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A **U** **X**



I am alive.

I am this moment.

*My future is here
and now.*

— Soen Ozeki

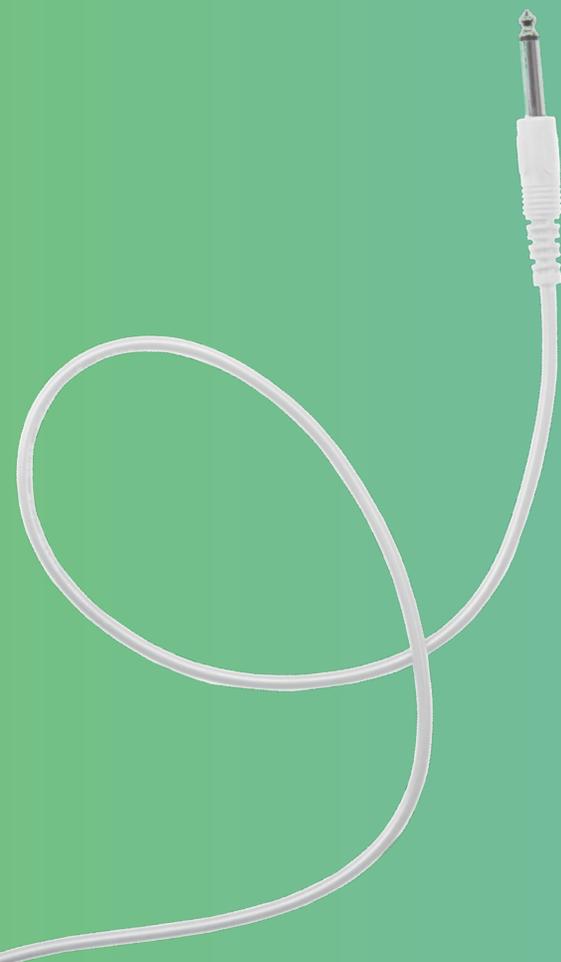
— *the* — **AUX**

The AUX is a commercial hub dedicated to wellness – a space owned and co-created by the community. It will house practitioners and entrepreneurs, opportunities and experiences that bring us together to uplift our minds, bodies, and spirits. In community, we can begin healing from the wear and damage caused by stress, isolation, systemic racism and trauma.

The AUX will transform vacant property into a high-quality commercial space for a collective of locally owned businesses and organizations that support holistic wellness.

By bringing together diverse talents in our community, the AUX creates a transformative center dedicated to healing as we connect in community, supporting one another to reach physical, emotional, social, spiritual, intellectual, and financial wellness.

The AUX is a place where life happens and life expands.



Our Journey

This project was birthed during unprecedented times – when communities across our country are polarized, fighting for racial justice, facing extreme economic stress, and coping with social isolation. Yet the timing couldn't be more right. We know that as we move into 2021 and beyond, more than ever, we will need AUXiliary support and opportunities for healing, unifying, and thriving.

We believe that distance – physical, social and spiritual – allows injustices and pain to flourish. What would it be like to heal in community? The AUX is this space – it honors authenticity and offers connection, healing, freedom, and love.

The AUX team came together to advance this transformative development with shared power and purpose, to lend our respective strengths and perspectives. We recognize that our wellbeing is dependent on the wellbeing of each member of our community. We invite you to join us.

Why The Aux?

With a name derived from a sound system's AUXiliary cord, this project is about the power of connection. For us the AUX means plugging into our life-giving essence so we can thrive as we live, learn, work and play.

Project Team

The Project Team brings experience in commercial real estate development, social entrepreneurship, and health and wellness combined with passion and commitment to the community.



Jacquie White

Jacquie is a proud lifelong Evanston resident and co-owner of The Laundry Café. She received her BA in Psychology with a minor in Criminal

Justice from Northeastern Illinois University. Jacquie has 20+ years of experience serving communities in various social service capacities such as mentoring and coaching young women combined with 17 years in law enforcement.



Tosha Wilson

Tosha is a fifth generation Evanstonian and co-owner of The Laundry Café. Tosha received her BA in Communications and minor in Sociology from Illinois State University.

She received her Master's in Children's Law and Policy from Loyola University School of Law. Tosha has served the Evanston community in law enforcement since 2002.



Lori Laser

Raised on an Iowa farm, Lori learned early that community means showing up for one another. Through a family health crisis, she felt called to work

to ensure all families have access to wellness resources. Lori is a graduate of the Engaged Mindfulness Institute and accredited with the International Mindfulness Teachers Association. Lori has committed catalytic funding to help launch the AUX.



Tiffini Holmes

Tiffini is owner of Total Transformation Solutions and author of *Balancing The Scale: What I Gained While Losing*. She is an

American Council on Exercise (ACE) certified Health Coach and has 18+ years of combined coaching experience in human resources and wellness. She is a behavior change specialist, advocate, resource, and accountability partner to her clients and community.



Juli Kaufmann

Juli is president of Fix Development, a Milwaukee-based commercial real estate company focused on using real estate for social

change. Fix Development has received national recognition for creating "quadruple bottom line" real estate projects that aim to have positive cultural, social, environmental and economic impact. To date, Juli has developed a dozen award-winning real estate projects.



Gabori Partee, Sr.

Gabori is a Certified Fitness Professional, and owner of The Fitness Representative Personal Training. He's also a public/motivational speaker

and host of The Fitness Report Radio Show. He is NASM certified in Personal Training, Performance Enhancement Specialist, and serves as the head trainer for Total Transformation Solutions. He is a United States Marine Corps war veteran.

Wellness Model

The AUX seeks to promote healing and wellness within our community and recognizes that wellness encompasses any determinant of health at the individual or community level.



Tenant Partners

We will achieve our wellness aims through the activities, programs, products and services offered by our tenant partners - each operated by local entrepreneurs committed to The Aux and to a collective vision of holistic wellness.



Well Beings Chicago provides programming centered around the principles of mindfulness and oneness to promote mind, body, and spirit wellbeing in every life we touch. Our goal is to cultivate, nurture, and restore well beings for now and the future. Much of the programming for adults will be restorative, developed to bring them to back to overall wellbeing. The youth programming will be centered around pro-action and prevention. Well Beings Chicago is founded by long-time Evanston resident, coach and author, Tiffini Holmes, with Co-Founder, trainer and U.S. Marine veteran Gabori Partee.



Full Bloomed Lotus is a meditation and self-awareness studio, with the intention of helping people live in consonance with their divine identity despite the challenges of the human condition. Deep healing happens when the shared wisdom from ancient spiritual traditions is combined with the comfort of a supportive group. Founder Ramaa Krishnan teaches meditation and lessons in self-awareness and tends to the 'support system' she has carefully developed throughout the north Chicago area.



The Laundry Café is more than a Laundromat, it's an experience. Visitors can wash clothes while sitting in a comfortable chair, using free Wi-Fi, doing homework, having coffee or attending a yoga class. The Laundry Cafe will have extra space for book readings, cultural events and family programs. TLC was launched by long-time Evanstonians and police officers, Tosha Wilson and Jacqui White, who recognize that clean laundry is a life necessity and essential to wellbeing.



Chef Q's Kitchen & Gardens A passionate Evanston leader, Chef Q will bring her many talents under one roof in the AUX. She offers culinary art curricula for workforce development programs, trains and employs youth, and showcases her culinary skills as Owner and Executive Chef of Teertsemasesottehg - Secret Location Underground Supper Club. Visitors can take culinary classes, visit her production gardens, or meet to discuss catering services.

Tenant Partners



Sunshine Enterprises is a nonprofit organization that works to foster economically viable communities through training, coaching, and connecting high-potential entrepreneurs. Small business owners and entrepreneurs can come to the Aux for cohort-based training, workshops, and co-working opportunities.



AUX Marketplace The AUX will provide pop-up market spaces for local business owners and entrepreneurs to showcase and sell handmade goods. The large common hall space will also be available for event rentals, community gatherings, and tenant programs.

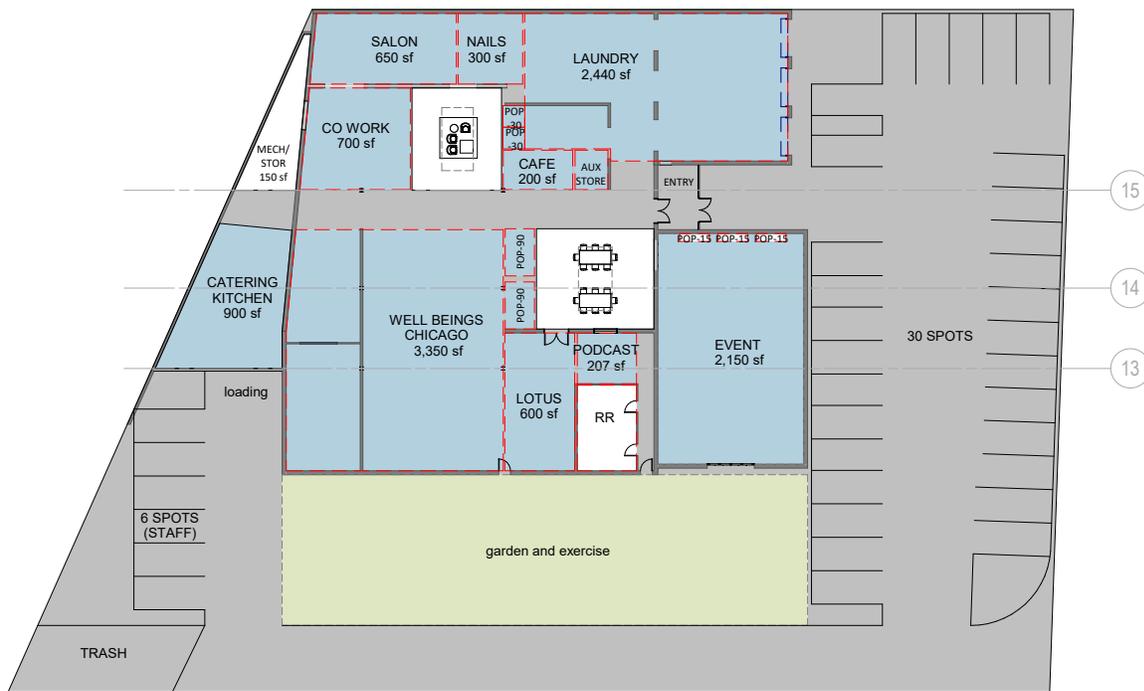
These tenants will also be joined by a hair salon committed to cultural inclusion and wellbeing and a recording studio designed as a space for podcast and other wellness broadcasting. Together, these committed tenants will anchor The Aux and fill most of the spaces, however, a few permanent spaces remain and The Aux seeks complementary businesses to reach 100% occupancy.

You got the AUX cord. Your mind is your own. Your heart is your own. You set the playlist. Bump it.

- Lin Manuel Miranda

Location

The AUX has a roughly 16,000 SF commercial building located at 2223 Washington St in Evanston Illinois under contract for purchase. This unique site is located in what is known as Pitner Alley. The building is well situated as a destination oasis, presenting creative opportunities for adaptive reuse.

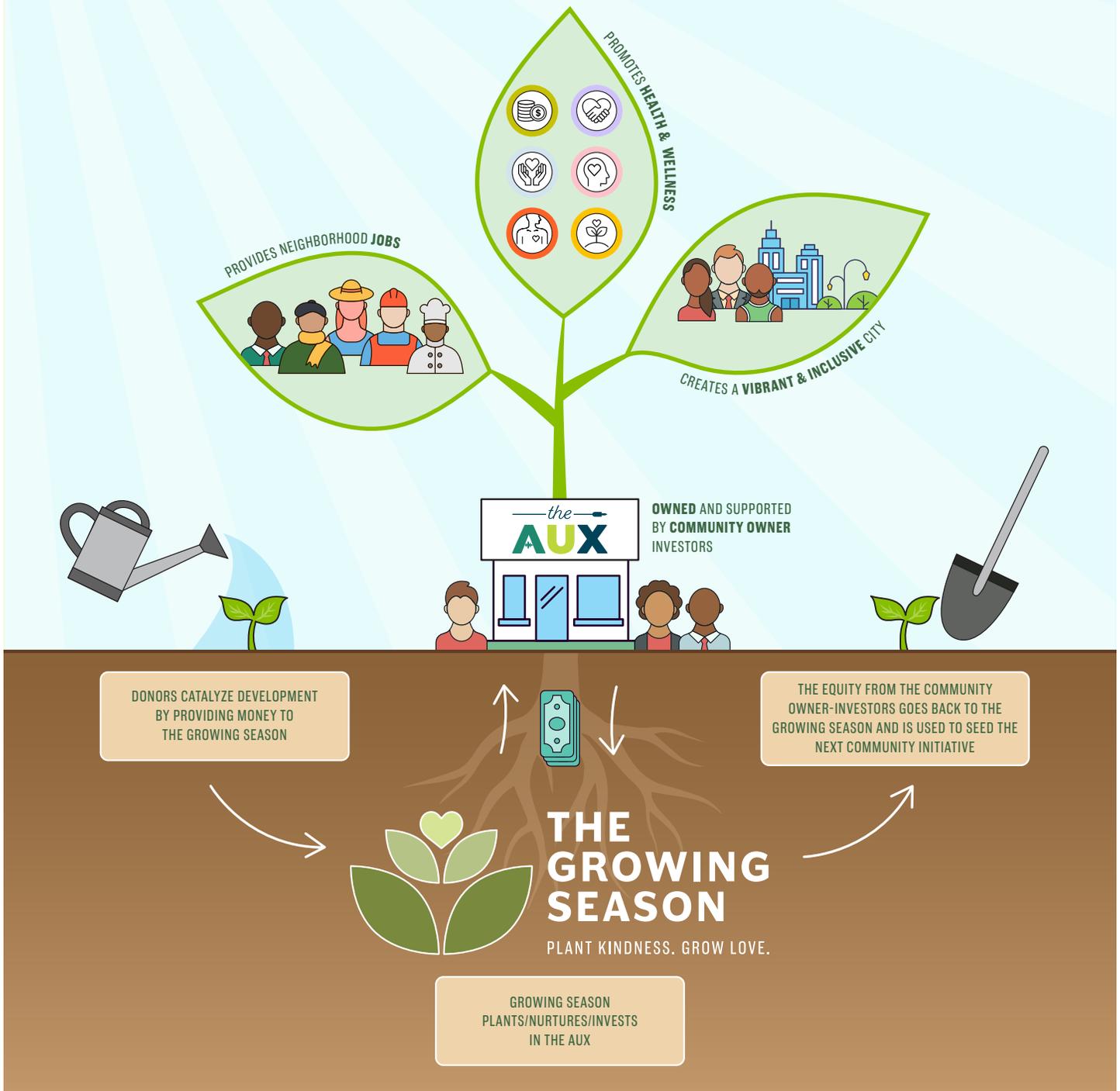


Conceptual Floor Plan



Financial Model

The AUX is being initially developed by The Growing Season, a nonprofit dedicated to community wellness with an understanding that health builds from where we live, learn, work and play. The Growing Season catalyzes holistic health-focused community redevelopment projects using a proven social-impact model that creates spaces where commerce and community come together, and people's hopes, dreams and talents are honored.



Financial Model

The real estate and financial model adapted for The AUX project uses a blend of philanthropy and equity. First, philanthropy is raised and used to close historical financial disparities and funding gaps that typically prevent creative projects like The Aux from being developed.

Next, through a unique, local crowdfunding strategy, equity is raised from a collective of community stakeholders that become the ownership group. This diverse, local ownership group buys the building from The Growing Season and those funds, in turn, seed the next project. The community ownership remains

in place ensuring The Aux continues to thrive while locally-owned and wealth-building. The Growing Season pivots to the next community-led project, allowing those initial philanthropic investments to seed even greater impact.

The AUX building is projected to cost \$6 million. The building will be designed to be a financially self-sufficient, tax-paying property once in full operation without ongoing subsidy, enabling market conditions to take root in places and ways traditionally abandoned by mainstream economic development practices.



Support The AUX

While we are in awe of the incredible resilience and innovation demonstrated by the entrepreneurs on our leadership team during unprecedented times, access to opportunity remains unequal. Consider these facts:

- **3.5x higher Rates of uninsured Evanston residents of color, as compared to white residents**
- American Community Survey (2012-2016)
- **4 year Difference in life expectancy in primarily non-white communities (79 years old) and primarily white communities (83 years old) in Evanston**
- Centers for Disease Control and Prevention
- **4.4% The rate of high-interest loans in a majority white (93%) compared to 48.7%, the rate of high-interest loans in a majority black (55%) census tract in Evanston.**
- Source: US Dept of Housing and Urban Development
- **41% of Black-owned businesses have been shuttered by COVID-19, compared to just 17% of white-owned businesses.**
- National Bureau of Economic Research, July 2020

We invite you to share feedback, envision how you may join this effort, and connect us to others who are equally inspired to cultivate community healing and wellness. We are grateful for all forms of participation, with a current priority focus on raising philanthropic funds.

Goal To Raise

\$6.0 Million Goal with \$750,000 Raised to date

Redevelopment Budget

Land and Building Acquisition	\$1,000,000
Architectural and Engineering Design	\$ 100,000
Construction	\$4,200,000
Marketing and Public Art	\$50,000
Legal, Financial, Accounting Programming Fees	\$300,000
Contingency and Operating Reserves	\$350,000
Total Project Cost	\$6,000,000

Impact

Wellness

Increase access to culturally relevant healing and wellness resources that uplift a healthy mind, body and spirit.

Community

Promote racial equity and healing by creating an inclusive and vibrant community space.

Entrepreneurship

Create more inclusive economic opportunities by building a community of diverse business owners.

Wealth-building

Provide inclusive pathways to community wealth and opportunities for neighbors to directly invest in the project.

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