

Partner Agency Reports

Downtown Oak Park
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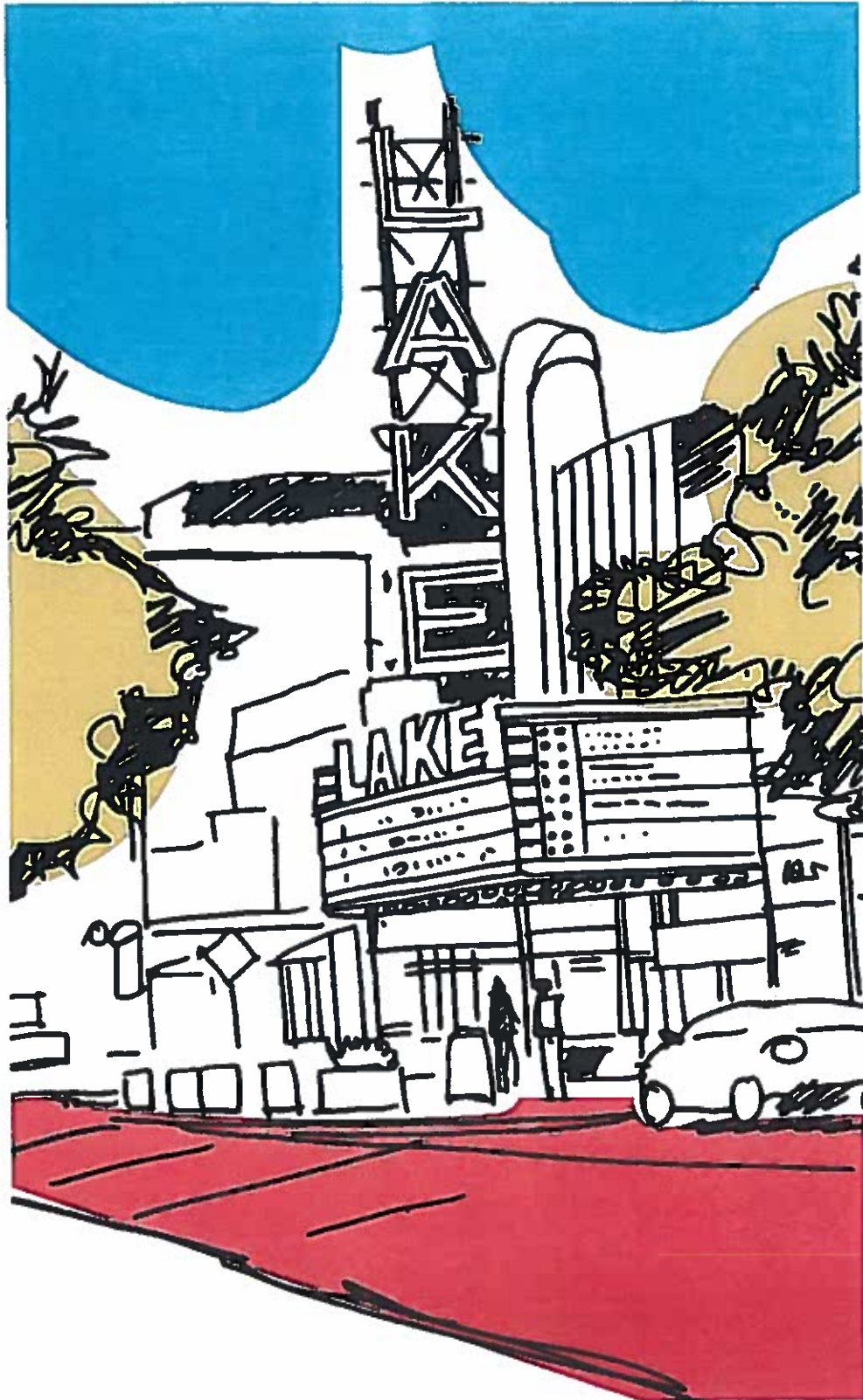
Cindy Summers, President
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Type of Report:

☒ 2018 Year-End (Due August 1, 2019)

☐ 2020 Year-End (Due August 1, 2020)

☐ Other: _____



A LETTER FROM THE PRESIDENT

May 2019

Downtown Oak Park is a true destination to live, dine and shop. One stroll down Lake and Marion and you will see that the number of places to live now rivals the number of restaurants and boutiques, creating a unique relationship between new residents and the businesses in the neighborhood.

Along with these new residents we have seen a transformation in the aesthetics of our district. Vibrant plantings during the summer and illuminated trees during the winter created Instagram-worthy vantage points throughout the year.

The popularity of our events continued as Thursday Night Out, Oaktoberfest, Jazz Thaw, and Winterfest have become a regular tradition for our residents while also attracting many new visitors from all over Chicagoland.

We couldn't do any of this without our incredible staff. Shanon Williams performed her first full year as Executive Director while creating valuable relationships with the Village, neighboring business districts, and the Chamber of Commerce. Anna Kosowski ran events and welcomed her first baby without missing a beat. Jeff Eng focused on keeping our financials sound. And Naomi Soto joined the team as Marketing & Communications Manager.

As a board, we team with the Downtown Oak Park staff to advocate for our merchants and property owners. We strive to continuously improve the experience for our shoppers, the ease of doing business, and the attractiveness of our district for further investment. It is a delicate balance and an exciting responsibility. We look forward to this next year as we increase sustainability within our district, welcome the opening of Albion, and begin the revitalization of Lake Street.

Cindy Summers

President, Downtown Oak Park Board of Directors

2018 SIGNATURE EVENTS



March 3

Jazz Thaw continued to grow in popularity for its fourth year. Presented by WDCB

Listener-Supported Jazz & Blues and Downtown Oak Park, participants enjoyed free live music performances inside 13 local restaurants.



May 24–August 30

Thursday Night Out 2018 featured cultural music performances and a wine & beer tent.

TNO's signature dine-around program offered menu items from 20+ Downtown Oak Park restaurants. 2018 also introduced a new green program. A Green Sponsor provided the opportunity to have staff oversee recycle & compost stations at the event.



June 16

We had another beautiful day for Uncork Illinois 2018. Illinois wineries

brought their tasting rooms to Marion Street for 3000+ participants to sample. Sarah's Inn was the non-profit beneficiary receiving \$5,000.



August 7

This event offered a variety of French-inspired fun for all. From art exhibits to

can-can dancers, poodle parades to French wine, crepes to cabaret—Art dans la Rue continues to grow year to year.



September 14 & 15

Festive fall foods, wine & beer, live music and the Kids' Root Beer Garden

all added to the success of the event. Wine & beer tent volunteers from Oak Park River Forest Food Pantry & Animal Care League collected tip donations.

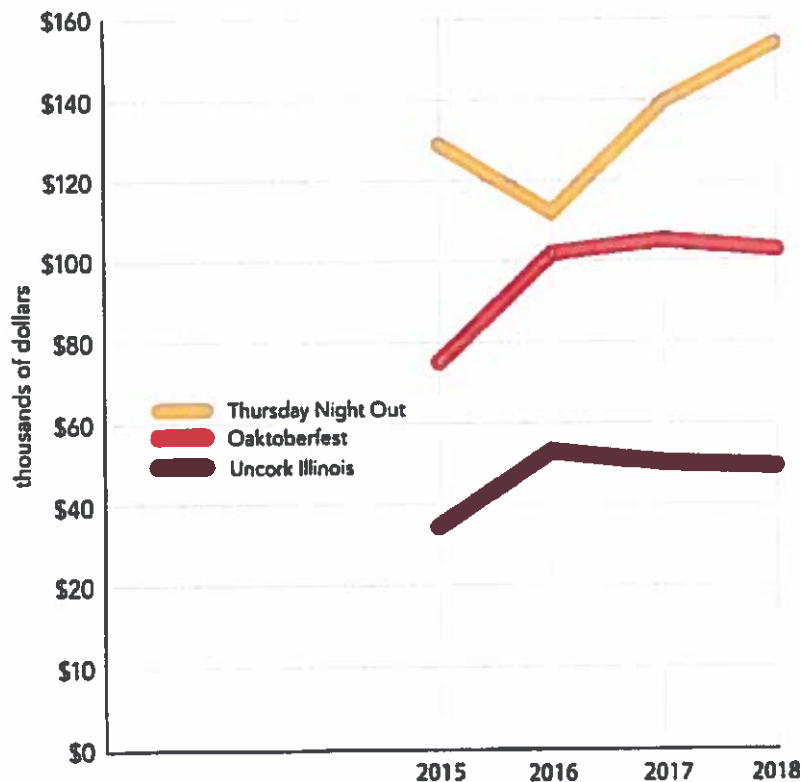


December 8

Home for the Holidays offered cookies & cocoa, as well as horse-drawn sleigh rides to the

Oak Park community. Families enjoyed seasonal entertainment and last minute shopping at this festive event. "It's a Wonderful Life" showing at Lake Theatre and a visit from Santa also added to the holiday spirit.

EVENT SALES



SHOPPER'S REWARD PROGRAM

\$50 REBATE

\$69,070

Shopper's Reward Certificates Redeemed in 2018

\$39,455

Gift Certificate Sales 2018

WEBSITE & SOCIAL MEDIA



Downtown Oak Park continued to use digital channels to market and promote local businesses and events. Around Downtown and Merchant Buzz categories were cross-promoted on various digital channels including downtownoakpark.net, social media and e-mail newsletters.

Social media advertising continued to be a successful tool to promote events. Downtown Oak Park 2018 events shared as Facebook Events reached 440,000 interested attendees. New business posts on social media also bring high engagement from followers.

440,000

Interested attendees reached by shared Facebook Events.



2018 NEW BUSINESSES

Bloch Oak Park
EcoKarat Jewelry
Poke Burrito

Hecho en Oak Park
Dye Hard Yarns

PARTNERING WITH NEIGHBORING DISTRICTS



Downtown Oak Park extended Jazz Thaw to include three Pleasant District restaurants in 2018. This expansion accommodated the growing

event crowds offering more venue space to host live jazz music performances.



Downtown Oak Park partnered with the Hemingway District for the Shop Outdoor Sale in 2018. 30 businesses participated in the

sidewalk sale and Sip & Shop Bingo. Free rickshaw rides were offered connecting the two districts.



Downtown Oak Park invites Oak Park Arts District artists to Marion Street for Art dans la Rue.

In addition to showcasing local artists, other highlights of the festive French event include Lake Theatre showing a French film, Poodle Parade, mime, face painting, Madeline character, can can dancers, music, rickshaw rides, wine tent, crepes, beignets, flower truck & more.



SPONSOR & NON-PROFIT PARTICIPATION AT EVENTS DOWNTOWN

Oak Park introduced a sponsorship & non-profit organization participation program in 2018 offering opportunities to be involved at our events.

EVENT SPONSOR(S)

BENEFITING THESE NON-PROFIT(S)



Wheel & Sprocket and Careful Peach Boutique

2-3 Local NPOs offered family-friendly activities each week



Cooper's Hawk Winery

Sarah's Inn received 10% of event profits



Oak Park Place Apartments

Oak Park River Forest Food Pantry and Animal Care League received tips at beer & wine tents

DOWNTOWN DEVELOPMENTS & NEW RESIDENTS

VANTAGE OAK PARK

25,000 SF
RETAIL/RESTAURANT SPACE

588 TOTAL PARKING SPACES	300 PUBLIC SPACES
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270
UNITS

447
RESIDENTS




THE EMERSON

26,000 SF
RETAIL/RESTAURANT SPACE

420 TOTAL PARKING SPACES	150 PUBLIC SPACES
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248
UNITS

450
RESIDENTS



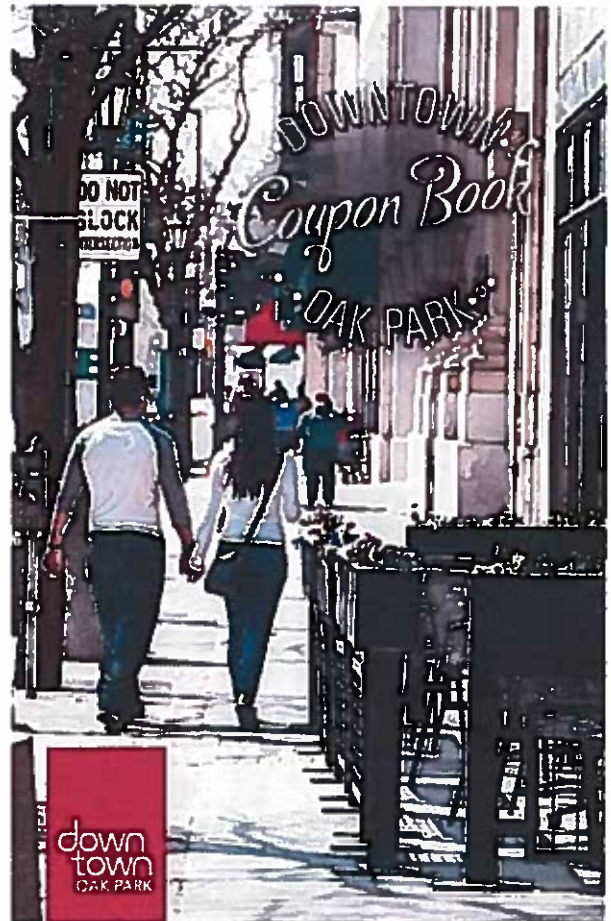
ALBION OAK PARK

6,000 SF
RETAIL/RESTAURANT SPACE

TBD
PRIVATE PARKING SPACES

140
UNITS

TBD
RESIDENTS

CONNECTING TO NEW RESIDENTS

Downtown Oak Park created a coupon book offering promotions at 60 local businesses. The book was distributed to Vantage Oak Park, The Emerson, Oak Park Place, 100 Forest Place residents, as well as to local realtors.



GROUPS AND MAINTENANCE



BANNER PROGRAM

Oak Park artist, Olena Prysiachniuk, was selected as winner of our 2018 artist commission. Her artwork was featured on Downtown Oak Park's street pole banners & directory cards. This program emphasizes the DTOP brand and elevates the appeal and uniqueness of the business district.

38 banners were sponsored last year. We also offered local non-profits the opportunity to purchase a banner.

MEMBER MEETINGS & SEMINARS

"Uncover Your Unique Value" seminar was held in 2018, Terrand Smith, CEO with 37 Oaks Retail Consulting lead the workshop to help merchants uncover their business's unique value proposition, helping them to compete with online retail and drive traffic in-stores.

AWNING & SIGNAGE GRANT

DTOP continued to administer its successful Awning & Signage grant program throughout 2018. Three businesses applied for the grant. This is a long-standing program, administered and funded exclusively by DTOP and strives to promote attractive and welcoming storefronts throughout the business district.



LANDSCAPING

DTOP for the first year contracted with Woodlawns Landscape Company to install eye-catching planter boxes and planters for spring and summer. Spring showcased lemon cypress and ferns with a combination of annuals. Hydrangeas were also installed in beds as a permanent variety. Summer plantings were filled in with acorus and alocasia to showcase an attractive and innovative mix of seasonal annuals and perennials.

Significant improvements were made to several landscape beds in and around parking lots 3 and the entrance to the Holley Court Garage off of Marion, in an effort to further enhance those green areas nearest parking pay terminals and entry and exit points with high visibility.



SUSTAINABILITY

Sustainability was again a priority for Downtown Oak Park in 2018 moving us one step closer to creating a Green Business District. In 2018 we partnered with Wheel and Sprocket to promote biking by offering free bike valet at our signature events. Incorporating best practices we established waste stations at TNO, Art dans la Rue, Uncork and Oaktoberfest to help divert landfill into recycling and compost. DTOP worked closely with Seven Generations Ahead and Village staff and our business community to successfully incorporate these green initiatives and promotions.

SNOW REMOVAL

While we were fortunate to have had a light snowfall last season, every effort was still made by DTOP and its grounds and maintenance contractor to ensure that primary thoroughfares remained clear of snow and debris. DTOP contracts for snow removal along all sidewalks and for the creation of up to 24 "cut-throughs" along Lake Street, in snow embankments between parking stalls and curb lines, so as to further improve accessibility to meters and pay terminals.



HOLIDAY LANDSCAPING AND DÉCOR

2018 was the first year DTOP adorned 44 of its 116 trees with beautiful soft white LED lights. The trees were strategically chosen throughout the district. The archway on Marion, as well as all the lamp posts, were decorated with red LED lights and matching ribbon. Nestled amongst the lights all the pots were filled with greenery, white birch poles and red twig dogwood branches.

DTOP also coordinated the installation of fresh garland to individual storefronts as a means of further establishing a more cohesive and welcoming look and feel for the district.

2018 BOARD OF DIRECTORS

Cindy Summers, President/Merchant Director

Mike Fox, Treasurer/Owner Director

Jack Strand, Secretary/Owner Director

Jeff Long, Merchant Director

Nina McCaffrey, Merchant Director

Judith Lalor, Merchant Director

Mary Ludgin, Owner Director

Eric Wagner, Merchant Director

David Schrodt, Counsel

John Lynch, OPEDC Designee

Tammie Grossman, VOP Representative

DTOP STAFF

Shanon Williams, Executive Director

Anna Kosowski, Marketing Director

Naomi Soto, Marketing & Communications Manager

Jeff Eng, Finance Manager

COMMITTEES

MERCHANT ADVISORY COMMITTEE

The MAC is comprised of Merchant Members and makes recommendations to the Board of Directors in general regarding promotional activities and grounds maintenance in SSA #1.

Llyn Longwell, Chair, The Jewelry Studio

Holly Hansen, Visit Oak Park

Erin Van Buskirk, JAYNE Boutique

Karen Pauwels, Sugar Fixe Patisserie

Willis Johnson, Lake Theatre

Michelle Vanderlaan, Sugarcup Trading & 16 Suitcases

Eric Krzystofiak, Wheel & Sprocket

PARKING COMMITTEE

The Parking Committee meets when the need arises. Comprised of representatives from both the Village of Oak Park and the DTOP merchant and property owners this group achieved a number of beneficial changes which better incentivized use of the public parking structures, instilled better enforcement and turnover among DTOP surface lots, and took comprehensive inventory of previous failing parking strategies.

Mike Fox, R.P. Fox & Associates

Llyn Longwell, The Jewelry Studio

Tammie Grossman, Village of Oak Park

Jason Smith, Book Table

Cindy Summers, Sugar Fixe Patisserie

FINANCE COMMITTEE

The Finance Committee started meeting every month in 2018. This group oversees and manages the finances for the organization as well as the annual audit. They meet annually with the Village Manager to present the budget for approval.

Cindy Summers, Sugar Fixe Patisserie

Mike Fox, R.P. Fox & Associates

Llyn Longwell, The Jewelry Studio

Mary Ludgin, Shops of Downtown Oak Park/Heitman

Judith Lalor, The Little Gem Restaurant

Jeff Eng, Finance Manager

2018 FINANCIALS

Income

	Jan-Dec 2018
Special Service Area Funds	\$700,000
Program Income (Events)	\$188,041
Member Dues	\$4,600
Holiday Décor	\$4,376
Interest	\$34
VOP Plant Agreement	\$25,000
Miscellaneous	\$2,875

Total Income

\$924,926

Expenses

Operating & Administration	\$295,971
Marketing	\$332,642
Grounds	\$212,974
Member Services and Programs	\$12,605

Total Expenses

\$854,192

Net Revenue

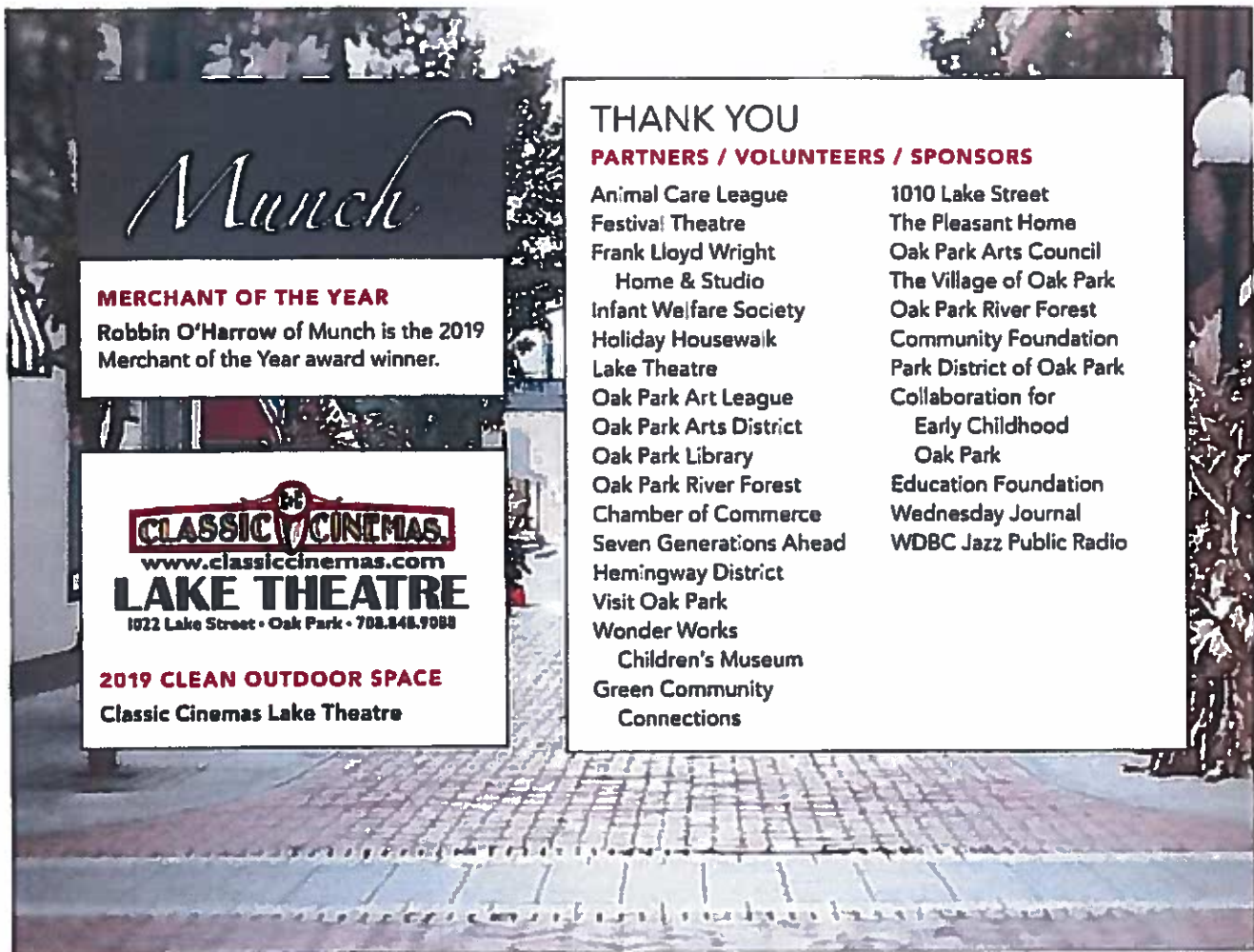
\$70,734

*On an Accrual Basis as of 5/8/19

Bank Balances as of 12/31/18

Operating Accounts	\$18,182
Reserve Account	\$51,010
Snow Reserve Account	\$15,000

ACCOLADES



DTOP JAZZ THAW THURSDAY NIGHT OUT UNCORK ILLINOIS
SHOP OUTDOOR SALE ART DANS LA RUE MICROBREW
REVIEW OAKTOBERFEST GREEN HALLOWEEN WINTERFEST
HOME FOR THE HOLIDAYS DTOP JAZZ THAW THURSDAY
NIGHT OUT UNCORK ILLINOIS SHOP OUTDOOR SALE ART
DANS LA RUE DTOP JAZZ THAW THURSDAY NIGHT OUT
UNCORK ILLINOIS HOME FOR THE HOLIDAYS DTOP JAZZ
THAW THURSDAY NIGHT OUT UNCORK ILLINOIS SHOP
OUT DOOR SALE ART DANS LA RUE DTOP JAZZ THAW
MICROBREW REVIEW OAKTOBERFEST GREEN HALLOWEEN
WINTERFEST HOME FOR THE HOLIDAYS DTOP