

2024

ANNUAL REPORT



CHICAGO
LOOP
ALLIANCE

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FROM CHICAGO LOOP ALLIANCE

Dear Loop Stakeholders —

Loop investment and energy continued to accelerate in 2016. From restaurants to residential units, the Loop saw a surge in new development. What once was strictly a nine-to-five workspace has transformed into an urban hot spot. 2016 marked the opening of new rooftop bars, urban food halls, hotels and possibly most impressive of all, the completion of the Chicago Riverwalk with its award-winning design and waterfront access. The Loop even played host to some of the region's largest celebrations including the NFL Draft, Lollapalooza and the Chicago Cubs World Series celebration.

Amid all of this energy, Chicago Loop Alliance continued its core mission and brought even more vitality to downtown with its projects and programs. Our 2016 initiatives focused on enhancing the street-level experience and advancing our forward-thinking ideals and programs. Our stakeholders saw real value in enhanced landscaping, safe and clean streets and well maintained infrastructure. With the help of our new Springboard pedestrian counters, we were able to communicate the value of these efforts to property owners with weekly block-by-block pedestrian counts. From these counts we learned that over two million people visit State Street each week, making our efforts well worth the investment.

With our eyes focused on what's ahead, we launched the Downtown Futures Series. Over 400 attendees joined panels of urban thought leaders as they discussed new technology and innovation and its potential impact on the future of downtowns.

We made huge strides in our efforts to transform public spaces. Wabash Avenue had its own outdoor seating program, and the newly formed Wabash Advisory Committee began implementing initiatives outlined in our *Transforming Wabash Report*. The Gateway, our median activation on State Street between Wacker and Lake, received a new sculpture that reminds us to always be moving forward. And our popular alley activation series brought record-breaking crowds with over 17,600 attendees from May through October.

It has been a great year for the Chicago Loop, but we have even more planned for next year. In 2017, Chicago Loop Alliance is committed to improving the Loop experience for tourists, regional visitors and workers. Through aggressive planning and advocacy, enhanced service delivery at the street level, exciting placemaking initiatives and increased membership value, we hope to continue to make the Loop a great place to live, work and play.

On behalf of our Board of Directors, thank you for the support you have shown Chicago Loop Alliance. We look forward to working with you in the year ahead.

Michael Edwards
President & CEO

David Broz
Chairman





ENHANCED SERVICES

Chicago Loop Alliance provides constant and continued improvements to the cleanliness, beautification, safety and maintenance of the Loop's streets, sidewalks and common areas.



STREET TEAM AMBASSADORS: CREATING A CITY FOR ALL

Now in its fourth year, the Street Team Ambassador program has helped dozens of individuals transition off the streets and into the care of social service providers. Acting as the “eyes and ears” of the Loop, the team of six highly-skilled ambassadors monitored State Street 16 hours a day, seven days a week. While no day is ever the same, these social service experts could be found doing everything from developing relationships and trust with those experiencing homelessness to helping visitors find their way to the city's top attractions.

BUILDING A STRONGER CITY TOGETHER

Building strategic partnerships continued to be a key part of the Street Team Ambassadors' work in 2016. Leveraging relationships with State Street businesses and the Chicago Police Department, the Street Team was able to curb aggressive panhandling and keep key stakeholders up-to-date on current laws and regulations. Through weekly business check-ins, the Street Team Ambassadors strengthened relationships with local merchants and acted as a resource for issues concerning State Street.

CLEAN TEAM AMBASSADORS: MAKING STATE STREET A WORLD-CLASS DESTINATION

The Clean Team Ambassadors created a welcoming environment for the thousands of visitors to State Street each day in 2016. Supplied with brooms, trash cans, graffiti wipes and snow shovels, each of these hard-working individuals made sure that State Street's sidewalks and infrastructure reflect its world-class reputation.





“THE ENERGY SHIFTS WHEN YOU ARRIVE ON STATE STREET AND THAT’S NOT BY ACCIDENT. CHICAGO LOOP ALLIANCE IS VERY PURPOSEFUL IN ITS EFFORTS. EACH SIGN, PLANTER AND PROGRAM PLAYS A ROLE IN ENHANCING THE STATE STREET EXPERIENCE AND MAKING THE LOOP A THRIVING NEIGHBORHOOD.”

— EILEEN LACARIO | **Broadway In Chicago**

WORKING TOGETHER: CHICAGO LOOP AMBASSADORS

In October 2016, the Street Team and Clean Team Ambassador programs merged to bring even more value to Loop stakeholders. Utilizing new mobile technology, both teams expanded their reach by working together to monitor the cleanliness, safety and quality of life issues on State Street. While each team will continue to focus on their unique responsibilities, they can now alert each other of situations happening in real-time with GPS coordinates of their location and track blocks monitored. Wearing bright yellow and black shirts and jackets, the Chicago Loop Ambassadors’ new uniforms reflect their commitment to being an authoritative and professional resource for State Street.

BEAUTIFICATION EFFORTS ON STATE STREET

Nearly two million people visited State Street each week in 2016, making it one of the busiest streets in Chicago. With that many eyes and feet on the street, Chicago Loop Alliance made sure that each visitor had a clean, safe and beautiful experience. Utilizing funding from SSA1-2015, over 65,000 flowers were planted, 5,825 miles of sidewalks were cleaned and repaired and 144 festive wreaths adorned 72 lampposts for the holiday season.

CLA FACTS

 **8,377**
directions
given to visitors

 **6,383**
interactions
with those who
were panhandling

 **185 referrals**
connected the
homeless with
needed services

 **\$95,000 approx.**
amount invested
in State Street
Repairs by
SSA1-2015

 **Over 30,000**
pounds of trash
were removed from
State Street in 2016

PLANNING & ADVOCACY

Chicago Loop Alliance provides planning and project review and advocates for important Loop issues, improving the district's ability to compete for investment, and for stakeholders to achieve their property and investment goals.



“AS A PROPERTY OWNER ON STATE STREET FOR MORE THAN 20 YEARS, WHAT I HAVE COME TO FIND MOST VALUABLE ABOUT THE CHICAGO LOOP ALLIANCE IS ITS ABILITY TO BE THE VOICE OF ITS STAKEHOLDERS AS WELL AS THE COMMUNITY AT LARGE. THE LEADERSHIP IS AT EVERY MEETING EXPRESSING OUR OBJECTIVES AND POSITIONS. CLA STAYS CURRENT ON MATTERS THAT AFFECT LOOP OWNERS AND OUR NEIGHBORHOOD.”

— STAN NITZBERG | Mid-America Real Estate Corp.

IMPLEMENTING THE SSA1-2015 RECONSTITUTION

In 2016, Chicago Loop Alliance implemented the reconstitution of SSA1-2015 with the strong support of property owners and Alderman Brendan Reilly and Alderman Sophia King. The reconstitution reflects the changes that occurred over the last 20 years, such as the redevelopment of Block Thirty Seven, and the need for services to expand through properties that front both State Street and Wabash Avenue.

THE VOICE OF THE LOOP

Acting as the voice of the Loop, Chicago Loop Alliance has advocated for hundreds of projects in its 87-year history. As we learned this year from the Lucas Museum, not all projects will come to fruition. However, each new venture is explored in-depth by Chicago Loop Alliance’s Planning and Advocacy Committee. In 2016, this team of 18 business leaders wrote letters of support for several Loop projects including stricter enforcement of food truck ordinances and the redevelopment of Pritzker Park.

CREATING A LOOP AESTHETIC

Chicago Loop Alliance, in cooperation with the City of Chicago, has worked to put guidelines and ordinances in place to preserve the aesthetic appeal of the Loop for the benefit of all who live, work and play downtown. Each month, the Planning and Advocacy Committee welcomed local businesses to present signage and construction plans. Twelve new signage packages were presented and reviewed by the committee in 2016.

LOOP GAINS NATIONAL & INTERNATIONAL ATTENTION

The work of Chicago Loop Alliance continued to gain national and international attention. Michael Edwards, Chicago Loop Alliance President & CEO, presented at the International Downtown Association Conference in Atlanta, Georgia and traveled to Corfu, Greece and Paris, France to discuss *Re-thinking the Public Space*. Chicago Loop Alliance was awarded a Downtown Achievement Award Certificate of Merit by the International Downtown Association and an award for Best Ephemera by the Friends of Downtown for its successful ACTIVATE program.

CLA FACTS



SSA1-2015 will
operate
through 2030



5 presentations
by Chicago Loop
Alliance at national
and international
conferences



40 properties
in SSA1-2015



PLACEMAKING & MANAGEMENT

Chicago Loop Alliance improves the quality of the public realm by bringing a distinctive sense of place and strong sense of arrival into the Loop while enhancing economic development.

ACTIVATE EXPLORES PEOPLE AND PLACE

The secret is out — ACTIVATE is the Loop’s hottest event of the summer! Over 17,600 people attended six events from May through October in the Loop’s most unexpected places. Witnessing everything from a silent disco to an adult ball pit, the events brought people from every Chicago neighborhood to the Loop to experience art and place in a whole new way.

CHICAGO’S IMMERSIVE ART EVENT

In 2016, Chicago Loop Alliance took ACTIVATE audience participation to a whole new level. Each of the five senses was incorporated into a one-of-a-kind event. This not only brought new perspective to attendees, but allowed sponsors the unique opportunity to showcase their brand in an arts-related installation. Attendees also had the opportunity to be immersed into each event through fashion. Strutting everything from feathers to furs, ACTIVATE-goers were encouraged to be a part of the artwork with themed dress codes for each event.

LINGER LONGER IN THE LOOP

The night doesn’t stop after the last ACTIVATE attendee leaves the alley. Twenty-six local restaurants, bars and cultural institutions provided special discounts for attendees to use before or after the event. Deals ranged from discounts on cocktails to buy-one-get-one free entrées at the Loop’s newest restaurants. With close to 3,000 attendees at each event, and attendees spending an average of \$48.82, Loop businesses saw a significant boost in sales on ACTIVATE nights.

LIGHTSCAPE — THE SOUNDTRACK TO STATE STREET

The soundtrack to State Street is ever-changing thanks to Lightscape, a one-of-a-kind light and sound installation along State Street. In 2016, choreographed playlists celebrated Chicago’s diversity and rich musical landscape with the help of local musicians and community advocates. During the holiday season, Tchaikovsky’s *The Nutcracker* filled the streets with holiday cheer and celebrated The Joffrey Ballet’s world premiere of Christopher Wheeldon’s *The Nutcracker*.

THE GATEWAY

The Gateway, Chicago Loop Alliance’s median activation on State Street between Wacker Drive and Lake Street, continued to be a popular gathering place for lunchtime crowds. Approximately 50% of all Gateway users bought lunch at surrounding restaurants, with estimated spending totaling \$43,310 for the summer of 2016.

Welcoming visitors to the Loop, “Races” an abstract 500-pound steel sculpture created by Bobby Scribner, was installed on the northern entrance of The Gateway. The sculpture represents the need to be constantly moving forward, an important part of Chicago Loop Alliance’s work for State Street and the Loop.



“I’VE BEEN INCREDIBLY IMPRESSED BY THE DYNAMIC NATURE OF ACTIVATE. THE MUSIC, FOOD AND PEOPLE ARE A TRUE MIXTURE OF ALL THINGS THAT MAKE CHICAGO GREAT.”

— CHARLES SMITH
CannonDesign

2016 ACTIVATE DATES

5.13.16 // TOUCH
8th Street Alley

6.9.16 // HEAR
Sullivan Center Alley

7.14.16 // SMELL
Hard Rock Alley

8.5.16 // SEE
Couch Place Alley

9.15.16 // TASTE
Cow Path Alley

10.13.16 // CELEBRATE
Sullivan Center Alley

CLA FACTS



96% of ACTIVATE attendees indicated they would return in 2017



17,631 ACTIVATE RSVPS in 2016



8,662 visitors to The Gateway in the summer of 2016



ACTIVATE attendees **contributed** an estimated **\$860,745** in economic impact to Loop businesses this year, **twice** the amount compared to last year

ECONOMIC DEVELOPMENT

Chicago Loop Alliance facilitates the development of a vibrant Loop by supporting increased public and private investment in retail, office, tourism and residential development.

DOWNTOWN FUTURES SERIES

In 2016, thought leaders in big data, transportation, technology and urban planning came together to discuss the ever-evolving downtown experience at the Downtown Futures Series. Discussing topics ranging from driverless cars to urban art projects, the series brought new perspective to over 400 attendees — challenging them to start thinking about the future of Chicago.

TRANSFORMING WABASH AVENUE

The Wabash Advisory Council was formed in 2016 and met monthly to discuss and implement projects concerning the revitalization of Wabash Avenue. Utilizing Chicago Loop Alliance's *Transforming Wabash Report*, the team of 32 business leaders discussed projects to increase the street's economic viability.

WABASH AVENUE OUTDOOR DINING

The Wabash Advisory Council investigated ways to accelerate outdoor dining on Wabash. Utilizing CLA's City Seats program, the council experimented with pop-up tables and chairs to prove market demand. Thoughtful design, decreased cost of equipment and an easier permitting process identified as key strategies.



SPRINGBOARD PEDESTRIAN COUNTERS

Springboard, Chicago Loop Alliance's pedestrian and vehicular counting technology, continued to provide important data on State Street traffic. In 2016, there was an average of 1.8 million pedestrians on State Street each week. To help State Street businesses and SSA1-2015 property owners better understand their investment, weekly reports outlining pedestrian and vehicular traffic were distributed. Data includes total number of pedestrians and vehicles on State Street per week, week-over-week comparisons and individual store-front counts important to retailers and property owners.

LOOP INVESTMENT MAP

Chicago Loop Alliance produced its first Investment Map in 2016. An economic development tool designed to track public and private investment in the Loop, the Investment Map provides a reliable total investment number to demonstrate the growing economic development momentum in the Loop since June 2013.

“THE TRANSFORMING WABASH INITIATIVE IS A PERFECT EXAMPLE OF HOW AN ORGANIZATION CAN LISTEN TO THE CONCERNS OF A COMMUNITY AND SPEARHEAD AN EFFORT THAT HAS A HUGE IMPACT.”

— MARTIN STERN | CBRE

CLA FACTS



2.6 billion
in new public and private investment in the Loop since June 2013



11 projects
proposed by the Wabash Advisory Council



460 attendees
to the 2016 Downtown Futures Series



93,600,000 visitors to State Street counted by Springboard in 2016

DOWNTOWN FUTURES SERIES

BIG DATA. BIG CITY. | 4.14.16 | COLUMBIA COLLEGE

CHICAGO'S AUTONOMOUS FUTURE | 6.15.16 | 1871

EXPERIENTIAL CITY | 9.15.16 | 1871

MARKETING



“THIS IS AN EXCITING TIME FOR THE CHICAGO LOOP ALLIANCE AS THEY TAKE THE NEXT STEP IN EXPANDING THEIR MARKETING EFFORTS. WE LOOK FORWARD TO MARKETING THE CHICAGO LOOP AS A YEAR-ROUND DESTINATION AND HIGHLIGHTING EVERYTHING THE LOOP HAS TO OFFER.”

— AARON GADIEL | Block Thirty Seven
Co-Chair of Chicago Loop Alliance Marketing Committee





REIMAGINING MARKETING

Chicago Loop Alliance reimagined its marketing efforts with the support of consulting firm KPV Group. Through three months of extensive research, the firm presented a consumer-facing strategy that redefined the organization's target markets and created a "place-based" approach to keep tourists, regional visitors and workers in the Loop to experience all it has to offer. This process included an in-depth look at the Chicago Loop Alliance brand and narrative, implemented a refreshed logo and made recommendations to improve the usability of LoopChicago.com.

KPV Group assisted the Membership Department with the creation of a 2017 Membership Development Plan. Using data collected in 2016, the Development Plan offers recommendations for recruitment, retention and management. KPV also identified potential growth areas for 2017 including a stronger focus on corporate partnerships.

SOCIAL MEDIA MARKETING

Acting as the voice of the Loop, Chicago Loop Alliance continued to grow its presence on social media. Utilizing video and photography, the Chicago Loop's Facebook, Twitter and Instagram accounts kept followers informed and introduced new audiences to the organization's brand. Targeted social media campaigns were developed to strengthen and amplify traditional public relations initiatives throughout the year. During the holiday season, Chicago Loop Alliance launched the Unwrap The Loop Video Series, which provided a behind-the-scenes look at the Loop's iconic holiday destinations. The series received more than 30,000 views over the 2016 holiday season!

PUBLIC RELATIONS

Earned media placements emphasized the value Chicago Loop Alliance drives to Loop constituents, with features across major print and broadcast outlets on initiatives including the Springboard counting system, Downtown Futures Series and Chicago Loop Ambassadors. The Silverman Group continued to position Chicago Loop Alliance as a leader in downtown management, and a feature in *School Construction News* cited the organization's inventive placemaking, Loop Ambassadors and partnerships with other organizations as key factors positively impacting urban campus safety in the Loop.

CLA FACTS



Over **165 million** print, broadcast and online **media impressions** were secured for CLA initiatives and programing



335,321 total social media reach generated from the #UnwrapTheLoop holiday campaign



32% increase in Facebook followers



23% increase in Twitter followers



76% increase in Instagram followers

MEMBERSHIP



Chicago Loop Alliance is a member-based business organization that represents Chicago's most dynamic mixed-use district, the Loop. We represent Chicago's authentic downtown and act as a catalyst for growth — not only for the Loop, but for the businesses and individuals who call it home. The result is a community of stakeholders united under a common vision of the Loop as a vibrant global business center and recognized world-class destination.

Chicago Loop Alliance saw several successes in the Membership Department. We secured more than 53 new members equating to over \$28,000 in new revenue. We hosted five LoopedIn Networking Events (one more than in 2015), attracting nearly 600 members and showcasing unique venues and restaurants throughout the Loop. We utilized ACTIVATE as a networking opportunity for members, setting up a Member Lounge with seating and complimentary cocktails.

“THANKS TO CLA FOR A GREAT CLIENT RELATIONSHIP WITH WHIMSICAL CANDY! CHRIS AND I MET AT A LOOPEDIN NETWORKING EVENT. SINCE 2012, WE’VE PROVIDED GRAPHICS AND SIGNAGE, INSIDE AND OUT, ON FLOORS, WALLS, CEILINGS AND MORE — NOT TO MENTION, I WAS INTRODUCED TO THE BEST CARAMELS I’VE EVER TASTED!”

— JOSETTE O’NEIL | Cushing

2016 MEMBERSHIP EVENTS

LoopedIn Networking Event	1.14.16	The Berghoff Restaurant
Annual Meeting	3.10.16	Palmer House Hilton
LoopedIn Networking Event	3.30.16	The Buckingham Club
Downtown Futures Series — Big Data. Big City.	4.14.16	Columbia College Chicago
LoopedIn Networking Event	6.7.16	AIRE at Hyatt Centric
Downtown Futures Series — Chicago's Autonomous Future	6.15.16	1871
LoopedIn Networking Event	8.10.16	Marquee at Block 37
Downtown Futures Series — Experiential City	9.14.16	1871
Illumination 2016: 12th Annual Gala	10.21.16	Renaissance Chicago Downtown Hotel
LoopedIn Networking Event	12.7.16	Macy's on State Street

CLA FACTS



53 new members in 2016, which is up 66% from 2015



92 members were featured in Member Spotlight, a bi-monthly email distributed to CLA members

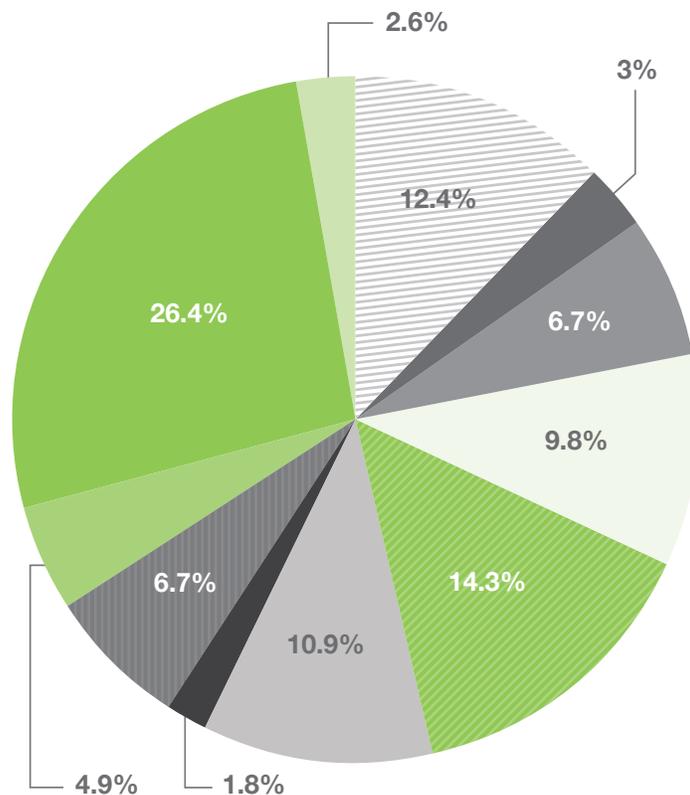
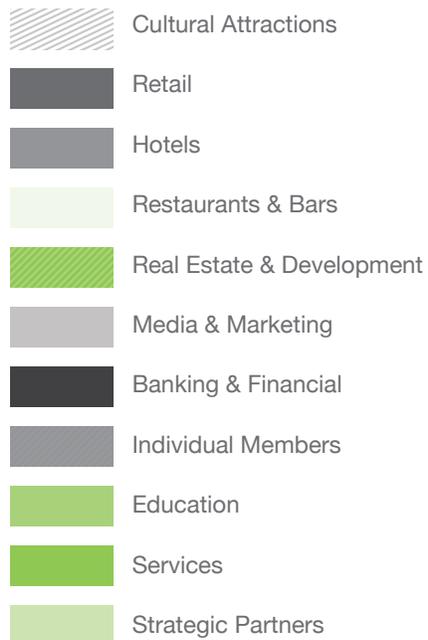


270 total members



570 members attended LoopedIn Networking Events

MEMBER DEMOGRAPHICS



2016 MEMBERS

- 5 N. Wabash Condominium Association
- 12 North Venture, LLC
- 25 East Washington Associates
- 200 S. Michigan, LLC
- 215 West Apartments
- ABC7/WLS Television, Inc.
- Absolutely Chicago Segway Tours
- AceBounce
- Adler University
- Alderman Brandon Reilly, 42nd Ward
- Alderman Danny Solis, 25th Ward
- Alderman Sophia King, 4th Ward
- Allegro, A Kimpton Hotel
- Allied Live
- American Heart Association
- Anvan Midwest Realty Management Co., Inc.
- Apprentice Lab
- ARCpoint Labs of Chicago Loop
- Arena Americas
- Argosy University
- Arnold, Ron
- Art Institute of Chicago, The
- ASI Signage Solutions
- Atrium Mall Chicago
- Audience Architects
- Auditorium Theatre of Roosevelt University
- Audrain, Cal
- Avison Young, LLC
- Balance Spa and Fitness at the Palmer House
- Balanced Environments, Inc.
- Balani Custom Clothiers
- Ballet Chicago
- Bannerville USA
- Baum Realty Group, LLC
- Beef'n Brandy Restaurant and the Bar Below
- Benjamin Marshall Society, The
- Berghoff Catering and Restaurant Group
- Berghoff, Herman
- Big Bus Tours — Chicago
- Blick Art Materials
- Block Thirty Seven
- Bottle & Bottega
- Bottom Line Yoga
- BrightView Landscape Services
- British International School of Chicago South Loop
- Broadway In Chicago
- Buckingham Athletic Club and Hotel, The
- BURG Translations
- CA Ventures
- Campbell, Keith
- Cannon Design
- CAS Music Group/ Mode Events
- CBRE Group, Inc.
- Chicago Architecture Foundation
- Chicago Athletic Association Hotel
- Chicago Community Trust, The
- Chicago Department of Cultural Affairs and Special Events
- Chicago Department of Planning and Development
- Chicago Department of Streets and Sanitation
- Chicago Department of Transportation
- Chicago Design Museum
- Chicago Festival Association
- Chicago International Film Festival
- Chicago Loop Dentistry
- Chicago Loop Synagogue
- Chicago Magazine
- Chicago Police Department, 1st District Central
- Chicago Public Library
- Chicago School of Professional Psychology, The
- Chicago Sun Times Media
- Chicago Theatre, The
- Chicago Title Insurance Commercial Services
- Chicago Trolley & Double Decker Co.
- Chicago Youth Symphony Orchestras
- Chicago Zoological Society — Brookfield Zoo
- Chicagoland Chamber of Commerce
- Chick-fil-A State and Lake
- Choose Chicago
- Christkindlmarket Chicago — German American Services, Inc.
- Christy Webber & Company
- CIRCLE Foundation — Innovations High School
- City Winery
- CNA
- Coalition: Energy
- Columbia College Chicago
- ComEd
- Concierge Preferred
- Construction Service Associates
- Corner Bakery Café
- Corrigan, Kim



Crain's Chicago Business
Cushing
Cushman & Wakefield
Daily Herald Media Group
DePaul University
DesignLab Chicago
Doakes, Andrea
Downtown Apartment Company
Earles Architects and Associates, Inc.
Elkin, Norman
Ensemble Español Spanish Dance Theater
Enwave Chicago
Equinox
Event Creative
Exchequer Restaurant and Pub
EXPO Chicago
Fast Sandwich LLC — Jimmy John's
Fine Arts Building Studios
First United Methodist Church
Fisher, Christine
Fogo de Chao
Fox's Designer Off-Price
Frank Lloyd Wright Trust
Gene Siskel Film Center
Gensler Design
Goethe-Institut Chicago
GlenStar Asset Management
Goddess and the Baker
Good Stuff Eatery
Goodcity Chicago NFP
Goodman Theatre, The
Grady, Darren P.
Grant Park Music Festival in Millennium Park
Gravy Train Video Productions
Hable, Joseph
Halal Guys, The
Hampton Inn — Chicago Downtown/N. Loop/ Michigan Ave.
Hampton Inn Majestic
Hard Rock Hotel Chicago
Harold Washington College
Healy, Lori
Heritage at Millennium Park Condominium Association, The
Heritage Shops at Millennium Park
Hilton Chicago
Hines Interests, L.P.

Hostelling International — Chicago
Hotel Burnham Chicago
Hubbard Street Dance Chicago
Hyatt Centric — The Loop Chicago
IIT Institute of Design
Illinois Hotel & Lodging Association
Illinois Restaurant Association
Illinois State Representative, 5th District
Impact Networking
Intelligentsia Coffee and Tea
Interior Investments, LLC
InterPark
Intersection
Italian Village Restaurants
J.C. Anderson, Inc.
Joffrey Ballet, The
John Buck Company, The
John D. and Catherine T. MacArthur Foundation, The
John Hancock Real Estate
John Marshall Law School
Jordan's Food of Distinction
Joseph Freed & Associates LLC
JW Marriott Chicago Hotel
Kamden Strategy Group
Katten Muchin Rosenman LLP
Kehoe Designs
KEY — This Week In Chicago
Kimpton Gray Hotel
Ladies & Gentlemen Salon Spa
League of Chicago Theatres
Levy Restaurants at Lincoln Park Zoo
LondonHouse Chicago
Lowitz and Sons
Luke's Lobster
Lyft
Lyric Opera of Chicago
Macy's
Magnificent Mile Association
MakeOffices
Marc Realty
Marquee at Block Thirty Seven
Max's Take Out
McGuire Engineers
McMains, Michael

MediaScience
Merz Apothecary
Metropolis Condominium Association
Metropolitan Planning Council
Metropolitan Properties of Chicago, LLC
Mid-America Real Estate Corp.
Millennium Park Living, Inc.
Minor, Brent
Monroe Building, The
Moody Nolan, Inc.
Music of the Baroque
Nando's Peri-Peri
Near South Planning Board
Neathery, Derek
Newcastle Limited LLC
Noonan, William
Oak Street Design
Okrent Kisiel Associates, Inc.
Olio City
O'Meara Law LLC
Palmer House Hilton Chicago
Peach & Green
Perkins + Will
Perrella, April
Persona Wood Fired Pizzeria
Pianoforte Foundation
Planet Interactive
PNC Bank — Monroe and Dearborn
Presidential Towers Waterton
Residential Community
Pressure Washing Systems
Pritzker Military Museum & Library
PrivateBank, The
Protein Bar/Thrive360 Eatery
RAM Racing
Reach Mail Inc.
Red Bull
Related Midwest
Renaissance Chicago Downtown Hotel
Residences at The Joffrey Tower Condominium Association, The
Riot Creative Imaging
RKF
Ronald McDonald House
Rosebud Prime
Rosebud Theatre District
Rosenfeld Injury Lawyers

Rush Hour Concerts
Safer Foundation
Satler, Gail
School of the Art Institute of Chicago
Shoreline Sightseeing
Silverman Group, Inc., The
Siren Betty Design
Skydeck Chicago
Solomon Cordwell Buenz
SourceOne Credit Union
SP Plus Corporation
Special Olympics Chicago
Springboard Research Ltd
Staver Law Group, P.C.
Stone Real Estate Corp.
Target
Tesori Trattoria & Bar
theWit Hotel
Tolpin & Partners, PC
Toni Patisserie and Café
Torrid
Transwestern
Turner Construction
Twenty North State Condominium Association
Union League Club of Chicago
University Club of Chicago
University of Phoenix
Urban Real Estate
VCP Printing, Mailing, Signage
Vennequity LLC
Verifone Media
VERO Design & Build
Village Green Companies
Virgin Hotels Chicago
Volante Systems
Walgreens
Where Magazine/Morris
Visitors Publications
Whimsical Candy Kitchen & Store
Wigle, K.C.
Willow Chicago
Windy City Limousine & Bus Worldwide
Wintrust Bank Chicago
Workspring
WSP Parsons Brinckerhoff
Young Professionals of Chicago
Zipcar

2016 SOURCES OF SUPPORT



LOOPEDIN

IN KIND

AIRE at Hyatt Centric	Hyatt Centric the Loop
Atwood	Chicago
The Berghoff	Macy's
The Buckingham Club	Marquee at Block Thirty Seven

2016 DOWNTOWN FUTURES SERIES

\$1,500 LEVEL

WSP Parsons
Brinckerhoff

Wintrust Bank

IN KIND

Columbia College Chicago

Blue Plate Catering

Corner Bakery

Protein Bar

2016 CHICAGO LOOP ALLIANCE FOUNDATION ANNUAL MEETING

IN KIND

PSAV

\$2,000 LEVEL

DePaul University

Gensler Design

Related Midwest

\$1,000 LEVEL

ABC7/WLS Television, Inc.

Broadway In Chicago

ComEd

John Hancock Real Estate

Mid-America Real Estate Corporation

The PrivateBank

School of the Art Institute

\$500 LEVEL

J.C. Anderson, Inc.

Mode Events

J&J Arnaco—
The Monroe Building

TABLE PURCHASER | \$500

Auditorium Theatre of
Roosevelt University

Cannon Design

Chicago Zoological
Society — Brookfield Zoo

InterPark

The Joffrey Ballet

Robert Morris University

Vennequity

Walgreens

CHICAGO LOOP ALLIANCE FOUNDATION'S 12TH ANNUAL ILLUMINATION GALA

PRESENTING SPONSOR \$30,000

Pressure Washing
Systems

COCKTAIL RECEPTION SPONSOR | \$10,000

BrightView Landscaping

DESSERT RECEPTION SPONSOR | \$7,500

Gensler Design

VIP AFTER PARTY SPONSOR | \$7,500

Streetplus

PROGRAM SPONSOR \$3,500

Downtown Apartment
Company

VIP TABLE PURCHASERS \$5,500

InterPark LLC

DePaul University

McGuire Engineers

Metropolitan Properties

theWit

TABLE PURCHASERS \$3,750

ABC7/WLS Television, Inc.

Adler University

Auditorium Theatre of
Roosevelt University

Broadway In Chicago

Big Bus Tours Chicago

Cannon Design

Chicago Trolley &
Double Decker Co.

Chicago Zoological
Society — Brookfield Zoo

Choose Chicago

ComEd

Goodman Theatre

Hard Surface
Finishers, Inc.

Hilton Chicago/Palmer
House Hilton

Hotel Burnham

Interior Investments

J&J Arnaco—
The Monroe Building

Katten Muchin
Rosenman LLP

Macy's

Michael Edwards Family

Mid-America Real
Estate Group

Renaissance Chicago

Downtown Hotel

The PrivateBank

Related Midwest

School of The Art Institute

Walgreens

Where Magazine

ADDITIONAL SUPPORT

Columbia College | \$2,500

The Van Dam Charitable
Foundation | \$3,900

ILLUMINATION GALA



Presented by Pressure Washing Systems, the Twelfth Annual Chicago Loop Alliance Foundation Gala took place on October 21, 2016 at the Renaissance Chicago Downtown Hotel. The Illumination Gala gathered more

than 400 supporters for a celebration that honored Melvin L. Katten with the Illumination Award for his commitment to the Loop.

THANK YOU TO THE FOLLOWING COMPANIES FOR SPONSORING ILLUMINATION GALA

				
PRESENTING SPONSOR	COCKTAIL RECEPTION SPONSOR	DESSERT SPONSOR	VIP AFTER PARTY SPONSOR	PROGRAM SPONSOR

VIP TABLE PATRONS

TABLE PATRONS

ABC7/WLS Television, Inc.	Chicago Zoological Society — Brookfield Zoo	Interior Investments	Related Midwest
Adler University	Choose Chicago	J&J Arnaco — The Monroe Building	Renaissance Chicago Downtown Hotel
Auditorium Theatre of Roosevelt University	ComEd	Katten Muchin Rosenman LLP	School of the Art Institute of Chicago (SAIC)
Big Bus Tours Chicago	Goodman Theatre	Macy's	Walgreens
Broadway In Chicago	Hard Surface Finishers, Inc.	Michael Edwards Family	
Cannon Design	Hilton Chicago/ Palmer House	Mid-America Real Estate Group	
Chicago Trolley & Double Decker Co.	Hotel Burnham	The PrivateBank	



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Alfonso Redditt

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Meaghan O'Connor

Lydia Collins

Meghan Randolph

Daniel Loomans

Lauren Travers

Kaitlin Obermeyer

Margaret Urso

**Chicago Loop Alliance & Special Service Area 1-2015
2016 Financials**

Revenue	Budget	Actual
SSA Funding	\$ 2,390,959	\$ 2,399,859
Membership Dues	\$ 187,000	\$ 163,975
Sponsorships (unrestricted)	\$ 120,000	\$ 150,710
Administrative/Management Fees	\$ 75,000	\$ 56,323
Community Networking Events	\$ 48,000	\$ 9,943
Interest Income	\$ -	\$ 31
Total Revenue	\$ 2,820,959	\$ 2,780,840
Expenses		
General & Administration	\$ 988,232	\$ 891,830
Customer Attractions	\$ 426,000	\$ 386,697
Public Way Aesthetics	\$ 944,227	\$ 857,820
Economic / Business Development	\$ 114,500	\$ 65,009
Public Safety Programs	\$ 348,000	\$ 334,069
Total Expenses	\$ 2,820,959	\$ 2,535,425
Total CLA Net Gain for 2016	\$ -	\$ 70,104
Total SSA 1-2015 Carry Over	\$ -	\$ 175,311

Chicago Loop Alliance Foundation 2016 Financials

Revenue	Budget	Actual
Gala	\$ 240,000	\$ 213,200
Placemaking Sponsorship (Unrestricted)	\$ 145,000	\$ 143,127
Other Fundraising Events	\$ -	\$ 64,360
Annual Meeting	\$ 21,000	\$ 28,190
Other Income	\$ -	\$ 1,506
Total Revenue	\$ 406,000	\$ 450,383
Expenses		
Placemaking Expenses	\$ 155,000	\$ 143,653
Gala Expenses	\$ 130,000	\$ 161,111
General & Administration	\$ 93,000	\$ 71,161
Annual Meeting Expenses	\$ 21,000	\$ 38,350
Other Event Expenses	\$ -	\$ 34,662
Studies	\$ 7,000	\$ -
Total Expenses	\$ 406,000	\$ 448,938
Total Net Gain for 2016	\$ -	\$ 1,445

*All figures are unaudited and based on the adopted 2016 operating budgets



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