



TOWN COUNCIL COMMUNICATION

DATE: July 16, 2025

FROM: Shannon Montgomery, Town Secretary

AGENDA ITEM: Discuss and consider approval of a Resolution approving a Type B Economic Development Corporation Development Project and Performance Agreement by and between the Bartonville Community Development Corporation and Bartonville Store, LLC.; and authorize the BCDC Chair to execute necessary.

SUMMARY:

At the June 11, 2025, meeting of the Bartonville Community Development Corporation (BCDC), Tim House (The Bartonville Store) and Marty Bryan (Marty B's) presented a joint promotional funding request. Representing The Bartonville Store, Marty B's, and The Bartonville Tavern offering both dining and entertainment, they requested \$9,000 to promote Bartonville's entertainment and dining options.

The BCDC Board approved the funding request in the amount of \$9,000 to support advertising expenses for a one-page ad in Lifestyle magazine, to run for six months.

Mr. House and Mr. Bryan indicated they will track the effectiveness of the advertisement by monitoring how many patrons reference the ad when visiting participating Bartonville venues.

FISCAL INFORMATION:

\$9,000 from BCDC's marketing account.

RECOMMENDED MOTION OR ACTION:

Motion to approve a Resolution approving a Type B Economic Development Corporation Development Project and Performance Agreement by and between the Bartonville Community Development Corporation and Bartonville Store, LLC, as presented; and authorize the BCDC Chair to execute necessary documents on behalf of the Town.

ATTACHMENTS:

- Draft Resolution
- Draft Performance Agreement