



May 28, 2020

The Honorable Mayor Steve Chirico and Members of the City Council  
City of Naperville  
400 Eagle Street  
Naperville, IL 60540

Dear Mayor Chirico and Council Members:

As you are aware, the current term of Special Service Area #26 (SSA #26) expires at the end of 2020. SSA #26 (and similar SSA's before it) was established to provide maintenance and support services to the Downtown Central Business District as well as fund the marketing efforts for our downtown community.

Over the past decade, the DNA has served as a critical link between the City, downtown businesses and downtown property owners. The DNA has, and through the renewal of the downtown SSA, will continue to serve as a voice and proponent through its marketing efforts, continued collaboration with City staff and other important efforts such as the downtown gift card program. This shared model has been very successful over the years and has benefitted our downtown greatly.

Similar to SSA #26, **SSA #33** is proposed for a five year term (2021-2025) with a tax rate not to exceed \$2.50 per \$100 EAV. Although City maintenance and marketing costs are anticipated to increase slightly, our proposed tax rate for SSA #33 is expected to be well below the \$2.50 maximum and average at \$1.54 per \$100 EAV.

In anticipation of the SSA renewal, the DNA has proactively begun work with property owners within the defined boundaries of the proposed SSA. We have mailed informational materials to all property owners and held a virtual open house concerning the SSA renewal. To date, we have received no objection to the proposed SSA #33. Overwhelmingly, the downtown property owners agree that the SSA renewal is important to maintain the vibrancy and competitiveness of our downtown.

In the coming months, we intend to set up appointments with each of you to take you through the SSA #33 estimates and answer any questions. We look forward to your continued support of our joint effort to maintain and market downtown Naperville via support of SSA #33.

Respectfully,

Kris Hartner  
Chairman  
Downtown Naperville Alliance

Bill Anderson  
Co-Chair – SSA #33 Renewal Committee  
Property Committee

**WWW.DOWNTOWNNAPERVILLE.COM**

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**DOWNTOWN NAPERVILLE ALLIANCE – MANAGEMENT COUNCIL:**

**Elected Council Members:**

- ◇ Kris Hartner – Chairperson – Naperville Running Company – [kris@runningcompany.com](mailto:kris@runningcompany.com)
- ◇ Kim Coyne, Vice Chairperson – Naperville Bank & Trust – [kcoyne@banknaperville.com](mailto:kcoyne@banknaperville.com)
- ◇ Bill Anderson – Downtown property owner – [bill@oswaldspharmacy.com](mailto:bill@oswaldspharmacy.com)
- ◇ AdreAnne Tesene – Two Bostons Pet Boutique – [adreanne@twobostons.com](mailto:adreanne@twobostons.com)
- ◇ Brand Bobosky – Law Office of W. Brand Bobosky and Century Walk Chairperson – [boboskiaw@yahoo.com](mailto:boboskiaw@yahoo.com)
- ◇ Pamela Bartlett – Pinot's Palette – [pamela@pinotpalette.com](mailto:pamela@pinotpalette.com)
- ◇ Christopher Mason – Allegory – [allegorynaperville@gmail.com](mailto:allegorynaperville@gmail.com)
- ◇ Nick Provenzano – Zano's Salons – [nickprovenzano@zanos.com](mailto:nickprovenzano@zanos.com)
- ◇ Stacy Short – RPAI – Retail Properties of America, Inc – [short@rpai.com](mailto:short@rpai.com)
- ◇ Marisa Hird – Naperville Running Company – [marisa@runningcompany.com](mailto:marisa@runningcompany.com)
- ◇ Terri Hayes – Artistic Creations Salon – [terri@artisticcreationsalon.com](mailto:terri@artisticcreationsalon.com)
- ◇ Joe Tota – Red Arrow Tap Room – [jtota@redarrowtaproom.com](mailto:jtota@redarrowtaproom.com)
- ◇ Maura Ludeke – Shyft Pilates – [mauraludeke@gmail.com](mailto:mauraludeke@gmail.com)
- ◇ Russ Whitaker – Rosanova & Whitaker, Ltd – [russ@r-wattorneys.com](mailto:russ@r-wattorneys.com)

**Designated Council Members:**

- ◇ Councilman Kevin Coyne – [coynek@naperville.il.us](mailto:coynek@naperville.il.us)
- ◇ Kaylin Risvold – President Naperville Area Chamber of Commerce – [krisvold@naperville.net](mailto:krisvold@naperville.net)
- ◇ Christine Jeffries – President Naperville Development Partnership & Naperville Convention & Visitors Bureau – [cjeffries@naper.org](mailto:cjeffries@naper.org)
- ◇ Steve Rubin – Chairman Downtown Advisory Commission & downtown property owner – [steve@k-t-g.com](mailto:steve@k-t-g.com)
- ◇ Jim Godo – Assistant Vice President for External Affairs - North Central College – [jwgodo@noctrl.edu](mailto:jwgodo@noctrl.edu)

**Appointed Council Members:**

- ◇ John Westlove – Downtown Supervisor – Department of Public Works – [westlovej@naperville.il.us](mailto:westlovej@naperville.il.us)
- ◇ Christine Schwartzhoff – Downtown Supervisor – Department of Public Works – [schwartzhoffc@naperville.il.us](mailto:schwartzhoffc@naperville.il.us)
- ◇ Officer Scott Donofrio – Naperville Police Department – [donofrios@naperville.il.us](mailto:donofrios@naperville.il.us)

**Downtown Naperville Alliance:**

- ◇ Katie Wood – Executive Director – [kwood@naperville.net](http://kwood@naperville.net) (since 2008)