

State of the Loop

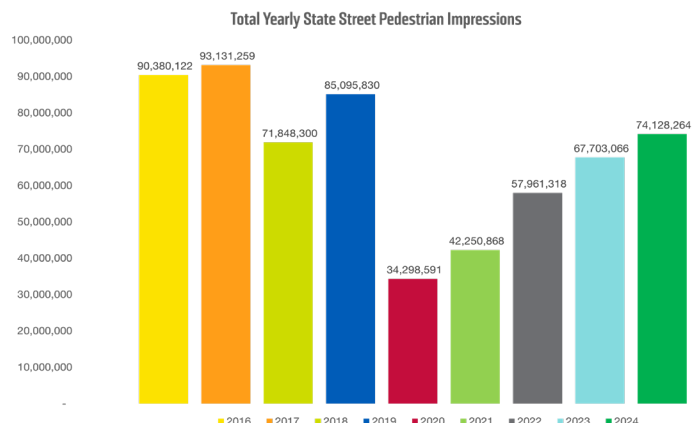
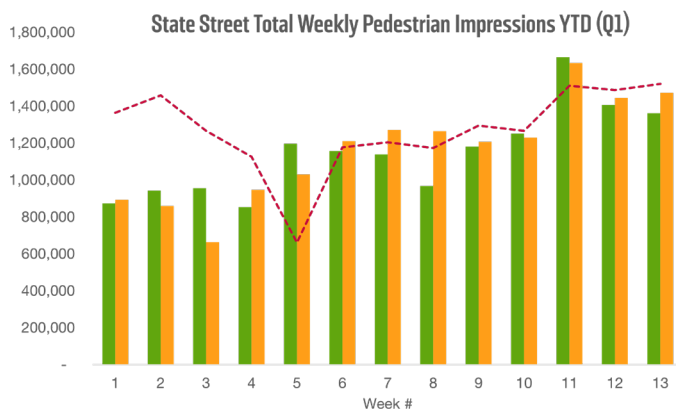
Q1 2025 (January-March)

Executive Summary: The Importance of Public Transit

It's simple, folks; No Public Transit, NO Chicago Loop. The Loop represents less than half a percent of the city's geography, yet generates **14.7%** of all tax revenue. As you will see in this report, economic activity generated by a world class theater district, educational institutions, concentration of business, and a resilient retail landscape depend largely on public transit. Access to the district via public transportation has always been the most convenient, direct, and Chicago way of getting downtown. Commuters' reliance on this critical infrastructure has been taken for granted, and its future lies in jeopardy at this very moment. Severe service cuts would cripple the Loop and the region's economy overnight and negate the impressive progress the Loop community and its stakeholders have fought for since 2020. Chicago Loop Alliance supports the formation of the Metropolitan Mobility Agency, and any measure to maintain and increase the safety, reliability, and capacity of Chicago's public transportation network. Now, we call on you – our members, collaborators, neighbors, and friends – to join us in our support of the \$1.5 billion investment proposed. Demonstrate your support by calling your state senator or representative; encourage your customers and employees to trust and take public transit; and join us to protect the Loop's defining infrastructure.

Pedestrians

State Street in the Loop saw a total of **14.9 million** pedestrian impressions across Q1, averaging **94%** of 2019 levels. Starting in mid-January weekend pedestrian activity **exceeded 2019 weekend averages by 122%**.



Transportation

The Loop is home to the highest concentration of public transportation stations in the city. The Loop boasts 14 L stations (10% of CTA's total L stations) within just 1.1 sq. miles. These 14 stations generated **21% of all L station entries** (Ventra card swipes) in 2024. Service to the Loop on Metra also represents a majority share of total regional Metra ridership. Based on ridership data provided by RTA, **90% of all Metra rides** in January and February either began or ended downtown.

Did you know: Despite a typically frosty Chicago winter, Divvy users (Scooter & Bike) took a total of **158,942** trips to and from the Loop in Q1 2025 (**1,766 per day**).

Arts and Culture

Loop arts and culture attendance increased in Q1 compared to the same period in 2024 with **1,030,348** attendees, generating **\$280 million in** direct economic impact. This represents cultural attendance at Loop theater venues, Chicago Cultural Center, Millenium Park Skating Rink, and the Art Institute of Chicago (Choose Chicago Cultural Index, DCASE, Art Institute of Chicago).

Investment

The Loop saw significant investments in commercial, retail, and dining experience in Q1 2025. Petroleum producer, BP renewed their lease at CME Center; Reckless Records will relocate to an expanded space on Wabash; and Gap Factory, Panera Bread, Momento Mexican Cantina, and Amorino Gelato all announced Loop locations for the year. New restaurant, Seoul Spice opened on Michigan Avenue at the end of Q1.

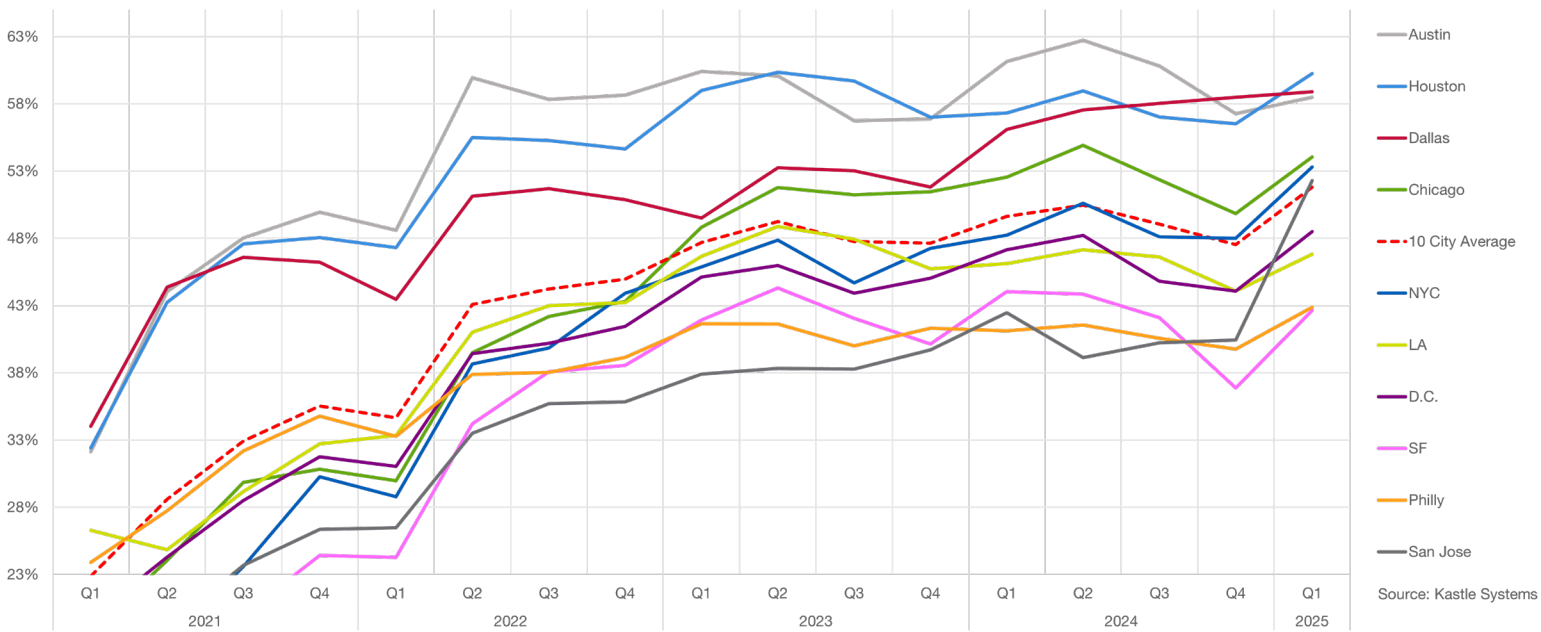
Residential

Work at the 79 W. Monroe office-to-residential conversion project commenced during Q1. When completed the project will create **177 new units** of housing, **41** of which will be affordable. Part of the city's greater conversion initiative downtown, this project is a critical step towards the Loop's future as a dynamic business and lifestyle neighborhood for all.



City officials celebrate conversion groundbreaking at 79 W. Monroe

Quarterly Average Office Occupancy (Kastle Systems)



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