



## Become a Member

Since its inception in 1980, the Northalsted Business Alliance has worked cooperatively to maintain a diverse, safe and thriving shopping and entertainment district. Representing more than 80 businesses, the Alliance has been recognized by the media, the City of Chicago and local residents as a major force in the community, championing positive change and growth.



NORTHALSTED MARKET DAYS®

### EVENTS

The Northalsted Business Alliance hosts some of the city's most popular events.

**Chicago Pride Fest®** Taking place just before the iconic Pride Parade, this first official party of the summer features star-studded entertainment and showcases an eclectic lineup of arts and crafts, food and other vendors.

**Northalsted Market Days®** The largest two-day street fair in the Midwest attracts 100,000 people, 400 food, arts and crafts vendors and the best live music of any street fair, from Grammy-winning national acts to top local talent.

**Halsted Tastes Better** This mid-summer celebration offers visitors a vibrant mix of savory foods, refreshing drinks and lively music – the perfect way to enjoy the summer season.

**Northalsted Halloween Parade** Guaranteed to be one of the city's most outrageous and imaginative Halloween celebrations, Chicago's biggest Halloween parade draws a broad mix from throughout the Chicagoland area.

### NEIGHBORHOOD BEAUTIFICATION AND SAFETY

The Northalsted Business Alliance works to maintain a safe and beautiful neighborhood. Through Special Service Area #18, the Northalsted Business Alliance's street beautification program provides daily street and sidewalk cleaning, as well as the maintenance of our seasonal planters. The Northalsted Business Alliance also administers the Special Service Area #18 Security Rebate Program, which encourages businesses and residents to make their properties safe and secure.



HALSTED TASTES BETTER

### MEMBERSHIP BENEFITS

As a member, your business will have access to a number of important services provided by the Northalsted Business Alliance, including:

- Being a part of Chicago's **first WiFi neighborhood!** Customers of our businesses are able to access Northalsted's public WiFi system. They can surf the Internet while they patronize our street!
- A **profile listing on northalsted.com**, the Northalsted Business Alliance website – including a description of your business that you maintain yourself!



**Northalsted is Chicago's first WiFi neighborhood – visitors to our street can access free public WiFi in our area!**

You can also post events to our street calendar and link your Northalsted listing to your own website or social media listings. Information on the website is automatically updated to digital kiosks on the street for tourists and residents alike.



- Participation in the **Northalsted Business Alliance Gift Card program**, and our annual Holiday Bucks Program, which gives extra value to people who make purchases at participating member businesses.
- Reduced rates and **preferred booth locations** for Chicago Pride Fest® and Northalsted Market Days®.
- Year-round street **beautification and maintenance programs** provided by Special Service Area #18.
- A new façade. With the **Façade Incentive Program** through Special Service Area #18, you could be eligible for up to \$2,500 per storefront toward improving the look of your business!
- Special Service Area #18 **Security Rebate Program**. You will be eligible for up to \$1,000 per storefront to help make your property safe.
- A listing on one of our street pole banners.
- Inclusion in the **annual Walking Map** of our commercial area. Northalsted stocks the Map at member businesses, and with concierges at hotels throughout Chicagoland.
- The **Northalsted Business Alliance's marketing and PR programs** – getting the word out to Chicagoland that we mean business! Northalsted is active with Social Media marketing, and we regularly promote members on our Face Book and Twitter pages.



# Join Us

To become a Northalsted Business Alliance member, complete this application and mail it with your check to: Northalsted Business Alliance, 3656 North Halsted Street, Chicago, IL 60613  
Or call or visit us to find out more: 773 883 0500 [www.northalsted.com](http://www.northalsted.com)

**My business qualifies for membership in the following category:**

- New Business** **\$125**  
(less than one year in the service area\*)
- Established Business** **\$175**  
(more than one year in the service area\*\*)
- Institution** **\$350**  
(banks, hospitals or other such entity employing more than 50 people)
- Associate** **\$125**  
(a Northalsted Business Alliance supplier or a supplier to businesses in the service area\*\*)
- Non-Profit** **\$100**

\* A new business is defined as one already open – not under construction.

\*\* The Service Area is defined as Halsted Street from Barry Street north to Grace Street and Grace Street north to West Irving Park Road on Broadway Avenue and its environs (defined as to the alley on intersecting streets).

Name of Business: \_\_\_\_\_

Date Established: \_\_\_\_\_

Address \_\_\_\_\_

Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_

Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Tell us about your business/service: \_\_\_\_\_

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CHICAGO PRIDE FEST®