

# Chicago Loop Alliance

STRATEGIC ACTION PLAN

# 2013

## Appendix

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\*\* TO THE LOOP \*\*

THE GATEWAY  
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# Appendix

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PREPARED BY



Moore Iacofano Goltzman, Inc.  
510-845-7549  
[www.migcom.com](http://www.migcom.com)

# Appendix A: Performance Indicators

Performance indicators establish a **basis for evaluating organizational management and execution**. Indicators are organized by Program Area, as follows.

Program Area	Performance Indicator	Performance Measures	
		Current Level (to be completed once plan is adopted)	Performance Target (to be completed once plan is adopted)
QUALITY OF THE LOOP ENVIRONMENT			
A. Beautification and Enhanced Services	<ul style="list-style-type: none"> <li>Public perception of Loop cleanliness</li> <li>Number of bags/tons of trash removed</li> <li>Public perception of safety</li> <li>Number of safety contacts made with businesses, individuals and police</li> <li>Statistics from police related to crime against property and persons</li> <li>Number of ambassador interventions</li> <li>Number of panhandlers</li> <li>Number of homeless assisted</li> <li>Number of flowers planted and trees trimmed</li> <li>Condition of sidewalk</li> <li>Condition of infrastructure</li> <li>Impact of banners on the aesthetic environment of State Street</li> <li>Effectiveness of snow shoveling</li> </ul>		
RECOGNITION OF CLA AS THE LOOP'S CHIEF ADVOCATE			
B. Planning and Advocacy	<ul style="list-style-type: none"> <li>Number of SSA properties that are CLA members</li> <li>Level of Board engagement in critical Loop issues</li> <li>Awareness of key issues by CLA Board members</li> <li>Number of signs and development projects reviewed</li> <li>Number of Aldermen and general City requests for CLA input</li> <li>Number of CLA supported policies enacted</li> </ul>		

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Program Area	Performance Indicator	Performance Measures	
		Current Level (to be completed once plan is adopted)	Performance Target (to be completed once plan is adopted)
LEVEL AND INTENSITY OF PEDESTRIAN ACTIVITY IN THE LOOP			
C. Placemaking and Management	<ul style="list-style-type: none"> <li>• Pedestrian counts and use analysis</li> <li>• Number of programmed events per year</li> <li>• Extent of positive visitor feedback</li> <li>• Number of public spaces activated</li> <li>• Increased commerce to businesses adjacent to CLA activated space</li> </ul>		
LEVEL OF BUSINESS ACTIVITY AND INVESTMENT IN THE LOOP			
D. Economic Development	<ul style="list-style-type: none"> <li>• Number of development projects</li> <li>• Number of residents</li> <li>• Number of economic development agencies engaged with CLA</li> <li>• Retail sales</li> <li>• Residential sales and rental rates</li> <li>• Hotel occupancy</li> <li>• Property values</li> <li>• Number of building permits</li> <li>• Office occupancy</li> <li>• Employment levels</li> <li>• Business hours of operation</li> <li>• Increase in event nights and impact</li> <li>• Longer restaurant hours</li> <li>• Number of primary studies</li> <li>• Active partnerships (academic/research-driven)</li> <li>• Number of reports downloaded online</li> <li>• Number of people attending an event</li> <li>• Number of requests for a report</li> <li>• Number of CLA policies approved</li> <li>• Amount of media impressions generated</li> </ul>		

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Appendix A

Program Area	Performance Indicator	Performance Measures	
		Current Level (to be completed once plan is adopted)	Performance Target (to be completed once plan is adopted)
E. Building Partnerships Through Collaboration	<ul style="list-style-type: none"> <li>• Number of working partnerships</li> <li>• Number of successful collaborative projects</li> <li>• Positive response to survey questions of CLA outreach and inclusiveness</li> <li>• Increased CLA membership</li> <li>• Increased CLA development revenue</li> <li>• Number of participants in the CLA Strategic Alliance</li> </ul>	To be completed once plan is adopted	To be completed once plan is adopted
F. Marketing	<ul style="list-style-type: none"> <li>• Awareness of Loop brand</li> <li>• Number of media impressions</li> <li>• Awareness of CLA brand</li> <li>• Number of global media impressions</li> <li>• Number of visitors, unique visitors and page views</li> <li>• Number of Twitter and Facebook followers</li> <li>• Community awareness of the Loop</li> <li>• Number of attendees at events</li> <li>• Amount of advertising dollars leveraged from other markets as a result of CLA promotion</li> <li>• Number of CLA events</li> <li>• Traffic to blog and newsletter</li> <li>• Number of news stories referencing the Loop and CLA</li> <li>• Number and duration of hotel stays</li> <li>• Theatre attendance</li> </ul>		





**Chicago Loop Alliance**  
**27 East Monroe Street, Suite 900A**  
**Chicago, Illinois 60603**  
**312.782.9160**  
**[www.chicagoloopalliance.com](http://www.chicagoloopalliance.com)**