

“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized...”

Daniel Burnham



2015

ANNUAL REPORT

SPECIAL SERVICE AREA HYDE PARK #61

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2015 ANNUAL REPORT SPECIAL SERVICE AREA #61

Letter from SSA Board Chairman, Mike McGarry

To Our Community Partners:

In January 2013, a group of Hyde Park business leaders began discussing various ways to improve and promote the commercial business corridors along 53rd and 55th Streets. In 2014, Special Service Area #61 was established with the strategic mission *To enhance and maintain a vibrant, pedestrian friendly, neighborhood commercial district that reflects the culture of Hyde Park, serving local stakeholders and attracting visitors.*

Welcome to the 2015 Annual Report for Special Service Area #61! Our first year of operating was successful on several fronts which are described in more details on the following pages. The most visible was promoting the district as Downtown Hyde Park. More than just a brand, the Downtown Hyde Park concept creating a single contact point to attract visitors, new businesses and provides the opportunity for a consistent look throughout the neighborhood.

We implemented neighborhood beautification programs. Light poles, bike racks, garbage cans and tree grates were painted and provided with regular maintenance. Parkway trees were replaced and flower baskets were filled with colorful seasonal plantings. Sidewalks were power cleaned to remove years of dirt and grime. The end result was a more attractive and welcoming Downtown Hyde Park.

Visitors attended The Summer Sunday Concert Series in Nichols Park, Downtown Hyde Park Fest and Small Business Saturday. In addition to the estimated economic impact, our customer attraction activities provided local businesses the opportunity to build individual awareness.

Much was accomplished during 2015, much remains to be done. Follow us on social media, visit Downtownhydeparkchicago.com, or attend the Commissioner Meetings. Your input is always welcome.

Special thanks to the Commissioners of Special Service Area #61, the Southeast Chicago Commission as our sponsoring agency and our many community partners. Your commitment to Downtown Hyde Park is making a difference.

Sincerely,

Michael M. McGarry
Chairman of the Commissioners
Special Service Area #61

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Letter from Shirley J. Newsome South East Chicago Commission Board President, SSA Service Provider

What A Wonderful First Year of Success for Hyde Park's SSA 61!

It's hard to believe that "Downtown Hyde Park" was just instituted last summer. But the diligent work of the SSA 61, under the leadership of Chairman Michael McGarry and his Commissioners; Sponsoring Agency, The South East Chicago Commission, Wendy Walker Williams, Executive Director; and SSA Director, Eric Reaves, speaks for itself. We now have a moniker that is known through the City of Chicago and beyond.

"Downtown Hyde Park" has evolved in an astonishing manner as demonstrated in this Annual Report. No longer is it just a branding or marketing tool. It's a reality. New Hyde Park has attracted residents, businesses and entertainment venues to our community. And, there is something for everyone – young, older and in between. We are a destination as opposed to an afterthought. Streets that were once empty and silent are now vibrant and bustling. We have become "hip" and "cool" in the news media reviews. We are considered a cultural as well as institutional mecca, and have landed in the tour guides of historical places. New development has touched our retail corridors from one end to the other. Beautification projects are everywhere!

But lest we get carried away with our new found notoriety, much of the credit goes to you and our great and many community partners, all focused on a common vision – to make Hyde Park inviting. We send profound thanks to our city government, elected officials, and each of you who helped us in whatever way to make a difference.

We do hope that everyone will take advantage of the good things in "Downtown Hyde Park." Don't know where to start? Visit our website at
WWW.DOWNTOWNHYDEPARKCHICAGO.COM.

**Shirley J. Newsome
Board Chair
South East Chicago Commission**

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Letter from Wendy Walker-Williams, Executive Director South East Chicago Commission, SSA Service Provider

Thank You Downtown Hyde Parker!

Yes, you are Downtown Hyde Parker! If you shop, work, eat, play, experience Downtown Hyde Park you are a Downtown Hyde Parker.

This annual report reflects the hard work and vision of many, and I would like to take this opportunity to thank all who have made the birth of our marketing campaign, Downtown Hyde Park, a success and confirming Downtown Hyde Park as a destination.

THANK YOU, Downtown Hyde Parker, for taking the time to familiarize yourself with the programs and initiatives happening in Downtown Hyde Park our long awaited Special Service Area (SSA), the 61st SSA designation in our fair city. In case you are not sure, Downtown Hyde Park references the boundaries of the SSA #61, and the programs/services are funded by the tax dollars generated from a small additional tax levy to the property owners within the boundaries.

THANK YOU to the many property owners and community stakeholders/leaders who worked together back in 2013 to agree upon the boundaries and the tax amount that would be levied to breathe life and FUN into our main business corridor.

THANK YOU to the SECC Board of Directors and SECC Staff, and the SECC SSA Program Manager, Eric Reaves, for their hard work and perseverance which is clearly demonstrated in this report.

THANK YOU to the SSA Commissioners who have taken the responsibility of allocating your tax dollars wisely, to breathe life and fun into Downtown Hyde Park.

As we move forward in 2016, I am confident that you will be amazed and pleased with the new projects on the horizon. Keep your eyes out for the new bike racks, banners, special events, and façade enhancements throughout the corridor. Please take time to visit our website downtownhydeparkchicago.com early and often.

Warm regards,

Wendy Walker Williams

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Letter from Eric E. Reaves SSA Director, SECC Program Manager

Greetings,

It has been with utmost humility and pleasure to act as the Director of the SSA from its embryonic stages through the end of 2015. In 2014 we began to receive funding in Q3 and we made strides in neighborhood beautification and customer attraction. We planned for 2015 to be a year in which we crafted an identity for the SSA. Downtown Hyde Park Chicago was birthed after due diligence among our business peers.

The ‘birth’ of this brand identity launched a robust website that serves as the “central point of engagement” for the SSA. The website is widely used as the “go to” for residents, visitors and tourist who want to visit Hyde Park as a destination attraction encompassing, shopping, dining and entertainment.

We staged several events in 2015 for customer attraction to the DTHP. This resulted in over \$200,000 of estimated economic impact into the SSA footprint and community at large. We use this data for many reasons, however, the salient point is to provide tangible and justifiable purpose for events, concerts and public activities that are sponsored by the SSA.

The tentative plans for 2016 are ambitious, such as installing the new bike racks we so ardently worked on in 2015. Façade improvement, business education and creation and streamlining of the operations are high on the list.

The SSA footprint won’t grow, but the impact of new housing planned to open in 2016 will bring more visitors to DTHP.

In closing I would like to thank the SSA Board of Commissioners for working with, supporting me and the central point of engagement vision. I also would like to thank the SECC, SECC Board and my team members but especially Wendy Walker-Williams to whom I give special thanks as I can be a little hell to work with. All passion for the vision WWW, thanks for the patience.

Eric E. Reaves
SSA #61 Director

Who are we?

Special Service Area #61 (SSA) provides funding for services to our designated commercial area in Chicago's Hyde Park neighborhood. A sponsor organization, in this case the South East Chicago Commission coordinated the development of the SSA in 2014. A board of commissioners overseeing the SSA meets monthly for fiscal and programming oversight. The day to day operational functions are entrusted to Eric E. Reaves who acts as the Director.

What we do!

Neighborhood Beatification

SSA #61 helps keep the footprint clean, green and beautiful year round. We contracted with our Service partner **Cleanslate** that empties 60 refuse cans along the sidewalks three days a week resulting in:



1,771 bags of litter remediated



620 bags of litter recycled



254 illegally posted signs removed



230 abandoned bikes removed

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601 tree grates serviced

We partner with **Brickman** to help us keep the footprint fragrant with flowers resulting in:

84 flower baskets activated
Spring and Fall



Sidewalks and viaducts are kept clean of grime, grease and gum by **Advance Pro Clean** resulting in:



**5.2 miles of
sidewalks power
cleaned spring and
fall**

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We partner with [Carney Cleaning](#) to clean the refuse containers and lids. We clean light and sign poles and keep them free of tape and glue resulting in:

**60 refuse containers
cleaned monthly**
Totaling 720 cleanings



**200 light and sign
poles cleaned monthly**
**Totaling 2400
cleanings**

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Business Education

The SSA provides counseling and workshops to current and planned businesses in the form of business plan review, marketing, and a myriad of subject matter from start up to business expansion.

Director Eric E. Reaves has over thirty years' experience in the business world encompassing knowledge with entrepreneurial capabilities to large corporate entities. Mr. Reaves authored and presented a two-part work shop at the University of Chicago's Innovation Exchange titled:



The SSA is a platform to provide business owners educational services that they would have to expend additional monies for. This is a value add by being located within the SSA footprint.

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Customer Attraction

An important role of the SSA is customer attraction to the footprint. Our target demographic is, residents, visitors, and tourist.

Residents-those who live in Hyde Park

Visitors-those who live in the other seventy-six other Chicago neighborhoods and surrounding suburbs.

Tourist-Those who live outside of the city and state limits, tourist who are visiting Chicago from another country. Attracting those tourists to venture into the Hyde Park neighborhood while visiting the City of Chicago.

In 2015 we began to measure the effectiveness of staging events and festivals using a method of determining its economic impact on the surrounding community.

Economic impact measurement has become a powerful and persuasive tool for those looking to capture and evidence the financial benefits that can result from the hosting of a major event. Measuring economic impact not only allows public sector bodies to evaluate their economic return on investment, but it also demonstrates how events drive economic benefits - allowing event organizers develop practices which maximize these benefits.

The 'economic impact' of a major event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event. For most events, spending by visitors in the local area (and in particular on accommodation) is the biggest factor in generating economic impact; however, spending by event organizers is another important consideration. Economic Impact studies typically seek to establish the net change in a host economy - in other words, cash inflows and outflows are measured to establish the net outcome.

We use a formula that measures the direct and indirect or primary and secondary sales/revenue and jobs created or sustained due to the existence of the event.

All of the SSA events will have an economic impact equivalent.

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This mid-summer concert series held at Nichols Park in the center of the SSA footprint on 53rd street has grown from an average attendance of 90 on a Sunday afternoon to an average of 257 guests representing a 285% increase in attendance over three years.

George Franklin Memorial Summer Concert Series

2015 GEORGE FRANKLIN MEMORIAL
SUMMER SUNDAY CONCERT SERIES

DATE	ARTIST
JULY 12	Papo Santiago (Salsa)
JULY 19	Billy Branch and the Sons of Blues with Special Guest Billy Flynn (Blues)
JULY 26	The O'My's (Country)
AUG. 2	Matthew Santos (Soul/Folk/Rock)
AUG. 9	Sean and Charlie (Country)
AUG. 16	Akashia (Reggae) with Special Guest Fata Dougou
AUG. 23	The Ivorys (Pop)
AUG. 30	The Bourbon Aristocracy (Blues)
SEPT. 6	Get Back (Soul/Folk Rock)
SEPT. 13	Sidewalk Chalk (Hip Hop/Reggae) with Special Guests Zarameka

SUNDAYS | 4PM – 6PM | NICHOLS PARK | FREE ADMISSION

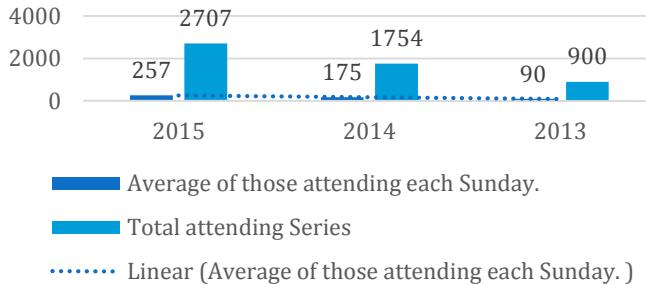
BBQ GRILLS AND LIQUOR BOTTLES/CANS ARE NOT PERMITTED AT THESE CONCERTS

SPONSORS

AYSO Region 751
Carlton Apartments
Hyde Park
Treasure Island
Hyde Park Herald
Hyde Park Practice
Hyde Park Business Center
Hyde Park-Kenwood Community Conference
Kirnbark Beverage Shoppe
Kirnbark Plaza Merchants Association
Mark Hedges
S36 Franklin
State Representative Barbara Flynn Currie
State Representative Cheri H. Mitchell
Toni Preckwinkle, County Board President
Toys at Celena
University of Chicago Office of Civic Engagement
4th Ward Alderman Bill Burns
5th Ward Alderman Leslie Hairston

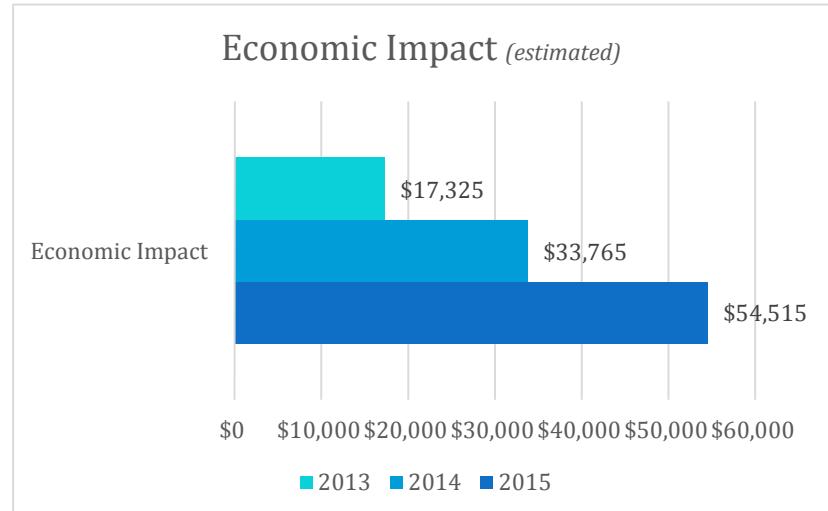
www.DowntownHydeParkChicago.com

Summer Sunday Concert Series Statistics



**\$54,515 of
economic impact**

**2707 attended this
event resulting in:**



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Downtown Hyde Park Fest 2015



The inaugural fest was designed to attract families, drive foot traffic and accentuate the “New Vibe” in Hyde Park. The Fest events started on a Friday night with Fashion 53rd “Refined” held at the elegant Hyde Park Bank. The next day was filled with family fun activities in Harper Court.

4500 guests attended these events resulting in:
\$125,515 of combined economic impact (estimated)

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FASHION53rd
HYDE PARK • CHICAGO



Title Sponsor

 **Hyde Park Bank**
A branch of Beverly Bank & Trust Company, N.A.
A WINTRUST COMMUNITY BANK



Lines out of the Door @ Red Mango

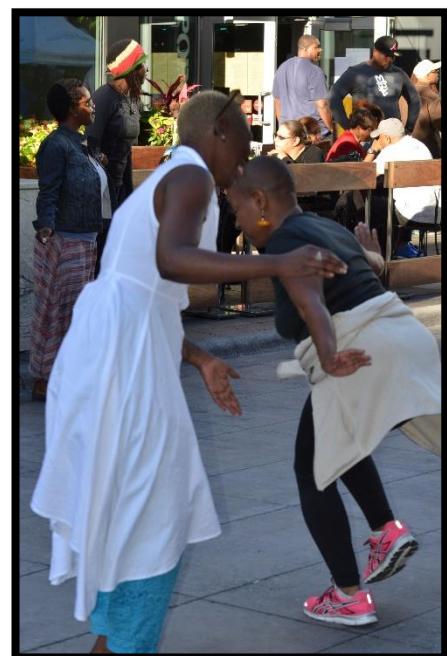
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LEARN



FUN



DANCE

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Small Business Saturday/Shop Small-Local 2015



Small Business Saturday is a day dedicated to supporting small businesses across the country. Downtown Hyde Park partnered with the South East Chicago Commission to invite the community to shop small and shop locally with four kick off social events where participants were given Free Passport coupon books with a \$200 in savings value.

This initiative distributed 500 books representing \$100,000 in savings. After using the coupon, the bearer will be entered into a drawing to win \$500 in Hyde Park Bucks. Valarie Jarrett Senior Advisor to President Barack Obama is a large supporter of this event. For the past three years she has returned to the Southside to shop and recognize small businesses.

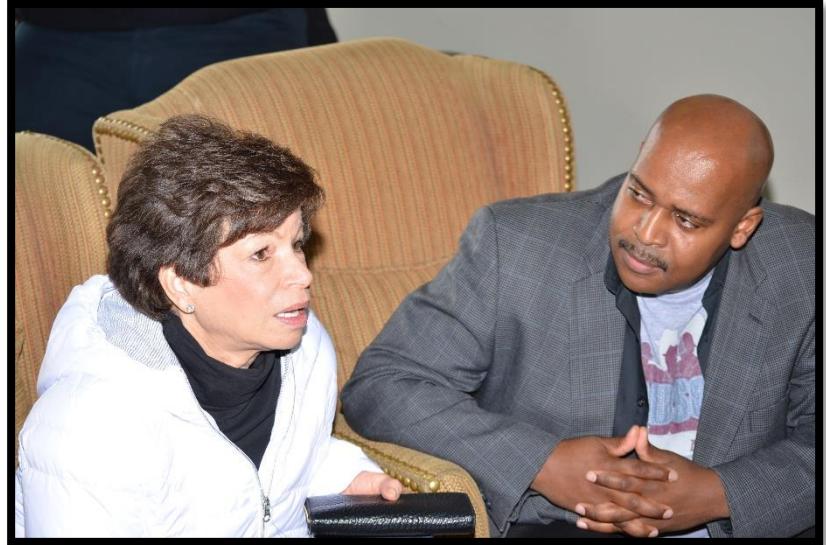


Ms. Jarret and Ms. Newsome making a purchase.



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Rolling out asked Jarrett why small businesses are important to our community and she said, “Small businesses are the economic engines of the community. Not only are they investing or creating jobs in the community, but more often than not the owners live in the community. They support community organizations: everything from the Little League team to the local high school, to the churches and other faith institutions in our community. They are the anchor of our community. Oftentimes, when we have these large big box stores, people leave their neighborhood and they go outside for shopping when there are jewels from within. This [Sip and Savor] is an excellent example of that.”



Comfort Me Boutique, Bethany Thomas

Brand and “Central Point of Engagement”

In a Google Search Hyde Park comes up in England, New York and a myriad of other places. In today's world of mobile and social engagement positioning a community and its service and retail businesses in one central place for engagement of residents, tourist and visitors is essential.



Users of smart mobile devices now represented by over 80% of the population historically will only go to one site for information before abandoning the search. This site must also be easy to navigate and be interactive. The birth of the brand for the Special Service Area #61 was launched in June with a special event a welcome video was commissioned and can be seen at the following website. www.downtownhydeparkchicago.com is the 'central point of engagement' web site. Several elements of this brand are extended through the 'Blue Badge Business' program which invites retail and service businesses within the SSA footprint to embrace the program by participating in events and marketing.

This badge will become widely known as the brand for the Special Service Area business corridors. The Downtown Hyde Park Chicago lexicon is beginning to be mentioned as a destination by the public and in several newspaper articles. These taglines are also part of the brand.

Deep Roots. New Vibe. Embrace the Uncommon



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Brand

Extension/Insertion

The brand was extended by placing 110/55 sets of bold and colorful banners throughout the foot print.



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V
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C
Y

Social Media and Messaging

Social Media and its use to promote neighborhoods and businesses is at an all-time high. Tweets, Face Book Posting and Instagramming are all utilized by major international entities. It is believed if your business or organization does not have a social media plan you are missing over half of the possible guests to patronize your entity.

Downtown Hyde Park Chicago has a robust plan that touches over 500,000 people regularly. The number of touches or impressions across all social media are impressive. Below is an example of our Social Media relevance which is in its embryonic stages. The following analysis is around the Downtown Hyde Park Chicago Web Site and The Downtown Hyde Park Fest Event Web Site.

Website www.dhpfest.com

5,387 Total Visits (9/1- 9/21)

- * 37% from Facebook
- * 13% from Hyde Park Herald
- * 8% Google
- * 8% Metromix

Analytics initiated on 9/9

- 1,298 Users**
- Top 2 locations:**
- 77% from Chicago**
- 2% from Evanston**
- 4,067 Page views**
- 2.35 Pages visited out of 4**

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Downtown Hyde Park – Facebook – Event Page – 9.18
<https://www.facebook.com/events/1639108442998899/>

18,000 Reached

925 Viewed

500 Engaged

* Note the numbers are still growing after the event.

Downtown Hyde Park – Facebook – Event Page – 9.19
<https://www.facebook.com/events/141464162863058/>

128,000 Reached

7,500 Viewed

3,000 Engaged

* Note the numbers were still growing after the event.

Twitter - @DHPChicago | #DHPFEST2015
<http://www.twitter.com/dhpchicago>

Tweet reach analysis

8 Day Review (9/14 – 9/22)

132,000 Impressions

94,282 Accounts Reached

75 Tweets

25 Contributors

WEB Page

Downtown Hyde Park – Facebook Page

615+ Total Page Likes

36 People Checked In

342 People Talking About This

7,933 Post Reach

1,404 Post Engagement



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Website: www.downtownhydeparkchicago.com

Goggle Analytics 2015 www.downtownhydeparkchicago.com	October	November	December	Average
Page views	1489	1356	602	1149
Unique Page Views	446	381	218	348
Sessions	NA	355	209	282
Users	NA	199	137	168
Avg. Session Duration	NA	4:49	2:39	3:44

Visitors

To understand the different types of views for your site, you need to think about the ways in which your visitors access each page on it. When a visitor arrives at your site they have either entered the site address into their browser address bar (or bookmarks) or followed a link from another site such as a search engine or directory. Once they are on your site, they may move from one page to another, clicking menu links and even returning to the same page more than once.

Sessions

The idea of a session is key to site visits. A session is a concept used primarily in Web development, normally meaning a single visit to a site, including all pages viewed. For example, if a user visits your site and moves between a few different pages over a period of a few minutes, then leaves it and closes their browser, this is a single session. If they visit the site again after closing the browser, this will typically be classified as a new session. Sessions are associated with user IP addresses. Although there is no exact measurement for how long a single session lasts in general, for Google [Analytics](#) a session ends 30 minutes after the last page view.

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Page Views

In Google Analytics, a page view is a single viewing of a [Web page](#). This means that any time the page is loaded by the user's browser; the number of page views is incremented. If a user visits the same page multiple times within a single session, each viewing of the page will add to its page view count. Also, if the user refreshes the page in their browser, this counts as a new page view. For this reason, page views are sometimes seen as being of limited significance. For example, if the same user views the same page five times as part of a single session, this is different from five users viewing that page independently.

Unique Views

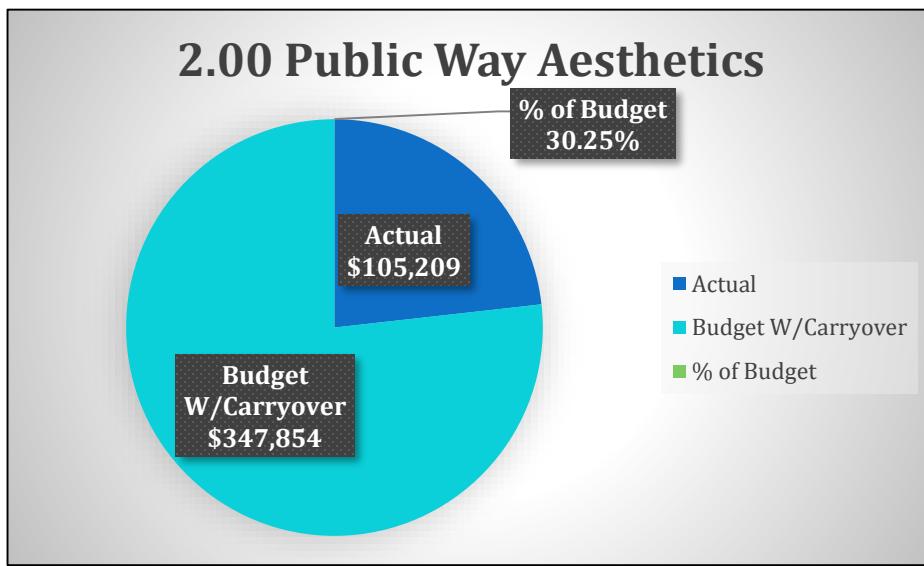
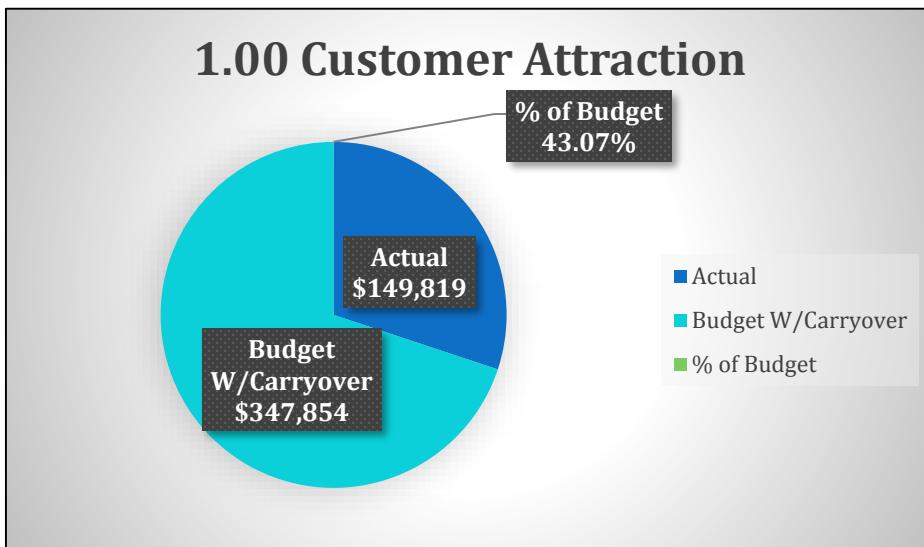
Unique page views provide a useful alternative to basic page views. With unique page views, you eliminate the factor of multiple views of the same page within a single session. If a user views the same page more than once in a session, this will only count as a single unique page view. For this reason, unique views can be understood as user sessions per page, with each session potentially representing multiple views of the page but a minimum of one view per session.



Financial Summary

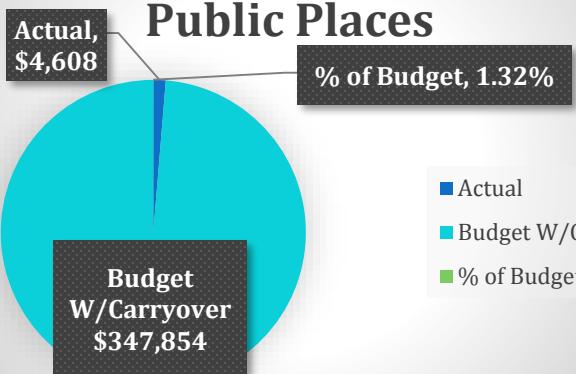
Our Budget

Our Budget is driven by the projected tax levy to be collected in the upcoming year. The City of Chicago requires a budget use projection worksheet in July of the previous year. Our 2015 projected Levy was \$264,814 with a \$83,040 carry over. This is how we spent the money in 2015: *data based on December 2015 draft financials*

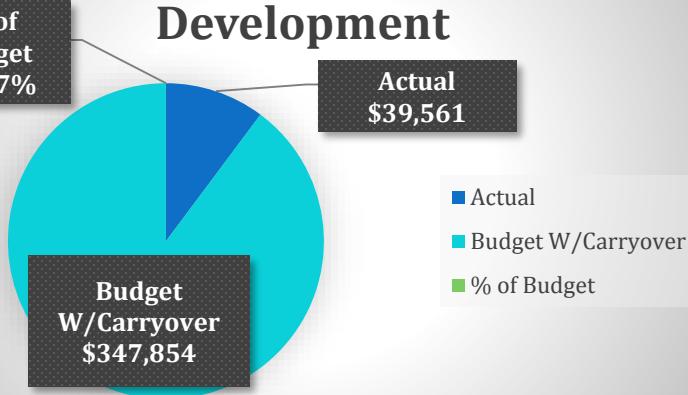


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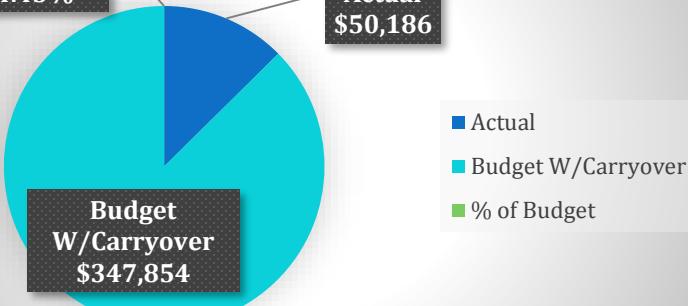
3.00 Sustainability and Public Places



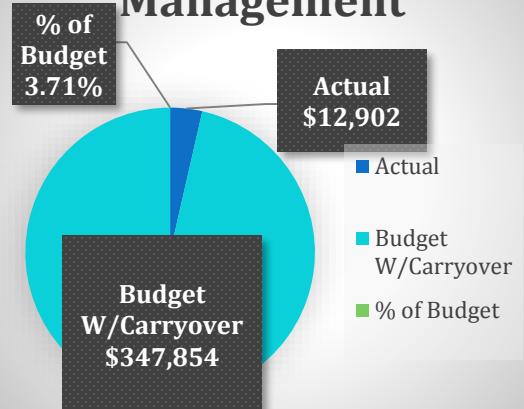
4.00 Economic Business Development



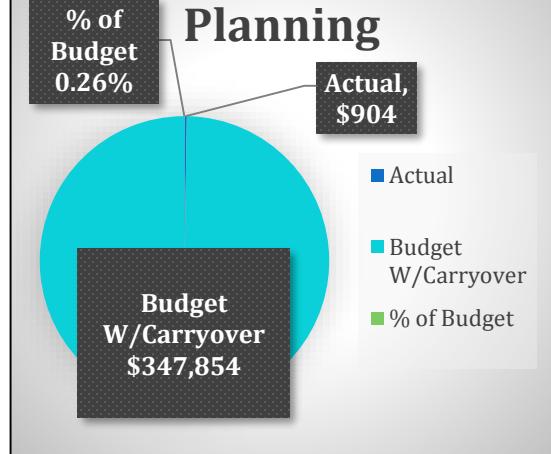
7.00 Personnel



6.00 SSA Management



8.00 District Planning



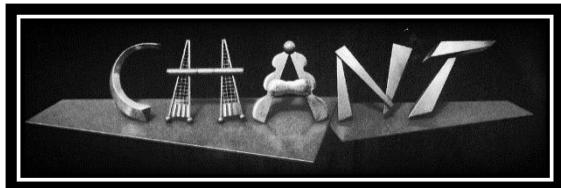
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Partners

Goals and Accomplishments cannot be achieved independently in regard to an organization. It takes the formulation of a team of people and entities to reach the achievements set forth. Downtown Hyde Park Chicago would like to thank those partners and team members for their unwavering support in 2015.



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Quad Communities
Development Corporation



AT THE UNIVERSITY OF CHICAGO



THE UNIVERSITY OF
CHICAGO

**Office of Civic
Engagement**

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SSA Board of Commissioners

Anthony Fox	Harper Theater	01/15/2016
Gregory Guttman ⁴	MAC Properties	01/15/2016*
James Hanson	Avison Young	01/15/2016*
Allison Hartman	Hartman Law	01/15/2016*
James Hennessy	UOC CREO	01/15/2016*
Michael McGarry ¹	Hyde Park Bank	01/15/2017
Mary Rogel ³	Mary Rogel	01/15/2017
George Rumsey ²	CRC.	01/15/2017*
Donna Trainor	UPS Store	01/16/2016
Jackie Jackson	Kilwins	01/16/2016
Charles Newsome	Kimbark Plaza	01/15/2017
Brian Tijan	A10	In Process



1-Chairman of the Board

2-Vice Chairman of the Board

3-Secretary

4-Treasurer

**-have submitted applications to continue on the board for an additional term*

The SSA Board of Commissioners would like to extend its gratitude to Donna Trainor and Anthony Fox for serving on the first SSA Board of Commissioners, we wish you safe travels as you continue in your business endeavors.

A View of 2016 Proposed Plans



Farmers Market



Bike Racks



Downtown Hyde Park Chicago
marketing in major Hotels



Customer Attraction



Façade Program



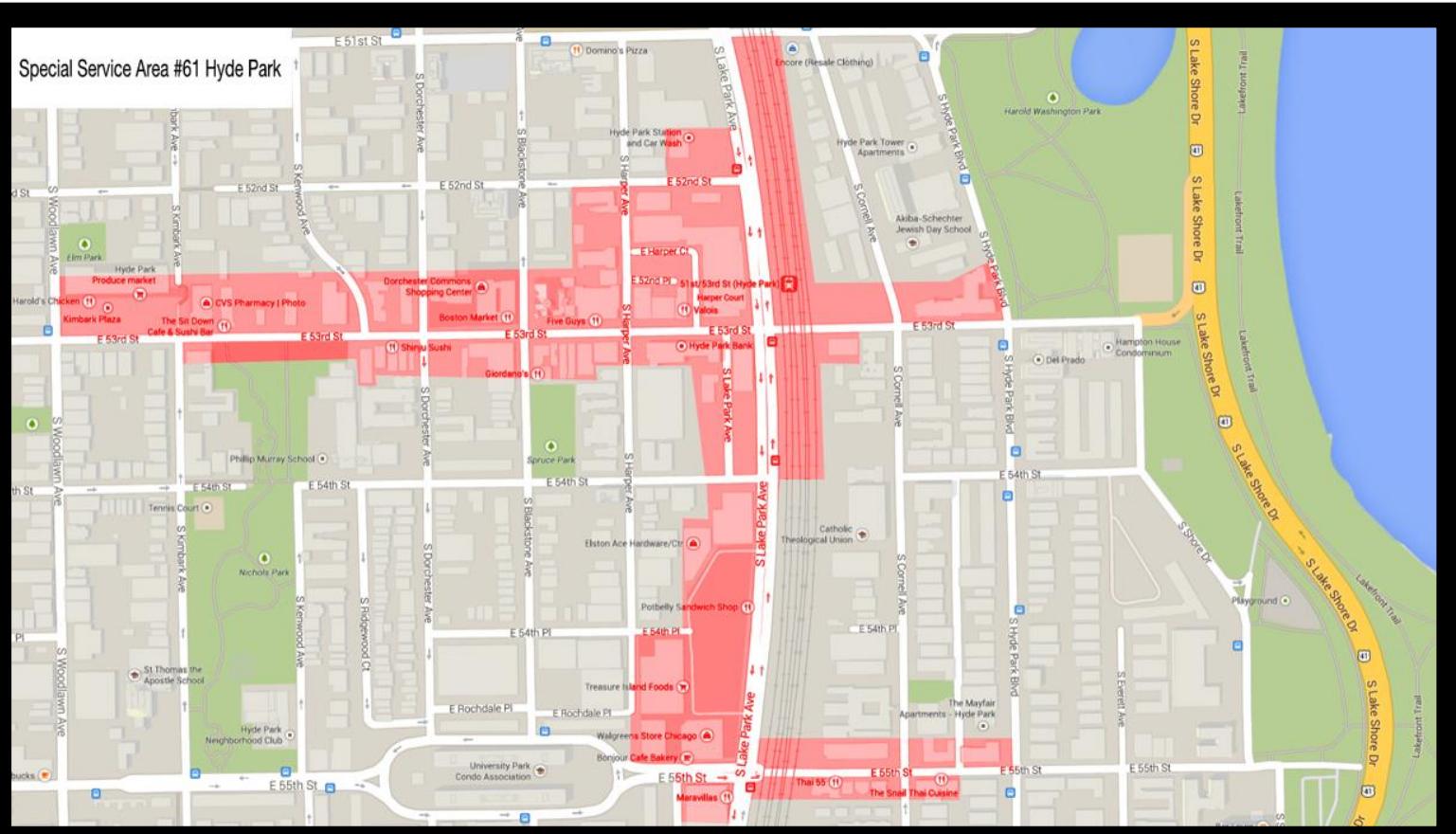
Customer Loyalty/Rewards

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Epilogue

We hope that the 2015 Annual Report provided you with not only statistics and data, but also a pictorial view of 2015 accomplishments. The SSA will manage the 2016 Hyde Park Farmers Market, will attract over 10,000 patrons into **THE CHICAGO HYDE PARK FARMERS MARKET**. We look forward to working and service and retail business in 2016.

that we anticipate the SSA footprint. impacting every Thank you



2015 ANNUAL REPORT SPECIAL SERVICE AREA #61

Contact Information

ERIC E. REAVES
DIRECTOR SSA



Tel 773-324-6926
Fax 773-324-6685
ereaves@secc-chicago.org

RAYMONDE VANCE
ADMINISTRATIVE ASSISTANT



Tel 773-324-6926
Fax 773-324-6685
raymonde@secc-chicago.org

WENDY WALKER-WILLIAMS
EXECUTIVE DIRECTOR SECC



Tel 773-324-6926
Fax 773-324-6685
wendy@secc-chicago.org

SSA Information

Downtown Hyde Park/SSA #61

1511 East 53rd Street

773-324-6926

773-324-6685

www.downtownhydeparkchicago.com

