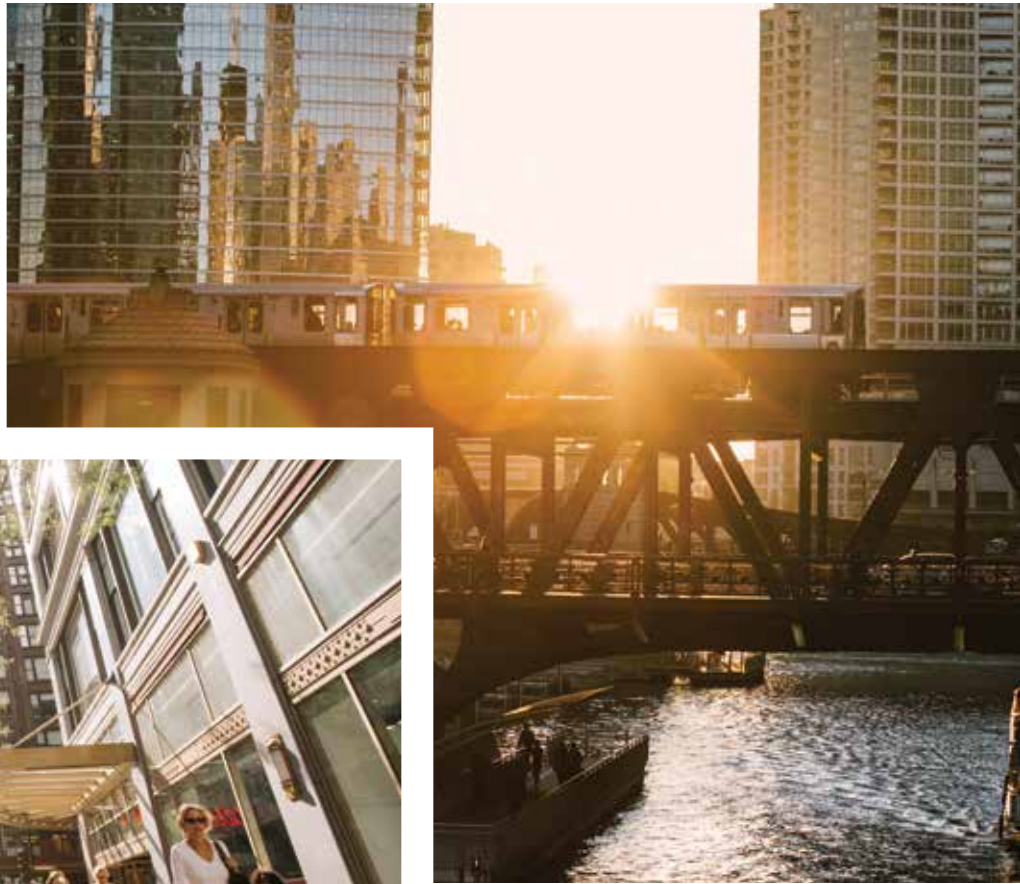


CHICAGO LOOP ALLIANCE ANNUAL REPORT

# 2017



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# DEAR LOOP STAKEHOLDERS

The Chicago Loop continued to lure visitors, residents, and workers with its iconic architecture, world-class cultural institutions, diverse retail offerings, and concentration of top-notch office spaces in 2017. This appeal extended to new investments throughout the Loop including hotels, residential units, retail, and restaurants.

It was a fantastic year for the Chicago Loop Alliance, too. A satisfaction survey gave our clean and safe program the highest marks to date. With a majority of respondents noting that panhandling on State Street has decreased and the area was a lot cleaner than last year. Inspired member programming, new marketing campaigns, and refreshed placemaking initiatives energized Chicago Loop Alliance members and Loop visitors alike. ACTIVATE drew nearly 14,000 people to four events celebrating the Chicago alley and local artists. While a formalized destination marketing program, aided by data from our Springboard Pedestrian Counters, delighted the 1.7 million people who visited State Street per week. The Downtown Futures Series explored topics such as the future of retail, the importance of outdoor recreational amenities, and downtown branding. The Illumination Gala was our most successful event to date. And to top it off, we surpassed our membership goals increasing retention and attracting 65 new members!

This momentum will only build in 2018. Early next year, Chicago Loop Alliance will release a report on the economic impact of arts & culture in the Loop and our online presence will get an overhaul with the launch of a new website. We will also implement projects to transform Wabash Avenue into a thriving destination including building a brand identity for the district, and provide support for important development projects.

All of this would not be possible without our members and partners. On behalf of our Board of Directors, thank you for the support you have shown Chicago Loop Alliance. We look forward to working with you in the year ahead.

**Michael Edwards**  
President & CEO

**Judie Moore Green**  
Chair



**CHICAGO LOOP ALLIANCE CREATES, MANAGES, AND PROMOTES HIGH-PERFORMING URBAN EXPERIENCES, ATTRACTING PEOPLE AND INVESTMENT TO THE LOOP.**

# ENHANCED SERVICES

CHICAGO LOOP ALLIANCE PROVIDES CONSTANT AND CONTINUED IMPROVEMENTS TO THE CLEANLINESS, BEAUTIFICATION, SAFETY, AND MAINTENANCE OF THE LOOP'S SIDEWALKS AND COMMON AREAS.

## STREET TEAM AMBASSADORS

Each day from 7:00 a.m. to 11:30 p.m., the Street Team Ambassadors monitored State Street and strengthened relationships with local merchants, visitors, and assisted individuals experiencing homelessness and poverty. By understanding and addressing each group's unique needs, the Ambassadors have become a highly valuable and knowledgeable resource for all who experience State Street. Since the program began in 2014, the Ambassadors have helped hundreds of individuals gain access to housing and other needed resources, provided thousands of directions and recommendations to visitors, and helped countless State Street businesses address concerns. In 2017 alone, the Street Team Ambassadors recorded over 40,000 interactions with those on the street.

**"AS A STATE STREET BUSINESS, I APPRECIATE THE WORK OF THE CLEAN TEAM IN KEEPING THE SIDEWALKS AND COMMON AREAS CLEANER THAN OUR SHOPPERS EXPECT."**

— Andrea Schwartz,  
VP Media Relations, North Central & South Regions, Macy's

## CONNECTING WITH LOCAL BUSINESSES

The Street Team Ambassadors developed an understanding of the current needs and challenges facing Loop businesses through daily business check-ins with State Street merchants. From shoplifting to construction concerns, each conversation was logged in a comprehensive weekly report. This analysis of State Street's safety, cleanliness, and hospitality was shared with the Ambassadors' network including the Chicago Police Department, social service providers, and the Chicago Homeless Task Force. In 2017, over 2,000 business check-ins were performed, and 81% of State Street merchants surveyed said that the Ambassador program provided visible value to their business.

## CONNECTING THOSE IN-NEED

2017 marked an important year for helping those in-need. The Street Team Ambassadors made over 1,000 social service referrals and distributed over 1,500 Resource Guides to those in-need. Through the City of Chicago's new Central Referral System Assessment, several Street Team Ambassadors received training which allowed them to assess an individual's vulnerability, giving housing priority to those most in-need. The Street Team Ambassadors also walked the street with local social service providers and introduced individuals experiencing homelessness directly to organizations that can help.

## CLEAN TEAM AMBASSADORS

State Street continued to reflect its world-class reputation thanks to the constant care of the Clean Team Ambassadors. These five hard-working individuals improved the cleanliness and image of the street by removing litter and graffiti, emptying garbage cans, and shoveling snow. Since the Clean Team Ambassadors merged last year with the Street Team Ambassadors, the program has expanded to be even more efficient. New mobile technology allows Ambassadors to track services on a shared system and alert each other of real-time hospitality and cleaning issues to be addressed efficiently and professionally. Using this new technology, the Clean Team Ambassadors tracked over 50,000 blocks covered with pan and broom and over 40 tons of trash collected from State Street in 2017.


## MAINTENANCE AND DESIGN OF STATE STREET

Chicago Loop Alliance is committed to keeping State Street one of the most vibrant streetscapes in the nation. Through funding provided by SSA1-2015, both sides of State Street between Wacker Drive and Congress Parkway received constant care and upkeep. Each of these nine-blocks received weekly power washing, yearly sidewalk repair and sealing, and maintenance to the street's enhanced design elements including light poles, tree grates, and cast iron fencing. In 2017, Chicago Loop Alliance manufactured replacements for the street's unique planter fencing — ensuring that State Street keeps its distinct design for years to come. These elements along with the nearly 100 planters filled with seasonal landscaping created a sense of arrival onto the city's historic "Great Street."


**"THE STREET TEAM AMBASSADORS SHOW THE COMMITMENT OF THE CHICAGO LOOP ALLIANCE TO A CLEAN AND SAFE DOWNTOWN ENVIRONMENT. A COMMITMENT THAT IS IMPORTANT TO ALL OUR BUSINESSES, NEIGHBORS, SHOPPERS, AND TOURISTS ON STATE STREET. THEIR PRESENCE IN CONJUNCTION WITH PROTECTION FROM THE CITY OF CHICAGO ARE A WELCOME SITE."**

— Eileen LaCario, Vice President, Broadway In Chicago


2017  
CLA FACTS

 **1,103 Social Service Referrals** were made by the Street Team Ambassadors

 **9,132 Trash Bags Collected** by the Clean Team Ambassadors

 **2,131 Business Check-Ins** were made by the Street Team Ambassadors to State Street merchants

 **5,897 Graffiti Tags & Stickers Removed** from State Street by the Clean Team Ambassadors

 **16,045 Directions Given** to Loop visitors by the Street Team Ambassadors

# 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 FOR STAKEHOLDERS TO ACHIEVE THEIR PROPERTY AND INVESTMENT GOALS.

### REVITALIZING THE CHICAGO PEDWAY

In 2017, Chicago Loop Alliance partnered with the Environmental Law and Policy Center on a conceptual study to identify the potential of revitalizing the "Main Stem" of Chicago Pedway System. Through design workshops with Loop stakeholders, wayfinding and placemaking enhancements were identified and explored for their economic feasibility. While the study was just the first step in a long-term vision for this underutilized civic asset, Chicago Loop Alliance will continue to advocate for the project each step of the way.

### MAINTAINING A LOOP AESTHETIC

Chicago Loop Alliance, in partnership with the City of Chicago, has worked to maintain guidelines and ordinances to preserve the aesthetic appeal of the Loop for the benefit of all who live, work, and play downtown. Each month in 2017, the Planning & Advocacy Committee welcomed local businesses to present signage and construction plans. Twenty-five signage and development projects were reviewed by the Planning & Advocacy Committee including the new Banana Republic Factory Store on State Street, the city's first Dos Toros Taqueria, and the redevelopment of Willis Tower. This team of 18 business leaders also advocated for several Loop projects and stricter enforcement of current noise ordinances.

### TAKING COUNT THROUGH A LOOP-WIDE BUSINESS INVENTORY

During the summer of 2017, Chicago Loop Alliance conducted a Loop-wide business inventory to gain a better understanding of the area's current landscape and maintain important contact lists. All street-level businesses from North/South Wacker & Lake and East/West Wacker & Congress Parkway were recorded and updated in the organization's comprehensive database. Through one-on-one meetings with property managers, merchants, and security personnel, Chicago Loop Alliance was able to update business listings and security contacts for 1,394 street-level businesses.

### GAINING INTERNATIONAL ATTENTION

The Chicago Loop was identified as a world-class business district by the newly formed World Business District Network in 2017. Michael Edwards, Chicago Loop Alliance President and CEO, was selected to be a founding member of this network of business district professionals. Representing the Loop, he moderated a panel discussion on the value of business improvement districts in Los Angeles. Mary Elizabeth Rankin, Chicago Loop Alliance Marketing Director, also represented the organization in Paris, France at the World Business District's annual conference in November 2017.



"WE WERE HAVING DIFFICULTY WITH THE NOISE FROM THE STREET PERFORMERS OUTSIDE OF OUR OFFICE BUILDING. WE CONTACTED CHICAGO LOOP ALLIANCE AND THEY IMMEDIATELY CONNECTED OUR CONCERN WITH THE ALDERMAN AND DRAFTED SAMPLE LETTERS TO SEND TO CITY LEADERSHIP TO ADDRESS THE ISSUE."


— Gary Wenzel, General Manager, Aspire Properties, 25 E. Washington



2017  
CLA FACTS

 40 Properties  
in SSA1-2015

 #8 Global Business District  
The Chicago Loop ranked 8th among 17 other global business districts in the World Business District Network's study

 4 New Retail Locations  
opened on State Street including Banana Republic Factory Store

 1,394 Businesses Inventoried  
in Chicago Loop Alliance's Loop-wide survey

 25 Design and Signage Packages Reviewed  
by the Planning & Advocacy Committee

CHICAGO LOOP ALLIANCE IMPROVES THE QUALITY OF THE PUBLIC REALM BY BRINGING A DISTINCTIVE SENSE OF PLACE AND STRONG SENSE OF ARRIVAL INTO THE LOOP WHILE ENHANCING ECONOMIC DEVELOPMENT.

#### ACTIVATE EXPLORES ALLEY LIFE

Now in its fourth year, ACTIVATE continued to draw thousands to underutilized spaces in the Loop for a pop-up celebration of the arts. In 2017, ACTIVATE explored the function of one of Chicago's most utilitarian architectural elements — the alley. Once a month from June through September, attendees experienced a different function of the alley through visual art, musical performances, dance, and plenty of the program's signature surprises. From exploring the alley as a play space in *Playground — Rec Room of the Block* to the alley as a place we dispose of unwanted items in *Wasteland — Dispose and Discover*, each ACTIVATE brought new perspective to the space attendees have named “the go-to events of the summer” since the program began in the Chicago Theatre Alley in 2014.

#### THE PORTAL

As ACTIVATE continues to evolve, so does the story it tells. In 2017, Chicago Loop Alliance partnered with leading-edge design firm PORT Urbanism to create The Portal. This monumental structure created a grand entrance to ACTIVATE and helped communicate each event's unique theme. Through a site and theme specific photo montage of contemporary and historic images, The Portal created an enhanced sense of place and inspired passersby to see the Loop anew.

#### LINGER LONGER IN THE LOOP

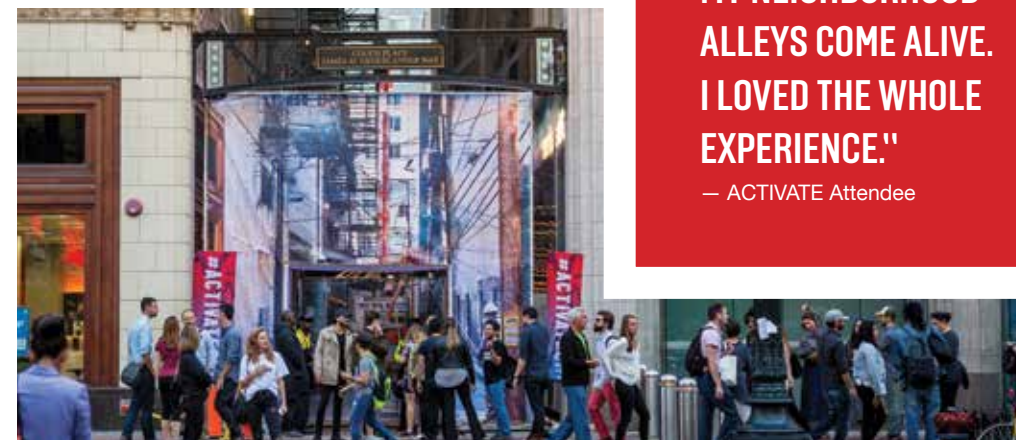
Through Chicago Loop Alliance's popular Linger Longer program, ACTIVATE attendees were encouraged to eat, drink, and continue the fun in the Loop after the event. By showing their ACTIVATE wristband, attendees had access to over thirty special discounts and offers from Chicago Loop Alliance members. Deals ranged from discounts on cocktails to unlimited ping-pong and pizza. With nearly 3,000 attendees at each event, and attendees spending an average of \$48.82 before or after the event, Loop members have recognized the program for its boost to business.

#### CELEBRATING THE YEAR OF PUBLIC ART ON STATE STREET

In recognition of the City of Chicago's Year of Public Art, Chicago Loop Alliance commissioned local artist Bob Faust to design a series of banners celebrating the Loop's iconic public art. Lining light poles on State Street from Lake Street to Congress Parkway, these colorful interpretations of sculptures such as Anish Kapoor's *Cloud Gate*, Pablo Picasso's *Chicago Picasso*, Alexander Calder's *Flamingo*, and Jean Dubuffet's *Monument with Standing Beast* highlighted the Loop as a destination for public art in Chicago to the 7.6 million people who visited State Street in July 2017.

#### LIGHTSCAPE — CREATING AN IMMERSIVE STATE STREET

Lightscape, Chicago Loop Alliance's unique lighting and sound installation located in 17 planters along State Street, continued to surprise and delight passersby with its one-of-a-kind displays of color, light, and audio. In 2017, Lightscape celebrated the unique offerings of the Loop's Theatre District with programs featuring the soundtracks to the year's most anticipated productions including Disney's *Aladdin*, Jimmy Buffett's *Escape to Margaritaville*, and the return of the Joffrey Ballet's award-winning interpretation of *The Nutcracker*. Chicago Loop Alliance also upgraded the hardware needed to bring basic Lightscape functions in-house, allowing the Chicago Loop Alliance to transform the streetscape with the click of a button.



"SUCH A JOY TO SEE MY NEIGHBORHOOD ALLEYS COME ALIVE. I LOVED THE WHOLE EXPERIENCE."

— ACTIVATE Attendee

IT IS AN HONOR CREATING INTERESTING URBAN MOMENTS AND PROMOTING ENGAGING STREET ACTIVITY IN A CITY OF CHICAGO'S PEDIGREE! OUR CLA PLACEMAKING COMMITTEE THRIVES ON THIS OPPORTUNITY. WE ARE TRULY THINKING ABOUT THE PEOPLE ON THE STREET AND THE AWESOME SMILES ON THEIR FACES WHEN THEY EXPERIENCE ACTIVATE AND OTHER CLA INITIATIVES.

— Charles Smith, Principal, CannonDesign



2017  
CLA FACTS

80 Media Outlets  
Featured ACTIVATE  
in print, online or on  
television broadcasts

14,685  
Total RSVPs  
to four ACTIVATE  
events

\$583,728  
Economic Impact  
from ACTIVATE

7.6 Million State Street Viewers  
experienced the Year of Public Art banners

12 Lightscape Programs  
curated with partners including Broadway  
In Chicago and the Joffrey Ballet

# ECONOMIC DEVELOPMENT

CHICAGO LOOP ALLIANCE FACILITATES THE DEVELOPMENT OF A VIBRANT LOOP BY SUPPORTING INCREASED PUBLIC AND PRIVATE INVESTMENT IN RETAIL, OFFICE, AND RESIDENTIAL DEVELOPMENT.

## SPRINGBOARD PEDESTRIAN COUNTERS

Springboard, Chicago Loop Alliance's pedestrian and vehicular counting technology, continued to provide important data to SSA1-2015 property owners. Ten intersections on State Street from Wacker Drive to Congress Parkway were monitored to understand traffic trends and provide insight into property values along State Street. In 2017, two new counters were installed at Washington Street and Michigan Avenue and Wacker Drive and Michigan Avenue to provide insight into how State Street measures up to other key areas of the Loop. All of this data was then translated into a weekly report and distributed to 77 property owners and brokers to help them better understand their investment.

## DOWNTOWN FUTURES SERIES

In 2017, Chicago Loop Alliance continued to lead the discussion on the future of the Loop at the Downtown Futures Series. With discussions ranging from retail to outdoor recreation, attendees learned about current industry trends and their long-term effect on Chicago and other cities around the world. Each discussion was led by a globally recognized urban thought-leader and accompanied by a supporting panel of forward-thinking Chicagoans. Over 300 Chicago Loop Alliance members and stakeholders attended this three-part series in 2017 — helping their organization stay competitive and ahead of trends impacting their business.

## WABASH ADVISORY GROUP – SIDEWALK CAFÉ PROGRAM

Utilizing Chicago Loop Alliance's *Transforming Wabash Report*, the Wabash Advisory Group met monthly to identify and implement projects to revitalize Wabash Avenue. In 2017, this group of 55 Loop stakeholders launched a pilot program for the street's first sidewalk café program. The program allowed Wabash Avenue businesses access to pre-approved furniture and design to help expedite the permitting process for outdoor seating. Two of the street's busiest restaurants, Peach & Green and Goddess and the Baker, took part in the program and reported a 30% increase in business.

## 2017 DOWNTOWN FUTURES SERIES

### THE FUTURE OF RETAIL MARCH 3, 2017 | 1871

**Keynote Speaker:**  
Dana Telsey  
CEO & Chief Research Officer  
Telsey Advisory Group

### GET OUTSIDE! JUNE 7, 2017 | 1871

**Keynote Speaker:**  
Cailin O'Brien-Feeney  
Local Recreation Advocacy Manager  
Outdoor Industry Association

### THE CITY BRAND OCTOBER 4, 2017 | 1871

**Keynote Speaker:**  
Simon Quin  
Director  
Institute of Place Management

## WASHINGTON/WABASH CTA STATION AND PEDESTRIAN BUMP-OUTS

The much anticipated Washington/Wabash CTA Station opened in the summer of 2017, the first in over two decades. To help aid the 13 million pedestrians estimated to utilize the new station, Chicago Loop Alliance's Wabash Advisory Committee identified five "people spots" to further balance the pedestrian, public transit, and vehicular traffic. Through special street markings and pedestrian bump-outs with table and chairs surrounded by protective barriers, these recommendations hope to make the street safer and promote local business in 2018.

## ARTS IN THE LOOP

In 2017, Chicago Loop Alliance launched *Arts in the Loop*, an economic impact study to determine the role cultural institutions play in the Loop's economy. Nearly every arts and culture institution in the Loop participated, sharing the survey with their patrons and providing valuable insight into business practices. Over 12,000 survey responses were collected and dozens of interviews were recorded. This data will be translated into a comprehensive report that is scheduled to be released in March 2018.



**"WE ARE GLAD TO RECEIVE ACTUAL PEDESTRIAN AND VEHICLE COUNTS ON A WEEKLY BASIS FROM CHICAGO LOOP ALLIANCE. THE NUMBERS AND ANALYSIS GIVE US THE REQUIRED INFORMATION ON HOW STATE STREET IS PERFORMING AND ALLOWS US TO BETTER RETAIN AND RECRUIT TENANTS."**

— John Vance, Principal, Stone Real Estate

2017  
CLA FACTS



**77 Stakeholders Utilized Pedestrian Data**  
through weekly pedestrian counts provided by Chicago Loop Alliance



**88,045,850 State Street Pedestrians**  
were counted by Chicago Loop Alliance's Springboard Pedestrian Counters



**55 Loop Stakeholders**  
attend monthly Wabash Advisory meetings



**13 Million CTA Commuters**  
are estimated to use the new Washington/Wabash CTA station annually



**12,000 Arts & Culture Patrons**  
completed the *Arts in the Loop* survey

## MARKETING

**VISITORS STAY IN THE LOOP WITH TARGETED DESTINATION MARKETING CAMPAIGNS**

To showcase the Loop's unique amenities and keep visitors downtown, Chicago Loop Alliance developed two seasonal destination marketing campaigns in 2017. From May through August, *Summer in the Loop* helped guide visitors to the Loop's hottest attractions and events. Thirty-thousand summer pocket guides were distributed to hotels and visitor centers across the city with the hope of enticing visitors to eat, drink, and stay in the Loop throughout their visit. On State Street, three large CTA kiosks showcased the *Summer in the Loop* campaign with an illustrated map, themed itineraries and a monthly events calendar. These marketing vehicles, along with a dedicated *Summer in the Loop* sub-site, a partnership with Choose Chicago, and media outreach gave visitors a comprehensive guide to the Loop and provided value to members through enhanced promotion.

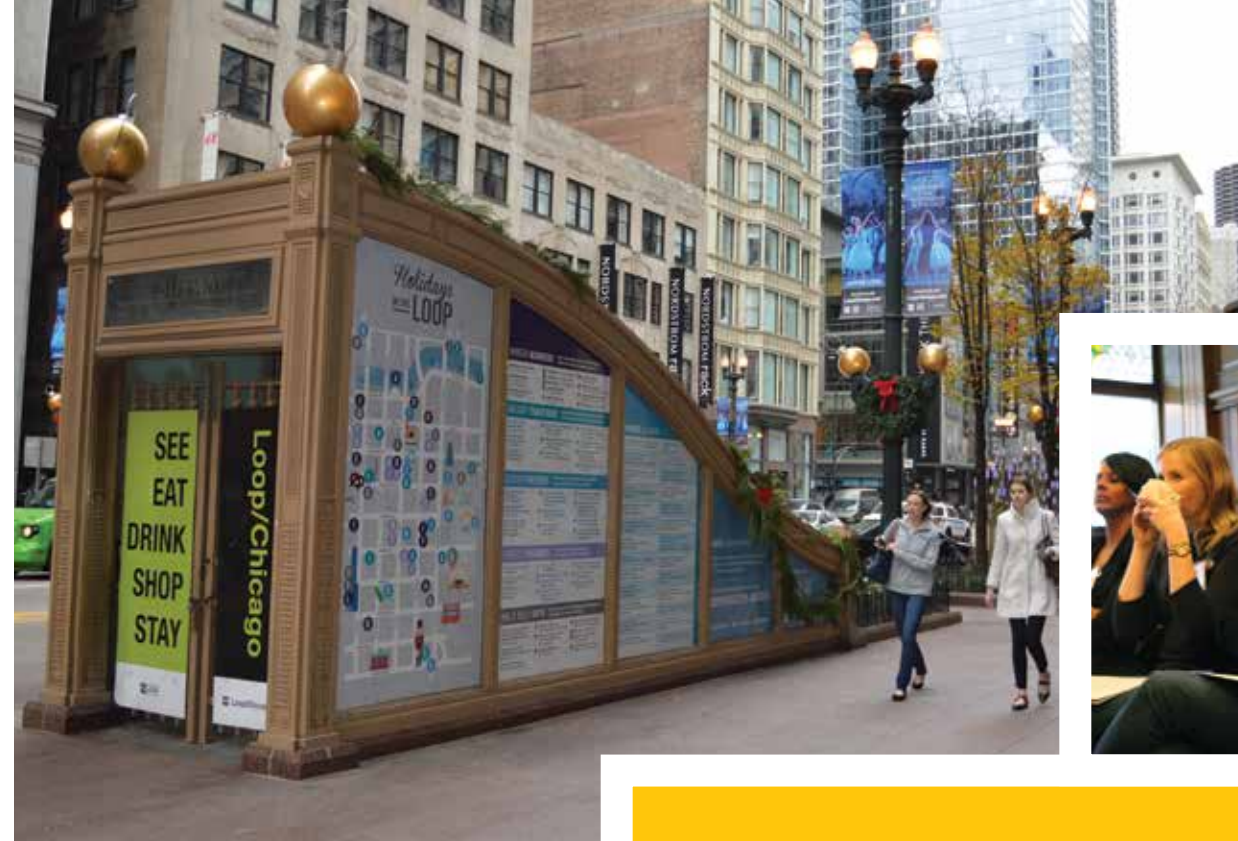
During the winter months, *Holidays in the Loop* positioned the Loop as the city's one-of-a-kind holiday destination to the regional visitor. Forty-thousand pocket guides were distributed to hotels, visitor centers, airports, and handed out at the season's most popular events. Chicago Loop Alliance's website and State Street kiosks were also given a festive makeover to reflect the Loop's holiday events and attractions. To spread a little extra holiday cheer, Chicago Loop Alliance launched the *Unwrap the Loop* Giveaway. Each day from November 24 through December 24, a prize was revealed from a member business on [LoopChicago.com/Holidays](http://LoopChicago.com/Holidays) and promoted through Chicago Loop Alliance's social media. Over 3,500 people entered to win hotel stays, gift cards, theatre tickets, and more!

**ENHANCING MEMBER ENGAGEMENT**

In 2017, Chicago Loop Alliance's marketing department formed the organization's first Marketing Steering Committee. This group of nine marketing professionals met monthly to guide the organization's strategy and be a voice for the larger membership. Through quarterly Marketing Labs, Chicago Loop Alliance invited all members to learn about upcoming marketing initiatives and opportunities to get involved.

**PROMOTING THE LOOP AS A DESTINATION ONLINE**

In 2017, Chicago Loop Alliance began the process of redeveloping [LoopChicago.com](http://LoopChicago.com) to reflect the organization's commitment to the Loop tourist, visitor, and worker. This new website which is scheduled to launch in early 2018, will provide enhanced value to SSA1-2015 stakeholders and members through new targeted content, easier navigation, and a responsive mobile experience.



**"THE FORMATION OF THE MARKETING STEERING COMMITTEE HAS BEEN EXTREMELY VALUABLE. THE REPRESENTATION OF VARIOUS SECTORS FROM THE LOOP TO SERVE THE TEAM AND THE BROADENED TARGETED MARKETING STRATEGY HAS BEEN EXTREMELY PRODUCTIVE THIS YEAR."**

— Marketing Steering Committee Co-Chairs  
 Aaron Gadiel, Regional Director, Marketing & Strategic Alliances, CIM — Block 37  
 Colleen Flanigan, Chief Marketing Officer, The Auditorium Theatre of Roosevelt University



**"THE "IN THE LOOP" SEASONAL DESTINATION MARKETING CAMPAIGNS HAVE HELPED US EXTEND OUR REACH TO AUDIENCES VISITING THE LOOP. WE LOVE THE POCKET GUIDES AND STATE STREET KIOSK REPRESENTATION — THESE MARKETING INITIATIVES ENCOURAGE VISITORS TO COME TO OUR VENUE AND STAY A LITTLE BIT LONGER IN THE LOOP!"**

— Kat Frerichs, Business Development Manager, AceBounce

2017  
CLA FACTS



1,376 Pieces of User Generated Content created using #InTheLoopChi on Instagram



56% Increase in Total Pageviews for Chicago Loop Alliance's holiday sub-site compared to 2016



66% Increase in Instagram Followers  
324% Increase in Instagram Engagements



20% Increase in Facebook Followers  
41% Increase in Facebook Engagements



145 Million Media Impressions across print, online, and broadcast outlets



# MEMBERSHIP

## BE INFORMED, STAY CONNECTED, EXPAND YOUR REACH

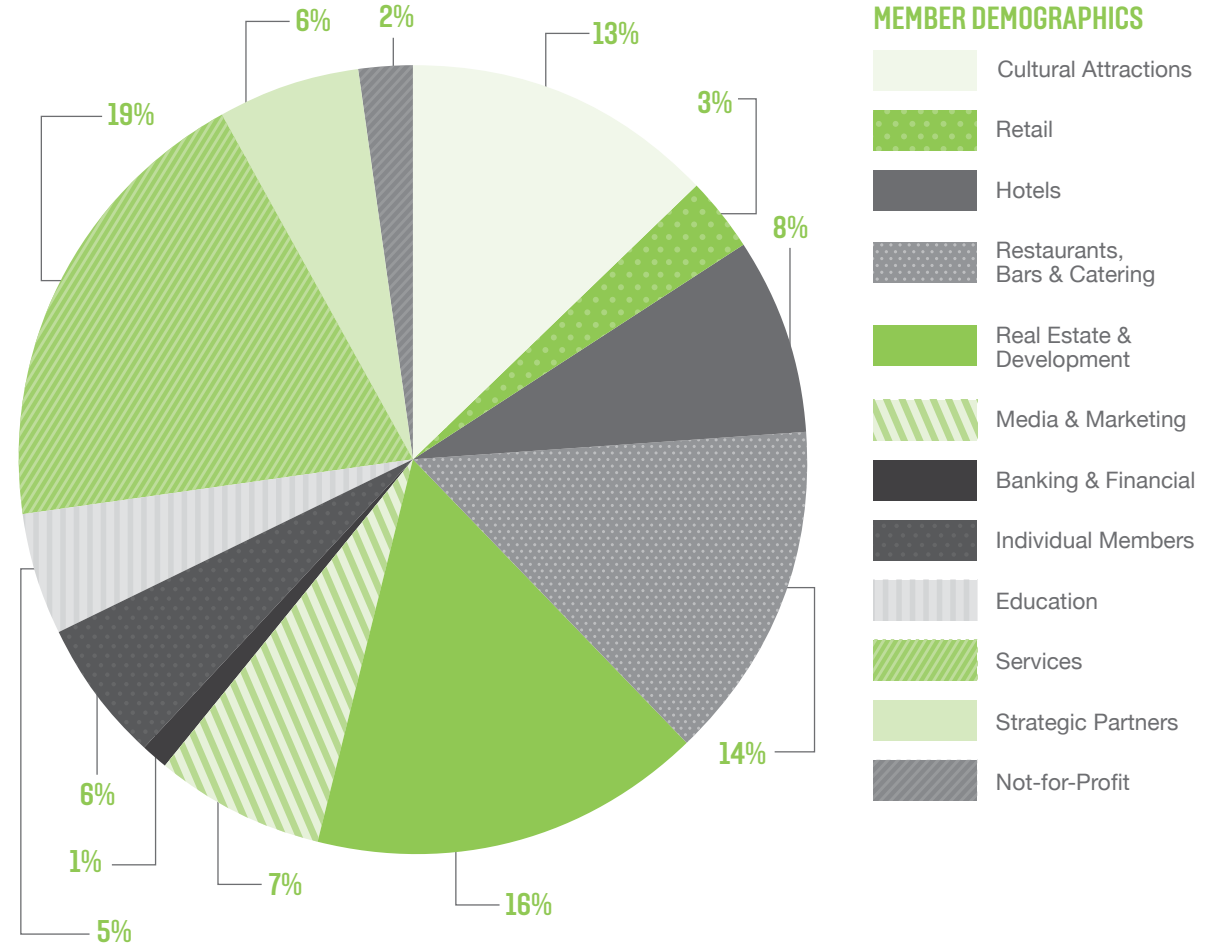
Chicago Loop Alliance's membership department continued to grow in 2017. Over 300 members representing the Loop's business, civic, and cultural institutions found value in monthly networking events, access to Loop alerts, free educational events, and enhanced marketing opportunities. Last year, over 700 members attended LoopedIn Networking Events, and 10 members had the opportunity to showcase their venue to a diverse group of Loop stakeholders. Chicago Loop Alliance also welcomed 65 new members — the highest amount of new members to date.

## MEMBERSHIP COMMITTEE

The Chicago Loop Alliance Membership Committee is made up of a group of individuals who actively recruit new members, engage current members, and promote CLA. Committee members act as ambassadors for Chicago Loop Alliance at networking events and within in the community. Monthly meetings provide an opportunity for the Committee to development recruitment strategies, plan events, and support the overall vision and mission of the Chicago Loop Alliance Membership Department.

**"A MEMBERSHIP WITH CHICAGO LOOP ALLIANCE HAS ALLOWED US TO BECOME PART OF THE BUSINESS, CIVIC, AND CULTURAL SECTORS THAT MAKE THE LOOP VIBRANT. WE HAVE BUILT NEW RELATIONSHIPS WITH BUSINESSES WHO ARE PROVING CRITICAL TO SILK ROAD RISING'S GROWTH AND SUCCESS. IT IS WITH GREAT SATISFACTION THAT I CAN POINT DIRECTLY TO CLA FOR HELPING US BUILD THOSE INTRODUCTIONS AND LASTING CONNECTIONS."**

— Malik Gillani, Executive Director, Silk Road Rising



**"THE BLACKSTONE HOTEL WAS THRILLED TO BE ABLE TO HOST A LOOPEDIN NETWORKING EVENT THIS YEAR. NOT ONLY WAS IT GREAT EXPOSURE FOR THE PROPERTY, BUT IT BROUGHT IN COMMUNITY LEADERS THAT WOULD NOT HAVE OTHERWISE THOUGHT TO VISIT OR UTILIZE THE SPACE FOR FUTURE BUSINESS."**

— Kimberly Corrigan, General Manager, The Blackstone Hotel

**2017**  
CLA FACTS

**734 Members** attended LoopedIn Networking Events

**65 New Members** joined Chicago Loop Alliance in 2017

**73 Members** were featured in Member Spotlight, a bi-monthly email distributed to CLA Members

**60% of Chicago Loop Alliance Members** have done business with another member in the past month

## 2017 MEMBERS

11 East Partners LLC	Berghoff, Herman	Chicagoland Chamber of Commerce	Fogo de Chao	Intersection	Nando's Peri-Peri	Special Olympics Chicago
12 North Venture LLC	Big Bus Tours — Chicago	Chicagoland Retail Sector Center/ Pyramid Partnership Inc.	Food For Thought at School of the Art Institute of Chicago	Island Party Hut	Near South Planning Board	Springboard Research Ltd
200 S. Michigan LLC	Blackstone Hotel, The	Chick-fil-A State and Lake	Formento's	Italian Village Restaurants	Neathery, Derek	Stantec Architecture
25 East Washington Associates	Blick Art Materials	Choose Chicago	Fox's Designer Off-Price	J.C. Anderson Inc.	Newcastle Limited LLC	Staver Law Group P.C.
360 Chicago	Block Thirty Seven	Christkindlmarket Chicago — German American Services Inc.	Frank Lloyd Wright Trust	Joffrey Ballet, The	Noonan, William	Stone Real Estate Corp.
5 N. Wabash Condominium Association	BrightView Landscape Services	Christy Webber & Company	G3 Construction Group Inc.	John Buck Company, The	O'Meara Law LLC	SUBWAY Restaurant
ABC 7 Chicago — WLS Television Inc.	British International School of Chicago South Loop	CIBC	Gene Siskel Film Center	John D. and Catherine T. MacArthur Foundation, The	Oak Street Design	Sugar Bliss Cake Boutique and Sugar Bliss Patisserie
Absolutely Chicago Segway Tours	Broadway In Chicago	CIRCLE Foundation — Innovations High School	Gensler Design	John Hancock Real Estate	Okrent Kisiel Associates Inc.	Sullivan Office Owner LLC/ Avison Young
Acadia Realty Trust	Buckingham Athletic Club and Hotel, The	Cirque du Soleil	GlenStar Asset Management	John Marshall Law School	Olio City	Target
Ace Hotel Chicago	BURG Translations	City Winery	Goddess and the Baker	JW Marriott Chicago Hotel	Opyt, Todd	Tawani Property Management
AceBounce	CA Ventures	Columbia College Chicago	Godfrey Hotel Chicago	Katten Muchin Rosenman LLP	Organic Headshots	tesori trattoria & bar
Adler University	Cambria Chicago Loop — Theatre District	ComEd	Goethe-Institut Chicago	KemperLesnik	Overlock, Blake	theWit Hotel
Advanced E&S Group	Campbell, Keith	Concierge Preferred	Goodcity Chicago NFP	KEY — This Week In Chicago	Palmer House Hilton Chicago	Tigerlily Events — Café Brauer & Lincoln Park Zoo
Alderman Brandan Reilly, 42nd Ward	CannonDesign	Conference Chicago at University Center	Goodman Theatre, The	Kimpton Gray Hotel	Paparounis, Anastasios	Tolpin & Partners PC
Alderman Danny Solis, 25th Ward	CAS Music Group/ Mode Events	Corner Bakery Café	Grant Park Music Festival in Millennium Park	Kostopoulos Law Group	Peach & Green	Toni Patisserie and Café
Alderman Sophia King, 4th Ward	CBRE Group Inc.	Crain's Chicago Business	Gravy Train Video Productions	Land & Lake Kitchen	Perkins + Will	Turning the Page
Alise Chicago, The	Charles Ifergan Salon	Cushing	Halal Guys, The	League of Chicago Theatres	Persona Wood Fired Pizzeria	Twenty North State Condominium Association
Allegro, A Kimpton Hotel	Chicago Architecture Foundation	Cushman & Wakefield	Hampton Inn — Chicago Downtown/N. Loop/ Michigan Ave.	Les Nereides	Planet Interactive	Union League Club of Chicago
Allied Live	Chicago Athletic Association Hotel	Daily Herald Media Group	Hampton Inn & Homewood Suites Chicago West Loop	Lifeline Repairs	PNC Bank — Monroe and Dearborn	University Club of Chicago
American Writers Museum	Chicago Department of Cultural Affairs and Special Events	Dearborn, The	Hampton Inn Majestic	LondonHouse Chicago	Poblocki Sign Company	University of Phoenix
Anvan Midwest Realty Management Co. Inc.	Chicago Department of Planning and Development	DePaul University	Hard Rock Hotel Chicago	Lowitz and Sons	Porchlight Music Theatre	Urban Real Estate
ARCpoint Labs of Chicago Loop	Chicago Department of Streets and Sanitation	DesignerShare	Harold Washington College	Lyft	Pressure Washing Systems	Vale, Carlos
Arena Americas	Chicago Department of Transportation	Doakes, Andrea	Harold Washington Library	Lyric Opera of Chicago	Pret A Manger	Venuequity LLC
Argosy University	Chicago Design Museum	Dos Toros Taqueria	Harris Theatre	Macy's	Pritzker Military Museum & Library	VERO Design & Build
Arnold, Ron	Chicago Festival Association	Downtown Apartment Company	Healey, Lori	Maggie Daley Park	Protein Bar/Thrive360 Eatery	Virgin Hotels Chicago
Art Institute of Chicago, The	Chicago Loop Dentistry	Downtown Islamic Center	Heritage at Millennium Park Condominium Association, The	Magnificent Mile Association	Rail Car Club of Tri-Star Catering	Volante Systems
Atrium Mall Chicago	Chicago Loop Synagogue	Earles Architects and Associates Inc.	Heritage Shops at Millennium Park	MakeOffices	RAM Racing	Walgreens
Audience Architects	Chicago Police Department, 1st District Central	Elkin, Norman	Hilton Chicago	Marc Realty	Reach Mail Inc.	Weber Grill — Chicago
Auditorium Theatre of Roosevelt University	Chicago Public Library	Ensemble Español Spanish Dance Theater	Hines Interests, L.P.	Marquee at Block 37	Related Midwest	WeWork
Audrain, Cal	Chicago School of Professional Psychology, The	Enwave Chicago	Holabird & Root	Marty Padilla and Associates	Renaissance Chicago Downtown Hotel	Where Magazine/Morris Visitors Publications
AV Chicago	Chicago Theatre, The	Equinox	Hostelling International — Chicago	Max's Take Out	Rework by ROE	Whimsical Candy Kitchen & Store
Avison Young LLC	Chicago Title Insurance Company — National Commercial Services	Exchequer Restaurant and Pub	Hubbard Street Dance Chicago	McCormick & Schmick's	Riot Creative Imaging	Wigle, K.C.
Balance Spa and Fitness at the Palmer House	Chicago Trolley & Double Decker Co.	EXPO Chicago	Hyatt Centric — The Loop Chicago	McGuire Engineers	RKF	Willens Law Offices
Balanced Environments Inc.	Chicago Youth Symphony Orchestras	Fast Sandwich LLC — Jimmy John's	IIT Institute of Design	MediaScience	Ronald McDonald House	Willow Chicago
Bannerville USA	Chicago Zoological Society — Brookfield Zoo	FindSpark	Illinois Hotel & Lodging Association	Merz Downtown	Rosenfeld Injury Lawyers	Windy City Limousine & Bus Worldwide
Bar Lupo		Fine Arts Building Studios	Illinois Restaurant Association	Metropolis Condominium Association	Satler, Gail	Wintrust Bank Chicago
Baum Realty Group LLC		First United Methodist Church	Illinois State Representative, 5th District	Metropolitan Planning Council	School of the Art Institute of Chicago	Workspring
Beef and Brandy Restaurant		Fisher, Christine	Impact Networking	Metropolitan Properties of Chicago LLC	Scopelliti, Lindsay	WSP Parsons Brinckerhoff
Benjamin Marshall Society, The		Flip'n Sweet	Intelligentsia Coffee and Tea	Michael J. Petro	Shoreline Sightseeing	YJT Solutions
Berghoff Restaurant, The		Florentine, The	Interior Investments LLC	Mid-America Club, The	Silk Road Rising	Young Professionals of Chicago
			International Music Foundation	Mid-America Real Estate Corp.	Silverman Group Inc., The	Zipcar
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				Millennium Park Living Inc.	Skydeck Chicago	
				Minor, Brent	Solomon Cordwell Buenz	
				Monami Jewelry	SP+ Corporation	
				Nadi Design		

# ILLUMINATION GALA

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's Thirteenth Annual Illumination Gala took place on September 15, 2017 at the Palmer House Hilton. The Illumination Gala gathered more than 500 supporters for a celebration of the Loop's rich history and its continued transformation due to the work of the Chicago Loop Alliance and its stakeholders. Board Member Stanley Nitzberg of Mid-America Real Estate Group was honored for his service to Chicago Loop Alliance and the Loop with the year's Illumination award.

### THANK YOU TO THE FOLLOWING COMPANIES FOR SPONSORING THE 13TH ANNUAL ILLUMINATION GALA



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Chicago Zoological Society — Brookfield Zoo  
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### In Kind

Corner Bakery  
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## CHICAGO LOOP ALLIANCE FOUNDATION'S 13TH ANNUAL ILLUMINATION GALA

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**Table Purchasers | \$3,750**  
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Downtown Apartment Company

**Table Purchasers | \$3,750 | Cont.**  
Enwave Chicago

The Goodman Theatre

Hard Surface Finishers

Interior Investments

InterPark

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