

LPCC MARCH E-NEWSLETTER

March 10, 2009

LPCC NEWS

LPCC Launches Small Business Forums

In response to member feedback, the LPCC has developed a new monthly program to address the needs of our small business members by offering information and resources on topics relating to business challenges and new trends. Small Business Forums will focus on a different topic each month and be led by a panel of "member experts" who will provide tips and ideas while encouraging dialogue and questions from forum attendees.

All members are invited to attend to the Small Business Forums; however, attendance is limited to the first 15 members that RSVP each month in order to ensure one-on-one contact with the "member experts." Topics will range from going green to marketing on a shoestring budget to hiring and firing employees.

The first Small Business Forum will be held on Thursday, April 16 from 8:30 – 10:00 a.m. at the LPCC Office and will focus on Social Networking and Digital Marketing.

LPCC Further Expands Web-Based Outreach

Be sure to check out the LPCC on Twitter, Facebook, Linked In and through our [new blog!](#) These are just a few of the ways the LPCC is working to stay connected with our members and the community. Be sure to become our "friend" and join our many online "groups".

2009 Lincoln Park Residents' Guide Arrives Soon!



The LPCC is excited to announce that the 2009 *Lincoln Park Residents' Guide* – a valuable tool for both residents and businesses – will be hitting the streets in early April! 25,000 copies of the *Residents' Guide* are ready for distribution; 10,000 for delivery door-to-door to Lincoln Park residents. The LPCC also distributes copies of the *Residents' Guide* to hotels, realtors, apartment-finding services, and other high traffic areas.

The *Residents' Guide* features valuable information on the Lincoln Park community including parking, schools, hospitals, places of worship, and recreational and cultural outlets. The *Lincoln Park Residents' Guide* also features a comprehensive listing of all LPCC

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Member News

Want to keep up with your fellow members? Have [news to share](#) with the LPCC community? [Stay connected](#) with Member News!

Hot Deals

[Highlight your business](#) through special discounts and promotions with this online feature available only to LPCC members. Or, check out [the recent Hot Deals](#) added by fellow members and save yourself some money today!

Street Pole Banner Advertising Forms Due April 30

LPCC members have the exclusive opportunity to advertise their businesses to the thousands of people who pass through Lincoln Park's prominent commercial streets

members and their contact information. Use this resource to further enhance your business' visibility in the marketplace and across Chicago.

Need more copies? Feel free to call the LPCC at (773) 880-5200 to request free copies for distribution at your location.

March "Part of It, Proud of It"

Congratulations to Lewis Floor & Home (1455 W. Fullerton) on being selected as the LPCC's [March "Part of It, Proud of It"](#) recipient!

Lewis Floor & Home is truly a one-stop shop for remodeling and new construction, bringing the finest merchandise from around the world to the Midwest.

LPCC EVENTS

"Ring in the New Year" Coffee Connection

Diamonds are forever: Make a lasting connection at our first Coffee Connection of 2009! Join us at Robbins Bros., an engagement ring store, for coffee, treats, conversation and a large selection of diamonds!

Wednesday, March 11, 8:30 a.m. – 9:30 a.m.

Robbins Bros., 2184 N. Elston

Pay at the door: \$15/member \$25/non-member

Sponsored by: [Lincoln Park Network](#)

Business Seminar: Email Marketing in a Down Economy

Confused about email marketing? Thinking about purchasing Constant Contact? Join the Lincoln Park and Roscoe Village Chambers of Commerce at this unique seminar presented by Constant Contact for a lesson in email marketing.

Thursday, April 2, 8:30 a.m. – 10:00 a.m.

Location: TBD

Cost: Free for LPCC and RVCC Members/Non-members \$10

[Register online](#) by March 31

Small Business Forum: Social Networking and Digital Marketing

Learn how Facebook, Linked In, Twitter and other networking sites can help your business grow, especially during difficult economic times. Hear about website marketing, analysis and tracking systems and their benefits to your business as well.

Thursday, April 16, 8:30 a.m. - 10:00 a.m.

LPCC Office, 1925 N. Clybourn, Suite 301

[Register online](#) by April 10. Space is limited. Free.

COMMUNITY NEWS

Parking Meter Increases – An Update

New parking meter rates, an issue affecting business owners and shoppers alike, took effect on Friday, February 13, after Mayor Richard M. Daley and the Chicago City Council agreed to enter into a 75-year lease with a cooperative group led by Morgan Stanley.

every day by participating in street pole banner advertising. [The LPCC is currently accepting spring orders](#) until Thursday, April 30.



Start Up! Chicago Classes Begin April 14

The Lincoln Park Business Development Institute and the Coleman Entrepreneurship Center present the spring offering of [Start Up! Chicago](#). Start Up! Chicago gives you the tools to turn your big idea into a business opportunity.

Welcome to our February New Members

@properties, 360 Painting, Boston Blackie's, China Doll Guest House, Expense Reduction Analysts, Groupon, Jim Kelly Coaching, The Onion, Inc., Ostrow Reisin Berk & Abrams Ltd., Spex, Tickel Chiropractic.

Contact information for these members is [available here](#).

New rates are as follows:

*Loop: \$3.50 an hour

*Near North, Near West and Near South: \$2 an hour

*Lincoln Park and other neighborhoods: \$1 an hour

In addition to new rates, parking meters will also have to be fed longer hours (8:00 a.m. - 9:00 p.m.) and on Sundays for the first time as well.

Earth Hour to Promote Climate Change

In 2008, 50 million people in 370 cities and towns, in more than 35 countries worldwide, turned off their lights in support of energy-conservation during "Earth Hour". Earth Hour 2009 aims to reach more than one billion people in 1,000 cities around the world, inviting communities, businesses and governments to switch off lights for one hour at 8:30 p.m. on Saturday, March 28.

Visit [Earth Hour](#) online for more information.

LEGISLATIVE NEWS

LPCC Board Approves New Legislative Agenda

At the February 18 meeting of the LPCC Board of Directors, the [2009 Legislative Agenda](#) was unanimously passed, highlighting the key issues the LPCC will tackle in the coming year.

Issues addressed in the LPCC's 2009 Legislative Agenda include: Transportation (Mass Transit and Parking), Taxes (Sales Tax, Property Tax and Fees), Zoning (Reuse) and the general business climate for 2009. If you are interested in joining the Government Affairs Committee, please contact Sarah Gallagher at sgallagher@lincolnparkchamber.com.

5th Congressional District Election Update

The primary election to fill the 5th Congressional District seat vacated by President Barack Obama's Chief of Staff Rahm Emanuel was held on March 3. After [the ballots were counted](#) last Tuesday, Democrat Mike Quigley and Republican Rosanna Pulido were the top candidates.

The special election to seat the 5th Congressional District will be held on April 7, 2009. Check the [Government](#) portion of our website for regular updates.

The Economic Stimulus and Illinois



When President Barack Obama signed the [American Recovery and Reinvestment Act of 2009](#) on February 17 in Denver, he enacted the single largest piece of economic legislation this country has ever seen. Throughout the drafting of the act and its subsequent approval, most Americans – and business owners – have been left asking themselves: “What is

in this bill for me?"

In Chicago, Mayor Richard M. Daley [has outlined measures that](#) will create jobs and update the city's infrastructure. These projects include: repair 15 miles of public transit lines; resurface more than 150 miles of city streets; retrofit more than 200 miles of street lights; repair 75 miles of sewer and water mains. With more jobs available, more Chicagoans employed and improved transportation, businesses should hope for more customers through their doors.

All told, the American Recovery and Reinvestment Act of 2009 has set aside \$2.7 billion for projects in Illinois.

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