

SECC

South East Chicago Commission

ANNUAL REPORT 2019 - 2020

An aerial photograph of a coastal city, likely Chicago, showing a large body of water (Lake Michigan) in the background. The foreground features a road with several cars, a parking lot, and some buildings. The entire image is overlaid with a dark blue tint.

South East Chicago Commission (SECC) is a self-governed, nonprofit organization with a focus on job creation, community investment, and economic vitality in the Southeast lakefront communities of Hyde Park, Kenwood, Oakland, Washington Park and Woodlawn.

SECC's mission is to facilitate and support economic development and to foster collaboration and coordination among businesses, organizations, and institutions.

**2019-2020
AT A GLANCE**

69+

Years in Service

5

Neighborhoods

15+

Events Per Year*

12

Beautification Projects

25+

**Partnering
Organizations**

50+

**Community
Volunteers**

150

**Media
Citations**

130+

**Business
Consultations**

*2020 Events Canceled



TABLE OF CONTENTS

5	Historical Review	17	Woodlawn Youth Banner Contest
6	Strategic Plan 2018-2019	18	Young Professionals Advisory Council (YPAC)
7	Fiscal Years 2019 and 2020	19	ACCL
8	COVID Pandemic	20	Neighborhood Enhancement Grant
9	Economic Development	21	NICE and EIA Seed Grant
10-11	Symposium	22-23	Funding and In-Kind Support
12	Neighborhood Business Development Center	24	Board of Directors
13	SmallBiz Shop Local / Groupon	25	Our Team
14-15	Special Service Area #61	26	Outreach and Communications
16	Woodlawn Community Summit	27	Outlook

HISTORICAL REVIEW



FISCAL YEARS 1952 - 2017

During its 65-year history, the South East Chicago Commission (SECC) has supported community improvement initiatives in Hyde Park and the surrounding communities of Kenwood, Oakland, Washington Park and Woodlawn, addressing matters ranging from public safety and housing code enforcement to civic planning and business district improvement. In neighboring communities, SECC has worked in partnership with locally-driven organizations and coalitions that have emerged to drive responsible investment and development.

Since its inception, SECC has been governed by a voluntary Board of Directors appointed by the President of the University of Chicago. SECC also relied heavily on the University as its principal funder and as source for Executive Director leadership.

This year would present a brand-new opportunity for both organizations. In January 2017, the two organizations announced the South East Chicago Commission would become an autonomously governed, nonprofit organization serving the community independently from the University.

FISCAL YEAR 2017 - 2018

The 2017 fiscal year was the beginning of a pivotal renaissance period in the organization's history. Becoming an independent, nonprofit organization would require a complete overhaul of the SECC's identity, leadership, and operations. The SECC would require a strategic planning process to refine its mission, refocus its vision, and determine its future. A development plan would also be required to diversify funding sources and resolve any operational deficit created by the reduction in funding from the University.

In spite of significant organizational change, SECC was poised to continue improving the quality of life of community residents, expand investment in the commercial corridors, and support business attraction and growth to stimulate job creation.

STRATEGIC PLAN 2018



In September 2017, SECC activated a series of action steps to establish the organization's independence.

The Board of Directors launched a strategic planning process to effectively manage the upcoming transition. The Board was also tasked with the responsibility of defining the new mission and direction for the next three years.

The consultant trio of Berman, Bookman, and Capraro was retained to lead the strategic planning process. The team completed over 50 stakeholder interviews and presented the external SWOT analysis at the Board retreat in December 2017. A second session was held January 12.

The Board approved the strategic plan recommended by the consultants in February 2018.

2018-2019 GOALS

- 1. Build the organizational infrastructure.** Strengthen SECC board and staff capacity to adapt, grow, and take advantage of new opportunities presented by an expanded mission and vision.
- 2. Strengthen relationships and linkages with partner organizations.** Engage board and staff in strengthening and expanding relationships with the organizations and leaders in the Southeast lakefront communities.
- 3. Secure resources for SECC, its partners, and projects.** Identify and raise funds to support SECC operations, programs, and projects of local partners.
- 4. Change the narrative about the Southeast lakefront region.** Develop and implement a marketing plan for the Southeast lakefront, SECC, and its partners.
- 5. Plan, implement, and support economic development strategies and projects in the region's commercial corridors.** Continue and expand SECC's successful commercial corridor work and collaborate with and support commercial corridor and Special Service Area efforts throughout the Southeast region.
- 6. Engage youth in SECC economic development initiatives.** Convene young people in the Southeast region in a conversation about their interests, needs, and concerns about economic opportunities for themselves and their futures.
- 7. Convene a Southeast lakefront economic development forum.**

FISCAL YEAR 2019 - 2020



The South East Chicago Commission has successfully implemented the following areas of the strategic plan recommendations:

- Secured a new one-time grant from the Illinois State Treasurer’s Office and increases from existing funders totaling more than \$30,000 to serve creative entrepreneurs.
- Contracted a Grant Writer for up to 10 hours per month resulting in two new grants from existing funders.
- Partnered with Public Allies Chicago to secure a Public Ally fellow for a 10-month apprenticeship program from January - November 2019.
- Awarded Joyce Foundation grant for a two-year initiative to support equitable investment in the arts.

- In June 2019, Shirley J. Newsome retired from the SECC Board of Directors after almost ten years of service. Elvin Charity was voted as the new chair.
- The SECC enacted its first Advisory Board. Shirley Newsome, the former Board Chair, is now an official and first Advisory Committee Member as of July 1, 2020.
- The SECC Board Giving (76%) raised \$26, 025 for FY20.

- Since July 1, 2019, the SECC has had over 150 media citations via print, television and over 100,00 online impressions.
- SECC Young Professional Advisory Council (YPAC) has increased their database to 200 members and hosted three events this past year.

- The inaugural SECC Symposium was held in October 2019 with more than 200 attendees participating. Marketing and outreach for the symposium reached over 7,900 individuals and 117 websites shared the SECC news release for the event.
- Small Business Saturday kicked off Small Business, Shop Local in November 2019, activating over 56 businesses in 7 neighborhoods and including 5 partner organizations.

COVID PANDEMIC

In light of the recent Covid-19 pandemic, SECC worked with the Board of Directors and community collaborators to adapt our offerings to best serve the community during this challenging time. Part of these efforts involves the thoughtful translation of our programs and resources to be even more accessible online and over the phone. We are making regular updates to information hosted on our website and preparing to host seminars and consultations remotely.



SECC increased its service offerings by leveraging live video and social media—enabling us to continue serving the community, now more than ever. We are committed to expanding our list of online resources. Initial updates include an expanded resource list for SECC community residents, businesses and creative entrepreneurs, listings of local restaurants and businesses still offering services, and preparing to extend the opportunity to schedule a virtual business consultation as part of our Virtual Tech Triage for Small Businesses & Creative Entrepreneurs.

December 2019, just prior to the pandemic, the SECC was awarded a prestigious 2-year Joyce Foundation Grant to pursue our work with Creative Economy and Entrepreneurs and the formation of the **SECC Arts & Culture Capital Lab (ACCL)**. The SECC Arts & Culture Capital Lab initiatives are designed to expand the role of arts and culture in our city while increasing the support of artists and creative entrepreneurs. Despite the new challenges, SECC believes that ACCL programs will help empower constituents and communities that SECC serves throughout the current COVID-19 crisis. Our team is working to actively plan ways that ACCL programs will position arts and culture offerings during our pandemic recovery. SECC recognizes arts and culture are an essential and viable means to help people come together through the upcoming stages of reopening our city economically and socially over the next six months to two years. In November 2020, the SECC attained new grant funds from the Builders Initiative via the Chicago Community Trust to support the ACCL program goals.

In March 2020, as a **Neighborhood Business Development Center (NBDC)**, SECC immediately began offering support to small business owners and creative entrepreneurs through telephone and online consultations. There has also been a strategic increase in thoughtfully designed online webinars that are hosted at no cost for those in the community to attend. Featuring leaders in the field of entrepreneurship and creative business, they are one example of how SECC has been able to provide accessible support to those in need, amidst the limitations of social distancing, such as fiscal sponsorship for restaurant projects and meal programs during the pandemic. These programs aim to educate, provide funding, and help to advance individual creatives while strengthening our local cultural and economic landscape.

SECC was selected by the City of Chicago to serve as a **Business Navigator** and received additional funds to serve more small businesses. SECC worked with over 200 business between March and June 2020, offering virtual business consultations and connecting clients to various grants, resources, PPE and more.

ECONOMIC DEVELOPMENT



SECC's mission is to facilitate and support economic development and to foster collaboration and coordination among businesses, organizations and institutions. SECC seeks to promote job creation, community investment and economic vitality.

To execute upon the mission, SECC has identified three primary initiatives to guide its purpose:

- (1) Business Attraction and Growth**
- (2) Quality of Life Enhancement**
- (3) Civic Leadership (and capacity building)**

SECC's business attraction and growth initiative is designed to stimulate job creation. Quality of life and civic leadership initiatives are direct and indirect community investment contributions. Collectively all SECC initiatives increase economic vitality.

KEY PROGRAMS AND INITIATIVES:

- *The Symposium*
- *Neighborhood Business Development Center*
- *SmallBiz Shop Local / Groupon*
- *Special Service Area #61*
- *Woodlawn Summit*
- *Woodlawn Youth Banner Contest*
- *Young Professional Advisory Council (YPAC)*
- *Arts & Culture Capital Lab (ACCL)*
- *Neighborhood Enhancement Grant*
- *NICE and EIA Seed Grant*



SECC SYMPOSIUM

SECC's Economic Development Symposium is a long-term commitment to civic leadership in the Southeast Lakefront region for the benefit of local residents, neighbors, and business owners who have a vested interest in the economic growth of our neighborhoods.

OBJECTIVES

- To address neighborhood-specific business needs using a regional lens.
- To map a path toward sustainability and growth in the business districts.
- To align investors and financial institutions with businesses seeking capital.
- To discuss the direct and indirect impact of major developments in the region.
- To prepare businesses for changes in local ordinances and demographics.

Ultimately, the Symposium serves as a model for regional collaboration in economic development for Chicago's business corridors.



SECC SYMPOSIUM



John W. Rogers, Jr.
Chairman, Co-CEO
& Chief Investment Officer
Ariel Investments



Valerie Jarrett
Author
& Former Senior Advisor to
U.S. President Obama



Dean Derrick Collins
College of Business
Chicago State University



Andrea Zopp
Chief Executive Officer
World Business Chicago



Don Thompson
Founder and CEO
Cleveland Avenue
Venture Capital



Liz Thompson
President
Cleveland Avenue Foundation
for Education (CAFE)

1ST ANNUAL SYMPOSIUM

Fueling Our Economic Evolution

October 12, 2019

University of Chicago

Harris School of Public Policy

Top Attendee Zip Codes

60615 • 60653 • 60637 • 60649 • 60619

50.4% of the Registrants live/work in top 5 zip codes

42 Different Zip Codes Registered

12 Suburban Illinois Cities Represented

4 Out-of-State Cities Represented

300+ attendees registered in 34 days

Highest e-mail open rate (**37%**) for all SECC campaigns vs. industry standard (**21.3%**)

117 websites featured the SECC news release

More than **50%** of all SECC website traffic was associated with the Symposium for September and October 2019

2ND ANNUAL SYMPOSIUM

Thriving in a Changing Economic Landscape

October 10, 2020

Virtual Engagement

Online Events

Top Attendee Zip Codes

60615 • 60653 • 60637 • 60649 • 60619

51% of the Registrants live/work in top 5 zip codes

60 Different Illinois Zip Codes Registered

8 Different States Represented

264 Registered Attendees

\$1,180 Individual Donations

1,511 Page Views on Eventbrite Registration

6 Symposium Sessions

16 Speakers

90 Minutes of Live Interactive Video

225 Minutes of Recorded Video Premieres

47 Local Restaurants Featured

300+ Posts in Chat Sessions and Discussion Boards

5,038 Page Views in Symposium App

NEIGHBORHOOD BUSINESS DEVELOPMENT CENTER



South East Chicago Commission operates as a Neighborhood Business Development Center (NBDC) under a delegate agency contract with the City of Chicago. For 2019-20, the SECC received a renewed 2-year grant partnership.

Under the agreement, the SECC tracks and reports business consultations and referrals, number of events hosted or sponsored, event attendees and media story submissions. Business consultations often include business planning, commercial location assistance, access to capital, and referrals to city services.

Measure	2019	2020	% Growth/Change
Business Consultations Performed	129	142	+10.08%
Newly Licensed Businesses Reached	189	393	+207.9%
Business-related events	34	16	(52.9%)
Silver Room Block Party	46k	0	(100%)
Total # Event Attendees	51430	1299	(97.5%)

In 2020, all large festivals, events and gatherings were canceled due to COVID. This impact is evident in the reduced event attendance levels.

Small Business Resource Business Navigator: In March 2020, the SECC was selected as one of thirteen business serving organizations citywide to provide virtual and rapid response business services to businesses during the first four months of COVID-19. Rapid response includes offering virtual business consultations, providing application support for the Payroll Protection Program (PPP), and promoting the Chicago Small Business Resiliency Fund.

SECC served 49 small business clients with the rapid response.



SMALL BUSINESS SHOP LOCAL / Groupon

SMALL BUSINESS SHOP LOCAL - Shopping locally at small businesses in our neighborhoods (1) helps maintain the diversity of stores on the mid-south side, (2) builds strong neighborhoods, (3) creates jobs, (4) provides funds for more City services through sales tax, and (5) promotes community development.



Thanks to the contributions of Bank of America and PNC Bank, South East Chicago Commission collaborated with Downtown Hyde Park Chicago to activate the business districts throughout the year, and especially for the nationally-recognized shopping day known as Small Business Saturday.

Shoppers who made a purchase at participating businesses received a FREE entry to win a weekly Southside Shopping Spree, which included gift cards from local businesses (\$100 value every week)! Shoppers self-reported purchases online for a chance to win.

Measure	2019	2020
Duration	1 week	5 weeks
Participating Businesses	56	52
Reported Purchases	73	95
Top Zip Codes	60615, 60637, 60653	60615, 60637, 60653
Woodlawn	Alyce Shoe Lyfe	Shop & Sip

GROUPON - *Discover Hyde Park Campaign* – a community-wide Groupon campaign designed to attract the attention of all Chicagoans to the amazing cross section of small businesses in Chicago’s Hyde Park neighborhood. Through a joint effort with the South East Chicago Commission and Downtown Hyde Park Chicago, Discover Hyde Park featured some of the neighborhood’s top experiences, including things to do, mouth-watering eats and more. Discover Hyde Park was the ninth Chicago neighborhood to participate in Groupon’s Discover Downtown.

Deal Performance:

Number of Deals: 16

Total Units Sold/Est. People Visiting: 362

Total \$ Funneled to Community: \$8,216

There were four merchants who received photography: Te’Amo Boba Bar, Sweethead Naturals, Sophy Hyde Park, and Rajun Cajun.

Total Merchants	15
Total \$ Funneled into Community	\$34,000
Subs Emailed	43,000
Total Units Purchased	2,600
Estimated Foot Traffic	2,700

SPECIAL SERVICE AREA #61



South East Chicago Commission has been the Service Provider for Special Service Area #61 since its inception. The mission is “to enhance and maintain a vibrant, pedestrian friendly, neighborhood commercial district that reflects the culture and history of Hyde Park, serving local stakeholders and attracting visitors.” SSA61 has established two brands: Downtown Hyde Park Chicago and Hyde Park CARES. Downtown Hyde Park is the virtual and physical destination for consumer/community engagement. Hyde Park CARES was launched to address SSA initiatives since the pandemic.

SSA61 KEY TOPICS

2019 – 2020

- Customer attraction events and the effects on businesses
- Advancing marketing outreach and communications
- Pandemic responsiveness, including budget reallocation
- Consumer safety in public areas and inside businesses
- Business openings/closures, capacity, sidewalk permits
- Bike racks, bike sharing program, and sidewalk accessibility
- District safety, vandalism, panhandling, and policing
- Cleanliness, flowers, streetscapes, and public ways
- Preparation of the reconstitution application
- TIF Funds and the ordinance that formed Special Service Area #61

“Downtown Hyde Park is a marketing and branding opportunity to drive investment, but the SSA is the core behind it. The SSA does the work; Downtown Hyde Park is the brand that brings people to the place.”

-Diane Burnham

SPECIAL SERVICE AREA #61



The new Hyde Park CARES brand is the collection of services and communications responsive to the pandemic crisis. The SSA offered four strategic solutions:

- Sanitation rebate program
- COVID safety signage for businesses
- Branded Personal Protection Equipment (PPE) supplies (limited quantities)
- Social media safety reminders

HYDEPARKCARES.COM

For additional details about the services, activities and business of SSA#61, please download the 2020 SSA61 Annual Report.



WOODLAWN COMMUNITY SUMMIT



The Summit is a progressive initiative that drives the collaboration of neighbors, youth groups, elected leaders, business owners, and community stakeholders to promote the comprehensive growth and well-being of Woodlawn and its surrounding communities.

The Summit is designed by residents for residents and it is FREE to attend. Each year brings an energizing morning of reflection and action for the neighborhood and businesses, providing access to creative solutions to community issues and opportunities to connect a network of resources and support.

10th Annual Summit

Saturday, March 3, 2019

"A New Urban Mosaic."

11th Annual Summit

Saturday, March 7, 2020

"Building a New Southside."

Community members, small businesses and entrepreneurs, community leaders, and public officials gathered at the University of Chicago School of Social Service Administration to discuss economic development, crime and safety, youth entrepreneurship, housing, and environmental sustainability.

400+

Attendees and
Volunteers

5+

Breakout
Sessions

15+

Session
Speakers

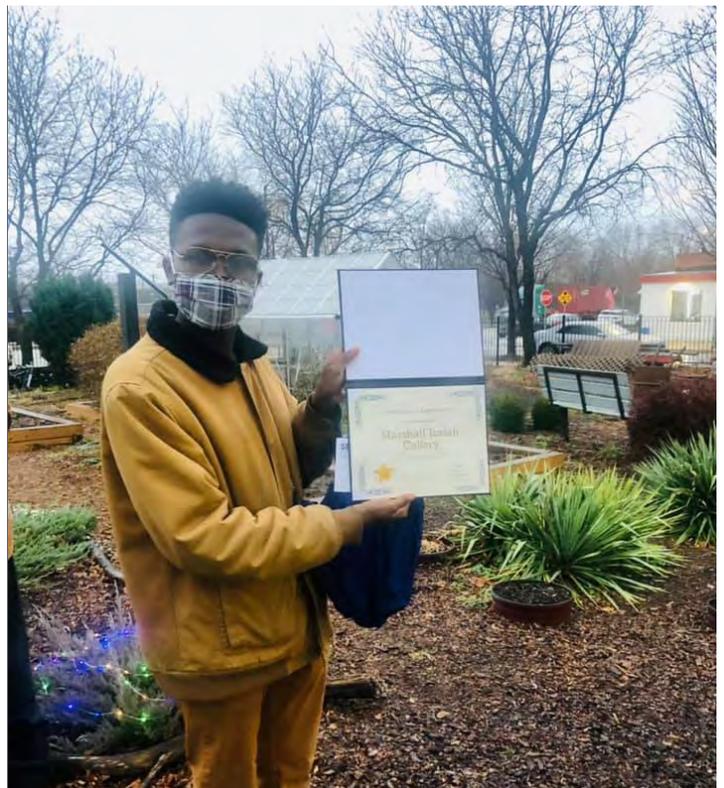
20+

Resource Center
Exhibitors

WOODLAWN YOUTH BANNER CONTEST

In the month of October, the Woodlawn Banner Collective, comprised of fourteen different Woodlawn-serving organizations, sought community submissions from youth ages 12-20 years to design a new banner that represents Woodlawn.

The first-place winner of the Woodlawn Banner Contest is Marshall Isaiah Gallery, a 20-year-old Woodlawn resident and graduate of Marist High School. When asked what Woodlawn means to him, Marshall replied, “Woodlawn means a place with a great history and a developing community.” His design showcases a theme “Where Woodlawn Ideas Grow” and features various Woodlawn landmarks, such as Daley’s Restaurant and Statue of the Republic.



The winning design was printed and placed on banners that adorn light poles along Cottage Grove Avenue, 61st Street, and 63rd Street for the entire Woodlawn community to see and enjoy!

The second-place winner was Camren Millan, a 14-year-old Woodlawn resident, that attends John Fiske Elementary. The third-place winner was Morgan Gilliard, a 15-year-old Woodlawn resident, attends the Chicago High School of the Arts.

The Woodlawn Banner Collective is comprised of the following 14 Woodlawn serving organizations:

The AKArama Foundation Inc. • Blacks in Green (BIG) • HelloBaby • MetroSquash
One On One • The Preservation of Affordable Housing (POAH) • South East Chicago Commission
Sunshine Enterprises • Sunshine Gospel Ministries (SGM) • We are Woodlawn
The Woodlawn Chamber of Commerce • The Woodlawn Community Summit
Woodlawn Diversity in Action • YWCA Metropolitan Chicago

YOUNG PROFESSIONALS ADVISORY COUNCIL



Young Professionals Advisory Council (YPAC) was established in 2018 for the purpose of convening young professionals in the SECC footprint and hosting a mix of events, workshops, and service opportunities.

YPAC has increased its database to 200 members with outreach to other like-minded entrepreneurs, innovators, and small business professionals. YPAC continues to build new events and facilitate opportunities to network, learn and grow.

MAY 8
2019

National Small Business Week Mix and Mingle

JUNE 5
2019

Money Matters event on Financial Planning for Young Professionals

FEB 25
2020

Celebrating Black History Month

OCT 10
2020

“How to Build Your Brand” workshop for the 2nd Annual SECC Symposium

OCT 29
2020

Level Up! Financial Planning 101 webinar



<https://www.facebook.com/seccypacchicago>

ARTS & CULTURE CAPITAL LAB (ACCL)

NEIGHBORHOOD INCUBATOR FOR CREATIVE ENTREPRENEURSHIP (NICE) - Resource Center

Educational Events
-Funding Fridays
-Wealth Building Wednesdays

1:1 Business Consultations
Mentor & Peer Networking

ACCL
Arts & Culture Capital Lab

Equitable Investment in The Arts (EIA) - SEED GRANT FELLOWSHIP

One Year Fellowship
Micro-grants up to \$20K
Project Tracking & Evaluation

NEIGHBORHOOD ENHANCEMENT GRANT (NEG)

Neighborhood Beautification Fund

ACCL's mission is to invest in local artists and creative entrepreneurs as community wealth builders by supporting business capacity -- building and increasing pathways to economic self-sufficiency. ACCL's goal is to help local creatives make the transition from autonomous professionals to enterprise-level innovators.

In 2014, the SECC published findings from its regional study that concluded that in addition to building community pride, the arts were a critical economic driver for the south side of Chicago, particularly in community areas with a history of disinvestment.

The SECC study underscored the disparities in funding and capital building opportunities for artists of color and low-income artists. The study also highlighted an opportunity for impact by investing in cultural capital, capacity building for creative entrepreneurs and creative placemaking as a tool for community wealth building.

In response to the 2019 study data and after a five year fundraising and planning period, the SECC launched the Arts & Culture Capital Lab (ACCL) with three core values:

1. An artist is the one asset that exists in every neighborhood across the globe.
2. Artists have incredible social capital which allows an activation of networks.
3. Artists have both been trained and innately possess skills that allow them to re-imagine and re-purpose existing physical assets located in underserved communities.

NEIGHBORHOOD ENHANCEMENT GRANT



Neighborhood Enhancement Grants are awarded to eligible organizations seeking assistance with community beautification projects in Hyde Park, Kenwood, Oakland, Washington Park, and Woodlawn. Grant submissions are reviewed and considered based on the strength of the proposal and the breadth of potential community impact. The grant award amount is based upon the proposed project, with a maximum grant of \$4,000 per organization.

Each year the SECC Board and Staff invite the community to attend the annual fundraiser “A Night at the Theater,” with support from the Smart Museum and the Court Theater. The fifth annual fundraiser was canceled in 2020 due to the pandemic, which reduced the amount of grant funds available or projects.

Fortunately, the SECC still received a special matching grant from the Elizabeth Louise “Betty Lou” Smith Fund, and established funding partnerships with the Hyde Park Kenwood Community Conference (HPKCC), Preservation of Affordable Housing (POAH), Hyde Park Bank (Wintrust), and Public Health Institute of Chicago (PHIMC).

The grant selection committee, comprised of community members from the five footprint neighborhoods, selected projects from multiple community groups.

12

**NEG PROJECTS
(2019)**

8

**NEG PROJECTS
(2020)**

26

**APPLICATION
SUBMISSIONS**

\$15,000

**PERSONAL
CONTRIBUTIONS**

NEIGHBORHOOD INCUBATOR FOR CREATIVE ENTREPRENEURSHIP (NICE)

ONLINE NETWORK

In 2020, NICE launched a virtual online network. The network offers access to timely funding opportunities, educational events, and resource exchange with other creative individuals who are building sustainable ventures with long-term impact.

Funding Fridays

A monthly virtual workshop series designed to help local creative entrepreneurs “level-up” by making the transition from autonomous professional to enterprise level innovator. This online event takes place live on the last Friday of EVERY month.

- 10 live events
- 275 unique live attendees
- 1200 Facebook video views
- 45 post-event business consultations
- 10 local artist facilitators

Wealth Building Wednesdays

A weekly live conversation and Community Artrepreneur interview series hosted by NICE Network Artist Facilitators in Residence.

EQUITABLE INVESTMENT IN THE ARTS (EIA)

EIA SEED GRANT FELLOWSHIP

- One-year fellowship for under-capitalized Chicago artists
- \$3,000 - \$20,000 in micro-grant funding supplied for wealth-building projects

Culturally- and ethnically-diverse artists:

- Inclusive of a wide spectrum of artistry - music, theatre, film, dance, other performing arts, painting, sculpture, printmaking, fashion, photography and other visual media
- Low-income individuals (<\$68K annually)/low-revenue organizations (<\$500K)

Requires validated project:

- Ideas ready for growth/acceleration
- Defined contribution to community wealth building activity in a specific Chicago community
- Tangible output completed within 12 months of fellowship start

FUNDING AND SUPPORT



As a financially-independent, non-profit organization, the South East Chicago Commission must rely on its Board of Directors and Staff to raise funds in support of all mission-driven activities.

The SECC engages in a variety of partnerships with other non-profit organizations, government agencies and private corporations, and receives funding from a diverse range of sources, including government grants, foundations, the University of Chicago, corporate contributions and individual donors.

In-kind contributions are extremely valuable to the organization as we rely heavily on our partners for meeting space, event space, food/beverage, and technology support that has saved the organization more than \$43,000 a year.

The SECC benefits from the support and volunteerism of several community leaders and contributors. A sincere thank you to all of the individuals who selflessly give of their time, talents, and skills to support our South Side Chicago communities.

Approximately 2,800 total volunteer hours annually are attributed to:

- Board Members
- Young Professionals Advisory Council
- College Interns
- Event/Program Volunteers

FUNDING AND SUPPORT

FUNDERS



TheJoyceFoundation



THE UNIVERSITY OF CHICAGO
Office of Civic Engagement



Elizabeth Louise "Betty Lou" Smith Fund



PROGRAM PARTNERS



Gensler

BULLEY & ANDREWS

CHARITY & ASSOCIATES, P.C.



PROGRAM IN-KIND CONTRIBUTORS



CIVILITY
BEVERAGE GROUP



BOARD OF DIRECTORS

As South East Chicago Commission transitioned into an autonomous, financially-independent nonprofit organization, changes to the Board of Directors were expected and planned due to retirement, relocation, and exhausted tenure.

2019

Elvin Charity

President

James R. Poueymirou

1st Vice President

Danita Childers

2nd Vice President

Peter Lane

Treasurer

Maya Hodari

Assistant Treasurer

JoAnn Newsome

Secretary

Jourdan Sorrell

Assistant Secretary

Sandra Bivens

Andre Brumfield

Djenne Clayton

Susan Freehling

Elizabeth Gardner

Bernita Johnson-Gabriel

Rev. Jesse Knox III

Phaedra Leslie

Shirley J. Newsome*

David Nuckolls

Joann Cobb Tate

2020

Elvin Charity

President

James R. Poueymirou

1st Vice President

Danita Childers

2nd Vice President

Peter Lane

Treasurer

Maya Hodari

Assistant Treasurer

JoAnn Newsome

Secretary

Jourdan Sorrell

Assistant Secretary

Ben Anderson

Sandra Bivens

Andre Brumfield

Djenne Clayton

Susan Freehling

Elizabeth Gardner

Bernita Johnson-Gabriel

Phaedra Leslie

Shirley J. Newsome*

David Nuckolls

Joann Cobb Tate

*Advisory Board

OUR TEAM



Diane Burnham
Executive Director



Raymonde Vance
Office Administrator



Brandon Evans
Program Administrator
Special Service Area #61



Tiffany Mikell
Program Director



Rebecca Bretz
Program Coordinator

In alignment with the strategic plan, SECC acquired new talent and increased the organization's capacity to execute upon the mission. SECC partnered with Public Allies Chicago to secure a fellow for a 10-month apprenticeship program from January - November 2019. The Public Ally fellow, Rebecca Bretz, worked full-time on programming, outreach and resource development. After successfully completing her apprenticeship, Rebecca was retained part-time to support fund development.

With the approval of the SSA #61 Commissioners, Brandon Evans was hired as the program administrator to oversee the execution of SSA operations.

SECC was also awarded funding from the Joyce Foundation under a two-year initiative to support equitable investment in the arts. Tiffany Mikell was hired for the Program Director role.

OUTREACH & COMMUNICATIONS

1,830
FACEBOOK

950
INSTAGRAM

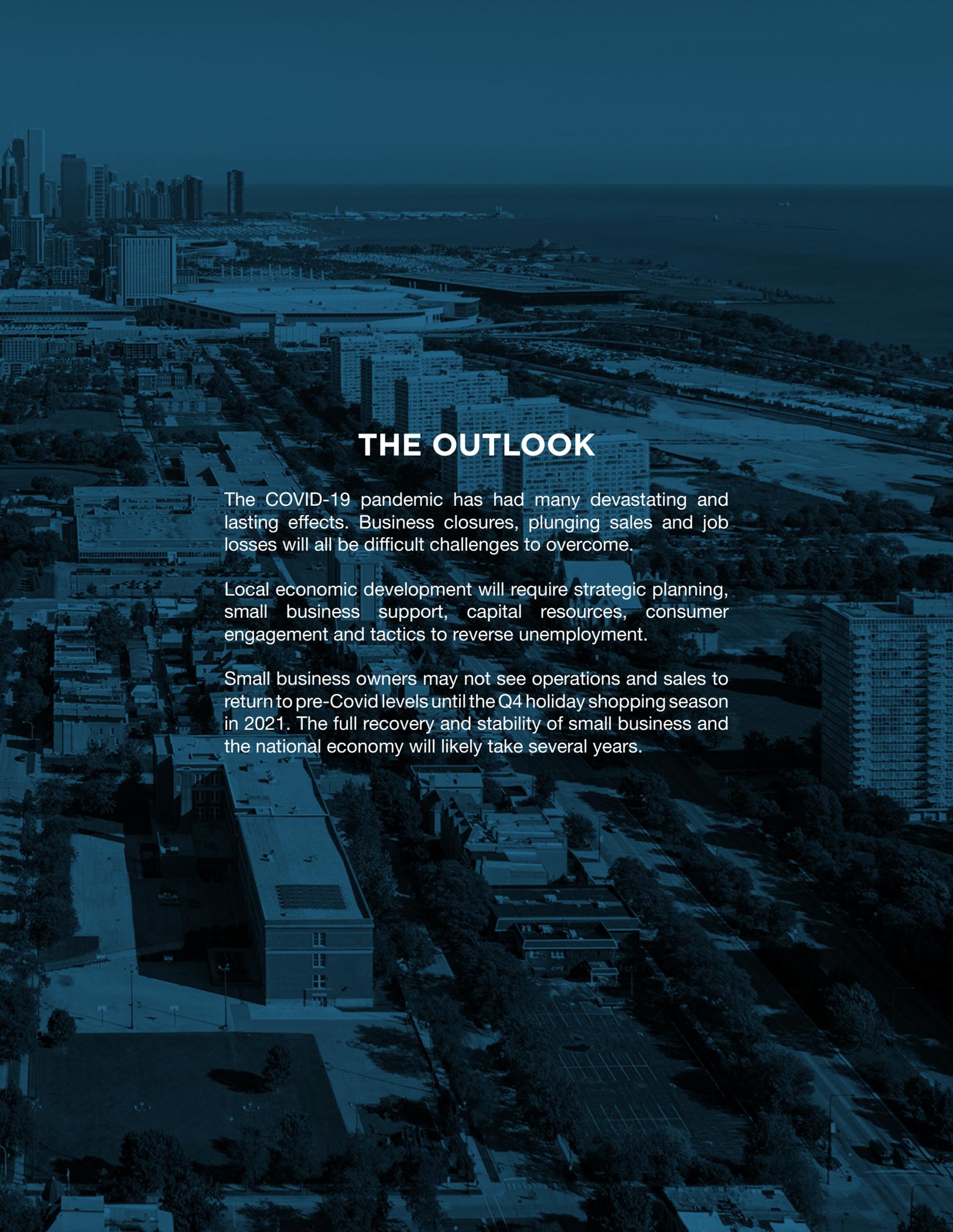
1,233
TWITTER

4,000+
Social Network

4,364
E-Mail Network

Facebook, Instagram, Twitter Followers
as of December 2020

Directory of emails used or outreach
as of December 2020

An aerial photograph of a city skyline, likely Chicago, with a blue color overlay. The image shows a dense urban area with various buildings, including skyscrapers in the distance and residential or commercial buildings in the foreground. The sky is clear and blue.

THE OUTLOOK

The COVID-19 pandemic has had many devastating and lasting effects. Business closures, plunging sales and job losses will all be difficult challenges to overcome.

Local economic development will require strategic planning, small business support, capital resources, consumer engagement and tactics to reverse unemployment.

Small business owners may not see operations and sales to return to pre-Covid levels until the Q4 holiday shopping season in 2021. The full recovery and stability of small business and the national economy will likely take several years.



☎ 773.324.6926

📠 773.324.6685

www.secc-chicago.org