

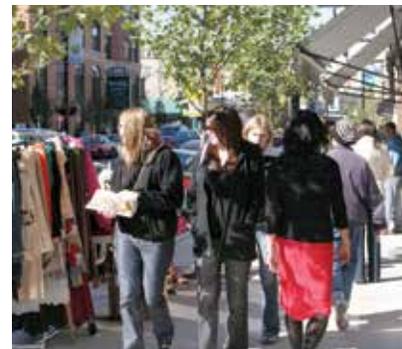


LINCOLN PARK
• CHAMBER OF COMMERCE •



MAKE IT YOURS

Doing business on Clark Street in Lincoln Park





Introduction

Clark Street Lincoln Park

You want your business to succeed and to thrive, and at the Lincoln Park Chamber of Commerce (LPCC), we want that for you, too. We invite you to consider Clark Street and Diversey Parkway in Lincoln Park as the setting for your exciting enterprise. The area around Clark Street in Lincoln Park is a vibrant, affluent neighborhood with excellent foot traffic, strong buying power, enticing demographics, and visitors attracted to its cultural institutions and lakefront.

Just two miles north of downtown, Lincoln Park is a lively Chicago neighborhood, and Clark Street is at the heart of the action. Single professionals choose to live here or visit for the nightlife, the sensational sidewalk café scene, and easy access to public transportation. Families are attracted to the neighborhood for the child-friendly activities, expansive parks, and walkable tree-lined streets. Tourists travel from around the world to experience world-class gems like the gorgeous expanses of lakefront and beaches, tree-filled parks, the **Lincoln Park Zoo** and Conservatory, renowned cultural offerings like the **Chicago History Museum** and the **Peggy Notebaert Nature Museum**, and the rich tapestry of restaurants, shopping, and entertainment.

Opening a business in this extraordinary enclave in the middle of our world-class city is truly an exceptional opportunity. Let us help make it a reality. Our neighborhood is always looking for another local business to love.



Densely Populated

- The Clark Street area has more than 31,000 residents per square mile.
- The Clark Street area is 3.5 times more densely-populated than the Chicago average. This is significant because most shoppers would rather make purchases close to home.

CLARK STREET NEIGHBORHOOD DEMOGRAPHICS

Resident Population	38,322	Single Households	62.1%
Daytime Population	35,068	Percent Millennials	53.7%
Employees	23,283	College Educated	82.3%
Students	3,755	Average Per Capita Income	\$68,972
Median Age	30.8	© 2014 Experian, Inc. All Rights Reserved, Alteryx, Inc.	

Transit Rich

- 41% of neighborhood residents do not own a car, which means that area residents walk through the commercial district to access public transit.
- The CTA train stations near Clark Street are some of the busiest stations outside of the Loop.
 - Fullerton (Red, Brown, and Purple lines): 13,496 weekday boardings
 - Diversey (Brown and Purple lines): 5,453 weekday boardings
 - On weekdays, the #22 Clark Street bus has more than 18,500 riders, and the #36 Broadway bus has more than 13,000 riders— bringing over 31,000 people through Clark Street in Lincoln Park each weekday.



CTA TRAIN STOPS

Fullerton

Red/Brown/Purple

Diversey

Brown/Purple



CTA BUS LINES

On Clark St and/or Diversey Pkwy

#22 Clark
 #36 Broadway
 #72 Armitage
 #76 Diversey

Nearby buses (within 2 blocks of Clark Street)

#134 Stockton/LaSalle Express
 #143 Stockton/Michigan Express
 #151 Sheridan
 #156 LaSalle



BIKING

Major bike routes

Chicago Lakefront Trail
 Clark Street
 Armitage Avenue

Divvy stations

W. Diversey & N. Hampden
 N. Clark & W. Wrightwood
 N. Lakeview & W. Fullerton
 N. Sedgwick & W. Webster
 N. Clark & W. Armitage

Strong Day-time Market

- The Clark Street area hosts 23,283 employees, each estimated to spend \$115.60 per week.
- Secondary and post-secondary students add 4,000 day-time customers; Francis W. Parker School is located on Clark Street, and Lincoln Park High School and DePaul University are only a short walk away.
- Nearly 2,000 homemakers are daytime residents in the Clark Street area.
- Local attractions typically bring thousands of visitors each week day.

Highly Desirable Age Group

- 18-44 year-olds comprise 66% of the trade area.
- 54% of Clark Street area residents are “New Millennials,” and people in this age group, comprised of 20 to 34 year olds, are the most likely age group to spend on consumer goods compared with other age groups.

Well-Educated Population

- More than 80% of residents have a Bachelor’s degree, and 38% hold a Master’s or Professional degree.
- Studies prove that there is a strong connection between higher incomes, higher education, and purchasing at quality local businesses.

Proximity to Lakefront

- Clark Street compliments an active lifestyle with its proximity to the park and to the popular lakefront bicycle and jogging trail.
- More than 6.5 million people visit the North Avenue Beach annually.

Annual Attendance at Major Local Attractions and Events



Enticing Demographics

The Clark Street area includes not only residents but also shoppers from the surrounding Chicago Region. With its many high income residents and their desire to enjoy quality stores and restaurants, Clark Street offers a significant opportunity for new businesses to move in.

	 Clark Street Neighborhood	 10-Minute Bike Ride	 20-Minute Drive
Resident Population	38,322	88,283	1,203,750
Average Age	30.8	30.9	32.9
Percent Millennials	53.7%	48.3%	34.2%
College Educated	82.3%	81.4%	48.6%
Average Per Capita Income	\$68,972	\$70,763	\$38,492

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Opportunities for New Business on Clark Street

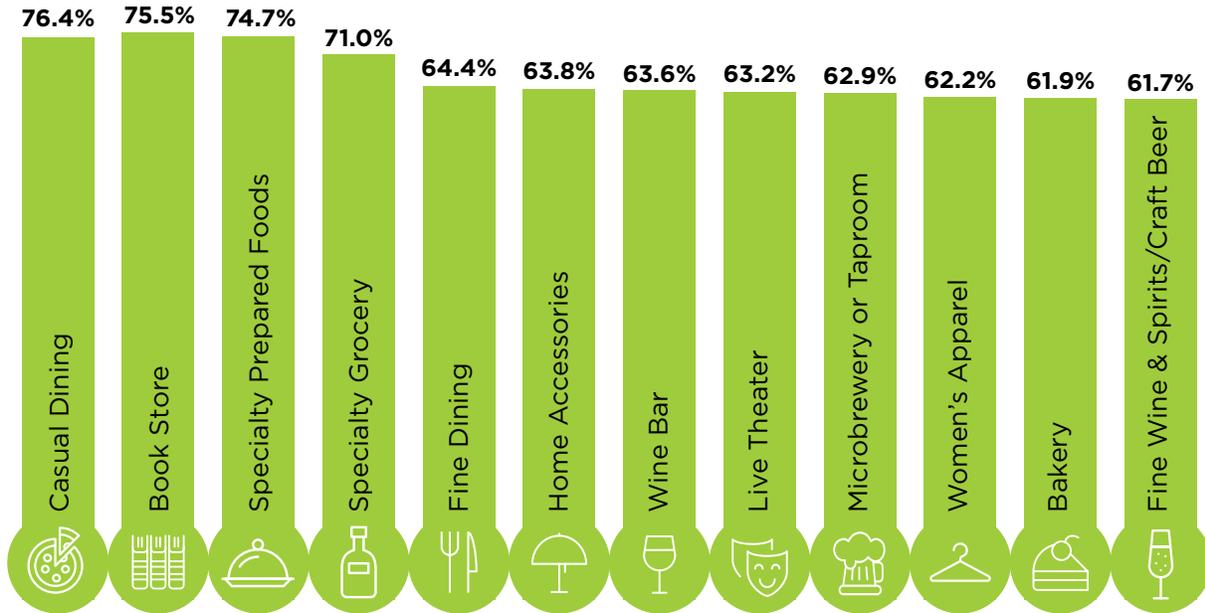
The spending power from the Clark Street area markets provides excellent opportunities for new businesses. The chart below estimates the spending by area residents and local destination shoppers for different retail categories. Tourists are a bonus that adds even more spending power.

	 Clark Street Neighborhood	 10-Minute Bike Ride	 20-Minute Drive
All Retail	\$551,979,076	\$1,184,783,994	\$11,079,578,983
Restaurants	\$88,860,459	\$190,333,972	\$1,619,105,040
Apparel	\$24,630,372	\$52,909,306	\$445,284,413
Furniture & Home Furnishings Stores	\$13,517,172	\$29,480,927	\$271,897,232
Personal Care Products and services	\$15,086,311	\$29,116,586	\$277,329,382

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Survey Says

Recently, 349 neighborhood residents responded to a survey concerning their use and aspirations for Clark Street shopping. More than 60% of respondents would increase spending if these businesses were added.

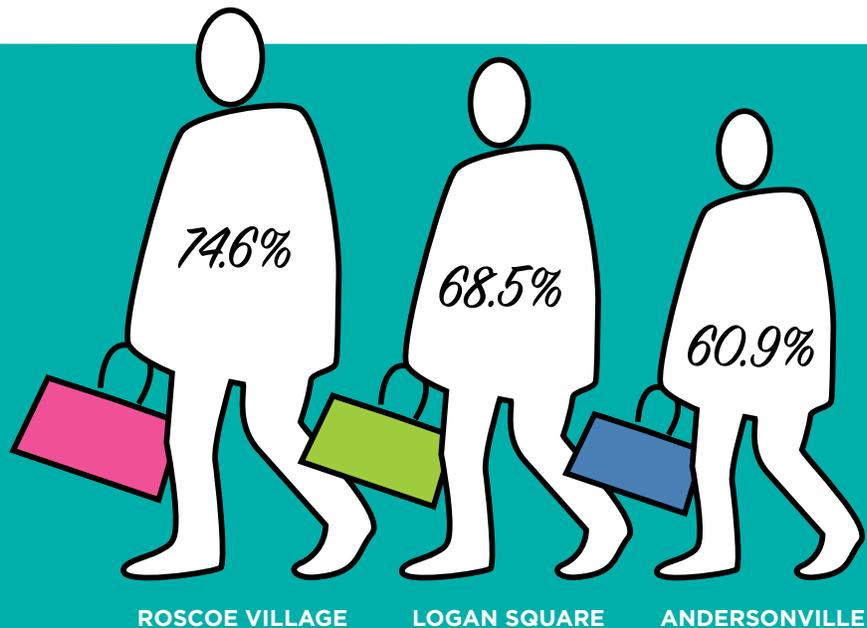


80% of survey respondents noted that their highest priority was to attract more locally owned businesses to Clark Street.

For more information on these survey results, contact the Lincoln Park Chamber of Commerce.

Thinking of a Second Location?

If you own a business in one of the following areas, you should consider Clark Street as your next location because more than half of the respondents to a recent neighborhood survey reported rarely or never visiting these shopping districts.



Strong Co-Tenancies and Future Markets

Shoppers know Clark Street and Diversey Parkway in Lincoln Park for its eclectic blend of the vintage to the vanguard, hip to haute couture, second hand to first rate. Other popular niches include spas and salons, women's and men's apparel shops, cafés, boutique eyewear, pubs and eateries. Here are just a few of over 300 businesses that call Clark Street and Diversey Parkway in Lincoln Park home:



Shopping

- Akira
- Dave's Records
- Frankie's on the Park
- Domicile Furniture
- Trader Joe's
- Best Buy
- New Balance



Food & Dining

- Chicago Pizza and Oven Grinder Company
- Vanille Patisserie
- R.J. Grunts
- DOC Wine Bar
- Basil Leaf Cafe
- Sultan's Market
- Riccardo Trattoria

The Clark Street neighborhood is projected to maintain its competitive edge, with planned developments near Clark Street promising more than 100,000 sq. ft. of new retail and office space and nearly 1,100 new units of housing to be completed within the next five years. These new developments ensure that Lincoln Park will be a prime location for steady growth and enhanced business vitality in years to come.

A Great Place to Do Business

Recently, 349 neighborhood residents responded to a survey concerning their use and aspirations for Clark Street shopping. Respondents described these Clark Street characteristics as equal or better than other Chicago shopping districts.



95.2%

Customer service and friendliness of businesses



91.7%

Store hours



88.2%

General safety



81.9%

Pedestrian safety

Your Business Is More Profitable on Clark Street

Lower Lease Rates, Better Value

Generally, in spite of the local market's high quality, the rent for retail space in the Clark Street retail district offers good value.

- Average lease rates on Clark Street have been around \$31 per square foot.
- These rates are \$2 per sq. ft. lower than on Division Street in Wicker Park, \$10 less per sq. ft. less than East Lakeview, \$14 per sq. ft. lower than in Old Town, and \$20 per sq. ft. lower than on Southport Avenue in Lakeview.

Efficient, Affordable Shared Services

As the service provider for the Clark Street Special Service Area (SSA), the Lincoln Park Chamber of Commerce (LPCC) works to improve the vibrancy and success of the district by providing:

Marketing and events

- Business listing at VisitClarkStreet.com
- Monthly Clark Street-focused eNewsletters for local consumers
- Monthly eNewsletters for businesses on Clark Street and Diversey Parkway
- Occasional merchant networking events
- Clark Street-specific social media channels
- Annual events: **Cravings on Clark** restaurant crawl, Halloween **Spooktacular**, **Unwrap Clark Street** holiday shopping campaign, and more

Public way maintenance and beautification

- Sidewalk litter pick-up and sidewalk trash bin servicing
- Supplementary sidewalk snow removal and salting for large snow events
- Annual sidewalk pressure washing
- Landscaping of hanging planter baskets and standing planters along Clark Street and Diversey Parkway
- **Façade enhancement rebate program**
- Public art

Check out the merchant section of VisitClarkStreet.com to learn more about these programs.

Services don't stop there: businesses have access to marketing and advertising tools that are available through the LPCC. Examples of additional marketing, networking and business support services available to LPCC members include:

Marketing and promotion

- Regular eNewsletters for businesses and consumers
- Business Listing in the annual Discover Lincoln Park Guide (annual distribution of over 20,000)
- Listing on lincolnparkchamber.com
- Social media promotion
- Street pole banner advertising opportunities
- Yearly and event sponsorship opportunities
- Website, eNewsletter, and other advertising opportunities
- Member "Hot Deals" promotion
- Annual Lincoln Park business awards
- Community events

Business support services

- Neighborhood demographic and retail market data
- Business location assistance and available property database
- Monthly networking events
- Educational seminars
- Business advocacy and government relations (permitting, licensing, etc.)
- Community relations assistance
- Introductions and referrals

Visit lincolnparkchamber.com or call (773) 880-5200 to learn more about our organization and to find out about membership.

Summary

Clark Street offers a premier business location where businesses of all types can thrive. Please contact Lincoln Park Chamber of Commerce at (773) 880-5200 for custom information on matching your business location requirements.

Acknowledgements

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