



OLD TOWN

MERCHANTS & RESIDENTS

ASSOCIATION

OLD TOWN

2018

ANNUAL REPORT

ACKNOWLEDGEMENTS

EXECUTIVE COMMITTEE

- President, Tim Egan, *Resident*
- Chairman, Giulia Sindler, *Kamehachi*
- 1st Vice President, Christopher Donovan, *House of Glunz*
- Vice President, Mary Quincannon, *@Properties*
- Secretary, Amy Lemar, *Wintrust Bank Old Town*
- Treasurer, *Vacant*

BOARD OF DIRECTORS

- Lori Allen, *Resident*
- James Dattalo, *The Fudge Pot*
- Michael Endrizzi, *Wells on Wells*
- Don Goldstein, *Wells Street Apartments*
- Bert Haas, *Zanies*
- Chad Novak, *The Fireplace Inn*
- Patrick Shaughnessy, *Ninja Trader*
- Mike Bigane, *80 Proof*
- Caitlin O'Brien, *MADO Management*
- Gretchen Reachmack, *Resident*
- Margaret Comer, *Resident*
- Sara Plocker, *Sara Jane*
- Jennifer Tremblay, *O'Briens Restaurant*
- Scott Wilhelm, *Byline Bank*

BOARD OF TRUSTEES

- Alderman Walter Burnett, *27th Ward*
- Alderman Brian Hopkins, *2nd Ward*
- Jesse White, *Secretary of State*
- Sen. John Cullerton, *IL Sen-6th*
- Rep. Sara Feigenholtz, *IL House-12*
- David Dattalo, *The Fudge Pot*
- Patty Erd, *The Spice House*
- Tom Erd, *The Spice House*
- Kirsten Fitzgerald, *A Red Orchid Theater*
- Harry Huzenis, *Jameson Commercial Real Estate*
- Belle Kerman, *Kermen Enterprises*
- Dino Lubbat, *Dinotto's Pizza e Vino*
- Agnese Milito, *Orso's Italian Restaurant*
- Frank Milito, *Orso's Italian Restaurant*
- Kurt Jones, *Franklin Fine Arts Center*
- Richard Novak, *The Fireplace Inn*
- Peter O'Brien, *MADO Management*
- Mimi O'Brien, *Resident*
- Meghan O'Brien, *Resident*
- Stanley Paul, *Resident*
- Frank Reda, *Topo Gigio*
- David Zimmer, *Fleet Feet Chicago*
- Robert Block, *Resident*
- Courtney Kennedy, *Resident*
- Brad Bohlen, *Plum Market*
- Tim Ryll, *Four Corners*
- Ryan Marks, *The Vig*
- Peter Lardakis, *Kanela Breakfast Club*
- Tony Tomaska, *Navigant*
- Brinton Coxe, *Handle With Care*

Executive Director
Ian M. Tobin

STAFF

Marketing & Membership Coordinator
Sam Waldorf



LETTER FROM THE PRESIDENT



In 2018, the Old Town neighborhood made great progress. Our neighborhood continues to welcome in new businesses into our vibrant commercial district. We saw an increase in events for all members of our neighborhood that helped them learn more about important trends in business, offered opportunities to network with each other, and helped feature the institutions that make our neighborhood an attractive destination. Old Town continues to be a great neighborhood for members of our community and a great destination for Chicago.

In 2018, our organization secured the expansion of Special Service Area 48. The SSA Advisory Committee—which was made up of residents and business owners on Wells Street—was instrumental in gathering signatures of support from 263 supporters, offering testimony for its passage through City Council, and for helping chart the SSA's course for the next 15 years. The SSA Expansion went into effect this past January

and we are all seeing its benefit through snow removal on the full length of Wells Street in Old Town. I am happy to say that 2019 is looking like an extremely bright year for Old Town.

Our neighborhood's successes are made possible by the many people working behind the scenes. Thank you to the OTMRA Executive Committee - Mary Quincannon, Christopher Donovan, and Amy Lemar - and a special thank you to Chairman Giulia Sindler, who has provided me with so much support. From our hard-working committees to our dedicated Board of Directors and Trustees to our SSA Commissioners, we all help make Old town unique. Thank you to Alderman Brian Hopkins and Alderman Walter Burnett for their continued support. Thank you to our hardworking staff: Executive Director Ian M. Tobin, who will continue to create innovative programs for our organization and to Marketing & Membership Coordinator Sam Waldorf who just joined us in 2019 and is ready to help each and every one of our members.

We truly appreciate your continued involvement in the Old Town Merchants & Residents Association. I look forward to another year of great events and programing that grows our businesses and improves the quality-of-life for our residents.

Sincerely,

A handwritten signature in blue ink that reads "Tim Egan". The signature is fluid and stylized, with a long horizontal line extending to the right.

Tim Egan
President

OTMRA HISTORY AND MISSION

HISTORY

Since its foundation in 1971, the Old Town Merchants & Residents Association has continued to serve as the designated City agency for the Old Town community. In 2001, the Old Town Chamber of Commerce changed its name to the Old Town Merchants & Residents Association to better reflect a working relationship between the merchants and residents of the community.



MISSION

“To promote and improve the Old Town neighborhood, its businesses and the community as a whole.”

HIGHLIGHTS & ACCOMPLISHMENTS IN 2018

JAN

Participated in Alderman Hopkins' Small Business Meet N' Greet

JUL

Social Media Academy for Business Seminar Series

FEB

“Best Practices for Employers to Respond to and Prevent Harassment Employment Claims in Today's Climate of Social Change” Seminar

AUG

Release of the Old Town Retail Guide

MAR

A Night Out In Old Town with Orso's Italian Restaurant and Gilbert Gottfried at Zanie's

SEP

Old Town LiveWell Week 2018

APR

Annual Old Town Theater Week

OCT

Old Town Concierge Night 2018

MAY

New OTMRA Logo and New OldTownChicago.org Launch

NOV

SSA 48 Old Town Reconstitution and Expansion Passes the Chicago City Council

JUN

44th Annual Wells Street Art Festival

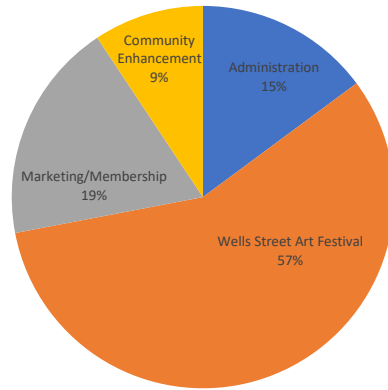
DEC

Launch of the Old Town Holiday Rebate Program for the 2018 Holiday Season

2018 BY THE NUMBERS

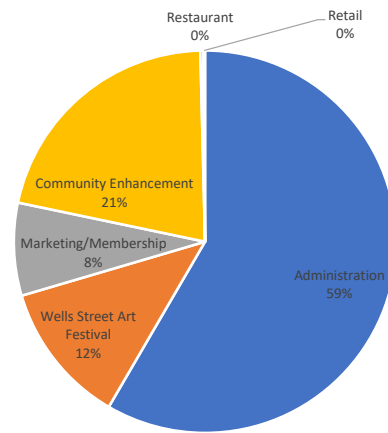
In 2018, The Wells Street Art Festival was once again our largest fundraiser of the year making up over half of the revenue. Through dues and events like socials and Nights Out in Town, 19% of revenue came from our membership. Revenue brought in through City Contract and SSA reimbursements (aka “administrative”) made up 15% of OTMRA’s revenue. This also includes record product sales out of the OTMRA booth at the Wells Street Art Festival. Revenue from Community Enhancement made up 9% of OTMRA’s revenue in 2018 through the form of Streetpole Banner sales.

OTMRA Revenue 2018



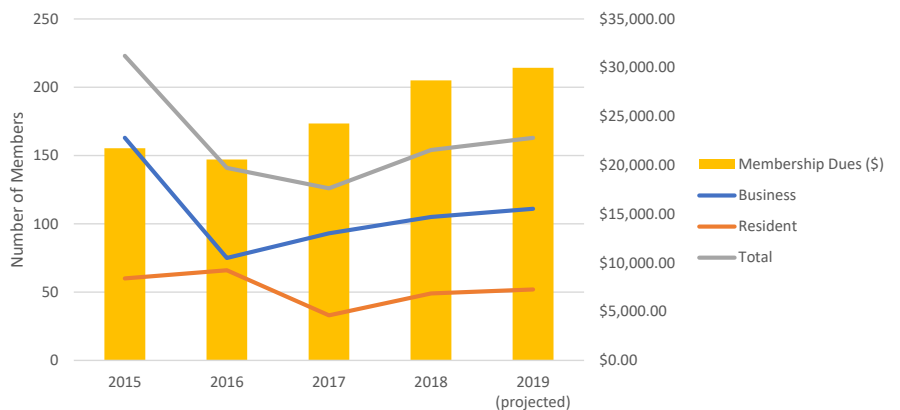
Expenses in 2018 largely went to paying for our staff time and organizational equipment in order to offer our members business development services, marketing opportunities, and neighborhood services. Community Enhancement expenses for the year included street pole banners, planter repairs, district landscaping, holiday decorations outside of the SSA, sidewalk pressure washing outside of the SSA, and snow removal in Burton Place outside of the SSA. Marketing and Membership expenses included completion of the organization rebranding and media buys.

OTMRA Expenses 2018



Membership in the OTMRA saw an 18% increase from the previous year, which exceeded the target of a 5% increase for the second year in a row! The OTMRA projects increases in membership into 2020. Membership continues to support educational events, neighborhood services for residents, business development services, neighborhood branding, community enhancement, and business attraction to Old Town.

OTMRA Membership (2015-2019)



EVENTS IN 2018

OLD TOWN RESTAURANT WEEK, FEB 2018

Presented by the Old Town Merchants and Residents Association, this week-long foodie celebration included more than a dozen restaurants in Old Town. Each participating business offered special menu options, dining deals, and classes to residents and visitors. The week offered the community a chance to get a true taste of Old Town's booming restaurant scene.



MEMBER SOCIALS, FEB 2018, AUG 2018

The Old Town Merchants and Residents Association hosted two member socials this year. Socials are a way for the Old Town residents, businesses, and OTMRA members to mix and mingle, and receive important neighborhood updates. For the Winter Social in February, the Old Town Pour House hosted the OTMRA and the local community for a night in their game room. Last year's Summer Social was hosted on the back patio of Wells on Wells in August.

A NIGHT OUT IN OLD TOWN, MAR 2018, SEPT 2018

Nights Out in Old Town are events where participants can experience dinner and entertainment in the Old Town neighborhood. On March 8, 2018, Orso's Restaurant and Zanies hosted the OTMRA for a dinner and a comedy show featuring Gilbert Gottfried. Our second Night Out in Old Town featured the combination of Kamehachi and BATSU! on September 27.



SEXUAL HARASSMENT IN THE WORKPLACE TRAINING, MAR 2018

The Old Town Merchants and Residents Association hosted Attorney, Robert T. Bernstein, for an educational session on responding to harassment in the workplace. The workshop entitled, "Harassment Employment Claims in Today's Climate of Social Change" was a review of best practices for employers to respond to and prevent harassment claims in the workplace.

OLD TOWN THEATER WEEK, APR 2018

From April 15 to April 21, the Old Town Merchants and Residents Association held their first ever Old Town Theater Week. This was a celebration of the robust theater community in Old Town. Participating theaters were the Second City, A Red Orchid, Zanies, and BATSU!. Each theater offered discounted tickets for the week.



WELLS STREET ART FESTIVAL, JUN 2018

Held every year during the second full weekend of June, the Wells Street Art Festival brings in approximately 50,000 people to the Old Town neighborhood. Artist booths, musical entertainment, children's areas, food and drink line up and down Wells Street from North Avenue to Division Street. This street festival is the Old Town Merchants and Residents Association largest event each year.

SOCIAL MEDIA ACADEMY FOR BUSINESS, JUL 2018 , AUG 2018

Hosted by Wintrust Bank, this two part education series last July and August offered businesses the tools needed to create a social media presence that reinforced their brand. Participants were introduced to popular social media platforms and offered insights on how business owners could establish a following and create strategies that lead to effective online brand engagement.

LIVWELL WEEK, SEP-OCT 2018

With the Chicago Marathon being the inspiration, the Old Town Merchants and Residents Association hosted their first-ever LiveWell Week from Sunday, September 30 through Saturday, October 6. The goal of the week was to showcase the many health and wellness organizations in the neighborhood. Participating businesses offered promotions and deals as part of LiveWell Week.

OLD TOWN CONCIERGE NIGHT 2018

THURSDAY, OCTOBER 11, 2018
4:30PM AT SECOND CITY

FOR MORE DETAILS GO TO:
OLDTOWNCHICAGO.ORG/CONCIERGENIGHT2018



CONCIERGE NIGHT, OCT 2018

The Old Town Merchants and Residents Association hosted concierges from hotels across Chicago to teach about the history of the neighborhood and what is new in Old Town today. The event provided hotel concierges with a tour of Old Town, a reception at 1959, and a show at Second City.



OLD TOWN TREE LIGHTING JUN 2018

In November, the Old Town neighborhood gathered together to welcome in the holiday season with a tree lighting ceremony in Burton Place Park. Following the ceremony, Two Lights Oysters and Seafood hosted an OTMRA for a post-tree lighting ceremony party.

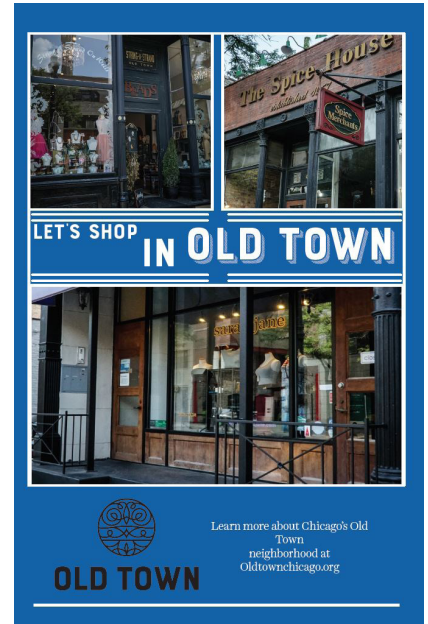
PROGRAMS IN 2018

OLD TOWN DONATION DRIVE

This past December, the Old Town Merchants and Residents Association collected clothing, toiletries, food, and toys for organizations in the local community. The beneficiaries of the drive this past year were Deborah's Place, Chicago House, Lincoln Park Community Services, and Mercy Home for Boys and Girls.

OLD TOWN RETAIL GUIDE FOR 2018

For the first time, the Old Town Merchants and Residents Association published a retail guide for the Old Town neighborhood. The guide featured 23 retail shops across Old Town and was distributed to participating stores. Participation in the guide came free with their 2018 membership.

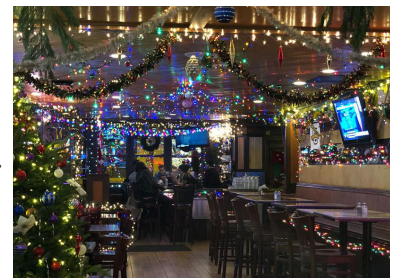


OLD TOWN HOLIDAY REBATE PROGRAM

Again in 2018, the Old Town Merchants and Residents Association offered a rebate program for holiday shoppers who patronized Old Town area stores during the holiday season. The first 50 shoppers who spent \$150 at a minimum of 3 businesses were eligible to receive a rebate of \$50 in the form of an American Express Gift Card.

OLD TOWN LIGHTS COMPETITION

The 2nd annual Old Town Lights Competition was held this year. The holiday decorating contest featured businesses and residents alike. Old Town Pub, Jeremiah Posedel, and Amy Keller were the winners and the prize was a free 2019 OTMRA membership.



OLD TOWN HOLIDAY GUIDE FOR 2018

The Old Town Merchants and Residents Association published a holiday guide in December 2018. The purpose of the guide was to highlight the events and neighborhood specials that the OTMRA and member organizations had during the holiday season.

COMMITTEE REPORTS

COMMUNITY ENHANCEMENT COMMITTEE

In 2018, the Community Enhancement Committee once again participated in the Chicago Sculpture Exhibit. As part of this exhibit, sculptures are placed across the city to enhance the public way. For 2018, Old Town had Shencheng Xu's sculpture entitled "Rise Up" on display in Burton Place Park. OTMRA and SSA 48 Old Town were financial sponsors of this program.

The Community Enhancement Committee also redesigned and placed new streetpole banners in the neighborhood. These new banners help brand the urban landscape with our new neighborhood logo and color scheme as they welcome visitors into Old Town.

Finally, in response to resident concerns, the OTMRA started offering snow removal outside of the SSA on Burton Place between the alleyway and east to LaSalle Drive. This service helps keep this important pedestrian thoroughfare open and clear for our district.



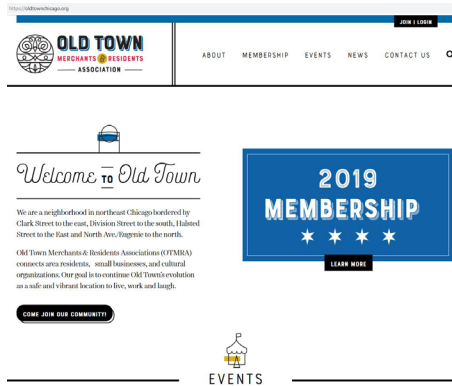
FESTIVAL COMMITTEE

In 2018, Festival Committee of the OTMRA planned the 44th Annual Wells Street Art Festival in Old Town. The Wells Street Art Festival attracts over 40,000 people each year to see over 200 artists from around the world. As with every year, Art On Sedgwick leads the kid's area of the festival to give children an opportunity to create their own works of art. And in 2018, our event organizer, Chicago Special Events Management, debuted a new component of the festival called "Remix". Remix featured artists who created all sorts of art out of recycled and found items.



MARKETING & MEMBERSHIP COMMITTEE

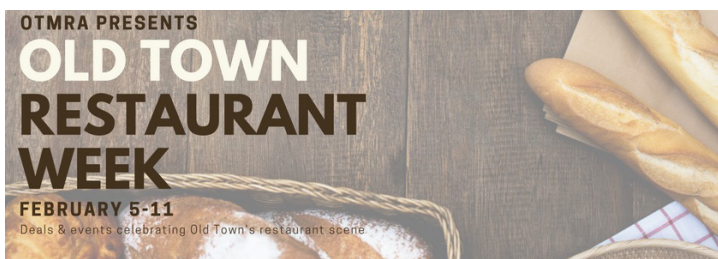
The Marketing and Membership committee worked to launch the rebrand of the Old Town Merchants and Residents Association and the OldTownChicago.org website. The new brand and website was unveiled just in time for the Wells Street Art Festival. The updated look for the organization has been well-received by the membership and is continuing to catch the eye of people and organizations across Chicago.



The Marketing and Membership Committee also undertook a couple different marketing opportunities with the Chicago Sun-Times, The Grid Series, and DiningOut Chicago to help booster the neighborhood as the premier shopping and dining destination. This effort was complemented with our biennial Concierge Night and with our participation at KEY Magazine's Holiday Showcase. Membership in the Old Town Merchants and Residents Association has increased steadily for the second year in a row.

RESTAURANT COMMITTEE

The Restaurant Committee focused on informational events for restaurants and bars in the neighborhood. This included meetings on sanitation, meetings between the bar owners and the 18th Police District to share best practices on summer crowds, and sexual harassment in the workplace. The Committee also met with residents in the neighborhood to find ways to enhance residential quality-of-life on weekends. The Restaurant Committee also led Old Town Restaurant Week in 2018 to help showcase our premier dining scene.



RETAIL COMMITTEE

In 2018, the OTMRA Retail Committee returned to the organization tasked with helping increase visibility of retailers in Old Town. The OTMRA Staff led a strategic planning workshop with a number of retailers to determine what barriers and opportunities exist for Old Town retailers. The Committee set out a three-year strategic framework for moving forward. Their first project in that framework was the creation of a retail guide. They also supported and directed the Old Town Holiday Rebate Program in its second year.



ZONING AND GOVERNMENT RELATIONS COMMITTEE

The Zoning and Government Relations Committee of the OTMRA weighed in on 12 different developments in the neighborhood in 2018. The Committee's discussions help ensure that these developments heavily consider the needs and wishes of residents in Old Town. With monthly meetings and frequent community meetings on zonings, the Zoning and Government Relations Committee continues to work hard for Old Town and Committee Chairwoman, Mary Quincannon, thanks each and every committee member for their hard work.



OLD TOWN MERCHANTS AND RESIDENTS ASSOCIATION

The Old Town Merchants & Residents Association (OTMRA) was formed in 1971 and has grown into an organization that runs programs for business and events that help grow Old Town into a vibrant destination near downtown Chicago. OTMRA organizes large-scale festivals like the Wells Street Art Festival, hosts a series of networking events, community enhancement, and community outreach events that give stakeholders an opportunity to weigh in on the future of Old Town. OTMRA is also a small business development center through the City of Chicago and provides over 100 business consultations annually.

SSA 48 OLD TOWN

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 districts. SSA 48 Old Town offers business owners and residents on Wells Street with services that keep it a functional and vibrant commercial corridor. These services include weekend security services (approx. \$109,000), snow removal (approx. \$75,000), landscaping and holiday decorating (Approx. \$40,000), taxi cab stands (approx. \$15,000), and sidewalk litter removal (approx. \$36,000).



OLD TOWN
MERCHANTS & RESIDENTS
ASSOCIATION

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