



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

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Chicago Loop Alliance hosts public Leadership Forum on the Park Effect: the economic impact of public space

Panelists include executives from Millennium Park Foundation, Chicago Park District and City of Chicago's Riverwalk Project Manager

Wednesday, May 6 from 8-9:15 a.m.

CHICAGO (April 2, 2015)—**Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area #1, will host a public **Leadership Forum** on Wednesday, May 6 from 8-9:15 a.m. based on the so-called "Park Effect:" the economic impact of public space. A 2011 study on Millennium Park cited an astounding \$2.45 billion in new construction near the park since it opened in 2004, and today it is Chicago's second-biggest tourist attraction behind Navy Pier. Using Millennium Park as an example, panelists will offer their insight into promising new park developments, and how an influx of visitors, workers, residents and students—and the Loop as the city's economic engine—stand to benefit.

The Leadership Forum is made possible by Christy Webber Landscapes, RATIO Architects and the Chicago Department of Cultural Affairs and Special Events. Panelists are Chicago Park District General Superintendent and Chief Executive Officer **Michael P. Kelly**; Millennium Park Foundation Executive Director **Ed Uhlir**; and City of Chicago Riverwalk Project Manager **Michelle Woods**. Gensler Principal **David Broz** will moderate.

CLA's Leadership Forum will take place at the Chicago Cultural Center, 78 E. Washington St., on Wednesday, May 6 from 8-9:15 a.m. A light breakfast and networking will begin at 7:30 a.m. Tickets are \$15 for CLA members; \$25 for non-members and are available for purchase at LoopChicago.com/Forum.

The opening of Millennium Park ushered in a new era of investment in the Loop's parks and public spaces. Later this year, construction on the second phase of the **Chicago Riverwalk extension** will wrap up, while **Maggie Daley Park**, the city's new playground, will fully open to families and urban adventurers alike. CLA will present relevant economic, social and cultural benefits these parks will have on the Loop community. Questions for panelists from attendees will be encouraged.

Chicago Loop Alliance (CLA), the sole service provider for Special Service Area #1, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

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