SHERIDAN RD SSA #54 RENEWAL

Advisory Committee #2
8:30-10:00 Thursday, April 16

Join Google Hangout: meet.google.com/aaw-utxj-btb

Or join by phone: (609) 779-1608 (PIN 756211429)
AGENDA

A. Review of Advisory Committee 1
B. Review of Draft Needs Assessment
C. Outreach Techniques
D. Budget and Rate Options
E./F. Next Steps & Set Adv. Comm. 3 Date
G. Outreach Tasks and Timeline
A. REVIEW OF ADVISORY COMMITTEE #1

The Advisory Committee will be instrumental in guiding the vision and goals for the Renewal of SSA #54. Together we will engage in constructive communication about Sheridan Road, what existing programs and services are of most value, what improvements are needed, and what new ideas should be considered for the future.
Sheridan Road provides a **campus in the City** feel, featuring local, national, and international businesses. One block from Lake Michigan and home to the Loyola CTA station, the **location** can’t be beat.
RPBA and SSA #54 serve local businesses through organizing events, providing business support, and making the Sheridan Road corridor an inviting place to be.
How can we continue to support local businesses, connect with customers, beautify the streetscape, and enhance Sheridan Road?
SUCCESSES

• Holiday lights
• Canopy lights at the Loyola CTA stop
• Summer on the plaza
• Landscaping rebates
• Live Love Shop Rebate Program
• Rogers Edge street banners
• Acorn-style street lights have helped to light up the street/sidewalks

CHALLENGES

• Sheridan is generally very auto oriented
• Long term planning – could we consider exploring a pedestrian bridge across Sheridan?
• Need a uniform look across the area (partly throughout landscaping)
• Many barren walls which present mural opportunities
SSA SERVICES

SIGNAGE  PUBLIC ART  PROGRAMMING  BIKE RACKS  MAINTENANCE  MARKETING  LANDSCAPING  EVENTS

¡Compre en Negocios Locales en Rogers Park en esta Temporada de Fiestas!
SSA SERVICES

- Advertising and Promotion
- Business Improvement Program Rebates
- Community Spaces + Events
- Garbage Collection / Maintenance
- Sidewalk Snow Removal
- Street Pole Banners / Signage
- Holiday Decor / Lighting
- Beautification / Landscaping
- Streetscape / Bike Racks / Benches
- Public Art
- Outreach / Technical Assistance
- Tenant Retention / Attraction
Click [here](#) for link to survey

## B. NEEDS ASSESSMENT SURVEY

5. Please rate the need for the following services and programs: *

<table>
<thead>
<tr>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Promotion</td>
</tr>
<tr>
<td>Tenant Retention / Attraction</td>
</tr>
<tr>
<td>Landscape Rebate Program</td>
</tr>
<tr>
<td>Small Business Improvement Fund</td>
</tr>
<tr>
<td>Business Improvement Program</td>
</tr>
<tr>
<td>Community Events (Summer on the Plaza, Farmers Market, etc.)</td>
</tr>
<tr>
<td>Bike Racks</td>
</tr>
<tr>
<td>Litter Removal</td>
</tr>
<tr>
<td>Sidewalk Snow Plowing</td>
</tr>
<tr>
<td>Security / Surveillance</td>
</tr>
<tr>
<td>Street Pole Banners</td>
</tr>
<tr>
<td>Seasonal Decor / Holiday Lights</td>
</tr>
</tbody>
</table>
COVID 19: IDEAS FOR SERVICES

• ASSISTANCE IN APPLYING FOR RELIEF FUNDS:
  • Chicago Small Business Resiliency Relief
  • Arts for Illinois Relief Fund
  • Paycheck Protection Program
  • SBA 7 a) Borrower Relief
  • SBA Economic Injury Disaster Loan Advance & Express Bridge Loan

• SSA GRANTS OR REBATES
  • Marketing, Websites, Setting up Online Stores

• LIVE LOVE SHOP

• OTHER IDEAS TO INCLUDE IN NEEDS ASSESSMENT?
SHARE YOUR INPUT

1. Which SSA Services / Programs do you value most?

- Advertising and Promotion
- Business Improvement Program Rebates
- Community Spaces + Events
- Garbage Collection / Maintenance
- Sidewalk Snow Removal
- Street Pole Banners / Signage

- Holiday Decor / Lighting
- Beautification / Landscaping
- Streetscape / Bike Racks / Benches
- Public Art
- Outreach / Technical Assistance
- Tenant Retention / Attraction

2. What are your thoughts for the future? What would you like to see?

3. Contact Information:

   Name ____________________________  Property Address ____________________________

   Email ____________________________  Business ____________________________
C. OUTREACH TECHNIQUES

DIGITAL COMMUNICATION
Post graphically rich, interactive PDFs that include project highlights, milestones, infographics, maps, hyperlinks, etc.

NEWSLETTERS + SOCIAL MEDIA + WEBSITE
Utilize varied marketing channels to share ongoing information, meeting notifications, registration details, project updates, etc. Include link to comment form.

QUICK POLLS
Post and host interactive polls to engage, build consensus and showcase transparency. Record and post results.

NARRATED PPT + INFO SLIDES + VOICE-OVER VIDEOS
Meeting presentations and educational slides can be recorded with voice-over dialogue, posted and shared to provide an engaging experience and better showcase live events.

REMOTE MEETINGS + VIRTUAL CAFES
Video conferencing via Zoom or a preferred platform may be used to conduct virtual meetings, interviews, focus groups, and informal video chats with stakeholders. Require pre-registration if large.

COMMENT FEEDBACK FORMS 24/7
Ensure an online feedback form is available to gather input and field questions. Remind folks to use it regularly. Post answers and updates.
OUTREACH FLOW CHART

KICK-OFF
Website Created Business Coffee Meets Commence

ADVISORY #1
Advisory Meeting #1: Group Discusses SSA Service Needs, Successes/Challenges

ADVISORY #2
Howard St. April 15 and Sheridan April 16 Virtual Meetings to Set Rate and Discuss Outreach and Timeline

SSA NEEDS SURVEY
Online SSA Needs Assessment Survey Drafted and Approved by Chicago DPD

VIRTUAL OUTREACH
Gather support from property owners and businesses

FEEDBACK
Identify Community Meeting Dates, Virtual Engagement Tools, Post and Market Needs Survey

SIGNATURES
Identify Methods to Gather and Verify (Digital, Mailed, Doc-Signed, Fax)
SIGNATURES
ONLINE, IN MAIL

COLLECTING SIGNATURES

- Post on Web Site
- Email to Specific Taxpayers & Owners
- Must be signed and emailed or mailed back to RPBA
- All signatures will be verified
- Cannot be tenants (residential or businesses) – must be the taxpayer or owner

SUPPORT SIGNATURE FORM

Exhibit A

PROPOSED SPECIAL SERVICE AREA (SSA):

PIN: ____________________________

Property Address: ____________________________

Listed Taxpayer of Record: ____________________________

The person signing below acknowledges the following:
1. I am the owner or taxpayer of record of a property located within the proposed SSA, or an agent who is authorized to sign on behalf of the owner or taxpayer of record.
2. I support the establishment of this proposed Special Service Area in which the maximum tax levy rate cannot exceed _______% of the Equalized Assessed Valuation.

Signature: ____________________________ Date: ____________

Printed Name: ____________________________

Title: 

☐ Owner ☐ Taxpayer of Record ☐ Agent

If owner is not the taxpayer of record, attach proof of ownership.

If taxpayer of record is a corporation, attach documentation showing signer’s position with entity.

If signer is an agent, attach documentation from corporate entity or owner which authorizes the agent to sign on behalf of the owner or taxpayer of record.

VERIFICATION: (This section to be completed by the person who collected the signature on behalf of the sponsor agency. If this form was submitted electronically, check here □ and leave blank below.)

☐ I confirm that I spoke to the signer above.

Signature received by: ____________________________ Date: ____________

Printed name of receiver: ____________________________

FOR DPD USE ONLY. DO NOT WRITE BELOW THIS LINE

DPD Reviewer: ____________________________ Date: ____________

☐ Accepted ☐ Rejected Comment: ____________________________
### D. BUDGET AND RATE OPTIONS

**Rate Levy**
- 0.380% $91,449
- 0.415% $99,912
- 0.450% $108,338
- 0.500% $120,376

Current rate is 0.3798%
Maximum rate is 0.415%

**Rate Options:**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Levy</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.380%</td>
<td>$91,449</td>
</tr>
<tr>
<td>0.415%</td>
<td>$99,912</td>
</tr>
<tr>
<td>0.450%</td>
<td>$108,338</td>
</tr>
<tr>
<td>0.500%</td>
<td>$120,376</td>
</tr>
<tr>
<td>CATEGORY</td>
<td>2019 Levy</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>1. Customer Attraction</td>
<td>$12,737</td>
</tr>
<tr>
<td>2. Public Way Aesthetics</td>
<td>$29,299</td>
</tr>
<tr>
<td>3. Sustainability &amp; Public Places</td>
<td>$200</td>
</tr>
<tr>
<td>4. Economic / Business Development</td>
<td>$10,800</td>
</tr>
<tr>
<td>5. Safety Programs</td>
<td>$0</td>
</tr>
<tr>
<td>6. SSA Management</td>
<td>$9,975</td>
</tr>
<tr>
<td>7. Personnel</td>
<td>$16,945</td>
</tr>
<tr>
<td>Estimated Loss Collection</td>
<td>$11,693</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$91,449</strong></td>
</tr>
</tbody>
</table>
EXAMPLE OF COST

Authorized Tax Rate Cap: 0.415%

Examples:

$50,000 EAV x 0.00415 = $208 per year

$100,000 EAV x 0.00415 = $415 per year
ACTION ITEMS:

1. Select maximum tax rate
   Current maximum rate is 0.415% which would yield a tax levy of $99,912, while a maximum rate of 0.5% would yield a levy of $120,000

2. Determine rate for 2021
   Current rate is 0.3798%, yielding tax levy of $91,449
COLLECTING SIGNATURES: TAXPAYERS WITH MULTIPLE PINS

<table>
<thead>
<tr>
<th>TAXPAYER ADDRESSES WITH MULTIPLE PINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayer</td>
</tr>
<tr>
<td>Loyola Univ of Chgo</td>
</tr>
<tr>
<td>LL Sheridan Arthur Ass</td>
</tr>
<tr>
<td>Allen Smith</td>
</tr>
<tr>
<td>Kyle Werle</td>
</tr>
<tr>
<td>Horizon Group XIX LLC</td>
</tr>
<tr>
<td>Maria E Gonzalez</td>
</tr>
<tr>
<td>Ted Vernon</td>
</tr>
<tr>
<td>Saeed A Kazmi &amp; Shaguf</td>
</tr>
<tr>
<td>Sharyne M Tu</td>
</tr>
<tr>
<td>Sarah E Becker</td>
</tr>
<tr>
<td>Andy Yung</td>
</tr>
<tr>
<td>Sabrina Perocevic</td>
</tr>
<tr>
<td>Vernon Peter Rodericks</td>
</tr>
<tr>
<td>Nasrin Dhanani</td>
</tr>
<tr>
<td>Wendy Kierpiec</td>
</tr>
<tr>
<td>6710 N Sheridan LLC</td>
</tr>
<tr>
<td>6710 N Sheridan LLC</td>
</tr>
<tr>
<td>Byron &amp; Judith Sherwin</td>
</tr>
<tr>
<td>Byron &amp; Judith Sherwin</td>
</tr>
<tr>
<td>Albion Hotel</td>
</tr>
<tr>
<td>Albion Hotel</td>
</tr>
<tr>
<td>Vernon Peter Rodericks</td>
</tr>
</tbody>
</table>

125 total PINs
13 PINs for 10% signatures
25 PINs for 20% signatures
SSA # 54 Market Study Preview

Population Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>5 Minute</th>
<th>10 Minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>79,661</td>
<td>251,745</td>
</tr>
<tr>
<td>2010</td>
<td>70,530</td>
<td>229,304</td>
</tr>
<tr>
<td>2019</td>
<td>70,662</td>
<td>230,971</td>
</tr>
</tbody>
</table>

% Change 2000-2010: -11%  -9%
% Change 2010-2019: .2%  1%
2019 Race and Ethnicity

- White Alone: 57%, 55%
- Black Alone: 21%, 19%
- Asian Alone: 9%, 13%
- Some Other Race Alone: 9%, 9%
- Two or More Races: 4%, 4%

Hispanic Origin 2019

- 5 Minute: 19%
- 10 Minute: 19%

Language Spoken at Home

- English: 65%, 60%
- Spanish: 16%, 15%
- Indo European: 10%, 12%
- Asian & Pacific Island: 4%, 6%
- Other: 6%, 7%
### Housing Unit Change & Tenure

<table>
<thead>
<tr>
<th>Number of Housing Units</th>
<th>5 Minute</th>
<th>10 Minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>37,626</td>
<td>113,091</td>
</tr>
<tr>
<td>2010</td>
<td>37,905</td>
<td>114,955</td>
</tr>
<tr>
<td>2019</td>
<td>38,026</td>
<td>115,552</td>
</tr>
<tr>
<td>Change in Units. 2000-2019</td>
<td>400</td>
<td>2,461</td>
</tr>
<tr>
<td>% Change</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Retail Gap (5 Minute Area)

<table>
<thead>
<tr>
<th></th>
<th>Demand</th>
<th>Supply</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade &amp; Food &amp; Drink</td>
<td>$1 billion</td>
<td>$368 million</td>
<td>$689 million</td>
</tr>
</tbody>
</table>

### Select Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Demand</th>
<th>Supply</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Merchandise</td>
<td>$170 million</td>
<td>$6 million</td>
<td>$164 million</td>
</tr>
<tr>
<td>Food Service &amp; Drinking Places</td>
<td>$112 million</td>
<td>$72 million</td>
<td>$41 million</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$164 million</td>
<td>$127 million</td>
<td>$38 million</td>
</tr>
</tbody>
</table>

### Median Income

- **5-Minute**: $43,600
- **10-Minute**: $50,900
Sheridan Rd SSA #54

1. Uptown Individuals – professionals

2. Midtown Singles – urban settlers, aspiring individuals

3. Middle Ground – come from various parts of the globe, multigenerational families, mixed age

- Affluent Estates
- Upscale Avenues
- Uptown Individuals
- Family Landscapes
- GenXurban
- Cozy Country
- Ethnic Enclaves
- Middle Ground
- Senior Styles
- Rustic Outposts
- Midtown Singles
- Hometown
- Next Wave
- Scholars & Patriots

25
TOP 10 TAPESTRY MARKET SEGMENTS IN 5 MIN. MARKET AREA VS. U.S.

- City Lights (8A)
- Set to Impress (11D)
- Comfortable Empty Nesters (5A)
- Social Security Set (9F)
- International Marketplace (13A)
- College Towns (14B)
- Emerald City (8B)
- Young and Restless (11B)
- Metro Renters (3B)
- Trendsetters (3C)

Percent of Households by Tapestry Segment

[Bar chart showing market segments and their comparison with the U.S.]
PROCESS

Start-up and Feasibility
- Coffee w/ Business Leaders
- Refine Study Area Map
- Engagement Plan

Funding and Visioning
- Field Inventory
- Data Collection
- Preparation of SSA Database
- SSA Levy Assessment
- SSA Advisory Committee #1

Needs Assessment
- Needs Assessment Survey
- Inventory of Conditions
- Inventory of Services
- Metrics
- Boundary Legal Description

SSA District Plan
- Prepare District Plan
- Advisory Committee #2
- Review SSA District Plan

Application and Adoption
- Prepare Application
- Submit to City
- Notice of Meetings
- Public Hearing Adoption
E. NEXT STEPS

1. Complete Needs Assessment
2. Develop plan to gather signatures
3. Prepare Application
4. Submit Application and Signatures

F. SET ADVISORY COMMITTEE #3 DATE
G. OUTREACH TASKS AND TIMELINE

1. Digital communication – updates to web site and push out news to people who signed up and via social media
2. One-on-one and small group “virtual cafes”
3. Execute plan to gather signatures
4. Plan for Community Meetings in Summer