

"Western Avenue is one of the City's great thoroughfares and the portion that runs through the 50th Ward is prime for redevelopment. Accessible with plentiful parking, Western Avenue is a great place to relocate your existing business or build a new one. I am committed to revitalizing this important commercial district and working with business owners and local organizations to make the 50th Ward a better place to work, shop and raise a family."

Debra Silverstein, Alderman, 50th Ward

**Ample
Parking.
Diversity.
Access.
Convenience.**

Opportunity.

**The Small Business
Improvement Fund (SBIF)**

helps make improvements to small business properties in selected Chicago neighborhoods, including some areas of Western Avenue. Program participants can receive reimbursing grants to cover 25%, 50%, or 75% of the cost of remodeling work, with a maximum grant amount of \$150,000. The grant does not have to be repaid. Eligible expenses for a SBIF Grant include, but are not limited to: new windows, floors or roof, sign removal and replacement, tuck pointing, new heating, ventilation and air conditioning, improvements to accommodate disabled patrons or workers, purchase of adjacent property for building expansion or parking.

For more information, contact:

Rogers Park Business Alliance
(773) 508-5885
info@rogers-park.com
www.rogers-park.com

or

West Ridge Chamber of Commerce
(773) 743-6022
westridgechamber@sbcglobal.net
www.westridgechamber.org

**32,000
Cars**

**65,000
People**

**\$247 Million
in Buying
Power**



Rogers Park/West Ridge

Western Avenue from Howard to Peterson in **Rogers Park/West Ridge** is a great location for new businesses.

With an average of **32,200 cars** traveling along the street per day, more than any other commercial corridor in the neighborhood, businesses on Western Avenue are convenient and accessible.

With a population of **64,495**, the Western Avenue primary trade area has a large population with substantial buying power **\$247 million** per square mile.

Currently, residents travel outside their community to spend a portion of their retail dollars. In fact, forty-one percent of their retail dollars are spent outside the community! New businesses on Western Avenue with quality products and good customer service stand to capture some of that market.

Western Avenue Convenience Trade Area

The Details

Total Population: 64,495

Median Household Income: \$47,451

Own/Rent: 49%/51%

Western Avenue Bus Ridership:
5,415 average weekday riders

Race/Ethnicity:
White 38% Hispanic 21% Black/AA 8%
Asian 26% Multiracial 6% Other 1%

“Rogers Park Business Alliance focuses on redevelopment that meets market demand and fulfills a shared vision of Western Avenue. The Alliance and West Ridge Chamber of Commerce offer new and existing businesses on Western Avenue a variety of services, including help with City licensing and permitting, site location and marketing support.”
**Kimberly Bares, Executive Director,
Rogers Park Business Alliance**

