

# Proposal for Village of Oak Park: Oak Park Shop Local Campaign

November 14, 2020

a5 Branding  
& Digital

## Firm Profile

a5 is a branding and digital agency that tells client stories in clear, concise, consistent and compelling ways – to get results.

We begin by listening. Asking questions. Understanding your market and the competitive landscape. By offering recommendations and solutions. And telling your story – powerfully.

We work by a simple philosophy: to deliver great work that gets you where you want to go, and we do it on time and on budget.

Founded in 2001 by John Harris and Fletcher Martin, the firm has proven expertise in working with public and private sector clients. Our work at a5 revolves around creating healthy, sustainable communities.

a5 Branding  
& Digital

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Chicago, Illinois 60602

John Harris, Principal  
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a5inc.com

## Why a5?

- We are a brand and digital agency that helps you tell your story in a clear, concise, consistent and compelling way.
- We work with public and private sector locally, regionally and nationally. Representative community clients include Woodstock, Niles, Northbrook, Mundelein, Rogers Park, Charlevoix, MI and Naples, FL. In these communities, we work closely with business, government and all sectors of the community to advance economic development, increase tourism and build a stronger sense of community.
- We are adept at working with multi-stakeholder groups. In Oak Park, we facilitate the Oak Park Homelessness Coalition, a group of 50 organizations and individuals working to end homelessness in Oak Park.
- We are storytellers; we will help craft and tell a community-wide story AND stories of people and place that excite, engage and entice. Because we worked on the Oak Park brand with Sasaki (and a multi-stakeholder team in Oak Park), we can leverage the previously developed brand and help businesses and the community in the short, medium and long-term.
- a5 principal John Harris has a 24-year history of living and working in Oak Park. The ten-person firm has worked with, or is currently working with, a range of public and private sector clients in Oak Park, including: Village of Oak Park, Oak Park Homelessness Coalition, Oak Park Economic Development Corporation, Downtown Oak Park, Visit Oak Park, Oak Park Apartments, Oak Park Residence Corp., Entrepreneur Leaders in Philanthropy (through OPRF Community Foundation), Beyond Hunger, Wonder Works and more.
- a5 has expertise in developing results-focused shop local programs in Rogers Park, Downtown Oak Park, Mundelein and Brookfield. We understand the workings of the Downtown Oak Park Shopper's Reward program and how to develop programs that deliver results to businesses and business districts.
- a5 understands small business and the challenges faced by the pandemic. Over the past six months we have worked with restaurants and locally-owned shops to help mitigate the effects, change business models and improve marketing efforts.
- We are strategic as well as highly creative. At a5, we work to set you apart by creating a visual and verbal architecture that helps affect perceptions of your intended audiences. And we always aim to generate results.
- We stay on or under budget. We are responsible for properly estimating a project, not you. Only when a project is redirected in a substantial fashion (or extensive changes are made) do we consider writing a change order. And we do that only after discussion with you.
- We create schedules and stick to them. If a schedule needs to be adjusted, we discuss it with you at the earliest possible opportunity.

## a5 Services

### Branding

#### Market Research

Public Outreach & Engagement

Brand and Marketing Strategy

Positioning

Tagline Creation

Naming (Company & Product)

Marketing Plans

Product Launches

Content Development/Copywriting

Photography/Illustration Sourcing

Photography/Illustration Art Direction

Public Relations/Media Relations

#### Graphic Identity Creation

Logos/Graphic Identities

Identity Applications

#### Advertising

Creative

Print

Broadcast

Radio

Outdoor

Media Planning

Media Buys

#### Print/Other Support Materials

Brochures

Direct Mail

Catalogs

Magazines

Newsletters

Packaging

Signage and Banner Systems

### Digital

#### Web Design

Bespoke Web Development

User Experience

Content Development/Copywriting

Content Management Solutions

Content Management Training

Intranets/Extranets

#### Video

Preproduction

Scripting/Writing

Casting

Location Scout Management

Storyboarding

Art Direction

Interviews

Production/Shooting

Editing/Post-production

Motion Graphics

#### Digital Advertising

Email Campaigns

Social Media Campaigns

Google Ads

Search Engine Optimization

## **a5 Client Experience in the Oak Park Area**

Downtown Oak Park

Village of Oak Park

Pleasant District of Oak Park

Wonder Works Children's Museum

Oak Park Homelessness Coalition

Community Mental Health Board of Oak Park

Visit Oak Park

Seven Generations Ahead

Beyond Hunger

Unity Temple Restoration Foundation

Collaboration for Early Learning

Oak Park Economic Development Corporation

Tom Bassett-Dilley Architects

Nevin Hedlund Architects

Aria Group Architects

Oak Design & Construction

Oak Park Apartments

Oak Park Residence Corporation

Oak Park Housing Authority

Oak Park Youth Baseball & Softball

a5 works with public sector, business community, education and non-profit clients to develop strong brands.



# Proposal

The Oak Park business community has been impacted significantly by the COVID-19 pandemic. As we enter winter, concern is growing among the business community and the broader community about business survival.

Recently, multiple programs have emerged to help local businesses, ranging from a gift card program (Oak Park River Forest Chamber of Commerce) to a “save our restaurants” effort (Ravi Parakkat) to a recent business owner survey and Local Eats Bingo at oakparkeats.com. Some community members have suggested expansion of the Downtown Oak Park Shopper’s Reward program.

a5 proposes to work with the Village of Oak Park and a broad coalition of stakeholders to promote and support small businesses in the near term – starting immediately – while building a program and effort that will also help in 2021 and beyond.

This effort would be organized quickly and facilitated by a5 to effectively launch a pro-active effort to connect businesses and consumers to mitigate the effects of the pandemic – and create a strong sense of community pride.

*In short, we would work to bring Oak Park together and harness the power of spending local.*

The program would consist of the following phases:

## **1. Engagement/Plan Development**

– Facilitate development of program and campaign with key partners. We would immediately assemble the key stakeholders in the business community, including business owners, Oak Park Economic Development Corporation, Downtown Oak Park, the OPRF Chamber of Commerce and the business districts (Harrison Street, North Avenue, etc.).

At this meeting, we would determine the need, discuss goals, confirm the audiences and begin to formulate an action plan. Because of our market knowledge, experience and working relationships within the community, we can bring people together quickly to work together.

– Within one week, we would work with the stakeholders to develop a strategic program that promotes short-term stimulus while keeping a long-term view in mind. The program would look at a variety of ways to assist businesses and ascertain how to work with existing programs and/or begin new efforts. Partnerships, collaboration and urgency will be keys to success.

In addition to key agencies in the community, we will work with social media groups, influencers, key community leaders, local media, each business district and others to ensure we cover the community and beyond.

– This program will coordinate efforts, create compelling stories and provide clarity so there is a greater opportunity for success. Those stories should connect people and place. We will not only appeal to people’s sense of community, we will provide information and reasons to try something new or return to an old favorite or a place they forgot. From the Happy Apple Pie Shop to Sugar Fixe, Careful Peach Boutique to New Rebozo and more, Oak Park offers so much that is interesting, new and different. That needs to be celebrated and communicated.

– The engagement effort and marketing communications plan should not only consider the Oak Park community – it should reach a wider audience to promote Oak Park and all that it has to offer.

– The plan will include goals, strategies, marketing tactics, a budget, timeline and expected results.

# Proposal

## 2. Campaign Development

In week two, we would present two or more campaign approaches that create excitement and cut through the clutter to connect with the community, driving awareness and pushing people to act.

- Develop creative campaign that helps stimulate local economy and gets businesses through the next several months – and gives them a head start as we work through the pandemic. The campaign will:
  - connect with local businesses AND area residents (Oak Park and beyond)
  - tell a compelling story that urges people to support their friends, neighbors and community members
  - provide a compelling offer
  - utilize a strong call to action.

## 3. Campaign Execution

a5 would develop the deliverables that would reach a local audience and a wider Chicago area footprint.

Marketing tactics would include:

- Social media plan, ads and posts that can be used by organizations and local businesses
- Geofencing and geotargeting to reach people on digital platforms wherever they may be
- Web site content to be placed on web sites around the community
- Email campaign
- Google ads
- Window signage and point-of-purchase collateral
- Outdoor signage in Downtown Oak Park and other places (with DTOP permission, of course)
- Media blitz, paid and free (Wednesday Journal, Mom Mail, etc.)
- Partnership development so the campaign reaches beyond the obvious and gets to area consumers
- Digital and print advertising
- News release and other media outreach
- Contests and promotions that drive traffic
- Webinars and other educational and fun ways to “get the word out”

A web site should be developed to provide “one stop shopping” for people looking to support local businesses. We propose to develop and deploy a Squarespace web site quickly that can consolidate and promote all participating businesses.

We will not only invite businesses to participate, we will reach out individually to businesses to get their up-to-date information. (We have done this in other communities to during the pandemic to ensure information is updated in real time.)

a5 will also work with the team to come up with and innovative and creative ways to engage businesses and consumers through contests, art and culture and more.

Photography will play a key role in bringing the campaign to life, and video can be employed to create an immediate connection with people and place.

# Proposal

Important notes:

- We need to keep businesses alive and create a campaign that supports and lifts up the community. The campaign must be strategic, creative and immediate yet have potential to be long-lasting. Key to success: answer the question “What’s in it for me?” for all audiences.
- The campaign we create will enable businesses to share stories and information. We will also provide assets businesses can use to promote the “whole” while also promoting their individual business. (a5 works with Illinois Park and Recreation Association on Unplug Illinois. As part of the campaign, individual park districts have access to graphics, social media posts, photography and more for their own use.)
- For each of the above tactics, we will work through the mechanics. Take the email campaign as an example: in concert with businesses and organizations, we can use specific lists to reach people in the community on a weekly basis. Reach and frequency are critical components of marketing success.
- We often team with other individuals and agencies and would be happy to work with others to achieve success. While we handle PR and web development, for example, if you have a PR firm or a web site developer, we can work in tandem with other resources.

# Budget

The budget below can be adjusted depending on scope and budget availability.

a5 Fees, three-month engagement (discount to be determined) . . . . .	\$15,000 to \$20,000
a5 Fees, design and launch a web site (using Squarespace). . . . .	\$5,000
Squarespace Costs (hosting and domain name). . . . .	Approx. \$250 per year
Marketing Spend. . . . .	\$15,000 to \$20,000

Notes for discussion:

- We are willing to donate a portion of our time to help with short term stimulus program.
- We are also willing to work to raise a portion of the budget if need be and have done so successfully in other communities, such as Woodstock and Freeport.
- If the Downtown Oak Park Shopper’s Reward program is to be implemented across the community, budget would need to be set aside for the customer redemptions.

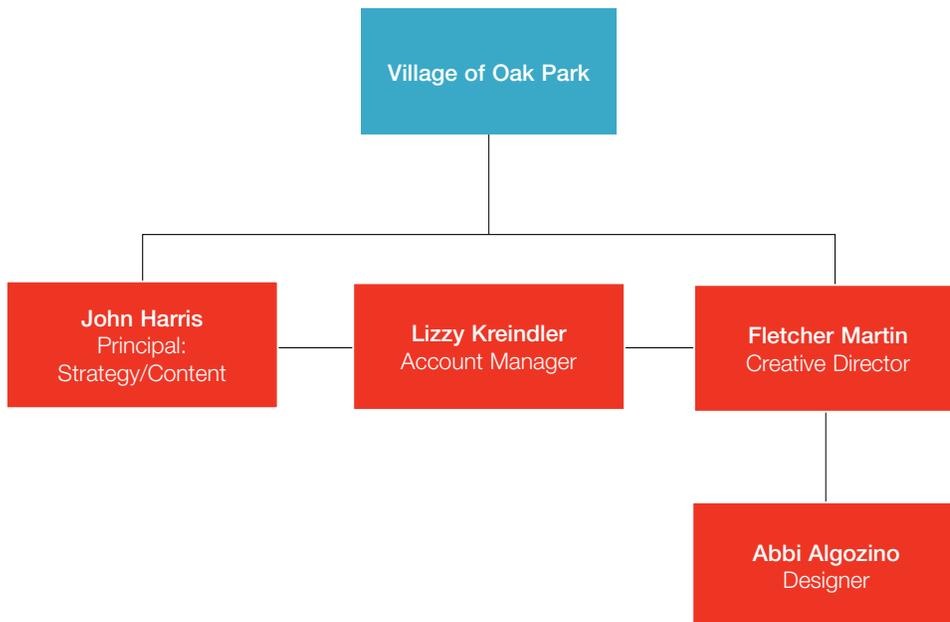
## a5 Team

Our team structure is designed to bring creativity along with efficiency and consistency to client programs. The team stays together for the duration of the program.

If chosen to proceed, a5 would organize a team consisting of John Harris (Principal), Lizzy Kreindler (Account Manager), Fletcher Martin (Creative Director) and Abbi Algozino (Designer).

John Harris and Lizzy Kreindler would serve as the primary contacts for Village of Oak Park.

a5 responds to client requests within 24 hours, often sooner. We would provide cell phone numbers so you're able to reach key contacts.



## a5 Team Members (continued)

### John Harris – Principal

John helps clients tell stories in a clear, consistent and compelling manner to generate results from marketing and communication programs. He has deep expertise in all media, from brand strategy to advertising, collateral, web development, public relations, social media and the creation of branded experiences. Harris is also adept at building collaborative environments with multiple stakeholders.

A former journalist for Forbes, Harris wrote the first national story on Starbucks, predicting that it would change our culture and society. He also wrote for the Milwaukee Journal and served as editor of Rockford Magazine before joining The Marmon Group, Inc. (then a \$6 billion organization owned by the Pritzker family) as director of communications in 1991. There, he consulted with Marmon's 100-plus companies on marketing communications and public relations issues in a wide variety of industries including financing, consumer and industrial products.

Before co-founding a5 in 2001, John served as a strategic communications consultant for VSA Partners, advising such clients as Steelcase, Landscape Forms and US West on brand development and brand management.

In his role as principal of a5, Harris has developed expertise in working with communities, sustainability, healthcare, education, non-profits, consumer products and financial services, among others. He has a passion for creating healthy, sustainable communities, and developed GreenTown: The Future of Community, a one-day experience dedicated to bringing the public sector together with the private sector to create sustainable communities, with non-profit Seven Generations Ahead.

A graduate of Carroll University in Waukesha, Wisconsin, John has taught at Roosevelt University and Carroll University.

Harris serves on the leadership team of Entrepreneur Leaders in Philanthropy (a giving group of the Oak Park River Forest Community Foundation) and the boards of Garfield Park Conservatory Alliance, Friends of Richton Park, Lauren's Hope (part of Horizons for Youth) and Triton College Foundation.

### Experience Highlights:

**Milwaukee Journal  
Forbes  
The Marmon Group  
Steelcase  
Campbell Soup Company  
Interface  
Ameritrade  
NYSE Euronext  
Field Museum  
Chicago Park District  
Chicago Children's Museum  
Chicago Transit Authority  
City of Charlevoix, MI  
Village of New Lenox, IL  
City of Freeport, IL  
Village of Richton Park, IL  
City of Woodstock, IL  
Village of Hanover Park, IL  
World Wildlife Fund  
Wege Foundation  
Johns Hopkins University  
Downtown Oak Park  
Oak Park Economic  
Development Corporation  
Oak Park Homelessness  
Coalition  
Oak Park Apartments  
Wonder Works Children's  
Museum**

## a5 Team Members (continued)

### Fletcher Martin – Creative Director

Fletcher is a founding principal and creative director at a5. He is responsible for the design development and creative direction of a5 projects, including branding and identity, signage, interactive design, naming and more.

Prior to forming a5, he spent five years at VSA Partners in Chicago as a design director working with such clients as Steelcase, Harley-Davidson and H<sub>2</sub>O+. At a5, his client experience includes World Wildlife Fund, Downtown Oak Park, Oak Park Economic Development Corporation, Chicago Park District, Chicago Children's Museum, Field Museum, Chicago Architecture Foundation, Congress for the New Urbanism, Chicago Transit Authority, NYSE Euronext and Klein & Hoffman.

From 2009 to 2014, he served as an executive board member (Treasurer) of the Chicago chapter of the AIGA – the professional organization for design. He has also volunteered as creative director for two creative rallies for EPIC, a non-profit that pairs volunteer writers and designers with worthy causes and organizations. The EPIC projects Fletcher led include the rebranding of Illinois Humanities and messaging/collateral for Literacy Chicago.

### Lizzy Kreindler – Account Manager / Content Specialist

Lizzy serves as an account manager and content specialist at a5. She helps clients develop strategies that propel their work forward and motivate their audience. Lizzy specializes in message development, network facilitation, and digital and experiential media marketing.

Prior to a5, Lizzy worked at Bluestem Communications in public opinion research and messaging campaigns for municipalities to lessen homeowner's impact on water quality. She came to brand and digital consulting after experiencing the work from the client side at Chiaravalle Montessori School, where, as Director of Development, she led a \$2 million capital campaign to build a LEED-Platinum Certified education center based on the values of the community. Additionally, Lizzy has managed individual giving, grant management, and marketing for a youth development nonprofit. Whether it's motivating people to donate, volunteer, or change a behavior, Lizzy has experience in events, messages, and images that resonate.

Lizzy graduated from Northwestern University with a BS in Learning and Organizational Change, Minor in International Studies.

### Abbi Algozino – Designer

Abbi is an Oak Park native who works on branding identity development and digital projects. Abbi graduated Magna Cum Laude from Dominican University with a BA in Graphic Design where she worked as an editorial designer for the Dominican Star Newspaper and studied fine arts, environmental science and philosophy. She joined the a5 team in early 2018.

Prior to a5, Abbi worked as a designer for tag, a wholesale home-goods company; Plant Chicago, which focuses on creating circular economies; the South Carolina Aquarium and GoEco, a volunteer abroad company based in Israel.

#### Experience Highlights:

Wege Foundation  
Johns Hopkins University  
Harley-Davidson  
NYSE Euronext  
Steelcase  
Field Museum  
World Wildlife Fund  
Museum of Contemporary Art  
San Diego  
Downtown Oak Park  
Oak Park Economic  
Development Corporation  
Oak Park Homelessness  
Coalition  
Oak Park Apartments  
Wonder Works Children's  
Museum

#### Experience Highlights:

The Plant  
Village of Gurnee, IL  
Howard Street Chicago  
Square One Foundation  
Lake County Partners  
Kane-DuPage Soil and Water  
Conservation District  
Calumet Collaborative  
Village of Niles, IL  
City of Lexington, Kentucky  
Fox River Study Group  
Bluestem Communications

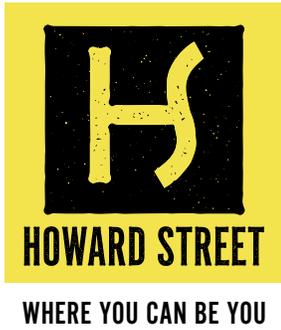
#### Experience Highlights:

Oak Park Homelessness  
Coalition  
Krasl Art Center  
Village of Hanover Park  
Village of Niles  
Village of Gurnee, IL  
Howard Street Chicago  
Kane-DuPage Soil and Water  
Conservation District  
City of Woodstock

## a5 Work



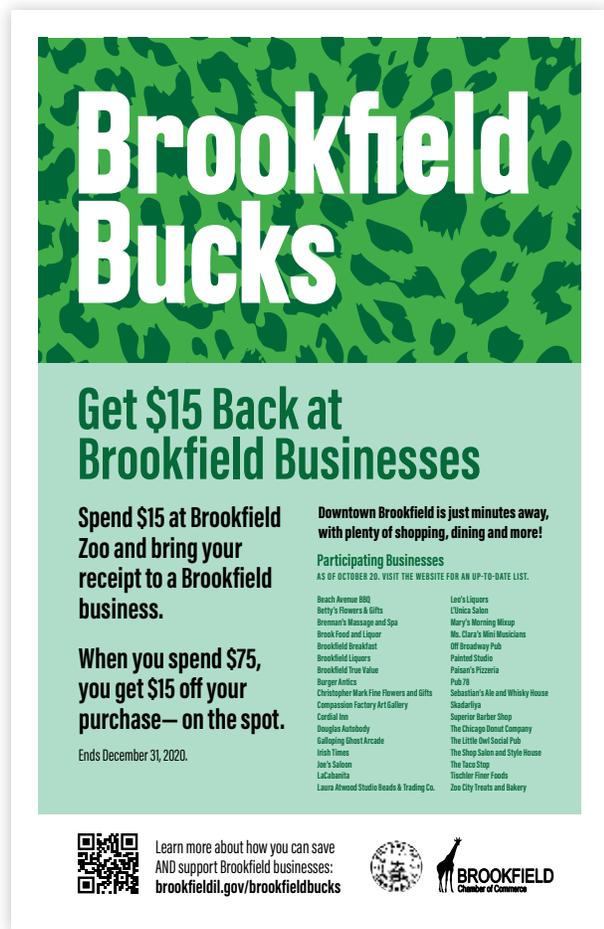
## a5 Work



## a5 Work: Local Merchant Programs



For the Rogers Park Business Alliance Live, Love, Shop program, we developed the visual identity (in English and Spanish) and have helped shape messaging and marketing of the program using web site, social media, posters, flyers and bus shelters in the Chicago neighborhood.



a5 launched a program for the Village of Brookfield and the Brookfield Chamber of Commerce to promote buying in Brookfield. The campaign establishes a partnership with Brookfield Zoo and encourages zoo visitors to shop and dine in Brookfield. Area residents are also encouraged to support local merchants through a myriad of marketing tactics including social media, email, digital advertising, collateral and outdoor signage on the edge of Brookfield and the outskirts of the zoo.

## a5 Work: Local Merchant Programs



**SHOPPER'S  
REWARD  
PROGRAM**

SHOP DOWNTOWN OAK PARK DURING THE HOLIDAYS  
**GET A \$50 REBATE CERTIFICATE**  
NOVEMBER 1 - DECEMBER 25

LOOK FOR ENVELOPES IN DOWNTOWN OAK PARK BUSINESSES  
find out more at [www.downtownoakpark.net](http://www.downtownoakpark.net)  
LAKE / MARION / NORTH BLVD

In Downtown Oak Park, we have worked for nearly ten years on a highly successful Shopper's Reward program, which encourages shopping local during the holidays and gives businesses an influx of money at the slowest time of the year.

From November 1 to December 25, buyers collect receipts totaling \$500. The receipts must be from at least seven stores and the buyer must spend a minimum of \$25 at each store. Buyers submit those receipts to Downtown Oak Park and, as a reward, receive booklets of five \$10 coupons, with a limit of two per household. Those coupons can be redeemed at participating stores from January 1 to February 15. Merchants collect the coupons and submit them to Downtown Oak Park for a full dollar-for-dollar reimbursement.

The program is promoted in local print media, on social media and through signage at restaurants and stores.



**SHOPPER'S  
REWARD  
PROGRAM**

SHOP DOWNTOWN OAK PARK DURING THE HOLIDAYS  
**GET A \$50 REBATE CERTIFICATE**  
NOVEMBER 1 - DECEMBER 25  
[WWW.DOWNTOWNOAKPARK.NET](http://WWW.DOWNTOWNOAKPARK.NET)  
LAKE / MARION / NORTH BLVD

## a5 Work: Oak Park Campaign (with Sasaki)



**OP** Oak Park  
Where else?

**WHERE HISTORIC MEETS CONTEMPORARY.**

**WHERE ELSE?**  
Diverse, dynamic and vibrant, we are close to the city with a history and personality unlike any other. We'd love to have you visit, live, invest and work in Oak Park.

**LIVE**

**8**  
INBOUND AND  
OUTBOUND TRAIN  
STOPS

**16**  
MINUTES TO  
DOWNTOWN  
CHICAGO BY METRA

**25**  
BUILDINGS DESIGNED BY

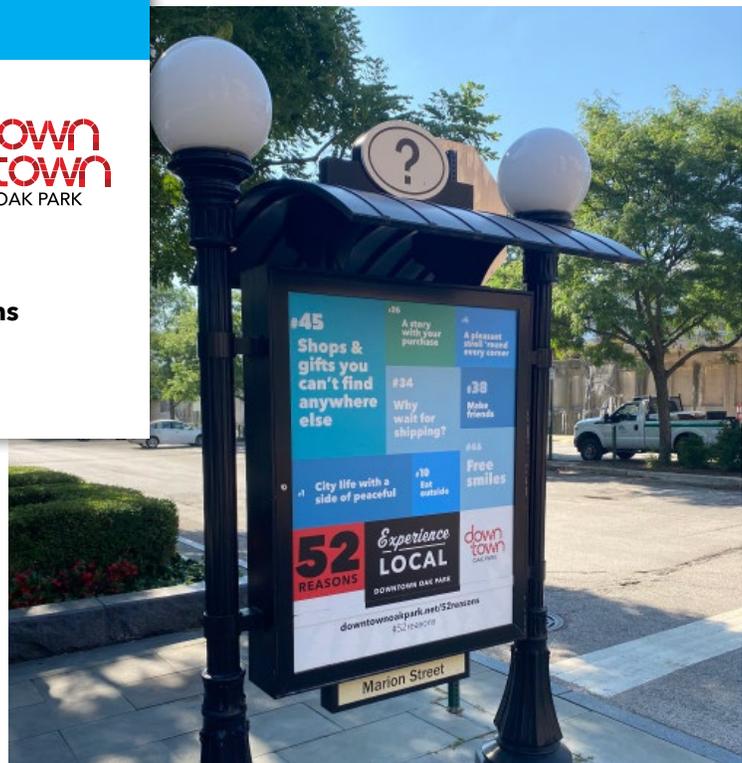
**7**  
REALLY COOL MUSEUM

## a5 Work: Downtown Oak Park

<b>#45</b> <b>Shops &amp; gifts you can't find anywhere else</b>	<b>#26</b> <b>A story with your purchase</b>
<b>#1</b> <b>City life with a side of peaceful</b>	<b>#34</b> <b>Why wait for shipping?</b>
<b>#10</b> <b>Eat outside</b>	<b>#38</b> <b>Make friends</b>
<b>#44</b> <b>Free smiles</b>	<b>#46</b> <b>A pleasant road leads every corner</b>
<b>52 REASONS</b>	<i>Experience</i> <b>LOCAL</b> DOWNTOWN OAK PARK
<i>down</i> <b>town</b> OAK PARK	
<b>downtownoakpark.net/52reasons</b> #52reasons	

<b>52</b> <b>REASONS</b>
<i>Experience</i> <b>LOCAL</b> DOWNTOWN OAK PARK

Kiosk Signage / Posters



## a5 Work: Downtown Oak Park



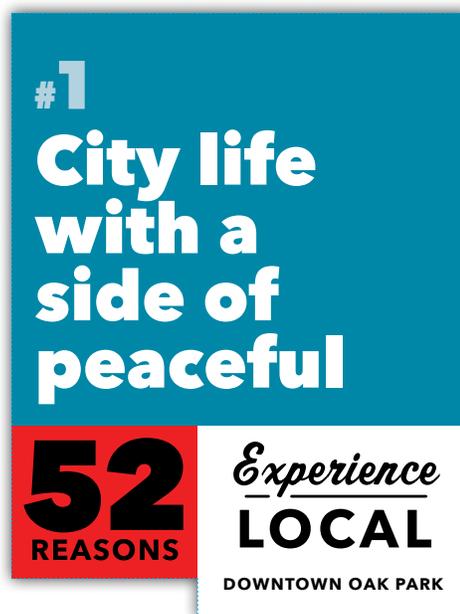
Social Media  
Graphics



## a5 Work: Downtown Oak Park



Postcard



Window Clings

## a5 Work: Downtown Oak Park



**THURSDAY NIGHT OUT**

EVERY THURSDAY NIGHT, RAIN OR SHINE  
5PM TO 9PM / MAY 25-AUGUST 31  
ON MARION STREET  
(BETWEEN LAKE STREET & NORTH BOULEVARD)

**FREE** WORLD MUSIC CONCERT SERIES

**down town** OAK PARK

\$16 DINE-AROUND EVENT  
WINE & BEER AVAILABLE

DINE-AROUND MENU & MUSIC SCHEDULE AT [DOWNTOWNOAKPARK.NET](http://DOWNTOWNOAKPARK.NET)

**JAZZ THAW**



**SATURDAY, MARCH 4 — 3PM TO 10PM**  
LAKE / MARION / NORTH BLVD.

WDCB 90.9 FM

SIP, SIZZLE AND SWING DURING DOWNTOWN OAK PARK'S JAZZ TOUR INSIDE NINE LOCAL RESTAURANTS FEATURING PREMIER CHICAGO MUSICIANS.

**down town** OAK PARK

— FREE ADMISSION —

More information and participating businesses at [downtownoakpark.net](http://downtownoakpark.net).



**ART DANS LA RUE**

IN CASE ENGLISH IS YOUR ONLY LANGUAGE, THAT'S ART IN THE STREET.

**TUESDAY, AUGUST 6 / 12-9PM**  
DOWNTOWN OAK PARK'S AUTHENTIC URBAN FRENCH STREET FESTIVAL.

*Art exhibits by local artists / Special showing of a French film at Noon and 7pm at the Lake Theatre / Can-Can dancers / French music by "Paris La Nuit" / Poodle Parade / French lessons / Fresh made crepes / Wine tastings / Sidewalk chalk contest / Bike rentals / And much more...*

**down town** OAK PARK

[DOWNTOWNOAKPARK.NET](http://DOWNTOWNOAKPARK.NET)

## a5 Work: Downtown Oak Park

**GREEN HALLOWEEN**

**OCTOBER 15 / 11AM TO 3PM**

**START AT GRACE**  
EPISCOPAL CHURCH  
924 LAKE STREET  
(LIMITED FREE PARKING)

**FREE**  
EEK-O-FRIENDLY  
HEALTHY, GREEN EVENT

**JOIN US ON OUR PUMPKIN POINT TRAIL**  
PUMPKIN PATCH / KIDS' COSTUME SWAP  
UP CYCLE ACTIVITIES / SCARY STORYTELLER  
MUSIC / REFRESHMENTS / PLUS MUCH MORE...

VISIT [DOWNTOWNOAKPARK.NET](http://DOWNTOWNOAKPARK.NET) FOR ALL THE DETAILS

**down town OAK PARK** logo, **op** logo, **LAKE THEATRE** logo, **TRADER JOE'S** logo

DOWNTOWN OAK PARK

**UNCORK ILLINOIS**  
WINE FESTIVAL

SAMPLE ILLINOIS WINE AND LOCALLY CRAFTED GOURMET GOODIES. ENJOY LIVE JAZZ WHILE STROLLING, SHOPPING AND DINING IN OAK PARK'S CHARMING DOWNTOWN.

**SATURDAY**  
**JUNE 2, 1-9PM**

DOWNTOWN OAK PARK | ON MARION ST. AT LAKE

ADVANCE TICKETS ARE \$15 ON SALE AT [WONDER-WORKS.ORG](http://WONDER-WORKS.ORG) OR BUY AT THE GATE ON THE DAY OF THE EVENT.

SPONSORS:  
**CITY WINERY**  
**Marion Street CHILD MARKET**  
**Green Home Experts**

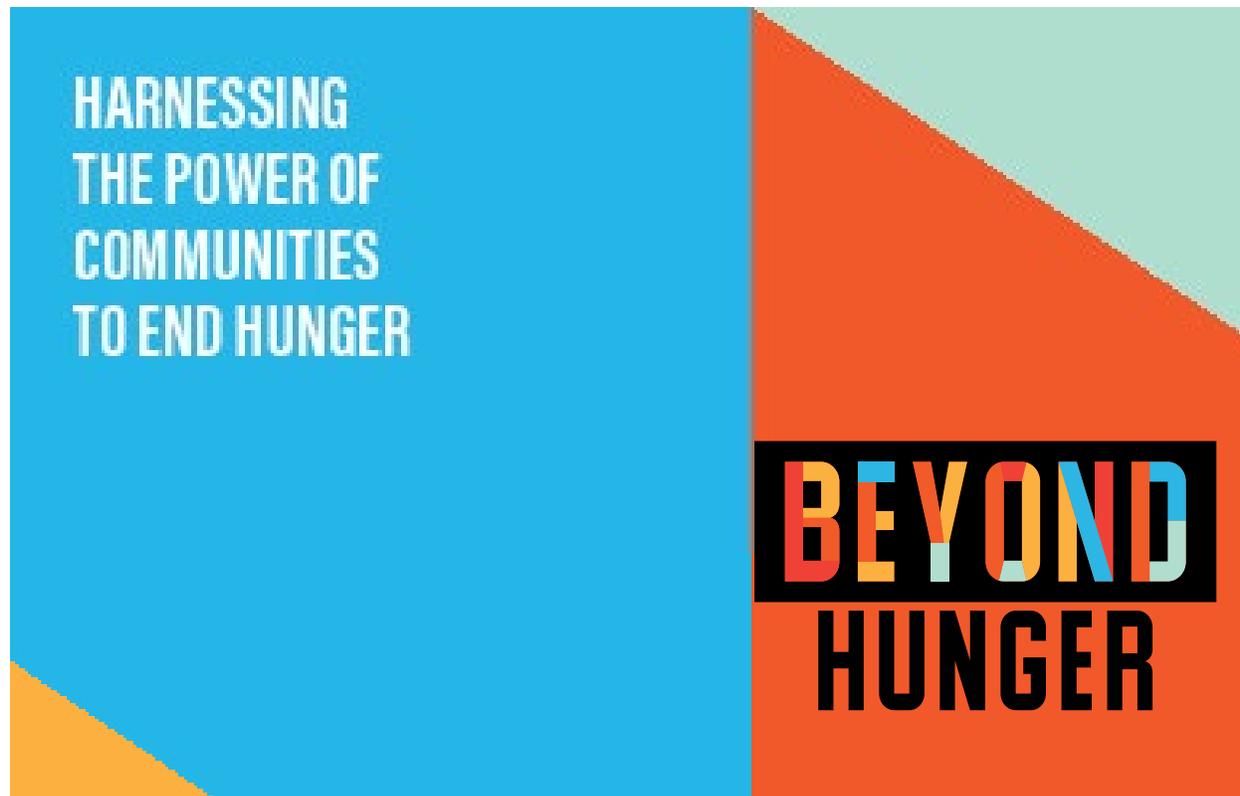
**down town OAK PARK**

FOR ALL THE DETAILS, VISIT [WWW.DOWNTOWNOAKPARK.NET](http://WWW.DOWNTOWNOAKPARK.NET)

**WONDER WORKS**  
ALL PROCEEDS BENEFIT WONDER WORKS A CHILDREN'S MUSEUM IN OAK PARK.

## a5 Work: Beyond Hunger

**BEYOND  
HUNGER**



## a5 Work: Beyond Hunger

**Michele Zurakowski**  
Executive Director

848 Lake Street  
Oak Park, IL 60301

708-386-1324  
michele@gobeyondhunger.org  
gobeyondhunger.org

Formerly Oak Park  
River Forest Food Pantry



The logo for Beyond Hunger features the word "BEYOND" in a bold, sans-serif font where each letter is filled with a different color (red, orange, yellow, green, blue, purple). Below it, the word "HUNGER" is written in a solid black, bold, sans-serif font.



**BEYOND HUNGER**

**Oak Park River Forest Food Pantry has a bold new vision.**

Our new name—Beyond Hunger—reflects the collaborative spirit and steadfast determination of the Oak Park River Forest Food Pantry and enables us to capture and express our mission to end hunger in all the communities we serve.

## a5 Work: Beyond Hunger

# BEYOND HUNGER

## News for Donors



Formerly  
Oak Park  
River Forest  
Food Pantry



### Volunteer of the Month:

## Becky Rubio

Becky has been such an immense help for many of our programs from Home Delivery to the Nutrition Education program and other shifts in the pantry that she volunteers for. Becky not only comes in for the Home Delivery Calling shift to complete the grocery lists for our clients, she also volunteers for the clean up shift to get all the delivery bags organized for the next month. She helps regularly with taking Blood Pressures during distributions and Cooking classes for the Nutrition Education program.

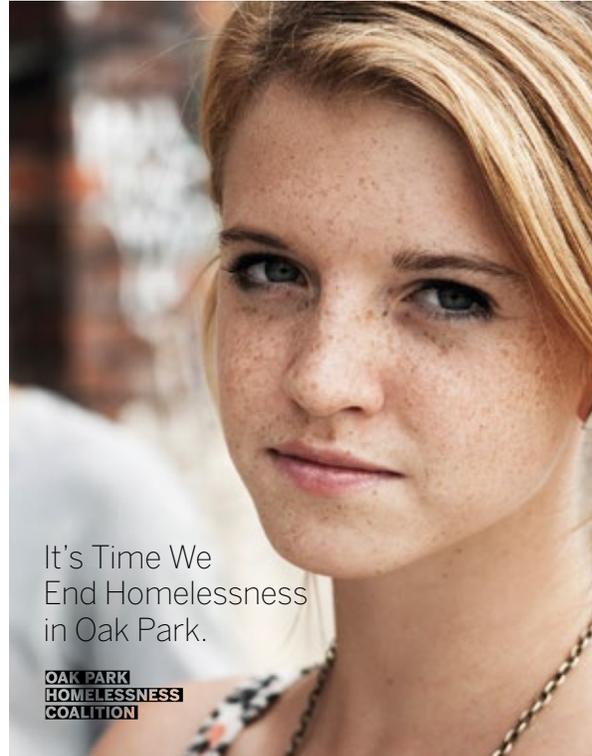
*Thank you Becky for everything you do*

**Save the Date** **June 25 from 4pm—6pm**

**EXCITING NEWS AHEAD!** We have some big news to share with you in June. Join us on June 25th from 4pm—6pm at the Pantry and enjoy some food, fun, and festivities as we reveal the news.

## a5 Work: Oak Park Homelessness Coalition

# OAK PARK HOMELESSNESS COALITION



It's Time We End Homelessness in Oak Park.

OAK PARK HOMELESSNESS COALITION

				<p>..... <b>“We have no idea of the burdens the people we see may have.”</b> .....</p>
	<p><b>What does homelessness look like?</b></p>			<p><b>To be homeless is to live on the streets. Or in a Housing Forward shelter. Or on someone's couch.</b></p> <p>In Oak Park, more than five percent of our residents live in extreme poverty, making less than \$9,000 a year.</p> <p>About 7,500 of our residents are food insecure, meaning they don't know where they will get their next meal.</p> <p>Too many live one missed rent payment from eviction—and homelessness.</p> <p>The homeless are not just on our streets. They are our classmates at school. Our parents and friends from work or church or baseball teams. They are members of our community.</p> <p>In all, about 200 kids in elementary schools and high schools are homeless. Sleeping on a couch with no permanence.</p> <p>The Oak Park Homelessness Coalition is working to change that.</p> <p>Together, we can end homelessness in Oak Park.</p>

## a5 Work: Oak Park Homelessness Coalition

**OAK PARK  
HOMELESSNESS  
COALITION**

[ABOUT](#) [THE PLAN](#) [GET INVOLVED](#) [DONATE](#) [CONTACT](#)



Right now, about 200 people are homeless in Oak Park. Roughly 100 people experiencing homelessness in Oak Park are children in our school districts and another 100 are chronically homeless. The Oak Park Homelessness Coalition is working to fix that.

## a5 Work: Woodstock, Illinois

# *Real* WOODSTOCK

**REAL CHARMING. REAL INDEPENDENT. REAL FUN.**



## a5 Work: Woodstock, Illinois



**Real WOODSTOCK**



LORI MIARECKI  
CHERRY TREE INN  
BED & BREAKFAST

**WELCOME HOME**

**Real Charming.  
Real Hospitality.  
Real Woodstock.**

*It's easy to fall in love with Woodstock!  
Abundant shopping, locally owned  
restaurants and a close-knit  
community. Woodstock has it all.*

**Real WOODSTOCK**  
[realwoodstock.com/livehere](http://realwoodstock.com/livehere)

**Real WOODSTOCK**



**WELCOME HOME**

**Real Charming.  
Real Historic.  
Real Woodstock.**

*Charming and historic, Woodstock feels  
like home. With locally owned shops and  
restaurants, abundant arts & culture and  
exceptional education, Woodstock has it all.*

**Real WOODSTOCK**  
[realwoodstock.com/livehere](http://realwoodstock.com/livehere)

## a5 Work: Woodstock, Illinois



**THE  
PERFECT  
DAY TRIP**

*Real* **WOODSTOCK**  
realwoodstock.com



**OUTDOOR  
FUN**

*Real* **WOODSTOCK**  
realwoodstock.com



**VISIT  
WOODSTOCK**

*Real* **WOODSTOCK**  
realwoodstock.com



## a5 Work: Woodstock, Illinois



## a5 Work: Woodstock, Illinois



ABOUT WHAT'S REAL EVENTS **Real WOODSTOCK** NEWS PLACES TO STAY CONTACT

### Welcome Home.

Rich with arts and culture, a picturesque town square and a world-renowned Opera House, Woodstock also has an independent streak brimming with creativity and entrepreneurship. Artists and locally-owned businesses are embraced. Our school system is a leader in dual language education. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

Visit. Start a business. Relocate a business. Make a life here. Woodstock. It's real.

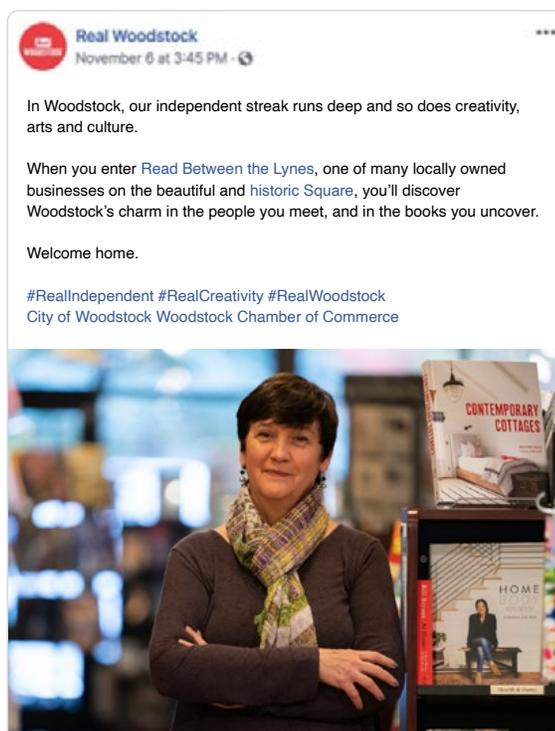
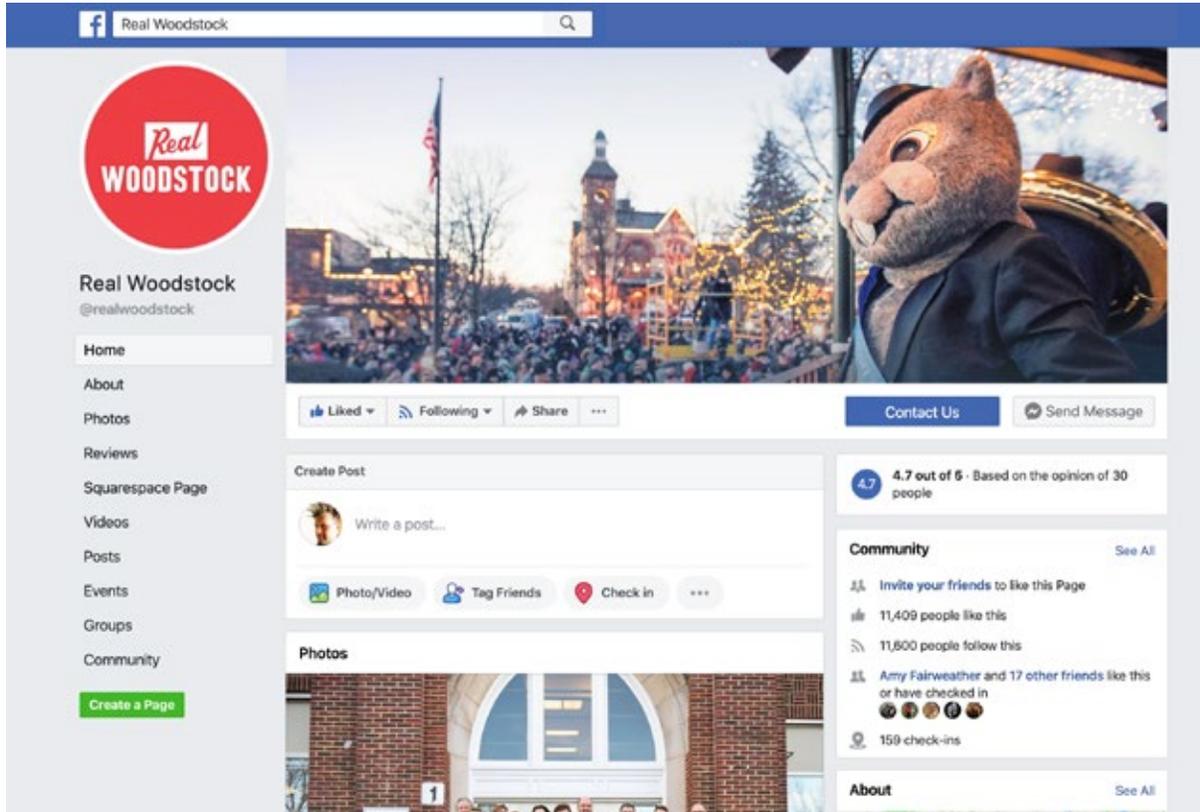


**ABUNDANT  
ARTS &  
CULTURE**

**EXCELLENT  
SCHOOLS**



## a5 Work: Woodstock, Illinois



## a5 Work: Woodstock, Illinois



# a5 Work: Woodstock, Illinois



## a5 Work: Howard Street Chicago

**WHERE  
YOU  
CAN  
BE  
YOU**



**HOWARD  
STREET**



**HOWARD  
STREET**

**GALE ELEMENTARY**



**HOWARD  
STREET**

**CURLS & COMPANY**



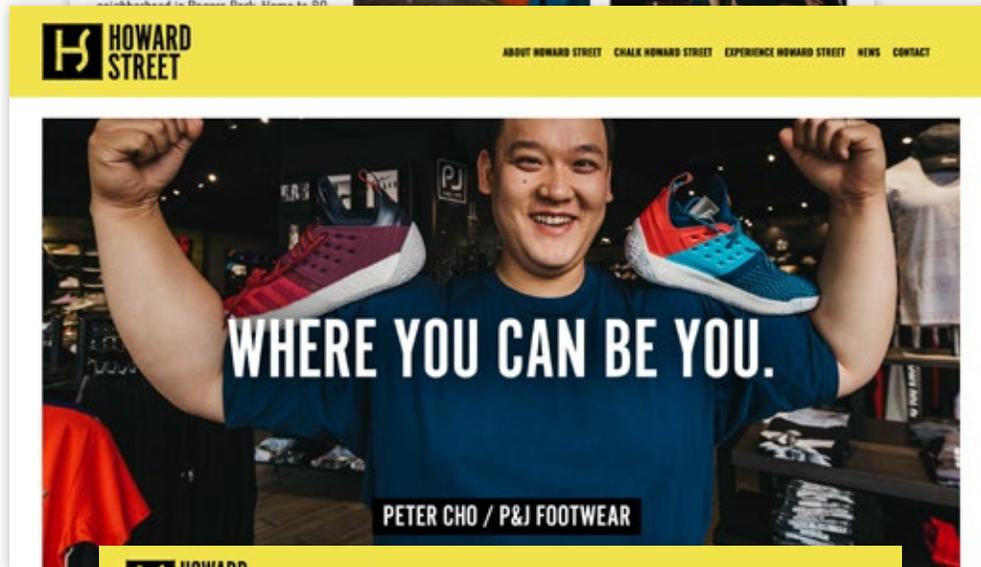
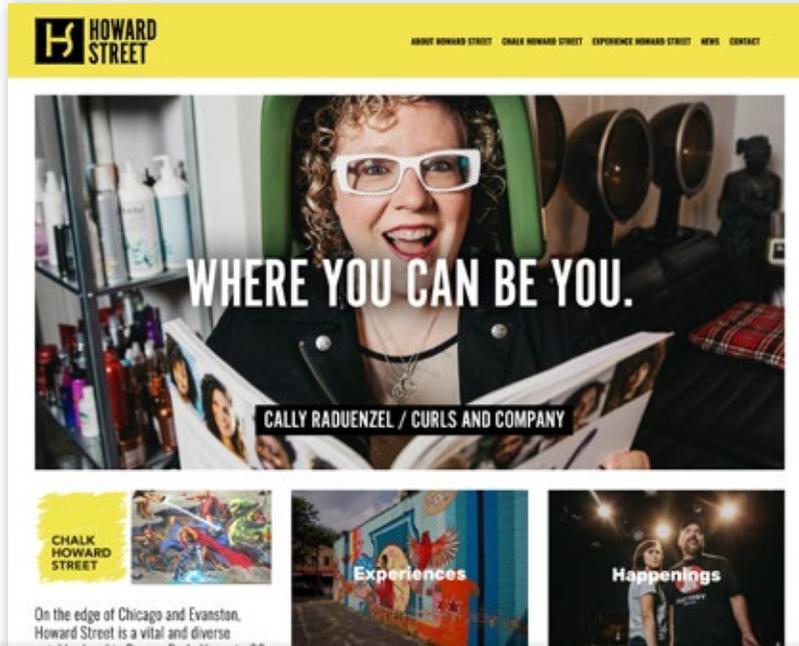
**HOWARD  
STREET**

**SOL CAFÉ**



**HOWARD STREET**

## a5 Work: Howard Street Chicago



## a5 Work: Howard Street Chicago



## a5 Work: Howard Street Chicago

**CHALK  
HOWARD  
STREET**



## a5 Work: Howard Street Chicago

**Howard Street**  
October 15 at 4:44 PM · 🌐

On Friday, October 23 at 11am on Instagram Live, watch [Sol Café](#) on Virtual Chalk Howard Street! This will be our final event in this series.

Learn about 3D art from [Nate Baranowski](#), explore an amazing cafe and plant shop on Howard Street and discover Rogers Park virtually from home.



**SOL CAFE**  
**FRIDAY, OCTOBER 23 AT 11AM**

**Howard Street**  
July 17 · 🌐

In 20 minutes, watch Badou and Nate Baranowski on Howard Street Chicago's Instagram LIVE! Learn about 3D art, Senegalese cuisine and the vibrant community on Howard Street Chicago. From 11am to 11:30am.



**2020 VIRTUAL CHALK HOWARD STREET**

**FRI, JULY 17 AT 11AM**

**Howard Street**  
September 22 · 🌐

This Friday at 11am on Instagram Live, join [Hip Circle Empowerment Center](#) and [Nate Baranowski](#) at Virtual Chalk Howard Street. Learn how to make 3D art, hear about this women empowerment center and explore Howard Street virtually from home!



**2020 VIRTUAL CHALK HOWARD STREET**

**HIP CIRCLE**  
**FRIDAY, SEPTEMBER 25 AT 11AM**

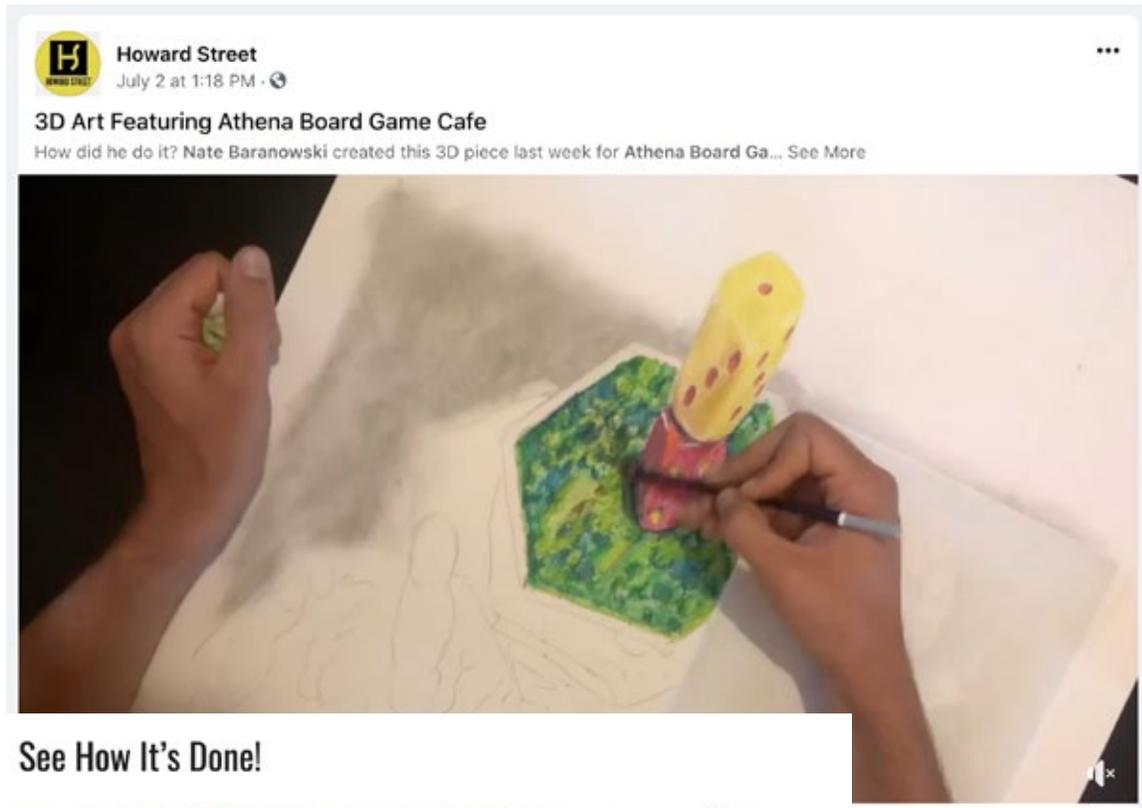
## a5 Work: Howard Street Chicago



In 2019 we created a street festival, Chalk Howard Street, with 3D chalk artists from around the country. The festival drew 5,000 people on a Saturday in July.

Because of the pandemic, we moved it online in 2020 and developed and implemented Virtual Chalk Howard Street.

We hired a world-class 3D chalk artist to create 3D art featuring Howard Street businesses, and did a series of 30 minute Instagram Live shows that brought the individual business AND the business district to life.



See How It's Done!



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