

FOR IMMEDIATE RELEASE

UPDATED: January 9, 2013

Contact: Jacinda Adams
Director, Marketing & Public Relations
Chicago Southwest Development Corporation
(773) 675-7203
jadams@SAHChicago.org

Victoria Kendzierski
Havas PR
(312) 912-5905
victoria.kendzierski@havasww.com

EDITORIAL BACKGROUNDER

Focal Point Community Campus

Breakthrough Model for Urban Community Development

The Focal Point community campus will serve as a source of financially sustainable community development to help improve the lives of more than 400,000 residents on the West and Southwest Sides of Chicago, representing the North Lawndale, Little Village, Pilsen, Brighton Park, Back of the Yards and Archer Heights neighborhoods. With plans for a nearly 1 million square-foot complex that offers retail, wellness, education, arts and recreation services customized to the needs of the community, the new campus will focus on the complete well-being of community members, instead of purely on one element, such as health care.

Chicago Southwest Development is leading this project — along with leaders from Saint Anthony Hospital. Together, these organizations have a legacy in the Chicago area of serving as leaders, staying true to their inclusive, neighborhood-driven philosophy to strengthen the community through the power of partnership and quality health care that leaves no one behind. It's this future-thinking and collaborative philosophy that led to the vision for the new community campus and its inventive model.



Campus Features

Because of its history of proactively seeking out the voices of community members through focus groups, town hall meetings, surveys and consultations with local leaders, Saint Anthony Hospital has developed a reputation for listening and is maintaining this commitment by asking people who live on the West and Southwest sides of Chicago what *they* want and need from the campus. In fact, the individual features of the campus were developed specifically to meet the needs expressed by the community.

Plans for the Focal Point community campus include:

- **Retail tenants**, providing community members access to food, clothing and household items.
- A **recreation center**, complete with a basketball court and half Olympic-size pool, providing a sanctuary for at-risk youth.
- A **hospitality center** for community members to rent for personal use.
- A **child care center**, offering parents a convenient location for quality child care.
- An **outpatient and specialty clinic**, to meet a wide range of rehabilitative and health maintenance needs.
- A newly constructed **Saint Anthony Hospital**, which will continue to provide emergency and medical care that turns no one away, regardless of ability to pay.
- An **education center**, offering a variety of educational opportunities including a charter school and a trade school.
- A **center for creativity**, where urban youth will be encouraged to develop their talents.
- A variety of **wellness programs** that will provide information on topics such as healthy food preparation, parenting skills and more.



About the Model

The Focal Point community campus concept is a game changer. This breakthrough model will be a financially self-sustaining community campus, using the income from its for-profit elements to supplement the financial needs of the not-for-profit elements, providing a much needed solution to deliver medical, education and other services to the community.

Through the campus model, rental income from revenue-generating tenants—such as retail stores and schools, hospitality and day care, a parking garage, and Saint Anthony Hospital and its outpatient clinic—will be reinvested into programs and services provided through the campus, such as continuing education and wellness classes, a center for creativity, a park and recreation center.

Land of Promise

With the city of Chicago being founded on the concept of “Make No Small Plans,” it’s fitting that the innovative Focal Point community campus is first implemented in the city. Focal Point is an opportunity for the city of Chicago to once again be at the forefront of innovation. The campus will be housed on the approximately 11-acre lot of land at 31st and Kedzie, which is being conveyed by the city of Chicago for this unique campus. The former site was the former home to the Washburne

Trade School, where high school students took refuge in the 1920s to train for carpentry and electrical engineering careers to be able to better provide for themselves and their families.

With the emergence of the Focal Point community campus, the Washburne Trade School site has promised to be a center of opportunity once more after sitting vacant for more than 16 years. The plans for the community campus are designed to help get at-risk youth off of the streets and into an environment where they have access to education, health and enrichment programs and services that can improve their lives and help integrate them into the education system, with hopes of continuing on to a higher education program or securing livable employment.

Interest from Academia

The Focal Point community campus model is attracting interest in academia, and was the subject of a research study conducted by University of Nebraska Medical Center College of Public Health, the University of Nebraska-Lincoln College of Architecture, and HDR Architecture to help Saint Anthony Hospital better understand the needs of the Southwest and West Chicago area community. In a white paper published in April 2012 that details the study, the research affirms that “[Focal Point] represents new social, economic, education and wellness opportunities that can significantly improve the health and quality of life of local residents.” Researchers employed several tactics to ensure a complete representation of the population, including key informant interviews, a community cross-sectional survey, focus groups and a spatial analysis with the Geographic Information Systems (GIS) analytical tool.

Guy A. Medaglia, president and chief executive officer, Chicago Southwest Development Corporation, presented the research findings in a presentation titled “Validating the Vision: How One Hospital Used Research to Strengthen Their Model for Community Health” at the Community Health Colloquium in Columbus, Ohio.

About Chicago Southwest Development Corporation

Chicago Southwest Development Corporation is a not-for-profit organization dedicated to providing support and coordination of health care, programs and services in Chicago’s West and Southwest Chicago communities. It was established to develop and manage the Focal Point community campus. More information is available at ChicagoSWDC.org.

About Saint Anthony Hospital

For more than 100 years, Saint Anthony Hospital physicians and staff have provided medical care, social services, and outreach to its community, consisting of North Lawndale, Pilsen, Little Village, Back of the Yards, Brighton Park, McKinley Park, Cicero and Berwyn. Saint Anthony Hospital is providing quality health and wellness services, and a wide variety of free bilingual community health education/outreach programs. Saint Anthony Hospital staff work with community-based organizations, schools, parishes and other agencies to offer health education, early childhood and mental health services. To further expand its efforts to support the well-being of the community, Saint Anthony Hospital, will relocate to serve as a tenant of the Focal Point community campus. More information is available at www.SAHChicago.org.

###