

# *Sundays* ON STATE



CHICAGO  
LOOP  
ALLIANCE.



Chicago's most iconic street, State Street, will close to traffic from Lake to Madison on Sundays this summer and transform into an open street full of surprises. Come together with neighbors from every Chicago community and beyond for this free, interactive block party, while safely enjoying art, culture, active recreation, retail, bars, restaurants, and local attractions. Experience everyone's neighborhood, the Loop, like never before!

#SundaysOnState

*Sundays*  
— ON —  
**STATE**



CHICAGO  
**LOOP**  
ALLIANCE®







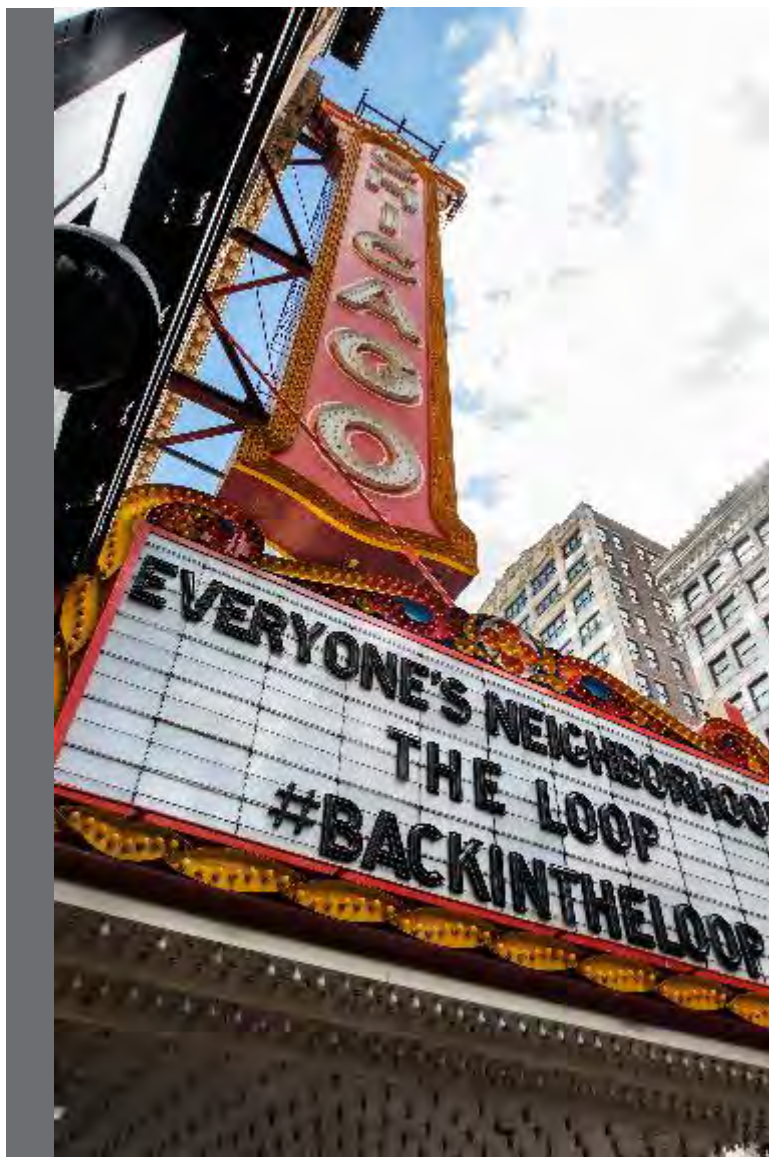
# STATE STREET

That "great street"

Sundays **ON STATE**

 CHICAGO LOOP ALLIANCE





# THE VENUE

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## Location, location, location...

Sundays on State sits on some of the most premier real estate in Chicago: State Street.

- One of the most iconic streets in Chicago
- A uniquely wide street in the heart of the Loop
- Full of shopping, arts, culture, media, education, dining, offices, residential properties, and more



# 181,175+

pedestrian impressions on State Street  
on an average Sunday in the summer

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# 2 million+

pedestrian impressions on State Street  
over 12 Sundays

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# Est. 1831

Illinois legislature officially authorized a  
state road connecting Vincennes to Chicago





# LOGISTICS

Proposed for 12 Sundays (July – September, 2021)

Event runs 11 a.m. – 8 p.m.

- Closures 7 a.m. – 11 p.m. on State from Lake to Madison
- Street closures marked with type III traffic barricades
- Pedestrian spaces marked by barricades
- On-site security to manage cross-street traffic, social distancing and mask wearing

# EVENT COMPONENTS

Arts and culture

Active recreation

Retail

Restaurants and bars

Local attractions







# ARTS AND CULTURE

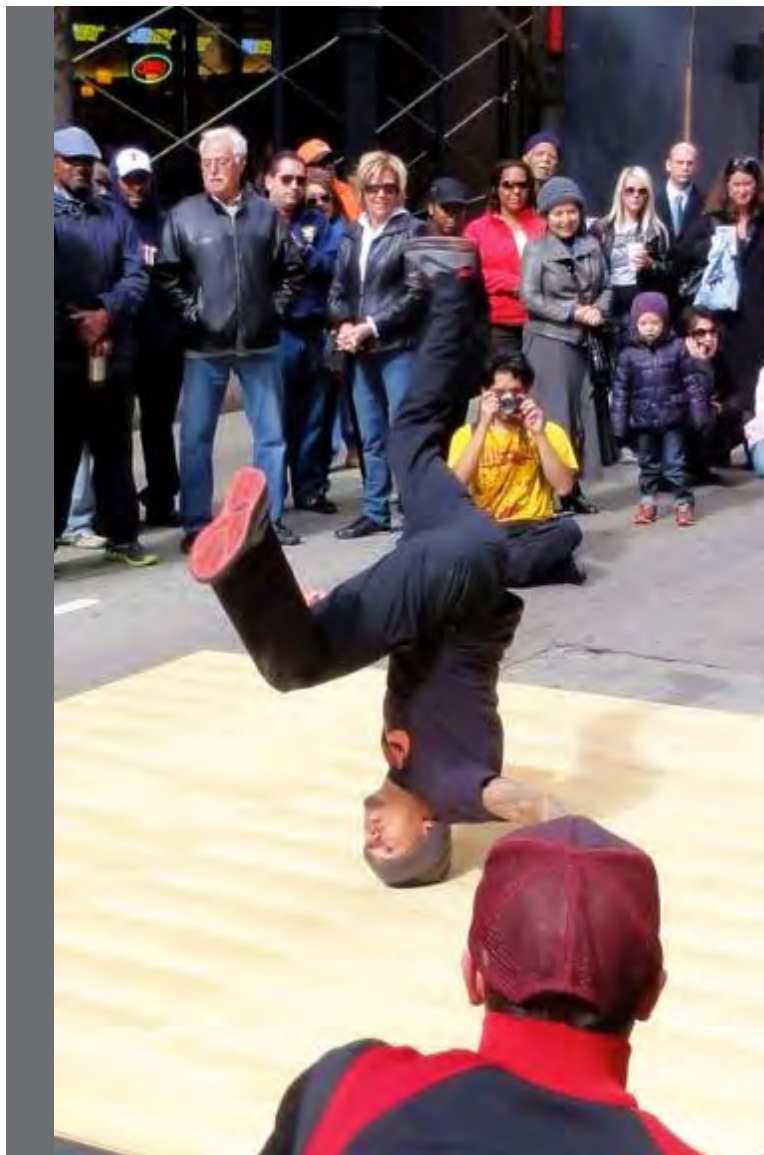


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\*Image by Neal O'Bryan (Time Out Chicago), Arts in the Dark Parade







# ACTIVE RECREATION



CHICAGO  
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# RETAIL



CHICAGO  
LOOP  
ALLIANCE.













# RESTAURANTS AND BARS



CHICAGO  
LOOP  
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# LOCAL ATTRACTIONS



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# SAFETY

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## The most important component.

The landscape continues to change, but nothing is more important than safety. Sundays on State will strictly follow all public health guidelines in place at the time of each event, including but not limited to:

- Masking
- Social distancing
- Limits on attendance and crowding
- Availability of hand sanitizer and hand-washing stations
- Security presence
- Traffic management



# About Chicago Loop Alliance

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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
- Member-based business organization
- Services the oldest and largest Special Service Area (similar to Business Improvement Districts) in Chicago
- Promotes the Loop as a premier destination for workers, visitors, tourists, and residents



# #1

Big City in the U.S. by Conde Nast Traveler  
for an unprecedented fourth year in a row

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# 236

active business licenses in  
SSA#1-2015

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# 300+

Loop business, civic, and cultural  
institutions represented as members





# POTENTIAL PARTNERS

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## Uniting for a city-wide block party

- City of Chicago
- State Street retailers
- Theatres and performance companies
- Restaurants, bars, and coffee shops
- Hotels
- Chicago Public Library
- Scooter/bikeshare companies
- Chicago artists and creatives
- Gyms, fitness centers, and wellness brands
- Local resident groups and community organizations



# MEDIA COVERAGE

Chicago's big event of the summer!

Chicago Loop Alliance's 2020 coverage included:



30 million+

reached by Sundays on State media  
coverage before official announcement  
even launched

690 million

earned media impressions for CLA in  
2020 with no public events

\$500,000+

earned media coverage for CLA in 2020  
(despite a year of no public events)

Sundays ON STATE



# SOCIAL SPEAKS ABOUT SUNDAYS ON STATE!



**Alex Koppel** @arsduo · Mar 23

I don't care what else is going on, I will drag friends downtown on Sundays and drop coin to support this



**WTTW (Chicago PBS)** @wttw · Mar 23

The Chicago Loop Alliance wants to close State Street to vehicle traffic for as many as 12 Sundays this summer.



**Courtney Cobbs (she/her)** @FullLaneFemme · Mar 23

I haven't visited the Loop in a very long time but this would get me downtown and KEEP me downtown for longer.



@derekmuldrew · Mar 23

i like this idea. rio does the same thing every sunday.



**Jason Wagner** @jasowag · Mar 24

Replying to @wttw

I would ride from La Grange to check that out



**Kim Bellware** @bellwak · Mar 23

This would be so rad



**Alexisss** @serenosaur · Mar 24

This would be amazing



**Steven Lucy** @slucy · Mar 23

Do it!!!!



**Jim Hodapp** @jhodapp · Mar 24

Replying to @wttw

I like the experimental approach as well, allows for finding out what truly will succeed for a more permanent version. This is how we make downtown inviting and more livable.



5



**Malcolm Checks** @DoRightMars · Mar 25

Let's get it!





# ACTIVATE

## Chicago Loop Alliance's most recent proof of concept

A smaller, free celebration of arts and culture in unexpected locations in the Loop from 2013-2019

- ACTIVATE reached audiences from 80 unique zip codes



# \$3.1 million

direct economic impact of Loop businesses  
over 6 years (4-6 events per year)

# 2,500

average attendance per event (1/10 the  
space of Sundays on State, 1/2 the time,  
1/3 the frequency)

# 85%

of attendees reported more positive feelings  
about the Loop after the event



# WHY INVEST IN SUNDAYS ON STATE?

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## Accelerate the economic recovery

- Rebuild excitement for downtown's offerings
- Give Chicagoans a reason to return to the Loop
- Support local businesses (\$257 million in annual economic impact comes from free public art in the Loop)

## Join the community

- Unite neighbors from every Chicago zip code and beyond for an interactive block party
- Engage other neighborhood organizations and communities

## Create joy

- Bring joy back to Chicagoans
- Create a positive experience associated with the Loop



84%

of participants would return to  
neighborhood after event (San Diego, CA)

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73%

spent money at a store or restaurant  
during event (St. Louis, MO)

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68%

participants became aware of a new  
store/restaurant (St. Louis, MO)





# Join us!

## Sponsor benefits

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Opportunities vary depending on level, but may include:

- Logo exposure at event (600,000+ attendees)
- Logo inclusion on all CLA event emails (35,000+ audience)
- Logo inclusion on event web page
- Logo inclusion on State Street kiosks (5 million+ impressions)
- Logo inclusion on event advertising and signage (*as appropriate*)
- Guaranteed exposure to CLA social media audience (50,000+)
- Inclusion in all press releases
- Guaranteed presence at event
- Dedicated email to CLA members/businesses (800+)
- Logo inclusion on State Street banners (200 million+ impressions)
- Customizable partnership opportunities



Interested in supporting  
Sundays on State?

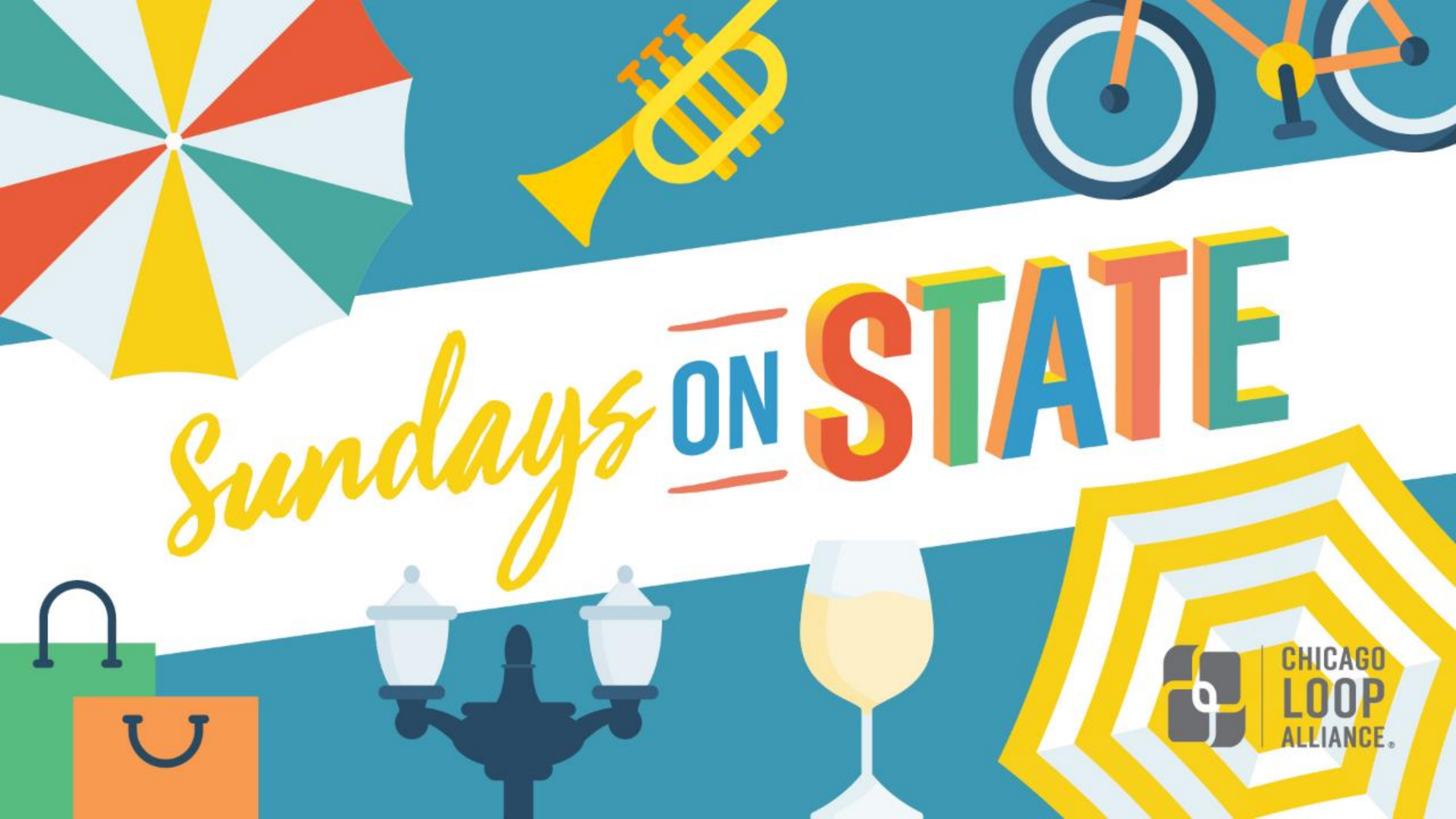
**Please contact:**

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(224) 251-0380

THANK YOU!







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