



CHICAGO
LOOP
ALLIANCE®

WHO?

Chicago Loop Alliance leads the community by creating and supporting inclusive programs that attract people and investment to the Loop.

WHAT?

As the second largest central business district in the U.S., servicing the largest and oldest Special Service Area, Chicago Loop Alliance promotes the Loop as a premier destination for workers, residents, visitors, and tourists.

HOW?

We focus on five program areas, listed below and detailed on the reverse.

Marketing & Communications

Beautification, Enhanced Services & Safety

Community Engagement & Membership

Placemaking & Events

Advocacy, Planning & Economic Development



MEMBERSHIP BENEFITS

MARKETING & COMMUNICATIONS

- Dedicated business website listing
- Participation in seasonal Loop advertising campaigns
- Digital marketing exposure to all CLA audiences
- Social media collaborations
- Facilitate media and press connections



COMMUNITY ENGAGEMENT & MEMBERSHIP

- Access to LoopedIn Networking events
- Priority notice for Chicago Loop Alliance Foundation events
- Fostering member-to-member relationships



BEAUTIFICATION, ENHANCED SERVICES & SAFETY

- Safe and Clean ambassador program
- Safety & Security Committee & GroupMe
- Timely alerts on Loop impacts



PLACEMAKING & EVENTS

- Community-driven enhancements to public spaces
- Opportunity to participate in Sundays on State and CLA programming



ADVOCACY, PLANNING & ECONOMIC DEVELOPMENT

- Spearhead and support Loop-centric advocacy projects & programs
- Create and publish economic data reports for stakeholder advancement
- Open-channel communication with global downtown leaders for further innovation and education



P.S. CLA has committees for each program area that members can join. Also, our staff is here to support your achievements—invite us to your events!

READY TO JOIN?

Contact Kenna J. Tunis, Director of Community Engagement

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