

Lakeview Chamber of Commerce  
1409 West Addison Street  
Chicago, IL 60613

**This is a 2015 annual  
report about how the  
Lakeview Chamber and  
SSA 27 are improving  
Lakeview**

# Who are we?

The **Lakeview Chamber of Commerce** is a community of entrepreneurs working together and supporting each other to create a stronger neighborhood and business environment through advocacy, education, and promotion. We provide valuable resources, programming, and services that advance our neighborhood's business success, guided by our Lakeview Area Master Plan. • **Special Service Area 27 (SSA 27)** provides funding for services to our commercial area through a property tax levy, in order to supplement City services. The Lakeview Chamber manages SSA-funded programs under the oversight of a board of commissioners. SSA 27's mission is to support a vibrant local economy and high quality of life for the benefit of Lakeview businesses and residents by improving and enhancing public streets and spaces, creating memorable experiences, encouraging spending locally, and promoting the neighborhood.

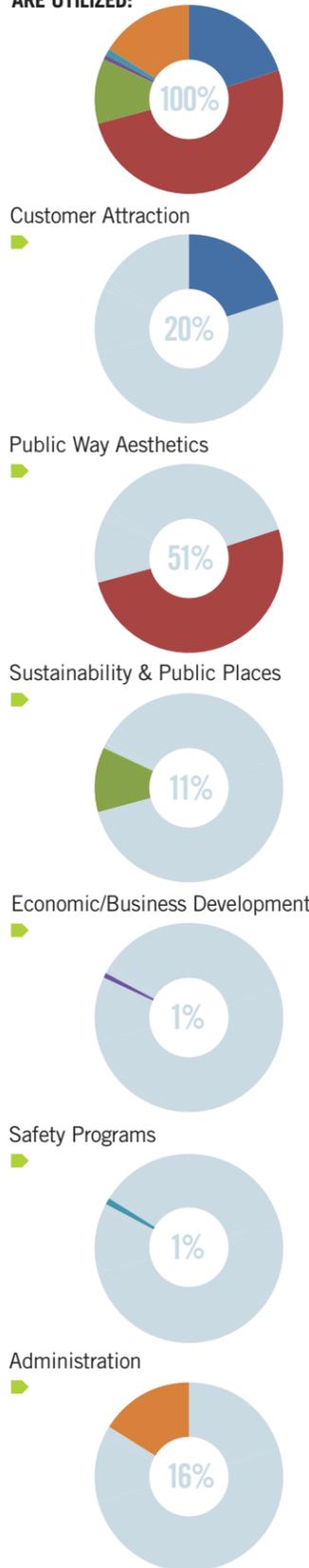
## 4 Miles of Streets Maintained

Throughout the year, SSA 27 is responsible for maintaining four miles of streets, encompassing portions of Southport, Lincoln, Belmont, and Ashland avenues. A clean team staffed by Cleanslate – a social enterprise of the Cara Program – removes litter from the neighborhood's sidewalks and empties more than 80 garbage and recycling bins. In 2015, Cleanslate employees collected 11,025

bags of litter and recycled 4,412 bags. Through a contract with Christy Webber Landscapes, the SSA funded plantings in more than 100 planters and plant beds, including newly-installed wooden and concrete planters situated along Lincoln Avenue. And on Southport, vendor Bartlett Tree Experts began pruning a large portion of the 885 trees located within the SSA 27 service area.

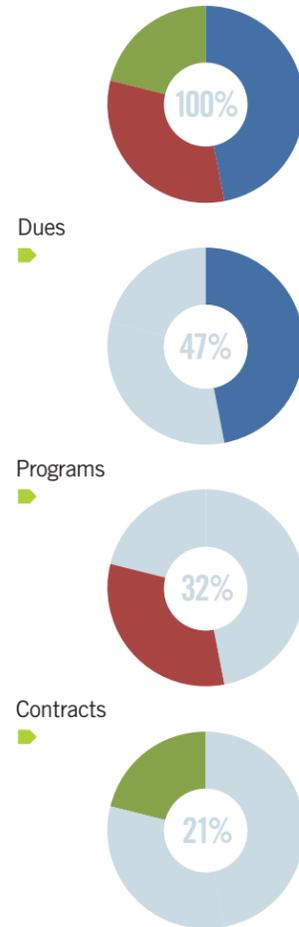
### SSA 27 2015 Budget

A BREAKDOWN OF HOW FUNDS ARE UTILIZED:

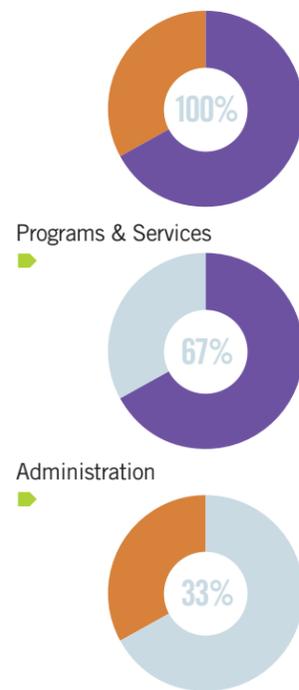


### Lakeview Chamber of Commerce 2015 Budget

INCOME:



EXPENSES:



The Chamber hosted many networking events, ribbon cuttings, educational workshops, and fun community happenings in 2015. Highlights included the Annual Lead Off Luncheon at Wrigley Field, a panel discussion on Transit-Oriented Development in Lakeview, monthly Joint Networking Breakfasts with the Small Business Advocacy Council, Taco Fest, the Low-Line Market, Sunday Spot, and Trick or Treat on Southport. These events keep our members informed and connected, and our community engaged.

## 67 Events Hosted by the Chamber

#### From the Lakeview Chamber of Commerce President:

"2015 was an exciting year full of changes for our Chamber and neighborhood. We hired our first new Executive Director in over a decade, and also hired a new SSA Program Manager. Our neighborhood is seeing continued development and growth, with construction currently transforming the block around the Paulina CTA station, a new Whole Foods on the way, and many new businesses opening. We have supported this growth through our advocacy efforts, such as our 2015 Transit-Oriented Development White Paper,

making the case for increased density near our train stations. We also launched a new market data portal at [WhyLakeview.com](http://WhyLakeview.com) in 2015 to help recruit more businesses and development to our area. We are fortunate that many of the challenges our neighborhood faces – such as rising rents and changing consumer demographics – are challenges of success, indicating that we are a neighborhood full of opportunity. We look forward to continuing to work with Lakeview's exceptional and engaged community of businesses in 2016 to further this growth."

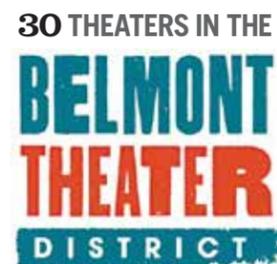
~ **Rebecca Girsch**  
Owner, *She One Boutique*



## 4 BLOCKS of Lincoln Avenue TRANSFORMED

Building on the framework of the Lakeview Area Master Plan, SSA 27 unveiled a new placemaking project in 2015 aimed at making Lincoln Avenue a more attractive place to visit, live, and do business. 38 seats and 16 planters were installed along four blocks of Lincoln Avenue, clustered together with decorative sidewalk art motifs. At Lincoln/Southport/Wellington, architecture and design firm Site Design Group combined traffic calming, pedestrian improvements, and public art to create a welcoming space that encourages passersby to linger while establishing a focal point at the intersection, branded the Lincoln Hub. More than 250 local businesses and residents helped shape the plan, which received a Charter Award from the Illinois Chapter of the Congress for the New Urbanism in December 2015.

With more than 30 theater companies located within a one mile radius, the **Belmont Theater District** is home to the largest concentration of theaters in Chicago. To promote this tremendous asset, the Lakeview and Lakeview East Chambers of Commerce have partnered with local theaters and businesses to position the neighborhood as the premier destination for those seeking authentic Chicago entertainment. Patrons who visit [btdchicago.com](http://btdchicago.com) can explore hundreds of show listings and deals to local restaurants and hotels, while Belmont Theater District partners benefit from added publicity. It's a win-win for everyone.



## 20,000 Attendees at Taco Fest

**Our third annual Sam Adams Lakeview Taco Fest was a blast! All the tacos were delicious, but of the 14 vendors, the crowd voted for Cafe Tola as Best Taco. Thank you to our volunteer partners: Advocate Illinois Masonic; Barnett Homes; Festa Parties; Stephanie Biederman, Koenig & Strey; Lakeview Pantry; MB Financial Bank; and Spaces Property Group. Save the date for Taco Fest 2016: September 17 & 18.**



# 671 Lakeview Gift Cards

Keeping it local – that's the goal of the Lakeview Gift Card. The new program, launched in 2014, allows customers to load funds onto Lakeview-branded gift cards for use at more than 80 local businesses. During the holidays, customers are rewarded with a free \$20 Bonus Card for every \$100 purchased, a popular promotion that incentivizes local shopping and resulted in 671 gift card sales in 2015. To date, more than \$150,000 in Lakeview Gift Cards have been purchased in-person at the Lakeview Chamber offices and online at [ShopDineLakeview.com](http://ShopDineLakeview.com).

**In its third year,** the Low-Line Market welcomed new vendors, showcased local entertainment, and extended later into the season thanks to mild autumn weather. Every Thursday evening, farmers from Illinois and surrounding states brought their fresh produce,

proteins, flowers, and artisanal foods to market at the Southport CTA station. Guided by its mission to encourage a more sustainable community, the Low-Line Market has become a popular spot for residents and commuters seeking high-quality, locally-grown foods.



## \$20,890 FAÇADE improvement PROJECTS

Keeping up a storefront can be costly. To help, SSA 27 provides rebate incentives for façade work that contributes positively to the public way. Tenants and property owners located within the service area can apply to receive funding that covers up to 50% of the cost of exterior improvements – things like masonry work, painting, landscaping, and door and window replacement. Applications are then reviewed by the SSA 27 Commission, which awarded a total of \$20,890 to four projects in 2015.



## 1 Month of Art, Music, & Play

Pedestrians were invited to play in the streets of Lakeview on more than one occasion in 2015. During the first three Sundays in October, **Sunday Spot** transformed a bustling stretch

of Paulina into a fun-filled pop-up plaza. Made possible by 47th Ward Alderman Ameya Pawar, Whole Foods Market, and RCN, the series provided an opportunity for dozens of local businesses and creatives to lead the community in free, family-friendly activities ranging from interactive art installations to

breakdancing. At the end of the month, Trick or Treat on Southport welcomed approximately **12,000 trick-or-treaters** to nearby Southport for Lakeview's favorite Halloween tradition, which added pumpkin painting, pop-up musicians, and a beer garden to the street in 2015.

# 57

## New Members

Lakeview continued to grow in 2015, with 57 new businesses investing in the Chamber through membership.

### From the SSA 27 Chair:

"In the beginning of 2015, my fellow Commissioners and I gathered to review SSA 27's recent accomplishments and discuss the future of Lakeview. Four years into the comprehensive Lakeview Area Master Plan (LAMP), what impact did we want to have in the community going forward? The answer lies in three new strategic focus areas. The first prioritizes **diversity**, ensuring that our community programming is inclusive of people from different ethnicities, social backgrounds, and age groups. With more reasons for new audiences to visit, the second positions Lakeview as an enticing

destination for tourists and Chicago residents. Finally, in order to support Lakeview's long-term growth, the third charges the SSA with advocating for **density** focused around neighborhood hubs and arteries. As you flip through the pages of this report, I invite you to explore how each of these guiding principles plays out in the day-to-day work of the SSA – from our growing roster of public programs to our marketing and advocacy efforts. Thanks to your ongoing participation and support, we've already made significant progress, and I look forward to seeing what's to come."

~Lisa Santos  
Owner, Southport Grocery and Cafe

Thank you to our 2015 Chamber sponsors.



Thank you to our board and commission members who made 2015 a success:

Ben Castronovo  
Colleen Daley  
Dan McCarthy  
Darian Campise  
Dave Jennings  
Doug Dunlay  
Doug Havrilla  
Erin Schwartz  
Frank Campise

Jeremy Wechsler  
Josh Rutherford  
Justin Clifford  
Jill Heise  
Kevin Vaughan  
Lisa Santos  
Nabil Zahrah  
Matt Lederer  
Matt Savage  
Melissa Salvatore

Michael Salvatore  
Mike Scully  
Ray Hollowell  
Rebecca Girsch  
Rev. David Abrahamson  
Rev. Delois Brown-Daniels  
Stephanie King-Myers  
Susan Eriksen  
Todd Fisher

### Legal Ally

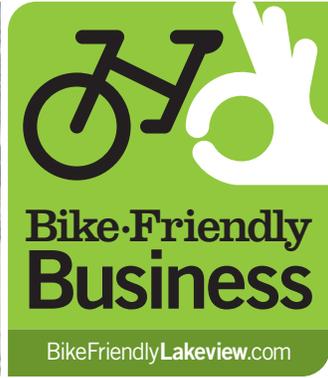
• Cole Sadkin, LLC, *Mason Cole*

### Chairman's Club Members

- Advocate Illinois Masonic, *Reverend Delois Brown-Daniels*
- Central Federal Savings, *Anthony Nichols*
- Chicago Cubs, *Mike Lufrano*
- Family Dental Care, *Martha Avalos*
- Halsted Flats, *Kattia Halaoui*
- JAB Real Estate Opportunity Funds, *Frank Campise*
- L3 Capital, *Tim Phair*
- Lakeview Funeral Home, *Kris Hollowell*
- Mystic Celt Bar & Grill, *Kevin Vaughan*
- Rosmis Realty, *Robert Rosmis*
- Saint Luke Ministries, *Reverend David Abrahamson*
- The Pony, *Dan McCarthy*
- The UPS Store, *Tom Bellino*

### Staff

- Lee Crandell
- Dillon Goodson
- Taylor Lee
- Deana Martin
- Laine Vitosh
- Heather Way Kitzes



# Get Involved

Providing support services, programming, and technical assistance to businesses is what we do, but it's your participation that drives our success.

We are a community of businesses and local leaders working together to improve the Lakeview. Here are a few ways you can get involved.

- **Sign up for our newsletter:** lakeviewchamber.com
- **Join the #thisislakeview conversation on social media:** twitter.com/thisislakeview, facebook.com/thisislakeview, instagram.com/thisislakeview
- **Become a Lakeview Chamber of Commerce Member:** Apply at lakeviewchamber.com/join.aspx
- **Attend a networking or educational event.** Check out our upcoming events here: lakeviewchamber.master.com/events
- **Join a committee!** Email us at info@lakeviewchamber.com
- **Share social media posts.** Email us at info@lakeviewchamber.com
- **Façade Improvement Program:** Apply for a rebate for your façade, sign or sidewalk café project at lakeviewchamber.com/ssa-27/ongoing-service-programs.aspx
- **Bike-Friendly Business District:** Sign up to join the **Bike-Friendly Business Discount Program** at bikefriendlylakeview.com
- **Lakeview Gift Card:** Sign up to accept the **Lakeview Gift Card** at shopdinelakeview.com
- **Participate in the Low-Line Market, Taco Fest, Sunday Spot, Trick or Treat on Southport, and holiday events.** Email us at info@lakeviewchamber.com
- **Find or list available commercial property:** whylakeview.com