaller panels are required

LOCATION MAP





Agenda Item Executive Summary

Item Name Case # 15-11 - Starbucks special use to serve beer and wine Committee or Board Village Board Committee

BUDGET IMPACT

Amount: N/A Budgeted: N/A
List what fund N/A

EXECUTIVE SUMMARY

A request for a **SPECIAL USE PERMIT** to serve beer & wine located at 1681 South IL, Route 59 at the northeast corner of Route 59 and Army Trail Road in the Shops at Far Hills Shopping Center.

ATTACHMENTS (PLEASE LIST)

CD Memo, Applicant Cover Letter, Application, Location Map, Site Plan, Floor Plan, Fence and Outdoor Seating Plan, Fence detail

ACTION REQUESTED

For Discussion Only to discuss the project and move forward to the Plan Commission for further review and to conduct the public hearing on the special use.

Resolution _____
Ordinance _____
Motion _____

Staff: Jim Plonczynski

Date: 5/21/15

COMMUNITY DEVELOPMENT MEMORANDUM

15-093

DATE: May 18, 2015
TO: Valerie L. Salmons, Village Administrator
FROM: Jim Plonczynski, CD Director
RE: **(#15-11) Starbucks**

PETITIONER

Coffee House Holdings, Inc.

SUBJECT SITE

1681 South IL Route 59 – The Shops at Far Hills (Northeast corner of Route 59 and Army Trail Road)

REQUEST

Special Use Permit –To serve beer and wine.

SURROUNDING LAND USES

	<u>Land Use</u>	<u>Comprehensive Plan</u>	<u>Zoning</u>
Subject Site	Commercial	Commercial	B-3 PUD
North	Commercial	Commercial	B-3 PUD
South	Commercial	Commercial	B-3
East	Vacant	Mixed use/ Residential	R-1 (DuPage)
West	Church (house)	Estate Residential	R-1 (DuPage)

DISCUSSION

1. The petitioner is requesting a Special Use Permit to serve beer and wine at their current location.
2. Starbucks is located in the Shops at Far Hills Shopping Center which was approved by Ordinance #1999-76 including a drive up facility and outdoor seating for Starbucks.
3. The petitioner has been at this location since 1999 and is going under a renovation/update for a new Starbucks concept. The petitioner is proposing to offer beer and wine for their patrons including a new evening menu.

4. A 36" fence around the existing outdoor seating area is required and they must maintain an accessible pedestrian walkway between the enclosure and the parking stalls. The fence location is included on both the Floor Plan and the Fence and Outdoor Seating Plan. There is also a fence detail provided including the size and materials.
5. Starbucks is currently open seven days a week from 5:30 a.m. to 8:00 p.m. The Starbucks evening menu would start in the afternoon and be served until regular closing hours. These proposed hours meet the restrictions for the Class B liquor license of Sun.-Thurs. 8:00 a.m. to 1:00 a.m. and Fri.-Sat. 8:00 a.m. to 2:00 a.m. Starbucks is aware they can only serve beer or wine during the hours specified for the Class B liquor license.
6. There are currently seven Chicagoland locations open that serve beer and wine with their evening menu. There are 37 locations throughout the United States.

RECOMMENDATION

1. The Staff recommends forwarding the petitioner's request on to the Plan Commission for further review and to conduct the public hearing.
2. Background information is attached for your review.

ALZ/attachments

x:\comdev\mem2015\93_Starbucks_liquor_vbc.docx

May 1, 2015

JAMES L. WEBSTER

VIA UPS

Kevin Wallace, Village President
Board of Trustees
Village of Bartlett
228 S Main Street
Bartlett, IL 60103

RECEIVED
COMMUNITY DEVELOPMENT

MAY - 4 2015

VILLAGE OF
BARTLETT

Re: Coffee House Holdings, Inc. d/b/a Starbucks – 1681 South IL Rt 59

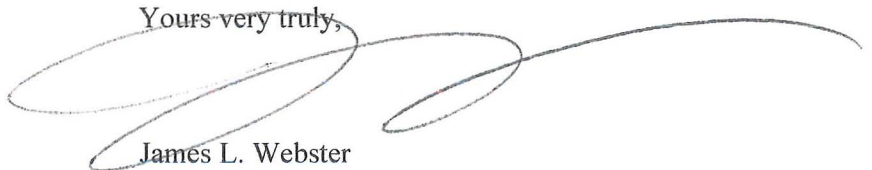
Dear Mr. Wallace and Village Trustees:

As you are aware, this firm represents Coffee House Holdings, Inc. (“Starbucks” or “Licensee”) with respect to its licensing and regulatory matters in Illinois and in particular with respect to Starbucks’ well received “Starbucks Evenings” business expansion at certain locations. The intention of this communication is to advise you that Starbucks’ seeks to submit a Special Use Permit application. The nature of Starbucks request is to allow for the on-premises consumption of beer and wine at the above referenced location.

The “Starbucks Evenings” concept and offerings at the Bartlett Starbucks would evolve this store through an exciting expansion of products to offer patrons. These new offerings are in response to Starbucks customer’s request to have more options for relaxing in the stores during the evenings. As they transition from work to home, customers are looking for a place to share a connection with friends, co-workers, significant others, and family. Starbucks is hoping to create a new occasion for customers to visit stores in the evening. A new product assortment that includes select wines, craft and imported beers, and premium foods will be the catalyst that brings customers into the store later in the day to share a connection with people close to them. The introduction of wine and beer has been well received at the licensed locations in the Chicago area, Seattle, WA, Portland, OR, Southern California, and the Atlanta, GA area.

Please find enclosed a fully executed Special Use Permit application along with all supplemental documentation requested by the Community Development Department. Upon your review of the enclosed, should you have questions regarding same, please do not hesitate to contact my Licensing Manager, Sara Smith at ssmith@lawwp.com.

Yours very truly,



James L. Webster

JLW/ss

Cc: Coffee House Holdings, Inc.



VILLAGE OF BARTLETT
SPECIAL USE PERMIT APPLICATION

For Office Use Only
Case # 15-11
RECEIVED
COMMUNITY DEVELOPMENT
MAY - 4 2015
VILLAGE OF
BARTLETT

PROJECT NAME: STARBUCKS COFFEE #2347
(Please type or complete in blue or black ink.)

PETITIONER INFORMATION

Name: COFFEE HOUSE HOLDINGS, INC. Phone: _____
Address: 2401 UTAH AVENUE SOUTH Fax: _____
SEATTLE, WA 98134 Mobile: _____
Email: _____

PROPERTY OWNER INFORMATION

Name: BARTLETT CENTER, INC. Phone: (847) 581-1967
Address: 8353 N NEWLAND Fax: _____
NILES, IL 60714 Mobile: _____
Email: _____

SPECIAL USE PERMIT REQUESTED (Please describe i.e. liquor sales, outdoor seating, etc.)
LIQUOR SALES

PROPERTY INFORMATION

Common Address/General Location of Property: 1681 SOUTH IL RT 59 BARTLETT, IL 60103

Property Index Number ("Tax PIN"/"Parcel ID"): 01-16-401-014

Zoning: B-3 PUD Land Use: PLANNED DEVELOPMENT/SHOPPING DISTRICT
(Refer to Official Zoning Map)

Comprehensive Plan Designation for this Property: COMMERCIAL
(Refer to Future Land Use Map)

Acreage: 1.153 ACRES

APPLICANT'S EXPERTS (Including name, address, phone, fax and email; mobile phone is optional)

Attorney _____
WEBSTER POWELL, P.C. 320 W OHIO ST., STE 501 CHICAGO, IL 60654 (312) 587-8800

Surveyor _____

Other _____

FINDINGS OF FACT FOR SPECIAL USES

Both the Plan Commission and Village Board must decide if the requested Special Use meets the standards established by the Village of Bartlett Zoning Ordinance.

The Plan Commission shall make findings based upon evidence presented on the following standards: **(Please respond to each of these standards in writing below as it relates to your case. It is important that you write legibly or type your responses as this application will be included with the staff report for the Plan Commission and Village Board to review.)**

1. That the proposed use at that particular location requested is necessary or desirable to provide a service or a facility which is in the interest of public convenience and will contribute to the general welfare of the neighborhood or community.

Customer demand has encouraged us to pursue adding the Evenings Menu at our Bartlett location.

The community will be presented with a high-end retail facility that is unique and gratifying. Not only are customers asking to see what the renovated store will look like, but they are also excited about the upgraded food and beverage pairings. The upgraded menu offerings will allow the community to gather in a single location and enjoy our products.

2. That such use will not under the circumstances of the particular case be detrimental to the health, safety, morals, or general welfare of persons residing or working in the vicinity or be injurious to property value or improvement in the vicinity.

Adding additional menu options to the current list of offerings will simply improve the variety of choices for our customers. Safeguards will be implemented to ensure that any alcoholic beverages will be treated in accordance with the law. The incremental renovation investment into this store will help promote local jobs. With the increased design elements and increased spend on the renovation, this store will improve the aesthetic of the neighborhood.

3. That the special use shall conform to the regulations and conditions specified in this Title for such use and with the stipulation and conditions made a part of the authorization granted by the Village Board of Trustees.

We will most certainly conform to the regulations and conditions presented to us. We will go above and beyond to ensure that this store maintains the extremely high standards for which we hold ourselves to.

ACKNOWLEDGEMENT

The undersigned hereby acknowledges he/she is familiar with the code requirements which relate to this petition and certifies that this submittal is in conformance with such code(s). He/she further understands that any late, incomplete or non-conforming submittal will not be scheduled on an agenda for a public hearing.

SIGNED: Sophie Hager Hume
PRINT NAME: Sophie Hager Hume
DATED: 2/23/15

REIMBURSEMENT OF CONSULTANT FEES AGREEMENT

The undersigned hereby acknowledges his/her obligation to reimburse the Village of Bartlett for all necessary and reasonable expenses incurred by the Village for review and processing of the application. Further, the undersigned acknowledges that he/she understands that these expenses will be billed on an ongoing basis as they are incurred and will be due within thirty days. All reviews of the petition will be discontinued if the expenses have not been paid within that period. Such expenses may include, but are not limited to: attorney's fees, engineer fees, consulting planner's fees, public advertising expenses, court reporter fees and recording expenses. Please complete (print) the information requested below and provide a signature.

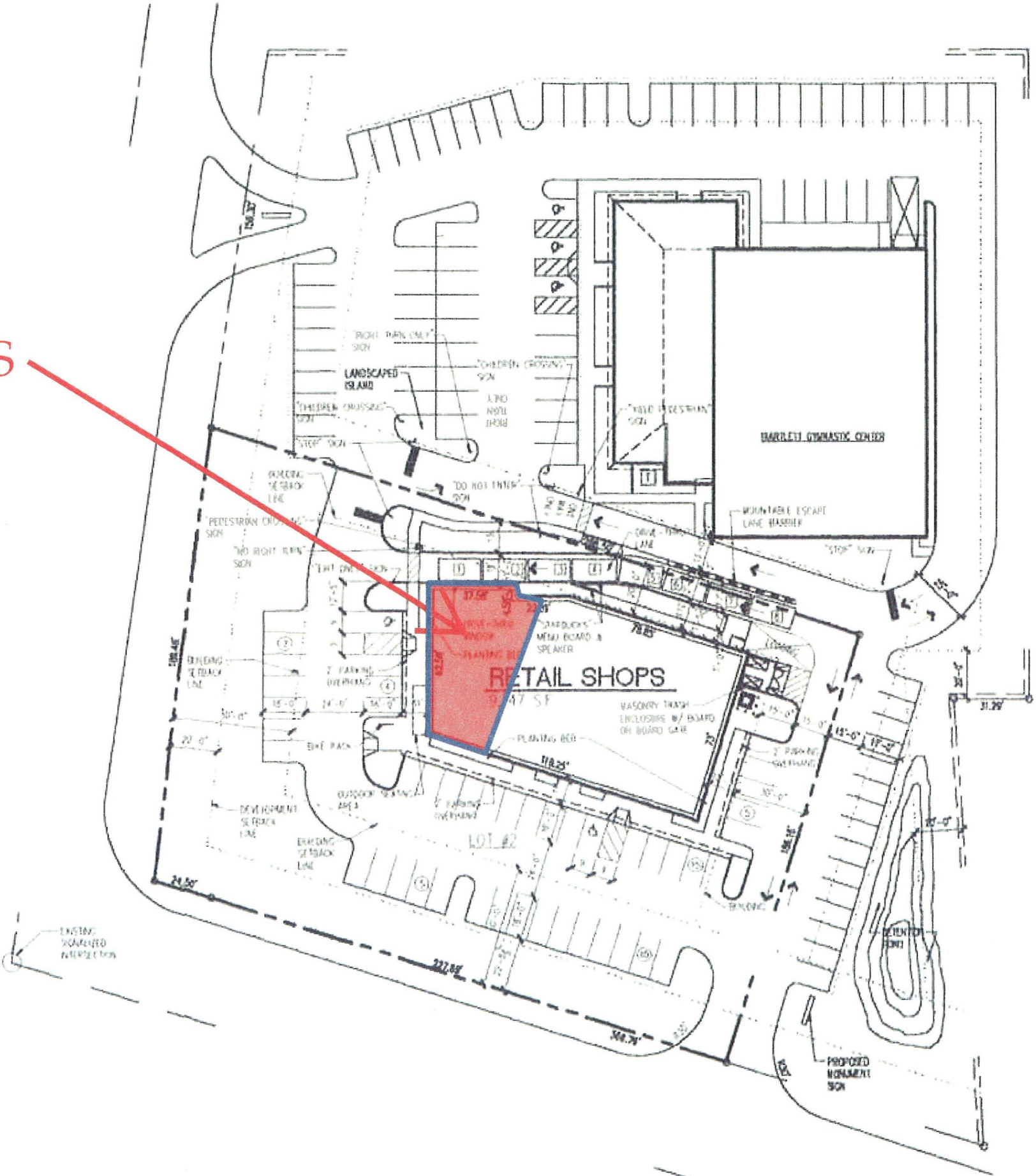
NAME OF PERSON TO BE BILLED: Starbucks License Services

ADDRESS: PO Box 34442-Tax2
Seattle, WA 98124

PHONE NUMBER: (206) 318-6511

SIGNED: Sophie Hager Hume
DATED: 2/23/15

STARBUCKS



FLOOR PLAN



STARBUCKS COFFEE COMPANY
 2401 UTAH AVENUE SOUTH
 SEATTLE, WASHINGTON 98134
 (206) 318-1575

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ARCHITECT OF RECORD
ASO ASSOCIATES
 Soos & Associates, Inc.
 105 Scheller Road
 Lincolnshire, IL 60069
 P. 847 821 7867 F. 847 821 8570

Revision Schedule			
Rev	Date	By	Description
1	03/02/15		STARBUCKS COMMENTS
2	03/18/15		BUILDING AND HEALTH DEPARTMENT COMMENTS

PROJECT NAME:
BARTLETT
 PROJECT ADDRESS:
 1681 S. IL RTE. 59-SPACE #1
 BARTLETT, IL 60103

STORE #: 2347
 PROJECT #: 05051-045
 CONCEPT:
 PALETTE:
 ISSUE DATE: 3 18 2015
 DESIGN MANAGER: STEPHENIE RYCHLIK
 LEED® AP: N/A
 PRODUCTION DESIGNER: SOOS
 CHECKED BY:

SHEET TITLE:
SCOPE OF WORK

SCALE: 1/4" = 1'-0"

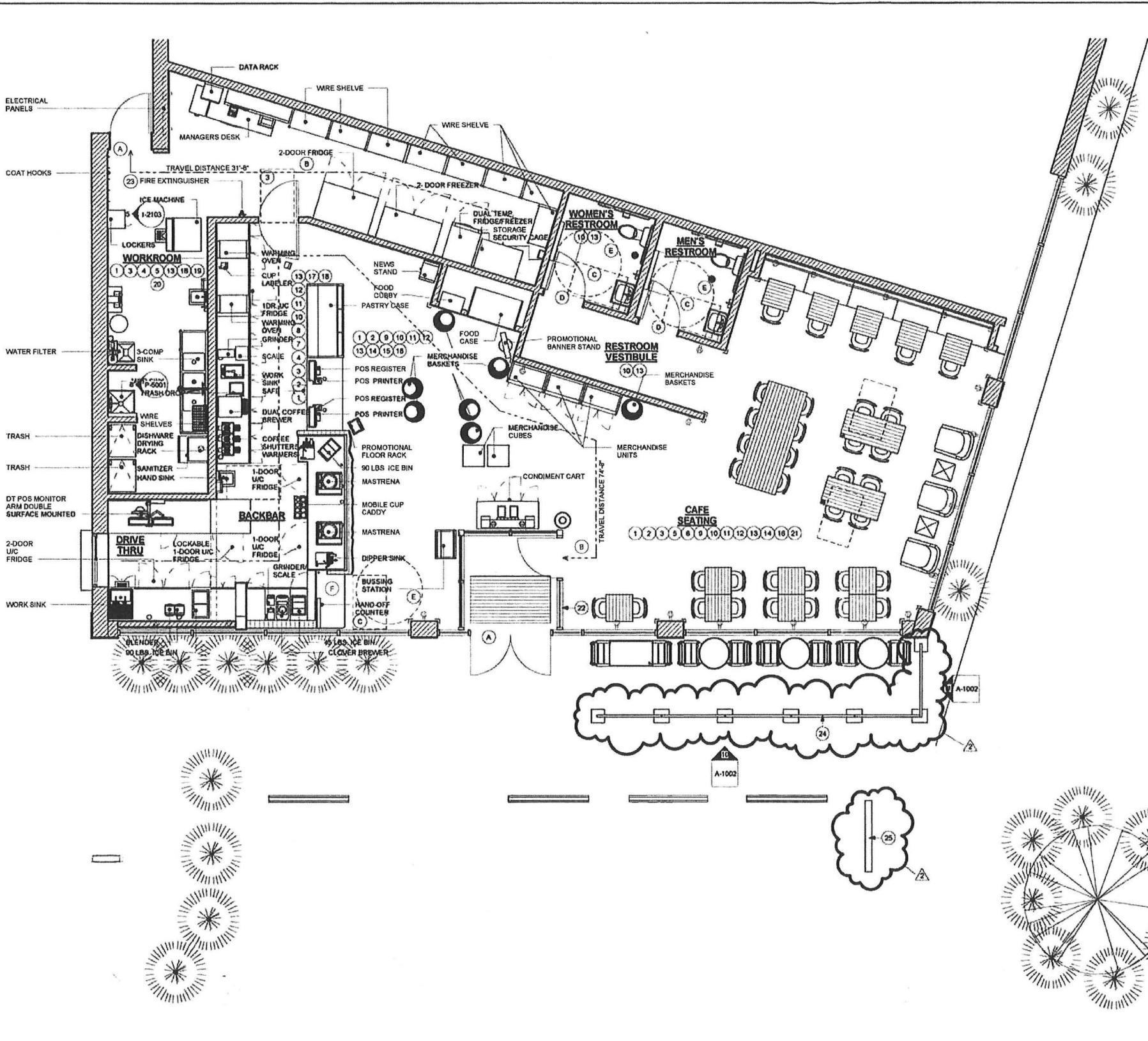
SHEET NUMBER:
G-0002

SCOPE OF WORK NOTES

1. DEMOLISH OR RELOCATE EXISTING ITEMS AS INDICATED ON DEMOLITION PLAN AND DEMOLITION CEILING PLAN, U O N
2. INSTALL NEW CASEWORK ITEMS AS INDICATED ON CASEWORK PLAN
3. INSTALL NEW PLUMBING OR RELOCATE EXISTING ITEMS AS INDICATED ON PLUMBING DESIGN PLANS
4. INSTALL NEW OR RELOCATE EQUIPMENT AS INDICATED ON FF&E PLAN
5. INSTALL NEW FURNITURE AS INDICATED ON FF&E PLAN
6. INSTALL NEW CONDIMENT CART AS INDICATED ON PLANS
7. INSTALL NEW UPPER CUBBIES, MENU BOARDS AND LED LIGHTING, AS INDICATED ON PLANS AND ELEVATIONS
8. INSTALL NEW BACKBAR WALL TILE, AS INDICATED ON INTERIOR ELEVATIONS AND WALL FINISH PLAN
9. DEMOLISH EXISTING ARTWORK AND INSTALL NEW ARTWORK AS INDICATED ON INTERIOR ELEVATIONS
10. PATCH, PRIME AND PAINT WALLS, CEILINGS AND SOFFITS AS INDICATED ON REFLECTED CEILING PLAN AND INTERIOR ELEVATIONS
11. DEMOLISH LIGHT FIXTURES AS INDICATED ON DEMOLITION PLAN
12. INSTALL NEW LIGHT FIXTURES AS INDICATED ON REFLECTED CEILING PLAN
13. DEMOLISH EXISTING FLOOR TILE AND INSTALL NEW TILE FLOOR AND BASE AS INDICATED ON PLANS
14. DEMOLISH EXISTING WAINSCOT/CHAIR RAIL AND INSTALL NEW WAINSCOT/CHAIR RAIL AS INDICATED ON CASEWORK PLAN, WALL FINISH PLAN AND INTERIOR ELEVATIONS
15. INSTALL NEW MERCHANDISE WALL UNITS AND WALL OF CHILL AS INDICATED ON CASEWORK PLAN
16. REPLACE WALK-OFF MATS.
17. DEMOLISH CEILING TILES AS INDICATED ON DEMOLITION PLANS
18. INSTALL NEW WALLS AND CEILING TILES AS INDICATED ON FLOOR PLAN AND REFLECTED CEILING PLAN
19. INSTALL NEW ACT CEILING AS INDICATED ON REFLECTED CEILING PLAN
20. INSTALL NEW DOOR IN WORKROOM AS INDICATED ON PLANS
21. LOGO DISK SIGNAGE RETROFIT.
22. GC. TO INSTALL OCCUPANT LOAD SIGN
23. FIRE EXTINGUISHER TO BE MOUNTED SECURELY AT 4'-0" ABOVE THE FINISHED FLOOR
24. PROVIDE NEW TEMPORARY, SEASONAL FENCING
25. EXISTING 3-WAVE BIKE RACK

ACCESSIBILITY NOTES

- A. LEVEL LANDING THRESHOLD
- B. BARRIER-FREE PATH OF TRAVEL
- C. 30"x48" CLEAR FOR WHEELCHAIR ACCESS
- D. 32" MINIMUM CLEAR AT RESTROOM DOOR
- E. 60" DIAMETER CLEAR FOR WHEELCHAIR ACCESS
- F. POS, HAND-OFF PLANE AND CONDIMENT COUNTERTOPS AT 2'-10" AFF FOR WHEELCHAIR ACCESSIBILITY.



1 SCOPE OF WORK PLAN
 Scale 1/4" = 1'-0"

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FENCE & OUTDOOR SEATING



STARBUCKS COFFEE COMPANY
 2401 UTAH AVENUE SOUTH
 SEATTLE, WASHINGTON 98134
 (206) 318-1575

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ARCHITECT OF RECORD
ASOOCIATES
 Soos & Associates, Inc.
 105 Scheller Road
 Lincolnshire, IL 60069
 p: 847 821 7667 f: 847 821 8570

Rev	Date	By	Description
1	03/02/15		STARBUCKS COMMENTS
2	03/18/15		BUILDING AND HEALTH DEPARTMENT COMMENTS

PROJECT NAME:
BARTLETT
 PROJECT ADDRESS:
 1681 S. IL RTE. 59-SPACE #1
 BARTLETT, IL 60103

STORE #: 2347
 PROJECT #: 05051-045
 CONCEPT:
 PALETTE:
 ISSUE DATE: 3.18.2015
 DESIGN MANAGER: STEPHENIE RYCHLIK
 LEED® AP: N/A
 PRODUCTION DESIGNER: SOOS
 CHECKED BY:

SHEET TITLE:
ARCHITECTURAL SITE PLAN

SCALE: As indicated

SHEET NUMBER:
A-1001

ARCHITECTURAL SITE PLAN NOTES

A. REFER TO EXTERIOR ELEVATIONS FOR BUILDING SIGNAGE LOCATION AND DESIGN ID. REFER TO ELECTRICAL PLANS FOR ELECTRICAL REQUIREMENTS.

SHEET NOTES

- REMOVE EXISTING EXIT DIRECTIONAL SIGN AND REPLACE IT WITH NEW EXIT DIRECTIONAL SIGN
- MOUNT DIRECTIONAL SIGN ON EXISTING CONCRETE FOOTING
- DT CLEARANCE BAR TO BE MOUNTED ON A 12" DIA. FOOTING. SEE DETAIL
- EXISTING BIKE RACK.
- CAR STOPS TO BE PROVIDED AS PER COMMUNITY DEVELOPMENT RECOMMENDATION
- NEW TEMPORARY, SEASONAL FENCING

DESIGN ID	COUNT	DESCRIPTION	RESP.	BULB	COMMENTS
SITE SCHEDULE - "Y"					
AWNING					
X0800	1	AWNING - STOREFRONT - GREEN CANVAS SIMILAR TO (10031)	VD-GC		
OTHER					
10020	1	DT WINDOW SHELF - 48IN 1205MM - SST	VD		
X0901	5	CUSTOM 5' REMOVABLE RAILING - POWDERCOAT BLACK	GC-GC		
X0902	1	CUSTOM 5'-3" REMOVABLE RAILING - POWDERCOAT BLACK			
X0903	2	CUSTOM REMOVABLE RAILING BASE - SINGLE - POWDERCOAT BLACK	GC-GC		
X0904	5	CUSTOM REMOVABLE RAILING BASE - DOUBLE - POWDERCOAT BLACK	GC-GC		
X0905	4	CAR STOP			

DESIGN ID	COUNT	DESCRIPTION	RESP.	BULB	COMMENTS
SIGNAGE SCHEDULE - "S"					
SIGNAGE - DRIVE THRU					
14099	2	SIGN - DRIVE THRU ILLUMINATED ARROW SERIES FLUSH MOUNTED - RH - 48IN 1220MM	VD		
14106	1	SIGN - DT CLEARANCE BAR ARROW SERIES FREESTANDING	VD		
14327	1	SIGN - DT DIRECTIONAL ILLUMINATED ARROW SERIES - 48IN 1170MM	VD		



1 1ST FLOOR - SITE PLAN
 Scale: 1" = 10'-0"

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FENCE DETAIL



STARBUCKS COFFEE COMPANY
2401 UTAH AVENUE SOUTH
SEATTLE, WASHINGTON 98134
(206) 318-1575

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ARCHITECT OF RECORD
ASOOCIATES
Soos & Associates, Inc.
105 Scheller Road
Lincolnshire, IL 60069
p: 847 821 7667 f: 847 821 8570

Revision Schedule			
Rev	Date	By	Description
1	03/02/15		STARBUCKS COMMENTS
2	03/18/15		BUILDING AND HEALTH DEPARTMENT COMMENTS

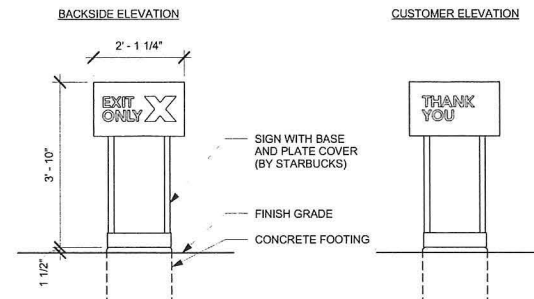
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BARTLETT
PROJECT ADDRESS:
1681 S. IL RTE. 59-SPACE #1
BARTLETT, IL 60103

STORE #: 2347
PROJECT #: 05051-045
CONCEPT:
PALETTE:
ISSUE DATE: 3.18.2015
DESIGN MANAGER: STEPHENIE RYCHLIK
LEED® AP: N/A
PRODUCTION DESIGNER: SOOS
CHECKED BY:

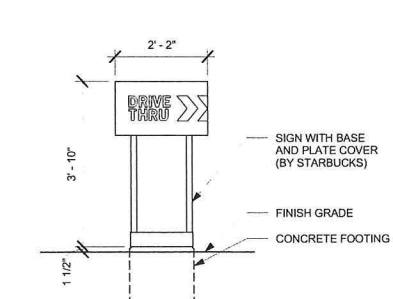
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SITE DETAILS

SCALE: As indicated

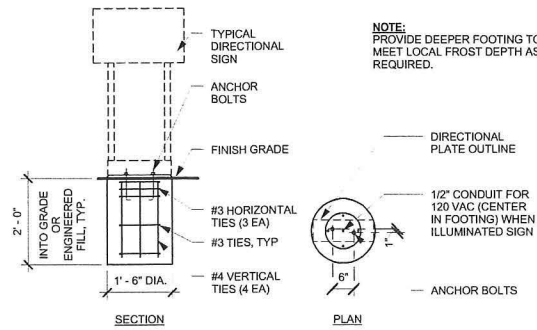
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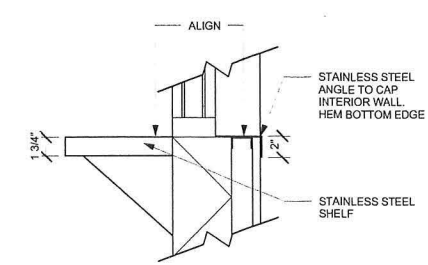
1 DTE - DIRECTIONAL SIGN
Scale: 1/2" = 1'-0"



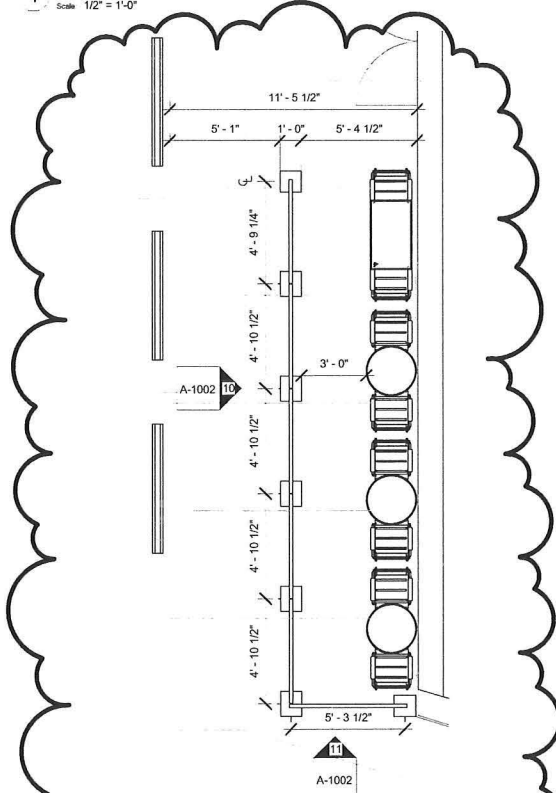
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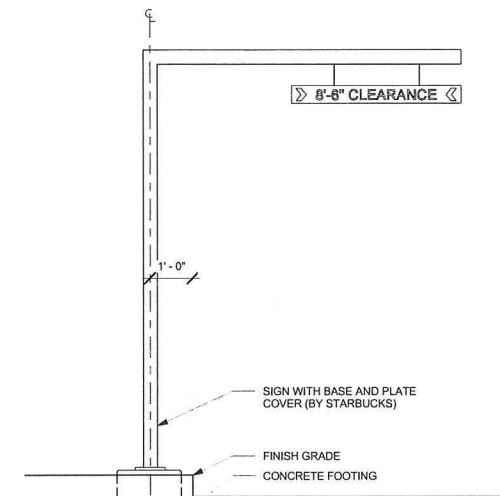
3 DIRECTIONAL SIGN FOOTING
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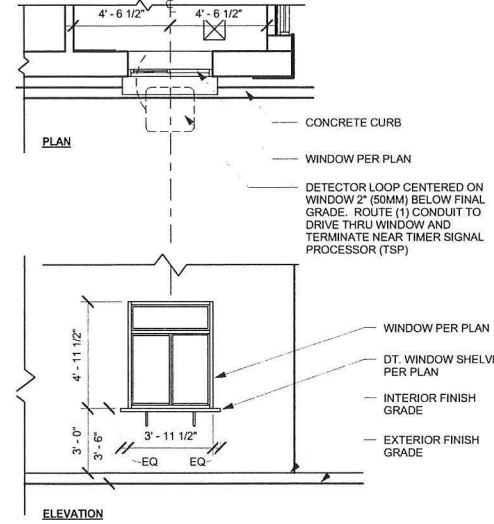
4 DRIVE THRU SHELF
Scale: 1 1/2" = 1'-0"



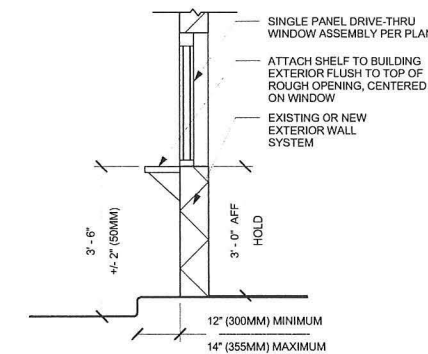
9 OUTDOOR SEATING
Scale: 1/4" = 1'-0"



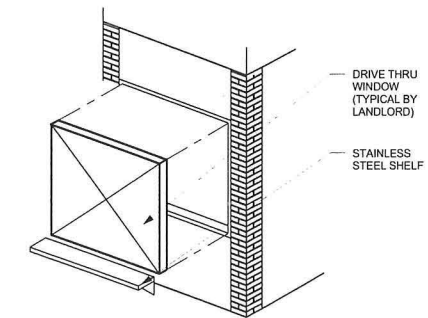
8 DTE - CLEARANCE BAR
Scale: 1/2" = 1'-0"



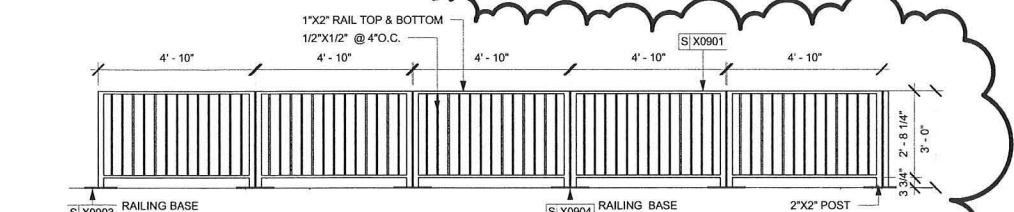
7 DTE - DRIVE THRU WINDOW
Scale: 1/4" = 1'-0"



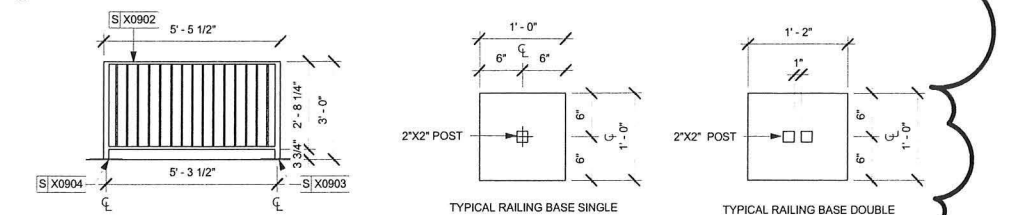
5 DRIVE THRU WINDOW
Scale: 1/2" = 1'-0"



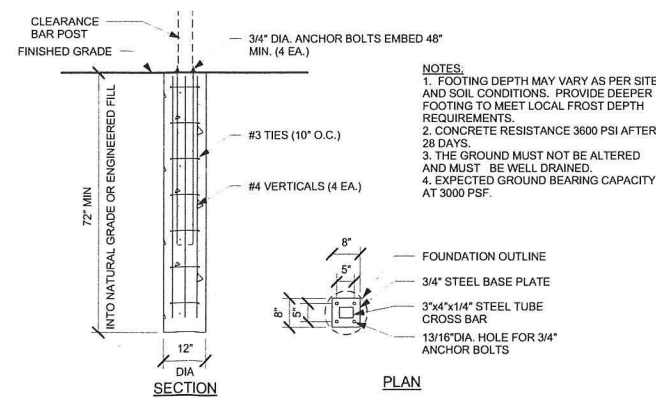
6 DRIVE THRU WINDOW
Scale: 1/2" = 1'-0"



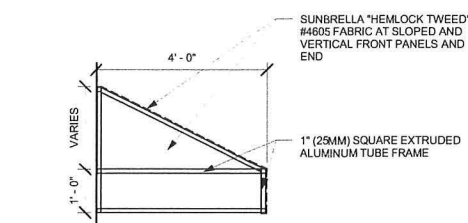
10 OUTDOOR SEATING FENCE - WEST
Scale: 3/8" = 1'-0"



11 OUTDOOR SEATING FENCE - SOUTH
Scale: 3/8" = 1'-0"



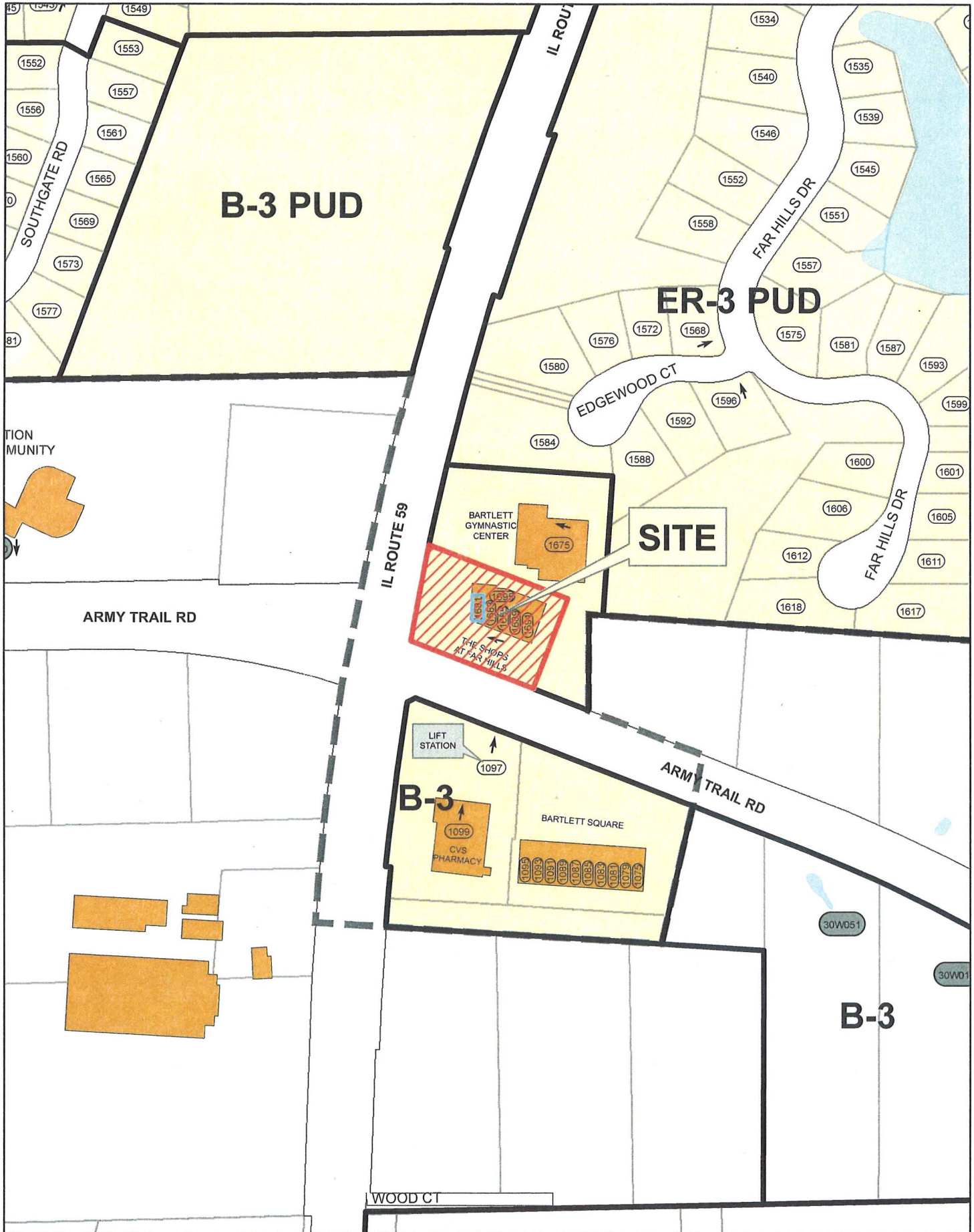
12 DT CLEARANCE BAR FOOTING
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13 AWNING
Scale: 1/2" = 1'-0"

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LOCATION MAP





Agenda Item Executive Summary

Item Name Marketing Plan Committee or Board Committee

BUDGET IMPACT

Amount: \$35,000 is budgeted for advertising Budgeted yes

List what fund General Fund

EXECUTIVE SUMMARY

The 2015-16 Strategic Plan included the objective to define a marketing plan to attract residential and commercial investment in Bartlett. This plan would bring together the various efforts of the Village under one cohesive structure and provide a work plan moving forward.

The Marketing Plan is organized around four main categories, Technology, Partnerships and Outreach, Tangible Marketing Products, and Visibility. Each component under these categories is attributed to a commercial, industrial or residential focus.

ATTACHMENTS (PLEASE LIST)

Marketing Plan Draft

ACTION REQUESTED

For Discussion Only Forward to Economic Development Commission for review.

Resolution _____

Ordinance _____

Motion:

Staff: Paula Schumacher Date: May 22, 2015

Assistant Village Administrator

Memorandum

To: Valerie L. Salmons, Village Administrator
From: Paula Schumacher, Assistant Village Administrator
Date: 5/22/2015
Re: Marketing Plan

A marketing strategy that upholds and supports the vision of the local community is key to economic development. The 2015-16 Strategic Plan included the objective to define a marketing plan to attract residential and commercial investment in Bartlett. The attached marketing plan was created to assist the Village by providing the structure to determine what marketing tool is needed and if the marketing activity meets the needs and goals of the Village.

This plan brings together the various efforts of the Village under one cohesive structure and provides a work plan moving forward. The Economic Development Commission has an annual work plan and had created a set of recommendations relative to the downtown, the Spartan Marketing Group also provided marketing suggestions for the downtown. The Village's Strategic Plan includes marketing goals and objectives and the Community Development Department staff coordinates a number of ongoing marketing efforts throughout the year.

When reviewing the scope of our efforts four main areas of concentration became apparent. The marketing plan for your consideration is organized around four main categories, Technology, Partnerships and Outreach, Tangible Marketing Products, and Visibility. Each component under these categories is attributed to a commercial, industrial or residential focus.

Bartlett Marketing Plan Introduction

The Village of Bartlett directly effects the way in which the local economy develops. A marketing strategy that upholds and supports the vision of the local community is essential to economic development. Several of the Village Board's Strategic Plan objectives called for the continuation of the current marketing efforts and have been incorporated into the components of the Marketing Plan.

It is the task of local government to understand and respond to local conditions. This understanding is facilitated by the Village's Economic Development Commission and close working relationship with the Bartlett Chamber of Commerce and the business community in general.

The Economic Development Commission held several public hearings in 2013 to develop a series of recommendations for downtown improvements. That report dated November 15, 2013, included a number of short term and long term marketing components. Many of the short term marketing recommendations have been implemented and are incorporated into the Marketing Plan.

Included in the 2013 EDC report was direction to work with Elgin Community College's Spartan Marketing Group to evaluate and recommend a marketing approach for Bartlett's downtown area. Like many communities, the heart of Bartlett is its downtown. The Downtown is the seat of municipal government, a Metra commuter train station, the post office, the Bartlett Chamber of Commerce, Arts in Bartlett Center for the Arts, the Bartlett Depot Museum and a unique variety of dining, shopping, and personal service venues. Downtown Bartlett is rich in history and full of promise for the future. In December of 2014 the Spartan Consulting group presented their report to the Economic Development Commission. The group's observations and analysis were reviewed and many of their recommendations have been included in the Marketing Plan.

Village-wide marketing efforts have focused on the business/industrial parks and the shop local campaign. A number of our retail businesses are family owned and rely upon local resident support. With industrial sites of various sizes, rail accessibility, DuPage County taxes and excellent proximity to major commercial thoroughfares, the Brewster Creek Business Park is becoming a major draw for relocating and expanding companies of all types and sizes. A focus on the industrial site opportunities must also be an important element of the marketing plan. Situated along Route 59 and with convenient access to Interstates 90, 355, the Stearns Road corridor, as well as the 390 Expressway, Bartlett's industrial buildings provide easy access to the greater Chicago area market and beyond.

The engagement of our residents is a key component of our marketing strategy. Promoting the community and its safety, vibrancy and livability are also part of the focus

of this plan. Bartlett's population has grown from 360 in 1900, to 3,501 in 1970, to more than 42,000 in 2015. It has grown to an area covering more than 16 square miles and now lies in Cook, DuPage, and Kane Counties. In the Village of Bartlett, "Progress with Pride" is more than a phrase on the municipal logo. Bartlett strives to follow a path of well-managed growth and to provide residents with high quality municipal services, including well-maintained streets, reliable water and sewer service, a responsive police department and thoughtful planning and community development. Bartlett is a safe, family-oriented community that is a great place to live, shop, work and play and marketing this message not only to the residents but the business community as well will only continue to increase interest and investment in Bartlett.

The Marketing Plan below is organized around four main categories, Technology, Partnerships and Outreach, Tangible Marketing Products, and Visibility. Each component under these categories is attributed to a commercial, industrial or residential focus.

Bartlett Marketing Plan

Commercial – C Industrial – I Residential – R

Technology

	Commercial	Industrial	Residential	Time Frame
Create digital marketing campaign to promote doing business in Bartlett.	•	•		On going
Use of social media (Discover Bartlett, Twitter, e-blasts)	•		•	On going
Promote the Village's website, Twitter and Facebook presence to residents.	•		•	On going
Prepared to take advantage of opportunities (Home Town Friday)	•		•	On going
Promote email blast registration.	•		•	On going
Continue advertising efforts focused on existing businesses and "shop local" promotional campaign.	•		•	On going
Beacon Academy Video	•	•	•	completed
Maintain a database of available commercial and industrial sites.	•	•	•	On going
Use of Technology (data base of vacant property, mobile dining guide)	•	•	•	2015-16

Partnerships and Outreach

	Commercial	Industrial	Residential	Time Frame
Continue to work with state DCEO and Choose DuPage to promote Bartlett.	●	●		On going
Continue working with other taxing districts on a variety of community events.	●		●	On going
Help facilitate community cultural arts activities.	●		●	On going
Promote positive accomplishments of Bartlett schools to residents.	●		●	On going
Community Events Support and Sponsorship (passport to adventure, tree lighting, heritage days, Labor Day dash, Arts in Bartlett)	●		●	On going
Intergovernmental/Cross Organizational Collaboration	●		●	On going
Develop relationships with local colleges and universities	●	●	●	2015-16
Continue marketing efforts and work with the property owners, brokers, and chamber of commerce.	●	●		On going
Maintain contact with owners and brokers of vacant commercial space/property.	●	●		On going
Continue partnership with Choose DuPage to attract new businesses.	●	●		On going
Conduct Business Visitations	●	●		On going
Mayor Breakfasts with business community	●	●		2015-16
New Business Assistance (Smart Up/Start Up program)	●	●		2015-16
Collective effort to market the Dominick's	●			2015-16
Target Tech Sensitive Businesses	●	●		2015-16
EDC Report Recommendation – RTA TOD plan	●	●	●	2015-2017

Tangible Marketing Products

	Commercial	Industrial	Residential	Time Frame
Update marketing materials "tool kit."	●	●		2015-16
Shop Local Efforts (coupons, dining guide, special dining ads)	●		●	2015-16
W. Bartlett Road Banners	●		●	On going
New Table Top Display for use at events	●	●		2015-16
Traditional Advertisements (newspaper, commercial/industrial publications)	●	●	●	On going
Business Assistance Guide	●	●		2015-16
Use of Bartletter (Zoned for Business, Directory, Coupon Insert)	●	●	●	On going
Increase marketing in trade publications.	●	●		2015-16
Continue to market sites to attract desirable users at the local, regional and national levels.	●	●		On going
EDC Report Recommendations Short term goals (Spartan Marketing Group, RTA Grant)	●	●		2015-16

Visibility

	Commercial	Industrial	Residential	Time Frame
Participation in ICSC	●	●		2015-16
Shop Local Efforts (ladies night out at Bartlett Hills)	●		●	2015-16
Continue to support community events that bring residents to downtown Bartlett.	●		●	On going
EDC Report Recommendations Short-term goals (signage, events, holiday decorations)	●		●	2015-16
EDC Report Recommendations Medium term goals (cross walks, signage)	●		●	2015-2017
Seasonal Programs (Spartan Report)	●		●	2015-16
Host Breakfast with the Village	●	●	●	2015-16
Participation in 5 Star Expo	●			2015-16

Choose DuPage Relationship (broker luncheon)	•	•		2015-16
Participate in AIRE and CIP Industrial Trade Shows		•		2015-16

Memorandum

To: Valerie L. Salmons, Village Administrator
From: Paula Schumacher, Assistant Village Administrator
Date: 5/4/2015
Re: Councils of Government/Cullen and Associates

The Village Board requested additional information regarding the services provided by the DuPage Mayors and Managers Conference and the North West Municipal Conference. As of yet we have not renewed our membership in either one of the conferences for the 2015-16 fiscal year. The Village Board also asked for more specific information about the Village's utilization of Cullen and Associates. That information is summarized below.

Conferences NWMC/ DuPage Mayors and Managers

DuPage Mayors and Managers \$23,000	Northwest Municipal Conference \$22,065	Both
Participate in Transportation Technical Committee (make recommendations for State and Federal funding. Allocates and oversees over \$6 million in STP funds annually)	Participate in regional Communication Professionals	Suburban Purchasing Cooperative (joint program with both organizations) equipment and services purchasing ex: telecommunications services, squad cars, and building vehicles.
Participation on Transportation Policy Committee	Surplus Auction, when we did not use Ebay	Legislation tracking and analysis (both) **
DuPage River Salt Creek Workgroup (phosphorous NPDES program)	Employee Assistance Program	Lobbying efforts (both) **
In the last five years, the Village has received a LAPP grant in the amount of \$167,941.	Participate in regional Health Officers Work Group	Regional Agreements: like the Natural Gas Franchise and the Model Right of Way Ordinance
Participation in Public Works Work Group	Bike Rack Grants	Training for both elected officials and employees **
	Crack Sealing Bid	Road Improvement and Bike Path Grants

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**The Village is also a member of the Illinois Municipal League (\$1,290/yr.) that provides legislative analysis, lobbying and training for elected officials and employees. We also participate in the IML Public Works Committee.

Potential Uses

We would seek a state or federal road improvement grant awarded through the conferences for the road improvements to facilitate the commercial growth at Rt. 59 and West Bartlett Road. The estimated cost of the project at this intersection is \$2.8 million.

We reclassified the road designation for Struckman Blvd. to better position our chances for receiving state or federal road improvement grants that are awarded through the conferences.

We had planned to use the cooperative purchasing program for the proposed sewer jet machine. (was cut from the budget).

Cullen and Associates

The Village has used lobbyist Cullen and Associates over the years to lobby on behalf of the Village in Springfield. We started using Tom Cullen's services when we were investigating legislation relative to the school district disconnection efforts. Since then we frequently advise Mr. Cullen of our support or opposition to legislation. He will then meet with our legislators or their staff's directly, in addition to the correspondence we send to our legislators on the issues. This is different from the lobbying the councils of government provide, in that some of the legislation they focus on does not pertain to the Village of Bartlett. The councils have a broader message because they represent many communities with varied interests. Legislation on video gaming, public smoking bans, cable franchise fees, TIF regulations, building codes and open meeting requirements have been some of the issues we have worked with Mr. Cullen's office on.

Beyond legislation tracking and lobbying we have worked with Cullen and Associates to forward the Village's interests with regard to state funds and federal funding that passes through the state. Cullen and Associates have assisted the Village in moving funding requests forward. We have worked with them on Federal stimulus funds, state grants for AEDS, MFT funding, EPA loans for the barium and radium removal plants, and legislator initiative funding. His staff assisted us in the application process for the FEMA storm water grant which is administered through the Illinois Department of Emergency Management. We also work with Cullen and Associates regarding the municipal impact of actions taken by the state. Most recent examples include the impact of the decision to review all state grants, the Local Government Distributive Fund allocations, and the upcoming state budget process.

Currently the Village pays \$24,000 annually to Cullen and Associates, we have paid this amount since 2009.

