

Chicago Loop Alliance creates, manages, and promotes positive and inclusive programs that attract people to the Loop and accelerate economic recovery.

REPRESENTS the Chicago Loop, the **largest central business district in the U.S.** outside of Midtown Manhattan

SERVICES the **oldest and largest Special Service Area in Chicago** (SSA#1-2015, State Street between Ida B. Wells and Wacker Drive)

WORKS with affiliate organization, Chicago Loop Alliance Foundation, to create **free arts and culture programs**, such as **Sundays on State**

PROMOTES the Loop as a premier destination for workers, residents, visitors, and tourists



**CHICAGO
LOOP
ALLIANCE®**

"What I have come to find most valuable about Chicago Loop Alliance (CLA) is its ability to be the voice of its stakeholders as well as the community at large. CLA stays current on matters that affect Loop owners and our neighborhood."

— STAN NITZBERG | MID-AMERICA REAL ESTATE CORP.

PROGRAM AREAS



Community
Engagement
& Membership



Beautification,
Enhanced Services
& Safety



Placemaking
&
Events



Marketing
&
Communications



Advocacy, Planning
& Economic
Development

MEMBERSHIP BENEFITS



BE INFORMED

- Thought leadership
- Research, reports, and recovery data
- Loop advisories and alerts
- Monthly members-only newsletter



STAY CONNECTED

- Join the Loop community and key stakeholders from across industries
- Events and networking opportunities
- B2B introductions
- Serve on CLA committee or board (if desired/eligible)



EXPAND YOUR REACH

Opportunities for your business to reach CLA's valuable audiences:

1 million+
annual pageviews sitewide

Dedicated, customizable business listing page on LoopChicago.com

250,000+
annual pageviews

In the Loop news

25,000+
annual pageviews

Loop Deals promotions

10,000+
annual listing pageviews

Event calendar listings

75,000+
followers

Social media



CHICAGO
LOOP
ALLIANCE®

60,000+
email subscribers

Consumer newsletter email

1,000+
Loop-focused
CLA members

Member Spotlight email

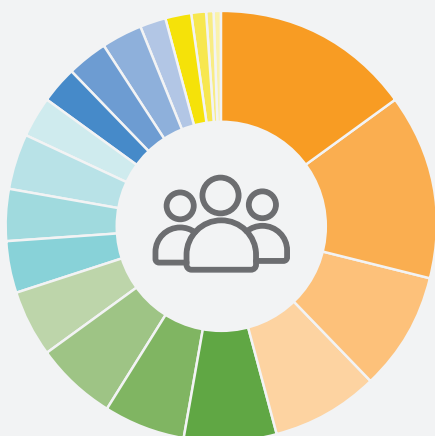
1 billion+
marketing and
media impressions

Seasonal marketing campaigns

1.3 billion+
in CLA earned media
impressions each year

Media efforts and inclusions

OUR MEMBERS



INDUSTRIES

Restaurants, Bars & Cafes 15%	Retail 4%
Arts, Cultural Attractions & Entertainment 14%	Architecture, Engineering & Construction 3%
Hotels & Hospitality 9%	Financial, Insurance & Legal 3%
Real Estate & Development 8%	Government 3%
Business & Professional Services 7%	Residential Buildings 3%
Individual Member 6%	Parking & Transportation 2%
Marketing & Media 6%	Personal Services, Wellness & Care 2%
Advocacy & Social Services 5%	Landscaping & Maintenance 1%
Education 4%	Religious Institutions 0.5%
Venues & Workspaces 4%	Energy 0.5%

FOR MORE INFORMATION ABOUT MEMBERSHIP:

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