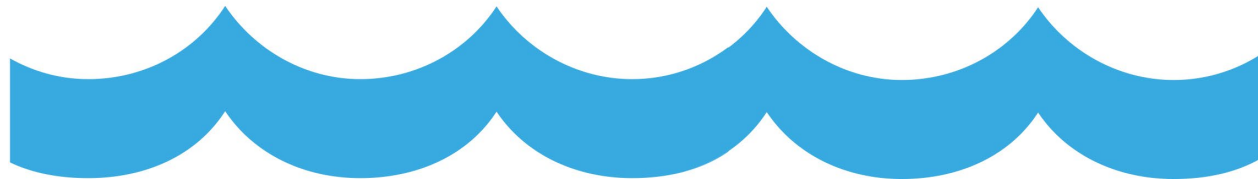
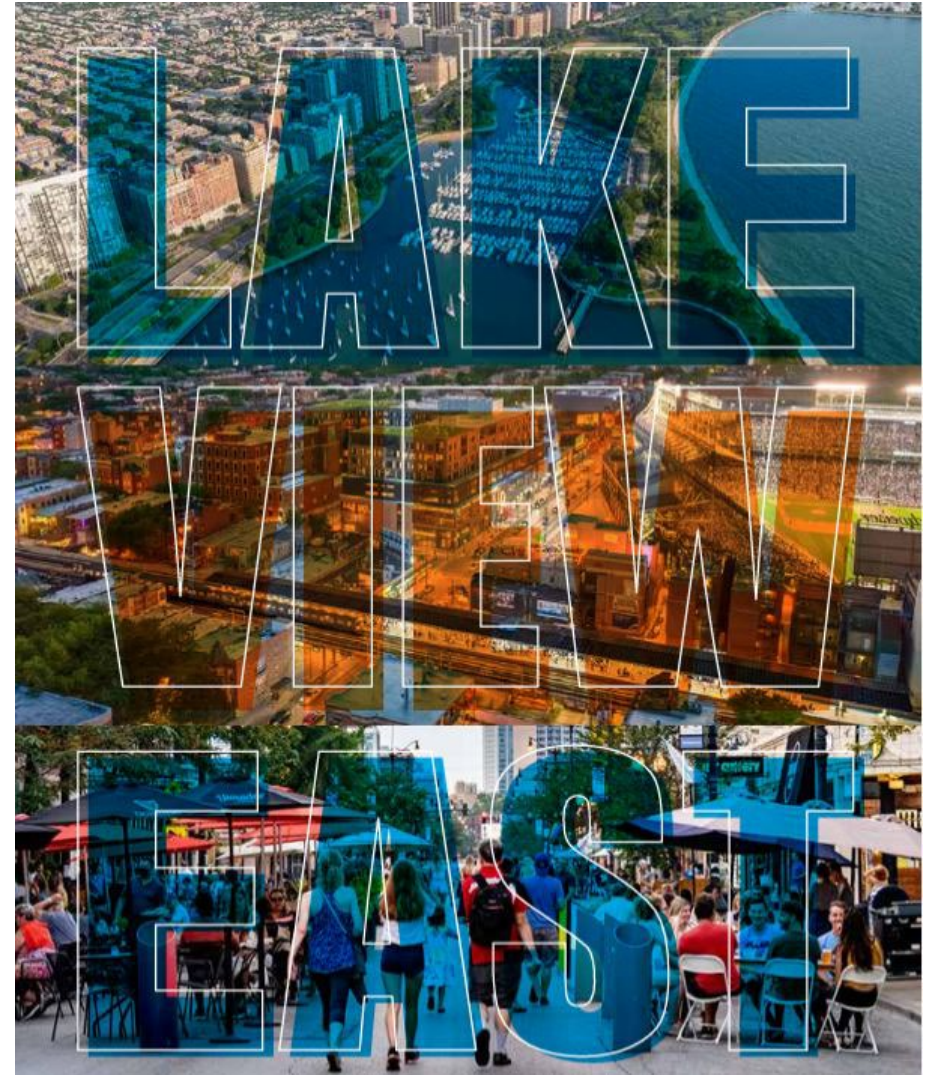


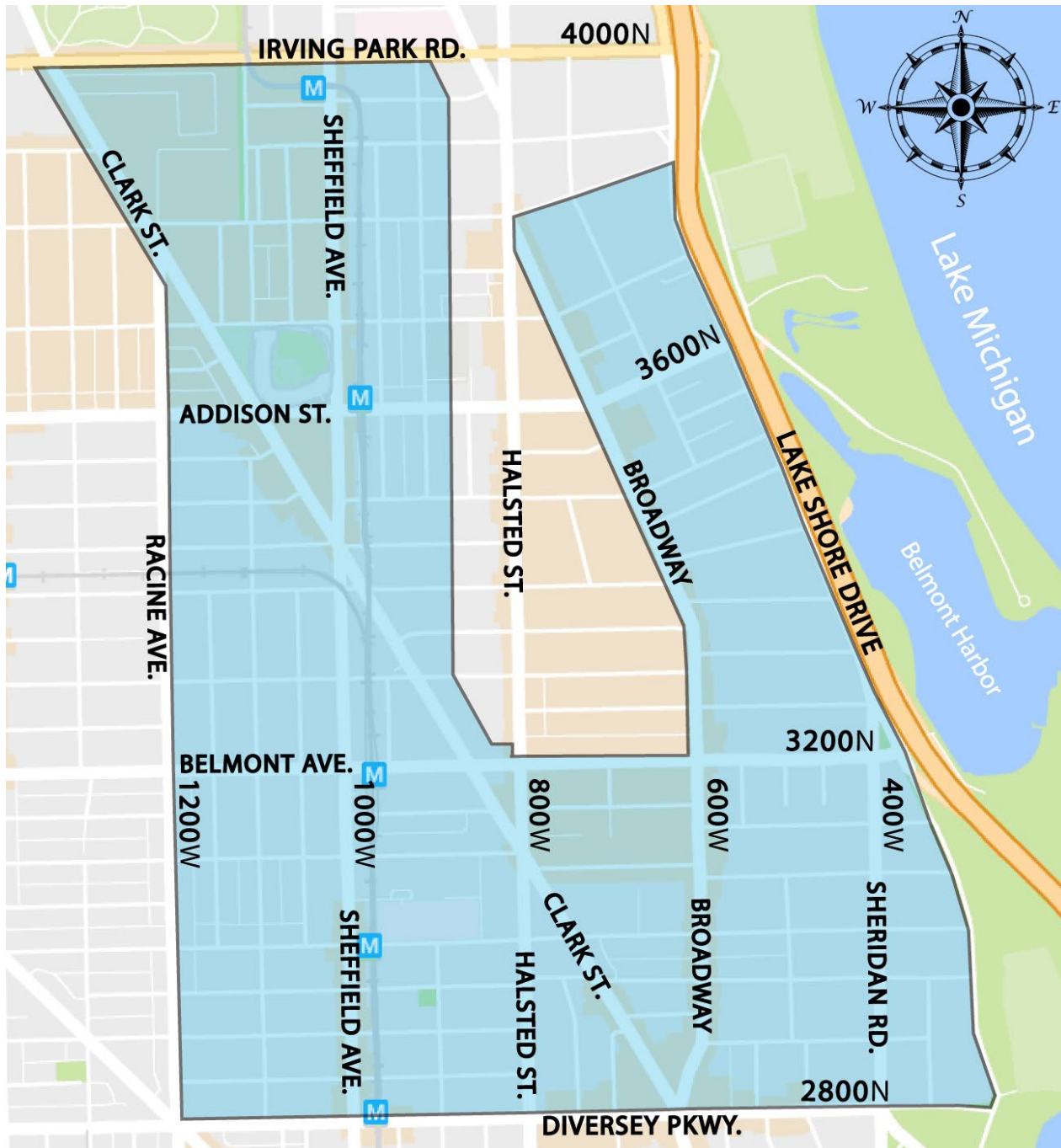


# LAKE VIEW EAST CHAMBER OF COMMERCE



The Lakeview East Chamber of Commerce fosters economic growth and development by offering programs that retain and attract businesses and consumers to a diverse commercial district. The Chamber is the sole service provider to Special Service Areas (SSA) #8 and #17.



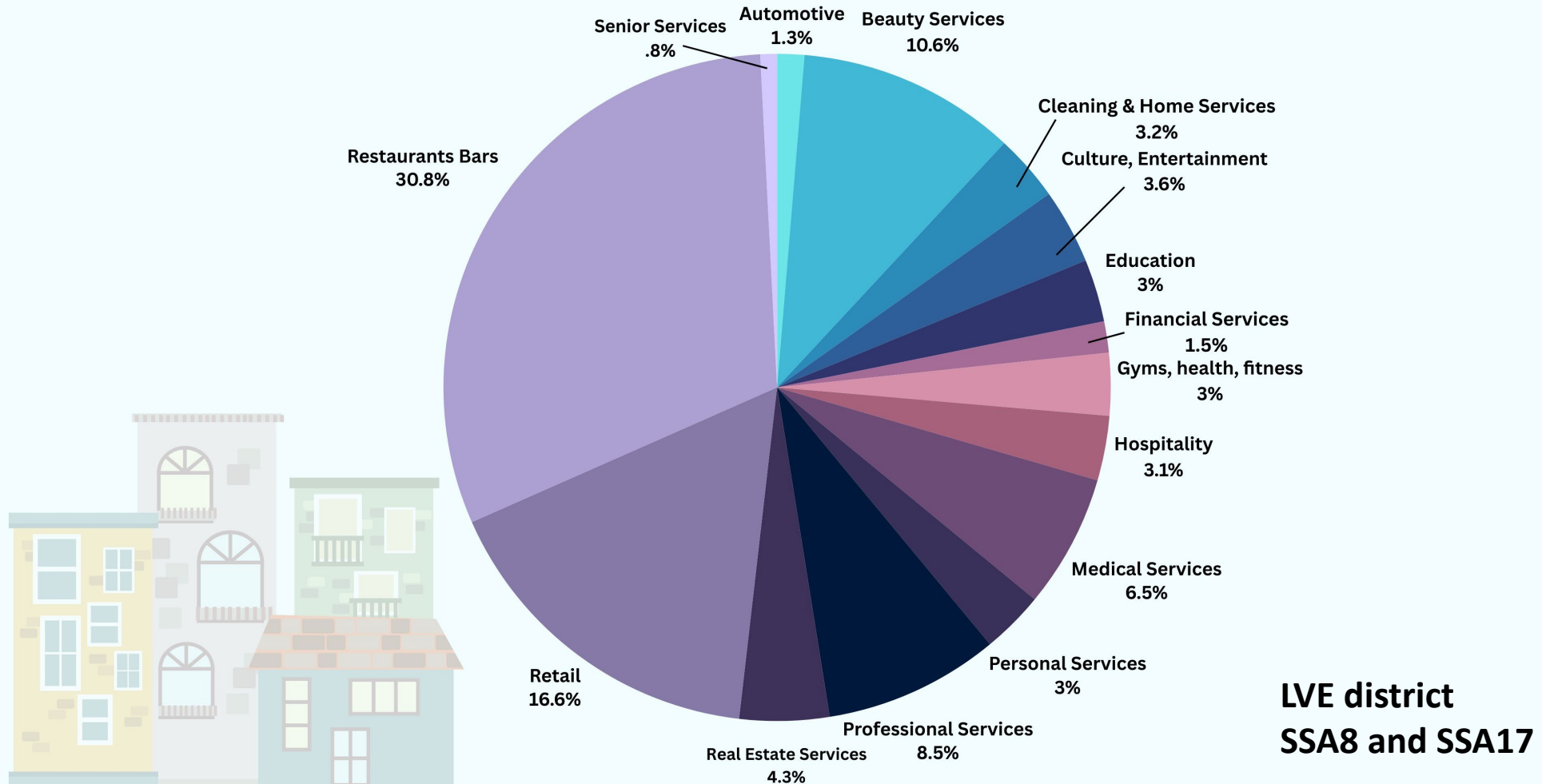


## Map of LVECC

- Lakeview East
- Wrigleyville
- Central Lakeview
- Sheridan Station Corridor



# BUSINESS OVERVIEW



# GOVERNANCE LVECC BOARD OF DIRECTORS



# GOVERNANCE SSA COMMISSIONERS | SSA 8



# GOVERNANCE SSA COMMISSIONERS | SSA 17





Sanja Kesic (Bookkeeper) Sheba Mokuia (Marketing Assistant) Mary Nedbalski (Marketing and Membership Director)  
Maureen Martino (Executive Director) Isabelle Jimenez (Marketing Coordinator) Nata Wier (Associate Director)

## Administrative Staff

4 Full Time  
2 Part Time



## Maintenance Staff

1 Full Time  
7 Part Time

### Maintenance Team



Front Row: Daniel Walters, James McCormick, Reggie Cross, Christian And, Lorenzo Brown. Back Row: Laurant Sutherland, Edmund Stiff, Diedrick Roberts

## Lakeview East Chamber Programs

- Communications and Outreach
- Shop Local Campaigns
- Networking
- Business Attraction and Retention
- Advocacy
- Tourism Attraction
- Technical Assistance for businesses
- Marketing and Events
- Grand openings and ribbon cuttings



# E V E N T S

## Lakeview East Adopt and Shop

8 Shelters and over 30 participating businesses teamed up and helped get 16 dogs adopted in one day!

## Dine Out On Broadway

One weekend a month for expanded outdoor dining from May to September that brought over 1 million dollars to our neighborhood establishments

## Belmont Sheffield Music Festival

Two days of art, local vendors, music, talent, culture, and neighbors brought to Sheffield Avenue to celebrate the opening of summer festival season

## Lakeview East Annual Festival of the Arts

Over 120 juried artists, local vendors, a landscape oasis, live music, and family activities on Broadway for our annual Arts Festival

## Little Monster's Crawl

Over 2,000 local children trick or treating in the neighborhood at our small businesses received special treats this Halloween

## Wrigleyville Wonderland

16 holiday pop ups filled Clark Street to celebrate a month long holiday celebration. A special Family night featured drink specials, costume characters, and treats.

## Oktoberfest

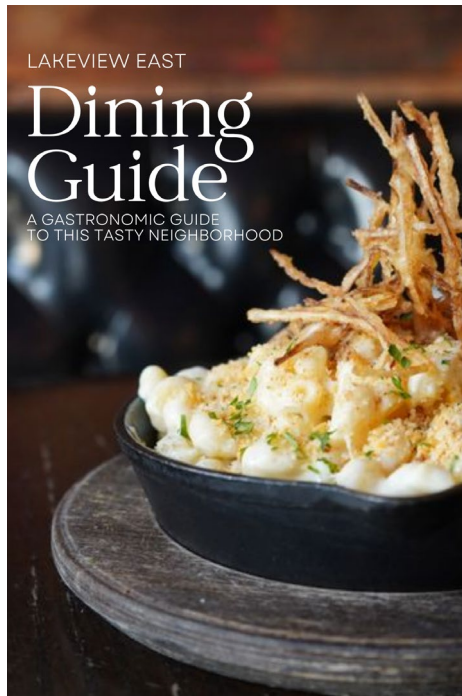
We launched the inaugural Oktoberfest with Our Lady of Mount Carmel or a weekend filled with incredible music , authentic German eats, and beverages.

## Shoppers Extravaganza, Giver's Gift & the LVE Gift Card

Over \$250,000 circulated in our local economy from our Lakeview East Gift Card promotions from November to December







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## EMAIL SUBSCRIBERS

54,598

Open Rate: 38%

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## WEBSITE

LAKEVIEW EAST

185,000 UNIQUE HITS

WRIGLEYVILLE

140,056 UNIQUE HITS

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## FACEBOOK

LAKEVIEW EAST

13,604 FOLLOWERS

WRIGLEYVILLE

3,900 FOLLOWERS

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## INSTAGRAM

LAKEVIEW EAST

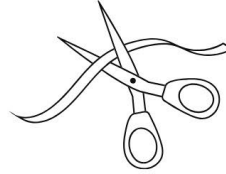
14,259 FOLLOWERS

WRIGLEYVILLE

4,667 FOLLOWERS

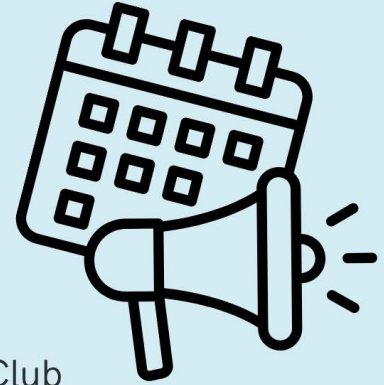
## Openings

- Graham Cracker Comics | 3120 N. Sheffield
- Drip Desert Lounge | 851 W. Belmont
- KC's Academy | 3110 N. Sheffield
- North Side Archery Club | 2818 N. Halsted
- Little Evette's | 2807 N. Sheffield
- Smoke Studio | 1012 W. Diversey
- Diva Lash | 3174 N. Clark
- Clarity Clinic | 929 West Belmont Avenue



## Events

- Little Monster's Crawl
- Annual Holiday Tree Lighting
- Shopper's Extravaganza
- Holiday Treat Stroll
- Giver's Gift
- Local Staycation Passport
- Barcocina Maker's Market & Supper Club



## Beautification, Maintenance and Security

- 27 Planter Boxes Maintained and Installed
- 600 Miles of Sidewalk Cleaned & Snowplowed
- 45 Instances of Grafitti Removal
- 54 Street Pole Banners Maintained
- 1 Big Belly Recyclers - 5000 Pounds of Trash Removed
- 4,000 Security Patrol Hours

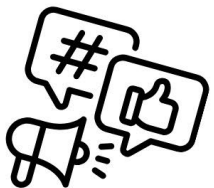
## Physical Marketing Outcomes

- Neighborhood Directory - 16,000 copies distributed
- Al Fresco Guide - 7,500 copies distributed | 85,550 Digital Reads
- Dining Guide - 7,500 copies distributed | 120,570 Digital Reads
- Holiday Gift Guide - 32,230 Digital Reads
- Lakeview East Gift Card Program - Over \$250,000 Local Redemptions with \$25,000 within CLVN Boundaries



## Digital Marketing Outcomes

- Neighborhood Newsletter - 1.1 Million Sends
- LVE Social Media - 2,340,764 Impressions
- LVE Website - 185,000 Unique Visits
- Lease in Lakeview Debut



# SSA PROGRAMS

Landscaping  
and  
Beautification

Maintenance

Security

Façade  
Incentives

Consumer  
Incentive  
Programs

Public Art

Seasonal  
streetscape  
décor

Placemaking

Marketing and  
Promotions

Tourism

Administration

Strategic  
Planning

# 2024 CHALLENGES

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- Rising costs of operations
- Labor Laws and Government Mandates
- Supply Chains
- Crime
- E-commerce
- RPM project
- Interest Rates
- Property Taxes
- Lease Negotiations
- World Economy
- Infrastructure Improvements
- Condition of existing buildings
- Consumer Spending





Lease  
in  
Lakeview  
.com

# Promoting Storefront Opportunities

- Lakeview East Chamber of Commerce developed this website as a valuable resource for individuals seeking to lease commercial spaces in Lakeview East. Through this platform, prospective tenants can explore a wide range of available properties, gather essential information, and connect with property owners and agents. By facilitating the leasing process and promoting business opportunities, the chamber plays a vital role in the development and prosperity of Lakeview East.

- [www.leaseinlakeview.com](http://www.leaseinlakeview.com)





## Vacancy Rates

- 67 Vacancies in SSA17
- Vacancy rate 15%
  
- 25 Vacancies in CLVN (37% of total vacancies in SSA17)
  
- TOTAL of 49 in SSA8
- Vacancy rate of 10%
  
- \* 460 business in ssa17
- \*490 business in SSA8
- 950 business total = 12.2% in LVE



# SUGGESTIONS FOR BELMONT AVENUE



## What we can work together on:

- Physical condition of Buildings – Work with Dept. Of Buildings
- CTA station not clean/safe – Work with CTA
- Lighting Improvements
- Can this be an enterprise zone for incentives? City needs to address
- Identify potential uses and pop-ups (need landlords to agree)

## Out of Our Control:

- State of the economy
- Landlord and lease negotiations
- Property Taxes, insurance costs, upkeep and maintenance costs



# Lakeview Is Resilient

Lakeview offers a variety of reasons why it will remain one of the best neighborhoods to live, work and open a business.

Here are just a few:

- Transportation/Accessibility
- Near lakefront
- Architecture
- Entertainment Offerings/Vibrancy
- Wrigley Field
- Densely populated
- Neighborhood enclaves
- Mix of locally owned businesses
- Everything in one neighborhood (grocery stores, entertainment, shopping, etc.)
- Strong partnerships with schools, Ward offices, Chambers, religious organizations, social agencies and 19<sup>th</sup> District





# Coming Soon!

- **Loved Ones Home Care, 812 W. Diversey**
- **Flamingo Tea, 843 W Belmont**
- **Cumin Restaurant, 1039-41 W. Belmont**
- **LaPerla, 3166 N. Clark**

## Openings in 2023:

- 929 West Belmont Avenue [Clarity Clinic](#)
- 1012 West Diversey Parkway [Smoke Studio](#)
- 3174 North Clark Street [Diva Lash](#)
- 2818-2824 North Halsted Street [North Side Archery Club](#)
- 3120 North Sheffield Avenue [Graham Cracker Comics](#)
- 851 W. Belmont - Drip Desert Lounge
- 3110 N. Sheffield - KC's Academy
- 2807 N. Sheffield - Little Evette's

**LAKEVIEW EAST CHAMBER  
OF COMMERCE**



# **STAY CONNECTED**

**LINKTR.EE/LAKEVIEWEAST**



**@LAKEVIEWEAST**



**@LAKEVIEWEAST**



**INFO@LAKEVIEWEAST.COM**



**LAKEVIEWEAST.COM**

