

Form Name: Community Planning
Submission Time: March 22, 2024 10:19 am
Browser: Chrome 122.0.0.0 / Windows
IP Address: 168.91.194.128
Unique ID: 1207418197
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For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

We respectfully request funding in the amount of \$20,000 for a Transit Station Activation Project (the Project) focusing on the plazas directly adjacent to the Loyola CTA red line station and nearby Sheridan Rd. stops on the CTA 147 bus bus route. This amount will fund live music and programming for a First Day of Summer celebration from 6-8pm on June 7 as well as First Friday activations from 6-8pm on August 2, September 6 and October 4, 2024

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

The Project is proposed for the plaza at the Loyola red line station as well as privately-owned plazas and patios adjacent to nearby Sheridan Rd. bus stops at Pratt, Columbia, and North Shore. Because these plazas are private property, we won't need to budget for special events permits, and full access to the public way will be maintained throughout the events.

The Loyola station plaza is owned and managed by Loyola University Chicago, and we have relationships with business and property owners with patios adjacent to the other nearby bus stops, including ADF Capital, current owner of the building that houses Starbucks, Rice Thai Cafe, and the former New 400 theater between Pratt and Columbia, and The Lord Companies, owner of the Bopn'Grill and former Bulldog storefronts near the North Shore bus stop.

How much funding are you requesting? Please detail the expenses (estimates are fine).

We are requesting \$20,000 for the project based on expenses we've incurred for similar events in the past:

Musicians/performers for each location on each of 4 dates - \$9,000
Student intern project manager @ \$20/hour, 10 hours a week for 20 weeks - \$4000
Equipment rental & delivery (barricades, tables & chairs) - \$3000
Marketing & decorations - \$2000
Security @ \$50/hr for 16 hours - \$800
Insurance - \$200
Refreshments (water, popcorn, snacks, etc.) - \$1000

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

First Day of Summer celebration, 6-8pm, Friday June 7
First Fridays, 6-8pm August 2, September 6, October 4

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

The project will consist of hiring local bands to perform at the Loyola CTA station plaza and on patios of several businesses located near CTA bus stops on Sheridan Rd. from 6-8pm on four different Friday evenings. Access to the performances will be free and open to the public. We will provide limited seating and refreshments such as water, popcorn, and other snacks for attendees and participants. The June 7th date will celebrate the first day of summer vacation for CPS students and will focus on programming for children and families, potentially including a bounce castle at the Loyola station plaza.

Because the plazas and patios are on private property, full access to the sidewalk and bus shelters will remain throughout the event.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

While we have not yet reached out to the CTA about this specific proposal, upon selection we will do so immediately. Most of the performances and programming proposed would be taking place on private property immediately adjacent to the CTA station and bus stops rather than property owned or managed by CTA itself. We do not anticipate needing assistance in making contact because we had some communication with CDOT, CTA, and Pace regarding the Howard Street station as part of a recently completed corridor plan project and planning for future Red Purple Modernization improvements. Having organized similar events and performances at these sites in the past, we also have relationships with the individual businesses and property owners responsible for the Loyola plaza and nearby patios, including Loyola University, The Lord Companies and ADF Capital.

Describe any experience you have with implementing something similar to your proposal:

Prior to the Covid-19 pandemic, Loyola University Chicago, RPBA and Sheridan Rd. Special Service Area 54 hosted a series of "Summer on the Plazas" pop-up performances on the Loyola station plaza and nearby patios in front of businesses along Sheridan Rd. These events helped to enliven the Sheridan Rd. corridor on summer evenings, making it more friendly to pedestrians and transit users while also helping to draw customers to local restaurants and businesses. We also worked with Loyola University to support a regular farmers market event on the plaza on the Loyola station plaza as well as installation of holiday decorations and lighting in the plaza during the winter months.

What resident or community support do you have or would like to gain for the proposed activation?

DevCorp North dba Rogers Park Business Alliance (RPBA) is a 501(c)3 nonprofit organization that has served the Rogers Park community for 30 years. RPBA regularly collaborates with local elected officials, Loyola University, and partner organizations throughout the community.

Is there any additional information you want us to know?

Based on data from the 2020 Census, the demographic makeup of Rogers Park makes it one of the most diverse communities in Illinois, and was called out in the Sun Times for being the community area whose racial diversity most closely mirrors that of the City of Chicago as a whole.

Please upload a map of where specifically the activation will take place:

<https://www.formstack.com/admin/download/file/16104995223>

Closing Questions

How did you find out about the call for projects? (Select all that apply)

Planning liaison

What resources did you find helpful as you apply for the call? (Select all that apply) None

How difficult was it to fill out this application? Somewhat easy
