



Sundays ON STATE™



THE IMPACT OF SUNDAYS ON STATE (2022)

Accelerating the economic recovery

- **Supports local businesses**, rebuilds excitement for downtown's offerings, and gives Chicagoans a reason to return to the Loop
- Creates **millions in direct economic impact** on and beyond State Street
- **92% of the activations/vendors** at this year's Sundays on State were **underrepresented business owners** from all over the city (Woman, Black, Latinx, Veteran, LGBTQ+, and Disability-owned businesses)
- July 24, 2022 pedestrian traffic for the event was **72% greater than 2021** and **55% greater than 2019!**

Uniting the community and creating joy

- Unites neighbors from every Chicago neighborhood and beyond
- Brings joy back to Chicagoans
- "This was the most pleasant, positive, (and) inspirational street fair we have ever attended in Chicago. We met people we would never have met without this event bringing us together. Our love of Chicago just got bigger." - Tom Daniels, Six Point Pet

Rebuilding public perception of downtown Chicago

- Creates a **positive experience associated with the Loop**
- Reaches millions with **positive media exposure** for Chicago
- **No reports of violent crime** during Sundays on State events

Positively impacts partner and sponsor brand exposure

- Provides partners and sponsors with **millions in media and marketing exposure, reach, and impressions** and significant earned marketing value

Sundays ON STATE

113,362

attended this year's first Sundays on State event on July 24, 2022



93%

would recommend Sundays on State to a friend



69%

visited a Loop business or landmark before, during, or after the event (spending an average of \$130 each)



76%

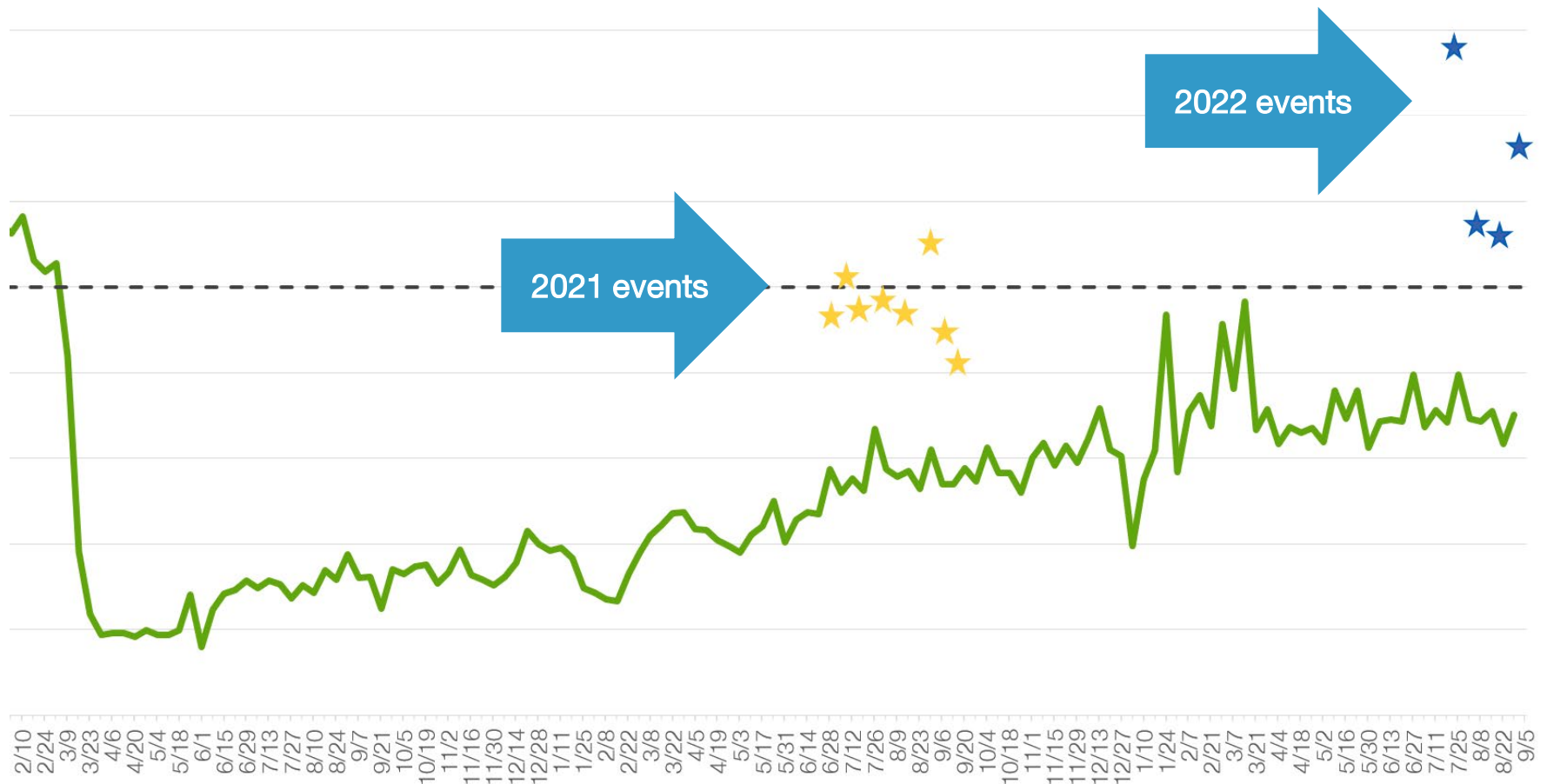
say Sundays on State positively affected their overall feelings about the Loop



CHICAGO
LOOP
ALLIANCE.

PEDESTRIAN TRAFFIC IMPACT

Sundays on State beat pre-pandemic pedestrian traffic by up to 55%

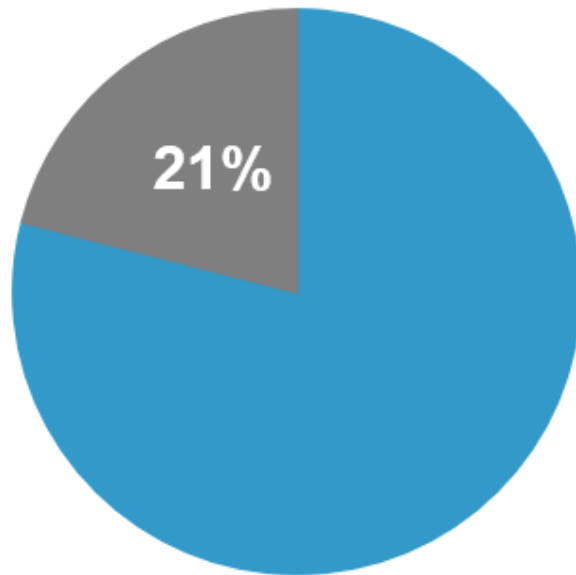


IMPACT ON SAFETY PERCEPTION

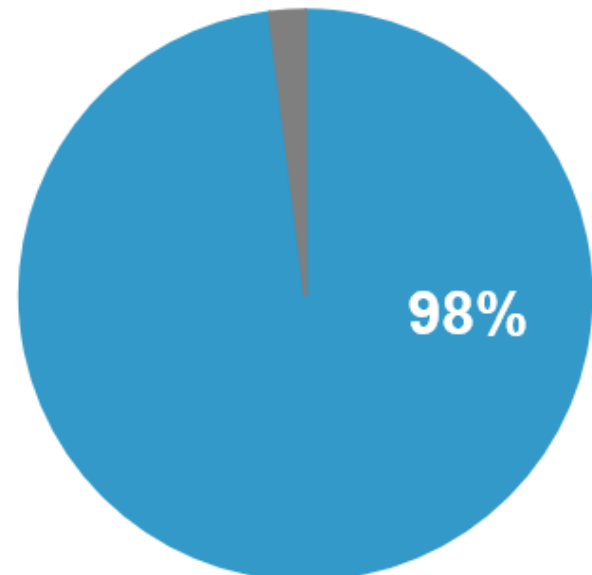
Sundays on state positively impacted attendees' perceptions and lived experience of safety downtown in the Loop

ZERO reports of violent crime during Sundays on State events

21% had safety concerns before attending event(s)

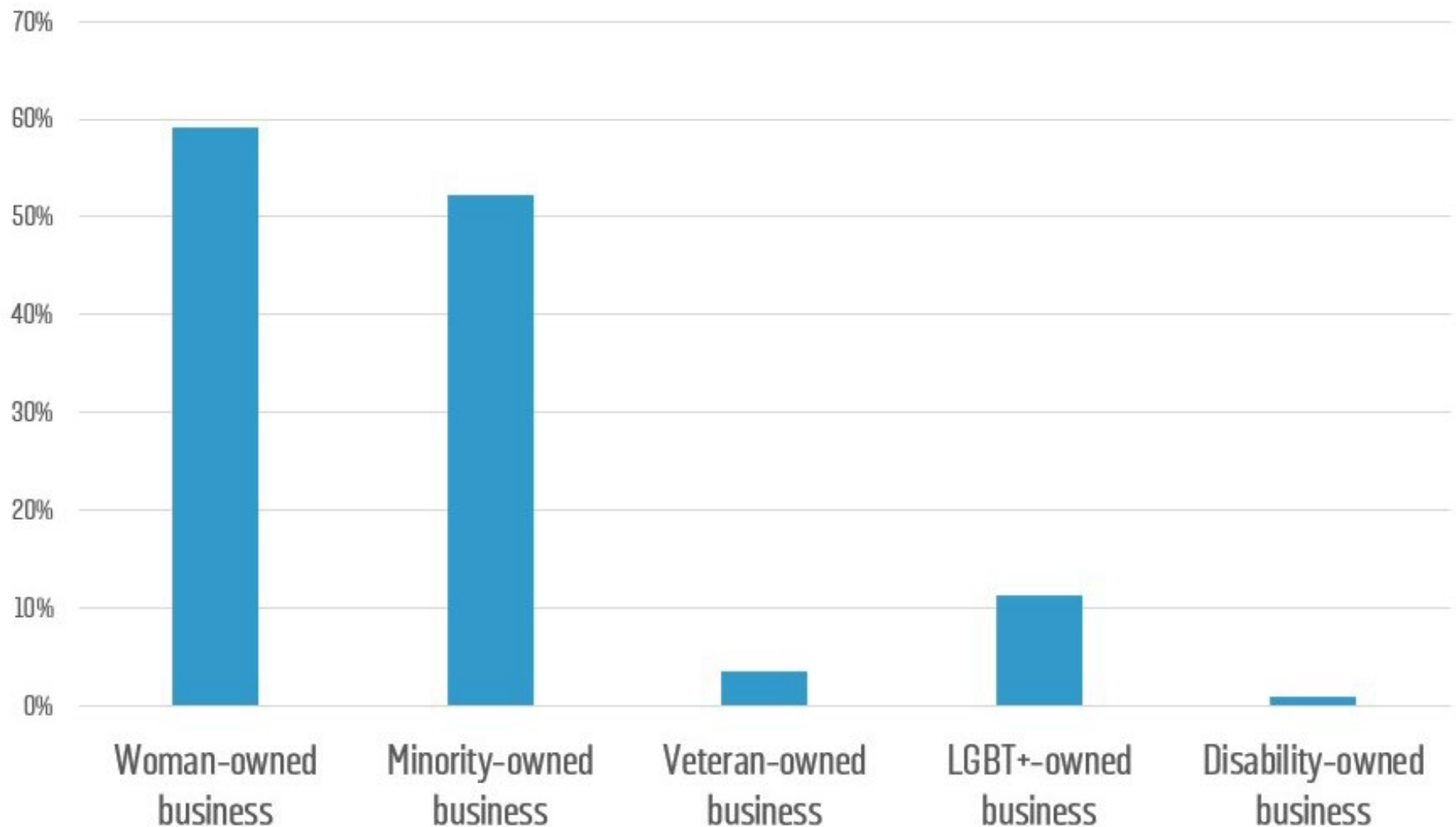


98% felt safe or extremely safe during/after the event(s)



SUPPORTING UNDERREPRESENTED COMMUNITIES

92% of Sundays on State activations came from underrepresented businesses with some overlapping in multiple categories



MARKETING & EXPOSURE (2022)

Chicago's big event of the summer!

Sundays on State 2022 media, advertising, and marketing coverage included:

- MSN
- ABC 7
- NBC 5
- CBS 2
- WGN 9
- Fox 32
- WTTW
- WBBM-AM
- WLS-AM
- WBEZ-FM
- Vocalo
- WVON-AM
- WGN-AM
- WVAZ-FM
- WGCI-FM
- Me-TV FM
- Power 92
- Rejoice 102
- WSRB-FM
- WYCA-FM
- ESPN Radio
- Univision Radio
- Chicago Sun-Times
- Chicago Tribune
- Chicago Reader
- Chicago Crusader
- Time Out Chicago
- Newcity
- Chicago Star
- Reflejos
- Austin Weekly
- Daily Herald
- South Side Weekly
- North Lawndale Community News
- N'Digo
- Eater Chicago
- La Raza
- Do312
- Choose Chicago
- EIN News
- Flipboard
- AFAR Magazine Online
- Block Club Chicago
- 5mag
- Happeningnext
- News Break
- Secret Chicago
- Spot On Illinois
- Spotlight on Lake
- Stay Happening
- Streetsblog
- The Triibe
- Times News Express
- Internewscast
- Broadway World
- Chicago Star
- Eater Chicago
- Gazette Online
- Newsbreak
- Streetsblog
- Google
- Youtube
- Facebook
- Instagram
- Twitter
- TikTok
- Snapchat
- Eventbrite
- State Street banners kiosks, and signage
- Block 37
- Chicago Theatre
- Outfront
- JCDeCaux
- Chicago Transit Authority
- Chicago Latino Network
- Chicago Loop Alliance website and emails
- Intersection
- Heritage Outdoor
- View Chicago Outdoor
- Firefly
- Uber OOH
- Distribution Tour Marketing
- Concorde New Media
- *And more!*

Sundays ON STATE

1 billion+

Total impressions/reach

860 million+

media impressions

980

media hits

\$2.5 million+

value of marketing and media garnered

 CHICAGO LOOP ALLIANCE



Sundays
STATE



CHICAGO
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ALLIANCE

"Sundays on State had a positive impact to our traffic and connection with the community through such an amazing event on these four Sundays bringing Chicagoans and tourists into the Loop. We saw an increase in traffic compared to last year on these dates"

- Major retailer on State Street



Sundays
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THANK YOU, PARTNERS AND SPONSORS!

PARTNERS



SPECIAL SERVICE
AREA #1-2015

SUPPORTING SPONSORS



EVENT SPONSORS



COMMUNITY SPONSORS



MEDIA PARTNERS



CHICAGO TRIBUNE
media group

CONCORDE
new media



FIREFLY

Heritage
OUTDOOR MEDIA

Midway Broadcasting Corporation
WVON | WRLD | VONtv

N'DIGO

OUTFRONT/



Reflejos



Uber



View
Chicago

Vocalo

WBEZCHICAGO

WGN RADIO
720

