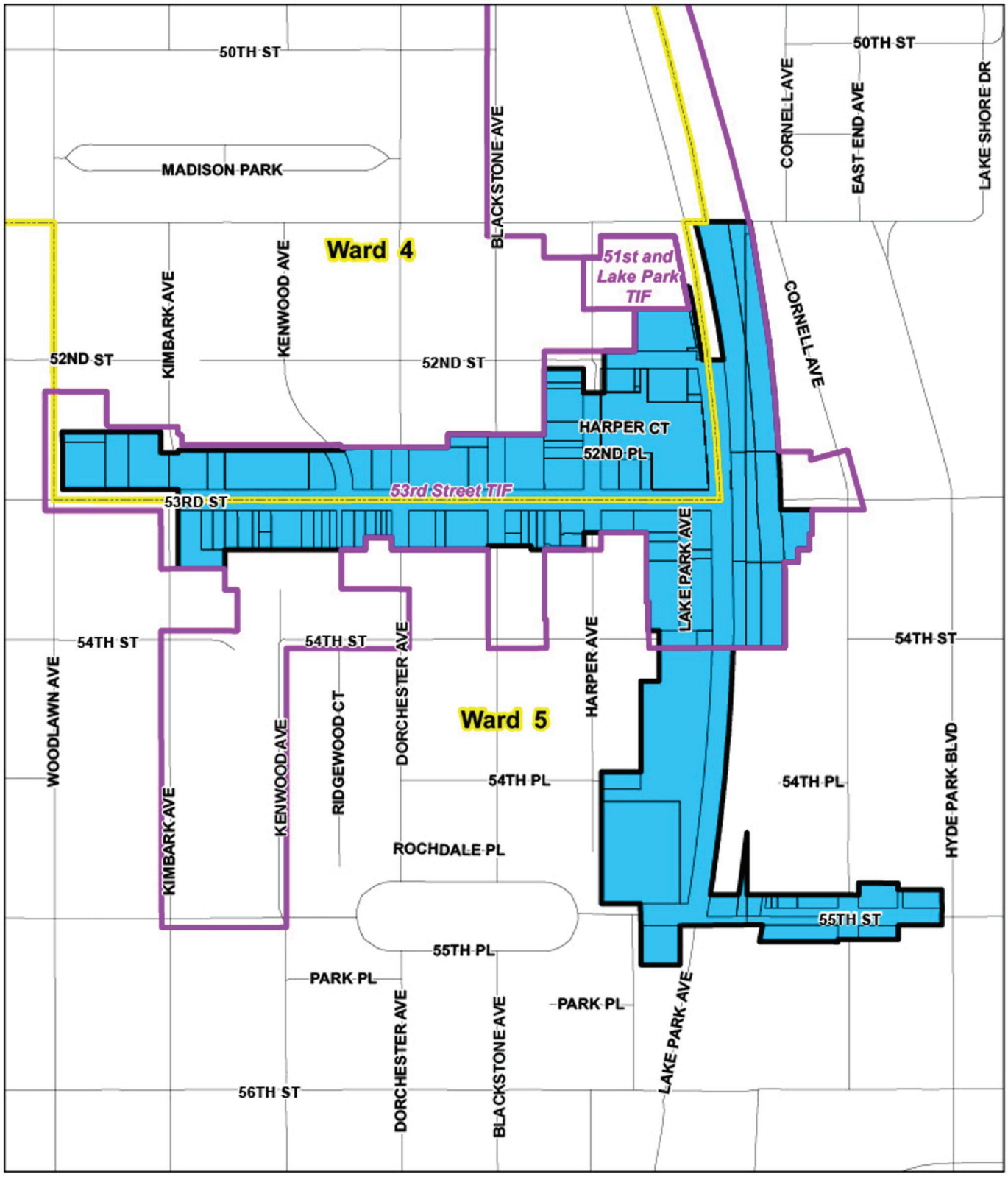


ANNUAL REPORT

2024



Legend

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

Hyde Park SSA #61

NORTH

WORK PRODUCT

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SPECIAL SERVICE AREA #61

Special Service Area 61, branded as Downtown Hyde Park Chicago, is the legal structure that organizes and delivers services and experiences within its designated geographic footprint on behalf of property owners and businesses.

The South East Chicago Commission (SECC) serves as the sole service provider for SSA 61. Governance is provided by a Board of Commissioners appointed by the Mayor of the City of Chicago. The Commissioners collaborate with SECC on the district's annual work plans, operating budget, programs, services, and initiatives. Together, this structure supports the commercial corridor along 53rd and 55th Streets and Lake Park Avenue.

During 2024, nine (9) commissioners and one advisor served the district. With the exception of July and November, Commissioners met monthly to guide district priorities.

Key topics and priorities included:

- Customer Attraction
- Public Way Aesthetics
- Sustainability and Public Places
- Administration & Personnel

Fiscal year 2024 marked the first operating year of the newly reconstituted Special Service Area 61. The localized tax district was approved to continue services and programs for a ten-year term through 2034.

SSA 61 will continue to evaluate and execute services for the district that may include: 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.

COMMISSIONERS

George Rumsey
Chair

Charles Newsome
Vice Chairman

Mary J. Rogel
Program Committee Chair

Nancy Stanek
Finance Committee Chair

Leroy Brown, Jr.
Suni Karim
Angie Marks
James Nurss
George Robnett III

ADVISOR

Michael McGarry

SERVICE PROVIDER

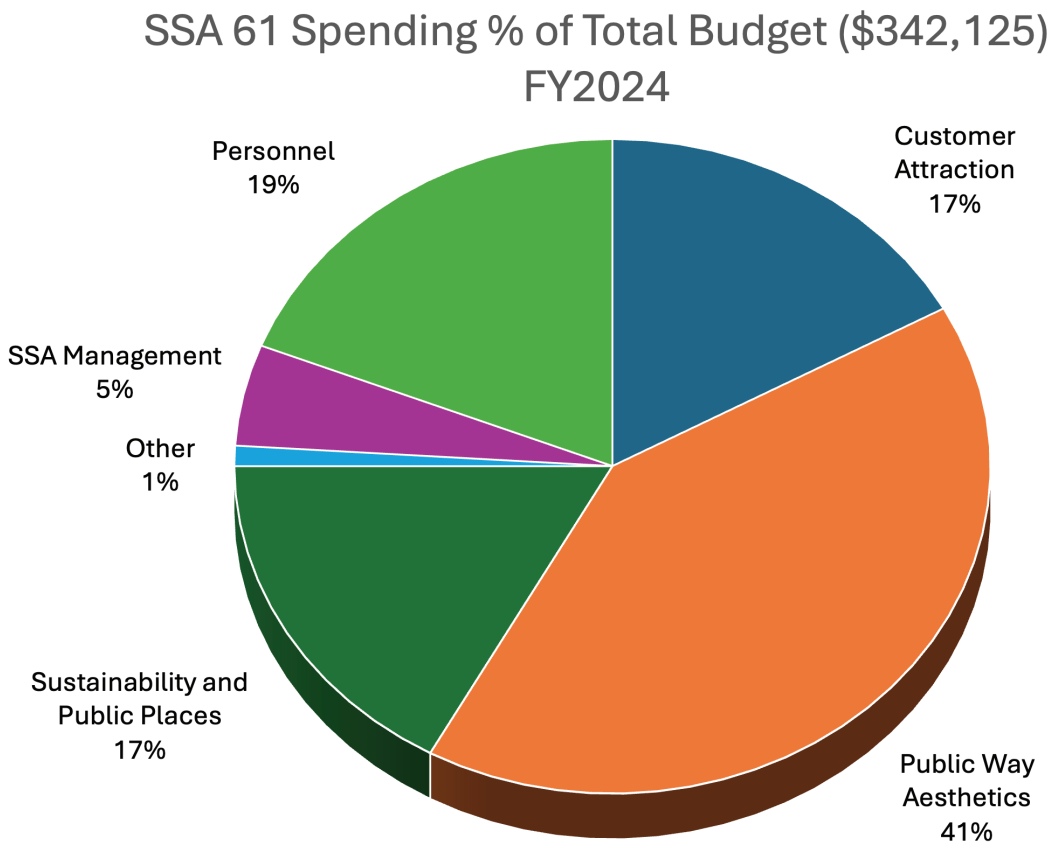
Diane Burnham
Executive Director

Roderick Sawyer
Program Manager

Raymonde Vance
Recording Secretary

FINANCIAL REPORT

Special Service Area 61 is funded through a localized property tax levy within the approved district footprint. The SSA 61 footprint was reduced during reconstitution, resulting in more than a 10% reduction in the overall budget. While several properties were removed from levy participation, the tax rate remained steady without significant change. As a result, the total budget in 2024 was lower than in previous years.



*Spending for *Economic/Business Development* and *Public Health and Safety Programs* in 2024 represented just less than 1% of the total spending.



Installed 110 new colorful banners designed to bring vibrancy and brand recognition throughout the district footprint.

CUSTOMER ATTRACTION

Special Service Area 61 presents the Downtown Hyde Park Chicago brand as both a virtual and physical destination for residents, businesses, and visitors. SSA 61 promotes the district as a place to eat, drink, shop, and experience neighborhood amenities.

SSA 61 utilizes its website and social media networks to communicate events, activities and promotions that may attract visitation or spending in the district.

2024 GROWTH

Website traffic in 2024 showed strong growth and increased interest in locally relevant content. Overall views, active users, and engagement time all increased, indicating that visitors were returning more frequently and spending more time exploring district information. The most visited content focused on practical neighborhood interests, including the Farmers Market (8k views) and Events (4k views).

SSA 61 also engages residents and visitors through social media platforms including Facebook and Instagram, providing additional ways to stay informed and connected to Hyde Park.

+98.85%
19,831
Active Visitors

WEBSITE

+16.36%
5514
Followers

FACEBOOK

+10.28%
3603
Followers

INSTAGRAM





CUSTOMER ATTRACTION

SPECIAL EVENT SPONSORSHIPS



The 4th on 53rd Parade is recognized as the only Chicago neighborhood parade held on Independence Day and remains one of the longest running community-organized parades in the city. Known as the parade where "Everyone Marches," the event features floats sponsored by local businesses, community and political groups, high school marching bands, spirit squads, and a bike brigade of families with decorated bikes, strollers, and wagons.

- SSA 61 was a major sponsor and supporter of the parade and Summer Concert Series. The SECC staff also provided planning assistance, on-site float management, and special guest public relations.

75+
Community Groups

100+
Bike Brigade Riders

3,500+
Viewers and Participants







The Hyde Park Farmers Market is a vibrant blend of healthy food, lifestyles, arts, and culture. The market was held every Sunday from June through September, and featured Illinois farms, local small business vendors, non-profit community partners, and talented artist activations.

- The market is jointly presented and sponsored by Special Service Area 61 and the South East Chicago Commission.



17
Sunday Markets

20+
Participating Vendors

300
Weekly Attendance

CUSTOMER ATTRACTION

SPECIAL EVENT SPONSORSHIPS



CollaBOOration, the neighborhood volunteer group, works to make Halloween night safer by increasing positive engagement for community youth and visitors.

- SSA 61 sponsored the marching band activation.



Disabled Adults Residential Enterprises (DARE) is a nonprofit organization providing accessible apartments and supportive services for adults with disabilities, fostering inclusion and community connection.

- SSA 61 sponsored DARE's annual Christmas Party for residents.





PUBLIC WAY AESTHETICS

SEASONAL STREETSCAPE ENHANCEMENTS

62
Summer Floral Baskets

31
Light Poles Decorated

Seasonal floral installations enhanced the district streetscape during spring and summer. Winter holiday décor replaced the summer florals in late fall to maintain year-round visual appeal. *Service by Clarence Davids & Company.*



LITTER ABATEMENT & RECYCLING

1,595
Bags of Trash Collected

534
Bags Recycled

Nearly one-third of collected waste was diverted to recycling through routine litter abatement services across the district. *Service by Cleanslate.*



TRASH RECEPTACLE MAINTENANCE

2x Weekly
Trash Removal Service

~40
Cleanings Annually

Routine maintenance of trash receptacles supported a cleaner and more welcoming commercial corridor. *Service by Cleanslate.*



SIDEWALK CLEANING COVERAGE

1.5 Miles
Sidewalks Power Washed

2x Annually
Scheduled Cleanings

Power washing included sidewalks throughout the district and viaduct areas under the train tracks at 53rd and 55th Streets. *Service by Advanced Pro Clean*



SUSTAINABILITY AND PUBLIC PLACES

SSA 61 continued planning for long-term public space improvements and visual enhancements within the district.



SSA 61 made plans for a new mural at the Metra wall on 53rd Street and Lake Park Avenue to celebrate the energy and diversity of the district and the community. A call for artists was issued, and the project is slated for bid in 2026.



SSA 61 partnered with the Chicago Public Art Group (CPAG) to commission new artwork for the Metra viaducts at 53rd and 55th Streets along Lake Park Avenue. CPAG managed the artist selection process and juried the final designs that will replace the existing viaduct art. The new installations are scheduled to be unveiled in Spring 2025.

ADMINISTRATION & PERSONNEL



Managing fiscal year expenses within a reduced budget was one of the primary challenges for Special Service Area 61. Administrative and personnel expenses remained a priority, as they include salaries, rent, accounting, audit fees, and other operational costs.

Illinois state statute limits SSA administrative and personnel expenses to a maximum of 30% of the tax levy collected. For 2024, administration and personnel expenses represented 24% for SSA 61. Collectively, special service areas in Chicago have averaged 22% for this category of expenses.

Despite these constraints, SSA 61 Commissioners and the South East Chicago Commission developed solutions to maintain services while adjusting to a reduced budget. The district continued to operate effectively without significant reductions to core programs.

VISITORS TO THE DISTRICT



Cook County Board President **Toni Preckwinkle**, State Rep **Kimberly du Buclet**, State Sen. **Robert Peters**, Cook County Commissioner **Bill Lowry**, MWRD Commissioner **Precious Brady-Davis** and 4th Ward Alderman **Lamont Robinson** participated in the 4th on 53rd Parade.



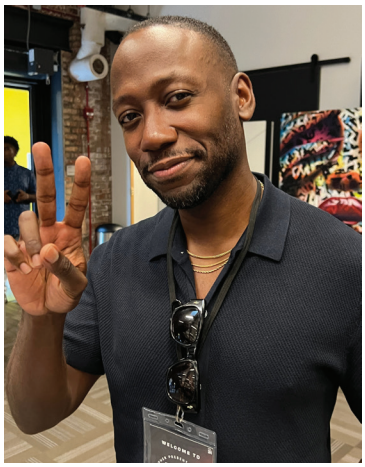
Police Superintendent **Larry Snelling** and State Representative **Kam Buckner** walked the 4th on 53rd Parade.



Chicago Mayor **Brandon Johnson** visited the Hyde Park Farmers Market (HPFM) Holiday Market.



53rd Street is divided by the 4th and 5th wards. Alderman **Desmon Yancy** (5th) and Alderman **Lamont Robinson** (4th), split the street to stand in their respective wards with **Wallace Goode**, Executive Director of the Hyde Park Chamber of Commerce.



Actor and comedian **Lamorne Morris** joined the XL Movie Fest in Hyde Park Chicago.

SPECIAL THANKS

Special Service Area 61 extends its appreciation to the businesses and property owners located within and adjacent to the district for their continued support and investment.

We also thank the Hyde Park community and neighboring areas for supporting SSA 61 and the businesses and events that contribute to the vitality of the district.

Mayor **Brandon Johnson**, Alderman **Lamont Robinson** (4th Ward), and Alderman **Desmon Yancy** (5th Ward)

The City of Chicago Departments:

- Chicago Police Department
- Streets and Sanitation
- Department of Cultural Affairs and Special Events
- Chicago Department of Transportation
- Chicago Park District
- Department of Planning and Development (DPD):
  - Commissioner **Ciere Boatright**
  - Assistant Commissioner **Mark Roschen**
  - Liaison **Eileen Sweeney**

The Hyde Park Vitality Committee:

- Commercial Real Estate Operations of the University of Chicago
- Mid-America Real Estate Management Corp.
- Hyde Park Chamber of Commerce
- South East Chicago Commission
- Nichols Park Advisory Council
- CEI Media Group

The community groups:

- Hyde Park Kenwood Community Conference
- Hyde Park Art Center

Special thanks to the South East Chicago Commission, the sole service provider for SSA 61, for its leadership and for the teamwork provided by its staff.

Jourdan Sorrell, *Board President,* SECC

Diane Burnham, *Executive Director,* SECC

Roderick "Rod" Sawyer
Program Manager
Special Service Area #61

Raymonde Vance
Recording Secretary
Special Service Area 61

Ticina Williams
Program Manager
Hyde Park Farmers Market



SPECIAL SERVICE AREA 61 | DOWNTOWN HYDE PARK

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