

A low-angle, upward-looking photograph of a dense cluster of skyscrapers in the Chicago Loop. The buildings are of various architectural styles, including older brick structures and modern glass-fronted towers. The sky is a clear, bright blue. In the foreground, a curved, light-colored concrete structure, possibly part of a plaza or walkway, is visible. The overall composition creates a sense of height and urban density.

2014

ANNUAL REPORT

 CHICAGO LOOP ALLIANCE



CONTENTS

LETTERS	2
BEAUTIFICATION & ENHANCED SERVICES	4
PLANNING & ADVOCACY	8
PLACEMAKING & MANAGEMENT	12
ECONOMIC DEVELOPMENT	16
MARKETING	20
MEMBERSHIP	22
FINANCIALS	26
LEADERSHIP	30
STAFF	32

FROM CHICAGO LOOP ALLIANCE

The Loop celebrated a number of milestones in 2014. Millennium Park turned ten. Goodman Theatre kicked off its 90th anniversary season. And the Auditorium Theatre of Roosevelt University presented a star-studded production on its historic stage—125 years to the day since its doors first opened.

2014 also marked the tenth year of Chicago Loop Alliance, which united two organizations around a common vision of the Loop as a vibrant global business center and recognized world-class destination. Thanks to our founders, we're closer to this goal than ever before.

Today's Loop is home to the region's highest concentration of workers and students, and a residential population that has more than doubled in the past decade. Sights like Millennium Park and Skydeck Chicago now attract millions of visitors from around the world, while the Theatre District gives patrons a reason to linger into the evening hours. We've emerged from the depths of the recession with new retail and restaurant offerings, and welcomed the birth of a hotel district anchored by projects on Wabash and Michigan avenues.

Chicago Loop Alliance has always been a catalyst for this kind of growth—a unifier of strong organizations and big ideas.

Thank you to the many people who give us a reason to celebrate this milestone and make our work possible: Special Service Area #1 stakeholders, who empower us to make State Street great; our members, who represent the very best of the Loop; our funders and partners, who turn visions into realities; and our board of directors and staff, who guide Chicago Loop Alliance and always exceed expectations.

Many thanks also to Gensler—a longtime friend of the organization and leading Loop business—for sponsoring this year's report. We are looking forward to welcoming David Broz as our incoming chairman in 2015.

Here's to the next ten years.

Martin Stern
Chairman

Michael Edwards
President & CEO

FROM OUR SPONSOR

Over the past ten years, Gensler has seen numerous upgrades and enhancements to the Chicago Loop thanks to the creative planning and management of Chicago Loop Alliance. CLA had the foresight to think well ahead, assessing the community's needs for the Loop's future and finding artful ways to bring them to fruition. The organization's beautification, placemaking, and economic development initiatives achieved amazing results, positively impacting companies like ours as well as residents, investors, tourists, and retailers.

Our employees thrive on being in the center of the action. Our State Street location in the Louis Sullivan-designed Carson Pirie Scott building brought a reuse to this historically significant part of the Loop's fabric.

As a Chicago Loop Alliance member and longtime sponsor, Gensler supports CLA's efforts and encourages others to do the same. Being a member means we actively engage and collaborate to advance our own company's mission in tandem with CLA's in order for all stakeholders to reap positive economic impacts for the Loop and the organization itself.

Gensler is proud to be a part of the creative energy and steady growth which supports the vitality of the Chicago Loop.

Happy Tenth Anniversary, Chicago Loop Alliance!

David Broz
Principal

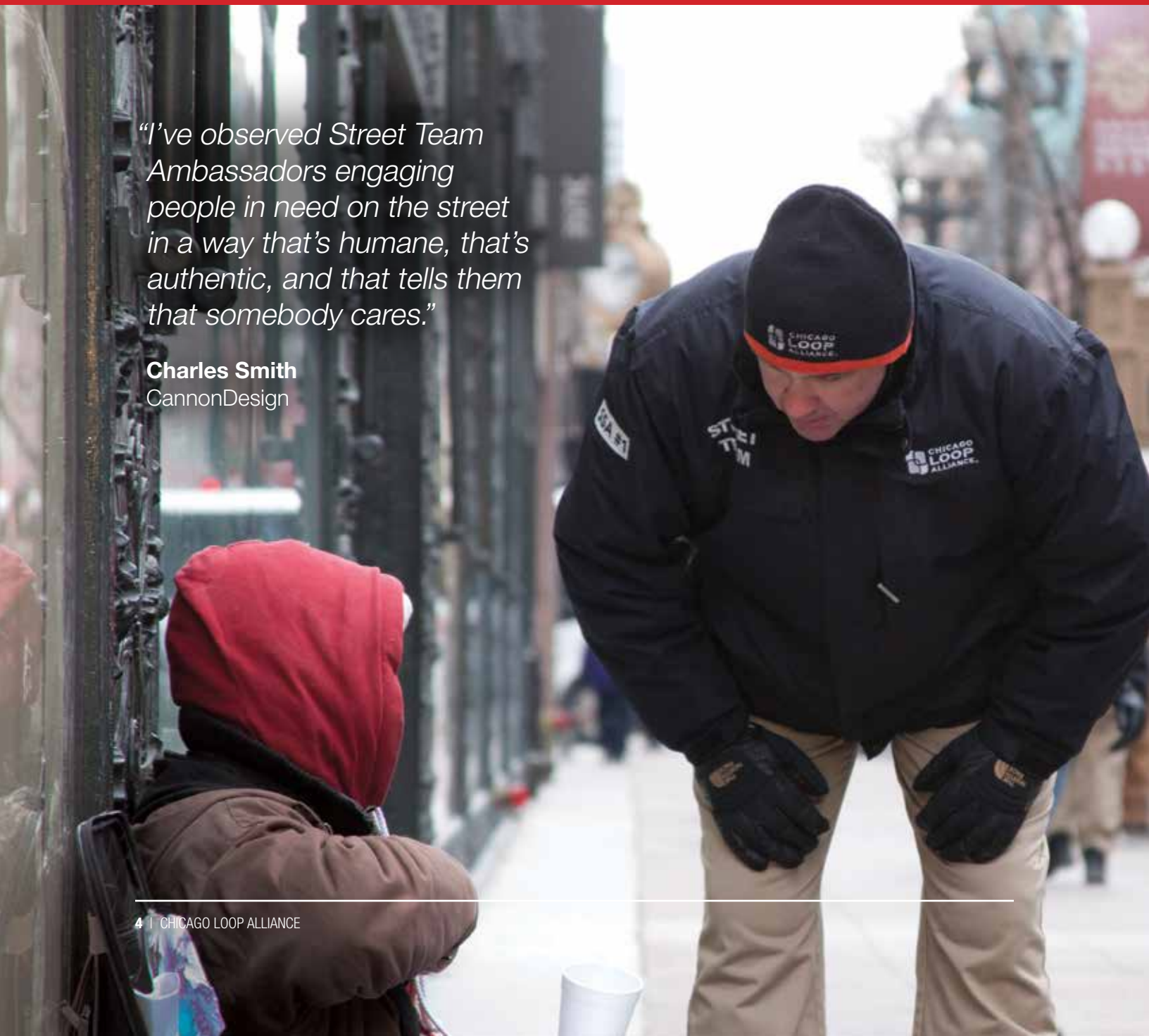
Gensler

BEAUTIFICATION & 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.

"I've observed Street Team Ambassadors engaging people in need on the street in a way that's humane, that's authentic, and that tells them that somebody cares."

Charles Smith
CannonDesign



STATE STREET'S AMBASSADORS

Wearing bright green shirts and branded jackets, Chicago Loop Alliance's Street Team Ambassadors are difficult to miss. Launched in the fall of 2013, the program, which is funded through Special Service Area #1, provides enhanced hospitality and fosters a consistent pedestrian experience on State Street. A team of highly trained social service experts—referred to as “guardian angels” by one of the individuals the program was created to help—walked the street 13 hours per day, seven days per week in 2014. They're on the lookout for quality-of-life issues, connecting individuals in need with supportive services, engaging with panhandlers, and providing directions.



ASSISTING THE HOMELESS

According to a 2014 analysis by the Chicago Coalition for the Homeless, there are an estimated 138,575 homeless persons in the city of Chicago. To assist, Chicago Loop Alliance partnered with the Chicago Help Initiative to distribute a resource guide to homeless individuals on State Street, making more than 4,500 referrals to services such as food, clothing, and shelter.

4,673
referrals connected
the homeless with
needed services



ASSESSING THE PANHANDLING POPULATION

Working with the Chicago Police Department and human services organizations, Chicago Loop Alliance addressed aggressive and illegal panhandlers, while members of the Street Team established assistive relationships with others.

7,750
interactions with
panhandlers



PROVIDING DIRECTIONS TO PEDESTRIANS

Tourism is on the rise, bolstered by Choose Chicago's success in bringing 50 million visitors to the city in 2014. With more people than ever coming to the Loop, Street Team Ambassadors reported a remarkable number of interactions with pedestrians along State Street. The most common requests: directions to public transit, stores, restaurants, and attractions, like Millennium Park and the Art Institute of Chicago.

16,391
pedestrians were
provided with directions
along State Street



POLAR VORTEX MEETS ITS MATCH

The third snowiest winter in Chicago's history proved to be no match for State Street's Clean Team. In addition to collecting nearly 25 tons of litter throughout the year, the team, which is staffed through a partnership with the Safer Foundation, shoveled more than 80 inches of snow, keeping sidewalks navigable even when the mercury dropped well below zero.

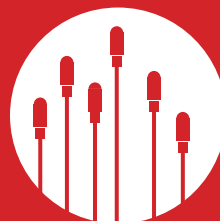
STATE STREET'S SOUNDTRACK

Pedestrians emerging from downtown storefronts and train stations sang along to a new soundtrack thanks to Lightscape: A Multisensory Experience on State Street. Chicago Loop Alliance partnered with Broadway In Chicago, Choose Chicago, Universal Music Group, and a team of local curators in 2014 to showcase music ranging from the infectious hooks of Motown to the festive sounds of the holiday season.



80.6

inches of snow were shoveled
from State Street's sidewalks



16

unique programs were
featured on Lightscape



A WELL-MAINTAINED STREET

Portions of State Street serve 13 million pedestrians in the course of a year. That translates into a tremendous amount of feet treading on its sidewalks, which are sealed and repaired annually to keep up with the action. Special Service Area (SSA) #1—the funding mechanism for this work—is also responsible for decking the halls during the holidays, and in 2014 installed wreaths on the street’s classic light poles.



144

wreaths adorned State
Street’s light posts

*“Chicago Loop Alliance’s
ability to execute the actions
in the strategic plan definitely
improves the attractiveness
of the Loop to all types of
investment and uses.”*

Stanley Nitzberg

Mid-America Real Estate Group

PLANNING & ADVOCACY

Chicago Loop Alliance provides planning and project review and advocates for important issues to improve the ability of the Loop to compete for investment and for stakeholders to achieve their property and investment goals.

“Many small business owners don’t have time to be up to date about city programs and ordinances. Chicago Loop Alliance informs us about changes and upcoming issues so we can integrate them into our plans.”

James Mannos

Exchequer Restaurant and Pub



BUILDING A NEW AND IMPROVED DOWNTOWN

The sounds of an economy on the rebound reverberated throughout the Loop in 2014, manifested in the cacophony of jackhammers, dump trucks, and construction crews hard at work building a new and improved downtown. As one development wrapped up, many more were announced. The plans included replacing vacant office buildings with boutique hotels, underutilized public spaces with world-class attractions, and aging transportation infrastructure with new ways to move people around. Chicago Loop Alliance was there every step of the way, advocating for the projects on behalf of its members and stakeholders and ensuring that construction impacts would be minimal on area businesses.



NEW PLACES TO REST YOUR HEAD

Virgin Group finished its conversion of the Old Dearborn Bank building into the world's first Virgin Hotel, whose opening kicked off several more projects planned for the Loop's rapidly-growing hotel district. On the residential front, CIM Group broke ground on the biggest apartment tower the Loop has seen in decades at Block Thirty Seven, while Related Midwest opened its OneEleven luxury apartment building on Wacker Drive.

4,500

hotel rooms will be added to the existing 36,000 rooms in Chicago over the next three years

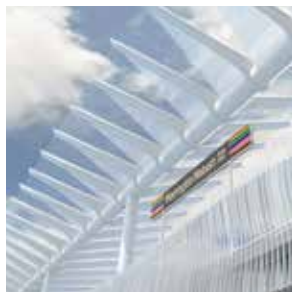


CITY IN A GARDEN

Millennium Park welcomed a new neighbor, Maggie Daley Park, which had more than one hundred skaters on its winding ice ribbon within minutes of opening. The park will fully open in 2015 when construction on another attraction, the extension of the Chicago Riverwalk, is also expected to conclude. Both of these projects support Chicago Loop Alliance's strategy to enhance gateways into the Loop.

28,000

pairs of skates were rented in the weeks following the opening of Maggie Daley Park



21ST CENTURY TRANSPORTATION

The addition of a Washington/Wabash 'L' superstation and Loop Link bus rapid transit (BRT) system will carry passengers efficiently through the Loop. Chicago Loop Alliance participated in a series of meetings in 2014 between property owners and the Chicago Department of Transportation to address stakeholder concerns, resulting in station designs that maximized the visibility of nearby storefronts.

4.02 million

rides will be taken annually via the new 'L' station at Washington/Wabash

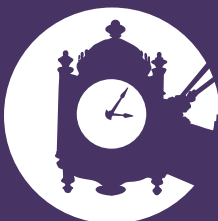


KEEPING STATE STREET GREAT

Since the 1970s, properties along State Street have benefitted from Special Service Area (SSA) #1, which is responsible for maintaining and enhancing the public way. As its sole service provider, Chicago Loop Alliance initiated the renewal of the SSA in 2014 to ensure businesses receive the same level of services—beyond those delivered by the city—for another fifteen years.

SMOOTH RIDE

State Street was resurfaced in the fall for the first time since its restoration in the 1990s. Chicago Loop Alliance had long advocated for the work, which included the grinding, paving, and restriping of eight blocks, from Wacker Drive to Van Buren Street. CLA acted as a liaison between the Chicago Department of Transportation and Loop stakeholders throughout the process.



37

years of service to State Street's SSA #1



24,000

vehicles travel down State Street each day



CONSISTENCY COUNTS

Chicago Loop Alliance charges its Planning & Advocacy Committee with the enforcement of city ordinances put in place to preserve the visual identity and historical nature of the Loop and its buildings. In 2014, the committee addressed 33 agenda items concerning construction and renovation plans for new retail, restaurant, condominium, and transportation developments downtown.



33

agenda items were addressed
by the Planning & Advocacy
committee

*“When we work collectively,
we’re able to accomplish
more than we ever could
individually.”*

Martin Stern

CBRE | U.S. Equities Realty

PLACEMAKING & MANAGEMENT

Chicago Loop Alliance improves the quality of the public realm, creating a distinctive sense of place and strong sense of arrival into the Loop while enhancing its economic standing.

“Architecture, public spaces, and placemaking go hand-in-hand. Street activations creatively engage people in the Loop to each other and the spaces.”

Lynn Osmond

Chicago Architecture Foundation

ACTIVATING THE LOOP

Alleys keep the Loop moving. But if you take away the daily routine of merchandise deliveries and building services, all that's left is an underutilized gap between buildings. That's why Chicago Loop Alliance, as part of its growing list of placemaking initiatives, launched ACTIVATE—a new program aimed at celebrating these spaces. Combining the talents of Chicago's most creative minds, the events showcased local art in a series of pop-up exhibitions taking place in iconic alleys throughout the Loop. More than 14,000 people have taken part in ACTIVATE, with 97 percent of all attendees indicating they were likely to attend a future event.



MAY 1

Sullivan Center Alley

JUNE 5

Chicago Theatre Alley

AUGUST 1

Chicago Theatre Alley

SEPTEMBER 17

Couch Place

OCTOBER 16

Sullivan Center Alley

OCTOBER 30

Auditorium Building Alley

14,400
attendees



NOT YOUR AVERAGE ART GALLERY

ACTIVATE alleys don't come with whitewashed walls or track lighting. Instead, participating artists are provided with a rugged urban canvas and exposure to new audiences. Days after completing his latest piece in the alley underneath the Sullivan Center, artist Don't Fret appeared on the cover of the *Chicago Tribune*. His work is one of seven semi-permanent legacy murals to be seen by thousands of pedestrians since.

143
participating local artists



LINGER LONGER

As the lights come up and artists scramble to remove their pieces by midnight, thousands of attendees pour out of the alleys looking for something to do next. Capitalizing on this potential, Chicago Loop Alliance partnered with its members to provide special offers to departing revelers. The result: three out of four attendees patronized Loop stores, bars, and restaurants, spending an average of \$35 per person.

\$393,120
in economic impact



“LET’S MEET AT THE GATEWAY”

In its second year, Chicago Loop Alliance’s transformation of an easy-to-miss median at State and Lake streets into the Gateway to the Loop grew in popularity. The phrase, “Let’s meet at the Gateway,” brought colleagues and friends together for coffee chats, lunch dates, people watching, selfies, and architectural admiration, with two-thirds of the Gateway’s users becoming repeat visitors.



54%

of the Gateway’s users purchased lunch from a nearby restaurant



24

programs took place in Pritzker Park



TWEET YOUR SEATS

In response to a lack of public seating downtown, Chicago Loop Alliance premiered #CitySeats, bringing bistro tables and chairs to underutilized corners of the Loop. Using a hashtag, pedestrians were encouraged to Tweet at the seats with their preferred locations. Based on the crowdsourced recommendations, #CitySeats would then appear—on sidewalks, in plazas, and occasionally with prizes attached.



48

#CitySeats deployments

“Chicago Loop Alliance comes up with those kinds of placemaking and place-defining attractions that make the Loop a special experience for people who come from all over the world.”

Alderman William Burns

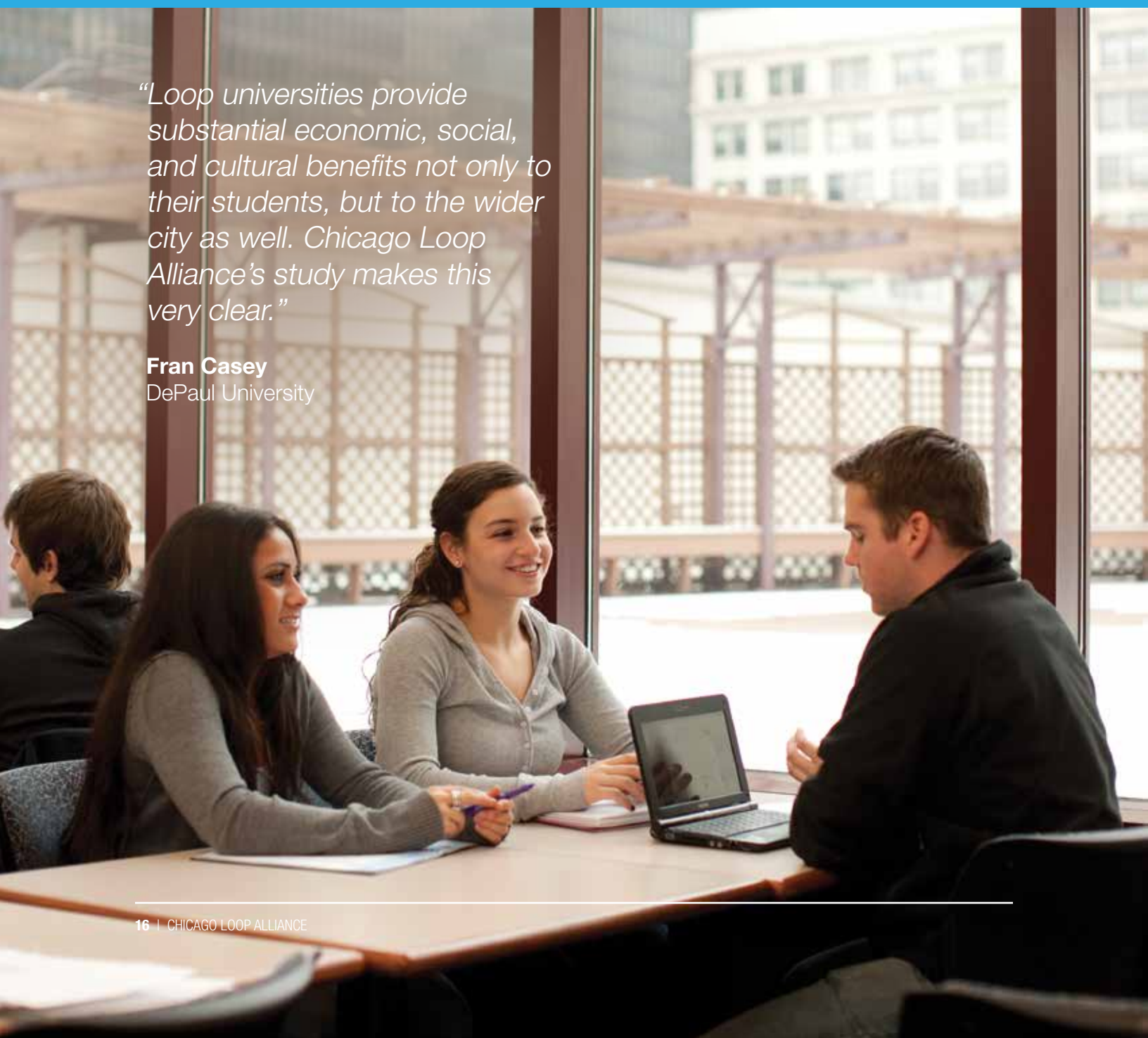
4th Ward

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.

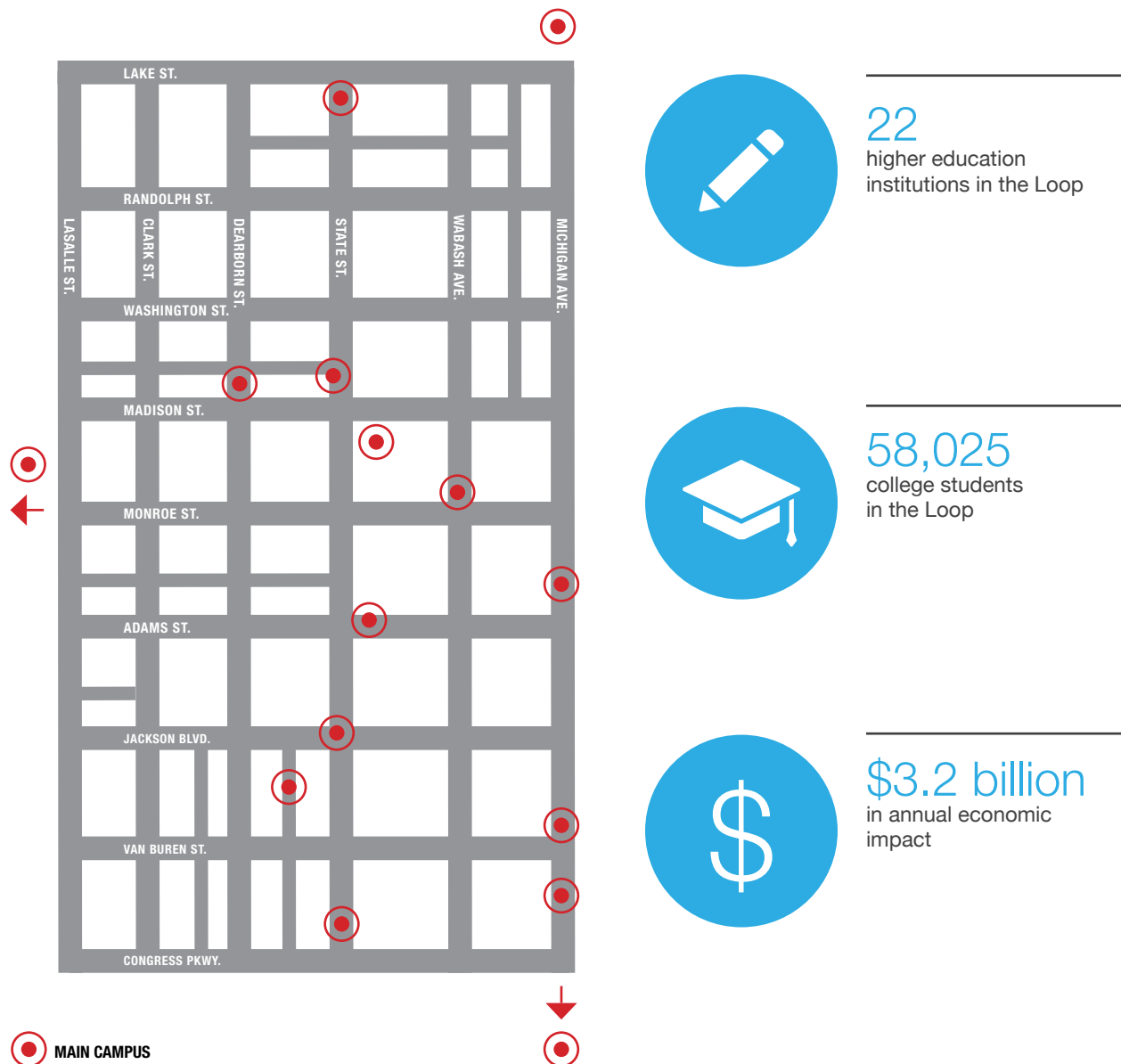
“Loop universities provide substantial economic, social, and cultural benefits not only to their students, but to the wider city as well. Chicago Loop Alliance’s study makes this very clear.”

Fran Casey
DePaul University



AMERICA'S URBAN CAMPUS®

The Loop is at the heart of America's Urban Campus—a phrase coined by a newly-formed consortium of higher education institutions across Chicago to recognize the city as a college campus. With more than 58,000 students attending 22 colleges and universities downtown, “Loop U” is the largest concentration of college students in the state of Illinois. In an effort to keep track of statistics like these, every five years Chicago Loop Alliance commissions a report on higher education in the Loop and South Loop. This year, CLA partnered for the first time with America's Urban Campus to provide greater context for the data found in the report and released the findings at a Leadership Forum in November.





LAYERS OF TRANSFORMATION

In a nearby office building not far from Wabash Avenue—with its rumbling ‘L’ train, meticulous jewelers, and wide-eyed students—Chicago Loop Alliance wrapped up a year of surveys and charrettes focused on the transformation of the historic street. The result: a series of layered recommendations, including pedestrian and transportation improvements, dynamic lighting features, and branding opportunities.



132,900

pedestrians use Wabash Avenue
on the average weekday



325,000

people work in the Loop



RETAIL ON THE RISE

Running out of vacant storefronts, Chicago Loop Alliance's Pop-Up Art Loop program wrapped up its successful five-year run with a retrospective about Olympic host cities in February. Later in the month, Stone Real Estate Corporation issued a report placing the Loop's retail vacancy rate at a 12-year low of 10.8 percent in 2013.

"CLA is the engine that is driving economic progress in the Loop."

Ralph Hughes
Macy's



10.8%

of the Loop's retail spaces are vacant, a 12-year low

MARKETING

Creative and strategic marketing initiatives propelled the Loop forward as a must-see destination, driving traffic to Loop businesses and events. Throughout the year, Chicago Loop Alliance advanced the community's commercial, residential, cultural, and entertainment venues through networking events, marketing campaigns, and informational forums and publications, as well as media relations.

A NEW WEBSITE FOR THE LOOP

Launched at the end of 2013, LoopChicago.com has become the most comprehensive source for Loop information. Built around a set of dynamic, location-aware maps, its central focus is providing relevant and meaningful information about the Loop, including its arts and attractions, restaurants and bars, retailers and service providers, and hotels. All of the Loop's consumer-oriented businesses are represented on the site, with a higher level of recognition given to members and Special Service Area #1 stakeholders.

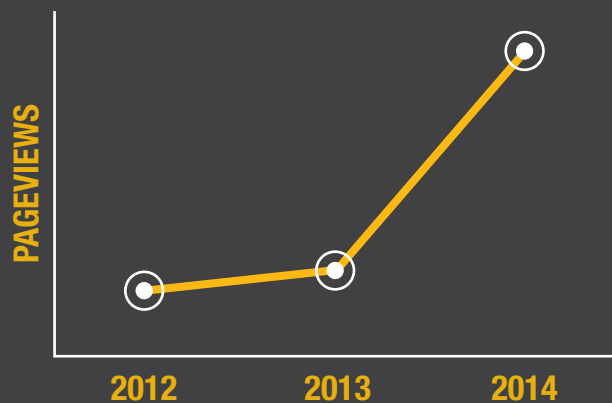
SOCIAL MEDIA



6,059
likes



2,615
followers



117%
increase in website pageviews
in 2014



LIVE. WORK. PLAY.

Through a catchy and highly-visible advertising campaign aligned with the busy tourism and festival season, Chicago Loop Alliance positioned the area as the premier place to live, work, and play. During the holidays, festive handouts promoted deals and events happening in the Loop. Supporting these efforts, The Silverman Group, Chicago Loop Alliance's publicist, generated awareness about programs and events such as the Street Team Ambassadors and ACTIVATE.



305 million
earned media impressions

"Marketing efforts have created incentives for tourists, residents and workers to spend more time and money in Chicago's downtown while strengthening the Loop's brand."

Jean de St. Aubin

Gene Siskel Film Center of the
School of the Art Institute of Chicago

MEMBERSHIP

Chicago Loop Alliance is constantly creating new programs and services that reflect the needs of our stakeholders. In 2014, members were introduced to a revamped membership program featuring added member benefits, a new dues structure, and the LoopedIn Member Dashboard—an online tool that facilitates business-to-business communication.

WHAT'S NEW

For the first time, membership pricing is now based on number of employees, making the enrollment process even easier and consistent with industry standards. Businesses can also sign up as a Plus or Premier member in exchange for added benefits, including logo recognition at member events and a Business Spotlight ad on our website. And with the launch of the LoopedIn Member Dashboard, Chicago Loop Alliance has been better able to promote its members, while sharing timely economic research, contacts for fellow members, event information, and the ability to manage membership details effortlessly online.

AUDIENCE DEVELOPMENT

LoopChicago.com continues to be a valuable asset for members. Containing announcements about infrastructure improvements and business impacts as well as blogs about the best new eateries and attractions downtown, Chicago Loop Alliance's website provides up-to-date information about what's happening in the Loop. Supported by dynamic marketing campaigns, the site also promotes our members with customizable business pages that link back to member websites and social media.



607

contacts are listed in the
LoopedIn Member Dashboard



33,652

business pageviews on
LoopChicago.com



LOOPEDIN NETWORKING EVENTS

LoopedIn Networking Events are essential ways for Chicago Loop Alliance members to explore new spaces in the Loop, expand their businesses, and make valuable connections. Throughout 2014, four networking events provided opportunities for members to enjoy trendy Italian fare, tour one of the world's most historic theatres, refuel at a new co-working space for energy professionals, and rally with the sounds of a stomp crew. Leadership Forums, the Gala, and the Annual Meeting are great ways for members to learn about—and celebrate—downtown.

2014 EVENTS

LoopedIn Networking Event | January 16
Vapiano

Annual Meeting | February 14
Renaissance Blackstone Hotel

LoopedIn Networking Event | April 10
The Auditorium Theatre of Roosevelt University

LoopedIn Networking Event | August 7
Coalition: Energy

Illumination 2014: Tenth Annual Gala | September 19
Palmer House Hilton

LoopedIn Networking Event | October 22
Fine Arts Building

Leadership Forum: Higher Education | November 17
The School of the Art Institute of Chicago

2014 MEMBERS

12 North Venture, LLC
 25 East Washington Associates
 87AM
 215 West Apartments
 326 N. Michigan Ave. Associates LLC
 ABC-7/WLS Television, Inc.
 AdEasel
 Adler School of Professional Psychology
 Alderman Brendan Reilly, 42nd Ward
 Alderman Robert W. Fioretti, 2nd Ward
 Alderman William D. Burns, 4th Ward
 Allegro, A Kimpton Hotel
 Allied Barton Security Services
 Allied Live
 American Heart Association
 Anvan Midwest Realty Management Co.
 Anytime Fitness
 ARC Document Solutions
 Argosy University
 Art Institute of Chicago
 Atrium Mall Chicago
 Audience Architects
 Auditorium Theatre of Roosevelt University
 Balance Spa and Fitness at the Palmer House Hilton
 Balanced Asset Strategies
 Balanced Environments, Inc.
 Balani Custom Clothiers
 Ballet Chicago
 Bannerville USA
 Baum Realty Group, LLC
 Beef 'n Brandy Restaurant and Lounge
 The Benjamin Marshall Society
 Berghoff Catering and Restaurant Group
 Bert Green Fine Art
 Better Business Bureau of Chicago
 Blick Art Materials
 Block Thirty Seven
 BMO Harris Bank
 Bottle & Bottega
 Brent Minor
 Brickman Group
 British School of Chicago
 Broadway In Chicago
 Building Owners & Managers Association
 Burnham, A Kimpton Hotel

CannonDesign
 CA Ventures
 CBRE | U.S. Equities Realty
 Charles Tyrwhitt
 Chicago Architecture Foundation
 Chicago Central Area Committee
 Chicago Children's Theater
 The Chicago Club
 The Chicago Community Trust
 Chicago Department of Transportation
 Chicago Department of Cultural Affairs and Special Events
 Chicago Department of Planning and Development
 Chicago Department of Streets and Sanitation
 Chicago Detours
 Chicago Festival Association
 Chicago International Film Festival
 Chicago Loop Synagogue
 Chicago Magazine
 Chicago Parking Meters, LLC
 Chicago Police Department, 1st District Central
 Chicago Public Library
 Chicago Sinfonietta
 Chicago Sun-Times Media
 Chicago Sunday Evening Club
 The Chicago Theatre
 Chicago Title Insurance Company, National Commercial Service
 Chicago Trolley & Double Decker Co.
 Chicago Youth Symphony Orchestras
 Chicagoland Chamber of Commerce
 Chick-fil-A
 Chirp Design, Inc.
 Choose Chicago
 Christkindlmarket Chicago – German American Services, Inc.
 Christy Webber Landscapes
 CIRCLE Foundation - Innovations High School
 CityTarget
 CNA
 Coalition: Energy
 Columbia College Chicago
 ComEd
 Construction Service Associates
 Corner Bakery Cafe
 Crain's Chicago Business
 Cushing

"I love attending CLA events because I meet other Loop residents and people from businesses big and small who have a shared interest in creating a thriving Loop neighborhood."

Chris Kadow-Dougherty
 Whimsical Candy

Cystic Fibrosis Foundation
 Daily Herald
 David Reifman
 DePaul University
 DesignLab Chicago
 Downtown Apartment Company
 DTZ
 Earles Architects and Associates
 East Bank Storage
 East-West University
 ESAM
 Event Creative
 Exchequer Restaurant and Pub
 EXPO Chicago
 Fine Arts Building Studios
 First United Methodist Church
 Fogo de Chao
 Forum Studio
 Frank Lloyd Wright Preservation Trust
 Friends of The Parks
 Gene Siskel Film Center of the School of the Art Institute of Chicago
 Gensler
 GlenStar Asset Management
 Goethe-Institut Chicago
 Goodman Theatre
 Grant Park Music Festival

Grind
 Hammerschlag & Co., Inc.
 Hampton Majestic
 Hard Rock Hotel Chicago
 Harold Washington College
 Harrington College of Design
 Harris Theater for Music & Dance
 The Heritage at Millennium Park
 Condominium Association
 Hilton Chicago
 Hostelling International – Chicago
 Hubbard Street Dance Chicago
 IIT Institute of Design
 Illinois Bureau of Tourism
 Illinois Center for Broadcasting
 Illinois Hotel & Lodging Association
 Illinois Restaurant Association
 Illinois State Representative, 5th District
 Impact Networking
 Intelligentsia Coffee and Tea
 InterPark, Inc.
 Intrax
 Italian Food Specialties
 Italian Village Restaurants
 J.C. Anderson, Inc.
 The Joffrey Ballet
 The John Buck Company
 John Hancock Real Estate
 John Marshall Law School
 Jordan's Food of Distinction
 Joseph Freed & Associates LLC
 JW Marriott
 Katten Muchin Rosenman LLP
 Keith Campbell

Kimley Horn and Associates
 Ladies & Gentlemen Salon and Spa
 League of Chicago Theatres
 Lyric Opera Of Chicago
 MacArthur Foundation
 Macy's
 Magnificent Mile Association
 Marc Realty
 Merz Apothecary / Smallflower.com
 Metropolis Condominium Association
 Metropolitan Planning Council
 Metropolitan Properties of Chicago, LLC
 Michigan Avenue Investors, LP
 Mid-America Real Estate Group
 Millennium Park Living, Inc
 Millennium Park Plaza, LLC
 Moda Marjon
 The Monroe Building
 Moody Nolan
 National Concierge Association – Chicago
 National Louis University
 National Ovarian Cancer Coalition
 Near South Planning Board
 Newcastle Limited
 Oak Street Design
 One Medical Group
 Palmer House Hilton
 Panera Bread
 Pastoral Artisan Cheese, Bread & Wine
 Perkins+Will
 Pianoforte Foundation
 PNC Bank
 Presidential Towers, Waterton Residential Community
 Pressure Washing Systems Inc.
 Prevent Blindness America
 Pritzker Military Library
 The PrivateBank
 Proforma House
 Radisson Blu Aqua Hotel
 RAM Racing
 Related Midwest
 Renaissance Blackstone Chicago Hotel
 Renaissance Chicago Downtown Hotel
 The Residences at The Joffrey Tower
 Condominium Association
 Right Way Signs
 RKF
 Robert Morris University

Ronald McDonald House Charities – Chicagoland Area
 The Rookery
 Rosebud Prime
 Rosebud Theatre District
 Safer Foundation
 Sanford Brown
 Sarah Myer
 The School of the Art Institute of Chicago
 Shoreline Sightseeing
 The Silverman Group, Inc.
 Simply Thalia
 Sleepy's
 Solomon Cordwell Buenz
 Special Olympics Chicago
 SPEX
 Spotlight Graphic Solutions
 Stone Real Estate Corp.
 Thermal Chicago Corporation
 theWit Hotel
 Titan Outdoor
 Tolpin & Partners
 Toni Patisserie and Café
 Transwestern
 Twenty North State Condominium Association
 Union League Club of Chicago
 University Center of Chicago
 University Club of Chicago
 Urban Real Estate Research
 Vapiano
 VCP Printing
 Vennequity LLC
 Village Green Companies
 Virgin Hotels Chicago
 Volante Systems
 W Hotel Chicago – City Center
 Walgreens
 Westwood College
 Where Magazine
 Whimsical Candy
 William Noonan
 Willow Chicago
 Wishbone Restaurant
 Working In The Schools (WITS)
 Workspring

“CLA is a great boots-on-the-ground, get-it-done type of an organization.”

David Broz
 Gensler

FINANCIALS

CHICAGO LOOP ALLIANCE

REVENUES

MEMBERSHIP DUES	\$180,000
MEMBERSHIP EVENTS	\$9,000
SPONSORSHIPS (RESTRICTED)	\$185,000
SPONSORSHIPS (UNRESTRICTED)	\$110,000
SSA FUNDING	\$2,532,047
TOTAL REVENUES	\$3,016,047

EXPENSES

ADVERTISING & PROMOTION	\$263,500
COMMUNITY EVENTS	\$40,000
DISTRICT PLANNING	\$60,000
GENERAL & ADMINISTRATION	\$864,547
PUBLIC WAY AESTHETICS	\$770,000
PUBLIC WAY MAINTENANCE	\$638,000
SAFETY PROGRAMS	\$380,000
TOTAL EXPENSES	\$3,016,047

CHICAGO LOOP ALLIANCE FOUNDATION

REVENUES

FUNDRAISING EVENTS	\$213,000
SPONSORSHIPS (RESTRICTED)	\$60,000
SPONSORSHIPS (UNRESTRICTED)	\$60,000
TOTAL REVENUES	\$333,000

EXPENSES

GENERAL & ADMINISTRATION	\$80,000
FUNDRAISING EXPENSES	\$138,000
PROGRAM EXPENSES	\$115,000
TOTAL EXPENSES	\$333,000

All figures are based on the adopted 2014 operating budget.

SOURCES OF SUPPORT

\$25,000+

The Chicago Community Trust	Palmer House Hilton	Pressure Washing Systems Inc.
-----------------------------	---------------------	-------------------------------

\$5,000-24,999

Auditorium Theatre of Roosevelt University	Goethe-Institut Chicago	RFK
BMO Harris Bank	Hilton Chicago	The School of the Art Institute of Chicago
Brickman Group	Italian Village Restaurants	Streetplus
Columbia College Chicago	Macy's	theWit Hotel
CannonDesign	Metropolitan Properties of Chicago, LLC	Village Green Companies
DePaul University	Pabst Blue Ribbon	Renaissance Blackstone Hotel
Gensler	PSAV Presentation Services	Zipcar

\$4,999 AND UNDER

ABC-7/WLS Television, Inc.	Christy Webber Landscapes	Katten Muchin Rosenman LLP
Blick Art Materials	ComEd	Marc Realty
Block Thirty Seven	Goodman Theatre	Mid-America Real Estate Group
Broadway In Chicago	Hard Rock Hotel Chicago	The Monroe Building – J&J Arnaco
Burnham, A Kimpton Hotel	Hard Surface Finishers	PNC Bank
CBRE U.S. Equities Realty	InterPark, Inc.	The PrivateBank
Chicago Trolley & Double Decker Co.	IVYConnect	Related Midwest
Christkindlmarket	Joseph Freed & Associates	Walgreens

IN-KIND

Allegro, A Kimpton Hotel	Craft Brew Alliance	LOFT
AMC Theatres	Do312	Lyric Opera of Chicago
American Rhythm Center	Exchequer Restaurant and Pub	Merz Apothecary
The Art Institute of Chicago	EXPO Chicago	Palomar Chicago
Balance Spa and Fitness at The Palmer House Hilton	Fine Arts Building	Park Grill
Balani Custom Clothiers	Fogo de Chao	Pret A Manger
Berghoff Catering & Restaurant Group	Gene Siskel Film Center of the School of the Art Institute of Chicago	Radisson Blu Aqua Hotel
Bottle & Bottega	GhFitlab	Red Dot
Charles Tyrwhitt	Hard Rock Hotel Chicago	Renaissance Blackstone Chicago Hotel
Chicago Architecture Foundation	Harris Theater for Music and Dance	Rosebud Restaurants
Chicago Detours	Harry & David	Roti Mediterranean Grill
Chicago Human Rhythm Project	Hilton Chicago	Shoreline Sightseeing
Chicago International Film Festival	Hubbard Street Dance Chicago	Smilebooth
Chicago Oxfam Action Corps America	Intelligentsia	Tesori
Chicago Transit Authority	Impact Networking	Vapiano
Chicago Youth Symphony Orchestra	Iwan Ries & Company	The Yellow Tractor Project
Chick-fil-A	The Joffrey Ballet	Whimsical Candy
CityTarget	Jordan's Food of Distinction	Virgin Hotels Chicago
Coalition: Energy	JW Marriott Chicago Hotel	WBEZ 91.5
The Cooperation Operation	Khloros Plants	
Corner Bakery Cafe	Ladies & Gentlemen Salon and Spa	



ILLUMINATION 2014: TENTH ANNUAL GALA

Presented by Pressure Washing Systems, the Tenth Annual Gala took place on September 19 at the Palmer House Hilton. The event, Illumination 2014, gathered more than 500 supporters for a celebration of the past, present, and future of the Loop, and netted a record-breaking \$115,000 for the Chicago Loop Alliance Foundation.



\$115,000

was raised for the Chicago Loop Alliance Foundation

CO-CHAIRS

Pamella Capitanini

Italian Village Restaurants

Dean Lane

Palmer House Hilton

HONORING

Alderman Brendan Reilly, 42nd Ward, with Chicago Loop Alliance Foundation's Illumination Award for his commitment to the Loop



Michael Edwards, Alderman Brendan Reilly and Martin Stern



Pamela Capitanini and Dean Lane



THANK YOU

TO THE FOLLOWING COMPANIES FOR SPONSORING ILLUMINATION 2014.

PRESENTING SPONSOR



COCKTAIL RECEPTION SPONSOR



VIP AFTER PARTY SPONSOR



ADDITIONAL SUPPORT PROVIDED BY



**CHICAGO TITLE
INSURANCE COMPANY**
NATIONAL COMMERCIAL SERVICES | CHICAGO



**DESIGNLAB
CHICAGO**
328 N. Albany Avenue, Chicago, IL 60612
(773) 365-1100 FAX 365-0800
www.designlab-chicago.com



PALMERHOUSE
A HILTON HOTEL

TABLE + VIP AFTER PARTY SPONSORS



BRICKMAN



**METROPOLITAN PROPERTIES
OF CHICAGO LLC**



Clean + Safe + Friendly



LEADERSHIP

Chicago Loop Alliance is grateful to the following individuals for generously giving their time and resources in support of the vision and mission of the organization.

STATE STREET COMMISSION

Special Service Area #1 is under the guidance of the State Street Commission, a body of public and private officials appointed to oversee the allocation of funding within the service area.

Michelle T. Boone
Chicago Department of
Cultural Affairs & Special Events

Greg Cameron
The Joffrey Ballet

Paul Fitzpatrick
Joseph Freed & Associates LLC

Ralph Hughes
Macy's

John H. Idler
ABC-7/WLS Television, Inc.

Dean Lane (Treasurer)
Palmer House Hilton

Andrew Mooney
Chicago Department of
Planning and Development

Lou Raizin (Chairman)
Broadway In Chicago

Rebekah Scheinfeld
Chicago Department of
Transportation

Anne Voshel (Secretary)
AVA Consultants/Marc Realty

Charles Williams
City of Chicago Department of
Streets and Sanitation

CHICAGO LOOP ALLIANCE OFFICERS

Martin Stern (Chairman)*
CBRE | U.S. Equities Realty

David Broz (1st Vice Chairman)*
Gensler

Ronald M. Arnold (Treasurer)*
Robert Morris University

James Doria (Asst. Treasurer)*
InterPark, Inc.

Pamella Capitanini (Secretary)*
Italian Village Restaurants

CHICAGO LOOP ALLIANCE BOARD OF DIRECTORS

Alicia Berg

Columbia College Chicago

Herman Berghoff (Honorary Board)**Greta Bever**

Chicago Public Library

Bill Burfeind*

J.C. Anderson, Inc.

Fran Casey*

DePaul University

Paul Chiaravalle*

Chiaravalle & Company

Richard Cooke*

CIM Group/Block Thirty Seven

Kim Corrigan

Renaissance Blackstone

Chicago Hotel

Louis D. D'Angelo*

Metropolitan Properties
of Chicago, LLC

Jean de St. Aubin

Gene Siskel Film Center of
the School of the Art Institute
of Chicago

Konstantine Drosos

Palmer House Hilton

Norman Elkin (Honorary Board)**Rob Ewing***

Walgreens

Cassandra J. Francis

Friends of the Parks

Richard Gamble*

Chicago Zoological Society

Matthew Gowan

PNC Bank

Judie Moore Green*

Auditorium Theatre of
Roosevelt University

Randy Hano*

Wrappos

Lori T. Healey (Honorary Board)

Tur Partners LLC

Melvin L. Katten*

Katten Muchin Rosenman LLP

Ryan Kingston

theWit Hotel

Eileen LaCario

Broadway In Chicago

Anijo Punnen Mathew

IIT Institute of Design

G. Brent Minor (Honorary Board)**Charles R. Nash**

Transwestern Commercial Services

Stanley Nitzberg*

Mid-America Real Estate Group

Bill Noonan**Lynn Osmond**

Chicago Architecture Foundation

Sarah Pang

CNA

Angel Perez

ComEd

Paul J. Rades

J&J Arnaco LLC – Monroe Building

David Reifman

DLA Piper

Chad J. Richman

McDonald Hopkins LLC

Carlyle Robinson, Jr.

Hard Rock Hotel Chicago

Roche Edward Schulfer

Goodman Theatre

Tonya Scott

Burnham, A Kimpton Hotel

Andrea Schwartz

Macy's

Mark Shouger*

Ronald McDonald House

Charles Smith*

CannonDesign

Frank Stover

The Chicago Club

Elissa Tenny

The School of the Art Institute
of Chicago

Bill Thanoukos

BMO Harris Bank

James Turner

The PrivateBank

John G. Wells

Hilton Chicago

CHICAGO LOOP ALLIANCE COMMITTEE CHAIRS

FINANCE

Ronald M. Arnold*

Robert Morris University

James Doria*

InterPark, Inc.

MARKETING

Jean de St. Aubin

Gene Siskel Film Center of
the School of the Art Institute
of Chicago

MEMBERSHIP

Pamella Capitanini*

Italian Village Restaurants

PLACEMAKING & MANAGEMENT

Cassandra J. Francis

Friends of the Parks

Marisa Novara

Metropolitan Planning Council

PLANNING & ADVOCACY

Stanley Nitzberg*

Mid-America Real Estate Group

Anne Voshel

AVA Consultants/Marc Realty

** Executive Committee Members*

STAFF

ADMINISTRATION

Michael M. Edwards

President & CEO

Laura Jones

Associate Director

Marla Gamze

Marketing Director

Abel Rodriguez

Finance & Operations Director

Dillon Goodson

Marketing Manager

Tristan Hummel

Program Manager & Curator

Kate Reese

Membership Manager

Jessica Baas**Adam East****Ashleigh Nelson****Michael Ossman****Shantenae Robinson**

Interns

CLEAN TEAM

Cortez Bell

Tyrone Coleman

Rodney Coplen

Osbaldo Davila

Tommie Davis

Joseph Figgs

Sigmond Ford

Joe Frazier

Vincent Haynes

Cawanas Henry

Marvin Hines

Glenn Hopper

Maxine Jolly

Karl Lanier

Alfonso Redditt

Flozell Shields

Michael Washington

STREET TEAM

Jonathan Boyden

Edmund Garcia

Paul Guthrie

Dominique Mitchell

Terrence Sheldon

Flozell Shields

Octavion Thomas

Bradley White

Credits

Photos: Bernadette Aguilar, fotoFANATIK Photography; Block Thirty Seven/CIM Group; Chicago Department of Transportation; Chicago Transit Authority; © Andrew Fredricks, Courtesy of MB Real Estate; Steven E. Gross & Associates; Jennifer Catherine Photography; James John Jetel for Chicago Loop Alliance | jjjetel.com; Julia Nash Photography; Taylor Linhart; Kathleen Virginia Page; Nick Olivieri Photography; Safer Foundation; Titan; Tom Maday/DePaul University

Data: Anderson Economic Group, LLC; Chicago Coalition for the Homeless; Chicago Department of Transportation; Chicago Loop Alliance; Chicago Tribune; Choose Chicago; Crain's Chicago Business; Goodman Williams Group Real Estate Research; Safer Foundation; The Silverman Group; Streetplus

Icons: flaticon.com and shutterstock.com





27 EAST MONROE STREET
SUITE 900 A
CHICAGO, ILLINOIS 60603

312.782.9160

LOOPCHICAGO.COM



/CHICAGOLOOPALLIANCE



@CHILOOPALLIANCE



@LOOPCHICAGO
