

PLANNED OPENING 2023



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**AUX** 

A commercial hub dedicated to  
racial equity and wellness  
— a restorative space co-created  
and owned by the community.

2223 Washington St., Evanston, IL

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PLANNED OPENING 2023



## What is **The Aux**?

A commercial hub dedicated to racial equity and wellness – a restorative space co-created and owned by the community.





How will **The Aux** Make An Impact?

# Our Goals



**Create a vibrant wellness hub** offering greater access to wellness services by practitioners of color



**Strengthen the ecosystem for Black-owned businesses** by providing high-quality commercial space, technical assistance and training, and a family of peer support



**Build a sustainable model** through a mix of philanthropy and community investors that address the wealth gap

# Our Impact

- **16,000 sq ft.** of renovated commercial space for Black-owned businesses
- **10+** Black-owned businesses lifted as tenants
- **30+** Black-owned businesses supported as vendors and suppliers
- **40+** businesses receiving technical assistance from Sunshine Enterprises annually
- **30+** permanent jobs and **120** construction jobs created
- **10+** new wellness services by practitioners of color





What Will I See in **The Aux**?

# Aux Tenant Partners



- Well Beings Chicago
- The Laundry Café
- The Growing Season

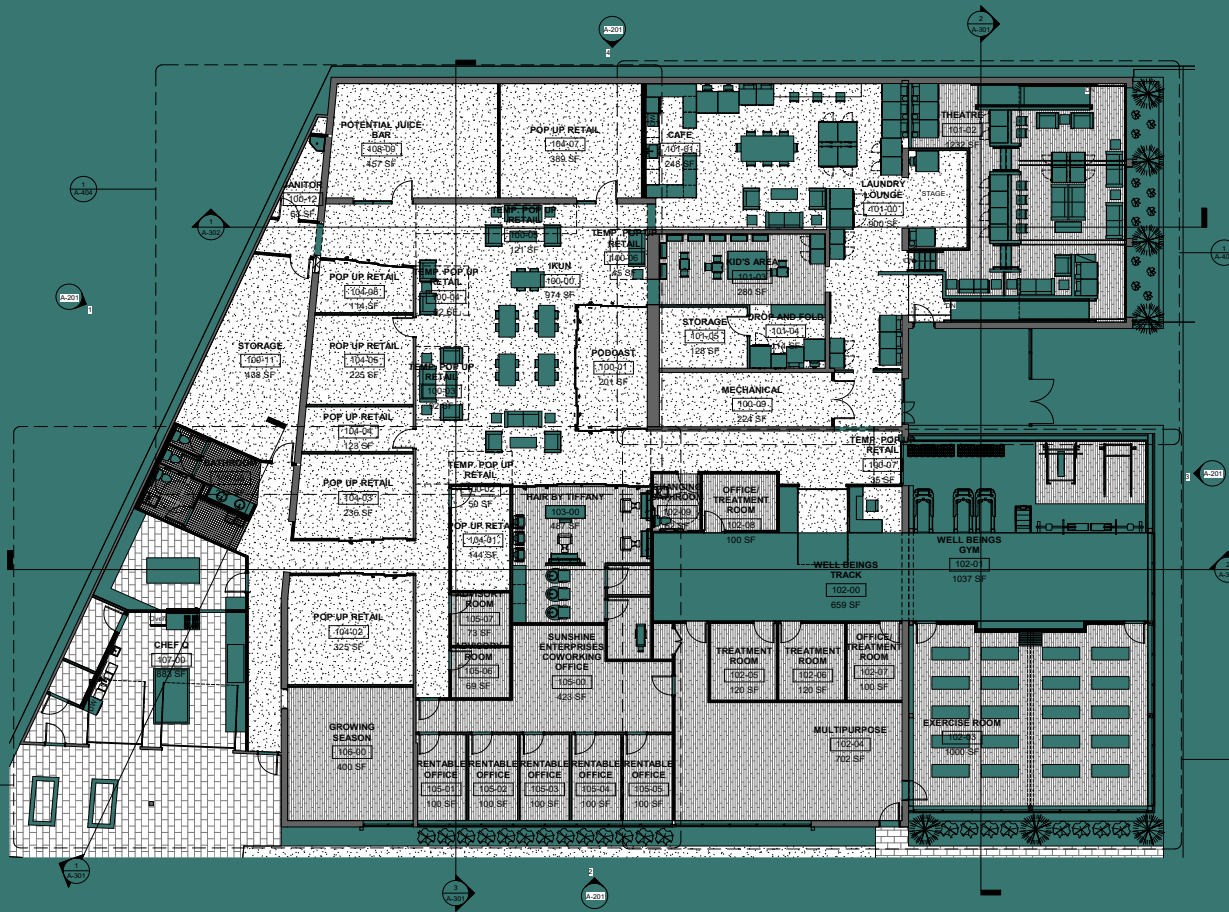


- Chef Q's Kitchen
- The Aux Marketplace



- Embrace Your Crown
- Sunshine Enterprises
- Podcast Studio





## The Aux will have:

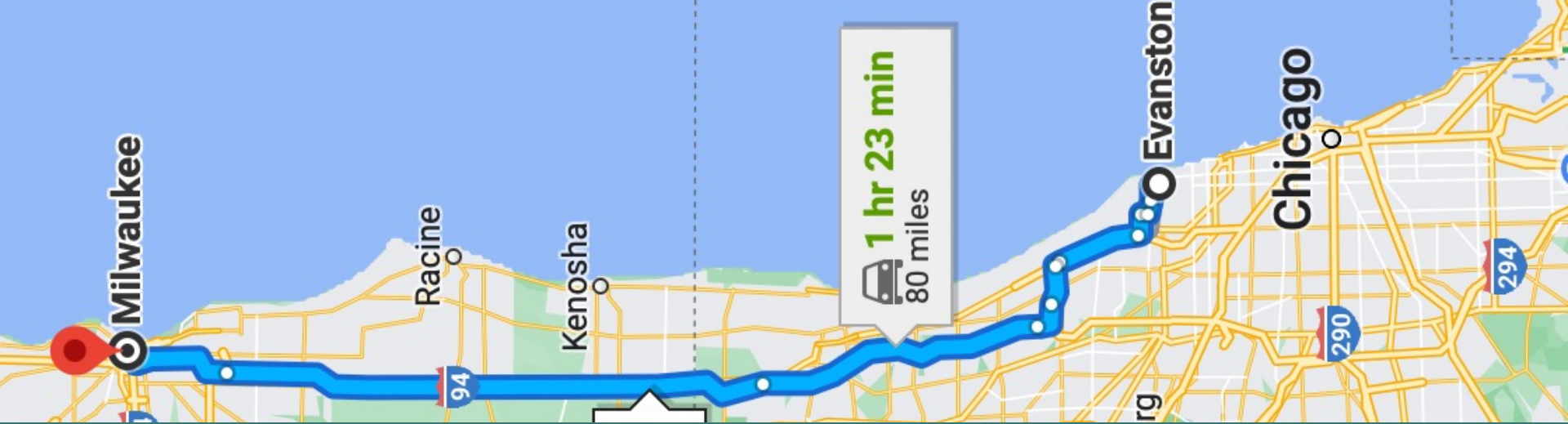
- A central “Ikun” gathering space
- Small businesses offering classes, services, food and shopping
- Pop up spaces for new market vendors
- Co-working spaces and zoom booths for entrepreneurs
- Outdoor gardens and green space



# What Can I Do in **The Aux**?

- Do wash and grab coffee at **The Laundry Cafe**
- Join a yoga or fitness class at **Well Beings Chicago**
- Learn to cook a new dish or grab a bite with **Chef Q**
- Try a mindfulness class at **The Growing Season**
- Watch a live recording at **The Podcast Studio**
- Shop for gifts at **The Aux's marketplace**
- Get styled at **Embrace Your Crown**
- Sign up for **Sunshine Enterprises' training**
- **Celebrate, learn, shop, invite a friend, and be well!**





**Where Has This Model Worked?**

# The Sherman Phoenix

- The Aux is based on a real estate model proven in Milwaukee.
- The Sherman Phoenix is a Milwaukee entrepreneurial hub with 30+ Black-owned businesses + over 50 Black business vendors
- 50+ community equity owners invested
- 60+ jobs created





Who's leading **The Aux**?

# Project Leadership

- Recognized community leaders as co-developers
- Homegrown Evanston entrepreneurial talent
- Black-owned design & construction firms
- Local community investor ownership



# The Aux Co-Developers



Tiffini Holmes



Lori Laser



Gabori Partee



Jacqui White



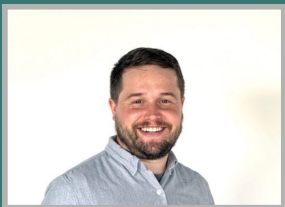
Tosha Wilson



Anthony Akindede,  
Founding Principal

## Nia Architects

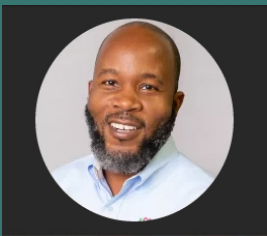
- Black-owned, Chicago-based firm
- 25 years experience
- Committed to enhancing neighborhoods and communities



Jacob Peters,  
Project Designer

## Ujamaa Construction

- Black-owned, Chicago-based firm
- Committed to maximizing workforce diversity and building capacity of Women and Minority-owned firms



Jimmy Akintonde,  
CEO & President

## Fix Development

- Milwaukee-based commercial real estate company with more than \$25 million in main street projects
- Proven experience using real estate as a tool for social change
- Provides the Aux leadership team with technical assistance, project management and fund development support



Juli Kaufmann,  
President



Jessie Tobin,  
Project Support





When Will **The Aux** Open?

# Project Timeline

2021

Property acquisition, Design,  
Tenant engagement

2022

Fundraising, construction  
drawings & bids

Late 2022

Construction begins

Late 2023

Grand opening





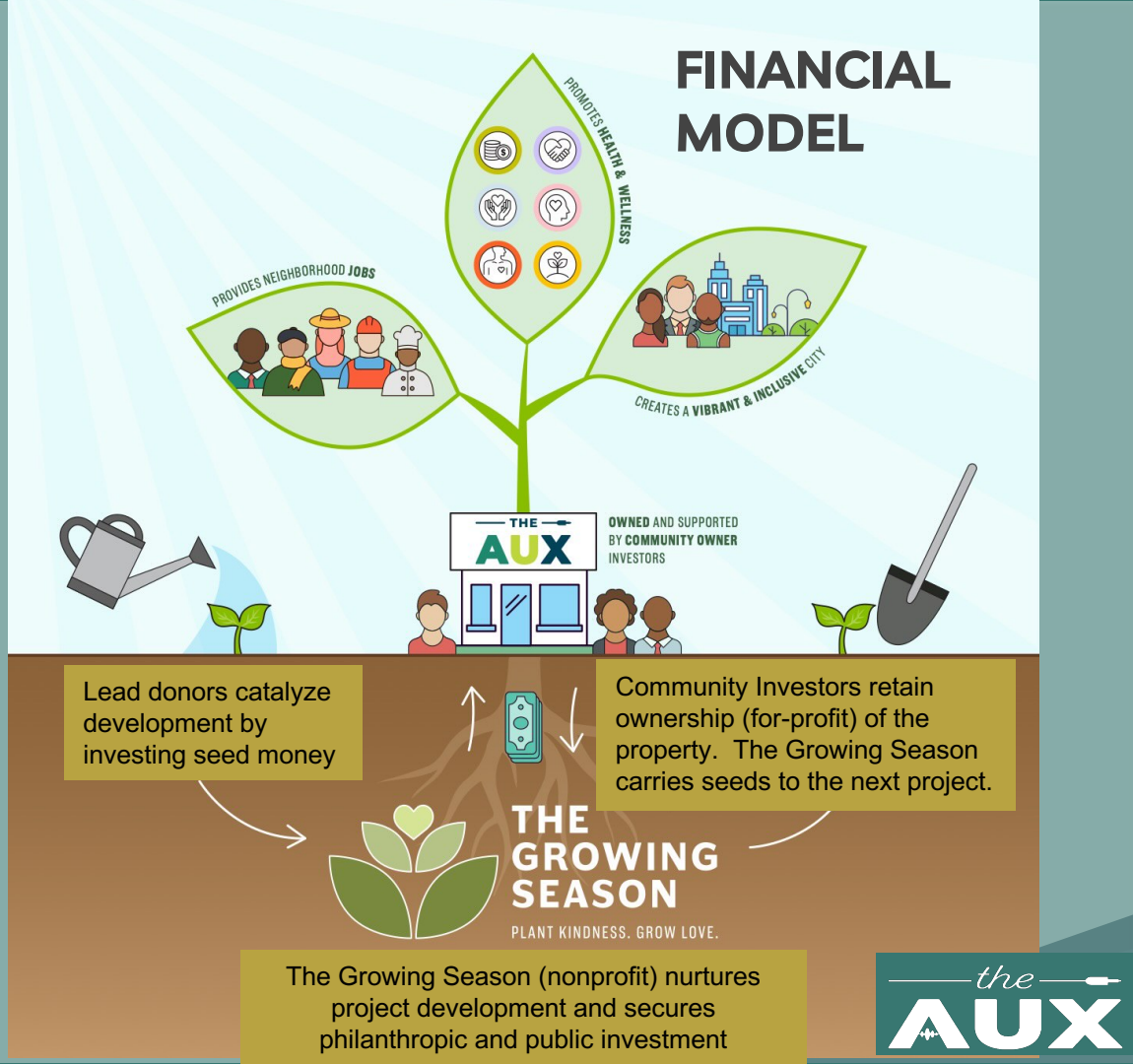


# What Will **The Aux** Cost?

## SOURCES OF FUNDS (Integrated Capital)

- **Public Support**
- **Philanthropy**
- **Community Equity**

The Aux uses an innovative and restorative financial model to level-up past inequities: pooling one-time public and philanthropic support with community owner-investors to create a self-sustaining building.



# Aux Budget Uses: Where Are Funds Spent?

<b>Budget *</b>	<b>Costs</b>
Pre-development	\$1.0 million
Design & professional services	\$0.5 million
Construction	\$5.5 million
Building systems & tenant improvements	\$0.5 million
<b>TOTAL</b>	<b>\$7.5 million</b>

\*Total budget costs may increase with construction delays and supply chain issues.



# Aux Budget Sources: Where Do You Raise Funds From?

Sources	Goal	Raised To Date
Private Donors	\$3.5 million	\$3 million
Public Funds	\$2.5 million	\$2.5 million
Community Equity	\$1.5 million	Launching Fall 2022
<b>TOTAL</b>	<b>\$7.5 million</b>	<b>\$5.5 million</b>

## Still to Raise (as of 8/2022):

- \$500,000 Philanthropy
- \$1.5 million Community Equity

# JOIN US!

1. Open doors to new supporters
2. Donate to help us close our final fundraising gap
3. Consider becoming an equity investor
4. Be our first customer -- and come back often!
5. Tell others and stay connected



## Contact The Aux

Email: [TheAuxEvanston@gmail.com](mailto:TheAuxEvanston@gmail.com)

Address: 2223 Washington St., Evanston, IL

Website: [www.theauxevanston.com](http://www.theauxevanston.com)

Video: <https://vimeo.com/539227320>

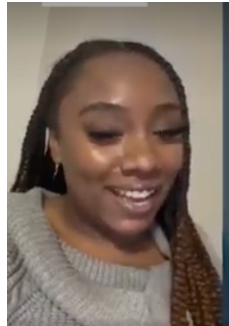
# TESTIMONIALS



*“I’m an Evanston resident. Very few Evanston projects have excited me the way The Aux does.” -- Jessica*



*“I’m excited for The Aux coming to Evanston. This is something for us and by us.” -- Brittney*



*“This is an exciting hub of Black-owned businesses. I believe the return on this investment will be tremendous.” -- Marianne*



*“I’ve yet to find a place that’s as unique and as inviting as The Aux in Evanston. They’re going to be doing great things in our community in the near future.” – Greg King*

