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**Name:** Greg Carroll

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**Organization:** Uptown Chamber of Commerce

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**Title:** Director of Partnerships and Events

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**Pronouns:** He/him

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**Telephone number:** (773) 878-1184 ext. 2

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**Email:** greg@exploreuptown.org

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**Address:** 4619 N. Broadway  
Chicago, IL 60640

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**Name:** John Blick

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**Organization:** Uptown Chamber of Commerce

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**Title:** Director, Business Services

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**Pronouns:** He/him

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**Telephone number:** (773) 878-1184 ext. 1

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**Email:** john@exploreuptown.org

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**Address:** 4619 N. Broadway  
Chicago, IL 60640

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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)

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**Transit Station Activation Project**

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**Describe your proposed activation project:**

The Uptown Chamber of Commerce would like to request support for our annual Winter Walk on Wilson, a free event for the community featuring sweet treats, warm drinks, and menu samples offered by local Uptown businesses and organizations, live holiday music along the Wilson and Broadway commercial corridors, and a pop-up holiday market.

In 2024, we would like to leverage funding through the Transit Station Activation Project to create an exciting and memorable winter activation at the Wilson CTA Station complete with live performances, family-friendly activities, and vendor opportunities for artists, makers, small businesses, and nonprofit organizations.

With its somewhat recent renovation, the Wilson station is now an ideal location for an activation with its wide sidewalks and plaza-like spaces surrounding the station as well as being a fully accessible location for all passengers with disabilities, including wheelchairs and mobility devices.

While the Wilson station would be the primary focus for these funds, we would like to note that this event will also activate several bus stations with live performances along Wilson Avenue between Sheridan Rd. and Clark St. covering portions of the #36 Broadway, #78 Montrose, and #81 Lawrence bus routes.

Regarding the public safety component of this program, the adjacent intersection of Wilson & Broadway has long been an area that has caused both residents and visitors to sometimes feel unsafe with regularly occurring drug sales, gang activity, and occasional shootings. In addition, the Magnolia Plaza shopping center at the corner of Wilson and Magnolia (bus routes #78 and #81) experienced an increase in crime in 2023. As part of our daily work in the neighborhood, the Uptown Chamber strives to create events that will bring positive foot traffic to the area while serving as a deterrent to those who are looking to commit a crime.

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**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.)**

Wilson CTA Red/Purple Line Station  
4620 N. Broadway, Chicago, IL 60640

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

We are requesting a total of \$15,000 for this activation. Estimated expenses are as follow:

\$6,000 - Performers (choral groups, live musicians, performance artists)  
\$2,500 - Marketing, printing, photographer  
\$2,500 - Giveaways to incentivize attendance (i.e. gift cards to local businesses)  
\$1,500 - Event Production (Chamber planning, staffing, and implementation)  
\$1,000 - Security  
\$1,000 - CTA Right of Entry fee  
\$500 - Portable toilets/sinks

**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)**

Friday, December 6th, 2024  
5:00 - 9:00pm

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

Yes, the general public will have several opportunities to engage with this event through participating in sing-along activities, interactive performances, art experiences, and tastings being offered at the Wilson Station. As this is a free event, our goal is to make sure that people from every socioeconomic background feel welcome with no financial obstacles in place to deter attendance.

We'd like to note that as the Uptown Chamber of Commerce, we are able to utilize a number of event marketing channels including our social media platforms, e-communications, and printed collateral as well as media spots secured through our PR firm, Ripson Group, to ensure that the general public is aware of the event. We also leverage our relationships with local block clubs and aldermanic offices to ensure the neighborhood and wards are aware of the events.

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

We are currently connected with Jeff Wilson, Director - RPM - Government and Community Relations with the CTA, and have worked with him in activating the Wilson Station before as part of this event.

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

2024 will mark the 10-year anniversary of the Winter Walk on Wilson that takes place along Wilson Avenue between Sheridan Rd. and Clark St. in Uptown. In addition, we host/co-host a number of large scale neighborhood events including the Argyle Lunar New Year Parade, Toast of Uptown wine walk, Uptown Art Week, Argyle Night Market, and the Taste of Uptown restaurant crawl.

For a visual of the Winter Walk on Wilson, you can view our YouTube video here: <https://youtu.be/wFgDSmyWruQ>

**What resident or community support do you have or would like to gain for the proposed activation?** Although we are well connected to the Uptown community and neighborhood stakeholders including block clubs, non-profits, aldermanic offices, and local businesses, we are always looking to make more people aware of our organization and our work in the community. Any opportunity to connect with those who are living, working, or visiting Uptown is of great value to us. We are thrilled about the possibility of getting to interact with CTA riders right at the Wilson station as they enter the neighborhood. Positive events such as this one also help us challenge some of the negative stereotypes that some people have of Uptown.

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**Is there any additional information you want us to know?** For more information about our organization, please visit [www.exploreuptown.org](http://www.exploreuptown.org).

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**Please upload a map of where specifically the activation will take place:** <https://www.formstack.com/admin/download/file/16104961243>

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## Closing Questions

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**How did you find out about the call for projects? (Select all that apply)** Email from my CMAP local government network (LGN) liaison

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**What resources did you find helpful as you apply for the call? (Select all that apply)** Receiving assistance from CMAP or RTA staff

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

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