



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.



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

November 11, 2024

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



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

November 11, 2024

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.

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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.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 11, 2024

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