



Contact: Liza Massingberd / Elizabeth Neukirch
The Silverman Group, Inc.
312-932-9950 / liza@silvermangroupchicago.com

FOR IMMEDIATE RELEASE
Images [available for download here >>](#)

Chicago Loop Alliance generates nearly \$900,000 in estimated economic impact to Loop businesses with 2016 *ACTIVATE* alley event series

Series reports twice the economic impact compared to 2015

CHICAGO (Dec. 15, 2016) — **Chicago Loop Alliance (CLA)** announced today that its ***ACTIVATE*** event series generated an estimated **\$860,745 in economic impact** to Loop businesses this year, twice the amount compared to last year's \$393,120. More than **17,000 people** attended six ***ACTIVATE*** events from May 2016 to October 2016, each of which transformed an iconic downtown alley into a pop-up urban celebration. This year's series explored a unique overarching theme of the five senses—touch, hear, smell, see and taste—through dynamic art, music and lights. More than 90 Chicago artists were engaged for the series, with three legacy murals remaining in Loop alleys.

2016 marks the third year of CLA's ***ACTIVATE*** series. Attendees spent an average of \$48.82 before or after each ***ACTIVATE*** event when in the Loop, a \$10 increase from 2015. The economic impact generated since the series first launched in 2014 has totaled more than 1.7 million.

"These findings indicate our placemaking efforts have tangible economic impact, and they are positively affecting the way people look at the Loop," says CLA President and CEO **Michael Edwards**. "We're excited about the results of our work this year, and we look forward to continuing to attract people and investment into the downtown area."

Additional findings from CLA's surveying of hundreds of ***ACTIVATE*** guests include:

- 79% of attendees indicated ***ACTIVATE*** positively affected their feelings about the Loop
- 96% of attendees are likely to attend a future ***ACTIVATE*** event
- 44% of attendees are 25–34 years old
- 48% of attendees work in the Loop

ACTIVATE is part of CLA's Loop Placemaking Initiative—an expansive series of innovative public space activations throughout the Loop that continue the organization's commitment to create, manage and promote high-performing urban experiences in downtown Chicago.

Chicago Loop Alliance (CLA), the sole service provider for SSA1-2015, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

###