



Strengthening Business, Building Community.

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

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

INVESTMENT

\$26,600
awarded to businesses for improvements

\$43,500
Small Business Opportunity Center awarded

BEAUTIFICATION & MAINTENANCE

296
street pole banners

200
flower pots landscaped 3 times a year

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

'SMALL BUSINESS SATURDAY'

65
bags distributed

26
businesses participated

12,300
reach via social media

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

52%
of GSM shoppers shop at local Rogers Park businesses in the Market area on Sundays

5,000
hours of volunteer support logged

\$821,000
spent by GSM shoppers in local Rogers Park businesses

GROW ENTREPRENEURIAL TRAINING

ONE
Boot Camp

ONE
4-Week Session

ONE
10-Week Session

PROMOTIONS INITIATIVES PROMOTED

3 MILLION
print and broadcast impressions

101 MILLION
online impressions

100+
Rogers Park businesses were placed in news features through our PR efforts, including the *Chicago Sun-Times*, *Chicago Tribune*, *RedEye*, *WGN Radio*, *ABC TV*, and *Univision TV*

MORE THAN \$850,000
Estimated value of media secured by RPBA

RPBA GETS SOCIAL

20,000
impressions

10,000
direct engagements

30%
increase in social media followers



@ROGERSPARKBA

ROGERS PARK BUSINESS ALLIANCE

2019 IMPACT REPORT



Strengthening Business, Building Community.

1448 W. MORSE AVE.
CHICAGO, IL 60626

INFO@RPBA.ORG
773.508.5885

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