



2019 ANNUAL
REPORT



Welcome

Dear Partners:

2019 was a year of tremendous opportunity for our community. We saw approximately 100 residential units enter various stages of completion in brand new developments near our transit hubs, and welcomed nearly 30 new businesses to our neighborhood, advancing Lakeview's status as a desirable place to live and work. We celebrated arts and culture by embracing the Year of Chicago Theatre, which activated more than 50 theaters that call the Belmont Theater District home, and by making exciting progress on a unique reimagining of the space beneath the Brown Line into a one-of-a-kind public art destination called the Lakeview Low-Line. We gathered on front porches and terraces, and filled streets and storefronts, to enjoy the sounds of local musicians, sample the tastes of Midwestern farms and neighborhood restaurants, and feel the satisfaction of healthy recreation. And we advocated for a supportive business community through more than 50 events that fostered stronger connections between our more than 250 members, including networking and educational programming.

2019 was also a year of change.

Although our work is made possible by many, I'd like to thank two people for championing the progress we've made: my former colleague and predecessor,

Lee Crandell, and our outgoing SSA 27 Commission Chair, Terese McDonald. Lakeview is a stronger community thanks to the vision and leadership they committed to our cause over the past several years.

Within the pages of this annual report, I invite 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 Chamber of Commerce, Special Service Area (SSA) 27 and Friends of Lakeview – collaborate to achieve a common vision for Lakeview, through projects and programs focused on bringing together our business and residential communities. And it is my hope that you'll feel motivated to get involved. **We're always in search of new ideas,** so connect with us today to learn more. On behalf of our boards of directors, SSA commissioners and staff, thank you for everything you do for Lakeview. We look forward to working with you in the years ahead to make Lakeview Chicago's most sought after community.

Dillon Goodson

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

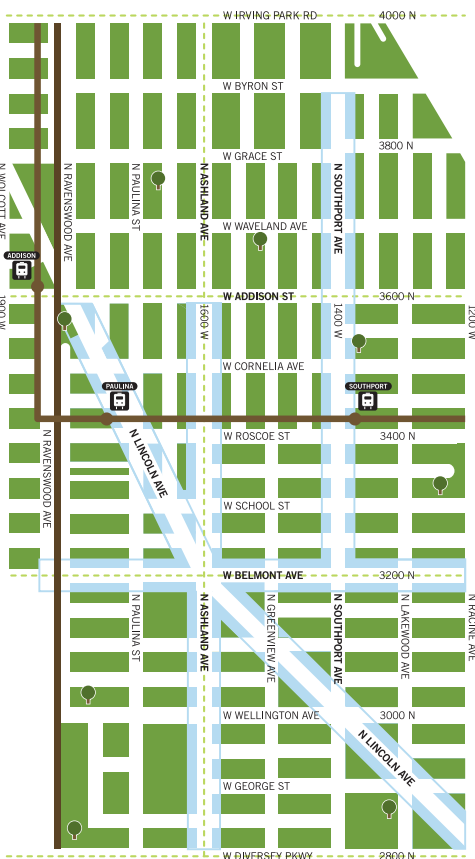
Three Partners. One Vision.

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. Our organization is a leader in supporting businesses with valuable resources, programming and services that advance our neighborhood's business success, guided by our Lakeview Area Master Plan. We leverage private funding, government resources and programs, and support from more than 250 members to help our local business community thrive.

The Lakeview 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 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. Our service area is from Diversey Pkwy. to Irving Park Rd. and from Racine Ave. to Ravenswood Ave.

Service Area:



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

Vision:

We envision Lakeview as Chicagoland'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

Neighborhood Promotion



Program Spotlight

The **Lincoln Hub Summer Workout Series** is an opportunity for community members to enjoy the warm weather, connect with neighbors and stay active. The series brings locals and visitors to our community each week during the summer with many attendees often staying after the workout to enjoy dinner at a nearby restaurant or explore local shops. By highlighting local fitness organizations and creating a free memorable event experience, we are accomplishing our goal of building resident pride in our neighborhood, connecting community members with businesses and promoting the Lincoln Hub retail district to consumers.

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.



Trick or Treat on Southport is a longstanding tradition in the neighborhood, but this past year's event was exceptionally memorable. The street was filled with trick-or-treaters, and a lot of schools and businesses hosted games and activities for attendees. It's a really great event, time and time again!



CHUCK STEWART,
Lakeview Insurance Agency

See a calendar of upcoming events at www.lakeviewchamber.com/events.

By the Numbers

- Hosted **24** Low-Line Market vendors
- Featured **55** businesses in the Lincoln Avenue Beer Stroll and Southport Holiday Stroll & Cocktail Crawl
- Distributed **15,000** neighborhood and holiday guides
- Celebrated Halloween with **12,000** attendees at Trick or Treat on Southport
- Soaked up the sounds of local musicians on **14** PorchFest Lakeview front porches
- Livened up the corner of Marshfield & Lincoln with **9** Lakeview Live concerts
- Worked out at **29** free workout classes as part of the Lincoln Hub Summer Workout Series

Received

126

media mentions about Lakeview

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.

“

We reached out to the Chamber before our store opened, and from day one, we were welcomed with open arms. I've made some great connections at the Lakeview Chamber's variety of networking and educational events and see the value they bring to Lakeview every day. The whole team continues to check up on us and we find the Lakeview Chamber invaluable!

”

CHRIS KVAPIL, *Discover CBD*

Become part of a growing community of members. Join the Lakeview Chamber at www.lakeviewchamber.com/join.

Program Spotlight

We held a four-part **Marketing Mania** in June at the Capital One Café, bringing together more than 60 participants and showcasing nine businesses throughout the month-long series. Sponsored by Lakeview Chamber member Be Found Online, their marketing experts presented at two sessions: one on social media advertising, and one on SEO for small businesses. We also hosted two discussion panels moderated by F. Word Consulting that addressed creative marketing strategies and customer service. The series equipped participants with a new set of tools for promoting their businesses and the opportunity to forge meaningful connections with other Lakeview Chamber members.

By the Numbers

Welcomed **40** new members, including four new Chairman's Club members • Hosted **55** business events and meetings attended by **1,262** guests • Conducted **177** business consultations • Recognized **3** local businesses for their contributions to Lakeview at the 2019 Annual Meeting

Welcomed

27

new businesses
to Lakeview

Advocacy



Program Spotlight

Vacant storefronts and vacant lots are a growing concern in neighborhoods across Chicago, negatively impacting foot traffic and hurting neighboring retailers, while diminishing a community's quality of life. In 2019, the Lakeview Chamber helped rally approximately 40 organizations and entities, including fellow chambers of commerce and government agencies, to tackle this issue head-on. The **Commercial Vacancy Coalition** is focused on engaging neighborhood organizations across Chicago in strategies to reduce vacancies by advocating for policy reform, developing local action plans and coordinating with government partners to better leverage existing tools to address chronic vacancies. In 2020, the group will release findings of a citywide study on commercial vacancies and how they impact our communities, in order to promote change.

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.



Being part of a well-connected community has been critical to the success of our business. Not only does the Lakeview Chamber help inform us of important policy issues that are on the horizon, they're a trusted partner advocating on our behalf to ensure that Lakeview's voice is amplified as important decisions affecting our community are weighed.



JOIA KOPELOW, StretchLab

Lend your voice to our work. Learn about ways to get involved at www.lakeviewchamber.com.

By the Numbers

Advocated for permit reform, which could save businesses up to **60** days when applying for new signage • Led a coalition of **40** organizations and entities working together to curb commercial vacancies in our communities • Reviewed **30** development projects and zoning changes via our Planning & Development Committee

Joined more than

450

Illinois organizations supporting the 2020 Census

Public Space Enhancements



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

“

The Lakeview Low-Line is one of the many creative placemaking projects in Lakeview. I walk through this space on a daily basis, and the welcoming seating and vibrant murals have transformed my commute into a memorable experience.

As a new resident, I am delighted to have this dynamic space in Lakeview!

”

HENRY MASON, Lakeview Resident

The Lakeview Low-Line is creating a one-of-a-kind public art destination beneath the CTA ‘L’ tracks. Learn more and support the project at www.lakeviewlowline.com.

Program Spotlight

Plants and greenery play an essential role in establishing a welcoming environment, improving air quality and creating natural beauty. For this reason, each year we strive to implement **landscaping additions and improvements** for residents and visitors to enjoy. Lakeview is filled with 50 concrete planters located along the sidewalk, 56 flower baskets hanging from street poles and multiple grassy pockets of land, each of which are serviced throughout the year with watering, weeding and seasonal plant displays. Whether you’re walking to work or enjoying a sunny day outside, our landscaping efforts can be enjoyed by all.

By the Numbers

Provided **7** public seating areas • Created **9** murals
 • Installed **68** street banners • Removed **92**
 graffiti tags • Maintained **119** planters • Disposed
 of **3,055** bags of trash • Recycled **6,869** lbs.
 of material

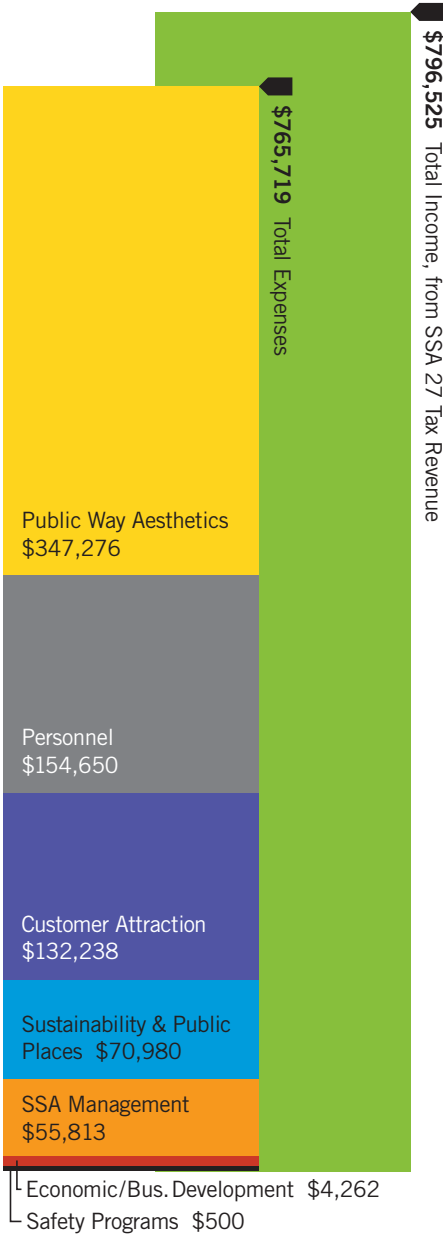
Decorated

133

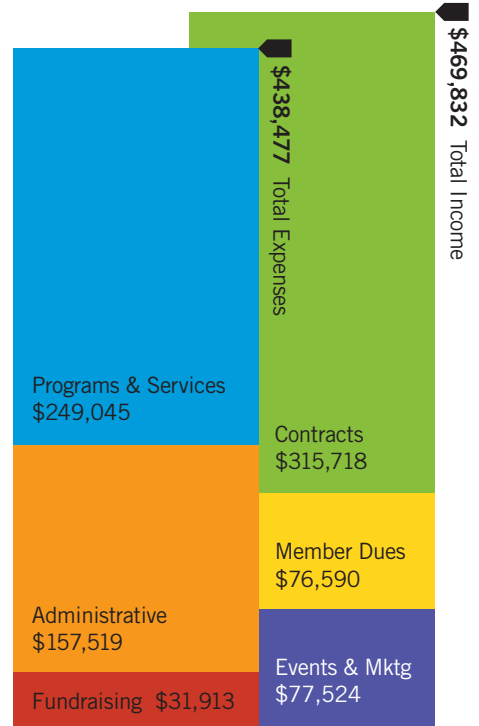
street poles
during the holidays

2019 Unaudited Financials

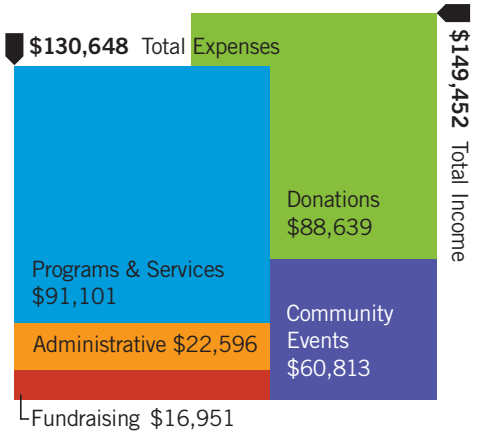
SSA 27



Lakeview Chamber



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
- Cole Sadkin, LLC
- Crosby's Kitchen
- CustomEyes
- Deljo Heating & Cooling
- DiscoverCBD - Lakeview
- Ella Elli
- Frasca Pizzeria & Wine Bar
- JAB Real Estate Opportunity Funds
- Lakeview Funeral Home
- Mid-America Asset Management, Inc.
- Mothership Launchpad
- Saint Luke Ministries
- Special Olympics Chicago
- The Pony
- The UPS Store #2745
- Tuco & Blondie
- Whole Foods Market

Taco Fest Volunteer Partners

- Bitter Pops
- Chicago's Pizza
- CustomEyes
- Discover CBD
- Family Dental Care
- Lakeview Insurance Agency
- Pioneer Realty Group
- Steve & Kate's Camp
- Suvarna Chiropractic
- Touchstone Realty Group

Event Sponsors

- Andersen Windows Corporation
- Capital One
- Chicago Cubs
- Chiro One
- Corridor Brewery
- Deep Eddy Vodka
- Goose Island
- Green Mountain Energy Company
- Hotel Zachary
- JimmyBar
- Klean Kanteen
- Liberty Mutual Insurance
- Whole Foods Market
- Wintrust Bank

Lakeview Low-Line Supporters

Contributions \$1,000+

- AARP Chicago
- 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 Chicago
- CustomEyes
- Central Federal Savings
- Dogaholics
- Carrie Weaver
- In Honor of Ziggy Duncan

Leadership

Lakeview 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, *Realtor BHHS KoenigRubloff*
- Frank Campise, *JAB Real Estate*
- Ben Castronovo, *Central Federal Savings*
- Candace D'Agnolo, *Dogaholics*
- Doug Dunlay, *4 Star Restaurant Group*
- Angela Garbot, *Angela Garbot Photography*
- Michael Jorndt, *Bitter Pops*
- Dan McCarthy, *The Pony Inn / Pioneer Tavern Group*
- Lisa Santos, *Southport Grocery & Cafe*
- Dr. Michael Sculley, *CustomEyes*
- Erin Watt, *The Music Playhouse of Chicago*

Friends of Lakeview Board of Directors

- **President:** Lisa Santos, *Southport Grocery & Cafe*
- **Vice-President:** Jill Heise
- **Secretary:** Heather Way Kitzes, *Chicago Cubs*
- **Treasurer:** Frank Campise, *JAB Real Estate*
- **CEO:** Dillon Goodson, *Lakeview Chamber of Commerce*
- **Former CEO:** Lee Crandell, *Lakeview Chamber of Commerce*
- Stephanie Biederman, *Realtor BHHS KoenigRubloff*
- Kris Hallowell, *Lakeview Funeral Home*
- Erin Schwartz

Lakeview Chamber Team

- **Executive Director:** Dillon Goodson
- **Former Executive Director:** Lee Crandell
- **Business Services Director:** Becca Girsch
- **Events & Marketing Director:** Carisa Marconet
- **Community Development Manager:** Nicole McLellan
- **Bookkeeper & Office Manager:** Deana Martin
- **Special Events Coordinator:** Sierra Buffum
- **Lakeview Low-Line Development Consultant:** Rebecca Resman
- **Interns:** Cameron Carter, Isabella Downes, Nicole Mattea, Emma Nyseen

SSA 27 Commissioners

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



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 Chamber

Join a community of more than 250 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.lakeviewchamber.com/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 Gift Card

The Lakeview Gift Card is accepted at more than 80 local shops and restaurants, making it a great way to support Lakeview businesses. Buy it for yourself or give it as a gift! Visit www.shopdinelakeview.com.

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, Lakeview Live, Lakeview 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@lakeviewchamber.com for more information about how your business can have a presence at one of our events, or to volunteer.

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@lakeviewchamber.com for more information and committee availability.





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