

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

**This is a 2014 by-the-
numbers report of how
three great organi-
zations are improving
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.

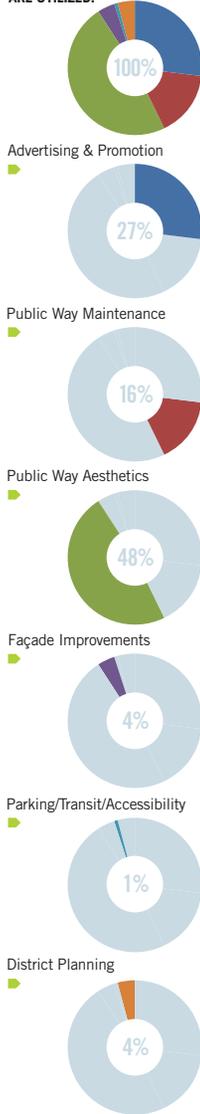
4 Miles of Streets Maintained

SSA 27 helps keep Lakeview clean, green and beautiful. Our Cleanslate street team removes litter from our streets and empties 80 garbage and recycling bins on our sidewalks. In 2014, we collected more than 10,000 bags of litter and recycled more than 3,200 bags. We also maintain 95 planters and plant beds through a contract with

Christy Webber Landscapes, and we started a tree maintenance program for the 885 street trees in our service area through a contract with Bartlett Tree Experts. We additionally maintain two People Spots at 2959 N. Lincoln and 3551 N. Southport, 11 wayfinding kiosks, and we provide holiday decorations on our streets in December.

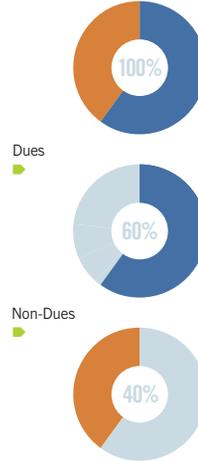
SSA 27 2014 Program Budget

A BREAKDOWN OF HOW FUNDS ARE UTILIZED:



Lakeview Chamber of Commerce 2014 Budget

INCOME:



EXPENSES:



The Chamber hosted networking events, ribbon cuttings, speaker breakfasts, luncheons and educational workshops this past year. Highlights included the Annual Lead Off Luncheon at Wrigley Field sponsored by State Bank of Countryside; Concealed Carry Legislative Breakfast; five ribbon cuttings; eight Business After Hours; and monthly Joint Networking Breakfasts with the SBAC. Additionally, we hosted and sponsored community-wide events such as Taco Fest, Southport Trick or Treat, Southport Holiday Stroll, and JollyPaLooza. These events keep our members informed and connected, and our community engaged.

60

Events hosted by the chamber

From the Lakeview Chamber of Commerce President:

"2014 was a wonderful and productive year for our Chamber, and it was a privilege to serve as your President. As you will read in the pages that follow, 2014 was a year of many achievements. The Southport People Spot won a design award from the American Institute of Architects. Our Executive Director, Heather Kitzes, won the Hallie Flanagan Award for her work with the Belmont Theater District. We saw the creation of over 250 jobs in our service area, and we recruited more new members than in the past

5 years. 2015 looks to be promising as well. We are working on new projects with dynamic partners such as the Chicagoland Chamber of Commerce and Divvy Bikes. We will also continue our support of local not for profit organizations such as the Lakeview Pantry and the National Runaway Safeline. But most importantly, we will work tirelessly in the coming year on behalf of small business and our community. Finally, I would like to recognize and thank all of our volunteers and the Chamber leadership for their efforts this past year. We would be nowhere without them."

~Rebecca Girsch, President



20 THEATERS IN THE BELMONT THEATER DISTRICT

In 2014, we launched the **Belmont Theater District** in partnership with the Lakeview East Chamber of Commerce and local theaters. A new website at BTDchicago.com showcases the Belmont Theater District, featuring more than 20 theaters and hundreds of shows, plus deals from local restaurants and hotels. Our marketing efforts have helped to brand the Belmont Theater District as the best place to experience Chicago's theater scene, while also leading to a production choosing our neighborhood for their new location.

20,000 = Attendees at Taco Fest

Our 2nd Annual Taco Fest drew record crowds! 14 vendors served up nearly 80,000 tacos. The Fan Favorite/Best Taco went to Taco Joint. Save the date for Taco Fest 2015: September 20th & 21st.

53 New Members

Lakeview saw continued economic growth in 2014. 53 new businesses invested in the Chamber this year through membership.

45

Bike-Friendly Businesses,
7 Bike Racks &
1 Fix-It Stand

Lakeview's Bike-Friendly Business District features 45 Bike-Friendly Businesses offering deals for customers arriving by bike who show their helmet. We kicked off this program in 2014 with a community planning workshop, followed by commuter pit stops during Bike to Work Week and a volunteer-organized bike scavenger hunt later in the summer. We also installed 7 new bike racks and Lakeview's first bike fix-it stand at the Southport CTA station, and we assisted On the Route Bicycles with installing Lakeview's first bike corral outside their shop. You can pick up a free copy of our *Everyday Biking* guide at our office.



4 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 2014, SSA 27 invested a total of \$14,450 into façade improvement projects to match investments by local property and business owners.

20 Weeks of the LOW-LINE MARKET AT SOUTHPORT

Every Thursday evening from spring through fall, the auxiliary exit at the Southport CTA station transformed into the Low-Line Market. Commuters were greeted on their way home with fresh produce, prepared foods and hand-crafted goods curated from local farms and vendors. The Low-Line Market helps to encourage a more sustainable community by providing convenient access to high-quality, locally-grown food within easy walking distance for residents and commuters.

Lakeview Gift Cards

We rolled out the new Lakeview Gift Card program in Dec. 2014 with a Holiday Promotion, offering a \$20 bonus for every \$100 purchased. In just a few short weeks, we sold and distributed 456 gift cards totaling more than \$65,000. The program provides an incentive for shopping local and encourages shoppers to visit stores during the slower months following the holidays, and it's easy for both shoppers and businesses to participate. The gift cards are accepted at 82 participating businesses and will be available for purchase throughout the year at www.ShopDineLakeview.com.

10,000

Fans, Friends & Followers

We've had a strong presence on Facebook and Twitter for many years and this year we added Instagram to our social media repertoire. We Tweet and post about our members, the chamber and our community. From store openings to events to sharing news relevant to #Lakeview, you can find us on social media 24/7. @thisislakeview @lakeviewchamber #lakeview #weloveourmembers



456 Lakeview Gift Cards



4

Members honored

The Lakeview Chamber of Commerce honored four members at our 2014 Annual Meeting and Recognition Dinner.

We elect our new board of directors and thank those directors who are retiring. We recognize members who add something special to our community. In 2014, we thanked Kris Hallowell of the Lakeview Funeral Home and Chris Irwin of Jameson

Realty for their service on our board of Directors. Chris and Kris contributed a combined 15 years of service including committee work and volunteer hours. We recognized the Chicago Cubs with the Above & Beyond Award (presented to a For-Profit organization for considerable contributions of service and volunteerism), and Mike & Melissa Salvatore received the Entrepreneurial Spirit Award. Dedicated members are what make our community so vibrant.

Weeks of Sunday Play Spot

Every Sunday afternoon in September 2014, our newest placemaking initiative transformed one block of Lincoln Avenue, from School to Roscoe, into Lakeview's pop-up plaza. Each week, interactive public art installations and a picnic grove helped to set the stage as neighboring businesses took over the street, offering fun and healthy activities promoting active play for all ages, from hula hoops and Zumba classes to cornhole tournaments and sidewalk chalking. Over the month, thousands of children and adults came out to enjoy the free activities. Sunday Play Spot was organized by the Lakeview Chamber in partnership with 47th Ward Alderman Ameya Pawar and local businesses and institutions, with support from L3 Capital LLC.

350 FANS OF BUDDY

350 Fans of "Buddy the Elf" came out to our first ever movie night at Music Box Theatre. Sponsored by Mahogany Builders and Froyo Chicago.

From the SSA27 Chairwoman:

"Someone deserves special recognition for SSA 27's accomplishments in 2014 – you! The work of the SSA is only possible because of participation and support from our community. We are fortunate to have so many talented business owners and supportive residents, who not only make our neighborhood what it is, but also shape many of our projects. From the people who participated in Lincoln Avenue Placemaking planning meetings to the businesses that organized Sunday Play Spot activities to the theaters in the Belmont Theater

District, our community is incredibly engaged in making all the special parts of Lakeview even more special. Exciting things are coming in 2015. Enjoy the new pedestrian improvements and public art as our Lincoln Avenue Placemaking plans become reality this summer. New real estate developments, particularly near the Paulina CTA station, will bring revived activity and new opportunities to this nook. We've made significant progress implementing the Lakeview Area Master Plan and are now planning what's next. Looking forward to another year!"

~Lisa Santos, Chairwoman

We are pleased to announce the 2014-2015 Members of the Chairman's Club:



- 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, Ray & Kris Hallowell
- Mystic Celt Bar & Grill, Kevin Vaughan
- Rosmis Realty-@properties, Robert Rosmis
- Saint Luke Ministries, Reverend David Abrahamson
- The Pony, Dan McCarthy
- The UPS Store, Tom Bellino

City Contacts

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

27 Community Leaders

These are your 2014-2015 community leaders:

Angie Garbot
Ben Castronovo
Colleen Daley
Dan McCarthy
Dave Jennings
Doug Dunlay
Frank Campise
Jeremy Wechsler
Josh Rutherford
Justin Clifford
Jill Heise

Kevin Vaughan
Lisa Santos
Nabil Zahrah
Natalie Clifford
Matt Lederer
Melissa Salvatore
Michael Salvatore
Mike Scully
Ray Hallowell
Rebecca Girsch
Rev. David Abrahamson

Rev. Delois Brown-Daniels
Stephanie King-Myers
Susan Eriksen
Todd Fisher
Yael Hochberg

Staff:
Heather Way Kitzes
Laine Vitosh
Lee Crandell



More than numbers

Inside this report you find many statistics and quantifiable facts about the work we do. But what is behind the numbers?

Providing support services, relevant programming and technical assistance to businesses is what we do, but it's your participation that drives successful programming. Behind the numbers is a community of businesses and local leaders working diligently to improve the Lakeview.

We encourage you to find opportunities to participate:

- **Become a Lakeview Chamber of Commerce Member:** Apply at www.lakeviewchamber.com/join.aspx
- **Join a committee!** Email us at info@lakeviewchamber.com
- **Sponsor or host an event.** Email us at info@lakeviewchamber.com
- **Attend a networking or educational event.** Check out our upcoming events here: lakeviewchamber.chambermaster.com/events/
- **Send us posts for social media.** Email us at info@lakeviewchamber.com
- **Façade Improvement Program:** Apply for a rebate for your façade, sign or sidewalk café

project at www.lakeviewchamber.com/ssa-27/ongoing-service-programs.aspx

- **Bike-Friendly Business District:** Sign up to join the **Bike-Friendly Business Discount Program** at www.bikefriendlylakeview.com
- **Lakeview Gift Card Program:** Sign up to accept the **Lakeview Gift Card** at www.shopdinelakeview.com
- **Participate in events** including the Low-Line Market, Taco Fest, Sunday Play Spot, Trick or Treat on Southport, Southport Holiday Stroll, Jollypalooza. Email us at info@lakeviewchamber.com
- **Find or list available commercial property:** www.lakeviewchamber.com/the-chamber/available-property-listings.aspx