



Howard Street SSA #19 Renewal

Community Meeting #2 . Wednesday, July 15, 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



AGENDA

A. What is a SSA?

B. Renewal Process

C. Service Priorities & Survey

D. Cost

E. Next Steps



Existing SSA #19

Proposed SSA Addition

Clark Street SSA

Parcels

CTA Stations

Red Line

Purple Line





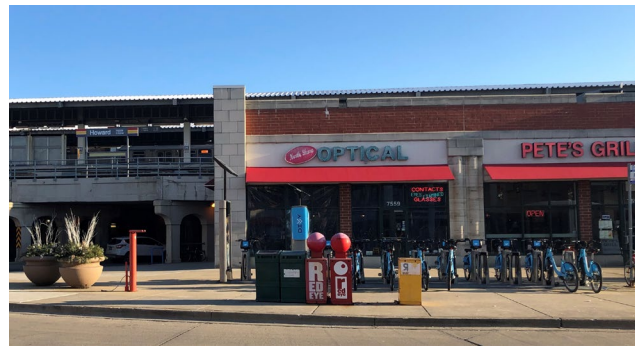
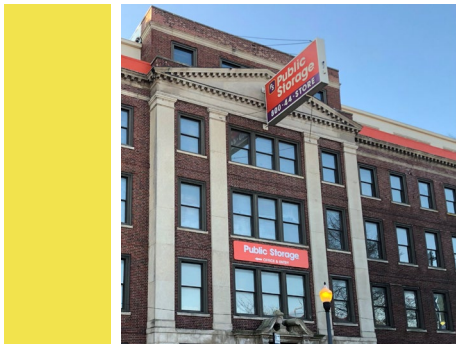
A. WHAT IS A SSA?

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.



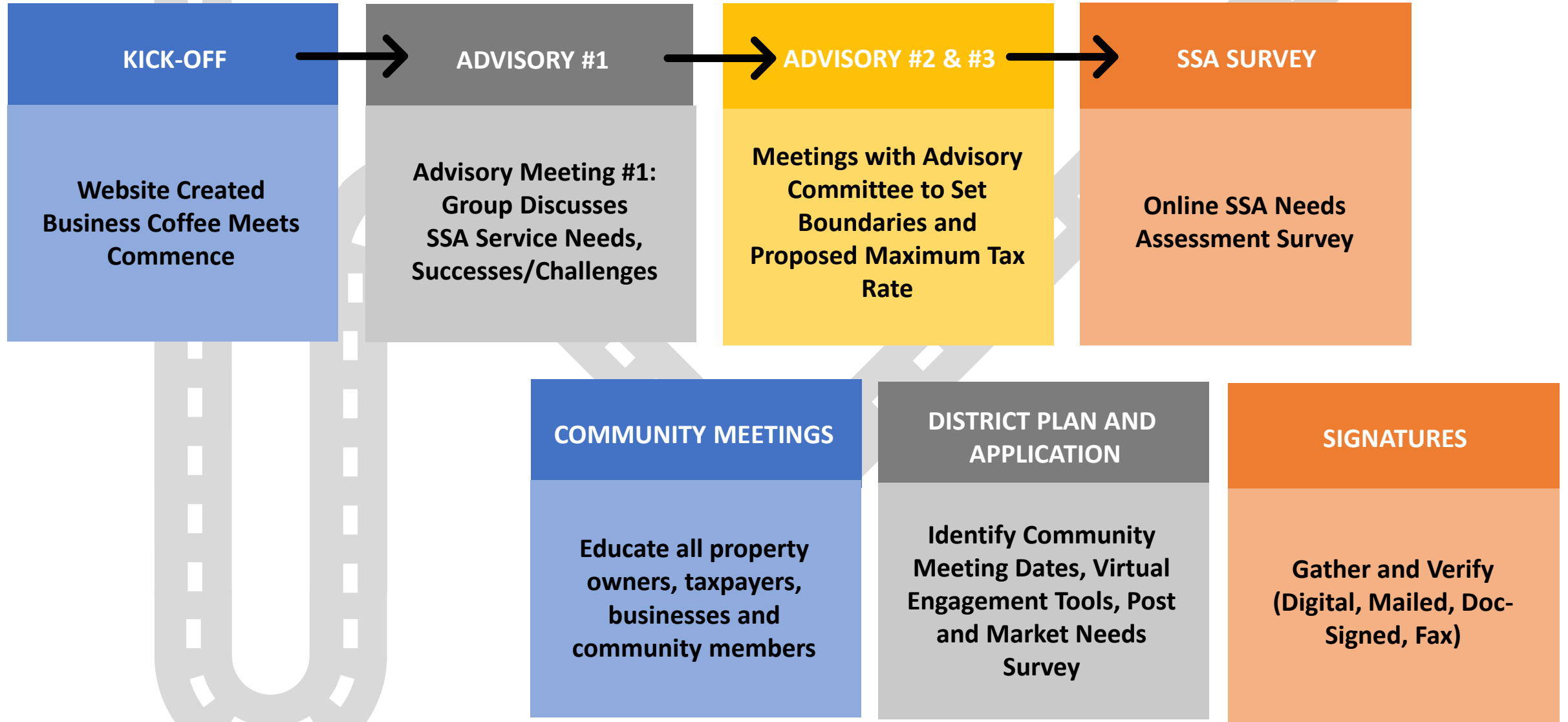
The area presents an **eclectic mix** of shops, community spaces, transit access, and parks – all the ingredients of a vibrant shopping district



RPBA and SSA #19 serve local businesses through organizing events, providing business support, addressing safety concerns etc.



B. RENEWAL PROCESS



C. SERVICE PRIORITIES

SIGNAGE

PUBLIC ART

PROGRAMMING

BIKE RACKS

MAINTENANCE

MARKETING

LANDSCAPING

EVENTS





SUCSESSES

- 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

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



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

SSA #19 NEEDS ASSESSMENT SURVEY

What we have
heard so far...



Rogers Park Business Alliance

**HOWARD STREET SSA #19
NEEDS ASSESSMENT SURVEY**

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

Advertising and Promotion

Small Business Improvement Program

Howard Street Branding / Website

Tenant Retention / Attraction

Community Events (Chalk Howard, Trick or Treat, etc.)

Litter Removal / Service

Sidewalk Snow Plowing

Install / Maintain Landscaping

Security / Surveillance

Street Pole Banners

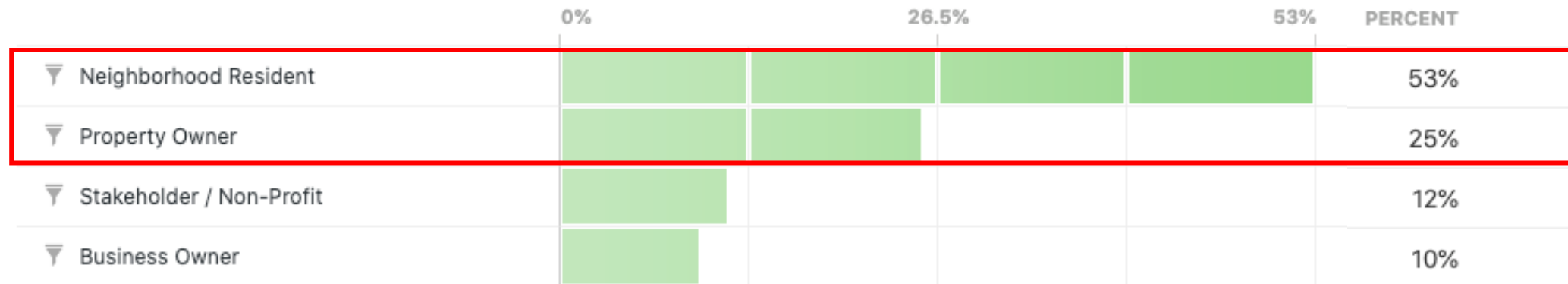
Seasonal Decor / Holiday Lighting

Murals Arts Initiative

Question

01

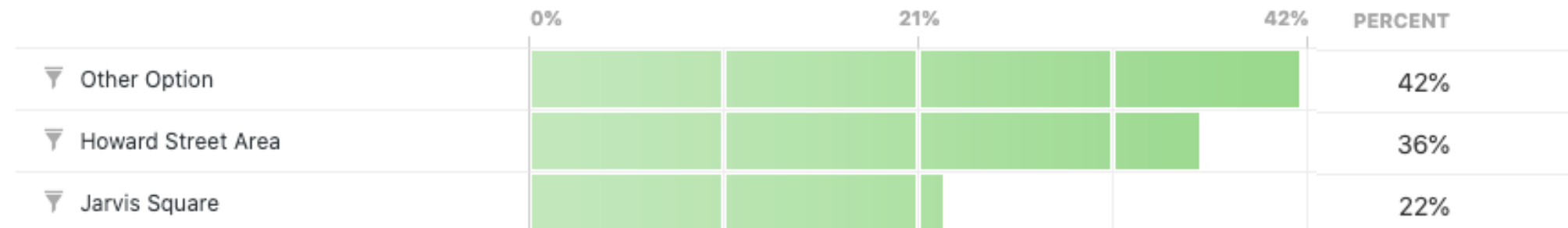
1. Which best describes you? Choose all that apply.



Question

02

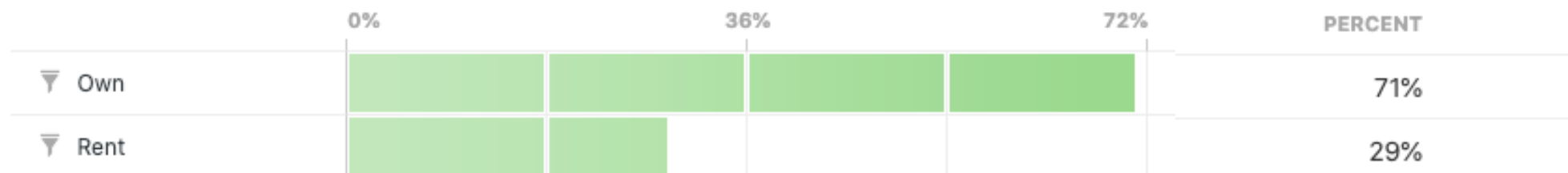
2. Where is your home, business or property located:



Question

04

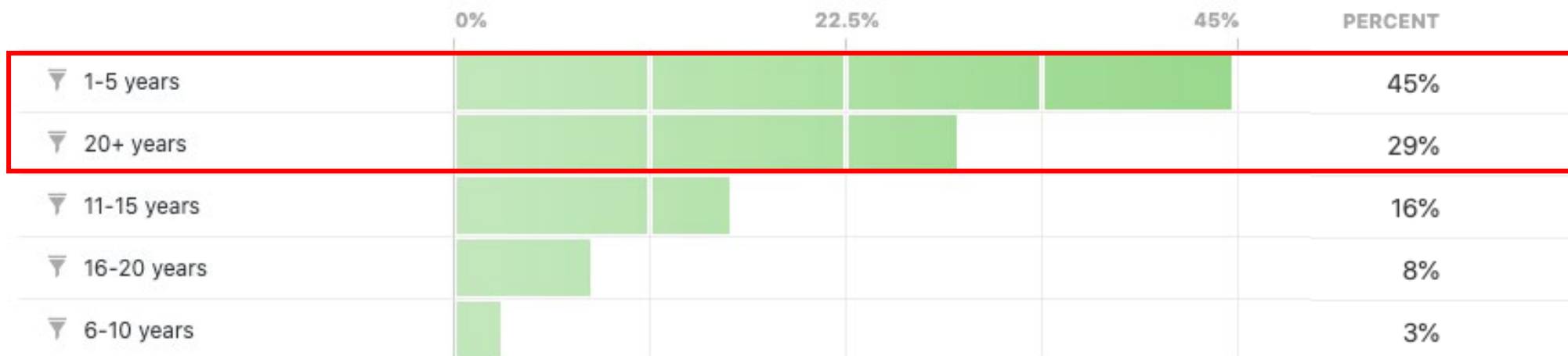
4. If you are a business or resident do you own or rent your location?



Question

05

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



Question
06

6. Please rate the need for the following services and programs: (Mandatory)

**DO YOU AGREE?
- SHARE YOUR INPUT -**

1 Small Business Improvement Program

2 Tenant Retention / Attraction

2 Litter Removal / Service

3 Security / Surveillance

4 Install / Maintain Landscaping

5 Community Events (Chalk Howard, Trick or Treat, etc.)

6 Sidewalk Snow Plowing

VERY IMPORTANT	IMPORTANT	NOT IMPORTANT
22	17	0
26	12	1
30	8	1
28	9	2
23	14	2
26	10	3
22	14	3

TOP PRIORITIES (VERY IMPORTANT OR IMPORTANT)

1. Business Program, 39 | 2. Tenant Retention / Litter, 37 | 3. Security, 36 | 4. Landscape, 35 | 5. Events, 33



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

CATEGORY	2019 TAX LEVY	CARRYOVER, TIF REBATE & LATE COLLECTIONS	TOTAL BUDGET
1. Customer Attraction	\$88,231	\$96,719	\$184,950
2. Public Way & Aesthetics	83,788	33,591	117,379
3. Sustainability & Public Places	3,500	0	3,500
4. Business Development	16,000	48,000	64,000
5. Safety	6,000	0	6,000
6. SSA Management	27,250	0	27,250
7. Personnel	55,646	0	55,646
TOTAL	\$280,415	\$178,310	\$458,725



SIGNATURES ON-LINE & IN MAIL

COLLECTING SIGNATURES

- Available at www.rpba.org/ss-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)

Renewal of Howard Street SSA #19 Support Signature Form



PIN	Property Address

Listed Taxpayer of Record:

Check here 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 0.833% 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: (signed) Date:

Printed name of receiver:

FOR DPD USE ONLY. DO NOT WRITE BELOW THIS LINE

DPD Reviewer: Date:

☐ Accepted ☐ Rejected

Comment:

Everything related to renewal
process is on the web site

www.rpba.org/ssa-19-renewal

Howard Street Special Service Area #19

[About](#)[FAQs](#)[Outreach](#)[Docs](#)[Services](#)[Connect](#)

Virtual Community Meetings

- **Meeting #1:** Tuesday, June 30 @ 8:30-9:30 am · [Join Meeting](#)
- **Meeting #2:** Wednesday, July 15 @ 5-6 pm · [Join Meeting](#)
- **Call-In:** +1 (312) 626-6799, 81564916404 # US (Chicago) · Audio Only

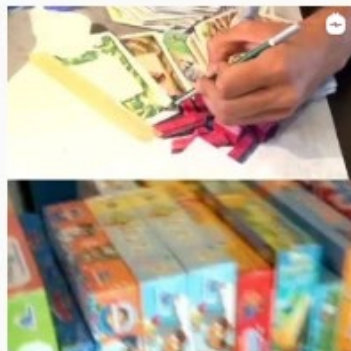
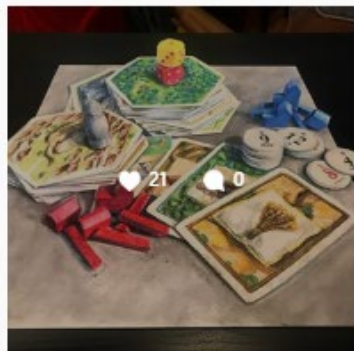
Join us virtually to learn about the renewal and expansion of 'Howard Street + Jarvis Square Special Service Area (SSA) #19'. Choose the meeting date and time that works best for you and [RSVP](#) today! Within your RSVP there is an area to submit additional questions about the SSA. Share input on the future of SSA #19 via the [survey](#).

[RSVP + Submit SSA Questions](#)[Take Survey + Share Ideas](#)[View SSA Boundary Map](#)



NEXT STEPS

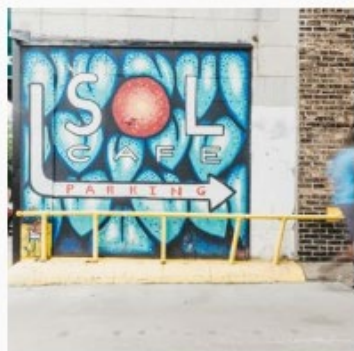
1. Continue outreach and gather signatures
2. Submit application and signatures in August
4. Legislative process in the Fall
 - Mailing
 - Public Hearing



**2020
VIRTUAL
CHALK
HOWARD
STREET**



**2020
VIRTUAL
CHALK
HOWARD
STREET**



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



Virtual Chalk Howard Street