

SPECIAL  
SERVICE  
AREA 61

DOWNTOWN  
HYDE  
PARK

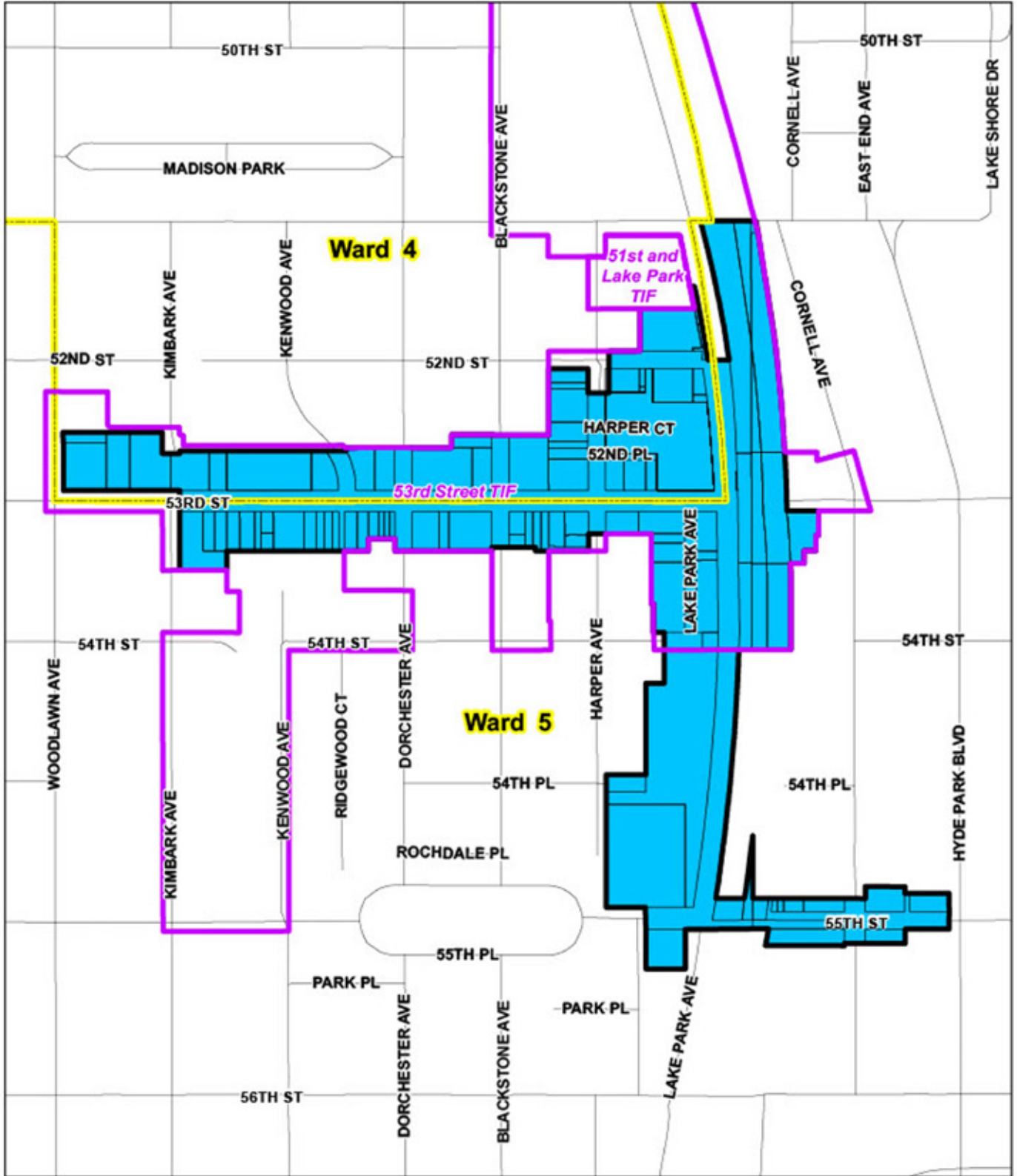
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# ANNUAL REPORT

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## 2023





- Legend**
- Hyde Park
  - Other SSA
  - TIF
  - Wards (2023)

## Hyde Park SSA #61-2023



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# SPECIAL SERVICE AREA #61

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Special Service Area #61 – Hyde Park (SSA #61) is a commercial business district in the Hyde Park neighborhood of Chicago. It funds expanded services and programs via a localized property tax levy in a contiguous area along the neighborhood streets of 53rd and 55th Streets and Lake Park Avenue. 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.

In 2023 there were 9 active commissioners and one advisor.

Commissioners held ten monthly public meetings to conduct the business of the district. Meetings were held via Zoom until COVID-19 protocols were rescinded in mid-May, allowing in-person meetings to be resumed. Commissioner meetings are open to the public and governed by the guidelines of the Open Meetings Act. SSA #61 recordings of 2023 virtual meetings are publicly available on YouTube via the Downtown Hyde Park website: [www.downtownhydeparkchicago.com](http://www.downtownhydeparkchicago.com).

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

## Significant topics included:

- SSA #61 Reconstitution
- Lake Park Avenue Median Landscaping
- Sidewalk Power Washing
- Light Pole Flower Baskets
- Litter Abatement
- District Sponsorship of Events and Marketing
- Hyde Park Farmer's Market

In 2023 the Commissioners reaffirmed the South East Chicago Commission (SECC) to continue as the Service Provider of SSA #61.

## COMMISSIONERS

**Gregory Guttman**  
*Chair*

**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*

# SSA #61 RECONSTITUTION

City of Chicago Special Service Areas are created with an initial term of 10 years. In September 2022, the South East Chicago Commission (SECC) initiated the Reconstitution process for SSA #61 to renew the service for a second 10-year term.

- A Reconstitution Committee was formed with 14 members, which included SSA #61 Commissioners, business and property owners within SSA #61, and community members.
- A Reconstitution Consultant, Teska Associates, was hired after an RFP vetting process, to handle the Reconstitution.
- The district footprint boundaries were redrawn.
- Two public meetings were held to inform residents of the proposed reconstituted SSA #61 and its boundaries and services.

The proposed reconstitution was presented to an aldermanic council and passed on to the full aldermanic chamber for approval, along with the 2024 budget. A newly reconstituted SSA #61 was approved in November 2023 to begin January 1, 2024

## RECONSTITUTION COMMITTEE

### Jourdan Sorrell

South East Chicago Commission

### Charles Newsome

Kimbark Plaza

### James Poueymirou

South East Chicago Commission

### James Nurss

First Aid Comics

### Michael McGarry

South East Chicago Commission

### Wendy Williams

University of Chicago  
Office of Civic Engagement

### Gregory Guttman

MAC Property Management LLC.

### Eric Thompson

Wintrust Bank/Hyde Park Bank

### George Rumsey

Computer Resource Center

### Joyce Feuer

Joyce's Events and Party Planning

### Angelica Marks

University of Chicago  
Commercial Real Estate Operations

### Roger Huff

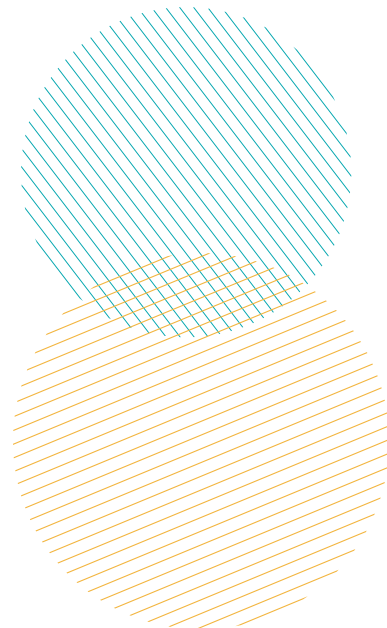
Community

### Shaka Mitchell

Anthos Training

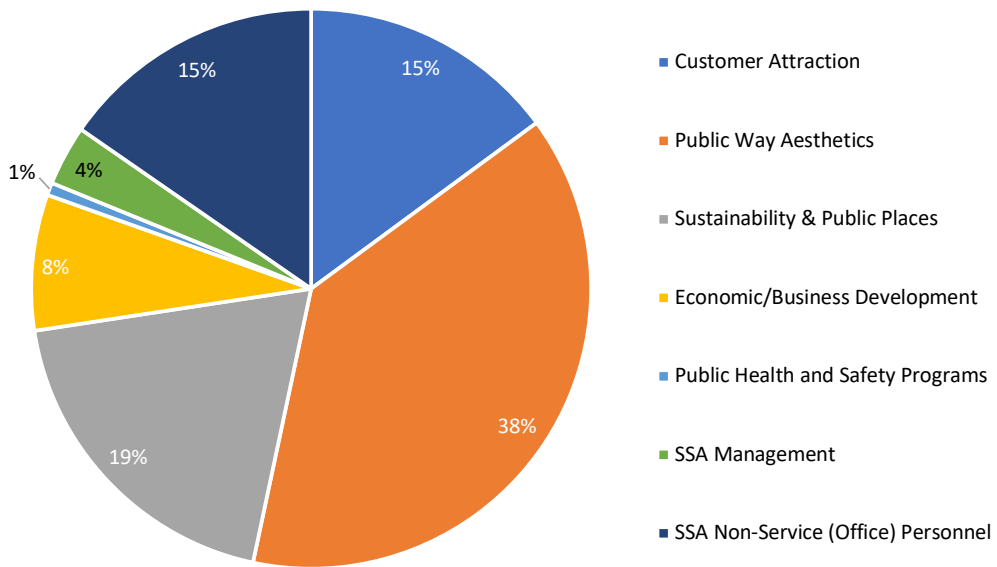
### Peter Cassel

MAC Property Management LLC.

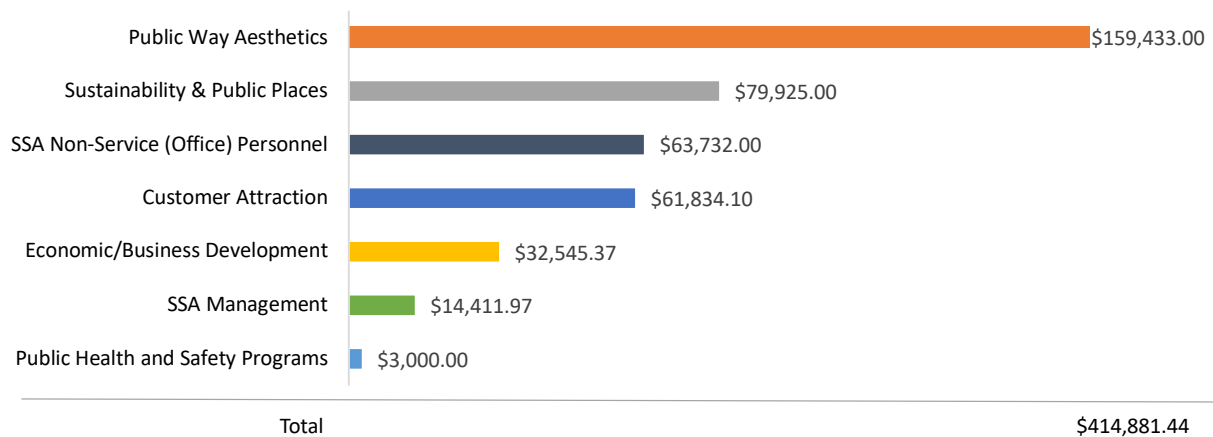


# 2023 FINANCIAL REPORT

## SSA #61 Allocation Spending by Percentage (FY2023)



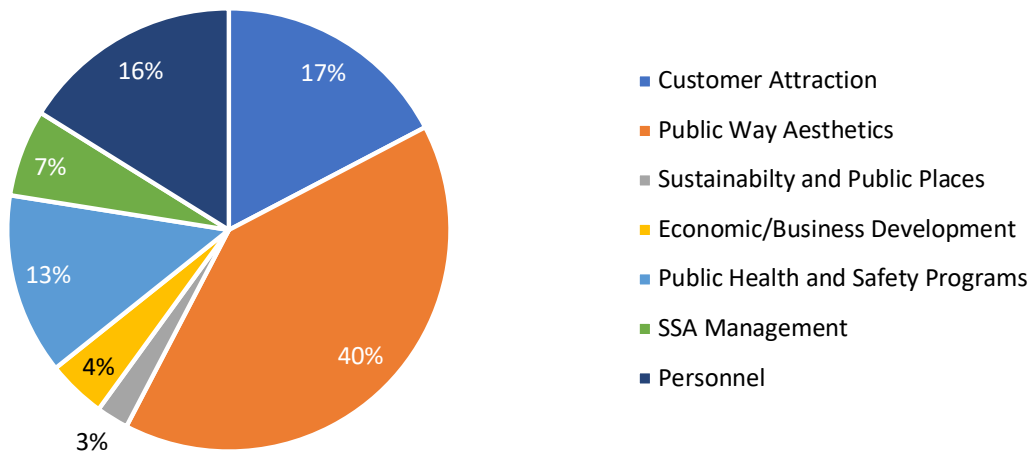
## SSA #61 Allocation Spending by Dollar Amount (FY2023)



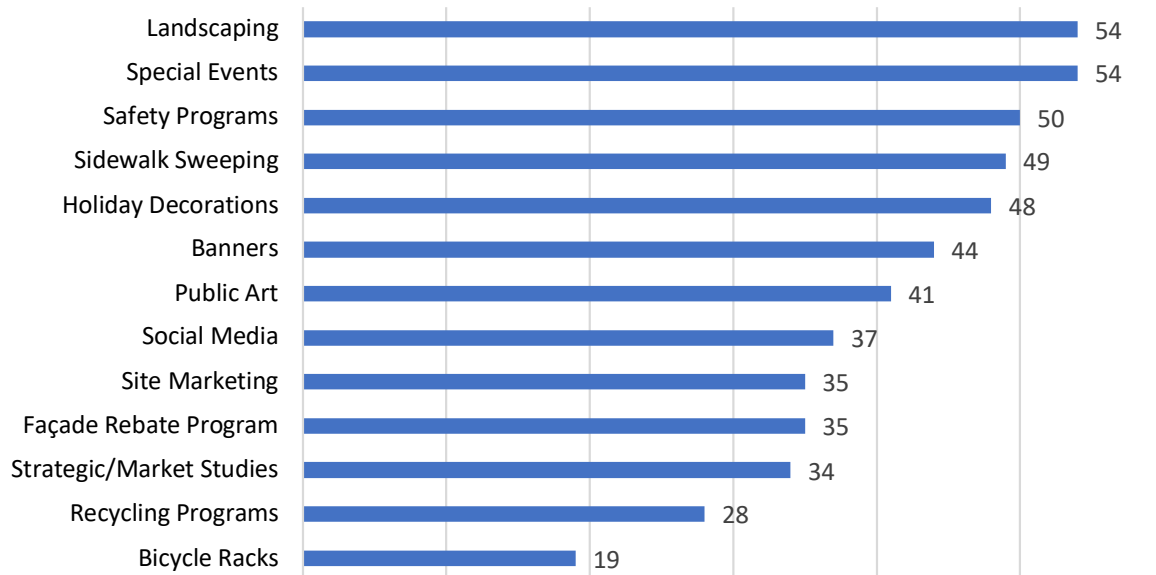
# SPECIAL SERVICE AREAS IN 2023

SSA #61 had similar allocation of funding as compared to all Chicago SSAs in 2023 but had **16% more spent for Sustainability and Public Places**, and **11% less on Public Health and Safety Programs**.

**Allocation of Funding by SSA Category**  
All 56 Chicago SSAs (FY2023)

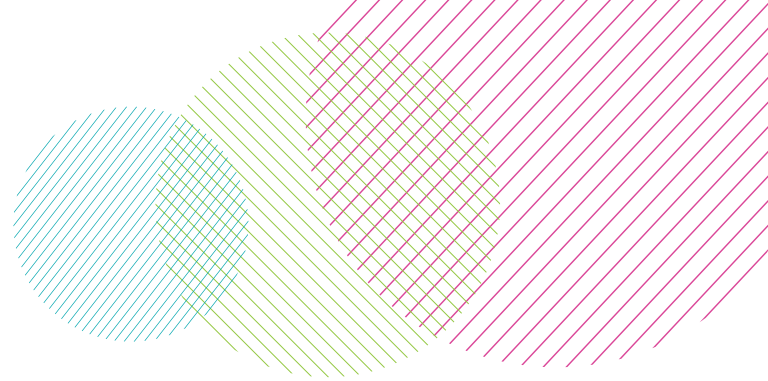


**Most Provided Services by SSA in 2023**





# PUBLIC WAY



## STREETSCAPES

- 40+ Light Pole Flower Baskets filled (winter and summer)
- 9 Lake Park Avenue Median Endcaps filled (spring, fall and holiday flowers and decorations)

## LITTER ABATEMENT

### November 2023

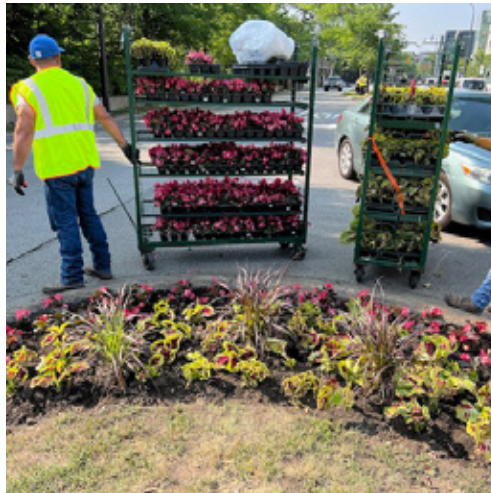
- 58 Bags of trash collected
- 23 Bags of recycling collected
- 81 Receptacles serviced
- 16 Signs removed

### YTD (as of 11.27.2023)

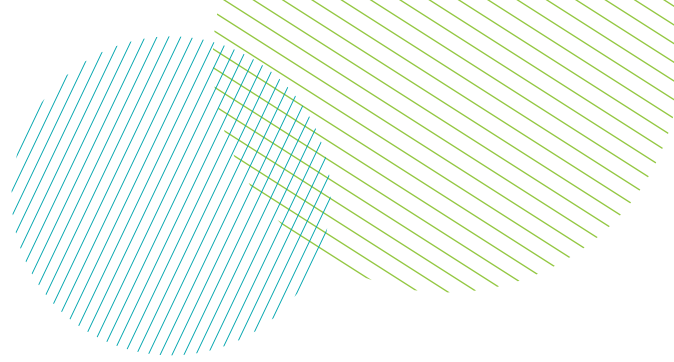
- 916 Bags of trash collected
- 271 Bags of recycling collected

## POWER WASHING

- 14 Blocks cleaned twice a year (two sidewalks per block)







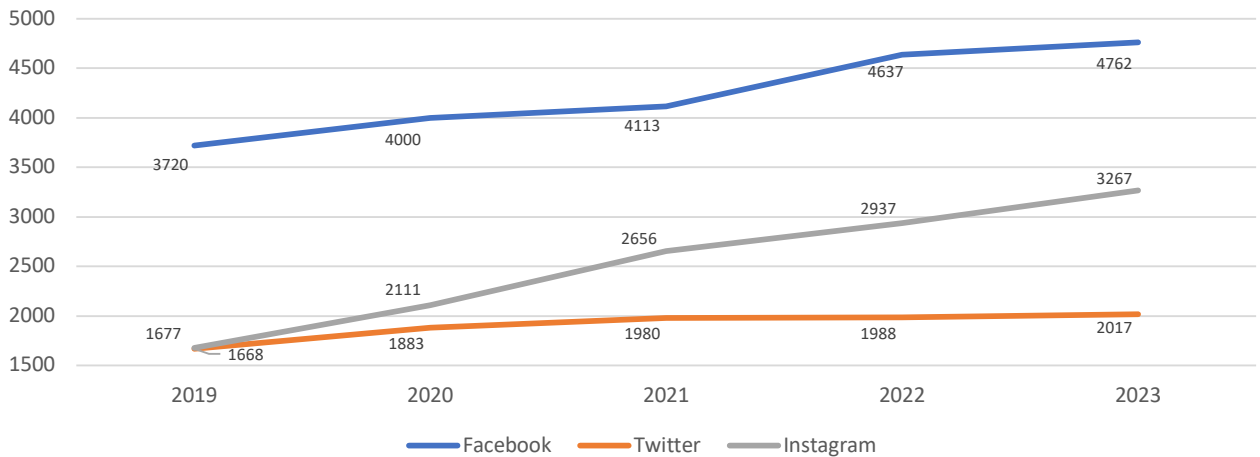
# DISTRICT MARKETING

**Special Service Area #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.

## SOCIAL MEDIA MARKETING

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

Downtown Hyde Park Chicago Social Media Followers (2019-2023)





# DISTRICT MARKETING

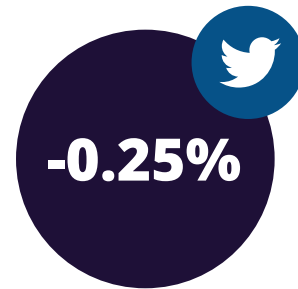
## 4Q - 2023 QUARTERLY GROWTH:



FACEBOOK

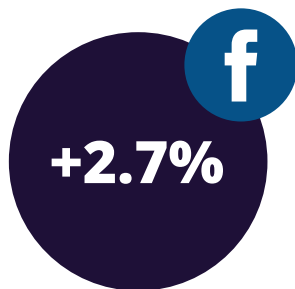


INSTAGRAM

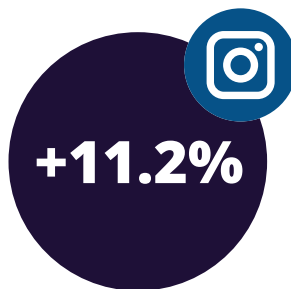


TWITTER

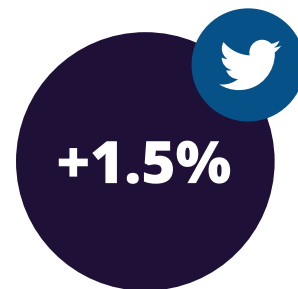
## 2023 ANNUAL GROWTH:



FACEBOOK

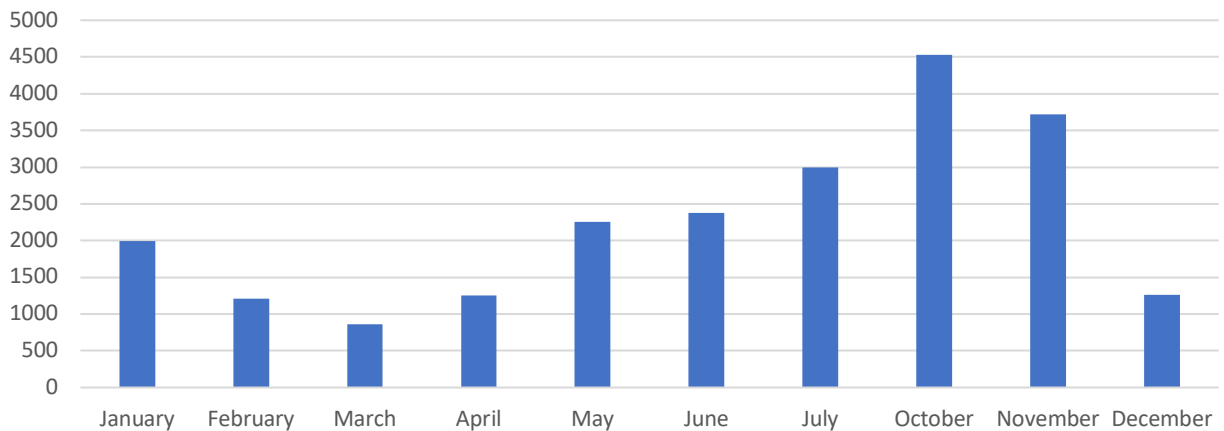


INSTAGRAM

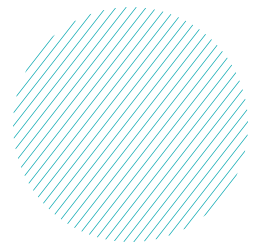


TWITTER

## Views on Downtown Hyde Park Website 2023\*



\*August and September have been omitted due to unavailability of Google Analytics data.



# CUSTOMER ATTRACTION EVENTS

The SSA was happy to see another full year of events. The district was lively with crowds drawn into the business corridor from spring through the winter months for dining, happy hours, shopping, outdoor events, and more.

The **Hyde Park Vitality Committee** tracked over 30 special events on the calendar, most of which took place within the district. Special Service Area #61 sponsored, promoted, volunteered and/or collaborated on these notable events and attractions:

- Hyde Park Garden Fair
- Hyde Park Farmers Market
- 4th on 53rd Street Parade
- George Franklin Memorial Concert Series
- Jazz in the Courtyard
- Harper Court Summer Music Series
- Hyde Park Sidewalk Sale
- Hyde Park Used Book Sale
- Hyde Park Holly-Day
- HPFM Holiday Market

## HYDE PARK FARMERS MARKET

The **Hyde Park Farmers Market**, presented by the **South East Chicago Commission** and **Special Service Area #61**, enjoyed another successful year. The 2023 summer market introduced new vendors and artist activations, offering residents and visitors a fresh experience and a chance to shop and gather on weekends. The market continued to be a vibrant mix of healthy food, lifestyles, arts, and culture.

Held from June to September, the market operated every Sunday from 9:00 AM to 2:00 PM at the Hyde Park Bank Parking Lot on 54th Street and Old Lake Park Ave West.

**17** Summer Market Days  
**200** Visitors per Week Average  
**16** Live Presentations & Performances

Economic Impact for the Season  
**\$85,000**

The market partnered with **Link Up Illinois** and **SNAP** (Supplemental Nutrition Assistance Program) to ensure fresh food remained affordable and accessible for SNAP recipients.





## 69TH ANNUAL CONFERENCE & MARKETPLACE

The **International Downtown Association** and co-host, **Chicago Loop Alliance**, hosted the **69th Annual Conference & Marketplace** in Chicago, Illinois. On October 4th, 2023 **Special Service Area #61 - Hyde Park**, in partnership with **The Hyde Park Chamber of Commerce** and the **University of Chicago**, welcomed a delegation of 35 attendees from the International Downtown Association for a tour of the 53rd Street commercial district. The attendees, hailing from both the United States and Canada, were guided by SSA #61 Program Manager Roderick Sawyer. The tour highlighted local businesses, architecture, murals, and Nichols Park. Participants also had the opportunity to shop at various stores along the way.







## MARKET MANAGEMENT

**Ticina Williams** has excelled as the farmers market manager handling all of the vendors, marketing plans, community tables, arts and culture activations and location management. In December 2023 Diane Burnham, Executive Director of the South East Chicago Commission, announced that Ticina would become a full time staff member, promoted to the role of SECC Program Manager.



While maintaining stellar leadership of the Hyde Park Farmers Market, Ticina’s focus now includes developing the SECC’s Arts and Culture Capital Lab and promoting access to capital for creative entrepreneurs and wealth building strategies for artists.

Recently, Ticina earned her Farmers Market Manager Certification (IL-CFMM) through an interactive program learning experience that addresses real-world market issues, and best practices for successful farmers markets. As a Certified Market Manager, Ticina will be able to pursue her special interest in developing sustainable solutions to provide greater access to fresh and nutritious food options for the residents of greater mid-south Chicago and surrounding communities.

## HPFM HOLIDAY MARKET

For the second consecutive year, Special Service Area #61 and the South East Chicago Commission hosted the Hyde Park Holiday Market at the Promontory from 9:00 AM to 2:00 PM. Building on the success of the pilot activation in 2022, this year the market offered the community two opportunities to shop locally during the holiday season.

	November 11	December 9
<b>Vendors</b>	10	21
<b>Shoppers</b>	250	300



# IN THE MEDIA

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

**Time Out** named Hyde Park #19 on the “40 Coolest Neighborhoods in the World” list in 2023, which was curated by thousands of readers and expert input from editors. The magazine encouraged visitors to stop at several businesses within the SSA #61 footprint, including Valois, Virtue, and the SOPHY hotel.

Several notable businesses were highlighted in the Best of Chicago 2023 list, The Promontory receiving Best Venue for Hip-Hop and YogaSix Hyde Park winning Best Exercise Class.

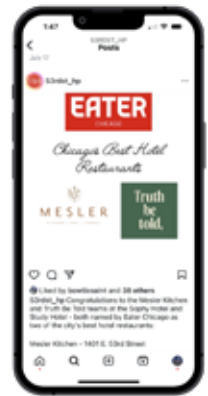
Other businesses within the SSA and in greater Hyde Park won First Runner-up in a variety of categories, including:

- Wesley’s Shoes (**Best Shoe Store** First Runner-up)
- Virtue (**Best Soul Food Restaurant** First Runner-up)
- Small Cheval (**Best Burger** First Runner-up)
- Promontory Point (**Best Lake Swimming Spot** First Runner-up)
- Hyde Park (**Best South Side Neighborhood** First Runner-up)
- Hyde Park School of Dance (**Best Dance Studio or Training Program** First Runner-up)

The **Hyde Park Labs** building located in Harper Court began construction in February 2023 and is expected to be completed in late 2024. According to UChicago Civic Engagement, this building will house researchers from the Pritzker School of Molecular Engineering along with having lab space open to rent for growing or established companies. On the ground level, the Labs Building will have a community space with STEM programming for local K-12 students to encourage and give opportunities to students of all ages.

In July, **Fox News** reported on the annual **4th on 53rd** event, which has been the longest standing and most popular Independence Day event in Chicago for over 30 years. Fiscal year 2023 event experiences attracted an estimated 7,000 attendees to the district, giving businesses in SSA #61 exposure and foot traffic.

The **SSA #61 Reconstitution** has been a major source of media attention in the past year. As marked by the **Hyde Park Herald**, the SSA footprint will reduce slightly in size, cutting out seven properties on the north side of 53rd Street to the east of the viaduct. The SSA #61 will focus mainly on enhancing the SSA business corridors with public art, infrastructure development, and accessibility of the area.





# 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

## AUDIT

### Benford Brown & Associates

8334 S. Stony Island Ave.  
Chicago, IL 60617

## MARKETING & COMMUNICATIONS

### CEI Media Group

PO Box 805276  
Chicago, IL 60680

## ARTS

### Chicago Public Art Group (CPAG)

3314 S Morgan St.  
Chicago, IL 60608

### Dorian Sylvian, Artist

## COMMERCIAL CLEANING

### Advanced Pro Clean, Inc

11036 South Homan Ave  
Chicago, IL 60655

### Cleanslate

237 South Des Plaines  
Chicago, IL 60661









An aerial photograph of a city at dusk or dawn. In the foreground, a large, classical-style building with a prominent dome and columns is situated on a riverbank. The river reflects the sky and the building. In the middle ground, there are several modern buildings, including a tall, dark glass skyscraper. The background shows a dense urban landscape with many buildings and a hazy skyline in the distance. The sky is a mix of purple, blue, and orange tones. A solid teal vertical bar is on the left side of the image.

A N N U A L  
R E P O R T  
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