

FOR
OUR
CITY

ANNUAL REPORT





CHASE

CHICAGO

CHICAGO

THE ALLMAN BROTHERS BAND AUG 20 & 21
IL VOLO SEPT 4

CHASE

JOE SATRIANI SEPT 18
EARTH, WIND & FIRE 9-20-21
DANE COOK SEPT 22



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FROM CHICAGO LOOP ALLIANCE

Downtowns across the nation are re-emerging as centers of commerce, living, learning and fun; as America's authentic urban downtown, the Loop is no exception.

Once a place with a singular purpose, it has become a destination for just about everything in recent years—from world-class attractions and amenities to the highest concentration of office space and higher education institutions in the entire state. Tourism is at all-time highs, and thanks to major investments in new hotels, visitors have more places to rest their heads. In the course of the past year, the Loop welcomed football fanatics, culinary enthusiasts, music lovers, architecture buffs and scores of others seeking to experience Chicago without ever having to leave downtown.

Chicago Loop Alliance took a leadership role in advancing this momentum in 2015. Our Street Team Ambassadors focused on a key part of the organization's mission: ensuring a high-performing experience for everyone who visits the Loop. Our projects and programs transformed underutilized public spaces, earning praise from casual observers and critics alike. In December, we secured the reconstitution of the State Street Special Service Area, guaranteeing our work can continue for another 15 years.

Now, the focus is on the future.

As you flip through the pages of this report, we invite you to think about what's next. What does the Loop of tomorrow look like? How can we work together to shape its future? We are excited to hear your feedback and ideas throughout 2016.

Our work would not be possible without the dedication of many tireless individuals. To the stakeholders of SSA1-2015: thank you for entrusting our organization with the stewardship of State Street. To our members, funders and partners: thank you for working in lockstep to turn our shared visions into realities. Finally, to our Board of Directors and staff: thank you for guiding Chicago Loop Alliance towards a bright future.

Sincerely,


David Broz
Chairman

Michael Edwards
President & CEO









FROM OUR SPONSOR

In the fifty years since our founding, Gensler has prospered because we've stayed true to our core values. We value that similar trait in Chicago Loop Alliance (CLA), committing its Board and staff to promoting high-performing programs and services to keep the Loop relevant and encourage growth and progress. We take pride in investing in our own community and are pleased to sponsor Chicago Loop Alliance.

Gensler has seen first-hand how creative planning and management can transform communities. We are fortunate that the environment in which we live, work and play has flourished. Our Chicago office, located on State Street in the iconic Sullivan Center, is at the center of one of the most vibrant downtowns in America. Whether viewing art in an unexpected place or experiencing the contagious energy of State Street, Chicago's Loop has become a catalyst for creative expression and positive urban experiences.

In the past year, Gensler has supported initiatives that have driven economic development, helped those in need and made art accessible to a diverse audience. In 2016, Chicago Loop Alliance will continue its commitment to its four program areas while looking to the future. By being a conduit for forward-thinking ideas CLA will be able to build a smarter and stronger Loop and reinforce Chicago as a global city that sets an example for the rest of the country. We look forward to seeing what the future holds and are proud to be a part of the programs and projects that shape our community and future.

Sincerely,

Nila R. Leiserowitz
Regional Managing Principal

Lamar A. Johnson
Regional Managing Principal

Gensler

ENHANCED SERVICES

Chicago Loop Alliance provides constant and continued improvements to the cleanliness, beautification, safety and maintenance of the Loop's streets, sidewalks and common areas.

CREATING A HIGH-PERFORMING LOOP FOR EVERYONE

Like many global cities, Chicago is home to hundreds of organizations that are dedicated to providing assistance to those that face issues of poverty. Chicago Loop Alliance's Street Team Ambassadors connect individuals in need with those who can help. The Team walks State Street and portions of Wabash Avenue seven days a week. In 2015 they transitioned 26 individuals into the care of long-term human services providers and made 6,259 referrals to social services.

KEEPING THE LOOP SAFE

In an effort to educate the public about panhandling laws, Chicago Loop Alliance launched an informational campaign. Through advertisements, lobby fairs and informative brochures, pedestrians were encouraged to donate to social services agencies to make a "Change for the Better" in the lives of those experiencing the greatest needs. Chicago Loop Alliance has been identifying priority areas since the Street Team Ambassador program launched in 2013, allowing team members to engage with those who panhandle.

A TEAM EFFORT

Chicago Loop Alliance has assembled a coalition of social service experts, city agencies and other partners to tackle State Street issues. Street Team Ambassadors increased the number of business check-ins, channeled people to needed services and now work more closely with the Chicago Police Department to enforce rules and regulations that ensure public safety.



CLA
FACTS



30 tons of litter
were removed in 2015



“WE ARE PROUD OF OUR PARTNERSHIP WITH THE CHICAGO LOOP ALLIANCE AND FULLY SUPPORT ITS EFFORTS TO BEAUTIFY THE DOWNTOWN AREA. THEY GAVE US THE IDEA TO USE THE LIGHTING IN OUR SUBSTATION TO BRIGHTEN AN ALLEY ON LAKE STREET!” — Angel Perez, *ComEd*

STATELY STREETScape

State Street was showing signs of wear and tear since its mid-1990s redesign. Utilizing the resources of SSA1-2015, Chicago Loop Alliance made needed improvements to the streetscape, repairing nine blocks of sidewalks, adding a fresh coat of paint to light poles and cast-iron fencing and repairing street lights.

A LITTER-FREE LOOP

Millions of visitors and countless public events make for tons of litter in the Loop. To keep up, Chicago Loop Alliance’s Clean Team, staffed through the not-for-profit Safer Foundation, sweeps the street every day. In 2015, team members expanded their service area to include several blocks of Wabash Avenue for buildings that also front State Street.

DECKING THE HALLS

The Loop is home to many of Chicago’s favorite holiday traditions—from the decorated windows at Macy’s to the bustling stalls of Christkindlmarket. Along State Street, Chicago Loop Alliance celebrates the season by trimming the classic light poles with evergreen wreaths, bright red ribbons and ornament-shaped light covers. In 2015, friends from the North Pole stopped by the Loop so that holiday visitors could take “Selfies with Elfies.”



47,013 informational brochures were distributed



\$322,757 was invested in State Street repairs



Ambassadors **logged 9,114 interactions** with those who were panhandling



2,837 business checks and **157 911 calls** placed last year by the Street Team

PLANNING & ADVOCACY

Chicago Loop Alliance provides planning and project review and advocates for important Loop issues, improving the district's ability to compete for investment and stakeholders to achieve their property and investment goals.

BUILDING A FOUNDATION FOR THE FUTURE

The foundation of Chicago Loop Alliance's work is the State Street Special Service Area. Under contract with the City of Chicago, SSAs are local tax districts that fund expanded services and programs through a localized property tax levy. SSA1-2015, the oldest SSA in the city, has been the primary funding mechanism for beautifying and enhancing Chicago's Great Street since 1977. In 2015, when the expiration of its contract approached, Chicago Loop Alliance initiated the reconstitution of the SSA to ensure that businesses receive the same level of services—beyond those provided by the City—for the next 15 years.

RECONSTITUTING THE SSA

The process of reconstituting the SSA took more than a year and involved engagement at every level—from the Aldermen to residents and commercial property owners. A series of community meetings provided a framework for a new set of SSA boundaries, which Chicago Loop Alliance included in its final application to the City. The result: a unanimous City Council vote in December to approve the reconstituted SSA1-2015.

REFLECTIVE OF TODAY'S STATE STREET

State Street has continuously evolved and the reconstituted SSA better reflects these changes. It accounts for new developments while establishing a lower initial assessment and cap rate that cannot be exceeded during the life of the SSA. Moreover, it guarantees that Chicago Loop Alliance will be able to provide a consistent service level along the street, giving the Loop a tremendous advantage in the eyes of investors.

STATE STREET 2030

It's difficult to imagine what State Street will look like in 15 years, especially in the face of demands for new transportation options. Yet, by leveraging SSA resources, Chicago Loop Alliance can begin to think about and plan for the future—whether it should include new trees, bike lanes and enhanced sidewalks, or an entirely reimagined State Street.

NEIGHBORLY ADVOCACY

When construction was underway on the Washington 'L' superstation and the Loop Link Bus Rapid Transit (BRT) system, Chicago Loop Alliance advocated on behalf of properties to mitigate the impact of the work. The City estimates that combined daily ridership on these new transportation modes will top 40,000 passengers traveling within congested downtown corridors.

CLA
FACTS



43,375 riders will utilize Loop Link and the Washington 'L' station each day



SSA1-2015 will expire in **2030**



Chicago Loop Alliance gathered **input** from **624** community members, businesses and property owners regarding the SSA Reconstitution



48 agenda items were addressed by the Planning & Advocacy Committee



“WE ARE FORTUNATE IN THIS CITY TO HAVE AN ORGANIZATION LIKE CLA WHO IS AN ADVOCATE FOR DESIGN IN THE CENTRAL LOOP. THEY HAVE A HIGH STANDARD OF EXCELLENCE—WHETHER IT IS IN SIGNAGE, URBAN DESIGN OR NEW CONSTRUCTION. THEY ENSURE THAT OUR CENTRAL CORE REMAINS BEAUTIFUL AND LIVABLE.” — Lynn Osmond, *Chicago Architecture Foundation*

DESIGN REVIEW

Chicago Loop Alliance’s Planning & Advocacy Committee regularly convenes to review signage plans and new construction to ensure that projects adhere to existing ordinances. In 2015, the committee addressed more than 40 agenda items, including the Michael Jordan “Jumpman” store and AMC Theatres, as well as advocated for the proposed redevelopment of Pritzker Park and its adjacent parking garage.

INTERNATIONAL INFLUENCE

Chicago Loop Alliance’s influence spreads far beyond the city limits. In 2015, representatives from several innovative cities—places like Seattle, Paris and Tokyo—came to Chicago to observe the projects and programs that have shaped the Loop. In addition to positioning CLA as a thought leader, these partnerships helped to inspire new ideas right here at home.



484 properties (PINS) will be serviced in SSA1-2015



Chicago Loop Alliance welcomed key leaders from **6 cities** to learn what is successful in the Loop



PLACEMAKING & MANAGEMENT

Chicago Loop Alliance improves the quality of the public realm, creating a distinctive sense of place and strong sense of arrival into the Loop while enhancing its economic standing.

MORE THAN A BLOCK PARTY

Art and economic development go hand-in-hand. Just take a look at ACTIVATE, Chicago Loop Alliance's buzzworthy, artist-driven, pop-up alley gatherings. In 2015, the program results included more than 16,000 people in attendance, spending a total of nearly \$500,000 at area businesses. Attendees are drawn out of their high-rise office buildings and neighborhoods near and far to experience Chicago's cultural vibrancy in some of the most unexpected places.

FROM ALLEY TO ACTIVATE

It takes vision to transform an alley into ACTIVATE. Fortunately, Chicago Loop Alliance can count on some of Chicago's most creative minds to do just that. In 2015, nearly a dozen curators and 121 artists collaborated on themes that ranged from visual to auditory. No two events were the same, giving attendees plenty of reasons to come back for more.

9-TO-WHENEVER

ACTIVATE challenges the narrative of a 9-to-5 Loop. Twenty-one bars, restaurants and shops joined Chicago Loop Alliance's "Linger Longer" campaign, which encouraged attendees to patronize Loop businesses before and after the events. Participating businesses reported higher-than-normal sales; and when Chicago Loop Alliance partnered with theWit on an official after party, the line to get in wrapped around the block.



KEEPING IT FRESH

Critics and attendees alike use many words to describe ACTIVATE, calling it everything from "innovative" and "immersive" to "the most fun I've had all year." In order to keep people talking, Chicago Loop Alliance is constantly seeking inspiration from its creative partners and experimenting with new spaces.

"THANK DANCE" FOR PLACEMAKING

Chicago Loop Alliance partnered with Audience Architects to produce "Thank Dance It's Friday," staged during the Friday rush hour at Pritzker Park to showcase a diverse lineup of Chicago's premier dance companies. Performing everything from ballet to Bollywood, they proved placemaking's power to stop people in their tracks.

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3,600 people attended performances in Pritzker Park



268 songs were played on Lightscape in 2015



2015 ACTIVATE DATES

MAY 15, 2015
Sullivan Center Alley

JUNE 12, 2015
Block Thirty Seven

JULY 30, 2015
Couch Place

SEPTEMBER 18, 2015
Haddock Place

OCTOBER 23, 2015
Harrison Street Alley


THE GATEWAY

Chicago Loop Alliance's median activation at the intersection of State and Lake Streets—The Gateway—charmed visitors to the Loop. Lunchtime crowds swelled to more than 50 people per day, prompting CLA to add additional hours of operation and seating to accommodate everyone.

STREET BANNER MARKETING

State Street is unlike any other street in the world. To highlight its distinct characteristics, Chicago Loop Alliance enhanced the public way with branded banners and street signage promoting Loop activities and attractions. Setting the sounds of Lollapalooza, NFL Draft and major Broadway musicals to colorful visual displays, Lightscape highlighted what's going on in the neighborhood.



 **97%** of attendees indicated they **would return** to ACTIVATE

 Attendees **contributed \$474,575** to the Loop's economy in 2015

 **6,000 people** visited The Gateway in 2015

 ACTIVATE received over **12.5 million media impressions** in 2015

ECONOMIC DEVELOPMENT



“THE TRANSFORMING WABASH INITIATIVE IS AN EXCITING PROJECT FOR THE LOOP. WE ARE LOOKING FORWARD TO SEEING CHICAGO LOOP ALLIANCE RE-ENERGIZE WABASH AVENUE AS THEY HAVE DONE WITH STATE STREET.”

— Paul J. Rades, J & J Arnaco LLC, The Monroe Building

CLA
FACTS



2,200 hotel rooms were added to the Loop in 2015



9 upcoming forums will focus on the Loop's future



136 count lines are tallying pedestrians 24/7



9 murals were installed on Wabash Avenue in 2015, generating over **13.5 million** media impressions

Chicago Loop Alliance facilitates the development of a vibrant Loop by supporting increased public and private investment in retail, office, tourism and residential development.

LIVE. WORK. PLAY.

City planners and urban advocates often refer to live, work and play—developments that blend a combination of different uses. Chicago Loop Alliance has worked tirelessly to make the Loop a mixed-use destination through planning and advocacy efforts and a roster of programs that attract a diverse audience downtown. In 2015, this transpired in a major way through new dynamic residential developments, hotel conversions, public space transformations and restaurant and retail openings. A person can stay in the Loop to experience all that Chicago has to offer—it's all here.

STATE STREET'S RAPID RISE

State Street was identified in *National Real Estate Investor's* list of the five top-performing retail streets in America, alongside L.A.'s Rodeo Drive, San Francisco's Union Square, Palm Beach's Worth Avenue and Seattle's High Street. Few were surprised, due to increased demand, occupancy and rental rates occurring on State Street in 2015. The magazine attributed an astounding 16.7 percent growth in rents to retailers opting to open more flagship stores on State Street.

AMENITIES, AMENITIES, AMENITIES

2015 was the year of repurposed buildings and renovation, as realized with the opening of the world's first Virgin Hotels and the revitalized Chicago Athletic Association. Restaurants like Latinicity, Remingtons and Seven Lions introduced the Loop to acclaimed chefs and restaurateurs. For those seeking open spaces downtown, the Riverwalk extension and Maggie Daley Park provide beautiful oases. There's even a dine-in movie theater in the Loop!

WELCOME TO THE NEIGHBORHOOD

The Loop's residential population—which at last count was already growing faster than any other neighborhood in Chicago—is about to grow even larger. On the north end of Michigan Avenue, construction is wrapping up on MILA Chicago, which will boast 402 luxury units and state-of-the-art amenities. Meanwhile, the Marquee at Block 37, a 34-story building, will soon be home to more than 600 residents.

KEEPING COUNT

Data is a powerful tool—especially in real estate. To help investors better understand the Loop, Chicago Loop Alliance installed the world's most sophisticated pedestrian and vehicular counting technology. Currently, counters are mounted on seven buildings along State Street. This new technology provides stakeholders with an ongoing source of accurate information to spur future economic development downtown.

TRANSFORMING WABASH

The release of Chicago Loop Alliance's *Transforming Wabash Report* in March marked the culmination of a yearlong series of planning charrettes aimed at promoting and strengthening the historic district. Meant to provide a framework for short- and long-term projects, its timing has been right on track. In 2015, Chicago Loop Alliance partnered with Columbia College Chicago to bring massive murals to Wabash Avenue and supported the Wabash Lights project that will bring an interactive light display underneath the 'L' tracks.

DOWNTOWN FUTURES

Downtowns across the globe are undergoing a renaissance—from the sharing economy and future transportation technology to increased mobility, collaborative offices and the burgeoning creative class. Chicago Loop Alliance's Downtown Futures Series, launched in November, will assemble thought leaders three times annually from 2016 to 2018 to discuss emerging downtown trends, their impact on Chicago's Loop and guide future CLA strategic planning.



Rents on State Street are averaging **\$150 to \$200** per square foot



MILA Chicago and Marquee at Block 37 will bring **1,096 new residential units** to the Loop



MARKETING

Chicago Loop Alliance strengthens its role as a Loop thought leader by educating the public on significant issues, promoting economic development, increasing exposure for our member base and positioning the Loop as a global business center and recognized world-class destination.

DRAWING EXCITEMENT TO THE STREETS

Through a series of creative marketing and advertising campaigns, Chicago Loop Alliance communicated to a record-breaking audience. This drew in more shoppers and tourists and encouraged residents, workers and students to frequent local Loop businesses. Grander crowds attended Chinese New Year, Columbus Day, Thanksgiving Day and Halloween Gathering parades. CLA collaborated with cultural and business partners to encourage Loop stakeholders to celebrate these events and benefit from the large crowds.

THE SURVEY SAYS

Chicago Loop Alliance cares about your ideas and input, regularly surveying members, ACTIVATE attendees and State Street pedestrians. The research and data allow CLA to become better informed and make decisions that benefit all Loop stakeholders.



CLA
FACTS



Over 119 million print, broadcast and online **media impressions** were secured for CLA initiatives and programming



46% increase in blog views from 2014



Over 46,000 impressions were generated from **545 #SelfiesWithElfies** taken throughout the Loop on Chicago Loop Alliance's social media accounts



IN THE KNOW

LoopChicago.com continues to be the most accurate and comprehensive source for Loop information. Reaching an audience of tourists and Chicagoans alike, the website features information on over 1,500 consumer-oriented businesses in the Loop, with a higher level of recognition to members and SSA1-2015 stakeholders.

Chicago Loop Alliance's blog informed and inspired people who live, work and play in the Loop. Enlightening topics ranged from Loop-oriented news and events, must-see destinations, civic activities, construction updates, family-friendly activities and cultural spectaculars.



SOCIAL MEDIA ENGAGES THE PUBLIC

Chicago Loop Alliance introduced its first Social Media Plan in 2015. An extension of the Marketing and Communications Plan, the document set a strategy for creating, monitoring and measuring goals. CLA's engagement on social media skyrocketed in 2015; this positive growth cycle recorded, on some social platforms, quadruple those of last year!

READ ALL ABOUT IT

Through strategic press campaigns, CLA spread the word about its public events and initiatives. Features across major print and broadcast, for example, emphasized CLA's role as a leader in downtown management and economic development strategy; and a recent segment for *Comcast Newsmakers* featured President & CEO Michael Edwards discussing "The Future of Downtown Management."



430% increase in **Instagram** engagement



53% increase in website **pageviews** in 2015

"AS A CLA MEMBER, I AM MADE AWARE OF TAXING, BUILDING AND BUSINESS ISSUES AND TAKE PART IN PROMOTIONAL CAMPAIGNS TO BROADEN AWARENESS OF GSFC AS A CULTURAL ASSET TO THE LOOP."

— Jean de St. Aubin, *Gene Siskel Film Center*

MEMBERSHIP



Collaborating with a base of more than 250 members, Chicago Loop Alliance represents Chicago's historic downtown and acts as a catalyst for growth. In 2015, Chicago Loop Alliance invested in a full-time Membership Relations and Events Manager to better meet the needs of our members.

BENEFITS, BENEFITS, BENEFITS

Last year CLA added 32 new members, representing a diverse range of industries. These included real estate, legal, financial, retail and the arts. Members have access to invitations to exclusive events, unique advertising opportunities, community alerts and economic reports.

IT'S ALL ABOUT WHO YOU KNOW

From exclusive LoopedIn Networking Events to the Annual Meeting, Chicago Loop Alliance connects members and expands their professional networks while experiencing unique Loop venues. In 2015, members got a first look at a stylish hotel, enjoyed delectable bites from a new Loop bakery and scored great raffle prizes, including a weekend-stay at a trendy downtown hotel.



2015 MEMBERSHIP EVENTS

LoopedIn Networking Event	February 5	Silversmith Hotel
Annual Meeting	March 20	Hilton Chicago
LoopedIn Networking Event	May 21	Virgin Hotels Chicago
LoopedIn Networking Event	August 11	Toni Patisserie & Café
Illumination 2015: 11th Annual Gala	September 25	Palmer House Hilton
LoopedIn Networking Event	November 18	Hard Rock Hotel Chicago

“NOT ONLY DID I MEET THE RIGHT CONTACT AT THE NETWORKING EVENT, I MADE INVALUABLE CONNECTIONS WITH THREE ADDITIONAL BUSINESSES TO WHOM I HAVE BEEN REACHING OUT. THIS ‘INSIDE ACCESS’ ALLOWED ME TO BUILD MEANINGFUL RELATIONSHIPS RIGHT FROM THE GET-GO.”

— Shamama Cheema, *Concierge Preferred*

CLA
FACTS



42 members were featured in Member Spotlight, a bi-monthly email distributed to the CLA member base



1,200 members from **151 organizations** attended LopedIn Networking Events in 2015

2015 MEMBERS

4th Ward Alderman William Burns
42nd Ward Alderman Brendan Reilly
5 North Wabash
Condominium Association
12 North Venture, LLC
25 East Washington Associates
87AM
215 West Apartments
326 N. Michigan Ave.
Associates, LLC
ABC7/WLS Television, Inc.
Adler School of
Professional Psychology
Allegro, a Kimpton Hotel
Allied Live
AlliedBarton Security Services
American Heart Association
Anvan Midwest Realty Mgmt. Co.
Apprentice LAB
ARCpoint Labs of Chicago Loop
Argosy University Chicago
Art Institute of Chicago, The
ASI Signage Solutions
Atrium Mall Chicago
Audience Architects
Auditorium Theatre of
Roosevelt University
Audrain, Cal
Balance Spa and Fitness at the
Palmer House
Balanced Asset Strategies
Balanced Environments, Inc.
Balani Custom Clothiers
Ballet Chicago
Bannerville USA
Baum Realty Group
Beef 'n Brandy Restaurant and
The Bar Below
Benjamin Marshall Society, The
Berghoff Catering &
Restaurant Group, The
Berghoff, Herman
Bert Green Fine Art
Best Imaging Solutions
Blick Art Materials, LLC

Block Thirty Seven Shops on State
BMO Harris Bank
Bottle & Bottega
Bottom Line Yoga
Brickman Group, The
British International School of Chicago,
South Loop
Broadway In Chicago
Brooks, David
Buckingham Hotel, The
Building Owners &
Managers Association
CA Ventures
Campbell, Keith
CannonDesign
CAS Music Group
CBRE
Charles Tyrwhitt
Chicago Architecture Foundation
Chicago Athletic Association Hotel
Chicago Central Area Committee
Chicago Children's Theater
Chicago Club, The
Chicago Community Trust, The
Chicago Dept. of Transportation
Chicago Dept. of Cultural Affairs
and Special Events
Chicago Dept. of Planning
and Development
Chicago Dept. of Streets & Sanitation
Chicago Detours
Chicago Festival Association
Chicago International Film Festival
Chicago Loop Synagogue
Chicago Magazine
Chicago Police Department,
1st District Central
Chicago Public Library
Chicago Sinfonietta
Chicago Sunday Evening Club
Chicago Sun-Times Media
Chicago Theatre, The
Chicago Title Insurance Company –
National Commercial Services

Chicago Transit Authority
Chicago Trolley & Double Decker Co.
Chicago Youth Symphony Orchestras
Chicago Zoological Society,
Brookfield Zoo
Chicagoland Chamber of Commerce
Chick-fil-A State and Lake
Choose Chicago
Christkindlmarket Chicago
Christy Webber Landscapes
Circle Foundation
City Winery Chicago
CityTarget
CNA
Coalition: Energy
Columbia College Chicago
ComEd
Construction Service Associates
Corner Bakery Café
Crain's Chicago Business
Cushing
Cystic Fibrosis Foundation
Daily Herald Media Group
DePaul University
DesignLab Chicago
Deture Culsign, Architecture
& Interiors
Downtown Apartment Company
Earles Architects & Associates, Inc.
East Bank Storage
East-West University
Elkin, Norman
Enwave Chicago
ESAM
Event Creative
Exchequer Restaurant & Pub
EXPO Chicago
Fine Arts Building Studios
First United Methodist Church
Fogo de Chao
Forum Studio, Inc.
Frank Lloyd Wright Trust
Friends of the Park

Gene Siskel Film Center
Gensler
Geothe-Institut Chicago
GlenStar Asset Management
Gonzalez, Joseph
Good Stuff Eatery
Goodman Theatre, The
Grady, Darren P.
Grant Park Music Festival
in Millennium Park
Grind
Hable, Joseph
Hammerschlag & Co., Inc.
Hampton Majestic
Hard Rock Hotel Chicago
Harold Washington College
Harris Theater for Music & Dance
Healey, Lori
Heritage at Millennium Park
Condominium, The
Hilton Chicago
Hines, Interests, L.P.
Hostelling International - Chicago
Hotel Burnham Chicago,
A Kimpton Hotel
Hubbard Street Dance Chicago
Hyatt Centric - The Loop Chicago
IIT Institute of Design
Illinois Center for Broadcasting
Illinois Hotel & Lodging Association
Illinois Restaurant Association
Illinois State Representative, 5th District
Ken Duncan
Impact Networking
Intelligentsia Coffee
Interior Investments, LLC
InterPark, Inc.
Italian Food Specialities
Italian Village Restaurants
J.C. Anderson, Inc.
Joffrey Ballet, The
John D. and Catherine T.
MacArthur Foundation
John Hancock Real Estate
John Marshall Law School
Jordan's Food of Distinction
Joseph Freed & Associates LLC
JW Marriott Chicago Hotel
Katten Muchin Rosenman LLP
Kehoe Designs
Klarsky
Ladies & Gentlemen Salon & Spa
League of Chicago Theatres
LOFT - Roosevelt Collection
Luke's Lobster

Lyric Opera of Chicago
Macy's
Magnificent Mile Association
Marc Realty
McCains, Michael
McGuire Engineers
Merz Apothecary
Metropolis Condominium Association
Metropolitan Planning Council
Metropolitan Properties of
Chicago, LLC
Meyer, Sarah
Michigan Avenue Investors, LP
Mid-America Real Estate Corp.
Millennium Park Plaza
Millennium Park
Minor, Brent
Monroe Building, The
Moody Nolan, Inc.
Music of the Baroque
National Concierge Association
National Louis University
National Ovarian Cancer Coalition
Near South Planning Board
Neathery, Derek T.
Newcastle Limited
Noonan, William
Oak Street Design
Palmer House Hilton Chicago
Panera Bread - Michigan Ave.
Perella, April
Perkins + Will
Pianoforte Foundation
PNC Bank - Monroe & Dearborn
Presidential Towers, Waterton
Residential Community
Pressure Washing Systems
Pritzker Military Museum & Library
PrivateBank, The
Radisson Blu Aqua Hotel, Chicago
Ram Racing
Reach Mail, Inc.
Red Bull
Reifman, David
Related Midwest
Renaissance Blackstone
Chicago Hotel
Renaissance Chicago
Downtown
Residences at the Joffrey Tower
Condominium Association, The
Right Way Signs
Riot Creative Imaging
RKF
Robert Morris University

Ronald McDonald House
Rosebud Prime
Rosebud Theatre District
Rush Hour Concerts
Safer Foundation
Satler, Gail
School of the Art Institute of Chicago
Shoreline Sightseeing
Silverman Group, Inc., The
Silversmith Hotel Chicago Downtown
Simply Thalia, Inc.
Sleepy's
Solomon Cordwell Buenz
SourceOne Credit Union
Special Olympics Chicago
SPEX
Spotlight Graphic Solutions
Springboard Research Ltd
Stone Real Estate Corp.
The John Buck Company
theWit Hotel
Titan Outdoor
Tolpin & Partners, PC
Toni Patisserie and Café
Torrid
Transwestern
Turner Construction
Twenty North State
Condominium Association
Union League Club of Chicago
University Club of Chicago
Urban Real Estate
Vapiano
VCP, Inc.
Vennequity LLC
Verifone Media
Village Green Companies
Virgin Hotels Chicago
Volante Systems
W Chicago - City Center
Walgreens Co.
Westwood College
Where Magazine
Whimsical Candy
Willow Chicago
Wintrust Bank - Chicago
WITS - Working In The Schools
Workspring
WSP Parsons Brinckerhoff
Zipcar



FINANCIALS



CHICAGO LOOP ALLIANCE AND SPECIAL SERVICE AREA #1

REVENUE	BUDGET	ACTUAL
SSA Funding	\$ 2,216,209.00	\$ 2,284,656.05
Sponsorships (unrestricted)	\$ 186,000.00	\$ 130,550.00
Membership Dues	\$ 170,000.00	\$ 166,875.00
Administrative/Management Fees	\$ 60,000.00	\$ 56,273.10
Sponsorships (restricted)	\$ 45,000.00	—
Community Networking Events	\$ 15,000.00	\$ 4,567.78
Interest Income	—	\$ 1,449.03
Other Income	—	\$ 2,500.00
Total	\$ 2,692,209.00	\$ 2,646,870.96

EXPENSES	BUDGET	ACTUAL
General & Administration	\$ 960,284.00	\$ 871,205.46
Public Way Aesthetics	\$ 800,000.00	\$ 1,045,970.54
Customer Attractions	\$ 428,925.00	\$ 421,292.68
Safety Programs	\$ 375,000.00	\$ 374,330.90
Economic/Business Development	\$ 106,000.00	\$ 124,181.30
Community Networking Events	\$ 22,000.00	\$ 15,720.06
Total	\$ 2,692,209.00	\$ 2,852,700.94

FUND BALANCE NET POSITION	BUDGET	ACTUAL
Beginning of the Year	\$ 585,121.93	\$ 585,121.93
Change in Net Position	—	\$ [205,829.98]
End of the Year	\$ 585,121.93	\$ 379,291.95

*All figures are unaudited and based on the adopted 2015 operating budgets



CHICAGO LOOP ALLIANCE FOUNDATION

REVENUE	BUDGET	ACTUAL
Gala	\$ 205,000.00	\$ 255,467.38
Annual Meeting	\$ 15,500.00	\$ 29,543.22
Sponsorships (unrestricted)	\$ 80,000.00	\$ 174,472.30
Sponsorships (restricted)	\$ 50,000.00	—
Total	\$ 350,500.00	\$ 459,482.90

EXPENSES	BUDGET	ACTUAL
Program Expenses	\$ 135,000.00	\$ 162,464.37
Gala Expenses	\$ 120,000.00	\$ 134,354.73
Annual Meeting Expenses	\$ 15,000.00	\$ 26,576.19
General & Administration	\$ 80,500.00	\$ 65,934.67
Total	\$ 350,500.00	\$ 389,329.96

FUND BALANCE NET POSITION	BUDGET	ACTUAL
Beginning of the Year	\$ 164,124.00	\$ 164,124.00
Change in Net Position	—	\$ 70,152.94
End of the Year	\$ 164,124.00	\$ 234,276.94

*All figures are unaudited and based on the adopted 2015 operating budgets

“THE LOOP HAS BEEN PART OF COUNTLESS LIVES FOR MORE THAN A CENTURY. IT IS AWESOME TO WITNESS THE IMPLEMENTATION OF NEW STRATEGIES AND ENHANCEMENTS TO PROVIDE THE SAME FOR ANOTHER GENERATION.”

— Stan Nitzberg, *Mid-America Real Estate Corporation*

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IN-KIND

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Hard Rock Hotel Chicago

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ILLUMINATION GALA



Presented by Pressure Washing Systems, the Eleventh Annual Chicago Loop Alliance Foundation Gala took place on September 25 at the Palmer House Hilton. The Illumination Gala gathered more than 500 supporters for a celebration that honored Chicago Department of Cultural Affairs and Special Events Commissioner Michelle Boone for her service to the SSA. In the end, a record-breaking \$121,000 was raised to support the Foundation, which funds initiatives at the core of Chicago Loop Alliance's mission.

CLA
FACTS



85 participating sponsors



A record breaking **500+ attendees** and
\$121K funds raised

THANK YOU TO THE FOLLOWING COMPANIES FOR SPONSORING ILLUMINATION GALA



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(L to R) Commissioner Michelle T. Boone, Gala co-chairs Kim Corrigan and Dean Lane, and CLA President & CEO Michael Edwards.



Thank you to the Gala's presenting sponsor, Pressure Washing Systems.

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