

# THE 1901 PROJECT

NEIGHBORHOOD PARTNERSHIP COMMITMENTS

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## EXECUTIVE SUMMARY

The 1901 Project represents an opportunity for a collaborative neighborhood partnership aimed at fostering sustainable growth and promoting generational wealth for Chicago's West Side.

After a series of meetings and listening sessions with Alderman Burnett (27<sup>th</sup> Ward), community groups and leaders, The 1901 Project developed the following initial neighborhood partnership commitments, including:

- 1. Economic Opportunity:** *Foster workforce development, job opportunities and small business growth within the neighborhood and empower current residents to continue to connect and thrive within the community.*
  - Workforce Development & Hiring: Goal of 30% MBE and 8% WBE with emphasis on Local Hiring for Construction
  - 1901 Economic Development Program: Dedicated Affordable Retail Space, Capital, Mentorship, Long-Term Operational Job Opportunity
  - 1901 Heritage Fund: Affordable Housing, Workforce Housing, Student Housing, Subsidies for Home Improvement and Real Estate Taxes for Qualified Residents
  
- 2. Neighborhood Safety & Belonging:** *Strengthen and foster connections within the neighborhood and create spaces for residents and visitors to feel safe.*
  - Improved Streetscape & Walkability
  - Dedicated Community Room in Music Hall
  - 24/7 Security Center
  - Henry Horner Annex Enhancements
  
- 3. Youth Engagement:** *Collaborative programming to elevate existing youth initiatives and programs and create intentional pathways for young people to develop their interests and explore career pathways connected to sports, wellness and the performing arts.*
  - Sports and Wellness Programming
  - Performing Arts Programming
  - Career Exposure & Pathing

The document outlines the above initial elements of the neighborhood partnership plan emerging from The 1901 Project. It serves as a foundation for fostering collaboration and creating opportunities. As the vision unfolds, we will continue to engage with community groups and other stakeholders to refine and expand the plan. This evolution will not only span the 10-15 years of construction but extend into the foreseeable future, ensuring that the partnership remains responsive to the community's needs and delivers lasting impact.

**Program Boundaries**

The three categories of neighborhood partnership outlined are designed to bring lasting benefits and positive, long-term impact to our neighborhood, with a primary focus on the **Westhaven** community, bounded by Lake Street, Van Buren Street, Ashland Avenue, and Western Avenue. Additionally, the project aims to extend its positive impact across the entire **27th Ward, the West Side** of Chicago, and, ultimately, the **city of Chicago** as a whole.

**Implementation**

The proposed neighborhood partnership provides a strong foundation for fostering economic opportunity and vibrancy on Chicago's West Side. Designed with a long-term vision over 10-15 years, the proposal emphasizes a dynamic approach, allowing for growth and evolution as milestones are achieved. This adaptability ensures that the partnership remains responsive to the community's needs while creating sustainable pathways for development.

The 1901 Project is driven by a dedicated team committed to bringing this vision to life. The 1901 Development team is composed of a diverse group of executives, leveraging their expertise across a range of disciplines, including:

- **C-Suite Leaders** - Providing strategic oversight and integration
- **Strategy & Development** - Ensuring the project aligns with long-term community goals
- **Communications and Marketing** - Engaging stakeholders and amplifying the project impact
- **Community Relations** - Developing meaningful connections with local residents and organizations and creating effective programming.
- **Design and Operations** – Ensuring the physical and functional elements meet the highest standards, supported by cutting-edge Technology and robust Security measures.

This multidisciplinary team is united by the continued legacy of commitment to further invest in and uplift Chicago's West Side. Together, this team has been and will continue to be present in the neighborhood every day to connect with people and evaluate areas of opportunity.

An immediate focus of the initiative will be commitments related to construction and workforce development. These elements serve as the first step in the process, laying the groundwork for the broader vision. By prioritizing local hiring, training programs, and equitable opportunities, the partnership seeks to empower the community with resources and skills that generate lasting economic benefits.

As each phase of the proposal is successfully implemented, it will unlock new opportunities to build upon the progress achieved. From expanding educational initiatives and local business partnerships to enhancing infrastructure and public spaces, every step will serve as a building block for the next. This forward-thinking approach ensures that the partnership not only delivers on its initial commitments but also creates a ripple effect of growth and possibility across the neighborhood.

**Market West Community Group**

On December 19, the newly formed community group - Market West - convened with The 1901 Project development team to promote continued collaboration and strengthen ties with the surrounding neighborhood.

Market West brings together representatives from key organizations, including Near West Side Development, JLL/Synergy, Communities Empowered Through Construction, Bosca Realty, Major Adams Community Council/Essential Community Resource, Our Hope is Unity, and Homeowners of West Town United. The group is focused on building upon the initial neighborhood partnership commitments, enhancing communication throughout the community, and identifying opportunities for meaningful neighborhood partnerships during the development process and beyond. This collective effort underscores a shared commitment to ensuring The 1901 Project reflects the needs and aspirations of the community it serves.

The group efforts are rooted in the careful stewardship of City resources, ensuring fiscal stability while advancing meaningful redevelopment in the Market West area. Central to their mission is addressing long-standing challenges faced by the West Side, preserving its rich history, and enhancing its future. Equally important is their commitment to equity, ensuring that city residents and businesses from historically excluded groups have access to employment and contracting opportunities associated with this transformative project. Proposed neighborhood partnership opportunities will continue to be reviewed with the community through the Market West group and small workshop meetings.

Once the foundational elements of the neighborhood partnership is launched and phase one construction is underway, the council will convene on an agreed upon timeline to review program success, discuss potential adjustments, and ensure alignment with community goals.

We will continue to work collaboratively with our neighborhood partners and allies on future goals recognizing that there's room for growth and expansion of the existing partnership.

## BACKGROUND

The 1901 Project was envisioned by the United Center Joint Venture, a partnership between two Chicago families - the Wirtz and Reinsdorf families. For decades, the Wirtz and Reinsdorf families have been deeply rooted in Chicago's West Side, beginning with the old Chicago Stadium and continuing with the construction of the United Center in 1994.

Since opening its doors in 1994, it has been home to the six-time NBA champion Chicago Bulls and the six-time Stanley Cup Champion Chicago Blackhawks as well as host to some of the most iconic moments in sports and entertainment history. Constructed to succeed the legendary Chicago Stadium, this multi-purpose venue stands as a flagship of professional sports while also serving as a leading destination for concerts, collegiate sporting events, conventions, and other marquee events. Spanning over 960,000 square feet, the United Center features a maximum seating capacity of 23,500 for large scale events and concerts in the round, making it a sought-after location for live performances. With nearly 21,000 seats for basketball, it is the largest arena in the NBA and the second largest in the NHL, accommodating 19,717 fans for hockey games. This expansive facility remains a cornerstone of Chicago's vibrant sports and entertainment landscape.

The Wirtz and Reinsdorf families steadfast commitment to the West Side is reflected not only in the arena itself but also in their extensive community initiatives and philanthropic efforts through Chicago Bulls Charities, the Chicago Blackhawks Foundation, and the United Center. Together, these efforts have established a legacy of engagement, support, and investment in the surrounding community.

In addition, the Wirtz and Reinsdorf families have invested over \$1 billion in private funding to date to develop the area surrounding the United Center, reinforcing their dedication to fostering economic and neighborhood growth. The 1901 Project builds on this strong foundation, serving as the latest chapter in their continued commitment to uplift the West Side and deliver meaningful impact to their neighbors by cultivating next-generation growth and developing a neighborhood-of-choice with resources and opportunity for its residents.

As a deliberate design choice, this project is not reflective of what is commonly referred to as entertainment district. At its core, The 1901 Project aims to create a vibrant and inclusive neighborhood. With that in mind, The 1901 Project team has partnered closely with community stakeholders to understand their vision and the priorities identified to create a neighborhood that is safe, accessible and invests in the future and economic vitality of the West Side. The priorities were clear: to invest in the youth in the area (Youth Engagement), to create a safe community where residents are able to stay (Neighborhood Safety & Belonging), and to generate economic opportunities for individuals and small businesses (Economic Opportunity).

The 1901 Project marks a significant milestone in the next chapter of the United Center and Chicago's West Side. The 1901 Project is a multi-year, multi-phase \$7 billion private investment to transform over 55 acres of surface parking lots on Chicago's West Side into a vibrant neighborhood

with more than 25 acres of public open space, housing, retail and entertainment. The 1901 Project is poised to be the largest private investment in the area's history. The 1901 Project is poised to be the largest private investment in the area's history.



## CATEGORY 1: ECONOMIC OPPORTUNITY

The **Economic Opportunity** pillar of The 1901 Project is designed to empower the community and drive economic stability by focusing on three key areas:

1. Workforce Development and Hiring
2. 1901 Economic Development Fund
3. 1901 Heritage Fund

### **Workforce Development and Hiring**

The 1901 Project seeks to equip local residents with the skills and training needed to secure sustainable jobs, while actively hiring from within the community to promote local development and long-term employment. Starting with construction, The 1901 Project is committed to the goal of supporting 30% minority-owned business (MBE) and 8% women-owned business (WBE) in alignment with City requirements throughout the multi-phased development. Hiring processes will prioritize the Westhaven neighborhood residents followed by the 27<sup>th</sup> Ward, larger West Side community and all of Chicago.

The development is anticipated to provide thousands of construction jobs at full maturity across various disciplines – including nearly 2,000 in phase one set to begin in 2025. An emphasis will be on providing construction jobs locally. We will develop our plan with Communities Empowered Through Construction, and other key partners. The development will connect interested residents, local MBE/WBE general contractors and relevant small businesses to opportunities within the construction phases. Every qualified contractor within Westhaven and the 27<sup>th</sup> ward will have the opportunity to be consulted.

The 1901 Project is a multi-phase, multi-year development that provides a clear pathway for trades workers to advance from journeyman to master tradesman. An agreed upon number of community hires will be built into subcontractor agreements and The 1901 Project will commit an agreed upon amount per year to support appropriate training and recruiting initiatives to further advance efforts.

### **1901 Economic Development Fund**

Drawing inspiration from a version of a successful program conceived prior to the construction of the United Center in the 1990s, the 1901 Economic Development program is designed to support residents, small businesses and entrepreneurs within the community by providing access to resources, capital, and mentorship – helping to stimulate local innovation and stability. Local small businesses that meet qualifications will be selected to participate in the 1901 Economic Development programming.

In addition to providing capital resources, the 1901 Economic Development program will leverage relationships with relevant industry partners to mentor selected small businesses in best practices to enhance operations and further the success of the small business. The program will also carve

out an agreed upon allotment of new space that will be dedicated affordable retail space within The 1901 Project footprint to support local MBE/WBE business, community opportunity and investment.

By providing space, capital resources and mentorship opportunities, The 1901 Project will empower local small businesses to operate and flourish within the West Side community for years to come.

Upon the completion of phase one construction, The 1901 Project will focus on operational job placements for community residents.

### **1901 Heritage Fund**

The 1901 Heritage Fund is designed to invest in community infrastructure to promote economic self-sufficiency among households and promote generational wealth for existing residents. It will honor and preserve the legacy of long-term West Side residents by providing financial support and resources that enable them to maintain and improve their homes to remain integral members of their community.

Qualified real estate owners who have lived in the Westhaven community for 30 years will be eligible to apply for subsidies, which can be used for home improvements or to offset increases in real estate taxes, provided they continue to own and occupy their housing unit.

In addition to the above initiatives, The 1901 Project is committed to including 20% affordable housing, workforce housing (at a to-be-determined AMI) and student housing within the development footprint.

### **Application for Fund Support and Resources**

Residents interested in applying for support and resources from the 1901 Economic Development Fund or 1901 Heritage Fund can visit [The1901ProjectChicago.com/Community](https://The1901ProjectChicago.com/Community) and submit their information via the included forms.

## CATEGORY 2: NEIGHBORHOOD SAFETY & BELONGING

The purpose of the **Neighborhood Safety & Belonging** pillar of The 1901 Project is to strengthen and foster connection within the neighborhood and create spaces where residents and visitors not only *feel* safe but are truly safe.

This vision will result in a place and purpose for residents to connect and thrive safely on Chicago's West Side. The design reflects this vision by developing more than 25 acres of accessible public open space as a tribute to the community.

### **Overall Improved Pedestrian Experience & Walkability**

The 1901 Project is focused on enhancing the pedestrian experience by creating wider, safer pathways that encourage health, accessibility, and walkability throughout the neighborhood. These improved pathways will offer residents and visitors a more comfortable and secure environment for walking, fostering a community space that promotes active lifestyles and strengthens neighborhood connections.

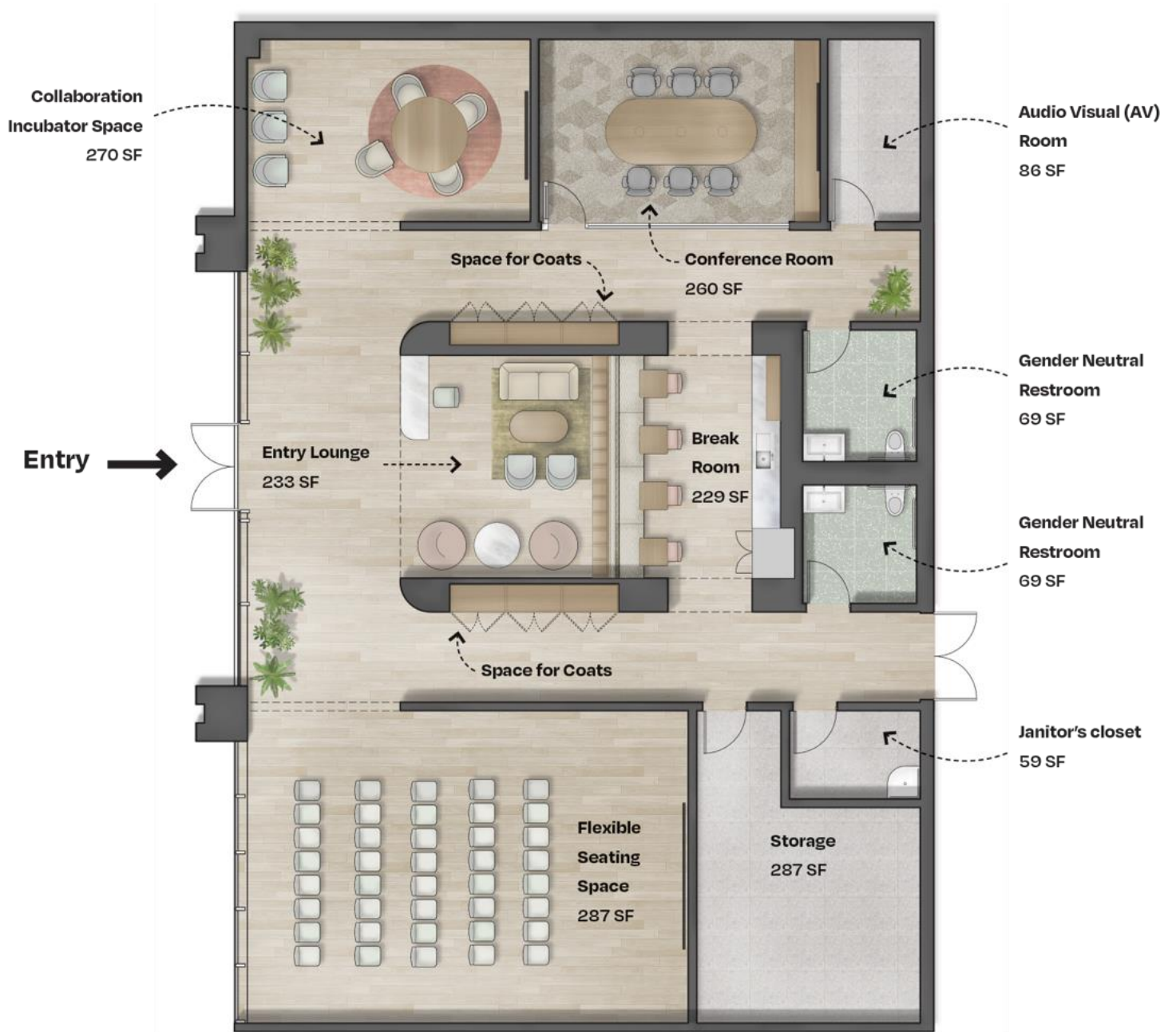
Examples of improved features for residents include elevated and signaled crosswalks, lighting and bus shelters.

### **Music Hall & Community Room**

The 1901 Project footprint includes approximately 3,000 square feet of dedicated meeting space within the Music Hall that will be community-empowered and led.

The space is designed to be dynamic and equipped with technology to support various needs. While the area can be used as meeting or presentation space for an occasion, it can be transformed and utilized as a business incubator space for the neighborhood. In addition to providing dedicated space, the 6,000-capacity venue also unlocks potential to support the community in new ways in the future. It will be open to community events such as performances, training groups, meetings, educational gatherings and neighborhood associations. The additional ground-up venue will provide a training ground to educate and provide exposure to youth groups and young adults for career pathing and provide opportunity to host larger-scale community events such as graduation ceremonies.

**Community Room Conceptual Layout**



**Henry Horner Annex**

The 1901 Project will enhance the Henry Horner Annex through targeted improvements that will elevate both the look and function of the Annex site. Plans include:

- Develop landscaping to boost curb appeal
- Enhance streetscapes and walkability, fostering a safer and more pleasant pedestrian experience
- In collaboration with the Alderman and City, supplemental parking will be provided along Honore Street for Henry Horner residents
- Explore additional enhancements to the community assets, including improvements to the basketball court


**24/7 United Center Security Center**

For the safety and security of the neighborhood, a 24-hour, fully operational security operations center will be established within the 1901 footprint utilizing existing infrastructure directly connecting the Office of Emergency Management & Communications (OEMC) to the 1901 development.

**Website Resource**

Neighborhood residents can visit [The1901ProjectChicago.com/Community](http://The1901ProjectChicago.com/Community) for access to informational resources and neighborhood partnership details. In addition to submitting feedback, residents can complete a form to express interest in participating in future small workshop sessions focused on the following topics:

- Contracting and Construction
- Restaurant, Retail, and Small Business Development
- Youth Programming and Engagement
- Neighborhood Safety and Belonging
- Employment and Workforce Development



## CATEGORY 3: YOUTH ENGAGEMENT

### Background

As part of the ongoing commitment to the neighborhood, a formal working group have been collaborating with community leaders to develop a comprehensive, collaborative plan centered on supporting and investing in local youth. Through a series of working sessions, the group identified opportunities for program partnerships, resource sharing, and areas where this plan can bridge existing gaps.

The youth engagement plan is intended to connect and elevate the programs that already exist to support initiatives that are important to local youth, provide new opportunities within those initiatives, and create more intentional pathways for youth to develop their interests and explore career pathways connected to sports, wellness and the performing arts.

### Process

Local organizations most proximate to the arena were identified. The relevant organizations represented were:

- Elementary Schools: Suder Montessori, Brown Elementary
- High Schools: Chicago Bulls College Prep, Richard T. Crane Medical Prep
- Post-Secondary Institutions: Malcolm X
- Community Centers: James Jordan Boys and Girls Club, Mabel Manning Library

Through a series of monthly working group sessions, representatives from these organizations along with the Chicago Blackhawks, Chicago Bulls and United Center have been learning more about each other, the students they serve, and the programs that each organization operates.

Together, the working group aligned on a shared vision for community collaboration: to bring community voice and perspective to the project and to build a deeper and more authentic connection to The 1901 Project.

Two shared priorities resonated among the group as focus points that could enable brighter futures for local youth:

- **Sports + Health/Wellness:** Engaging youth in understanding the importance and value of health and wellness through sports; as well as the opportunities for jobs and careers in this industry.
- **Performing Arts:** Leveraging our spaces and artist partnerships to develop interest in the performing arts, including opportunities for technical careers in this field.

In addition to the programming offered to connect the youth through the community organizations, there was expressed interest in developing opportunities for youth (middle school through high school) for job exposure, workforce development, and job pathing.



**Sports + Health/Wellness**

With over 2,500 students served by the schools in the immediate vicinity of the 1901 footprint, there is an opportunity to enhance sports/wellness programming and job exposure/pathing programs in existing activities offered by schools and community partners. Longer term, there will be opportunity to scale these initiatives more broadly to serve the greater West Side of Chicago and beyond.

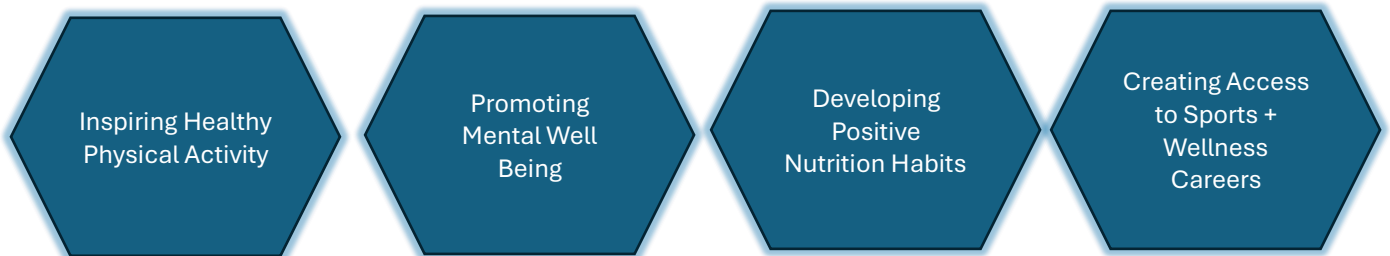
Currently, 16–19-year-olds on the West Side of Chicago continue to face challenges in securing consistent jobs. In some cases, nearly 90% of teens are facing joblessness. By providing exposure, pathing, and certifications for jobs that resonate with this age group - particularly within the sports and health and wellness space - we can close the gap for wealth generation at earlier ages and create talent pipelines for roles that exist within The 1901 Project footprint.

Through the sports and wellness pillar, the working group will focus on both programming that creates healthier outcomes for youth and opportunities for exposure and career pathing in this field.

**Objective #1:** Develop and/or enhance sports/wellness programs to improve outcomes for young people long-term, closing the health equity gap on the West Side.

**Objective #2:** Create a cohesive career exposure and job pathing continuum from K-5 through Post secondary that increases understanding on jobs/careers in sports and wellness.

In order to fulfill the objectives, we will work in partnership with schools, after school programs and community organizations aimed at the following:





There is significant opportunity to support and leverage existing programs and build new programming that ties to at least one of these principles. Examples include:

- Partnering with the Boys and Girls Clubs **All Star Sports Leagues** program, alongside the **Chicago Blackhawks G.O.A.L.** program to offer free, inclusive clinics and tournaments in the new park spaces with a particular focus on the **fields and sport courts** to the west of the United Center that are part of the Phase One plan.
- Working with Manning Public Library’s **“A Plate of Our Own”** program as well as the Boys and Girls **Gardeneering Program** to empower youth through garden and farm programs. We will explore opportunities to integrate seasonal gardening space within the **25 acre park space**.
- We will partner with the chefs that are part of the new retail/restaurants of Project 1901 and integrate them in the **Blackhawks Healthy Hawks** program which teaches young people the fun of using fresh ingredients and cooking healthy recipes.
- We will create a holistic job exposure and pathing continuum, serving the students nearest to our campus, and beyond with a focus on sports and wellness careers including those in team front offices; broadcasting; sports and personal training; and mental health and physical therapy. We will work alongside Manning Library’s resource offerings including their **resume reviews**; as well as the Boys and Girls Clubs **Great Opportunities (GO) program** that offers youth ages 16-24 workforce development through skills assessments, certifications and job-readiness programming. As part of this continuum we will also leverage in school programming such as **Brown’s Broadcasting track**.

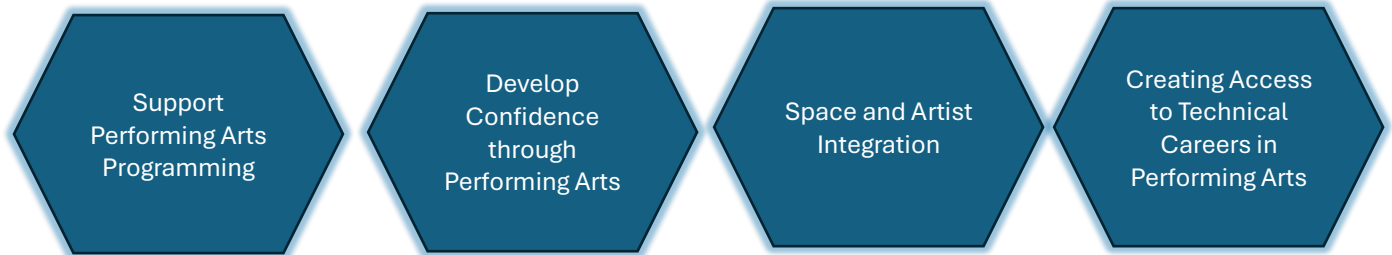
### **Performing Arts**

The United Center is one of the busiest indoor arenas in the world, featuring national and international artists and performances. Despite the proximity to the United Center with access to large-scale performances and opportunities for exposure, there are no schools in the surrounding vicinity that offer performing arts-based curriculum as a core subject. All of the programs offered by the surrounding schools are designed and managed through after-school programs or have been created by teachers/administrators with a passion for that subject area. Arts programs continue to be cut by Chicago Public Schools, even with growing interest to pursue opportunities within these fields. **Given this, there is opportunity to leverage the new Music Hall to enhance the programs that currently exist and provide new opportunities for engagement through exposure to the performing arts and entertainment industry offering new and unique experiences for neighborhood youth.**

**Objective #1:** Develop or enhance current performing arts programs that exist by providing engagement opportunities for young people through spaces, people, or programs that continue to foster a love of performance and the arts and filling a gap that currently exists on the West Side.

**Objective #2:** Create job exposure and pathing learning opportunities for young people across the spectrum of performing arts careers post-secondary school that increases understanding of education and career choices needed in pursuit of those roles.

In order to fulfill the objectives, we will work in partnership with schools, after school programs and community organizations, including the West Side-raised Tate Brothers, aimed at the following:



There is opportunity to support and leverage existing programs and build new programming that tie to at least one of these principles. Examples include:

- Partnering with **Manning Library's Teen Music Club**, we will create opportunities for participants to explore behind the scenes as a music performance comes to life at the new **Music Hall**, including time for the students to **meet some of the talented artists** that perform in this new state of the art space.
- We will support the Boys and Girls Club **Dance for Our Lives** and **Jordan Dance Program** that offers ballet, hip hop, modern and jazz that will culminate in performances hosted at the new **Music Hall**, inviting community members across the west side celebrate their children, grandchildren, nieces and nephews as they express their creative voices and address social and public health issues.
- We will feature the work from Manning Library's **Writing Circle** which encourages community members to share their personal stories as well as the art from the **Boys and Girls Club Art Club** at our new **Community Room**, creating opportunities for event showcases as well as rotating exhibitions that features digital visual and applied arts from fashion design, photography, fine art and spoken word.
- We will create a holistic job exposure and pathing continuum, serving the 2,500 students nearest to our campus, and beyond with a focus on technical careers in the performing arts including **production sound engineering, lighting design and technical lighting, audio direction, and mixing engineering**. We will create exposure opportunities for youth of all ages as they see all the roles that it takes to put on a show at the **United Center and Music Hall**. Working alongside the area schools, especially those with a focus on STEM, we will develop pathways into these roles including exploring **apprenticeships and full-time job pathing**.

## ADDITIONAL KEY COMMUNITY PARTNERSHIPS

### **Chicago Housing Authority (CHA)**

The Chicago Housing Authority provides homes to more than 65,000 households while supporting healthy communities in neighborhoods across the city. Designated a Moving to Work agency by the U.S. Department of Housing and Urban Development, CHA has used that flexibility to create innovative partnerships to expand choices and opportunities for its low-income families and individuals.

The 1901 Project will collaborate with the Chicago Housing Authority (CHA) to develop effective plans for affordable and workforce housing, while also expanding existing programs and resources that promote generational wealth. The 1901 Project will also coordinate with the CHA to create workforce development opportunities for current members and CHA alumni, with priority given to those within the designated boundaries.

### **City Colleges of Chicago and Malcolm X College**

The 1901 Project will be collaborating with City Colleges of Chicago and Malcolm X College to support educational and personal growth opportunities for students and administration. Malcolm X College offers one of the largest selections of health sciences degrees in Cook County. Malcolm X College serves as a catalyst for social change and economic growth in the Chicago community by providing affordable, accessible, and exceptional education and driving dynamic economic mobility in the lives of its students.

Plans to continue partnership within The 1901 Project include:

- Study the opportunity for lab space, enhancing hands-on learning experiences and supporting advanced coursework in high-demand fields.
- Exploring opportunity for dedicated student housing
- Expand sports and wellness programming and initiatives
- Support seminars, conferences, and other learning events on campus

### **Communities Empowered Through Construction**

Communities Empowered Through Construction is a talent management and diversity consulting firm headquartered in Chicago specializing in creative outreach solutions, strategic community partnerships, and strong workforce development. Communities Empowered Through Construction is committed to the city's residents and developing a diverse construction community in Chicago.

Communities Empowered Through Construction leverage local development projects to build a bridge between Chicago's communities and the construction industry. The organization offers a spirit of creative collaboration that drives innovative outreach solutions, stimulates economic growth, and fosters collaboration between community stakeholders including, residents, public officials, and developers.

The 1901 Project will partner with Communities Empowered Through Construction to engage a local workforce within the development footprint, fostering long-term growth and opportunity for residents of the Westhaven neighborhood, the West Side, and the city of Chicago.

**James Jordan Center | Boys & Girls Club of Chicago**

As a long-standing partner to the West Side neighborhood, the James Jordan Center has served the Westhaven neighborhood since 1996. More than 1,250 club members attend the facility weekly. The Center was built thanks to a contribution from Chicago Bulls chairman Jerry Reinsdorf and franchise legend Michael Jordan, in honor of his late father.

The infrastructure changes brought by The 1901 Project will enhance the Center's visibility with foot traffic and improve its link to the United Center campus. Neighborhood residents will have educational and training opportunities focused on the performing arts and sports and wellness through programs at the Center. Introductions to the technical arts, job training and workforce development also will be available to interested individuals through programming at the Center.

**Major Adams Community Committee**

The Major Adams Community Committee was founded in 1997 by James "Major" Adams, Youth Service Community of the Westside, Horner Association of Men (HAM) and Henry Horner Alumni Association. The MACC prides itself on providing indigenous leadership to the residents of the Henry Horner/Westhaven community.

Extending its partnership dating back to the inception of the United Center, The 1901 Project will collaborate with Major Adams Community Committee to provide opportunity for its members.

**Tate Brothers Partnership**

The Tate brothers—Larenz, Lahmard, and Larron—who were born and raised on Chicago's West Side, are passionate about giving back to their community by investing in the future of local youth.

Leveraging their extensive firsthand experience in the entertainment industry, they aim to provide education and raise awareness about careers in film, television, and the broader media landscape.

Through mentorship, workshops, and hands-on programs, the Tate brothers are committed to inspiring young people on the West Side to explore their creative talents, understand the opportunities available in entertainment, and gain the knowledge and skills needed to pursue their dreams in this dynamic field.

The 1901 Project plans to partner with the Tate brothers to establish programming that aligns with their commitment to empowering West Side youth. This collaboration will focus on creating educational initiatives and mentorship opportunities that introduce young people to careers in the entertainment industry. By providing resources, training, and real-world insights, the partnership aims to equip local youth with the tools and confidence to explore creative paths, fostering a new generation of talent from Chicago's West Side.