



2018

CHICAGO LOOP ALLIANCE ANNUAL REPORT



CHICAGO  
LOOP  
ALLIANCE®

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# DEAR LOOP STAKEHOLDERS

Chicago Loop Alliance creates, manages, and promotes high-performing urban experiences, attracting people and investment to the Loop.

The Chicago Loop continued to flourish in 2018, with new hotels, more residential development, top-notch office space, diverse retail offerings, and, of course, world-class arts and cultural institutions. All of these amenities and more were enjoyed by Chicago residents, regional visitors, international travelers, and everyone in-between.

Arts and culture was a major focus for Chicago Loop Alliance this year, with the release of our *Arts in the Loop Economic Impact Study*, which found that arts and cultural institutions in the Loop have a \$2.25 billion annual impact. This study, the first of its kind, put numbers to something we've known all along: that arts and culture in the Loop is an indispensable sector, playing a huge role in tourism, real estate, employment, and more.

In addition to economic development, all of CLA's program areas continued to grow over the last year. A customer satisfaction survey gave our clean and safe program high marks. ACTIVATE drew more attendees than ever with a 29 percent increase from 2017. We launched a brand new, highly visual website that is an essential resource for anyone who lives, works, or plays in the Loop. Chicago Loop Alliance Foundation's 14th Annual Illumination Gala was one of our most successful to date, raising nearly \$256,000 for free public art and cultural programming in the Loop. To top it off, CLA gained nearly 60 new members from a variety of industries.

CLA will continue to build on these successes in 2019. Early next year, we will release an updated economic profile of the Loop, which we last completed in 2013. This report will provide data on how downtown investment, tourists, employees, and residents contribute to Chicago's economic output. We will also strengthen our efforts to make State Street a safe and vibrant destination with our security program and regular meetings with the State Street Business Council. We will continue our work with the Wabash District Advisory Council and the Cultural Mile Association to ensure these pockets of the Loop thrive. And we will expand our destination marketing efforts to target the Loop worker.

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 CLA. We look forward to continue working with you to make the Loop an exceptional destination to live, work, and play in the years ahead.

Michael Edwards  
**President & CEO**

Judie Moore Green  
**Chair**



# 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.

## SECURITY PATROLS

Chicago Loop Alliance took a huge step in keeping State Street safe and vibrant by adding security patrols to its clean and safe program this year. Through a contract between Streetplus and HLSA Security Services, two armed security patrols monitored State Street over various times and days to ensure the street remained a safe place for all. CLA reported to the Chicago Police Department on a weekly basis all of the patrols' relevant interactions and incidents, including everything from breaking up fights to apprehending an armed individual and detaining him until CPD arrived.

## STREET TEAM AMBASSADORS

Chicago Loop Alliance kept its eyes and ears on State Street and parts of Wabash Avenue once again through its Street Team Ambassadors. In its sixth year, CLA's Street Team Ambassador program allowed for monitoring on the streets, stronger relationships with local merchants and visitors, and meaningful assistance for people experiencing homelessness and poverty. In 2018 alone, the Street Team Ambassadors recorded more than 41,000 interactions on the street, and more than 2,300 business check-ins. Each contact is logged in a weekly report and distributed to relevant partners, including the Chicago Police Department and Loop aldermen. Seventy-four percent of State Street merchants surveyed said the Ambassador program provided visible value to their business.

## CONNECTING THOSE IN NEED

Another major function of the Street Team Ambassadors is to connect people experiencing homelessness with resources that could change their lives. In 2018, the Ambassadors made nearly 800 social service referrals and distributed nearly 850 Resource Guides to those in need. They also made in-person introductions between individuals experiencing homelessness and social service providers.

## CLEAN TEAM AMBASSADORS

A major factor in having a positive experience in the Loop is its level of cleanliness. From removing graffiti and picking up trash to shoveling snow, the Clean Team Ambassadors left no corner of State Street in the Loop unchecked. In fact, the Ambassadors tracked more than 50,000 blocks covered with pan and broom and more than 20 tons of trash collected from State Street in 2018.

## MAINTENANCE AND DESIGN OF STATE STREET

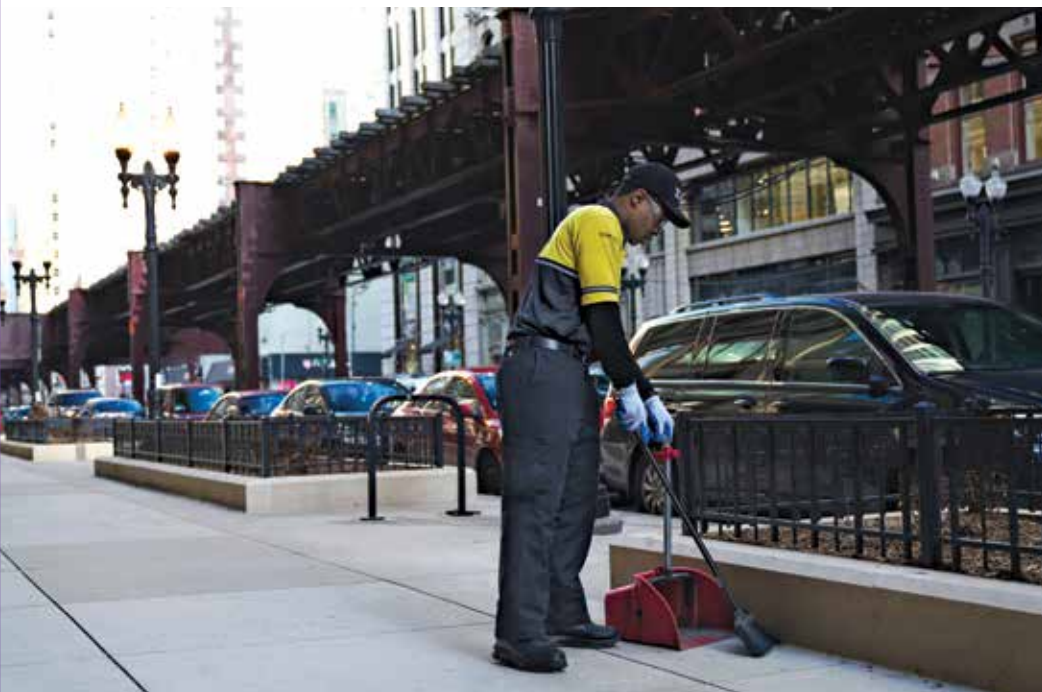
Beautification of State Street continued to be a priority for Chicago Loop Alliance. This year, CLA managed weekly power washing, yearly sidewalk repair and sealing, and maintenance of the street's enhanced design elements, including light poles, tree grates, and cast iron fencing. Nearly 100 planters along the street remained vibrant thanks to seasonal flowers and continuous landscaping. These coordinated beautification efforts create a sense of arrival to State Street, giving this historic corridor an unforgettable visual identity.



## 2018 CLA FACTS



**787** Social service referrals made by the Street Team Ambassadors



**2,401** Trash bags collected by the Clean Team Ambassadors



**2,360** Business check-ins made by the Street Team Ambassadors to State Street merchants



**3,318** Graffiti tags and stickers removed from State Street by the Clean Team Ambassadors



**23,345** Directions given to Loop visitors by the Street and Clean 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.

## **MAINTAINING A LOOP AESTHETIC**

The Loop is a gorgeous urban destination, and Chicago Loop Alliance's Planning & Advocacy Committee met throughout the year to ensure all businesses followed ordinances meant to maintain the Loop's aesthetic. It hosted 12 signage and development reviews, led discussions of developing an updated State Street Master Plan, and co-hosted a community forum with Alderman Reilly on the Aon Center's proposed observatory. CLA is also working to land a seat at the table during discussions of the new State and Lake "L" station, the design process for which will get underway in 2019.

## **VISION ZERO CHICAGO**

This year, Chicago Loop Alliance was invited to join the Downtown Task Force for the Chicago Department of Transportation's Vision Zero initiative to eliminate traffic fatalities and serious injuries by 2026. The Vision Zero plan combines research and data compiled by more than a dozen city departments and other stakeholders to create action items that will result in a safer transportation system. With its seat on this task force, CLA will continue to advocate for improved infrastructure and technology that will make the Loop a safer place to travel — whether by foot, bike, car, bus, or train.

## **GAINING INTERNATIONAL ATTENTION**

Chicago Loop Alliance bolstered its international reputation in 2018. President and CEO Michael Edwards traveled to China to present at the Beijing Innovative Development Conference. He was also invited to be a founding member with the Global Business Districts Innovation Club, a new international association to mobilize resources and find innovative solutions that will allow business districts to remain attractive and competitive in a changing world. And he attended a retreat with the International Downtown Association (IDA) Board of Directors. In October, he and CLA Finance and Operations Director Abel Rodriguez sat on panel discussions at IDA's annual conference, once again showcasing CLA on a global stage.





## 2018 CLA FACTS



**41** Years of service to State Street's SSA#1-2015



**40** Properties in SSA #1-2015



**#7** Global Business District Attractiveness – The Chicago Loop ranked 7th among 16 other world-class business districts in EY and Urban Land Institute's attractiveness study



**9** Presentations by Chicago Loop Alliance at national and international conferences



**12** Design and signage packages reviewed by the Planning & Advocacy Committee

# PLACEMAKING & MANAGEMENT

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

Celebrating its 5th season, Chicago Loop Alliance took its most popular placemaking initiative out of the alley in 2018. ACTIVATE, presented by the School of the Art Institute of Chicago and curated this season by artist collective Canvas Chicago, transformed public spaces like the Chicago Riverwalk in celebration of the city's arts and cultural evolution. The series featured 83 local artists and drew more attendees than ever, with 18,521 total RSVPs to the four monthly summer events.

## LINGER LONGER

A major part of ACTIVATE's appeal is its temporary nature, but CLA worked harder than ever to encourage people to stick around the Loop in 2018 with Linger Longer. This year saw the most participation ever, with 55 CLA members submitting promotions. New this year was a coupon book compiling these deals, 8,000 of which were handed out at ACTIVATE. Attendees reported spending an average of \$56.73 before or after each event — a 16 percent increase over 2017.

## 'THE SHAPE OF CHICAGO: JOHN MASSEY'S 1968 BANNERS REVISITED'

Fifty years ago, downtown Chicago was brightened by a campaign of graphic banners by designer John Massey. In 2018, State Street in the Loop once again came alive with his designs. In addition to the recreated banners, third-grade students at Philip D. Armour Elementary School in Bridgeport created their own artwork inspired by Massey's design language, which was displayed in State Street's planter boxes. Audio of the students explaining what they love about Chicago played over Lightscape. The project was the result of a partnership between CLA, the Terra Foundation for American Art, and the Chicago Design Museum as part of the City of Chicago's Year of Creative Youth and the Terra Foundation's *Art Design Chicago*.

## ENGAGING COMMUNITY PARTNERS

In addition to *The Shape of Chicago*, new projects this year allowed Chicago Loop Alliance to engage new partners and strengthen existing relationships. First, the Chicago Architecture Center's Teen Fellows program reimaged The Gateway at State and Lake streets. Members of CLA's Placemaking Committee met the teen fellows to give feedback on their vision. In September, CLA teamed up with the Chicago Bulls for Urban Legends, an ACTIVATE-inspired event in the Chicago Theatre alley. And in December, CLA collaborated with Space p11, the School of the Art Institute of Chicago, and the Chicago Fashion Incubator on *Short-Cuts*, a series of pop-up art happenings over two weeks in the Pedway.

## LIGHTSCAPE

Lightscape continued to brighten up the street with its spirited displays of light, color, and sound. In 2018, Lightscape celebrated the unique offerings of the Loop's Theatre District, featuring the soundtracks to productions like *Waitress*, *Pretty Woman*, *The Nutcracker*, and more. For the first time, Lightscape celebrated the end of daylight savings time with a playlist of popular songs about light accompanying a twinkling display for the month of November.



## 2018 CLA FACTS



**\$32.1K** Value of ACTIVATE media coverage



**18,521** Total RSVPs to four ACTIVATE events



**\$395,692** Economic impact from ACTIVATE in 2018



**7.2 million** State Street viewers experienced *The Shape of Chicago* banner campaign



**12** Destination marketing campaigns on State Street curated with partners including Broadway In Chicago, the Joffrey Ballet, the Terra Foundation, Special Olympics, and more

# 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.

## 'ARTS IN THE LOOP ECONOMIC IMPACT STUDY'

In April, Chicago Loop Alliance released a first-of-its-kind study to determine the economic impact of arts and culture in the Loop, and the findings prove this industry is a major economic driver. In total, the arts and culture in the Loop are responsible for \$2.25 billion in economic impact each year. The report also offered robust information on the people who take advantage of arts in the Loop and their behavior while they're here. With an annual visitation of 28.4 million, the Loop benefits from an average of 77,800 arts attendances per day. This data and more will be used by arts, tourism, and economic development organizations to strengthen their operations, which, in turn, will continue to strengthen the Loop.

## SPRINGBOARD PEDESTRIAN COUNTERS

Chicago Loop Alliance continued to gather and disseminate vital information about pedestrian activity to Loop stakeholders with Springboard. Counters are located at 10 intersections on State Street, as well as at Washington Street and Michigan Avenue and Wacker Drive and Michigan Avenue, in order to monitor traffic trends and provide insight into nearby property values. In 2018, reports were broken down by time of day and were able to show that the Loop is now home to a vibrant nightlife scene, with 26.3 percent of pedestrian activity occurring between 5 p.m. and midnight. Also for the first time, quarterly reports were designed specifically for brokers. These new reports provide rolling 52-week average pedestrian counts per block face — data that is valuable when these brokers are talking with potential tenants. Weekly reports were also sent to 72 property owners to help them better understand their investment.

## EXTENDING OUR IMPACT

Chicago Loop Alliance continued its monthly meetings with the Wabash District Advisory Council, creating a concerted effort to transform Wabash by supporting initiatives like public art, public seating, pedestrian bump-outs, and uniform street cafés. For the first time, CLA offered a financial incentive for Wabash restaurants to participate in the street café program. In addition to Wabash, CLA also began meeting monthly with the Cultural Mile (Michigan Avenue from the river to Roosevelt Road) and the State Street Business Council to cover matters of visual identity, upgrades, beautification, programming, security, marketing, and more.

## DOWNTOWN FUTURES SERIES

2018 marked the third year of Chicago Loop Alliance's Downtown Futures Series. With discussions ranging from talent acquisition and retention, to the importance of top-notch airports, to the relationship between strong neighborhoods and a strong downtown, CLA positioned itself as a thought leader in the realm of urban planning and development. About 240 stakeholders attended this three-part series to help stay competitive with and ahead of current trends.

## HOSPITALITY HIRES CHICAGO

For the first time, Chicago Loop Alliance partnered on Hospitality Hires Chicago (HHC). This hiring event takes place in the spring and fall and brings hundreds of jobs in the hospitality, tourism, and retail industries to job seekers across Chicagoland. CLA encouraged member and SSA businesses to participate in the hiring fair. HHC is put on by the Chicago Cook Workforce Partnership in collaboration with Choose Chicago, the Illinois Hotel and Lodging Association, the Illinois Restaurant Association, the Magnificent Mile Association, and the Near South Planning Board.



## 2018 CLA FACTS



**\$2.25B** Annual economic impact of the arts in the Loop



**86,489,059** State Street pedestrians counted by Chicago Loop Alliance's Springboard Pedestrian Counters



**26.3%** Nighttime pedestrian activity in the Loop according to Springboard counters



**10,843** Embarkments every weekday at the 1-year-old Washington and Wabash CTA station



**400** Loop stakeholders who are engaged with the Wabash District, Cultural Mile, and State Street Business Council meetings

# MARKETING

Chicago Loop Alliance markets the Loop as a dynamic destination for workers, residents, and visitors with various campaigns and initiatives that benefit members, stakeholders, and the Loop as a whole.

## LAUNCHED NEW WEBSITE

Chicago Loop Alliance completed a major redevelopment of its website, launching a highly visual site that works as an indispensable resource for anyone looking to explore, shop, stay, dine, or do business in the Loop. Through a partnership with Choose Chicago and October TV, CLA worked to produce six videos for the new site, each one showcasing a different facet of the Loop experience. The streamlined site also features robust pages for each member looking to connect with consumers or other businesses. The website is integrated with CLA's new customer-relationship management system, allowing members to make changes to their web pages, input their events to appear on CLA's online calendar, network with other members, and stay up-to-date on Loop happenings.

## PROMOTED THE LOOP AS A DESTINATION

The marketing team built on its popular destination marketing campaigns: *Summer in the Loop* and *Holidays in the Loop*. Both campaigns are meant to keep visitors to Chicago in the Loop by enticing them with Chicago Loop Alliance member information, and both saw more member participation than ever. *Summer in the Loop*, from May through August, featured 40,000 summer pocket guides, three large CTA kiosks, and digital marketing and PR efforts. From November through January, a similar *Holidays in the Loop* campaign targeted the regional visitor with 50,000 pocket guides, three large CTA kiosks, a special micro-site, and digital marketing and PR efforts. A social media contest called *Unwrap the Loop* matched member prizes with Loop visitors who shared their holiday memories in the Loop on social media. More than 300 people entered to win hotel stays, gift cards, theater tickets, and more.

## STREAMLINED COMMUNICATIONS

The in-house marketing department expanded with the hiring of a PR and Communications Manager, shifting away from the use of a PR agency in favor of a more involved team member able to tell nuanced stories about Chicago Loop Alliance, its members, and the Loop as a whole. This year saw 990.5 million media impressions and \$618.5K earned media value, including coverage in the *Chicago Tribune*, *Chicago Sun-Times*, *Crain's Chicago Business*, *Time Out Chicago*, *Midwest Living*, every Chicago television station, and more. CLA's communications were enhanced with monthly newsletters to 29.5K consumers and 780 business contacts, safety advisories to 850 stakeholders, and more.

## STRENGTHENED MEMBER ENGAGEMENT

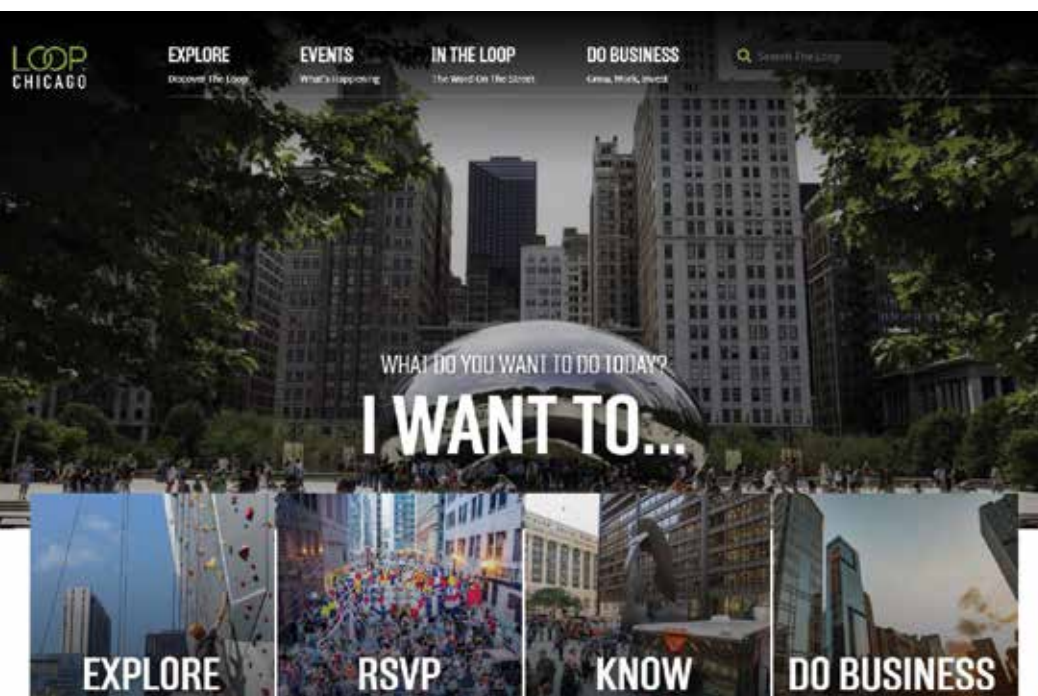
In addition to a website integrated with Chicago Loop Alliance's member management system, marketing made great strides in 2018 with strengthened member engagement. One hundred fifty members attended at least one of two Marketing Labs. Fifty-five members offered deals and promotions in ACTIVATE's Linger Longer coupon book. Eighty-five members participated in the summer and holidays destination marketing campaigns. Thirty-five blogs featuring members were posted to CLA's website. About a dozen consultations with members were held to assist with their various PR efforts. Not only do these initiatives offer great value to members, but they strengthen CLA's efforts to market the Loop as a premier place to live, work, and play.



## 2018 CLA FACTS



900 Pieces of user-generated content created using #InTheLoopChi on Instagram



13% Increase in member participation for Chicago Loop Alliance's destination marketing campaigns compared to 2017



65.3% Increase in Instagram followers  
26.7% Increase in Instagram engagements



18.5% Increase in Facebook followers  
45.2% Increase in Facebook link clicks



990.5M Media impressions  
\$618.5K Earned media value

# MEMBERSHIP

Membership in Chicago Loop Alliance means invaluable networking opportunities, marketing benefits, professional development, and being a valued part of the Loop community.

"When we were thinking about moving our offices, a major consideration was that we wanted to stay connected to the heartbeat of the city. We chose 123 N. Wacker because the Loop is the best place to accomplish that goal. Working from this location has already enhanced our team's corporate relationships and helped to solidify our future success."

– DOUG CARNAHAN | CHICAGO BEARS

## BE INFORMED, STAY CONNECTED, EXPAND YOUR REACH

Chicago Loop Alliance's membership continued to grow in 2018. Two hundred seventy-three members representing the Loop's business, civic, and cultural institutions found value in seven LoopedIn networking events, access to Loop alerts, free educational events, and enhanced marketing opportunities. Seven hundred sixty-six people attended LoopedIn networking events, and five members had the opportunity to showcase their venue to a diverse group of Loop stakeholders. Some of the great locations that hosted members this year include Skydeck at Willis Tower, where attendees were able to experience the Ledge; Latinicity in Block 37, where guests were treated to a flamenco performance by Ensemble Español; and the MacArthur Foundation, where members had the opportunity to tour the historic Marquette Building. CLA also hosted a situational awareness presentation that taught members how to identify, process, and comprehend information about how to stay safe in a variety of circumstances. CLA welcomed nearly 60 new members to experience these valuable networking opportunities.

## IMPROVED MEMBER COMMUNICATIONS

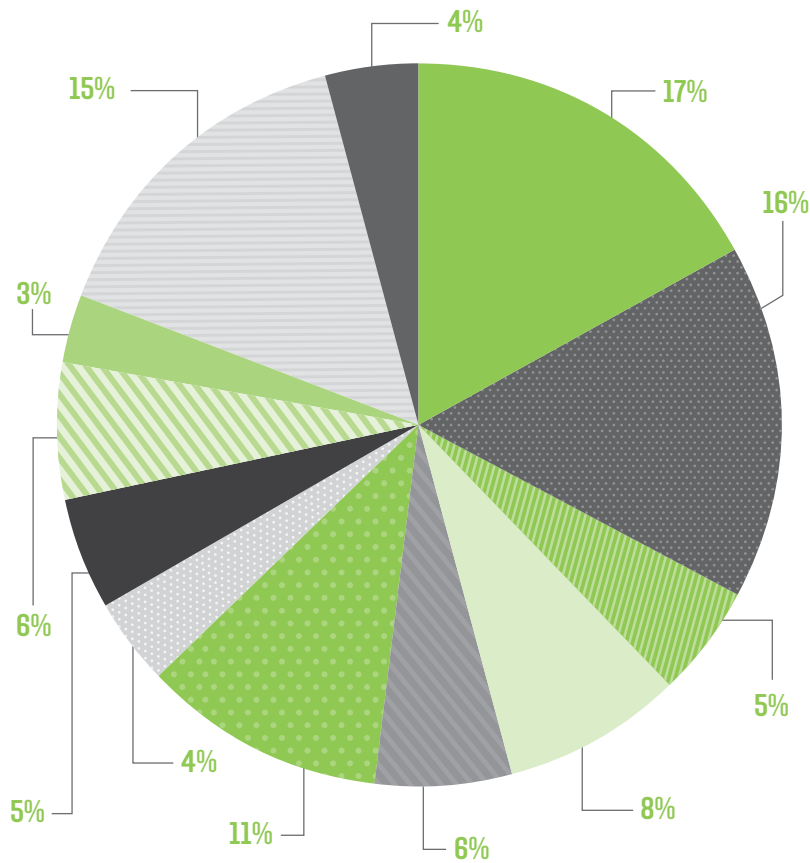
New in 2018 was the selection of a member management system, ChamberMaster. The year was spent laying the groundwork for implementation in 2019. This system allows for more control by members of their information available to other members as well as the public, robust online networking, streamlined payment of member dues, and more. ChamberMaster is integrated with Chicago Loop Alliance's new website to allow members to manage the information on their own web pages in real time.

"Chicago Loop Alliance provides unparalleled access to unique educational and networking opportunities. The distinguished and engaged membership, coupled with regular events and trainings, provides a great forum for connecting area professionals with each other to benefit our rapidly growing central business district. As business and leisure travel to Chicago continues to increase, we can count on our partnership with CLA to ensure our travelers have a world-class experience in the Loop."

– COLLEEN SPECTOR | HILTONS OF CHICAGO



## MEMBER DEMOGRAPHICS



## 2018 CLA FACTS



**766** People attended LoopedIn Networking Events



**60** New members joined Chicago Loop Alliance in 2018



**90** Members featured in Member Spotlight, a weekly email distributed to CLA members



**67%** of Chicago Loop Alliance members have done business with another member in the past month



**273** Total Chicago Loop Alliance members in 2018

# 2018 MEMBERS

12 North Venture, LLC  
131 South Dearborn, LLC  
360 Chicago  
5 N. Wabash Condominium Association  
ABC 7 Chicago — WLS Television Inc.  
Absolutely Chicago Segway Tours  
Acadia Realty Trust  
Ace Hotel Chicago  
AceBounce  
Adler University  
Advanced E&S Group  
Alderman Brendan Reilly, 42nd Ward  
Alderman Danny Solis, 25th Ward  
Alderman Sophia King, 4th Ward  
Allied Live  
American Writers Museum  
Anthony Roach  
Anvan Midwest Realty Management Co., Inc.  
Arena Americas  
Argosy University, Chicago & Schaumburg Campuses  
Aspire Properties  
Atrium at the Thompson Center  
Auditorium Theatre of Roosevelt University  
Balanced Environments, Inc.  
Banner Personnel  
Bannerville USA  
Baum Realty Group, LLC  
Beef 'n Brandy Restaurant and the Bar Below  
Big Bus Tours — Chicago  
Blick Art Materials  
Block Thirty Seven  
Brent Minor  
BrightView Landscape Services  
British International School of Chicago South Loop  
Broadway In Chicago  
Building Owners & Managers Association  
BuildThis  
CA Ventures  
Cal Audrain  
Cambria Chicago Loop — Theatre District  
Cannon Design

CBRE Group, Inc.  
CEDARst Companies  
Charles Ifergan Salon  
Chicago Architecture Center  
Chicago Athletic Association Hotel  
Chicago Bears Football Club  
Chicago Chop House  
Chicago Department of Streets & Sanitation  
Chicago Department of Transportation  
Chicago Department of Cultural Affairs and Special Events  
Chicago Department of Planning and Development  
Chicago Design Museum  
Chicago Food Planet  
Chicago Police Department, 1st District Central  
Chicago Public Library  
Chicago Semester  
Chicago Timeshares  
Chicago Trolley & Double Decker Co.  
Chicago Youth Symphony Orchestras  
Chicago Zoological Society  
Brookfield Zoo  
Chicagoland Chamber of Commerce  
Chicagoland Retail Sector Center/Pyramid Partnership, Inc  
Chicago's First Lady  
Chick-fil-A State and Lake  
Choose Chicago  
Christkindlmarket Chicago — German American Services, LLC  
Christy Webber & Company  
CIBC  
CIRCLE Foundation — Innovations High School  
Cirque du Soleil  
City Winery  
City Year Chicago  
Clayco, Inc  
Columbia College Chicago  
ComEd  
Concierge Preferred  
Conference Chicago at University Center  
Convene at 131 S. Dearborn Street  
Corner Bakery Cafe

DePaul University  
Derek Neathery  
Dos Toros Taqueria  
Downtown Apartment Company  
Downtown Islamic Center  
Early Society  
Embarc  
Ensemble Español Spanish Dance Theater  
Entara  
Enwave Chicago  
Exchequer Restaurant & Pub  
EXPO CHICAGO  
FindSpark  
Fine Arts Building Studios  
First United Methodist Church  
Flight Club Darts Chicago  
FLIRT Communications  
Fogo de Chao  
For Eyes Optical by Grand Vision  
Formento's  
Fox Rothschild LLP  
Fox's Designer Off-Price  
Frank Lloyd Wright Trust  
G3 Construction Group, Inc.  
Gail Satler  
Gayle's Best Ever Grilled Cheese  
GEMS World Academy Chicago  
Gene Siskel Film Center  
Gensler Design  
GlenStar Asset Management, LLC  
Goddess and the Baker  
Godfrey Hotel Chicago  
Goethe-Institut Chicago  
Goodman Theatre  
Grant Park Music Festival  
Gray Line Chicago  
Green Star Movement  
Hampton Inn and Homewood Suite Chicago West Loop  
Hampton Inn Majestic  
Harold Washington College  
Harold Washington Library  
Heritage Shops at Millennium Park  
Herman Berghoff

Hilton Chicago  
 Hiltons at McCormick Place  
 honeygrow  
 Hostelling International — Chicago  
 Hotel EMC2  
 Hotel Julian Chicago  
 Hyatt Centric — The Loop Chicago  
 Illinois Hotel & Lodging Association  
 Illinois Media School  
 Illinois Restaurant Association  
 Illinois State Representative, 5th District  
 Illuminated Mobile, Inc.  
 Impact Networking  
 Intelligentsia Coffee —  
 Millennium Park Cafe  
 Intelligentsia Coffee — Monadnock Cafe  
 Interior Investments, LLC  
 International Museum of Surgical Science  
 InterPark  
 Island Party Hut  
 Italian Village Restaurants  
 J.C. Anderson, Inc.  
 John D. and Catherine T. MacArthur  
 Foundation  
 John Marshall Law School  
 JW Marriott Chicago Hotel  
 Kehoe Designs  
 Keith Campbell  
 KEY — This Week In Chicago  
 Kimpton Gray Hotel  
 Kostopoulos Law Group  
 L3 Capital LLC  
 Land & Lake Kitchen  
 Latinicity Food Hall  
 League of Chicago Theatres  
 LondonHouse Chicago  
 Lori Healey  
 Lyft  
 Lyric Opera of Chicago  
 Macy's  
 Maggie Daley Park  
 Magnificent Mile Association  
 Marc Realty  
 Marquee at Block 37  
 Matthew Kallas  
 McGuire Engineers  
 Meaghan O'Connor  
 Melvin Katten  
 Merz Downtown  
 Metropolis Condominium Association  
 Metropolitan Planning Council  
 Metropolitan Properties of Chicago, LLC  
 Mid-America Real Estate Corp.

MILA Chicago Luxury Apartments  
 Millennium Park Living, Inc  
 Mon Ami Jewelry  
 Monk's Pub  
 Morton's The Steakhouse —  
 Wacker Place Chicago  
 Museum of Science and Industry  
 Nando's Peri-Peri  
 Near South Planning Board  
 Newcastle Limited LLC  
 Norman Distribution  
 Norman Elkin  
 Oral Health America  
 Organic Headshots  
 Palmer House, a Hilton Hotel  
 Peach and Green  
 PNC Bank — Monroe & Dearborn  
 PNC Bank 307 N Michigan Branch  
 Poblacki Sign Company  
 Porchlight Music Theatre  
 Pressure Washing Systems  
 Pritzker Military Museum & Library  
 Protein Bar  
 RAM Racing  
 Red Door Spa  
 Related Midwest  
 Remington's  
 Renaissance Chicago Downtown Hotel  
 ReVive Center for Housing and Healing  
 Rework by ROE  
 RKF  
 Ron Arnold  
 Ronald McDonald House  
 Rosenfeld Injury Lawyers  
 SATC Law  
 School of the Art Institute of Chicago  
 See Chicago Dance  
 Shoreline Sightseeing  
 Silk Road Rising  
 Skydeck Chicago  
 Solomon Cordwell Buenz  
 SP PLUS Corporation and  
 Millennium Garages  
 Special Olympics Chicago  
 Springboard Inc.  
 Stantec Architecture  
 Staver Accident Injury Lawyers, P.C.  
 Stone Real Estate Corp.  
 SUBWAY Restaurant  
 Sugar Bliss Cake Boutique  
 Sullivan Office Center LLC  
 c/o Avison Young  
 Sun Badger Solar LLC

Target  
 Tawani Property Management Loop —  
 The Monroe Building  
 Terra Foundation for American Art  
 tesori trattoria and bar  
 The Alise Chicago —  
 A Staypineapple Hotel  
 The Anti-Cruelty Society  
 The Art Institute of Chicago  
 The Berghoff Restaurant  
 The Blackstone Hotel, Autograph Collection  
 The Chicago School of  
 Professional Psychology  
 The Chicago Theatre  
 The Cliff Dwellers  
 The Dearborn  
 The Florentine  
 The Halal Guys  
 The Heritage at Millennium Park  
 Condominium Association  
 The Joffrey Ballet  
 The John Buck Company  
 The Metropolitan  
 The Mid-America Club  
 The Railcar Club of Tri-Star Catering  
 theWit Hotel  
 Time Zone One  
 Tolpin & Partners PC  
 Toni Patisserie and Cafe  
 Turning the Page  
 Twenty North State  
 Condominium Association  
 Union League Club of Chicago  
 University Club of Chicago  
 University of Phoenix  
 Urban Real Estate  
 Veggie Grill  
 Vennequity LLC  
 VERO Design + Build  
 Virgin Hotels Chicago  
 W Chicago — City Center  
 Walgreens  
 Weber Grill — Chicago  
 Webpass from Google Fiber  
 Wendella  
 WeWork  
 Where Magazine  
 Whimsical Candy Kitchen and Store  
 Willens Law Offices  
 William Noonan  
 Wintrust Bank Chicago  
 Wow Bao  
 WSP  
 Zonatherm Products

# ILLUMINATION GALA

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's 14th Annual Illumination Gala took place on Sept. 21, 2018, at the Palmer House, a Hilton Hotel.

The Illumination Gala gathered nearly 500 supporters for a celebration of the Loop's rich arts and cultural district and its continued transformation due to the work of Chicago Loop Alliance and its stakeholders. Lou Raizin, President of Broadway In Chicago, and Roche Schulfer, Executive Director of the Goodman Theatre, were honored for their profound impact on the Loop's arts and cultural district.

## THANK YOU

Thank you to all the following companies for sponsoring the 14th Annual Illumination Gala



PRESENTING SPONSOR



COCKTAIL RECEPTION SPONSOR



DESSERT RECEPTION SPONSOR



ENTERTAINMENT SPONSOR

## VIP TABLE PURCHASERS



## TABLE PURCHASERS

---

ABC 7 Chicago —  
WLS Television Inc.  
Acadia Realty Trust  
AceBounce/Flight Club  
Auditorium Theatre  
Broadway In Chicago  
CannonDesign  
Choose Chicago  
Clayco  
Columbia College  
Downtown Apartment Company  
Enwave Chicago  
Equity Office  
First Hospitality Group  
Freeborn & Peters LLP  
Hard Surface Finishers  
InterPark  
Katten Muchin Rosenman LLP  
Macy's  
McGuire Engineers  
Mid-America Real Estate Group  
Newcastle Limited  
Palmer House, a Hilton Hotel  
Related Midwest  
Renaissance Chicago  
Downtown Hotel  
School of the Art Institute  
of Chicago  
SP Plus Corporation  
Stone Real Estate Corp.  
Streetplus  
The John Buck Company  
Walgreens



# 2018 SOURCES OF SUPPORT

## LOOPEDIN

### In Kind

Railcar Club  
Tristar Catering  
Skydeck Chicago  
Catered by Design  
Latinicity Food Hall + Lounge  
Ensembol Español  
Spanish Dance Theater  
See Chicago Dance  
Museum of Broadcast Communications  
Blue Plate Catering  
Motor Row Brewing  
FROST Chicago  
Maggie Daley Park  
Palmer House, a Hilton Hotel  
Lockwood Restaurant and Bar  
Potter's Chicago Burger Bar  
Mid-America Club  
MILA Luxury Apartments  
Fox's Designer Off Price  
MacArthur Foundation

## 2018 DOWNTOWN FUTURES SERIES

### \$5,000 Level

Streetplus

### \$1,500 Level

Time Zone One  
Sun Badger Solar

### In Kind

Corner Bakery  
Dos Toros Taqueria  
Gayle's Best Ever Grilled Cheese

## 2018 CHICAGO LOOP ALLIANCE FOUNDATION ANNUAL MEETING

### \$2,000 Level

Chicago Zoological Society  
Brookfield Zoo  
CIBC  
DePaul University  
Joffrey Ballet  
Mid-America Real Estate Group

### \$1,000 Level

ABC 7 Chicago —  
WLS Television Inc.  
Auditorium Theatre  
Broadway In Chicago  
Cannon Design  
Chicago Architecture Foundation  
ComEd

Enwave Chicago  
Gensler  
Hilton's of Chicago  
Interior Investments  
Katten Muchin Rosenman LLP  
Macy's  
Millennium Garages/SP+  
Newcastle Limited  
Renaissance Chicago  
Downtown Hotel  
School of the Art Institute  
of Chicago  
Walgreens

### Additional Support

Goodman Theatre

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Little Things!

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Brookfield Zoo

CIBC

ComEd

DePaul University

Gensler

Goodman Theatre

Impact Networking

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Tawani Property Management

theWit Hotel

Vennequity

### Table Purchasers

**\$3,750**

ABC 7 Chicago —  
WLS Television Inc.

Acadia Realty Trust

AceBounce/Flight Club

Auditorium Theatre

Broadway In Chicago

CannonDesign

Choose Chicago

Clayco

Columbia College

Downtown Apartment Company

Enwave Chicago

Equity Office

First Hospitality Group

Freeborn & Peters LLP

Hard Surface Finishers

InterPark

Katten Muchin Rosenman LLP

Macy's

McGuire Engineers

Mid-America Real Estate Group

Newcastle Limited

Palmer House, a Hilton Hotel

Related Midwest

Renaissance Chicago

Downtown Hotel

School of the Art Institute of Chicago

SP Plus Corporation

Stone Real Estate Corp.

Streetplus

The John Buck Company

Walgreens

### In Kind

Hey Jimmy

Palmer House, a Hilton Hotel

PSAV Presentation Services



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WLS Television Inc.

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WLS Television Inc.

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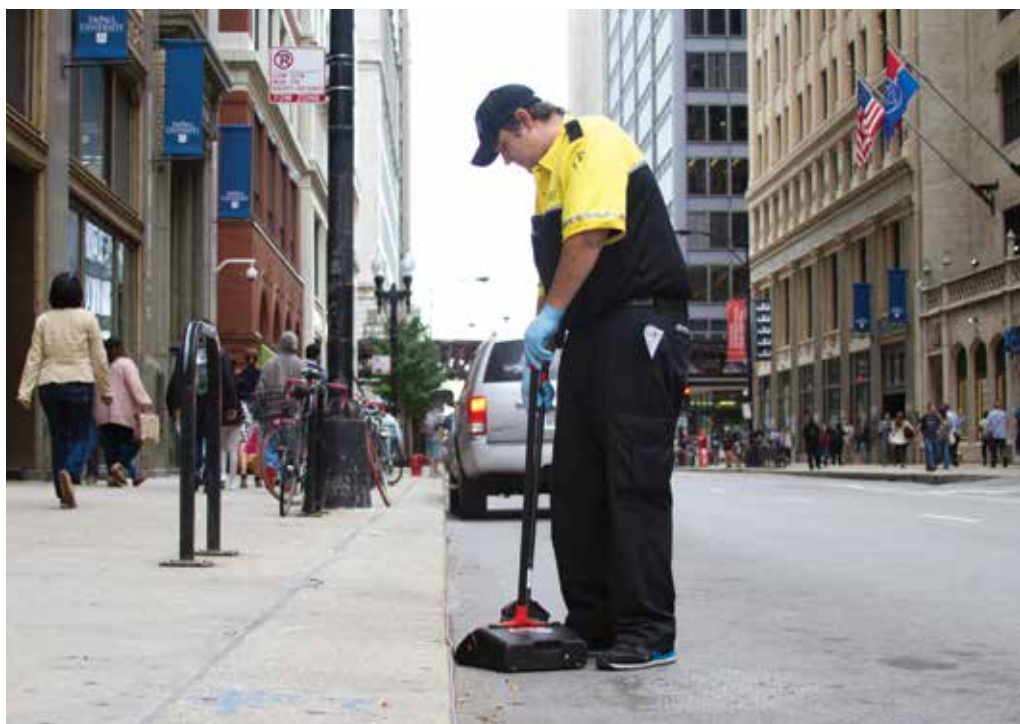
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