

**SSA 61 2021 Program Update**

For the second half of 2021 the main program highlights include:

**SSA 61 Branding Efforts:**



- SSA Website Redevelopment and Data Migration- **RFP Open**
- Postcard Mailer
- SSA Business Directory (On-going)- **Consultant acquired & in process**
- New banners- Valois and two at Hyde Park Bank Drive-thru
- New Logo with SSA 61
- SSA 61 Shop Local Specific
- SSA 61 Digital Shopping Guide: <https://hydeparkcares.com/ssa61-shoppers-guide/>

**Hyde Park Farmer’s Market**

- Sponsors: UoC Medicine, Hyde Park Bank, CEI Media
- Total # of Vendors Participating: 17
- Total # Pop Up Vendors: 13
- Total # Community Partner Tables: 8
- Activations: 5
- Average Weekly Attendance: 200
- Total # Weeks: 15
- Total Revenue Vendors: \$4,605
- Total Revenue Pop Ups: \$700
- Estimated Economic Impact: \$60,000



**United Church of Hyde Park-** Front lawn improvements with SECC’s Neighborhood Enhancement Grant (\$4k grant + SSA match \$2-4k) (October)- floral, fencing, clean up.

**53/Woodlawn Corner Landscape Enhancements-** Corner landscape project with bricks and plantings.

**Hyde Park Community Safety Conversation-** On Tuesday November 23rd, the SSA 61 partnered to host a community safety conversation with the SECC, UoC, DuSable Museum and Emerald South Collaborative to discuss recent violence in Hyde Park with community leaders in hopes of making recommendations to the City and other elected officials for community action.

**Winter Floral Baskets and Holiday Garland (NEW)-** 86 flower baskets will be updated with winter floral. This year we will also have garlands with red bows on 46 poles.

**Small Business Saturday/Shop Local 2021 -**SECC driven campaign, tailor to SSA footprint with unique digital shopping guide. (See link above)

**Hyde Park Holly Days-** In partnership with the UoC, Hyde Park Chamber and SECC, the SSA 61 supported the annual Hyde Park Holly Days with a smaller version of the event that included ice sculpting and live reindeer.



**Hyde Park Mural Projects:** Two artists were commissioned for the SE 53<sup>rd</sup> Street and 55<sup>th</sup> Street walls. We had 15 submissions for review.

53<sup>rd</sup> Street Artist: Nico Berry- Born and raised in Hyde Parker, went to Kenwood Academy, with parents and brother still in Hyde Park. Mural Title: "Harold's Parakeets"



55<sup>th</sup> Street Artist: Izzy Ortiz- A freelance artist that brings stories and music to life through comics, illustration, and animation. Raised in Chicago Lawn neighborhood. Mural Title: "Essence of Growth"

