



Temporary Casino Late-Night Corridor Ambassador Program

March 2024

*This meeting is being recorded. Slides and a recording
will be made available on [DPD's website](#).*





Agenda

Program Overview

- Temporary Casino Late Night Corridor Ambassador Grant Overview

Application

- Application Process
- Application Tips



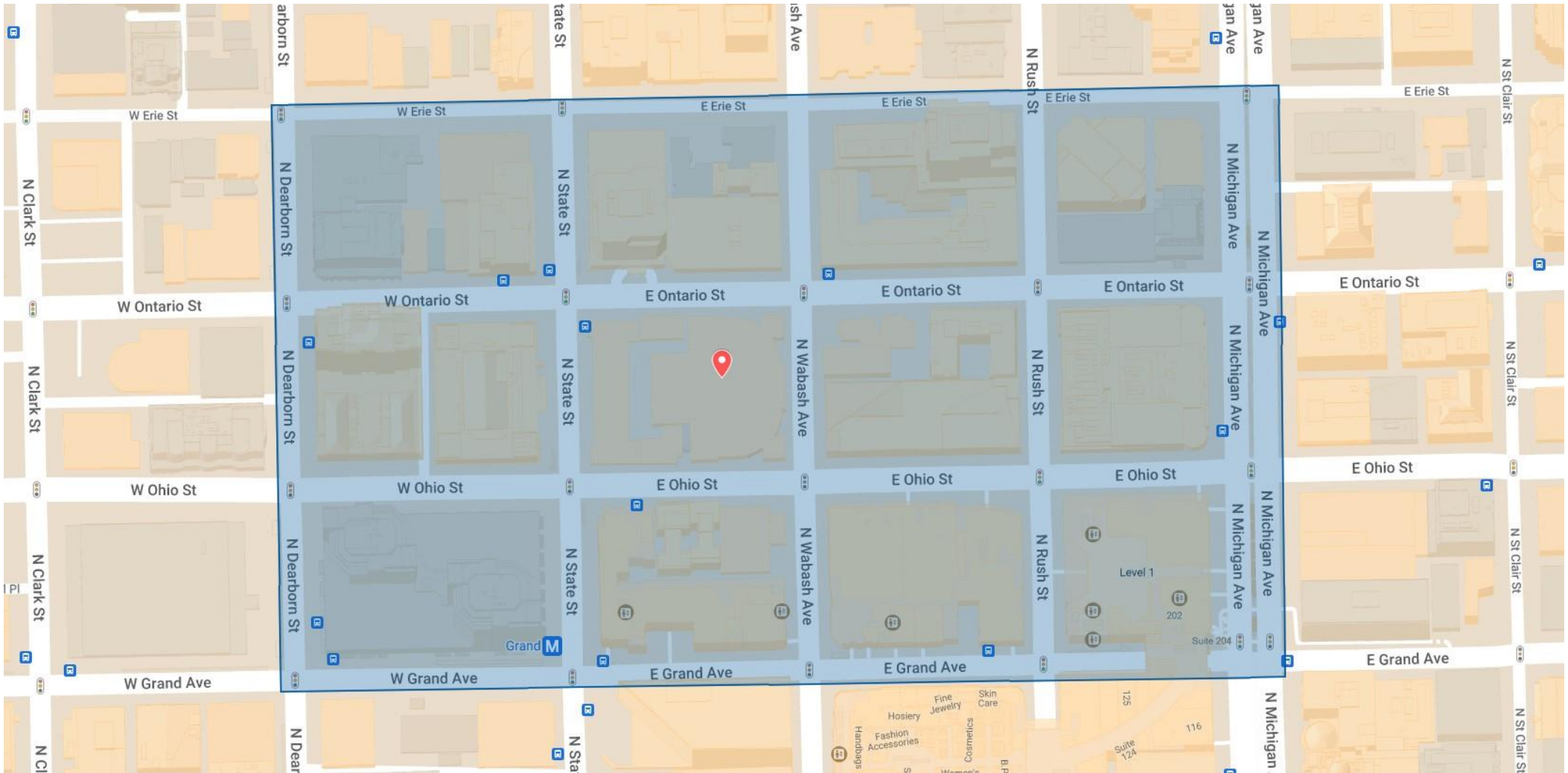
Program overview

DPD has issued an RFP to provide services in the vicinity of the temporary casino located at 600 N. Wabash Ave. while operating during late-night weekend hours on Thursday – Sunday. The program provides funding to partner agencies (including nonprofit and not-for-profit organizations) to hire and train local community members as ambassadors to create a visible, welcoming presence on commercial corridors. **The RFP for this program is live and the deadline to respond is April 5th at 12 pm.**



Boundaries

Erie St. to the north and Grand Ave. to the south, and between Dearborn St. to the west and Michigan Ave. to the east.



Activities for Ambassadors

Expected:

- Walk the corridor, greet residents
- Get to know local businesses and staff
- Connect with public safety resources and other city services (including CPD)

Allowed:

- Provide presence at community events
- Maintaining the cleanliness and integrity of the corridor (e.g., reporting graffiti, lighting outages)

Not allowed:

- General business liaison or organizer
- Replacement for existing programming
- Law enforcement (ambassadors must engage with CPD when incidents occur)

★ High Level Program Successes

- **97,700+** business engagements
- **20,450+** interactions with people experiencing homelessness
- **1,500+** incident responses, including **640+** 911 calls
- **2,300+** 311 submissions and 5,380+ requests for graffiti removal
- Ambassadors have **connected people** with city and community resources...
- ...**promoted businesses** and commercial corridors on social media...
- ...rendered first aid and **supported emergency services**...
- ...reconnected **lost children** to their families...
- Made our communities feel safer, friendlier, and more inviting

Current Corridor Locations



COMMUNITY-BASED ORGANIZATION	CORRIDOR
Back of the Yards Neighborhood Council	Ashland Avenue and 47th Street
Bright Star Community Outreach	35th Street (Michigan to Cottage Grove) and King Drive (31st to 35th)
Coalition for a Better Chinese American Community	Wentworth Avenue, Cermak Road and Archer Avenue
Greater Chatham Initiative, Inc.	East 79th Street (Michigan to Cottage Grove)
Chicago Loop Alliance	Wacker Drive on the north, Dearborn Street to the East, Harrison to the South, and Canal to the West
Magnificent Mile Association - River North	Michigan Avenue (Chicago River to Oak Street), Oak Street (Michigan Avenue to Rush Street) *pending 2024 funding
Northwest Side CDC	Belmont, Diversey, Fullerton, and Grand avenues
The Catholic Bishop of Chicago- St. Sabina Church	West 79th Street (Ashland to Halsted)
The Puerto Rican Cultural Center	North Avenue (Pulaski to Homan)
Uptown United	Broadway, Sheridan Road, and Argyle Street
WHA - Austin	Chicago Ave from Cicero Ave to Austin
WHA - West Garfield Park	Madison (Hamlin to Pulaski); Madison (Pulaski to Kenton); Pulaski (the Eisenhower to Madison); Madison (Pulaski to Lake)
Greater Englewood CDC	63rd east starting at Wallace, to Ashland going West 60th-64th east to west – Wallace to Carpenter.
Greater Southwest Development Corp	63rd Street and Western Avenue

Timeline



 Period of performance

***Continuation award based on corridor need, program performance, and funding availability.**

Structuring the program

- **Hiring:** Local hires required (partnerships with community-based organizations, workforce development agencies, etc.)
- **Size:** Variable, but encourage denser deployments (i.e. roughly two ambassadors per half-mile section of street)
- **Hours:** Hours and seasonality can vary based on corridor need (for example, special events such as NASCAR, the Democratic Convention, etc.) Essential hours range between 6 pm and 2 am Thursday-Sunday.
- **Equipment:** Provide identifying uniforms (visible in all weather), include communication tools, and any other necessities
- **Training:** Must participate in City-provided training, and supplement with additional training on local context and needs
- **Other support:** Expected to work with local Chicago Police district

★ Sample \$450K budget

Example budget

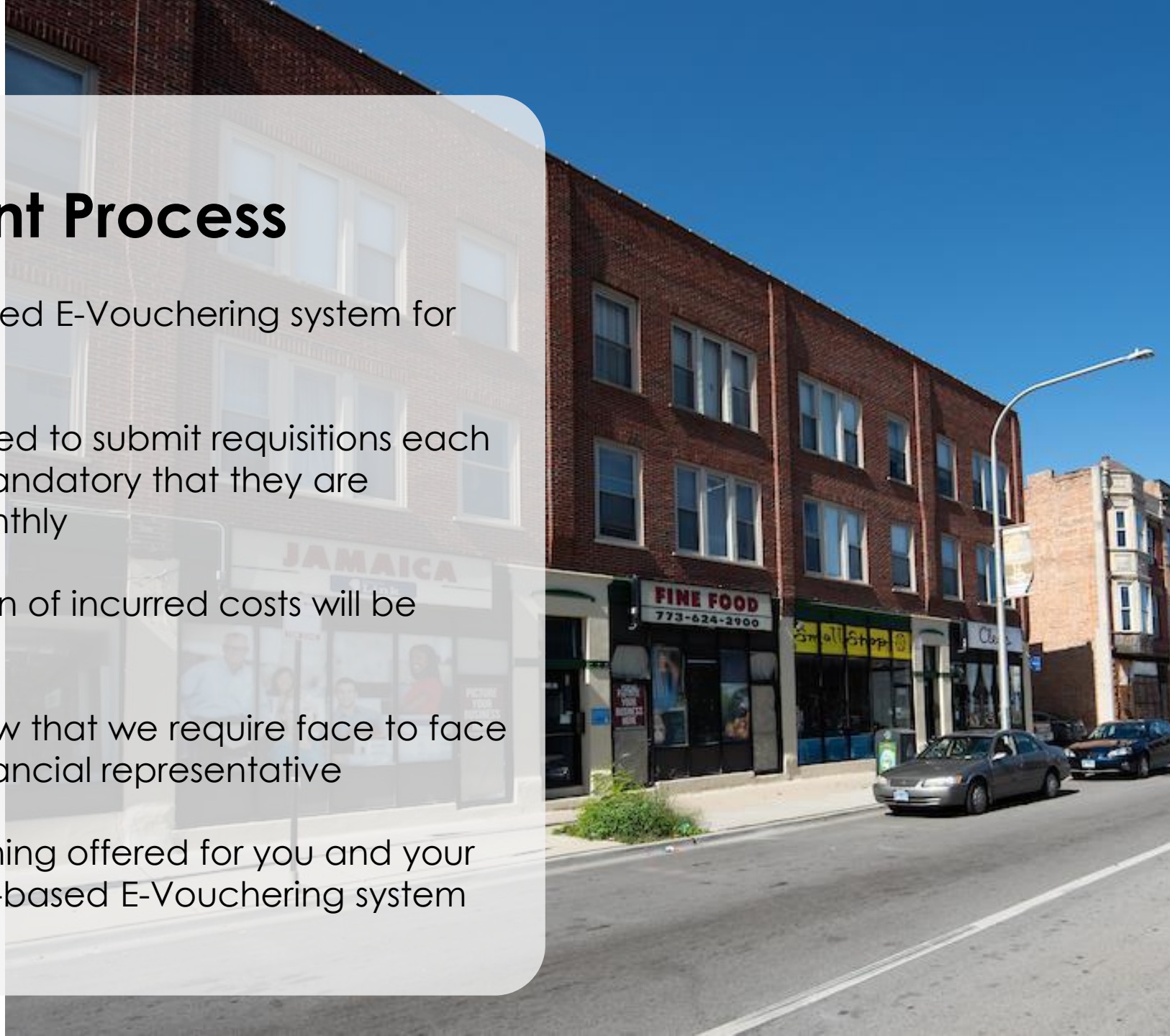
Category	% of Total	Example Spend
23 ambassadors (\$25/hour incl. taxes 20 hours/week, 30 weeks)	77%	\$345,000
15 Additional hours for 20 ambassadors during 5 special event weekends (such as NASCAR, Democratic Convention, Lollapalooza, etc.)	10%	\$45,000
Equipment (uniforms, radios)	3%	\$15,000
Indirect (administrative expenses)	10%	\$45,000
Total Cost		\$450,000
Total Cost per ambassador hour (\$450,000 total cost / 15,300 total hours)		\$29.41

Budget expected to range between \$400K-\$500K



Reimbursement Process

- Use the City's web-based E-Vouchering system for reimbursement
- Grantees will be allowed to submit requisitions each pay period and it is mandatory that they are submitted at least monthly
- Prompt documentation of incurred costs will be required
- Applicants should know that we require face to face meetings with their financial representative
- There is a monthly training offered for you and your staff on the City's web-based E-Vouchering system



An aerial night view of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A semi-transparent white text box is overlaid on the left side of the image.

Reporting requirements

- Grant money comes with data collection and reporting requirements
- For this program, that will include weekly and quarterly updates on program performance and outcomes



Application evaluation

- ❑ Program Design – 45 points
 - Demonstrated approach to corridor
 - Strength of proposed plan (hours, location, etc.) and ability to address corridor needs
 - Clear plan to hire, train, and manage ambassadors (including emphasis on local hiring and responsiveness to local needs)
- ❑ Organizational Capacity – 35 points
 - Financial capacity and prior performance
 - Overall responsiveness
 - Detailed plan to launch by June 1
- ❑ Budget Information – 20 points
 - Total cost per ambassador hour
 - Completeness of budget information





Application Tip #1: Program Design

Successful applications show a thoughtful approach to design that is tailored to the community needs

Guiding Principles

- **Demonstrated corridor need:** Use examples and data to show how you'll address corridor needs
- **Strength of plan:** Ensure hiring plan, hours and any seasonal changes, and training for ambassadors all reflects corridor needs
- **Engagement of local talent:** Explain how you plan to bring in local community members to serve as stewards of their corridor
- **Performance management:** Highlight how you plan to supervise and support Ambassadors throughout their shifts, including tools or partners for monitoring



Application Tip #2: Organizational Capacity

Successful applications demonstrate a structured project team with clearly defined roles, as well as a detailed timeline with deliverables listed

Guiding Principles

- **Prior Experience and Past Performance:** Include any relevant experience that will show the application reader you have the experience to manage an effective program
- **Detailed plan to launch by June 1:** Provide a detailed plan with dates and any initial bids or partnerships to ensure a June 1 start date

Thank you, we look forward to your proposals!



April 5 at 12pm: RFP Deadline

June 1: Launch

[Program Website](#)

Email: DPD@cityofchicago.org