Opportunities

**Greektown Legacy Businesses**

Greektown still retains a number of its legacy Greek restaurants and businesses in which to build a stronger and more diversified retail and dining and entertainment cluster.

**The National Hellenic Museum**

The National Hellenic Museum can become an anchor destination for visitors and patrons by offering more cultural activities and events and cross-marketing with merchants and other Chicago cultural institutions.

**Greektown Events**

Taste of Greektown along with new events and traffic-building activities can help bring West Loop residents, suburbanites and visitors to Greektown on a regular basis.

**Central Location with Excellent Access**

Greektown is located within a growing West Loop neighborhood and is served by the CTA and two nearby interstate expressways – more Greektown patrons will likely arrive to the district by walking and mass transit in the future.

**Greektown Special Service Area**

The Greektown SSA has sufficient resources to implement new programs and initiatives aimed at enhancing building appearances and in facilitating new business start-ups in addition to its ongoing work in streetscape maintenance and organizing and supporting various events and festivals in Greektown.

**Existing Buildings**

Greektown is fortunate to have many of its traditional building stock intact that provides spaces for small businesses and contributes to Greektown’s authentic visual character.

**Strong Regional Connections and Dedicated Stakeholders**

Chicago has become a premier destination for international tourists, especially from European countries – a market that is expected to grow in the coming years.

**Greektown Legacy Businesses**

Lack of Greek Restaurants / Related Businesses

Due to retiring business owners, loss of available buildings and rent pressures, Greektown’s number of distinctive Greek restaurants, bakeries and other stores have declined in recent years, diminishing authenticity and cultural depth.

**The National Hellenic Museum**

Need for more Cultural Programming & Events

Cultural activities and festivals are primarily sponsored through the National Hellenic Museum and the Greektown Special Service Area. More events that build traffic to Greektown businesses are needed throughout the year.

**Greektown Events**

Growing International Tourism

Chicago has become a premier destination for international tourists, especially from European countries – a market that is expected to grow in the coming years.

**Central Location with Excellent Access**

Doing Business in Greektown

Prospective business owners may not be attracted to Greektown due to the lack of available ground-floor spaces, increasing rents and the lack of on and off-street parking facilities.

**Greektown Special Service Area**

Development Pressures and Competitions

Development pressures extending westward from the Loop and northward from the Fulton Market Innovation District may displace additional Greektown businesses due to redevelopment and rising property taxes and land rents. The Fulton Market area is a significant competition to Greektown restaurants.

**Existing Buildings**

Lack of Organizational Capacity

Greektown’s Special Service Area lacks sufficient staff to undertake a more comprehensive revitalization program for Greektown, other than the marketing and promotion activities, and streetscape maintenance activities it currently manages and coordinates.

**Greektown Events**

Greektown Safety

While there is a lack of serious crime in Greektown, local stakeholders have commented on the need to enhance security and a feeling of safety, especially along Greektown’s side streets.

**Central Location with Excellent Access**

**Greektown Special Service Area**

Lack of Gathering Space

Greektown currently lacks a formal gathering space for events and festivals, as well as sufficient sidewalk space for outdoor dining and social activities.

**Existing Buildings**

Streetscape Needs Maintenance and Enhancements

Residents and stakeholders expressed the need for maintaining the existing streetscape and enhancing in places to promote a more comfortable and safer pedestrian environment.