

## BUSINESS RESOURCES, OUTREACH & SUPPORT

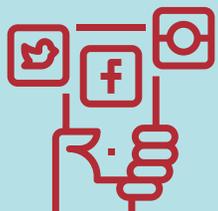
500

HOURS OF PROFESSIONAL TECHNICAL ASSISTANCE FACILITATED



388

MEMBER BUSINESSES CONTACTED



- 3,000 Visitor Guides with 18,000 Digital Views
- 130+ Email Newsletters

11,261

SOCIAL MEDIA FOLLOWERS

## INVESTMENT

\$303,600

SMALL BUSINESS LOANS FUNDED

\$8,346

AWARDED TO BUSINESSES FOR IMPROVEMENTS

\$6,700

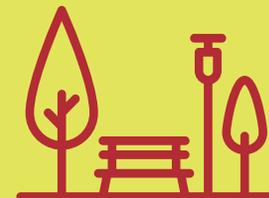
INVESTED ON CLARK STREET



## BEAUTIFICATION & MAINTENANCE

52,000

POUNDS OF LITTER PICKED UP



29,000

POUNDS COMPOSTED

4

SPECIAL SERVICE AREAS MANAGED

- 296 street pole banners maintained
- 200 flowerpots planted
- 50 beds installed
- 6 miles of sidewalks cleaned everyday

## EVENTS & PROMOTIONS

158 EVENTS

40,000 ATTENDEES

GLENWOOD SUNDAY MARKET

40,000 shoppers served

- ▶ \$20K provided in matching grants and vouchers to LINK shoppers
- ▶ \$740K spent by shoppers in Rogers Park businesses
- ▶ 1,000 hours of volunteer support
- ▶ 67% of shoppers shop at businesses in the Market area on Sundays

▶ 60 Rogers Park businesses were featured through our PR efforts, including the *Chicago Sun-Times*, *Chicago Tribune*, *RedEye*, *WGN TV*, *NBC TV*, *FOX TV*, *Univision* and *WBBM Newsradio*

36M

ONLINE IMPRESSIONS

8M

PRINT & BROADCAST IMPRESSIONS

\$600M

ESTIMATED VALUE OF MEDIA SECURED



GROW

ENTREPRENEURIAL TRAINING

10

WEEK SESSIONS

3

BOOT CAMPS

4

WEEK ENTREPRENEURIAL TRAININGS

RPBA GETS SOCIAL

- ▶ 20,000 impressions
- ▶ 10,000 direct engagements
- ▶ 26% increase in Instagram followers
- ▶ 10% increase in Facebook followers
- ▶ 7% increase in Twitter followers

## SHOP LOCAL CAMPAIGNS

SMALL BUSINESS SATURDAY

- 11,000 REACHED VIA SOCIAL MEDIA
- 100 BAGS DISTRIBUTED
- 23 BUSINESSES PARTICIPATED



HOLIDAY REBATE PROGRAM

\$35,677 SPENT AT OUR INDEPENDENTLY OWNED BUSINESSES; \$24,260 STAYING IN OUR LOCAL ECONOMY



DONATE

TO MAKE A DIFFERENCE

JOIN

AS A MEMBER

PARTICIPATE

ON A COMMITTEE

SUBSCRIBE

TO OUR E-NEWSLETTER

VOLUNTEER

AT AN EVENT

LEARN

MORE AT RPBA.ORG