

2015 SSA WORK PLAN & ASSESSMENT

Date: 10/24/13

SSA Tax Authority Term: 2015 - 2030

West Town SSA

Chicago Department of Housing and Economic Development

SSA Chairperson: PH: Email:

Service Provider Agency: West Town Chicago Chamber of Commerce

Agency Contact: Katharine (Kace) Wakem PH: 312-850-9390 Email: Kwakem@westtownchamber.org

SSA Boundary (ordinance):	Chicago Avenue from Halsted Street to Western Avenue; Damen Avenue from Chicago Avenue to Huron Street; Ashland Avenue from Chicago Avenue to Division Street; Milwaukee Avenue from Division Street to Erie Street; Ogden Avenue from Fry Street to the Kennedy Expressway
Authorized Services (ordinance):	Maintenance and beautification activities; recruitment and promotion of new businesses to the area and retention and promotion of existing businesses within the area; coordinated marketing and promotional activities; strategic planning for the general development of the area; financing of storefront facade improvements; parking and transit programs; security programs; and other technical assistance activities to promote commercial and economic development, including, but not limited to enhanced local land use oversight, control initiatives and pre-development costs.
SSA Mission:	To improve West Town SSA business districts by providing services that support businesses and bring visitors to West Town so that it becomes a destination for shopping, dining, professional services, nightlife and culture.
2014 SSA Strategy	To improve West Town SSA business districts by continuing the services the area has come to rely upon and starting services in areas that extra services are much needed and desired by the community.

Category (Objective)	Subcategory (Output)	Deliverables (List change, if any, in 2015)	Commission Mig Date Approving Change	Projected Outcomes Jan-Dec 2015	Actual Outcomes Jan-June 2015 (Attach narrative as needed, including data sources)	Actual Outcomes July-Dec 2015 (Attach narrative as needed, including data sources)	Actual Outcomes Jan-Dec 2015 (Attach narrative as needed, including data sources)
1.00 Advertising & Promotion	1.01 Website and/or Social Media	Maintain and update SSA website and social media outlets, as needed.		Make minor repairs to keep website and social media connections operating smoothly. Track data for website and social media traffic, provided by Google analytics and Facebook metric, and compare with prior year.			
1.00 Advertising & Promotion	1.02 Public and/or Media Relations	Continue contract with Public Relations firm to promote SSA businesses and activities through press releases, advertising and other marketing activities.		Track number of press releases published, ads placed, and social media metrics. Track number of shares / mentions that the media picks up on through our press releases.			
1.00 Advertising & Promotion	1.03 Special Events	Sponsor special events along SSA boundaries, including West Fest, Art Walk, Shop Local, and other local events.		Track estimated number of people in attendance at, or participating in, each event. Track number of new businesses opening in area where the special event was located.			
1.00 Advertising & Promotion	1.04 Display Advertising	Continue creating display advertising for the Discover West Town Mobile App & other SSA marketing campaigns		Promote the Discover West Town Mobile App and measure how many people downloaded the app, and/or used the app.			
1.00 Advertising & Promotion	1.05 Print Materials	Get 2014 surveys printed & distributed. Print up guides and flyers and distribute info about SSA funded programs		Increase awareness of SSA programs. Report on survey results.			
1.00 Advertising & Promotion	1.06 Smart Phone Application	Maintain and update the Discover West Town Mobile App		Measure how many people downloaded the app, and/or used the app compared to prior year.			

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2.00 Public Way Maintenance	2.01 Sidewalk Cleaning	Contract for the continued cleaning of sidewalks 3x per week and emptying cans 5x per week.		Continue positive feedback on the appearance/cleanliness of the street 2015 vs. 2014. (Use metrics from previous SSA feedback) Field checks by Chamber show high degree of cleanliness and vendor compliance with subcontract. Monitor customer service responsiveness.			
2.00 Public Way Maintenance	2.02 Sidewalk Snow Plowing	Contract with vendor from October 2015 - April 2016 to plow and shovel sidewalks when snow is 1" or more, and to salt as needed.		Continue positive feedback on snow service from 2014 winter season vs. 2015 winter season. (Use metrics from previous SSA feedback). Field checks by Chamber show vendor compliance with subcontract. Monitor customer service responsiveness.			
2.00 Public Way Maintenance	2.03 Sidewalk Power Washing	Contract with vendor to power wash all or part of 7.5 miles of sidewalks in the SSA, if late collection money becomes available.		Look for positive feedback from community. Field checks by Chamber show vendor compliance with subcontract. Monitor customer service responsiveness.			
2.00 Public Way Maintenance	2.04 Acid Etching Removal and/or Prevention	Contract to have graffiti removed throughout SSA as needed. Rebates of up to \$500 to property and business owners to remove acid etching and/or apply window film to façade windows and doors. Continue to sponsor Graffiti Action Days through Alderman Moreno's office.		Field checks to show compliance with contract. Survey businesses to determine level of satisfaction with services. Track number of rebates issued, tags removed, and community responsiveness to the program.			
2.00 Public Way Maintenance	2.05-2.08	[write over this the Category 2.0 subcategories these expenses are associated with as relevant]		2.08 - Permit Fees associated with garbage cans			
3.00 Public Way Aesthetics	3.02 Decorative Banners and/or Holiday Decorations	Work with vendor to maintain banners & hardware in SSA, and to install Holiday Decorations.		Positive feedback from businesses and community regarding program. Field checks show compliance with contract.			
3.00 Public Way Aesthetics	3.05 Landscaping (plants, watering, etc.)	Contract with vendor to weed sidewalks and tree beds for summer of 2015		Positive feedback on the appearance/cleanliness of street. Field checks show compliance with contract.			
3.00 Public Way Aesthetics	3.06-3.09	[write over this the Category 3.0 subcategories these expenses are associated with as relevant]					
3.00 Public Way Aesthetics	3.10 SSA Tree Survey & Maintenance	Contract with Tree Expert vendor to prepare a 3 yr Tree management plan and execute first year of recommendations.		Survey all trees in SSA. Positive feedback from businesses and community regarding appearance/cleanliness of trees on sidewalk. Field checks show compliance with contract. Report on total services completed.			

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4.00 Tenant Retention/Attraction	4.01 Data Collection	Continue work with Lisa Pugliese to collect data along SSA, help with surveys, SSA projects and business outreach.		SSA business database kept up to date. Help to increase awareness of SSA, ideas for future budgets & work plans. Involvement from property owners, residents & business owners. Gather feedback from businesses to discuss with Commissioners. Report to PR firm of West Town happenings. Discuss with WTCC how to improve programs & information for next year. Ideas on how to further promote SSA via social media. Report on number of new businesses added to database.			
4.00 Tenant Retention/Attraction	4.04 Survey and Evaluation	Implement & analyze survey for 2015 SSA Annual Report		Completion of 2015 Work Plan Annual Report			
5.00 Façade Improvements	5.01 Façade Enhancement Program	Fund 50% of cost of approved façade improvement projects in the SSA		Number of business facades improved and amount of private dollars spent for every SSA dollar spent. Before & After photos show significant improvement.			
6.00 Parking/Transit/Accessibility	6.04 Bicycle Transit Enhance	Pay the permit fee for the 4 bike corrals CDOT donated to the SSA		Bike parking being used in conjunction with new Milwaukee Ave Spoke Route. Check on how often bike racks are used.			
6.00 Parking/Transit/Accessibility	6.07 - 6.10	[write over this the Category 6.0 subcategories these expenses are associated with as relevant]		Permit fee for 1 bike corral			
10.00 Personnel and 11.00 Admin Non-Personnel	Best Practices	Contribute to SSA Best Practices Library		Target contributing a minimum of two best practices to the City's library			
10.00 Personnel and 11.00 Admin Non-Personnel	Best Practices	Updates as needed to Request for Proposals (RFP) written Policy/Procedures. Implement RFP process as needed.		100% compliant procurement process			
10.00 Personnel and 11.00 Admin Non-Personnel	2012 SSA Annual Report	Prepare and distribute a 2012 SSA Annual Report (print and digital)					
10.00 Personnel and 11.00 Admin Non-Personnel	Capacity Building						
10.00 Personnel and 11.00 Admin Non-Personnel	Other						

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2015 SIGNATURE PAGE

West Town SSA

<p>For the 2015 Work Plan & Assessment</p> <p>Work Plan Period: January 1, 2015 to December 31, 2015</p> <p>The attached 2015 Work Plan & Assessment document was approved by the SSA Commission.</p>		<p>For the 2015 Mid-Year Assessment</p> <p>Assessment Period: January 1 - June 30, 2015</p> <p>The attached 2015 Jan-Jun 2015 Assessment was approved by the SSA Commission.</p>	<p>For the 2015 Full-Year Assessment</p> <p>Assessment Period: January 1 - December 31, 2014</p> <p>The attached 2015 Jan-Dec 2015 Assessment was approved by the SSA Commission.</p>
SSA Chairperson Signature		SSA Chairperson Signature	SSA Chairperson Signature
SSA Chairperson Printed Name		SSA Chairperson Printed Name	SSA Chairperson Printed Name
Date		Date	Date