



CHICAGO  
LOOP  
ALLIANCE®



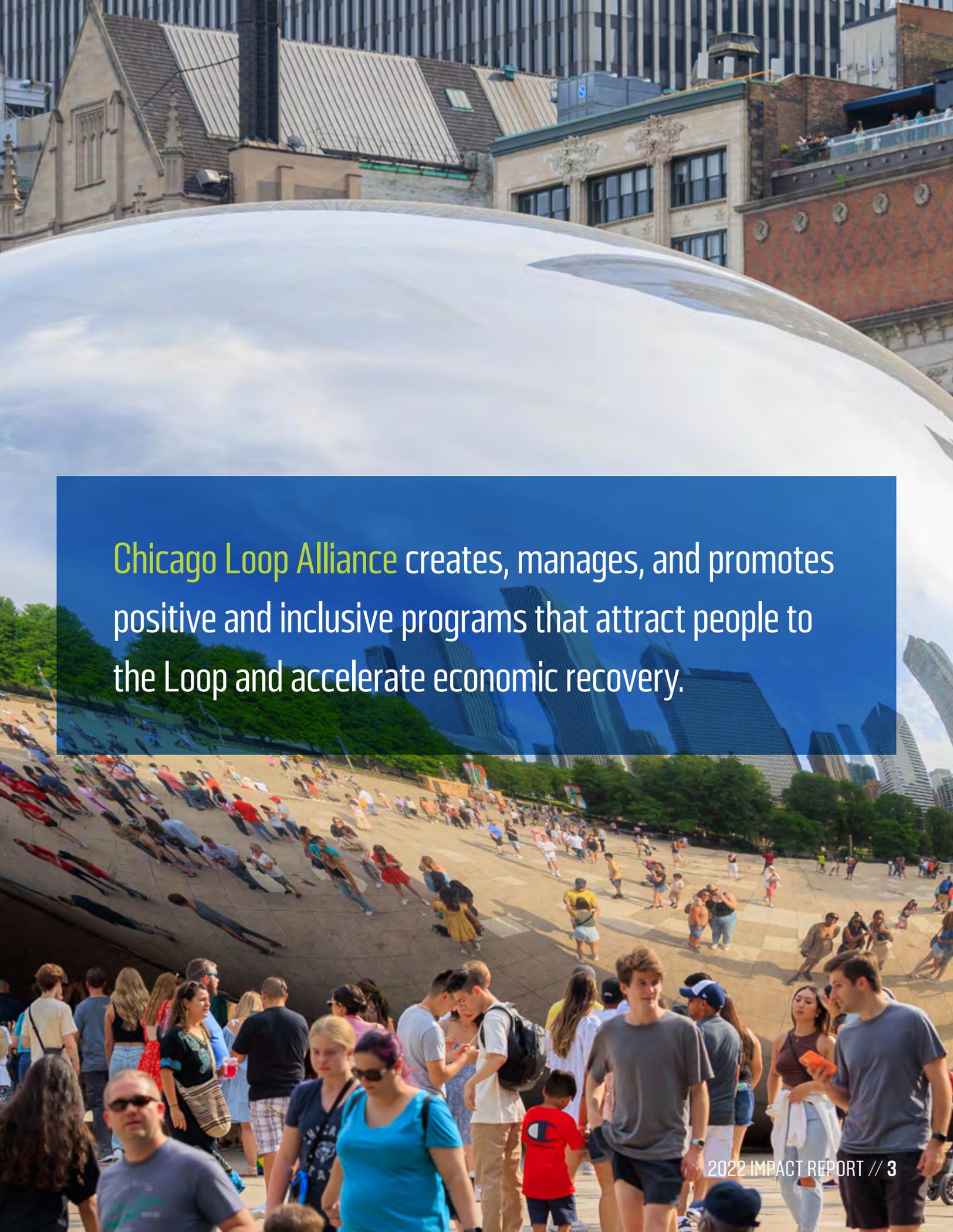
2022

# IMPACTREPORT



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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.

# Dear Loop Community

Optimism surrounds the future of the Loop and Chicago. Chicago was recently voted Best Big City in the U.S. by Conde Nast Traveler for an unprecedented sixth year in a row. Time Out named Chicago the #2 best city in the world. Google decided to buy the Thompson Center and call the Loop its newest home, which will attract thousands of employees to the district. In 2023, Chicago Loop Alliance (CLA) will host the 2023 International Downtown Association Conference in Chicago, and NASCAR will race into the Loop for their first street course ever. As Chicago's fastest-growing neighborhood and the country's fastest-growing downtown, the Chicago Loop is positioned to be the innovative beacon for industries far and wide. We know there are still mountains to climb, but the Loop is an attractive, innovative, dynamic, and powerful place to be.

2022 was another year marked by the evolution of the traditional depiction of the Loop; continual recovery from the ravages of the past few years; and hope and optimism for the prospects of the future of our beautiful and iconic district. CLA continues to power towards the success of the Loop, while also redefining the downtown as more than what it was pre-pandemic. The past few years cast a spotlight on our downtown's shortcomings, but more importantly, our strengths and resilience. We saw a gradual (and continuing) shift towards representing more than the city's office center, but a growing residential community, and a greater focus on the stunning cultural mecca that the Loop has always been. The art and culture sector that were decimated by the pandemic returned in full force in 2022, reviving the dynamic mix in the urban center that was sorely missed; and the restaurant industry strived to make a hearty return. New restaurant openings, popular theatre and cultural attractions, and new retail formats provide excitement for the power of what the Loop can be in the future.

CLA dedicated our support to this revitalization in 2022. To encourage people back to the Loop, we hosted all member events in-person, including our annual meeting, annual gala, and LoopedIn networking events. The CLA network continued to grow with the addition of 50 new members. Our marketing and communications efforts continued to attract more tourists, workers, residents, and urban explorers back to the Loop, while also positively shaping the narrative of the Loop through earned media opportunities and valued data resources.





Our events and placemaking efforts significantly helped reshape the Loop in 2022. With the return of our popular event, ACTIVATE, thousands congregated within the majestic LaSalle corridor at LaSalle and Quincy for a one-night-only spectacular that showcased the lively spirit of Chicago, and served as a case study for the potential transformation of the LaSalle Corridor. And for the second year, we attracted Chicagoans and visitors alike to the Loop for Sundays on State, the award-winning event series that brought art, culture, active recreation, food, drinks, and shopping outdoors to State Street for four Sundays. In an effort to revitalize the severely impacted vacant storefront landscape, CLA launched the State Street Holiday Market, filling a major retail space with over 58 vendors from Chicago; engaging cultural programming; and the festive spirit. Simultaneously, we created LaSalle Aglow, a unique art installation to beautify empty storefronts in the historic area.

In a further examination of our Inclusion, Diversity, Equity and Accessibility efforts, we aimed to amplify underrepresented voices authentically and intentionally through vendor relationships, as well as effective flag campaigns on State Street for Juneteenth and Pride Month, and in support of Ukrainian Independence Day. The IDEA Committee continued to pinpoint areas for improvement for the Chicago Loop Alliance staff, board and leadership and identified two new partnerships to broaden CLA's perspective and reach. We continue to work towards exemplifying our moniker as Everyone's Neighborhood genuinely and purposefully.

All our work this year would not have been possible without our members and partners, both new and long-term. On behalf of our Board of Directors and the State Street Commission, thank you for the support you have shown Chicago Loop Alliance. We envision the Loop as an incredible destination for everyone – from tourists to workers, native Chicagoans to first-time visitors, and those that look to us as a guidepost for the future of downtowns.



**MICHAEL EDWARDS**  
President and CEO  
Chicago Loop Alliance



**JEAN DE ST. AUBIN**  
Board Chair  
Chicago Loop Alliance



## ECONOMIC DEVELOPMENT

The challenges of the past few years continued to impact the Chicago Loop in 2022, and Chicago Loop Alliance dedicated significant efforts to economic development and recovery. Innovative programming continued to serve as a primary driver for recovery in the Loop, including Sundays on State, ACTIVATE, and the State Street Holiday Market. CLA's 2022 programs created millions in economic impact for the central business district.

**50%**

increase in pedestrian traffic during first Sundays on State event compared to 2019

**80%**

increase in pedestrian traffic during first Sundays on State event compared to 2020

**37%**

increase in pedestrian activity on State Street in the Loop compared to 2021

**42%**

increase in hotel occupancy compared to 2021

**78%**

increase in number of office workers in the Loop compared to 2021

**16**

windows activated during LaSalle Aglow

**58**

State Street Holiday Market vendors

**92%**

of vendors at Sundays on State were from underrepresented communities

## OTHER ECONOMIC DEVELOPMENT WORK INCLUDED:



Allocating more budget to promoting member businesses and programming



Supporting initiatives like Chicago Returns Week to encourage office workers back to the Loop through programming, events and offerings



Sponsoring programs like Hospitality Hires to assist job seekers with opportunities at downtown organizations



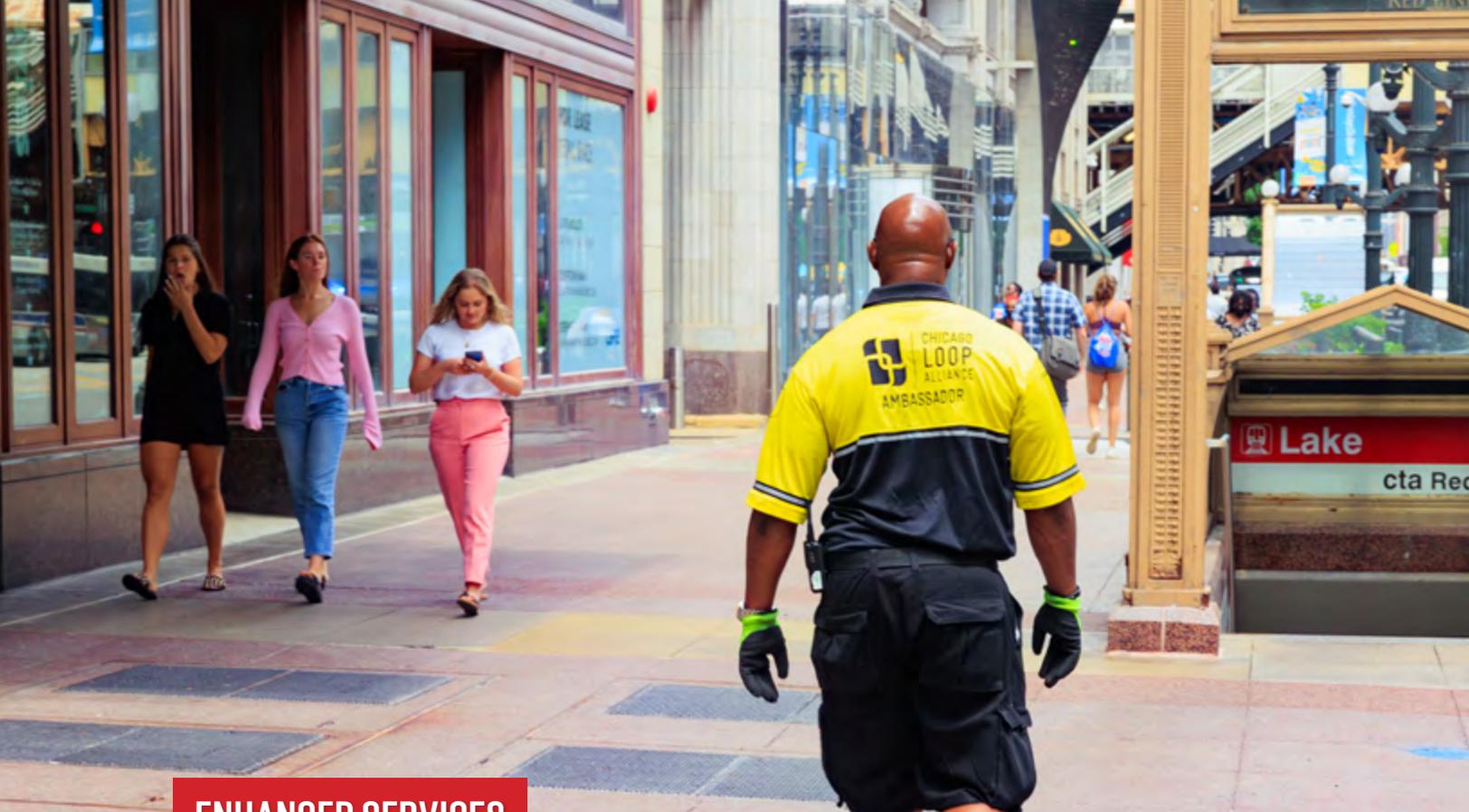
Participating in the analyzing and forecasting in the LaSalle Reimagined study with Chicago Urban Land Institute



Creating popular and engaging artistic opportunities utilizing vacant storefronts in the LaSalle Corridor during the winter months with LaSalle Aglow



Engaging Black, Latinx, and other underrepresented business owners to become part of the Loop economy through targeted outreach for Sundays on State and State Street Holiday Market participants



## ENHANCED SERVICES

Chicago Loop Alliance provides cleanliness, beautification, safety, and maintenance services to Special Service Area #1-2015, covering State Street from Wacker to Ida B. Wells and parts of Wabash Avenue.

### In 2022, Street Team Ambassadors:

- ↔ Expanded east and west in the Loop as a visible presence for returning workers and visitors temporarily in winter and summer
- 👥 Served as a model for 12 other Chicago corridor ambassador programs for the summer
- 📄 Partnered with Unite Us and Doctors for America for an in-depth analysis of the social services in the Loop
- 🛡️ Launched CLA Security Committee for constant communication with interested members, along with monthly meetings of the committee and other city officials and departments

4,877

social service  
referrals made

14,615

directions given





Clean Team Ambassadors keep State Street welcoming and safe by clearing snow from sidewalks, removing graffiti, sanitizing touch points, and more.



State Street's unarmed Security Patrols played a vital role in keeping SSA#1-2015 safe in 2022, especially overnight, on weekends, and during holidays and special events.



Holiday Lights

**Other enhanced services that create a sense of arrival on State Street include:**

-  Power washing
-  Sidewalk repair and sealing
-  Maintenance of light poles, tree grates, and cast iron fencing
-  Landscaping in nearly 100 planters along State Street
-  Updated electrical outlets in 77 lamp posts along State Street
-  Enhanced holiday lighting to position State Street as a holiday destination



## PLACEMAKING

Chicago Loop Alliance knew that 2022 would require the concerted efforts of placemaking to create an enjoyable destination for visitors, workers, and residents to attract people to the Loop, but also keep them coming back. Various projects and programs achieved these goals, including, for the second year in a row, one of our largest programs, Sundays on State.

## SUNDAYS ON STATE

The award-winning Sundays on State series transformed Chicago's most iconic street, State Street, closing the street to vehicular traffic for four Sundays during the summer. Neighbors from every Chicago community and beyond united for a free, interactive block party, while safely enjoying art, culture, active recreation, food, drinks, shopping, and local attractions in the heart of everyone's neighborhood – the Loop. Chicago Loop Alliance's Sundays on State series accelerates the economic recovery, unites the community, creates joy, and enhances the public perception of the Loop.



# 92%

of activations came from underrepresented business owners

# 69%

of attendees visited a Loop business or landmark before, during, or after the event

# 93%

of attendees would refer a friend to Sundays on State

# 76%

of attendees said Sundays on State positively impacted their feelings on the Loop

# 374,063

2022 Sundays on State attendees from every single Chicago zip code and beyond

# 0

violent crimes or major thefts were reported to Chicago Loop Alliance during the events

## ACTIVATE

For one night only this year, ACTIVATE returned to the Loop energizing the unique and hidden gem of LaSalle and Quincy with art installations, music, dance, food and drinks. Thousands from across Chicago gathered against the beautiful architecture of the LaSalle Corridor and showcased a unique way to revitalize the underused space previously reserved for the traditional office landscape.



# 4,000+

ACTIVATE attendees

# 93%

satisfaction rate among participants

# 63%

of attendees visited a Loop landmark before, during or after ACTIVATE



## THE GATEWAY

Chicago Loop Alliance continued to maintain The Gateway, a traffic median turned people spot that features tables, chairs, umbrellas, and landscaping—essentially a cool public space to hang out with iconic State Street as the backdrop. New umbrellas, tables and chairs in 2022 brought fresh colors to the space.



## ARTS IN THE DARK HALLOWEEN PARADE

For the fourth year, Chicago Loop Alliance was a Major Sponsor for LUMA8's Arts in the Dark Halloween Parade on State Street. The parade celebrates Halloween as the "artist's holiday" and once again dazzled spectators by showcasing Chicago's dynamic cultural community.

## SAFETY PERCEPTION IN THE LOOP

# 98%

of CLA event attendees felt safe or extremely safe during and after attending CLA events

# 90%

of attendees with prior Loop safety concerns felt safe once attending CLA events

# 75

groups participated in the Arts in the Dark Halloween Parade

# 3,000

participants in the Arts in the Dark parade

# 50,000

people attended Arts in the Dark parade

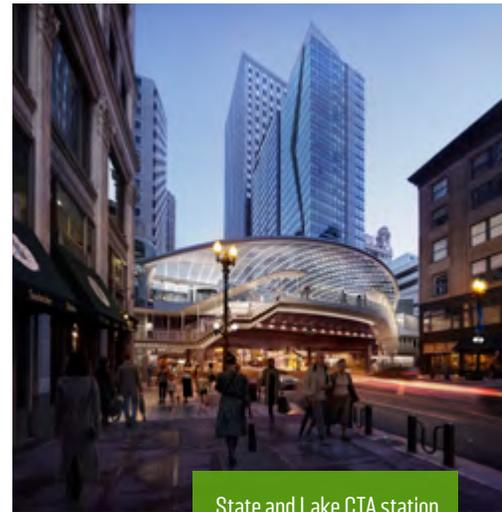


## PLANNING AND ADVOCACY

Chicago Loop Alliance reviews projects and advocates for Loop issues like landmark architecture, transportation, investment, and revitalization opportunities.

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As the Chicago Loop becomes increasingly more attractive to residents and residential developers, CLA felt it vital to capture current residents' sentiment on amenities, safety, walkability and other factors determining the success of the Loop as the fastest-growing neighborhood in Chicago. CLA began a residential study in partnership with Goodman Williams Group, analyzing the present landscape of living in the Loop; making predictions for affordable housing, office space conversion to residential opportunities, and the housing market within the next five years; as well as monitoring the economic impact of individuals living in the Loop.



State and Lake CTA station

### Projects and initiatives included:

-  Public safety in the Loop
-  Residential economic impact study
-  Redevelopment of the State and Lake CTA station
-  Crafting legislation to allow for business improvement districts (BIDs) in Chicago
-  We Will Chicago, a three-year, citywide planning initiative under Mayor Lori E. Lightfoot
-  LaSalle Reimagined, a city of Chicago initiative aimed at revitalizing vacant storefronts and converting empty office space



LaSalle reimagined

In addition to local advocacy work, Chicago Loop Alliance took its expertise around the world in 2022 through conferences across Chicago and North America. Chicago Loop Alliance staff spoke on panels regarding the best practices for downtowns evolve amid the recovery, how to connect commerce and creativity through community, and more. Staff also participated in conversations on the state of downtowns with various cities and countries around the world, including Paris, Montreal, Vancouver, New York City and others.



**#1**  
Big City in the U.S. by Conde Nast Traveler for a historic and unprecedented sixth year in a row

**#2**  
Best City in the world by Time Out

**7**  
design and signage packages reviewed

**3**  
governmental task forces in which Chicago Loop Alliance participated

**10**  
panels or presentations by staff to local, national, and international audiences



## MARKETING

Marketing the Loop as an attractive destination played a major role in Chicago Loop Alliance's downtown recovery efforts in 2022. This mission showcased the Loop as Everyone's Neighborhood, the place to be, complete with safe and inclusive programming.

For the second year, a large component of the marketing team's efforts focused on Sundays on State. The award-winning approach reached communities throughout the Chicagoland area authentically through an innovative and inclusive marketing strategy. The technique proved successful, earning local and international awards and recognition, including from the International Downtown Association and PRWeek US Awards. Event participants and attendees came from every single Chicago zip code and over 20 states.



Chicago Loop Alliance marketing team members (L-R) Daisy Ruiz, Ariella Gibson & Kiana DiStasi



In addition to Sundays on State, marketing efforts in 2022 included promoting the return of ACTIVATE, the new State Street Holiday Market and Chicago Returns Week, welcoming office workers back to the office for a week of activities and programming. Chicago Loop Alliance also continued elevating the district and CLA member businesses through various promotional campaigns, including Holidays in the Loop, the In the Loop news center, and robust digital and social media efforts.





## MEDIA RELATIONS

As recovery from the COVID-19 pandemic and shifting dynamic of the American downtown placed Chicago in the spotlight, Chicago Loop Alliance leveraged the opportunity to showcase our capabilities as a change agent and innovator in the face of adversity through hefty media relations efforts.

### These efforts included:

- ✉ Sending timely communications to members and stakeholders with the latest information from city partners regarding resources and the constantly evolving guidelines for Loop businesses
- 📣 Distributing relevant press releases, media advisories, and pitches to journalists
- 📄 Delivering monthly Loop operations reports, which positioned Chicago Loop Alliance as the experts on downtown's recovery
- 🕒 Quickly responding to media requests on a variety of Loop topics



Sundays on State offered a major opportunity for earned media this year. Chicago Loop Alliance secured event coverage from every major local print, digital, and broadcast outlet, as well as national outlets.

55

press releases and media advisories sent

1,434

clips that mention Chicago Loop Alliance

461

clips that mention Sundays on State

\$1.33 billion+

earned media impressions for Chicago Loop Alliance

\$4,476,281

value of earned media coverage

246

emails sent

60,637

email subscribers

Chicago Loop Alliance also earned coverage on projects and programs including:

- Chicago Loop Alliance Ambassador program expansion
- Annual Meeting
- Autumn City Lights Gala
- State Street Holiday Market
- Holidays in the Loop
- Sundays on State
- Chicago Returns Week
- Google purchasing Thompson Center
- ACTIVATE
- Back to Office toolkit
- By the Numbers: Monthly Loop operations reports
- Residential study of the Loop
- Lollapalooza and other major events
- Flag displays for Juneteenth and Pride Month
- Flag displays for Ukrainian Independence Day and Kyiv City Ballet performances
- Host of 2023 International Downtown Association Conference
- LaSalle ULI Tap and Revitalization Plan
- NASCAR in the Loop
- Scooters in the Loop





## COMMUNITY ENGAGEMENT & MEMBERSHIP

In 2022, Chicago Loop Alliance's community engagement sector, which consists of the membership department, positioned CLA as a resource for members and partners. The community engagement department served as a guidepost for social, civic, and economic themes affecting the Loop community to effectively develop programs suited to CLA membership. This included beginning a centralized financial integration to streamline dues billing and other communications in 2023. Through customized opportunities, partnerships, and flexibility for member businesses, CLA demonstrated strength as a seasoned relationship builder for 50 new members, while retaining longtime members.

Membership in Chicago Loop Alliance means invaluable networking opportunities, marketing benefits, professional development, and connection to the community—both in the Loop and throughout the city of Chicago. In order to connect members from across Chicago, events returned exclusively in-person, including four LoopedIn networking events, two Marketing Labs, and Chicago Loop Alliance's Annual Meeting and Autumn City Lights Annual Gala.

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's 18th Annual Gala took place on October 7 at Convene Willis Tower, one of the newest venues in the Loop. The Autumn City Lights event dazzled over 400 guests and raised over \$215,000 to support public art projects and events like Sundays on State, ACTIVATE, The Gateway, the Arts in the Dark Halloween Parade, and more.



# 298

total Chicago Loop Alliance member businesses and partners in 2022

# 50

new members joined Chicago Loop Alliance in 2022

# 66

members featured in Member Spotlight, a weekly email distributed to Chicago Loop Alliance members

# 804

of member/partner mentions in In The Loop content

# 395

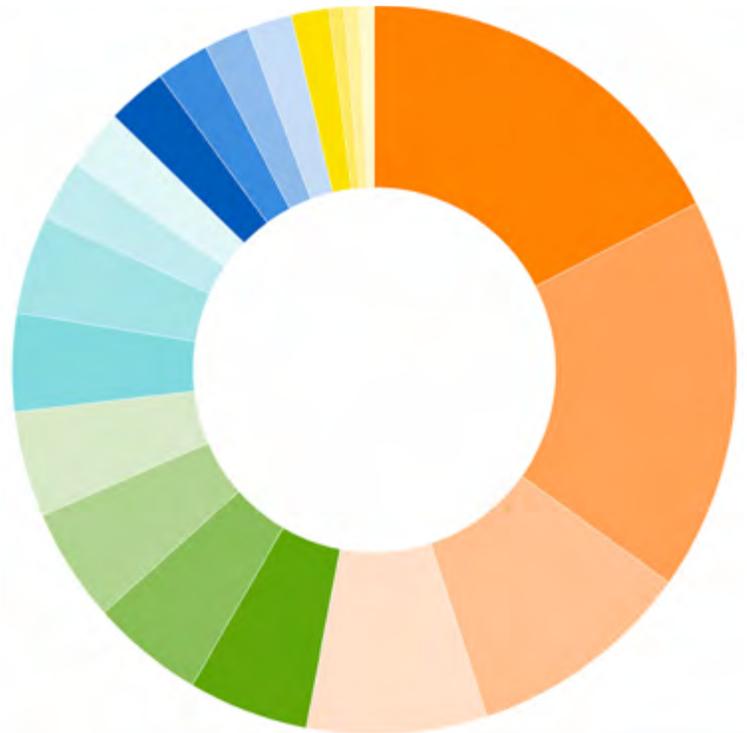
LoopedIn attendees

# \$174,700

in Membership revenue collected

## 2022 MEMBERS AND PARTNERS

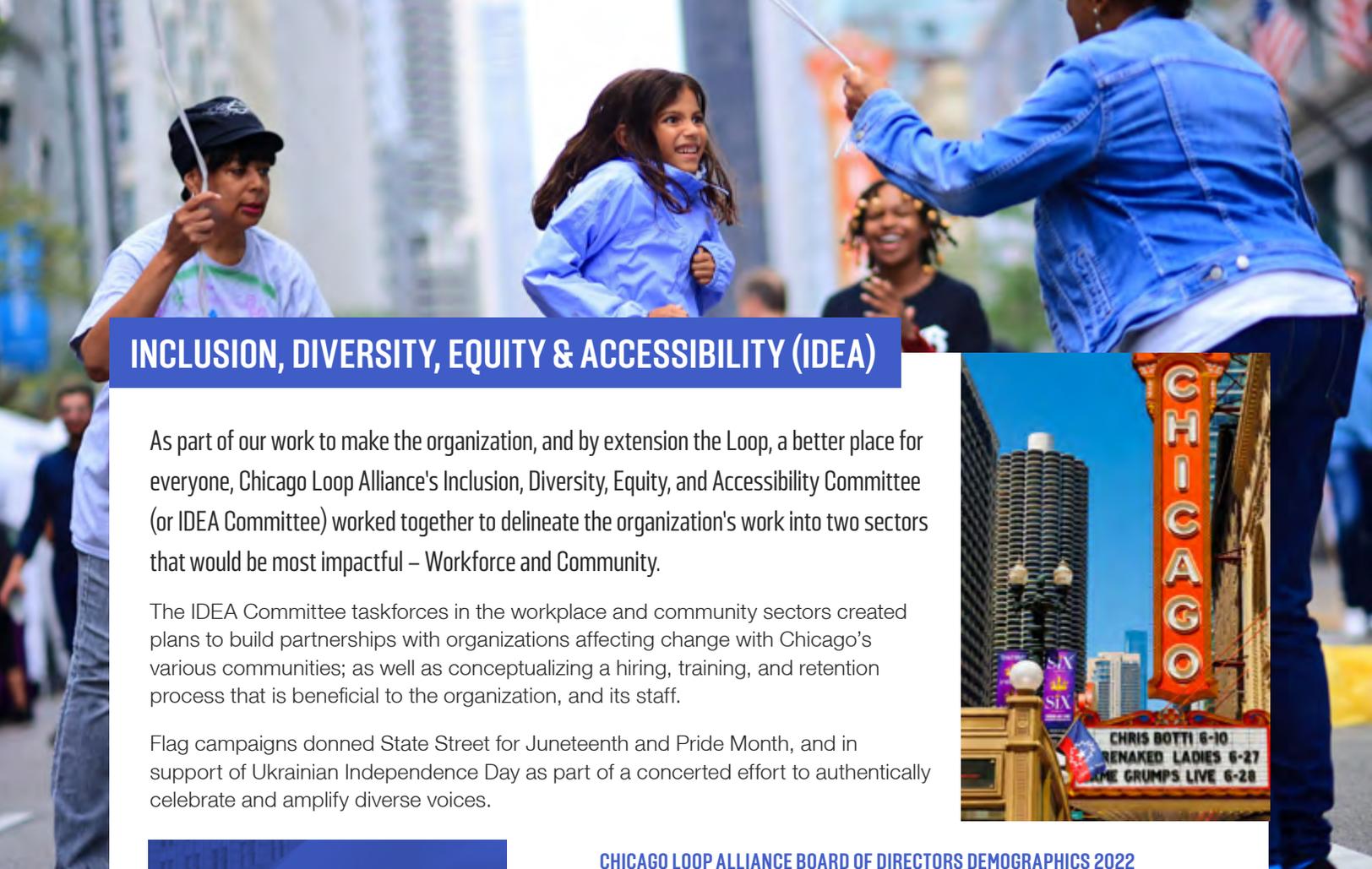
-  Arts, Cultural Attractions & Entertainment: **17%**
-  Restaurants, Bars & Cafes: **17%**
-  Hotels & Hospitality: **10%**
-  Real Estate & Development: **8%**
-  Business & Professional Services: **5%**
-  Education: **5%**
-  Marketing & Media: **5%**
-  Advocacy & Social Services: **5%**
-  Government: **4%**
-  Venues and Workspaces: **4%**
-  Individual Member: **3%**
-  Residential Buildings: **3%**
-  Retail: **3%**
-  Financial, Insurance & Legal: **2%**
-  Architecture, Engineering & Construction: **2%**
-  Parking & Transportation: **2%**
-  Landscaping & Maintenance: **2%**
-  Energy: **< 1%**
-  Personal Services, Wellness & Care: **< 1%**
-  Religious Institutions: **< 1%**



## 2022 MEMBERS AND PARTNERS

131 South Dearborn, LLC	Berghoff Restaurant & Adams Street Brewery, The	Chicago Event Management, Inc.	Dearborn Tavern, The
21 C Museum Hotel Chicago	Big Bus Tours - Chicago	Chicago Fashion Incubator	DePaul University
212 W. Washington Condominium Association	Blackstone Hotel-Autograph Collection, The	Chicago Jobs Council	Design Museum of Chicago
34th Ward Alderman	Blick Art Materials	Chicago Loop Neighbors Association	Digital Latinos, Inc.
360 Chicago	Blick Art Materials	Chicago Loop Synagogue	DL3 Realty L.P.
42nd Ward Alderman	Bobby's Bike Hike - Chicago Tours	Chicago Mayor's Office	Do312
4th Ward Service Office	Boleo	Chicago Police Department	Downtown Apartment Company
90th Meridian	BOMA Chicago	Chicago School of Professional Psychology, The	Dr. Seuss Experience, The
A&A Ballet Center For Dance	Bond Collective - The Loop	Chicago Sinfonietta	EDUCO
ABC-7/WLS Television, Inc.	Bright Horizons at South Wabash	Chicago Symphony Orchestra	Elephant & Castle Pub and Restaurant - Adams Street
About Last Knife	BrightView Landscape Services	Chicago Theatre, The	Elephant & Castle Pub and Restaurant - Wabash Avenue
Absolutely Chicago Segway Tours	Broadway In Chicago	Chicago Timeshares	Embarc
Acadia Realty Trust	BWYB Products / Wallock International	Chicago Work Places LLC	Epilepsy Foundation of Greater Chicago
AceBounce	Cabaret ZaZou	Chicago Youth Symphony Orchestras	EQ Office
Action Advertising, Inc.	Cadillac Palace Theatre	Chicagoland Chamber of Commerce	Exchequer Restaurant & Pub
Adler University	Cambria Chicago Loop - Theatre District	Chicago's First Lady	Expo, Inc
Aire rooftop bar	CannonDesign	Chick-fil-A State & Lake	Fairfield Properties
Allegro Royal Sonesta Hotel Chicago Loop, The	Canopy by Hilton Chicago Central Loop	Choose Chicago	Family Credit Management
Allied Touring	CBRE Group, Inc.	Christkindlmarket Chicago (German American Events, LLC)	Fine Arts Building Studios
Aloha Print Group	CBRE Investment Management	CIBC	Firefly
AMC Dine-In Block 37	CEDARst Companies	CIBC Theatre	Firmspace Chicago
American Writers Museum	GenTrio Energy	Cindy's Rooftop	First United Methodist Church
Aries Charter Transportation, Inc.	Cerise	CIRCLE Foundation	FirstService Residential
Art Expositions   EXPO CHICAGO	Chicago Architecture Center	City Centre Condominium Association	Fisk & Co.
Art Institute of Chicago	Chicago Athletic Association Hotel	Citiescape Garden & Design	Flight Club
Art on theMart	Chicago Cook Workforce Partnership	Clayco	FLIRT Communications
Aspire Properties	Chicago Cultural Center	Club Quarters Hotel, Central Loop Chicago	Florentine, The
AT&T Retail Store	Chicago Department of Business Affairs and Consumer Protection	Color Factory	Formento's
Ateema Media & Marketing	Chicago Department of Cultural Affairs and Special Events	Columbia College Chicago	Frank Lloyd Wright Trust
Atwood	Chicago Department of Planning and Development	Comcast/NBC Universal	G3 Construction Group, Inc.
Auditorium Theatre	Chicago Department of Streets and Sanitation	ComEd	Gayle V's Best Ever Grilled Cheese
Baird & Warner	Chicago Department of Transportation	Community Builders, Inc., The	GEMS World Academy Chicago
Balanced Environments, Inc.		Comparion Insurance Agency, A Liberty Mutual Company	Gene Siskel Film Center
Ballet 5:8		Concorde Print & Media	Gensler Design
Bannerville USA		Convene at 16 W Adams	Gino's East - South Loop
Baum Realty Group, LLC		Convene at 131 S Dearborn	Glenstar
Beacon Capital Partners		Convene Willis Tower	Global Citizenship Experience
Beatnik on the River			Lab School
Beatrix			Goddess and the Baker
Beatrix Market			Godfrey Hotel Chicago, The

Goethe-Institut Chicago	Kimpton Gray Hotel	Ocean Prime	Streetplus
GOGO Charters Chicago	Kimpton Hotel Monaco Chicago	OEMC	Sugar Bliss
Goodman Theatre	L3 Capital LLC	One North Kitchen	Sweetwater Tavern & Grille
Goodman Williams Group	Land & Lake Kitchen	Organic Headshots	Target
Gotham Bagels - South Loop	LaSalle Chicago, Autograph Collection, The	Palmer House, a Hilton Hotel	Tawani Property Management
Grady, Graham C.	Le Meridien Essex Chicago	Petterino's	theWit Hotel Chicago
Grant Park Bistro	League of Chicago Theatres	Pitch at The Loop, The	Thompson Hine LLP
Grant Park Music Festival	Lighthouse ArtSpace Chicago	Plant Junkie	TimeZoneOne
Gray Line Chicago	LM Studio Chicago	PNC Bank	TM CREATIVE CONSULTANTS
Hampton Majestic Chicago Theatre District	Lyric Opera of Chicago	Porchlight Music Theatre	Tolpin & Partners P.C.
Harold Washington Library	Macy's	Pressure Washing Systems	Torque Real Estate Marketing
Harris Theatre for Music & Dance	Maggie Daley Park	Pritzker Military Museum & Library	Tours With Mike
Heritage at Millennium Park	Magnificent Mile Association	Protein Bar & Kitchen	Twenty North State Condominium
Hilton Chicago	Magnolia Bakery	Proven IT	Union League Club of Chicago
Hilton Garden Inn Chicago Central Loop	Marc Realty	Purpose Workforce Solutions	University Center
HLSA, Inc.	Marq, The	Raised   An Urban Rooftop Bar	University Club of Chicago
Hostelling International - Chicago	Medieval Torture Museum	Raising Cane's Chicken Fingers	University of Illinois Chicago
Hotel Julian Chicago	Metropolis Condominium Association	Remington's	UPS Store #6064, The
HUB312	Metropolitan Planning Council	Renaissance Chicago Downtown Hotel	Urban Real Estate
Hyatt Centric - The Loop Chicago	Metropolitan Properties of Chicago, LLC	Riverside Graphics	Urbanspace Chicago
Illinois Hotel & Lodging Association	Mid-America Club, The	ROOF on theWit	Velvetstyle Event Marketing
Illinois Network of Charter Schools	Mid-America Real Estate Corp.	Russian Tea Time	Venteux
Illinois Restaurant Association	MILA Chicago Luxury Apartments	RVC	VERO Design + Build, LLC
Imee's Mediterranean Kitchen	Millennium Hall	SATC Law	Virgin Hotels Chicago
Impact Networking	Millennium Park Plaza	Satler, Dr. Gail	W Chicago - City Center
INDIRAP	Millennium Parking Garages	School of the Art Institute of Chicago	W Chicago - Lake Shore
Industrious Central Loop	Mindworks/University of Chicago	See Chicago Dance	Wabash Lights, The
Industrious Millennium Park	Morton's The Steakhouse - Wacker Place	Shoreline Sightseeing	Walgreens Co.
Industrious Willis Tower	Museum of Contemporary Photography	Site Design Group, Ltd.	Walnut Room, The
Interior Investments, LLC	Museum of Illusions	Skydeck Chicago	Wendella
International Museum of Surgical Science	NARE Investments	South Branch Tavern & Grille	Whitehurst, Hansel
InterPark, LLC	Nash, Charles	SP PLUS Corporation	Willie Dixon's Blues Heaven Foundation
Italian Village Restaurants	National Charter Bus Chicago	Spa at Palmer House, The	Wintrust Bank - Chicago
Jacobs, AJ	Neathery, Derek	Spa at theWit	Wojcik, Michael
James M. Nederlander Theatre	New City Moving	Springboard Research Ltd	World Business Chicago
Joffrey Ballet, The	Newcastle Limited	Starbucks Coffee Company	Wow Bao
JW Marriott Chicago	Northman Beer & Cider Garden, The	StarEvents, Inc.	
		Stappineapple, An Iconic Hotel, The Loop	
		Stewart, Thanin	
		Stone Real Estate Corp.	



## INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY (IDEA)

As part of our work to make the organization, and by extension the Loop, a better place for everyone, Chicago Loop Alliance's Inclusion, Diversity, Equity, and Accessibility Committee (or IDEA Committee) worked together to delineate the organization's work into two sectors that would be most impactful – Workforce and Community.

The IDEA Committee taskforces in the workplace and community sectors created plans to build partnerships with organizations affecting change with Chicago's various communities; as well as conceptualizing a hiring, training, and retention process that is beneficial to the organization, and its staff.

Flag campaigns donned State Street for Juneteenth and Pride Month, and in support of Ukrainian Independence Day as part of a concerted effort to authentically celebrate and amplify diverse voices.

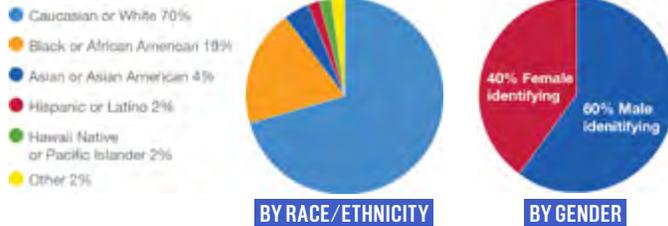


**51%**  
of Chicago Loop Alliance board is people of color or women

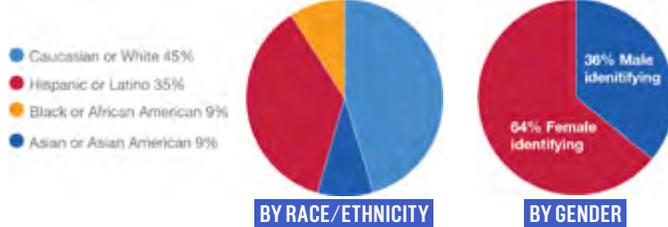
**45%**  
of Chicago Loop Alliance staff is people of color

**250+**  
vendors primarily from underrepresented businesses at Sundays on State

### CHICAGO LOOP ALLIANCE BOARD OF DIRECTORS DEMOGRAPHICS 2022



### CHICAGO LOOP ALLIANCE STAFF DEMOGRAPHICS 2022



## 2022 SOURCES OF SUPPORT

The Chicago Loop Alliance Foundation is a 501(c)(3) affiliate organization that pushes the limits of what a downtown can be for its residents, workers, and visitors. The Foundation seeks to enrich the Loop's public spaces through artistic expression and free cultural programming. By building a connection between people and the places they share, the Chicago Loop Alliance Foundation hopes to create an inclusive downtown environment that fosters creativity and enhances the Loop's appeal to the people and businesses that are a part of it.

### **\$100,000+**

City of Chicago  
SSA #1-2015

### **\$35,001-\$75,000**

Macy's  
Target  
Allstate

### **\$25,001 - \$35,000**

Pressure Washing Systems  
Walgreens

### **\$15,000-\$25,000**

Block 37 (in-kind)  
City Escape Garden Center and Design Studio  
Concorde New Media (in-kind)  
Divvy  
Streetplus  
SP Plus Corporation and Millennium Garages

### **\$10,000-\$14,999**

Bannerville  
CIBC  
Comcast  
Shoreline Sightseeing  
StarEvents (in-kind)

### **\$7,000-\$9,999**

Clayco  
CIRCLE Foundation  
ComEd  
Hilton Chicago/Palmer House, a Hilton Hotel  
theWit Hotel Chicago  
Wintrust Bank

### **\$4,000-\$6,999**

ABC7/WLS-TV  
Acadia Realty Trust  
Auditorium Theatre  
Balanced Environments  
Broadway In Chicago  
CannonDesign  
Chicago Fire  
DL3 Realty  
DePaul University  
Downtown Apartment Company  
EQ Office  
Hard Surface Finishers  
HLSA  
Lamar Johnson Collaborative  
Millennium Park Plaza  
The Joffrey Ballet  
PNC  
Renaissance Hotel Chicago  
Semmer Landscaping

### **\$1,000 - \$3,999**

Art Institute of Chicago  
Aspire Healthy Energy Drinks  
Attack! Marketing  
Brightview Landscape Services  
CBRE  
ChiGivesBack  
GenTrio Energy  
Columbia College Chicago  
Goodman Theatre  
InterPark  
Interior Investments  
Mid-America Real Estate  
Mindworks

### **\$1,000 - \$3,999 (cont.)**

ProvenIT  
RVC Chicago  
School of the Art Institute of Chicago  
The Berghoff Restaurant  
The Community Builders

### **Media Sponsors**

CBS Chicago  
Chicago Transit Authority  
Chicago Tribune  
Concorde New Media  
The Crusader Newspaper Group  
ESPN 1000  
Firefly  
Heritage Outdoor Media  
Midway Broadcasting Corporation  
NDIGO  
OUTFRONT  
Power 92.3  
Reflejos Publications  
Rejoice 102.3  
Soul 106.3  
Uber OOH  
Univision Chicago Local Media  
View Chicago, LLC  
Vocalo  
WBEZ  
WGN Radio

## FINANCIALS

**Please note the presence of two separate sets of financial reports:** Chicago Loop Alliance (CLA) creates, manages, and promotes positive and inclusive programs that attract people to the Loop and accelerate economic recovery. CLA is contracted by the City of Chicago as the sole service provider for State Street Special Service Area #1-2015. The Chicago Loop Alliance Foundation (CLAF) is a 501(c)(3) affiliate organization that pushes the limits of what a downtown can be for its residents, workers, and visitors. The Foundation seeks to enrich the Loop's public spaces through artistic expression and free cultural programming.

### CHICAGO LOOP ALLIANCE & SPECIAL SERVICE AREA 1-2015 2022 FINANCIALS

Revenue	Budget	Actual
SSA Funding	\$ 3,392,749	\$ 3,348,569
Membership Dues	\$ 190,000	\$ 174,700
Sponsorships (unrestricted)	\$ 270,000	\$ 250,000
Administrative/Management Fees	\$ 115,305	\$ 120,075
Civic Partnerships	\$ 15,000	\$ 15,000
Grants (restricted)	\$ -	\$ 955,508
Other Income	\$ 25,200	\$ 35,175
Interest Income	\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 4,008,254</b>	<b>\$ 4,899,026</b>
Expenses		
General & Administration	\$ 1,309,120	\$ 1,342,605
Customer Attractions	\$ 595,500	\$ 982,335
Membership & Events	\$ 44,000	\$ 32,088
Public Way Aesthetics	\$ 1,318,679	\$ 1,167,384
Economic / Business Development	\$ 116,000	\$ 75,768
Public Safety Programs	\$ 624,955	\$ 1,341,033
<b>Total Expenses</b>	<b>\$ 4,941,213</b>	<b>\$ 4,941,213</b>
<b>Total CLA Net for 2022</b>	<b>\$ 0</b>	<b>\$ (42,187)</b>
FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 510,172	\$ 510,172
Change in Net Position	\$ -	\$ (42,187)
<b>END OF THE YEAR POSITION</b>	<b>\$</b>	<b>\$ 467,985</b>

## CHICAGO LOOP ALLIANCE FOUNDATION 2022 FINANCIALS

Revenue	Budget	Actual
Annual Fundraising Event (Gala/Other Event)	\$ 255,000	\$ 215,225
Placemaking Sponsorship (Unrestricted)	\$ 480,000	\$ 592,588
Grants (Restricted)	\$ -	\$ -
Annual Meeting	\$ 40,000	\$ 76,450
Other Income	\$ -	\$ -
<b>Total Revenue</b>	<b>\$ 775,000</b>	<b>\$ 884,263</b>
Expenses		
Placemaking Expenses	\$ 480,000	\$ 512,751
Annual Fundraising Event Expenses	\$ 115,000	\$ 95,779
General & Administration	\$ 130,000	\$ 153,523
Annual Meeting Expenses	\$ 25,000	\$ 41,381
Other Program Expenses	\$ 25,000	\$ 25,000
Studies	\$ -	\$ -
<b>Total Expenses</b>	<b>\$ 775,000</b>	<b>\$ 828,433</b>
<b>Total Foundation Net for 2021</b>	<b>\$ -</b>	<b>\$ 55,830</b>
FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 312,025	\$ 312,025
Change in Net Position	\$ -	\$ 55,830
<b>END OF THE YEAR POSITION</b>	<b>\$</b>	<b>\$ 367,855</b>

\*All figures are unaudited and based on the adopted 2022 operating budgets

## LEADERSHIP & STAFF

### STATE STREET COMMISSION

**Greg Cameron**  
**Commission Chair**

President and CEO  
The Joffrey Ballet

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Vice President  
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Downtown Hotel

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Hines | Citadel Building

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Relations North Central and  
South Regions  
Macy's

**Cole Stallard**

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Chicago Department of Streets  
and Sanitation

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**Chair**

Executive Director  
Gene Siskel Film Center



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President and CEO  
RVC



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Partner  
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Business Planning  
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**Immediate Past Chair**

Managing Director  
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## ADMINISTRATIVE STAFF



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President and CEO



**ABEL RODRIGUEZ**  
Chief Financial Officer



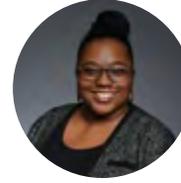
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Communications Officer



**ALLISON GERLACH**  
Director of Events



**KENNA TUNIS**  
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Engagement



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Communications Manager



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**DAISY RUIZ**  
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**OCTAVION THOMAS**  
Social Services Outreach  
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Placemaking Intern

**ALEK JAUNZEMIS**  
Placemaking Intern

**GRACE HEBERT**  
Planning Intern

**LAUREN SMITH**  
Membership Intern

**DARIN CHIACHITORN**  
Community Engagement  
and Administrative Intern



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Nicolas Roa  
Tia Sanders  
Keontrae Sanders  
Kenisha Smith  
Jahmil Thomas  
Octavion Thomas  
Keywon Yates  
Jordan Williams  
Alonzo Zollicoffer  
Jerry Zollicoffer



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Shaunta Childs  
Joshua Collins  
Kylin Dilliard  
Sania Franklin  
Mya Giordano  
Steven Hough

April Hudson  
Armani Johnson  
Alex Scott  
Mario Solomon  
Nicholas Tatum  
Genile Tillman  
Devonna Williams  
Walter Williams  
Anthony Wilson  
Terry Zollicoffer



### SECURITY PATROLS THROUGHOUT 2022

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Dorota Chlebek  
Derrick Brunson  
Odai Alawi  
Deon James  
Alex Jozsi  
Kamren Harris  
Alex Howard

Alex Lipniewski  
Zakariyya Ogunidimo  
Dennis Oleforo  
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Miles Stephens  
Malik Williams Tyler



View the full report online:  
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