



# **WICKER PARK BUCKTOWN**

**SPECIAL SERVICE AREA #33**

# **2021**

## **ANNUAL REPORT**

# Cast & Crew

## THE PEOPLE BEHIND THE MAGIC

### WPB SSA #33 Commission

Rebecca Dohe, Chair (WWWT Investments, LLC)

David Ginople, Vice-Chair (store B vintage)

Marcy Huttas, Secretary (Resident)

Wayne Janik, Treasurer (Janik's Café)

Joseph Hall, (Quick Release Bike Shop)

Nicole Plecas, (Resident)

### WPB Chamber of Commerce Board of Directors

Tim Gillengerten, President (Transit Tees)

Kari Schmidt, Vice President (HealthSource)

Laura Yopez, Secretary (Wicker Park Inn)

Jon Simon, Treasurer (Horizon Payments)

David Boylan, (SERVPRO)

Catherine Crews, (Canine Crews)

Eli Mancha, (Bang Salon)

Shanita Martas, (Byline Bank)

Ann Nolan, (State Farm)

Megan Pruner, (Tailor Barber Co)

Maren Rosenberg, (Escape Artistry)

Josh Rutherford, (Smoke Daddy)

GINNA RYAN, (Mauge, Inc.)

Scott Sandler, (V's Barber Shop)

Majid Shehade, (Hi-Style Furniture)

Scott Starbuck, (City Soles)

### WPB Chamber of Commerce | Staff

Pamela Maass, Executive Director

Garrett Karp, Program Manager

Alice Howe, Program Specialist, Farmer's Market Manager

Gabriela Perez, Membership & Marketing Coordinator

Debbie Rinella, Graphic Designer

Jordan Miller, Arts + Social Media Administrator

Mark Friedman, Accountant



### WPB SSA #33 Quick Facts

#### What is a Special Service Area?

A Special Service Area (SSA) is an economic development tool that provides neighborhoods with the financial means to create, maintain, and manage clean, attractive and competitive commercial districts. SSAs (also known as Business Improvement Districts) provide a fair, transparent way to finance and manage improvement programs and provide supplemental services. There are over 50 SSAs in the City of Chicago.

#### How does it work?

A supplemental property tax levy is applied to properties within the SSA and funds collected are used for beautification and enhancements such as holiday decor, art installations, sidewalk cleaning, snow removal, façade improvements and more. By providing these services year after year, WPB SSA #33 fosters a vibrant, inviting and safe community for all.

#### What informs SSA actions?

WPB SSA #33 is guided by a volunteer commission of local business owners, property owners, and residents and administered by the Chamber of Commerce. The commission meets monthly to oversee all funding, budgeting and work plans. All SSA meetings are open to the public. Wicker Park Bucktown SSA #33 and the Chamber of Commerce follow an award-winning WPB Master Plan, which features innovative recommendations that will continue to guide our local efforts.

[www.wickerparkbucktown.org](http://www.wickerparkbucktown.org)  
(773) 384-2672

# Contents

SNEAK PEEK AT SOME OF WHAT'S INSIDE

## 2021 Annual Budget: Neighborhood Style Improvements

Approximately \$1.2 million dollars were applied to WPB SSA #33 in 2021. Improvements span our neighborhoods, 14 miles of sidewalks, and 6 major corridors. Visit page 03 for a map of our boundaries and page 04 for our budget and spending categories.

**PAGE 04**



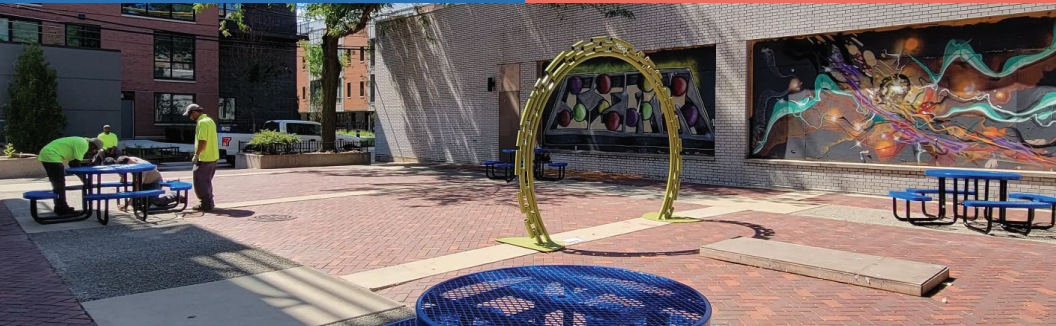
## Interested in joining the WPB SSA #33 Commissioner Club?

WPB SSA #33 is seeking awesome volunteers. Turn to page 05 to learn more about our current commissioners and how to join Team WPB.



**PAGE 05**

SCAN TO LEARN MORE



## Activating Metzger Court

Janice "Jan" Metzger was a local leader, community activist, lover of cities, and avid supporter of public spaces and green living. Metzger Court was named in Jan's honor in May of 2011. Visit page 07 to learn how we helped activate the court in 2021.

**PAGE 07**



## Fresh Air Meets Fresh Ideas in the Form of Window Rebates

Working to support local eateries and pubs in the face of COVID-19 required a bit of innovation and thinking outside the box. Visit page 08 to read how WPB SSA #33 rethought our Façade Rebate Program in 2021 to keep local restaurants open and fresh breezes flowing.

**PAGE 08**

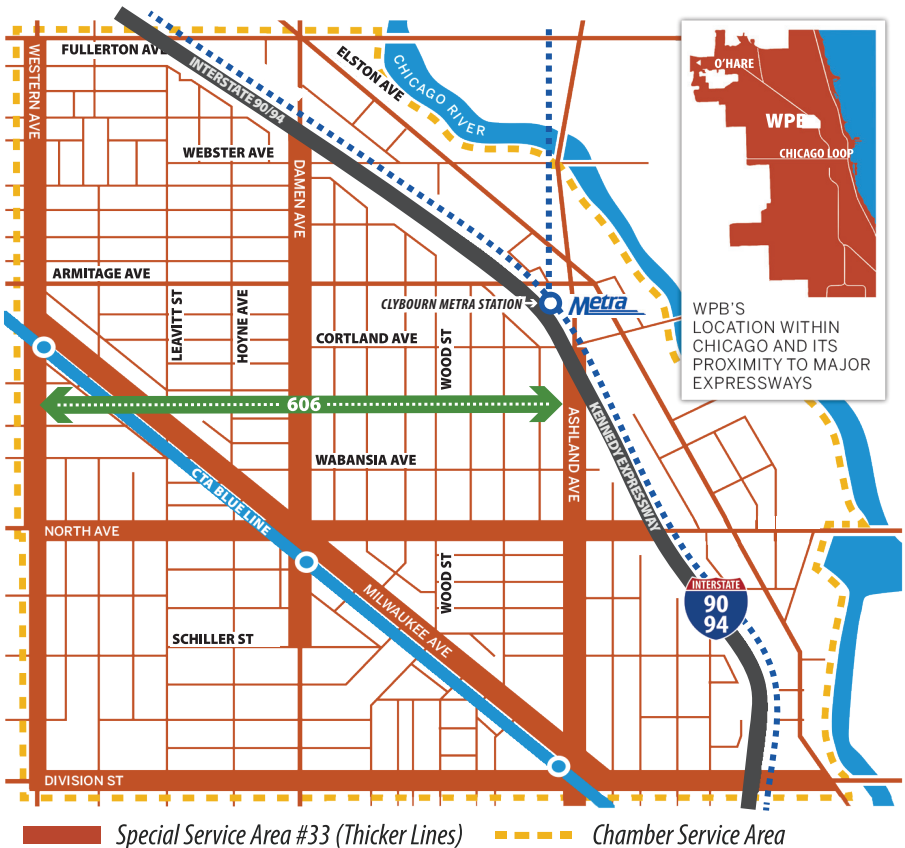


# About SSA #33

## OUR FOCUS & MOTIVATION

### Boundaries + Mission

With approximately **14 miles of sidewalk along 6 major corridors**, WPB SSA #33 is said to be the second largest SSA in the City of Chicago! As depicted by the thick orange lines in the map below, properties within these boundaries pay into the SSA tax levy and in turn benefit from additional services, programs and rebates.



The **mission** of WPB SSA #33 is to sustain and promote the prosperity and unique qualities of life in Wicker Park Bucktown, while preserving its diverse character for the benefit of its residents, visitors and businesses to enhance our public ways. It is a partnership between the City of Chicago, SSA taxpayers, the Wicker Park Bucktown Chamber of Commerce and community members.



# Making Impacts

## 2021 ANNUAL BUDGET

### Flexing Dollars + Cents

Our budget is driven by our mission and award-winning Master Plan. In 2021 we applied approximately **\$1,233,880** in funds across our neighborhoods. As highlighted below, 2021 was a big year in the way of “Public Way Aesthetics” and “Customer Attraction”. Over time, budget categories have shifted; for a detailed look at spending categories, please visit: [www.wickerparkbucktown.org](http://www.wickerparkbucktown.org)



**\$721K**

### Public Way Aesthetics

Landscaping, sidewalk cleaning, snow removal, tree care, street furniture, façade enhancements, public art, graffiti and litter abatement

**\$220K**

### SSA #33 Personnel

Full-time staffing, program management, vendor management, marketing and small business assistance

**\$210K**

### Customer Attraction

Promotional material, grants, events, holiday decor, neighborhood guide and branding

**\$87K**

### SSA #33 Management

WPB SSA #33 office rent, office supplies, equipment, meeting expenses, budgeting, accounting and compliance

**\$31K**

### Public Health & Safety Programs

Safety and security initiatives and rebates

**\$16K**

### Sustainability & Public Places

Branded bike racks and benches, and bicycle transit improvements

**\$1K**

### Economic/ Business Development

Master Plan  
*Stay tuned! Market Study coming in 2023...*



# Commissioners Share

## JOIN OUR LINEUP OF SUPERHEROES

**The right people make all the difference! WPB SSA #33 is seeking more awesome community members to add to our team - see below.**

WPB SSA #33 is directed by a commission of volunteers and administered through the Wicker Park Bucktown Chamber of Commerce. By thoughtfully guiding and creatively channeling funds, they help make Wicker Park Bucktown a more vibrant and inviting destination for residents, visitors and businesses alike. From art activations, business grants and community programming, to snow plowing, street cleaning and events -- our commissioners lend their local love and energy to ensure our neighborhoods are the best they can be.



**“I joined the SSA because it is one of the most direct ways to have a positive impact on the neighborhood and business community.”**

**COMMISSIONER REBECCA DOHE, CHAIR  
WWWT INVESTMENTS, LLC**



**Interested in joining the  
Commissioner Club?**

**WPB SSA #33 is seeking awesome volunteers to join us in the coming year. Do you own or rent property in the SSA? Drop us an email with the subject line “Volunteer” and share a bit about yourself.**

**EMAIL: [SSA33@WICKERPARKBUCKTOWN.COM](mailto:ssa33@wickerparkbucktown.com)**



“

**“My interest as a commissioner grew out of a conversation with a local activist.”**

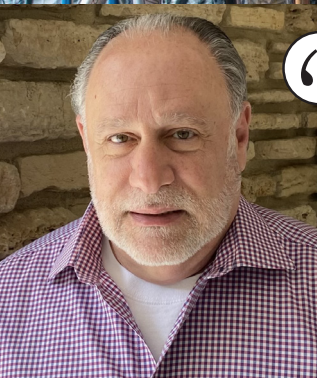
COMMISSIONER JOE HALL, QUICK RELEASE BIKE SHOP



“

**“I wanted to give back to the community where I lived and worked. My favorite initiatives are the Orange Gnome Project, Open Streets Chicago and Workers Cottage!”**

COMMISSIONER DAVID GINOPLE, VICE CHAIR  
STORE B VINTAGE



“

**“I love seeing the physical enhancements the SSA funds each day on my walk to work – the brightly colored planters, metal snowflakes on light poles, Workers Cottage art installation and murals.”**

COMMISSIONER MARCY HUTTAS  
SECRETARY, WPB RESIDENT





# Activating Spaces

## THREE ESSENTIAL PLACEMAKING INGREDIENTS

**It's science. People crave connection, food and nature -- so naturally, we opted to help provide a space that serves up all three.**

A prime focus of WPB SSA #33 is activating public spaces that have historically been underutilized. The activation of **Metzger Court** at 1261 N. Milwaukee Ave created an entirely new space for residents and visitors to enjoy. In late spring of 2021, vibrant blue picnic tables were added, a food truck vending permit secured, and Chicago Sculpture Exhibit installed. These three simple ingredients helped activate Metzger Court, making it a community space to gather, grab small bites and sit in the sunshine with neighbors and friends.



**Metzger Court**

1261 N. Milwaukee Ave

Corona Digital Gateway by Jim Gallucci

07



**Flower Power**



**Food Trucks**



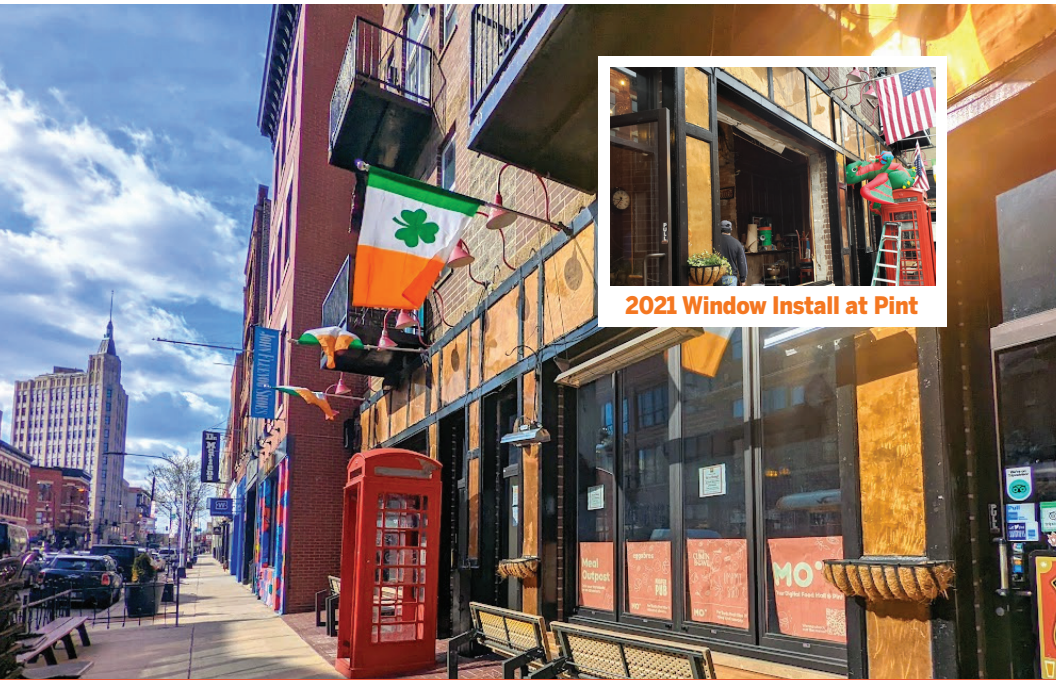
**Picnic Tables**

# Redefining Rebates

## OUTDOOR EATING MEETS INDOOR SEATING

**“Be stubborn about your goals and flexible about your methods.”  
A story of fresh ideas and façade rebates in the face of COVID-19.**

Supporting our local business community has always been a steadfast goal of WPB SSA #33. Whether plowing snow from storefront entries or promoting local goods, services, and events on social media, we strive to help them thrive. As the ebb and flow of the pandemic and indoor dining guidelines continued to place hardships on restaurants and bars, WPB SSA #33 pivoted existing programming to respond and help provide support. In 2021, the Façade Rebate Program was expanded to offer funding for **Garage Style Windows**, allowing pubs and eateries to open-up the front of their establishments and serve customers in the face of COVID-19 protocols. Talk about a breath of fresh air!



**Pint (1547 N. Milwaukee Ave, pictured above) and Caspian Kabob (1413 N. Ashland Ave) utilized the Façade Rebate Program to allow customers to eat indoors, while also following the City of Chicago's COVID-19 protocols.**



# All-Out Arts

EVOKING OPTIMISM, CREATING VIBES

**"Attracting young, outlier artists, [WPB] has quickly grown into one of the most cutting-edge art regions in Chicago." - Choose Chicago**

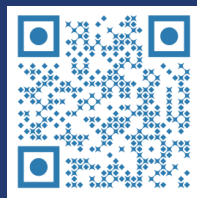
Wicker Park Bucktown is well regarded as one of Chicago's longstanding artist communities and WPB SSA #33 strives to keep that lineage and culture visibly strong, year after year. In 2021, public art was funded throughout the neighborhood including rotating sculptures, two new murals and installations at Wicker Park Fest. WPB SSA #33's weekly distribution of the WPB Weekend Arts Guide continues to be the go-to source for all art related happenings.



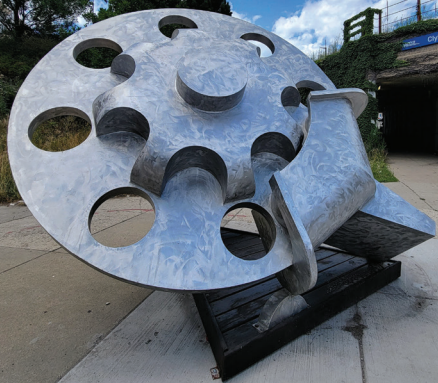
**Explore the Interactive Arts Guide!**

[WWW.WPBARTS.ORG](http://WWW.WPBARTS.ORG)

**In 2021, WPB SSA #33 partnered-up with the Chicago Sculpture Exhibit to sponsor eight new sculptures, including those featured below. This annual exhibit is championed by many SSAs with rotating sculptures featured in dozens of Chicago neighborhoods.**



**An Ancient Relic from Our Distant Future**  
by Douglas Gruizenga



**Untitled**  
by Frank Quintero







## **The Butterfly Effect - Mural by Ali Six**

**“The murals I create are intended to evoke optimism. Tackling the wall at Milwaukee and Wood, I was inspired by the quote, “the day is darkest before dawn”. The quote represents that in life there are always low points, and even though we may not see much value when things aren't going our way, eventually life blooms from that darkness.”**

**- ALI SIX, STREET ARTIST**

# Clean + Green

WE GET BY WITH A LITTLE HELP FROM OUR FRIENDS

**Shout-out to our partners at Cleanslate, Christy Webber Landscaping and Bartlett Tree Experts!**

WPB SSA #33 is dedicated to keeping Wicker Park Bucktown's streets and sidewalks clean and green, but it is truly a team effort. To our community partners, thank you for every inch of snow plowed, bottle recycled, tree pruned, plant watered and graffiti tag wiped away. Little things add up, and because of your efforts, Wicker Park Bucktown is able to be its bright and shiny self.



**“While not the most glamorous, my favorite initiative is our partnership with Cleanslate. These hardworking, dedicated individuals keep our sidewalks and streets clean, and remove graffiti literally overnight. I cannot imagine what our neighborhood would look like without them!”**

COMMISSIONER NICOLE PLECAS · WPB RESIDENT

**“I am most proud of a project I was personally responsible for; planting and caring for 80 oak samplings donated by Bartlett Tree Experts. I tended to them in my garden for 4 years. Then, in 2019, Christy Webber Landscaping started to move the Oaks from my yard to planters within WPB SSA #33, including this one at 1814 N. North Ave.”**

COMMISSIONER WAYNE JANIK  
TREASURER, JANIK'S CAFE



# So Fresh & So Clean



12,120  
BAGS OF TRASH  
COLLECTED



**Transforming  
Communities,  
Transforming  
Lives**

**A social enterprise  
of Cara Collective,  
Cleanslate helps  
transform  
communities by  
finding motivated  
job seekers to  
create cleaner,  
safer streets.**



**Cleanslate by CARA**

3,600  
GRAFFITI TAGS  
REMOVED

1,450  
SIGNS  
REMOVED



48

**PARTICIPANTS IN  
PERMENANT JOBS**

410

**PARTICIPANTS IN  
TRANSITIONAL JOBS**

48"

**SNOW REMOVED  
FROM SIDEWALKS**



# Granting Wishes

LIGHTS, RICKSHAWS, FESTS, OH MY!

**Giving back! In 2021, WPB SSA #33 distributed over \$26K in local grants. Organizations may apply for up to \$5K - see details below!**

Over 200 boxes of LED string lights were distributed to storefronts throughout Wicker Park and Bucktown and offered recycling for old lights. This was coordinated with the Chamber's new event **Light Up WPB**, which was awarded a community grant to offer free rickshaw rides to participating businesses. Shoppers were able to access a map highlighting all open stores and offerings while hopping on-and-off rickshaws to do their holiday shopping!

**Wicker Park Fest - July 23-25, 2021**



PHOTO COURTESY OF PETER RANVESTEL



## APPLY NOW



Organizations may apply for up to \$5,000 to support public programs, events, initiatives, or services that demonstrate a measurable benefit to the community and foster community growth. Eligible initiatives include special events, festivals, ongoing programming, neighborhood services, or local marketing campaigns. **VISIT: [WWW.WICKERPARKBUCKTOWN.ORG](http://WWW.WICKERPARKBUCKTOWN.ORG)**

# Touring 2021

\$26K SHARED IN GRANTS

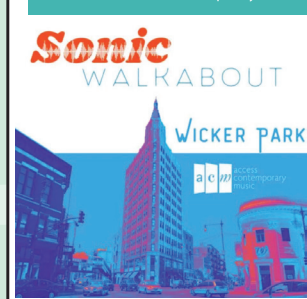
## \$5K Garden Walk

Bucktown Community Org.



## \$4K Sonic Walkabout

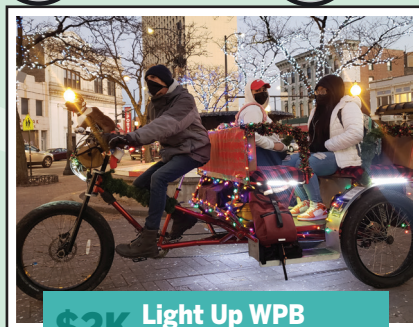
Access Contemporary Music



## \$5K Wicker Park Farmer's Market



## \$2K Light Up WPB Holiday Rickshaws



## \$5K BooPalooza

Wicker Park Advisory Council



## \$6K Wicker Park Fest 2021





**Wicker Park Bucktown  
Chamber of Commerce + SSA #33  
1414 N Ashland Avenue  
Chicago IL 60622**