

Form Name: Community Planning  
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**Name:** Justin Weidl

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**Organization:** Uptown United

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**Title:** Director of Neighborhood Services

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**Pronouns:** He/Him

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**Name:** Sarah Wilson

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**Organization:** Uptown United

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**Title:** Executive Director

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**Pronouns:** She/Her

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**Telephone number:** (773) 878-1064

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**Email:** sarah@exploreuptown.org

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**Address:** 4619 North Broadway  
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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:** One activation will be free weekly yoga taught by Yoga Body Elements in an open, public grass triangle area. The other activation will be free, weekly live music performances at the Racine Plaza stage in front of the Riviera Theatre.

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<b>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.)</b>	Activations will occur at two location adjacent to the CTA Lawrence Red Line Station and CTA North Broadway bus route.
<b>How much funding are you requesting? Please detail the expenses (estimates are fine).</b>	<p>We are requesting \$20,000.</p> <p>Weekly yoga would cost \$250 per session, or \$1,000 a month.</p> <p>Weekly music performances would cost \$250 per session, or \$1,000 a month.</p>
<b>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)</b>	<p>Weekly, free, outdoor yoga would occur at 10:00am every Saturday.</p> <p>Weekly, free outdoor music performances would occur at 6:00pm every Thursday.</p>
<b>Will the project process include activities in which the general public will be invited to participate? If so, please describe:</b>	Yes, both activities will be free and open to the public. Uptown United will use it's network of over 250 Chamber Members and 13,400 Instagram followers to promote and market the activities.
<b>Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?</b>	<p>Yes. We have conducted the free outdoor music performances in the past, but had to discontinue the program because of a lack of funding. The performances occur on CDOT right-of-way and utilize "street performer" permits with the City of Chicago.</p> <p>The free outdoor yoga will occur on open and accessible private property owned by Cedar Street / FLATS. This property is part of The Teller House which is the company's most ambitious adaptive reuse project to-date and is located in the Uptown Square Historic District. The Teller House includes 176 multifamily units, residential amenities, commercial office space, and co-working in the historic grand lobby.</p> <p>Activities will target attendance and participation from these residents, employees, and workers.</p>
<b>Describe any experience you have with implementing something similar to your proposal:</b>	Uptown United has a long history of successfully implementing community events and activities that are free and open to the public. More information can be found here: <a href="https://explorepruptown.org/our-events/">https://explorepruptown.org/our-events/</a>
<b>What resident or community support do you have or would like to gain for the proposed activation?</b>	Uptown United has been hosting a monthly "Entertainment District Task Force" comprised of business owners, property owners, and residents of the Uptown Entertainment District. These activities are a direct request of the Entertainment District Task Force, and we have been searching for a funding source to implement them.

**Is there any additional information you want us to know?**

Uptown United has the full support of the community and community stakeholder to implement these activities. These activities have been a goal of ours for some time, but a lack of funding has prohibited the implementation of them.

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

<https://www.formstack.com/admin/download/file/16083032531>

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## **Closing Questions**

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

Other: Christina Bader, AICP (she/her) Project Manager, Strategic Planning

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**What resources did you find helpful as you apply for the call? (Select all that apply)**

None

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

Very easy

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