SHERIDAN ROAD SSA #54 RENEWAL

Advisory Committee #3
8:30-10:00 Thursday, April 30

Join Zoom Meeting
https://us02web.zoom.us/j/89990384002

Or join by phone: (312) 626-6799 (Meeting ID 899 9038 4002)
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<th>AGENDA</th>
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<td>B</td>
<td>Need for SSA</td>
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A. REVIEW OF ADVISORY COMMITTEE #2

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 support, and making the Sheridan Road corridor an inviting and safe place to be.

The need for an SSA is even greater than ever due to Covid 19.
If not reconstituted, SSA services will expire in 2021.

The SSA has consistently set the annual tax rate lower than the authorized rate and is committed to not raising the annual rate through 2021.
SHERIDAN ROAD
SSA #54

Sheridan Road SSA
Clark Street SSA #24
Edgewater SSA #26
Red/Purple CTA Line
Loyola CTA Station
Parcels
B. NEED FOR SSA

SUCCESES

• 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
COVID 19: SERVICES AND NEW PROGRAMS

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

NEW SSA REBATE PROGRAMS
• 50% rebate up to $400 for shift to e-commerce (online ads, marketing firm, delivery platforms, virtual store or gift cards)
• 50% rebate up to $400 for health and sanitation – PPE, takeout packaging, hand sanitizer, etc.
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
REMEMBER TO PROMOTE THE NEEDS ASSESSMENT SURVEY

Click [here](#) for link to survey
Due May 8.

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

- Advertising and Promotion
- Tenant Retention / Attraction
- Landscape Rebate Program
- Small Business Improvement Fund
- Business Improvement Program
- Community Events (Summer on the Plaza, Farmers Market, etc.)
- Bike Racks
- Litter Removal
- Sidewalk Snow Plowing
- Security / Surveillance
- Street Pole Banners
- Seasonal Decor / Holiday Lights
## C. BUDGET AND RATE OPTIONS

### Current rate is 0.3798%

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2019 Levy</th>
<th>Total – All Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Customer Attraction</td>
<td>$12,737</td>
<td>$23,700</td>
</tr>
<tr>
<td>2. Public Way Aesthetics</td>
<td>$29,299</td>
<td>$47,029</td>
</tr>
<tr>
<td>3. Sustainability &amp; Public Places</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>4. Economic / Business Development</td>
<td>$10,800</td>
<td>$33,100</td>
</tr>
<tr>
<td>5. Safety Programs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>6. SSA Management</td>
<td>$9,975</td>
<td>$9,975</td>
</tr>
<tr>
<td>7. Personnel</td>
<td>$16,945</td>
<td>$16,945</td>
</tr>
<tr>
<td>Estimated Loss Collection</td>
<td>$11,693</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$91,449</strong></td>
<td><strong>$130,349</strong></td>
</tr>
<tr>
<td>RATE</td>
<td>COST/$100K EAV</td>
<td>SSA REVENUE</td>
</tr>
<tr>
<td>-------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>.38%</td>
<td>$380</td>
<td>$91,000</td>
</tr>
<tr>
<td>.50%</td>
<td>$500</td>
<td>$117,000</td>
</tr>
<tr>
<td>.55%</td>
<td>$550</td>
<td>$127,000</td>
</tr>
<tr>
<td>.60%</td>
<td>$600</td>
<td>$137,000</td>
</tr>
<tr>
<td>.65%</td>
<td>$650</td>
<td>$148,000</td>
</tr>
<tr>
<td>.70%</td>
<td>$700</td>
<td>$158,000</td>
</tr>
<tr>
<td>.75%</td>
<td>$750</td>
<td>$169,000</td>
</tr>
</tbody>
</table>
COMMIT TO NO INCREASE IN SHORT TERM BUT PLAN FOR ABILITY TO INCREASE SERVICES IN THE FUTURE

1. Ability to respond to future urgent needs e.g. rebates
2. Expanded landscaping program
3. Engagement and planning for larger projects
4. Promotion and marketing
WHAT WILL IT COST?

<table>
<thead>
<tr>
<th>Building Type</th>
<th>EAV</th>
<th>Rate 1</th>
<th>Rate 2</th>
<th>Rate 3</th>
<th>Rate 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condominium</td>
<td>$50,000</td>
<td>0.55%</td>
<td>$275/year</td>
<td>$23/month</td>
<td>$1,100/year</td>
</tr>
<tr>
<td>Commercial First Floor</td>
<td>$200,000</td>
<td>0.65%</td>
<td>$325/year</td>
<td>$27/month</td>
<td>$1,300/year</td>
</tr>
<tr>
<td>Retail Building</td>
<td>$250,000</td>
<td></td>
<td></td>
<td></td>
<td>$1,375/year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,625/year</td>
</tr>
</tbody>
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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 0.55% would yield a levy of $127,000

2. Discuss policy for 2021  
   Current rate is 0.3798%, yielding tax levy of $91,449
D. KEY MESSAGES FOR COVER LETTER

- What have been the successes of the SSA?
- What services would end if this is not extended?
- Why is this so important now given CoVid and challenging times?
- Commitment to not raise annual rate through 2021
- History of Sheridan SSA 54 setting rate below maximum rate
- Close with call-to-action support + signature
E. SET ADVISORY COMMITTEE 4 DATE

- Promote survey and collect signatures prior to next meeting
- Survey closes Friday, May 8th at 12pm
- Continue to make progress on application
- Next meeting to review outreach, draft application components and set plans for summer community meetings
F. OUTREACH TASKS AND TIMELINE

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 SURVEY

Online SSA Needs
Assessment Survey
Posted – Please
Promote. Closes May 8th
at 12pm

ADVISORY #3

Discuss and select
desired rate. Gather
support from property
owners and businesses

COMMUNITY INPUT

Identify Community
Meeting Dates, Virtual
Engagement Tools,
Analyze Findings of
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

PROPOSED SPECIAL SERVICE AREA (SSA):__________________________

PIN: ___________________________

Property Address: ___________________________

Listed Taxpayer of Record: ___________________________ Check if entity is non-profit: ☐

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 the 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: (signed) ___________________________ Date: ___________________________ 

Print name of receiver: ___________________________

FOR DPD USE ONLY. DO NOT WRITE BELOW THIS LINE

DPD Reviewer: ___________________________ Date: ___________________________ 
☐ Accepted ☐ Rejected Comment: ___________________________
## COLLECTING SIGNATURES: TAXPAYERS WITH MULTIPLE PINS

### 125 total PINs
- **13 PINs for 10% signatures**
- **25 PINs for 20% signatures**

<table>
<thead>
<tr>
<th>Taxpayer Address with Multiple Pins</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Taxpayer</strong></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>SAED 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 PERCEVIC</td>
</tr>
<tr>
<td>VERNON PETER RODRICKS</td>
</tr>
<tr>
<td>NASRIN DHANANI</td>
</tr>
<tr>
<td>WENDY KIERPIECE</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 RODRICKS</td>
</tr>
</tbody>
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NEXT STEPS

1. Promote Needs Assessment
2. Develop plan to gather signatures
3. Prepare Application
4. Plan for Community Meetings in Summer
5. Submit Application and Signatures