

# Business Affairs and Consumer Protection

**MEDIA TOOLKIT: MARKETING, COMMUNICATIONS AND SOCIAL MEDIA**

# Toolkit Information

- To ensure a successful year, we are providing you with this toolkit to assist your marketing and communications needs — including PR, social media, Web, and e-communications.
- If you have any questions regarding this toolkit, please contact:

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# Department Information

The logo for the Business Administration and Community Planning (BACP) department, featuring the letters "BACP" in white on a yellow rectangular background.

- **Business Support:** Providing access to free business education and resources to help businesses grow and succeed.
- **Business Licensing & Public Way Use Permits:** Licensing and permitting Chicago's businesses and public vehicles.
- **Business Compliance:** Ensuring compliance with the Municipal Code of Chicago, consumer laws and responding to consumer complaints.
- **Consumer Awareness:** Promoting consumer awareness through education and information to help consumers protect themselves.
- **Consumer Protection:** Protecting consumers from fraud by resolving complaints and taking action against fraudulent businesses.
- **Cable Communications:** Monitoring cable operators' compliance with the City's franchise agreements.
- **Enforcement:** Enforcement of the City of Chicago Municipal Code for violations of the Code, rules and regulations.

# Social Media

BACP

- Follow us on all of our social media accounts
- Use the hashtags  
#ChiSmallBiz  
#ChiSmallBizExpo  
#ChiSmallBizWorkShop  
#StartUp

## Consumer Protection



@ChicagoBACP



@ChicagoBACP

## A Little Bit of Both



@ChicagoBACP



@ChicagoBACP

## Business Affairs



@ChiSmallBiz



@ChiSmallBiz

# FREE Expos & Workshops

The logo for BACP (Business Assistance Center for Professionals) is located in the top right corner. It consists of the letters "BACP" in a white, bold, sans-serif font, set against a yellow rectangular background.

## Small Business Center on the Road

- **July 18** @ The South Shore Cultural Center, 7059 S. South Shore Drive
- **September 19** @ 1871, 222 W. Merchandise Mart Plaza
- **November 14** @ Wilbur Wright College, 4300 N. Narragansett Ave.

BACP and the Small Business Center invites small business owners and entrepreneurs to its FREE Small Business Center on the Road business expo with 40+ exhibitors offering several business resources.

## Business Education Workshops

Workshops vary each month and are conducted by City Officials, experts, and partner business organizations. BACP offers a program designed to give business owners the essential elements in starting and growing a business. For a full calendar of workshop events click [here](#).

**Wednesday**

3:00-4:30pm

**Friday**

9:30-11:00am

121 N. LaSalle St., City Hall Room 805

# Food Truck Fest

- ▶ The fests run from March through October weekly at Daley Plaza, 50 W. Washington St., and monthly at Willis Tower at the corner of Wacker Drive and Jackson Boulevard. Both locations will be open from 11 a.m. to 2 p.m.
- ▶ The events include a line-up of trucks offering different culinary options at each location, while bringing more awareness to Chicago residents and visitors who may not be familiar with the variety of trucks in the City.
- ▶ For a full calendar click [here](#)



# Start Your Business in Chicago Campaign:

BACP

- ▶ BACP wants entrepreneurs to be aware of the variety of business licenses and their requirements in Chicago.
- ▶ The BACP “Start Your Business in Chicago” campaign helps match small business owners with the right licenses to meet their business needs. It also equips them with the application requirements needed to obtain licenses.
- ▶ For more information click [here](#)

**START YOUR BUSINESS IN CHICAGO**  
**STREET PEDDLERS & PERFORMERS**

@ChiSmallBiz  
CityofChicago.org/SBC  
312.74.GOBIZ

BACP  
SMALL BUSINESS  
CENTER

Department of Business Affairs  
and Consumer Protection  
121 North LaSalle St, Room 800  
Chicago, IL 60602

<b>WHAT IS A STREET PEDDLER?</b> A “Street Peddler” is a person who moves from place to place, whether on private property or on the public way, selling goods, wares, merchandise, wood, fruits and/or vegetables which are whole and uncut. A street peddler may sell from a wagon, motor vehicle, handcart, pushcart or other vehicle.	<b>WHAT IS A STREET PERFORMER?</b> A “Street Performer” is any person who performs, but is not limited to, the following activities: acting, singing, playing musical instruments, pantomime, juggling, magic, dancing or reciting. A performance may take place between the hours of 10:00 a.m. and 8:00 p.m. on Sundays through Thursdays, and 10:00 a.m. and 10:00 p.m. on Fridays and Saturdays.
<b>WHERE CAN I PEDDLE?</b> Certain areas of the City have been designated “no Peddling Zones.” Street peddlers are not permitted to conduct business in these zones. A complete list is available at the City Clerk’s office located at City Hall.	<b>WHERE CAN I PERFORM?</b> Performances may take place on City of Chicago sidewalks, parkways, playgrounds or other public ways, but NOT on transit platforms and stations operated by the CTA or Metra. Additional prohibited areas, and performance rules, may be found in the Municipal Code of Chicago.

**READY TO APPLY?**  
You may apply for a license in person at the Department of Business Affairs and Consumer Protection (BACP) office in City Hall, 121 North LaSalle Street, Room 800. An appointment is recommended and can be made by calling (312) 74-GOBIZ / (312) 744-6249, or by going online at [www.cityofchicago.org/sbc](http://www.cityofchicago.org/sbc), and then click on Schedule an Appointment with a Business Consultant.

**APPLICATION CHECKLIST**

- A separate license is required for each individual.
- Only one license is required to conduct both “Street Peddler” and “Street Performer” activities, however, all activities and all wares that such street peddler intends to sell, offer for sale, sell and deliver, barter or exchange must be clearly stated on the license application.
- Provide current government-issued identification, such as a valid driver’s license, passport or other official photo identification.
- Current residence address must be stated on the identification provided.
- All street peddlers must obtain an Illinois Department of Revenue Account ID (i.e. Illinois Business Tax) Number; register at [www.tax.illinois.gov](http://www.tax.illinois.gov).
- Street Peddlers must be at least 16 years of age.
- Street Performers must provide proof that the applicant is at least 18 years of age.
- License application fee: \$100.00 for a 2-year term; \$50.00 for seniors who are 65 or more years of age at the time of application, veterans of the armed forces of the United States whose discharge from military or naval service was other than dishonorable, or a person with a physical or mental disability as certified by a medical doctor.



# Know Before You ... Campaign

BACP

- ▶ BACP wants Chicago residents and visitors to be aware of their rights and stay safe.
- ▶ To bring awareness, BACP has launched its “Know Before You” campaign. The consumer protection campaign is made up of a series of one-pagers geared toward protecting consumers from fraud and informing them of the action they can take if they have become a victim of fraud.
- ▶ For a full list click [here](#)





# Ride Smart Chicago Campaign

BACP

- ▶ BACP wants Chicago residents and visitors to be aware of their rights and stay safe when using public transportation.
- ▶ To bring awareness, BACP has launched its “Ride Smart Chicago” campaign. The consumer protection campaign is made up of a series of fliers geared toward protecting riders from illegal or fraudulent activity when using public transportation.
- ▶ For more information click [here](#)



# Data Portal

- ▶ The data portal helps you find information about Business Licenses, Business Owners, Public Passenger Vehicle Licenses, and Public Chauffeurs.
- ▶ To go to the data portal click [here](#)
- ▶ For more information click [here](#)

# Other Locations

## ▶ 2350 W. Ogden Ave.

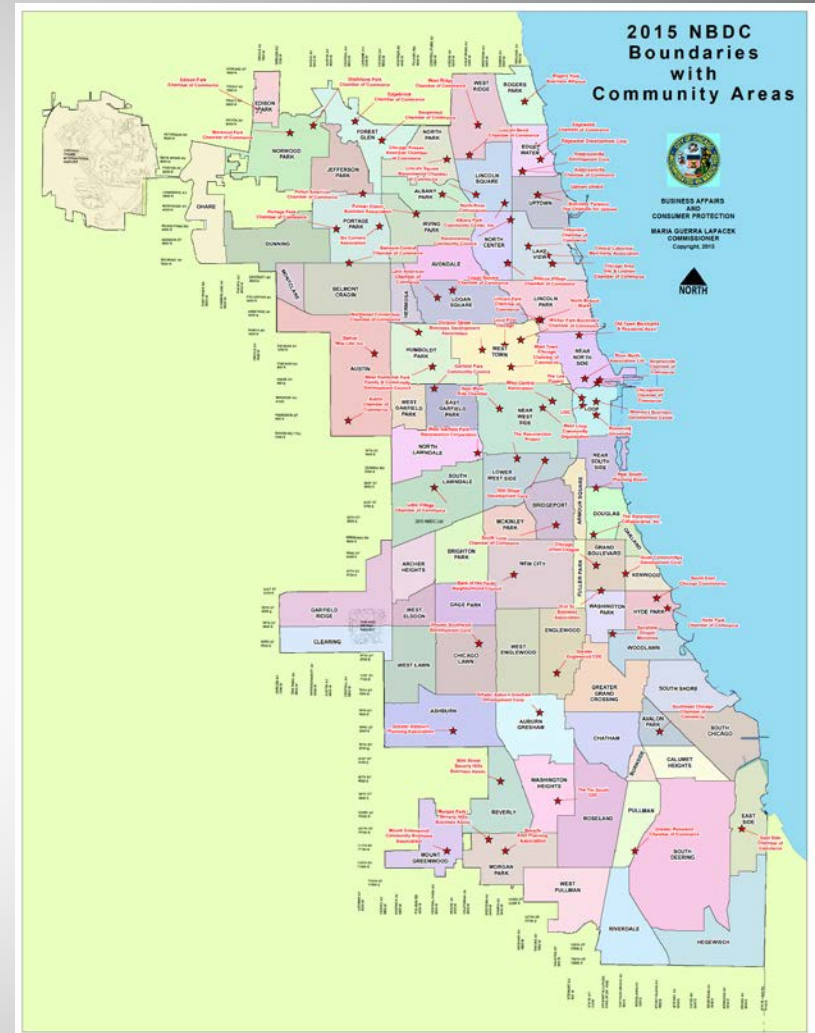
- ▶ Public Vehicle Operations Facility  
Public Chauffeur Licensing Section Public Vehicle/Medallion Licensing Section City of Chicago Cashiering Station
- ▶ Monday to Friday: 8:30 a.m. to 4:30 p.m.\*
- ▶ For more information click [here](#)

## ▶ 39<sup>th</sup> Street

- ▶ Public Vehicle Inspection Facility
- ▶ Monday to Friday: 8:00 a.m. to 4:00 p.m
- ▶ For more information click [here](#)

# Aldermanic and NBDC Partners

- ▶ Chambers of commerce and business organizations have a strong neighborhood network and coordinate efforts with local aldermen, the City, and other community partners. They help implement the City's Neighborhood Small Business Growth Strategy.
- ▶ For a full list click [here](#)



# Suggested Facebook Posts

- FREE weekly workshops with the City's Small Business Center #ChiSmallBiz. Learn how to grow your startup and comply with city laws. These workshops are a must for anyone who wants to open or improve their business in Chicago. Check out [http://www.cityofchicago.org/city/en/depts/bacp/sbc/business\\_educationworkshopcalendar.html#.VXCx3G8WErA](http://www.cityofchicago.org/city/en/depts/bacp/sbc/business_educationworkshopcalendar.html#.VXCx3G8WErA)
- Get your Business Start-Up Certificate at the City's Small Business Center workshops. #ChiSmallBiz Learn the essential elements in starting and growing a business in Chicago. Attend nine workshops and earn a Business Start-Up Certificate. Learn the essentials in business planning, financing, marketing, legal issues, technology and more. Participation is free and optional. Complete the program workshops within six months and walk away with a certificate. Earn your certificate and get free expert advice on your business plan. Register for the Business Start-Up Certificate Program at any workshop. Check out [http://www.cityofchicago.org/city/en/depts/bacp/sbc/business\\_educationworkshopcalendar.html#.VXCx3G8WErA](http://www.cityofchicago.org/city/en/depts/bacp/sbc/business_educationworkshopcalendar.html#.VXCx3G8WErA)
- Help Chicago hold businesses responsible for their actions. As a community member, you may voice your complaints against existing businesses or new license applicants through the Citizen Complaint Form. We can enforce the law best when people who file a complaint identify themselves, but we will also accept anonymous complaints. Check out [http://www.cityofchicago.org/city/en/depts/bacp/provdrs/pros\\_adj/svcs/file\\_a\\_citizen\\_complaintonline.html](http://www.cityofchicago.org/city/en/depts/bacp/provdrs/pros_adj/svcs/file_a_citizen_complaintonline.html)

# Suggested Twitter Posts

- Attend free weekly workshops with the City's Small Business Center @ChiSmallBiz #ChiSmallBiz. Learn more at <http://bit.ly/1KPdcAH>
- Get your Business Start-Up Certificate at @ChiSmallBiz workshops. #ChiSmallBiz Learn more at <http://bit.ly/1KPdcAH>
- Charged the wrong amount? File a complaint with @ChicagoBACP here <http://bit.ly/1dU22Mi>
- Help Chicago hold businesses responsible for their actions with @ChicagoBACP. Learn more here <http://bit.ly/1dU22Mi>