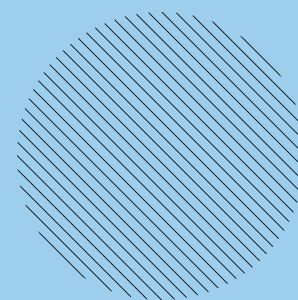


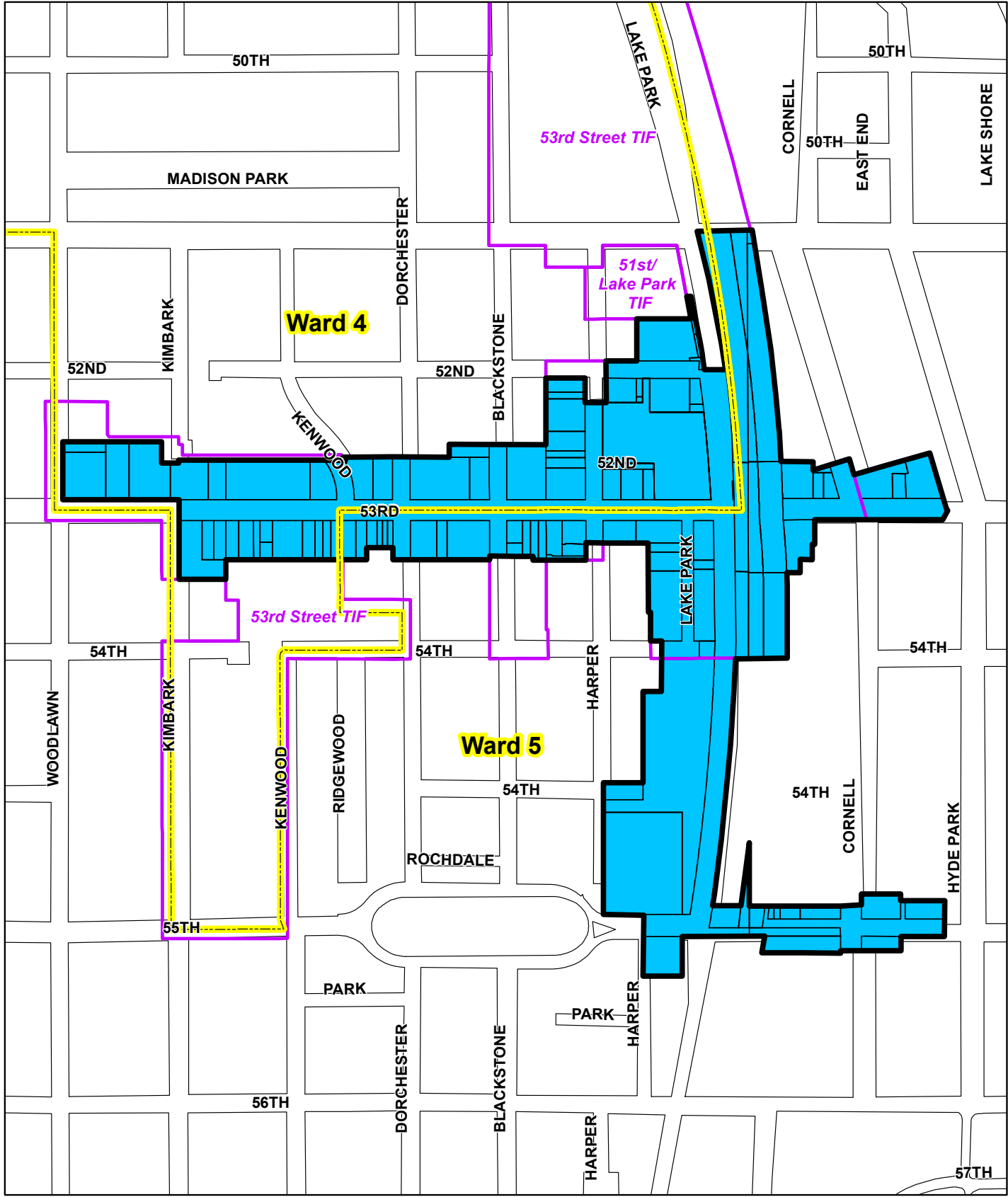
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SSA61
SPECIAL SERVICE AREA 61

ANNUAL REPORT

2020



Legend
Other SSA
Hyde Park
TIF
Wards

Hyde Park
SSA #61



SPECIAL SERVICE AREA #61 | HYDE PARK

SSA#61 is the legal structure that organizes and executes the services and experiences within its specific geographical footprint on behalf of the businesses as the primary stakeholders.

In 2020, there were 9 Commissioners. Commissioners met monthly with the exception of July and November 2020 to conduct the business of the district.

Due to the declared public health disaster caused by COVID-19, Commissioners moved to virtual video conference meetings. Pursuant to the applicable law, it was determined that attendance by remote means was necessary because in-person meetings were not practical nor prudent.

Key topics during the year included:

- Budget reallocation to address unexpected complexities of the pandemic
- Small business communications, closures, and survival
- Cancellation of events and activities and the affects on businesses
- Safe and compliant operations – openings/closures, capacity, sidewalk permits
- District safety, policing, vandalism, streetscapes, and beautification
- Preparation of SSA#61 reconstitution application
- TIF Funds and the ordinance that formed Special Service Area #61

SSA#61 Commissioners successfully addressed immediate concerns of the district throughout the year. The disruptions from 2020 will have a lasting impact on the businesses inside of the SSA footprint and throughout the City of Chicago.

COMMISSIONERS

George Rumsey
Chairman

Gregory Guttman
Vice Chairman

Eric L. Thompson
Secretary

Anthony Beach
Angie Marks
Charles Newsome
Mary Rogel
Nancy Stanek
Wendy Walker-Williams

ADVISOR

Michael McGarry

SERVICE PROVIDER

Diane Burnham
Executive Director

Brandon Evans
Raymonde Vance

FISCAL YEAR 2020

Fiscal year 2020 was marred by several unexpected circumstances that challenged our nation.

During a six-month period, hundreds of thousands of Chicago area jobs were lost, consumer spending dropped 43%, and more than half of temporary business closures became permanent.

Unemployment hit Chicago harder than U.S.

The unemployment rate for the Chicago metro area was higher than the U.S. as a whole at the height of the pandemic.



Chart: Chicago Tribune database team • Source: Bureau of Labor Statistics • Get the data • Created with Datawrapper

How consumer spending changed

Daily percentage change for Chicago based on credit and debit card spending.

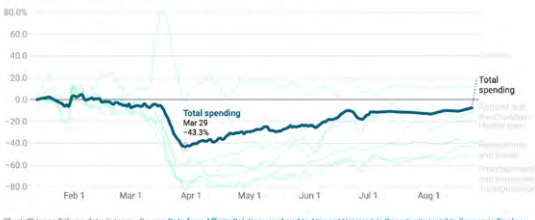


Chart: Chicago Tribune database team • Source: Data from Affinity Solutions analyzed by Harvard University's Opportunity Insights Economic Tracker • Get the data • Created with Datawrapper

While grocery stores saw significant increases in consumer spending, all other recorded categories fell dramatically, including apparel and merchandise, hotels and restaurants, entertainment and recreation, transportation and health care. Spending by Chicago-area residents remains about 15% below pre-coronavirus levels and is below the national average during the pandemic.

In Chicago, the hospitality industry has been most affected, with a nearly 27% drop in jobs from July 2019 to July 2020.



Jackie Jackson
Co-franchise owner, Kilwins

“There’s insurance, phone bills, bills you wouldn’t even think about. Minimum wage is \$13.50 and we don’t pay our average employee minimum wage; we have to give them a little bit more. It’s really expensive to run this place. You take that \$14,000 for rent, all the utilities, the franchise fee and a marketing fee, there’s no money.”

Read the entire story of Jackie’s experience running multiple Kilwins locations, facing the challenges of 2020 and remaining optimistic.
www.illinoispolicy.org/story/jackie-jackson-kilwins

MAJOR SERVICES

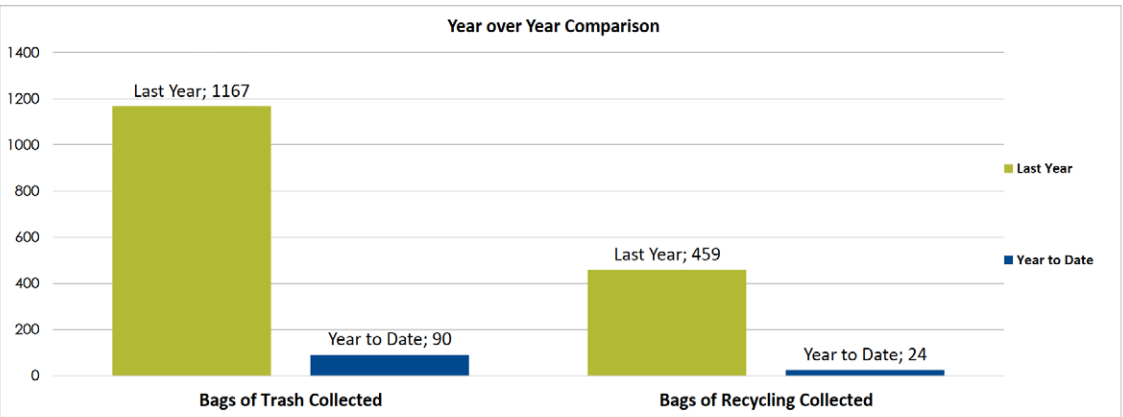
SSA-funded projects typically include but are not limited to: public way maintenance and beautification; district marketing and advertising; business retention/attraction, special events and promotional activities; auto and bike transit; security; façade improvements; and other commercial and economic development initiatives.

STREETSCAPE/BEAUTIFICATION

- 172 Flower Baskets (86 Summer and 86 Winter)
- 54 Street Pole Banners Replaced



LITTER ABATEMENT



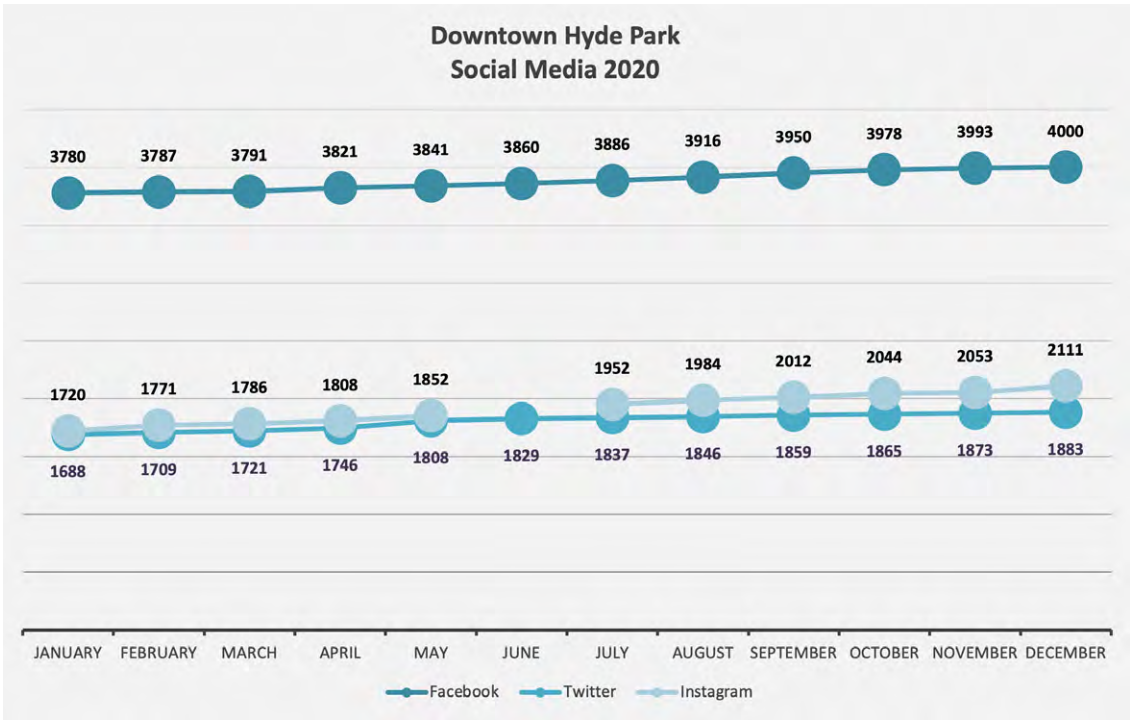
1,363	449	0	0	0	6
Receptacles Serviced	Signs Removed	Graffiti Tags Removed	Graffiti Reported	Crosswalks Cleared	Bus Stops Cleared
			Please see reverse for details		

Cleanslate Operations Report Final, Reporting Period: January 10 – December 28, 2020 showed a significant decrease in service needs due to less foot traffic during COVID-19 stay at home orders and the cancellation of large public events. Cleanslate reported there was a total of 45 jobs associated with 60615 and 60637, which includes 9 long-term placements and 36 transitional jobs. .

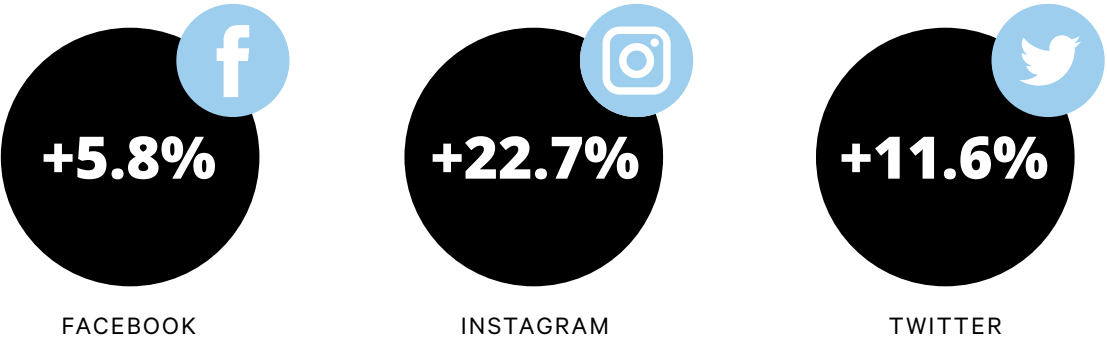
DISTRICT MARKETING

SSA#61 presents the **Downtown Hyde Park Chicago brand** as a virtual and physical destination for consumer and community identification. SSA#61 invites our residents, neighbors and visitors to eat, drink, shop, play, and stay safely together.

SSA#61 markets the district using social accounts under the Downtown Hyde Park Chicago brand identity. Facebook, Instagram and Twitter are the primary communication platforms employed.



SOCIAL NETWORK GROWTH (12-MONTHS)



BUSINESS LICENSES

25 NEWLY LICENSED **196** LICENSES RENEWED

BUSINESS CLOSURES & NEW ARRIVALS

CLOSINGS:	Aloha Poke	Vanille	NEW ARRIVALS:	Jade Court	Comfort Dental
	Café Corea	Kimberly Lee Jewelry		Paw Place	(Formerly Futons)
	Dearborn Denim	Fabiana's		SheFit	TBA Fast Casual
	JoJayden	T-Mobile		Taco Bell	(Formerly Modern Cooperative/
	Kingsbury/Pockets	Verizon		Yoga Six	Dearborn Denim)
	Modern Cooperative			Wingstop	TBA New Bakery
	Sir + Madame			Pure Barre (Formerly	@ Fabiana's Location
	The Silver Umbrella			McCaffery Offices)	

CUSTOMER ATTRACTION EVENTS

All major customer attraction events were proactively or subsequently canceled. SSA#61 postponed the Downtown Hyde Park Farmers Market for reevaluation in 2021. Community events of all sizes were canceled. Businesses in the district did not receive the droves of visitors, shoppers, tourists, and local supporters from events like the Silver Room Block Party, 4th on 53rd Street Parade and Picnic, Hyde Park Brew Fest, and Hyde Park Holly Day.

The area also missed out on the spring and fall garden show, art festivals, weekly Jazz in the Courtyard, the Hyde Park Jazz Fest, and weekly engagements at the Promontory performance venue.

Commissioners were tasked with reallocating the budget to support local businesses facing numerous challenges throughout the year.





HYDE PARK CARES

In response to the COVID-19 pandemic, the SSA made a strong commitment to improve communications and centralize resources for businesses in the district. Under the new brand identity “Hyde Park Cares,” the SSA launched a new website (www.hydeparkcares.com) with a current business listing, B2B suppliers and news sharing capability.

The new campaign was announced with outreach by e-mail, printed letters hand-delivered, and a large billboard. The Hyde Park Cares strategy also included:

- Sanitation rebate program
- Covid safety signage (posters and social distancing)
- Branded PPE supplies (limited quantities)
- Social media graphics with safety reminders

REOPEN, REBATE, REBOOT

SSA 61 established a sanitation rebate program to help offset some of these unanticipated COVID-19 costs. Business expenses eligible for reimbursement included personal protective equipment (PPE), cleaning supplies, and ancillary sanitation supplies. Eligible applicants received a rebate of up to \$300 per business.

19 REBATES APPROVED \$4,153 in Funds Reimbursed

SSA Commissioners evaluated the program at year end to address concerns about the needs of retailers. New ideas were welcomed and a focus group was established to address the retail matters.

SAFETY COLLATERAL

SSA#61 offered businesses access to a stock of storefront safety guideline posters and social distancing floor decals for public areas. Materials were delivered to businesses during the Summer and made available upon request.



SHOP LOCAL

For a third year in a row, the South East Chicago Commission (SECC) in partnership with Special Service Area #61 launched a Small Business Saturday Southside Shop Local Campaign to activate foot traffic in local businesses in surrounding communities.

The 5-week campaign ran from November 28 through December 31, 2020. Shoppers that reported an eligible purchase at participating businesses received a FREE entry to win a weekly Southside Shopping Spree which included gift cards from local businesses (\$100 value every week).

The regional Southside Shop Local Campaign was coordinated by the SECC and sponsored by the PNC Foundation, Bank of America and the Hyde Park Bank, a Wintrust Community Bank.

52 Total Southside Businesses
13 businesses in SSA#61

\$72 Avg Purchase

95 Total Purchases Reported
59% of purchases made in SSA#61

6 Raffle Drawings Winners
2 winners from purchases made in SSA#61
Kilwins Chocolates Fudge & Ice Cream and Toys et Cetera

SMALL BUSINESS SHOP LOCAL 2020 SOUTHIDE SHOPPING SPREE

WEEKLY DRAWING FOR \$100 IN GIFT CARDS

PARTICIPATING BUSINESSES

A Paw Place

A'Vents by August

Color Me Bad Chicago

First Aid Comics

Hyde Park Bank and Trust

Kilimanjaro International Inc.

Kilwins Chocolates Fudge & Ice Cream

Mellow Yellow Restaurant

Pearle Vision

Philz Coffee

The Silver Room

Toys et Cetera

Wesley Shoes

facebook.com/apawplace

aventsbyaugust.com

colormebadchicago.com

firstaidcomics.com

hydeparkbank.net

oneofakindafrika.com

kilwins.com

mellowyellowrestaurant.com

pearlevision.com/pv-us/stores/ll/chicago/7679

philzcoffee.com

thesilverroom.com

toysetcetera.com

wesleyshoes.com

REGISTER YOUR RECEIPTS FOR FREE DRAWING ENTRY

www.secc-chicago.org/smallbizlocal2020 #SSA61

SECC

PNC

Bank of America

Hyde Park Bank



SOCIAL MEDIA CAMPAIGN

SSA Commissioners made a commitment to support the business district with additional marketing to support holiday spending.

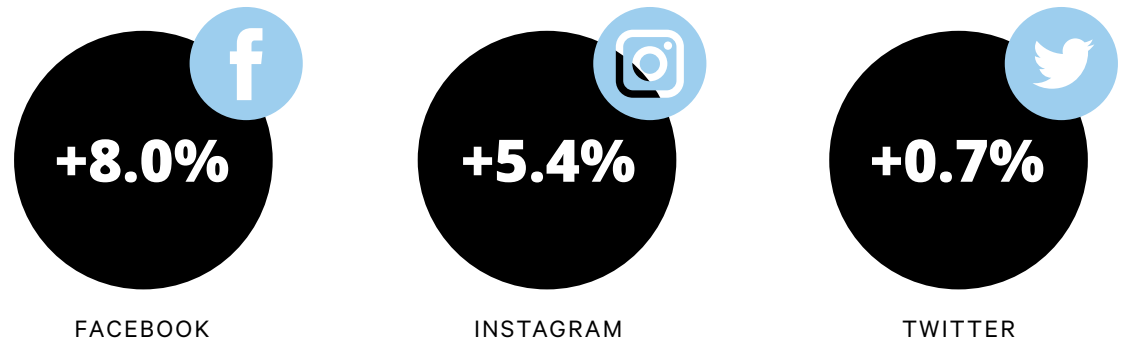
A strategic social media campaign was initiated for two months: **December – January**

There were 3 platforms in the campaign: **Facebook, Instagram, and Twitter**

Primary objectives:

- Promote small businesses in the SSA#61 footprint and support Shop Local 2020 campaign.
- Encourage safe shopping using pre-established Hyde Park Cares concepts and identity to support the City and State COVID-19 guidance for public interactions and business operations.

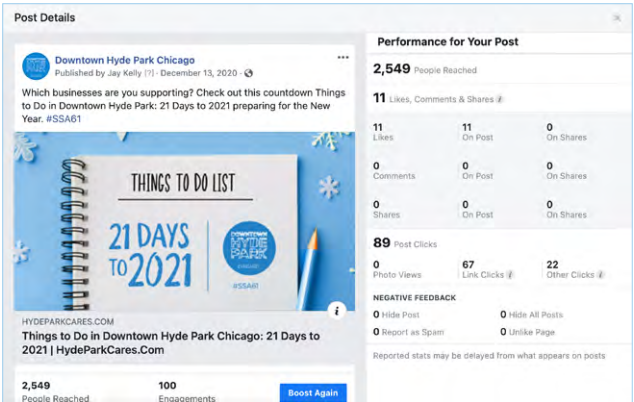
SOCIAL NETWORK GROWTH (2-MONTHS)



#SSA61 POSTS: 116
REACH: 14,500
IMPRESSIONS: 300,000
30 DAYS (12/27 – 1/26)

NEW CONTENT

- 125+ PHOTOS DISTRIBUTED
- 24+ PROMOTIONAL GRAPHICS DESIGNED
- 5 WEBSITE NEWS POSTS PUBLISHED
- 2 ADVERTISING PROMOTIONS



ADVERTISING