

Testimonials

"I am in favor of the SSA for the simplest of reasons: we pay for services that benefit the neighborhood and business community. Not only do we receive services that we aren't always able or willing to perform ... [the SSA] promote[s] and help[s] **develop the business community as a whole**. Though we pay for these services, the reward and value outweigh the cost tenfold."

—Chris Ongkiko, Property and Business Owner, Old Oak Tap

"As a residential property owner within the West Town SSA district, I am **strongly in support** of the reconstitution and expansion of the SSA. The services and activities of the SSA have **increased the appearance and value of my property** and the surrounding neighborhood."

—Charles Bayne, Residential Property Owner



INVEST IN YOUR NEIGHBORHOOD Act Now

STAY INFORMED

Visit the West Town SSA website. (www.WestTownSSA.org)

ASK THE EXPERTS

Want to know exactly what the SSA will cost you? Need more information to be sure if you want it? Go to the West Town SSA Community Meetings (listed on this brochure) to hear from SSA Commissioners, City of Chicago representatives, and West Town Chamber staff and consultants.

GIVE YOUR OPINION

Complete the SSA Survey to let your SSA Commission know what services you want in your area (www.WestTownSSA.org). Property Owners are especially encouraged to fill out the survey in order to create and edit the final service area boundaries according to feedback.

EXPRESS YOUR SUPPORT

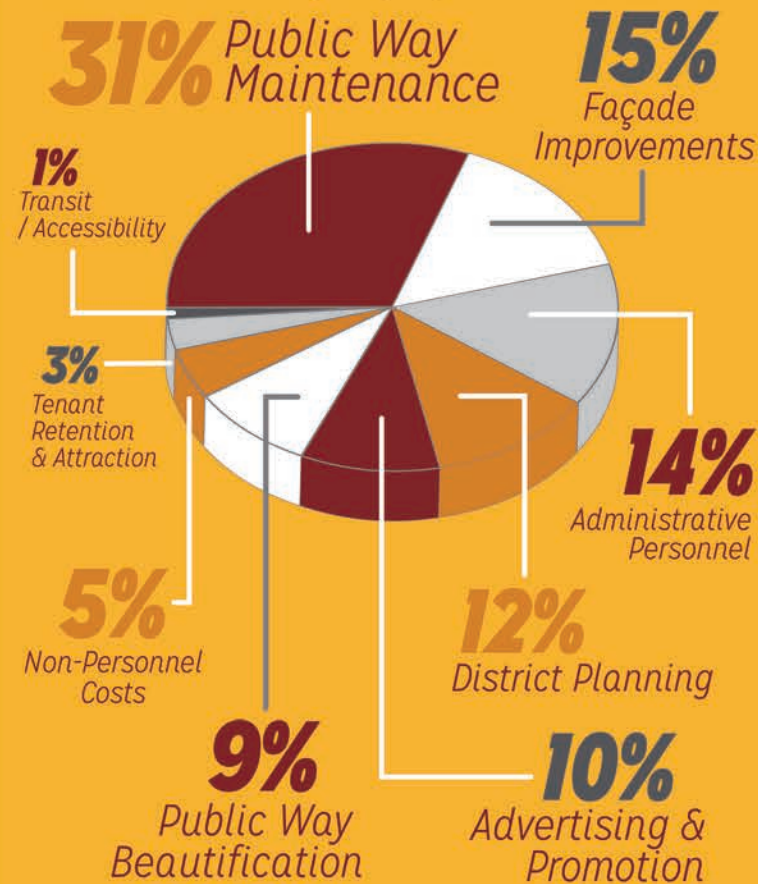
Sign our supporter's signature petition to show support for the reconstitution of the West Town SSA. (www.WestTownSSA.org)

GET INVOLVED

Sign up to receive West Town Chamber newsletters and emails. (www.WestTownChamber.org)

Distribution of WEST TOWN SSA TAX DOLLARS

Based on Total 2013 Budget of \$647,844



FUTURE OF WEST TOWN SSA It's Up To You

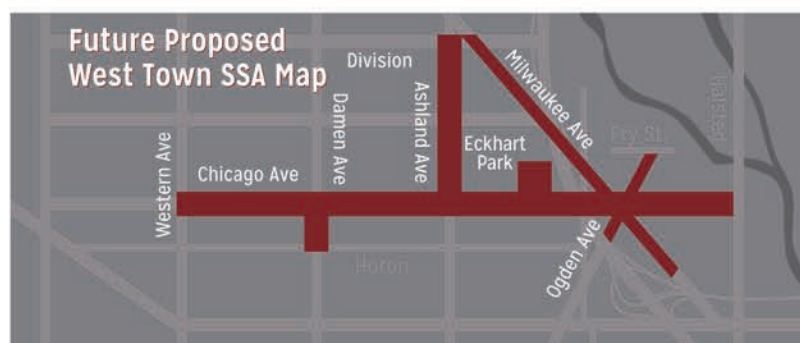
Proposed Changes for 2015

NEW ADDITIONAL SERVICE: Safety / Security

NEW TAX TERM: 10 or 15 years beginning January 2015

NEW PROPOSED BOUNDARIES:

- Chicago Ave from Halsted to Western
- Damen Ave from Chicago to Huron
- Ashland Ave from Division to Chicago
- Milwaukee Ave from Division to Erie
- Ogden Ave from Fry to the Kennedy Expressway



West Town Chicago Chamber of Commerce
1819 W. Chicago Ave.
Chicago, IL 60622

Community Meetings regarding future West Town SSA boundaries & services.

Tuesday, November 12, 2013 from 11am - 1pm
Chicago Dramatists
1105 W. Chicago Avenue

Monday, November 18, 2013 from 6:30pm - 8:30pm
Ukrainian Institute of Modern Art
2320 W. Chicago Avenue

Third Community meeting in January - TBA

Come to get informed, we want your feedback!



WEST TOWN SSA

Your Money Your Programs



Take Ownership
of Your Neighborhood!



West Town Chicago Chamber of Commerce

1819 W. Chicago Ave.

Chicago, IL 60622

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What is the WEST TOWN SSA?

AN ECONOMIC TOOL created by state statute and city ordinance. It allows extra real estate property taxes to be collected to fund added services for a defined area.

A MISSION to maintain and improve the shopping, dining and nightlife within the SSA boundary by providing a cleaner, safer and more attractive commercial environment for consumers, residents and business owners.

A COMMUNITY COOPERATIVE where SSA taxpayers mutually plan, provide, and benefit from services within their defined area. SSA-funded services focus on the public way and are in addition to services generally provided by the City.

A VOLUNTEER GOVERNED COMMISSION whose 9 members are SSA property and business owners who donate their time. Appointed by the Mayor they serve 2-year terms on the Commission and attend monthly meetings to vote on how the SSA money is used.

A CITY COUNCIL-FOUNDED ORDINANCE established in November 2004 and set to expire at the end of 2014.

MANAGED BY the West Town Chamber of Commerce, which by way of contract with the City of Chicago, is the responsible Service Provider for SSA services.

TRANSPARENT Stakeholders determine the programs and have direct control of the SSA money. All activities and budget appear online.

WEST TOWN SSA Programs and Services

Maintenance of the Public Way

West Town SSA has 7.5 miles of sidewalks that are swept and kept clean of litter, graffiti, snow & ice.

In 2004, the SSA purchased 100 trash cans.

Maintenance teams empty cans 5x per week and sweep sidewalks 3x per week.

Maintenance teams remove old posters, stickers and graffiti tags from windows and street poles.

Heavy duty power washing of sidewalks, including gum removal, is done when needed.

In winter, maintenance teams plow, shovel and salt sidewalks including 423 crosswalks and 161 bus stops.

Beautification OF THE PUBLIC WAY

Public art, like the mural created by **local artists** under the Chicago Avenue viaduct, adds color and beauty to our daily lives.

Street pole banners beautify and create neighborhood pride. There are **291 street poles** with paired banners along West Town's SSA streets.

During the holidays, six-foot high, **glittering snowflakes** decorate these West Town street poles and add a festive spirit to the shopping season.



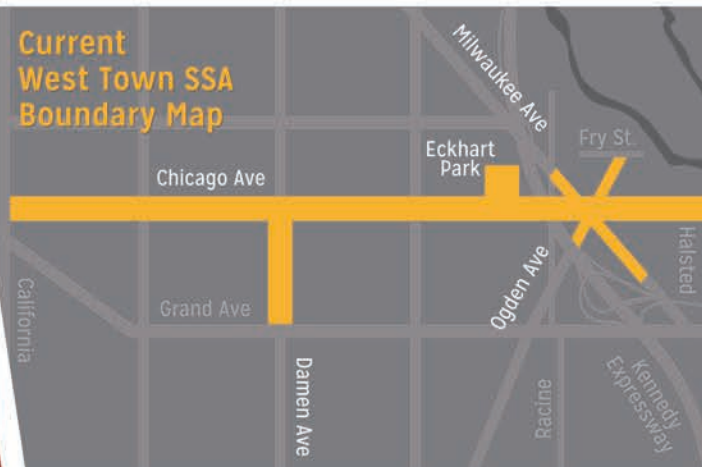
1550 W. Chicago Ave. - Before



1550 W. Chicago Ave. - After



Current West Town SSA Boundary Map



CURRENT SSA BOUNDARIES INCLUDE

- Chicago Ave from Halsted to California
- Damen Ave from Chicago to Grand
- Milwaukee Ave from Racine to Erie
- Ogden Ave from Fry to the Kennedy Expressway

FACADE IMPROVEMENTS

Property owners and tenants may receive a rebate of 50% of the cost of improving the front of their buildings, up to \$15,000.

GRAFFITI REBATE

Property owners and tenants may receive a rebate of 50% of the cost of removing and preventing graffiti on the front of their buildings, up to \$500.



MOBILE APP

PROMOTIONAL ACTIVITIES

Creation of **Discover West Town Mobile App**. Maintains active **Facebook** and **Twitter** pages.

Partners with a Public Relations & Marketing Firm to **promote SSA Businesses**

Sponsors Special Events such as **West Fest** and **West Town Art Walk**.

Sponsors Advertisements to promote the West Town SSA's Commercial Corridors.

Produces **SSA promotional materials** such as posters, postcards, maps and brochures.

WHAT DOES THE WEST TOWN SSA COST ME?

Every property owner within the designated SSA pays an annual fee that is used for services on SSA streets. This assessment is collected by the County Treasurer when you pay your property tax bill. The money is then put into a bank account that only West Town Chicago Chamber of Commerce can use for Commissioner approved SSA services.

The amount you are assessed is based on the **Equalized Assessed Value (EAV)** of your property. The most you will pay in any given year is 0.47% of your EAV, which is the upper-most cap, but it has been less depending upon the cost of services that year.



Understand Your EAV SAMPLE FROM A 2013 TAX BILL

2012 Property Value	\$500,000
2012 Assessment Level	X 10%
2012 Assessed Value	= \$50,000
2012 State Equalization Factor	X 2.8056
2012 Equalized Assessed Value (EAV)	\$140,280
Actual 2012 SSA Tax Rate	X 0.287%
	= \$402.60
If taxed at maximum SSA Tax Rate of .47%, multiply by EAV shown on tax bill.	X 0.47%
	= \$659.32

In 2012, the average owner of a residential property in West Town SSA paid **\$388**.

The average owner of a small multi-use property (2-12 units) paid **\$698**.

The average commercial property owner paid **\$976**.

Type of Property	Average EAV as it appears on 2012 tax bill	Average Paid in 2012 Based on 0.397% rate	What if it had been Maximum Rate (0.47%)?
Residential	\$97,829	\$388	\$460
Small Multi-Use	\$175,888	\$698	\$827
Commercial	\$245,768	\$976	\$1155