

# SPECIAL SERVICE AREA #61

Special Service Area #61 is the local business district that funds expanded services and programs through a localized property tax levy within contiguous areas. The enhanced services are provided in addition to those currently offered directly through the City of Chicago.

Budgeted 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.

During 2022, there were 9 active commissioners and one advisor.

Commissioners met monthly, with the exception of February and November, to conduct the business of the district. A special meeting was held October 25, 2022 to address the SSA61 budget and why it increased.

Due to the declared public health disaster caused by COVID-19, Commissioners primarily met via virtual video conference in 2022, with few exceptions. Commissioners meetings are open to the public and governed by the guidelines of the Open Meetings Act. Recordings of SSA61 virtual meetings are publicly available on YouTube.

SSA61 Commissioners successfully addressed a wide variety of district concerns throughout the year.

### Significant topics included:

- City of Chicago pandemic safety guidance changes
- Returning to customer attraction events and activations in the district
- SSA Program Manager and Commissioner changes
- Budget modifications and spending carryover from 2020
- Delays in receipt of tax levy funds due to County computer upgrades
- Consolidation and redevelopment of website communications
- Business turnover including closures and new additions in the district
- Viaduct renovations and lighting projects
- Beginning SSA61 reconstitution efforts with formation of formal committee and hiring a consultant

Commissioners reaffirmed South East Chicago Commission to continue as the Service Provider.

## COMMISSIONERS

**Gregory Guttman**Chair

Temporarily Vacant Secretary

Nancy Stanek
Treasurer

Anthony T. Beach
Program Committee Co-Chair

**Dr. Mary J. Rogel**Program Committee Co-Chair

Angelica M. Marks Shaka H. Mitchell Charles K. Newsome James A. Nurss George W. Rumsey

**ADVISOR** 

**Michael McGarry** 

SERVICE PROVIDER

**Diane Burnham** *Executive Director* 

Roderick Sawyer
Program Manager

Raymonde Vance

Administrator

Isaac Greene, CPA

Accountant

# FISCAL YEAR 2022

The last two years were marred by several unexpected circumstances caused by the COVID-19 pandemic. In 2020 Chicago experienced Phase I and II shutdowns that were dire to some businesses and major threats to others. Fiscal year 2021 was focused on Chicago's recovery from the shutdown of the City and non-essential businesses. In December of 2021, the City announced Phase V – PROTECT STAGE of coronavirus mitigations will begin January 3, 2022



February 22, 2022 Mayor Lori E. Lightfoot and Public Health Commissioner Allison Arwady, M.D. announced the City would remove the mask and vaccine requirements for certain public spaces to align with the State of Illinois' plans to lift the statewide indoor mask mandate.

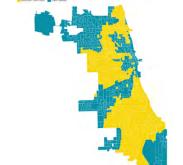
Chicago businesses continued to face multiple economic challenges. Labor and supply chain disruptions along with inflated interest rates were still major obstacles impacting business operating costs and consumer prices.

Brick and mortar businesses that rely on foot traffic to drive sales were particularly harmed as commercial corridors across the city saw major reductions in economic activity. At the same time, operating costs increased steadily for both established and new businesses. As a result, small businesses in commercial corridors struggled to recover from the pandemic, leading to significant increases in commercial corridor vacancy rates across the city.

City of Chicago Business Affairs and Consumer Protection (BACP) office employed multiple tactics to assist businesses by reducing fees, permitting sidewalk signs, extending sidewalk café permits, offering business consultation workshops, and initiating the Small Business Storefront Activation program.



One of the most notable changes for fiscal year 2022 resulted from Chicago's local elections in the Spring. After a heavily contested mayoral election, Brandon Johnson defeated Paul Vallas in the runoff mayoral election on April 4, 2023.



oods Voted In The 2023 Mayoral Election



# **BUSINESS DISTRICT CHANGES**

Despite the thriving district environment, the post-pandemic business environment was neither easy nor without transition. While there were ribbon cuttings and re-openings, other small businesses in the district faced temporary and permanent closures and relocation due to high operating costs, owner retirements and changes in operator/property owner agreements.

NEW OPENING / RE-OPENING	ADDRESS	NOTES	
HYDE BARK	5508 S. Lake Park Ave	Opened 2022	
Daisy's Po-Boy and Tavern	5215 S Harper Ave	Formerly Jolly Pumpkin	
Small Cheval	1307 E 53rd St	Formely Pockets	
Kilwin's Hyde Park	5226 S Harper Ave	Re-Opening after temporarily closing in 2021	
Hauraches Mexican Restaurant	1611 E 55th St	Formerly Southside Ken Chinese Cuisine	
Recycled Modern	5231 S Harper Court	Harper Court tenant change	

OTHER SMALL BUSINESESS CHANGES					
Southside Ken Chinese Cuisine * 1611 E 55th St	<b>A'Vents by August ^</b> 5231 S Harper Court	Frontline Books and Crafts ^ 5206 S Harper Ave	<b>Harper Theater **</b> 5238 S Harper Ave		
<b>The Great Frame Up ^</b> 1418 E 53rd St	<b>La Petite Folie *</b> 5450 S Lake Park Ave	<b>Leona's ^^</b> 1236 E 53rd St	Mellow Yellow ** 1508 East 53rd St		

<sup>\*</sup> Closed ^ Relocated/Relocating ^ Temporary Closure \*\* Owner/Operator Change

## MAJOR REAL ESTATE

Beacon Capital/Trammell Crow Company/Power-Ujamaa, along with 4th Ward Alderman Sophia King, hosted project information sessions regarding Harper Court Phase II. The development is a 290,000-square foot, 13-story core and shell tower to be constructed on the southeast corner of 52nd Street and Harper Avenue, above the existing Harper Court podium and a one-story commercial building (formerly the site of Park 52).





The property 5228-5234 S Blackstone Ave was sold to new owners. In January 2022 Keller Williams (KW) ONEChicago brokered the 40-unit, mixed-use property at 5228 S Blackstone in Hyde Park for \$10.3 million. Records show this sale is the community's largest transaction for a single, mixed-use property with less than 100 units.

The buyer plans to keep the 5228 S Blackstone as a long-term investment, as the property includes the anchor tenant Boston Market, The Hyde Park Salon & Barber, and Betty O's Day Spa.

# **PUBLIC WAYS**

#### STREETSCAPES

- 172 Flower Baskets Maintained
- 86 baskets filled with summer flowers and 86 filled with winter floral mix for the holiday season.

### LITTER ABATEMENT

SSA61 released an RFP for litter abatement, recycling and removal of promotional signs in March 2022. Commercial cleaning services were executed two days per week (Monday mornings and Friday afternoons). Cleanslate emptied 1,548 bags of trash and collected 529 bags of recycling through November 28, 2022.

### **POWER WASHING**

Seven (7) miles of sidewalks, including the viaducts under 53rd and 55th Streets and Lake Park Ave, were serviced only for Spring by Advanced Pro Clean. Budgetary restrictions prevented additional service in the Fall.

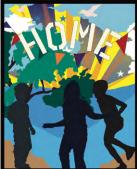
### **PLACEMAKING**

Special Service Area #61 allocates funds to maintain commissioned murals in Downtown Hyde Park. In 2022 consultation and advisory was provided for two independent, privately-funded mural projects located and immediately adjacent to the SSA61 district footprint.









Mural of Chicago soul legend and former Hyde Parker **Donny Hathaway** alongside lyrics of his 1973 song "Someday We'll All Be Free."

Commissioned by Small Cheval at 1307 E 53rd Street facing Nichols Park. Mural by local artist **Nikko Washington** conveys community history, strength and a sanctuary to the people who call it Home.

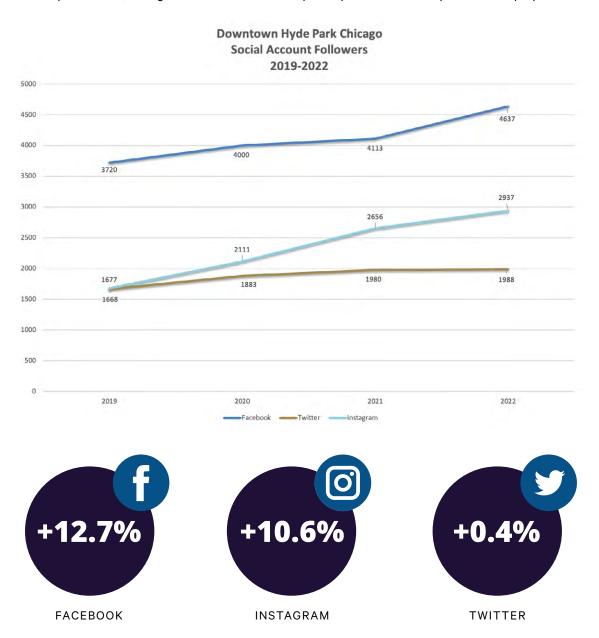
Commissioned by Iululemon Hyde Park facing 53rd Street from The Blackstone apartments.

# DISTRICT MARKETING

**Special Service Area #61** presents the **Downtown Hyde Park Chicago** brand as a virtual and physical destination for consumer and community identification. SSA61 invites our residents, neighbors and visitors to eat, drink, shop, play, and stay safely together.

### SOCIAL MEDIA MARKETING

SSA61 markets the district using social accounts under the **Downtown Hyde Park Chicago** brand identity. Facebook, Instagram, and Twitter are the primary communication platforms employed.



Growth of followers is simply one metric monitored and reported to City of Chicago. Social media engagement, reach, and impressions are also tracked for specific campaigns and events during the year.

# DISTRICT MARKETING

## REDESIGNED WEBSITE

The contract work to redesign **downtownhydeparkchicago.com** was completed and successfully consolidated and improved the online branding and communications capabilities of SSA61. The website now features blog postings for news and events that can be shared by direct link.

The **hydeparkcares.com** website was retired after serving its purpose during the pandemic.



#### BUSINESS MARKETING TOOLKIT AND WEBINAR

On Tuesday, March 29 the Hyde Park Vitality Committee offered a webinar designed to assist business owners and managers with ways to improve their business website, social media, and search results tracked with analytics. Developed by Amy Srodon, Marketing Communications Manager at University of Chicago - CREO, the Business Marketing Toolkit was designed to help small, consumer-centric businesses achieve better results in their digital marketing.

## CUSTOMER ATTRACTION EVENTS

Large festivals and neighborhood concerts brought energy and vibrance back to the community after the pandemic's safety hiatus. The district was lively again with crowds drawn to the business corridor from spring through the winter months for dining, happy hours, shopping, outdoor events and more.

Hyde Park Vitality Committee tracked more than 30 special events on the calendar, most of which were held in the footprint.

Special Service Area #61 supported, promoted and collaborated on notable events and attractions held in the footprint including:

Hyde Park Garden Fair • Harper Court Music Series • 4th on 53rd Parade • Jazz in the Courtyard George Franklin Memorial Sunday Concerts • Southside Shop Local • Hyde Park Holly Day

South East Chicago Commission and Special Service Area #61 presented the **Hyde Park Farmers Market** in the parking lot of Hyde Park Bank for the second consecutive year with even more success than 2021. After a successful summer season, the demand for local shopping experience was large enough to support the first ever winter **HPFM Holiday Market** in December as a part of the **Southside Shop Local** campaign.









#### HYDE PARK FARMERS MARKET

Hyde Park ushered in a brand new farmers market presented by the **South East Chicago Commission** in collaboration with **Special Service Area #61**. After a year hiatus due to the pandemic, the new market revealed an entirely fresh look with all new logistics, giving residents and visitors a chance to shop on the weekends and to experience an infusion of healthy food, lifestyles, arts, and culture.

**The Hyde Park Farmers Market** was held June through September each Sunday from 9:00 am to 1:00 pm at its new location on 54th Street and Old Lake Park Ave West in the Hyde Park Bank parking lot.

34

Participating Vendors

[100% increase]

15

Community Partner Weeks

[75% increase]

**12** 

Market Activations

[140% increase]

3,433

Facebook Page Followers

[+12.6% increase]

**17** Pop Up

Vendors

2,550

Estimated Attendance **Estimated Economic Impact** 

\$63,750









#### **HIGHLIGHTS**

- 2nd Year Farmers Market Manager, Ticina Williams, joined the Chicago Farmers Market Collective
  and earned certification from the Farmers Market Coalition CFMM-IL (Certified Farmers Market
  Manager).
- Launched new Instagram page and experienced 1000% growth within the first 30 days.
- Served as an intake center for the Senior Farmers Market Nutrition Program. Processed close to 300 applications providing seniors aged 60+ who meet income qualifications.
- Received SNAP Grant from The Experimental Station to finance start-up costs for the SNAP program implementation and Link Match including a new SNAP processing terminal through TotilPay.
- Presented about the SNAP/IL SFMNP Market at the Chicago Hyde Park Village Meet-up.
- Continued partnership with The Hatchery (food incubator) to provide a platform for women and minority owned businesses. Several of our pop-up vendors were referrals for this partnership including Fatso's Hard Kitchen and Taylor's Tacos.
- Partnered with the Art Institute of Chicago to raffle off 4 sets of tickets to the summer showing of Cezanne to the community.
- Partnered with S&C Electric to provide employment opportunities.

#### SOUTHSIDE SHOP LOCAL

In collaboration with the South East Chicago Commission, SSA61 launched its cooperatively-branded **Southside Shop Local** campaign to activate shopping in the business district.

This year's campaign focus on marketing and cross promoting activations and events that are happening in the region and launching the first ever **HPFM Holiday Market** in mid-December.

- 11/26 Grand Opening of Recycled Modern
- 12/4 Hyde Park Holly Day
- 12/17 HPFM Holiday Market

### RECYCLED MODERN HYDE PARK GRAND OPENING

MUSIC | BUBBLY | DOPE VIBES



On Small Business Saturday Nov 26th, Hyde Park kickstarted the holiday shopping by celebrating the grand opening of Recycled Modern in Harper Court. Attendees were introduced to featured artist Anthony Olusina & makers including Found Objects and Reformed School. Cocktails were provided by Sunday's Finest and Apologue Liqueurs and musical vibe by DJ M. Elle.

### HYDE PARK HOLLY DAY

The University of Chicago in partnership with Special Service Area #61, South East Chicago Commission, and Hyde Park Chamber of Commerce shared seasonal greetings and holiday cheer at the annual Hyde Park Holly Day!

December 3, 2022 Hyde Park Holly Day, a FREE holiday-themed celebration of community, was a true collaboration with engagement from several businesses and locations with Downtown Hyde Park as the destination.

The celebration offered outdoor activities including ice carvings and sculptures stroll, Buddy the Elf, and live reindeer photo opportunities.







#### HYDE PARK HOLLY DAY CONT.

## @ Multiple 53rd Street Locations

12 ice sculptures carved by Nadeau Ice on both sides of 53rd St. between S. Lake Park Ave. and Woodlawn Ave.

### **Sculpture Locations**

Fifth Third Bank Rajun Cajun Nichols Park
Philz Coffee Polsky Center Vue53
FruVe Xpress Juicery SECC The Budlong
Mesler The Silver Room/Sweetgreen Cedars

### @ The Promontory

Holiday Crafts

180+ family photos with Soul Santa and Mrs. Claus

Mama Fresh (Jenny LeFlore) emcee with Buddy the Elf

2 dance performances by Hyde Park School of Dance and Kenwood School of Ballet

300 holiday books for children provided by Brown Books & Paintbrushes

### @ Multiple Business Locations

Costumed characters -- Anna, Elsa, Wonder Woman, and Spiderman -- at local eight (8) businesses.

Stan's Donuts Connect Gallery Hyatt Place
Deep Purpl Lululemon The Silver Room

Kilwins Capital One Cafe

### @ Hyde Park Shopping Center

Two live reindeer in the Courtyard at Hyde Park Shopping Center!











### HYDE PARK HOLIDAY MARKET

On December 17th, Special Service Area #61 and South East Chicago Commission hosted the first ever Hyde Park Holiday Winter Market at the Promontory from 9:00 am to 2:00 pm and it was a resounding success!

200+

Holiday Shoppers 21

Vendors Selected 100%

Minority Owned 95%

Black Owned

Attendees, vendors, staff, and Board members raved about the wonderful time at the market and are looking forward to next year. Plans are to incorporate the Holiday Market into the planning for 2023 and expand on the initial success.

















# IN THE MEDIA

The SSA61 brand, **Downtown Hyde Park Chicago**, continues to evolve as a reputable and award-winning destination with fantastic dining, entertainment and hospitality.

**Eater Chicago** frequently identifies restaurants in the SSA61 footprint to highlight. Lists like "20 Restaurants that Define the South Side," "The 38 Essential Restaurants in Chicago," and "Where to Eat in Hyde Park" not only help locals, but also bring visitation.

Hyde Park's 14 Parish Restaurant & Rhum Bar was promoted in the **Chicago Tribune** article, "Five Restaurant Week Menus We're Hungry to Try."

The James Beard Foundation awarded Erick Williams, chef and owner of Virtue restaurant, Best Chef: Great Lakes and named chef Damarr Brown as a finalist in the Emerging Chef category.

Chef Damarr also shined a beautiful light on Hyde Park and Chicago as he competed to the finals of *Top Chef*, Bravo's internationally-syndicated reality show.







## The Chicago Reader's "Best of Chicago" 2022 awards shined a spotlight on the district.

- ★ Virtue Restaurant's Chef Damarr Brown as "Best Up and Coming Chef"
- ★ Anthos Training Clubs was named "Best Gym"
- Bob's Pizza wins "Best Way to Get a Taste of Midwestern State Fairs 365 Days a Year"





The 98-room boutique hotel SOPHY® Hyde Park was showcased in **The Boston Globe** and was named one of the 10 Best Hotels in Chicago by the readers of **Travel + Leisure** in the 2022 World's Best Awards.

News media WGN, CBS, and NBC are most frequently in the SSA. Businesses and events are often shown on local news as features including Chicago's Restaurant Week, Black Business Month, and Small Business Saturday.







All major news channels were present when elected officials joined the 30th Annual 4th on 53rd Parade, to walk through the Special Service Area. The 2022 grand marshal of the parade was Cook County Board President Toni Preckwinkle, who was joined by Governor JB Pritzker and Chicago Mayor Lori Lightfoot.

Downtown Hyde Park is a major destination for television, film and commercial productions with 15-20 permits a year. In March 2022, *Showtime* series **THE CHI** recorded scenes from Season 5 using the Silver Room and Virtue restaurant for locations.

# **NOTABLE NEWS**

In March 2022, Diane Burnham, Executive Director of the South East Chicago Commission, announced Roderick Sawyer was hired as the new Program Manager for Special Service Area #61.



Roderick Sawyer has more than 30 years of experience as a business and technology professional with strong connectivity to the Hyde Park Chicago community. He joined the Hyde Park Chamber of Commerce and became a board member. He served on Alderperson Preckwinkle's former 53rd Street Tax Increment Finance Council. He also wrote a monthly opinion piece on life in Hyde Park for the Hyde Park Herald. Roderick has worked for the Hyde Park Kenwood Community Conference as Manager of the Hyde Park Used Book Sale and for the Chicago Hyde Park Village managing operations and technology. Each of these roles helped deepen Roderick's commitment to supporting and growing the community in and around Hyde Park.

Roderick has also been involved with public safety and policing as a community advocate. He collaborated with state representatives to draft, propose, and advocate progressive policy and legislation governing the role of private police forces patrolling public areas. Roderick's goal is to leverage his experiences living and working in the neighborhood to maintain and grow Hyde Park Chicago as a prosperous, engaging and welcoming community for all.

# **KEY SUPPLIERS**

Special Service Area #61 publishes requests for proposals (RFPs) as needed to find contractors for specific professional services. SSA61 publicly provides information on its website for RFPs and reports key suppliers to the City of Chicago.

#### **ACCOUNTING**

IBG & Associates, Inc 18350 South Kedzie Ave Homewood, IL 60430

## **LANDSCAPING**

Clarence Davids & Company 22901 South Ridgeland Matteson, IL 60443

#### COMMERCIAL CLEANING

Cleanslate 237 South Des Plaines Chicago, IL 60661

## **MARKETING & COMMUNICATIONS**

CEI Media Group PO Box 805276 Chicago, IL 60680

#### **COMMERCIAL CLEANING**

Advanced Pro Clean, Inc 11036 South Homan Ave Chicago, IL 60655



























