

## Dear Neighbors:

We are three partners working together with our community to make Lakeview the best version of itself, and we couldn't do it without you. Whether you run a local business or you're a resident who shops locally, you play a critical role in making Lakeview such a lovable neighborhood. Thank you for your participation and support! We've published this annual report to celebrate our accomplishments in 2018, and to share how we're putting your dollars to work. You may have noticed an increasing number of murals sprouting up in our neighborhood in recent years, funded by SSA 27 – we like to think of these as love letters to Lakeview.

# Lakeview

# Who Are We?

The **Lakeview Chamber** is a 501(c)(6) non-profit membership organization originally founded in 1951 as the Lincoln-Belmont-Ashland Business Association. In 1978, the Association was merged into a new entity, the Lakeview Chamber. As the Chamber has grown, we have developed a strong position of leadership within the community. In 2003, the Lakeview Chamber established **Special Service Area 27** (SSA 27) to provide public funding for supplemental public services to our commercial districts through a local property tax levy. Facing growing local economic needs, the Chamber and SSA 27 developed the Lakeview Area Master Plan (LAMP), released in 2011, identifying strategies to continue to make Lakeview a place where people desire to live, linger and long to return. Also in 2011, the Chamber created a new 501(c)(3) non-profit organization, the **Friends of Lakeview**, to serve as a partner to the Lakeview Chamber and SSA 27 in implementing LAMP. Today, we are three partners with a common vision and mission who together leverage private funding, government resources and programs, and support from more than 250 members to help our local community thrive. Read our new Strategic Blueprint, approved in 2018, at [www.LakeviewChamber.com/StrategicBlueprint](http://www.LakeviewChamber.com/StrategicBlueprint).

## Vision, Mission, & Values

### Vision:

We envision West Lakeview as Chicagoland's most sought after neighborhood.

### Mission:

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

### Values:

- **Community First:** We believe that our purpose is to support and promote our community, not our organization. This should

lead in everything we do. We make decisions based on the best interest of our greater community, not for the benefit of any one individual or business.

- **Innovation:** We believe that innovating is an important way to inspire people and to set our community apart, while ensuring that we are adapting for the future in a rapidly-changing environment. We are forward-thinking optimists who believe there's power in positive thinking and are not afraid to take risks. We focus more on promoting what we want for our community than opposing what we don't want.
- **Inclusivity:** We believe diversity is important for a community's success and resilience. We strive to be a community that welcomes people from diverse backgrounds.

## Our Program Areas

### Neighborhood Promotion:

We market our neighborhood as a desirable destination for consumers and investors, host memorable community events that connect consumers to our retail districts, and also assist individual businesses with promoting themselves.

### Business Development:

We provide regular networking and education events as well as one-on-one technical assistance in order to strengthen our businesses, while also recruiting new businesses to our community.

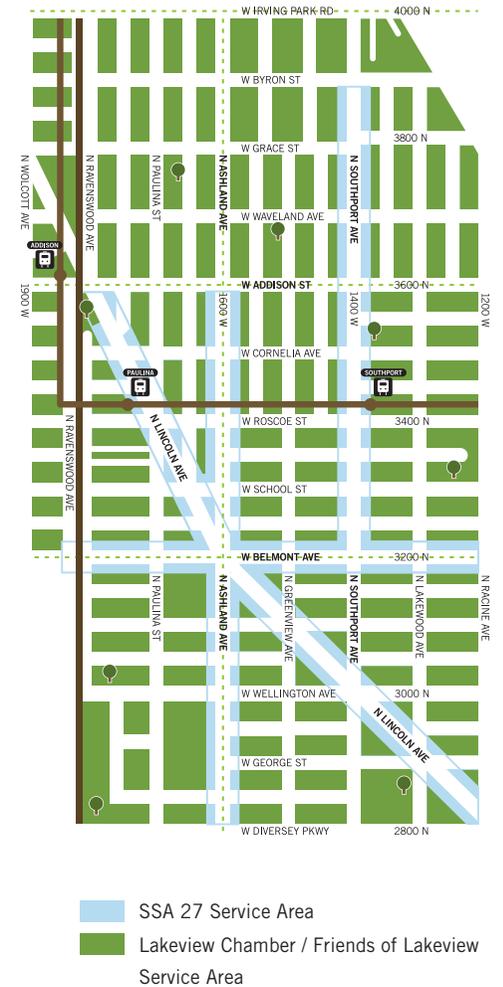
### Advocacy:

We serve as the voice of local businesses and protect our neighborhood's commercial interests by representing small business needs on important policy and development issues that impact our area.

### Public Space Enhancements:

We maintain clean, green, and welcoming sidewalks, and we develop new spaces that invite people to linger and connect with their community.

### Service Area:

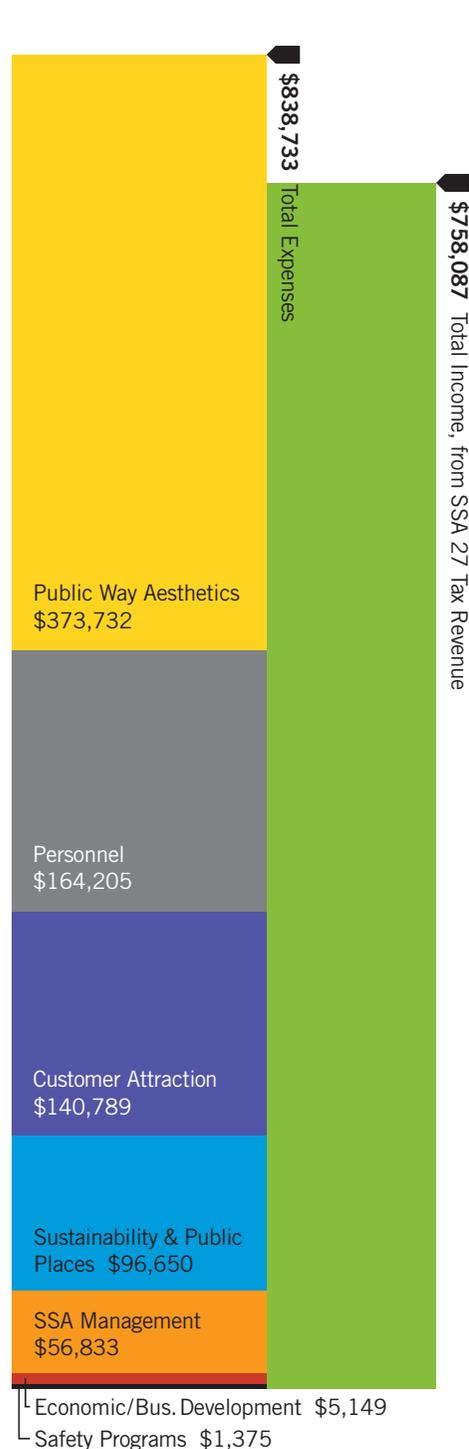


## 2018 By the Numbers

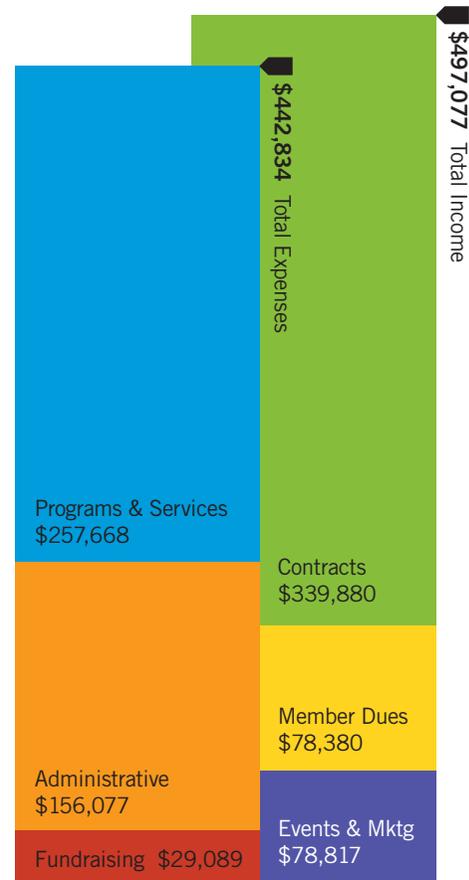
35 community events • 54,116 attendees at community events • 56 business events (networking, education and merchant meetings) • 1,286 attendees at business events • 45 press hits attracting attention to Lakeview • 19 new businesses welcomed to our area • 123+ one-on-one business consultations • 49 new Chamber members joined • 250 total Chamber members at end of 2018 • \$100,000 in Lakeview Gift Cards sold, supporting local businesses • 5 SSA-funded murals installed as part of the Lakeview Public Art Program • 12,047 bags of litter and recycling collected • 120 planters, plant beds and hanging baskets landscaped • \$40,000 raised from our community to support the Lakeview Low-Line

# 2018 Unaudited Financials

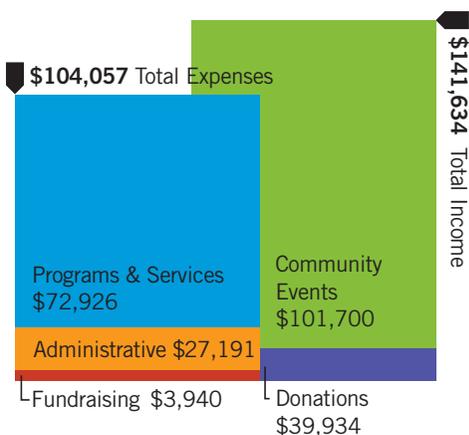
## SSA 27



## Lakeview Chamber



## Friends of Lakeview



### 2018 Highlight: Local Artist's Story Comes Full Circle at the Lakeview Low-Line

Making a mark is important to Chris Silva. The artist, who got his start in the neighborhood as an innovative figure in Chicago's early graffiti scene, returned last summer to complete one of four new murals installed as part of the Lakeview Low-Line. A team of student artists from Yollocalli Arts Reach, an award-winning youth initiative of the National Museum of Mexican Art, helped Silva's "Flight Patterns" mural get off the ground, collaborating with the artist over the course of several weeks to integrate dynamic shapes and textures into the artwork. The result? A colorful new neighborhood focal point that redefines an unassuming CTA train station as a public art destination and brings one local artist's story full circle. "It was special for me to return to making art in my old neighborhood after so many years," said Silva, who still maintains a studio in Lakeview. Once complete, the Lakeview Low-Line aims to create one of the largest outdoor art galleries in Chicago, connecting Southport and Lincoln avenues beneath the CTA 'L' tracks with dozens of original works of art.

### 2018 Highlight: Bringing the Community Together through Music at PorchFest Lakeview

"What I really enjoyed most about the event was meeting my neighbors and putting names to faces I've seen walk the sidewalks dozens of times," says porch host Ryan Moline. Our inaugural PorchFest Lakeview featured 34 local musicians performing on 14 front porches within two blocks of Southport/Lincoln/Wellington on Aug. 26, 2018. One of the musicians who played on Ryan's porch, John, had his mom swing by during his set. John and Ryan made the connection that they grew up in the same area in Indiana, but as Ryan began to talk more with John's mom, he learned something wild! "When I was in the 4th and 5th grade, our elementary school had a program that issued each student a computer to learn basic skills like how to type, play games, do homework, etc. John's mom wrote the grant for that program! 20+ years later, I work in technology and I'd be lying if I didn't say that John's mom played a part in that! Pretty cool!" We love how community events can lead to unexpected connections with neighbors.



## 2018 Highlight:

### How Lakeview Became One of Chicago's Hippest Neighbourhoods

The Lakeview Chamber staff frequently give tours to visiting journalists, and we love showing off our neighborhood. Our PR firm connected with writer Nicola Brady through Choose Chicago in July 2018. She was visiting from the UK with a few other journalists. We showed them around Lakeview, and it seems the neighborhood really made an impression. Nicola's piece posted not long after in the UK's *Evening Standard*, titled, "How Lakeview became one of Chicago's hippest neighbourhoods," touting our public art, local theaters and cool small businesses. A Lakeview resident on vacation in London even noticed the incredible coverage on the newsstands, and brought back a copy to our office. With 55 million visitors to Chicago in 2017, tourism can have a big impact on our neighborhood economy, and we were thrilled with this kind of visibility to help get visitors to come experience what we love about Lakeview.

## Business Testimonial:

### Jen Kiehl, Bentley's Pet Stuff

"Lakeview Live is one of my favorite events that we participate in. While we're now a little bit more of a medium-sized business than a small

business, we are and always will be a family company, so it's always great to engage with the families in our neighborhood over some great tunes! Over the course of participating in Lakeview Live, we always tend to gain a few regulars (just like at our store)! We've gained lots of lifers from Lakeview Live, which is exactly what we want to see. That's exactly what happened with Diego. The first time he and his owner came over, they were just on their regular walk and were wooed by the treats and tunes. Now, I see Diego all over Lakeview! He swings by the store, and I often see him with his mom and have a chat while I'm walking to work. It's really special to engage with the community and get that small town feel in the city!"

## Business Testimonial:

### Joia Kopelow, StretchLab Lakeview

"As a brand new business owner, the Lakeview Chamber gave me an opportunity to quickly connect with both the community and local area businesses, and to get the word out about our business. I have had many new clients who found StretchLab through the Chamber's website. As for networking opportunities, I have been able to connect with several member businesses through the monthly events hosted by the Chamber, which has led to several successful partnership opportunities."

## Credits

### Lakeview Chamber 2018 Board of Directors

- **President:** Doug Havrilla, *Merchant Giving Project*
- **Vice-President:** Michael Valitchka, *Point B, Inc.*
- **Secretary:** Ryan Oestreich, *Music Box Theatre*
- **Treasurer:** Jeff Shapiro, *Spindle Fitness*
- Mara Baer, *Spanish Square*
- Stephanie Biederman, *Realtor BHHS Koenigrubloff*
- Ben Castronovo, *Central Federal Savings*
- Candace D'Agnolo, *Dogaholics*
- Doug Dunlay, *4 Star Restaurant Group*
- Angela Garbot, *Angela Garbot Photography*
- Michael Jorndt, *Bitter Pops*
- Lisa Santos, *Southport Grocery & Cafe*
- Dr. Michael Sculley, *CustomEyes*
- Erin Watt, *The Music Playhouse of Chicago*

### SSA 27 2018 Commissioners

- **Chairperson:** Terese McDonald, *Candyality*
- **Treasurer:** Matt Lederer, *Mahogany Builders*
- Jason Aragon, *Whole Foods Market*
- Darian Campise, *Campise Properties*
- Paul Leamon, *Beermiscuous*
- Luis Monje, *resident*
- Amy Novotny, *Arthur Murray Lakeview*
- Erin Schwartz, *resident*
- Chuck Stewart, *Lakeview Insurance Agency*
- Doug Zylstra, *Bazar Chicago*

### Friends of Lakeview 2018 Board of Directors

- **President:** Lisa Santos, *Southport Grocery & Cafe*
- **Vice-President:** Jill Heise, *BluLyne Marketing*
- **Secretary:** Heather Way Kitzes, *Chicago Cubs*
- **Treasurer:** Frank Campise, *JAB Real Estate*
- **Chief Executive Officer:** Lee Crandell, *Lakeview Chamber*

- Stephanie Biederman, *Realtor BHHS Koenigrubloff*
- Kris Hallowell, *Lakeview Funeral Home*
- Erin Schwartz, *resident*

### Lakeview Chamber 2018 Staff

- Lee Crandell, *Executive Director*
- Carisa Marconet, *Events & Marketing Manager*
- Dillon Goodson, *Community Development Director*
- Becca Girsch, *Business Services Director*
- Kimberly Morris, *Business Services Manager*
- Deana Martin, *Part-Time Bookkeeper & Office Manager*

### 2018 Chamber Sponsors

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| <p><b>Legal Ally:</b></p> <ul style="list-style-type: none"> <li>• Cole Sadkin, LLC</li> </ul> | <p><b>Chairman's Club:</b></p> <ul style="list-style-type: none"> <li>• Advocate Illinois Masonic</li> <li>• Artis Senior Living of Lakeview</li> <li>• Capital One</li> <li>• Central Federal Savings</li> <li>• Chicago Cubs</li> <li>• Crosby's Kitchen</li> <li>• CustomEyes</li> <li>• Deljo Heating &amp; Cooling</li> <li>• Ella Elli</li> <li>• Frasca Pizzeria + Wine Bar</li> <li>• JAB Real Estate Opportunity Funds</li> <li>• Lakeview Funeral Home</li> <li>• Mid-America Asset Management Inc</li> <li>• Saint Luke Ministries</li> <li>• The Pony</li> </ul> | <p><b>Event Sponsors:</b></p> <ul style="list-style-type: none"> <li>• Tuco &amp; Blondie</li> <li>• The UPS Store #2745</li> <li>• Whole Foods Market</li> <li>• Samuel Adams</li> <li>• Capital One</li> <li>• Chicago Cubs</li> <li>• Whole Foods Market</li> <li>• Wintrust Bank</li> <li>• JAB Real Estate</li> <li>• Lagunitas Brewery</li> <li>• Corridor Brewery</li> <li>• KIND Snacks</li> <li>• Hotel Zachary</li> <li>• Deep Eddy Vodka</li> <li>• Central Federal Savings</li> <li>• Bannerville USA</li> <li>• Countryside Bank</li> <li>• CustomEyes</li> <li>• SPACE Architects + Planners</li> <li>• Bitter Pops</li> <li>• Beermiscuous</li> </ul> |
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### Taco Fest Volunteer Partners:

Arthur Murray Lakeview, Candyality, CustomEyes, Pioneer Realty Group, Artis Senior Living of Lakeview, Guaranteed Rate, Lamination Salon, Lakeview Insurance Agency, BluLyne Marketing, Big City Optical, Chicago's Pizza, Steve & Kate's Camp, Blaine Elementary, Lakeview High School, Burley Elementary, Hamilton Elementary