

# Northalsted Business Alliance

2014  
Annual Report

2015 Annual Meeting

SSA #18

Chicago's Proudest Neighborhood

## Letter from the Director

Dear Members,

We hope that in reviewing this Annual Report, you will see lots of work from 2014 and join us in looking ahead to the future.

Since beginning my tenure in the early fall, we've undergone many changes. First among them, we've relocated back onto Halsted with new office spaces at 801 W. Cornelia Street, 2S. We invite you to stop in and share your ideas with us.

Secondly, your Alliance has grown significantly and it is my pleasure to introduce your terrific team:

**Dustin Erikstrup** - *Director of Special Events*

**Chad Honeycutt** - *Assistant Director of External Affairs*

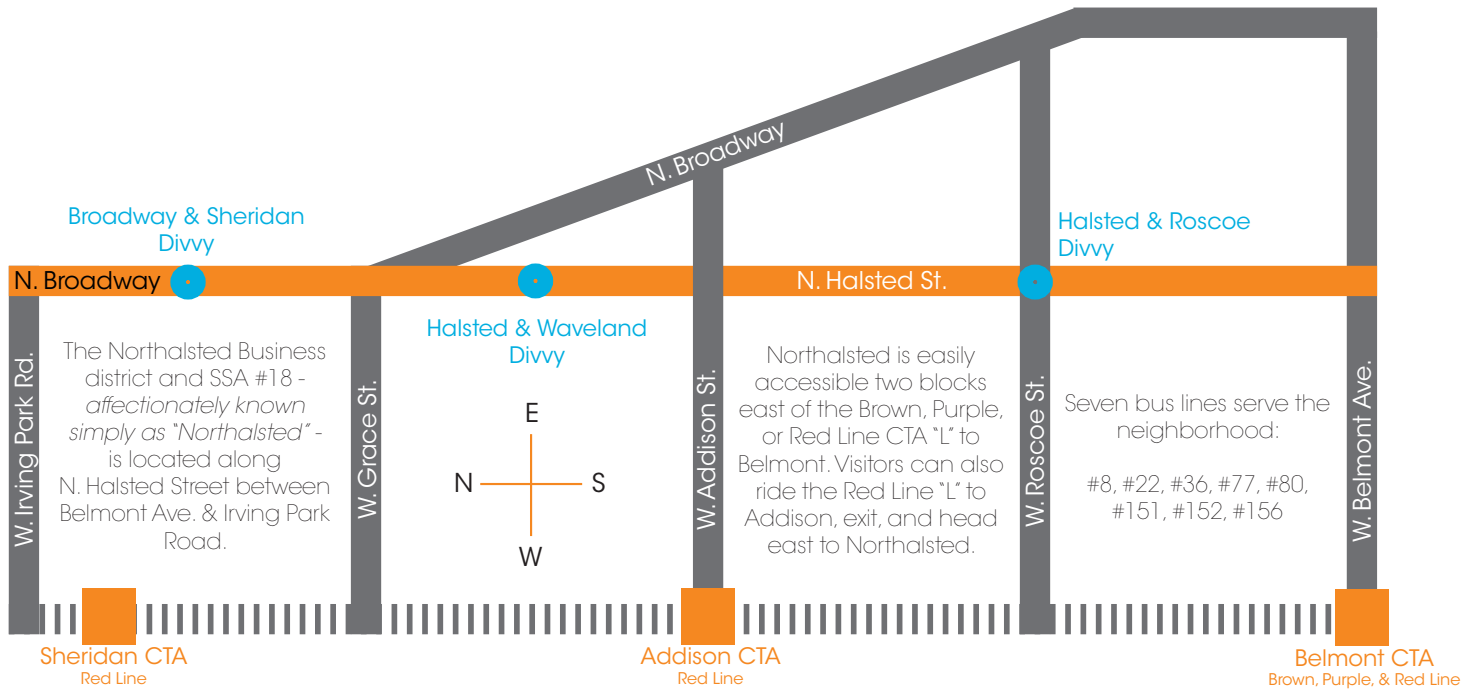
**Eric Santiago** - *Assistant Director of Internal Affairs*

In conjunction with the NBA Board, the four of us have worked collaboratively on a number of important new initiatives, all stemming from our Strategic Plan. Those initiatives are focused on the central mission of creating a dynamic and vibrant community rich with businesses of all variety. A sampling of this work can be seen in the rollout of our new brand and our inaugural **Frost Fest**, which was held in February.

In the upcoming months and over the course of the next few years, we hope that you will join us in implementing this ambitious plan. It will take all of our very best efforts, but since the Alliance's inception our members have risen to the challenges of an ever-changing neighborhood. As we begin this next chapter, we stand united in pride both for the important place Northalsted has played in history and the incredible future ahead of us.

In & Proud,  
Christopher  
*Executive Director*

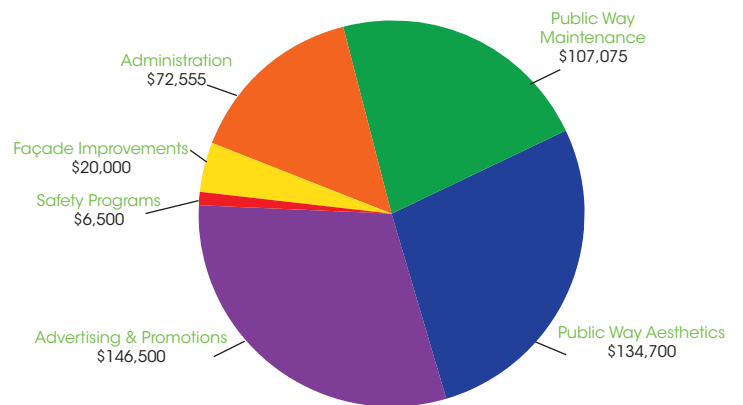
# Map



# SSA #18

In the City of Chicago, a Special Service Area (SSA) is a local tax district that funds enhanced services and programs, which are paid for by a localized property tax levy within a contiguous area. The enhanced services and programs are in addition to those currently provided through or by the City of Chicago. Each SSA is governed by a local commission which oversees and recommends the annual services, budget, and Service Provider Agency to the City.

<b>SSA Name</b>	<b>Northalsted SSA #18</b>
<b>Service Provider Agency</b>	<b>Northalsted Business Alliance</b>
<b>Creation Date</b>	<b>1997</b> (through 2003 with a tax rate cap of 0.4%)
<b>Reconstitution Date</b>	<b>2004</b> (through 2013 with a tax rate cap of 0.42%)
<b>Expansion Date</b>	<b>2007</b>
<b>Meeting Dates</b>	<b>Quarterly</b>



2014 SSA #18 Budget

# Northalsted Business Alliance

Founded in 1980, The Northalsted Business Alliance works cooperatively to maintain a diverse, safe, and thriving shopping and entertainment district.

## Staff

Christopher Barrett Politan - Executive Director

Dustin S. Erikstrup - Director of Special Events

Chad Honeycutt - Assistant Director of External Affairs

Eric Santiago - Assistant Director of Internal Affairs

## Board Members

Ramesh Ariyanayakam - President

Sean Kotwa - Vice President

Nirmalpal Sachdev - Treasurer

Paul Cannella - Secretary

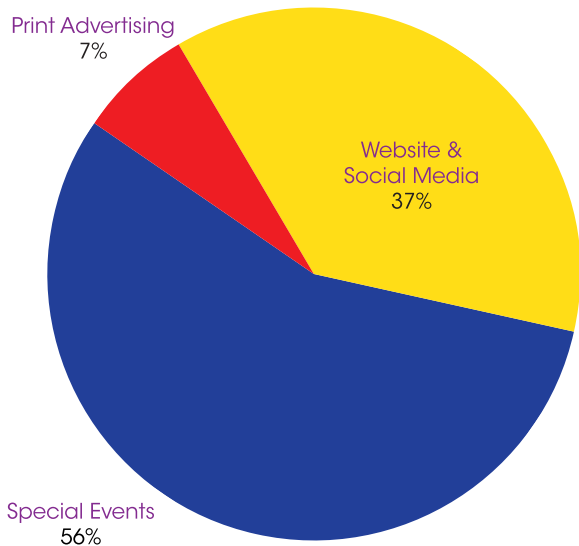
Mickey Hornick  
Jean Leigh  
Dr. Andrew Knecht  
Len Mayersky  
David Sikora  
Mark Zipperer  
Stu Zirin

## SSA Commission

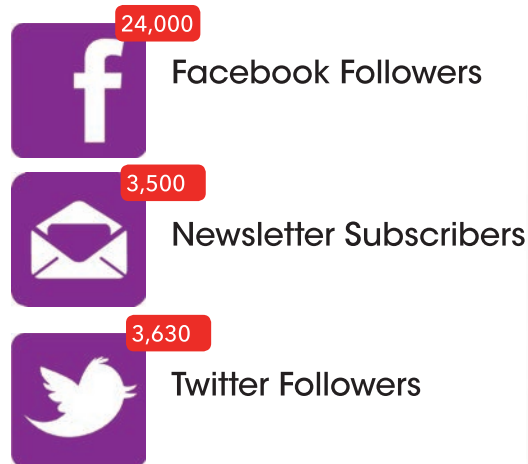
James Ludwig - Commission Chairman  
David Gassman  
Kearby Kaiser  
Timothy Klump  
Randy Shingledecker  
Cindy Rudman  
Richard Wong

## Promotions

ABC7 Chicago • Access Hollywood • CBS2 Chicago • Chicago Magazine • ChicagoPride.com • Chicago Reader  
Chicago Sun Times • Chicago Tribune • Chicagoist • E! Entertainment News • Fox Morning News • NBC5 Chicago  
Out Traveler • Red Eye • TimeOut • US Weekly • Windy City Times • WGN Morning News



2014 Spending on Advertising & Promotions

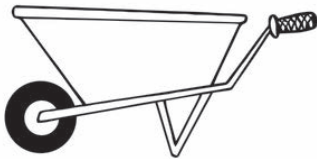


# Events

Winter Fest • Sidewalk Sales • Chicago Pride Fest • Northalsted Market Days • Northalsted Halloween Parade



# Services



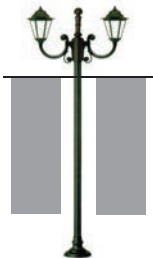
Landscaping  
\$77,000



Sidewalk Cleaning  
\$48,000



Power Washing  
\$42,000



Banners  
\$40,000



Snow Removal  
\$16,000



Public Art  
\$3,500

SSA #18 maintains 20 planters, 32 hanging baskets, and 93 trees that make up the streetscape. Planters are maintained 4 times throughout the year with seasonal plantings provided by Clarence Davids & Company.

With the management and coordination assistance of The Legacy Project, SSA #18 helped repair damaged pylons that make up The Legacy Walk, a collection of commemorative plaques that recognize the contributions of the LGBT community members.

## Mark Your Calendars

**Chicago Pride Fest:**  
June 20 - 21, 2015

**Northalsted Market Days:**  
August 8 - 9, 2015

**Northalsted Halloween Parade:**  
October 31, 2015

## Follow Us



@northalsted

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Chicago, IL 60613

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Chicago, IL 60657

[www.northalsted.com](http://www.northalsted.com)  
(773)883-0500



**BUD LIGHT**

**NORTHALSTED**  
BUSINESS ALLIANCE

# CHICAGO PRIDE FEST

2 0 1 5

**ST. LUCIA / THE VERONICAS / ESTELLE / BIG FREEDIA / DEB GIBSON**  
16 CANDLES / ADAM BARTA / ALICIA MADISON / CATFIGHT / CAZWELL / CRYSTAL WATERS  
GINGER / INAYA DAY / JESSICA SUTTA / ROD TUFFCURLS / WEDDING BANNED

**#KEEP PRIDE PROUD**

# JUNE 20 & 21

**NORTHALSTED.COM**    **PRESENTED BY**  
THE NORTHALSTED BUSINESS ALLIANCE

The poster features a black background with a diagonal split into pink and yellow sections. It includes logos for Bud Light and Northalsted Business Alliance, the event title "CHICAGO PRIDE FEST 2015", a list of performers, the hashtag #KEEP PRIDE PROUD, the dates "JUNE 20 & 21", and the website NORTHALSTED.COM along with social media icons and the text "PRESENTED BY THE NORTHALSTED BUSINESS ALLIANCE".