

The 95th Street Business Association

District Marketing Plan

The 95th Street Business Association supports our businesses with shop local campaigns throughout the year. We also host events specifically targeted for the business owners offering opportunities for education and networking. We continue to promote city sponsored programs available to business owners such as SBIF, the Law Project, and seminars available to them at no cost through the City of Chicago's Small Business Center.

The 95th Street Business Association also maintains a vacancy list highlighting properties available for lease and/or purchase. The vacancies are available on ROFO. We maintain relationships with all of the building owners and realtors for our vacant properties. We are part of a local task force sponsored by Alderman Matthew O'Shea to identify available properties in our business district and work to find businesses to fill the vacancies. The task force is comprised by our association, the Mt. Greenwood Community and Business Association, the Morgan Park/Beverly Hills Business Association and the Beverly Area Planning Association. This collaboration helps us identify the best tenants for our properties

We strive to engage our community residents with the local business owners. We feel these relationships are important to encouraging shopping locally and keeping as many dollars in our own community as possible. To help facilitate such relationships, we host an annual outing to the Thunderbolts baseball game bringing business owners and community residents together for a tail gate before the game. We also host an ice cream social for our neighborhood children sponsored by our local business community. These events have been well received by our community.

Our association works closely with the 22nd police district, our local district, to keep our business corridor safe. We have a beat officer who is on our street each day and has a relationship with our business owners. We host one to two safety events each year which range from keeping business premises safe to internet safety.

The 95th Street Business Association publishes a quarterly newsletter and maintains an active website and Facebook page to communicate developments with our community residents and business owners. We also use these avenues to communicate information on events we are hosting and to promote our shop local campaigns. We publish ads about our events in our local community newspapers. This helps prospective business owners get a sense of the kinds of events and campaigns available to them in our business corridor.