

# **New City + Back of the Yards**

## **Neighborhood Roundtable Meeting**

February 18, 2021



**Welcome**

**Fernando/Ali AIR  
one-on-ones**

**BYNC economic  
development programs**

**2021 round 1 NOF finalists**

**Project prioritization**



# Ground Rules for this Meeting

- ✓ Please stay muted while others are speaking
- ✓ Please raise your hand to speak
- ✓ Feel free to use the chat and Q&A features
- ✓ This meeting is being recorded and will be posted online within 1 week

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# Artist in Residence One-on-Ones

PROJECT ONWARD

Fernando Ramirez & Ali Harwood  
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**Small Business Assistance Programs**

# SSAs

## Special Service Areas

### What's an SSA?

Special Service Areas (SSA) are local tax districts that fund expanded services and programs through a property tax levy within a contiguous area. The SSA program provides a unique opportunity to locally fund and manage services that strengthen the community by providing public enhancements that contribute to the quality of living, working, and shopping within the SSA district.

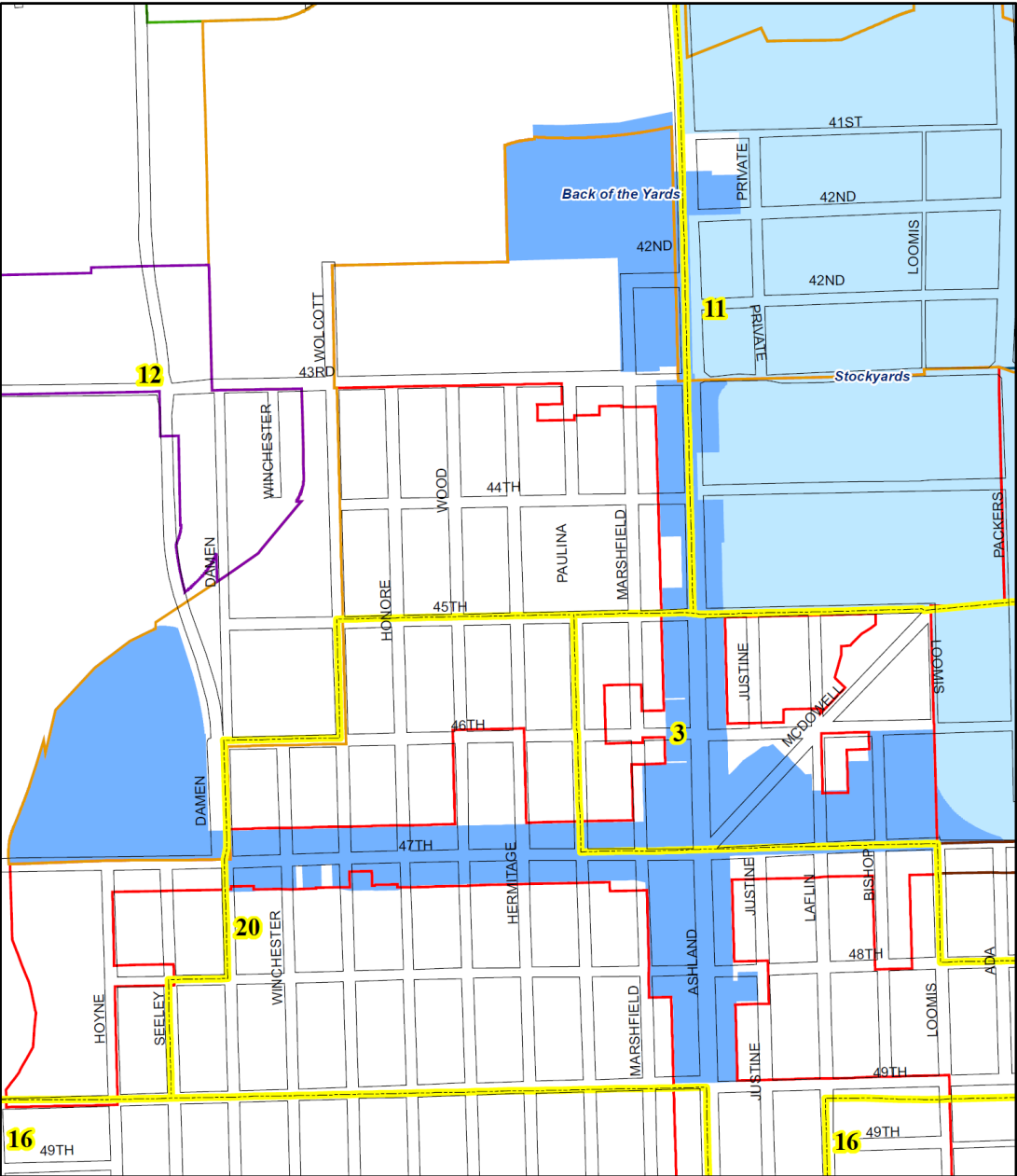
### **SSA-funded projects typically include but are not limited to:**

- ▶ Public Way maintenance & beautification
- ▶ Marketing & advertising
- ▶ Business retention & attraction
- ▶ Special Events & promotional activities
- ▶ Security
- ▶ Façade Improvements
- ▶ Other commercial and economic development initiatives



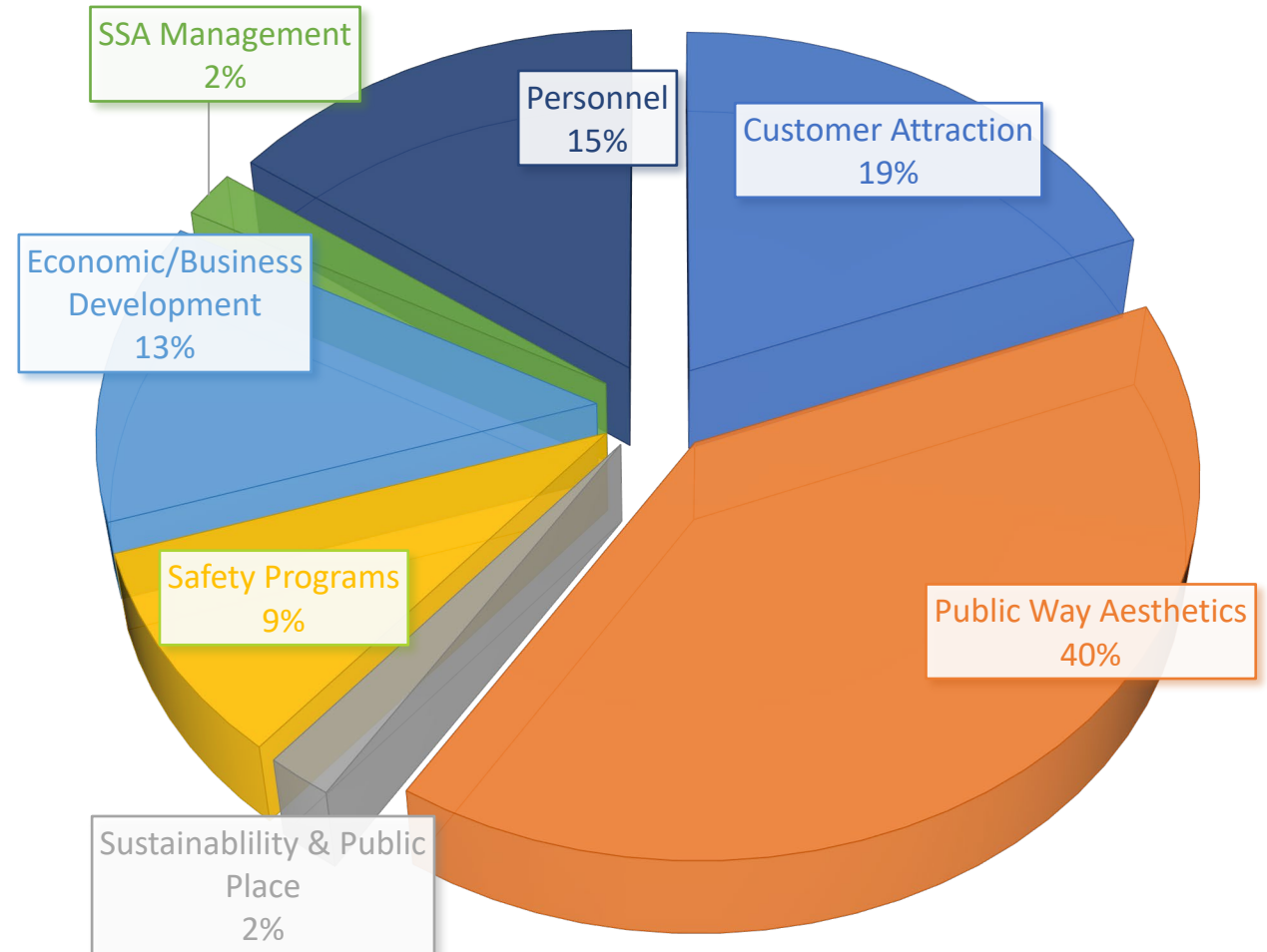
# SSA #10 Back of the Yards Map & Boundaries

- ▶ 47<sup>th</sup> Street from 2200 on the West to Loomis Ave. on the east
- ▶ Ashland Ave from 4000 on the Conrail tracks to 49<sup>th</sup> Street on the South.



# SSA #10 Budget

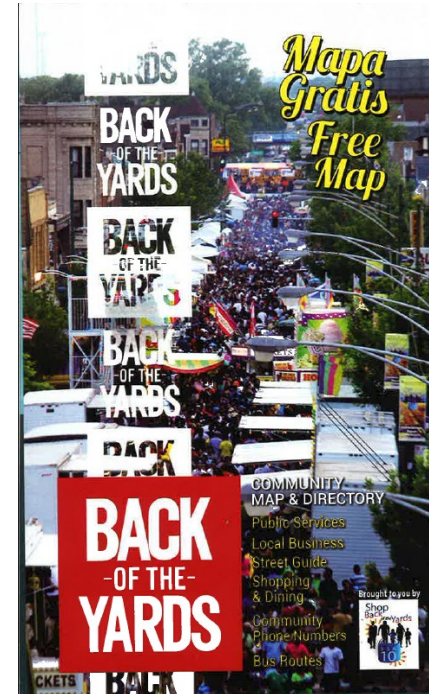
**Tax levy**  
**\$435,083**



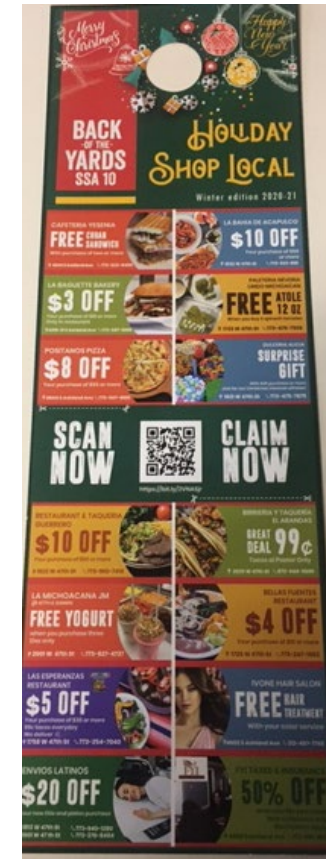
# SSA 10 Branding & marketing



Community Food Guide



Community & Business Directory



Shop local, door hangers promotion

# Community Clean-Up

SSA #10 in partnership with Comcast, hosted its 1<sup>st</sup> annual Community clean-up on Saturday, April 26<sup>th</sup>. Over 100 Volunteers from the community participated on the project.



Cleaned 12 blocks of garbage



Planted evergreens on 11 planters

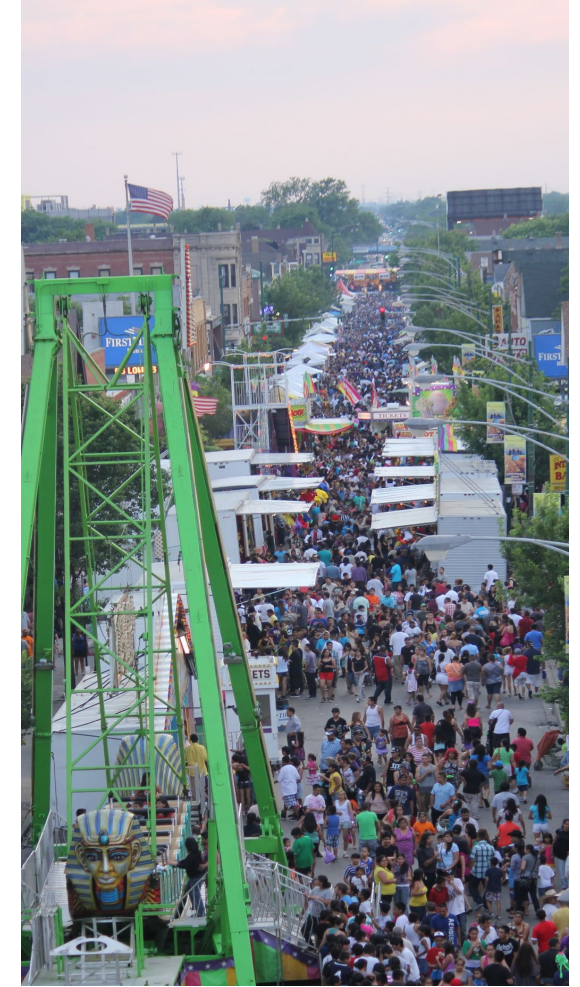
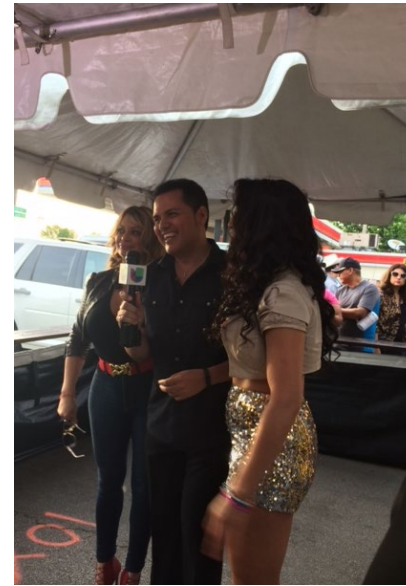


Painted over graffiti on 128 garages



# Fiesta Back of the Yards

Fiesta is an important community event which successfully attracts over 300,000 people of all ages over a three-day weekend, and highlights the diversity and rich cultural past of Back of the Yards neighborhood. Fiesta also promotes the Back of the Yards and its businesses as a vibrant and thriving community.



# Back to School Health & Fun Fair

The annual Back to School Health fair is held in August at Davis Square Park or Bishop Plaza. Over 1,000 families attended the event. The first 1,000 children received a free backpack, and many got free school supplies, eye exams, flu shots, goodies and useful information through several resource booths.



1,000 Backpacks



Informational booths, flu shot and free eye exams

# Sidewalk Power Washing

Power washing is typically completed in mid June.



# Community Connect

## Security Camera Rebate Program

Special Service Area #10 has partnered with the City of Chicago's Office of Emergency Management and Communications (OEMC) and Genetec to install real-time cameras in the business district of Back of the Yards. These cameras will have real-time connection to the OEMC and will help increase safety and combat crime. Participating businesses will have a chance to qualify for a significant rebate from the SSA #10 program.

### Why Participate?

- ▶ **Increased Security** - Security cameras can increase safety and reduce the risk of theft and vandalism for your business.
- ▶ **Reduce Response Times** – Because the OEMC will have access to your select live video feeds, this can help officers quickly respond to reports or complaints and be better prepared for each situation we face.
- ▶ **Smother Investigations** – Easy access to your select video can also allow for the quick distribution of a suspect's image to officers close to the scene of a crime, helping the investigation and search.





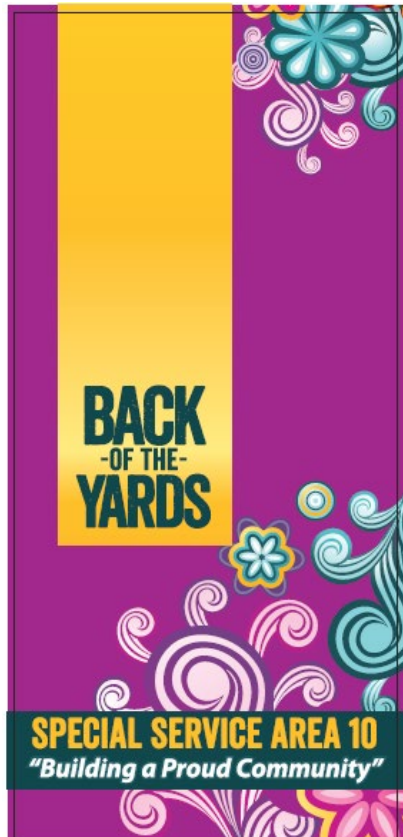
# Awning Rebate Program

Since 2011, the SSA #10 has assisted 20 businesses with their storefront by providing a rebate to repair or install an awning.

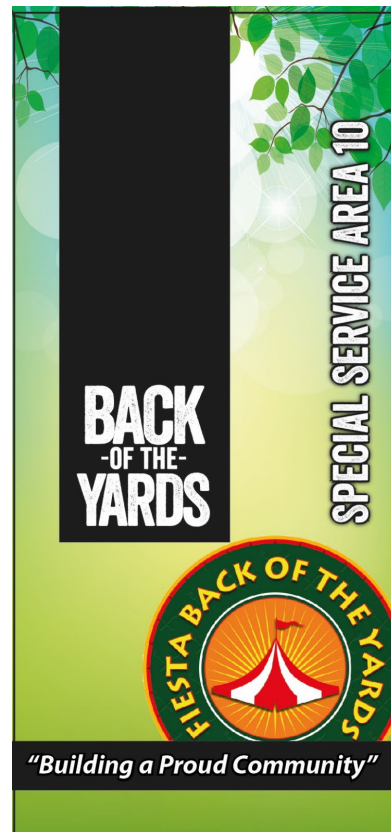


# Seasonal Banners

The banners are installed quarterly throughout the year.



Spring



Summer



Fall



Winter

# Planters

Since 2012, the SSA has planted flowers on planters installed throughout the SSA boundaries. Flowers are planted in the summer and mums during the fall. Our maintenance crew is responsible for watering the planters twice a week.

## Spring



## Summer



## Fall



# Decorative Garbage Cans

Approximately 30 cans have been installed throughout the SSA#10 corridor



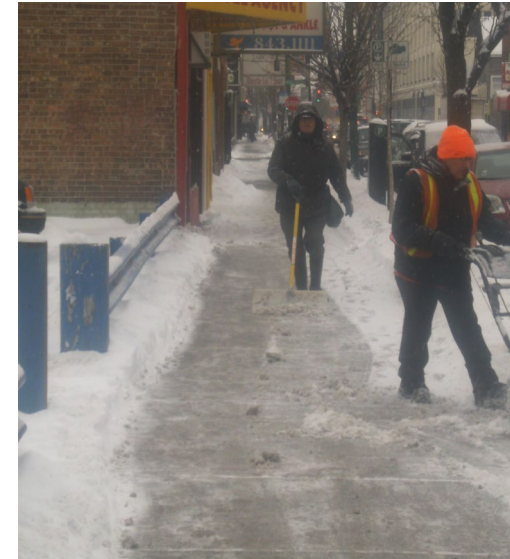
# Daily Services

## Shuttle Bus Program



- ▶ A total of 1,750 rides provided annual and approximately 10 new riders a year.
- ▶ Street cleaning is done Mon-Fri from 9am – 3pm year-round, excluding holidays.
- ▶ Snow plowing is done as needed during snow season.

## Street Cleaning



Snow plowing

# Christmas Toy Drive & Toy Giveaway

Over 2000 children received a toy every year during Christmas. Through a live radio broadcast, we were able to promote our local businesses who support and donated a toy.



# Special thanks to our active SSA #10 Commissioners

- Emilio Carrasquillo, Chairman
- Terri Cox, Vice-Chairwoman
- Lucas Kristen
- Jerry Mazzei
- Salvador Benitez
- Jose Chavez
- Juan Martinez



# NBDC

## Neighborhood Business Development Center

The Back of the Yards Neighborhood Development provides an array of services that help new and existing businesses start and thrive, focusing mainly in the Back of the Yards commercial corridor. We also have the capacity to offer those services to Spanish-speaking clients who face the language barrier while accessing city services.

### SERVICES OFFERED INCLUDE:

- ▶ Business planning
- ▶ Assistance with business start-ups
- ▶ Assistance in looking for funding and financing opportunities (grants, loans, etc.)
- ▶ Consultation services
- ▶ Assistance with solving city-related issues
- ▶ Business Networking opportunities



# LIRI

## Local Industrial Retention Initiative

LIRI (Local Industrial Retention Initiative) exists to assist and help retain existing industrial businesses across the city.

As part of our LIRI role, we perform outreach to businesses in order to assess their needs and assist them.

Especially during the pandemic, we have helped businesses navigate city, state and federal options for funding, such as grants, and loans through the Payroll Protection Program, Economic Injury Disaster Loans, as well as City provided revenue sources.

### Boundaries & Areas of Service

North: I-55  
South: 55<sup>th</sup> Street  
East: Dan Ryan Expressway  
West: Laramie Ave.



Brighton Park, Stevenson &  
Stockyards Industrial  
Corridors

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# Neighborhood Opportunity Fund – Finalists

- 30 Finalists were selected for \$5.6 million in new grants
- 4 finalists in BOTY, 3 in ISW corridors:
  - **Granados, 1845 W. 47th St.**
  - **Stockyards Dreamcatcher Café, 1824 W. 47th St.**
  - **Wolf Den, 1924 W. 47th St.**
  - Star Farm, 5256 S. Ashland Ave.

For more info, visit [neighborhoodopportunityfund.com](https://neighborhoodopportunityfund.com)

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# 2021 Project Prioritization

Collective review of economic development goals, strategies and projects from 2014 and 2019 neighborhood plans

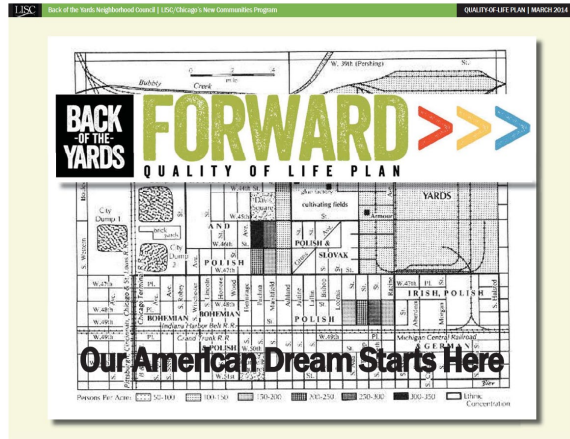
**Q: How can these strategies be more refined?**

**Q: What types of projects come to mind as we review these strategies?**





# 2014 Plan



## STRATEGY 2.5

Cultivate the neighborhood as a unique destination by strengthening its cultural institutions, restaurants, and entertainment options.

## PROJECTS

- A. Explore new restaurant and entertainment opportunities that may help set Back of the Yards apart as a unique destination.
- B. Add live/work and gallery spaces for artists connecting to similar spaces that have developed in Bridgeport and Pilsen.

## STRATEGY 2.6

Improve the physical appearance of the neighborhood through streetscape design and reuse of historic properties.

## PROJECTS

- A. Develop a consistent and attractive streetscape along 47<sup>th</sup> Street between Western Avenue and Halsted Street, including connection to the CTA Western Orange Line Station.
- B. Develop a streetscape arts project attracting local artists to develop pieces that help celebrate the neighborhood's history.
- C. Create gateway features on 47<sup>th</sup> Street at Western Avenue and Halsted Street that signal entrance into the neighborhood, similar to the Stockyard arches.
- D. Apply for grants and encourage partnerships to improve the physical appearance of tall, high visibility buildings, such as the Goldblatt's building and the old Stockyards clocktower.

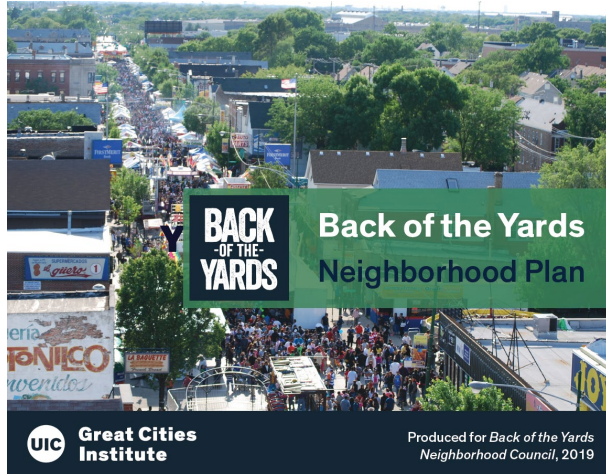
# 2019 Plan



Objective 1	<p><b>Enhance the aesthetic and physical character of Back of the Yards’ main commercial corridors (47th Street and Ashland Avenue) and develop a comprehensive branding strategy to draw in residents and visitors to the neighborhood’s commercial core.</b></p>
Strategies	<ul style="list-style-type: none"> <li>a. Develop a place-making and identity campaign for beautification of commercial corridors in Back of the Yards.</li> <li>b. Work with property owners and local artists to temporarily re-purpose/re-activate vacant storefronts to attract interested tenants.</li> <li>c. Work in collaboration with business owners, residents and Special Service Area 10 to brainstorm projects and overall theme.</li> <li>d. Identify best practices for developing a consistent and uniform corridor identity.</li> <li>e. Identify additional resources (i.e. grants, TIF, SSA, Small Business Improvement Fund (SBIF) and aldermanic menu money) to support development of branding campaign projects and façade improvement/business renovation projects to improve commercial spaces.</li> </ul>



# 2019 Plan



Objective 2	Attract new and diverse businesses which will offer a wider range of goods and services.
Strategies	a. Identify strongest nodes in BOTY commercial corridors to build upon.
	b. Develop temporary beautification projects geared toward activation and repurposing of vacant spaces.
	c. Focus efforts on attracting businesses offering goods and services that don't currently exist or are limited in Back of the Yards using retail scan/leakage and surplus data.
	d. Identify aspiring entrepreneurs in the area to assist with start-up activities.
	e. Develop new relationships with developers, commercial property owners and successful business owners looking to improve existing properties for expansion and attraction of new and existing businesses.

Please send your project ideas or questions to Sonya,  
[sonya.eldridge@cityofchicago.org](mailto:sonya.eldridge@cityofchicago.org)

**Thank you!**