

15th Annual Silver Room Sound System Block Party

**B E A
U T I
F U L
P E O
P L E**

DOWNTOWN HYDE PARK CHICAGO





"The Rain" - Photo Compliments of The Silver Room

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Photo by: M. Monaghan

INTRODUCTION

Beautiful People. The 15th Annual Silver Room Sound System Block Party was held in Downtown Hyde Park Chicago on July 21, 2018. This year was also significant as The Silver Room celebrated its 20th anniversary in service to a very loyal and growing community of customers.

The 2018 Block Party hosted nearly 40,000 attendees. Attendance grew by more than 30% in spite of inclement weather that showered the business district all morning during set up and periodically during the afternoon and evening. The periodic, but light rain throughout the day could not prevent the crowd from swelling to the footprint's capacity and surpassing attendance for previous years.

Organized, branded and managed by Eric Williams in association with his retail experience store The Silver Room, the Block Party has evolved beyond expectation.

Special Service Area #61, branded as Downtown Hyde Park Chicago, is recognized as the destination for the Block Party. To accommodate the growing interest in the Block Party, organizers expanded the footprint an extra block, relocated stages and collaborated with additional businesses and locations for the 2018 events.

With assistance from the Alderman's office, UChicago Commercial Real Estate Operations, and McCaffery Interests, the SSA footprint was Downtown Hyde Park Chicago. The SSA has been the presenting sponsor and planning partner for the Block Party for three consecutive years. Sponsorship funding and planning contributions from the SSA are foundational resources that are essential to execution, growth and sustainability of the business district. The SSA would also like to ensure that all attendees and residents have a safe and positive experience.

Downtown Hyde Park has grown into a recognizable destination as a thriving business district and a social media location reference. The Block Party has proven to engage a large segment of Chicago's South Side neighbors while also attracting attendees across the Chicagoland and beyond the state. The Block Party has also demonstrated its ability to foster spending with businesses in the SSA district, immediately and in the future.

The magnitude of the Silver Room Block Party is exponentially larger than the actual attendance. The economic impact, community outreach, social engagement and community impacts are remarkable, independently and collectively.

The following report, analysis and insights were produced by CEI Media Group to evaluate and document the significance and impact of the Block Party from the perspective of the presenting sponsor. This is the third consecutive year reviewing this event. CEI Media Group is a Chicago-based, minority-owned digital intelligence firm focused on creative marketing, communications, and data management.



THE BLOCK PARTY

The Silver Room Sound System Block Party started in 2002 and celebrates cultural diversity through expression, music and art. Hosted by Eric Williams, The Silver Room and his team of professionals and partners, the Block Party is a truly collaborative effort. While it remains a free community event, the Block Party is more than worthy of suggested donations and contributions from the community and sponsors.

Once a quaint affair for friends and family of The Silver Room, the Block Party has grown into a vibrant and diverse, neighborhood gathering for all ages. And it is recognized as a platform to showcase amateur and professional artists and musicians from the Chicagoland area.

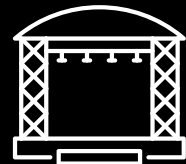
On July 21, 2018, the 15th Annual Silver Room Sound System Block Party included 3 stages, more than 75 vendors, and 140-150 artists/performers. Outdoor stages and principal performances were held from 12 noon to 10:00 pm, with additional late night after-parties.

NEARLY 40,000 ATTENDEES

The Block Party was successfully held without significant incident in the Downtown Hyde Park Chicago footprint with support from the Special Service Area (SSA), South East Chicago Commission, the University of Chicago, local businesses, Aldermanic offices and public officials.



Nearly 40,000
Total Attendees



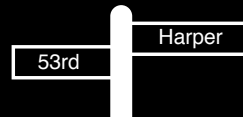
3 Stages



75+ Vendors



140+ Artists/Performers



6 City Blocks



90% Chicago-Based
Artists



12+ Satellite
Locations



5 Block Party Films



25 Beautiful
Kids Activities



75+ Volunteers

THE DESTINATION

Downtown Hyde Park has grown into a recognizable destination through successful branding, on-going public relations and event marketing.

In association with the Block Party, Downtown Hyde Park Chicago is a physical destination and a virtual destination for online engagement. In both instances, public experience and perception are important.

PHYSICAL DESTINATION. The epicenter of the Block Party is the intersection at 53rd Street and Harper Ave. Transportation is a critical element considering the significant growth in the crowd size.

TO/FROM THE DESTINATION

Metra Train	Cab/ride-sharing
CTA bus	Bicycles (personal & Divvy)
Personal vehicle	Walking

PARKING. There are less than 400 public parking spaces available in garages and surface lots located within 1/2 mile of the Block Party (excluding spaces in the Hyde Park Shopping Center). While there is metered street parking, these spots are limited and may be cost-prohibitive for long-term use. There is a significant amount of non-zoned residential parking, but use by visitors pushes residents several blocks from their own homes. Producers have also found it difficult to manage their own designated parking for vendors, volunteers, artists and support teams.

The growth of the crowds warrants more attention to how attendees arrive. Increasing Metra, CTA and ride-sharing can alleviate some of the demand on parking spaces for attendees that are farther than walking or biking distance. Developing a specific ride-sharing collaboration and location for drop-offs and pick ups is worthy of exploration. Temporary bicycle parking racks could also improve foot traffic.

The SSA business district and adjacent areas continue to evolve with new construction. New businesses, hotels, and residential buildings will change the landscape and the capacity of the district.

Organizing the experience at this destination is essential to ensuring that Downtown Hyde Park remains a viable location for the large crowd. Collaboration and communications are both essential to ensure residents, neighbors, and visitors have a positive, memorable experience.

VIRTUAL DESTINATION. As an online destination for social media, Downtown Hyde Park along with social media-savvy businesses in the district can reach a large population of prospective customers.

Social networks are vital to the public relations and experience before, during and after the event.

Facebook alone can reach 94,000 individuals in Hyde Park zip codes: **60615 & 60637**

This year, Downtown Hyde Park social strategy was simply to offer some logistical support while highlighting businesses and locations in the Special Service Area that were featured as satellite locations.

Downtown Hyde Park Satellite Locations

- The Silver Room
- Harper Theater
- Akira
- Connect Gallery
- Chant
- Porkchop
- JoJayden
- Hyde Park Records
- Floral and Frock
- Ancien Café
- The Promontory
- Hyde Park Bank Parking Lot
- Hyde Park Neighborhood Club

THE CROWD



Photo by: Christopher Dylan Andrew

This year's crowd size grew slowly due to the weather, but still increased 30% compared to last year's attendance. Analysis and approach. A wide spectrum of data inputs were analyzed to ensure the estimation was rooted in objectivity.

Influences and considerations:

- Audience characteristics (individual adults, adult small groups, adults with kids).
- Arrivals and departures (including mode of transportation) over time.
- Volume of people in specific areas over time.
- Available occupancy for streets and outdoor spaces in the footprint.
- Available occupancy inside nearby locations.
- Parking availability and distance from the destination.
- Head count inside official and non-official satellite locations over time.

Data from transportation sources (Metra, CTA, Divvy, Uber/Lyft/Taxi) was not available for inclusion.

THE CROWD: FACTORS

The crowd size of nearly 40,000 people. This cumulative total over more than 10 hours includes individuals present within the footprint, in official satellite locations, and unofficial locations that also hosted the audience in their restaurants and stores.

WEATHER

This year’s weather played a pivotal role in attendance levels and time of attendance. Several attendees opted to stay inside cars, homes, hotel rooms or local businesses while others simply delayed their arrival due to the rain. The afternoon quickly picked up when the sun arrived.



TIME

A review of the weather patterns over 12 hours showed that weather had a direct correlation to the time of arrivals and the time people spent inside vs outside. From 12pm - 4pm, the crowd looked deceptively sparse. However 20-25% of attendees were inside of local businesses, not visible to the outdoor drone cameras recording attendance.

2017	2018
<ul style="list-style-type: none">• The audience grew to a peak by 7-8 pm.• Growth plateaued (relatively) from 8-10 pm.• Audience declined rapidly with a small late night crowd arriving after 10 pm.• Attendees were categorized in three groups based on HOW LONG they stayed.<ul style="list-style-type: none">• Short-term: 4 hours• Long-term: 6-8 hours• All day attendees: 10 hours or more	<ul style="list-style-type: none">• The audience grew slowly to a peak by 7 pm.• Growth plateaued and max cap by 9 pm.• Audience declined slowly with a large late night crowd that remained until 11:30 pm.• Attendees were categorized in three groups based on WHEN they arrived.<ul style="list-style-type: none">• Early: 12 noon – 6 pm• Late: 6 pm – 10 pm• All day attendees: 10 hours or more

AREA

There was more dedicated space for this year’s event, which covered more than six “city blocks” of square footage.

The footprint included: 3 blocks on 53rd Street (Old Lake Park Ave to Dorchester Ave); 1 block on Harper Ave (52nd to 53rd Street); 1 square Surface Parking lot; 1 block interior of Harper Court (east and south); and the Hyde Park Bank Parking Lot.

Crowd monitoring included evaluating square footage and street/spatial occupancy. Outdoor crowd growth was monitored using overhead drone footage captured at 3 different points of time to take head counts. Geotag data from digital still photos assisted with tracking indoor attendance. Saturation of the area and spillover into parts of the business district outside the footprint was also included for evaluation.

COMMUNITY ENGAGEMENT

The Silver Room Block Party is the epitome of grassroots, community outreach. While there may be some instances of paid promotion or advertising, those instances would be exceptions to the rule. The Block Party continues to grow organically, becoming a “viral event” stemming from personally curated lists and connections of Eric Williams and The Silver Room Block Party producers with a significant boost from broadcast and print media now covering the event.

A automated (objective) review of social media conversations reveals an important list of the most frequent discussion topics references:

- #hydepark
- #chicago
- #beautifulpeople
- #summertimechi
- #hydeparkchicago

The Block Party strikes a distinct cord with the audience who frequently promote their destination and Hyde Park and Chicago are benefiting from the positive public engagement.



The Block Party audience is engaged before, during and after the event in a variety of channels, networks, and online properties. This spectrum of engagement creates an outreach more than 20x actual attendance.

Social networks:

- Facebook
- Twitter
- Instagram
- Snapchat

Hashtags:

- #TSRBlockParty
- #TSRBlockParty18
- #SilverRoomBlockParty

Social Media Location Tags:

- @ The Silver Room
- @ The Silver Room Block Party
- @ Downtown Hyde Park Chicago
- @ Hyde Park, Chicago
- @ 53rd Street

Facebook Events:

- 15th Annual Sound System Block Party // Beautiful People
- Block Party Film Festival
- Silver Room Sound System Block Party AFTERPARTY @ Promontory

Website:

www.thesilverroomblockparty.com

1.6 MILLION IMPRESSIONS

#silverblockparty
via Twitter

COMMUNITY OUTREACH

Block Party content and conversations are evidence of powerful outreach on social networks: Facebook, Twitter, and Instagram. Facebook was the primary platform focus. Live video during the Block Party was captured and shared by Downtown Hyde Park's Facebook page. Twitter was secondary. A review of the reach and exposure data from Facebook and Twitter, specifically, created surprising insights.

In 2016 and 2017 an evaluation of the top 100 tweets (Twitter posts) within 24 hours of the event date, showed strong reach and exposure. *In 2018, 357 tweets were evaluated, to show the magnitude of one single (yet primary) hashtag. For analysis #silverroomblockparty was the only hashtag tracked solely to compare against previous years.

#SilverRoomBlockParty		
YEAR	EST. REACH	EST. EXPOSURE
2016	71,148	91,402
2017	155,960	295,969
2018*	994,266	1,611,158

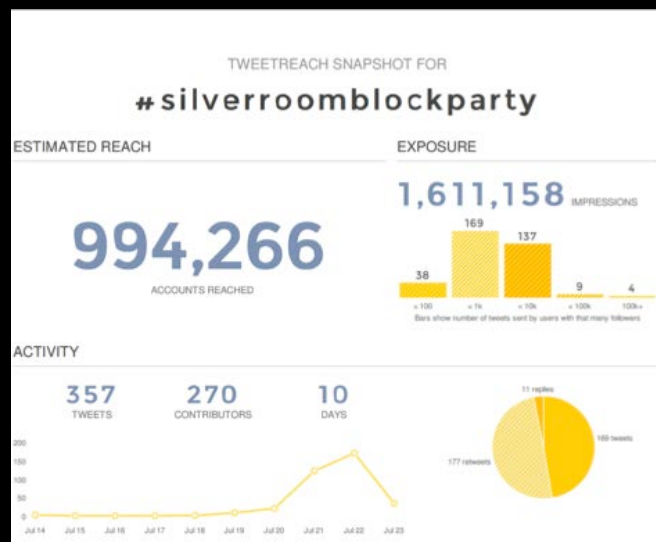
While the data points identified include only a small sample of all tweets, they serve as direct evidence supporting the assertion that the total of all conversations marked with and without hashtags dramatically increased.

Facebook data for the 15th Annual Silver Room Block Party event promotion is also very impressive, but needs some context compared to last year. This year, there were several "related" Facebook events, some of which were not originated by The Silver Room. Without reviewing all of the official FB events, the primary event showed 63,000 Facebook friends reached in only 9 days beginning July 12, 2018.

Conversations and engagement were dispersed over several hashtags, multiple social destinations, and multiple social networks.

63,000 FRIENDS

REACHED IN 9 DAYS (Facebook)



Ambien Made Me Do It @17ShortFuse 1 day ago
RT @Luvvie: The day after: my ankles hurt. Especially the left one. Cuz I'm washed. 🤔 #SilverRoomBlockParty #BlamePoison #ICameOutMyJacket...

Sidewalk Chalk @talktochalk 1 day ago
RT @SmarterStadiums: The #SilverRoomBlockParty is such a great event for our Southside. All love and positivity. And great music (@talktoch...

Lori Lightfoot @LightfootForChi 1 day ago
The #SilverRoomBlockParty in #HydeParkChicago was a blast! It was also great to see my friend and former Bear, Chri...
twitter.com/i/web/status/1...

Ramon Leah Smith @TheSmithsComedy 1 day ago
Silverroom Block Party @thesilverroom #silverroomblockparty #beautifulpeople instagram.com/p/Blitmcnr63/...

Geek Empowered @geek_empowered 1 day ago
I had a great time yesterday at the #silverroomblockparty it was great spending time with @YailsGarden from...
twitter.com/i/web/status/1...

Awesomely Luvvie @Luvvie 1 day ago
The day after: my ankles hurt. Especially the left one. Cuz I'm washed. 🤔 #SilverRoomBlockParty #BlamePoison...
twitter.com/i/web/status/1...

MassUpdater @MassUpdater 1 day ago
We had a GREAT time hanging with all the BEAUTIFUL PEOPLE at the #SilverRoomBlockParty Thank U, Eric of...
twitter.com/i/web/status/1...

ON THE INSIDE



JOJAYDEN



HYDE PARK RECORDS



AKIRA

RETAILERS AND VENDORS

The Block Party creates an enormous opportunity for restaurants, retailers, and service providers in the business district. For nearly all of these businesses (with the exception of The Silver Room), the cost of customer acquisition and the risk compared to the benefit is next to nothing.

Businesses interested and capable of marketing to this audience can benefit on the day of the event and for future sales cycles with execution of great customer service, bounce back marketing and successful customer retention strategies.

Each participating business has their own individual approach, goals, and sales results. While the numerical details were unavailable for reporting or analysis, the activity, shopping and consumer interest was apparent and documented in photos.

30-55%

INCREASE IN STORE REVENUES

Without having financial contributions directly from the businesses throughout the district, the Block Party depends on vendor fees to offset costs and expand the offerings available to attendees. Some of the Block Party vendors may not be retailers in the district, but they are a part of the local Chicago small business community, extending the financial impact throughout the city.

IMPACT & BENEFITS

RETAILER BENEFITS

The Block Party created an enormous opportunity for most retailers in the business district. As the host of the event, The Silver Room is expected to benefit considerably from the Block Party. However, retailers throughout the district experienced increases in sales. Retailers in close proximity to Harper Court experienced 30-55% increase in sales above comparable Saturday sales.

The Hyde Park Sidewalk Sale was July 19-21, overlapping with the Block Party on Saturday. The Sidewalk Sale included businesses in the Hyde Park Shopping Center, which is just outside of the footprint of the Block Party. The subjective response from multiple businesses owners was overwhelmingly positive this year with accolades for the Block Party’s ability to attract consumers.

While there were great success stories of sales increases, new customer acquisitions, and businesses reaching capacity, there are still understandable concerns.



ESTIMATED
\$2.0 MILLION
IN ECONOMIC IMPACT

ECONOMIC IMPACT

An economic impact analysis (EIA) examines the effect of an event on the economy in a specified area, ranging from a single neighborhood to the entire globe. It usually measures changes in business revenue, business profits, personal wages, and/or jobs. In an official letter entitled “Economic Impact Analysis for the 15th Annual Silver Room Block Party presented by Downtown Hyde Park Chicago,” Eric E. Reaves, Director of the Special Service Area reported an economic multiplier of \$52.00 for the Block Party. With nearly 40,000 attendees, this \$52.00 multiplier produces an estimated economic impact of \$2.0 million.

Examples of Common Expenditures:			
Entrance Donations	\$5	Vendor (Art, Gifts, Music, etc)	\$40
Vendor (Food/Beverage)	\$20	Parking or Transportation	\$25
Restaurant (Food/Beverage)	\$30	After Party Entrance	\$20
Retail Shopping*	\$25	After Hours (Food/Beverage)	\$20
Grocery / Supplies	\$30	Hotel Room	\$200

In addition to common expenditures by the event attendees, economic impact also includes the total costs of producing the event, plus taxes, permits, fees, and temporary/contract jobs.

COMMUNITY IMPACT



The Block Party has a powerful community impact directly and indirectly. The event increases the economic, social and cultural capital of its producers, performers, and audience. Its structure of collaboration fosters a sense of collective identity and teamwork. Its social equity motivates crowd funding contributions and promotes volunteerism. At the same time, this special event encourages self-expression and enjoyment.

Children are being exposed to art, which can improve school performance, define their interests, and improve their individual pride and confidence. Families have a safe environment to enjoy summer outside. Artists are exposed to large, diverse audiences. Businesses benefit from increased income and new customers that will help sustain or grow employment in the area.

NEWS & MEDIA

The Block Party has generated an enormous amount of positive discussion about Hyde Park Chicago. Thousands of photos and countless hours of video were shared by amateur and professional photographers. The storytelling of the event is a powerful social connection for the audience, the artists, businesses, and the City of Chicago.

Broadcast news media did not cover this event as much in previous years. That actually benefited the producers by avoiding too much exposure that could cause uncontrollable growth or attract disruptive crowds.

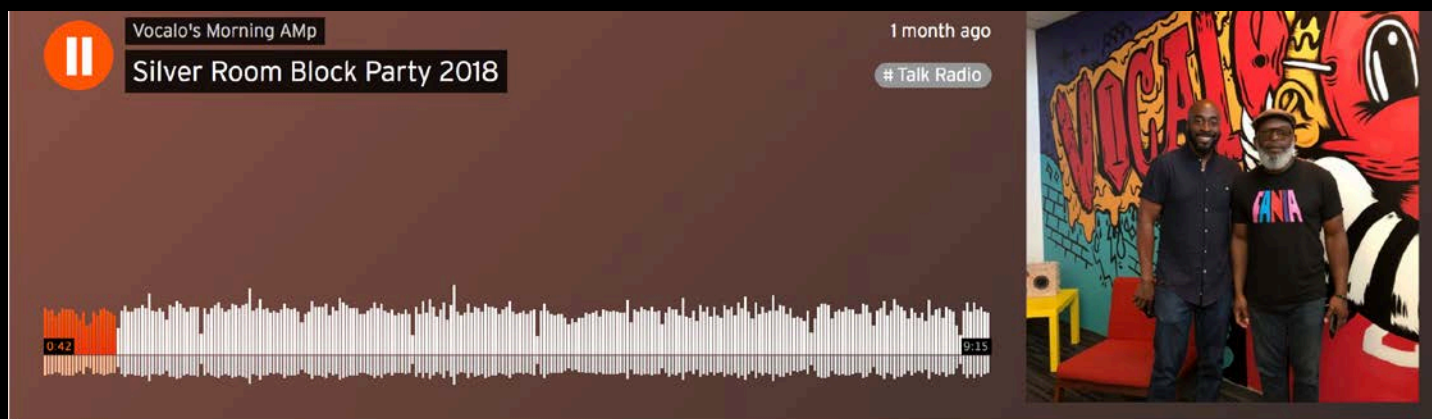


This year broadcast news coverage spread the word to MILLIONS of viewers and listeners when Eric Williams appeared on ABC 7 Windy City Live and WGN Radio. Radio stations like WGCI 107.5 FM and Ed Lover's morning show on 104.3 FM repeatedly announced the event.

Local news publications including, but not limited to, the Chicago Reader, Chicago Defender, Rolling Out, and Hyde Park Herald all distributed news coverage about the event that was frequently shared in social media.

The continuation of this broadcast strategy may prove to be too much for this event and its producers. Striking the right balance with media and promotion will be essential. Based on the current attendance and the capacity of the footprint, this strategy should be reevaluated closely to ensure this event remains sustainable and safe.

Block Party producers, artists and attendees are the true curators of content and media that documents the event's entertainment, style and social impact as a phenomenal cultural experience.



<https://soundcloud.com/vocalos-morning-amp/silver-room-block-party-2018>

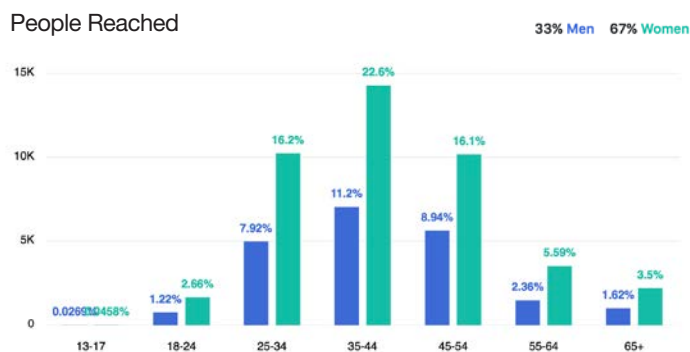
PHOTO CONTRIBUTIONS. There are thousands of photos and countless hours of video online from the Block Party community. The creative images within this report are the work of truly excellent photographers. While not every photo could be traced to the specific photographer, ownership and credit belong to the great artistry of: Christopher Dylan Andrew, Akeem Pottinger, George Mulcahy, Sonya Lee, Stephanie Jensen and Marc Monaghan.

CONTRIBUTIONS

The Silver Room Sound System Block Party was supported by Downtown Hyde Park, the presenting sponsor. Additional and essential partners also included, the South East Chicago Commission, University of Chicago Commercial Real Estate Office, McCaffery Interests, and the City of Chicago.

The Silver Room Sound System Block Party should be recognized as a great opportunity for sponsorship and collaboration because it:

- Supports multiple local businesses in the district.
- Creates customer attraction to the footprint.
- Incorporates non-profit entities and volunteer organizations.
- Engages a large audience on location and online.
- Serves an under-represented or underserved audience.
- Showcases local and emerging talent from Chicago.
- Fosters positive community interaction.
- Represents all demographics of the community.



NOTABLE DATA POINTS:

Attendees (2018): 40,000

Median Age Range: 34 - 44

Median Income (2015): \$49,058

Event Economic Impact (2018): \$2.0 Million

Social Media Reach: 1 Million +

Population in Hyde Park: 94,000 (including students)

Residential Households in Hyde Park: 41,000



THE UNIVERSITY OF
CHICAGO

Commercial
Real Estate
Operations

McCAFFERY

Interests

THOUGHTFUL AND CREATIVE REAL ESTATE SOLUTIONS

Collectively, the Block Party is a team effort that is beneficial well beyond the business district.

The 2018 Block Party included time and valuable resources from more than 25 community organization, especially for the BEAUTIFUL KIDS play and learn area.

Interested volunteers, artists, sponsors and vendors should contact The Silver Room.

More information or details on the artists, entertainment or contributors, please visit:
www.thesilverroomblockparty.com

More information or details about Special Service Area #61 and the business district, please visit:
www.downtownhydeparkchicago.com

AUTHOR'S NOTES

This report was written and published by CEI Media Group for the benefit of Special Service Area #61. This report serves to independently evaluate and document the significance and impact of the Block Party from the perspective of Downtown Hyde Park Chicago, the presenting sponsor. The author has no stake in the outcomes and has no investment in the event production by The Silver Room. Any subjective comments are the professional opinion of the author and may or may not be shared by the presenting sponsor or producers.

Calculating Economic Impact

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 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.

Crowd Size and Impact

Calculating the audience size is a difficult and complex task. The classic method for estimating crowd sizes is called the Jacobs’ method. Herbert Jacobs was a journalism professor at the University of California, Berkeley in the 1960s. The Jacobs’ method is simple but is unable to account for complexities of varying crowd density in an area, crowds that move, growth/attrition over time, etc.

With professional cameras, custom formulas, and personal counts, the crowd size review is a detailed examination of people in motion over time in a large footprint of square footage inside and outside of buildings.

Exaggerating crowd sizes can be common practice for the purposes of public relations. However, the author has not exaggerated the size because that practice compromises the reliability of data and distorts critical factors in decision-making. Exaggerating crowd sizes would also overstate the economic impact and the resources required to produce the event.

The growth of this event must be effectively managed to ensure that crowd saturation does not compromise the safety or the enjoyment of participants, artists and producers. If crowds for this event continue to grow at the same rate, the growth will easily outpace the location’s capacity to accommodate the crowd.

About the Author

CEI Media Group, a Chicago-based, digital intelligence firm, provides creative marketing, communications, and data management services. CEI Media Group is a minority-owned, Illinois corporation founded in 2002. Contact: Jared L. Kelly. www.ceimediagroup.com



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