


# SECC

**South East Chicago Commission**

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ANNUAL REPORT 2019 - 2020

An aerial photograph of a coastal city, likely Chicago, showing a large body of water (Lake Michigan) in the background. In the foreground, there is a road with several cars, a park area with many trees, and a small building. The image is overlaid with a dark blue gradient.

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





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# 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.

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- 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.

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- 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.

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- 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

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**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

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**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 Callery, 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



## 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
- College Interns
- Young Professionals Advisory Council
- 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





# 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**

Facebook, Instagram, Twitter Followers  
as of December 2020

**4,364**  
**E-Mail Network**

Directory of emails used or outreach  
as of December 2020



An aerial photograph of a city, likely Chicago, with a dense skyline of skyscrapers in the background and a mix of residential and commercial buildings in the foreground. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

## 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.





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