



Lincoln Avenue Special Service Area #35-2015  
Lincoln Park Chamber of Commerce  
2468 N. Lincoln  
Chicago, Illinois 60614  
Ph: (773) 880-5200  
[lincolnparkchamber.com](http://lincolnparkchamber.com)

## **2021 Lincoln Avenue SSA #35-2015 Marketing Rebate Program**

### **1. Description**

The economic impact of the COVID-19 pandemic has forced businesses to quickly adapt to social distancing and statewide stay-at-home orders by shifting their operations online in order to ensure continuity of operations. The Marketing Rebate Program was created as an emergency response to COVID-19. The Program is funded by the Lincoln Avenue Special Service Area (SSA) #35-2015 and administered by the Lincoln Park Chamber of Commerce. The goal of the program is to support local businesses adversely impacted by the COVID-19 outbreak by providing incentives in the form of rebates to businesses within SSA boundaries that invest in the following:

- Purchasing online ads (e.g., Google ads, Facebook ads)
- Creating a digital marketing and social media strategy by hiring a digital marketing or social media consultant
- Creating a general marketing strategy by hiring a marketing consultant
- Hiring a public relations consultant
- Launching e-commerce or a new gift card program, including:
  - Printing expenses for gift cards
  - Consultant fees for creating/launching gift card program
  - Creation of online shopping or gift card program using services such as squarespace, shopify, etc. (Documentation must show this is a new offering as of Spring 2020.)
- Purchasing print ads
- Printing flyers, brochures or other marketing materials
- Printing temporary banners or signs for your business
- Designing and/or purchasing print and/or display ads
- Hiring a graphic designer for marketing efforts

### **3. Rebate Amounts**

Applicants that meet all program requirements outlined in this document may receive a rebate of up to 100% of eligible costs, **not to exceed a total of \$400 per project**. Due to the evolving nature of COVID-19 and its impacts on businesses, the SSA Commission reserve the right to implement additional eligibility requirements as it deems reasonable, and change or terminate the program at any time. These measures are meant to support Lincoln Park businesses during

this transitional period so local businesses can continue to function and promote themselves, keep local dollars local, and stimulate economic activity.

#### **4. Eligible Applicants & Expenses**

Applicants must be brick-and-mortar businesses located in the Lincoln Avenue SSA. Applicants may only seek a rebate for measures that are used to promote their business and ensure continuity of operations. Applicants must be the entity paying for the project and must submit receipts and/or proof of payment for eligible expenses.

- Applicants must comply with all requirements and deadlines set forth in these guidelines and respond to any questions in a timely manner.
- To the extent that the owner or tenant is supplying their own materials or labor for the project, profits and overhead are not eligible expenditures for rebate
- Applicants who already received a Marketing rebate are not eligible for an additional rebate during the second round of applications.

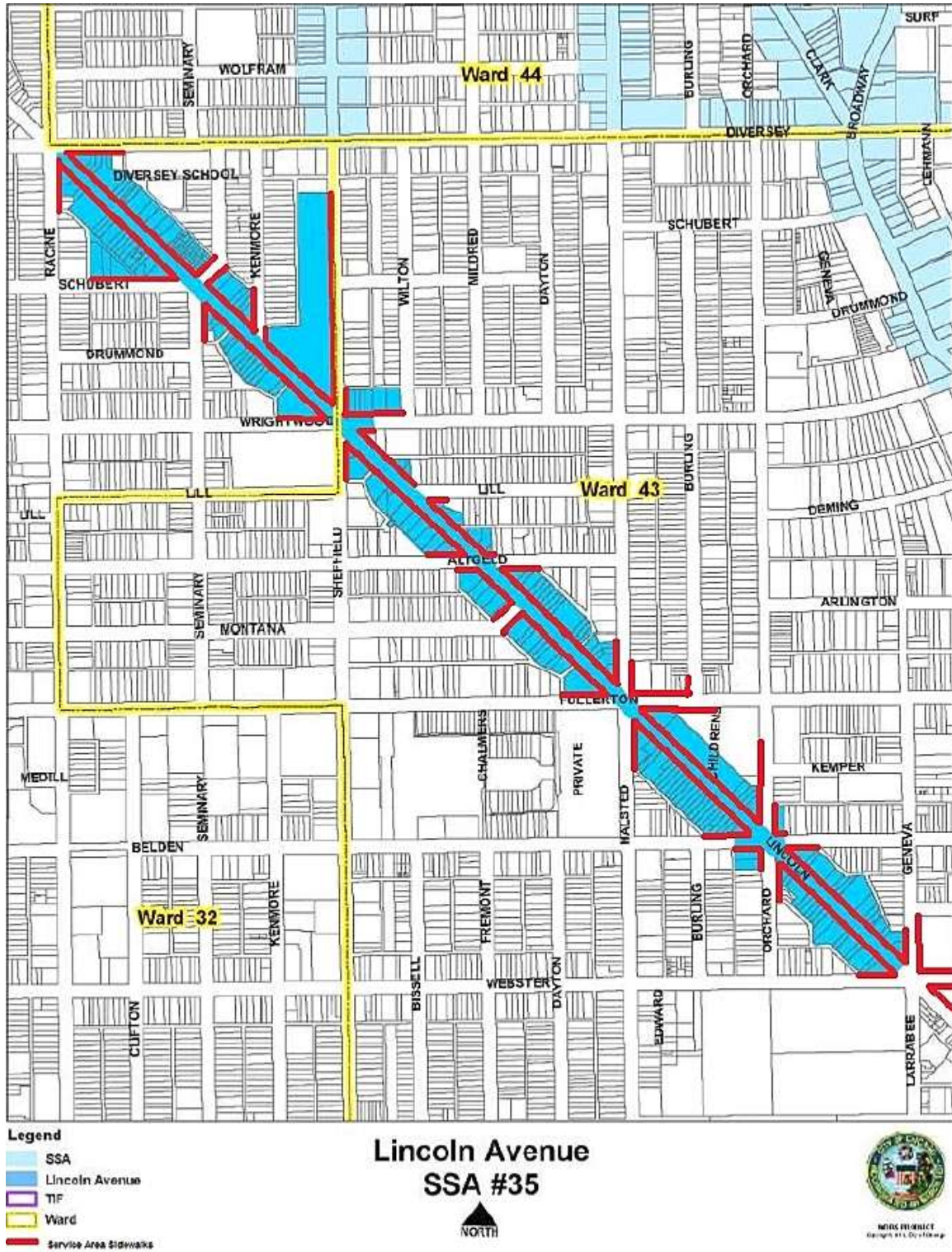
#### **5. Application Process**

Applications are subject to review and approval by the SSA Commission and a business shall only be awarded a Marketing rebate once per year, subject to funding availability. **Please note:** Businesses that received a Health & Sanitation rebate in 2020, **are** eligible for a rebate in 2021. Applications must be submitted no later than 5 pm on Wednesday, March 31, 2021. In case applications exceed current funding, a lottery will be held. Depending on funding, additional rounds of applications may be created after March 31.

**NOTE: The LPCC and SSA Commission are aware that time is of the essence, and processing all rebate applications will remain a priority during this crucial period. Please submit completed Marketing Rebate Program and paid invoices/ receipt of payment to Jessica Wobbeind at [jessica@lincolnparkchamber.com](mailto:jessica@lincolnparkchamber.com) by March 31.**

## 6. Lincoln Avenue SSA #35-2015 Marketing Rebate Program Boundaries

Only properties within the boundaries of SSA #35-2015 are eligible for rebates through the Marketing Rebate Program. See the attached map of the SSA boundaries.





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**2021 Marketing Rebate Program Application – Lincoln Avenue SSA #35-2015**

**Business Name:** \_\_\_\_\_

**Business Location:**

\_\_\_\_\_  
 Street Address City State ZIP

**Contact Information:**

\_\_\_\_\_  
 Name of Contact Person

\_\_\_\_\_  
 Phone Email

\_\_\_\_\_  
 Mailing address

**Marketing Rebate Program Reimbursement Expenses:**

Please list items/services purchased (for total up to \$400). Copies of paid invoices/receipts must be attached to application in order to be eligible for rebate reimbursement.

1. \_\_\_\_\_  
 Item/Service Purchased Amount Paid
2. \_\_\_\_\_  
 Item/Service Purchased Amount Paid
3. \_\_\_\_\_  
 Item/Service Purchased Amount Paid
4. \_\_\_\_\_  
 Item/Service Purchased Amount Paid
5. \_\_\_\_\_  
 Item/Service Purchased Amount Paid

**\*The Marketing Rebate Program will provide a rebate of expenses up to \$400.**

\_\_\_\_\_  
**Total Amount Paid Amount Requested**

**Statement of Understanding**

The applicant (undersigned) agrees to fully and timely comply with the guidelines and procedures of the Lincoln Park Chamber of Commerce’s Marketing Rebate Program and the outlined specifications as agreed to by the applicant and the SSA Commission. It is understood by the applicant that paid invoices or receipt of payment are required documentation, and that they have read the entire Marketing Rebate Program Guidelines and Application and agree to be fully bound by their terms and conditions. APPLICANT RELEASES AND AGREES TO DEFEND AND INDEMNIFY THE LINCOLN PARK CHAMBER OF COMMERCE (TOGETHER WITH THEIR OFFICERS, DIRECTORS, AND AGENTS), THE SSA #35-2015 COMMISSION, AND THE CITY OF CHICAGO FROM ALL CLAIMS AND CAUSES OF ACTION OF ANY KIND (KNOWN OR UNKNOWN) IN CONNECTION WITH THIS MARKETING REBATE PROGRAM.

Applicant’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant’s Name: (Please print) \_\_\_\_\_

Applicant’s Title: \_\_\_\_\_

**Please submit the Marketing Rebate Program Application and copy of paid invoices/receipt of payment to Jessica Wobbekind at [jessica@lincolnparkchamber.com](mailto:jessica@lincolnparkchamber.com) no later March 31, 2021.**

For Office Use:

Date received: \_\_\_\_\_

Approved: \_\_\_\_\_

Business Notified: \_\_\_\_\_

Check Sent: \_\_\_\_\_