



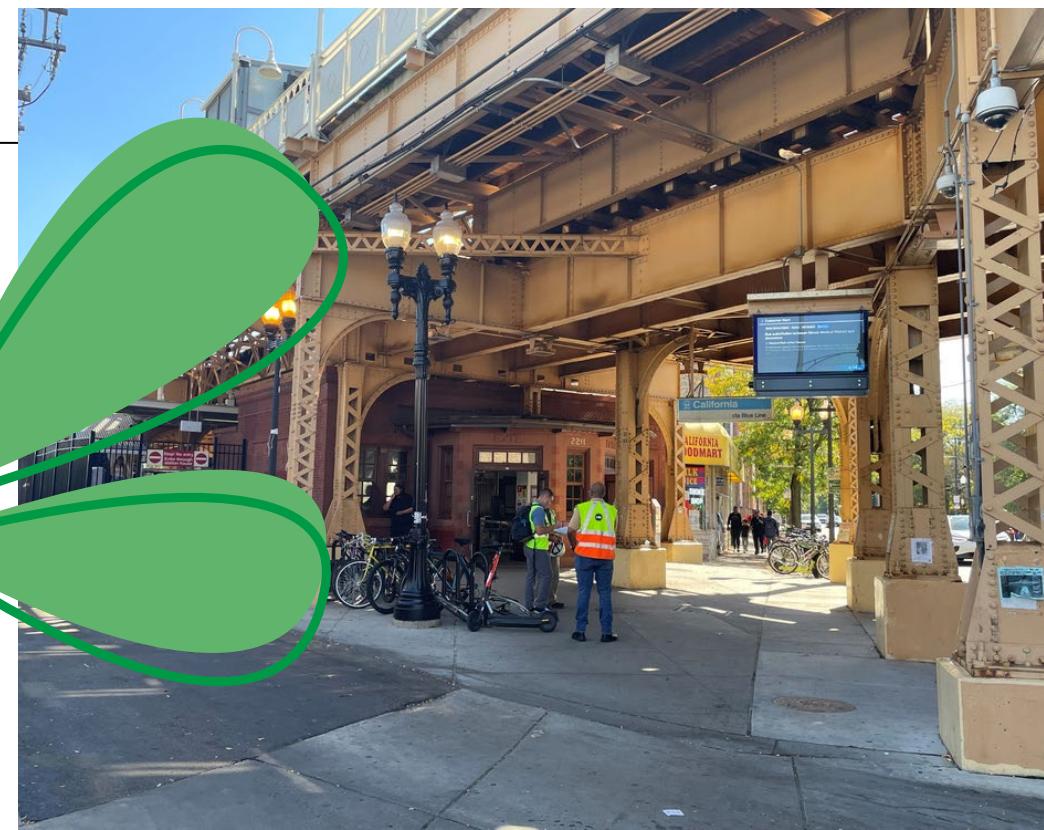
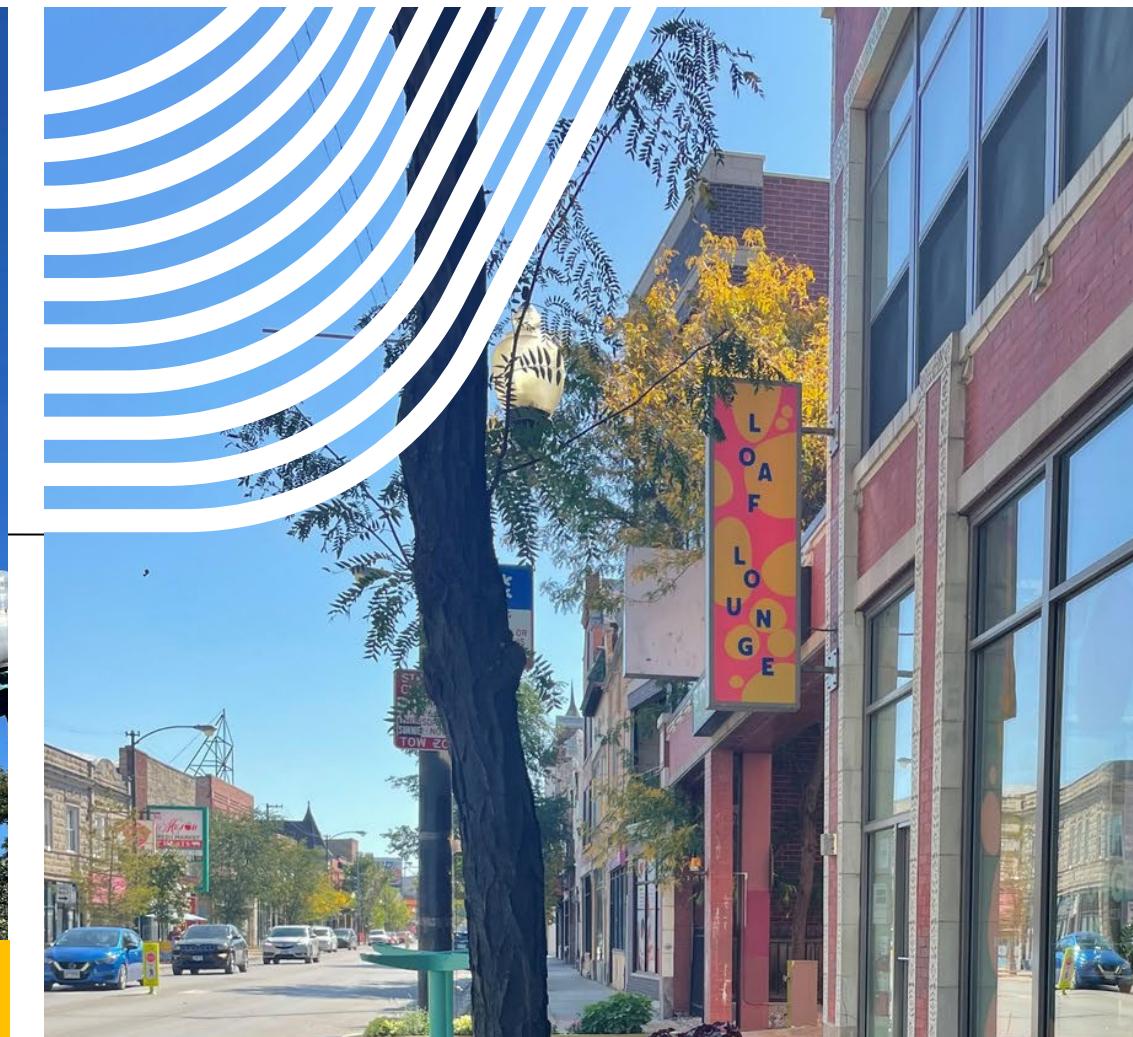
**LOGAN SQUARE**  
CHAMBER OF COMMERCE

# MILWAUKEE AVENUE SSA STUDY

ADVISORY COMMITTEE MEETING #1 · JANUARY 31 @ 11:00AM



special service area



# agenda

## Milwaukee Avenue SSA Establishment

1

What is an SSA

2

Role of the AC

3

Services

4

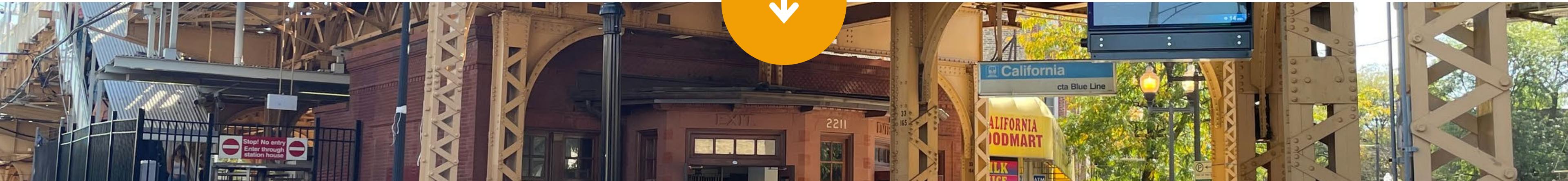
Cost

5

Process

6

Next Steps





## HOW CAN AN SSA SUPPORT MILWAUKEE AVENUE?

An SSA is a designated area in which property owners choose to provide additional services for the benefit of residents, merchants, and visitors funded by a dedicated property tax.

Funds collected flow directly back into the district to be spent based on local priorities.



# how it works



## community generated fund balance

Special Service Area is funded by a dedicated property tax; we decide what that rate is



## funds go back into district

Funds generated go back into community towards needs, services and improvements



## district benefits from funds

Milwaukee Avenue businesses and residents benefit from investments and help decide where they're focused

So...

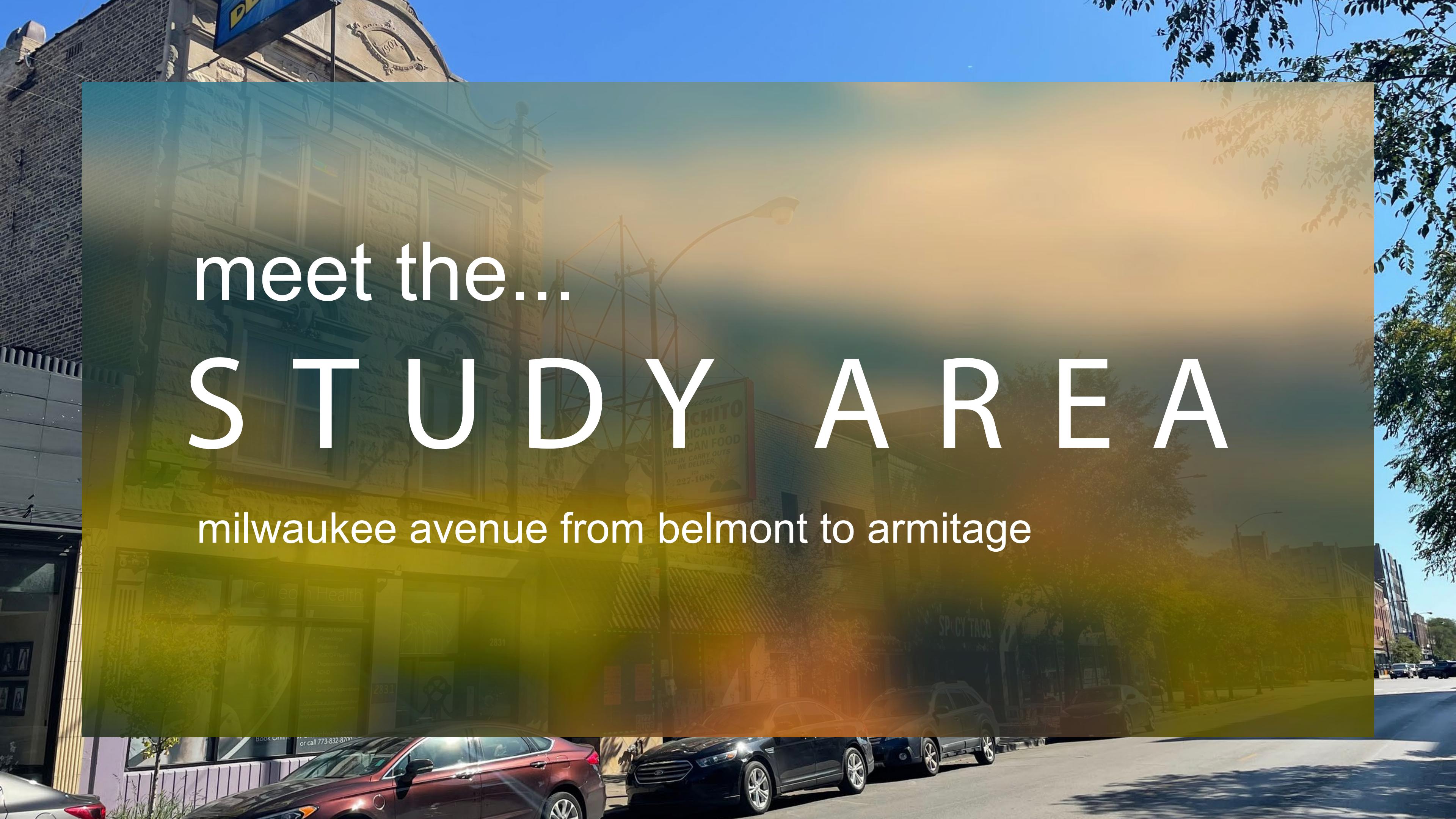
WHAT IS THE role of the committee  
WHAT IS THE study area ?  
WHAT IS THE range of services

# advisory Committee

Today we invite you to help guide the vision, goals and potential establishment of the Milwaukee Avenue Special Service Area (SSA).

Your role is to help guide the vision and goals for the potential establishment of a Special Service Area (SSA). Together, we will engage the Logan Square and Avondale communities about their needs and aspirations and the potential for an SSA to support independent legacy businesses and meet community goals





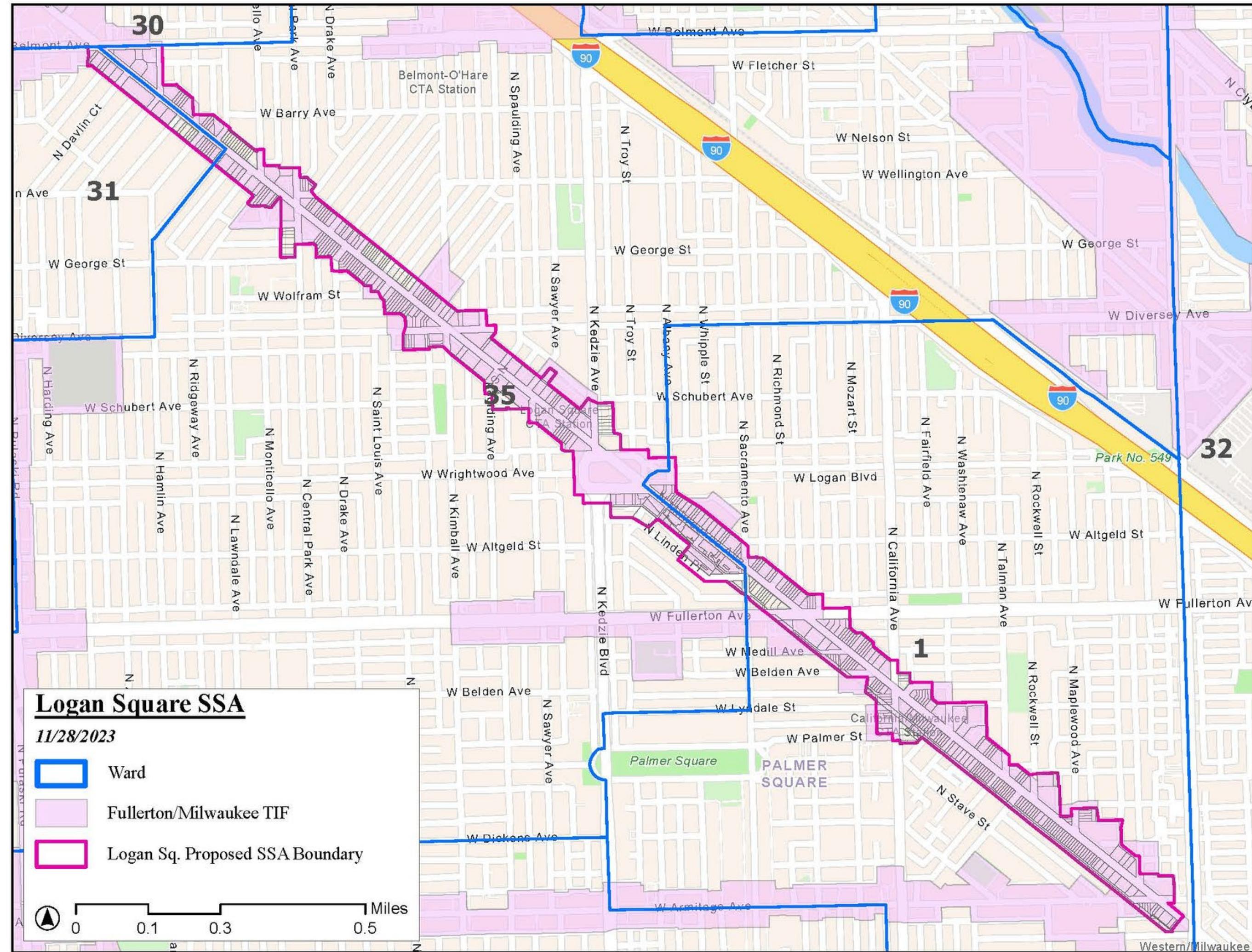
meet the...

# STUDY AREA

milwaukee avenue from belmont to armitage

# SSA Study Area

## Along Milwaukee from Armitage to Belmont



consider



What programs and services would have the greatest impact? What improvements are needed? How can an SSA support small businesses?

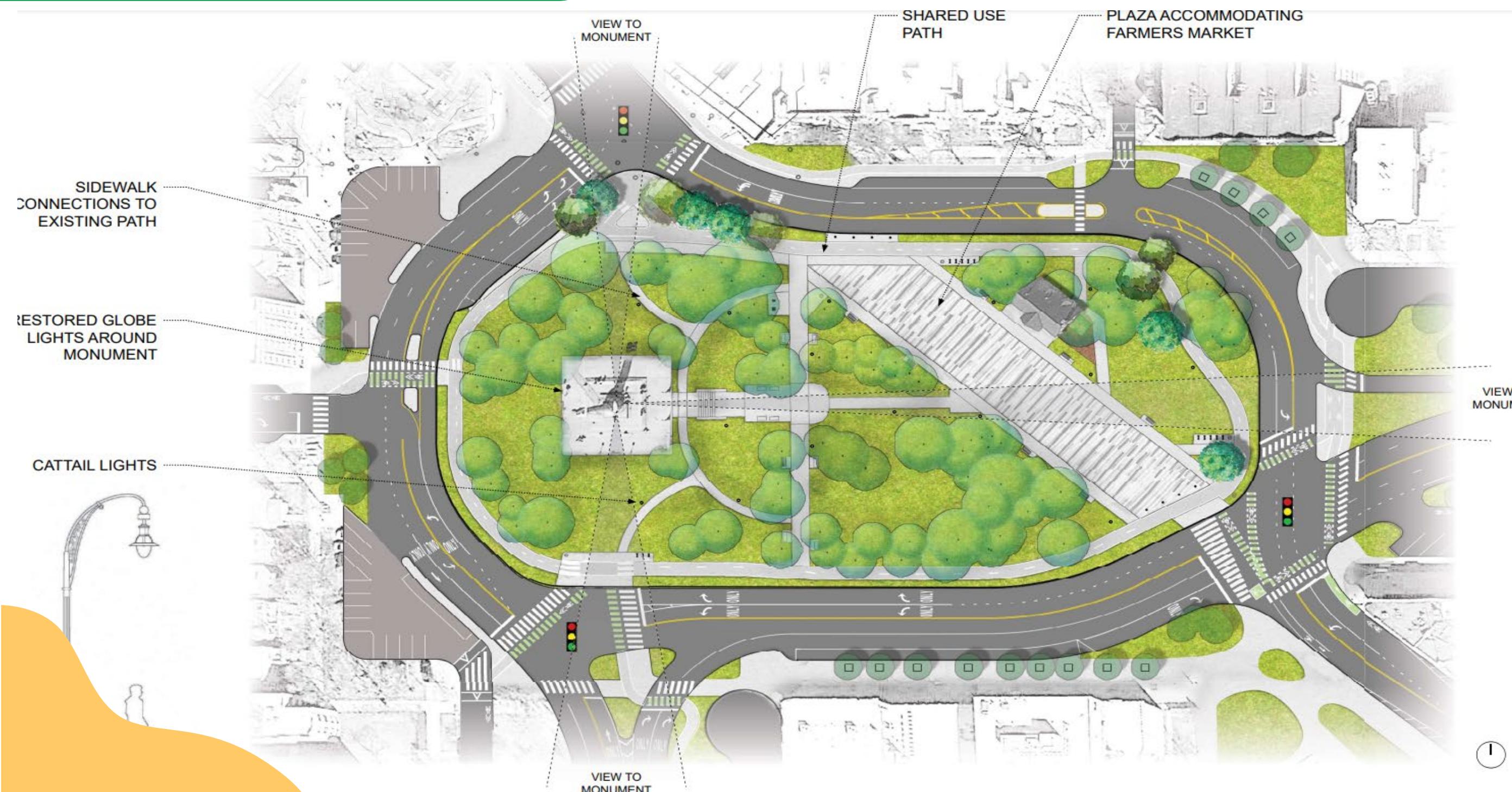


consider

Q: How does the SSA fit in with other projects?  
How can the SSA serve as a tool to maintain and  
improve public spaces and support small and  
independent legacy businesses?



support for recent  
plans and projects



- Milwaukee avenue CDOT Improvements
- La Placita
- Logan Square Blue Line Action Plan

Let us dip into the...

W E B S I T E

[lsmilwaukee.com](http://lsmilwaukee.com)

Check out the Web site >>> [lsmilwaukee.com](http://lsmilwaukee.com)

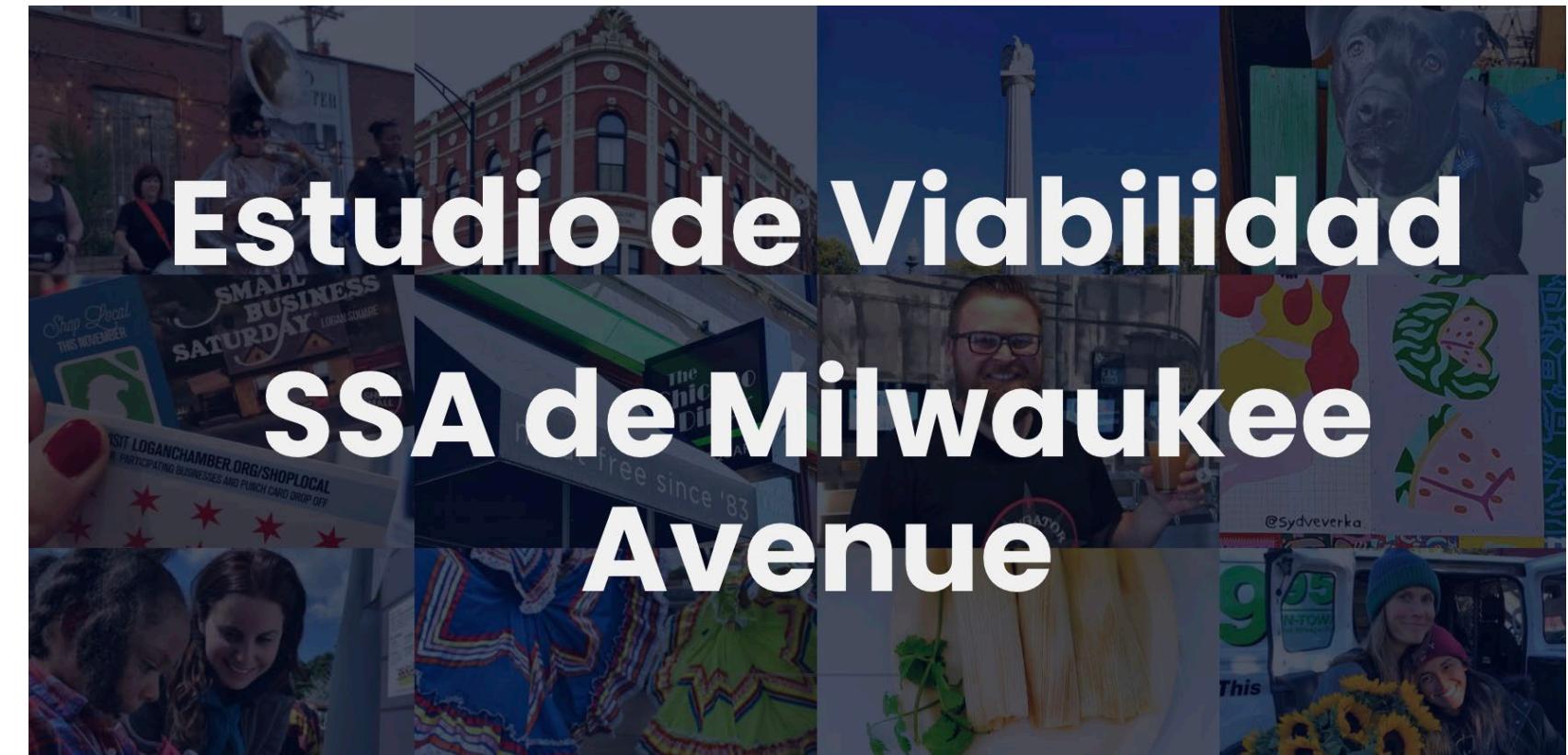


## Milwaukee Avenue SSA Study

– BETWEEN ARMITAGE AND BELMONT –

The Logan Square Chamber of Commerce initiated this study to understand whether additional neighborhood support services and business resources are needed along Milwaukee Avenue, and if so what types and where.

- How can we support small and long-standing businesses along Milwaukee Ave?
- What ways can we celebrate local culture and history?
- What tools can help address vacancies and rising rents?
- What about cleaning and greening the corridor, plazas and gardens?



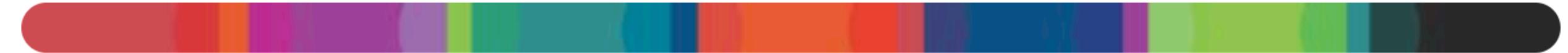
## Estudio de Viabilidad SSA de Milwaukee Avenue

La Cámara de Comercio de Logan Square inició este estudio para entender si hay una necesidad para más apoyo y recursos adicionales en el área y para los negocios por Milwaukee Avenue, y si hay, qué son y dónde se necesitan.

- ¿Cómo podemos apoyar y proteger los negocios por Milwaukee Avenue?
- ¿En cuales maneras podemos celebrar la cultura y la historia?
- ¿Cuales herramientas ayudarán a combatir el aumento de vacancias y renta?
- ¿Cuál es la visión acerca de limpieza y paisajismo a través del corredor, las plazas y los jardines?



# Milwaukee Avenue



## What have we heard so far?

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### **“Clean-Up the Garbage”**

“There is a lot of trash that blows around. I’d like to see it be a clean environment for everyone to enjoy.”

### **“Fill the Empty Tree Pits”**

“There are a lot of sidewalk tree pits along Milwaukee Avenue that are empty. Let’s fill them in trees, please.”

### **“More Food and Music Events”**

“The beauty is in bringing people together, food and music are universal.”



# Milwaukee Avenue SSA Study

- BETWEEN ARMITAGE AND BELMONT -

## Project Background

The Logan Square Chamber of Commerce initiated this study to understand whether additional neighborhood support services and business resources are desired along Milwaukee Avenue between Belmont and Armitage Avenue, and if so what types.

Special Service Areas (SSAs) are an economic development tool that helps maintain and promote a shared business district. Local businesses and organizations come together to decide how property tax dollars should be leveraged and applied to respond to the unique needs of the area. SSA services are in addition to those provided by the City and must be concentrated within the SSA boundaries.

### Common SSA services include:

- Litter Abatement
- Corridor Maintenance
- Sidewalk Snow Plowing
- Business Marketing
- Facade Improvement Rebates
- Greening & Tree Installations
- Public Art & Programming

## Process & Boundaries

The Logan Square Chamber has created a community outreach process that goes above and beyond what is required in state legislation. The process will feature several engagement events, a survey, community workshops, and advisory committee meetings.

- Phase 1: Start-up and Feasibility (January – February)
- Phase 2: Funding and Visioning (March)
- Phase 3: Needs Assessment and Metrics (March)
- Phase 4: SSA District Plan (March-April)
- Phase 5: Outreach (January – November)
- Phase 6: Application and Adoption (June-December)

The proposed study area extends along Milwaukee Avenue from Belmont south to Armitage Avenue; flip to see map on backside of this flyer.



### Take a Short 5-Min Survey

What types of services are most needed along Milwaukee Ave? What would help your property or business? Scan the QR or visit the website to take a short survey and share your input.

[WWW.LSMILWAUKEE.COM](http://WWW.LSMILWAUKEE.COM)

## Proposed Study Area

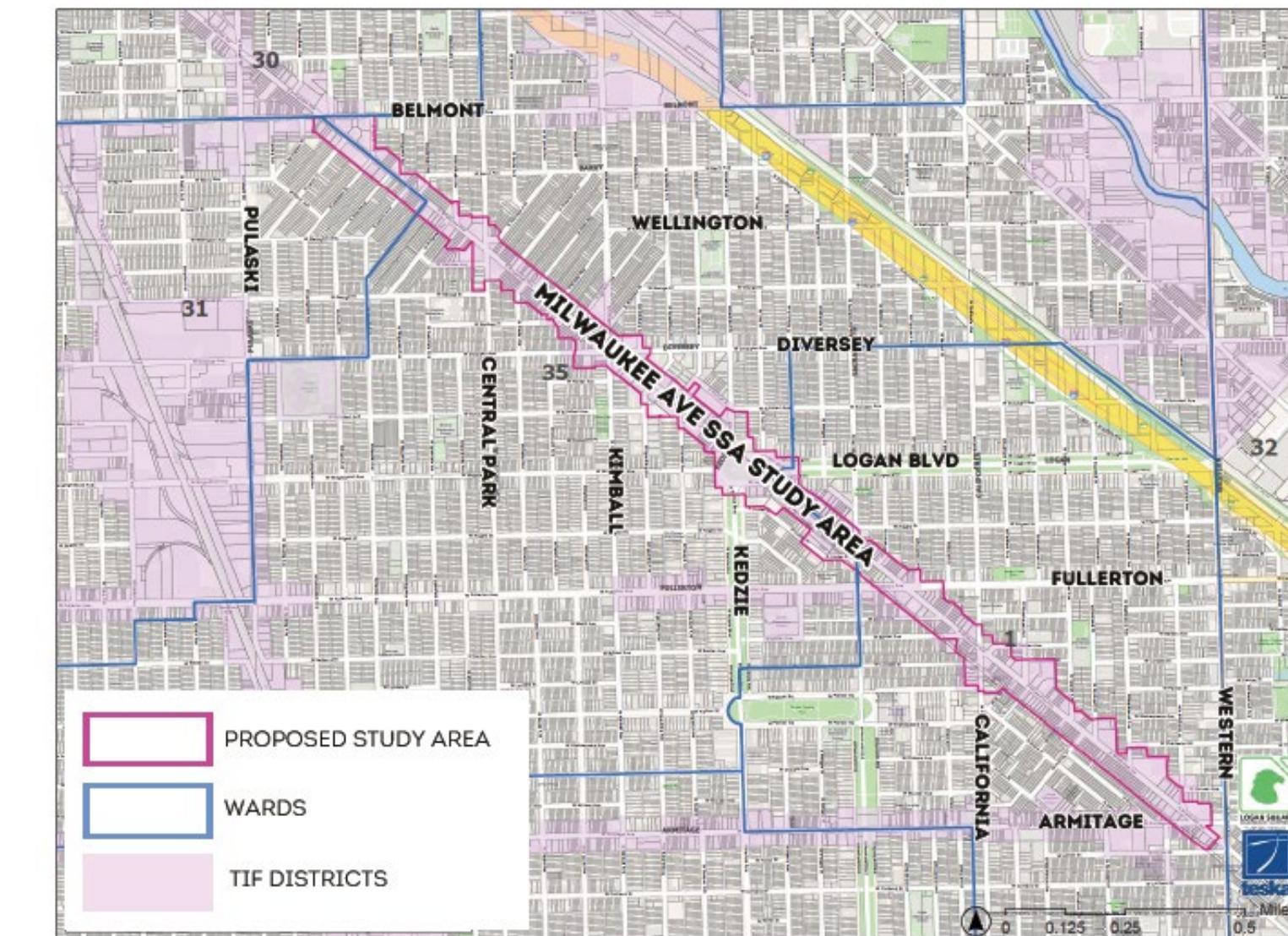
The proposed study area boundary generally extends along Milwaukee Avenue from Belmont Avenue south to just past Armitage Avenue. Please refer to the pink outlined area on map below and consider the following questions:

- What types of services are needed within the study area?
- How can we support small, long-standing businesses?
- What about cleaning and greening of the corridor?
- What opportunities are there to celebrate local culture?

HAVE IDEAS? SHARE THEM TODAY BY VISITING THE PROJECT WEBSITE @ [WWW.LSMILWAUKEE.COM](http://WWW.LSMILWAUKEE.COM)

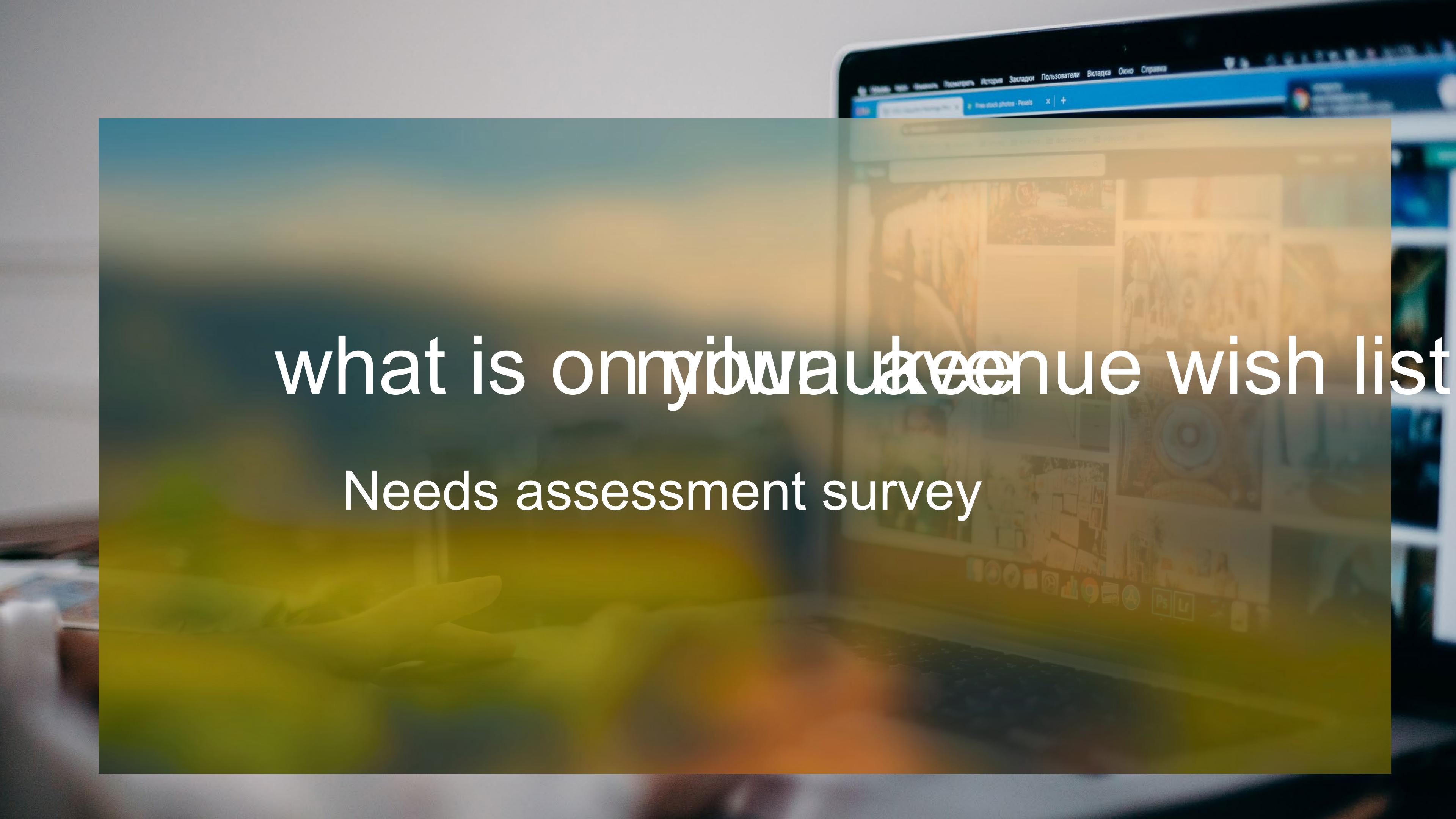
## Get Involved

Today's retail environment is challenging. Now more than ever, local businesses and organizations understand the need to have a strategic and collaborative effort to identify common priorities and coordinate efforts. A Special Service Area can help fund these goals!



[WWW.LSMILWAUKEE.COM](http://WWW.LSMILWAUKEE.COM)





what is on my wish list

Needs assessment survey

# Take the Needs Assessment Survey

Share with Logan Square businesses, property owners, and customers

**What types of services are most needed along Milwaukee Ave? What would help your property or business? Scan the QR or visit the website to take a short survey and share your input.**

**ENGLISH**



**SPANISH**



**WWW.LSMILWAUKEE.COM**

## Milwaukee Avenue Needs Assessment Survey

Hello! The Logan Square Chamber of Commerce is asking for your input about the types of services you feel are needed along Milwaukee Avenue. A Special Service Area (SSA) is being considered between Armitage Avenue and Belmont Avenue and your feedback is important in determining local needs, budget, and the types of programs and services that could be offered.

Please take 5-minutes to answer the short 10-question survey below.

[View Study Area](#)

Q.1

1. Which best describes you? Choose all that apply.

# remember The Money Stays Here



# Examples of Costs – Customer Attraction

Expenditures	Description	Cost
Website	Website hosting and maintenance	\$6,000
Special Events	Seasonal Events, Holidays, Sponsorships	\$49,000
Media and advertising	Content development	\$19,000
Decorative Banners	Maintenance and replacement	\$4,000
Holiday Decorations	Holiday lights on parkway trees	\$30,000
Print Materials	Printing fees for posters, flyers	\$1,500
Holiday Rebate	Annual Live, Love, Shop rebate	\$3,800
<b>Total</b>		<b>\$113,300</b>



# Examples of Costs – Public Way Aesthetics

Expenditures	Description	Cost
Landscaping	Maintenance of planters, beds and public art planting	\$22,000
Façade Enhancement	50% rebates	\$20,500
Streetscape Elements	Maintenance of streetscape including sculpture and fixtures	\$10,500
Public Art	Maintenance and/or installation	\$3,500
Sidewalk Maintenance	Materials and storage	\$5,000
Sidewalk Maintenance Service Contract	Litter cleanup and powerwashing	\$24,900
Maintenance & Litter Abatement		\$60,700
City Permits	Events, bike repair stand	\$1,500
Sidewalk Snow Removal		\$24,000
Total		\$173,600



# Examples of Costs – Sustainability, Economic Development, Safety

Expenditures	Description	Cost
Sustainability:		
Garbage / Recycling	Litter Bins and Dumpsters	\$12,500
Bicycle Transit	Bicycle racks	\$5,000
		\$17,500
Economic Development:		
Site Marketing	Flyers, posters	\$2,000
		\$2,000
Public Health & Safety		
Rebates & Reimbursements	Service, maintenance	\$6,000
		\$6,000



## What does it cost?

Revenues	0.50%	0.60%	0.70%
2023 SSA Levy			
Cost per \$100,000 Equalized Assessed Value (Annually)	\$500	\$600	\$700
SSA Total Revenue	<b>\$325,885</b>	<b>\$391,062</b>	<b>\$456,240</b>

# SSA Budget Comparisons

Category	Clark St / Andersonville SSA # 22	Little Village SSA # 25	Lincoln Square SSA # 21	Howard St. SSA # 19
1. Customer Attraction	\$51,000	\$89,000	\$89,000	\$180,800
2. Public Way Aesthetics	\$142,302	\$152,000	\$140,500	\$117,800
3. Sustainability & Public Places	\$4,500	\$4,500	\$57,000	\$3,500
4. Economics/Business Development	\$15,500	\$5,000	\$35,200	\$13,500
5. Public Health & Safety Programs	\$12,000	\$10,000	\$0	\$8,000
6. SSA Management	\$21,960	\$14,000	\$17,800	\$33,800
7. Personnel	\$50,500	\$63,000	\$70,000	\$55,000
TOTAL	\$297,762	\$338,000	\$409,400	\$412,500

## Signatures of Support

**The City of Chicago requires signatures of support from taxpayers who represent 20% of all non-exempt PINs. The signature form requires:**

- Maximum Tax Rate to Be Listed on Form
- Authorized Signature of Taxpayer

**There are 651 parcels for signatures**

- 10% of PINs: 65 signatures of PINs by June 14
- Additional 10% of PINs: 65 more signatures by August 1

# SSA Designation Process

Start-Up	SSA Funding & Visioning	Needs Assessment & Metrics	SSA District Plan	Application & Adoption
<ul style="list-style-type: none"><li>• SSA Boundary</li><li>• Data Collection</li><li>• Build Database</li></ul>	<ul style="list-style-type: none"><li>• Levy Options</li><li>• Small Business Conversations</li><li>• Advisory Committee #1</li><li>• Advisory Committee #2 (Decide on Maximum Tax Rate)</li></ul>	<ul style="list-style-type: none"><li>• Collect Signatures</li><li>• Inventory &amp; Metrics</li><li>• SSA Governance &amp; Management Plan</li><li>• Prepare Statement of proposed SSA Services</li></ul>	<ul style="list-style-type: none"><li>• Community Meetings - April</li><li>• SSA Boundary Legal Description</li><li>• Application to City by June 14 with signatures of 10% of PINs</li></ul>	<ul style="list-style-type: none"><li>• Additional signatures of 10% of PINs by August 1</li><li>• SSA Ordinance t</li><li>• Notice of Meetings</li><li>• Public Hearing / Adoption</li></ul>

Nov – Dec 2023      Jan - Feb 2024      Mar-Apr      Apr – Jun      Jul – Dec 2024



## NEXT STEPS

- Evaluate Costs and Prioritize Services
- Advisory Committee to Recommend Maximum Tax Rate
- Distribute Milwaukee Avenue Needs Assessment