

1. **What is a Special Service Area (SSA)?**
A Special Service Area (SSA) is an economic development tool created by state statute and city ordinance that allows additional real estate property taxes to be levied to fund added services for a defined area. The services funded through the SSA tax are in addition to services generally provided by the City and benefit those properties located within SSA boundaries.
2. **Who runs the Clark Street SSA?**
Nine commissioners who were selected from within the SSA boundaries manage the Clark Street SSA. Commissioners were nominated by the community and then reviewed and approved by the alderman and mayor. Administration of the Clark Street SSA programs is provided by a SSA Program Manager, the Lincoln Park Chamber of Commerce (LPCC). The current list of Commissioners can be found in the "For Businesses" section of the Clark Street SSA website, www.clarkstreetssa.org under the "Clark Street SSA" section.
3. **How do I know if I am in the Clark Street SSA?**
The Clark Street SSA includes all property fronting Clark Street between Armitage (2000N) and Diversey (2799N) and all property fronting the south side of Diversey between Lakeview (400W) and Orchard (699W). If you want to confirm your location is in the Clark Street SSA contact the LPCC (773) 880-5200.
4. **How much does it cost to participate in the Clark Street SSA programs?**
There is NO COST to participate in any Clark Street SSA program! A business is automatically part of the Clark Street SSA if they are within the SSA boundaries.
5. **How do I apply for the Façade Rebate Program?**
Façade Rebate applications can be found on the Clark Street SSA website, www.clarkstreetssa.org, or you can contact the LPCC at (773) 880-5200. Please note: If you are planning on applying for a façade rebate NO WORK MAY BEGIN on the project until your application has been approved.
6. **Who do I contact about snow removal or sidewalk cleaning?**
Sidewalk snow removal services are provided for snowfall accumulation at or above 2" between November and March. **This service does not relieve a property owner/business of their responsibility to remove snow on the public way per City of Chicago ordinance.**

Sidewalk cleaning services are provided three days per week during the fall, winter and spring, and four days per week during the summer months.

If you have questions or concerns about these services, contact the LPCC at (773) 880-5200.
7. **How do I become a Commissioner?**
Contact the LPCC at (773) 880-5200 for an application packet and more information.
8. **How do I participate in a Clark Street SSA special event?**
Registration forms can be found in this packet and on the Clark Street SSA website, www.clarkstreetssa.org, in the "For Businesses" section. You can also contact the SSA's event manager, Big Buzz Idea Group at (847) 677-8273.
9. **How do I submit a store coupon or special event for the Clark Street SSA website?**
Coupon and event participation forms are available in this packet and on the Clark Street SSA website, www.clarkstreetssa.org, in the "For Businesses" section. You can also contact the LPCC at (773) 880-5200. Coupons and special events will be updated monthly on the website.
10. **Who do I contact if my store has been tagged by graffiti or acid etching?**
The Clark Street SSA does not provide funding for graffiti removal or acid etching at this time. If your property has been tagged by graffiti, contact 311 and provide the exact address and location of the graffiti so it can be removed by the City. The Clark Street SSA sidewalk cleaning vendor regularly reports graffiti in the area to 311. If your property has been acid etched, you can contact the LPCC for a list of vendors who provide removal services and protective coating for glass.
11. **Who do I contact about parking meters?**
Pay and Display boxes were recently installed within the Clark Street SSA boundaries by the City of Chicago. All Pay and Display boxes take both quarters and credit/debit cards for payment. If you need to report issues with a Pay and Display box, contact 311 with the address. If you have concerns regarding parking in the Clark Street SSA, you can contact 43rd Ward Alderman Vi Daley at (773) 327-9111 or the LPCC at (773) 880-5200.
12. **Where can I find City of Chicago business resources?**
Business resources can be found on the Clark Street SSA website, www.clarkstreetssa.org, under the "For Businesses" section or you can contact the LPCC at (773) 880-5200.
13. **What Clark Street SSA programs help new businesses?**
The Clark Street SSA will launch a Merchant Mentorship Program in 2009 to help new businesses connect with existing businesses in the district. If you are interested in mentorship participation, contact the LPCC at (773) 880-5200.
14. **How can I find other business services or vendors in Lincoln Park?**
Additional business services and vendors in and around Lincoln Park can be found on the LPCC website, www.lincolnparkchamber.com, under "Directory." Local Clark Street SSA businesses can be found at www.clarkstreetssa.org under "Directory."
15. **What is the Clark Street SSA doing about vacancies on Clark Street?**
The Clark Street SSA Commission is taking a proactive approach to business attraction and retention in the district in 2009. They are working closely with Alderman Vi Daley, property owners and commercial real estate brokers to attract high quality tenants to the district as well as help existing businesses thrive. For more information contact the LPCC at (773) 880-5200.

COUPON / ONLINE REGISTRATION

In an effort to maximize the benefits of the www.clarkstreetssa.org website for the Clark Street SSA merchants, monthly coupons will be available for website visitors to download, and there will be an ongoing event calendar to publicize the activities of the Clark Street SSA businesses. To take advantage of these **FREE** programs, simply visit the "For Businesses" section at www.clarkstreetssa.org or fax a completed copy of this page to (773) 880-0266.

Coupons

Coupons will run on the Clark Street SSA website for a full calendar month (i.e. January 1 through January 31), and the coupons will also be sent to the Clark Street SSA Email list at the beginning of each month. Deadline is the 20th of the preceding month. Coupons will be 3.75" wide x 2.25" high and must be submitted in JPEG or PDF format to loren@lincolnparkchamber.com. Since coupons are shared electronically, they can be full-color or black-and-white. If you would like to have a text only coupon created, the Clark Street SSA will do so for you at no charge. Coupons are limited to 30 words and should include the following: business information (name, logo, address, phone, email, website, etc.), the special being offered, any restrictions and an expiration date (if applicable). Merchants have the option to run their coupons for multiple months if they prefer.

Events

If your Clark Street SSA business will be hosting a special promotion, event or celebration, please use this form to share the news with the community. We will post your events on the website in an effort to help promote businesses along Clark Street.*

Registering a: Coupon Event Please print legibly. (All information will be posted EXACTLY as written.)

Business Name _____ Number of Years in Business _____

Contact Person _____

Address (including zip) _____

Phone _____ Fax _____

Email _____ Website _____

Email addresses reduce our postage costs so more funding can be invested in promotions.

Coupon Description (30 words or less) _____

Coupon to run for the month(s) of _____ Coupon Expiration Date _____

Event Name _____

Event Details (Date/Time/Place/Cost) _____

Event Summary (50 words or less) _____

**The Clark Street SSA reserves the right to review each submission. Any submission not in compliance with the parameters and guidelines set forth by the SSA Commission will not be published.*

WEB SUMMARY

A new website has been launched to better market and promote the Clark Street merchants. This website will provide important Clark Street SSA updates to the local businesses while offering valuable information about events, discounts and news to members of the community on a regular basis.

Marketing Features (Marketing/Neighborhood Focused)

- **Event Calendar:** Includes Clark Street SSA sponsored events, as well as events hosted by businesses and neighborhood associations in the district
- **News:** Highlights Clark Street SSA updates, information regarding businesses in the district and neighborhood news
- **What is “Clark Street”:** Features all there is to do in the Clark Street SSA (play, dine, shop) and how to get there
- **Coupons/Specials:** Offers store specials and promotional discounts to drive increased traffic to businesses in the area (to be updated monthly)

Register Your Discount or Special Event

If you have an event or a discount which you would like to have included on the website to promote your business, please visit the “For Businesses” section at www.clarkstreetssa.org or complete the Coupon/Online Registration form included in this package.

Business Services

The “For Businesses” Section of the website will include detailed information regarding the following Clark Street SSA programs:

- **Commercial Space:** The Clark Street SSA has developed a database of available properties to address the increasing demand for commercial space on Clark Street. This database (to be updated bi-monthly) and our tenant attraction materials (coming soon) provide the necessary information to recruit new businesses to the Clark Street SSA district. The tenant attraction materials will include key demographic and spending information as well as standard lease information.
- **Business Resources:** This section of the website offers information on the merchant mentorship program and resources available through the City, state and private sector for new and existing business owners.
- **Façade Rebate:** The rebate program is designed to provide financial assistance for façade rehabilitation activities with the intention of beautifying and revitalizing the commercial area. Complete rebate packets are available at www.clarkstreetssa.org.

EVENT REGISTRATION

Clark Street SSA Event Participation is FREE, but please return this form to ensure maximum promotional recognition.

Please print clearly.

Business

Contact

Address

City

State

Zip

Email

Website

Please check the 2009 events that your business is interested in participating in below and return this form to Big Buzz Idea Group via email (info@bigbuzzideagroup.com), fax (847) 679-6291 or mail (3332 W. Foster, #121, Chicago, IL 60625). All participants will be recognized online and at the correlating event(s). We will follow up with each merchant regarding specific events and your preferred type of involvement. All events will be in need of Door Prize Sponsors and Refreshment Sponsors.

Door Prizes

Drawings will be held online monthly at www.clarkstreetssa.org. Promote your business by donating a door prize.

Clark Street SSA Concert featuring Canasta

Tuesday, September 29, 6:00 p.m., 2500 N. Clark

- Door Prize Sponsor
- Refreshment Sponsor

Scarecrows on Parade

Design a Scarecrow and display it outside of your business or in your store window from October 17 through October 31. Pick a theme for your Scarecrow that will attract attention to your business during this festive season.

Clark Street SSA Halloween Party

Saturday, October 31, 1:00 to 4:00 p.m.

- Participating Trick-or-Treat Business
- Activity Sponsor: Make a Taffy Apple, game, design-a-pumpkin, etc. (Call Big Buzz at (847) 677-8273 to discuss your ideas.)
- Costume Prize Sponsor

Clark Street SSA Tree Lighting

Mid-North Park, Thursday, December 3, 6:00 p.m.

- Door Prize Sponsor
- Refreshment Sponsor

EVENT LIST

2009 CLARK STREET SSA EVENT CALENDAR

To promote area merchants, the Clark Street SSA will be hosting several FREE events in 2009 including a Concert Series, a Parade of Scarecrows, a Halloween Celebration and the annual Tree Lighting. The dates of the events are listed below. Please note that more information will be distributed to you as each event draws closer. If you are interested in participating in any of these events, please complete the registration form and submit it as instructed.

Saturday, July 25

Roaming Music Performance to promote Clark Street SSA Concert Series

Band: Low Down Brass Band

Location: Clark Street SSA

Time: 11:00 p.m. – 1:00 p.m.

Tuesday, July 28

Clark Street SSA Concert

Band: Casolando

Location: 444 W. Fullerton

Time: 6:00 p.m.

Tuesday, August 25

Clark Street SSA Concert

Band: Doko Benjo

Location: 2301 N. Clark

Time: 6:00 p.m.

Tuesday, September 29

Clark Street SSA Concert

Band: Canasta

Location: 2500 N. Clark

Time: 6:00 p.m.

Saturday, October 17

Clark Street SSA “Scarecrows on Parade” Kicks Off!

Each business is invited to design a unique Scarecrow with a “theme” to help promote your business and/or the Halloween festivities on October 31.

Location: All of the Clark Street SSA #23

Time: Please display Scarecrow in front of your business or in your business window at 11 a.m.

Saturday, October 31

Clark Street SSA Halloween Party including Trick-or-Treating and Halloween Costume Contest

Location: Trick-or-Treating at all Clark Street Merchants with Halloween Headquarters TBD

Time: 1:00 p.m. to 4:00 p.m.

Thursday, December 3

Clark Street SSA Holiday Tree Lighting

Location: Mid-North Park

Time: 6:00 p.m.

Should you have any questions regarding these events, please contact our event management company, Big Buzz Idea Group, at (847) 677-8273 or email info@BigBuzzIdeaGroup.com.

LIST OF SERVICES

FREE CLARK STREET SSA BENEFITS

Events

Throughout 2009, the Clark Street SSA will host special events (complete listing in this package) to promote the Clark Street merchants, increase traffic in the area and build awareness of all that Clark Street has to offer. We hope you will take advantage of these events to promote your business to local residents. Get creative and get involved!

Coupon Program

Clark Street SSA businesses are encouraged to post coupons on the SSA website. We are currently building an Email list which will continue to grow in the months ahead. Simply submit your coupons, and we will share your business information directly with consumers via our Email list.

Post Your Events

If your business is hosting or participating in a special event, please submit the information to the Clark Street SSA Program Manager. We will be happy to post information about your event on the SSA website (www.clarkstreetssa.org) for FREE!

Business Recruitment/Retention

In an effort to maximize business recruitment and retention, the Clark Street SSA also offers the following programs to business and property owners within the Clark Street SSA boundaries:

- Façade and Awning Rebate Program
- Merchant Mentorship Program

Online registration is available for these programs. Visit www.clarkstreetssa.org for more information.

OTHER BASIC SERVICES OF THE CLARK STREET SSA PROVIDED FOR YOU INCLUDE

Sidewalk Cleaning

The Clark Street SSA provides sidewalk cleaning services four times a week during the summer months (June, July and August; Monday, Wednesday, Saturday and Sunday) and three times each week during the rest of the year (September through May; Wednesday, Saturday and Sunday). A cleaning team removes debris from the sidewalks and empties the trash cans.

Snow Removal

Shoveling services are provided for all Clark Street SSA sidewalks when there are two or more inches of snowfall between November and March.

Flower Baskets and Planters

Seasonal hanging baskets and planters are displayed throughout the Clark Street SSA community. Baskets and planters are changed seasonally each spring and winter.

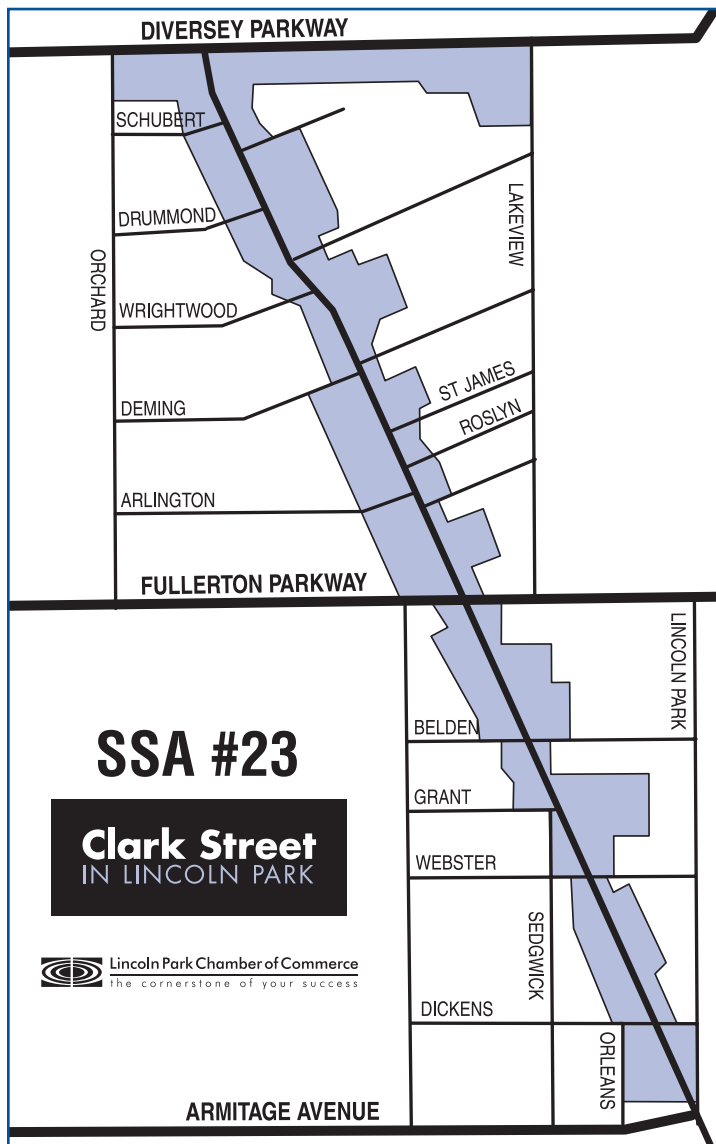
Power Washing

The sidewalks are power washed once each year by the Clark Street SSA. This generally takes place in the late Spring or early Summer.

Banner Program

Banners are hung on area street poles to identify and brand the area.

CLARK STREET SSA OVERVIEW / MAP



SSA PROGRAM OVERVIEW

For more than 28 years, the Special Service Area (SSA) program has provided communities with the financial means to create, maintain and manage clean, attractive and competitive commercial districts. SSAs, known as Business Improvement or Community Improvement Districts in other cities, provide a fair and transparent way to finance and manage improvement programs important to communities. SSAs levy funds by placing a nominal tax assessment on each taxpaying property within its service boundaries. SSAs are governed by State of Illinois statute, authorized by City of Chicago ordinance and administered locally with oversight by a local board of commissioners.

MISSION

To maintain and strengthen Clark Street as a vibrant commercial and residential district. To ensure that the Clark Street SSA is a clean and attractive environment for the community while fostering a collaborative partnership among all stakeholders.

BOUNDARIES

The Clark Street SSA includes all property fronting Clark Street between Armitage (2000N) and Diversey (2799N) and all property fronting the south side of Diversey between Lakeview (400W) and Orchard (699W).