



# 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)



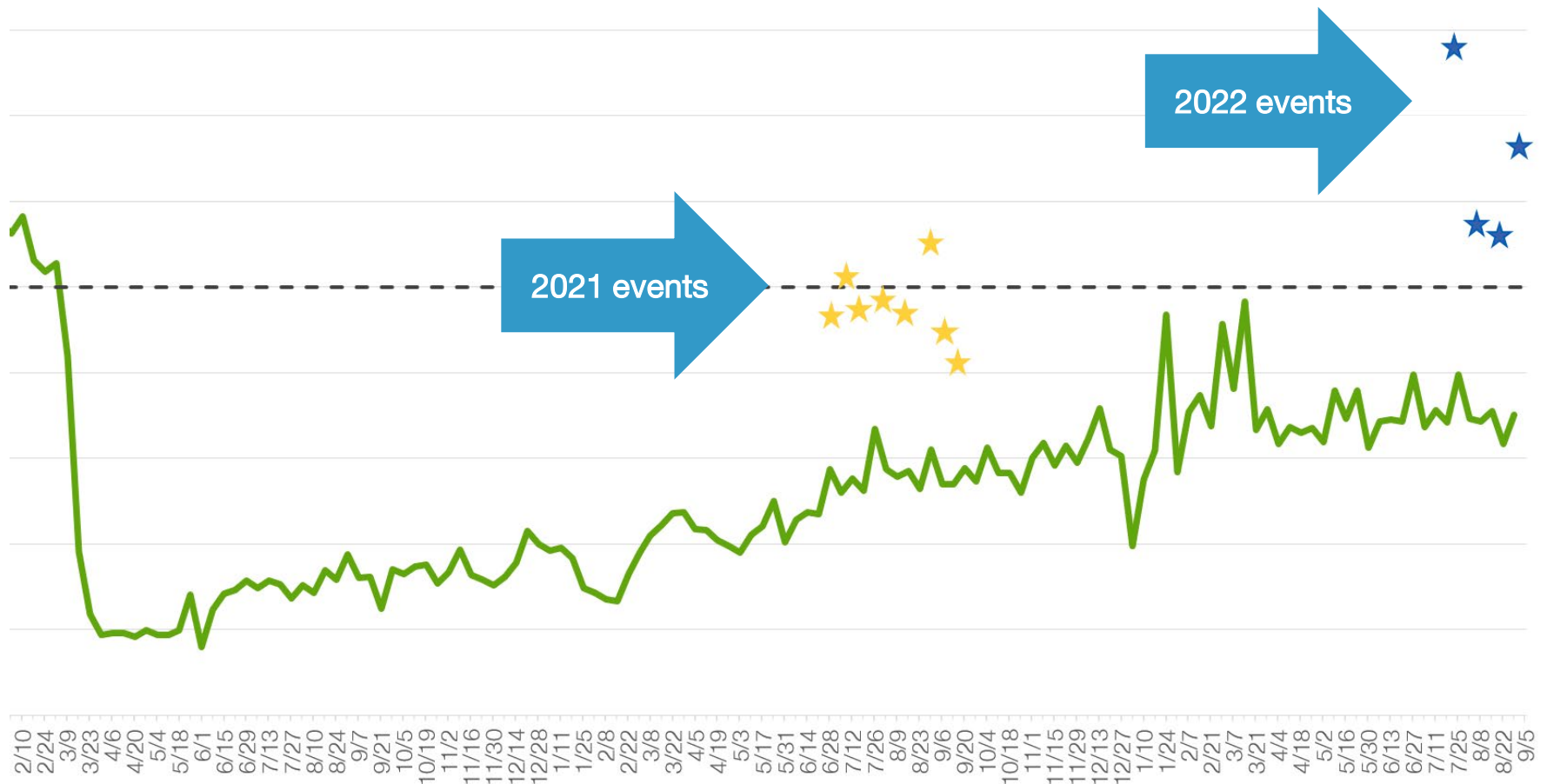
76%

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



# PEDESTRIAN TRAFFIC IMPACT

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



★ ★ Pedestrian levels during Sundays on State events (2021) (2022)

— State Street Pedestrian levels (2020 – 2022)

- - A typical year pre-pandemic (2019)



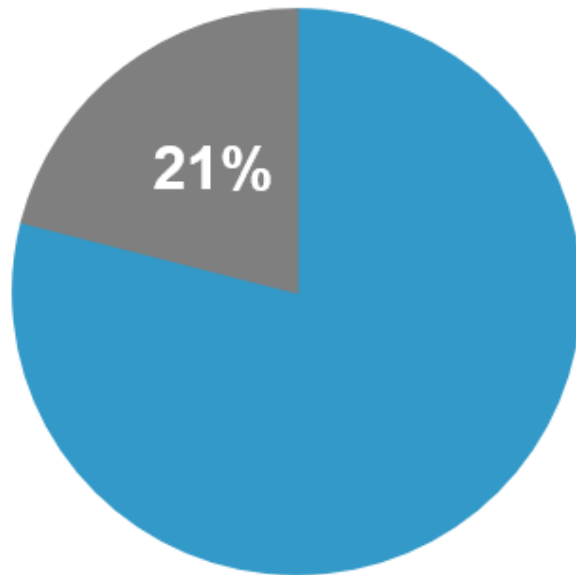
CHICAGO  
LOOP  
ALLIANCE.

# IMPACT ON SAFETY PERCEPTION

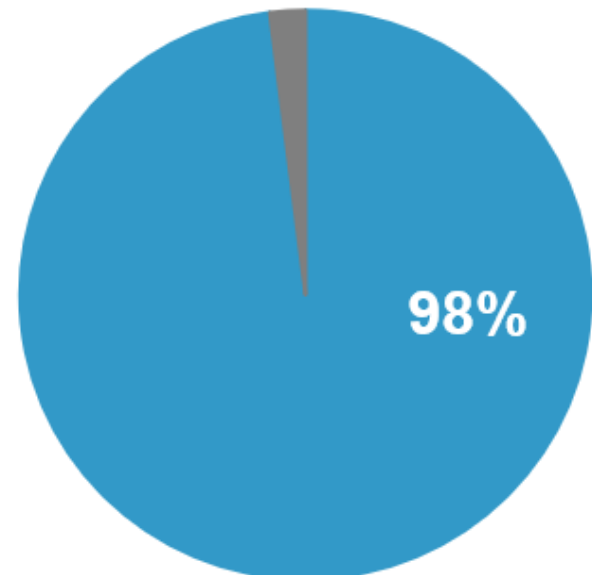
Sundays on state positively impacted attendees' perceptions and lived experience of safety downtown in the Loop

ZERO reports of violent crime during Sundays on State events

21% had safety concerns before attending event(s)

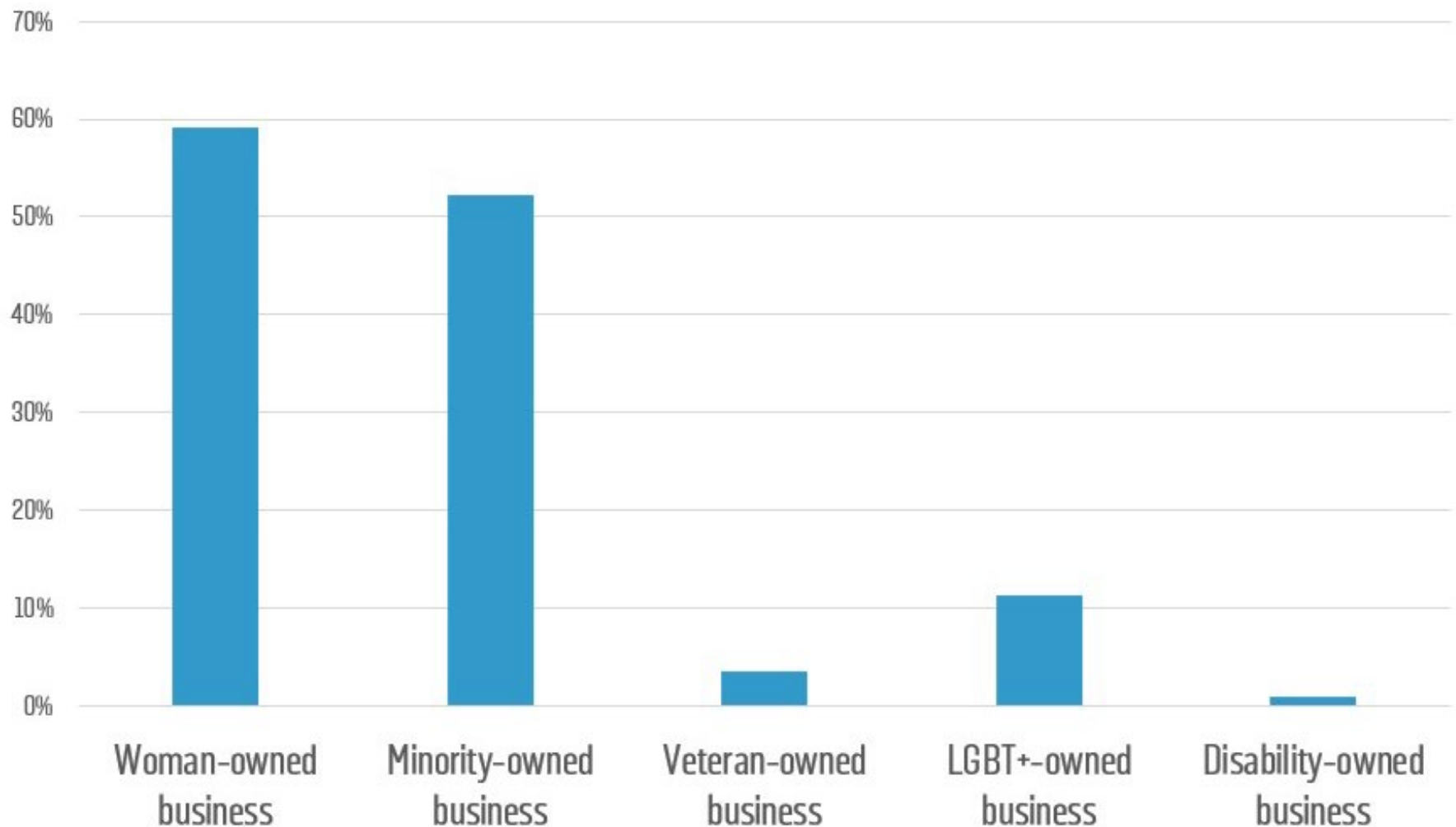


98% felt safe or extremely safe during/after the event(s)



# 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
- Vocolo
- 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  
LOOP  
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





# THANK YOU, PARTNERS AND SPONSORS!

## PARTNERS



SPECIAL SERVICE  
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## SUPPORTING SPONSORS



## EVENT SPONSORS



## COMMUNITY SPONSORS



## MEDIA PARTNERS



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media group

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new media



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Midway Broadcasting Corporation  
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N'DIGO

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Reflejos



Uber



View  
Chicago

Vocalo

WBEZCHICAGO

WGN RADIO  
720

