



Lakeview Roscoe Village



VILLAGE

Dear Partners,

2021 was a year of tremendous opportunity & growth for the Lakeview Roscoe Village Chamber of Commerce and our communities. We began the year with the exciting merger of the Lakeview and Roscoe Village Chambers. The merger has strengthened our ability to provide enhanced services to more than 1,500 local businesses & has provided expanded neighborhood programming that gives our residents even more reasons to love where they live. We look forward to a bright future ahead as our two communities continue to unite behind a common mission.

While the challenges of COVID-19 continued to test our community, over and over again we were inspired by the resilience of our area businesses and their creativity in responding to the changing COVID landscape. Of course throughout all the highs and lows of the past year, the Lakeview

Roscoe Village Chamber of Commerce has remained committed to supporting our businesses through outreach, advocacy, and education.

2021 was also a year of change. Although our work is made possible by many, I'd like to thank my former colleague and predecessor, Dillon Goodson, for championing the progress we've made & leading us through the merger process. Lakeview and Roscoe Village are stronger communities thanks to his vision and leadership.

Within the pages of this annual report, I encourage you to explore the four program areas that make up our work: **Neighborhood Promotion, Business Development, Advocacy, and Public Space Enhancements**. You'll learn how our three partners – the Lakeview Roscoe Village Chamber of Commerce, Special Service Area



(SSA) 27, and Friends of Lakeview – collaborate to achieve a common vision for our two neighborhoods, through projects and programs focused on bringing together our business and residential communities.

On behalf of our boards of directors, SSA commissioners, and staff, thank you for everything you do for our neighborhoods. We look forward to working with you in the years ahead to continue to make Lakeview & Roscoe Village Chicago's most sought after communities.

Becca Girsch
Executive Director,
Lakeview Roscoe Village Chamber
of Commerce
CEO, Friends of Lakeview

Welcome

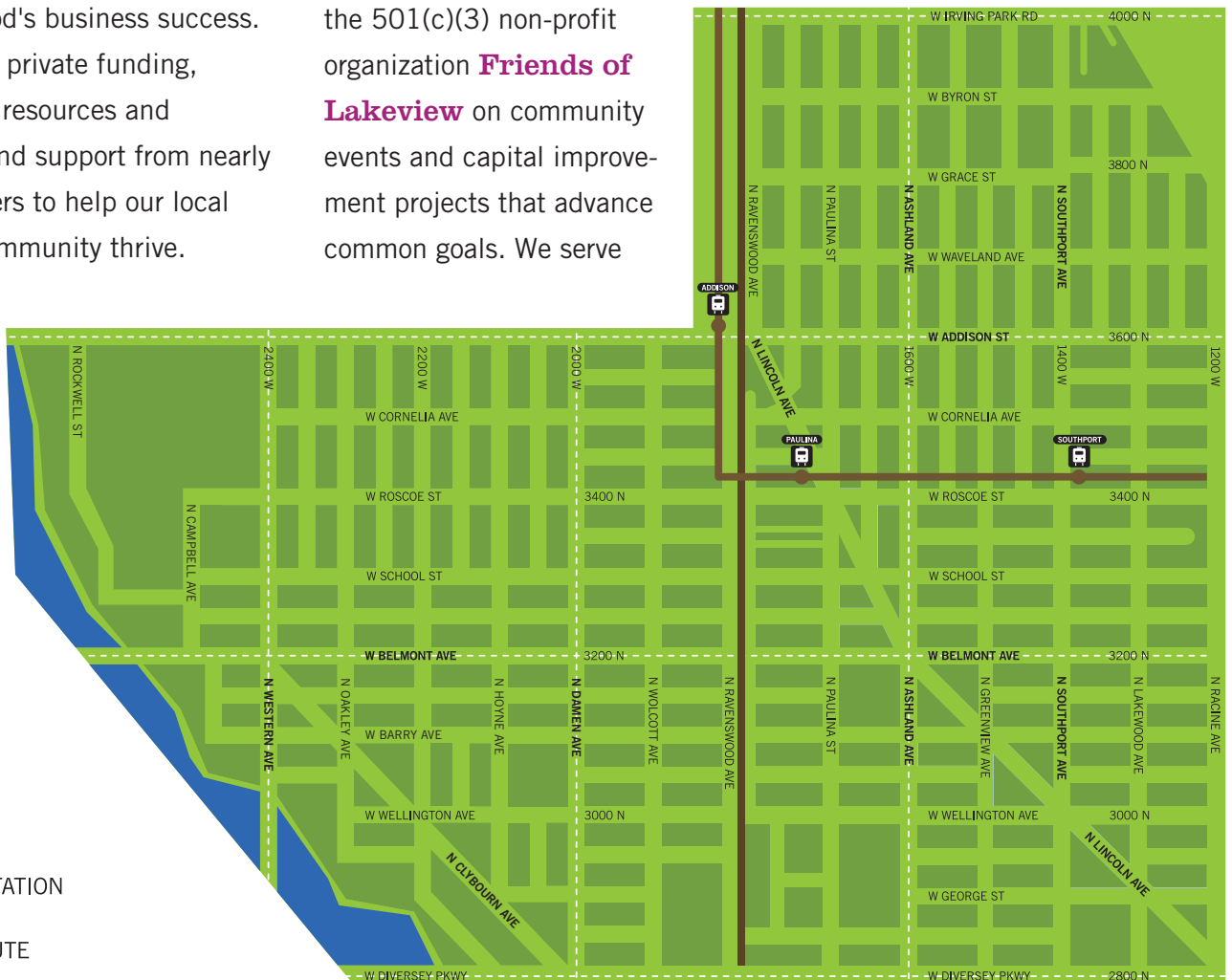
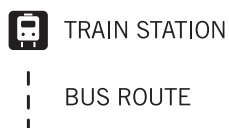
About Us

The **Lakeview Roscoe Village 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. Our organization is a leader in supporting businesses with valuable resources, programming and services that advance our neighborhood's business success. We leverage private funding, government resources and programs, and support from nearly 400 members to help our local business community thrive.

The Lakeview Roscoe Village Chamber serves as the sole service provider of **Special Service Area (SSA) 27**, a local taxing district that supports additional programs and services to supplement city services, including neighborhood promotion and public space enhancements.

The Lakeview Roscoe Village 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. We serve

the area bounded by the Chicago River on the west and Racine Ave. on the east. West of Ravenswood Ave., our service area extends from Diversey Pkwy. on the south to Addison St. on the north. East of Ravenswood Ave., our service area extends from Diversey Pkwy. on the south to Irving Park Rd. on the north.



About Us

Vision:

We envision Lakeview and Roscoe Village as Chicago's most sought after neighborhoods.

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 and Roscoe Village communities through neighborhood promotion,



business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

Values:

- **Community First**

We believe that our purpose is to support and promote our community, not our organization. This should lead in everything we do. We make decisions based on the best interest of our greater community, not for the benefit of any one individual or business.

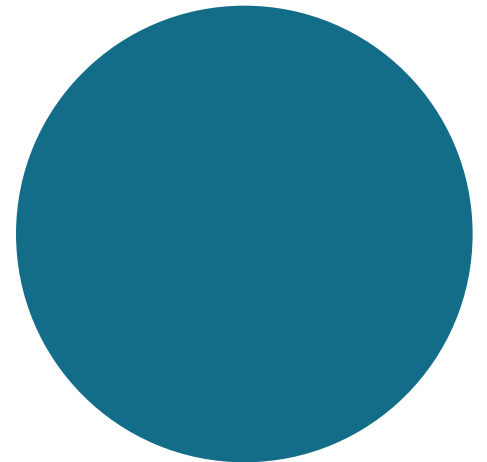
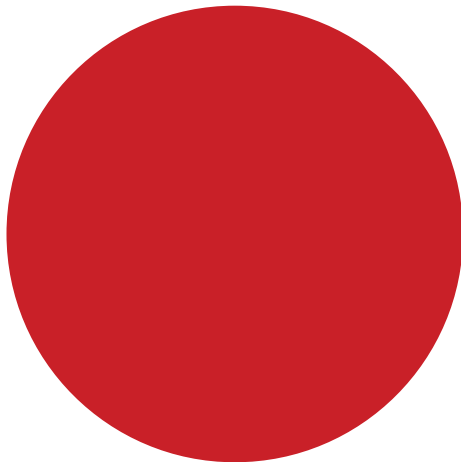
- **Innovation**

We believe that innovating is an important way to inspire people and

to set our community apart, while ensuring that we are adapting for the future in a rapidly-changing environment. We are forward-thinking optimists who believe there's power in positive thinking and are not afraid to take risks. We focus more on promoting what we want for our community than opposing what we don't want.

- **Inclusivity**

We believe diversity is important for a community's success and resilience. We strive to be a community that welcomes people from diverse backgrounds.



Our Program Areas

Neighborhood Promotion

We market our neighborhood as a desirable destination for consumers and investors, host memorable community events that connect consumers to our retail districts, and also assist individual businesses with promoting themselves.

Lakeview & Roscoe Village PorchFest

Inspired to embrace the relative safety of the outdoors, we celebrat-



ed PorchFest this year with two events – one in Lakeview and for the first time, one in Roscoe Village. With an intentionally limited number of attendees in order to encourage social distancing, the event provided the perfect opportunity for neighbors to connect with the backdrop of summer melodies.

Business Development

We provide regular networking and education events as well as one-on-one technical assistance in order to strengthen our businesses, while also recruiting new businesses to our community.

Diversity, Equity, and Inclusion Training Series / Book Club

Under the leadership of our newly-founded **Diversity Equity & Inclusion (DEI) Task Force**, the Chamber programmed two unique DEI programs in 2021, one directed at the community and one for our businesses. In August, we organized our first neighborhood DEI Book Club. Partnering with Roscoe Books, we selected a

By the Numbers

19 restaurants participated in Lakeview Roscoe Village Restaurant Week • **36** days of Low Line and Roscoe Village Farmers Markets hosted in 2021 • **42** businesses participated the Lakeview Roscoe Village online marketplace

1,874,977

social media hits in 2021 on the Chamber's social media outlets



PorchFest is one of our favorite ways to connect with neighbors and fellow Chicagoans. We have always been impressed with the quality of local musicians and performers! It has truly become an event that we look forward to every year!



CHRISTY KHYL, PorchFest Host

Our Program Areas

Young Adult novel called “I’m Not Dying with You Tonight” and hosted a Diversity Equity & Inclusion (DEI) virtual book discussion with the authors, Kimberly Jones and Gilly Segal. Additionally, this past fall, in collaboration with Sr4 Partners, we hosted a four-part Diversity Equity & Inclusion training for area small business owners looking to incorporate DEI into their business model and workplace. Both programs were well received and we look forward to continuing to expand our DEI offerings in 2022.

Advocacy

We serve as the voice of local businesses and protect our neighborhood's commercial interests by representing small business needs on important policy and development issues that impact our area.

In 2021, LRVCC worked tirelessly to ensure that our small business community survived the unprecedented COVID-19 crisis. We worked closely with the 32nd, 44th, and 47th ward offices to shore up their support for delivering a series of emergency measures to provide far-reaching and meaningful support to businesses in a couple of ways:

- Financial Relief to support businesses as we move towards recovery
- Overhaul of City Business Policies to reduce red tape and be more business-friendly

We listened to LRVCC’s business community and held hundreds of conversations with small business owners, workers, and advocacy organizations – and we know that



By the Numbers

Secured **61** new business-sponsored street-pole banners to supplement our placemaking efforts and beautify the streets of Lakeview and Roscoe Village

- Debuted multi-neighborhood Lakeview Roscoe Village Gift Card program with **50** participating businesses and \$20,000 in sales in its inaugural year

Performed over

150

business consultations to support our local businesses

“

I found a lot of value in the discussions and thought provoking questions posed during the multi-course DEI training.

HEATHER WAY KITZES, Assistant Director, Government & Community Affairs, Chicago Cubs

”

Our Program Areas

the strength of our recovery depends upon the speed with which our local businesses can start up, expand, and provide quality jobs.

Additionally, in 2021, we participated in the Small Business Advocacy Council's Commercial Corridor Revitalization Coalition. As part of our work with the Coalition, we explored and formulated policy solutions laser-focused on reducing vacancies in commercial corridors. Because of this work, the coalition proposed legislation to ensure that property owners whose property taxes are reduced because of vacancy make legitimate attempts to sell, lease or improve their properties. This legislation is currently being considered in Springfield.

Public Space Enhancements

We work to maintain clean, green, and welcoming sidewalks, and we develop new spaces that invite people to linger and connect with their community.

Holiday Decor

In 2021, SSA 27 lit up the neighborhood with a new style of holiday decor. Following a snowflake theme, this year's decor included decorating 130 poles throughout West Lakeview, a 25-foot community tree at the Lincoln Hub,



a traditional Menorah at the intersection of Lincoln and Marshfield, and spectacular gateway arches and snowflake clusters at Southport and Paulina Plazas of the Low-Line.

By the Numbers

The Lakeview Low-Line was reinvigorated this year by the addition of **11** new pieces of art created by Chicago-based artists Kate Lewis and Zor Zor Zor • New “curby” installations were brought to Belmont Ave. this year, creating **3** new public spaces for the community to enjoy • **11** Community Events & Placemaking Grants were issued to bring fun and exciting programming to the area. With event themes around arts, pets, history and everything in between, there was something for everyone to enjoy this year

“The second annual Dog Days of Summer Pet Party on Southport was a barking good time! By expanding on the best aspects of the 2020 inaugural event, we were able to provide a fun outlet for dogs and families to celebrate summer in a safe, inclusive environment.”

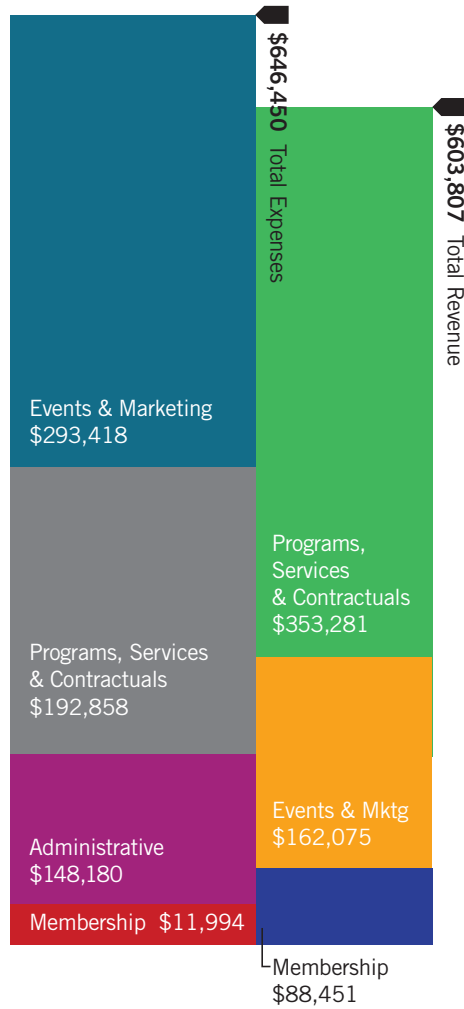
JAMES MURPHY, Trainman Photography and Placemaking Grant Event Vendor



2021 Unaudited Financials

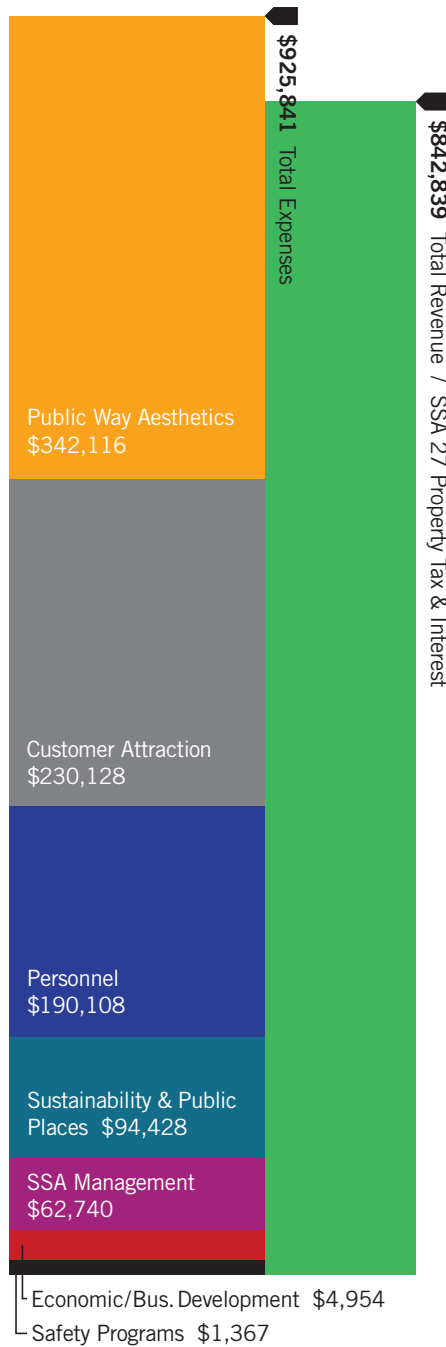
Lakeview Roscoe Village Chamber of Commerce

Net (Loss) **\$(42,643)***



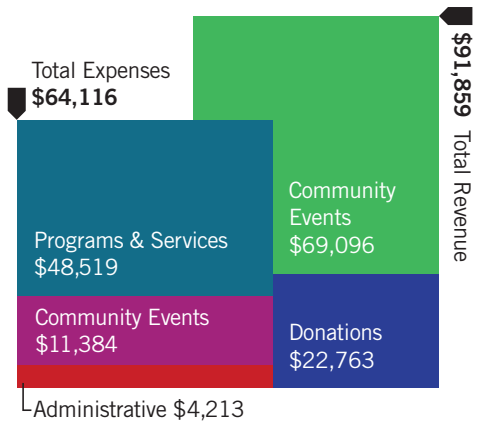
SSA 27

Net (Loss) **\$(83,002)**



Friends of Lakeview

Net Income **\$27,743***



* Including the SBA PPP forgiven funds as income results in a 2021 Net Income of \$78,337 for the Lakeview Roscoe Village Chamber of Commerce and a Net Income of \$37,566 for Friends of Lakeview.

Sources of Support

Lakeview Roscoe Village Chamber Sponsors

Legal Ally:

- Cole Sadkin, LLC

Photography Partner:

- Angela Garbot Photography

Chairman’s Club:

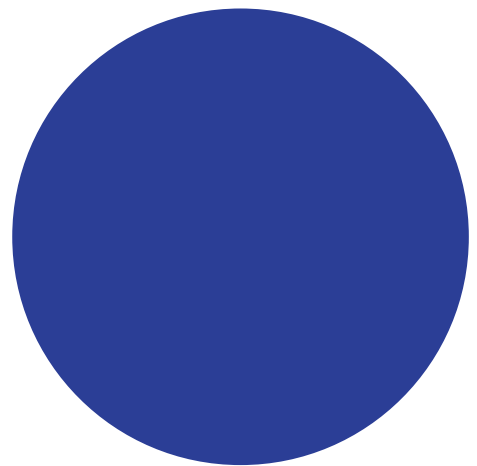
- Artis Senior Living of Lakeview
- Capital One Cafe
- Central Savings, f.s.b.
- Chicago Cubs
- Cole Sadkin, LLC
- Crosby’s Kitchen
- CustomEyes
- DiscoverCBD - Lakeview
- Ella Elli
- Frasca Pizzeria & Wine Bar
- JAB Real Estate Opportunity Funds
- Lakeview Funeral Home
- Mid-America Asset Management, Inc.
- Saint Luke Ministries
- SRE Holdings, LLC
- The Pony
- The UPS Store #2745
- Tuco & Blondie

Event Sponsors

- AARP
- Rush University Medical Center
- Capital One Cafe
- Leigh Marcus Chicago
- Wintrust Bank
- Pioneer Realty Group
- JJ Nate Real Estate & Mgmt
- Berkshire Hathaway HomeServices Chicago - Stephanie Biederman and Cindy Wilson
- Garfield’s Beverage

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
- Custom Eyes
- Central Federal Savings
- Dogaholics
- Carrie Weaver
- In Honor of Ziggy Duncan



Leadership

Lakeview Roscoe Village Chamber Board of Directors

- **President** Sandy O’Kane, Winnie Cooper Boutique
- **Vice-President** Michael Valitchka, Point B, Inc.
- **Secretary** Ron Kinn, Skyline Insurance Agency, Inc.
- **Treasurer** Jeff Shapiro, Spindle Fitness
- Jennifer Austin, Green Paws Chicago
- Stephanie Biederman, Realtor Berkshire Hathaway HomeServices Chicago
- Frank Campise, JAB Real Estate
- Matthew Carr, Capital One Cafe
- Ben Castronovo, Central Federal Savings
- Doug Dunlay, 4 Star Restaurant Group
- Angela Garbot, Angela Garbot Photography
- Michael Jornt, Bitter Pops
- Ryan Oestreich, Music Box Theatre
- Joia Kopelow, StretchLab
- Dan McCarthy, The Pony Inn/ Pioneer Tavern Group
- Ana Pineda, Goldfish Swim School
- Ellie Thompson, Ellie Thompson + Co.
- Jennifer Weiss, Cubbington’s Cabinet

SSA 27 Commissioners

- **Chairperson** Luis Monje, Resident
- **Past Chairperson** Erin Schwartz, Resident
- **Treasurer** James Miller, 4 Star Restaurant Group
- **Past Treasurer** Matt Lederer, Mahogany Builders
- Jason Aragon, Whole Foods Market
- Helen Bailey, Pioneer Realty Group
- Darian Campise, Campise Properties
- Kaitlyn Hurley, Resident
- Russell Huxhold, HuxHemp CBD Apothecary
- Laura McMahon, The Guild
- Mike Schuba, Schuba’s
- Ria Tijong, Truly Chiropractic Inc

Friends of Lakeview Board of Directors

- **President** Lisa Santos, Southport Grocery & Cafe
- **Secretary** Heather Way Kitzes, Chicago Cubs
- **Treasurer** Frank Campise, JAB Real Estate
- **Vice President** Jill Heise
- **CEO** Becca Girsch, Lakeview Roscoe Village Chamber of Commerce

- **Former CEO** Dillon Goodson, Lakeview Roscoe Village Chamber of Commerce
- Stephanie Biederman, Realtor Berkshire Hathaway HomeServices Chicago
- Kris Hallowell, Lakeview Funeral Home
- Dan Biga, Resident
- Scott Havrilla, Resident
- Erin Schwartz, Resident

Our Team

- **Executive Director** Becca Girsch
- **Former Executive Director** Dillon Goodson
- **Community Development Director** Nicole McLellan
- **Events & Marketing Director** Carisa Marconet
- **Business Services Manager** Colton Davis
- **Administrative Assistant** Julie Star
- **Bookkeeper & Office Manager** Deana Martin
- **Special Events Coordinator** Sierra Buffum
- **Interns** Riley Kelly, Lilly Condon, Arianna Graves, Emma Fogarty, Borja González Morgado

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 Lakeview Roscoe Village Chamber

Join a community of 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 <https://www.lakeviewroscoevillage.org/join> for more information and to join.

Support Friends of Lakeview

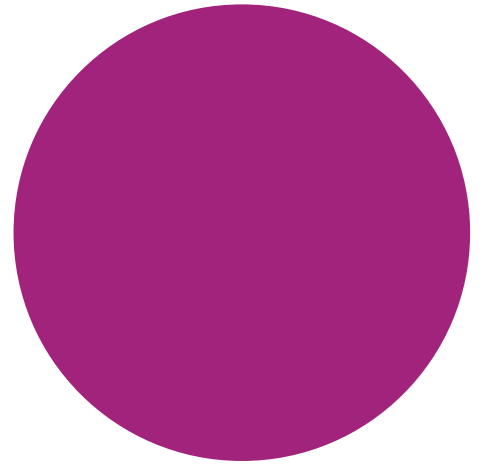
Donate to our 501(c)(3) non-profit affiliate, Friends of Lakeview to support important neighborhood beautification projects like the Lakeview Low-Line, Lakeview Public Art Program and our Adopt-A-Tree program. Visit www.friendsoflakeview.org for more information and to make a donation.

Shop Local with the Lakeview Roscoe Village Gift Card

The Lakeview Gift Card is accepted at more than 50 local shops and restaurants, making it a great way to support our area businesses. Buy it for yourself or give it as a gift! Visit <https://www.lakeviewroscoevillage.org/lakeview-roscoe-village-gift-card> to purchase your Lakeview Roscoe Village Gift Card, or if you're a business looking to enroll.

Participate in Events and Programming

Gain visibility in the community by participating in one of the 100+ community and business events we host each year, including the Low-Line Market, Roscoe Village Farmers Market, PorchFest, Business Socials, and our Business Workshop series. Attendance ranges from more intimate gatherings to events that draw as many as 25,000 people. Email info@lrvc.org for more information.



Join a Committee

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

Lakeview

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Lakeview
ROSCOE
VILLAGE
CHAMBER OF COMMERCE

ROSCOE

VILLAGE