



**CREATING
COMMON
GROUND**
OCTOBER 24 2013

CNU *Illinois*
6TH ANNUAL
STATEWIDE CONFERENCE



Email: illinois@cnu.org

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Chapter 1: Introduction

A Message from CNU Illinois

By 2013 CNU Illinois Chair, Lesley Roth

Since its inception over two decade ago, the Congress for the New Urbanism (CNU) has stood for human-scaled environments that encourage livability, affordability, connection of transportation networks, and promotion of right-sized developments that are sustainable and healthy. CNU takes a multi-disciplinary approach to restoring and creating communities as is reflected by the diversity of professional expertise within our membership. Our members are actively engaged in creating new tools for promotion of the CNU Charter Tenants and demonstration of the potential of the organization through their involvement in both public and private sector endeavors. CNU encourages member activism in many forms, creating outcomes that reinforce the character of existing places and energizing them to reach their full potential. The combined impact of these member-driven efforts has the ability to create whole regions that are more coherent and sustainable.

As the local chapter of the national organization, CNU Illinois has affirmed our commitment to promoting the core principals of New Urbanism and to asserting ourselves as a relevant organization with longevity and applicability to the State of Illinois. At the beginning of 2013, our Board established a broad vision for the upcoming year. Drawing upon CNU's guiding principles, as outlined in the organization's 27-point "Charter," CNU Illinois gave itself the year-long task of exploring urban issues beyond the traditional focus of physical planning and design. We committed ourselves to exploring the lesser-emphasized Charter themes of economic vitality, community stability, diversity, and affordability and we identified four primary goals to guide our year.

1. Outreach to other organizations – expand outreach to experts in the field that should be recognized for their work to better communities through grass roots activism, neighborhood development, and innovative development efforts.
2. Monthly Urban Excursions to recognize projects around the City of Chicago that highlight New Urbanism tenants and how stakeholders are integrating New Urbanism principles into their work.
3. Engage those active in the community that have not participated in New Urbanism events and initiatives in the past
4. Statewide outreach – we are a state chapter and represent interest in Illinois. We are always looking for more partners in all parts of the state.

To address these goals, we hosted speaking events, networking events, and tours throughout the year to connect our members, partners, and guests to innovative community development practitioners and relevant projects. In December 2013, we were also able to honor seven exemplary projects with our annual Charter Awards chosen from a record-setting number of entries spanning all seven of our award categories. In the fall of 2013, our sixth annual state conference, "Creating Common Ground," featured ten Illinois leaders whose innovative work truly exemplified our 2013 vision of highlighting community vitality, stability, diversity, and affordability in the built environment.



To begin our conference, we were pleased to welcome a diverse panel of experts from the City of Rockford, Illinois. For any who might be unfamiliar with Rockford's recent history, the City has experienced extreme economic challenges. As the following short essays reveal, these panelists are actively creating positive change in their city. As an introduction to these presentations, our student affiliate (the Illinois Chapter of the Students for the New Urbanism) presented their student-generated New Urbanism design work for an abandoned factory site in Rockford. And as a capstone to this program, Rockford Mayor Lawrence Morrissey delivered a lunchtime keynote address. For our afternoon program, four innovators from the Chicagoland area "shared" their urban planning and community engagement expertise. In a departure from traditional lecture-style programming, our afternoon presenters transformed the audience from "attendees" to "participants" by creating a literally "shared" participation experience, called the "Action Expo."

With this, our first written documentation of one of our state conferences, we are pleased to share all of this content with you. Whether you are experiencing it for the first time or revisiting it, we know you will find it extremely inspiring. The conversations contained within this publication are all ongoing and we invite you, the reader, to add your voice by joining our community as member, a partner, or event participant.

For more information about the Congress for the New Urbanism and the Charter, please visit cnu.org. For more information about CNU Illinois please visit cnuil.org or contact us at Illinois@cnu.org.





Chapter 2: Reconnecting Rockford

Reconnecting Rockford: Changing Lives and Changing Landscapes

- 02.10 - Demographic Overview
- 02.20 - Student Charrette Summaries
- 02.30 - Rockford Vital Signs
- 02.40 - Rockford City Market
- 02.50 - Social Sustainability: Access to our Future
- 02.60 - Anyone Can Start a Business
- 02.70 - Our City, Our Story

Demographic Overview

By Ryan Forst

Rockford, Illinois is a midsize city in far northern Illinois and is Winnebago County's seat. With 153,509 total residents, it is the most populous city in Illinois outside of the Chicago Metropolitan Statistical Area. Fifty two percent of residents are female and 48% are male. The largest age group, representing 26% of the total population, are those who are between the ages of 35 and 54 years old. The second largest, at 22% of the total population, are those who fall between ages of 0 and 14. The smallest age group is those between 20 and 24 at 6% of the total population.

The median income for Rockford families is \$48,211 and the mean household income is \$38,864. The most common way for residents to reach work, at 32%, is by personal car. Twenty one percent of Rockford residents hold a high school diploma. Thirteen percent have some college, but never received a diploma. Eight percent have a bachelor's degree and 5% have a graduate or professional degree. Out of its eligible labor force 86% is employed. These employed individuals are most employed in Educational Services, Health Care, and Social Assistance fields and the manufacturing field. Between the time frame of 1990 to 2009, Rockford experienced a net loss of 198 companies and 3,249 jobs to other municipalities within the region.

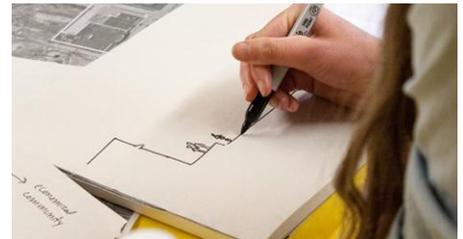


Student Charrette Summaries

By Ryan Forst, Justin Palmer, Jane Wilberding

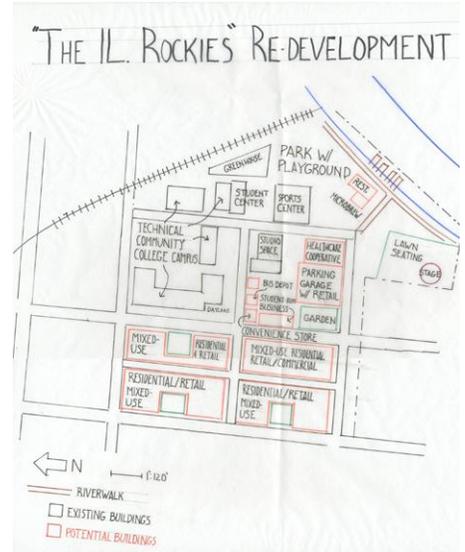
CNU Illinois and the Illinois Chapter of the Students for the New Urbanism hosted a Pop-up Urban Design Studio at the Open Books Literacy Center in Chicago in September 2013. Planning and design students from DePaul University, Judson University, and the University of Illinois at Chicago gathered to create strategic plans for the Barber-Colman factory site in Rockford, Illinois. Representing different fields of study, students collaborated in teams to generate design proposals for the site while adhering to New Urbanist planning theory. The inter-school teams were able to come up with their working plans within a two hour, peer-led charrette session.

The site is an abandoned 65 acre factory complex once owned by Barber-Colman Company: a diverse company that produced everything from garage door openers to oscillating fans. The factory's first building was operational in 1902 and the company's operations soon spread to over two city blocks. In 1980, the company made the decision to relocate their operation to a site north of the city of Rockford. Between 1984 and 1996, the Reed - Chatwood textile company owned the site. After Reed - Chatwood vacated the site; the site was then bought at auction by owners who aimed to use it as a business incubator. This venture lasted until 1999, when the new owners failed to pay utilities and were shut down. In 2002 the city of Rockford purchased the abandoned property for \$775,000 for redevelopment that has yet to materialize. Since the city of Rockford assumed ownership, a fire damaged office space in one of the buildings. Currently, the site sits vacant. It borders a street and somewhat dilapidated industrially district on its north border and an active rail line on its northeast boarder. It straddles the Rock River to the southeast, and abuts an active grocery store to its' southwest side. Once past the factory's large parking lot, a residential neighborhood sits to the east.



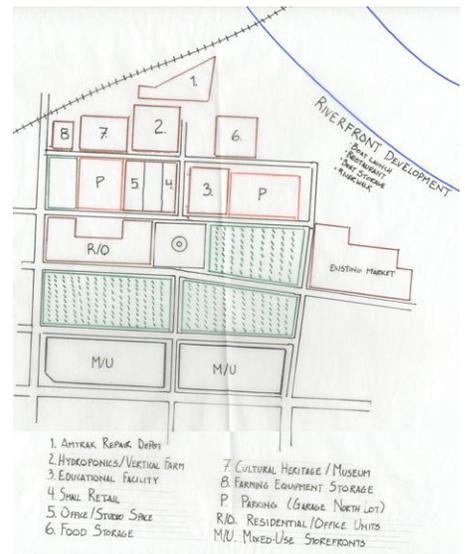
Team 1

Our design enhances the existing community and attracts visitors from the surrounding area. We chose to create a trade school that would include a student union, bookstore, training classrooms, and health and community facilities within the existing factory structure. These new students and staff members would create demand for commercial retail and personal services so we established local businesses along the bottom floors of the buildings. A need for housing would also be generated. In addition, the team strategically placed a series of community gardens within each block to ensure that residents gained access to nutritional food and valuable agricultural skills. The food produced by the garden would also be sold to the proposed riverfront restaurant and to the existing downtown farmer's market. To increase the overall connectivity of the site and enhance its accessibility from the surrounding community, the team designed a gridded street pattern and proposed a variety of complete streets leading to the proposed riverwalk and the waterfront park containing a playground, amphitheater, and boat dock. Overall, the team wanted to highlight the site's existing features and cater to Rockford's residents as the site develops over time.



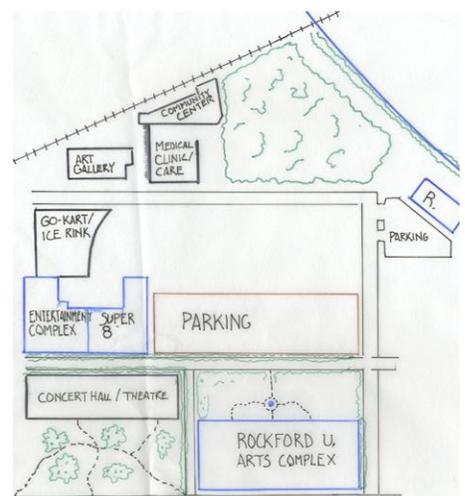
Team 2

Our group focused on agrarian urbanism in order to bolster local healthy eating habits, promote agricultural education, and add farming jobs for the locals. We sought to create jobs connected to urban farming including a food depository and an educational center. The main factory building would be converted into a mixed-use residential and office building. A daycare, community center, workout center, and a cultural heritage center are suggested for the main building. We also wanted to recapture the industrial nature of the site with a proposed Amtrak repair and maintenance building for the future train line east of the property. As an infill development proposal we sought to reclaim the grid that is nearly inherent within the complex, create a mixed-use retail corridor along Main Street, and design a riverwalk along the Rock River. Reclaiming the grid offers an accessible network of options for traffic and pedestrian access to the central plaza with an arcade that connects to the East and West lots. New streetfront buildings would house retail stores on the ground level and allow tenants to live above. Lastly we wanted to strengthen the site's ties to the river with recreation, dining, and a boat launch and storage facility.



Team 3

Our proposal sought to bring tourism and excitement to the site while minimizing the disturbance that such a use could bring to the neighboring homes. Capitalizing on the region's established water park, Rockford could become a closer-to-Chicago alternative to the Wisconsin Dells. The main building could be adaptively reused into half hotel and half family fun center. The family fun center could include rope lines, rock climbing walls, whirly ball courts, and an indoor/outdoor electric go-kart track. A new street-facing university annex building would have a façade that mimics a traditional Main Street. The building would serve as a buffer between the entertainments uses of the new district and the residential neighborhood to the west. The facility would have both indoor and outdoor classrooms. A newly constructed restaurant with patio overlooking the Rock River should be constructed to follow the contour of the river. Adjacent to the river would be a riverwalk with a bandshell for summer concerts and a dock for a tour boat to stop, if feasible. The site is so large and the buildings themselves are so large that we do not think the whole site could be developed quickly. As the area builds, the pattern of store, bar, restaurant on the ground floor and services on the upper floors should be maintained as a way to connect the site to the community and not just make it a place for outsiders.





Genevieve Borich moderated a lively panel discussion that followed four presentations from experts from the City of Rockford, Illinois - all working to build the region's toolbox for economic sustainability and improvements to the built environment.

Rockford Vital Signs

Dr. Genevieve Borich presented the efforts and accomplishments of Rockford Region Vital Signs, the city's Regional Plan for Sustainable Development. The extensive website provides crucial access to powerful information about all of the Metro's communities through a wide range of lenses from arts & education to housing & transportation. Citizens, city administrators, developers and business owners alike can explore the region's sustainability data as well as create their own data visualizations and reports. The goal is to collectively make more informed decisions for the region. For additional information about Rockford Vital Signs, please visit <http://www.ourvitalsigns.com/>



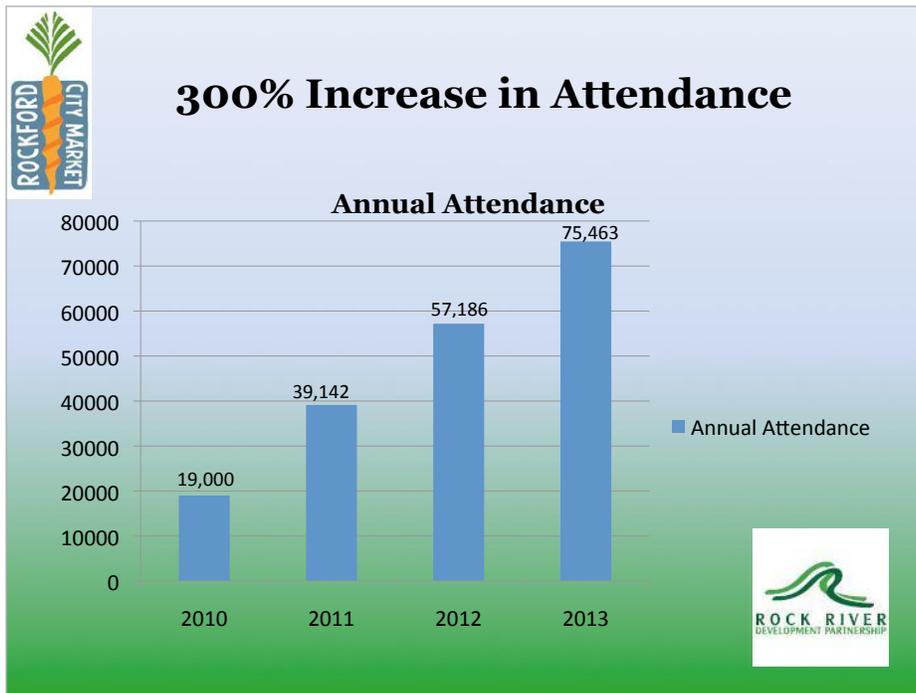
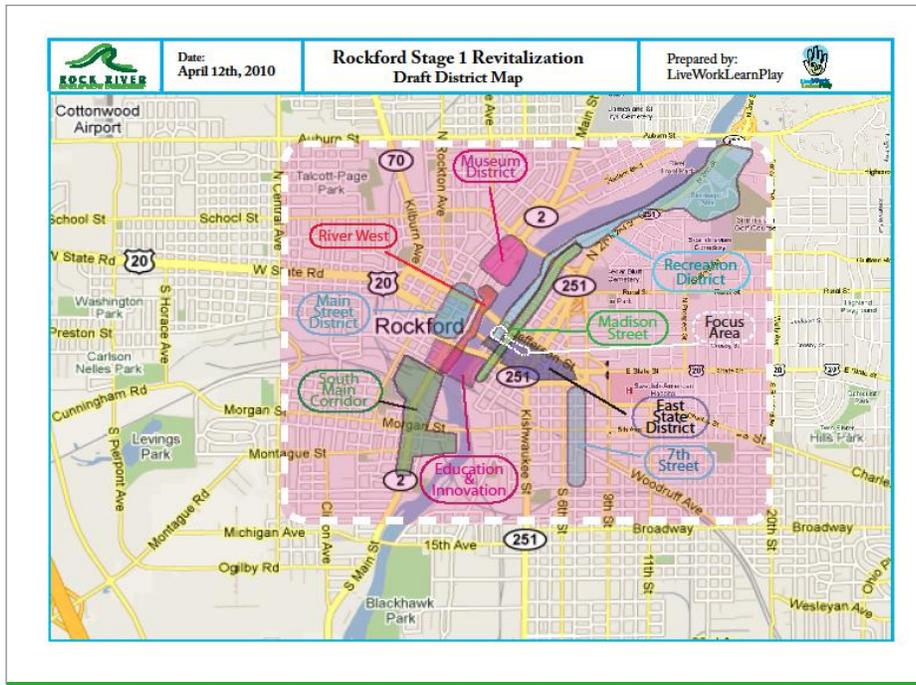
<p>ECONOMIC DEVELOPMENT Self-sufficiency, & community wealth</p> <p>COMMUNITY WEALTH See the connections between concentrated, persistent poverty and lower levels of income in the region for all</p>		<p>ENERGY Renewable energy & conservation</p> <p>CHECK BACK... We will be releasing data on energy in late 2012 and early 2013</p>	<p>FOOD Healthy food access & systems</p> <p>HOUSEHOLD MONEY SPENT ON UNHEALTHY FOOD</p>
<p>INVESTIGATE WELL-BEING Well-being is first and foremost the greatest equalizer in determining life success</p>	<p>MEETING BASIC NEEDS Search through visualizations exploring the relationships between housing and general well-being</p>		<p>SAFETY</p> <p>CRIME & EDUCATIONAL ATTAINMENT</p>
	<p>TRANSPORTATION Mobility & transit options</p> <p>FATALITIES DUE TO MOTOR VEHICLE ACCIDENTS</p>	<p>WASTE NOT WANT NOT Data on waste and recycling will be released in late 2012 and early 2013</p>	<p>WATER natural water cycle Conservation & access</p>

Source: <http://www.ourvitalsigns.com/index.php>



Dr. Genevieve Borich (Rockford Region Vital Signs)

Genevieve has an extensive background in economic development, community sustainability, research and analysis, community indicators, creative design, and innovative community engagement methods. She is the founder and CEO of SnapSense and was previously the Executive Director of the Rockford Region Economic Development District. She holds a Ph.D from the University of Illinois in Champaign-Urbana in Regional Planning as well as a Masters of Urban Planning from the University of Illinois and a B.A. in Community and Regional Planning from Iowa State.



"Cultivating the field of public markets for public good"
 -Market Umbrella

Rockford City Market

By Peter Provenzano with Cathy McDermott

Rock River Development Partnership (RRDP) was created in 2009 in Rockford, Illinois. RRDP is focused on creating a thriving city center. Simply stated, strong cities have strong downtowns. Among our goals are; first, to facilitate and connect public and private leadership to better plan its core; and second, to be a catalyst for projects, frameworks and initiatives that will lead to revitalization of our city center.

As an early initiative, RRDP hired Live Work Learn Play (LWLP) to assist with the development of a strategic and implementable action plan. LWLP is an expert in place-making in both revitalized areas and new developments in many parts of the country and world. LWLP identified and prioritized districts within Rockford's downtown and provided a vision for each and then recommended a focus area to maximize success. The focus area is just east of the river and adjacent to State Street and includes the East State District and parts of the Madison Street and Recreation Districts.

As part of the revitalization strategy for the focus area, the concept of the Rockford City Market (RCM) was born in 2010. This initiative was conceived by the RRDP and placed in the location recommended by LWLP. The RCM was created with the following goals: 1. Change the perception of the downtown and create more visitation to the area; 2. Increase business for the restaurateurs and retailers that had already invested in downtown; and 3. Incubate vendors from market to storefront. We are pleased to report that all three goals are being met with success.

The Market is held for 20 Fridays in the summer and fall months and is a collaboration of RRDP and several other organizations. It features vendors with a wide range of products: produce, meats, cheeses, breads, baked goods, jewelry, art, clothing, prepared food, gifts and more. There are also live performers, children's activities, and beer and wine. RCM has a locally grown and locally made focus. Preference is given to vendors with high quality, unique or unusual items, and to businesses with potential for growth into storefronts or products with potential for commercialization.

In its inaugural year, RCM attracted 19,000 people and 40 vendors. In 2013, its fourth year, 75 vendors and 75,000 people attended. There has been a 300% growth in attendance in just four years. Patrons visit from around the region. Zip code studies show that almost one-third of visitors come from outside the City of Rockford and all of the zip codes within Rockford are well represented. In 2013, 68% of patrons visited a downtown business before or after the market, and 46% discovered a business downtown as a result of visiting the market.

In addition to the record-breaking attendance numbers at the Market, both the Rockford Park District's Trolley Car 36 and the Rockford Mass Transit District's trolley saw large increases in patrons in 2013. Trolley Car 36 saw a 95% increase in riders, and RMTD's trolley ridership was up by 64% over 2012. Both trolleys allowed City Market patrons to ride to the Market either by road or by rail and provided additional entertainment options for families. This overlap of rituals, attractions and commerciality is a prime example of a holistic and collaborative approach and has enriched our civic culture downtown.

Several vendors that began at the Rockford City Market now have storefronts downtown. Bella Luna Bakery was an inaugural vendor and opened a bakery in 2013. Bath and Body Fusion opened a storefront in 2013 after three years at the market. Kate's Pie Shop has a retail location at the Mendelssohn Performing Arts Center after getting started at the RCM in 2012. Several other vendors have plans to establish retail or production locations and more have grown their business through catering and special orders after being discovered by customers at the market.



In 2013, several new partnerships were born with the RCM. We partnered with the Rockford Area Arts Council to feature Artsplace, an apprenticeship program that teaches kids the business of art. We also featured a rotating artist's booth and a local Rockford Etsy vendor booth as well. We partnered with other art galleries in the area to promote their events which played into the Friday night offerings in the area.

We do a survey of both our patron sand vendors each year to help us plan for the next season. Markets are ever-changing and the need to tweak and adapt is essential. Consumer spending at both market vendors and downtown businesses increased significantly in 2013. Fifty-two percent of patrons spent between \$20 and \$50 at market vendors as compared to 32% in 2012, and 13% spent over \$50 compared to 9% previously. As far as spending at downtown establishments goes, 15% spent more than \$50 in 2013 compared to 7% in 2012.



Market Umbrella has a tool that measures the economic impact of public markets called a “sticky economic evaluation device study” (SEED). We input our data from our patron survey into this tool and the results are significant. In 2013, \$2.2 million was spent at market vendors on Friday nights alone, and \$1.3 million was spent at downtown businesses, for a total of \$3.5 million in direct spending. When you take into account the multiplier which captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region, the Market’s total combined economic impact is \$8 million. We are thrilled that the Rockford City Market is having this positive impact on our community.

In 2010, the immediate success of the Rockford City Market prompted the City of Rockford to designate grant money from the State of Illinois Rivers Edge Redevelopment Zone to the development of an indoor market at a location just adjacent to the Rockford City Market. RRDP is working with the City on the design and concept for the indoor space with the following four goals: 1. Create a year-round downtown anchor by providing a gathering space for the community; 2. Increase commerciality that would enhance the current downtown offerings and therefore increase economic activity; 3. Become a small business incubator by providing market vendors and small business an option to grow their business to a year-round venue; and 4. Become a hub for local food distribution by including processing components as well as retail.

The indoor component will be a combination of anchor tenants and market vendors. Common areas will be constructed for eating, meeting and events, and the space will be kept flexible to accommodate a number of uses. Programming of activities, entertainment, and special events will take place. We look forward to working with the City on this development.

For more information about the Rock River Development Partnership, please visit rrdp.org. For more information about the Rockford City Market, please visit rockfordcitymarket.com. You may also contact Cathy McDermott at cathy.mcdermott@rrdp.org. For more information about Live Work Learn Play, please visit their website at liveworklearnplay.com. For more information about Market Umbrella, please visit their website at marketumbrella.org.



Peter Provenzano (Rockford City Market)

Peter is President and CEO of SupplyCore Inc and maintains its headquarters in his hometown of Rockford. Peter is Chairman of the Rock River Development Partnership (RRDP), a public-private partnership cofounded with Mayor Morrissey to help create a redevelopment plan for downtown and the Rockford City Market. In 2011, Peter was inducted into the Convention and Visitors Bureau’s “Tourism Hall of Fame” for his work with RRDP. In 2012 he was presented with the Rockford Chamber of Commerce “Twenty People You Should Know” Award. Peter has managed several community campaigns and served on numerous community boards, including the Rockford College Board of Trustees and the Greater Rockford Airport Authority. His urban renewal real estate business has led the \$16M redeveloped of Rockford’s Gas & Electric building.



Built Environment



...citizen based participatory planning



Built Environment




... returning to the heritage of the built environment

"Restoring community stability and economic vitality"

Social Sustainability: Access to our Future

By Ron Clewer

The Rockford Housing Authority (RHA) is in the process of transforming itself from the traditional "housing authority" to being a steward of and for the community. RHA desires to be a catalyst for positive change in the neighborhoods where its residents live. We believe our community development actions are driving client self-sufficiency and are aligned with the values and guiding principles of the CNU. Specifically, RHA supports the restoration of existing urban centers, the preservation of our built legacy, the belief that urban places should be framed by architecture and landscape design that celebrate local history, and that physical solutions by themselves will not solve social and economic problems.

As part of this transformation, RHA has completed the first phase of its Jane Addams redevelopment/ORCHID neighborhood restoration initiative. Once home to Nobel Peace Prize winner Jane Addams, the former Rockford College (Seminary) moved eastward towards the interstate. In 1967 The Department of Housing and Urban Development, along with RHA, constructed two adjacent public housing sites - Jane Addams and Brewington Oaks Towers. The Jane Addams public housing site became one of the worst areas for crime and blight and the two towers contributed to the degradation of the ORCHID neighborhood.

After years of public input and a number of community design charrettes the site was redesigned, adopting many CNU principals and establishing a series of design guidelines to return the splendor of the college campus and to leverage the neighborhood fabric and architecture. Staying true to a promise of quality construction and promoting an open and friendly campus feel, the first phase of the "new" Jane Addams 38-unit disabled supportive development was completed in December of 2012. Today the site pays homage to Jane Addams' legacy and is poised for its future phases, building upon a celebration of the neighborhood's heritage and reconnecting it to the adjacent downtown core. The redevelopment also leverages the City's recent transportation investments, including a new bridge.





RHA's efforts extend beyond the built environment to include the natural environment as well as many social and economic solutions initiated throughout the agency. At Blackhawk Courts RHA has engaged what we believe to be is the first public housing authority "farm manager" and "urban farm educator." Collectively the "farm team" has helped family residents at this site understand both the economic and health value of fresh food. In 2012, the farm produced more than \$100,000 in fresh food servings and provided food to the site's residents as well as nearby senior citizen residents. In 2013, RHA added additional resources to assist in the development and implementation of a youth and adult farm education curriculum. At the conclusion of the 2013 growing season, all indications show that organic farm production is up, healthier eating is better understood, and that the "community" is beginning to become more engaged.

As another example of our client-focuses economic innovation, RHA launched the first of its kind entrepreneurship initiative in partnership with the City, community partners, and Etsy, an online retailer of craft/artisan made goods with international presence. Under Mayor Morrissey's vision of providing opportunity for Rockford citizens and those who are challenged in the workplace, and operating under a memorandum of understanding with Etsy, the initiative aims to restore economic opportunity and artisanal pride in a community once secure in the manufacturing marketplace. The early results of this program show great promise and have restored hope and pride in neighborhoods challenged by crime, blight and disinvestment.

As a result of these redevelopment, economic, and social initiatives, residents are now engaged in the restoration of the community and the future of the Rockford Housing Authority.

For more information about the Rockford Housing Authority, please visit rockfordha.org or contact Ron Clewer or at rclewer@rockfordha.org.



Ron Clewer (Rockford Housing Authority)

Ron was appointed as RHA's Deputy Executive Director for Development in 2010, and its Chief Executive Officer in 2012. Ron brings over 15 years of multi-use real estate development and management experience to his role in developing creative community-building initiatives at RHA sites. He brings vision and a "can do" attitude to the agency with a determination to merge the best practices for both private and public sectors. Ron was named one of "13 to Watch in '13" by the Rockford Register Star.



What are Buildings without Businesses?

Create stepping stones to Storefronts

- Rockford – 2012 – Urban Fabric is there
- 50% or more vacancy rate
- 1147 take survey – desire businesses that already exist
- Example of a fast failure - 2009



Pop-up Shops & More-2012

Bringing and Keeping Successful Businesses in Downtown Rockford

- Pop-up Shops at Stewart Square – two out of four take storefront in 2013
- Shop Downtown Rockford project – marketing what we have
- Maintaining the pace



“The Creating the Creative Business class not only makes your dream come true, but gives you the steps on how to achieve it.” – Polly & Lori from Bella Luna Bakery

Anyone Can Start a Business

By Pam Schallhorn

In the fall of 2010, I created a unique business class called Creating the Creative Business. What makes the course unique is that it is fun, interactive and uses journaling as a technique to allow creatives to visualize goals in form rather than using a more formal approach to learning. I had been teaching traditional business classes for many years, but I was having difficulties reaching artists and other creatives – the right brain thinkers. At the time Rockford, Illinois had a 21% unemployment rate and over 17,000 jobs had left the region. I felt that these innovative types were more likely to find alternative business opportunities to employ the unemployed, or at the very least employ themselves, so I researched and developed a right brain teaching methodology in order to reach the creative entrepreneur.

The course has been successful as you'll see from the statistics below; however, it took a little time to realize that expecting these small business owners, many of whom were unemployed at the time, to immediately open shops in the downtown area was unreasonable. Although the City had done a good job of developing the "urban fabric" by installing new sidewalks, landscaping and lighting the vacancy rate in the downtown was over 50%. There was also no real plan in place for promoting retail, galleries and other shops so those that did venture to start a business generally failed within the first year.

The Rock River Development Partnership had started a City Market in the spring of 2010 and I was asked to be on the steering committee. It didn't take long for me to realize the potential of using the market as a stepping stone to storefronts for these creative entrepreneurs. The City Market with its now 6000 visitors per week gave my students an opportunity to test their markets and build a clientele before moving into a downtown storefront, if that was their goal. One such business, Bella Luna Bakery, finally opened in downtown Rockford in September of 2013 after incubating in the City Market since 2010.

Since 2010, 22 businesses that have taken the Creating the Creative Business course are currently in the City Market. Out of the 22 creative entrepreneurs that have taken the course and incubated in the City Market, four have now started storefronts in downtown Rockford. Still others have expanded into other shows, on-line shops and galleries.

In addition, working with a local property manager over the holidays in 2012 I proposed a project to set up four pop-up shops in the hallways of Stewart Square. This was part of a project developed for the River District Association in 2012 called Shop Downtown Rockford. The project's purpose was to create a shopping experience in downtown Rockford by promoting the retailing that did exist in the downtown. Two of the four pop-up shops - one a student of the course - decided to open permanent shops in downtown Rockford after the holidays.

Other creative entrepreneurs that had taken the course found other methods of distribution for their products including galleries and on-line sites like Etsy.com. The success rate for creating and expanding small creative business between October 2010 and December 2012 was good considering I only had funding for three courses during that period: nine were in the City Market; one had opened a shop downtown; one had published a book; and several artists had expanded into shows and on-line shops. In 2013, I finally received funding to teach four courses. In early spring 2013 I had over 25 register for the first course and by the time the course started on January 23rd I had 14 on a waiting list for the next class that began in April. As the numbers indicate above, many were looking to go into the City Market, but others were artists looking to make more money with their art. The results for 2013 are as follows: 66 students completed the course; 49 (74.2%) were low income and 56.1% were minorities. Fifty were female (75.8%) and 25 (37%) started or expanded businesses.





Since 2010 I had found a way to allow low income students to attend the course for no charge. As I mentioned earlier many of my students were unemployed. Working with the Rockford Housing Authority in 2013 I decided to try to take a CtCB course to the Fairgrounds Housing Development on the West side of Rockford. Currently, about 95% of the Fairgrounds housing residents are single African American women with children all living well below the poverty line. Average incomes range between \$600 and \$1000 per month and some have incomes as low as \$1100 per year. The area also has one of the highest crime rates in the City.

Eleven students registered for the course and about seven were regular students all of which were housing residents. Transportation and child care are huge issues for these women so I decided it would be easier for me to take the teacher to them rather than expect them to come to one of my classes that are generally held in downtown Rockford. There was one young woman in the class who has turned out to be an extraordinary jewelry artist. Since many of the students were unsure as to what micro-enterprise they might start I proposed that we do a one day cooperative agreement and have the entire class work towards getting the jewelry artist to the Rockford City Market for the day. They agreed.

This concept allowed for hands-on learning for the group. One student prepared the marketing pieces; another took photos and assisted putting them on Facebook; others priced the pieces of jewelry; and finally one student, the only male in the class, assisted her at the market. Overall she had an excellent day at the market with great T.V. coverage. After the market she was asked to put three of her jewelry pieces into a local gallery for a local art event and one of them sold. She is now doing shows, continues to have pieces in the gallery and is creating an Etsy shop called Nita Bug's Jewelry.

For me reducing poverty in Rockford, which is currently over 25% and includes more than 40,000 individuals, is critical. Finding a method for allowing low income individuals to create their own jobs seems more important than ever. Recently I, along with two colleagues, have created a not-for-profit called Urban Opportunities Inc. Our entire mission is to raise funds to advocate for the development out-of-the-box programs to assist the poor in finding ways to increase their incomes and lift themselves out of poverty. The Creating the Creative Business course and the associated one-on-one mentoring is just one of the programs that I hope to expand in the near future.

For more information on New Urban Futures, please visit newurbanfutures.com or contact Pamela Schallhorn at 815-980-9515 or at pschallhorn@gmail.com. In 2014 her plan is to expand her program outside of Rockford and she is available for presentations and workshops.



Pam Schallhorn (Creating the Creative Business)

Pam is the founder and CEO of New Urban Futures Inc. She is a “creative” social entrepreneur who specializes in working with individuals who want to start or expand their own businesses. Previously, Pam has served as a Vice President of Commercial Lending with over 13 years of experience at a variety of Mid-Western banks. She holds a B.S. in Finance from Northern Illinois University and a Masters in Political Studies from University of Illinois at Springfield. Pam was raised originally in Rockford and returned in 2007.

All Stories



EPISODE 01

The Torchlighter

1955, Vincent Chiarelli of Sicily arrived to Rockford, IL with a song in his heart and a needle in his pocket. He opened a small tailor shop and spun out a music publishing company with his own record label from its success....

WATCH →



EPISODE 02

Jimmy Goodman

Jimmy Goodman lives up to his surname. Three days a week, he volunteers in running and coaching youth in the sport of boxing. When you walk in to the space, you immediately see the ring before you, but you may not get to step in it for months...

WATCH →



EPISODE 03

Pioneer of the Past

Can one man change the world? Yes—pre-eminent historian James Henry Breasted did just that, simply by changing the way we look at the world and its history. Elementary school students first learn...

WATCH →



EPISODE 04

Darrell Hines

Epictetus said, "He is a wise man who does not grieve for the things which he has not, but rejoices for those which he has." We live in a world amply sprinkled with naysayers. Hearing the word NO more than YES has become...

WATCH →



EPISODE 05

Handcuffs To Handshakes

Joseph Goral was arrested in 2006 for vandalizing property with spray paint. He was one of a few that were made examples of by an anti-graffiti task force. Mayor Larry Morrissey's press conference was one of victory...

WATCH →



EPISODE 06

Bonds By Fire

The O'Keefe family is one of the only two 3rd generation Fire Fighting families to serve Rockford on the Fire Department. Though they share the same blood, and history, each of the members of the fire department are a part of a brotherhood...

WATCH →



EPISODE 07

Hometown History

There are two things you can do when someone labels you. You can either accept it, or prove it wrong. Darcy Hill is the Drama teacher at the Lutheran Academy. Every year she puts on a play with her 4th grade students. However, this was not like every other year...

WATCH →



EPISODE 08

Team Fur Bandit

"Did I just really see that?" It was the middle of December, and on a snow soaked Sunday afternoon a couple dozen fur covered bikes were sprinting down East State Street. Directly after this mass of bikes was a white truck...

WATCH →



EPISODE 09

Hazzard Free

Andy Hazzard had been a staple of downtown Rockford before she decided to acknowledge her true calling of farming. She was a waitress at Octane, she worked on jewelry at several art fairs, but when it came down to it, she had far too strong...

WATCH →

"Our City, Our Story aims to find and tell the stories which make up our identity. This is Rockford, Illinois."

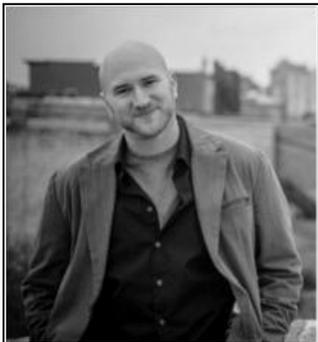
Our City, Our Story

The mission of Our City, Our Story is to tell the stories of those that live in Rockford, highlighting the many, and varied, reasons that make those people glad that they do live in this unique place. The video interviews are capture the stories that if you're from Rockford, they make you proud to be and if you've never been to Rockford, they make you want to visit - or even move to there. That is the hope of Pablo Korona and the numerous Rockford residence who have told their stories to him.

This effort is in response to the national attention Rockford, Illinois received in 2011 when it made numerous, national list posting it in a negative light. These unfortunate identifiers included Forbes, #9 Most Dangerous in US; from the Wall Street Journal, #10th Most Dangerous in US; New York Times, Portraits From a Job-Starved City; and Comedy Central's The Daily Show portrayed Rockford as a wasteland littered with chain fast food restaurants.

Our City, Our Story's honest approach is diversifying and lifting up Rockford's reputation by forming a collective identity made up of personal stories - tales in every facet of life from manufacturing to music to farming to boxing. It is part of a larger effort to share the grassroots movements of individuals that are helping to improve the region.

For more information on Our City, Our Story, please visit <http://ourcityourstory.com/>



Pablo Korona (Our City, Our Story)

A production professional for nearly 10 years, Pablo created "Our City, Our Story" to give voice to the people who give life to the city and to help the community diversify its perceived identity. The project uses cinematic documentary production in episodes to tell compelling stories. He and "Our City, Our Story" have been profiled in Fast Company and the work has been shared by Etsy, Entrepreneur magazine, the Washington Post blog, Mental Floss, BoingBoing.net and Kottke.org. Pablo was the first Rockford-based artist selected to present at the only statewide, multidisciplinary conference for arts leaders, advocates and practitioners in Illinois, "One State Together in the Arts," held earlier this year.

Chapter 3: Lunch Excursion to Italian Village

A New Reality: Continuing Revitalization

Rockford Mayor, Lawrence Morrissey capped off the morning session with a lunchtime commentary that summarized the abounding efforts towards the revitalization of Rockford. Morrissey was first elected Mayor of Rockford on April 5, 2005 at the age of 35. Prior to his election, he had served the Rockford community in a number of civic roles including time as president of the Downtown River District organization and as a member of the Southwest Rockford neighborhood group, SWIFTT.

Mayor Morrissey was also a charter member of a grass-roots transportation advocacy group, the Greater Rockford Transportation Coalition, where he advocated for smart-growth transportation solutions including bringing passenger rail service back to Rockford. Additionally, he has been a member of the American Bar Association, Illinois Bar Association, Congress for the New Urbanism, the International Council of Shopping Centers, and the Midwest High Speed Rail Coalition. Mayor Morrissey is a graduate of the University of Notre Dame and received his law degree from the University of Illinois. Mayor Morrissey grew up on Rockford's Northeast side.





Chapter 4: The Action Expo

The Action Expo: Putting Concepts into Action

04.10 - Program Overview

04.20 - “Appreciate the Value of What Is”: Identifying Priority Development Areas

04.30 - “Envision What Might Be”: New Rules for the New Normal

04.40 - “Engage in Dialog of What Should Be”: Illuminating TIFs

04.50 - “Innovate What Will Be”: Implementing Green-Village-Building™

04.10 Program Overview

By Charles Renner

Titled the “Action Expo,” our afternoon program was conceived as audience participation session and was designed with three primary objectives. First, in keeping with our theme of “creating common ground,” we felt there should be an overall structure to connect otherwise discrete areas of content into a collective context. Additionally, we wanted our program to acknowledge that our audience would represent a diverse set of professional skills and experiences and that they would internalize information differently than might traditional classroom students. And lastly, we wanted to find effective methods to engage the audience.

All too often we focus on individual problems in our cities and overlook the insights that could lead to systemic success. In response, we adopted an “Appreciative Inquiry” framework to structure our presentations. The Appreciative Inquiry model is based on the assumption that the questions we ask will tend to focus our attention in a particular direction. Unlike traditional “problem-solving” that might begin with the question, “What’s the problem?” an Appreciative Inquiry instead focuses on positive potential and envisioning a future condition in order to create new possibilities for the present.



According to the work of Cooperrider and Srivastva (1987), there is a cycle of four processes in the “AI” approach.

1. **Appreciating, Valuing the Best of What Is**
2. **Envisioning What Might Be**
3. **Engaging in Dialogue about What Should Be**
4. **Innovating What Will Be**

The themes of our four presentations were arranged in a sequence to mimic these four cycles of Appreciative Inquiry. Next, to acknowledge the pre-existing capabilities of our audience, we asked our presenters to consider Malcolm Knowles’ “Six Principles for Adult Learning,” presented below with explanatory comments by Learning Strategist, Aaron Wolowiec.

1. Adults are internally motivated and self-directed

Adult learners resist learning when they feel others are imposing information, ideas or actions (or when content leaders appear unprepared, inexperienced or inauthentic).

2. Adults bring life experiences and knowledge to learning experiences

Adults like to be given the opportunity to use their existing foundation of knowledge and apply their various life experiences to their own professional development.

3. Adults are goal oriented

Adult learners become ready to learn when they experience a need to learn in order to cope more satisfyingly with real-life tasks or problems.

4. Adults are relevancy oriented

Adult learners want to know the relevance of what they are learning to what they want to achieve.

5. Adults are practical

Through hands-on exercises and collaborative brainstorming, learners move from classroom and textbook mode to hands-on problem solving where they can recognize first-hand how what they are learning applies to life and the context of work.



6. Adult learners like to be respected

Content leaders can demonstrate respect by acknowledging the wealth of unique perspectives and valuable life experiences that the learners bring to their work and by encouraging the expression of new ideas, reasoning and feedback at every opportunity.

And lastly, to address our third objective, we asked our presenters to consider various methods of engaging the audience to transform their role from being passive “attendees” to active “participants.” Following each presentation, the presenter led a participatory exercise. Our goal was to ladder up the complexity of the exercises during the course of the program so that no one in the audience felt like they were immediately in “over their head.” Our program was designed to begin with an individual exercise, then have audience members work in pairs, then in small groups of three to four people, and then in workgroups/teams of five to seven people. Activities were designed to be challenging, but not overwhelming as excessively complicated tasks breed participant frustration, conflict, and withdrawal.

Specific program activities were based on work of Dr. Lela Vandenberg of Michigan State University. In her guidebook, “Facilitating Adult Learning,” Dr. Vandenberg writes, “If you are lecturing, with or without PowerPoint, stop every 15-30 minutes and engage learners in an activity to reinforce learning. For some topics, learners may already know some of what you’ll teach, or have experience with it. These participatory methods focus on five participatory processes: reflecting, summarizing, sharing knowledge, teaching, and receiving feedback.”

1. Reflect

Learning is enhanced if we are given a chance to reflect, review, and personally relate to the material and how we might apply it.

2. Summarize

Having learners summarize, in a sentence or two, the most important things they have just learned is another powerful way to have them interact with the content and fix it in their minds.

3. Share knowledge

Often learners have some knowledge of or experience with the subject they are learning. Try ideas to build on what they know, to give them some control over content, and to validate their expertise.

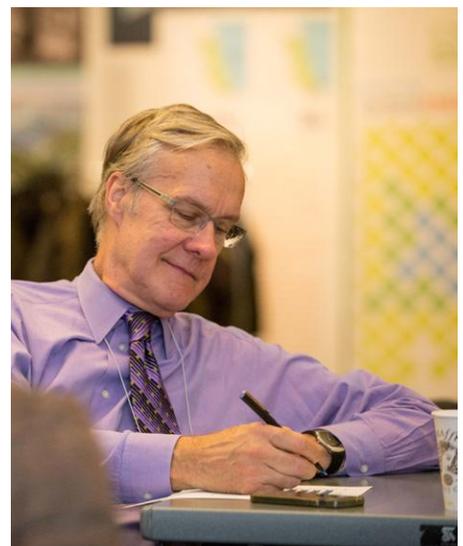
4. Teach

We learn best what we have to teach.

5. Receive feedback

Adult learners enjoy getting feedback on what they have learned. Finding ways to self-test what they have learned motivates and empowers them to take more active control of their learning.

In the end we were very pleased with the way our presenters embraced all of these objectives. As a result, our “Action Expo” attendees were given the opportunity become “participants” and experience conference content in a unique, “hands-on” format. While we cannot recreate the participation experience here in writing, we are pleased to share our presenters’ expert content on the following pages.

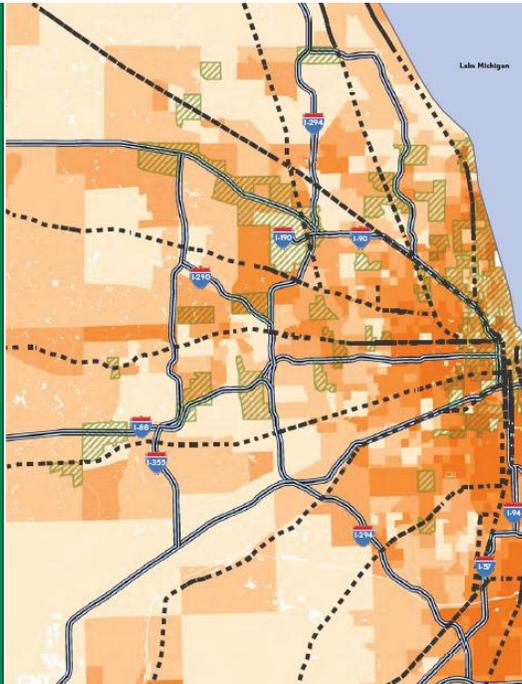


Jobs Far from Those Who Need Them

Mapped dense employment centers (hash marks)

Many high poverty neighborhoods (dark orange) located far from transit

Job sprawl correlated with income inequality



How To Define PDAs?

- Transit: Frequency of service
- Density: Households per Acre
- Jobs: Jobs per Acre
- Form: Intersection Density

"How do you define your place?"

"Appreciate the Value of What is": Identifying Priority Development Areas

By Kyle Smith

Our places matter. Our infrastructure matters. A tangled web of train lines converge in northeastern Illinois, transporting goods and passengers to and through Chicagoland. Railroads, business leaders, and government worked together to plat towns around them. Over time, and thanks to public and private partnerships, those communities grew, prospered, and drove the rapid growth of northeastern Illinois.

Throughout the last 60 years, however, a combination of relatively cheap fuel and massive investment in highways literally drove us away from these compact, rail- and transit-served communities. Sprawl severed the connections between transportation, land use, and economic growth. Suburban communities outmaneuvered each other to snag retail centers, many of which netted no new job growth and have since disappeared. Jobs and people scattered, each getting farther away from the nation's second-largest train system.

In 2012 the Center for Neighborhood Technology released *Prospering in Place* to take us "back to the future" by creating new growth that utilizes our location efficiency: our legacy development pattern with its respectful use of scarce land and energy, its appreciation for interaction and community, and a high esteem for the mass transit system that served it so well. In this scenario, we live closer to where we work; take transit, rather than drive; strengthen walkable neighborhoods that meet needs locally; and celebrate the vitality of compact, diverse communities linked together by fast, convenient, and affordable transit. We can achieve this through transit-oriented development, or TOD, the integrated development of homes, stores, and amenities within an attractive built environment and steps from transit.

TOD can power our future economic growth by saving households money in communities where they want to live. For example, CNT's Housing + Transportation Affordability Index finds that a typical household earning the Area Median Income can save up to 15% on their housing and transportation expenses by living within a TOD. Housing markets served by transit have been more resilient in the recent real estate market. Between 2006 and 2011, housing sales prices in TODs served by the Chicago Transit Authority and Metra rail service outperformed the regional housing market by 47.3% and 22.7% respectively. And multiple market segments prefer compact, walkable, and transit-friendly communities to business as usual sprawl. Analysts expect that retiring Baby Boomers and young Millennials alike will demand to live in TODs.

As it stands, however, our region lags behind other peers -- regions with large, legacy train systems like New York, Boston, and the San Francisco Bay Area -- in accelerating TOD above and beyond the rate of regional growth. Moreover, unlike those regions, our doesn't even crack the top 20 real estate investment markets in the prestigious annual survey by Price Waterhouse Coopers and the Urban Land Institute. As our regions like ours move forward, we stay in place.

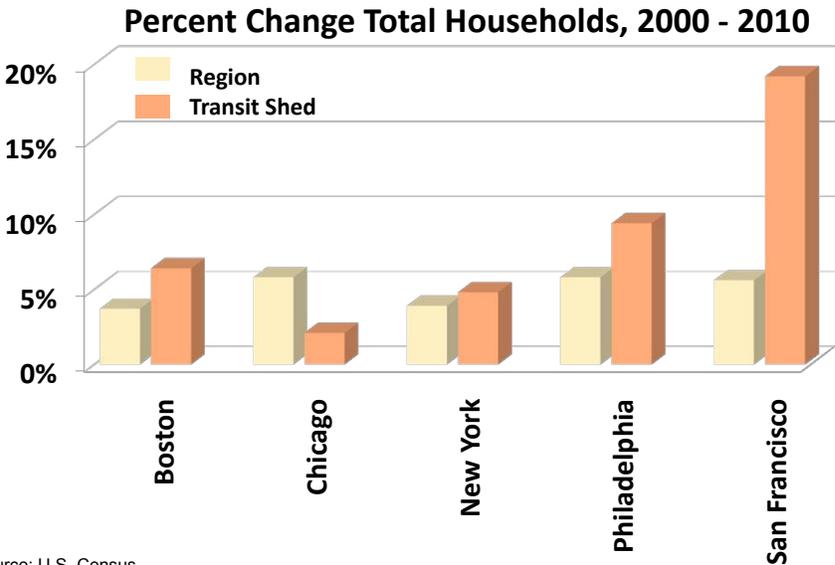
To accelerate TOD and sustain our prosperity for future generations, *Prospering in Place* outlined a place-based economic development strategy for this region. The report builds on the momentum of GO TO 2040 by recommending that our agencies target resources to the places where they will bring the biggest impact. Specifically CNT recommends that the Chicago Metropolitan Agency for Planning and others:

1. Identify Priority Areas: Designate as Priority Development Areas (PDAs) the places in the region that are ready for investment and have the ability to energize the region around GO TO 2040 goals.

2. Align Government Initiatives: Target investments by state, regional, and local agencies in transportation, housing, and the economy to PDAs.



Chicago Underperforming in TOD



Source: U.S. Census



3. Invest in Priority Areas: Establish a \$1 billion competitive CMAP Sustainable Communities Initiative that awards capital grants to implement projects in PDAs.

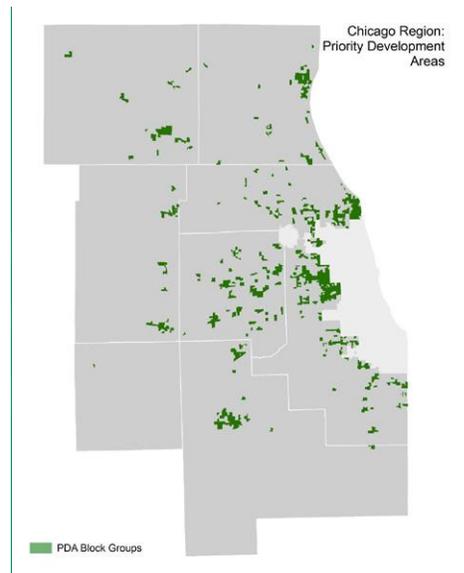
4. Expand Transit: Put a long-term revenue source in place to fund a large-scale expansion and upgrading of the region's transit system.

5. Fund Pre-Development: Make dedicated funding available to underwrite the most difficult-to-fund phase of development: predevelopment (such as land assembly and environmental remediation).

This place-based economic development will require a sustained pledge from cities and towns to make good land-use decisions, and from the agencies that target their investments in transportation, housing, and economic development. CMAP can set the tone by orienting resources towards key projects in location-efficient places. State and federal agencies can do their part by accepting these communities as the region's PDAs and directing their programs to support implementation of the vision articulated here and in GO TO 2040. Targeting resources to PDAs will incentivize communities with undervalued legacy transportation assets to embrace TOD as a land use strategy.

We can't immediately reverse the decision-making of the past six decades. But if we start now, if we lower barriers to permitting development and assembling land, develop at a broader range of price points, enhance connectivity between the different parts of our bus and rail systems, and increase the frequency and hours of transit service, the strategies and priorities outlined above will begin to lower the cost of living, overcome spatial mismatch between jobs and people, and produce urgently needed tax revenue for the next six decades, and beyond.

For more information about the Center for Neighborhood Technology and the report *Prospering in Place*, please visit cnt.org or contact Kyle Smith at 773-269-4036 or at ksmith@cnt.org.



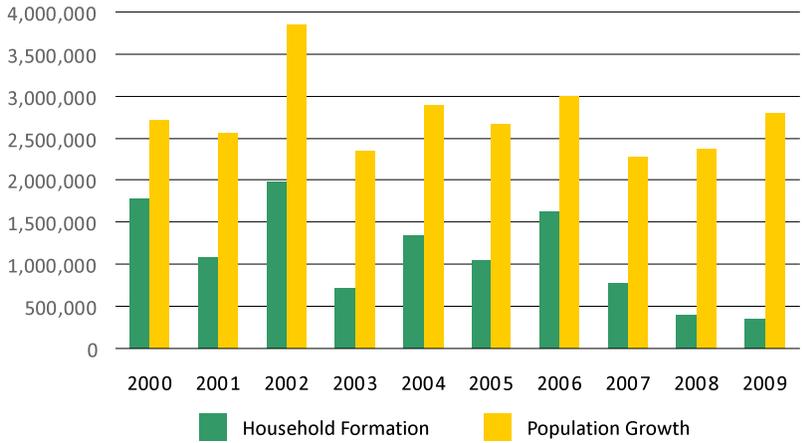
Kyle Smith (Center for Neighborhood Technology)

Kyle has led TOD and revitalization research and analysis projects in Illinois, Indiana and Ohio. As a policy expert in sustainable economic development techniques and successful grant-writer, he was the co-author of CNT's 2012 Report, "Prospering in Place." Kyle is a graduate of Oberlin College and holds a Masters in Urban Planning and Policy from the University of Illinois at Chicago.

Projected Distribution of U.S. Household Growth			
	<u>2010-2015</u>	<u>2015-2020</u>	<u>2020-2025</u>
Married + Partners, Without Kids	47.7%	38.2%	28.5%
Married + Partners, With Kids	2.6%	8.0%	11.1%
Single Person	34.5%	38.1%	42.3%
All Other Household Types	15.2%	15.7%	18.1%

Source: Joint Center for Housing Studies, Harvard University,
Updated 2010-2020 Household and New Home Demand Projections

U.S. ANNUAL HOUSEHOLD FORMATION & POPULATION GROWTH



Sources: U.S. Census Bureau, Income, Poverty and Health Insurance Coverage in the United States: 2009.



*"The "New Normal" requires a new set of rules for success.
Successful places will contribute to and benefit from a
more productive economy"*

"Envision What Might Be": New Rules for the New Normal

By Aaron Gruen

The "New Normal" requires a new set of rules for success. Successful places will contribute to and benefit from a more productive economy by creating:

- Adaptive new uses for excess and obsolete retail space, because retail will not return to what it was prior to the Great Recession and an increasing proportion of sales will shift to the Internet;
- Multi-family rental units in mixed-use developments, offering dining and nightlife that appeal to Gen Yers who elect (or are asked) to leave their parents' homes;
- Regulatory conditions that stabilize but don't re-inflate housing prices and this includes providing for entitled land zoned with minimum suburban densities of 8 residential units to the acre, and in-city densities from 14 to several hundred units per acre, to cater to Gen Yers, Baby Boomers, and the growing market for smaller, green, single-family housing units; and
- Green office space near transit, integrated with relatively high density housing close to experiential shopping, restaurant and entertainment venues.

Adapt new uses for excess and obsolete retail space

Based on powerful demographic, cultural, and technological factors, traditional on-the-ground retail will not return to what it was prior to the advent of the Great Recession. Expenditures for goods purchased in retail outlets will decrease for several reasons. First, the demographic shifts suggest a significant behavioral change. Gen Y consumers are more value driven than previous generations. Baby Boomers have much of what they want and need and frequently spend their surplus dollars on their children -- college, help with rent, etc. -- as well as on caring for aging parents. The impact of the Great Recession suggests that both Gen Yers and Baby Boomers will focus what shopping they do conduct on price and quality.

Additionally, a growing percentage of goods are now purchased on the Internet. According to Forrester, on-line sales now account for about seven percent of all retail sales in America (up from five percent in 2008) and that figure is expected to reach eight percent or \$248.7 billion dollars by 2014. One way to visualize this impact is consider the \$210 billion of online sales for 2012. At \$350 dollars per square foot the sales level equates to 600 million square feet of retail building space.

Multi-family rental units in mixed-use developments, offering dining and nightlife that appeal to Gen Yers.

Homeownership rates reached unsustainable levels during the boom and have inevitably corrected. Although the U.S. population continues to grow steadily, adding approximately 2.5 million people each year, U.S. household formation has declined, dropping to less than one-third of the long-term average of 1.4 million a year. While several million people are waiting in the wings to form new households when jobs come back, the two big questions are what they will be able to afford and whether they will buy or rent. Falling wages, high college debts, and overburdened parents will fuel a robust rental market for the foreseeable future--particularly among Gen Y, who will rent far longer than previous generations before buying a house. By 2020, over one-third of all households in America will be single or one-person households. Smaller, households without children living at home are typically more amenable to higher densities, smaller units, and are more interested in urban-oriented recreation and entertainment attractions than child-oriented households, which are frequently more concerned about schools and neighborhood conditions.



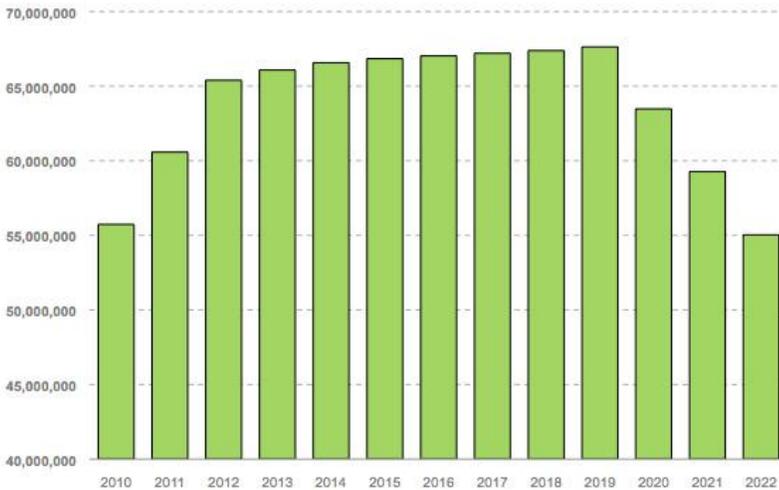
The price of market rate housing will have to stabilize and not re-inflate in a replay of the price escalating trends of the past decades.

One reason retail and office space tends to be reasonably priced is that municipalities readily zone and entitle these land uses so that the markets for retail and office space tend to be highly competitive. The explanation for the rise in housing prices that culminated in the bursting of the housing bubble relates more to fundamental economics than it does to psychology. When prices go up, faster than costs, the expectations of profits rise and new entrants enter the market to increase supply. But since the 1970's, changes in both public laws and attitudes have created a barrier to such increases in the housing supply. Whether we call them growth regulations, anti-sprawl policies, agricultural preservation or citizens' participation, the policies of land use planning have slowed the expansion of housing supply in the suburbs and on obsolete infill sites in many cities.

Avoiding a repeat of the recent mortgage problems now requires more than a tightening of credit laws. It also calls for a hard look at the land use policies of the many economically strong regions where public land use entitlements outweigh market factors in shaping the ability of builders to add units to the supply of housing. To make new in-city and suburban housing financially viable, as well as inducing region-wide prosperity, local land use regulations must zone more land at higher densities than was the case during the days of the old economy. Higher minimum densities must be allowed in enough desirable locations to keep land prices lower than they were during the boom years that ushered in the sub-prime mortgage bust.



GEN Y WAVES
 The number of Gen Yers in their prime renting years (20 to 34 age group) will plateau in upcoming decade



Sources: U.S. Census Bureau, National Population Projections; Gruen Gruen + Associates.



the Foundation for Prosperity in the New Normal



GRUEN GRUEN + ASSOCIATES

Green office space near transit, integrated with relatively high density housing close to experiential shopping, restaurant and entertainment venues

A more lively and diversified downtown in the long run will also retain and attract green office space using businesses. This is one reason why office developers and investors should use their political muscle to encourage local land use regulators to zone more land for relatively high density housing, because office occupancy rates will climb when appropriately skilled workers don't have to demand higher pay or leave the area in order to find affordable housing that meets the needs of their households. It's even better if these new agglomerations make it convenient for their workers to bike to work. In such locations, offices will serve as the workshops of the new economy, housing the support professionals and technical experts that design, refine, finance and sell the next big things. In addition, there will be demand for medical office space in the coming years and there will be a shift from hospitals to offices for some treatments (as there already has been for glaucoma surgery, for example). The key point is more people prefer to live as close to employment hubs as they can afford.

Adapting to these shifts means that cities will need to rethink the primary land uses their downtowns. Good design, which encourages positive spillover between uses and structures, creates amenities and avoids disamenities, is of course a critical part of any core reinventing effort. Sustainable downtowns must link buildings to create agglomerations. Designing a beautiful building is like curing disease with plastic surgery. Buildings need to function well for their occupants and owners but also relate well to the streets they face, neighboring buildings and to the downtown as a whole. The primary building blocks of a sustainable downtown are the creation of residential, shopping, working and recreating clusters made up of built space that is designed, used, and most importantly, linked so as to encourage positive spillover between the clusters.

For more information on Gruen Gruen + Associates, please visit ggassoc.com or contact Aaron Gruen at 847-317-0634 or at agruen@ggassoc.com.



Aaron Gruen (Gruen Gruen + Associates)

Aaron is a principal with the urban economics, market research, land use policy, and pre-development services consulting firm Gruen Gruen + Associates with offices in San Francisco, Denver, and Deerfield. Market, investment, and fiscal impact analysis provided by Aaron have served as the inputs and framework for the preparation and adoption of land use plans, downtown and commercial corridor revitalization programs, and making decisions about economic development and infrastructure programs and housing policies. Aaron holds a B.A., with honors, from the University of Chicago and a J.D. from DePaul University College of Law. He is licensed as an attorney and holds a State of Illinois Real Estate Broker's License.



What are TIFs?



- Created by municipality (state statute)
- Boundaries cross political and community boundaries
- Designed to subsidize some business project in “blighted” or under-served area
- Captures “incremental” property taxes ABOVE base when district was created
- Lasts 23 years

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How Much Revenue Have TIFs Collected Since TIFs Introduced Here?

CHICAGO = \$5.5 BILLION
SUBURBS = \$4.2 BILLION

TOTAL COOK COUNTY =
\$9.7 BILLION!

52

"The CivicLab is a place for civic collaboration, education and innovation where we will continue to evolve the Illumination process."

"Engage in Dialog of What Should Be": Illuminating TIFs

By Tom Tresser

The TIF (Tax Increment Financing) Illumination Project is a 100% volunteer driven project that has been investigating and exposing TIF districts across Chicago since February of 2013. We are telling people what TIFs are doing to them at the ward level. We're combining data mining, old school investigatory journalism, graphic design, and community organizing to paint a picture of TIFs that has never been available before. TIFs extract property taxes from all properties within designated TIF districts. In 2012 some 154 TIFs extracted \$457 million from properties in Chicago. An additional 281 TIFs in suburban Cook County sucked up another \$268 million.

We started with an "Illumination" (as our reports are called) of the 27th Ward, where we (The CivicLab) are located. The 27th Ward has 12 TIFs. We created a graphic using the donated services of three coders, one mapmaker, one graphic designer and one lead-investigator-writer. Since then, we've looked at the TIFs for 25 wards, Illuminating 152 TIFs. We've revealed the details of these investigations in TIF Illuminations organized by citizens all over the city. Each meeting is public and is completely run by the neighbors from that ward. For each ward we tell folks:

- How many TIFs are in the ward, names, when formed
- How much property tax did those TIFs extract from the ward in 2012
- How much money was left in the TIF district at the end of 2012 (There was \$1.7 billion total left in TIF accounts on 1/1/13)
- Who got paid and what projects were funded by TIFs in your ward

About 2,000 people have seen these presentations in total. Attendees at these workshops have said:

"I just wanted to say thank you for the fantastic class last night. I learned a ton of new and disturbing information. I learned about Civic Lab while taking a class during the Chicago Ideas Week and I am looking forward to more classes! Thanks so much for creating such a wonderful organization and I look forward to seeing you speak at other events." – John D.

"Illuminating and impressive presentation on TIFs in Chicago/Cook County last night. I thought I was up to speed, but proceeded to have my mind further blown on the lack of transparency and accountability. Highly recommend checking out The CivicLab Chicago. Thanks to Tom and the team there!" – Cory Jaffe

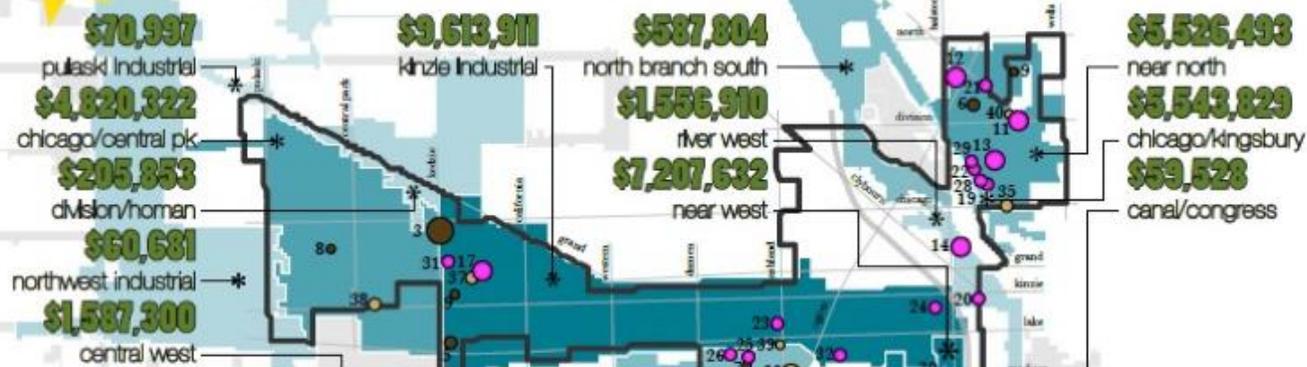
"The TIF 101 Class was AWESOME!!!! It is information that everyone should know. I hope that you will consider publishing that booklet that you presented. It would sell like wild fire!" -Dr. Carmen L. C. Palmer, Founding President, Educational Village Keepers

This is a case of civic data making a big splash. We originally were advocating that TIF information be placed on the property tax bill because it is not currently shown. Cook County Clerk David Orr recently announced that this would start with the July 2014 property tax bills. This is a real revolution in civic transparency. Our work has fueled all manner of civic activism and has made major headlines. Some 24 articles have been written. The Nation profiled our work in its July 22 cover story, "Chicago Rising!" When we revealed that Chicago's 154 TIFs had a balance of \$1.7 billion as of January 1, 2013, the Chicago Sun-Times on August 2 agreed with our position that these funds should be given to the units of government that should have received that money in the first place.



12 TIFs took **\$255,188,933**
in property taxes, 2003-2011

\$36.8 million in 2011



WHERE HAS THE MONEY GONE? 2003-2011

- under \$1million
- \$1million-\$4.9million
- \$5million-9.9million
- \$10million and over

42% public

46% private

12% non-profit



The TIF Illumination Project is an example of citizen-powered journalism made necessary because of these factors:

- Local papers are in and out of bankruptcy and have no staff or interest for this subject
- Four organizations covering city data with a grassroots perspective have closed in the last ten years
- The current City Council votes with the Mayor an unprecedented 94% of the time, making them the biggest rubber stamp council in over 70 years (and therefore completely unwilling to interrogate this program that strip mines almost one billion dollars in property taxes every two years)
- Major civic organizations that receive millions of dollars in grants and donations have been co-opted by Big Capital and City Hall and can no longer be relied on to protect the public interest.

The CivicLab is a place for civic collaboration, education and innovation where we will continue to evolve the Illumination process. The Lab is completely volunteer-based and we seek collaborators, instructors, coders, and designers to join us. Our operations pose significant monthly expenses and we welcome investors and invite individuals to co-work in our space or to take a class from us.

For more information about the CivicLab, please visit us at civclab.us. For more information about our Illumination Project, please visit tifreports.com. You may also contact Tom Tresser at 312-804-3230 or at tom@civclab.us.



Tom Tresser (CivicLab)

Tom is an educator, organizer, creativity champion, public defender and fighter of privatization. He teaches a number of classes on policy, creativity and civic engagement for Loyola University, the Illinois Institute of Technology, and The University of Illinois Chicago. Tom is extremely proud to announce the launch of a new civic project, The CivicLab, a storefront space where activists, educators, coders and designers meet to collaborate, teach, and build tools for civic engagement.



5 FIVE BONDSHARES

5

BIG: Blacks in Green

The Intersection of Deep Culture & Green Neighborhood Revival

1 WEALTH
Micro-Saving Lending, Local Currency/Wealth.
 Each village has its own measures, exchanges, and repositories of wealth.

2 ENERGY
Local Energy Production & Transportation.
 Each village produces its own energy for heat, light and transportation.

3 PRODUCTS
Shopping & Waste. Each village supplies all basic goods and services to neighbors, converting waste to wealth in the process.

4 HOMESTEAD
Affordable Green Homes & Gardens.
 Each village is sustained through jobs-driven development without displacement, providing low-income housing and producing high-quality food through land trust CDC's.

5 CULTURE
News & Networks Stories & Structures.
 Each village celebrates its past, present, and future culture through stories in print, digital, and theatrical forms.

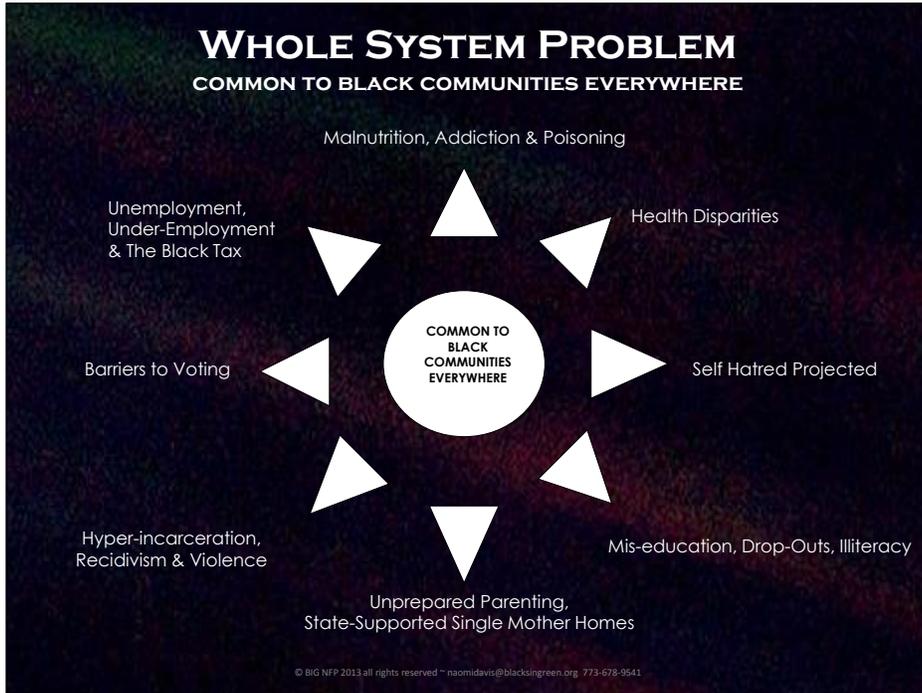
6 ORGANIZED
Village Centers & Borders. Each village is a walkable, self-sustaining whole with perceptible borders, inter-dependent local ties, global context, organized and in action for self-interest.

7 EDUCATION
Health, Education & Welfare. Each village fosters life-long learning through hubs, which are epicenters for green training, development and lifestyle transformation.

8 OASIS
Green Jobs & Enterprise. Each village circulates its wealth through neighbor-owned businesses which invent, invest, manufacture, and merchandise locally.

Plan Your Walk-to-Work Walk-to-Shop Walk-to-Learn Walk-to-Play VILLAGE

Green-Village-Building™ ~ A Whole-System Solution
Increase household income through neighbor-owned businesses.



"Where is Your Village?"

"Innovate What Will Be": Implementing Green-Village-Building™

Naomi Davis presented the work of BIG™, an award-winning economic development organization based in West Woodlawn, Chicago with a national network. The vision is to create self-sustaining black communities everywhere and to serve as both bridge and catalyst among communities and their stakeholders in the design and development of “walk-to-work, walk-to-shop, walk-to-learn, walk-to-play villages” within black neighborhoods. She teaches Grannynomics™ and Green-Village-Building™ – a whole-system solution for the whole-system problems common to black communities everywhere. Together they highlight the disproportionate negative impacts of global warming on communities of color, the health/wealth opportunities of the new green economy, the conservation lifestyle, and train community members to lead where they live. We aim to reduce greenhouse gas levels via local living economies. But uniquely, our walkable villages are designed to increase household income, by increasing the rate at which neighbor-owned businesses are created and sustained, thus keeping resident money active locally, supporting community self-interests, and preserving the heritage of a place. Thus, addressing the terrible triplets of pollution, poverty, and plutocracy.

For more information on Blacks in Green™, please visit <http://blacksingreen.org/>



Naomi Davis (Blacks in Green™)

Naomi is the founder of the nationally recognized Blacks in Green™, an award-winning economic development organization based in the West Woodlawn neighborhood of Chicago. Speaking of Naomi's work to the New York Times, Van Jones stated she has “been able to create an authentic, grass-roots urban expression of green politics.” Naomi grew up in the walkable village of St. Albans, Queens, N.Y. She is a LEED Green Associate and Green For All Fellow, and for her work in green community economic development has received Governor Pat Quinn's Environmental Hero Award, the Chicago Magazine Green Award, the Jewel-Osco Environmental Stewardship Prize, and was selected to serve on Mayor Rahm Emanuel's Transition Team for Energy, Environment, and Public Space.

Appendix

A.10 - Chronology of Previous CNU Illinois Conferences

A.20 - Program Schedule

A.10 Chronology of Previous CNU Illinois Conferences

CNU Illinois 6 builds upon the work of five previous state conferences. The CNU Illinois 6 organizers would like to acknowledge the contributions of the Boards, organizers, sponsors, presenters, volunteers, and attendees of those conferences. We would not have had the opportunity to deliver our program without the pathway created by those efforts. Thank you to all those involved.



CNU ILLINOIS 1: First Annual State Conference

September 28, 2007
DuPage County Auditorium,
Jack Knuefer Administrative Center
421 North County Farm Road
Wheaton, Illinois



CNU ILLINOIS 2: Sustainable Urbanism & LEED-ND In Practice Workshop

October 9, 2008
Chicago Cultural Center
5th Floor Washington Room
78 East Washington Street
Chicago, Illinois



CNU ILLINOIS 3: Context Sensitive Street Design; How Illinois is Responding to the Challenges and Opportunities

October 8, 2009
Plainfield Village Hall,
Community Room A
24401 W. Lockport Street
Plainfield, Illinois



CNU ILLINOIS 4: Rethinking Stalled Development In Chicagoland; Where Do We Go From Here?

Co-sponsored by the City of Elgin
October 7, 2010
The Centre
100 Symphony Way
Elgin, Illinois



CNU ILLINOIS 5: Redefining Convenience

March 15, 2012
Inland Steel Building
30 West Monroe Street
Chicago, Illinois



PROGRAM SCHEDULE

Morning

“Reconnecting Rockford: Changing Lives and Changing Landscapes”

Chicago Architecture Foundation, 224 South Michigan Avenue, Chicago, Illinois 60604

- 8:30-9:00 Registration & Continental Breakfast
- 9:00-9:45 Welcome
- 9:45-9:55 Break
- 9:55-10:55 Presentations
- 10:55-11:05 Break
- 11:05-11:45 Panel Discussion
- 11:45-Noon Wrap Up

Lunch

“A New Reality: Continuing Revitalization”

Mid-Day “Urban Excursion” to the Italian Village, 71 W. Monroe Street, Chicago, IL 60603

- Noon-1:30 Luncheon & Keynote Address

Afternoon

The “Action Expo”: Putting Concepts into Action

Chicago Architecture Foundation, 224 South Michigan Avenue, Chicago, Illinois 60604

- 1:00-1:30 Afternoon Registration
- 1:30-1:45 Welcome
- 1:45-2:20 Presentation 1 & Participation Activity
- 2:20-2:55 Presentation 2 & Participation Activity
- 2:55-3:10 Break
- 3:10-3:50 Presentation 3 & Participation Activity
- 3:50-4:35 Presentation 4 & Participation Activity
- 4:35-5:00 Wrap-Up

Post Conference

Happy Hour at the Berghoff, 17 W Adams St, Chicago, IL 60603

- 5:30-7:30 Socializing & Networking (cash bar)
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