



# Special Service Area SSA #32

Community Meeting #2 | Date: 6/6/2024



# Welcome!

**1** What is an SSA & how it works

**2** SSA #32 Boundary

**3** SSA Establishment Process

**4** SSA Services

**5** How Much It Costs

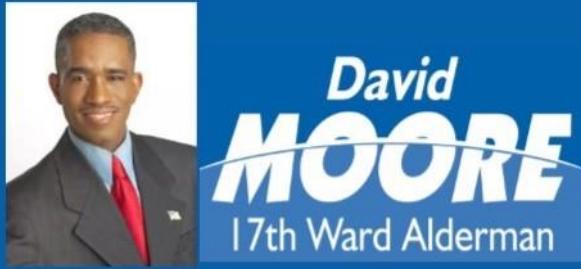
**6** SSA Timeline

**7** Needs Assessment Survey

**8** What's Next



WHY CBA?  
50+ Years of Small Business  
Growth & Development,  
Community Outreach and  
Workforce Development  
Experience



*David  
MOORE*  
17th Ward Alderman

- ★ A Clean Community is
- ★ A Safe Community is
- ★ A Working Community

CBA has a history of working in partnership with 17<sup>th</sup> Ward Alderman David Moore to assist in identifying businesses within the Ward to fill a project's needs to access the urban market, identify labor and small businesses that support a local government's local hiring and diversity objectives for transportation and infrastructure projects.

CBA has successfully created and implemented customized outreach, business growth and workforce development programs designed to spearhead economic development in neighborhood communities.

CBA can develop and delivery a workforce that reflects the constituency of the neighborhood in which a project, like CREATE, is located.

CBA hosted the  
INVEST South/West  
79<sup>th</sup> Street Auburn  
Gresham Corridor  
Business Workshop



## An SSA is...

a designated area where property owners decide to provide additional services to benefit residents, merchants, and visitors funded by a dedicated property tax.

Funds are then directed into the SSA to be spent based on local needs.



## An SSA works by

### Community Fund

An SSA is funded by a dedicated property tax. **YOU** decide the tax rate.

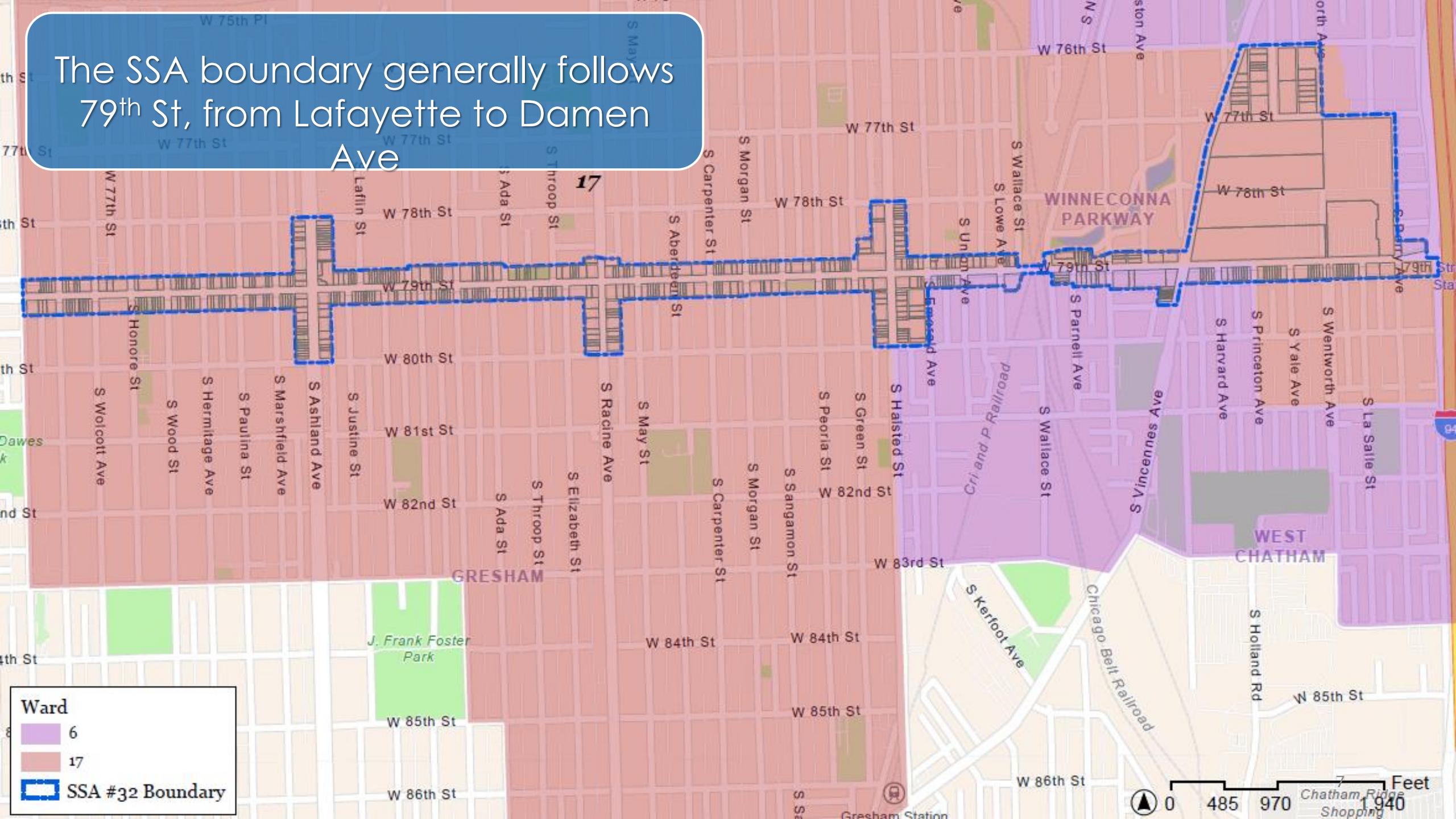
### Funds Go Into The District

Funds collected are used in the community to address needs & improvements.

### District Benefits From Funds

79<sup>th</sup> St businesses & residents decide where to spend funds & benefit from investment.

The SSA boundary generally follows 79<sup>th</sup> St, from Lafayette to Damen Ave





Department of Planning  
and Development

# 2025 SSA Establishment Process



**Clean. Green. Safe.**



**Ciere Boatright  
Commissioner**

# SSA Program Overview

## What is a Special Service Area (SSA)?

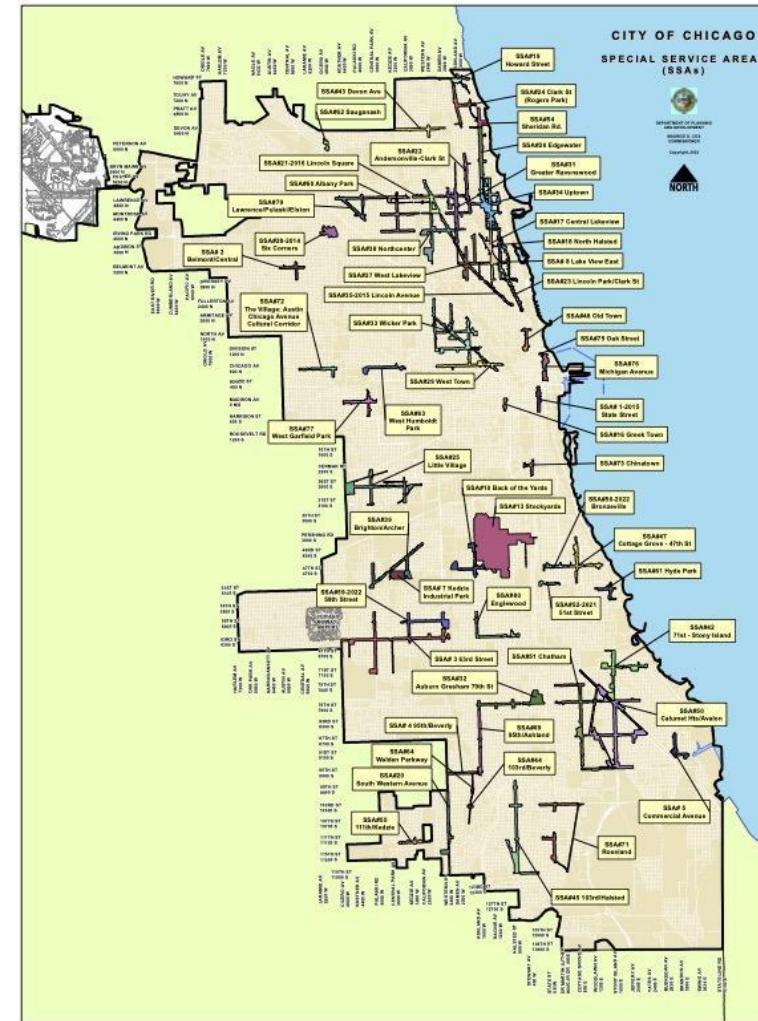
- Locally-initiated, **self-imposed** tax
- A **geographic area**, not an agency
- Funds **additional services** beyond the City's general services, within SSA boundaries
- City grants taxing authority and appoints local **SSA Commissioners**
- City contracts with **service provider agencies** to administer day-to-day SSA activities
- Authorized by **state** statute, **city** ordinance, and **DPD** policies



# SSA Program Overview

## 2023 Stats at a Glance

- First SSA created in 1977
- **57** active SSAs
- **42** Service Provider Agencies
- **465+** Commissioners
- Initial terms of **10** years
- Term extensions of **15** years
- 2023 Budgets = \$33.9 million
  - Smallest \$18,000
  - **Median \$462,000**
  - Largest \$3,638,000



# SSA Program Overview

## Authorized Service Categories

- 1.00 Customer Attraction**
- 2.00 Public Way Aesthetics**
- 3.00 Sustainability and Public Pla**
- 4.00 Economic/Business Develop**
- 5.00 Public Health and Safety Programs**

- 6.00 SSA Management**
- 7.00 Personnel**

**SSA funds can only be spent within SSA boundaries.**

These categories cannot exceed **30% of the levy total.**

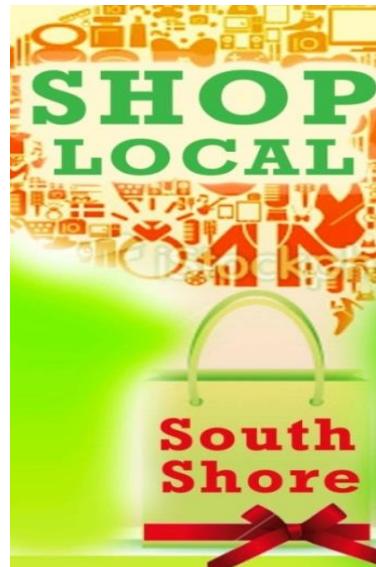
# SSA Program Overview

## 1.00 Customer Attraction

- Website Management
- Special Events / Festivals
- Free WiFi Program
- Social Media Outreach

## 2.00 Public Way Aesthetics

- Graffiti Removal/Prevention
- Landscaping, Sidewalk Cleaning
- Façade Rebate Program
- Wayfinding Signage



## 3.00 Sustainability and Public Places

- Garbage/Recycling Materials Program
- Small Business Energy Efficiency Retrofits
- Public Transit Enhancements
- Bicycle Racks

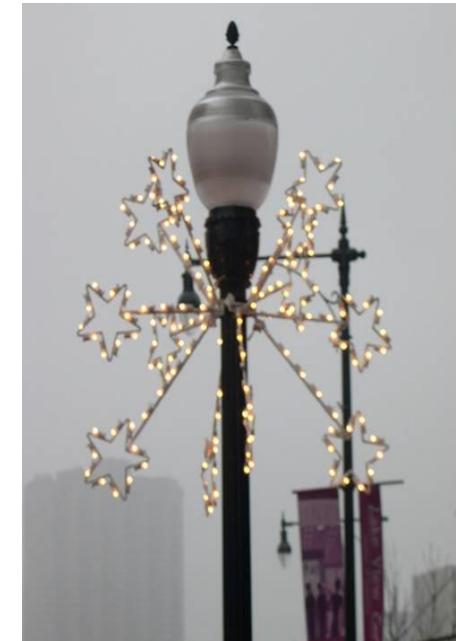
## 4.00 Economic/Business Development

- Marketing Available Storefronts
- Strategic / Master Planning
- Commission Development and Recruitment

# SSA Program Overview

## 5.00 Public Health and Safety Programs

- Public Way Surveillance Cameras/Maintenance
- Security Patrol Services
- Rebates for Public Health and Safety Upgrades



# SSA Program Overview

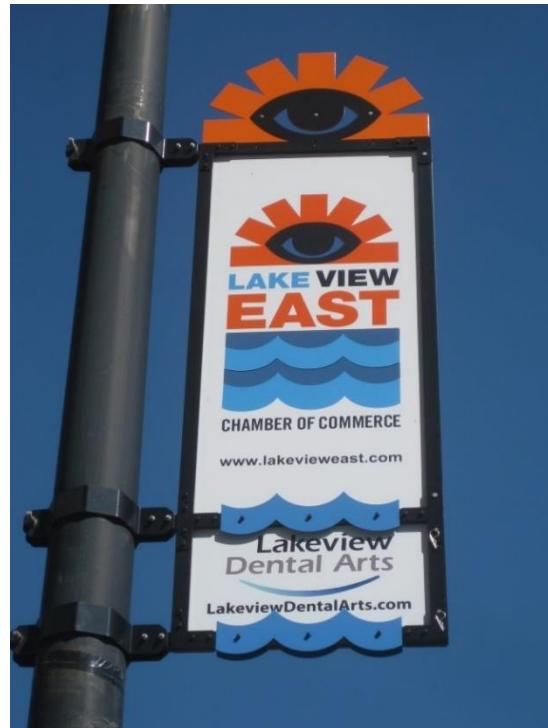
## 6.00 SSA Management

- Annual audit
- Accounting
- Office Operations
- Monitoring/Compliance



## 7.00 Personnel

- Personnel – includes SSA provider's share for employee salaries and fringe
- Cost Allocation – Tracks provider's multiple funding sources to prohibit "double-funding" of shared administrative line items

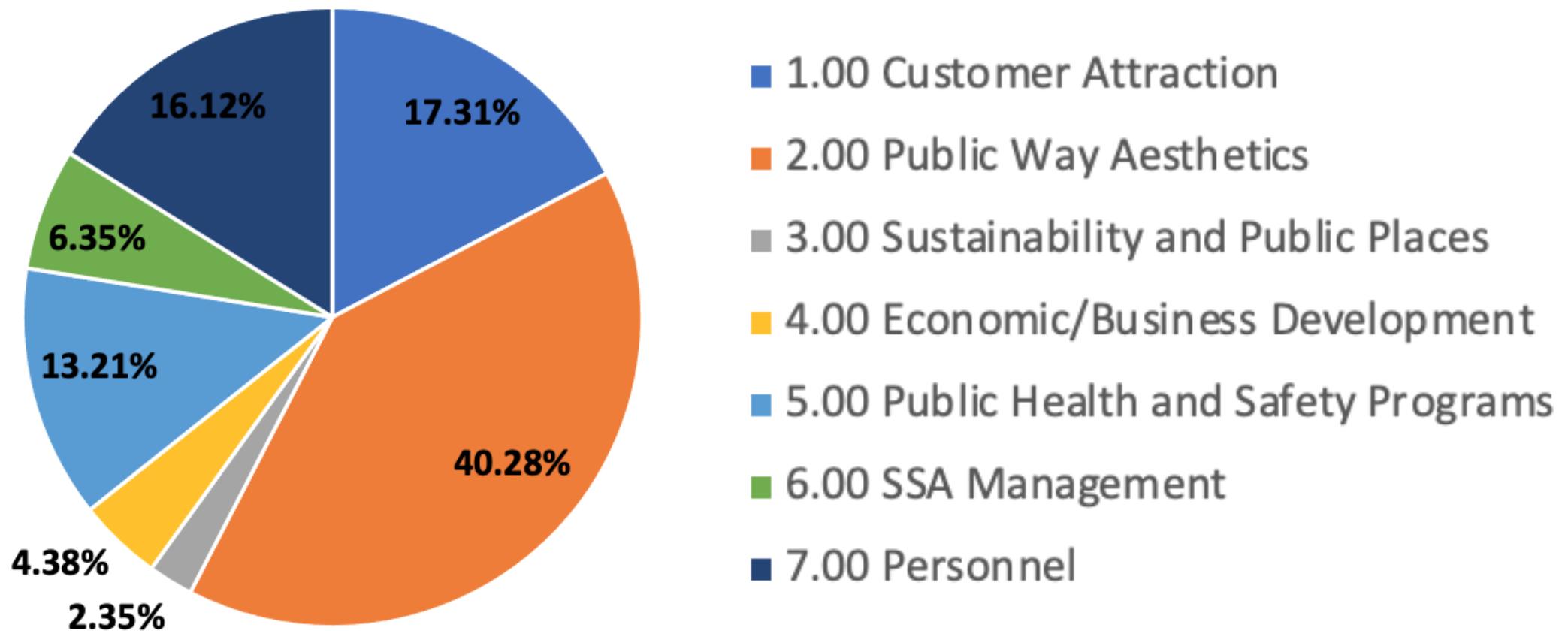


### Per State Statute:

Administrative Expenses (Categories 6.00 + 7.00) **cannot exceed 30% of levy amount**

# SSA Program Overview

## Allocation of Funding by SSA Category for all 57 SSAs in 2023



# Roles and Responsibilities

## The SSA Commission

- Recommends tax rate, services, budget, and Service Provider yearly
- Authorizes budget line item modifications
- Reviews vendor finalists and approve subcontracts
- Monitors all SSA expense reports provided by Service Provider agency
- Reviews and approves SSA meeting agenda and minutes
- Authorizes payments from SSA account

# Roles and Responsibilities

## The Service Provider Staff

- Manages daily SSA activities
- Guides vendor selection and RFP process
  - Issues requests for proposals (RFPs)
  - Reviews responses
  - Recommends top respondents to commission
  - Signs contracts with vendors
  - Monitors contracts to ensure services are delivered
- Prepares regular reports to DPD and Commission
- Ensures contract requirements are fulfilled

# Key Legislation Governing SSAs

- Illinois State Statute: SSA Tax Law
- City Ordinances
- Open Meetings Act (OMA)
- Freedom of Information Act (FOIA)
- City and County Ethics Ordinances



# Legislation

## City Ordinances

- **Establishment Ordinance**
  - Must be renewed every 10-15 years
  - Defines SSA Boundaries
  - Sets Tax Rate Cap
  - Sets Expiration Date
  - Defines Commissioner Number, Terms, Qualifications, Appointment Process, Powers



# Legislation

## City Ordinances

- **Annual Levy Ordinance**
  - Must be approved every year
  - Sets annual levy and associated tax rate for upcoming year
  - Establishes budget for upcoming year
  - Designates a Service Provider to administer the SSA for the upcoming year subject to a Service Provider Agreement (SPA)



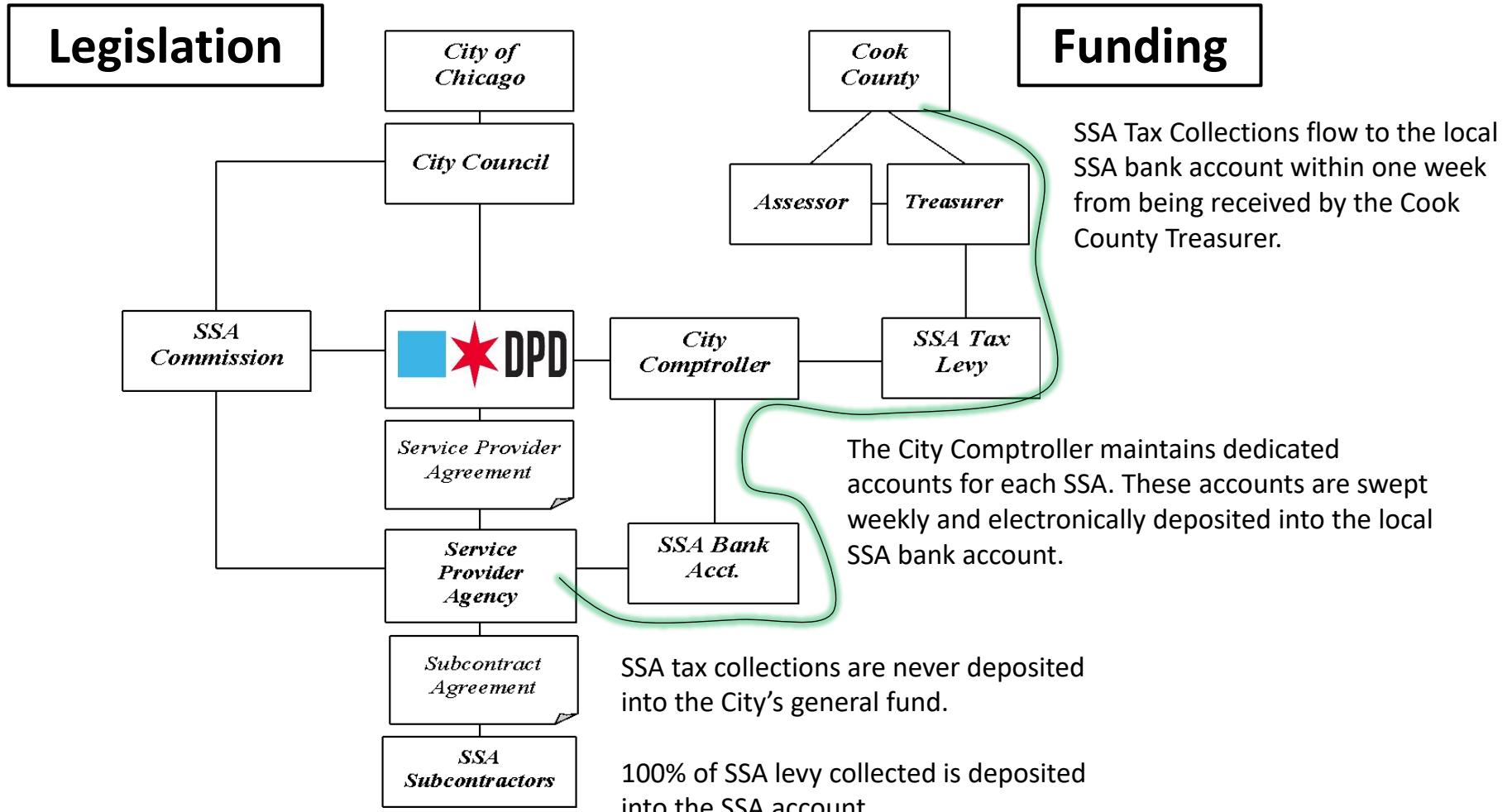
## Local Outreach / Support for New & Renewing SSAs

- DPD requires **two community meetings** to inform SSA stakeholders and gather feedback
- Sponsoring agency must brief local aldermen
- **Signatures of support** from at least **20%** of the PINs within the proposed SSA boundaries
  - Minimum of **10%** by June 9<sup>th</sup>
  - Entire **20%+** by August 1<sup>st</sup>
- **Formal public hearing** held in the fall at City Hall

# Vetting Overview

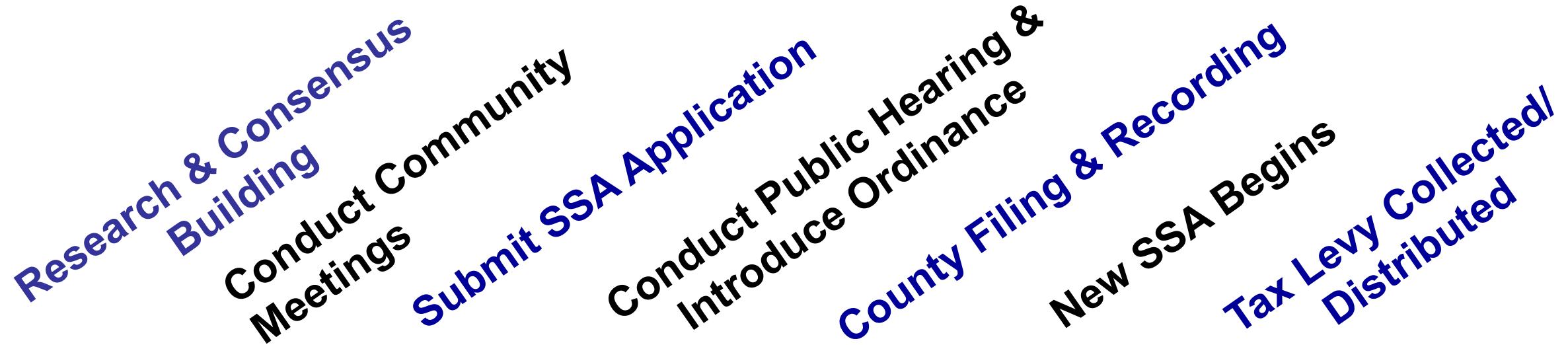
- **SSA Commissioners**
  - Require Mayoral nomination and City Council approval
  - No debts to City or Child Support
  - Annual City and County Ethics Statements
- **Service Provider**
  - No debts to City or Child Support
  - Economic Disclosure Statement with City of Chicago
  - In good standing with State of Illinois
- **City monitors on behalf of taxpayers**
  - Reviews annual audits
  - Limits administrative expenses
  - Review performance metrics of service providers

# SSA Management Flow Chart





# 2025 SSA Creation Timeline



Jan- Mar 2024	Apr- May 2024	Jun 14 2024	Oct-Dec 2024	Dec 2024	Jan 2025	Mar or Sep 2025
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# Thank You!

## **Small Business Development Bureau**

**Mary O'Connor, Deputy Commissioner**

**Mark Roschen, Assistant Commissioner 312-744-1083**

## **SSA Project Managers**

**Allen Doan**

**Oneida Pate**

**Eileen Sweeney**

**Jennifer Magallanes**

**312-742-9185**

**312-744-7471**

**312-742-1836**

**312-744-0842 – SSA Commissioner applications/questions**



Department of Planning  
and Development

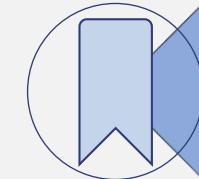
**Ciere Boatright  
Commissioner**



# SSA Service Categories

An SSA provides additional services than those already provided by the City.

SSA services can allow more attention to be directed to specific areas that improve the economic and well-being of 79<sup>th</sup> St.



Customer Attraction



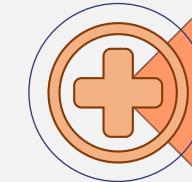
Public Way Aesthetics



Sustainability & Public Places



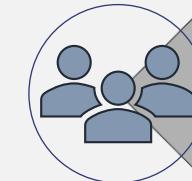
Economic & Business Develop.



Public Health & Safety Programs



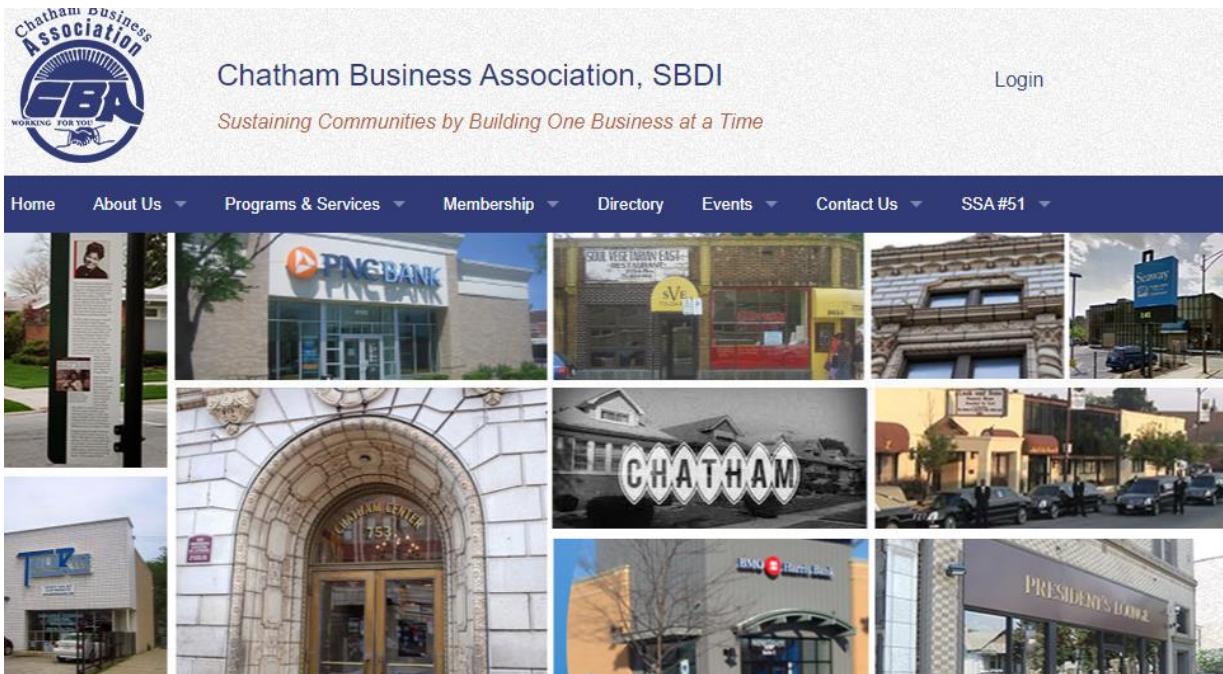
SSA Management



Personnel

# Customer Attraction

Website, special events, marketing, decorative banners, promotions, customized print materials, networking, and 79<sup>th</sup> St. branding



Chatham Business Association  
April 16 at 8:18 AM · 

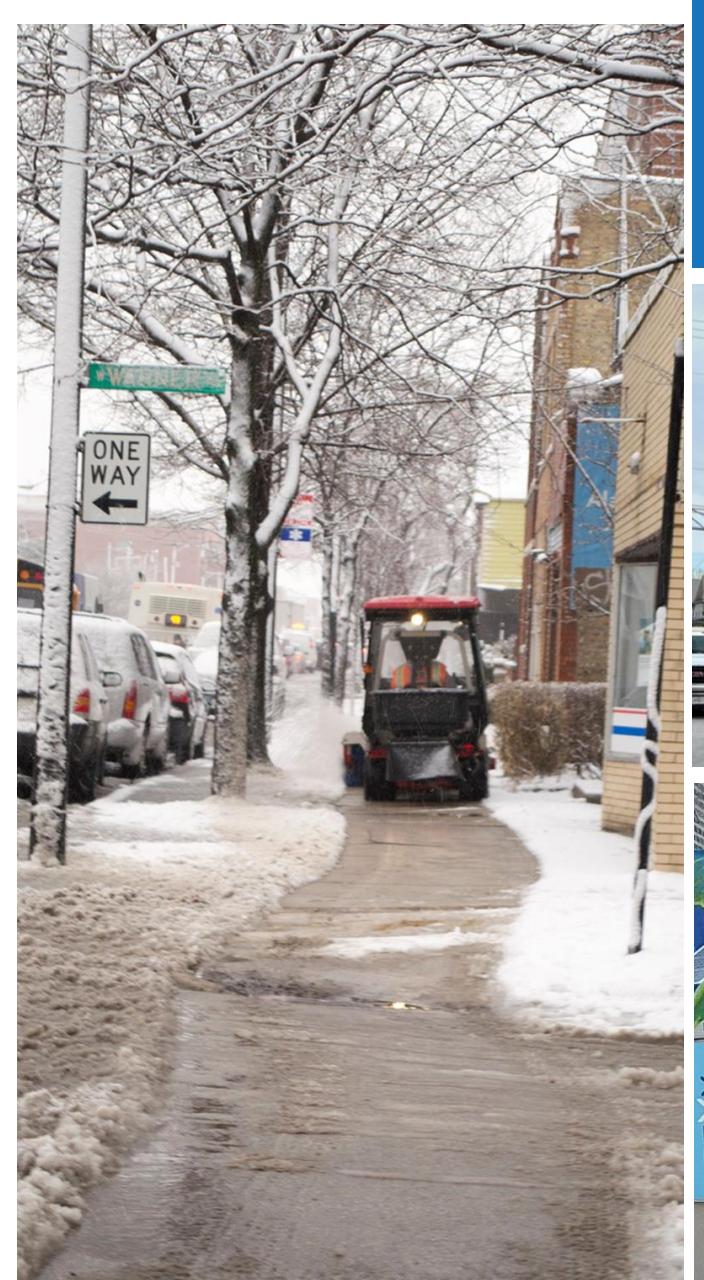
Upcoming Event:



MEMBERS.CBAWORKS.ORG  
2024 Spring Mix N Mingle "Taste of Chatham" Networking Event  
Small Business Networking



# Public Way Aesthetics



# Sustainability & Public Places



Congrats to all seven 2022 Neighborhood Enhancement Awardees!  
<https://www.secc-chicago.org/seven-beautification.../>



# Economic & Business Development



**CHATHAM BUSINESS ASSOCIATION**  
MONTHLY MEMBER MEETING  
**Small Business Finance Summit**

**Speakers:**  
Kareem Raley - Chase Bank  
Tiffany Taylor - C-3 Fund  
Amanda Boone - PNC Bank  
Leticia Flores Poole - BMO Harris  
Amanda Atkins - Allies for Community Business  
Jocelyn Valenzuela - IFF  
Wanda Harris - Chicago Community Loan Fund

**March 12, 2024 | 9AM | In-Person | 8560 S Cottage Grove Ave.**  
**Discover Shine Bright Center Chicago, IL 60621**

**GETTING READY FOR GROWTH**

**JOIN US FOR OUR 2ND ANNUAL FINANCIAL SUMMIT.**  
**GET UPDATES ON BUSINESS LOANS, LINES OF CREDIT,**  
**REAL ESTATE LOANS, PERSONAL CREDIT**  
**REQUIREMENTS, FUNDING FOR NOT-FOR-PROFITS,**  
**SBA LOANS AND MORE!**

*Financial Experts: Providing Solutions for the Diverse Finance Needs of Small Businesses*

**MORE SPEAKERS TO BE ANNOUNCED!**  
**Hot Breakfast Provided- RSVP REQUIRED**  
**[WWW.CBAWORKS.ORG/RSPV](http://WWW.CBAWORKS.ORG/RSPV)**



# Public Health & Safety Programs

Chatham Business Association  
February 14 · 6

New Member:



MEMBERS.CBAWORKS.ORG  
**Mistral Mental Health**  
Mental health counseling / Certified DBT therapist

Like

Comment

Share



# THE MONEY STAYS HERE



PROGRAMMING



BEAUTIFICATION



FESTIVALS



KIDS ACTIVITIES



MAINTENANCE



SAFETY



MURALS



LIGHTING



MARKETING



BIKE RACKS



Holiday decor



SIGNAGE

# How much does the SSA cost?

## Proposed Maximum Rate

*Sets the tax limit for the next ten years – SSA 32 was 2%*

## Annual Rate

*Sets the levy for each year – SSA 32 was 1.74%*

	1.75%	2.0%
\$25,000 EAV Property	\$437	\$500
\$50,000 EAV Property	\$875	\$1,000
Total Projected Revenue	\$387,000	\$436,630

*\*EAV = Equalized Assessed Value*

# SSA Budget Comparisons

Category	SSA 32 Auburn Gresham	Little Village SSA SSA #25	Cottage Grove SSA #47	Howard St. SSA #19
1. Customer Attraction <i>Marketing, banners, website</i>	\$79,000	\$89,000	\$74,100	\$180,800
2. Public Way Aesthetics <i>Snow and Litter Removal</i>	\$93,000	\$152,000	\$132,516	\$117,800
3. Sustainability & Public Places <i>Litter Bins / Bike Racks</i>	\$12,500	\$4,500	\$12,500	\$3,500
4. Economic Development <i>Start-up and Existing Businesses</i>	\$21,700	\$5,000	\$22,371	\$13,500
5. Public Health & Safety Programs <i>Graffiti / Window Replacement</i>	\$65,000	\$10,000	\$10,000	\$8,000
6. SSA Management <i>Audit, rent, supplies</i>	\$58,000	\$14,000	\$28,110	\$33,800
7. Personnel <i>Staffing</i>	\$58,000	\$63,000	\$70,900	\$55,000
<b>TOTAL</b>	<b>\$387,000</b>	<b>\$338,000</b>	<b>\$350,497</b>	<b>\$412,500</b>

# SSA Designation Process

SSA Funding + Visioning	SSA Conditions + Metrics	SSA District Plan	SSA Package & Adoption
<ul style="list-style-type: none"><li>▪ Levy Options</li><li>▪ Advisory Committee Meetings #1 May 2 #2 May 9</li><li>▪ Confirm Levy Rates</li><li>▪ Needs Assessment Survey</li><li>▪ Data Collection</li></ul>	<ul style="list-style-type: none"><li>▪ Collect Signatures</li><li>▪ Community Meetings #1 May 30 #2 June 6</li><li>▪ Define metrics</li><li>▪ SSA Boundary Legal Description</li></ul>	<ul style="list-style-type: none"><li>▪ Complete District Plan</li><li>▪ Submit SSA Package to City on June 14<sup>th</sup></li><li>▪ 10% of PINs Signatures</li></ul>	<ul style="list-style-type: none"><li>▪ Submit Remaining 10% of PINs Signatures</li><li>▪ Prepare SSA Ordinance</li><li>▪ Notice of Meetings</li><li>▪ Public Hearing/Adoption</li></ul>

April - May

May – June

June – August

August – December  
2024



# Needs Assessment Survey

## Take the Survey!

What services are needed to improve the 79<sup>th</sup> St. commercial corridor? More landscape maintenance? Business marketing and promotion?

Tell us by taking a short survey. Scan the QR code with your phone camera.





## Next Steps

- Take Needs Assessment Survey – scan the QR code
- Sign on to support the SSA
- Public Hearing in November of 2024

