



Special Service Area #48 Old Town

2021

Annual Report

WHAT IS A SPECIAL SERVICE AREA?

Special Service Areas (SSAs) are locally controlled, locally funded taxing districts used for local community development. They are governed by local taxpayers, and the funds generated are used for programs related to public way beautification and maintenance, enhanced security, and landscaping services. Old Town SSA #48 was established on December 9, 2009 and was successfully reconstituted in 2018 for a new 15-year term. SSAs levy funds by placing a tax assessment on each tax-paying property within its boundaries. There are over 50 SSAs in the City of Chicago. The SSA is governed by a volunteer commission of local taxpayers.

OLD TOWN SSA #48 COMMISSION

Peter O'Brien, MADO Management, Chair
Judy Erwin, Resident, Vice Chair
Mark Proesel, Resident, Treasurer
Jennifer Tremblay, O'Briens Restaurant, Secretary
Alex Christenson, Mid-America Group
Don Klugman, Resident
Paul Purewal, Onni Group of Companies
Caroline Schoenberger, Resident

SOLE SERVICE PROVIDER BOARD OF DIRECTORS

Christopher Donovan, House of Glunz, Chairman
Amy Lemar, Wintrust Bank Old Town, President
James Dattalo, The Fudge Pot, First Vice President
Giulia Sindler, Kamehachi, Vice President
Pam Farley, Marg's Still / Old Town Pub, Treasurer
Sara Plocker, Sara Jane, Secretary

Lori Allen, Resident
Adem Aluka, Youth for a Better Future
Bob Block, Resident
Margaret Comer, Resident
Matt Doherty, Four Corners
Tim Egan, Resident
Marc Kadish, Resident
Ryan Marks, The VIG
Chad Novak, The Fireplace Inn
Patrick Shaughnessey, Resident
Chris Ryan, The Rabbit Hole
Elizabeth Wonter-Leach, Principal, Franklin Fine Arts Center

SOLE SERVICE PROVIDER

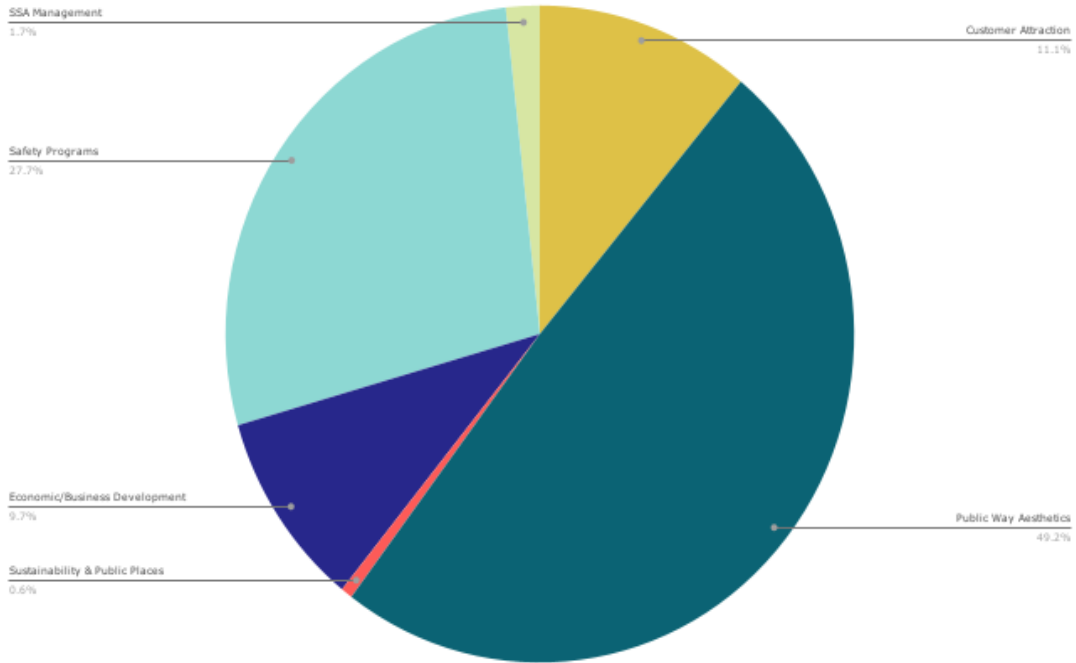
Linda Fleener
Executive Director

Rachel Rubinson
Marketing & Membership Coordinator

OLD TOWN SSA #48 BUDGET BREAKDOWN

The SSA's budget is driven by the SSA #48 Commission in line with its mission. In 2021 the Old Town SSA #48 Commission applied \$394,179 in funds across Old Town, as detailed below in the infographic below.

This included crucial services in public way aesthetics, public safety, sustainability, economic development, and customer attraction. Over time, budget categories have shifted; for a detailed look at spending categories from years past, please visit: www.oldtownchicago.org.



- 49.2%** PUBLIC WAY AESTHETICS - \$127,639
Landscaping, Litter Abatement, Public Art, Sidewalk Pressure Washing, Snow Removal, and Streetscaping
- 27.7%** SAFETY PROGRAMS - \$72,001
Security Patrol Services
- 11.1%** CUSTOMER ATTRACTION - \$28,680
Business and Economic Development Initiatives, and Neighborhood Marketing Materials
- 1.7%** SSA MANAGEMENT - \$4,512.86
Meeting Expenses, Office Supplies, and Annual Audit
- 0.6%** SUSTAINABILITY AND PUBLIC PLACES - \$1,560
Taxi Stands and Congestion Mitigation
- 9.7%** ECONOMIC/BUSINESS DEVELOPMENT - \$25,129
Strategic Planning and Business Attraction Materials

SERVICES PROVIDED IN 2021

SSA SERVICES

BY THE NUMBERS

LANDSCAPING

Landscaping services include planter box maintenance, tree bed maintenance, and streetscape decorations.



1,107 Tree Beds Landscaped

BEAUTIFICATION

Beautification services include litter removal, graffiti removal, snow removal, streetscape repainting, and sidewalk pressure washing.



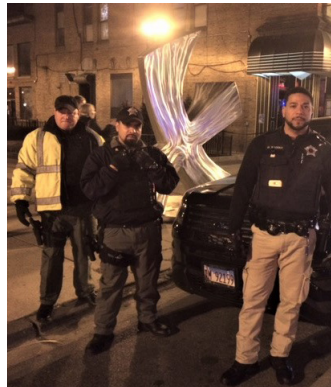
59 Holiday Decorations Installed



2,490 Garbage Cans Serviced

PUBLIC SAFETY

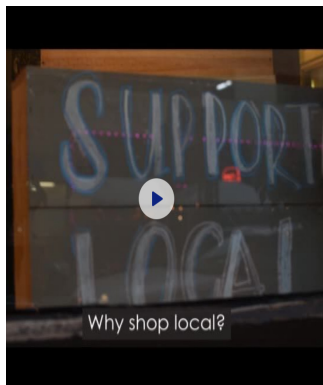
Security services included on-street security patrols from mid-March to New Years Eve on Friday and Saturday evenings, and Thursday nights from May 1st until Labor Day Weekend. Daytime security also patrolled the SSA area three days a week.



53,907 Square Feet of Sidewalk Pressure Washed

CUSTOMER ATTRACTION

Special Service Area #48 partnered with the OTMRA to create a shop small campaign to encourage residents to shop locally, especially during the holiday season.



5,799 Followers on Social Media



2,250 Neighborhood Guides Produced

OLD TOWN SPECIAL SERVICE AREA #48

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. Old Town SSA #48 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 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.



— OLD TOWN —
SPECIAL SERVICE
— AREA 48 —

Old Town Merchants and Residents Association
1543 North Wells Street, Lower Level
Chicago, Illinois 60610
312 - 951 - 6106
otmra@oldtownchicago.org
