

EMERALD⁺
SOUTH
COLLAB

what is
emerald south

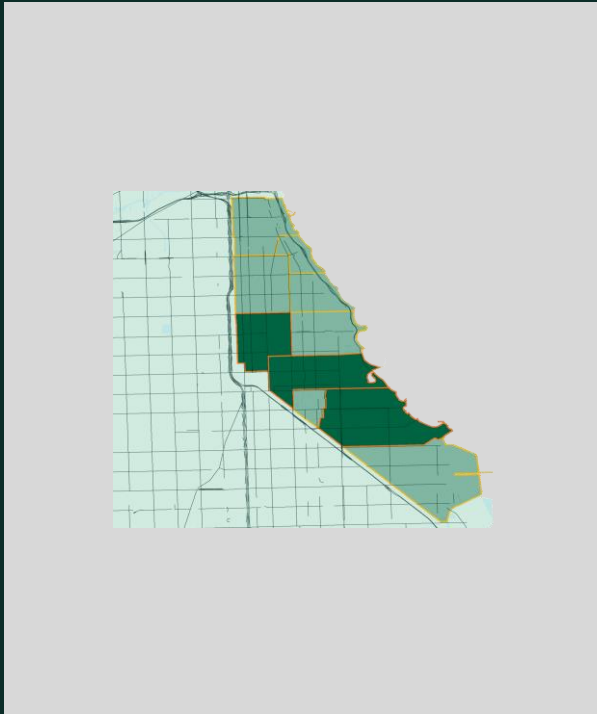
what if we understood Emerald South as a
regional economy

~220,000
Regional Population

~97,000
Regional Households



Emerald South's regional population is the size of a....



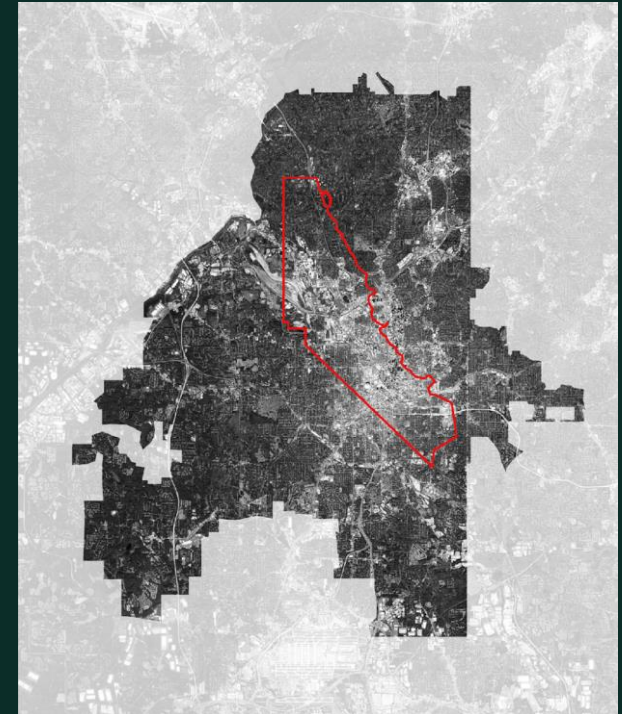
Emerald South Region
Chicago, IL
220,000 residents
16.5 mi²
13,333 people/mi²

college town and



University of Virginia
Richmond, VA
223,000 residents
62.6 mi²
3,873 people/mi²

Black ATL



Atlanta, GA
255,304 Black residents
136.8 mi²
3,858 people/mi²

we are
#escollab

Our Mission

Our mission is to **attract** and **coordinate** investment through community **convening** and **collaborative partnerships** that increase local **ownership and prosperity**.

applying our competencies

Our Work



Capital Attractor.

Retaining, Attracting, Succeeding, and Expanding businesses, investments, and influence



Truth Teller.

Collecting and disseminating asset-based research to create our own neighborhood narratives and data-driven decision making



Collaborator.

Bringing together and resourcing local organizations in action-oriented collective economic growth work



Advocate.

Standing up for and advancing economic public policies and planning that benefits all residents and businesses

if we invested
\$100m

repair

Reparative Investments
Own the Land

that reverse the harm of redlining through equitable valuation of property and increased Black ownership of land, homes and businesses



Home & Land Ownership
 Retain and attract 10,000 residents and the Black middle class



Black Land Developers
 Increase the capacity of Black developers as landowners and developers of over 2 million sf of land assets



LandCare Cooperative
 Build local stewardship of vacant land assets

restore

Restorative Investments
Assets, Anchors & Avenues

that rebuild and grow population density, businesses, industry, knowledge, cultural assets and jobs through cooperative economics, ownership and partnerships



Cultural Assets
 Restoring, strengthening and growing local cultural institutions organizations and producers as economic drivers



Next Economy
 Connecting research and industry to fuel the next economy for the south side and 10,000 new jobs



Emerald Necklace
 Restoration and activation of 1,000 acres of historic park land



Commercial Corridors
 10 corridors 100 businesses annually

resilient

Resiliency Investments
**Connected Local
 Connected Global**

that protect against economic, health and social justice shocks and support community, household and institutional self-reliance



Digital Connectivity
 Every Emerald South household will have access to high speed wifi



Transit Connectivity
 Emerald South is connected to the region and the world via its transit hubs



Social Connectivity
 Emerald South institutions and organization bring and connect over 10 million people annually on the South side of Chicago


Initiatives
driving
the work


Terra Firma

A five-year, multi-phase **\$25m initiative** to clean, green, beautify, maintain and activate **205 acres** of private- & city-owned vacant lots within Washington Park, Woodlawn and South Shore.

Restore, Reinvest, & Renew (R3) ICJIA grant award **\$2.5m**

Legend

 City-owned lots along Commercial Corridors (~50 acres)

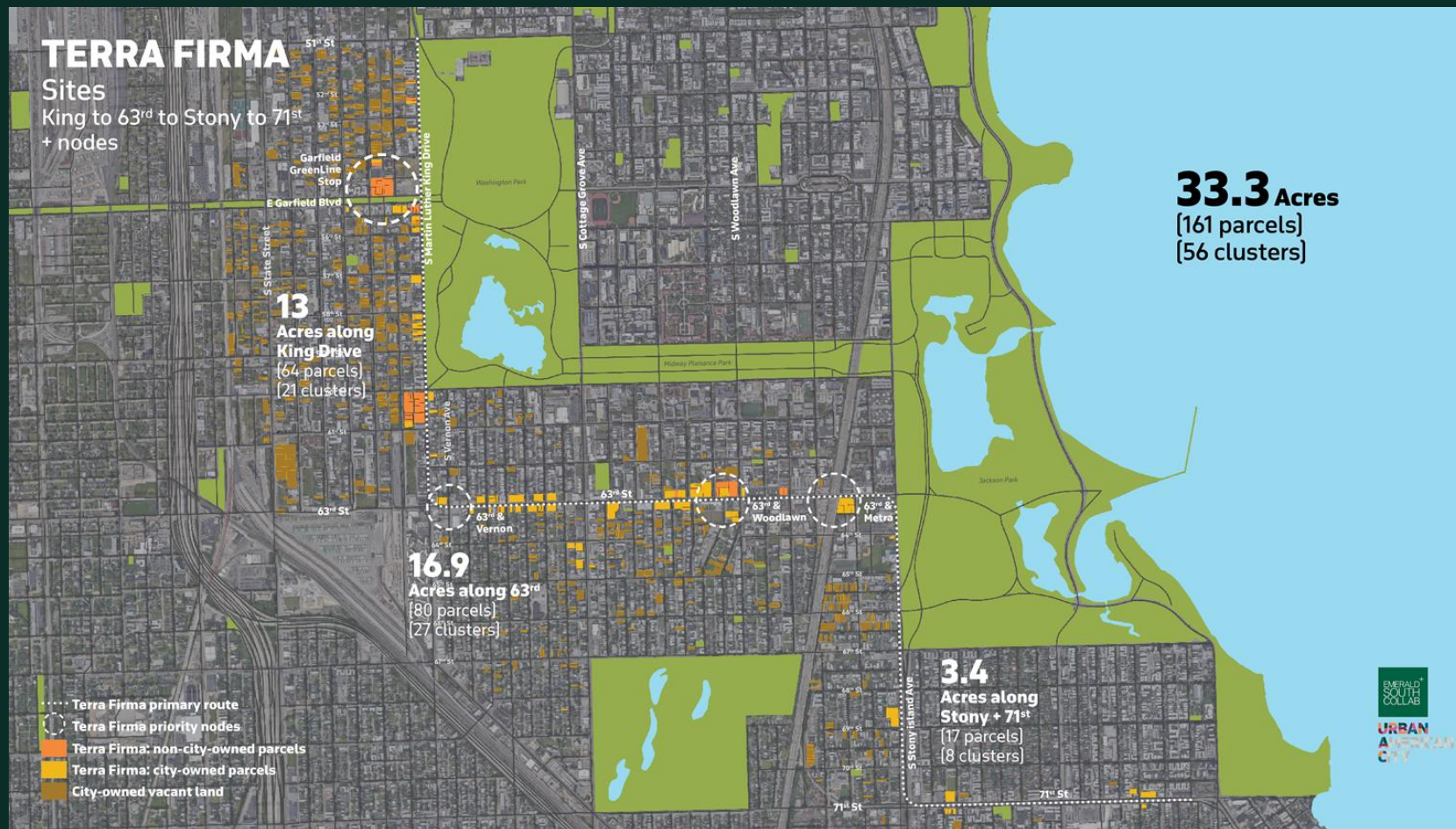
 Private & city-owned vacant lots in Emerald South (~205 acres)

Terra Firma at-a-glance: Year 1

A Target of 20-30 Acres

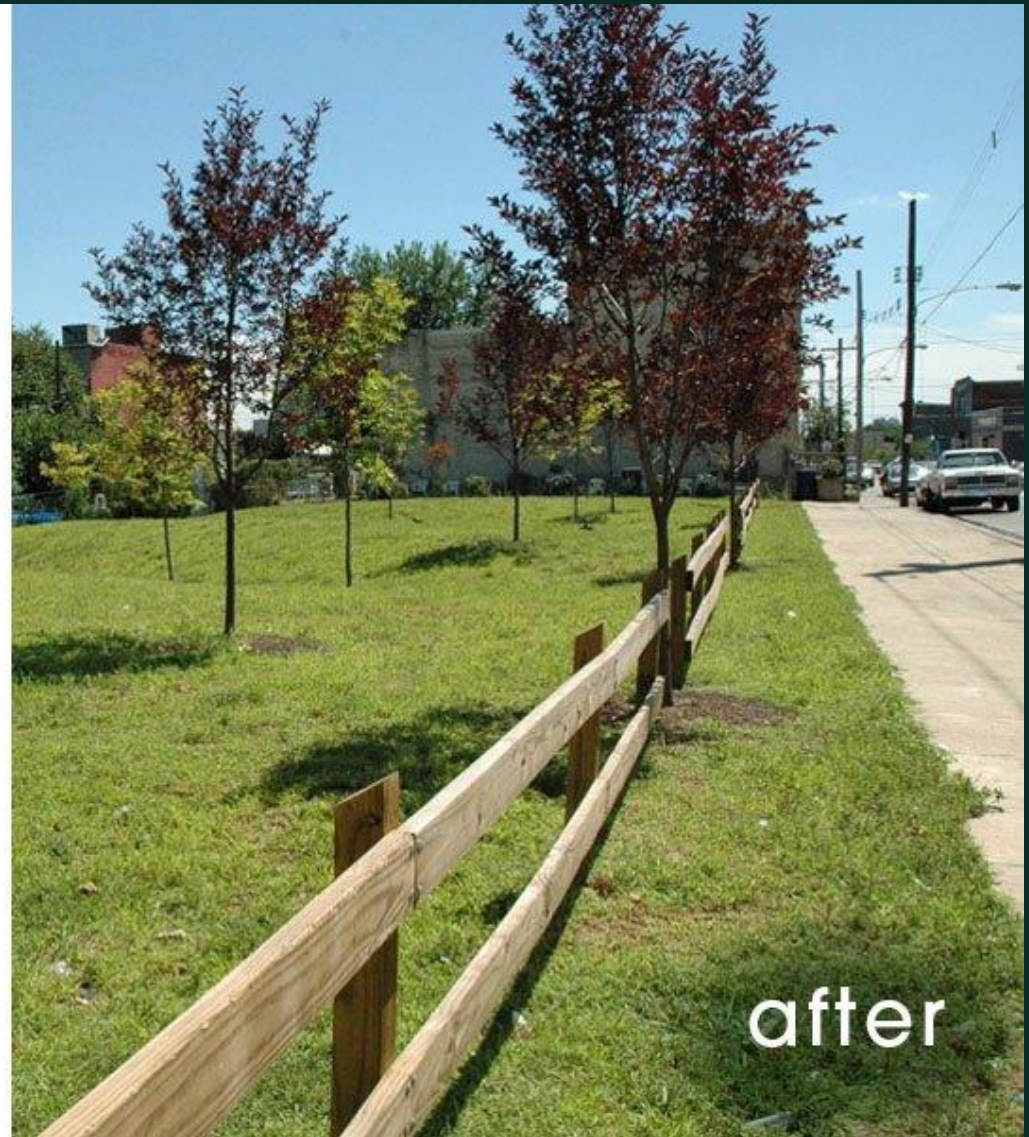
56 publicly-owned parcel clusters (33 acres) extending from 47th & King Drive, to 63rd Street to Stony Island, to 71st Street, to Exchange.

\$2.66 million awarded to Emerald South from the State of Illinois ICJIA R3 Grant, The Chicago Community Trust, Citi Foundation, & Pritzker Traubert Foundation





before



after

Nuisance

Stabilize

Beautify

design ideas



MID-BLOCK SITE: EXISTING



MID-BLOCK SITE: PROPOSED (FLOWER FIELDS)

TREATMENT

- Lot tidying
- Split rail fence
- High grass border
- Flower field plantings

design ideas



MID-BLOCK SITE: EXISTING



MID-BLOCK SITE: PROPOSED (FLOWER FIELDS)

design ideas



WHOLE BLOCK SITE: EXISTING

WHOLE BLOCK SITE: PROPOSED (RAISED BEDS)

Outcomes Overview

Mental Health

- Remove debris and installing attractive railing
- Strategically placed benches/tables/art to create neighborhood hubs

Physical Health

- Greened walkways
- Interactable gardens to practice green exercise

Reduced Crime

- Clearing and mowing lots and prevent dumping
- Increasing visibility and sightlines along commercial corridors

Increased Land Value

- Remove worst offenders dragging down land values
- Use pocket parks strategically to bring lot greening to isolated residential blocks

Improved Walkability

- Install shrubs and trees to improve walking experience
- Bridge gaps in business activity along commercial corridors with green “check points”

Environmental Resiliency

- Removing pollutants, attracting pollinators & intercepting stormwater
- Rain gardens to control flooding
- Interconnected green rain parks

Removing pollutants, attracting pollinators & intercepting stormwater

| FORBS ORGANIZED BY BLOOM TIME | | SPRING | SUMMER | FALL | WINTER | SUNLIGHT | HEIGHT | SPACING | MOISTURE | SOIL TYPE | COMMON ECOSYSTEM | ATTRACTION | DRY/TOLERANCE |
|-------------------------------|------------------------------------|--------|--------|------|--------|----------|----------|----------|----------|----------------------|--------------------|------------|---------------|
| COLUMBINE | <i>Aquilegia canadensis</i> | | | | | | 2-3' | 1-1 1/2' | | SANDY, ROCKY, ACIDIC | WOODLAND | | |
| GOLDEN ALEXANDERS | <i>Zizia aurea</i> | | | | | | 1-3' | 1-2' | | LOAM | WET PRAIRIE | | |
| FOXGLOVE BEARDTONGUE | <i>Penstemon digitalis</i> | | | | | | 2-3' | 1-1 1/2' | | LOAM | BLACK SOIL PRAIRIE | | |
| WILD QUININE | <i>Parthenium integrifolium</i> | | | | | | 1-2 1/2' | 1-2' | | LOAM | BLACK SOIL PRAIRIE | | |
| SULLIVAN'S MILKWEED | <i>Asclepias sullivanii</i> | | | | | | 2-3' | 1-2' | | LOAM | WET PRAIRIE | | |
| WHITE WILD INDIGO | <i>Baptisia alba</i> | | | | | | 3-6' | 2 1/2-3' | | TOLERANT | BLACK SOIL PRAIRIE | | |
| NEW JERSEY TEA | <i>Ceanothus americanus</i> | | | | | | 2-3' | 1 1/2-3' | | LOAM, ROCKY | BLACK SOIL PRAIRIE | | |
| PURPLE PRAIRIE CLOVER | <i>Dalea purpurea</i> | | | | | | 1-3' | 1 1/2-2' | | TOLERANT | BLACK SOIL PRAIRIE | | |
| PALE PURPLE CONEFLOWER | <i>Echinacea pallida</i> | | | | | | 1-3' | 1-1 1/2' | | LOAM, CLAY, ROCKY | BLACK SOIL PRAIRIE | | |
| FALSE SUNFLOWER | <i>Heliopsis helianthoides</i> | | | | | | 3-5' | 1 1/2-3' | | TOLERANT | WOODLAND BORDER | | |
| YELLOW CONEFLOWER | <i>Ratibida pinnata</i> | | | | | | 2-4' | 1 1/2-2' | | LOAM, CLAY LOAM | BLACK SOIL PRAIRIE | | |
| BLACK-EYED SUSAN | <i>Rudbeckia fulgida</i> | | | | | | 2-2 1/2' | 1 1/2-2' | | TOLERANT | DRY PRAIRIE | | |
| SWAMP MILKWEED | <i>Asclepias incarnata</i> | | | | | | 3-5' | 1 1/2-3' | | LOAM, CLAY, SILT | FLOODPLAIN | | |
| POKE MILKWEED | <i>Asclepias exaltata</i> | | | | | | 2-6' | 2-3' | | LOAM, SANDY | WOODLAND OPENING | | |
| BUTTERFLYWEED | <i>Asclepias tuberosa</i> | | | | | | 1-2 1/2' | 1-3' | | SANDY, ROCKY, ACIDIC | SAND PRAIRIE | | |
| WILD BERGAMOT | <i>Monarda fistulosa</i> | | | | | | 2 1/2-4' | 2-3' | | LOAM | BLACK SOIL PRAIRIE | | |
| COMPASS PLANT | <i>Silphium laciniatum</i> | | | | | | 6-12' | 1 1/2-3' | | LOAM | TALLGRASS PRAIRIE | | |
| COMMON MOUNTAIN MINT | <i>Pycnanthemum virginianum</i> | | | | | | 1-3' | 1-1 1/2' | | TOLERANT | WET PRAIRIE | | |
| RATTLESNAKE MASTER | <i>Eryngium yuccifolium</i> | | | | | | 2-5' | 1 1/2-2' | | TOLERANT | BLACK SOIL PRAIRIE | | |
| PURPLE JOE PYE WEED | <i>Eutrochium purpureum</i> | | | | | | 3-7' | 3-4' | | SILT/SANDY LOAM | WET PRAIRIE | | |
| PRAIRIE BLAZING STAR | <i>Liatris pycnostachya</i> | | | | | | 2-4' | 1-1 1/2' | | LOAM, CLAY | BLACK SOIL PRAIRIE | | |
| OBEDIENT PLANT | <i>Physostegia virginiana</i> | | | | | | 3-4' | 1-2' | | LOAM | WET PRAIRIE | | |
| GREAT BLUE LOBELIA | <i>Lobelia siphilitica</i> | | | | | | 2-3' | 1-1 1/2' | | TOLERANT | UPLAND WOODLAND | | |
| MISSOURI IRONWEED | <i>Vernonia missouriensis</i> | | | | | | 1-3' | 2-3' | | LOAM | BLACK SOIL PRAIRIE | | |
| ROUGH BLAZING STAR | <i>Liatris aspera</i> | | | | | | 2-5' | 1-1 1/2' | | TOLERANT | BLACK SOIL PRAIRIE | | |
| SMOOTH BLUE ASTER | <i>Symphotrichum laeve</i> | | | | | | 1 1/2-3' | 1 1/2-2' | | TOLERANT | BLACK SOIL PRAIRIE | | |
| ELM-LEAVED GOLDENROD | <i>Solidago ulmifolia</i> | | | | | | 1-3' | 1-3' | | LOAM | MESIC WOODLAND | | |
| NEW ENGLAND ASTER | <i>Symphotrichum novae-angliae</i> | | | | | | 2-4' | 2-3' | | LOAM/CLAY | BLACK SOIL PRAIRIE | | |
| SHORT'S ASTER | <i>Symphotrichum shortii</i> | | | | | | 2-3 1/2' | 1-1 1/2' | | LOAM | MESIC WOODLAND | | |
| OTHERS ORGANIZED BY HEIGHT | | | | | | | | | | | | | |
| PENNSYLVANIA SEDGE | <i>Carex pensylvanica</i> | | | | | | 1/2-1' | 1/2-1' | | SANDY LOAM | UPLAND WOODLAND | | |
| PRAIRIE DROPSEED | <i>Sporobolus heterolepis</i> | | | | | | 2-3' | 2-3' | | LOAM, ROCKY | HILL PRAIRIE | | |
| GRAY'S SEDGE | <i>Carex grayi</i> | | | | | | 2-3' | 1 1/2-2' | | TOLERANT | MOIST WOODLAND | | |
| LITTLE BLUESTEM | <i>Schizachyrium scoparium</i> | | | | | | 2-4' | 2-3' | | TOLERANT | HILL PRAIRIE | | |
| INDIAN GRASS | <i>Sorghastrum nutans</i> | | | | | | 3-7' | 2-3' | | TOLERANT | SAVANNAH | | |
| BIG BLUESTEM | <i>Andropogon gerardi</i> | | | | | | 3-8' | 2-3' | | TOLERANT | TALLGRASS PRAIRIE | | |

SOURCES:
 ILLINOIS WILDFLOWERS:
www.illinoiswildflowers.info
 PRAIRIE MOON NURSERY:
www.prairiemoon.com
 MISSOURI BOTANICAL GARDEN:
www.missouri.edu
 GARDENER EXPERIENCE

ATTRACTION: ATTRACTS BEES ATTRACTS HUMMINGBIRDS ATTRACTS BIRDS
 DROUGHT TOLERANCE: TOLERATES DROUGHT TOLERATES DROUGHT, BUT MAY YELLOW AND DROOP WILL NOT SURVIVE EXTENDED DROUGHT

LEGEND
 SUNLIGHT: SUN PART SUN/PART SHADE SHADE
 MOISTURE: WET MOIST MESIC DRY

ILLINOIS NATIVE PLANTS FOR THE HOME LANDSCAPE

Partnering with Chicago Architectural Biennial

483k
visitors

to the Chicago Architectural
Biennial in 2019



The Available City, asks us to consider the impact collective space can have in cities today by finding creative uses for 15,000 city-owned vacant lots

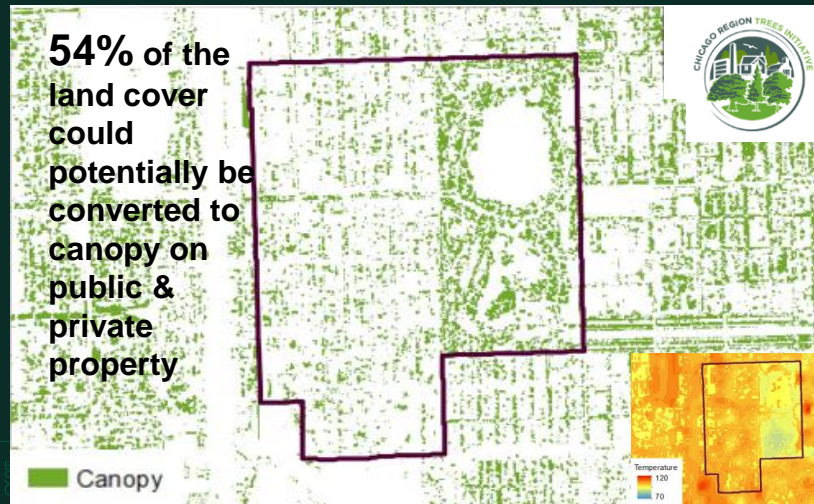
Economic benefits of tree canopies

- Urban trees **save energy** by reducing surface temperatures and shading buildings.
- They **store carbon dioxide** and **remove pollutants** from the air.
- They **intercept stormwater** and help **reduce flooding**.
- Residents preferentially buy properties that have more trees, meaning that **trees increase property value**.

Tree canopies are estimated to provide:

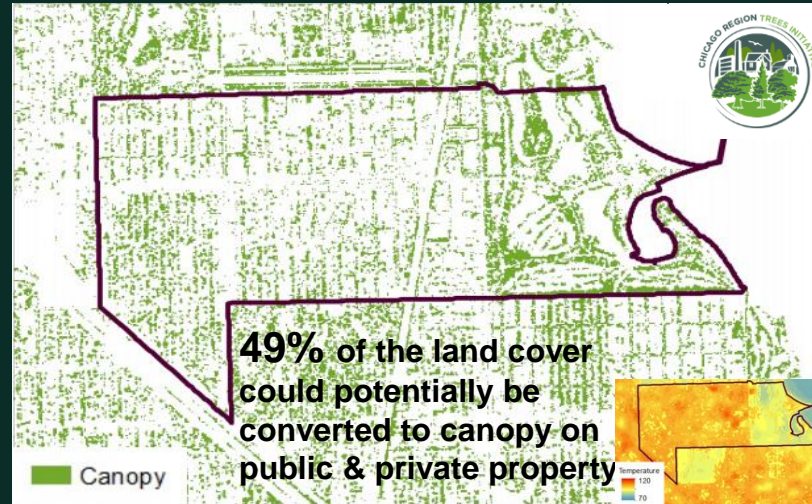
Washington Park

\$352,800 annual benefits



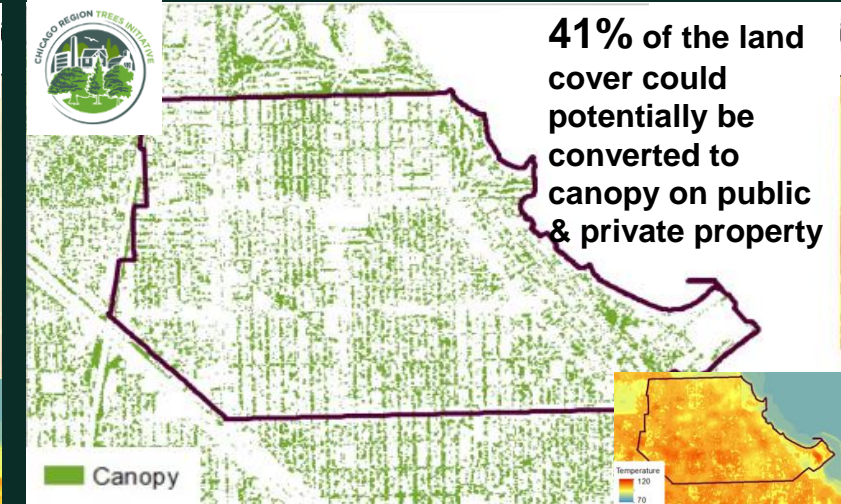
Woodlawn

\$794,200 annual benefits



South Shore

\$694,400 annual benefits



Terra Firma at-a-glance:



Adult Workforce & Jobs



Entrepreneurship Training



Youth Entrepreneurship & Workforce



Site Design



Installation & Improvements



Neighbor Training & Engagement



Art & Activation



Maintenance



Data & Metrics

Sub Awardees & Community Partners



- Brown & Sons Landscaping
- PLS Services
- United Scaffolding
- Urban Renewal

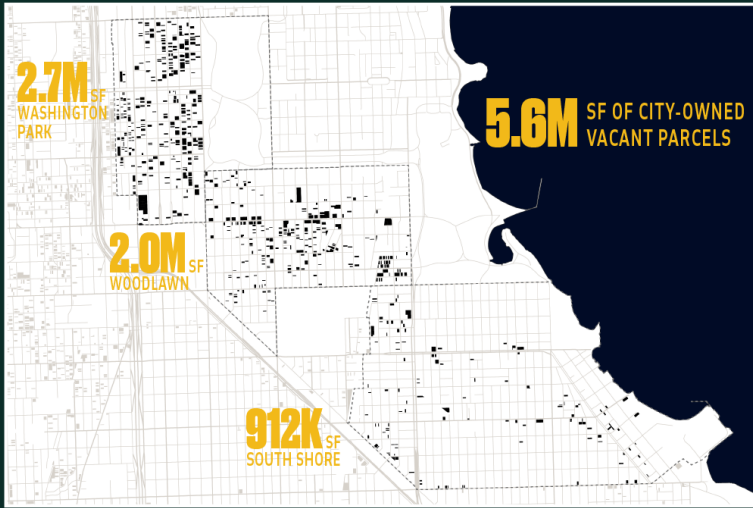


Community Gardens: 46th Community Block Club; The Sacred Keepers Youth Garden; Burke Elementary School Garden; Piece of Peace Gardens; 42nd Street Garden of Joy; Artist Garden; Tranquil Garden; South Chicago People's Park; Dorchester Community Garden; South Merrill Community Garden; Margaret Burroughs Community Park; Bronzeville Cultural Garden; Woodlawn Botanical Nature Center; Windsor Park Community Garden; Windsor Park Community Garden 2; Africa International House; Bush Children's Community Garden

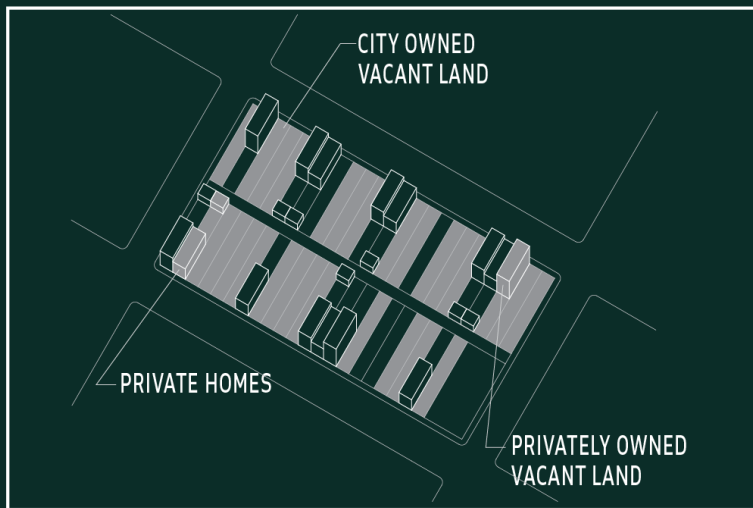
ES 2025 PLAN



IN EMERALD SOUTH VACANT LAND IS AN ASSET

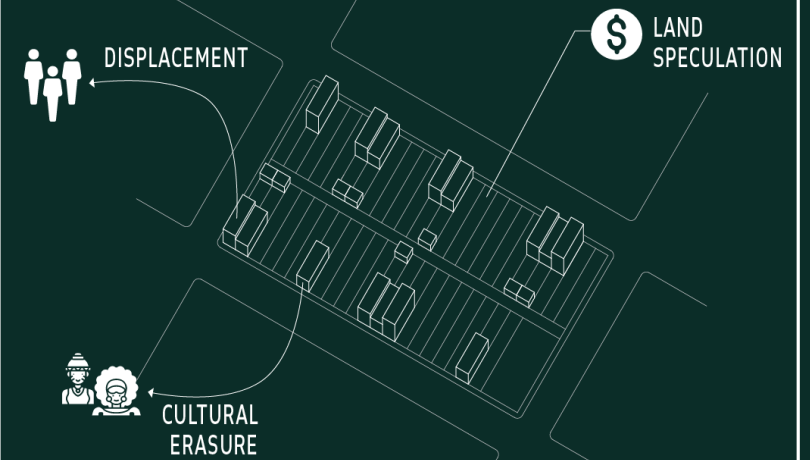


NOW IS THE TIME TO RECAPTURE ITS VALUE

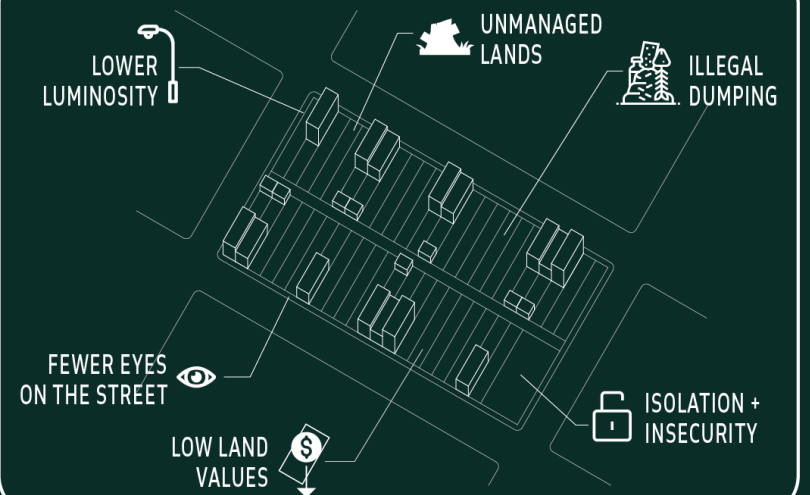


WITH
TARGETED INVESTMENTS
THAT

PROTECT AGAINST NEGATIVE CONSEQUENCES



TRANSFORM VULNERABILITIES



R3 Overview: Year 1 Outcomes & Beyond

Workforce Development

- **Year 1 Results:** Employed 7 adult trainees & 44 youth in green industry training; 12 participants successfully completed entrepreneurship program
- **YEAR 2:** An additional 40 individuals will be trained in green industry work; 20 adults and 20 students. 20 local landscaping and ancillary businesses complete the entrepreneurship program



R3 Overview: Year 1 Outcomes & Beyond

Maintaining Green Space

- **Year 1 Results:** Improved 20 acres of private- and city-owned vacant lots
- **YEAR 2:** Improve and maintain the 20 acres of vacant land from Year 1, plus an additional 20 acres in year 2



R3 Overview: Year 1 Outcomes & Beyond

Increase Community Capacity

- *Year 1 Results: Held 6 community events*
- **YEAR 2:** Continue to be involved in community events



R3 Overview: Year 1 Outcomes & Beyond

Build Capacity for Local Landscapers

- **Year 1 Results:** Provided 4 local minority companies with over \$400K in contracts
- **YEAR 2:** Providing \$350,000 worth of contracts to local landscape companies to improve and maintain vacant land. Roughly 6 local minority landscape contractors



R3 Overview: Year 1 Outcomes & Beyond

Rebuild Community Garden Capacity

- **Year 1 Results:** Reengaged with community partners within the service region and provided support for over 15 community managed gardens with fall clean-up and small carpentry projects
- **YEAR 2:** Provide 30 community assistance project days



R3 Overview: Year 1 Outcomes & Beyond

Create a Green Industry Workforce

- **Year 1 Results:** Recruited 13 existing trainees employed through the City of Chicago's Greencorps Chicago core program
- **YEAR 2:** Employ 20 trainees participants in the Greencorps training program



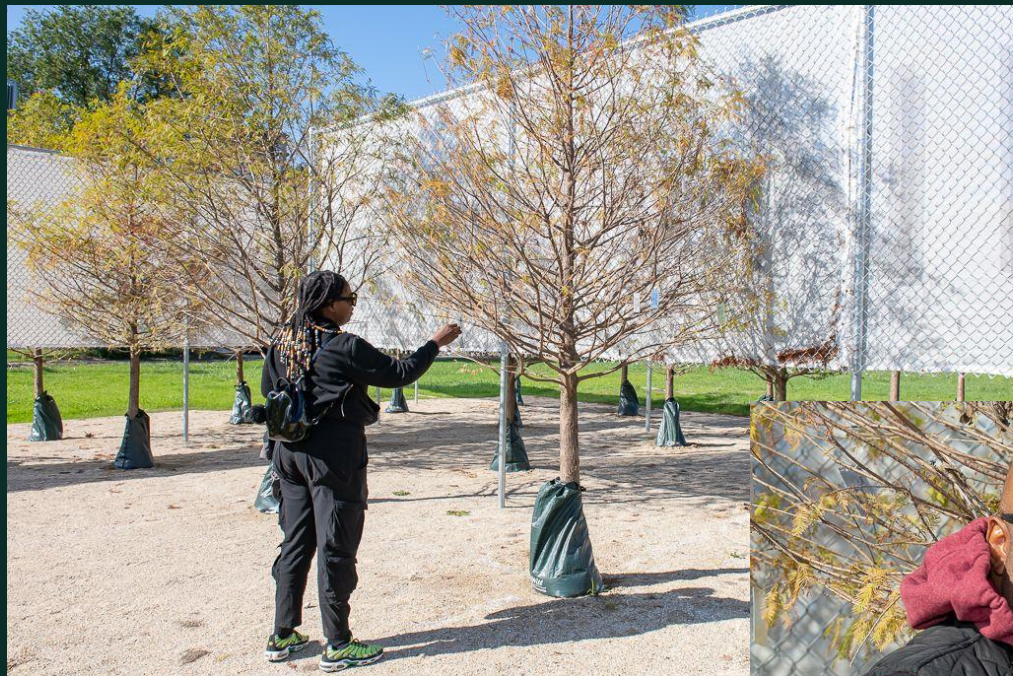
R3 Year 1 Terra Firma Images



R3 Year 1 Terra Firma Images



R3 Year 1 Terra Firma Images



sandra steinbrecher
photographer

sandra steinbrecher
photographer

R3 Year 1 Terra Firma Images



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R3 Year 1 Terra Firma Images



R3 Year 1 Terra Firma Images



RECRUITING FOR

EMPLOYMENT WITH TRAINING

4-MONTH GREEN INDUSTRY EMPLOYMENT OPPORTUNITY:

- WORK OUTSIDE
- ON-THE-JOB TRAINING
- EARN LICENSES AND CERTIFICATIONS
- BACKGROUND FRIENDLY

ELIGIBILITY REQUIREMENTS:

- AT LEAST 18 YEARS OF AGE
- CITY OF CHICAGO RESIDENT
- PREFERENCE GIVEN TO RESIDENTS FROM THE MID-SOUTH REGION (SEE MAP)
- PASS DRUG SCREENING
(Not testing for marijuana use)



VISIT

**WWW.GREENCORPSCHICAGO.ORG/TERRA-FIRMA-PROGRAM/
TO SUBMIT AN APPLICATION ONLINE TODAY**

Email TerraFirma@greencorpschicago.org or call **312-724-9791** for more info

Terra Firma

Sunshine Enterprises
Group Coaching



Agenda

- Welcome – Laura Lane
- Introductions
- Target Market Research - SBDC
- Mila Marshall - Target Market
- Next Steps

Introductions

- Name
- Business/Organization Name
- 1 goal you have for this meeting

How to position your business for the Green Economy

- Local/sustainable
- Sourcing materials
- How green is your business
- Internal operations - paper use
- Product and services
- Phasing