

# MILWAUKEE AVENUE

## SSA STUDY

COMMUNITY MEETING #1 – APRIL 18, 2024



why

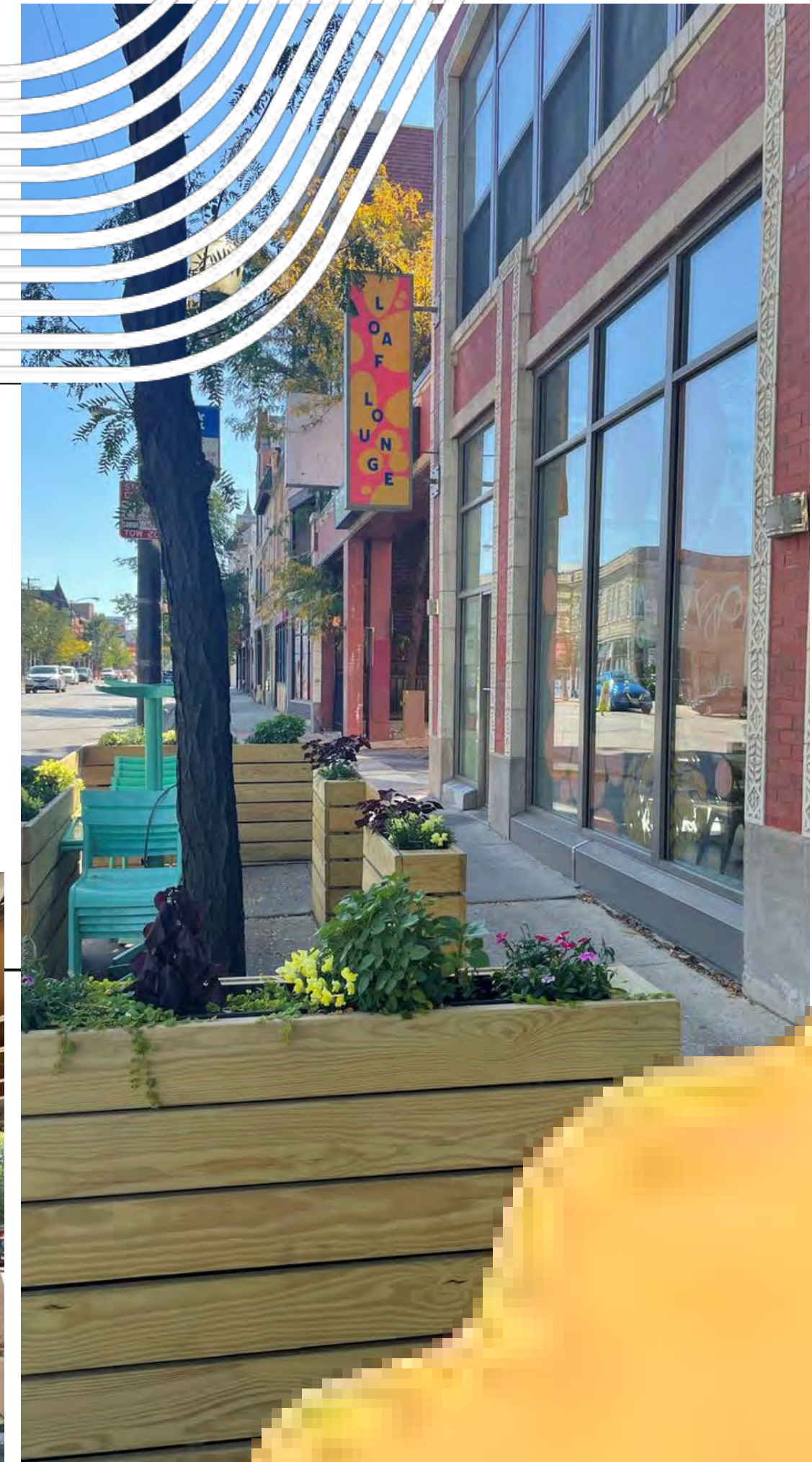
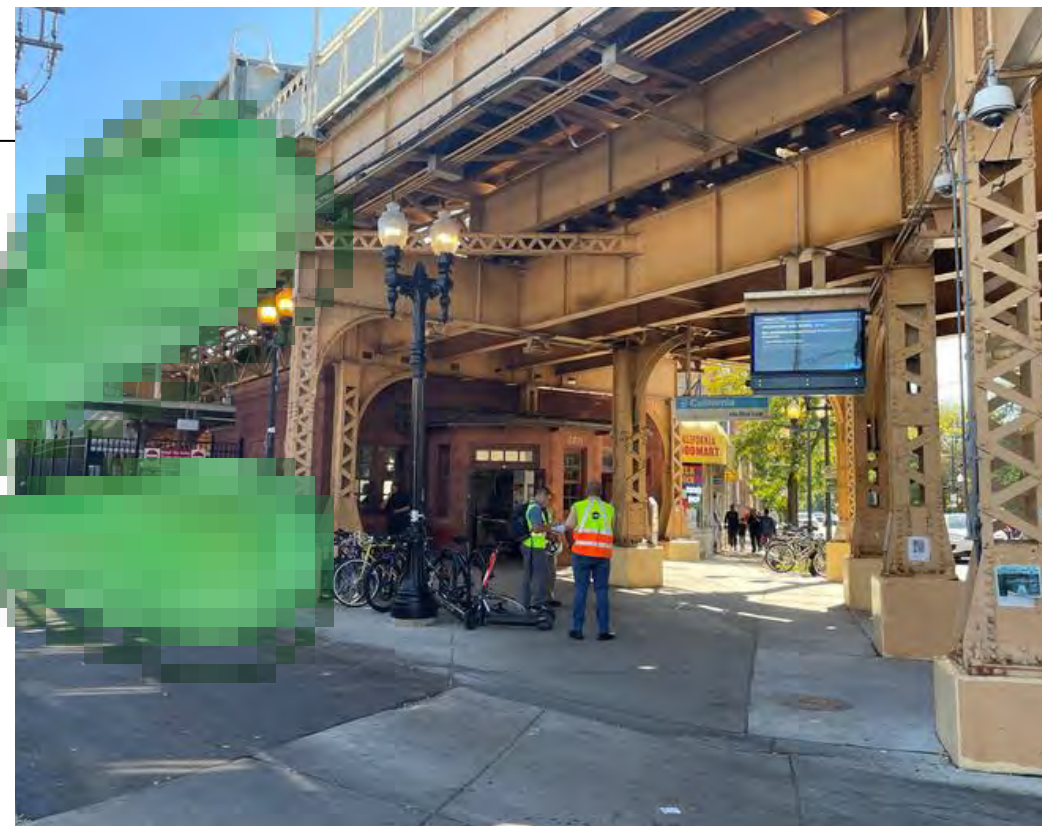
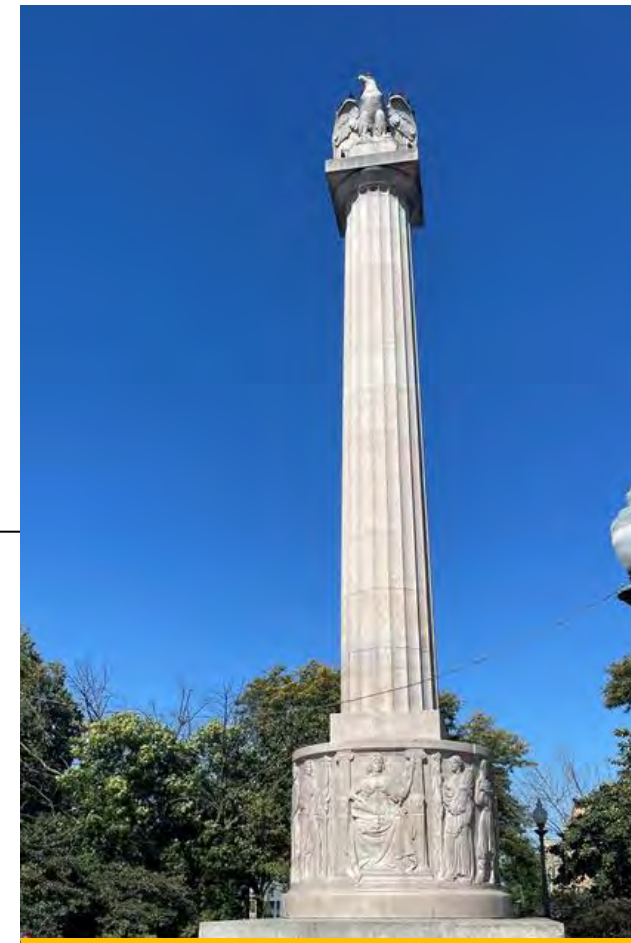
special



service



area





# Today's Agenda

- ✓ **Why create a Special Service Area?**
- ✓ **DPD Presentation, Mark Roschen**
- ✓ **Case Studies & Examples**
- ✓ **Services**
- ✓ **What does it cost?** 3
- ✓ **Web Site and Needs Assessment Survey**
- ✓ **Next Steps**

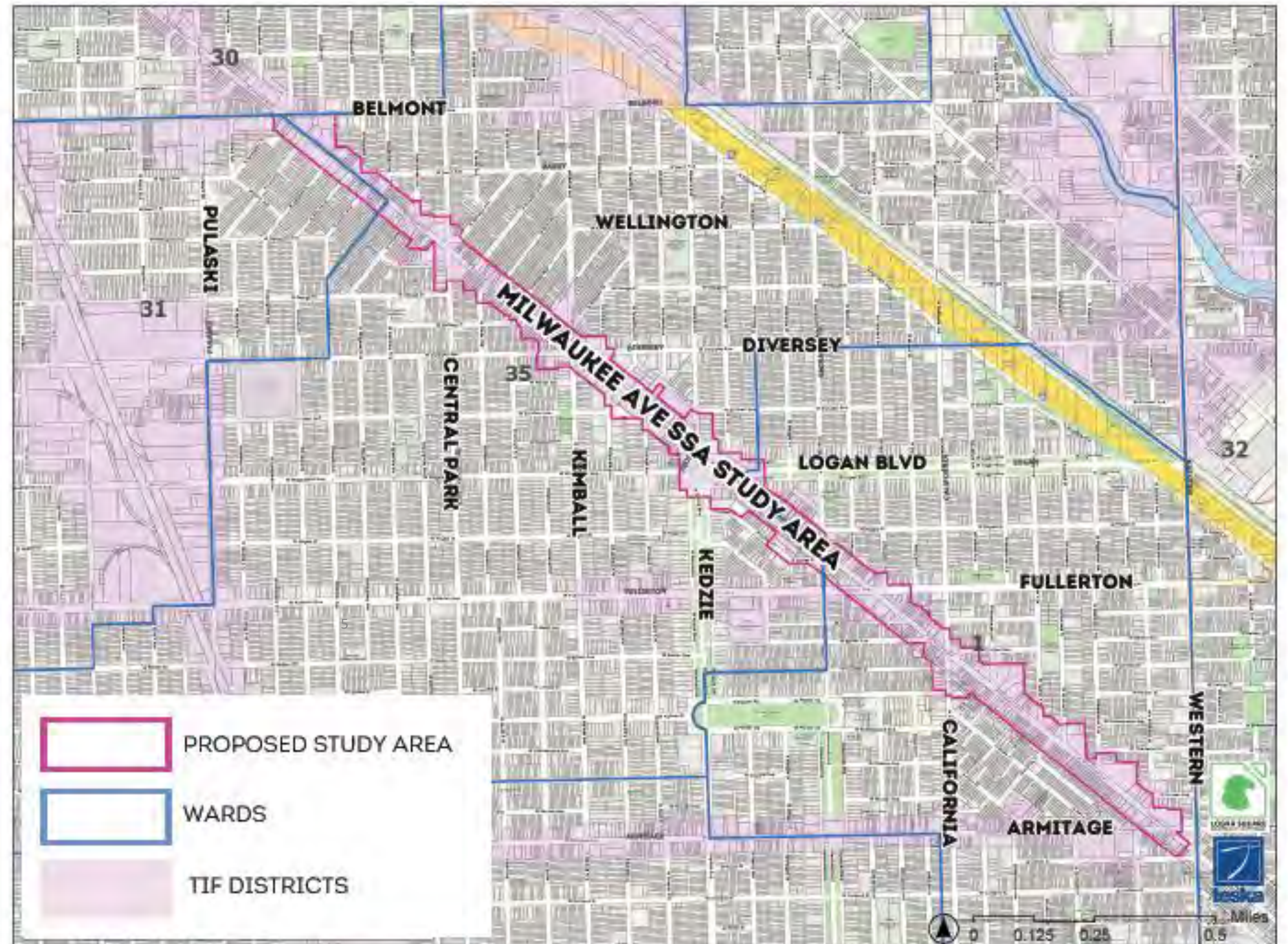
# 5 SIMPLE RULES

1. **Be present:** *stay engaged*
2. **Respect the stack:** *one speaker at a time*
3. **Don't yuck my yum:** *be respectful of other people's perspectives*
4. **Possibilities:** *ask "what's possible?" not "what's wrong?"*
5. **Emergence:** *participate in developing a direction for the future*



# SSA Study Area

Along  
Milwaukee  
from  
Armitage to  
Belmont





## what we have heard

**“Our goal is to rent to independently owned businesses to help return the character.”**

**“Restaurants are closing, we need to get people out of their homes and onto the street.”**

**“Retaining the cultural identity and countering gentrification is important. my family has been here since the 1960's.”**

**“We would like to see more garbage removal, better street cleaning”**

**“Provide community space for events and activities “**



# 2025 SSA Establishment Process



Clean. Green. Safe.



Ciere Boatright  
Commissioner



# SSA Program Overview

## What is a Special Service Area (SSA)?

- Locally-initiated, **self-imposed** tax
- A **geographic area**, not an agency
- Funds **additional services** beyond the City's general services, within SSA boundaries
- City grants taxing authority and appoints local **SSA Commissioners**
- City contracts with **service provider agencies** to administer day-to-day SSA activities
- Authorized by **state** statute, **city** ordinance, and **DPD** policies



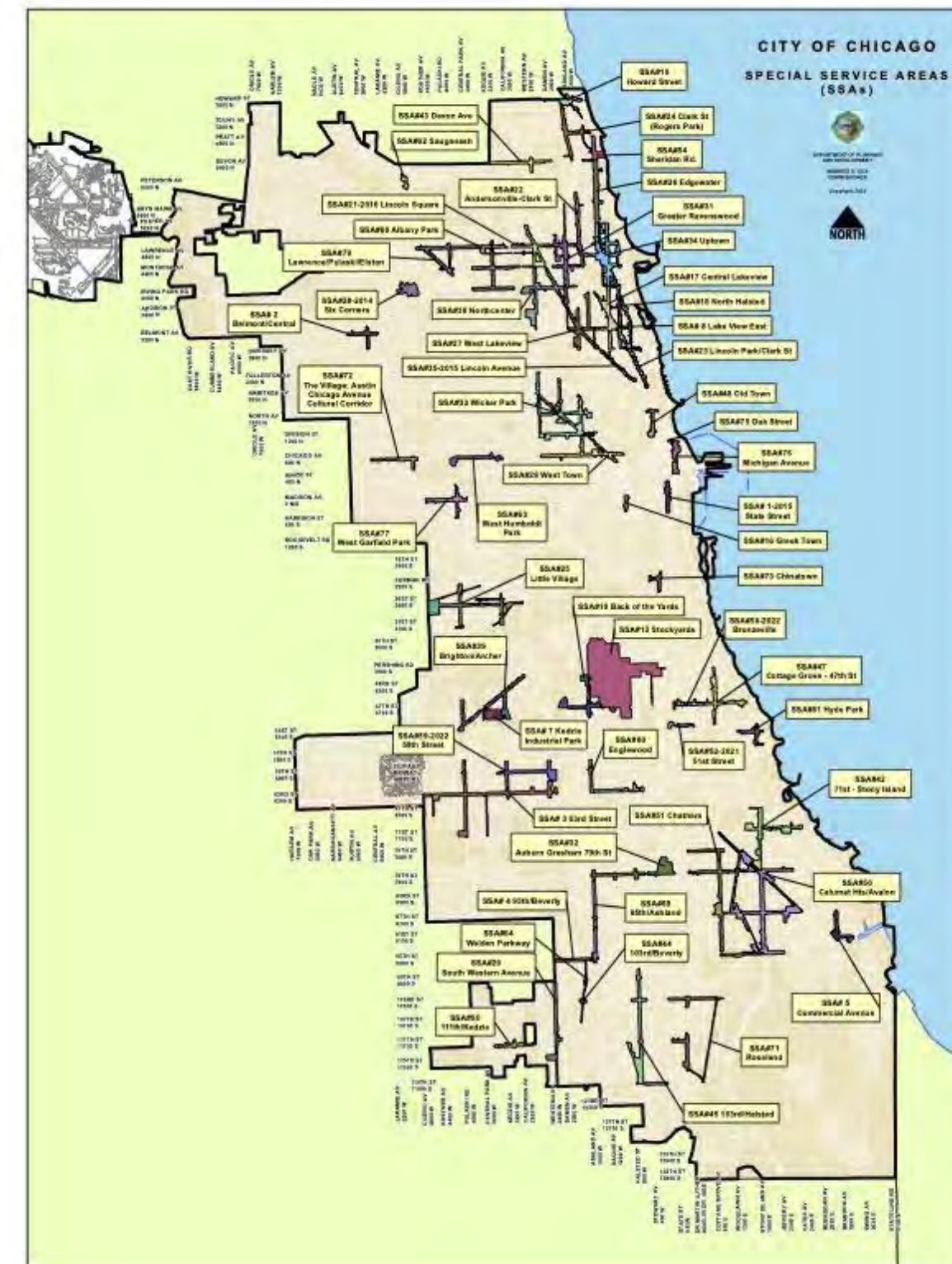


# SSA Program Overview

## 2023 Stats at a Glance

- First SSA created in 1977
- **57** active SSAs
- **42** Service Provider Agencies
- **465+** Commissioners
- Initial terms of **10** years
- Term extensions of **15** years
- 2023 Budgets = \$33.9 million
  - Smallest \$18,000
  - **Median \$462,000**
  - Largest \$3,638,000

9





# SSA Program Overview

## Authorized Service Categories

- 1.00 Customer Attraction
- 2.00 Public Way Aesthetics
- 3.00 Sustainability and Public Pla
- 4.00 Economic/Business Develop
- 5.00 Public Health and Safety Programs

6.00 SSA Management  
7.00 Personnel

SSA funds can only be spent  
within SSA boundaries.

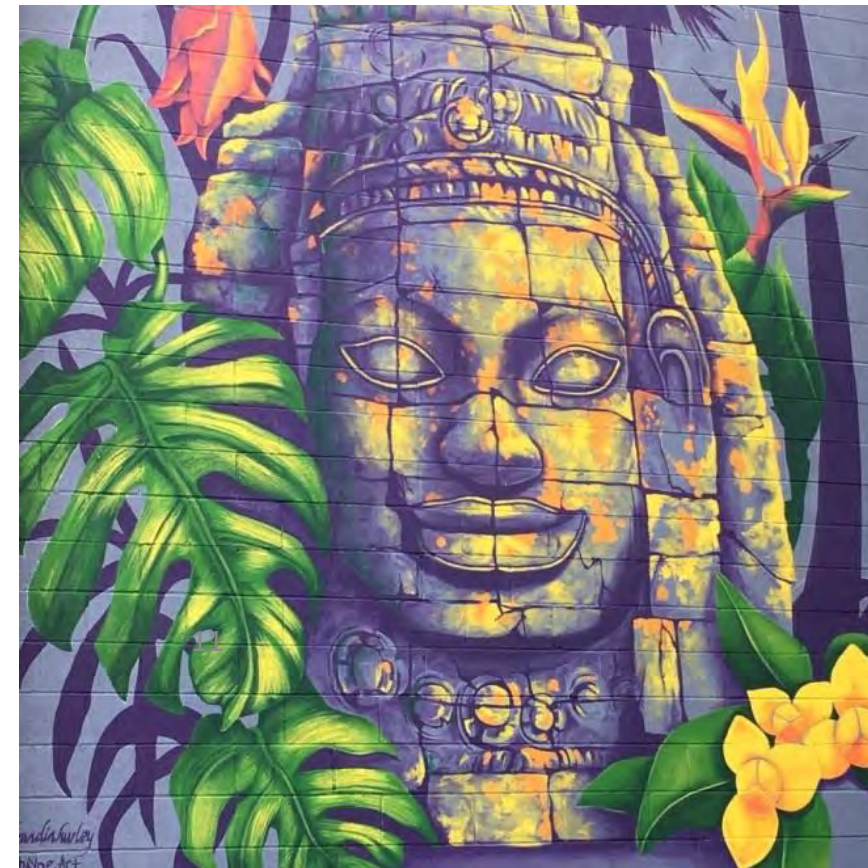
These categories cannot exceed  
30% of the levy total.



# SSA Services Gallery



**Public Gathering Spaces**



**Public Art**



**Special Events**

**Customized Trash Cans**



**Unique Identifiers**





# SSA Program Overview

## 1.00 Customer Attraction

- Website Management
- Special Events / Festivals
- Free WiFi Program
- Social Media Outreach

## **2.00 Public Way Aesthetics**

- Graffiti Removal/Prevention
- Landscaping, Sidewalk Cleaning
- Façade Rebate Program
- Wayfinding Signage



### **3.00 Sustainability and Public Places**

- Garbage/Recycling Materials Program
- Small Business Energy Efficiency Retrofits
- Public Transit Enhancements
- Bicycle Racks

## 4.00 Economic/Business Development

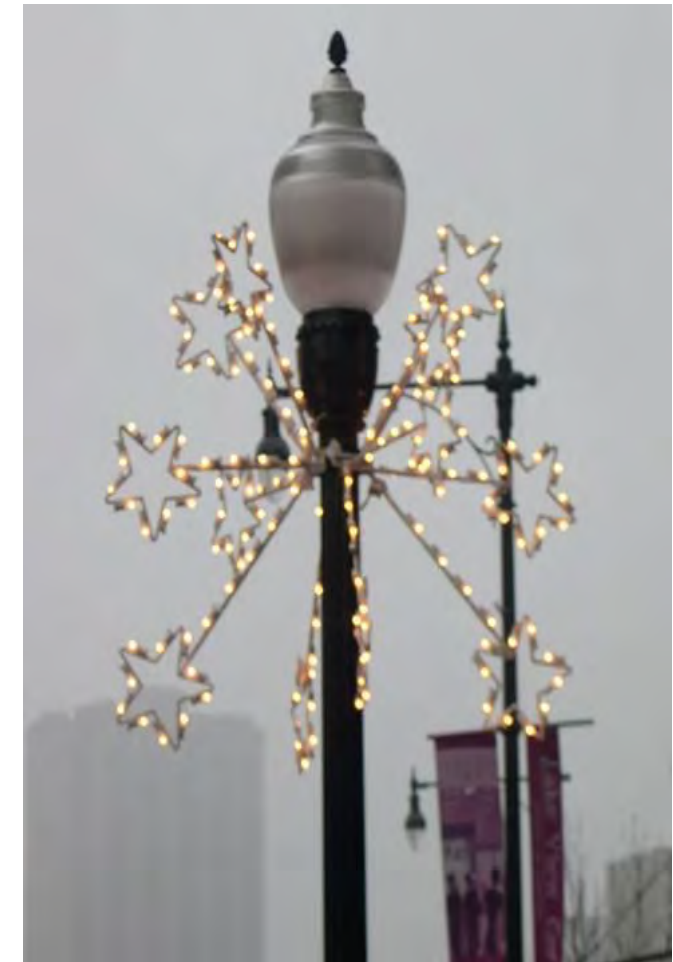
- Marketing Available Storefronts
- Strategic / Master Planning
- Commission Development and Recruitment



# SSA Program Overview

## 5.00 Public Health and Safety Programs

- Public Way Surveillance Cameras/Maintenance
- Security Patrol Services
- Rebates for Public Health and Safety Upgrades





# SSA Program Overview

## 6.00 SSA Management

- Annual audit
- Accounting
- Office Operations
- Monitoring/Compliance



## 7.00 Personnel

- Personnel – includes SSA provider's share for employee salaries and fringe
- Cost Allocation – Tracks provider's multiple funding sources to prohibit "double-funding" of shared administrative line items

## Per State Statute:

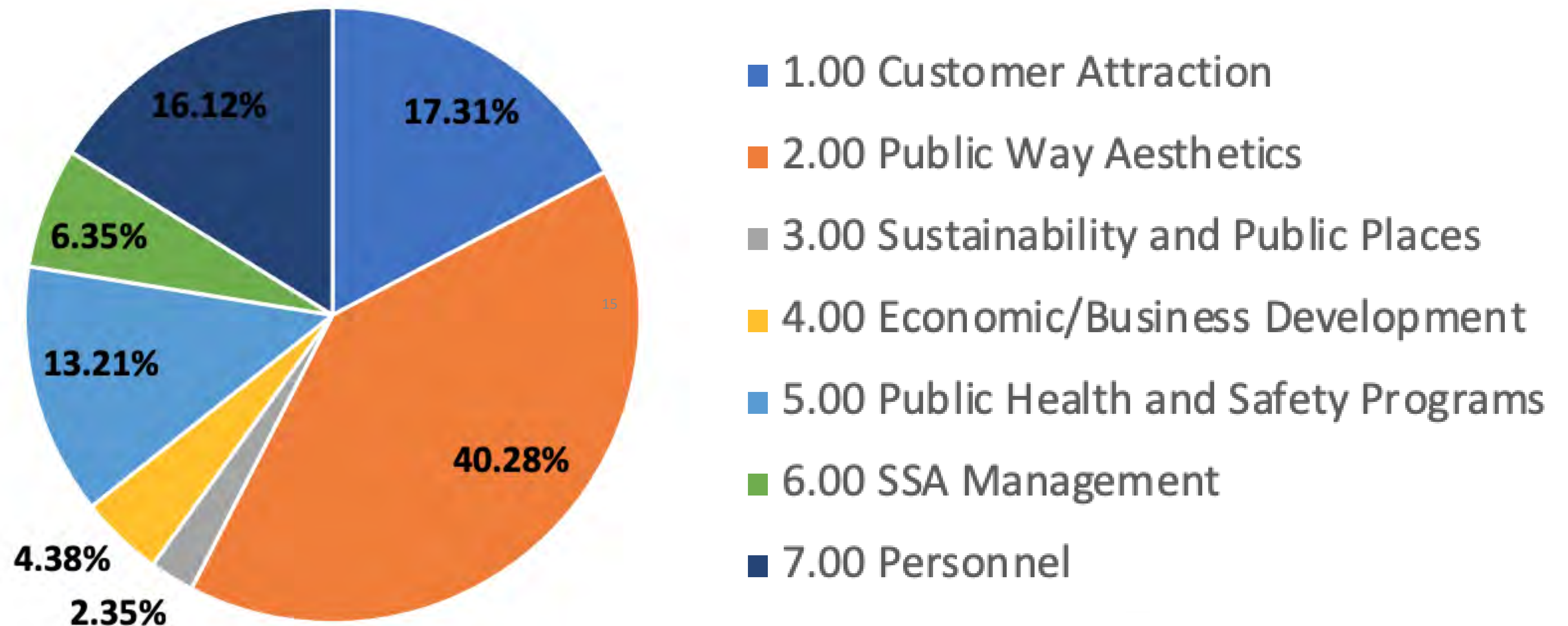
Administrative Expenses (Categories 6.00 + 7.00) **cannot exceed 30% of levy amount**





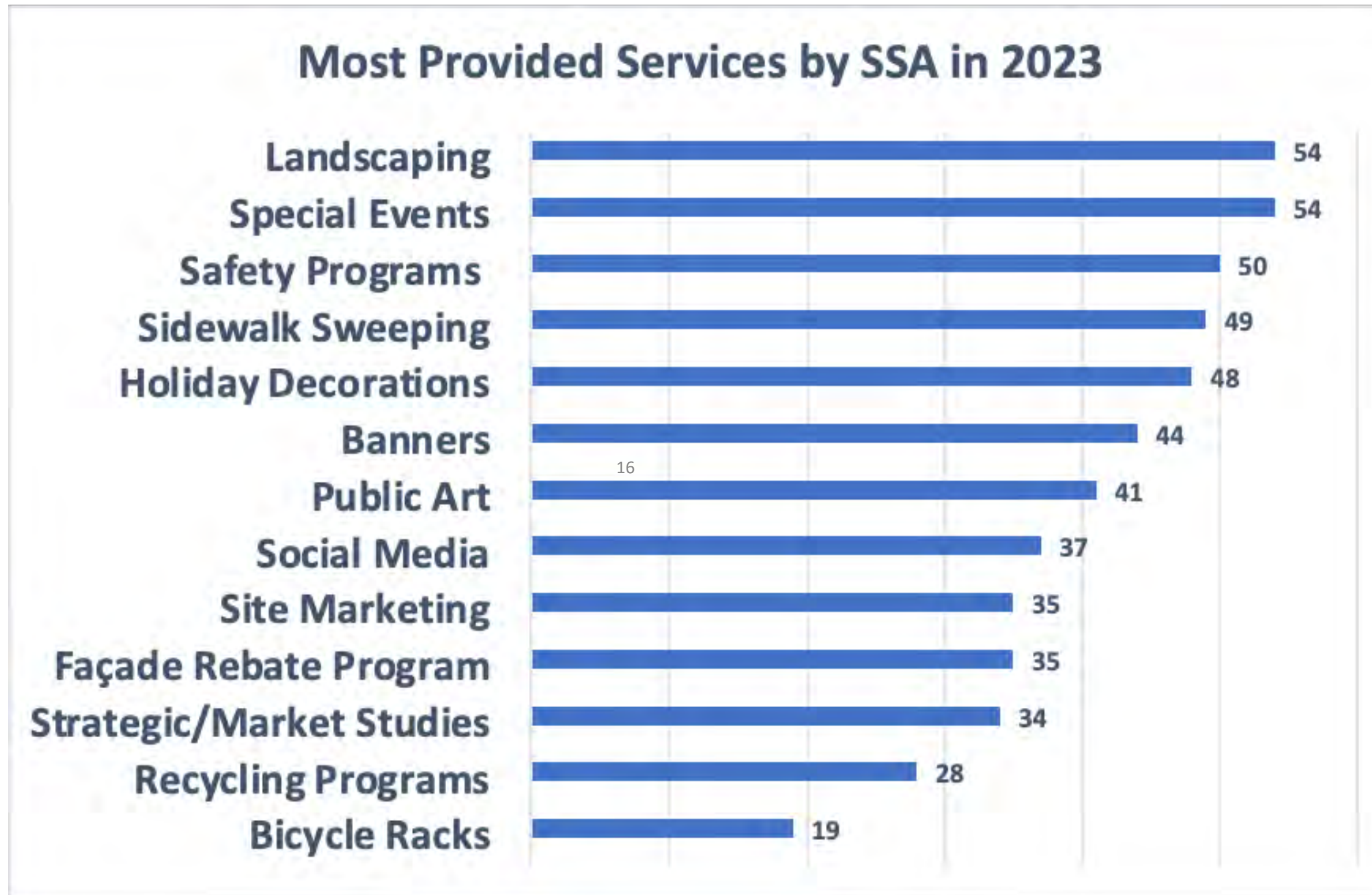
# SSA Program Overview

Allocation of Funding by SSA Category for all 57 SSAs in 2023





# Most-Provided Services of 57 SSAs





# Roles and Responsibilities

## The SSA Commission

- Recommends tax rate, services, budget, and Service Provider yearly
- Authorizes budget line item modifications
- Reviews vendor finalists and approve subcontracts
- Monitors all SSA expense reports provided by Service Provider agency
- Reviews and approves SSA meeting agenda and minutes
- Authorizes payments from SSA account



# Roles and Responsibilities

## The Service Provider Staff

- Manages daily SSA activities
- Guides vendor selection and RFP process
  - Issues requests for proposals (RFPs)
  - Reviews responses
  - Recommends top respondents to commission
  - Signs contracts with vendors
  - Monitors contracts to ensure services are delivered
- Prepares regular reports to DPD and Commission
- Ensures contract requirements are fulfilled



# Key Legislation Governing SSAs

- Illinois State Statute: SSA Tax Law
- City Ordinances
- Open Meetings Act (OMA)
- Freedom of Information Act (FOIA)<sup>19</sup>
- City and County Ethics Ordinances





# Legislation

## City Ordinances

- **Establishment Ordinance**
  - Must be renewed every 10-15 years
  - Defines SSA Boundaries
  - Sets Tax Rate Cap
  - Sets Expiration Date
  - Defines Commissioner Number, Terms, Qualifications, Appointment Process, Powers





# Legislation

## City Ordinances

- **Annual Levy Ordinance**
  - Must be approved every year
  - Sets annual levy and associated tax rate for upcoming year
  - Establishes budget for upcoming year
  - Designates a Service Provider to administer the SSA for the upcoming year subject to a Service Provider Agreement (SPA)





# Local Outreach / Support for New & Renewing SSAs

- DPD requires **two community meetings** to inform SSA stakeholders and gather feedback
- Sponsoring agency must brief local aldermen
- **Signatures of support** from at least **20%** of the PINs within the proposed SSA boundaries
  - Minimum of **10%** by June 9<sup>th</sup>
  - Entire **20%+** by August 1<sup>st</sup>
- **Formal public hearing** held in the fall at City Hall

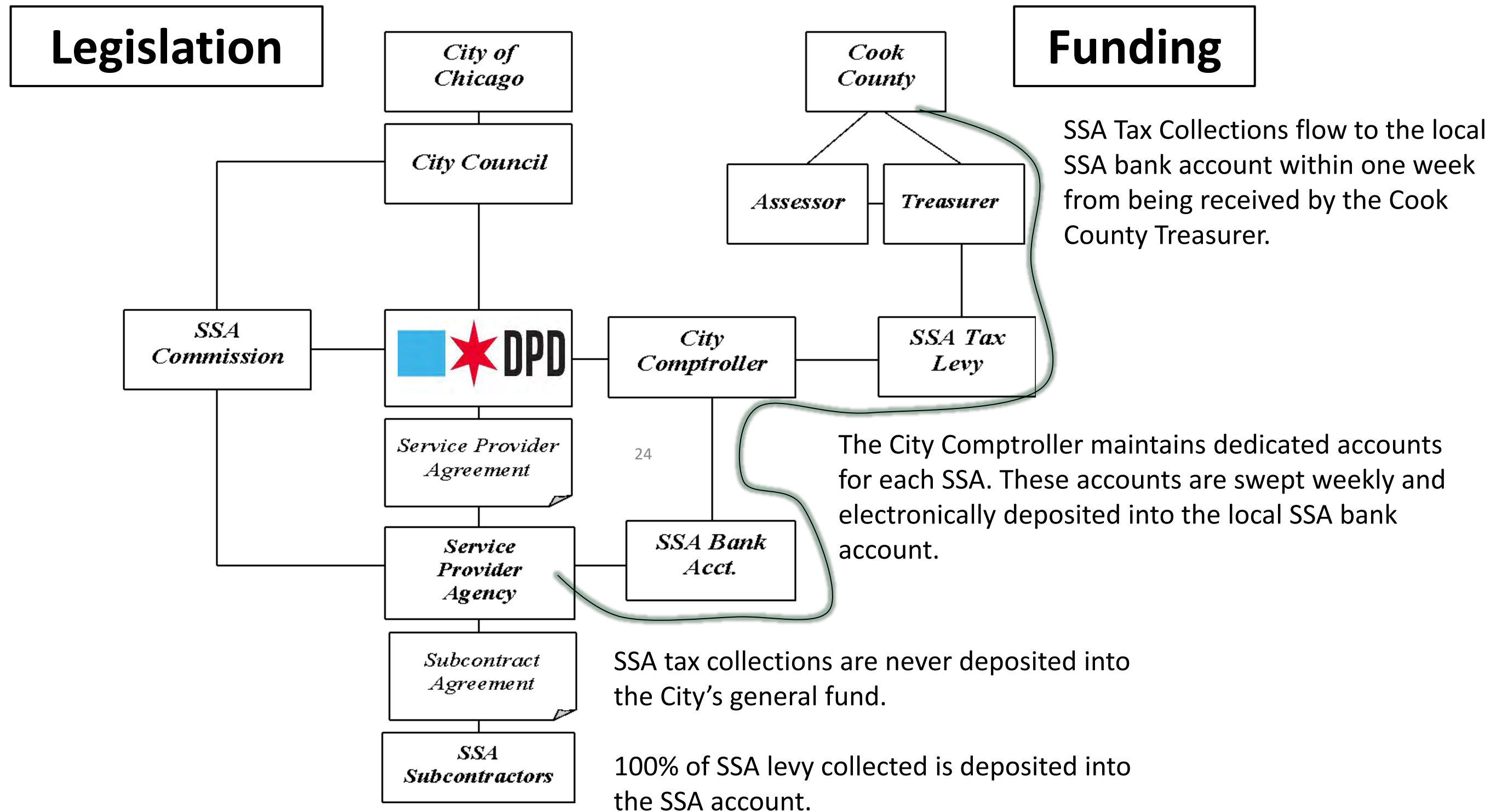


# Vetting Overview

- **SSA Commissioners**
  - Require Mayoral nomination and City Council approval
  - No debts to City or Child Support
  - Annual City and County Ethics Statements
- **Service Provider**
  - No debts to City or Child Support
  - Economic Disclosure Statement with City of Chicago
  - In good standing with State of Illinois
- **City monitors on behalf of taxpayers**
  - Reviews annual audits
  - Limits administrative expenses
  - Review performance metrics of service providers



# SSA Management Flow Chart







# 2025 SSA Creation Timeline

Research & Consensus Building	Conduct Community Meetings	Submit SSA Application	Conduct Public Hearing & Introduce Ordinance	County Filing & Recording	New SSA Begins	Tax Levy Collected/ Distributed
Jan-Mar 2024	Apr-May 2024	Jun 14 2024	Oct-Dec 2024	Dec 2024	Jan 2025	Mar or Sep 2025



# Thank You!

## Small Business Development Bureau

**Mary O'Connor, Deputy Commissioner**

Mark Roschen, Assistant Commissioner 312-744-1083

## SSA Project Managers

Allen Doan

312-742-9185

Oneida Pate

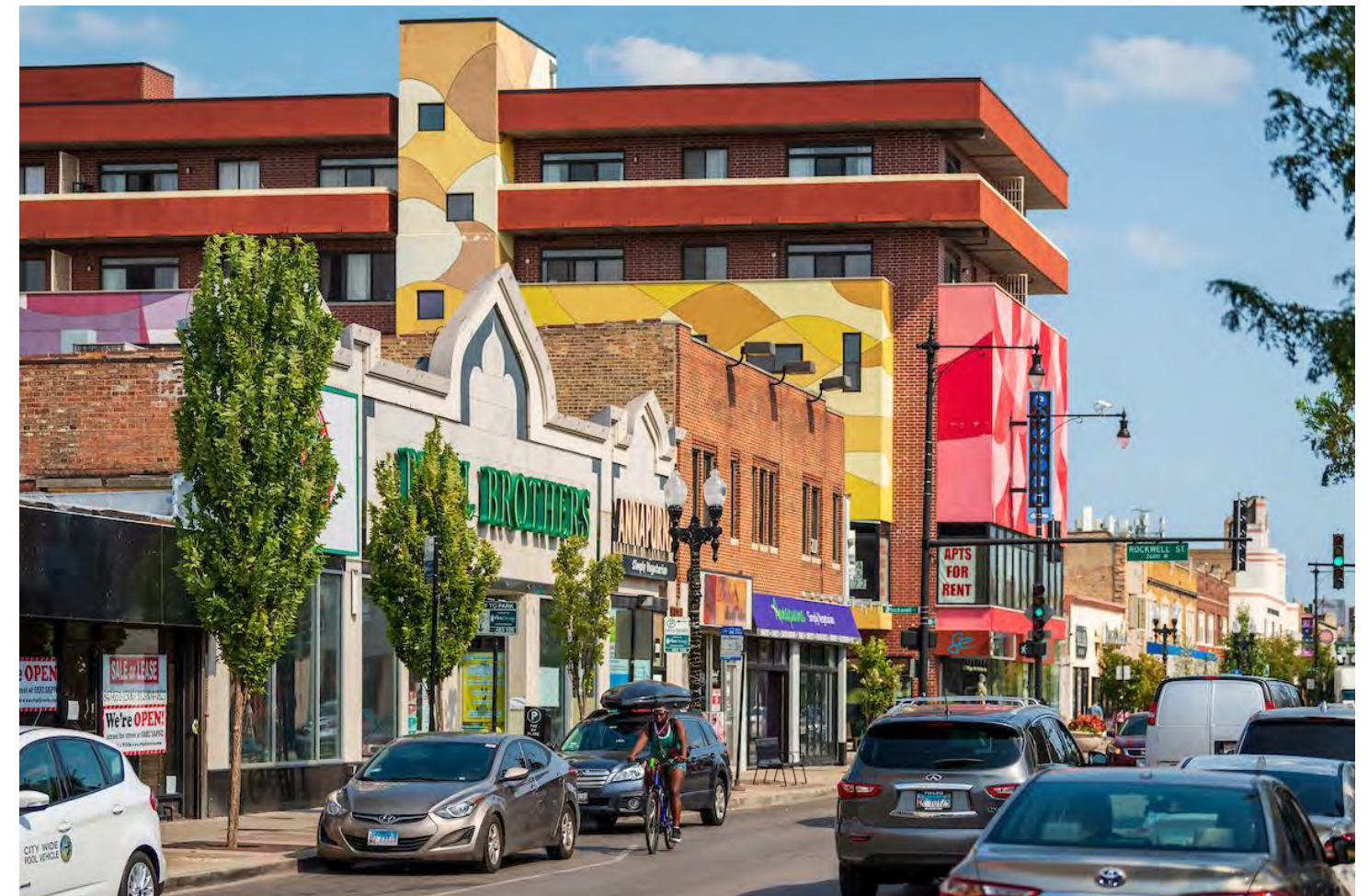
312-744-7471

Eileen Sweeney

312-742-1836

Jennifer Magallanes

312-744-0842 – SSA Commissioner applications/questions



26



Ciere Boatright  
Commissioner







# MILWAUKEE<sup>27</sup> AVENUE

## SSA STUDY

COMMUNITY MEETING #1 – APRIL 18, 2024



*Building on Community Values:*

**Let's create a SSA that provides critical services, programs and investments that promote the varied cultures, history and character of Milwaukee Ave.**





# 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.

29

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





# how-power

examples of how SSAs and BIDs, both near & national, are reinvesting in their communities to support legacy businesses and prevent displacement

30





“Pico Boulevard in the Byzantine Latino Quarter reflects the history, complexity, diversity and spirit of the area. Murals, street banners, mosaic planters, crosswalk enhancements, bus shelters and plazas with benches express the culture.

“Equally defining is the community’s role in shaping its future. Neighborhood leaders, property and business owners, community-based organizations and local elected officials continue to work in partnership to ensure residents and businesses alike can thrive.”







Los Angeles  
Neighborhood  
Initiative

## **LANI & Byzantine Latino Quarter Pico Business Improvement District (BID)**

LANI formed as a non-profit in 1994 to advance inclusive, equitable, neighborhood-driven community development. LANI partners with community members to conceive, fund, design, and build public spaces that meet local needs and reflect local pride and character.

This year, we advanced 6 planning projects, 8 capital improvement projects, and 6 community engagement projects. We managed 2 Business Improvement Districts and participated in 4 conferences. We worked in 15 neighborhoods, served on 8 regional planning or advisory committees, hosted 200 people at our Annual Community Forum, and helped win over \$24,000,000 in funding for local projects.

It has been our privilege to help increase equity throughout Los Angeles by bringing resources and capital improvements to underserved neighborhoods. We are committed to helping L.A. be a great place to work, learn, and live for everyone, and we look forward to achieving more good things with you, our neighbors, in 2024. Thank you for your support!









# Support local plans

The SSA can support efforts to invest in the identity, culture and legacy businesses along Milwaukee Avenue

34





# support for recent plans and projects



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



# EXAMPLE: LOGAN SQUARE ETOD ACTION PLAN

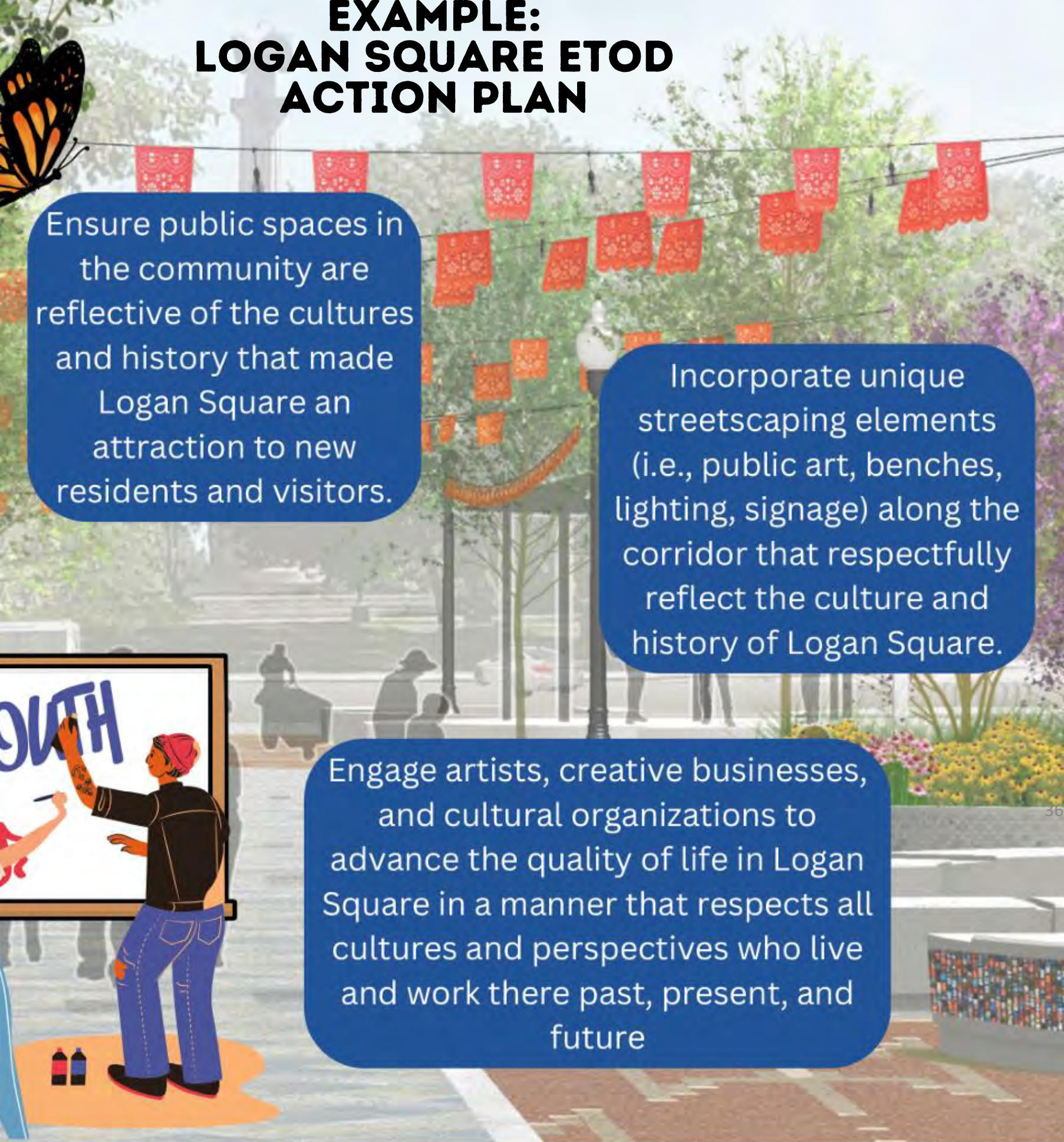
Ensure public spaces in the community are reflective of the cultures and history that made Logan Square an attraction to new residents and visitors.

Incorporate unique streetscaping elements (i.e., public art, benches, lighting, signage) along the corridor that respectfully reflect the culture and history of Logan Square.

Engage artists, creative businesses, and cultural organizations to advance the quality of life in Logan Square in a manner that respects all cultures and perspectives who live and work there past, present, and future

Build upon ongoing efforts to create open spaces around the CTA Blue Line Logan Square Station, including efforts like La Placita and the redesign of the station canopy.

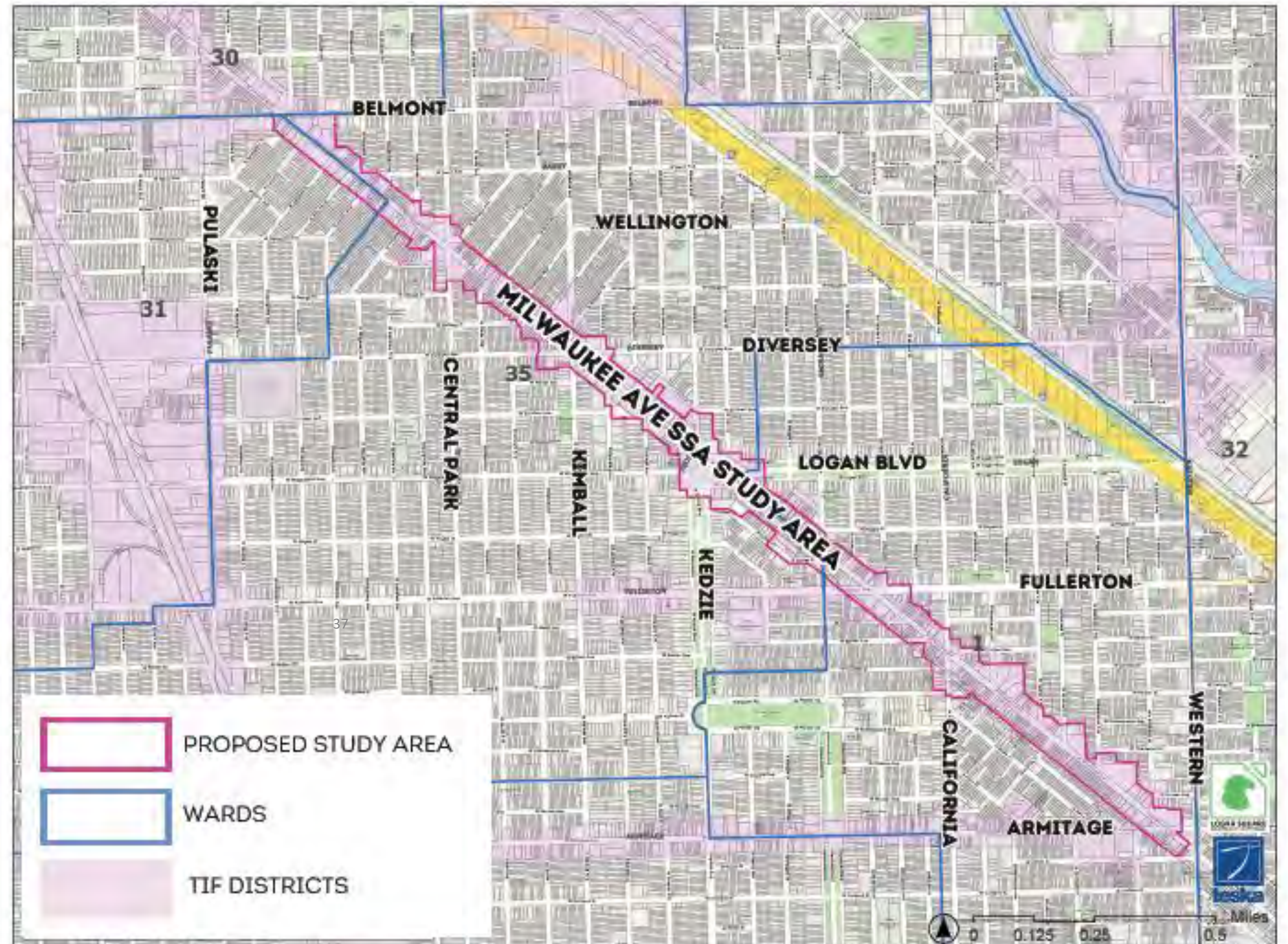
Capitalize on new open space opportunities, such as the rotary redesign and market plaza, the Mega Mall north and south sites, and the Grace





# SSA Study Area

Along  
Milwaukee  
from  
Armitage to  
Belmont





possibilities

**The SSA can serve as a tool to maintain and improve public spaces and support small and independent legacy businesses**





**possibilities**

**An SSA can support local efforts that  
prevent displacement of the diversity of  
cultures along Milwaukee Avenue**

39





# QUICK RECAP ON ssa service categories

The Milwaukee Ave  
SSA can provide  
critical services to  
improve the economic  
and social well-being  
of the bustling  
Milwaukee Avenue  
corridor.





# customer attraction





# customer attraction

*Local Marketing & Business Promotion*



**littlevillagechamber** Congrats to new business owners Cinthya and Laura who have opened Spanglish Nation Taxes & Insurance Services in Little Village.

Spanglish Nation Taxes & Insurance Services is dedicated to providing exceptional tax and insurance services. Cinthya and Laura's passionate about community and live out that passion through the services and education they bring to their clients.

This week our team had the opportunity to celebrate with the Spanglish Nation Taxes & Insurance Services for their grand opening ribbon cutting.

Congrats Spanglish Nation Taxes & Insurance Services! It's tax season! Visit the office at 3151 W. 26th St.





# customer attraction

*Little Village SSA Special Event*



littlevillagechamber @el\_valor\_chicago invites you to their Annual Butterfly Release tomorrow September 8. 🦋 Join them at the Cantu Children & Family Center as they release butterflies, celebrating the wonders of nature. 🌻

-

El Valor te invita a su Liberación Anual de Mariposas mañana, 8 de septiembre. 🦋 Acompáñalos en el Cantu Children & Family Center mientras liberan mariposas y celebran las maravillas de la naturaleza. 🌻

43

#butterfly #nature #latino #community #chicago

23w See translation



el\_valor\_chicago Los esperamos! 🦋

23w Reply See translation



## Butterfly RELEASE

FRIDAY,  
SEPTEMBER 8  
9:30 AM

Carlos Cantu Children  
& Family Center  
2434 S. Kildare Ave  
Chicago, IL 60623

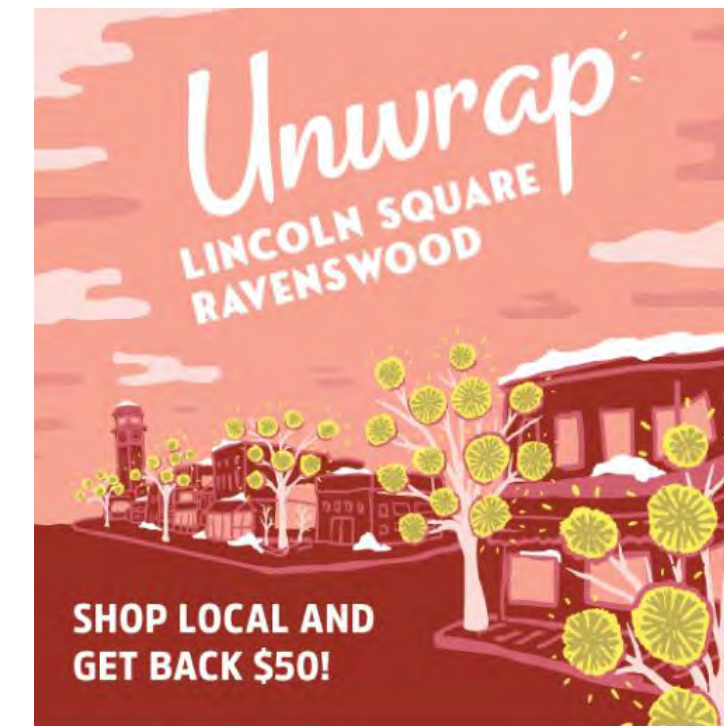
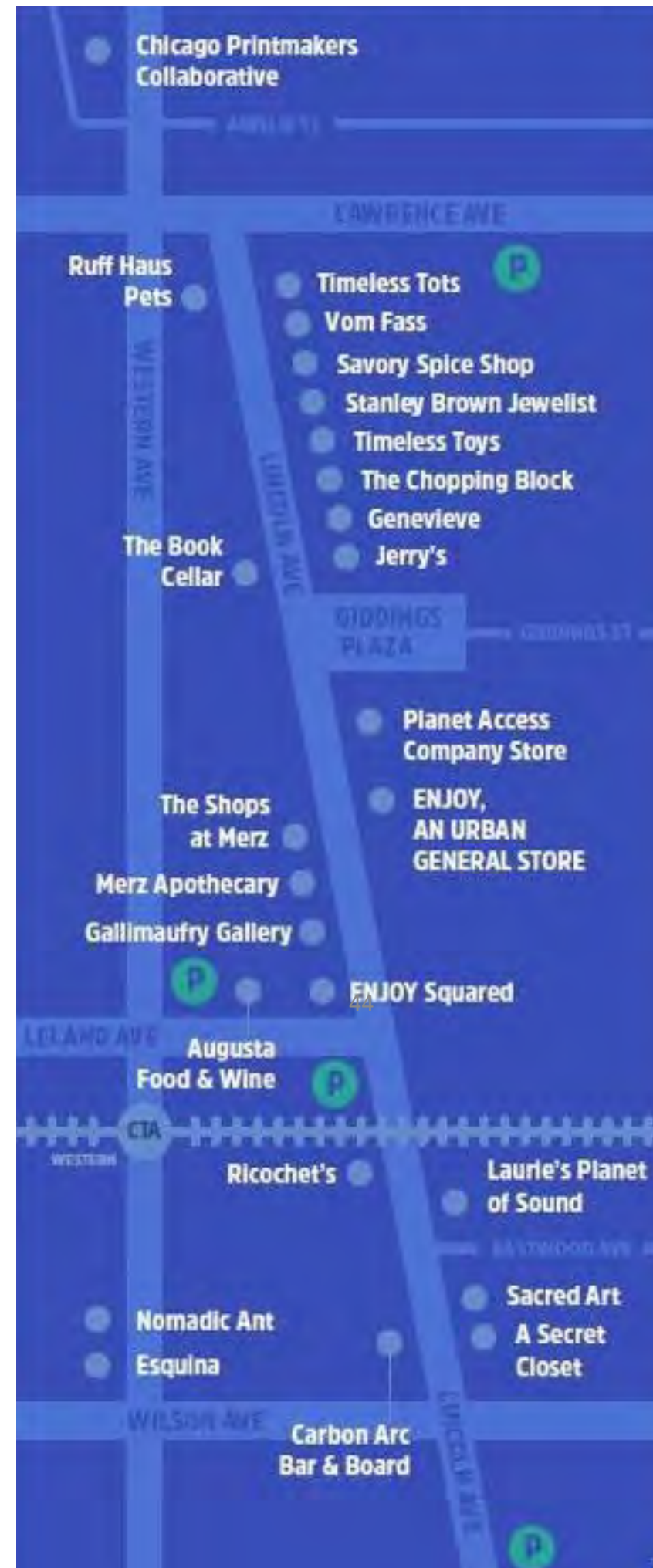


# customer attraction

Shop Small Campaigns

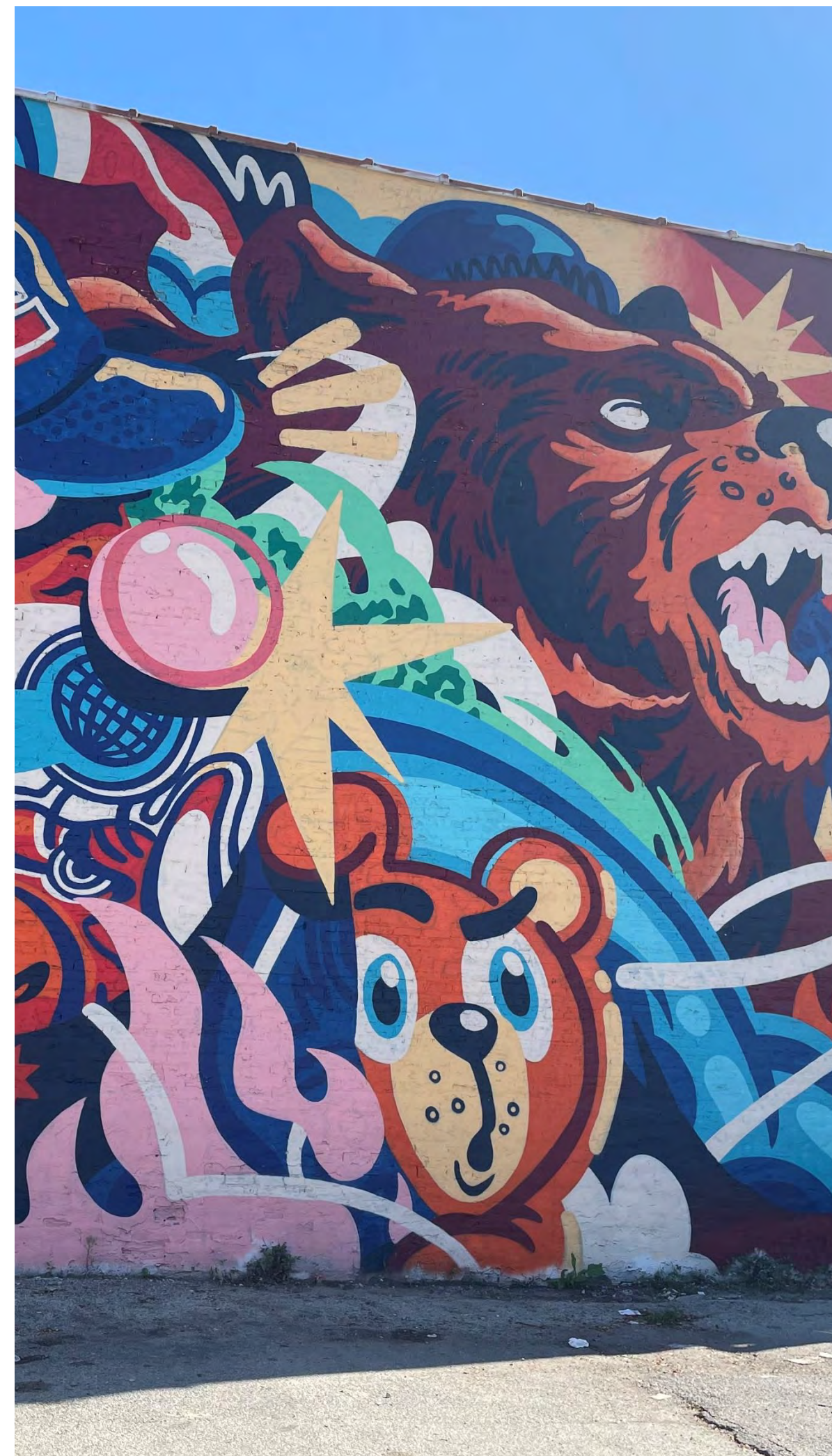
Wayfinding Maps

Social Media Promotions & Events





# public way aesthetics





**Street Trees & Park Maintenance** • SSAs can partner with vendors to help maintain landscaping; tree trimming, well weeding, watering planters and more.





# sustainability public places



## Albany Park Compost Program Programa de Compost

Take part in the North River Commission's latest sustainability initiative! Únete con el programa de sostenibilidad nueva del North River Commission!

Join the program as a member of the Albany Park Chamber of Commerce, SSA #60, or as any interested business in the North River Commission service area. Through our partnership with WasteNot Compost, Chicago's #1 Composting Service Provider, you'll receive a 42% discount on composting! You'll save even more money on your waste services AND save our planet from unhealthy methane emissions.






# economic & business development

**BIPOC Training & Recruitment-** SSAs can elect to host periodic business development workshops on topics such as access to financial resources and information on local, state and federal resources for businesses. They are typically hosted in partnership with local resource organizations and government agencies.




48


Attend the **FREE**  
**CREDIT BUILDING**  
**WORKSHOP**  
for Entrepreneurs




**BUSINESS OF THE MONTH**  
FEBRUARY 2024



3306 W 26TH ST  
CHICAGO, IL 60623



**2024 NEW SMALL BUSINESS MEMBER**




MEMBER SINCE 2024

**Community Development  
Grant applications  
are open**

DPD is currently accepting  
applications for grants more  
than \$250,000.

**Apply by Feb. 16<sup>th</sup>, 2024**

 **What to know** >>>



**LVCC Membership  
Open House**

If you're curious about joining the LVCC join us for an informative Open House to learn more about LVCC Membership and Events.

Meet our staff, other members/partners and hear an exciting announcement about 2024 membership! Join the Little Village Chamber of Commerce today!

Light snacks and beverages will be available!

Tuesday, February 13, 2024

5:00 PM - 7:00 PM

Food He.ra/26th Street Cafe  
3331 W 26th St. 2nd FL.  
Chicago, IL 60623

RSVP by emailing:  
sarah@littlevillagechamber.org

**New  
SSA #25  
APPOINTMENT**



**Richard Juarez Sr.**  
Little Village  
Special Service Area #25  
Chairman



**ELEVATE YOUR BUSINESS  
ONE ON ONE  
BUSINESS ADVISING**

Whether you are opening a new business, or are already an established business, we can help you with...

- Business Planning
- Financial Management
- Marketing and Branding
- Innovation and Growth
- Risk Management
- Operational Efficiency
- and MORE



Schedule your  
**NO COST** business  
advising session today!

Contact roberto@littlevillagechamber.org to schedule your session



**Shop Local  
Holiday Gift Ideas**

Little Village, Chicago



**2023  
Holiday Party**

Sponsored By:  
**Uber**

Welcome!



# public health & safety

*Graffiti Abatement, Window Film, Replacement Rebates*







what does it cost?



# Setting the Annual & Maximum Rates

**Annual rate** - Determines the levy each year

**Maximum rate** - sets the “tax cap” for next ten years

Revenues	Annual Rate 0.50%	Maximum Rate 0.70%
2023 SSA Levy		
<i>Cost per \$100,000 Equalized Assessed Value (Annually)</i>	<sup>51</sup> <b>\$500</b>	<b>\$700</b>
<b><i>SSA Total Revenue</i></b>	<b>\$325,885</b>	<b>\$456,240</b>



## EXAMPLES OF COMMERCIAL PROPERTIES OF APPROXIMATELY \$100k EAV



**\$91,693 EAV**

2943 N. Milwaukee

**\$458 per year**



**\$102,335 EAV**

2919 N. Milwaukee

**\$511 per year**



# SSA Budget Comparisons

Category	Proposed Milwaukee Ave SSA	Little Village SSA #25	Lincoln Square SSA #21	Howard St. SSA #19
1. Customer Attraction <i>Supporting Local Businesses</i>	\$72,500	\$89,000	\$89,000	\$180,800
2. Public Way Aesthetics <i>Snow and Litter Removal</i>	\$101,000	\$152,000	\$140,500	\$117,800
3. Sustainability & Public Places <i>Litter Bins / Bike Racks</i>	\$17,500	\$4,500	\$57,000	\$3,500
4. Economic Development <i>Start-up and Legacy Businesses</i>	\$10,500	53 \$5,000	\$35,200	\$13,500
5. Public Health & Safety Programs <i>Graffiti / Window Replacement</i>	\$20,000	\$10,000	\$0	\$8,000
6. SSA Management <i>Audit, rent, supplies</i>	\$22,762	\$14,000	\$17,800	\$33,800
7. Personnel <i>Staffing</i>	\$65,000	\$63,000	\$70,000	\$55,000
TOTAL	\$325,885	\$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**

54

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



*Let us dip into the...*

**WEBSITE**

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



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

# Milwaukee Avenue SSA Study

— BETWEEN ARMITAGE AND BELMONT —

# Estudio de Viabilidad SSA de Milwaukee Avenue

The Logan Square Chamber of Commerce initiated this study to to understand whether additional<sup>56</sup> neighborhood support services and business resources are needed along Milwaukee Avenue, and if so what types and where.

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.

- 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?

- ¿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?



*what is on your milwaukee avenue wish list*

**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](http://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.





59

## NEXT STEPS

- Needs assessment survey
- Signatures - 10% by June 14 and another 10% by August 1
- District Plan and Submittal of Application by June 14



*Questions?*

**Q & A**

**lsmilwaukee.com**



# Milwaukee Ave SSA Study · 2023-2024 Outreach & Communications Workflow

