



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 13, 2017
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the October 9, 2017 meeting minutes
4. Small Business Saturday – November 25th
5. Bartlett Business Spotlight
6. Broker Email Blast
7. USB Drives
8. Business Visit – Bartlett Gymnastics
9. Occupancy/Vacancy Rate Update
10. Adjournment



Minutes

**Village of Bartlett
Economic Development Commission**

October 9, 2017

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

Roll Call

Present: G. Kubaszko, C. Green, J. LaPorte, S. Gandsey, D. Gunsteen, and N. Gudenkauf

Absent:

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

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.

Economic Development Marketing Plan Update

T. Fradin presented to the commission how the Village has made progress in its Economic Development Marketing Plan, and broke the plan down by site, including: Downtown Area, Route 59 Corridor, Brewster Creek Business Park, and Blue Heron Business Park.

The Update was broken down by highlighting the Following Sites:

Balance Family Chiropractic

A big Downtown project at 366 S. Main Street. This business is relocating their business to the downtown area. They will be demolishing the current building, and building a modern, state of the art, chiropractic facility. The new building will be 6,152 sq. ft. The second floor will also consist of 2 apartments.

N. Gudenkauf asked clarification on which building was to be demolished.

T. Fradin clarified.

C. Green asked how many parking spaces would be available.

T. Fradin stated that he did not have that information in front of him, but could easily provide it at a later date.

Metra Coffee & Treat Vendor

The next update showcased the new Coffee vendor, Adam and Shawna Lewinsky, who had taken over at the Metra Station, it was pointed out that this is an excellent amenity to the Downtown Area. After the previous vendor retired, the village was able to fast track the new vendors in within weeks.

D. Gunsteen asked how the new vendor was doing.

T. Fradin replied “so far so good”, pointing out that the new vendor was working hard in her new position.

Oakfield Plaza

The next highlight was those in Oakfield Plaza. Tony highlighted to businesses that Sperry Van Ness had brought two new tenants into the shopping center, one being Candi Man Barbershop, a men’s hairstylist, and Olivia’s Place, a new upscale café with video gaming machines. It was added that this would be the only restaurant in town that would have boars-head meat available.

S. Skrycki asked how much of this shopping center was vacant a year ago.

T. Fradin said that there were about 7-8 vacancies and in the last 12 months have brought that down to 2-3 vacancies.

D. Gunsteen asked if the outdoor seating had been approved.

T. Fradin said that the Village Board did approve it.

New Gyro Restaurants

The next establishments that were touched on are the two new Gyros locations. This highlights two new Greek owned and Greek inspired restaurants that are coming to Bartlett. One location is Ambrosia located in the Bartlett Commons, filling the last vacant restaurant space. The other is Wee-Dee’s coming to the former Tipsi Monkey location in the Bartlett Commons. Both of these were brought into town by Sperry Van Ness. Tony added that once these Restaurants opened, that they would be added to the Bartlett Dining Guide in time for the Holiday Season.

J. LaPorte asked if these locations would utilize their liquor licenses.

T. Fradin confirmed that they would use it, but did not know the extent that they would build out. He added that they are excited about their outdoor seating, as well as the fact that at the company’s South Elgin Location, they go through about 150 lbs of gyros meat every day, showing the type of success they are looking to bring.

D. Gunsteen asked if these establishments would have video gaming.

T. Fradin confirmed that they would.

AMITA Health

Tony informed the commissioners that Amita Health would be taking over the former Dominick's space. This project is unique in the fact that the negotiations deal with three multi-billion dollar entities; one being the tenant, Amita Health, another being Albertson's (Parent Company of Jewel, Safeway, and Dominick's), and the investor, VEREIT. Tony added that it was a long, intense, complicated, difficult and contentious negotiation. He also added that half of the village's vacancy is tied up in this space.

D. Gunsteen Asked about the opening date.

T. Fradin anticipates that it would be early 2018.

J LaPorte asked if this would be long term.

T. Fradin stated that it would be a long term lease, as this is over a 20 million dollar project, anticipating that it will grow to be a staple business in the community. This project will be a state of the art medical facility.

C. Green Asked if it would be urgent care.

T. Fradin responded that part of it will be urgent care, part will be testing with MRI, Physical Therapy and Physician Groups. He added that this was the plan from February 2017, and the final details aren't official. Once they submit the plans, the Village will have a better idea of the functions of the facilities. He also added that the patients will be traveling into Bartlett and has hopes that it will bring people into other local business when they visit.

ARTIS Senior Living

This facility, located at the East Side of Rt. 59. The commissioners were informed that the construction was beginning to take shape on this memory care facility. The construction is going fast and should be completed in the next few months.

N. Gudenkauf added that ARTIS had already joined the Village Chamber.

Alden Estates of Bartlett

Located behind the site where ARTIS is being constructed will be Alden Estates of Bartlett. There was a strong opposition from many parties to having retail in this spot, which prompted the village to bring this high end 68 bed skilled nursing facility to this location. Construction has commenced, and the framing is anticipated to be complete before the deep freeze sets in.

J LaPorte asked for clarification on the location and where the entrances would be.

T. Fradin clarified.

S. Gandsey asked why there wasn't a road sign advertising the new project.

T. Fradin said it was the prerogative of the companies to put up such signs, but did clarify that they are advertising in other ways, and introducing themselves to the community. He added that it is

different than a restaurant that may advertise, because there is a possibility that they may even open with no vacancies by having all of their rooms filled.

Everwash

Everwash will be located west of Rt. 59 near Schick and will be a membership based high end car wash/pet wash. Construction and framing will begin in about 10 days or so.

C. Green asked if there would also be Pet Grooming.

S. Gandsey clarified how the process would work.

Home Depot Resubdivision

Near Stearns Rd. there is a project still under board review. This project is the resubdivision of the home depot lot. A rendering was shown of the project from Cyprus Property Group that is looking to construct an 8,200 sq. ft. coffee shop on part of the Home Depot parking lot. They have applied for a special use for outdoor seating and a drive through. This project would fit well with the Marketing Development plan.

2017 Building Boom

There has been a building boom going in Brewster Creek Business Park for the first time since the harsh recession. There have been four buildings built, including the two that were showcased to the commissioners. These included Exeter Property Group and G4 Development Group. The two that were not displayed were both by Ridge Development. It was added that Bartlett is becoming well known for its industrial districts.

Rana Headquarters & Lasagna

The Village Board recently approved for Rana to bring its Lasagna line to Bartlett with a new 3 story, and over 300,000 sq. ft. building. The building will have 393 parking spaces. This will be a large investment in the community and they will be adding about 90-100 employees per shift, starting with two shifts.

Get Fresh Expansion

One of Bartlett's other major food producer, Get Fresh, has been approved by the Village Board to build its second building that will be 151,000 sq. ft. and have 197 parking spaces. This shows that the two biggest food producers in the Village are further investing in the community, and creating long term ties.

CAMCRAFT/MATRIX & Ridge Brewster Creek 2

Two buildings are getting close to finishing their construction. CAMCRAFT/MATRIX and a Specht Building by Ridge Development. Tony again emphasized that there is a great deal of construction going on in Brewster Creek Business Park.

Promoting Brewster Creek Business Park

Two publications that the Village is running in Trade Publications were presented to the commissioners. These ads bring in multiple phone calls a month and is creating name recognition for Brewster Creek Business Park. This generates prospects and furthers the branding of the Village.

SVN

The commissioners are informed that the village has hire Sperry Van Ness to broker an 11-acre development site owned by the Village located at Rt. 59 and Lake Street. The Village has signed a one year contract and his hoping tell sell the property within that time.

Seeking Development at West Bartlett Rd. and Rt. 25

The Village is seeking Development at West Bartlett Road and Rt. 25. After Meeting with the broker, staff is looking forward to development in the coming months. This is a growing part of the village with a lot of residential lots showing up in the near future. The Village had a productive meeting recently to bring in commercial properties to that corner.

J. LaPorte asked specifically where on the corner that would be.

T. Fradin confirmed that it would be a 6 acre parcel that has been zoned for commercial/industrial use, while the rest has been zoned for residential.

Trade Shows

Staff has been expanding their presence at trade shows. At the end of September, Tony informed the commission that he and Mr. Skrycki attended the ICSC show at Navy Pier, and Tony also informed the commission that he attended a show called Revolution Chicago the week before. At the Revolution Chicago Show, Bartlett was the only municipality in attendance, which brought a lot of attention to the area.

Promoting Downton Events

The commissioners were informed about different promotions that the village has had to promote the downtown. The Kickstand Classic, Heritage Days, and some cable TV ads have been the most recent promotions, and Small Business Saturday is right around the corner. The Village has applied to receive promotional materials for Small Business Saturday, and is waiting for a response.

Economic Indicator Review

The Village uses economic indicators as a quantitative measure for the EDC to show where they are at. This is measured through commercial/retail vacancy rates, office vacancy rate, industrial vacancy rates, employment count, business licenses, sales tax revenues, new business/businesses retained, demographic information. This takes a hard look at the village, and it is important for commissioners to be aware of these indicators, as they will be receiving this information in January.

Q/A

C. Green asked Clarification on the Small Business Saturday Application and asked when it would occur.

T. Fradin informed her that last year they received materials in late October and the event is the Saturday after Thanksgiving.

C. Green applauded the work of staff and said it was evident that their work is paying off.

T. Fradin and S. Skrycki Informed the commission that they are continuing to work hard to bring more business to Bartlett, and are shifting focus to bringing a Hotel to town.

N. Gudenkauf added that the Bartlett Chamber receives calls regularly asking for hotels in town.

D. Gunsteen asked if the Village had approved the staff trip to the Las Vegas trade show.

T. Fradin said that it was approved, and the Village will be attending.

S. Gandsey asked if there was a limit to how many Video Gambling machines can be in Bartlett.

T. Fradin informed her that there is not.

Adjournment


A motion was adjourn

Motioned by: J. LaPorte

Seconded by: S. Gandsey

Motioned carried.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 6, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator 
RE: Small Business Saturday

BACKGROUND:

Small Business Saturday is an American shopping holiday held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This year, Small Business Saturday will be on November 25th.

In 2010, the holiday was promoted by American Express via a nationwide radio and television advertising campaign. That year Amex bought advertising inventory on Facebook, which it in turn gave to its small merchant account holders, and also gave rebates to new customers to promote the event.

American Express publicized the initiative using social media, advertising, and public relations. Many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinesssaturday and #smallbizsaturday. (Wikipedia)

SMALL BUSINESS SATURDAY IN BARTLETT:

Unlike several surrounding municipalities, Bartlett does not have large, big-box retailers like Target, Wal-Mart, Meijer or Costco, nor does the Village have a major shopping mall like Woodfield Mall, Stratford Square or Charlestown Mall.

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened in the past year or two. With that in mind, Staff requested and received promotional items from Small Business Saturday at American Express to distribute to small businesses, mostly in the downtown area, and has given tote bags, stickers, banners, buttons and door mats to businesses for them to display between now and Small Business Saturday.

Additionally, Staff will be promoting Small Business Saturday via cable television commercials and multiple posts on the Discover Bartlett Facebook page and the Village's Twitter account, website and cable station.

Staff will show the cable advertisement at the November EDC meeting.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 6, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Bartlett Business Spotlight

As the popularity of social media continues increasing, and a larger percentage of Village residents turn to the Village's social media outlets, Staff has commenced shooting and producing short videos to post on the Discover Bartlett and Village of Bartlett Facebook pages.

These short videos are entitled Bartlett Business Spotlight and will be a regular feature of the Village's marketing strategy to promote existing businesses.

The first business featured was D'Licious crepes & roti on October 30th and as of this writing, the video has nearly 2,400 views, 13 shares and nearly 100 Likes. The Bartlett Coin & Card shop was the second business featured, and the video was posted earlier today. Staff is in contact with several other businesses about featuring them in future posts.

This is a low-cost way in which to promote local businesses and for them to attract new customers. Staff will present several videos at the EDC meeting.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 6, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Broker Email Blast

In the Village's continuing effort to attract new businesses to vacant and undeveloped sites throughout our community, Staff recently sent out an email blast to nearly three hundred retail and industrial brokers in the area highlighting opportunity sites.

Using MailChimp, a short note highlighting the Village's new user-friendly, interactive vacancy database and highlighting the Village-owned property at Lake Street and Route 59, the blast was sent out on Friday, November 3rd. Similar ones will be sent out every few months, the next one being a 2018-themed blast, a spring-themed one in March and another inviting brokers to meet with Staff at the ICSC ReCon show next May.

I have received some follow-up questions following this blast and will also continue growing the list of recipients as more contacts are made at future trade shows, by brokers who contact Staff via phone or email and at other local events.

With the recent lease of the former Dominick's space by Amita Health Group, our focus has shifted to other vacant sites. The initial email blast also highlights Bartlett Plaza, and future blasts will feature other vacant commercial spaces and undeveloped land sites throughout the Village.



The Village of Bartlett



Good afternoon from the Village of Bartlett,

The Bartlett economic development team would like to reach out to you and make you aware of some of the things going on at the Village. Bartlett has a new user-friendly, interactive vacancy database and there are some prominent properties that we would like to share with you. One of them is owned by the Village and is located at a major intersection in the community. One of the other properties we want to highlight is the Bartlett Plaza, located right in the heart of downtown Bartlett. So please, make 2018 be the year you discover Bartlett!

Please [Click Here](#) to access the Village's new vacancy list

Please [Click Here](#) to access the brochure for land at the intersection of U.S. Rt. 20 and Illinois Rt. 59

Please [Click Here](#) to access the brochure for Bartlett Plaza

Below, you can access the village's Facebook page and website by clicking the links



ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 6, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: USB Drives

Over the past few years, while attending area trade shows, businesses and their brokers have increasingly eschewed picking up paper materials such as folders and listing sheets for properties, instead requesting that the details be emailed to them following the event or for the information on a USB drive.

Scott Skrycki and I attended the fall 2017 ICSC Chicago show at Navy Pier in late September. The Village shared space at the Choose DuPage booth with several other DuPage county municipalities, several of which were primarily distributing information about their respective communities via USB drives.



As a way to store a large amount of information about the Village in an attractive and convenient manner to distribute at future trade shows and other events, Staff has purchased one hundred USB drives. Information can be loaded onto them and distributed to interested businesses and their representatives.

Besides producing new marketing folders early next year, Staff will also bring these drives to ICSC ReCon next spring as well as the Chicago area shows throughout 2018. Information to be loaded for the ICSC shows will include Village demographics reports, current commercial vacancy information and flyers for the shopping plazas that staff is promoting.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: October 30, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Business Visit Bartlett Gymnastics

Commissioner Gandsey and I met with Kelly Kenders and Robin Sedlacek, the owners of Bartlett Gymnastics, at their place of business on October 25th.

Bartlett Gymnastics has been an integral part of the Village's business community for twenty years. Originally, the building was constructed by the original owner, Greg Didech, who also owned and operated the business until summer of 2012. Ms. Kenders and Ms. Sedlacek have owned and operated the business for the past five and lease the facility from Mr. Didech, with several years remaining on their lease.

Bartlett Gymnastics has a total of thirty employees, five of whom are full-time with the remainder as part-time coaches and instructors.

Enrollment has declined somewhat, from around 1,000 children to approximately 800. The owners explained that this is primarily due to shifting demographics, with less younger families and fewer stay-at-home mothers in the Village. The classes for very young children during weekday hours have declined, while the classes for slightly older children after school remain packed.

We discussed their marketing strategies at length and commended them on the many initiatives that they utilize including in the Park District brochures, the Clipper publication, on several menus for nearby restaurants and mailing out postcards. Recently, they began advertising in the Welcome Wagon publication that is sent to new residents. Bartlett Gymnastics has also participated in local events including the Fourth of July parade and National Night Out.

Commissioner Gandsey shared several social media strategies that could expand their marketing reach on Facebook, Instagram, Yelp! and other platforms including personal profiles of coaches, students, scheduling of posts, creating hashtags, linking to a blog and more.

We discussed the December *Bartletter* coupon insert, which they will participate in, and told them about the Discover Bartlett Facebook page, urging them to send information for posting periodically.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 2, 2017
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Occupancy/Vacancy Rate November 2017

One of the ongoing goals of the Village's economic development strategy is to work in conjunction with property owners, brokers and businesses to attract new business tenants to vacant spaces throughout the community.

In January 2017 at the annual economic indicators review, the Village's retail vacancy rate was 14%, its industrial vacancy rate was 12% and the office vacancy rate was 7.6%.

Since that time, nearly one million square feet of industrial inventory has been delivered, including a 421,000 SF facility by Exeter Property Group, a 271,200 SF by Ridge Development and a 67,550 SF building by G4 Development.

Currently Ridge Development has a second speculative building of 186,000 SF under development and build-to-suits for Camcraft/Matrix, Rana Meal Solutions and Get Fresh Produce are in various stages of construction. Those three facilities will be occupied upon their completion.

Exactly half of Ridge Development's first building was leased by Winhere Brake Parts, leaving 135,600 SF unoccupied.

Because of this massive surge of new construction, along with the former Main Steel building on Devon Avenue that is undergoing a complete renovation, the Village's industrial vacancy rate rose to 23%.

Staff is currently working with a pet supply company to lease over half of the Exeter Building and anticipates working with additional businesses throughout 2018 to reduce the industrial vacancy rate as the O'Hare and DuPage County industrial markets continue attracting new tenants.

In January, the Village's overall retail vacancy rate was approximately 14%, half of which was attributed to the vacant former Dominick's space in Stearns Crossing shopping center.

With Amita Health having entered into a lease agreement, the 65,613 SF space is no longer considered vacant and available for lease per CoStar, LoopNet and the Village's available space inventory.

The second-most significant retail lease in the Village this year is the Ace Hardware location in Bartlett Plaza, at 10,000+ SF. Other smaller occupancies include restaurants Flappy's, Wee-Dee's and Ambrosia, video gaming café/deli Olivia's Place, the new T-Mobile store and Hallmark Pharmacy in Bartlett Commons and Candi-Man Barbershop in Oakfield Plaza.

The largest and most persistent remaining vacancy in the Village remains the former Bartlett Fresh Market space in Bartlett Plaza at 31,860 SF. The space is in generally poor condition and would require significant reinvestment to bring it to current Code.

The retail occupancy rate has surged to 93% in the Village as a result of these new leases, with nearly all vacancies concentrated in the Downtown area.

The Village has thirty-one buildings classified as office for a total of 332,957 SF. As of January, the office vacancy rate was at 7.6% and has increased slightly to 8.7%. The office vacancy rate has remained in the 7% to 9% for several years.