



Clark Street Lincoln Park

Where Chicago
Does Business...

VisitClarkStreet.com





Starting a business? Thinking of expanding? Congratulations!

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 in Lincoln Park as the setting for your exciting enterprise. Clark Street in Lincoln Park is a vibrant, affluent neighborhood with excellent foot traffic, strong buying power, and enticing demographics for business owners. We encourage you to take advantage of our many free resources to make your new venture a winning one on every level.

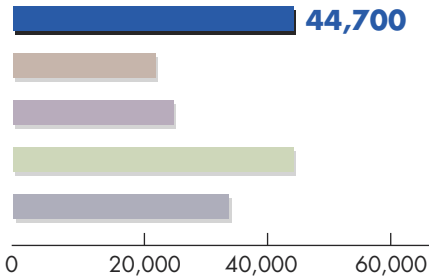
Just two miles north of downtown, Lincoln Park is known as Chicago’s liveliest neighborhood, and Clark Street in Lincoln Park is at the heart of the action. Single professionals flock here for the nightlife, the sensational sidewalk café scene, and the easy access to public

transportation. For families, the range of child-friendly activities and entertainment are strong draws. Tourists travel from around the world to experience local yet definitively world-class gems like the gorgeous expanses of lakefront and beach, tree-lined parks, the Lincoln Park Zoo and Conservatory, renowned museums like the Chicago History Museum and the Peggy Notebaert Nature Museum, and the rich tapestry of restaurant, shopping, and entertainment fare.

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.

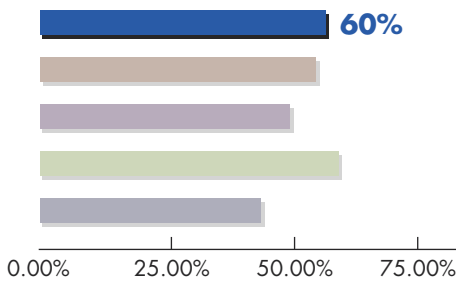


Enticing Demographics: Densely Populated, with Young, Single, Educated, and Ready-To-Spend Residents



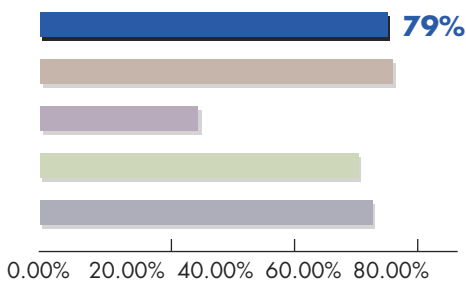
Densely Populated

- Clark Street has more people per square mile than most Chicago neighborhoods;
- Clark Street area is 3.5 times more densely-populated than Chicago average. This is significant because most shoppers would rather make purchases close to home;
- Clark Street residents walk through the commercial district to access public transit: 53% of residents walk or take public transportation to work, and 37% do not own a car.



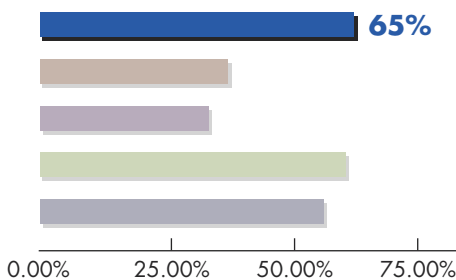
Highly Desirable Age Group

- 18-44 year-olds comprise 60% of trade area;
- This age group is least likely to save; most likely to spend on consumer goods;
- Also significant concentration of 44-54 year olds (13%).



Well-Educated Population

- Nearly 80% of population has Bachelor's degree, 33% hold Master's or Professional degree. This represents 3 times the Chicago average;
- Studies prove strong connection between higher incomes and higher education over time.

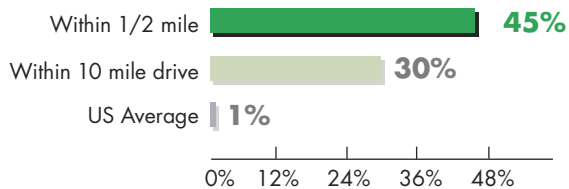


High Concentration of Single Households

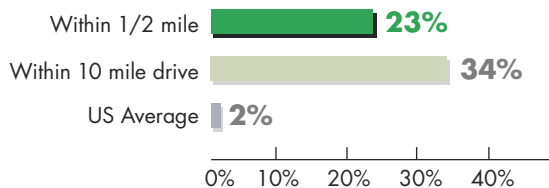
- Single households mean more spending on basic household necessities.

Exciting Psychographics: Young, Tech-Savvy, and Sophisticated

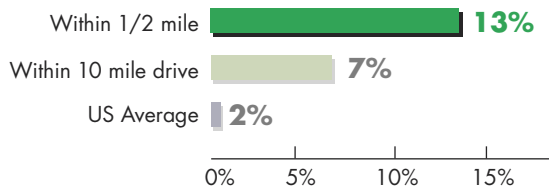
Using Nielsen/Claritas data, we've identified several psycho-graphic profile categories that predominate on Clark Street in Lincoln Park:



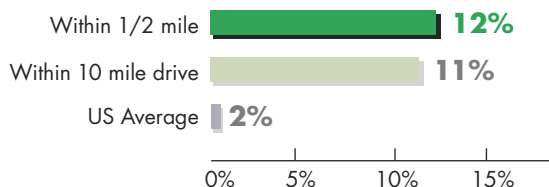
"**Young Digerati**", who are tech savvy, prefer fashionable neighborhoods with fitness clubs, and frequent clothing boutiques, casual restaurants, bars, and coffee shops, comprise 45% of the population here, which is 37 times more than the US average;



"**Bohemian Mix**", who are young, liberal, mobile, prefer funky row-houses, are early adopters and quick to check out the latest movie, nightclub, laptop, and microbrew, comprise 23% of the population here, 13 times more than the US average;



"**Money and Brains**", who are affluent, with advanced degrees, high incomes, fashionable homes, and sophisticated tastes, comprise 13% of the population here;

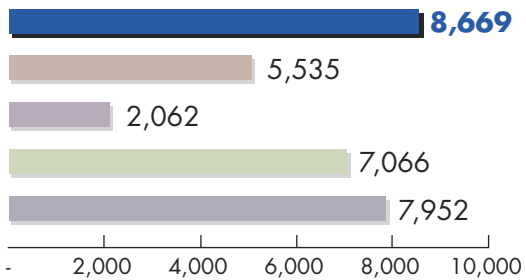


"**American Dreams**", who are middle-aged immigrants with children, and who enjoy their upper-middle-class lives, comprise 12% of the population here.

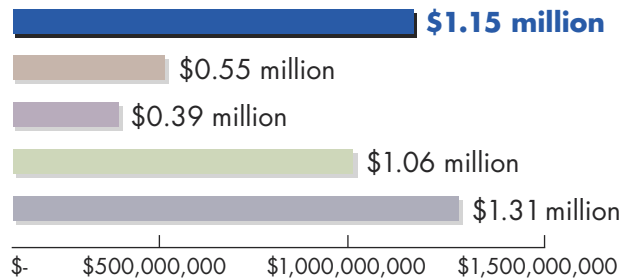


The Spending Power on Clark Street is Immense

of Households with Income > \$100K per Square Mile



Consumer Spending per Square Mile



KEY Clark Street Armitage/Halsted Division (Wicker Park) Lakeview East Old Town



DOLLARS OF RETAIL DEMAND (in Millions)

Consumer Spending Within Walking Distance of Clark Street	
Residential Market	\$929
Local Workforce Market	\$27 - \$43
Estimated Tourist Market	\$4 - \$12
TOTAL	\$971 - \$985

DOLLARS OF RETAIL SUPPLY

Estimated Retail Sales Within Walking Distance of Clark Street	
TOTAL	\$489

RETAIL OPPORTUNITY

Local Dollars Estimated to be Leaving the Trade Area	
TOTAL	\$471 - \$495

- Median income is \$63,419, 41% higher than City of Chicago average;
- Average consumer expenditure per person is \$25,675, 87% higher than City of Chicago average;
- Consumer spending per square mile is 5.7 times higher than City of Chicago average.

Note: Residential Demand and Total Sales from Claritas, 2008. Office worker demand estimated based on 5-7.5% capture rate applied to industry salary. Tourist market based on 2007 Bureau of Labor Statistics average daily expenditure on apparel, restaurants, entertainment and gifts applied to a 5-15% capture rate of the annual attendance at the Lincoln Park Zoo.

The Retail Opportunity on Clark Street is Extraordinary

Top New Businesses Desired

Respondents within 1/2 mile of Clark only

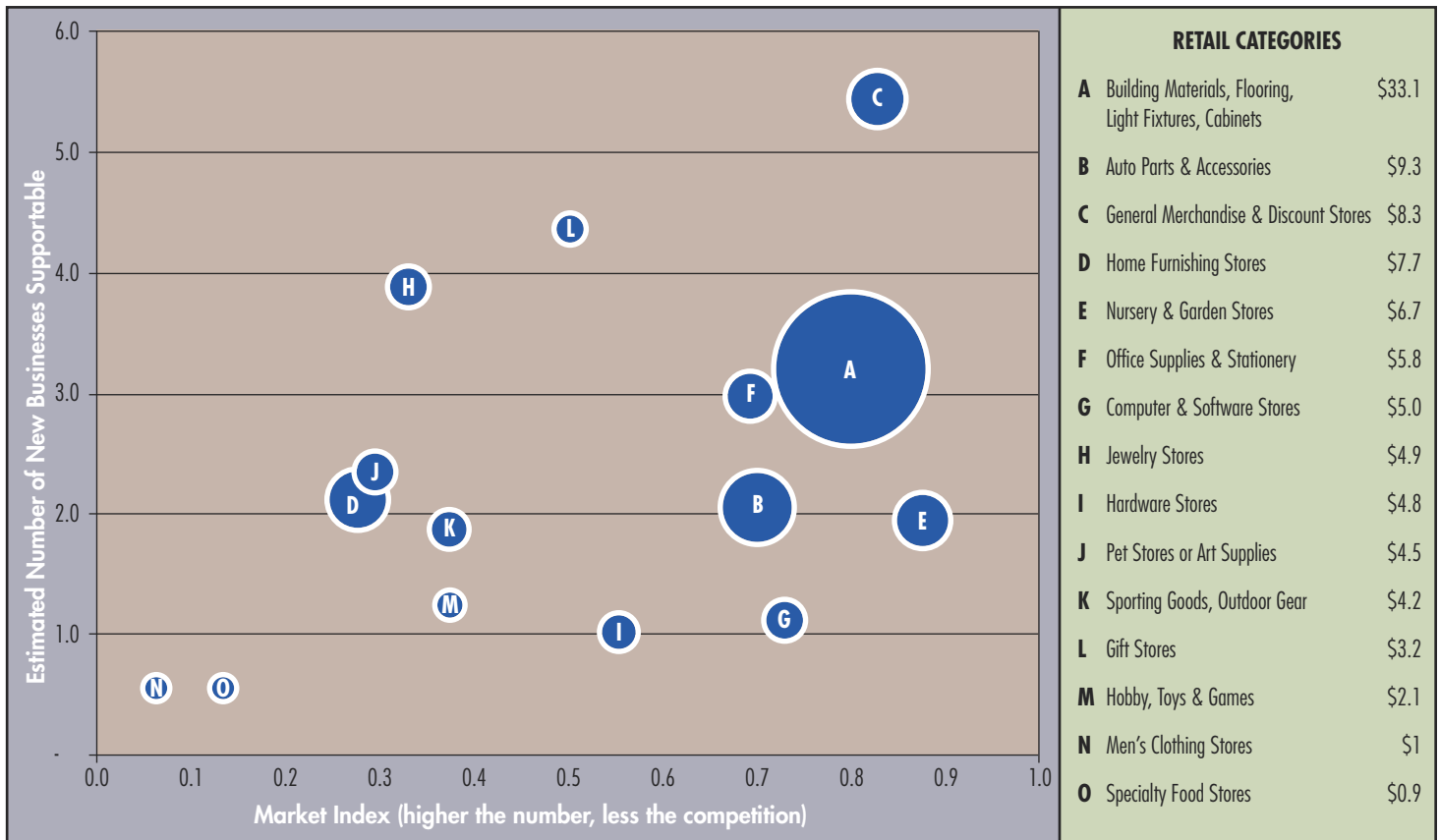
Type of Retail/Service	% of Total Respondents
1. Grocery	48.1%
2. Restaurant	43.0%
3. Clothing	28.1%
4. Book Store	16.3%
5. Hardware	13.3%
6. Gifts	8.9%
7. Bakery	8.1%
8. Boutiques	8.1%
9. Home Furnishings	7.4%
10. Women's Clothing	7.4%
11. Gourmet Food	5.9%
12. Deli	5.2%
13. Florist	5.2%

Source: Clark Street Shopper Survey 2009

With the high median income and generous consumer spending our area residents enjoy, nearly half of spending by residents still occurs outside the immediate neighborhood, representing a significant opportunity for new businesses to move in and capture that lost spending.

The Clark Street trade area has excellent opportunities for new businesses. The chart below presents an estimation of the degree and strength of different retail categories. The size of the bubbles represents the amount of money leaving the area for a given retail category. For example, an estimated \$6.7 million dollars was spent by residents within the local trade area at Nursery and Garden Stores. The index shows that there are very low levels of local competition for this product and that the trade area could support 1 to 2 new stores, based on conservative capture rates of spending and average sales in the region.

Opportunities for New Business on Clark Street (in Millions)



Why Your Business Should Be Here: The Advantages of Clark Street in Lincoln Park

Key Retail Destinations and Locations

Shoppers know Clark Street in Lincoln Park for its eclectic blend of vintage to vanguard, hip to haute couture, second hand and first rate. As the chart at right shows, sales to non-residents are particularly strong at local bars, shoe stores, books and electronics.

Other niches that are popular include spas and salons, women's apparel, men's apparel, cafés, boutique eyewear, and eateries.

Available Properties

As of the fall of 2010, there are vacancies available for lease.

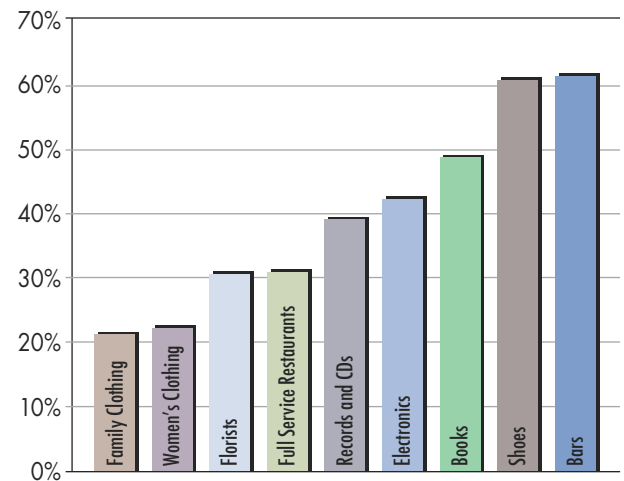
- The median size is 2,000 sq. ft.
- A third of the properties were under 1,400 sq. ft., a third were between 1,400 and 2,700 sq. ft., and the remaining third above 2,700 sq. ft.
- The up-to-date list of available properties is on VisitClarkStreet.com.

Lower Lease Rates, Better Value

Generally, in spite of the affluence and willingness to spend of area residents, the rent for retail space in the Clark Street retail district is, remarkably, lower than that of surrounding or competing commercial districts.

- Average lease rates on Clark Street are \$27 per square foot;
- These rates are \$2 per sq. ft. lower than on Division Street in Wicker Park, \$11 per sq. ft. lower than in Old Town, and \$12 per sq. ft. lower than on Armitage Avenue in Lincoln Park.

% of Sales Derived from Non-residents

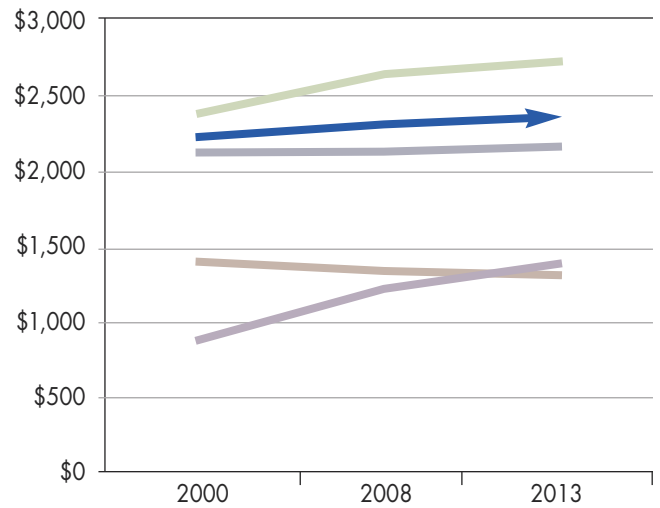


The Clark Street trade area is projected to maintain its competitive edge, with Claritas data showing continued growth in Aggregate Household Income and Total Consumer Expenditures.

Over the next five years:

- Median Household Income is expected to increase to \$72,190 in 2013, which is 48% higher than the City of Chicago average expected in 2013;
- Total Consumer Expenditure per Household is expected to increase by 17%;
- Aggregate Household Income is projected to increase to \$2.39 billion.

Aggregate Household Income (in Millions)



KEY Clark Street Armitage/Halsted Division (Wicker Park) Lakeview East Old Town



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:

- Sidewalk trash and litter removal five times a week from April through October and three times a week from November through March,
- Sidewalk snow plowing services,
- Seasonal landscaping and holiday decorating to enhance the atmosphere of the street,
- Annual sidewalk power-washing services,
- Façade improvement grants that enable merchants to maintain a consistent, appealing visual.

Services don't stop there, and we encourage merchants to take advantage of marketing and advertising tools that are available through the LPCC. Examples of additional marketing and advertising programs, free to area businesses, include

- A consumer-focused and fully interactive website, VisitClarkStreet.com, which lists, describes, markets, and links to Clark Street in Lincoln Park merchants,
- Comprehensive annual promotions and events,
- Interactive social media campaigns,
- Business assistance and advocacy.

The goal of these programs is, quite simply, to help ring your cash register. Check out the merchant section of VisitClarkStreet.com to learn about these free programs as well as tapping into City of Chicago resources and finding links to business services.

Other Valuable Resources

For entrepreneurs who currently own or plan to open a business in Lincoln Park, the LPCC has a vast number of tips, guides, resources, and events to help you tackle challenges and make the connections you need to further your business. Please contact us for additional membership information, and be sure to visit us at www.lincolnparkchamber.com.



Clark
Street
SSA#23





Lincoln Park Chamber of Commerce
the cornerstone of your success

The Lincoln Park Chamber of Commerce (LPCC), founded in 1947, has grown into Chicago's largest neighborhood chamber. The LPCC leads numerous initiatives in support of our mission – to serve as a catalyst for business success and economic development. We provide a variety of services to our approximately 550 members along with a full range of advertising and sponsorship opportunities. Please visit us at our office or via our website at www.lincolnparkchamber.com to learn more about us and about how we can help you start your business in Lincoln Park.

**Clark Street
Lincoln Park**



The Clark Street Special Service Area (SSA #23), established in 2003, provides services to improve the vibrancy and success of the Clark Street commercial district. SSAs provide a fair and transparent way to finance and manage improvement programs that are important to the vitality of the community. The Clark Street SSA district benefits from a number of exciting initiatives designed to draw attention to this unique, multi-faceted area. We invite you to check out VisitClarkStreet.com to learn more.

Lincoln Park Chamber of Commerce and Clark Street SSA #23
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