



# **REPORT: Summary of Services**

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Prepared for  
Commissioners Open Meeting  
December 15, 2021

Prepared by  
SSA #51 Service Provider  
Chatham Business Association, Small Business  
Development Inc.

## Advertising and Promotions/ Local Buy Campaign”Chatham and “Did You Know? Social Media Campaign

### Overview of “Did You Know?”

Post Covid more businesses as seen the value of Social Media Marketing. “Did You Know” gives SSA#51 business another marketing platform exclusively for them. Video interviews with business owners, check in by customers and the business can sign up to the be a “Spotlight” business in the corridor, by scanning the QR Code on the flyer and signing up to have a media spot on the @ChathamCottageGroveSSA#51 Facebook and Instagram

**DID YOU KNOW? YOU'RE IN #51**  
SPECIAL SERVICE AREA  
CHATHAM COTTAGE GROVE

go to <https://www.cbaworks.org> if you want information

What is a Special Service Area (SSA)?  
The Special Service Area (SSA) program is a mechanism for contiguous industrial, commercial and residential areas to fund expanded services and programs through a localized property tax levy. These enhanced services and programs are in addition to services and programs currently provided through the city. SSA funded projects could include but are not limited to: security services, area marketing and advertising assistance, promotional activities such as parades and festivals, or any variety of small scale capital improvements which could be supported through a modest property tax levy.

help give us the information to help promote your business and help us get consumers to know your business

- Post Events
- Post Your Menu
- If Your Hiring
- Was There An Incident
- Post a New Deal

We'll post all of this and more on Our SSA #51 Social Media Accounts  
Would you like to do a Business Profile?  
Would you like to be a Featured Business? Use the QR Code Below &  
Complete the form and follow us on FB and Instagram @chathamcottagegroveSSA#51

KarlettaKelly@CBAWorks.org  
SSA #51 Project Manager

Are you not comfortable with social media? Do you need assistance?  
contact [CharlesEdwards@CBAWorks.org](mailto:CharlesEdwards@CBAWorks.org)

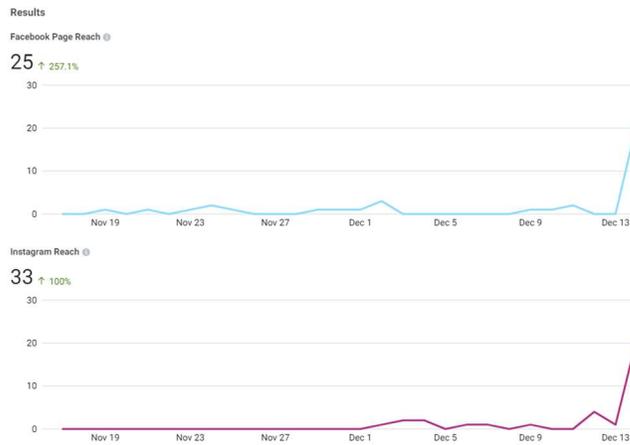
### Overview of Local Buy

Between December 15th, 2021 and February 28<sup>th</sup>, 2022, SSA #51 business will be provided a coupon book to distribute to their customers. If they spend \$20 or more in their business, they get a \$5 discount on their next purchase. The coupons are numbered and the business writes or stamps their Business name on each coupon. The SSA sponsors the \$5 per coupon directly to the business. The Coupon booklet contains 20 coupons and the business can request more books, as supplies last.



CBA, SBDI will promote SSA #51 business deals and promotion on their Social Media sites (Facebook): 1,631 Follows, 1,360 Likes (Facebook.com/ChathamBusiness Twitter: 911 Followers (@CBAworks), Instagram: 423 Followers (cba.sbdI)

Chatham Cottage Grove SSA #51 Facebook and Instagram, promotes specific business and events with the corridor Like and Subscribe to @ChathamCottageGroveSSA51



**Public Way Maintenance**  
October 2021 – December 2021

*Street Cleaning*

Between October and December 2021, a total of 765 bags (64 Gallon bags) of garbage were collected. In other words, 12,035 Gallons of garbage have been collected and removed from the streets of SSA #51 in the last three months. We added one street cleaning staff members.

Areas within the SSA #51 that were cleaned include: 75<sup>th</sup> Street (Indiana to Drexel), 79<sup>th</sup> Street (Cottage to 95<sup>th</sup> Street), 79<sup>th</sup> Street (Greenwood to Indiana), Cottage Grove (75<sup>th</sup> Street to 95<sup>th</sup> Street), and Vacant lots located on 75<sup>th</sup> Street, 79<sup>th</sup> Street, 95<sup>th</sup> Street and Cottage Grove Avenue.



### **Public Way Aesthetics**

SA #51 Service Provider will promote the SSA# 51 businesses corridor with Banners, Custom Trash Containers and Planters. Five Custom Trash Receptacles permits were renewed along with 6 Planters within the Corridor have been installed with Winter Flowers.

SSA #51 Businesses were surveyed about snow removal. Sidewalk snow removal equipment has been rented to be on standby for snow fall from Nov 2021 til March 2022

### **Façade Improvements**

Majestic Florist granted \$5,000 Façade Grant for Windows.

### **Safety Programs**

CBA, SBDI contracted AGB Investigatives for Special Event Security. (June 2019 – til now is currently on pause.