

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

**This is just a snapshot of how
three great organizations are
working to continue to improve
the wonderful neighborhood of
Lakeview**

Who are we?

Special Service Area 27 provides funding for services to our designated commercial area. A sponsor organization, in this case the Lakeview Chamber of Commerce, coordinates the development of the SSA, with a board of commissioners overseeing the Chamber of Commerce that meets regularly to make decisions regarding SSA funding. • **The Lakeview Chamber of Commerce** is organized so that the local business community shall prosper. All necessary means of promotion shall be provided and particular emphasis shall be given to retail, professional, educational and economic interests of the area. • **Friends of Lakeview** is a not-for-profit organization whose mission is to support the Lakeview Chamber of Commerce by being an advocate to advance economic development and enrich the daily lives of our residents and visitors.

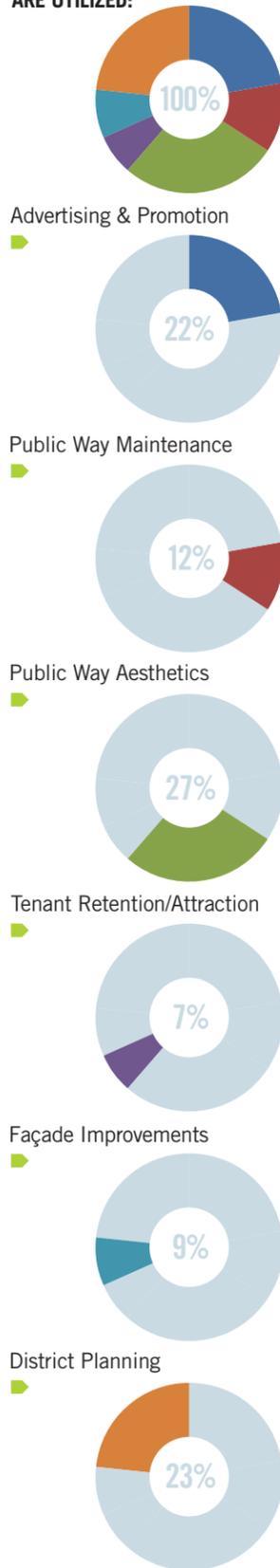
Why an SSA?

Over the last decade, federal, state and city funds to provide much needed services to urban business districts have become increasingly scarce. As a result, Special Service Area 27 (SSA 27) was created in 2003. SSA funding maintains Lakeview as a competitive commercial district within the city and serves to protect

the investments of local property and business owners, as well as the overall community. SSA 27 works to make Lakeview a neighborhood where people wish to live, linger, and long to return. A number of services and programs provided through SSA funding are outlined in this report.

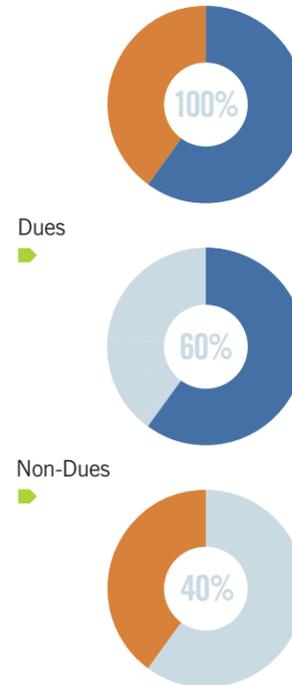
SSA 27 2013 Budget

A BREAKDOWN OF HOW FUNDS ARE UTILIZED:

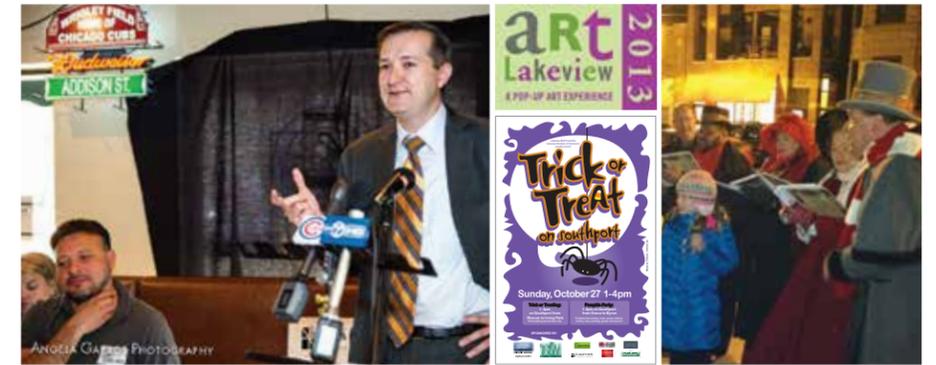
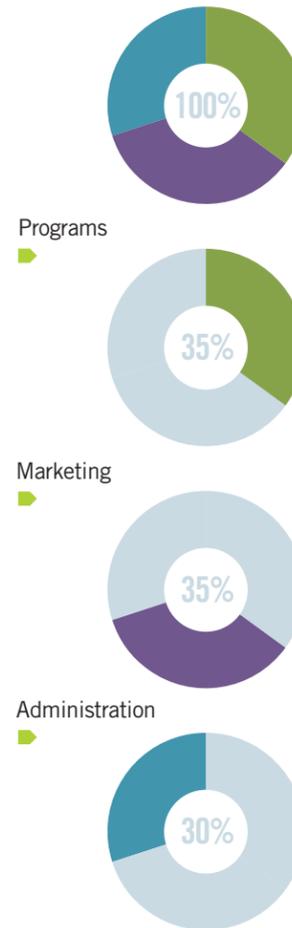


Lakeview Chamber of Commerce 2013 Budget

INCOME:



EXPENSES:



The Chamber hosted networking events, ribbon cuttings, speaker luncheons and educational workshops this past year. Highlights included our annual multi-chamber networking event with Roscoe Village and Lincoln Park Chambers; Fiscal State of the State luncheon with State Treasurer Dan Rutherford; and nearly 10 ribbon cuttings. Additionally, we hosted and sponsored community-wide events such as ART Lakeview, Southport Trick or Treat & Pumpkin Party, JollyPaLooza and the Southport Holiday Stroll. These events keep our members informed and connected, and our community active.

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Events hosted by the chamber

From the Lakeview Chamber of Commerce President:

“2013 was a wonderful and productive year for our Chamber and it was an honor to serve as your President. As you will read in the pages that follow, we accomplished quite a bit. From the launch of our mobile app, GoLakeview (a partnership with the Lakeview East Chamber of Commerce) to the 1st Annual Taco Fest, this was a year of innovation and growth. The Chamber made another noteworthy upgrade in membership management to how you manage your membership with the implementation of Chamber

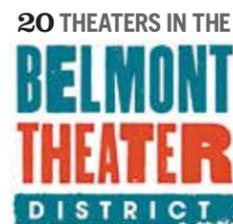
Master. Not only can you now manage your own account with us, but we can now serve you more efficiently. As we look to 2014, we turn our focus to strengthening Lincoln Avenue from Diversey to Belmont. Of course, we will continue to work on behalf of all of the businesses in our community, but these blocks demand our focused attention. In the coming months, we will release a plan dedicated to strengthening the business climate on Lincoln Avenue which we hope will spur significant economic development. Here’s to a wonderful year ahead!”

~Rebecca Girsch, President



20,000 = Attendees at Taco Fest

Tacos are delicious and the 20,000 attendees of Taco Fest agree. Sponsored by Sam Adams Brewery and produced by Special Events Management, the inaugural Taco Fest was more popular than we ever could have expected. Local vendors including Mystic Celt, Café El Tapatio, Toons and Crosby's turned out 60,000 tacos over the two day event. The highlights of the weekend were two performances by nationally renowned Mexican wrestling troupe, Galli Lucha Libre. Taco Fest will be back in 2014!



The Belmont Theater District is a collaboration between the Lakeview and Lakeview East Chambers of Commerce and funded through public and private partnerships. More than twenty theaters, hundreds of restaurants, bars, cafes and hotels, and thousands of performances every week make the Belmont Theater District your first stop for Chicago theater.

62

Number of New Members

Lakeview saw continued economic growth in 2013. 62 individual businesses invested in the Chamber this year through membership.

6,145

GO Lakeview Downloads

The Lakeview and Lakeview East Chambers partnered on several projects this year, the most innovative being the GO Lakeview mobile app. Designed and built by New Media 3, GO Lakeview is populated with all the information needed to enhance the Lakeview experience. Built for residents, visitors and businesses, GO Lakeview is the app that has it all for the neighborhood that has it all. We told people to "Get the app and get going!" and they did!

280 = People who provided input for the Lincoln Avenue beautification project

Local businesses and residents provided input through a two-week-long online survey and an open house meeting on December 10, 2013. Expect to hear more about the Lincoln Avenue beautification project as the plan is completed in 2014.



10 Façade improvement projects

The Façade Improvement Program is funded by SSA 27 and administered by the Lakeview Chamber of Commerce to serve the commercial and residential district within the SSA 27 service boundaries. The goal of the Program is to beautify and revitalize the commercial and residential district through permanent improvements to buildings; attract and retain businesses; enhance the pedestrian-scale streetscape; and introduce exceptional design solutions while preserving the unique character and qualities of the district. The Program provides rebate incentives for work that contributes positively to the public way by improving individual storefronts and façades. In 2013, SSA 27 invested a total of \$48,400 into façade improvement projects to match investments by local property and business owners.



5,697 Fans and followers

The Lakeview Chamber of Commerce rocked social media in 2013! We kept residents, members, and visitors informed and engaged with timely updates on Chamber news, events, deadlines; mobilized community participation with legislative issues and opportunities to be heard; and supported members with retweets to increase the online reach of their social media announcements. In addition, we hosted a number of events led by social media experts to provide members with affordable and accessible instruction on how to launch their own social media efforts.



Every Thursday evening from June 6 through October 17, 2013, the auxiliary exit at the Southport CTA station transformed into the Low-Line Market, providing convenient access to high quality local food within walking distance for the surrounding community. Commuters were greeted on their way home with fresh produce, prepared foods and hand-crafted goods curated from our 16 local farm and vendor partners. By making it easier to shop on foot for locally-grown and responsibly-produced foods, the market helps to encourage a more sustainable community.

\$229,000

Dollars spent locally during the SHOP Lakeview Campaign

In its 8th year, SHOP Lakeview participants spent a record-breaking \$229,000 worth of receipts for the period November 1 - December 31, 2013. With the intention of encouraging local spending during the holiday season, merchants who participate in SHOP Lakeview get the added value of customers returning to their stores to redeem their SHOP Lakeview dollars during the traditionally slower months of January and February. SHOP Lakeview is fully funded by SSA 27 and more information regarding the program can be found at www.shoplakeview.com.



> 350
Hours spent advocating for Lakeview Business

Despite not having a formal legislative agenda, something that will change in 2014, the Lakeview Chamber of Commerce was busy working on behalf of Lakeview businesses. A wide variety of legislative issues from parking meter regulation to conceal-and-carry legislation impacted our business community this past year. • With the help of the Illinois Restaurant Association, the Chamber lobbied the Governor's office, successfully persuading the Governor to

submit a veto amendment to the Concealed Carry legislation disallowing firearms in establishments with liquor licenses. • An issue that affects most Lakeview businesses is metered parking. The Chamber strongly supports and understands the value of Sunday metered parking. Since Sunday is the second busiest day for commerce in our area, metered parking is essential to our small businesses. By working with local Aldermen and providing testimony at

public hearings, we were able to reestablish metered parking on Sundays throughout our commercial corridors (ordinances are currently pending). • In the coming months, we will be evaluating pieces of legislation that impact small business. Whether it be sign ordinances, minimum wage increases or corporate filing fees, the Lakeview Chamber of Commerce is working diligently to create a productive and profitable business environment.

Contact us! We want to hear from you.

We would like to thank you for your continued support of SSA 27. If you want to get involved in helping to shape the future of Lakeview or would like further information on SSA 27, the **Lakeview Chamber of Commerce, Friends of Lakeview**, or any of the programs you see in this report, contact us at 773.472.7171 or at info@lakeviewchamber.com.

Want to be an SSA 27 Commissioner?
Contact Lee Crandell at 773.472.7171.

From the SSA27 Chairwoman:

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"Serving as Chairwoman of SSA 27 in 2013 was rewarding and a privilege. This year we partnered with the Lakeview East Chamber of Commerce/SSA 8 to kick off the Belmont Theater District Campaign with the intention of identifying Belmont between Broadway and Ashland as your first stop for Chicago theater. Branding our sub-districts is one of the goals of the Lakeview Area Master Plan (LAMP). Another LAMP goal was to bring an outdoor market to our area. In June, we opened the Low-Line Market, an urban agricultural market on Thurs-

day evenings at the Southport Brown Line Station. Finally, we installed a second People Spot at 3553 North Southport. The People Spot was well received by the community and created a sense of place for those strolling through the area. On top of all of this, we maintained our ongoing programs of street sweeping, trash collection and beautification. In 2014 we will join forces with the Chamber and turn our focus to Lincoln Avenue between Belmont and Diversey. We recently engaged Site Design Group to assist us in creating a vision and course of action for improvements to that area."

~Lisa Santos, Chairwoman

We are pleased to announce the 2013-2014 Members of the Chairman's Club:



- Advocate Illinois Masonic, *Reverend Delois Brown-Daniels*
- BMO Harris Bank, *Nighat Faruqi*
- Central Federal Savings, *Anthony Nichols*
- Dad's Handyman Service, *Sean Buino*
- JAB Real Estate Opportunity Funds, *Frank Campise*
- L3 Capital, *Tim Phair*
- Lakeview Funeral Home, *Ray & Kris Hollowell*
- Peapod LLC, *Bob Borchardt*
- Polished - a dental studio, *Dr. Trupti Desai*
- Saint Luke Ministries, *Reverend David Abrahamson*
- Sherwin-Williams Paint Company, *David Martinez*
- The UPS Store, *Tom Bellino*
- Thorek Memorial Hospital, *Lisa Scala*

Advocate Illinois Masonic Medical Center

27 Community Leaders

These are your 2013-2014 community leaders:

- | | | |
|-----------------|-------------------|---------------------------|
| Kris Hollowell | Mike Scully | Rev. David Abrahamson |
| Todd Fisher | Alison Wilson | Rev. Delois Brown Daniels |
| Frank Campise | Ray Hollowell | Josh Rutherford |
| Dave Jennings | Chris Irwin | Kevin Vaughan |
| Justin Clifford | Angie Garbot | Stephanie King-Myers |
| Rebecca Girsch | Natalie Clifford | |
| Doug Dunlay | Kevin Harris | Staff: |
| Ben Castronovo | Michael Salvatore | Heather Way Kitzes |
| Yael Hochberg | Dan McCarthy | Sarah Feezor |
| Beth Krazsewski | Matt Lederer | Lee Crandell |
| Susan Erikson | Lisa Santos | Brigid Novak |

Community Resources

Alderman Tom Tunney
44th Ward
3332 N. Sheffield
(773) 525-6034 44thward.org

Alderman Scott Waguespack
32nd Ward
2657 N Clybourn Ave
(773) 248-1330 Ward32.org

Alderman Ameya Pawar
47th Ward
4243 N Lincoln Ave
(773) 868-4747 Chicago47.org

Business Affairs and Consumer Protection (BACP) Small Business Center
City Hall
Room 805, 121 N. LaSalle Street
312.744.6060 cityofchicago.org



Coming in 2014

Lakeview Community Provides Input for Lincoln Avenue Beautification Project

Picking up where the Lakeview Area Master Plan left off in 2011, the Lakeview Chamber of Commerce began a Lincoln Avenue beautification planning process in fall 2013 to make the stretch between Diversey and Belmont a more attractive place to visit, live and do business. More than 250 local businesses and residents were surveyed online, and about 30 people attended an open house to provide input on December 10, 2013.

The community's valuable input will inform smaller-budget, short-term improvement projects and initiatives in 2014 and beyond, funded in part by SSA 27. This planning project is meant as a more temporary intervention until more significant changes can be made to the street. In the long-term, the Chicago Department of Transportation (CDOT) is expected to undertake a separate, federal-funded streetscape project on Lincoln Avenue, which will allow for

more significant changes to the street that are beyond the scope of this project and which will include a separate public input process.

Surveyed participants rated their top priorities for improving this stretch of Lincoln Avenue as:

- **People-friendly:** Create places that invite people to linger, with more sidewalk cafes and seating.
- **Greenery:** Add more trees and plants to beautify and soften the street and provide more shade.
- **Pedestrian-friendly:** Make walking and crossing streets safer, more accessible and more comfortable.

A visual preference survey revealed participants' strong preference for sidewalks enhanced with greenery and packed with people walking and relaxing, over a basic clean street without pedestrian activity. Participants also responded positively to both creative and more traditional streetscape elements, but strongly preferred a more polished look as opposed to the do-it-yourself aesthetic. The community preferred

a more colorful plant mix as opposed to just greenery.

Common themes repeated in the comments submitted by the community included:

- Too many vacant storefronts; attract more restaurant and retail businesses
- Add more People Spots or similar programmed public spaces
- Improve basic condition/cleanliness of the sidewalks and safety of intersections
- Reinforce the street's identity with a more distinct "theme" and branding elements
- Create connections between centers of activity
- Use landscaping to separate sidewalk from traffic

The Lakeview Chamber has hired Site Design Group to develop a beautification plan for Lincoln Avenue based on the input from the community, which should be completed by the spring and which will provide guidance for the Chamber's programming related to Lincoln Avenue over the next several years.