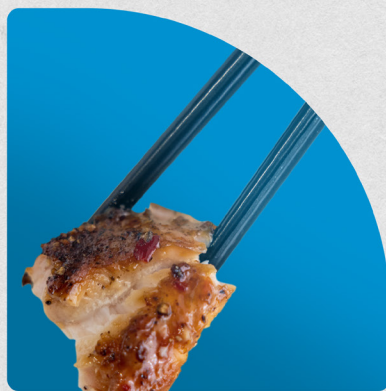



YOU
CAN
BE
SEEN
TOO.



APPLY FOR THE
**OPEN FOR
BUSINESS
PROGRAM.**

FREE





Small businesses are the heart of every community. From delicious baked goods and foods to unique artisans, artists and professionals, to exciting attractions and entertainment venues; your business contributes to the character and charm of your community. Now more than ever, it's crucial that your customers see you and recognize the vital role you play.

The RPM Open for Business Program increases the visibility of local businesses.

**APPLY NOW
AND BE SEEN!**

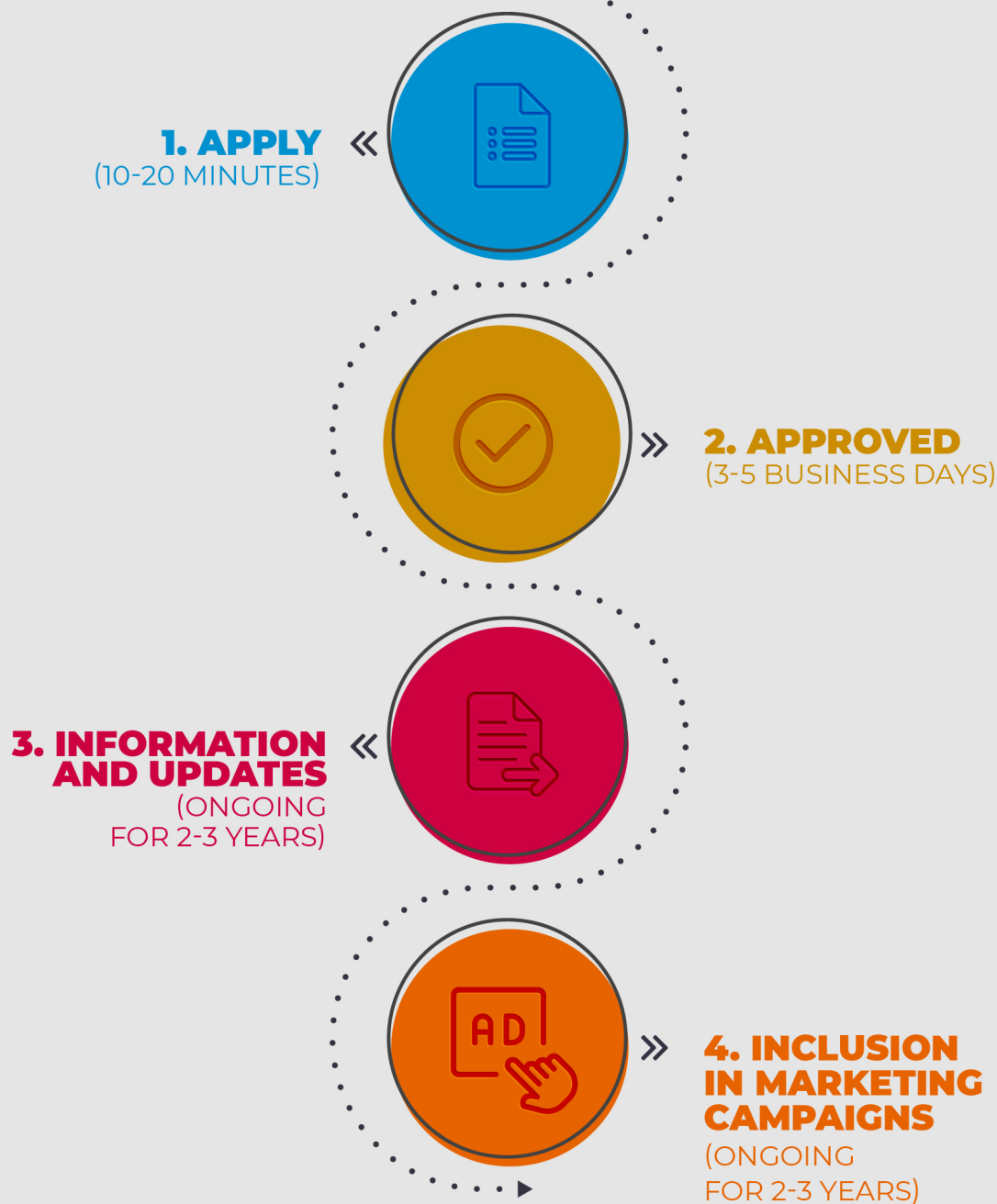
WHAT IS THE **OPEN FOR BUSINESS PROGRAM?**

The Open for Business Program aims to support small businesses, nonprofit organizations and major attractions or entertainment venues impacted by CTA's Red and Purple Modernization (RPM) Phase One Project.

Participants can apply for this free program to be included in marketing efforts, including campaigns developed by the CTA. The campaigns will increase the visibility of the local businesses and encourage people to shop, eat, play and explore in the communities within the RPM project area.



HOW DOES IT WORK?



HOW WOULD PARTICIPANTS BE PROMOTED?

Small businesses, nonprofit organizations and major attractions or entertainment venues may be promoted in one or more of the following ways:

- **TRADITIONAL ADVERTISING** (in-station signage, community and other signage, community newspaper ads)
- **DIGITAL MARKETING** (website banners, digital ads, email, influencers)
- **SOCIAL MEDIA** (Facebook, Instagram, Twitter)
- The directory listing on the consumer-facing **WEBSITE**
- **PRINT MATERIALS** (brochures, flyers, posters)
- **PUBLIC MEETINGS**
- **PUBLIC RELATIONS**

DOES IT COST ANYTHING?

Participating in the Open for Business program is **FREE OF CHARGE**.

However, it is expected for participants to complete periodic surveys to help measure the success of the program and gather feedback to improve the program and adjust campaigns as needed. The periodic surveys would ask questions about business metrics such as foot traffic, website visitors, social media engagement, etc.

Please note that promotional opportunities through this program vary for each participant, and not all participants will be explicitly featured in marketing campaigns.

WHY IS CTA DOING THIS?

While the RPM Phase One Project will greatly benefit the local economy, CTA recognizes that the long-term construction may pose challenges to the small businesses, nonprofits and major attractions or entertainment venues within the project's footprint and wants to help minimize negative impacts. This program is another way that the CTA is addressing construction impacts to communities in the project footprint.



HOW TO APPLY?

There are three ways to apply:

ONLINE: Complete and submit application at
o4bp.submittable.com/submit

EMAIL: Email o4bp@purplegrp.com with the subject 'Open for Business Program Application' to request a PDF application. Complete, sign, scan and send the application back to the same email address.

MAIL: Complete, sign and mail application to RPM Open for Business Program, C/O Purple Group, 714 S. Dearborn St., Floor 3, Chicago, IL 60605.

WHO IS ELIGIBLE TO PARTICIPATE?

A business or nonprofit organization is eligible if –

- It is located within one of the RPM Phase One Project areas
- It is a small business, nonprofit organization, major attraction or entertainment venue
- Its primary function is not to promote, sell, rent or use any product or service that would be considered “Prohibited Advertising Content” as defined in the CTA Advertising policy
- It completes and submits the application and other requested documentation

Please refer to the Official Rules for more specific eligibility details, including project footprint borders and business and nonprofit definitions.



UPTOWN



OFFICIAL RULES

A. Business Eligibility

A business or nonprofit organization is eligible for the RPM Open for Business Program if:

- I. It has a physical address, open to the public or customers, on or within the boundaries of one of the RPM Phase One Project areas:
 - i. **Lawrence to Bryn Mawr Modernization Project boundaries (see map at tinyurl.com/LBMMFootprint):** Devon (North) to Wilson (South) and Lake Michigan (East) to Clark (West), or
 - ii. **Red-Purple Bypass Project boundaries (see map at tinyurl.com/RPBFootprint):** Newport up to west side of Red Line tracks (North) to Barry (South) and Clark (East) to Seminary (West);
- II. It certifies that it is either:
 - i. A small business as defined by the U.S. Small Business Administration size standards, if unsure visit www.sba.gov/size-standards/; or
 - ii. A nonprofit organization with current 501(c)(3) status; or
 - iii. A major attraction or entertainment venue (what constitutes a “major” attraction or entertainment venue will be determined at the sole discretion of the CTA or its Open for Business Program Manager);
- III. The primary function of the business or nonprofit is not the promotion, sale, rental, or use of any product or service whose content would be considered “Prohibited Advertising Content” as defined in the CTA Advertising Policy (transitchicago.com/assets/1/6/013-63_Advertising_Policy_and_Ordinance.pdf). The following is a non-exhaustive list of such non-allowable products or services:
 - i. Tobacco: Tobacco products, tobacco-related products, and products that simulate smoking or are modeled on the tobacco products, including but not limited to cigarettes, cigars and smokeless (e.g., chewing) tobacco, and electronic cigarettes;
 - ii. Adult: Adult bookstores, adult retail shops, adult video stores, nude dance clubs, escort services, and other adult entertainment establishments or services;
 - iii. Firearms: Firearms and firearms-related products;
 - iv. Illegal: Activities or products that are illegal under federal, state, or local law;
 - v. Political: Political parties and candidates or groups of candidates running for federal, state, judicial, or local government positions;

- vi. Public Issue: Activities or products that express or advocate an opinion, position, or viewpoint on matters of public debate about economic, political, religious, or social issues; and

IV. It completes and submits an official Open for Business Program Application at o4bp.submittable.com/submit; signs and scans the application and emails it to o4bp@purplegrp.com, subject: Open for Business Program Application; or signs and mails application to RPM Open for Business Program, C/O Purple Group, 714 S. Dearborn St., Floor 3, Chicago, IL 60605.

B. Program Acceptance

Small businesses, nonprofit organizations, or major attractions or entertainment venues that complete the application and are eligible will be sent a program acceptance letter. Failure to provide the requested information during the application process may delay inclusion in the marketing components of the program. Acceptance into the program does not guarantee being featured or considered to be featured in marketing campaigns. However, all eligible businesses, nonprofits, or major attractions or entertainment venues that provide the requested information will be included on an applicable business listings page of the consumer-facing website along with an image of the business and a short description.

C. Campaign Consideration

Upon acceptance, small businesses, nonprofit organizations, and major attractions or entertainment venues will be organized into categories. Categorization will be done at the sole discretion of the CTA and its representatives. At launch, the program will include four (4) 'attraction' categories – Shop, Eat, Play, and Explore. If an accepted small business, nonprofit, or major attraction or entertainment venue is not an 'attraction' defined by the categories above, it will be categorized as a 'local service' (i.e., nail salon, convenience store). In most cases, only those categorized as an 'attraction' will be considered for marketing campaign inclusion.

D. Participation is Free

Eligible small businesses, nonprofit organizations, and major attractions or entertainment venues may participate free of charge. Those that are approved to take part in the Open for Business Program will be asked to complete periodic surveys. The survey is intended to measure the success of the program and gain feedback from participants to improve the program and adjust campaigns as needed.

The survey will ask to report on the following:

- Visible foot traffic
- Number of web visitors
- Social media engagement
- Promotions offered
- Rate the program
- Suggest improvements
- Other potential questions

Participation in the surveys is required.

E. Chicago Transit Authority

The CTA has created the Open for Business Program to support small businesses, nonprofit organizations, and major attractions or entertainment venues impacted by the Red and Purple Modernization (RPM) Phase One Project. This program is another way that the CTA is addressing construction impacts. This voluntary program is provided to the small businesses, nonprofits, and major attractions or entertainment venues in the impacted communities. Participation in this program does not guarantee any increase in business to the Participants.

- CTA reserves the right to ask the Program Manager to remove any person or entity, without notice, from the Open for Business Program.
- CTA reserves the right to change, modify, and even cancel the program at any time and without providing any previous notice.

F. Open for Business Program Manager

Purple Group has been designated by the CTA to be the Open for Business Program Manager. The Program Manager is responsible for marketing the Open for Business Program to inform small businesses, nonprofits, and major attractions or entertainment venues of its availability. The Program Manager will also manage and orchestrate all aspects of the program, including application forms, official rules, and corresponding campaigns, strategies, and promotions. Eligible and approved small businesses, nonprofits, and major attractions or entertainment venues will be added to the Open for Business website in the directory section on a first-come, first-served basis, based on when all the requested information is provided to the Program Manager.

G. Participants

Small businesses, nonprofit organizations, and major attractions or entertainment venues that are approved to participate in the program are called Participants. Participants are required to provide information regarding their business or nonprofit to be included in the marketing campaigns, website, and other marketing strategies and tools that may be developed. Failure to provide the requested information, submission of incomplete forms, or submission of inaccurate details may result in the Participant not being included in the program or delayed participation. Participants are expected to:

1. Complete the application form
2. Provide high-resolution images of the business or nonprofit and logos
3. Provide updates on current contacts, emails, social media, and websites used by the business or nonprofit for promotional purposes
4. Work with the Open for Business Program Manager to assemble all the images and content needed if selected to be featured in a marketing campaign. This may include orchestrating an onsite photoshoot during a mutually agreed date and time (at no direct cost to Participant), completing location releases for the photoshoot, and providing other details for the business feature.

5. Give the Open for Business Program Manager and the CTA rights to use the information provided, along with images and other assets submitted to the Program Manager, to be used without limitation in the Open for Business Program or for other CTA purposes. The images, content, and other assets provided by the Participant to the Program Manager may be used in, without limitation, the following ways:

- Traditional Advertising (i.e., in-station signage, community and other signage, community newspaper ads)
- Digital Marketing (i.e., website banners, digital ads, email, influencers)
- Social Media (i.e., Facebook, Instagram, Twitter)
- Directory listing on the consumer-facing website
- Print Materials (i.e., brochures, flyers, posters)
- Public Meetings
- Public Relations

All applications, surveys, information, materials, or data provided by Participants or potential Participants to the CTA or the Open for Business Program Manager will become the property of the CTA and will not be returned. Further, the CTA is subject to the requirements of the Illinois Freedom of Information Act, 5 ILCS 140/1, and such applications, surveys, information, materials, or data may be subject to public disclosure, or be made available to third parties as determined by the CTA or its Open for Business Program Manager.

Please note that promotional opportunities through this program vary for each business and nonprofit organization, and not all businesses or nonprofits will be explicitly featured in marketing campaigns.

H. Hold Harmless

Each Participant is responsible for the accuracy of the information it submits for use in the Open for Business Program. Additionally, each Participant guarantees that it has full rights, including copyright rights, to any materials (i.e., images, graphics, content, artwork) that the Participant submits for use in the Open for Business Program. The Participant hereby releases, defends, indemnifies, and holds harmless the CTA and the Open for Business Program Manager, and each of their representatives, officials, directors, board members, officers, and employees, from any claims, losses, damages, suits, liabilities, judgments, costs, and expenses, including legal fees and costs, arising out of infringement of copyrights to images, graphics, content, or artwork or any use of any other information provided by the Participant or potential Participant in connection with the Open for Business Program, or that otherwise accrues as a result of the Participant's connection with the Open for Business Program.

RPM Open for Business Program
Application Form



Please complete this entire form to avoid any delays. By applying for the RPM Open for Business Program, you certify that your organization meets the eligibility requirements.

Please visit transitchicago.com/rpm/openforbusiness for complete eligibility rules.

Certify Eligibility

The following information is needed to confirm eligibility.

Legal Business Name:

Preferred Business Name to be used in Materials:

Business or nonprofit is located within the boundaries of the RPM Phase One Project areas.

Check one:

☐ Yes, within the LBMM or RPB project area ☐ No, located outside the project area

Check the one that best applies to your organization:

- ☐ Small business as defined by the U.S. Small Business Administration size standards
☐ Nonprofit organization, 501 (c)(3) status
☐ Major attraction or entertainment venue
☐ Other: _____

Does the primary function of the business or nonprofit violate the CTA Advertising Policy?

☐ Yes ☐ No

Contact Information

Owner/CEO/Executive Director/Main Point of Contact

First Name: _____ Last Name: _____

Physical Address of Organization (Cannot be a P.O. Box)

Address: _____

City, State, ZIP Code: _____ Phone: _____

Mobile: _____ Email: _____

Select the one that best describes your organization:

- | | |
|--|--|
| <input type="checkbox"/> Retail (clothing, bookstore, etc.) | <input type="checkbox"/> Food Service (restaurant, bakery, etc.) |
| <input type="checkbox"/> Entertainment (concert hall, theater, etc.) | <input type="checkbox"/> Activity (museum, gallery, tour guides, etc.) |
| <input type="checkbox"/> Local Service (hair salon, gym, etc.) | |

Select the closest impacted station to your physical location:

- | | | | |
|----------------------------------|------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> Belmont | <input type="checkbox"/> Lawrence | <input type="checkbox"/> Argyle | <input type="checkbox"/> Granville |
| <input type="checkbox"/> Berwyn | <input type="checkbox"/> Bryn Mawr | <input type="checkbox"/> Thorndale | |

Directory Listing

The following information will be placed on the consumer-facing website in the Business Directory listing section. Each organization is allowed two active links for consumers to learn more and make purchases.

Please provide a short description of your organization, what you do, what you offer, why shop/buy from you, etc._____

Please provide two links and a phone number that customers can use to learn more, order online, order by phone.

Link #1: _____

Link #2: _____

Phone: _____

What specials do you offer (i.e., lunch specials, loyalty programs, discounts)?

Do you have a logo and/or high-resolution images that highlight the organization? These items will be used in the Directory listing.

☐ Yes, I do, and I will coordinate with you to send via email

☐ No, I do not. Please contact me to coordinate a free photo shoot, if I qualify

Please provide social media page links or handles:

Facebook: _____

Instagram: _____

Twitter: _____

Other: _____

Do you authorize the CTA Open for Business Program to use any images or videos posted on your social media pages or website? If yes is selected, the Open for Business Program Manager will notify you for awareness.

☐ Yes, the CTA Open for Business Program can use images or videos on my social media pages or website for marketing efforts

☐ No, please contact me if a photo or video from my social media pages or website is desired for use in marketing efforts

Chamber of Commerce Membership(s) or Affiliation(s) – Check all that apply:

☐ Andersonville Chamber of Commerce

☐ Edgewater Chamber of Commerce

☐ Uptown United

☐ Lakeview East Chamber of Commerce

☐ Other: _____

Do you identify your business as any of the following? Check all that apply.

☐ Black-owned business

☐ AAPI-owned business

☐ Woman-owned business

☐ Hispanic-owned business

☐ LGBTQ+-owned business

☐ Prefer not to answer

By signing below, you certify that your organization meets the eligibility requirements to participate in the RPM Open for Business Program.

Signature: _____

Date: _____

Please send completed form to:
RPM Open for Business Manager
C/O Purple Group
714 S. Dearborn St., Floor 3
Chicago, IL 60605-3840