

# RETAIL THRIVE ZONES

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MAYOR RAHM EMANUEL • [cityofchicago.org/cnn](http://cityofchicago.org/cnn)

# PROGRAM FRAMEWORK

The vision of the Retail Thrive Zones program is to create and improve neighborhood-based commercial corridors that are inclusively vibrant. While this is the goal of all economic development activities in DPD, the Retail Thrive Zones program is meant to represent a new approach.

It is different than other activities because it will be:

- **Geographically focused** - limited to just eight corridors
- Time-sensitive with a **pilot period of three years**
- **Address problems as a whole**, not just individual issues
- **Prioritizing collaboration** with colleagues to align programs and activities
- An **iterative process** that will develop new areas of focus along the way
- Willing to **try new ideas** and **acknowledge failures** when not successful

# PROGRAM OUTCOMES

If successful, the Retail Thrive Zones program will affect change in the target neighborhoods and achieve the following outcomes:

- Building long-term, sustainable **community-based wealth**
- Improving communities by **increasing access to amenities** that elevate the neighborhood's quality of life
- **Aligning the efforts of City Hall** in order to maximize all of our work

# PROGRAM GOALS

## What do corridors need to be successful?

The overarching goal of the Retail Thrive Zone program is the redevelopment and economic development of the identified commercial corridors. In order to accomplish this broader vision, the theory of change for the program will focus on three critical goals:

1. Catalyze development by **providing greater access to capital and financial incentives**
2. Reestablish corridor health by **activating underutilized real estate and making infrastructure improvements**
3. Create community-based wealth and locally-based jobs by **supporting existing small business owners and new entrepreneurs**

# PROGRAM GOALS

## How do we address this goal?

1. Ensure that **financial incentives** are accessible and impactful for small businesses in distressed corridors
2. Partner with banks to **increase lending options** in areas of greatest need

## 1 PROVIDE GREATER ACCESS TO CAPITAL AND INCENTIVES

# PROGRAM GOALS

## How will we put this goal in to action?

- Establish a **SBIF for Thrive Zones** program to provide higher value grants
- Partner with local lenders to create a **SBIF bridge loan** product
- Pilot the **Edge merchant cash advance loan** with Accion
- Lobby for amendments to the **Cook County Class 7 incentive**
- Launch the **Retail Thrive Zone Portal** to make applying for incentives easier
- Align Retail Thrive Zones with the **Neighborhood Opportunity Fund**
- Improve access to TIF with changes to the **Streamlined TIF application** process

## 1 PROVIDE GREATER ACCESS TO CAPITAL AND INCENTIVES

# PROGRAM GOALS

## How do we address this goal?

1. Reduce the number of **distressed buildings and persistent vacancies**
2. Activate and improve corridors with **arts and cultural assets**
3. **Better utilize existing tools and resources**, such as zoning and the County Land Bank
4. **Align other priority programs and pilots** in Retail Thrive Zones
5. Make **small-scale targeted infrastructure** improvements

## 2 **ACTIVATE REAL ESTATE AND IMPROVE INFRASTRUCTURE**

# PROGRAM GOALS

## How will we put this goal in to action?

- Conduct a **comprehensive property inventory** to identify troubled buildings, negligent owners, and high-value development opportunities
- **Activate vacant lots** with programs like Boombox while also marketing sites to regional and national retailers
- Coordinate a **commercial property acquisition strategy** with the Land Bank
- Review **public safety issues** and develop or expand assistance to address those issues
- Focus DCASE **Year of Public Art and Architecture Biennial** in corridors
- Address **infrastructure quick fixes** and prioritize day-to-day maintenance

## 2 **ACTIVATE REAL ESTATE AND IMPROVE INFRASTRUCTURE**



# PROGRAM GOALS

## How do we address this goal?

1. Make **starting a business easier** and provide low-risk business environments
2. Develop the **skills of emerging entrepreneurs**, especially among minority populations
3. Provide **coaching, mentoring, and networking opportunities** for small businesses

## 3 *SUPPORT EXISTING SMALL BUSINESSES AND EMERGING ENTREPRENEURS*

# PROGRAM GOALS

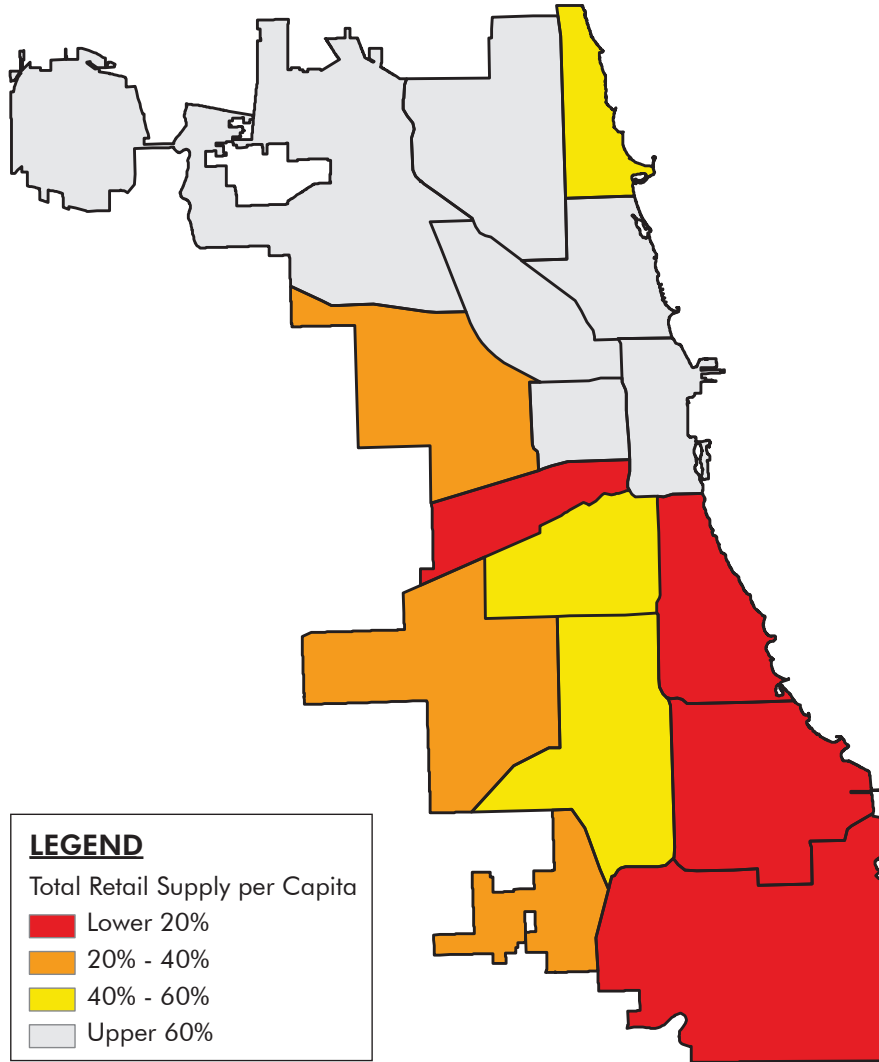
## How will we put this goal in to action?

- **Explore creating retail incubators** with pop-ups and in other City-owned spaces
- Revise the licensing process to make **pop-ups and shared kitchens** easier
- Coordinate the City Hall business activities, including providing **mobile workshops, off hours, and on-site licensing** for City services
- Develop a comprehensive “**Road Map for Entrepreneurs**”
- Establish an initiative to **support minority businesses**
- Evaluate the needs of community partners to **provide resources to NBDCs where most effective**
- Leverage relationships with outside partners to **provide technical assistance**

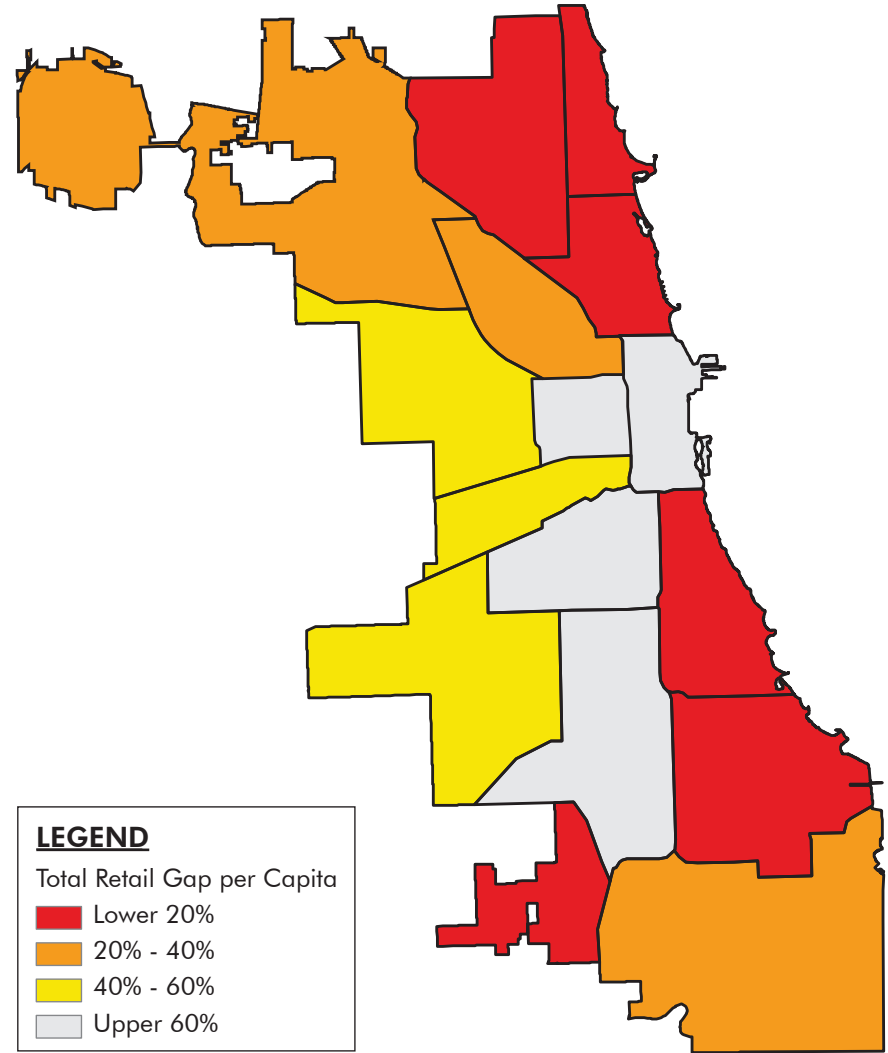
## 3 **SUPPORT EXISTING SMALL BUSINESSES AND EMERGING ENTREPRENEURS**

# RETAIL TRENDS

TOTAL RETAIL SUPPLY, PER CAPITA

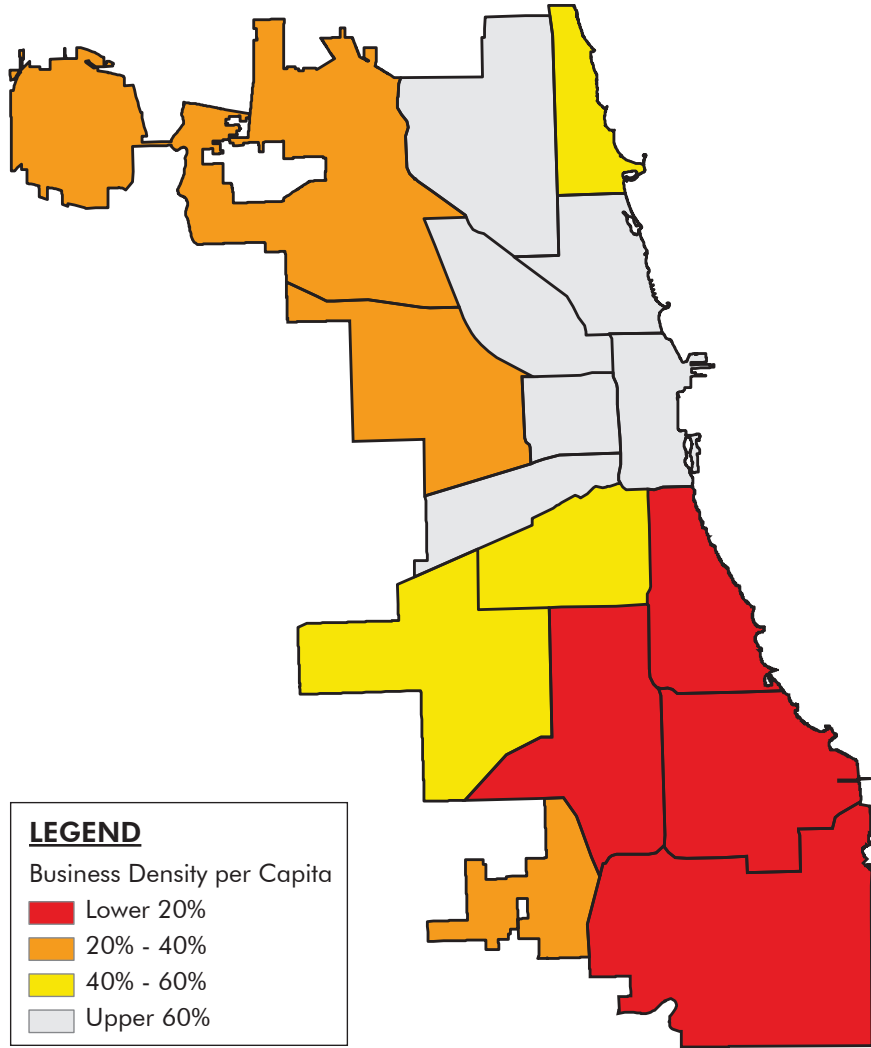


TOTAL RETAIL GAP, PER CAPITA

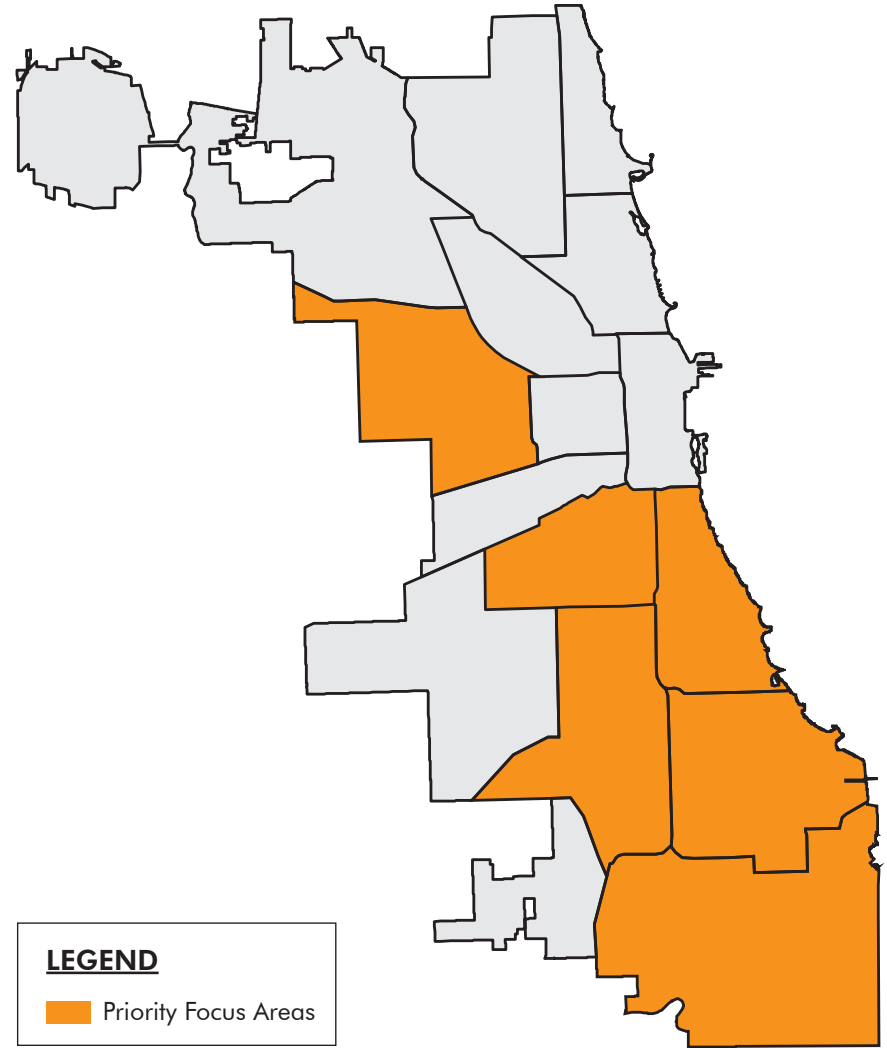


# RETAIL TRENDS

BUSINESS LICENSE DENSITY, PER CAPITA

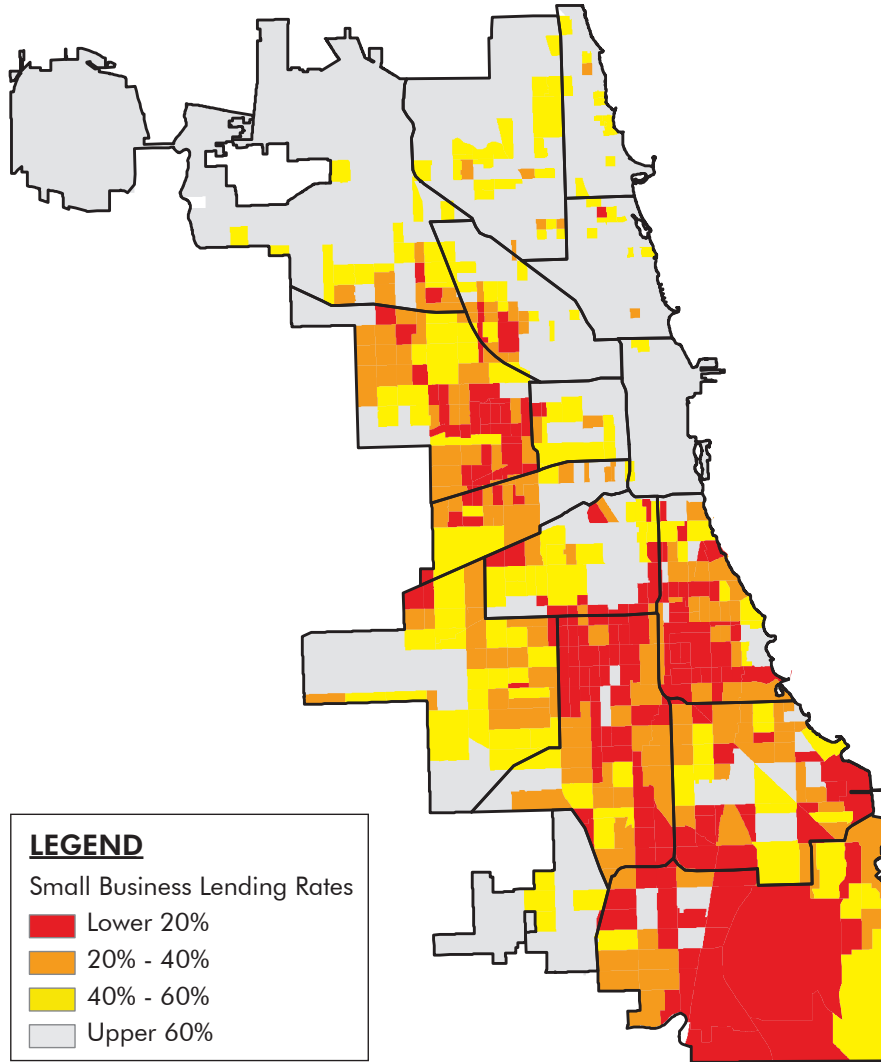


PRIORITY AREAS FOR RETAIL DEVELOPMENT



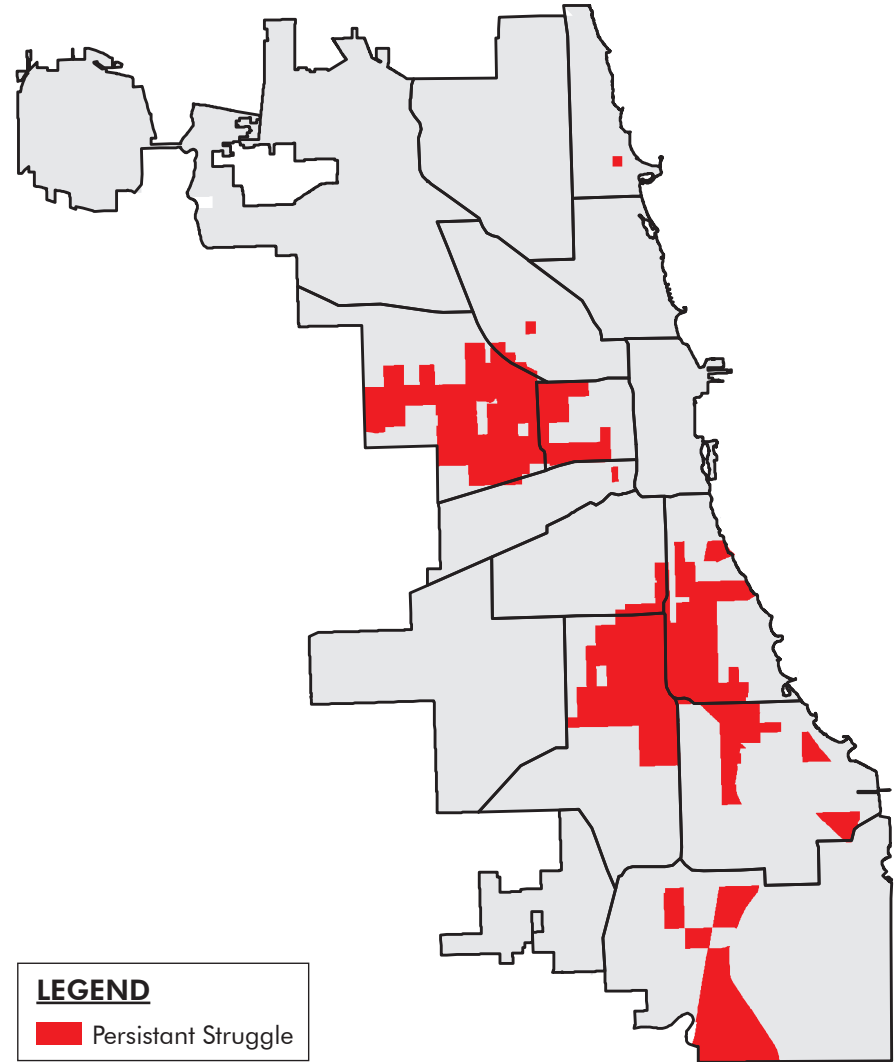
# RETAIL TRENDS

ISSUANCE OF SMALL BUSINESS LOANS



SOURCE: Federal Financial Institutions Examination Council

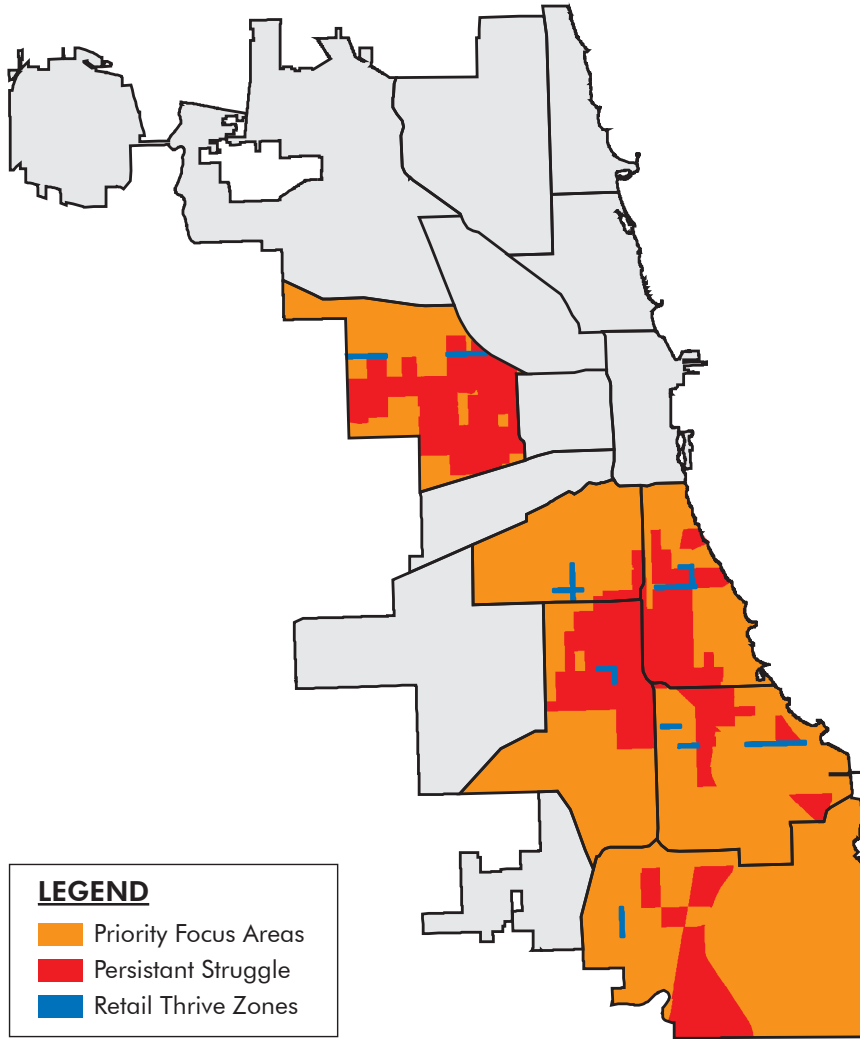
AREAS OF PERSISTENT STRUGGLE



SOURCE: "Mapping the DNA of Urban Neighborhoods" Elizabeth Delmelle, 2016

# RETAIL TRENDS

## RETAIL THRIVE ZONE CORRIDORS



Further corridor selection criteria included:

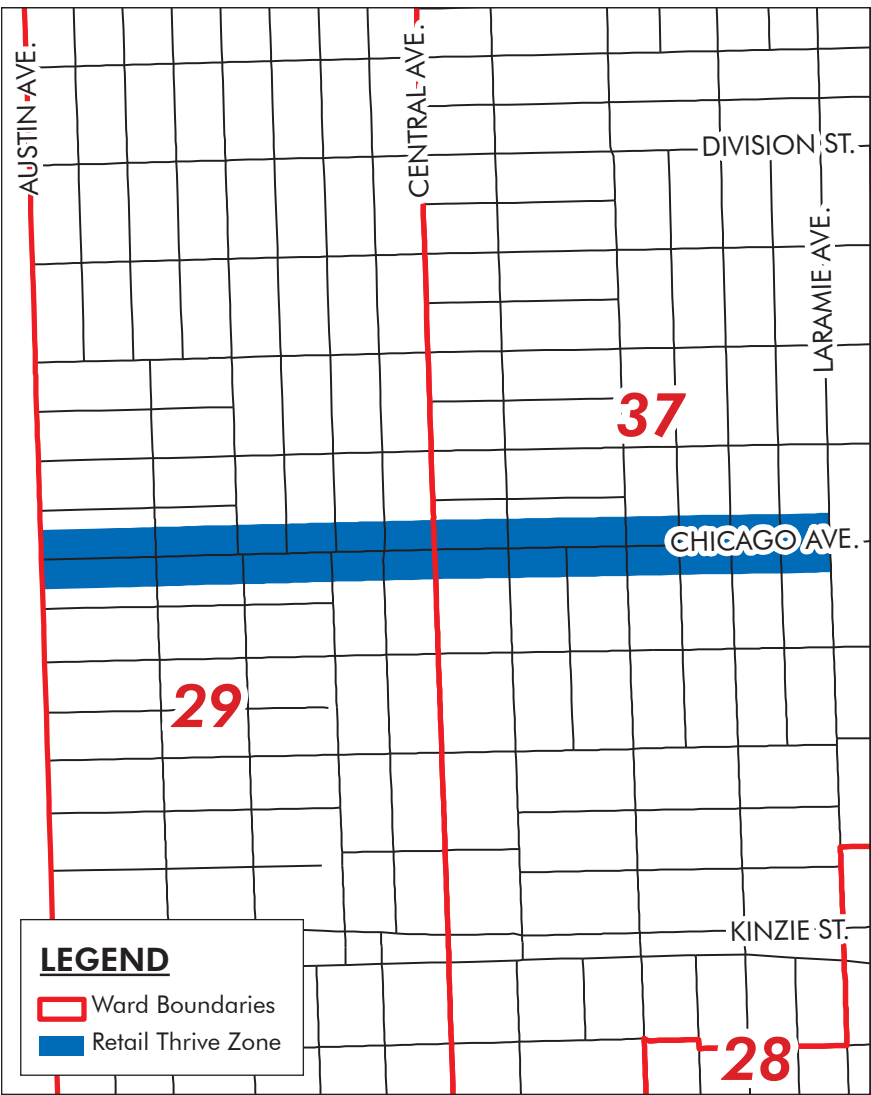
- The capacity of community partners to lead the on-the-ground efforts
- Corridors with “good bones” and an ability to bounce back
- Momentum from recent investments by the City, community, or private developers.
- Input from Aldermen

In the end, eight corridors were selected:

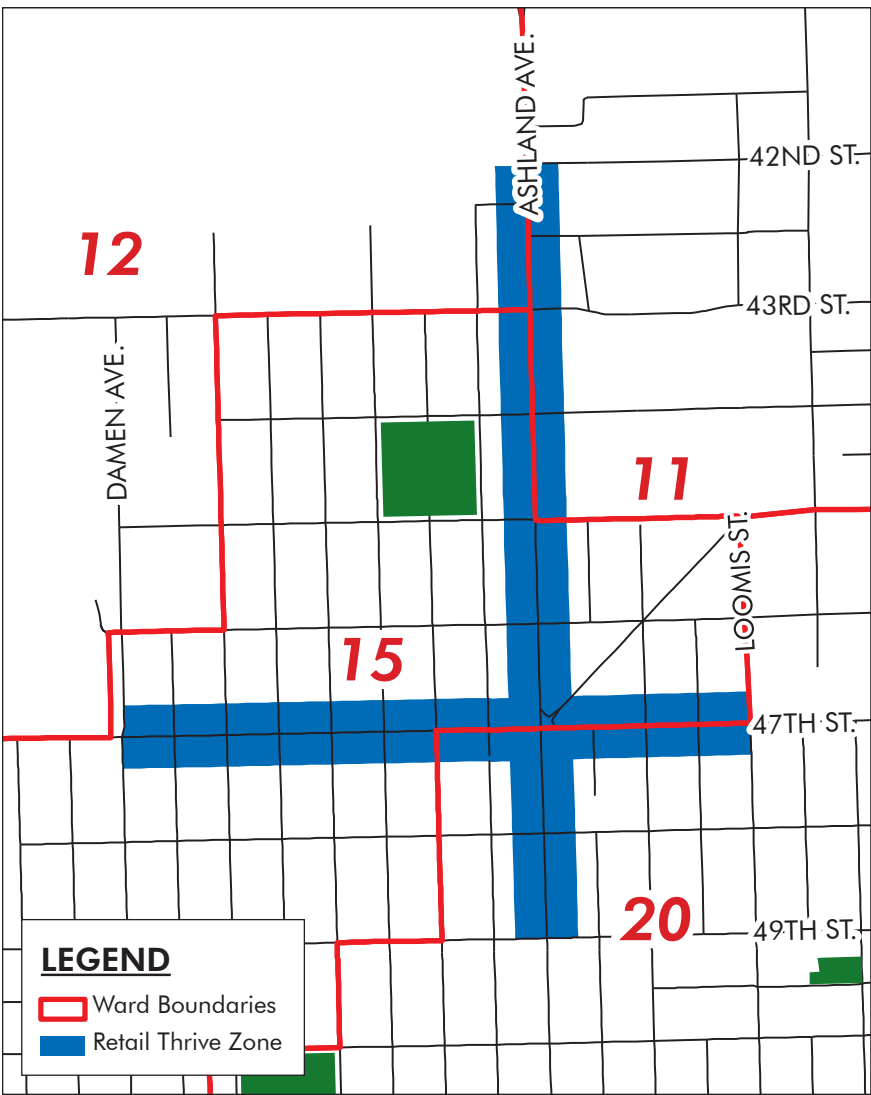
1. Austin
2. Back of the Yards
3. Bronzeville
4. Chatham
5. Englewood
6. South Chicago
7. West Humboldt Park
8. West Pullman

# CORRIDOR MAPS

AUSTIN



BACK OF THE YARDS

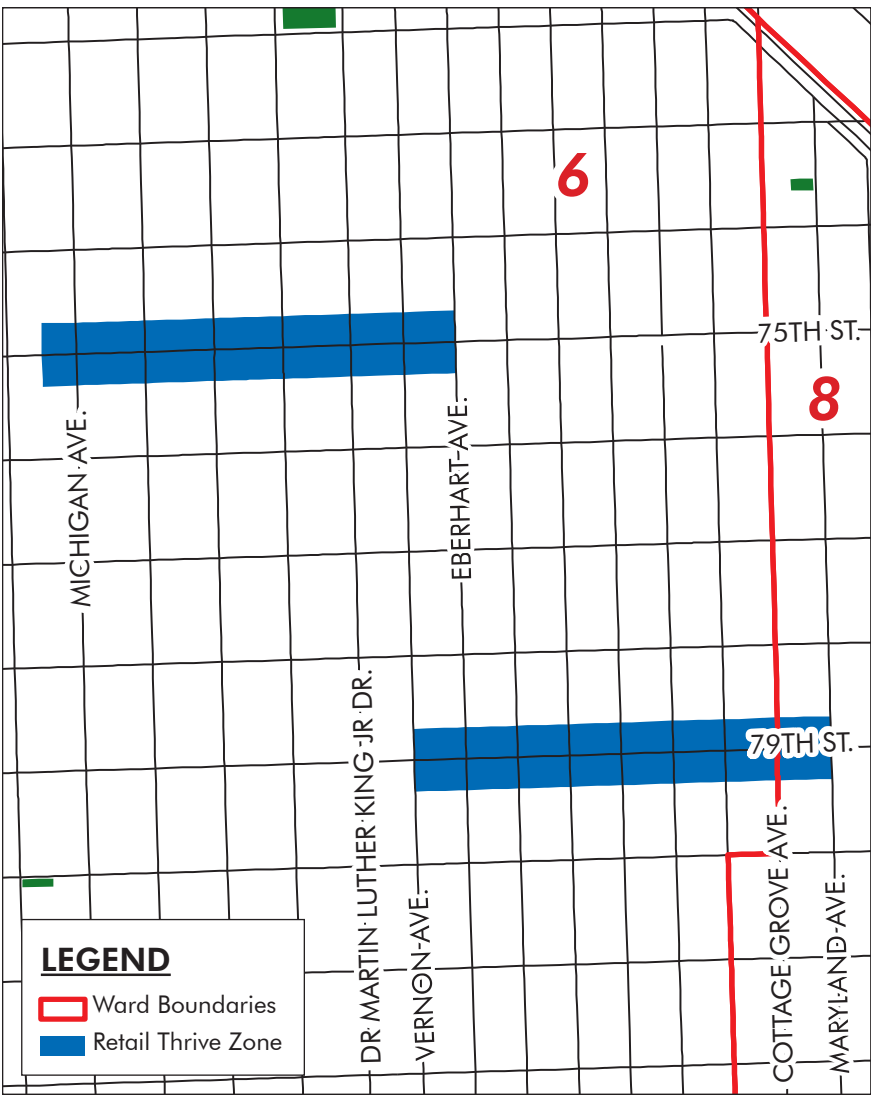


# CORRIDOR MAPS

## BRONZEVILLE



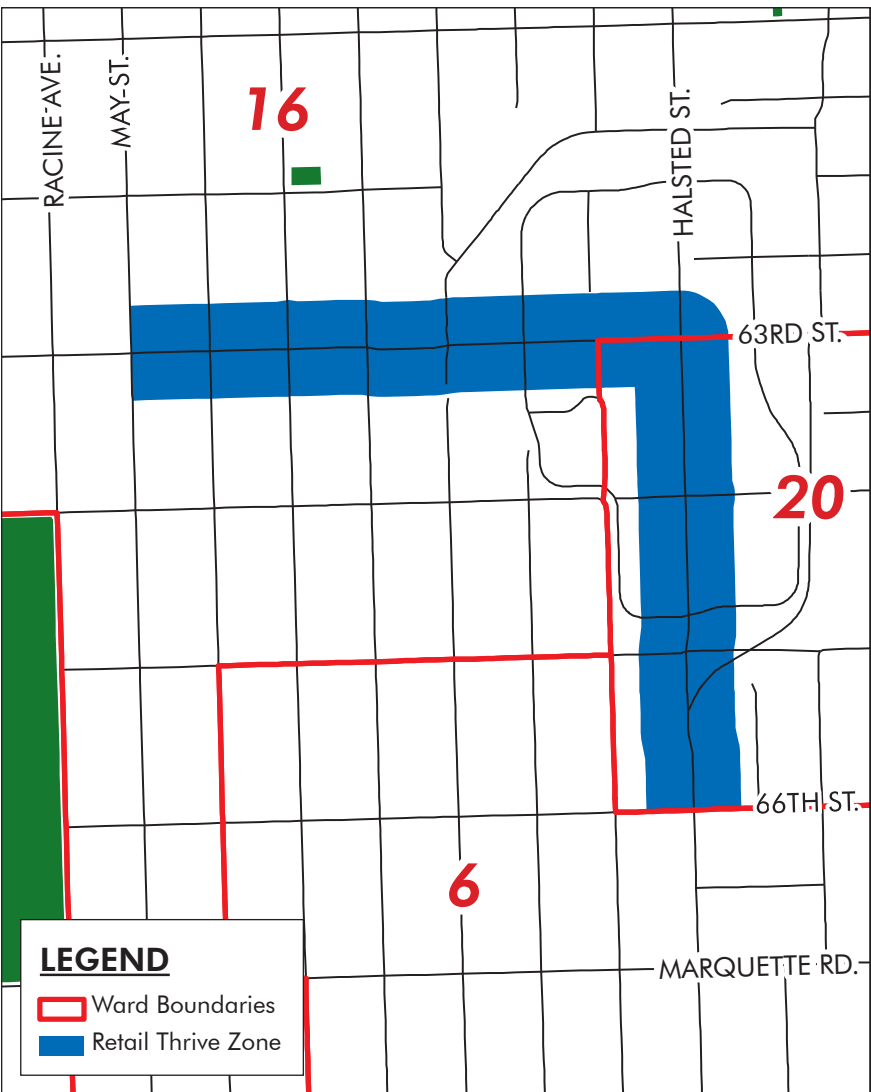
## CHATHAM





# CORRIDOR MAPS

## ENGLEWOOD



## SOUTH CHICAGO

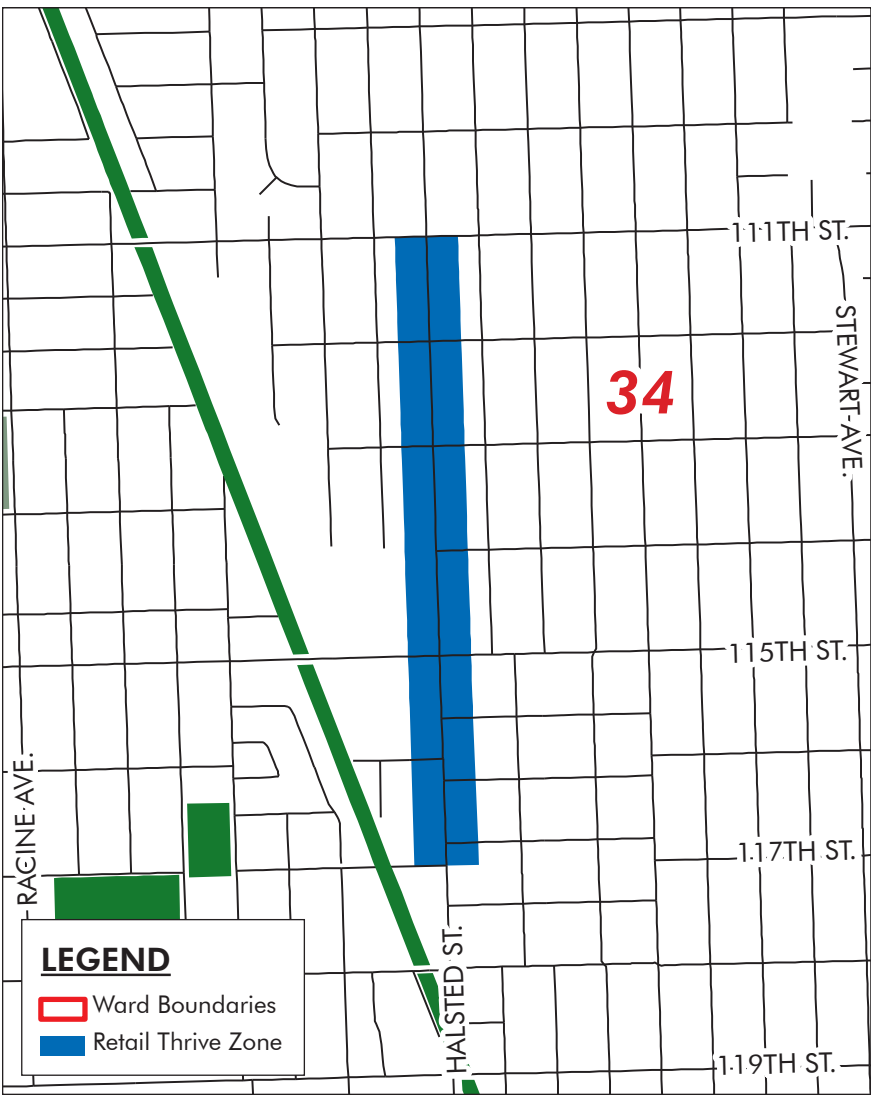


# CORRIDOR MAPS

WEST HUMBOLDT PARK



WEST PULLMAN



# NEXT STEPS

## OCTOBER

- Strategic planning with colleagues and community partners

## NOVEMBER

- Official program launch
- Hold resource partner meetings in each Retail Thrive Zone
- Amendments to the Cook County Class 7 incentive approved
- Launch distressed buildings pilot program with DoB

## DECEMBER

- Wrap strategic planning process
- Financial technical assistance meetings in each Retail Thrive Zone
- Launch Class 7 incentive functionality on Retail Thrive Zones Portal

## JANUARY

- Open SBIF for Retail Thrive Zones application window

# QUESTIONS?

For more information on the Retail Thrive Zones program and links to resources, visit:

**THRIVEZONES.COM**