

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

**70,000+**  
followers

Social media



CHICAGO  
**LOOP**  
ALLIANCE®

**57,000+**  
email subscribers

Consumer newsletter email

**1,000+**  
Loop-focused  
CLA members

Member Spotlight email

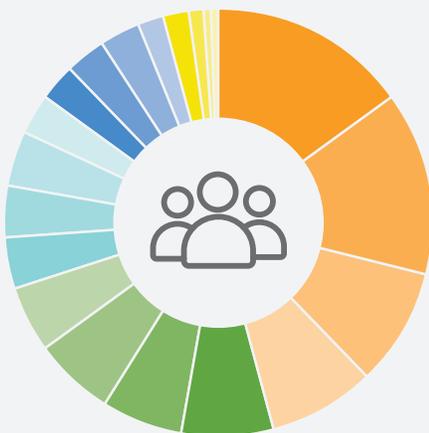
**1 billion+**  
marketing and  
media impressions

Seasonal marketing campaigns

**1.4 billion+**  
in CLA earned media  
impressions each year

Media efforts and inclusions

## OUR MEMBERS



## INDUSTRIES

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

## FOR MORE INFORMATION ABOUT MEMBERSHIP:

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