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

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)
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 Tribe
- 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!

1 billion+
Total impressions/reach
860 million+
media impressions
980
media hits
$2.5 million+
value of marketing and media garnered
“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 AREA #1-2015

SUPPORTING SPONSORS

EVENT SPONSORS

COMMUNITY SPONSORS

macys

Allstate

DIVY

Walgreens

BLOCK THIRTY SEVEN

THE ART & SCIENCE OF BUILDING

CLAYCO + Lamar Johnson Collaborative

COMCAST

Millennium Garages

Shoreline

StreetPlus

Star Events Production

Sundays On State