## 2019 IMPACT REPORT

### BUSINESS RESOURCES, OUTREACH & SUPPORT

- **385** Member Business contacts
- **1,295** hours of professional technical assistance facilitated
- **15,579** social media followers
- **150+** email newsletters, 3 directories and 3,000 visitor guides shared via 4,577 active subscribers and 18,000 digital views
- **90** volunteers
- **2,100** hours of volunteer service
- **85%** increase in staff
- **10%** increase in paid memberships

### INVESTMENT

- **$26,600** awarded to businesses for improvements
- **$43,500** Small Business Opportunity Center awarded

### BEAUTIFICATION & MAINTENANCE

- **296** street pole banners
- **200** flower pots
- **50** beds installed
- 6 miles of sidewalks cleaned every day
- 52,000 pounds of litter picked up per year
- 4 Special Service Areas administered
- 29,000 pounds composted in Rogers Park

### SHOP LOCAL CAMPAIGNS

- **‘LIVE LOVE SHOP ROGERS PARK’ HOLIDAY REBATE PROGRAM**
  - **$32,830** spent at our INDEPENDENTLY OWNED businesses
  - **$22,324** staying in our local economy

### EVENTS

- **68 EVENTS ATTENDED BY 58,000 PEOPLE**
  - **28 Educational Workshops**
  - **8 Networking**
  - **2 Business Attraction/Retention**
  - **30 Community**

### GLENWOOD SUNDAY MARKET

- **52,500** shoppers served
- **$26,000** provided in matching dollar for dollar grants and vouchers to LINK shoppers/food insecure residents
- **5,000** hours of volunteer support logged
- **$821,000** spent by GSM shoppers in local Rogers Park businesses

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### GROW ENTREPRENEURIAL TRAINING

- **ONE Boot Camp**
- **ONE 4-Week Session**
- **ONE 10-Week Session**

### PROMOTIONS

- **3 MILLION** print and broadcast impressions
- **101 MILLION** online impressions

### RPBA GETS SOCIAL

- **20,000** impressions
- **10,000** direct engagements
- **30%** increase in social media followers

### IMPACT REPORT

- **$26,000** estimated value of media secured by RPBA

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**DONATE to make a difference**

**JOIN as a member**

**PARTICIPATE on a committee**

**SUBSCRIBE to our newsletter**

**VOLUNTEER at an event**

**LEARN MORE AT www.rpba.org**

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**MORE THAN $850,000**

Rogers Park businesses were placed in news features through our PR efforts, including the Chicago Sun-Times, Chicago Tribune, RedEye, WCFL Radio, ABC TV, and Univision TV
For more than 25 years, RPBA has Strengthened Business and Built Community in Rogers Park. In 2019 our groundwork sprouted exciting news. We received an $114,000 grant for our GROW entrepreneurial training program to provide the curriculum in Spanish. We hired a Spanish speaking instructor and an Economic Development Manager to help advance our mission to cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents. We also opened a second location on Clark St., hosted the first Chalk Howard Street, brought more public art to our corridors and our Glenwood Sunday Market served over 52,500 shoppers during the season.

It takes a lot of hard work, the generosity of our donors and volunteers and the dedication and expertise of our staff. We are looking forward to a new decade of exciting growth and partnerships.

Thank you for your support.

Sandi Price
Executive Director