



JOIN



CHICAGO
LOOP
ALLIANCE.



CLA'S ROLE

Chicago Loop Alliance (CLA) is a member-based business organization that represents Chicago's most dynamic mixed-use district — the Loop — and advocates for the rapidly growing central business district. With over 250 members representing the Loop's business, civic, and cultural institutions, Chicago Loop Alliance is the only organization whose primary role is to promote businesses and lead revitalization efforts specific to the Loop.

CHICAGO LOOP ALLIANCE:

- ▶ **ENRICHES** the experience of visitors and residents through strategies that highlight the Loop's rich and varied attractions: from a bustling dining and entertainment scene to a world-class collection of public art.
- ▶ **FOSTERS** constructive collaborations among its members and connects businesses with consumers through a variety of marketing campaigns. CLA facilitates networking, invites experts to share best practices, and leverages member expertise and resources to drive people and investment to the Loop.
- ▶ **MAINTAINS** Chicago's premier retail and cultural district through the State Street Special Service Area 1-2015. CLA plans and oversees physical improvements to State Street, guides community leaders in long-term visioning for the central business district, and implements creative placemaking projects.
- ▶ **ENGAGES** in advocacy efforts that strengthen the Loop's competitive position and create positive outcomes for its members. CLA draws upon the collective insights of its members to formulate positions on key economic and planning issues.
- ▶ **RELIES** on the support of businesses, organizations, and individuals that contribute through annual membership dues, financial and in-kind sponsorships, and signature fundraising events.

"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**

"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."

— Marty Stern | **CBRE**

"I have been to my fair share of networking events but LoopedIns are my favorite. The entire CLA team gets business done and keeps things fun! Attendees feel comfortable and engaged."

— Gail Bilenko | **Where Magazine**



“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.

MEMBERSHIP BENEFITS



BE INFORMED

CLA ensures members have access to important information and alerts about the Loop.

- Access to the Monthly Newsletter
- Discounted admission to the Annual Meeting
- Complimentary admission to Downtown Futures Series panel discussions
- Access to exclusive reports and data



STAY CONNECTED

CLA hosts a variety of networking events and facilitates member-to-member communication.

- Complimentary admission to LoopedIn Networking Events
- Access to Member Dashboard, including member contact information
- Volunteer opportunities throughout the year



EXPAND YOUR REACH

CLA creates a broad array of opportunities to promote businesses in the Loop.

- Designation as a CLA member on CLA website
- Opportunity for inclusion in social media and marketing campaigns
- Opportunity to participate in seasonal promotions
- 2 advertisements per year in our Member Spotlight Email
- Opportunity to host CLA events

Membership pricing is based on a combination of an organizations number of employees, annual operating budget, and business category. For help selecting the best membership option, call 312.782.9160 or email sarah@chicagoloopalliance.com.

INVESTMENT

NUMBER OF EMPLOYEES	FOR-PROFIT	NON-PROFIT
1–25	\$500	\$250
26–50	\$750	\$375
51–100	\$1,000	\$500
101–200	\$1,500	\$750
201–300	\$2,000	\$1,000
301–400	\$2,500	\$1,250
401–500	\$3,000	\$1,500
500+	\$3,500	\$1,750
Individual	\$250	

Thank you for your support of Chicago Loop Alliance. Because of members like you, we are able to advance a common vision of the Loop as a vibrant global business center and recognized world-class destination.

Please email your completed membership profile to **members@chicagoloopalliance.com**. You may also mail it, along with your dues, to the address at the bottom of this form.

BUSINESS NAME (as it should appear on LoopChicago.com)

PHYSICAL ADDRESS (as it should appear on LoopChicago.com)

CITY

STATE

ZIP

WEBSITE

PHONE (as it should appear on LoopChicago.com)

FACEBOOK

INSTAGRAM

REFERRED BY

WHAT DO YOU HOPE TO GAIN BY JOINING CHICAGO LOOP ALLIANCE?

- | | |
|---|---|
| <input type="checkbox"/> Network with Chicago Loop Alliance Members | <input type="checkbox"/> Gain Access to Reports |
| <input type="checkbox"/> Participate in Marketing Campaigns | <input type="checkbox"/> Utilize CLA as an Advocate for your Business |
| <input type="checkbox"/> Receive Loop News and Alerts | <input type="checkbox"/> Be a Civic Collaborator |
| <input type="checkbox"/> Attend CLA Events | <input type="checkbox"/> Volunteer on a CLA Committee |

BUSINESS DESCRIPTION (as it should appear on LoopChicago.com)

PLEASE INDICATE YOUR BUSINESS CATEGORY AS IT SHOULD APPEAR ON LOOP CHICAGO.COM:

- | | |
|---|---|
| <input type="checkbox"/> ARTS AND CULTURE | <input type="checkbox"/> SERVICES |
| <input type="checkbox"/> BARS | <input type="checkbox"/> ARCHITECTURE AND ENGINEERING |
| <input type="checkbox"/> BUILDING COMMERCIAL | <input type="checkbox"/> BANKS AND FINANCIAL |
| <input type="checkbox"/> BUILDING RESIDENTIAL | <input type="checkbox"/> HEALTH AND WELLNESS |
| <input type="checkbox"/> EDUCATIONAL INSTITUTIONS | <input type="checkbox"/> INSURANCE |
| <input type="checkbox"/> GOVERNMENT | <input type="checkbox"/> LANDSCAPE AND MAINTENANCE |
| <input type="checkbox"/> HOTELS | <input type="checkbox"/> LEGAL |
| <input type="checkbox"/> PARKING AND TRANSPORTATION | <input type="checkbox"/> MARKETING AND COMMUNICATIONS |
| <input type="checkbox"/> RELIGIOUS INSTITUTIONS | <input type="checkbox"/> REAL ESTATE |
| <input type="checkbox"/> RESTAURANTS | <input type="checkbox"/> SHIPPING AND PRINT |
| <input type="checkbox"/> RETAIL | <input type="checkbox"/> OTHER: _____ |



(OVER)

2017 MEMBERSHIP PROFILE (CONTINUED)

The following contacts from your business will receive Chicago Loop Alliance newsletters, announcements and invitations.

PRIMARY CONTACT _____ TITLE _____

DIRECT PHONE _____ EMAIL _____

MAILING ADDRESS _____ CITY _____ STATE _____ ZIP _____

ADDITIONAL CONTACT _____ TITLE _____

DIRECT PHONE _____ EMAIL _____

MAILING ADDRESS (IF DIFFERENT FROM ABOVE) _____ CITY _____ STATE _____ ZIP _____

ADDITIONAL CONTACT _____ TITLE _____

DIRECT PHONE _____ EMAIL _____

MAILING ADDRESS (IF DIFFERENT FROM ABOVE) _____ CITY _____ STATE _____ ZIP _____

BILLING INFORMATION

BILLING CONTACT (IF DIFFERENT FROM PRIMARY) _____ TITLE _____

DIRECT PHONE _____ EMAIL _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

Membership pricing is based on a combination of an organizations number of employees, annual operating budget, and business category. For help selecting the best membership option, call 312.782.9160 or email sarah@chicagoloopalliance.com

NUMBER OF FULL-TIME EMPLOYEES: _____

TOTAL: \$ _____

I hereby authorize Chicago Loop Alliance to charge my credit card this

PLEASE INVOICE ME

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____

NUMBER OF EMPLOYEES	FOR-PROFIT	NON-PROFIT
1-25	\$500	\$250
26-50	\$750	\$375
51-100	\$1,000	\$500
101-200	\$1,500	\$750
201-300	\$2,000	\$1,000
301-400	\$2,500	\$1,250
401-500	\$3,000	\$1,500
500+	\$3,500	\$1,750
Individual	\$250	N/A

SIGNATURE _____





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Chicago Loop Alliance creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop.

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/CHICAGOLOOPALLIANCE



@CHILOOPALLIANCE



@LOOPCHICAGO