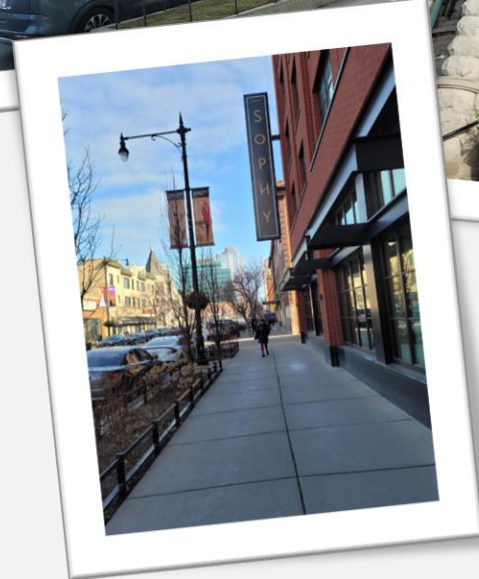
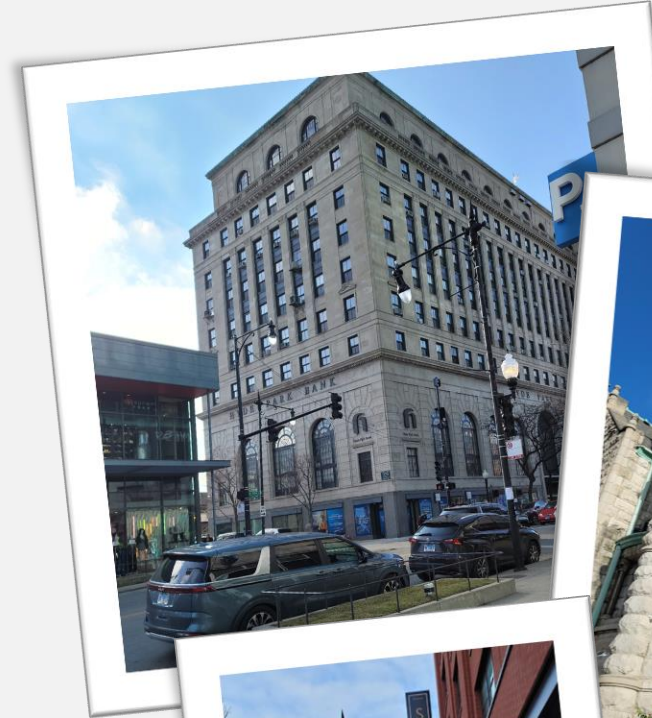


SSA #61 Downtown Hyde Park Renewal Community Meeting



Welcome!

- Special Service Area (SSA)
- Establishing an SSA
- Boundaries
- Benefits
- Timeline
- Next steps



How does an SSA work?

An SSA is a designated area where property owners choose to provide **additional services** for the **benefit** of **residents, merchants,** and **visitors** funded by a dedicated **property tax**.

All **funds** are **collected** and **spent** based on local **priorities**.

A community
funds the
SSA

Funds provide
services and
improvements

Businesses and
residents benefit
from investment

SPECIAL SERVICE AREA SSA #61 RECONSTITUTION

Special Service Area (SSA) #61 Downtown Hyde Park must be renewed in 2023 to continue funding services that attract patrons to Hyde Park's eclectic, unique, and inviting downtown.

Please join the effort to support the renewal process and enable the following services and activities to continue such as:



Continue Current and Expand New Programming



Promote Local Businesses



Organize Special Events/Festivals



Installing Decorative Banners

South East Chicago Commission (SECC), will be hosting (2) community meetings in Spring 2023 to inform stakeholders about the SSA. For more information about the renewal process, timeline, and community dates/locations, please visit: secc-chicago.org/ssa61-reconstitution



Harper Court along 53rd St.

FEBRUARY - APRIL
Start-up + Feasibility
Funding
Advisory Committee Meetings

MAY - JUNE
SSA District Plan
Community Meetings
Application Submitted
Obtain Initial Signature Support

JULY - SEPTEMBER
Obtain Final 10% Signature Support
Public Hearing
Adoption (Boundary + Tax Rate)

FAQ ?

What is a Special Service Area (SSA)?

An SSA is a designated tax district funding services and programs within its boundary, separate from what the City of Chicago provides. Property owners elect to have additional services and pool their funds for investing in the community.

The Money Stays Here!

SSA funds are raised in a local district that chooses to be taxed a specific rate. **FUNDS ARE SPENT WITHIN THE SSA.** Typical services include litter pickup, powerwashing sidewalks + viaducts, marketing, art installation, and decorative banners. This brings in more customers to support local businesses.



Hyde Park Farmers Market

Programming such as hosting the Farmer's Market, sponsoring murals like Harold's Parakeets, and providing facade rebates for business owners helps to maintain the commercial corridors within SSA #61.



Harold's Parakeets, next to the 53rd St Metra Viaduct

Why is Renewing SSA #61 Important?

SSA #61 is in a renewal process and If no action is taken, the SSA will expire at the end of 2023. Services such as marketing local businesses, sponsoring special events, sidewalk maintenance, and litter abatement will come to an end.

Interested in Learning More About SSA #61 and the Renewal Process?

Visit the website for updates using the link below.



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Address: 1511 E 53rd St, Chicago, IL 60615
Phone: (773) 324- 6926
Website: secc-chicago.org/ssa61-reconstitution

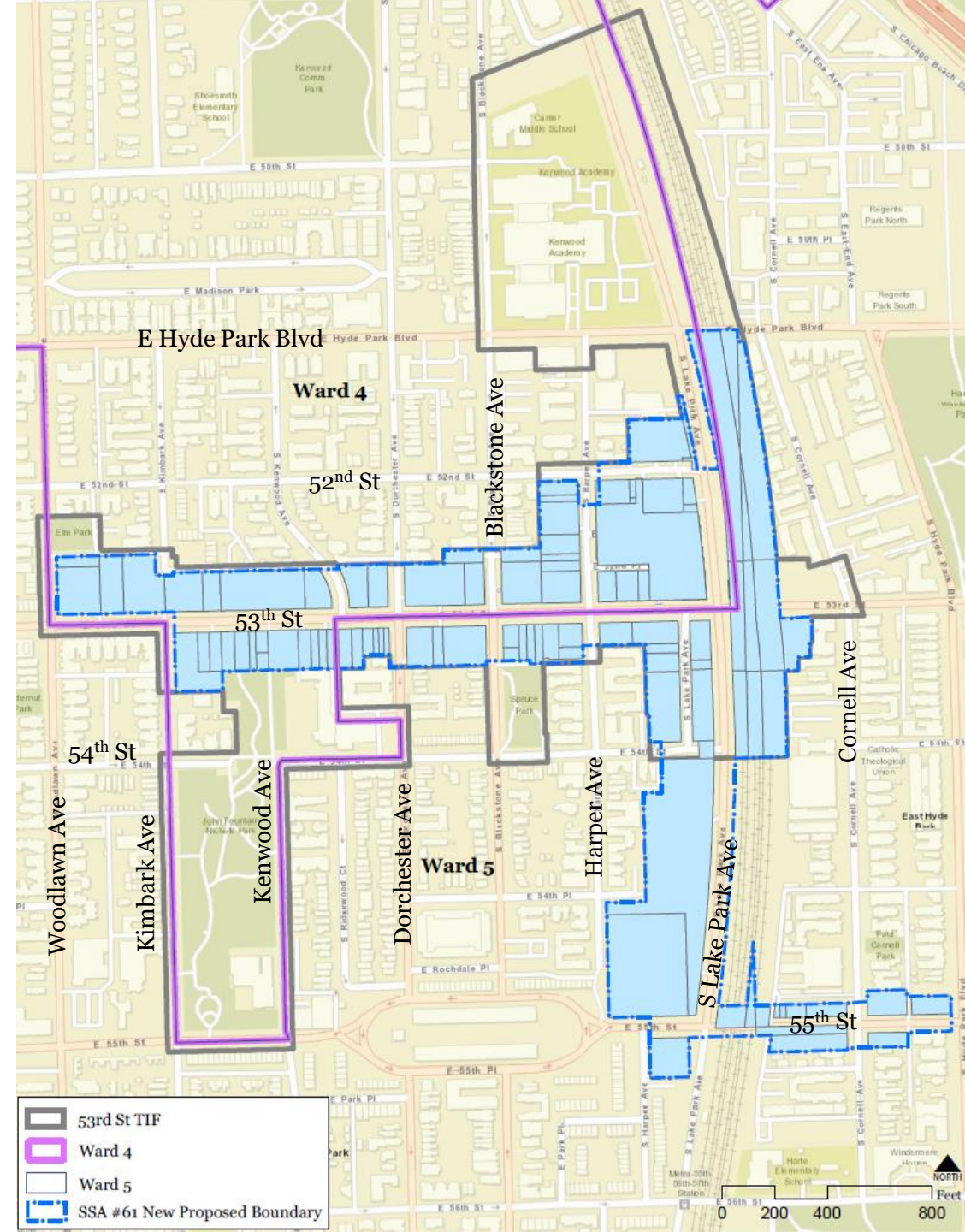


SSA #61 Benefits

Downtown Hyde Park SSA #61 promotes the visibility and growth of new and existing businesses. The SSA is critical in providing needed services – from cleanliness and beautification to marketing and events.

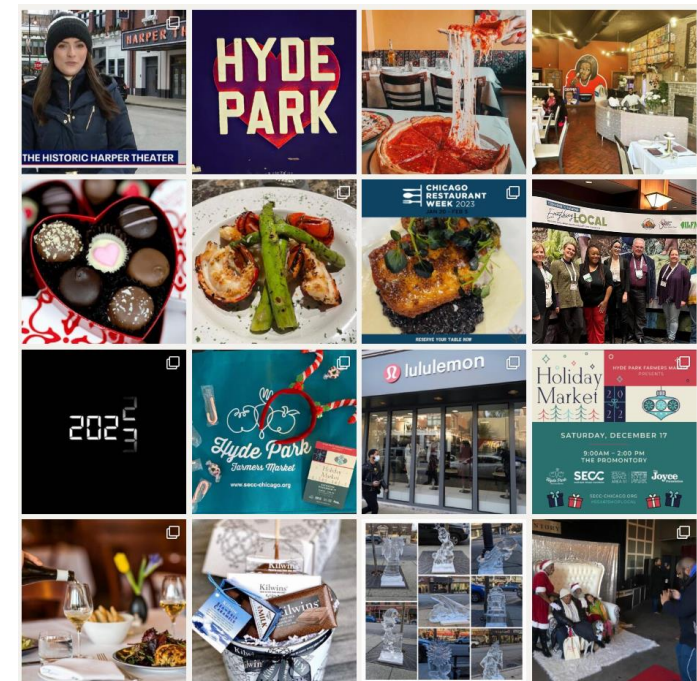
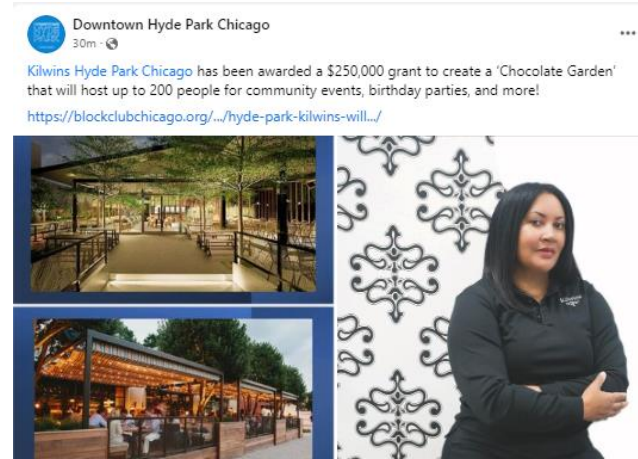
SSA #61 Proposed Boundary

- SSA is located on 53rd Street, Lake Park Avenue and 55th Street
- Seven properties on the north side of 53rd St east of the viaduct have been removed



Customer Attraction

- Website, special events, social media, decorative banners, print materials, E 55th St. branding



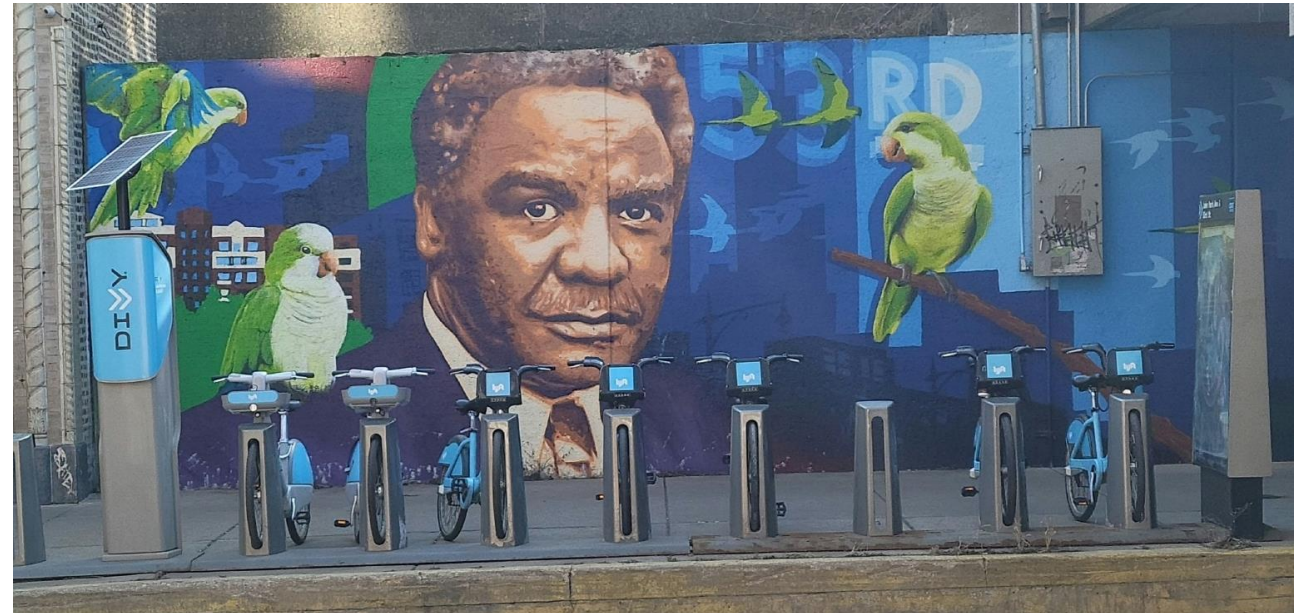
Special Events

- Farmer's market, seasonal festivities, culture, live entertainment



Public Way Aesthetics

- Landscaping, trash receptacles, public art (viaduct art improvements), sidewalk power-washing, landscaping enhancements



Public Spaces

- Public transit enhancements – viaduct signage, bike racks, Nichols Park improvements





THE MONEY STAYS HERE



PROGRAMMING



BEAUTIFICATION



FESTIVALS



KIDS ACTIVITIES



MAINTENANCE



SAFETY



MURALS



LIGHTING



MARKETING



BIKE RACKS



HOLIDAY DECOR



SIGNAGE

What We've Heard...

What are key **strengths** of Downtown Hyde Park?

- Spring cleaning and garbage remediation is a plus
- The farmer's market is successful
- Flower planting adds nice aesthetics and beautification projects have heighten the area
- Marketing and branding have been fruitful and reaches a wider audience
- Diverse businesses in the corridor have created a sense of place
- 53rd St TIF has acted as catalyst to improve some areas
- Large crowds have patronized local festivals, which have outgrown 53rd St
- A lively district exists with a variety of activities and options for people to enjoy

What We've Heard...

What **challenges** are facing Downtown Hyde Park?

- Since more people are coming to the festivals, we need to reconfigure our programming to manage large crowds and have the adequate services in place to accommodate people
- Ensuring businesses can handle foot-traffic
- Not enough space, vacancies, and safety
- SSA benefits are somewhat limited east of the viaduct/railroad on 53rd St and a lot of emphasis is in the core of 53rd St and south on 55th St
- Properties outside the TIF are paying the most into the SSA
- There is an imbalance of SSA services

Needs Assessment Survey

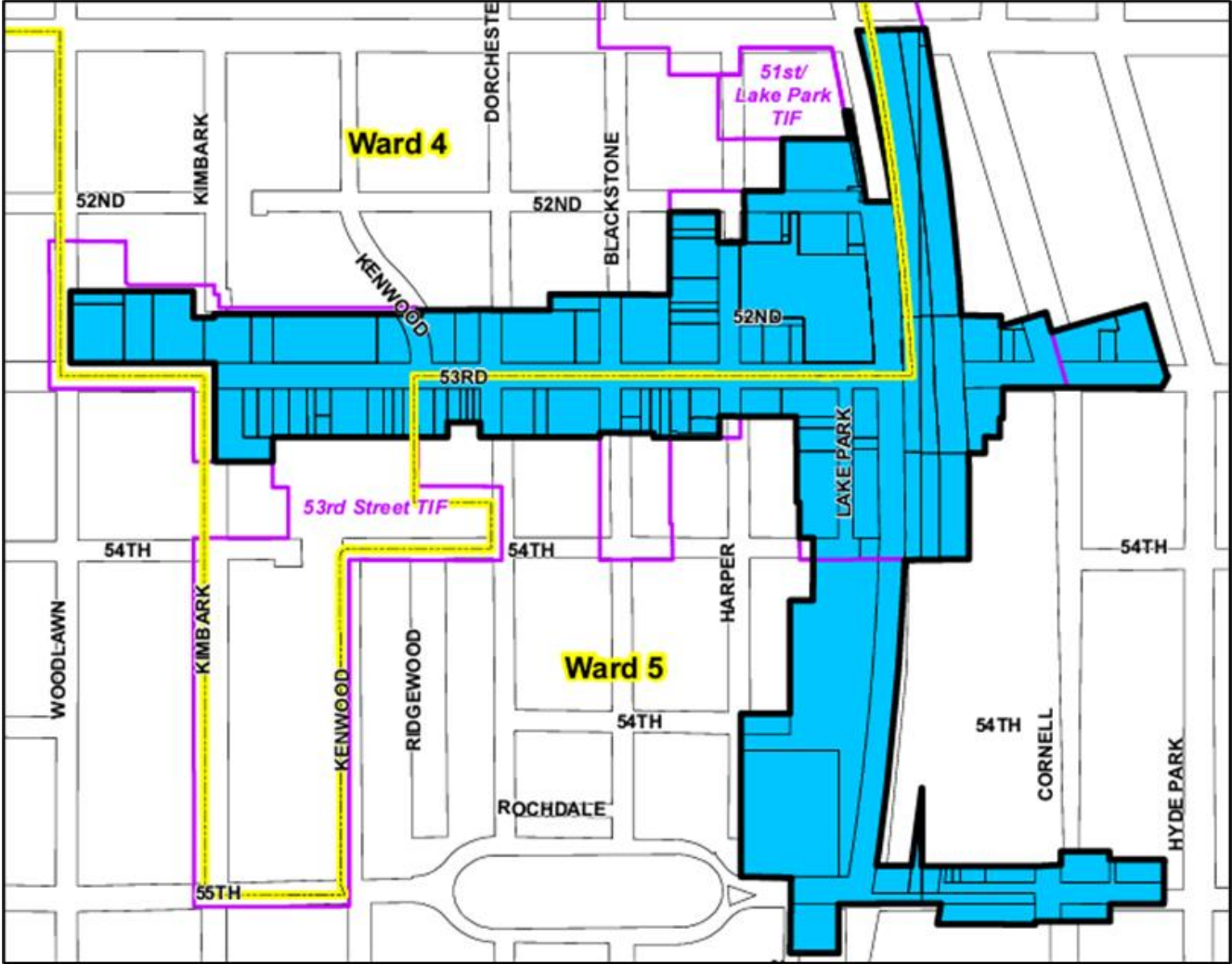
- Informs the types of services that should be provided by the SSA and the work plan for 2024
- Survey will be available until May 17th
- Please take the survey today!



SSA Designation Process

Start-Up	SSA Funding + Visioning	SSA Conditions, Metrics	SSA District Plan	Application + Adoption
<ul style="list-style-type: none">▪ Field Inventory▪ Finalize SSA Boundary▪ Advisory Committee #1▪ Data Collection – Taxpayer List <p>Feb - Mar</p>	<ul style="list-style-type: none">▪ Levy Assessment▪ Small Business Conversations▪ Advisory Committee #2▪ Inventory + Metrics <p>Mar-Apr</p>	<ul style="list-style-type: none">▪ Collect Signatures▪ Community Meeting #1▪ Community Meeting #2 <p>Apr-May</p>	<ul style="list-style-type: none">▪ Complete District Plan▪ SSA Boundary Legal Description▪ Submit Application to City by June 9 with 10% of PIN signatures <p>May – Jun</p>	<ul style="list-style-type: none">▪ Submit additional 10% of PINs signatures by August 1▪ Notice of Meetings▪ Public Hearing / Adoption <p>Jul – Dec 2023</p>

SSA #61 - Boundary



- Former SSA #61 map



Questions?