



Downtown Hyde Park Chicago

2016 Annual Report





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

SSA 61 continues to bring new and exciting ventures to “Downtown Hyde Park” and its neighboring communities. Businesses are thriving and our entertainment venues and restaurants are quickly becoming the places to be.

I am grateful to Chairman Michael McGarry and the SSA 61 Commissioners for their due diligence in the oversight and use of our tax dollars, under the management of SECC’s Project Manager, Eric Reaves, and the direction of our Executive Director, Wendy Walker Williams. I am also appreciative for the many areas of support from the University of Chicago, City of Chicago, our consultants, and you, the residents of Hyde Park.

Many hours are devoted to our website for your perusal and if you have not visited it, I invite you to do so at www.downtownhydeparkchicago.com. There is a wealth of information provided for your consideration.

A number of projects undertaken by SSA 61 during the course of 2016 include:

- (1) 60 New, Artistic Bicycle Racks for our bike riders.
- (2) A terrific Hyde Park Farmers’ Market.

- (3) A successful Small Business Saturday Event where we “Followed the Beat of the Drums”
- (4) New Business attraction JoJayden.
- (5) Removal of 1,939 bags of litter from our streets
- (6) Award Recipient of Winning Brand Identity for Downtown Hyde Park Logo
- (7) Conducted two Business Development Workshops
- (8) Co-Sponsored several Social Events in collaboration with other Hyde Park organizations

As the South East Chicago Commission transitions over the next two years, we will continue to serve SSA 61 and hopefully duplicate much of its work within the five communities that make up our footprint. Business and Economic Development will remain our focus along with neighborhood amenities and beautification. We seek your continued support, without which none of these successes would be possible, and look forward to great things in the days ahead.

Shirley J. Newsome
Board Chair, South East Chicago Commission

Letter from Michael McGarry, SSA Board Chairman

Welcome to the Second Annual Report for
Special Service Area #61.

The accomplishments described on the following pages
were built on the foundation of the prior year successes.
Neighborhood beautification programs continued as flower
baskets were filled with colorful plantings and new light pole
banners were installed. Garbage remediation and sidewalk
cleaning programs were expanded as we experienced an increase
in foot traffic within the district. New in 2016 was the installation
of sixty bike racks that provided better access and improved the
image of Downtown Hyde Park.

Special thank you to the Commissioners of Special Service
Area #61, the Southeast Chicago Commission as our service
provider and our many community partners including the Hyde
Park Chamber of Commerce. Together, we are all making a
difference in our community.

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

The foundation we built in the prior year allowed us to participate in new programs to attract visitors. We not only participated in activities whose traditions run deep in our community, but also added our support to several new ones as well. Our website, downtownhydeparkchicago.com, continued to attract visitors that are interested in seeing what our community offers. My comment from last year’s letter still rings true today; much was accomplished, much remains to be done. Follow us on social media, visit downtownhydeparkchicago.com or attend the Commissioner Meetings. Your input is always welcome.

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

Greetings!

2016 was an incredibly successful year for Downtown Hyde
Park SSA #61. We should all take great pride in the success
of the various programs, initiatives, and accomplishments
highlighted in the Annual Report. As the Service Provider for the
SSA, the SECC has been a thoughtful steward of this awesome
responsibility ensuring the quality and success of projects such
as public way maintenance and beautification; district marketing
and advertising; business retention/attraction, special events
and promotional activities and other commercial and economic
development initiatives benefit increase the vitality of the
Downtown Hyde Park business corridor. After reading this report,
I hope you will agree that it does!

look and feel of the corridor. I would like to also thank the SECC
Board of Directors, Jared Kelly (CEI Media Group), Raymonde
Vance (SECC Office Administrator) and a special thank you to
Eric Reaves, SSA Director for your hard work and great ideas
that have made Downtown Hyde Park a great destination.

Warm regards,

Wendy Walker-Williams

Answering the call of public service, I would like to thank the SSA Commissioners for their thoughtful leadership and governing of Downtown Hyde Park. The SSA Commissioners are engaged Hyde Park supporters that understand the importance of shopping local. They have provided great ideas and have care about the

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

In 2016 DTHP decided to partner with the Silver Room Block Party that has been hosted by the Silver Room for the past thirteen years in Wicker Park. Eric Williams the proprietor of the Silver Room moved his business and block party to Downtown Hyde Park Chicago. The impact to the DTHP footprint set an entirely new pyridine for special events. This single event attracted 15,000 attendees and helped boost sales for businesses over 100% for the same day in 2015.

The brand identity of Downtown Hyde Park Chicago received an internationally acclaimed industry award presented to Otherwise Inc. our graphics firm. Fellow awardees were Google Graphics, Leo Burnett, and Thirst. This solidifies DTHP in a very distinguished group. The brand also received critical acclaim from several articles written about it that appeared globally via the internet and social media.

The DTHP’s website set as the “central point of engagement” is performing above expectations attracting thousands of users who click on the Event’s card then the Businesses card in popularity; 2016 saw growth in many areas of the DTHP footprint adding businesses and increasing foot traffic substantially. This year DTHP will focus on accentuating the service businesses within the footprint and activating the West End.

There has been significant growth in many areas of DTHP in the past three years, this can partly be attributed to the result driven stewardship of the service provider, the South East Chicago Commission. The SECC’s vision, guidance, and ability to engage and convene the community and city at-large to support the Hyde Park neighborhood and more specifically Downtown Hyde Park Chicago are critical factors in our success.

Warm Regards,

Eric E. Reaves

Introductions

Special Service Area #61 d/b/a Downtown Hyde Park Chicago and the South East Chicago Commission are pleased to share the following news of the past year’s successes in this 2016 Annual Report. We encourage board members, businesses, politicians and community partners to take a moment to read our annual report. Sharing information about important work and successes is important for transparency and the edification of the public.

The annual report centers on Advisory Board Priorities that maintain and enhance the vibrancy and sustainability of the business footprint. Customer attraction to service and retail establishments remains the most salient objective for DTHP. The success of each provides for a thriving and growing business district. Hyde Park Chicago experienced tremendous grow with ten new businesses opening in 2016.

We hope you will find the annual report informative as well as inspiring.



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 advisory 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 serves as the Director. In late 2015 we adopted the brand identity Downtown Hyde Park Chicago.

Downtown Hyde Park helps keep the footprint clean, green and beautiful year round. We contracted with several Service Partners to facilitate various tasks, resulting in:



THE ECONOMIC IMPACT



Measuring economic impact has become a powerful and persuasive tool for those looking to capture 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 to 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.



Customer Attraction

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

Residents - Those who live in Hyde Park

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

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

We measure the effectiveness of staging events and festivals using a method of determining its economic impact on the surrounding community. This is measured from the event point to a radius of five miles out.

Customer Attraction via Special Events

We sponsored or co-sponsored a myriad of events within the DTHP footprint in 2016.

The Silver Room
Block Party

15,000 attendees

Economic Impact

\$750,000



The Hyde Park
Chamber of Commerce
Dinner Crawl 53rd St

225 attendees

Economic Impact

\$6,075

The Hyde Park
Farmers Market

8,240 attendees

Economic Impact

\$129,780

Hyde Park
Holly Day

1,000 attendees

Economic Impact

\$35,000

First Thursdays

1,000 attendees

Economic Impact

\$30,000



The George Franklin
Memorial Summer
Sunday Concert Series

2,640 attendees

Economic Impact

\$30,000

Small Business
Saturday Events

1,000 attendees

Economic Impact

\$25,000



A Break Out of DTHP Customer Attraction Investment

- ▶ 2016 Special Event Investment **\$33,122**
- ▶ Number of Event Attendees supported by DTHP **31,105**
- ▶ Cost of Investment per Attendee **\$1.06**
- ▶ Estimated Economic Impact per Attendee **\$34.22**
- ▶ Net Return on Investment (ROI) is **\$33.16** per Attendee



30,105 Event Attendees and one Reptile came to Downtown Hyde Park Chicago by Walking, Car, Biking and Bus resulting in:

\$1,030,055 of Estimated Economic Impact



Brand Identity

The Society of Typographic Arts Chicago’s oldest professional design organization named the DTHP branding and design work to the STA 100.

First launched in 1978, The STA 100 Competition is bigger and better than ever.

The Society of Typographic Arts seeks to honor the best 100 examples of communication design that utilize innovative typography and design from around the world.



Award Winning Brand Identity
Co-Created by Otherwise Inc.

Impact vs. Recognition: A Design Mystery in Chicago’s Hyde Park
By: Ellen Shapiro | September 30, 2016- Article featured in PRINT Magazine
<http://www.printmag.com/environmental/downtown-hyde-park-identity-design/>

Business Education



Downtown Hyde Park Chicago 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.

Business Education



Downtown Hyde Park Chicago will partner with the South East Chicago Commission to present a fifteen week Entrepreneurial Training Program (ETP) offered to existing Businesses and start-ups.

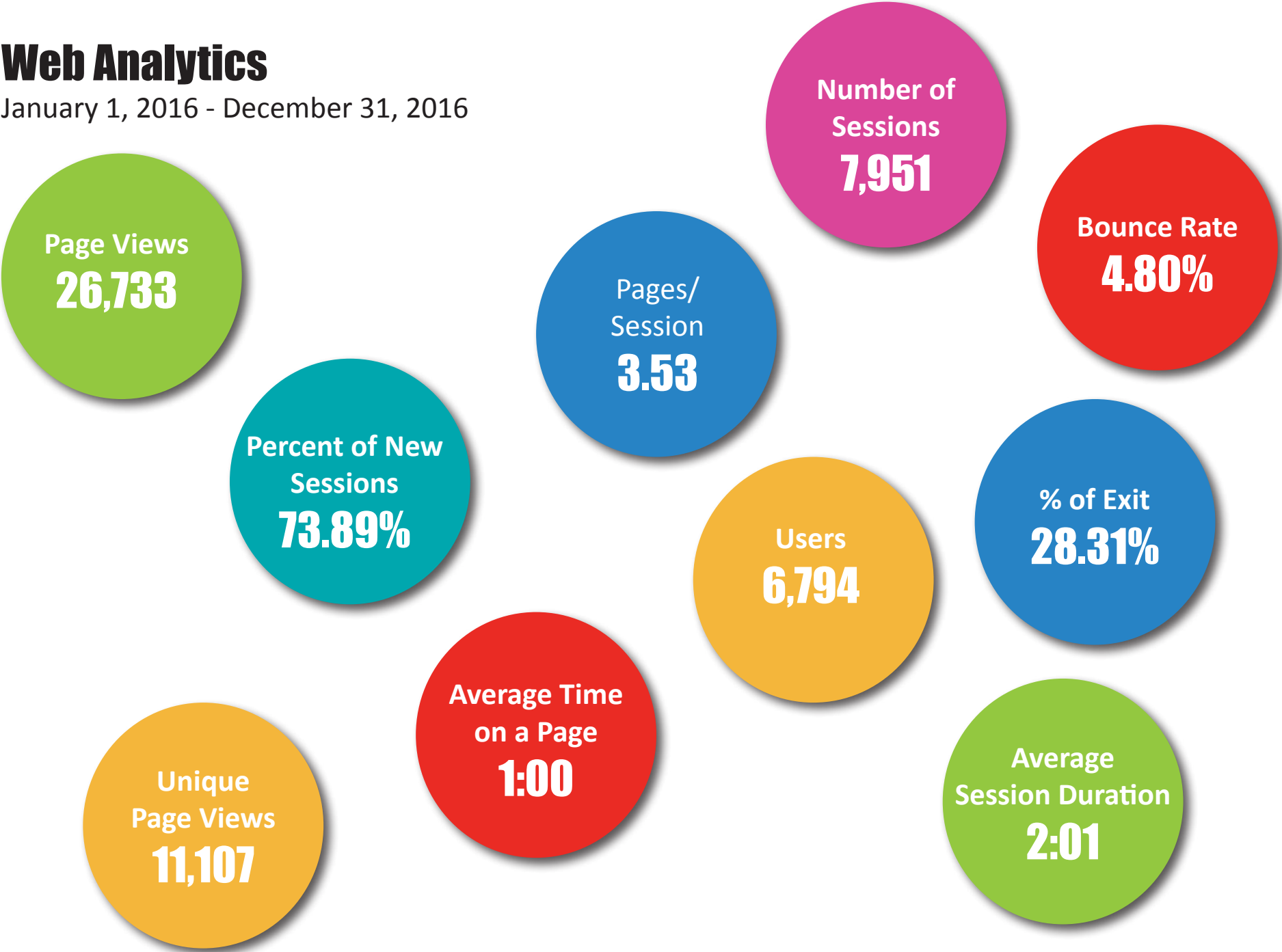


Social Media

Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand | Amy Jo Martin

Web Analytics

January 1, 2016 - December 31, 2016



Benchmark Example: Industry average bounce rate is 30% we are @ 4.80%



Downtown Hyde Park Chicago installed sixty new bike racks in the SSA Footprint



Bike racks on 55th Street

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 2016 projected Levy was \$258,768. This is how we spent the funds in 2016.

Data based on December 2016 draft financials

CHART 1. CUSTOMER ATTRACTION

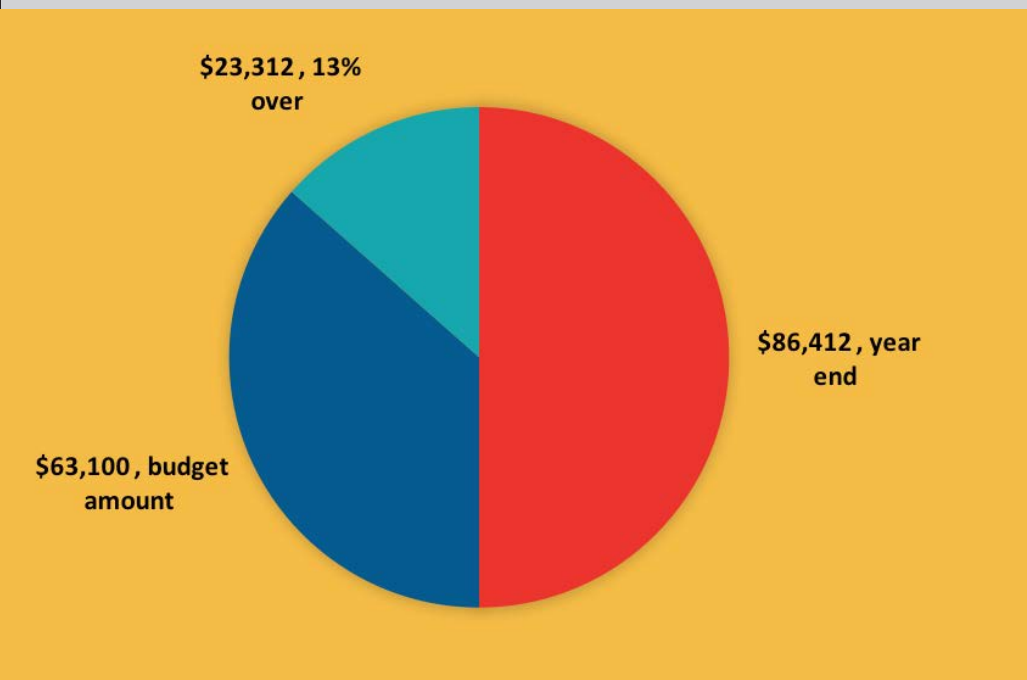


CHART 2. PUBLIC WAY AESTHETICS

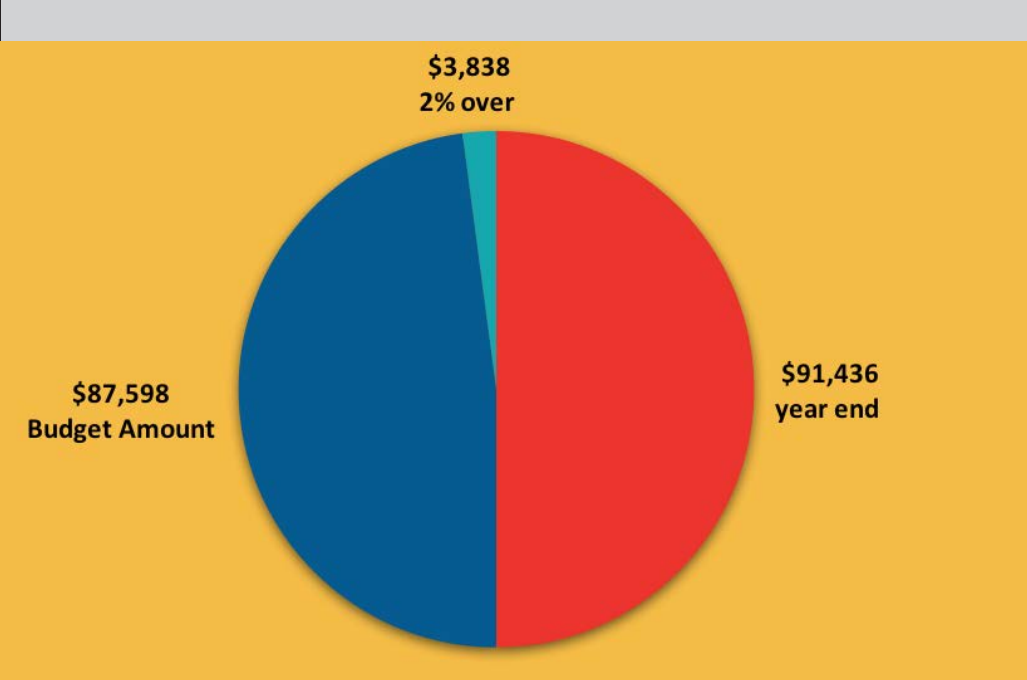


CHART 3. SUSTAINABILITY & PUBLIC PLACES

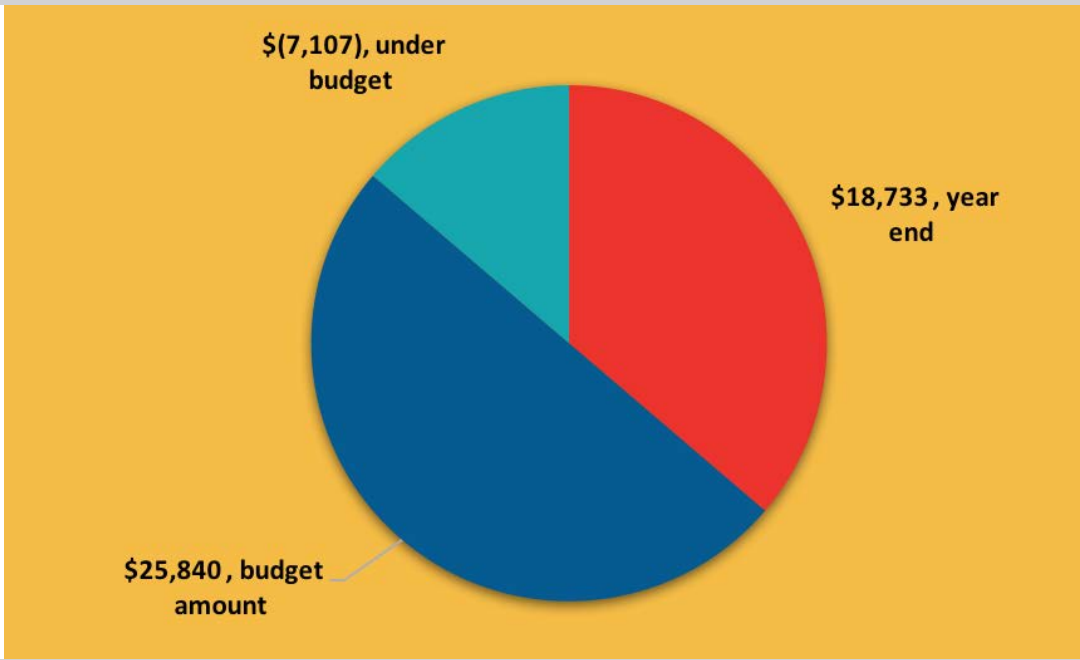


CHART 4. ECONOMIC/BUSINESS DEVELOPMENT

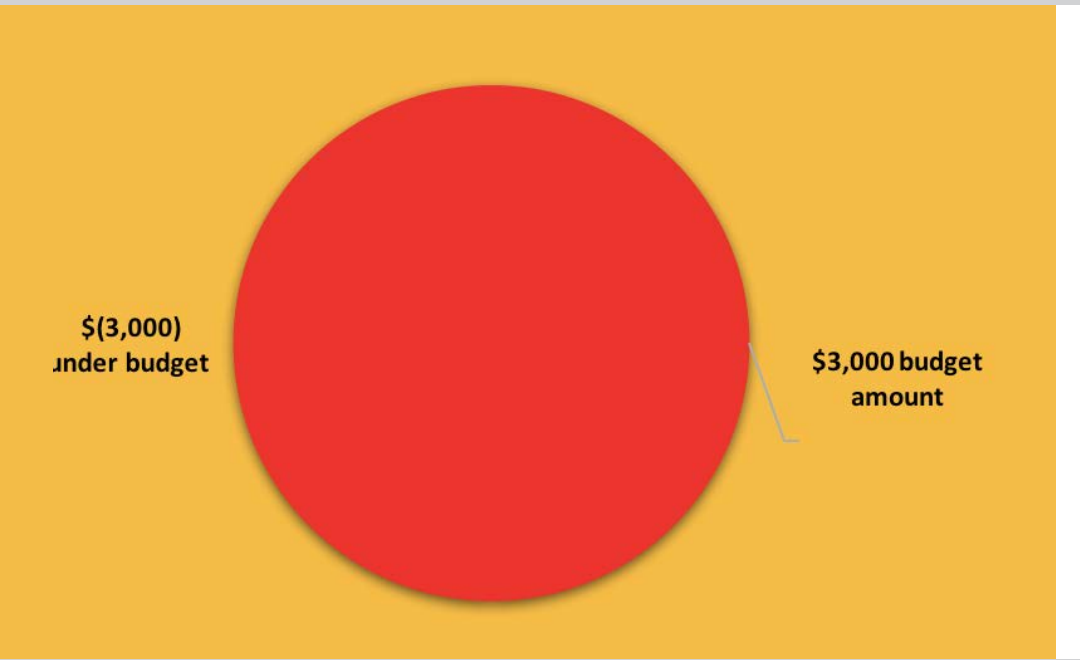


CHART 5. SSA MANAGEMENT

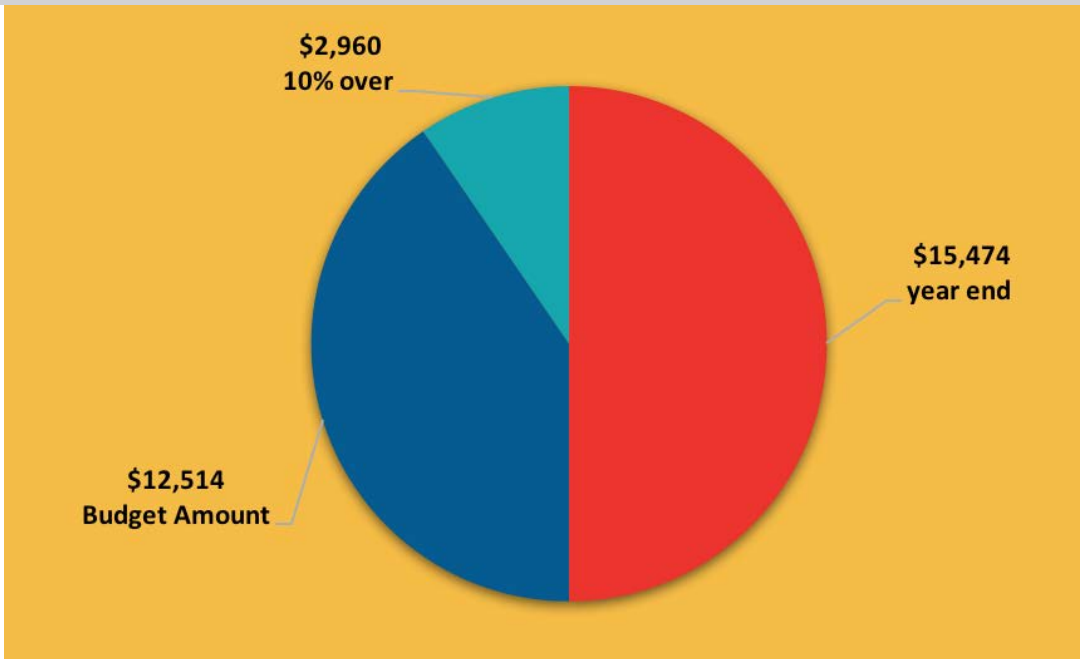
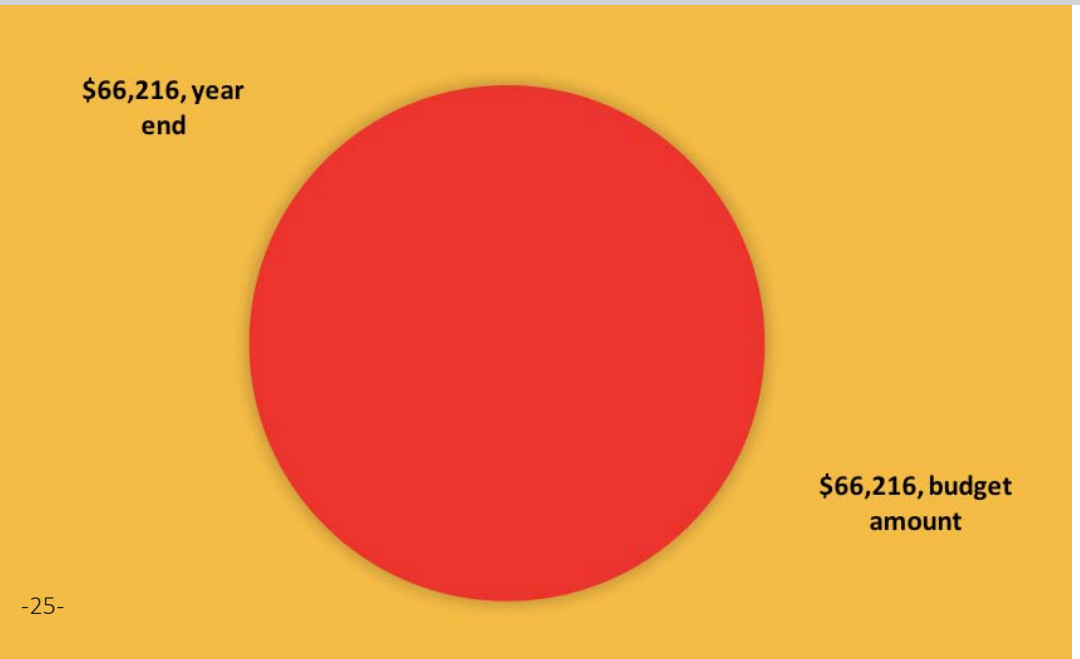


CHART 6. PERSONNEL



Balance Sheet

Unaudited Financials



ASSETS	2016	2015	CHANGE
Current Assets			
Bank Accounts			
1001 SSA Checking	\$11,873	\$33,021	-\$21,148
Total Bank Accounts	\$11,873	\$33,021	-\$21,148
Accounts Receivable			
Accounts Receivable	\$11,575	\$ -	\$11,575
Property Tax Receivable - 2013	\$455	\$455	\$ -
Property Tax Receivable - 2014	\$382	\$382	\$ -
Total Accounts Receivable	\$12,412	\$837	\$11,575
Property Tax Receivable 2015	\$265,069	\$265,069	\$ -
Total Accounts Receivable	\$277,481	\$265,906	\$11,575
Total Current Assets	\$289,353	\$298,927	-\$9,573
TOTAL ASSETS	\$289,353	\$298,927	-\$9,573
LIABILITES AND NET ASSETS			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable	\$10,080	\$28,193	-\$18,112
Total Accounts Payable	\$10,080	\$28,193	-\$18,112
Other Current Liabilities			
Deferred Revenue	\$257,396	\$257,396	\$ -
Due TD SECC	\$29,896	\$20,911	\$8,985
Total Other Current Liabilities	\$287,292	\$278,307	\$8,985
Total Current Liabilities	\$297,372	\$306,500	\$9,128
Total Liabilities	\$297,372	\$306,500	\$9,128
Net Assets	Net Assets		
Temporary Net Assets	-\$7573	\$91,280	-\$98,853
Net Shortage of Funds	-\$446	-\$98,853	\$98,408
Total Net Assest	-\$8,019	-\$7573	-\$446
TOTAL LIABILITIES AND NET ASSETS	\$289,353	-\$298,927	-\$9,573



Downtown Hyde Park Visitors





Downtown Hyde Park Chicago is showing up in the Press

ABC7’s Diane Pathieu reporting on Small Business Saturday.



Partners-Key Partnership

Goals and accomplishments cannot be achieved independently. 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 2016.

In an effort to further our brand identity and strengthen the impact of the DTHP budgetary dollars we also form Key Partnerships with sister organizations. These partnerships may consist of direct funding of their programs or events that impact businesses in the DTHP footprint and add to customer attendance. In addition to the monetary aspect of collaboration, we include the logo of Key Partners on most of our print and event marketing.



Key Partner SpotLight: Hyde Park Chamber of Commerce



DTHP Direct Monetary Investment **\$12,968**

Over 5 million Impressions/Touches of the HPCC
Logo on billboards, print material, point of
contact, and social media sites resulting in AD
VALUE EQUIVALENT of **\$175,000**, for total
investment of



Growth in Hyde Park



SSA Advisory Board of Commissioners



Michael McGarry¹	<i>Hyde Park Bank</i>	Allison Hartman	<i>Hartman Law</i>
George Rumsey²	<i>Computer Resource Center</i>	James Hennessy	<i>UOC CREO</i>
Mary Rogel³	<i>East Point Associates Limited</i>	Jackie Jackson	<i>Kilwins</i>
Gregory Guttman⁴	<i>MAC Properties</i>	Charles Newsome	<i>Kimbark Plaza</i>
James Hanson	<i>Avison Young</i>	Brian Tijan	<i>A10 & Yusho</i>

1-Chairman of the Board
2-Vice Chairman of the Board
3-Secretary
4-Treasurer
(the board has one vacant seat)

Our Team



WENDY WALKER-WILLIAMS
Executive Director
South East Chicago Commission

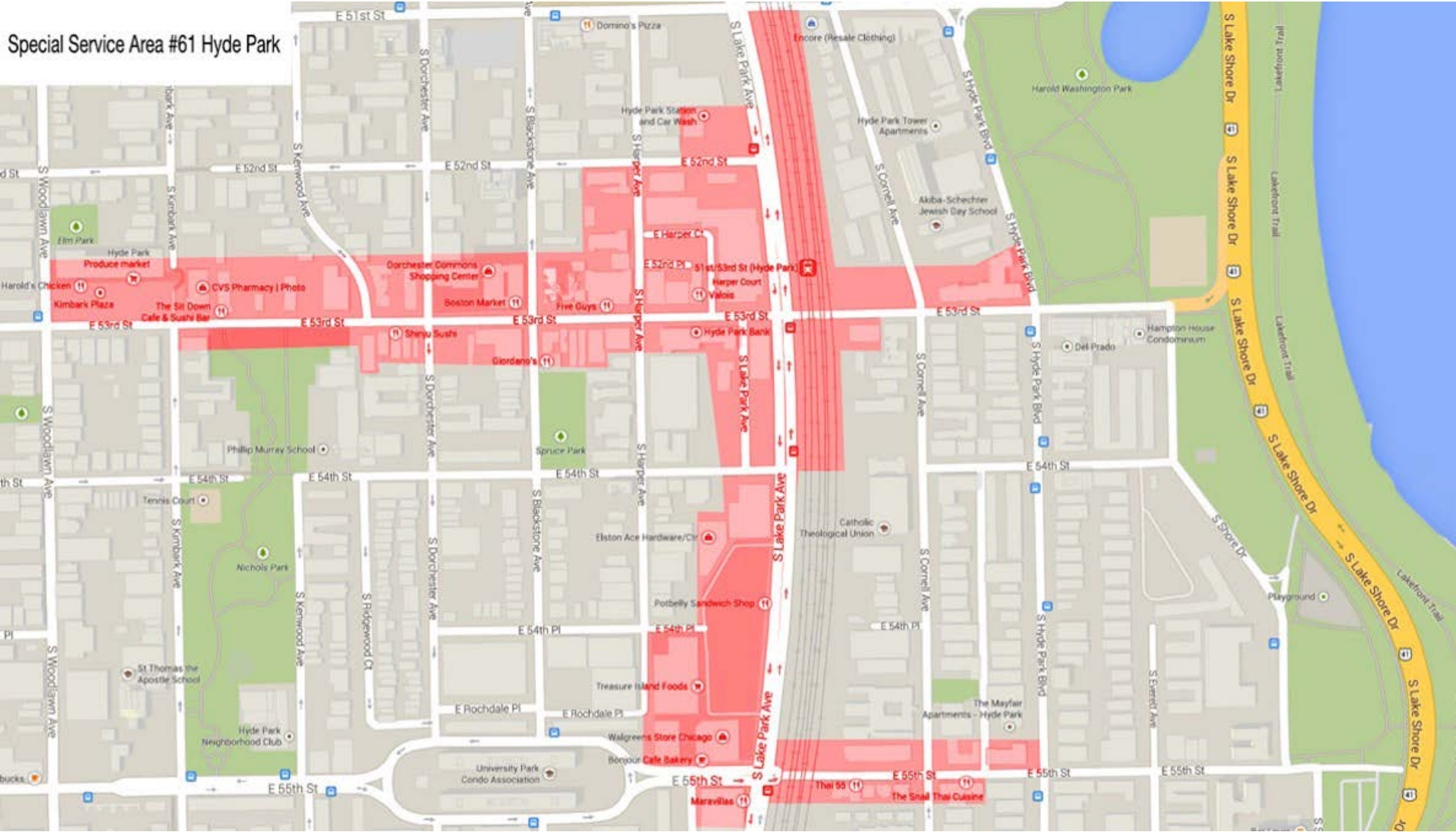


ERIC E. REAVES
Director of Downtown
Hyde Park Chicago &
Program Manager
South East Chicago Commission



RAYMONDE VANCE
Office Administrative Assistant
South East Chicago
Commission and Downtown
Hyde Park Chicago

Epilogue



We hope that the 2016 Annual Report provided you with not only statistics and data, but also a pictorial view of 2016 accomplishments. The SSA will manage the 2017 Hyde Park Farmers Market, that we anticipate will attract over 10,000 patrons into the SSA footprint. We look forward to working and impacting every service and retail business in 2017. Thank you!

