



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
January 13, 2025 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the November 11, 2024 meeting minutes
4. Public Comment
5. Advertising Data Recap
6. Restaurant Week (February 2 – 8)
7. Shopping Center Presentation
8. New Business
9. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 11, 2024

1. CALL TO ORDER

Commissioner Gorski called the regular meeting of November 11, 2024, of the Economic Development Commission (EDC) of the Village of Bartlett to order at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Gorski, Densford, Suffern, Perri, Kubaszko, and Brittany Stein representing the Chamber of Commerce.

ABSENT: Commissioners Lewensky and Erickson

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

3. APPROVAL OF October 14, 2024, MEETING MINUTES

Motion by Suffern, Seconded by Densford

MOTION CARRIED

4. PUBLIC COMMENT

None

5. BELONG IN BARTLETT MEDIA CAMPAIGN

Mr. Fradin presented an update on the community branding campaign in conjunction with a5 Branding & Digital. He briefed the EDC on the goals of the campaign including promoting events and businesses, and we are now engaging with mass media to expand our reach beyond the village's typical social media channels and website.

We are working with WGN radio and TV and Fox studios and will be promoting Small Business Saturday. Scott accompanies Mayor Wallace to Fox studios, and the producers were in the village today shooting some footage. Tony saw them at Commissioner Suffern's business, Banbury Fair.

WGN is coming out next Monday. We gave them a list of businesses to focus on and then Mr. Fradin described the Home Page takeover on December 5th and the Hometown Series of interviews that will be aired on December 12th. There will be a series of radio ads stretching from the next few days through late January to promote Small Business Saturday, Merry & Bright, general "Belong in Bartlett" ads and a promotion of the village's inaugural Restaurant Week.



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Mr. Skrycki stated that in the next few weeks and months, we will be ramping up our branding efforts and will be maximizing our investment in this project. One entire day, WGN will be dedicated to Bartlett, and the next few months will be critical to our community branding campaign.

Mr. Fradin requested that EDC members share the upcoming village posts among their organizations, groups, and friends and family.

We always promote Small Business Saturday but are doing the most this year to promote it. Bartlett does not have a regional shopping center or big box stores. We do have many unique mom-and-pop stores where the owners are your neighbors, they are there to greet you most of the time, and their customer service is superior to national brands.

Mr. Fradin used Banbury Fair as an example and noted that Mr. Suffern has always cited a boost from Small Business Saturday and has participated in it for many years.

Commissioner Suffern stated that Small Business Saturday has been “The” event. Banbury Fair’s sales have been boosted that day and its existing customers have come out to support them on that day. It reinforces their loyalty. He acknowledges that shoppers’ habits have changed, but many of Banbury Fair’s loyal customers make it a point to show up and shop on Small Business Saturday.

Mr. Skrycki noted that we have not had demographic reports from Small Business Saturday in the past but will this year from the mass media ads and will have data to share at an upcoming meeting.

6. BUSINESS PARKS UPDATE

Mr. Fradin explained that the village recently held its annual joint review board meeting to publicly discuss the ongoing status of the TIF districts. The village shares financial updates from the finance department and economic development updates that I put together.

Mr. Fradin shared details of recent projects and upcoming projects, again stating that Brewster Creek Business Park is the economic engine of the village and that Blue Heron Business Park is developing rapidly now that Brewster Creek is nearly built out.

Commissioner Suffern asked Tony what the driver is for the huge demand for industrial space and if it is sustainable.

Mr. Fradin described the demand as largely due to the need for warehouse and distribution centers for what they call “Last mile facilities.” It is the Amazon effect, where customers expect rapid delivery, and it does not only apply to Amazon. For example, Brewster Creek Business Park is home to a business called Animal Supply Company that



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is a supplier for most of the pet-related products in retail stores and online for much of the Midwest. We also recently welcomed McKesson, the largest distributor of medical supplies. There are many more examples.

Mr. Fradin continued that the Chicago area market is particularly strong due to its central location. Highways and railroads head out in every direction and can deliver goods to much of the country within days. Both Area Development and Site Selection magazines consistently rate the Chicago area as one of the top logistics areas in the country.

As to its sustainability, Mr. Fradin said that remains to be seen, however it seems like the rapid delivery model is here to stay. There is a tremendous need for warehouse and distribution facilities, and Bartlett has been a beneficiary of this trend. There were three speculative buildings, about 400,000 SF each in the Cook County portion of Brewster Creek, and all three were leased or purchased in relatively short order.

The DuPage County section of Brewster Creek has benefited for years from drawing businesses from Cook County and many build-to-suit projects due to the availability of land.

Mr. Fradin then went on to describe the growth of Blue Heron Business Park with five projects in various stages including a new self-storage facility and a speculative 167,000 SF building that can be seen along Route 25.

Commissioner Gorski asked about the tax structure in Kane County, if it is similar to DuPage County.

Mr. Fradin confirmed that it is and is also less than Cook County. The overall developer of the business park is Dean Kelley, and many of the deals came through him and the industrial brokers who economic development staff has worked with for many years.

The equalized assessed value (EAV) of the Kane County TIF area rose from \$16 million one year ago to \$21.3 million and should increase by a similar amount next year. There are only three remaining lots for development, so we will likely be talking about full build-out in one-and-a-half to two more years.

7. NEW BUSINESS

Mr. Fradin remarked that there are two eyebrow businesses opening this week. We have gone from none to two in the downtown area, one just a few doors south of here in Main Street Plaza and another in Streets of Bartlett.



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He noted that On the Rocks by Bobby has opened at the former Gambit's location on Route 59, and the business features 800 SKUs of whiskey and another 300 of tequila. They will have food offerings soon and will be added to the dining guide.

When the EDC looks at the vacancy rate early next year, it should be similar to the beginning of this year, when commercial vacancies were around five percent. Some small businesses have closed, but the spaces have been filled by new ones for the most part.

The industrial rate will tick up for a while due to two new speculative facilities, but that should not last long until they both fill.

Mr. Skrycki noted that Merry & Bright will kick off on the first Friday of December and that the second Saturday of December will be the Cocoa Crawl. About thirty businesses have signed up for that so far.

Commissioner Suffern thanked staff for the work to bring Merry & Bright back to the village.

8. ADJOURNMENT

Motion by Densford, second by Suffern

MOTION CARRIED

The meeting was adjourned at 7:30 PM.

Tony Fradin, Economic Development Coordinator

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: January 7, 2025
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Advertising Data Recap

A key element of the village's Community Branding campaign is to measure the reach in terms of impressions, clicks, views, and "likes," which will result in greater brand awareness for our community as well as sustaining or increasing sales and attendance at local events.

Attached are the analytics from FOX (approximately 196,000 impressions) and WGN (668,000). A linear TV impression represents the one-time 60-second segment impressions on live TV.

Scott saw it several times during the Michigan vs. Ohio State game, which is often the most watched college game of the year. I had a neighbor mention that he saw a Bartlett ad on TV, as well.

The analytics show the breakdown of the various promotions, two of which featured EDC members – Commissioner Suffern speaking about Banbury Fair and the growth of downtown Bartlett, and Commissioner Erickson speaking about the Chamber of Commerce and local events.

Other radio spots included Trustee Gandsey, Pam Jaramillo "The Book Lady," a feature of Bartlett Hills, and another for Villa Olivia.

The Fox advertisement was an interview with Mayor Wallace promoting the village and upcoming Merry & Bright events.

Our next round of radio ads will feature Restaurant Week and will run in the week leading up to it.

Your Hometown – Bartlett Recap 2024



Bartlett | WGN Radio

Your Hometown Bartlett – December 2024

The following is an overview of each of the components included in the December 2024 Your Hometown Bartlett. WGN Radio's deliverables have been compiled into this deck of campaign elements consisting of digital integrations, social promotion, and broadcast elements. Bartlett received exposure on-air, on-line and in-social to showcase all that the town has to offer.



WGN RADIO
720

**YOU
BELONG
IN BARTLETT**

Digital Integrations

WGNRadio.com

About Bartlett

Your Hometown Video

12/5 HPTO

YOU BELONG IN BARTLETT

Merry & Bright
Tree Lighting
December 6
Cocoa Crawl
December 14

YOU BELONG IN BARTLETT

Merry & Bright
Tree Lighting
December 6
Cocoa Crawl
December 14

YOU BELONG IN BARTLETT

YOU BELONG IN BARTLETT

Merry & Bright

Tree Lighting December 6 | Cocoa Crawl December 14

YOU BELONG IN BARTLETT

WGNR RADIO
720

YOU BELONG IN BARTLETT

Social Promotion



- 12/5 - Facebook
- 12/5 - X
- 12/5 - Instagram Story
- 12/9 - Facebook
- 12/9 - X
- 12/11 - Instagram Story
- 12/11 - Facebook
- 12/11 - X
- 12/11 - LinkedIn
- 12/12 - X
- 12/12 - Facebook
- 12/12 - Facebook
- 12/12 - LinkedIn
- 12/12 - Instagram
- 12/13 - Facebook
- 12/13 - X
- 12/14 - Facebook
- 12/14 - LinkedIn

TOTAL SOCIAL IMPRESSIONS: 31,340



YOU BELONG IN BARTLETT

Broadcast Elements

Live Promotional Mentions

Bartlett: A town that works together

Bartlett: A town like Mayberry

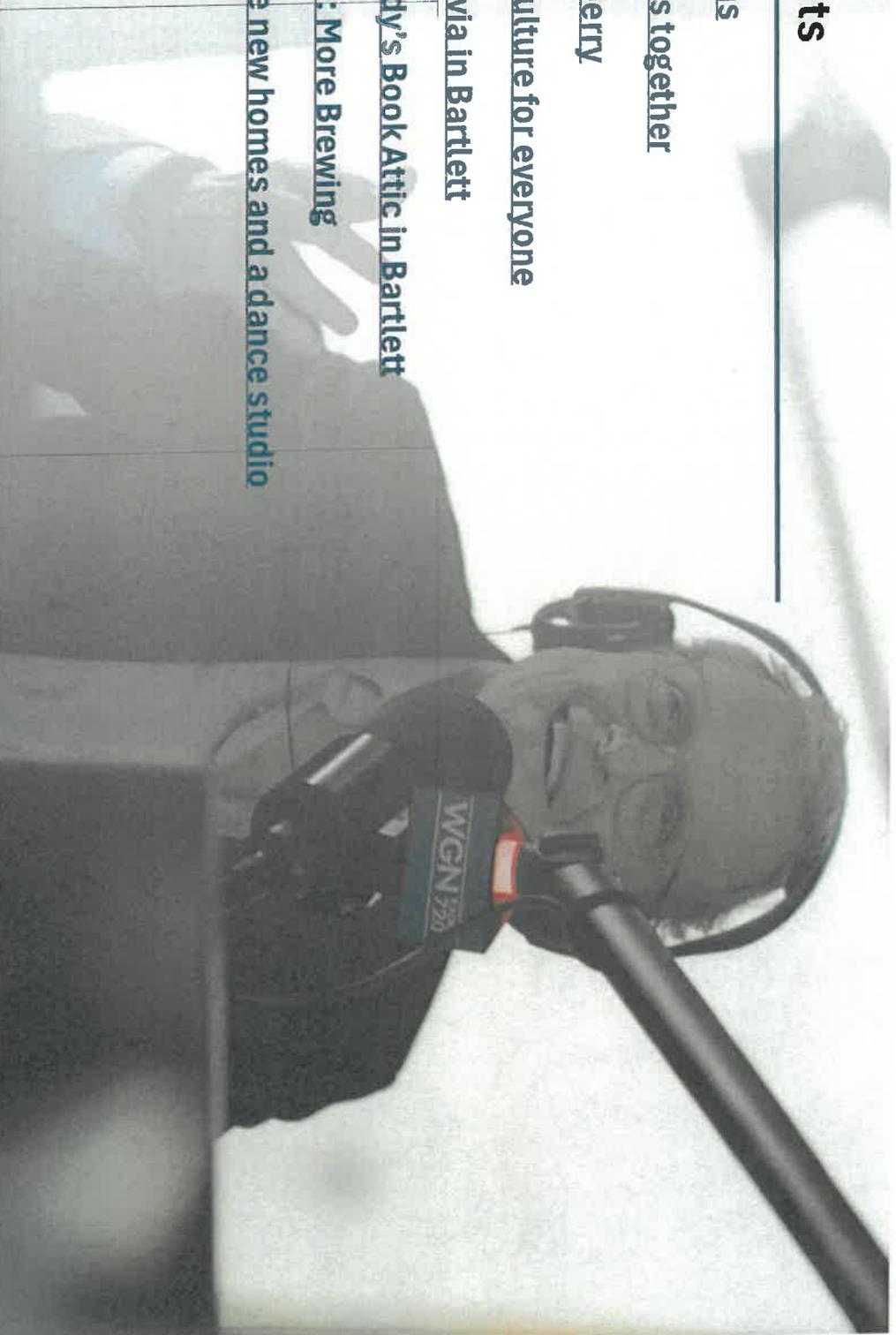
Bartlett offers food and culture for everyone

Your Hometown: Villa Olivia in Bartlett

Your Hometown: BookLady's BookAttic in Bartlett

Wintrust Business Lunch: More Brewing

Bartlett is set to welcome new homes and a dance studio

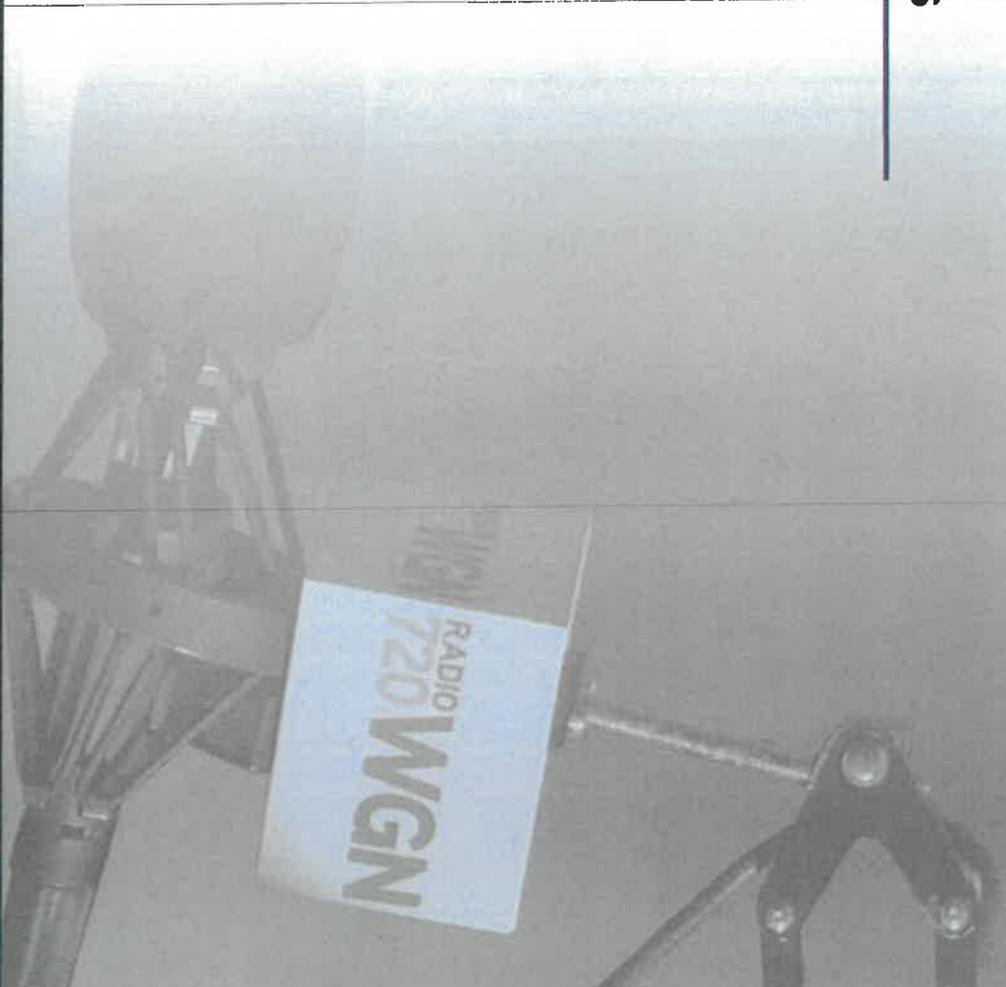


Your Hometown – Commercial Airtimes

| Air Date | Sched Time | Air Date | Sched Time |
|----------|-------------|----------|-------------|
| 11/18/24 | 6:08:00 PM | 11/27/24 | 11:33:15 PM |
| 11/18/24 | 10:55:45 PM | 11/28/24 | 6:45:20 AM |
| 11/19/24 | 7:26:51 PM | 11/29/24 | 5:27:05 AM |
| 11/19/24 | 11:06:30 PM | 11/29/24 | 3:59:14 PM |
| 11/20/24 | 3:56:35 PM | 12/02/24 | 2:07:00 PM |
| 11/21/24 | 2:16:20 PM | 12/02/24 | 5:07:30 PM |
| 11/21/24 | 10:29:14 PM | 12/02/24 | 9:51:18 PM |
| 11/22/24 | 4:15:20 PM | 12/03/24 | 5:16:45 AM |
| 11/22/24 | 6:08:00 PM | 12/03/24 | 9:15:00 PM |
| 11/22/24 | 11:06:30 PM | 12/03/24 | 11:47:00 PM |
| 11/23/24 | 5:34:45 AM | 12/04/24 | 1:08:45 PM |
| 11/23/24 | 8:33:15 PM | 12/04/24 | 9:50:48 PM |
| 11/24/24 | 6:06:30 PM | 12/04/24 | 11:32:45 PM |
| 11/24/24 | 10:59:20 PM | 12/05/24 | 5:38:00 AM |
| 11/25/24 | 5:07:05 AM | 12/05/24 | 10:07:05 AM |
| 11/25/24 | 7:26:45 AM | 12/05/24 | 8:45:00 PM |
| 11/25/24 | 11:45:00 PM | 12/06/24 | 7:32:45 PM |
| 11/26/24 | 2:58:20 PM | 12/06/24 | 11:15:00 PM |
| 11/26/24 | 5:45:50 PM | 01/06/25 | 7:36:25 AM |
| 11/26/24 | 11:45:00 PM | 01/06/25 | 9:06:30 PM |
| 11/27/24 | 5:57:20 AM | 01/06/25 | 10:08:00 PM |

WGN RADIO
720

**YOU
BELONG**
IN BARTLETT



Your Hometown – Bartlett Metrics



Digital | Social



WGNRadio.com Display Ads

- Impressions: 11,805

Bartlett Content

- Pageviews: 18,511
- Video Views: 2,231

Social Media

- Impressions: 31,340

Broadcast



Total Radio

- Impressions: 624,503
- Spots Ran: 42x * :30 Commercials

TOTAL CAMPAIGN IMPRESSIONS: 667,648 **

*Remaining commercials scheduled to air in 2025
**As of 12/20/24. Total does not include additional impressions generated from live on-air interviews, promotional mentions, billboards or interviews hosted on wgnradio.com

**YOU
BELONG
IN BARTLETT**

Fox32, Fox Sports, FLX, FLN Small Business Saturday 2024 Advertising Recap:



FOX TV & DIGITAL DATA

| | |
|--|-------------------|
| Schedule Dates | 11/18/24-12/13/24 |
| Linear TV Impressions | 32,000 |
| Fox Sports App Impressions | 12,365 |
| "Fox Local" CTV Impressions (News on a smart tv) | 48,041 |
| Fox Livestream (Website and App) | 11,672 |
| Website Banner Impressions | 91,772 |
| Total FOX Campaign Impressions | 195,850 |



Gabe Ramirez

Kevin Wallace
Mayor, Village of Bartlett

BelongInBartlett.com



ECONOMIC DEVELOPMENT MEMORANDUM

DATE: January 7, 2025
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Inaugural Restaurant Week – February 2025

We previously reported that the village is hosting our first-ever Restaurant Week, to be held the week of February 2nd through 8th.

We planned it for this time, which is typically a slow time of year for businesses. Customers are paying off holiday debt and sometimes harsh weather conditions make going out to eat less attractive.

In our area, Hanover Park's will be February 22 – March 3, Meet Chicago Northwest's (Arlington Heights, Itasca, Rolling Meadows, Roselle, and Schaumburg) will be February 28 – March 9, Geneva's will be January 18 – 26, and St. Charles will be February 3 – 7.

Many other communities are holding them at this time of year as well.

Village staff utilized our email list and made follow-up calls and visits to invite our eating and drinking establishments multiple times, urging them to come up with a unique offering for the week.

Participating Restaurants

We are pleased to announce that a variety of restaurants have signed up to participate, including:

| | |
|------------------------------|---------------------------|
| Bao Chinese Gourmet | Savoury Cafe |
| Beef Shack | Tokyo Steakhouse |
| Issa's Venezuelan Restaurant | Atlas Chicken |
| Le P'tit Fusion Tapas & Bar | O'Hare's Pub & Restaurant |
| North of the Border | Boss's Signature |
| McMae's Tavern & Grill | TL's Four Seasons |
| Pasta Mia | Elevate |

Community Branding

We will continue promoting participating restaurants with branded posts on the village's social media sites, and we ask you to share our posts to expand the reach.



WGN TV will be in town on January 13th to shoot video at three of the participating restaurants for our upcoming advertising for Restaurant Week, those being TL's Four Seasons, Issa's, and Pasta Mia.

We further request that, as commissioners, you share the information with your own networks and, if possible, patronize some of the restaurants during the week with family and friends to help support them during this slow time of year.

All participants are small, family-owned businesses, most of them having a Bartlett location only.

Partnering with the Chamber of Commerce, we are working together to make our inaugural Restaurant Week a success. We anticipate growing from here and making it part of a Bartlett tradition that will not only help retain restaurant businesses but will create another tool in our business attraction toolbox.



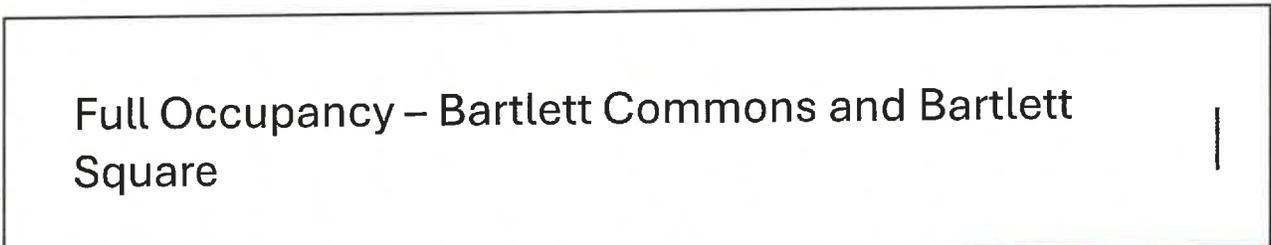
1



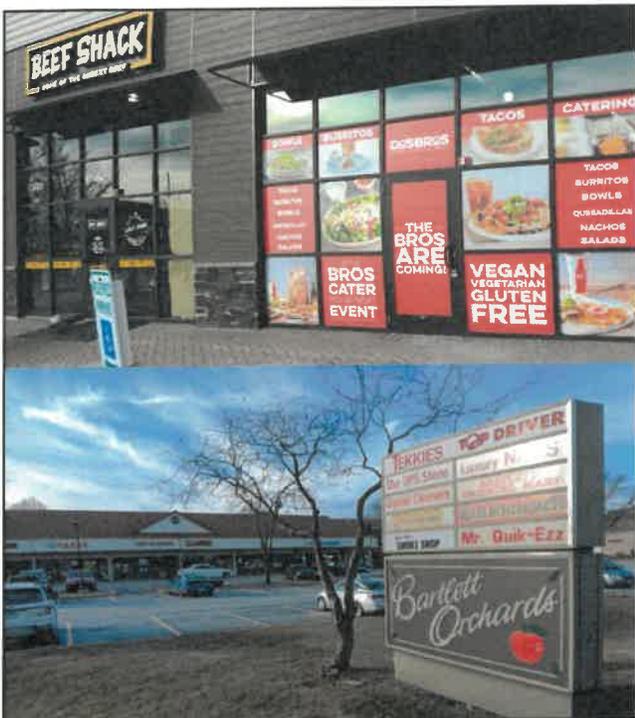
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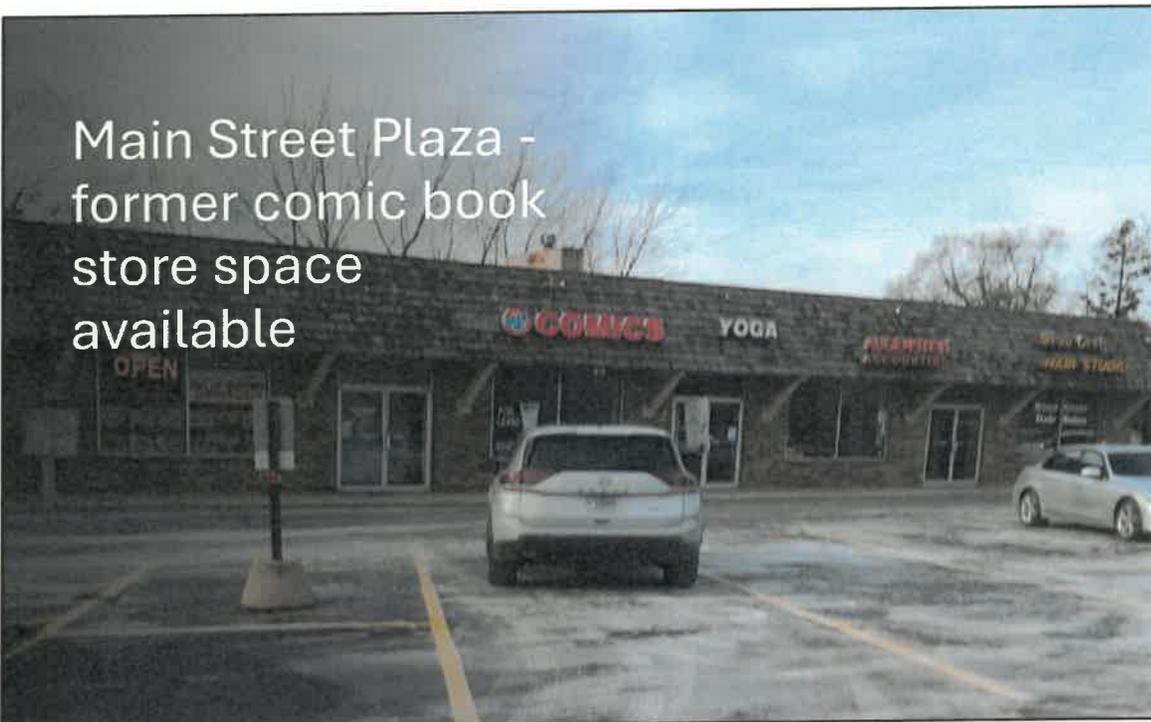


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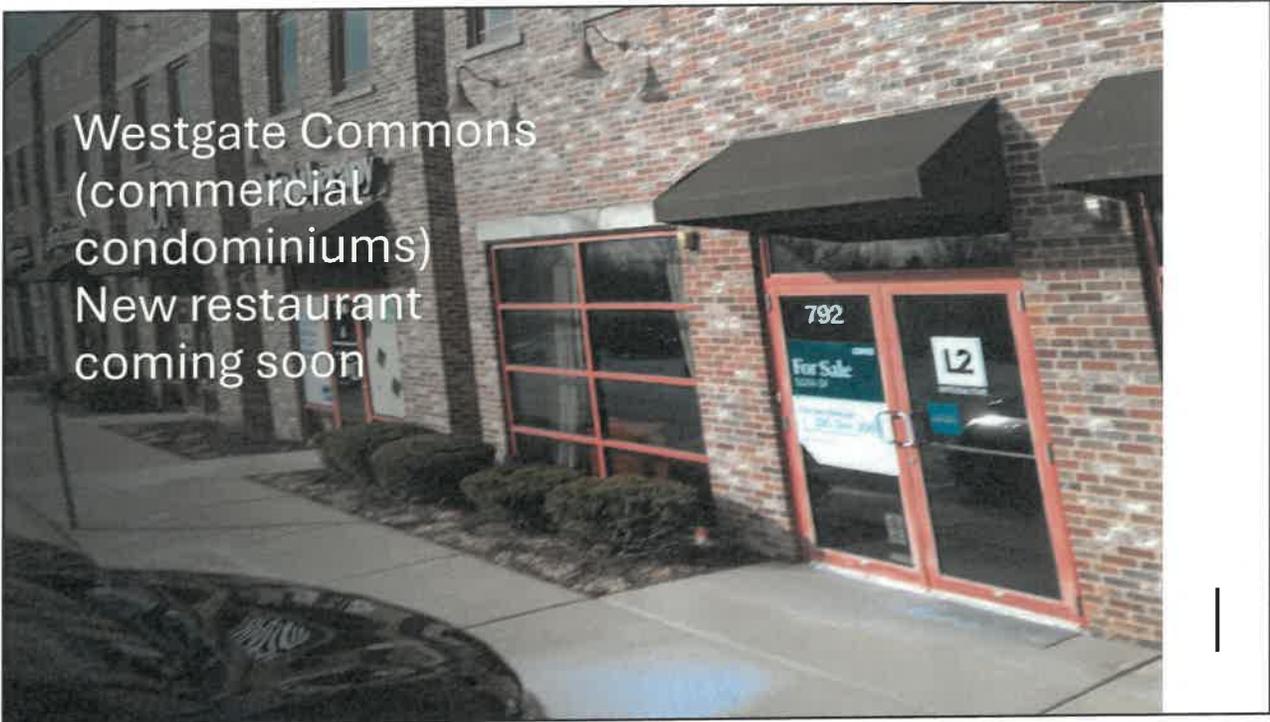


Full Occupancy (and close) – The Galleria of Bartlett and Bartlett Orchards

5



6



7

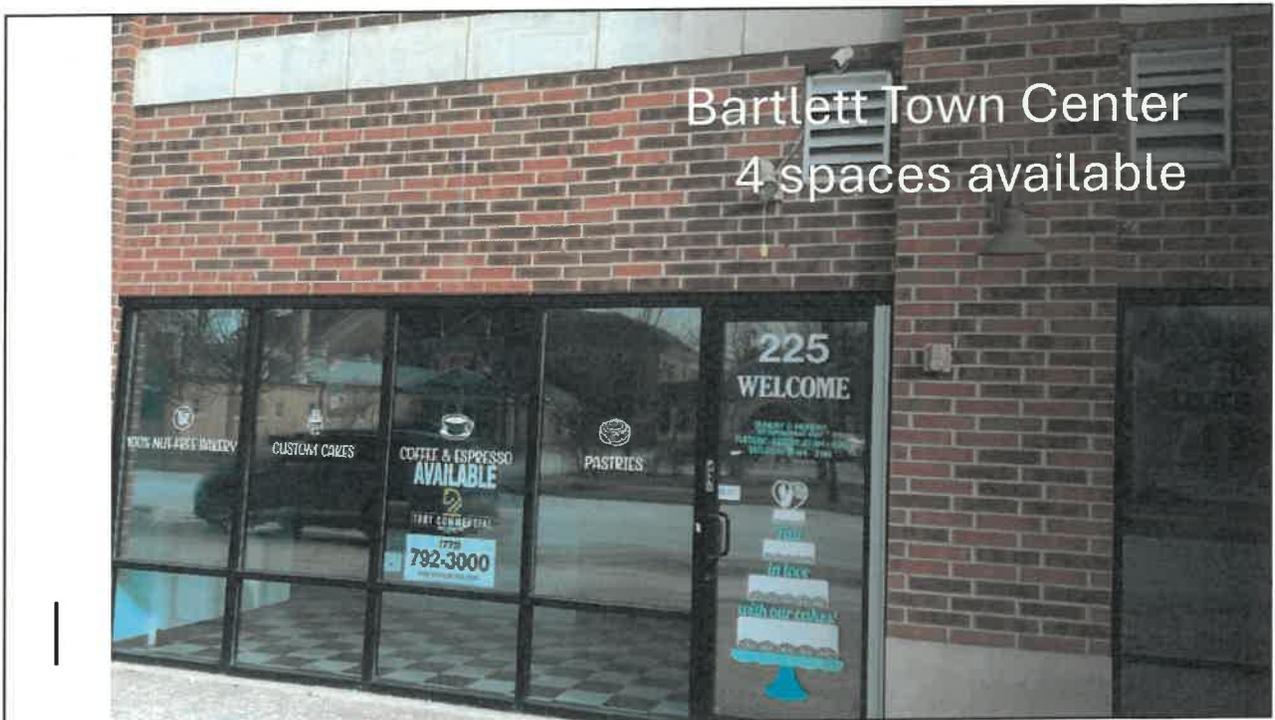


8



Shoppes at Far Hills
Looking to fill a space

9



Bartlett Town Center
4 spaces available

10



11



12



13



14



Former Super Wash

15

2025 Goals

| | | | |
|---|--|--|--|
| | | | |
| <p>We have a strong occupancy rate, however there are challenges ahead.</p> | <p>We will promote the vacancies via "broker blasts," at trade shows, and to brokers and businesses seeking sites.</p> | <p>BEDA grants remain available to remodel and renovate the more challenging spaces in need of rehabilitation.</p> | <p>We will work with the brokers and owners of the centers with higher vacancy rates (Stearns Crossing, Bartlett Town Center, Oakfield Center) to improve occupancy rates, generate more economic development and revenue for the village, and support additional job creation</p> |

16