



# Six Corners News

## Streetscape work wraps up for the season

After a flurry of activity, the major streetscape work has wrapped up for the year.

All the sidewalk, infrastructure and roadwork got done this year. The only major work not done this year was the planting, which is scheduled for the spring. Most of the trees were planted, but the raised and curb-height planters will not be filled until next year.

Obviously, the construction unsightliness and parking restrictions were a problem, but many compliments have come in about results. A couple people have inquired about how to obtain replicas of the Six Corner neighborhood identifiers. Exact replicas of the aluminum decorations cost \$3,300 each, says the manufacturer Emco Metalworks, of Cicero.

Donna Schierer-Calderon of Schierer Popp Jewelers had this to say in an e-mail about the project. "I just wanted to say how GREAT Cicero Ave. looks. We have been trying to be patient and positive enduring all the complaints throughout the last months. It is



now time to praise the people for all their efforts to get the job done."

Besides individual compliments, the \$18 million beautification project is having an impact on business attraction. More prospective tenants are eyeing Six Corners and attributing their interest in the area to the streetscape making the area an up-and-coming neighborhood.



**ABOVE: Dozens of trees went up toward the end of the Six Corners Streetscape along Milwaukee, Cicero and Irving. Flowers and plants will go in the planters in the spring. ABOVE RIGHT: Community identifiers claim the historic Six Corners name. RIGHT: Bronze medallions have been set in the concrete in some places where information kiosk will be erected.**



### Monthly meeting calendar



Please join us for these monthly committee meetings. All meetings are open the public.

**Dec. 7: Design Committee** 1 p.m. at Parkway Bank, 4106 N. Milwaukee Ave. Discussion to include landscaping, facades and 2011 plans.

**Dec. 14: Organizing Committee** 1 p.m. at the Six Corners office, 4006 N. Milwaukee Ave. #205. Discussion to include not-for-profit status, volunteer recruitment and membership

**Dec. 21: Economic Restructuring Committee** 1 p.m., Parkway Bank, 4106 N. Milwaukee Ave. Discussion to include business recruitment, incentives.

**Dec. 28: Promotions Committee** 1 p.m. at PC Here, 4055 N. Milwaukee Ave. Discussion to include new Six Corners fest and social networking seminar.

### Businesses snatch up improvement grants

Many Six Corners businesses will be able to invest in their property thanks to some recently awarded grants through the city's [Small Business Improvement Fund](#).

A new diner to open at 3930 N. Cicero will get almost \$100,000 in grant money to help pay for a build-out to include a new façade, electrical wiring and kitchen plumbing work. This money is offered to Six Corners businesses as an incentive and does not have to be repaid.

Four Six Corners businesses were awarded grants in the latest round of funding, which totaled \$500,000. Five other Six Corners businesses are on a funding waitlist.

The projects proposed by 16 businesses (The eligible area included most of Portage Park.) exceeded the available money, so a lottery was held to determine which projects would be funded.



**A diner called Six Corners Bistro, 3930 N. Cicero Ave., with a façade similar to this will get an almost \$100,000 grant from the city's Small Business Improvement Fund.**

Because of the demand, the Six Corners Association will advocate for increased funding for the SBIF program. The local alderman have been supportive of increased funding, so money for the unfunded projects is expected in the near future.

## President's Message

Vincent Mastromauro  
Villa Roma Hair Designers, 3936 N. Cicero Ave.



First of all, Merry Christmas, from Vince. And I wish everybody a Happy New Year, a brand new year of good joy and preparation of the best year in our lives. The past is past; the future we don't know, but this is going to be the best year for the Six Corners family.

Already the new year will start great. Six Corners has everything it takes to bring the neighborhood shopper back. We have Family Fruit Market, Walgreens and Toys R Us. We've got Jewel. We've got Marshalls. We've got Sears. We got AJ Wright. We can give the neighborhood what they want.

We want the neighborhood to learn about Six Corners. They can shop at Six Corners and save gas on

driving to all the suburbs. We also have little stores that are all listed in our brochure.

Please remember that Six Corners is working with the Portage Theater for a Christmas Spectacular on Dec. 12. We have distributed tickets to pass out.

United we will be successful. So I ask you to become an association member. You will be receiving your membership form in the mail shortly after the New Year.

We want to hear any suggestions. Get in touch with the association.

Merry Christmas and Happy New Year.

## Join Six Corners

Look for membership letter in January

The association supports the economic development of Six Corners through beautification, promotions, business support and advocacy with the city. We understand that you're busy running your business, so we provide services for the area that would not be feasible for an individual business to provide.

### 2010 Accomplishments

- Most successful Six Cornucopia ever
- Advocated for new funding for city's building improvement programs
- 250+ special requests to Streets & Sanitation for graffiti removal and graffiti clean-up done by Six Corners staff.
- Publication of a Six Corners business directory, listing all local businesses.

### Benefits of membership

- Monthly issues of the Six Corners News (packed with invaluable information)
- Access to the Six Corners mailing list (\$150 value)
- Marketing through Six Corners e-mail list
- Acting as a united group when requesting improvements.
- Information resource for vendors, building issues, city programs and policies

### SCA meeting schedule



<b>1p.m.</b> <b>1st</b> <b>Tues.</b>	<u><a href="#">Design Committee</a></u> Parkway Bank, 4106 N. Milwaukee Ave. Chair: Bob Brobson
<b>1p.m.</b> <b>2nd</b> <b>Tues.</b>	<u><a href="#">Organizing Committee</a></u> SCA office, 4006 N. Milwaukee Ave. #205 Chair: Joe Angelastri
<b>1 p.m.</b> <b>3rd</b> <b>Tues.</b>	<u><a href="#">Economic Restructuring</a></u> Parkway Bank, 4106 N. Milwaukee Ave. Chair: Dave Magyar
<b>1 p.m.</b> <b>4th</b> <b>Tues.</b>	<u><a href="#">Promotions Committee</a></u> PC Here, 4055 N. Milwaukee Ave. Chair: Michael Inglimo

The SCA is organized into four committees. Anyone is welcome to attend any committee meetings to share their ideas. For newcomers, the Organizing Committee meeting provides a useful overview of all SCA activity. Unless otherwise noted, all meetings at the SCA office, 4006 N. Milwaukee Ave., Suite 205.

## AJ Wright grand opening on Cicero



AJ Wright opened its new store on the Cicero Avenue side of Six Corners Plaza.

The store sells general merchandise and occupies the entire Cicero side of the plaza.

From [www.aj-wright.com](http://www.aj-wright.com), "AJ Wright offers brand name apparel and footwear for the entire family, as well as home essentials and giftware, all up to 70% off discount and chain store prices every day."

AJ Wright recently had a hiring event at the Lydia Home offices in the landmark People's Gas & Coke Building, 4827 W. Irving Park Road, and hired many local residents.

Other AJ Wright locations include Bricktown Square at Fullerton and Narragansett, Thatcher Woods at Belmont and Cumberland and in Evanston.

### Four steps for free advertising

Here are four tips to help you optimize your Google Place Page.

#### 1. Claim your listing.

The biggest mistake small business owners make with Google Places is not claiming their listing or taking the time to accurately fill out all the fields.

#### 2. Be smart about keywords.

Use terms related to what you do *and* to your location. Do your keyword research to know which terms searchers are using.

#### 3. Add images.

The new Place Search is putting those image thumbnails right next to your site URL in the search results

#### 4. Start encouraging reviews.

Google is showing not only the total number of reviews, but all the different sources that the business has reviews from. You need to encourage customers to leave reviews about your business.

<http://smallbiztrends.com/2010/12/get-more-from-google-place-page.html>

### To advertise in the Six Corners News

The Six Corners News is distributed via mail, e-mail and door-to-door to 400 business, property owners and community residents four times a year. Advertising in the Six Corners News is an effective low-cost way to reach this market. To advertise, call the Six Corners Association at (773) 685-9300.

## Committee Reports

# Fall reception honors Allen, announces history-making effort

Six Corners businesses gathered at the annual fall reception in November to learn about the latest Six Corners Association effort to revitalize Six Corners and to honor Ald. Tom Allen who had just announced his resignation.

The new revitalization program will mark Six Corners' place in history as a notable commercial district while providing funding help for building improvements. The project is to get Six Corners listed on the [National Register of Historic Places](#).

This distinction will bring prestige to Six Corners that will help it stand out as a shopping district. Also, the status awards property owners a 20% income tax credit when they invest in their historic building., said Susan

Benjamin, of [Benjamin Historic Certifications](#), who will help write the application.

She noted that the designation places no restrictions on building owners who want to make improvement without assistance. Also, work can simply be maintenance investments such as roofing or electrical wiring and will still qualify for the credit.

The project will take about a year as the application moves from state approval and then on to federal approval from the Department of Interior, Benjamin said.

The Irving Park Historical Society and the [Northwest Chicago Historical Society](#) have offered to help with the project.

Also at the meeting, the association thanked Ald. Tom Allen

### Audio report from The Northwest Passage

who has resigned to become a judge. The association presented Allen with a plaque that honored him as "A man of the people" who served with "integrity, hard work and forthrightness."

Several new businesses were welcomed at the meeting including Enhanced Digital Services, which will offer Clear mobile broadband, Grandma's Kids, a children's clothing store, and Pomo Dolce, a sit-down restaurant to open in early 2011.

State Rep. Joe Lyons talked about the history of Six Corners and congratulated the community on its efforts. He said he sees bright outlook for Six Corners.



**Ald. Tom Allen, left, who recently resigned as 38th Ward alderman, accepts a plaque from Six Corners Association president Vincent Mastroiauro and SSA #28 Chairman Gale Fabisch.**

## Get FREE Tickets at Six Corners businesses

**FREE EVENT!**  
WITH COMPLIMENTARY TICKET AT SIX CORNERS BUSINESSES. NO PURCHASE NECESSARY.

**PORTAGE THEATER**  
4050 N. MILWAUKEE AVENUE • CHICAGO  
(773) 736-4050 www.portagetheater.org

**Christmas Spectacular! 2010**

**On The Screen!**  
Frank Capra's "It's A Wonderful Life"  
JIMMY STEWART DONNA REED

**On The Stage!**  
DeMaira Dance Studios, Inc.  
THE DEMAIRA DANCERS

**Plus! Jay Warren at the Grande Organ with his incomparable HOLIDAY CAROL SING-ALONG**

**SUNDAY DECEMBER 12 2:30 PM**

**FREE ADMISSION** GET YOUR FREE TICKET AT SIX CORNERS BUSINESSES. NO PURCHASE NECESSARY. (773) 685-8893  
TICKETS ALSO AVAILABLE AT THE DOOR - ADULTS \$5; CHILDREN 10 AND UNDER: FREE

**PARK IN CITY LOT ONE BLOCK WEST AT CUYLER & LAPORTE**

## Promotions: Summer fest planned for 2011

A major streetfest at Six Corners is in the early planning stages, and we welcome everyone to help.

Residents and business owners have been calling for a streetfest for years. And with the completion of the streetscape, the time has arrived to celebrate.

Some broad decisions have been made about the fest but many details still need to be decided to give the fest a unique flavor. That is why we are welcoming all businesses and resident to join the fun of throwing this party.

Speaking of flavor, the festival will have a barbecue food theme. There will be many food options, but the major food attraction will be barbecue. Partly because dad's love a barbecue, we will hold the fest on Father's Day Weekend, June 18-19, 2011.

The fest's proposed location is on Milwaukee between Irving and Belle Plaine. There will be bands and a major family area -- again fitting with the Father's Day theme as well Six Corners target market.

So that's about all that's been decided so far. Many suggestions for the name have been tossed around, but we're still trying to

settle on the right one.

In addition to taking input on the name, we are looking for help finding the right bands and vendors for the event. Also, if you want to help plan the family area or know someone who would be good at that, please contact us.

This 2011 fest will be the first of what we plan to make a great tradition at Six Corners. We'd love for you to be part of it.

### Social network workshop

The Promotions Committee has planned a social networking workshop for January. Six Corners businesses will be invited to learn how to make use of Facebook. The basics of Facebook will be covered, including setting up an account, posting pictures and updating your page. By the end of the event, you will have a page set up if you don't have one already. If you already have a page, you will learn how to make better use of it.

More information about the event will be available soon.

The next meeting of the Promotions Committee will be 1 p.m., Tuesday, Dec. 28, at PC Here, 4055 N. Milwaukee Ave. We hope to see you there!

## Six Corners incentives

### Building improvement grants

Drastically cut your up-front costs. This [program](#) will pay for up to 75% of your build-out costs. It covers any changes you make to a building such as plumbing, electric, roof and storefront. The association can help you facilitate this process with city agencies and the alderman's office.

### Façade Assistance Program

The Six Corners Association will provide a complimentary redesign of your new storefront. An architect will review your façade needs and provide a rendering that you can show to sign designers and general contractors to best convey your vision.

### Sidewalk and landscape maintenance

Focus on running your business. Daily sidewalk litter pick-up is provided through the Six Corners area. Snow removal is provided in the winter. Landscapers maintain the flowers, planters and parkways as well as making sure weeds don't sprout in the sidewalk.

### Area promotions

Six Corners is promoted as an urban shopping center. Promotions such as a monthly coupon flyer and ad as well as special events help attract customers. The special events include a Girl-friends Night Out, restaurant tours and our signature festival -- Six Cornucopia. Most promotions are free to Six Corners businesses.

# 75% OFF

## on building improvements

The [Small Business Improvement Fund Grant](#) pays for up to 75% of all build-out costs. Special offer for Six Corners businesses only.

Covered costs include windows, electric, signs, awning, HVAC, carpeting and much more.

## A grant, not a loan.

## Call today (773) 685-9300



Six Corners Association  
4006 N. Milwaukee Ave. #205  
Chicago, IL 60641

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