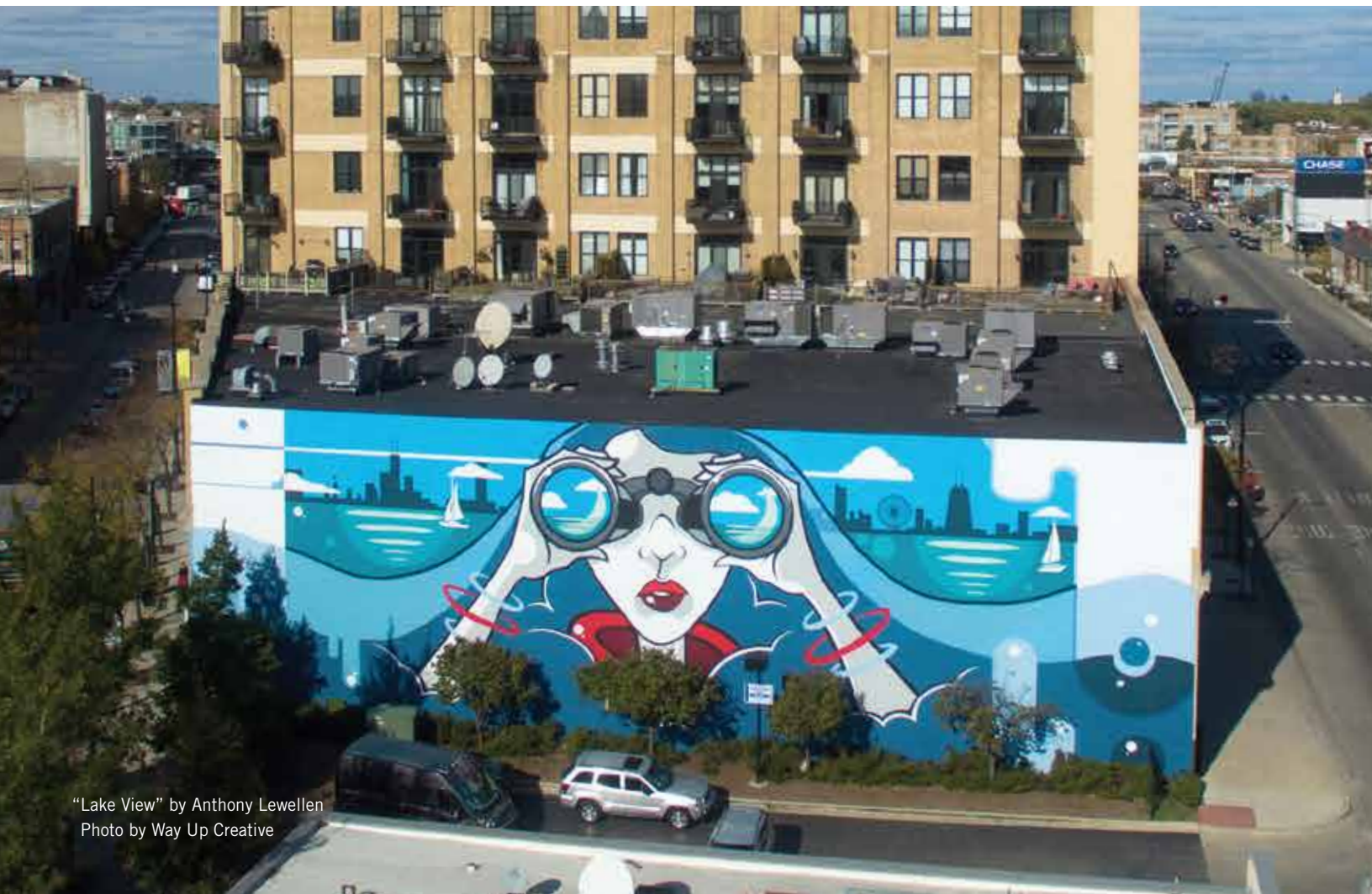




1409 West Addison Street
Chicago, IL 60613

Three Partners. One Shared Vision. **Our 2017 Annual Report.**

LAKEVIEW CHAMBER, SPECIAL SERVICE AREA 27, FRIENDS OF LAKEVIEW



"Lake View" by Anthony Lewellen
Photo by Way Up Creative

With Thanks

Lakeview Chamber 2017 Board of Directors

President, Doug Havrilla,
Merchant Giving Project

Vice-President, Michael Valitchka,
Point B, Inc.

Secretary, Dr. Mike Sculley,
Custom Eyes

Treasurer, Jeff Shapiro,
Spindle Fitness

Frank Campise, *JAB Real Estate*

Candace D'Agnolo, *Dogaholics*

Doug Dunlay, *4 Star
Restaurant Group*

Angela Garbot, *Angela Garbot
Photography*

Rebecca Girsch, *She One*

Michael Jorndt, *Bitter Pops*

Stephanie King-Myers,
Bottle & Bottega

Dan McCarthy, *The Pony*

Ryan Oestreich, *Music Box Theatre*

Lisa Santos, *Southport Grocery
& Cafe*

SSA 27 2017 Commissioners

Chairperson, Nabil Zahrah,
ZED Architects

Treasurer, Chuck Stewart,
Lakeview Insurance Agency

Darian Campise,
Campise Properties

Colleen Daley, *resident*

Jill Heise, *resident*

Matt Lederer, *Mahogany Builders*

Terese McDonald, *Candyality*

Luis Monje, *resident*

Amy Novotny, *Arthur Murray
Lakeview*

Melissa Salvatore, *A Little
Photo Studio*

Erin Schwartz, *resident*

Jeremy Wechsler, *Theater Wit*

Friends of Lakeview 2017 Board of Directors

President, Lisa Santos,
Southport Grocery & Cafe

Vice-President, Jill Heise

Secretary, Heather Way Kitzes,
Chicago Cubs

Treasurer, Frank Campise,
JAB Real Estate

Chief Executive Officer, Lee
Crandell, *Lakeview Chamber*

Kris Hallowell, *Lakeview
Funeral Home*

Lakeview Chamber 2017 Staff

Lee Crandell, *Executive Director*

Jessica Costello, *Events &
Marketing Manager*

Carisa Marconet, *Events &
Marketing Manager*

Dillon Goodson, *Community
Development Director*

Kimberly Morris, *Business
Services Manager*

Deana Martin, *Part-Time Book-
keeper & Office Manager*

Chamber Sponsors

LEGAL ALLY

Cole Sadkin, LLC

CHAIRMAN'S CLUB

*Advocate Illinois Masonic
Capital One
Central Federal Savings
Chicago Cubs
Chris Irwin, Jameson Commercial
Real Estate
Coda di Volpe
Crosby's Kitchen
Ella Elli
Frasca Pizzeria + Wine Bar
JAB Real Estate Opportunity Funds
L3 Capital
Lakeview Funeral Home
Saint Luke Ministries
The Pony
Tuco & Blondie
The UPS Store #2745
Whole Foods Market*

EVENT SPONSORS

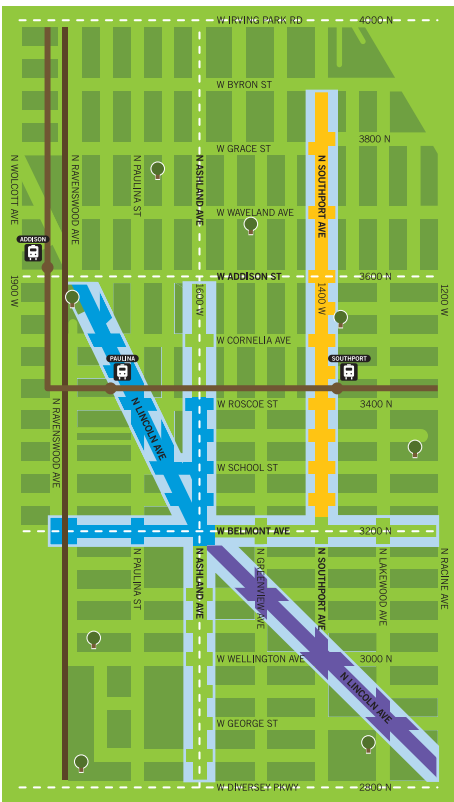
*Samuel Adams
Chicago Cubs
Whole Foods Market
Lakeside Bank
JAB Real Estate Opportunity Funds
Bitter Pops
Corridor Brewery & Provisions
Lagunitas Brewing Company
Capital One
Wintrust Bank
CBRE: Steve Kundert
Central Federal Savings
Bannerville USA
Countryside Bank*

Dear Neighbors:

Thank you for your support and participation! We're excited about the work we achieved in 2017 outlined in this report. As three partners working together with our community, we envision Lakeview as Chicago's most sought after neighborhood. You're helping make that vision a reality.

Who are we?

The **Lakeview Chamber of Commerce** is a community of entrepreneurs working together to create a stronger neighborhood and business environment through advocacy, education, networking and promotion. We are a 501(c)(6) non-profit organization that provides valuable resources, programming and services to advance our neighborhood's business success, guided by our Lakeview Area Master Plan. The Lakeview Chamber is the sole service provider to **Special Service Area 27 (SSA 27)**, which provides public funding for supplemental services to our commercial district through a local property tax levy. SSA 27's mission is to support a vibrant local economy and high quality of life for the benefit of Lakeview businesses and residents by improving and enhancing public streets and spaces, creating memorable experiences, encouraging spending locally and promoting the neighborhood. **Friends of Lakeview** is a 501(c)(3) non-profit that partners with the Lakeview Chamber and SSA 27 and shares a common mission to support a vibrant local economy and high quality of life for the benefit of Lakeview businesses and residents.



Our Neighborhood

West Lakeview is a great place to do business. Our neighborhood is highly educated. We spend more per house-hold than other communities in the region, taking advantage of what our neighborhood has to offer. We're a compelling mix of singles and families, many of whom were attracted to our neighborhood for our outstanding schools. Our tight-knit community of energetic business owners and

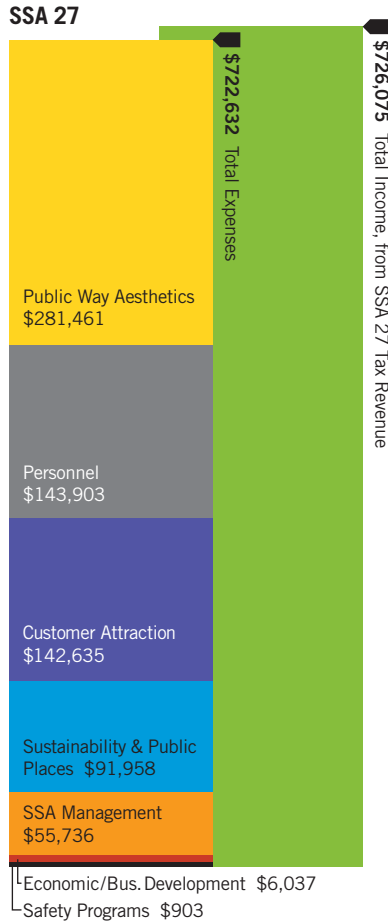
residents likes to be engaged in their neighborhood and support each other. Just minutes north of downtown, West Lakeview's vibrant streets are home to some of Chicago's best culture, shopping, and dining. That's why we are one of the most sought-after communities in the Chicago region. **Learn more about why Lakeview is a great place to locate a business at www.WhyLakeview.com.**

2017 Community Snapshot

- College Educated: **80.5%**
- Millennials: **50%**
- Children Under 10 Years Old: **12%**
- Median Household Income: **\$119,198**
- Median Household Expenditure: **\$101,908**

(Source: GIS Planning, 2017)

2017 Unaudited Financials

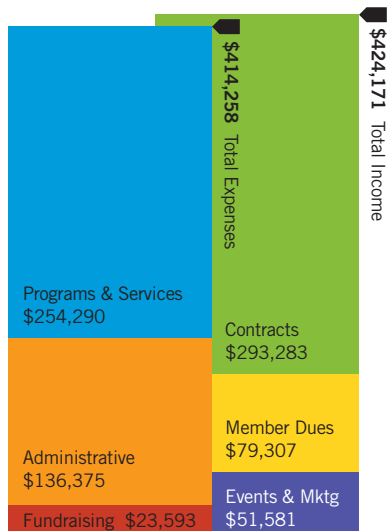


Advocacy & Planning

We serve as the voice of local businesses and protect Lakeview’s commercial interests by representing small business needs on important policy and development issues. In 2017:

- We continued our partnership with the Small Business Advocacy Council (SBAC) and a coalition of other neighborhood Chambers of Commerce to improve business regulations. Our efforts to lower state LLC filing fees finally succeeded in 2017, and we’ve continued working with the City on other common-sense reforms to regulations such as Chicago’s sign permit rules.
- We conducted a census of storefronts to monitor our business mix and vacancies. We also surveyed Lakeview consumers and issued a new report on business needs and opportunities on our commercial corridors, in order to help attract new businesses to the neighborhood.
- We supported approval for new transit-oriented developments and assisted businesses seeking approval for new sidewalk cafes and special use permits.

LAKEVIEW CHAMBER

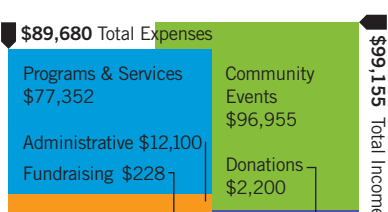


Business Services & Events

Thanks to support from Lakeview Chamber member businesses, SSA 27 and from a Neighborhood Business Development Center grant from the City of Chicago, we provided valuable services to help businesses get started off on the right foot and continue to thrive in Lakeview. In 2017:

- We welcomed 20 new businesses to our area.
- We provided more than 120 business consultations through our office.
- 56 new members joined the Lakeview Chamber, bringing our total membership to 253.
- We hosted 29 merchant meetings to coordinate activities between businesses in our three retail districts.
- At our Annual Meeting, we recognized Candace D’Agnolo of Dogaholics with the Above & Beyond Award, and Jeff Shapiro of Spindle Fitness with the Entrepreneurial Spirit Award.
- We hosted 30 business networking and education events, including a sold-out Lead Off Luncheon with Tom Ricketts and the Chicago Cubs.
- We awarded three properties with funding to install or upgrade security systems through SSA 27’s Security Rebate Pilot Program.

FRIENDS OF LAKEVIEW





Neighborhood Events & Marketing

Our events and marketing initiatives invited locals and visitors to build lasting memories and meaningful connections to our community, while generating buzz about Lakeview. In 2017:

Sam Adams Lakeview Taco Fest in September had its most successful year yet, attracting more than 20,000 attendees and raising over \$5,000 for our local schools. Cafe Tola won the Best Taco award for the third year in a row. We couldn't have done it without our volunteer partners: **Aptitive, Barnett Capital, Belmont Dental Care, Custom Eyes, d'aprile properties, M2 Boutique,** and **Network Mortgage.**

The Low-Line Farmers Market grew to its largest-ever season, with 25 vendors on 22 Thursday evenings June through October at the Southport CTA station.

The **Lakeview Live** concert series grew into a weekly program with nine events in July and August, offering a low-key summer experience in the heart of Lakeview with local music, craft beer, and the opportunity for neighbors to mingle.

Trick or Treat on Southport once again welcomed more than 10,000 attendees for their favorite fall tradition with fun family activities, local food, craft beer, and of course, candy.

Our new **Lincoln Avenue Beer Stroll** transformed 23 storefronts on Lincoln Avenue into tasting rooms to discover 26 craft brewers, bringing new programming to the street and attracting a new audience to local businesses.

We organized 5 **Southport Sidewalk Sale** events with 15 participating businesses.

We published the **Lakeview Neighborhood Guide**, distributing 14,000 copies.

The Belmont Theater District celebrated Chicago's largest theater district and hosted a Month of Theater in October with special

programming and offers from more than a dozen local theater partners.

The Lakeview Gift Card was used in 1,500 transactions at local Lakeview businesses totalling nearly \$100,000 in sales.

The Lakeview Holiday Gift Guide was filled with dozens of unique gift ideas and local holiday events, including the Southport Holiday Stroll, Photos with Santa and the first-ever **Lakeview Holiday Window Contest.**

The Faces of Small Business campaign highlighted the people and stories behind nine of Lakeview's beloved small businesses, reinforcing the importance of shopping and eating local. More than 1,900 local residents voted on which business stories they wanted to see featured.

POP at the Lincoln Hub introduced a new series of creative pop-ups in vacant storefronts along Lincoln Avenue, showcasing a men's clothing store and a window mural by a local artist as part of a pilot program during the holidays.

Public Space Enhancements



By enhancing Lakeview's public spaces, we're creating stronger connections between people and the places they share.

Low-Line: From Vision to Reality

SSA 27 and Friends of Lakeview partnered to envision the future of the Low-Line – a one-of-a-kind landmark destination that will connect Southport and Lincoln avenues with a continuous, half-mile-long art walk and garden beneath the CTA 'L' tracks. Thousands of community members have contributed their ideas for the project since its inception as part of the 2011 Lakeview Area Master Plan, and last fall, the project team unveiled renderings for new plazas at Paulina and Ashland that will begin to take shape in 2018.

Lakeview Celebrates the Year of Public Art

With funding from SSA 27, the Lakeview Chamber of Commerce teamed up with the City of Chicago's Department of Cultural Affairs and Special Events to celebrate the Year of Public Art in Lakeview. The community welcomed two new works of art in

2017: an iconic mural by Chicago-based artist Anthony Lewellen titled "Lake View," and the first of up to two dozen large-scale mural walls that will eventually appear along the Low-Line pathway. SSA 27 also funded a temporary site-specific art installation that transformed the Southport Plaza into an underwater adventure inspired by the Beatles.

Making Sidewalks More Pedestrian Friendly

In 2017, SSA 27 funded the planting of 64 new trees in sidewalks along portions of Lincoln, Belmont, Ashland and Southport, bringing the total number of new trees planted by the SSA in the past two years to nearly 100. Additionally, Friends of Lakeview's Adopt-a-Tree program planted five more trees on residential side streets, thanks to donations from Julie Sick, Scott & Jackie Hairston, The Phares Family, and Scott & Christe Lyons. The SSA's commitment to making public spaces more pedestrian friendly also includes the installation of two People Spots,

which extend the sidewalk into the street to create welcoming seasonal public spaces with landscaping and seating to be enjoyed by the community and visitors.

Streetscape Maintenance

SSA 27 keeps Lakeview clean, green and welcoming, maintaining four miles of streets. In 2017:

- We collected 13,914 bags of trash and recycling.
- We removed 2,753 graffiti tags and stickers from the public way.
- We landscaped 120 planters, plant beds and hanging baskets.
- We decorated 265 light poles for the holidays.
- We restored 75 litter baskets that were in need of repair.
- We installed 12 new bike racks as part of our Bike Friendly Lakeview initiative.