Howard Street SSA #19 Renewal

Community Meeting #1 . Tuesday, June 30, 2020

Zoom Meeting Number: 815 6491 6404
Call In Telephone Number: 312 626-6799
1. Introductions
2. Meeting format
3. Meeting is being recorded
4. Please put your questions in the Chat
A. What is a SSA?

B. Renewal Process

C. Service Priorities & Survey

D. Cost

E. Next Steps
A. WHAT IS A SSA?

A SSA is a designated area in which property owners choose to provide additional services for the benefit of residents, merchants, and visitors. A fee is applied to properties within the SSA. The funds collected go directly back into the district based on local priorities.
Howard Street includes a trove of long-standing businesses that celebrate Rogers Park’s diversity, history and rich cultural makeup.
The area presents an **eclectic mix** of shops, community spaces, transit access, and parks – all the ingredients of a vibrant shopping district.
RPBA and SSA #19 serve local businesses through organizing events, providing business support, addressing safety concerns etc.
B. RENEWAL PROCESS

KICK-OFF
Website Created
Business Coffee Meets Commence

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

ADVISORY #2 & #3
Meetings with Advisory Committee to Set Boundaries and Proposed Maximum Tax Rate

SSA SURVEY
Online SSA Needs Assessment Survey

COMMUNITY MEETINGS
Educate all property owners, taxpayers, businesses and community members

DISTRICT PLAN AND APPLICATION
Identify Community Meeting Dates, Virtual Engagement Tools, Post and Market Needs Survey

SIGNATURES
Gather and Verify (Digital, Mailed, Doc-Signed, Fax)
C. SERVICE PRIORITIES
COVID SUPPORT SERVICES + IDEAS

Assistance to Apply 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 and Rebates

- Marketing
- Websites
- Setting up Online Stores

Live Love Shop

Visit the website, take the survey!
www.rpba.org/ssa-19-renewal
SUCCESES

• Chalk Fest – brought new people to the area
• Beautification: planters, banners
• Holiday decorations – partnered with Evanston to create more cohesion along Howard Street
• Branding
• Public Art/Murals
• Business rebate program for improvements
• Snow removal
• Perception of the area has improved
# SSA #19 NEEDS ASSESSMENT SURVEY

What we have heard so far...

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## Objective

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

<table>
<thead>
<tr>
<th>Service and Program</th>
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</thead>
<tbody>
<tr>
<td>Advertising and Promotion</td>
</tr>
<tr>
<td>Small Business Improvement Program</td>
</tr>
<tr>
<td>Howard Street Branding / Website</td>
</tr>
<tr>
<td>Tenant Retention / Attraction</td>
</tr>
<tr>
<td>Community Events (Chalk Howard, Trick or Treat, etc.)</td>
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<tr>
<td>Litter Removal / Service</td>
</tr>
<tr>
<td>Sidewalk Snow Plowing</td>
</tr>
<tr>
<td>Install / Maintain Landscaping</td>
</tr>
<tr>
<td>Security / Surveillance</td>
</tr>
<tr>
<td>Street Pole Banners</td>
</tr>
<tr>
<td>Seasonal Decor / Holiday Lighting</td>
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<tr>
<td>Murals Arts Initiative</td>
</tr>
</tbody>
</table>
1. Which best describes you? Choose all that apply.

- Neighborhood Resident: 53%
- Property Owner: 25%
- Stakeholder/Non-Profit: 12%
- Business Owner: 10%

2. Where is your home, business or property located:

- Other Option: 42%
- Howard Street Area: 36%
- Jarvis Square: 22%
4. If you are a business or resident do you own or rent your location?

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>36%</th>
<th>72%</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td></td>
<td></td>
<td></td>
<td>71%</td>
</tr>
<tr>
<td>Rent</td>
<td></td>
<td></td>
<td></td>
<td>29%</td>
</tr>
</tbody>
</table>

5. How many years have you been at this location?

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>22.5%</th>
<th>45%</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 years</td>
<td></td>
<td></td>
<td></td>
<td>45%</td>
</tr>
<tr>
<td>20+ years</td>
<td></td>
<td></td>
<td></td>
<td>29%</td>
</tr>
<tr>
<td>11-15 years</td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>16-20 years</td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>6-10 years</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>
6. Please rate the need for the following services and programs: (Mandatory)

<table>
<thead>
<tr>
<th></th>
<th>TOP PRIORITIES (VERY IMPORTANT OR IMPORTANT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business Program, 39</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>VERY IMPORTANT</th>
<th>IMPORTANT</th>
<th>NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small Business Improvement Program</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Tenant Retention / Attraction</td>
<td>26</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Litter Removal / Service</td>
<td>30</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Security / Surveillance</td>
<td>28</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Install / Maintain Landscaping</td>
<td>23</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Community Events (Chalk Howard, Trick or Treat, etc.)</td>
<td>26</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Sidewalk Snow Plowing</td>
<td>22</td>
<td>14</td>
</tr>
</tbody>
</table>
What are your top priorities?

More small businesses with a commitment to improving and participating in the community - sol café, smack dab and common cup do a great job with this.

I think investment in small business is crucial; we want the neighborhood to keep its vibrant, diverse identity intact without gentrification.

More safe social gathering locations and events (e.g. coffee houses, bars, block parties, plays in the park)

Help current businesses become more professional and well known (retail, restaurant, entertainment) to draw those outside of the Rogers Park area.

Continued beautification of the area, especially around Howard. More public art prioritizing artists in the Rogers Park community.

I would love to holiday lighting carried over to Jarvis Square. Improvement of crime and safety as this often deters me from visiting Howard more often.

Anything art oriented! The pole designs would be wonderful to distinguish Jarvis square as a place to visit.

Coordination of neighborhood marketing, raising our profile and delivering quality community experiences to showcase our neighborhood as a destination for visitors and residents to support our small business.
D. Cost

Advisory Committee Recommended Maintaining Existing Rate Cap

Current Tax Rate Cap: 0.833%
2019 Rate: 0.6398%

Examples
$50,000 EAV x 0.006398 = $320 per year or $26 per month
$100,000 EAV x 0.006398 = $639 per year or $53 per month
# 2020 Budget: Leveraging Each Contribution

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2019 Tax Levy</th>
<th>Carryover, TIF Rebate &amp; Late Collections</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Customer Attraction</td>
<td>$88,231</td>
<td>$96,719</td>
<td>$184,950</td>
</tr>
<tr>
<td>2. Public Way &amp; Aesthetics</td>
<td>83,788</td>
<td>33,591</td>
<td>117,379</td>
</tr>
<tr>
<td>3. Sustainability &amp; Public Places</td>
<td>3,500</td>
<td>0</td>
<td>3,500</td>
</tr>
<tr>
<td>4. Business Development</td>
<td>16,000</td>
<td>48,000</td>
<td>64,000</td>
</tr>
<tr>
<td>5. Safety</td>
<td>6,000</td>
<td>0</td>
<td>6,000</td>
</tr>
<tr>
<td>6. SSA Management</td>
<td>27,250</td>
<td>0</td>
<td>27,250</td>
</tr>
<tr>
<td>7. Personnel</td>
<td>55,646</td>
<td>0</td>
<td>55,646</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$280,415</strong></td>
<td><strong>$178,310</strong></td>
<td><strong>$458,725</strong></td>
</tr>
</tbody>
</table>
D. Next Steps

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
SIGNATURES ON-LINE & IN MAIL

COLLECTING SIGNATURES

- Available at www.rpba.org/ssa-19-renewal
- Must be signed and emailed or mailed back to RPBA
- Must be the taxpayer or owner, not the tenant
- 47 PIN signatures needed (235 total PINs)
Everything related to renewal process is on the web site www.rpba.org/ssa-19-renewal
NEXT STEPS

1. Continue outreach and gather signatures

2. Community Meeting #2: July 15 at 5:00 PM
   Same Zoom Login Meeting # 815 6491 6404
   or Call In Number 312 626-6799

3. Submit application and signatures in August

4. Legislative process in the Fall
VIRTUAL CHALK HOWARD STREET!

Friday, June 26 at 11:00 am Athena Board Game Café

Friday, July 3 at 11:00 am Good to Go Jamaican Restaurant

Friday, July 10 at 11:00 am Salerno’s on Tap

Friday, July 17 at 11:00 am Badou Senegalese Cuisine

Tuesday, July 21 at 11:00 am Lost Eras
QUESTIONS AND ANSWERS