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Chicago Loop Alliance announces plans at 2016 Annual Meeting to study and shape the Loop's future

2016 programming highlights include new Downtown Futures Series, innovative Springboard pedestrian counting system on State Street and an enhanced ACTIVATE experience

CHICAGO (March 10, 2016) **Chicago Loop Alliance (CLA)**, the sole service provider for Special Service Area SSA1-2015, announced today at its **2016 Annual Meeting** plans to continue its core mission of creating high-performing urban experiences and attracting people and investment to the Loop through thoughtful programming such as a new **Downtown Futures Series** featuring highly recognized urban thought leaders; the collection and distribution of valuable **Springboard** pedestrian counting data; and the enhancement of **ACTIVATE**, CLA's popular monthly urban experiences.

"Chicago Loop Alliance is committed to creating projects and programs that will shape the Loop's future. We are capturing the data to understand trends and assembling some of the greatest minds and futurists to prepare and open our eyes so we can help Chicago evolve into one of the most dynamic global cities," said Board Chairman **David Broz**.

Broz revealed CLA's plans to creating a smarter and stronger Chicago Loop in 2016 including:

- **Springboard**
In 2015, CLA invested in the installation of **Springboard**, a cutting-edge pedestrian counting technology that allows access to key metrics in real-time. The valuable data from 9 counters along State Street from Wacker Drive to Congress Parkway intersections will be accessible to CLA members so as to accelerate commercial development as well as refine services and improve the pedestrian experience on State Street. In 2016, CLA plans to expand the footprint of the program with 6 additional counters in strategic locations around the Loop, allowing CLA to compare how State Street measures up to other key areas.
- **Downtown Futures Series**
CLA will present renowned urban thought leaders and engage them in public discussion on topics of relevance to the future of the Loop, such as urban planning, transportation, data science, and technology. The Downtown Futures Series, a ticketed, public series

that is free for CLA membership, will host three panels per year in 2016, 2017 and 2018. The 2016 Downtown Futures Series kicks off on April 14 with *Big Data. Big City.* featuring keynote speaker Charlie Catlett of University of Chicago and Argonne National Laboratory; followed by *Our Cities' Autonomous Futures* with Lauren Isaac, Manager of Sustainable Transportation at Parsons Brinckerhoff, June 15; and *Experiential City* with Carol Coletta from The Kresge Foundation on September 14. Additional information regarding speakers and themes are available at loopchicago.com/downtownfutures

- **ACTIVATE**

CLA's highly anticipated outdoor urban experiences return for their third summer. Over the course of six events, from May to October, ACTIVATE will explore an overarching theme of the five senses—sight, taste, touch, smell, and sound—through dynamic art, music, lights and drinks. The specific location of each ACTIVATE event will be announced, along with the details of each event, a week prior at www.LoopChicago.com/ACTIVATE

The Annual Meeting offered a look back at the successes of 2015 with CLA President and CEO **Michael Edwards** citing the following advancements: CLA's Clean Team collected nearly 30 tons of litter from State Street's sidewalks; CLA's Street Team Ambassadors interacted more than 9,000 times with panhandlers, transitioned 51 individuals into the care of long-term human services providers and provided assistance to countless visitors along State Street; and CLA's ACTIVATE series generated nearly \$500,000 in economic impact to Loop businesses.

Finally, **Gabe Klein**, author of *Start-Up City* and former Chicago Department of Transportation (CDOT) commissioner, provided insight on private and public entrepreneurship. Drawing from his successful work in both the private and public sectors, he demonstrated that if individuals are willing to participate in more public-private collaborations, follow basic lessons in goal setting, experimentation, change management, financial innovation, and communication, substantial change will happen in cities. During his time at CDOT, Klein oversaw Chicago's most innovative transportation projects including the launch of the Divvy bike sharing program, the Chicago Riverwalk, the 606 and Loop Link.

Support for CLA's 2016 Annual Meeting is provided by: Title Sponsors **DePaul University, Gensler** and **Related Midwest**; Supporting Sponsors **ABC7 Chicago, Broadway In Chicago, ComEd, John Hancock Real Estate, Mid-America Real Estate Group, The Private Bank** and **School of the Art Institute of Chicago**; and Event Sponsors **The Monroe Building, J.C. Anderson, Inc.** and **MODE Events**.

Chicago Loop Alliance (CLA), the sole service provider for Special Service Area 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.

The **Chicago Loop Alliance Foundation** develops and promotes artistic, cultural, and public events within the service area of the Chicago Loop Alliance. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area.

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