

SHERIDAN ROAD SSA #54 RENEWAL

Community Meeting #2. Tuesday, July 14, 2020

Zoom Meeting Number 830 0320 2463

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
5. Questions and answers will follow the presentations



AGENDA

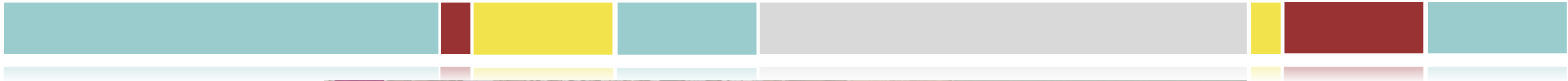
A. What is a SSA?

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.

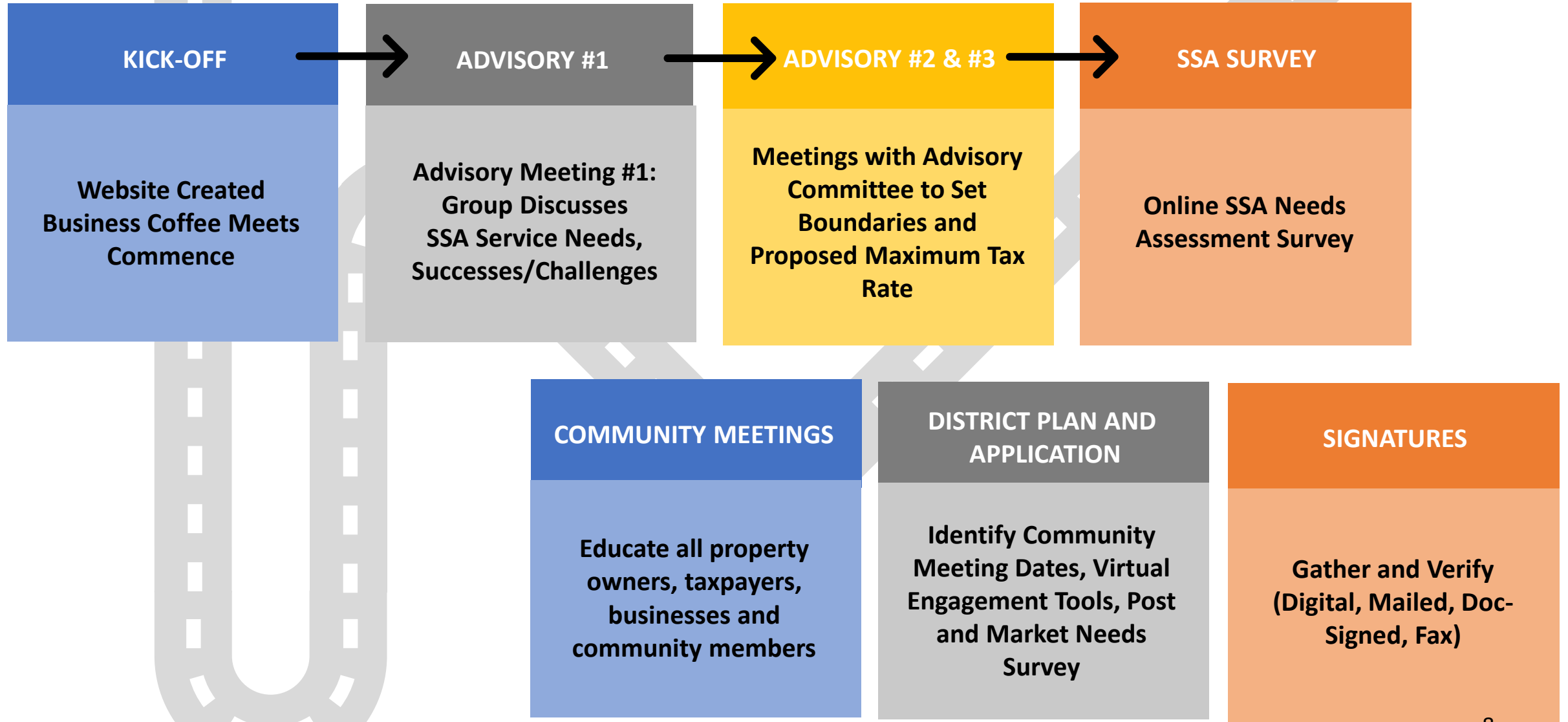
Sheridan Road provides a **campus in the City** feel, featuring local, national, and international businesses. One block from Lake Michigan and home to the Loyola CTA station, the **location** can't be beat.



RPBA and SSA #54 serve local businesses through organizing events, providing business support, and making the Sheridan Road corridor an inviting place to be.



B. RENEWAL PROCESS



C. SERVICE PRIORITIES & SURVEY

SIGNAGE

PUBLIC ART

PROGRAMMING

BIKE RACKS

MAINTENANCE

MARKETING

LANDSCAPING

EVENTS





SERVICES

- | | |
|---|---|
| ☐ Advertising and Promotion | ☐ Holiday Decor / Lighting |
| ☐ Business Improvement Program Rebates | ☐ Beautification / Landscaping |
| ☐ Community Spaces + Events | ☐ Streetscape / Bike Racks / Benches |
| ☐ Garbage Collection / Maintenance | ☐ Public Art |
| ☐ Sidewalk Snow Removal | ☐ Outreach / Technical Assistance |
| ☐ Street Pole Banners / Signage | ☐ Tenant Retention / Attraction |



SSA 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 streetlights have helped to light up the street/sidewalks
- Response to COVID-19: rebate programs to businesses, assistance to businesses to apply for state and federal programs

SHERIDAN RD. SSA #54 | SURVEY RESULTS

MARKETING AND RESPONSE

- 50+ Insights
- 32 Participants
- 18,700 followers to Facebook
- 4 newsletters
- 6 e-mail distributions

Q1: Which best describes you?

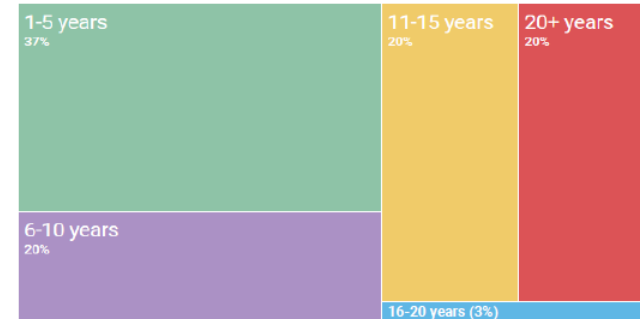


● Neighborhood Resident 58%
● Property Owner 15%
● Business Owner 15%
● Stakeholder/Non-profit 10%

Q2: Do you rent or own?



Q3: How many years have you been there?

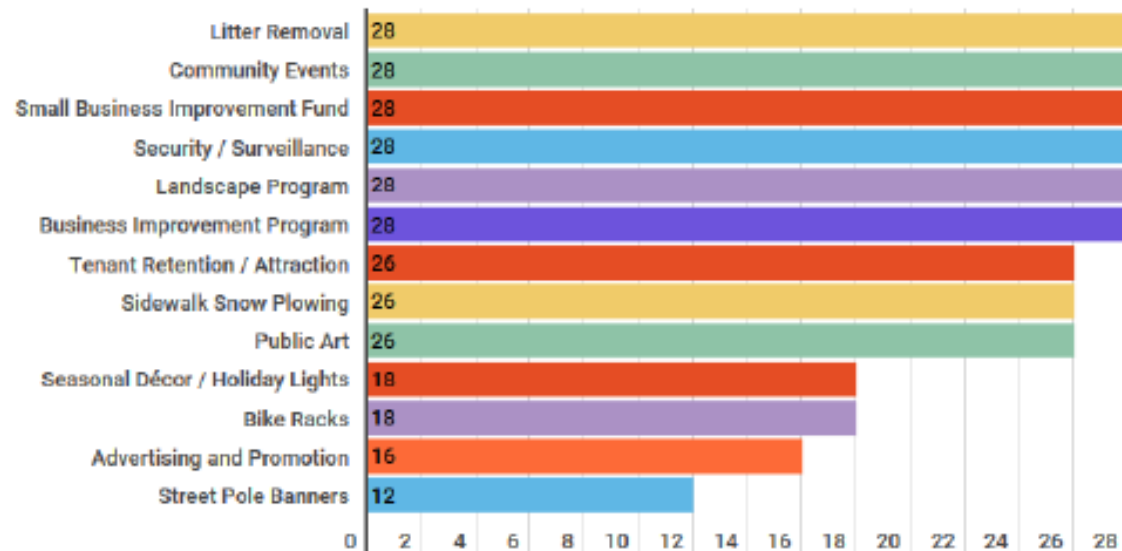


SURVEY RESULTS

Q4: Please rate the need for the following services and programs:

To better understand specific needs and priorities, participants were asked to rank twelve service categories as *important*, *very important*, or *not important*. To better understand how each of the services stacked up, we did a little math:

SCORE = very important + important – not important



Top Six Service Categories:



Litter Removal



Community Events



Small Business Improvement Fund



Security/Surveillance



Landscape Program



Business Improvement Program



SURVEY RESULTS

Q5: Which services are your TOP priorities? What additional or new services would you like to see?

Maintenance + Beautification

"Landscaping on Sheridan is very inconsistent. Some of the anchor businesses on the strip have none (i.e. rocks and gravel, no grass, plants or planters, etc.). I would really like to see this improve."

"Business attraction, business retention, beautification, litter removal, public art, economic development in general."

"Snow removal on sidewalks and activities."

"Security, litter removal, and public art."

Small Business Support

"Help with securing/funding for sidewalk permits; grants for businesses!"

"I think top priorities for me are always safety, the arts, and small businesses. I think by growing those programs it will also help with attracting and keeping residents."

"The vacancies and turnover of businesses along Sheridan is a problem. Rent reductions and concerted promotion of the businesses up and down Sheridan Rd. is needed badly."

Events + Decor

"Seasonal Decor is pretty much at the top of my list. Sheridan and Devon is a very high traffic entry for those who travel north. Wanting it to look good at all times is a must."

"Streetscape and pedestrian improvements, more public art (would love to see murals on some of the big empty walls on Sheridan), maintaining outdoor events in summer."

D. WHAT WILL IT COST?

ADVISORY COMMITTEE RECOMMENDATION:

- A) No increase in tax levy in 2021 due to COVID 19
- B) Maximum tax rate at 0.0075
- C) All budgets will need to be approved by SSA Commission and City of Chicago each year. If the increase is over 5% there must be an additional community meeting.





Advisory Committee Recommendation

Maximum Tax Rate = 0.75%

Examples

\$50,000 EAV x 0.0075 = \$375 per year or \$31.50 per month
\$100,000 EAV x 0.0075 = \$750 per year or \$62.50 per month



2020 SSA #54 BUDGET

CATEGORY	2019 Levy	Total – All Sources
1. Customer Attraction	\$12,737	\$23,700
2. Public Way Aesthetics	\$29,299	\$47,029
3. Sustainability & Public Places	\$200	\$200
4. Economic / Business Development	\$10,800	\$33,100
5. Safety Programs	\$0	\$0
6. SSA Management	\$9,975	\$9,975
7. Personnel	\$16,945	\$16,945
Estimated Loss Collection	\$11,693	
Total	\$91,449	\$130,349



E. NEXT STEPS



SIGNATURES ON-LINE & IN MAIL

COLLECTING SIGNATURES

- Available at www.rpba.org/ssa-54-renewal
- Must be signed and emailed or mailed back to RPBA
- Must be the taxpayer or owner, not the tenant
- 26 PIN signatures needed (126 total PINs)

Renewal of Sheridan Road SSA #54 | Signature Support Form

Thank you for your support! In order to continue Sheridan Road SSA #54 beyond 2021, please consider filling out this signature support form.



Multiple PINs, if contiguous, may be listed on one signature form.

Non-contiguous PINs or PINs identified under different Taxpayer of Record names should be listed on separate forms.

PIN	Property Address

Listed Taxpayer of Record: _____

Check here if entity is non-profit and property is tax exempt: ☐

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 0.75% of the Equalized Assessed Valuation.

Please submit this form via one of the following options:

- a) Sign with an electronic verifiable signature such as DocuSign or Adobe Sign. Email link to Cindy Plante at cplante@rpba.org
- b) Print, sign, scan, and email signed form back to Cindy Plante at cplante@rpba.org
- c) Print, sign, and mail signed form to: Sheridan Road SSA #54 c/o Teska Associates, Inc., 627 Grove Street, Evanston, IL 60201

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.

Everything related to renewal
process is on the web site

www.rpba.org/ssa-54-renewal



Sheridan Road Special Service Area #54

About

FAQs

Outreach

Docs

Services

Connect

Virtual Community Meetings

- **Meeting #1:** Wednesday, July 1 @ 5-6 pm · [Join Meeting](#)
- **Meeting #2:** Tuesday, July 14 8:30-9:30 am · [Join Meeting](#)
- **Call-In:** +1 (312) 626-6799, 83003202463# US (Chicago) · Audio Only

Join us virtually to learn about the renewal of 'Sheridan Road Special Service Area (SSA) #54'. 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 #54 via the [survey](#).

[RSVP + Submit SSA Questions](#)

[Take Survey + Share Ideas](#)

[View SSA Boundary Map](#)



NEXT STEPS

1. Continue outreach and gather signatures
2. RPBA Staff and Teska are available to answer any questions
3. Submit application and signatures in August
4. Legislative process in the Fall
 - Mailing
 - Public Hearing

QUESTION AND ANSWER

