

A young man and woman are walking through a brightly lit shopping mall. The man, on the left, is wearing a green parka with a fur-lined hood over a red t-shirt and blue jeans. He is pointing his right index finger towards the left. The woman, on the right, has curly hair and is wearing a dark purple cardigan over a patterned scarf and a beige top. She is also looking towards the left. They are both smiling. In the background, other shoppers and store lights are visible, creating a bokeh effect.

ROGERSEGE RETAIL GUIDE

A partnership-building
strategy for business owners





EXECUTIVE SUMMARY

UNIVERSITIES ARE ANCHORS FOR CONSUMERS AND business owners. Retailers desire to locate near and benefit from institutions that attract students and families. The most successful universities define the community culture by offering the consumer many options for their shopping needs.

In the Rogers Park and Edgewater neighborhoods, Loyola University Chicago provides many resources to business owners. Since 2005, Loyola has invested more than \$300 million in new and upgraded facilities; many of which include commercial service and retail opportunities. Additionally, Loyola provides support for the local communities by making voluntary contributions to Special Service Areas and by serving as an active member of several neighborhood improvement organizations.

In 2015, Loyola hired PLACE Consulting, Inc. to study the demographic trends of both the campus and surrounding community. With PLACE's help, Loyola strategized economic development and community revitalization opportunities in the Rogers Park and Edgewater neighborhoods. Focus was placed on gathering information in areas radiating out from the campus to identify changes in neighborhood characteristics, demographics, and retail gaps that could help shape University activities and economic opportunities.

- Food and drink are very important to area residents in terms of desirability and spending habits.
- The area population is mostly single individuals, who do not own a car.
- The housing is predominately rental.
- Upwardly mobile residents are continuing to move into the area.
- Walkability is extremely important.
- The food, clothing, hobby, and sporting goods market sectors hold opportunity.

INTRODUCTION

LOYOLA UNIVERSITY CHICAGO, A PRIVATE JESUIT, Catholic university founded in 1870, has increased its total student population by 40 percent since 2001 and is now among the largest of the 28 Jesuit colleges and universities in terms of population. Loyola is similar in size and demographics to its sister universities Georgetown University, Boston College, and Marquette University. The main campus, the Lake Shore Campus, is located along Lake Michigan in the Rogers Park and Edgewater neighborhoods. The attached appendices A and B will give you a glance at our student population and demographics.

In 2015, Loyola ended a 10-year strategic plan, which included upgrading campus facilities and infrastructure as well as investing in retail and residential development adjacent to its campuses. Loyola University Chicago recently launched Strategic Plan 2020 and is developing a community partnership model that enhances quality of life for citizens through thoughtful economic and social programs.

ROGERSEDGE Business Improvement Initiative is the next step in Loyola's commitment to commercial revitalization. Loyola's strategy is to provide the tools necessary to recruit and retain successful business corridors near the campus. ROGERSEDGE retailers are connected to University departments, such as Community Relations, Lakeside Management, and Conference Services. ROGERSEDGE retailers are also served by community partners such as the Rogers Park Business Alliance, Edgewater Chamber of Commerce, and the 48th Ward and 49th Ward offices.

What follows is an outline of ways to partner, engage, and promote with Loyola departments, partners, and other constituents.



ROGERSEDGE PARTNERS

The ROGERSEDGE Business Improvement Initiative is a collaboration between Loyola University Chicago, the Rogers Park Business Alliance, and the Edgewater Chamber of Commerce to recruit, support, and sustain a high quality business district on the Far North Side of Chicago's lakefront. Because it is located at the edges of Loyola's Lake Shore Campus and these neighborhoods, we work together promoting and supporting the district through planning, marketing, networking, and special events.

THE EDGEWATER CHAMBER OF COMMERCE



Edgewater Chamber of Commerce is a community of over 200 businesses and organizations who are committed to growing, learning, and connecting. The Edgewater Chamber's mission is to create and support a thriving business environment, contributing to a vibrant Edgewater community. It provides services for Special Service Area #26 on Broadway, Granville, and Devon Avenues.

- 48th Ward Spring Fling
- Family Night Out
- Edgewater Fall Arts Fair
- Pivot Arts Festival
- Edgewater Pitch Fest
- EdgeFest
- Edgewater Farmers Market
- Edgewater Back to School 5K Run/Walk
- Holiday Mixer

ADDRESS
1210 W. Rosedale Ave.

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773.561.6000

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info@edgewater.org

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edgewaterchamberofcommerce

TWITTER
@edgechamber

ROGERS PARK BUSINESS ALLIANCE



Rogers Park Business Alliance (RPBA) cultivates and sustains a thriving economic environment in Rogers Park.

Serving businesses and residents, they work in the areas of business, community, and economic development. The RPBA manages three Special Service Areas including #54 on Sheridan Road.

- Annual Fundraiser
- Celebrate Clark Street Festival
- Glenwood Avenue Arts Festival
- Harvest Fest
- Taco Crawl
- Heat It Up! Fundraiser and ProAm Chili Cook Off
- Casino Night
- Glenwood Sunday Market
- Live, Love, Shop Rogers Park

ADDRESS
1448 W. Morse Ave.

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FACEBOOK
rogersparkbusinessalliance

TWITTER
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BENEFITS OF MEMBERSHIP FOR BOTH GROUPS • Marketing and promotion (ribbon cuttings, newsletters, press releases, deal promotion) • Workshops • Direct assistance and advocacy • Networking programs • Special service areas

LOYOLA COMMUNITY RELATIONS

The Department of Community Relations serves as the connection between the University and the surrounding neighborhoods. We build relationships with the city, local schools, community policing, block clubs, chambers of commerce, neighborhood organizations, and nonprofits. Fostering joint communication with local residents and elected officials in all areas of campus planning and development is essential to us. In addition, Community Relations provides opportunities for students, parents, faculty, staff, and businesses to become active in the neighborhoods through tours, collaborative programs, special events, and volunteer opportunities.

ADDRESS
Sherry Hall, 3rd Floor
6330 N. Sheridan Road

PHONE
773.508.7450

ONLINE
LUC.edu/communityrelations

E-MAIL
communityrelations@LUC.edu

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luccommunityrelations

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INSTAGRAM
@ramblin_around

LAKESIDE MANAGEMENT, NFP



Lakeside Management, NFP, Loyola's nonprofit retail property management company, is a real estate investment and management company that acquires, develops, and operates 567 single and multi-family apartments and approximately 30 commercial properties in the Gold Coast, Edgewater, and Rogers Park neighborhoods of Chicago. Lakeside Management works hard to protect, preserve, and promote these communities and local businesses, an essential part of creating long-lasting relationships and doing business responsibly.

ADDRESS
1040 W. Granville Ave.

PHONE
773.274.8000

ONLINE
lakesidemanagement.org

FACEBOOK
LakesideManagementChicago

48th WARD: ALDERMAN HARRY OSTERMAN

- 5533 N. Broadway St.
- 773.784.5277 • harry@48thward.org

49th WARD: ALDERMAN JOE MOORE

- 7356 N. Greenview Ave.
- 773.338.5796 • ward49@cityofchicago.org

CONNECTING WITH LOYOLA

RAMBLIN' AROUND GUIDE

Printed each summer, 3,500 business directories are distributed to all first-year and transfer students. The printed guide provides an extensive list of community restaurants, stores, and services near the Lake Shore and Water Tower campuses. Exclusive advertising opportunities encourage students, parents, faculty, and staff to explore the diverse communities surrounding Loyola's campuses.



RAMBLIN' AROUND BLOG

With more than 2,300 hits per day, this online platform allows students to browse targeted deals and specials from ROGERSEGE establishments. Students can review businesses, post photos, and share on social media. As the third most popular Loyola-run blog, it is connected to other campus websites and shared with students by various departments.

RAMBLIN' AROUND BUSINESS SHOWCASE

ROGERSEGE business owners have an exclusive opportunity to showcase their products and services to thousands of Loyola students, faculty, and staff by setting up shop inside the Damen Student Center for one day.

RAMBLIN' AROUND STUDENT DINNER CRAWL

More than 1,000 first-year students participate in this annual event each fall. Students can visit over 40 businesses between Howard Street and Bryn Mawr Avenue and sample a variety of foods. This is held in partnership with the Edgewater Chamber and RPBA.

RAMBLIN' AROUND VOTE CAMPAIGN



As part of the process of recruiting new retailers, Community Relations and Lakeside Management have partnered for a VOTE campaign. Through social media, local residents and students can submit ideas for new businesses they would like to see in the neighborhood. Vinyl banners and posters are displayed at over 20 local restaurants and empty storefronts.

RAMBLER BUCKS PROGRAM

These universal funds are accepted at many of Loyola's on- and off-campus partners. Rambler Bucks offer Loyola students and employees a convenient method of paying for goods and services. Students with Loyola ID are automatically eligible to have funds added with cash, check, or credit card through an online portal; parents are encouraged to add money to their son or daughter's account.

ENGAGING STUDENTS AND NEIGHBORS

SUMMER ON THE PLAZA

From June through October, the Loyola Plaza hosts a farmer's market, various pop-up food vendors as well as live music, entertainment, dance, and craft events for the 35,150 patrons who use the CTA Red Line Loyola station each week.

LOYOLA NEIGHBORHOOD NEWSLETTER

Approximately 2,000 online e-mail subscribers receive a monthly newsletter featuring a "business spotlight" and an update on ROGERSEGE business partners.

SOCIAL MEDIA



Follow us on Facebook, Twitter, or Instagram and we will share your posts.

STUDENT-NEIGHBOR MEET AND GREET

In an effort to welcome them to the neighborhood with support of local businesses and the community, students are offered a chance to mix and mingle.

MOVIE ON THE PLAZA

Students and community members can enjoy the St. Ignatius Community Plaza while watching a movie on a jumbo inflatable screen.

POLAR PALOOZA



Hosted by Community Relations, RPBA, the Edgewater Chamber, and the 49th Ward, this two-day winter festival attracts thousands of attendees each December. Festivities include live music, food from local vendors, kids' activities, and shopping with local artisans.

LOYOLA ATHLETICS SPONSORSHIPS

Businesses can take advantage of arena signage, web content, game-day promotions, and premium item giveaways as well as print, radio, and TV announcements.



CORPORATE PARTNERSHIPS

Features include in-game promotions, premium item giveaways, and print, radio, and TV announcements.

PREFERRED RESTAURANT VENDOR PROGRAM

This preferred list is offered to Loyola guests attending private conferences.



APPENDICES

LOYOLA AT A GLANCE

APPENDIX A STUDENT STATISTICS

ENROLLMENT	
Undergraduates	11,079
Graduates	5,358
Female	10,612
Male	5,825
Students living in residence halls	4,130
Students in private rental apartments in 60660 and 60626 ZIP codes	2,362
TOTAL ENROLLMENT	16,437

APPENDIX B FACULTY, STAFF, AND ALUMNI

FACULTY/STAFF	4,000
ALUMNI	150,000
• In Chicago	85,000
• In Rogers Park and Edgewater alumni	4,500

UNDERGRADUATES



White, non-Hispanic	6,152
Hispanic/Latino	1,523
Asian, non-Hispanic	1,223
Nonresidents	579
Two or more races, non-Hispanic	526
Black or African American, non-Hispanic	482
Race and/or ethnicity unknown	555
Native Hawaiian or other Pacific Islander, non-Hispanic	33
American Indian or Alaska Native, non-Hispanic	6

*Loyola Office of Institutional Research CDS Report 2015

APPENDIX C

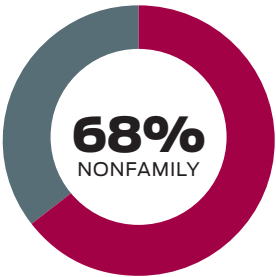
NEIGHBORHOOD DEMOGRAPHICS

WITHIN HALF A MILE OF LAKE SHORE CAMPUS

POPULATION: 31,767 • HOUSEHOLDS: 15,680 • FAMILIES: 5,068 • AGE: 35.2 (median), 37.9 (avg.)

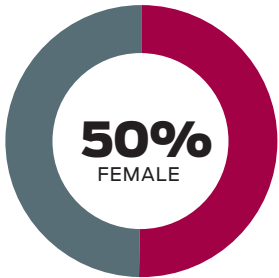
HOUSEHOLD TYPE

NONFAMILY VS. FAMILY



GENDER

FEMALE VS. MALE



*PLACE Consulting, May 2015

APPENDIX D

EDUCATION

AGES 25+

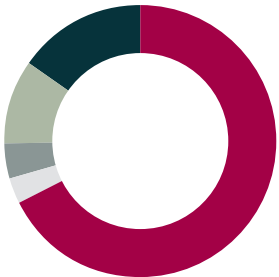


Bachelor's	38%
Some college, no degree	24%
Master's	20%
High school	18%

*PLACE Consulting, May 2015

APPENDIX E

RACE

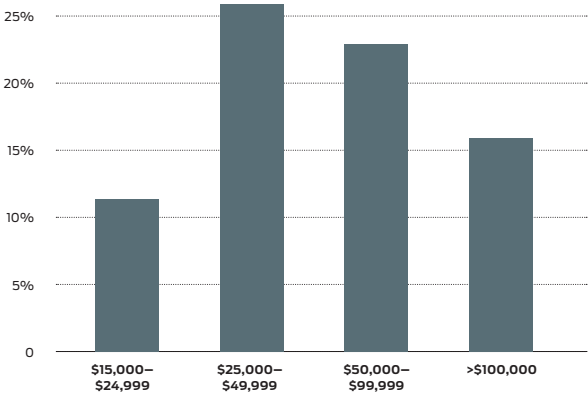


White	67%
Black/African American	15%
Asian	10%
Other	4%
Two or more races	3%
Native Hawaiian/Pacific Islander	0.03%

*PLACE Consulting, May 2015

APPENDIX F

INCOME



*PLACE Consulting, May 2015

APPENDIX G

RIISING HOME VALUES

WITHIN HALF A MILE OF LAKE SHORE CAMPUS, 2015 AVERAGES

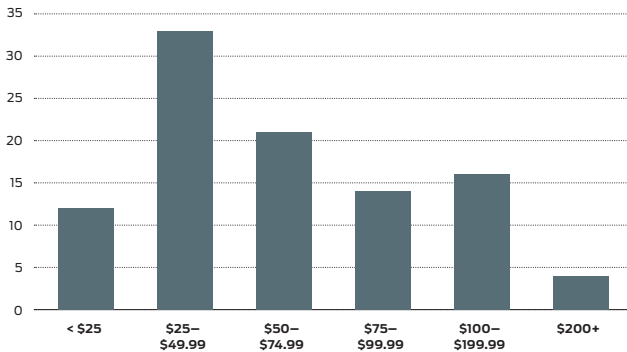


1446 West Thome	6353 N. Glenwood #1	1052 West Albion
\$1,100,000	\$345,000	\$1,200,000

RENT	\$1,400	Two-bedroom
BUY	\$323,048	Two- to three-bedroom condo
	\$762,285	Single-family

APPENDIX H

MONEY SPENT ON MEALS AWAY FROM HOME



*PLACE Consulting, May 2015

APPENDIX I

PUBLIC TRANSPORTATION AND RIDERSHIP

ROGERS PARK

CTA Red Line 'L' train stations

- Loyola (yearly entrance: 1,827,686)
- Morse (yearly entrance: 1,655,567)
- Jarvis (yearly entrance: 571,617)
- Howard (yearly entrance: 1,890,177)

CTA Buses

- No. 22 Clark (yearly rides: 5,147,857)
- No. 147 Outer Drive Express (yearly rides: 3,726,789)

Metra

- Union Pacific/North Line (UP-N)
- Rogers Park Station (total weekday boarding: 1,498)

EDGEWATER

CTA Red Line 'L' train station

- Bryn Mawr (yearly entrance: 1,351,940)
- Granville (yearly entrance: 1,419,768)

CTA Buses

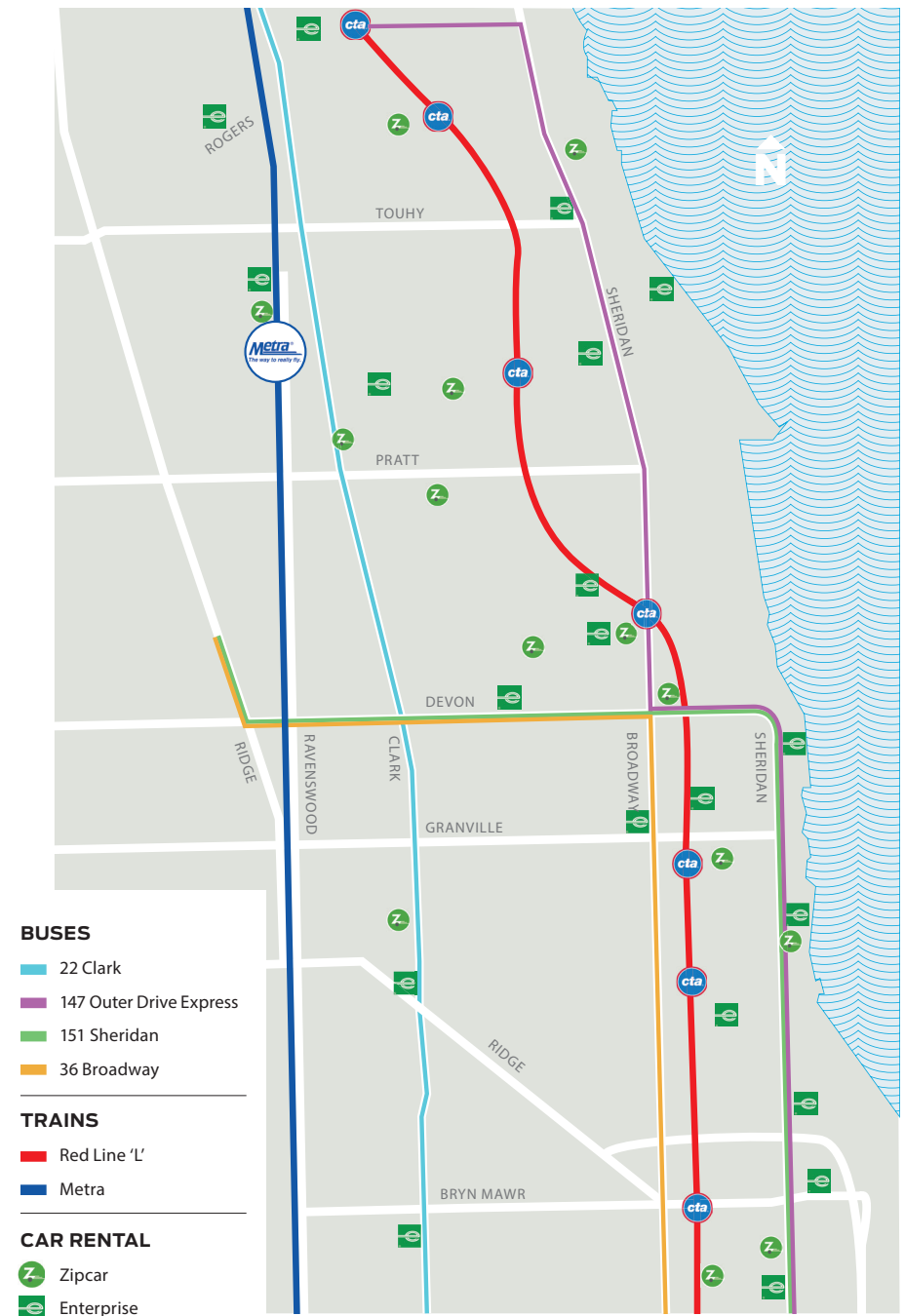
- No. 151 Sheridan (yearly ride: 4,927,002)
- No. 36 Broadway (yearly ride: 3,973,006)

Vehicles

- Sheridan Road: 41,200 (21,100 northbound/20,100 southbound)

Zipcar and Enterprise CarShare locations are also available near the University.

*CTA 10/15 Ridership Report and CDOT average daily counts



LAKE SHORE COMMUNITY PARTNERS

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