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
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

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 & SURVEY
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
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
MARKETING AND RESPONSE

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

\[
\text{SCORE} = \text{very important} + \text{important} - \text{not important}
\]

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litter Removal</td>
<td>28</td>
</tr>
<tr>
<td>Community Events</td>
<td>28</td>
</tr>
<tr>
<td>Small Business Improvement Fund</td>
<td>28</td>
</tr>
<tr>
<td>Security / Surveillance</td>
<td>28</td>
</tr>
<tr>
<td>Landscape Program</td>
<td>28</td>
</tr>
<tr>
<td>Business Improvement Program</td>
<td>28</td>
</tr>
<tr>
<td>Tenant Retention / Attraction</td>
<td>20</td>
</tr>
<tr>
<td>Sidewalk Snow Plowing</td>
<td>20</td>
</tr>
<tr>
<td>Public Art</td>
<td>20</td>
</tr>
<tr>
<td>Seasonal Decor / Holiday Lights</td>
<td>18</td>
</tr>
<tr>
<td>Bike Racks</td>
<td>18</td>
</tr>
<tr>
<td>Advertising and Promotion</td>
<td>16</td>
</tr>
<tr>
<td>Street Pole Banners</td>
<td>12</td>
</tr>
</tbody>
</table>

Top Six Service Categories:

1st: Litter Removal
2nd: Community Events
3rd: Small Business Improvement Fund
4th: Security / Surveillance
5th: Landscape Program
6th: Business Improvement Program
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

<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>
</tbody>
</table>
E. 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-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)
Everything related to renewal process is on the web site

www.rpba.org/ssa-54-renewal
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