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Dear Partners:

2020 tested our community and brought unprecedented challenges to our local businesses. In March, just as the usual excitement was building around the first signs of spring, the global coronavirus pandemic took hold throughout Chicago, grinding business to a halt and upending our regular way of life. In addition to the tragic loss of friends and loved ones, the uncertainty that followed remains with us nearly a year into the crisis. Most businesses have had to rethink their approach in one way or another. Some closed their doors and never reopened.

Despite the heartbreak that dominated the year, 2020 also showcased the resilience of our community. Under immense pressure, business owners found new ways to reach customers, creating a universe of virtual shopping, all-season outdoor dining,

and a host of other sanitation measures meant to prioritize our health and safety. Neighbors stepped up too, going out of the way to support their favorite local businesses by ordering takeout, purchasing gift cards, scheduling curbside pickup, and taking fitness classes and conducting other activities online. Before the consequences of inaction could set in, we leaned on one another in inspiring ways, embodied best by a message adorning the facade of one local business: **we're all in this together.**

This year's annual report highlights some of the ways the **Lakeview Chamber of Commerce** and our partners—**Special Service Area (SSA) 27** and **Friends of Lakeview**—were part of this response, targeting our collective vision and resources to support and advocate for our community. In this spirit of togetherness, we've also carved out



space to celebrate the year-end merger of the Lakeview and Roscoe Village chambers of commerce, which will strengthen our organization and allow us to provide enhanced services across both communities. We look forward to a bright future ahead as two communities united behind a common mission.

On behalf of our boards of directors, SSA commissioners, and staff, thank you for everything you do in the service of our community. Here's to getting through this—**together.**

Dillon Goodson

Executive Director,
Lakeview Chamber of Commerce
CEO, Friends of Lakeview

Welcome

About Us

The **Lakeview Chamber of Commerce** is a community of entrepreneurs working together and supporting each other to create a stronger neighborhood and business environment through advocacy, promotion, networking and education.

Originally founded in 1951 as the Lincoln Belmont Ashland Business Association, our organization is a leader in supporting businesses with valuable resources, programming and services that advance the success of our business community. We leverage private funding, government resources and programs, and support from more

than 250 members to help our local business community thrive.

The Chamber serves as the sole service provider of **Special Service Area (SSA) 27**, a local taxing district in Lakeview that supports additional programs and services to supplement city services, including neighborhood promotion and public space enhancements. The Chamber also partners with the 501(c)(3) non-profit organization **Friends of Lakeview** on community events and capital improvement projects that advance common goals.



■ SSA 27 Service Area
■ Lakeview Chamber / Friends of Lakeview Service Area

Vision:

We envision Lakeview as Chicago's most sought after neighborhood.

Mission:

Our mission is to support a resilient local economy and high quality of

life for the benefit of businesses and residents in Chicago's Lakeview community through neighborhood promotion, business development, advocacy and public space enhancements. We are a partnership between the Lakeview Chamber, SSA 27 and Friends of Lakeview,

and we support each other to advance our common mission.

Values:

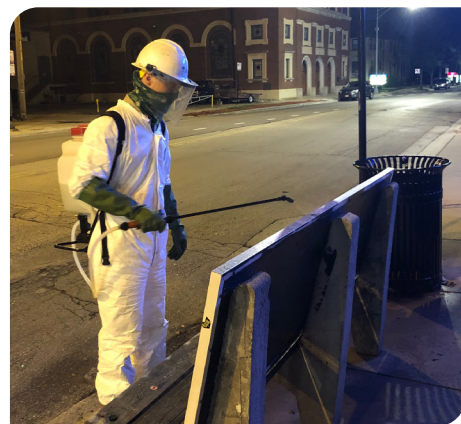
- Community First
- Innovation
- Inclusivity

Responding to the Crisis

Just as area businesses had to pivot to respond to the challenges of the pandemic in 2020, so too did our approach to serving nearly **1,000 businesses** in our service area. While in-person networking and educational seminars were no longer possible, we remained committed to keeping Lakeview businesses informed and connected through our business-focused online programming and one-on-one outreach.

In response to COVID-19, we hosted 13 online **Business Roundtable Calls** to keep our businesses abreast of the latest in safety education, financial support, advocacy and marketing opportunities available during the pandemic, and also established and maintained a **Resource Page** on our Chamber website to compile the latest COVID-19 information and resources for our businesses. Additionally, the Special Service

Area (SSA) 27 Commission swiftly responded to the pandemic through the creation of **four new rebate programs** in 2020, in digital marketing, health and sanitation, outdoor seating, and winter preparedness. These rebates provided direct financial support to SSA 27 businesses, allowing them to bolster digital marketing capabilities while providing a clean environment for both staff and customers.



Top: SSA 27 funded a professional sanitation of all high-touch items along our commercial corridors.

Bottom: Waterhouse Tavern & Grill used the Winter Preparedness Rebate to create outdoor dining cabins.

Responding to the Crisis

“The Lakeview Chamber of Commerce has worked tirelessly as a true partner for our new business. We launched The Guild in February 2020 on Southport Avenue in Lakeview and due to COVID-19 we were shut down 3 weeks later and didn’t reopen until late June. As a new business the Chamber’s assistance was invaluable! We have been very impressed with all of their support, meaningful communication and range of resources put to use for the businesses they represent. Specifically, we received a Sanitation Recovery Kit for our business as well as SSA rebates for digital marketing efforts, sanitation supplies and winter preparedness measures. We are so grateful for all of their efforts! We feel lucky to be a member of this organization and to work with an incredible group of dedicated people!”

EMILY GORDON and LAURA MCMAHON,
The Guild



SSA 27 created and distributed Sanitation Recovery Kits to 36 local businesses.

By the Numbers

The Chamber held **13 roundtable calls** in the early days of the pandemic, directing businesses to resources • SSA 27 distributed **36 Sanitation Recovery Kits** filled with hand sanitizer and other supplies while keeping **3.6 miles of sidewalk** sanitized • SSA 27 created **4 new rebate programs** in response to the pandemic, reinvesting **\$16,600** in the community

Chamber staff provided
290
businesses with direct
technical assistance

Staging a Recovery

While our typical calendar of events could not take place as intended due to the pandemic, we knew we had to think creatively to develop alternative programs and marketing initiatives to support our neighborhood and its businesses begin to stage a recovery.

Our **Love Local and Recover Lakeview marketing campaigns** informed the community of current business offerings within the pandemic restrictions as well as highlighting the extraordinary measures businesses have been taking to keep their customers safe. We were excited to still be able to create opportunities for people to connect safely outdoors through **Dine Out West Lakeview**, which supported local restaurants by expanding their outdoor seating onto the street. Meanwhile, **SSA 27 Community Events Grant**

recipients also brought four unique socially distanced programs to Lakeview's commercial corridors. The **Low-Line Market** was another great success as we implemented social distancing guidelines to bring local foods to the community in a safe, outdoor shopping experience. We also launched a second **Lakeview Gift Card** promotion over the summer, a program that usually only runs during the holidays, to incentivize customers to spend more funds locally as businesses began reopening.



Top: Dine Out West Lakeview supported 30 local restaurants, including many along the Southport Corridor, seen here in September.

Bottom: The Low-Line Market showcased 21 vendors, who took special precautions due to COVID-19.

Staging a Recovery

“One of the few bright spots for this restaurant and our neighborhood this past year has been Dine Out West Lakeview. The ability to utilize the street for extra guest seating made all the difference for us when it came to providing hours for our dedicated employees. In addition to the boost in revenue, we had never met so many new neighbors in the five years we’ve been doing business on Southport. They thanked us profusely for setting up the additional tables and we thanked them back profusely for coming in night after night! This may come off sounding corny but I believe that we’ve never been closer with our community than the six weeks that we participated in Dine Out West Lakeview.”

DAVE BONOMI,
Coalfire Pizza



By the Numbers

Customers purchased **\$70,545** in Lakeview Gift Cards during summer and winter promotions • SSA 27's Community Events Grants have reinvested **\$15,750** in community programming • The Low-Line Market showcased **21 vendors** • SSA 27's public relations efforts led to **72 media mentions** for Lakeview and its businesses

Dine Out West Lakeview supported

.....
30
restaurants

Strengthening our Future



As our country endured the dual crises of COVID-19 and systemic racism, we asked the following question: **how can we support our community's long-term resiliency while also laying the foundation for a more inclusive neighborhood?**

In December, we shared the exciting news that the Lakeview Chamber of Commerce would join forces with the Roscoe Village Chamber of Commerce becoming the **Lakeview Roscoe Village Chamber of Commerce**. Empowered by more than **400 members**, this will strengthen our ability to provide enhanced services to more than **1,500 local businesses** and expand neighborhood programming and events that give residents even

Owning a business that has had a presence in both Lakeview and Roscoe Village has allowed me to see firsthand the value of building new connections between our communities. Many of my clients call Lakeview and Roscoe Village home, so I'm thrilled about the opportunity to gain new visibility and expand my reach through the Lakeview Roscoe Village Chamber of Commerce. The Chamber was one of the first resources I turned to when I opened my business in 2016, and they've been a trusted partner ever since—helping me navigate city permit processes, grow my network, and promote my services throughout the community.

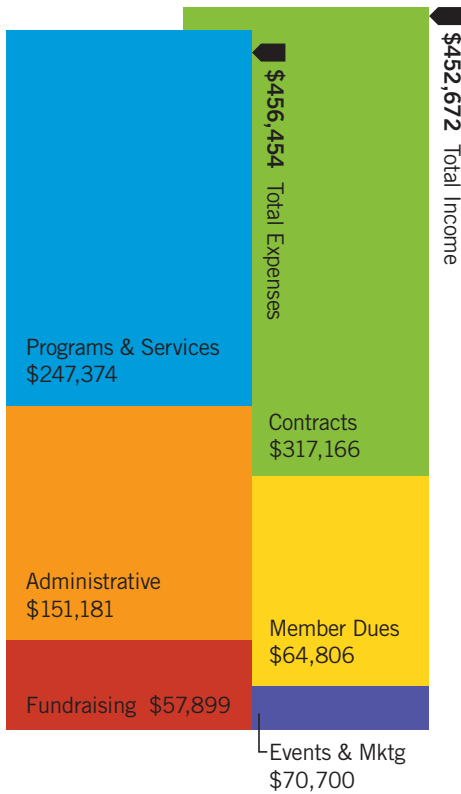
SARAH DICKERSON,
Wildwood Photography

more reasons to love where they live. To help create communities that are home to more minority-owned businesses and where housing, businesses, programming, and local attractions are accessible to all Chicagoans, we began assembling a new **Diversity, Equity and Inclusion (DEI) Task Force** in 2020. Composed of representatives from Lakeview and Roscoe Village, the Task Force is responsible for developing a DEI Plan

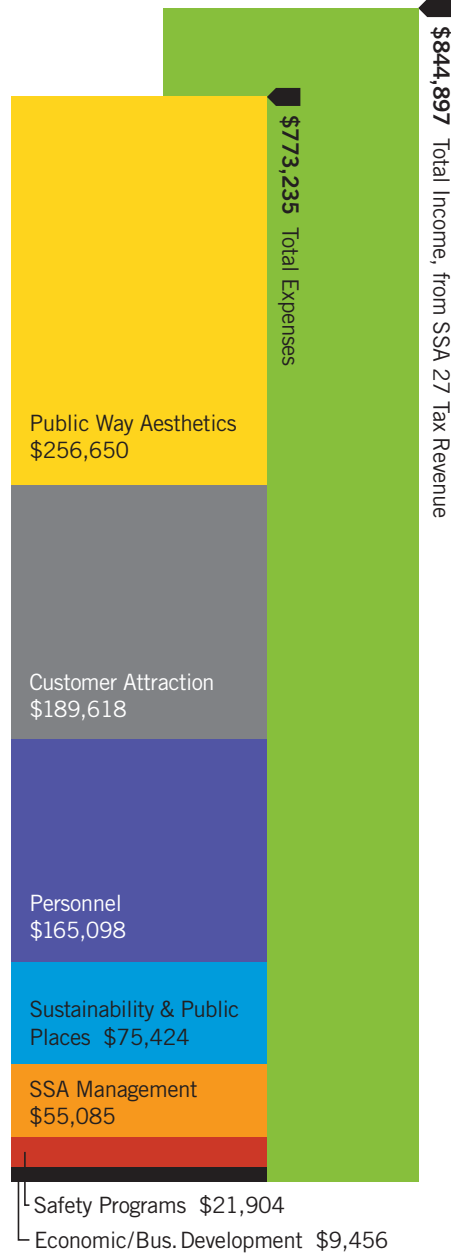
focused on educating members about how to actively promote diversity and inclusion in their own businesses while advancing Chamber programming and events that create inter-neighborhood partnerships.

2020 Unaudited Financials

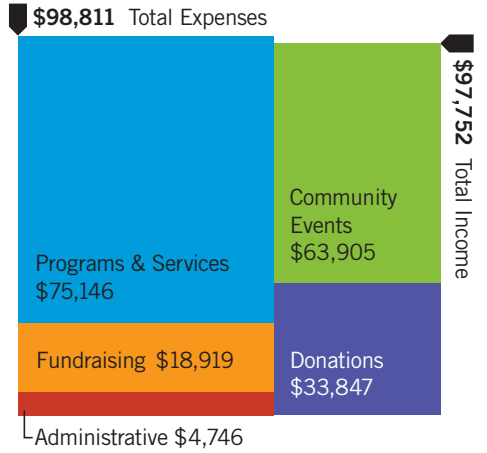
Lakeview Chamber



SSA 27



Friends of Lakeview



Sources of Support

Lakeview Chamber Sponsors

Legal Ally:

- Cole Sadkin, LLC

Photography Partner:

- Angela Garbot Photography

Chairman's Club:

- 7-Eleven
- Artis Senior Living of Lakeview
- Capital One Café
- Central Savings, f.s.b.
- Chicago Cubs
- Crosby's Kitchen
- CustomEyes
- Deljo Heating & Cooling
- DiscoverCBD - Lakeview
- Ella Elli
- Frasca Pizzeria & Wine Bar
- JAB Real Estate Opportunity Funds
- Lakeview Funeral Home
- Lugertha Rose Modeling Agency

- Mid-America Asset Management, Inc.
- Mothership Launchpad
- Saint Luke Ministries
- Special Olympics Chicago
- The Pony Inn
- The UPS Store #2745
- Tuco & Blondie
- Whole Foods Market

Event Sponsors

- 4 Star Restaurant Group
- AARP
- Andersen Windows
- Capital One Café
- Central Federal Savings
- JAB Real Estate
- Lakeside Bank
- Liberty Mutual Insurance
- Rush University Medical Center
- Wintrust Bank
- Z Factory

Lakeview Low-Line Supporters

- AARP Chicago
- Chicago Cubs
- JAB Real Estate, Inc.
- Chicago Association of REALTORS® CommercialForum
- Mark Cozzi and James Goeke
- Seminary Properties and Management, Ltd.
- The Donna & Harry McDonald Family Foundation
- Bazar
- CustomEyes
- Central Federal Savings
- Dogaholics
- Carrie Weaver
- In Honor of Ziggy Duncan

Leadership

Chamber Board of Directors

- **President:** Doug Havrilla, Merchant Giving Project
- **Vice-President:** Michael Valitchka, Point B, Inc.
- **Secretary:** Ryan Oestreich, Music Box Theatre
- **Treasurer:** Jeff Shapiro, Spindle Fitness
- Stephanie Biederman, Berkshire Hathaway HomeServices Chicago
- Frank Campise, JAB Real Estate, Inc.
- Matthew Carr, Capital One Café
- Ben Castronovo, Central Federal Savings
- Doug Dunlay, 4 Star Restaurant Group
- Angela Garbot, Angela Garbot Photography
- Chad Jensen, D Spa & Pet Boutique
- Michael Jorndt, Bitter Pops
- Ron Kinn, Skyline Insurance Agency
- Joia Kopelow, Stretchlab
- Dan McCarthy, The Pony Inn
- Sandy O’Kane, Winnie Cooper Boutique
- Ana Pineda, Goldfish Swim School
- Lisa Santos, Southport Grocery & Cafe
- Dr. Michael Sculley, CustomEyes
- Ellie Thompson, Ellie Thompson + Co
- Erin Watt, The Music Playhouse of Chicago
- Dr. Jennifer Weiss, Cubbington’s Cabinet

SSA 27 Commissioners

- **Chairperson:** Erin Schwartz
- **Past Chairperson:** Terese McDonald, Candyality
- **Treasurer:** Matt Lederer, Mahogany Builders
- Jason Aragon, Whole Foods Market
- Darian Campise, Campise Properties
- Kaitlyn Hurley
- Paul Leamon, Beermiscuous
- James Miller, 4 Star Restaurant Group
- Luis Monje
- Amy Novotny, Arthur Murray Lakeview
- Chuck Stewart, Lakeview Insurance Agency
- TJ Walczak, Walczak Law Group, P.C.
- Doug Zylstra, Bazar Chicago

Friends of Lakeview Board of Directors

- **President:** Lisa Santos, Southport Grocery & Cafe
- **Secretary:** Heather Way Kitzes, Chicago Cubs
- **Treasurer:** Frank Campise, JAB Real Estate, Inc.
- **Vice President:** Jill Heise, BluLyne Marketing

- **CEO:** Dillon Goodson, Lakeview Chamber of Commerce
- Stephanie Biederman, Berkshire Hathaway HomeServices Chicago
- Dan Biga
- Kris Hallowell, Lakeview Funeral Home
- Scot Havrilla
- Erin Schwartz

Our Team

- **Executive Director:** Dillon Goodson
- **Business Services Director:** Becca Girsch
- **Events & Marketing Director:** Carisa Marconet
- **Business Services Manager:** Colton Davis
- **Community Development Manager:** Nicole McLellan
- **Events & Marketing Coordinator:** Sierra Buffum
- **Bookkeeper & Office Manager:** Deana Martin
- **Interns:** Bennett Berman, Isabella Corbett, Nora Hanak, Borja González Morgado, Niki Sasiela

Get Involved

Here are five easy ways you can support our work while making a difference in your own community. Contact a member of our team for more information on ways to get involved.

Become a Member of the Chamber

Join a community of more than 400 members working together and supporting each other to create a stronger neighborhood and business environment. Memberships start at \$275 and include business marketing, access to networking and educational events, business referrals, and more. Visit www.lakeviewroscoeivillage.org/join for more information and to join.

Support Friends of Lakeview

Donate to our 501(c)(3) non-profit affiliate, Friends of Lakeview, to support important neighborhood beautification projects like the Lakeview Low-Line, Lakeview Public Art Program and our Adopt-A-Tree program. Visit www.friendsoflakeview.org for more information and to make a donation.

Sponsor Our Programming

Gain visibility in our communities by sponsoring one of the 100+ community and business events we host each year, includ-

ing the Low-Line Market, Lakeview Business Socials, and our Business Workshop series. Your company will set itself apart from your competition by demonstrating positive corporate citizenship and distinguish your products or services from others by affiliating yourself with our communities. Email info@lrvc.org for more information about how your business can have a presence at one of our programs or events.

Volunteer

We need volunteers throughout the year to assist with programs such as the Low-Line Market, Dine Out, PorchFest, Trick or Treat on Southport and more. Volunteers help these programs to run smoothly and create a better experience for participants. It's also a great opportunity to get more involved in the Lakeview and Roscoe Village communities and meet your neighbors. Visit www.lakeviewroscoeivillage.org/volunteer for more information or to sign up.



Join a Committee

Lend your voice to our work by joining one of several committees: Ambassadors Committee, Business Recruitment Committee, Events & Marketing Committee, Lakeview Public Art Committee, Planning & Development Committee, and Streetscape Committee. Email info@lrvc.org for more information and committee availability.