



CHICAGO
LOOP
ALLIANCE®

IMPACT REPORT

2023

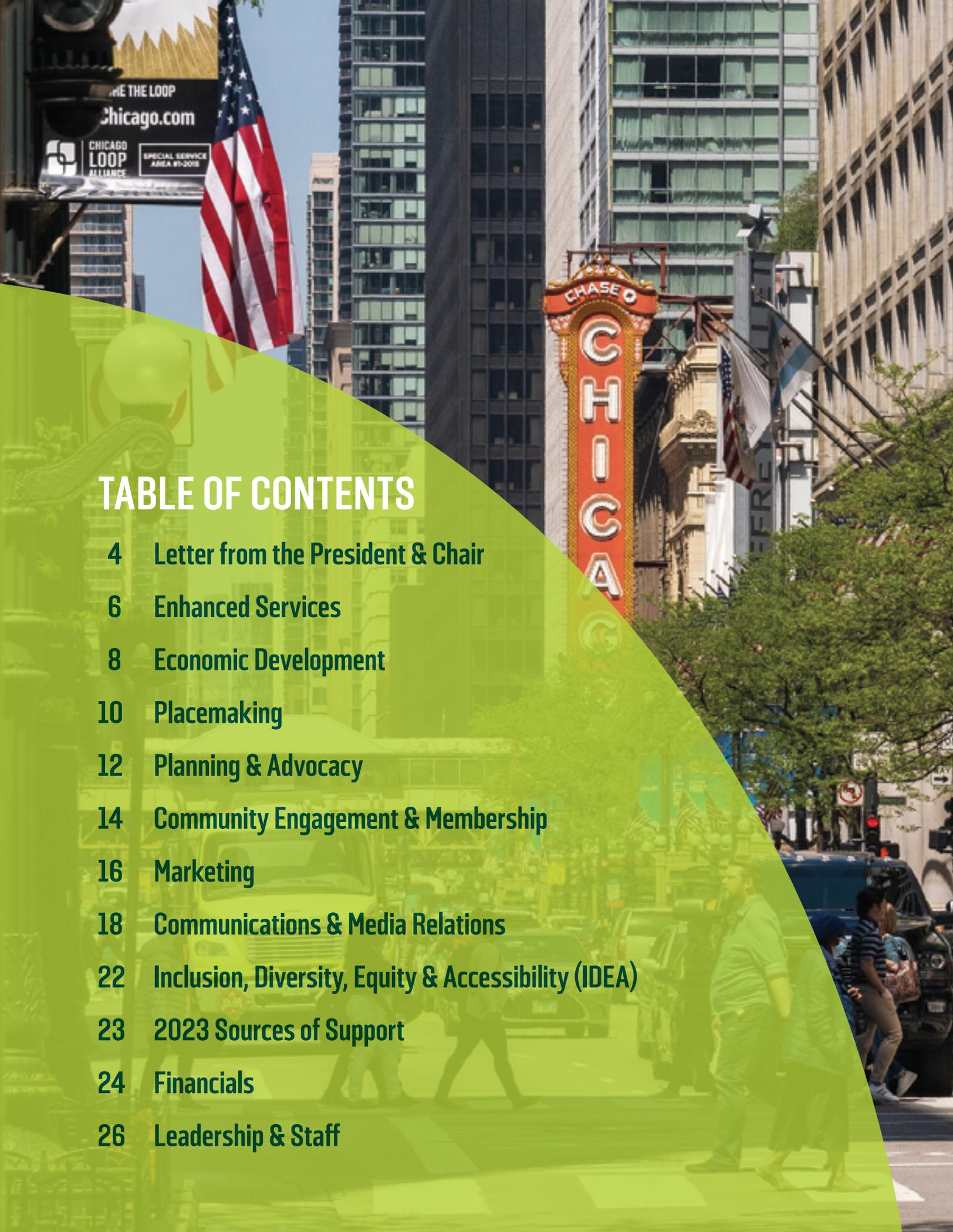
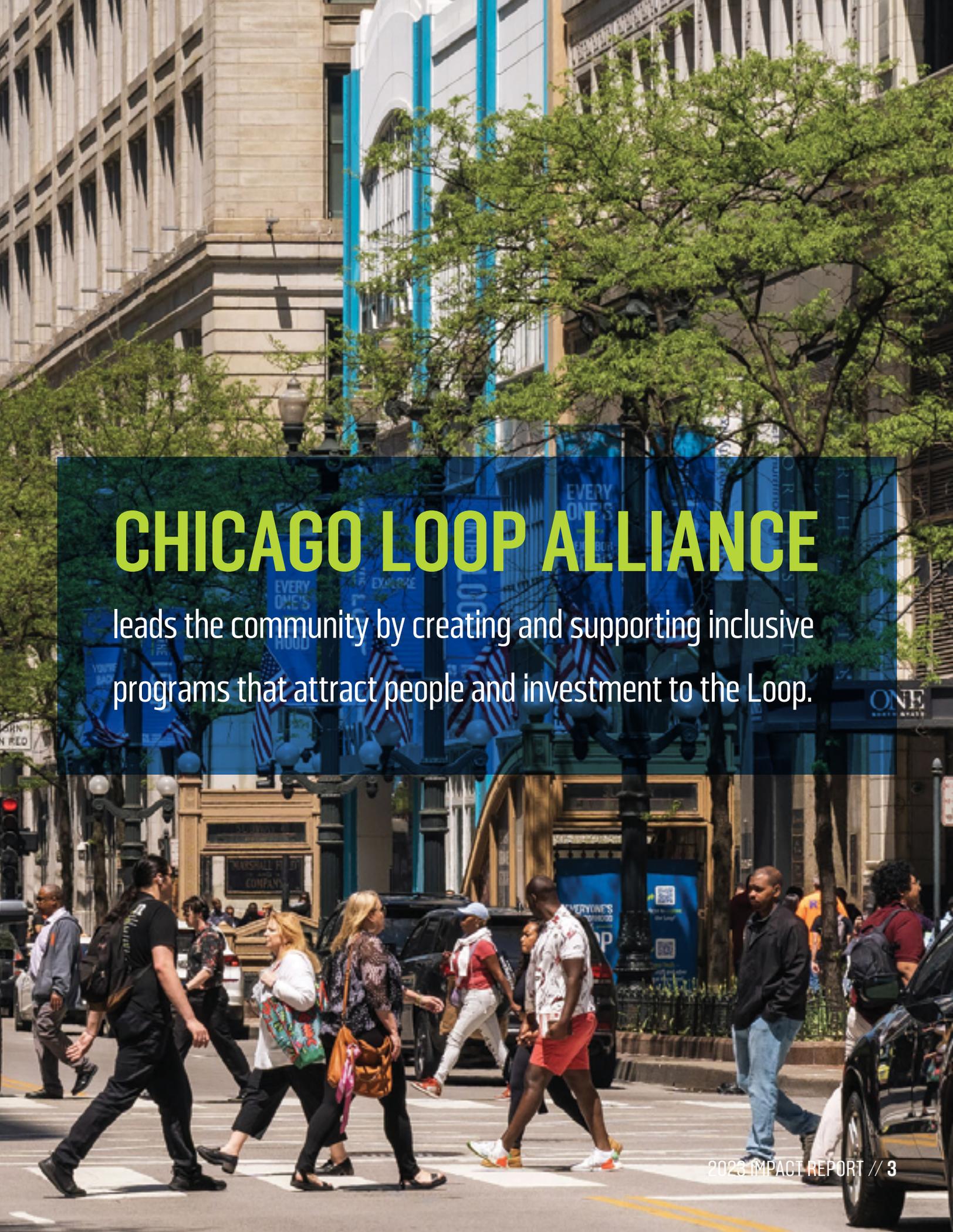
The background of the page is a photograph of a busy city street in Chicago. In the foreground, a green diagonal overlay contains the text. The background shows tall buildings, a large American flag, and a prominent vertical sign for the Chase Chicago Theatre. A banner at the top left reads 'CHICAGO LOOP ALLIANCE' and 'SPECIAL SERVICE AREA 81-2018'.

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CHICAGO LOOP ALLIANCE

leads the community by creating and supporting inclusive programs that attract people and investment to the Loop.

Loop stakeholders and friends,

Championing the tireless work of the vital industries that make the Loop unique is impossible without the support of your teams and organizations. We have much to celebrate -- Chicago being named Best Big City in the U.S. by Conde Nast Traveler for a historic seventh year in a row; record-breaking attendance at the award winning Sundays on State event series; and historic Chicago Loop Alliance membership. Chicago Loop Alliance also spent 2023 ensuring that the world knew what a gem the Loop remains, hosting the 2023 International Downtown Association conference with nearly 1,500 downtown place managers experiencing the splendor of Chicago. The Loop is a treasure trove of titans in finance and tech; arts and culture powerhouses; a hub of philanthropic, civic and government agencies; and the heart of transportation, education and tourism, and remains a beacon for downtowns across the world.

Aside from Chicago Loop Alliance's own projects and initiatives, the Loop district hosted many record-breaking events like the first ever NASCAR street race and another great Lollapalooza music festival. Other new opportunities presented themselves with the election of two new Aldermen and a burgeoning relationship with the new Johnson mayoral administration.

To forecast and address a variety of factors impacting State Street, Chicago Loop Alliance partnered with the City of Chicago and Urban Land Institute Chicago to deliver a new plan for State Street, Elevate State, addressing the future of the corridor. Similarly, Chicago Loop Alliance conducted an analysis of the organization, developing a new five-year strategic plan by a professional consultancy. Throughout the process, Chicago Loop Alliance board, staff, members, and partners analyzed the impacts of the last several years on the organization, as well as strategically addressing the future of CLA through four key program areas. The organization's guiding focus will be led by our new mission of leading the community by creating and supporting inclusive programs that attract people and investment to the Loop.

We continue to address the current challenges we face alongside downtowns all over the world each day, and with the support of our members and partners hope to gain positive forward momentum here in Chicago. On behalf of our Board of Directors and the State Street Commission, thank you for the support you have shown Chicago Loop Alliance.



MICHAEL EDWARDS
President and CEO
Chicago Loop Alliance



RICHARD GAMBLE
Board Chair
Chicago Loop Alliance



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ENHANCED SERVICES

Chicago Loop Alliance (CLA) 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 Dearborn Street and Wabash Avenue.

In 2023, Chicago Loop Alliance Street Team Ambassadors,

- ↔ Expanded east and west in the Loop through the city of Chicago's Chicago Recovery Plan, Central City Recovery Roadmap, and One Summer Chicago initiative for youth summer employment
- 👥 Served as a model for 14 other Chicago corridor ambassador programs for the summer
- ✓ Provided additional support for State Street visitors and businesses, as well as city departments (Chicago Dept. of Streets and Sanitation, Chicago Police Department)

3,949

social service referrals made

4,610

business check-ins

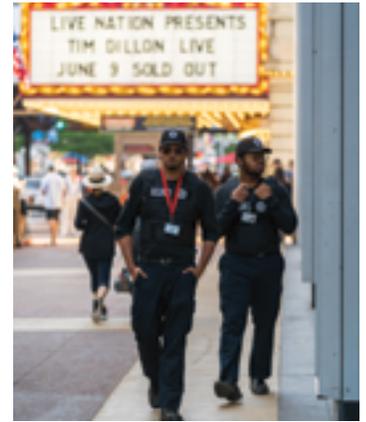
8,839

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 2023, especially overnight, on weekends, and during holidays and special events.



308,443

surface sanitizations, including bus stop seats, trash cans, newspaper racks, door handles, and bike racks

4,501

graffiti tags and stickers removed

3,520

hours Security Patrols spent on State Street

110

security roll calls

113,273

pounds of trash removed

330

CTA station checks

SAFETY AND SECURITY COMMITTEE

In response to stakeholders' needs, CLA maintained and advanced the newly formed Safety and Security Committee. Advancements include constant communication with interested members through the GroupMe messaging platform, monthly meetings of civic leaders, businesses, governmental agencies, and law enforcement.

Monthly safety and security meetings featured guest speakers from Chicago Police Department's Public Transportation, Mass Transit unit; Department of Streets and Sanitation; Department of Family and Support Services; 4th, 34th, and 42nd ward Aldermanic offices; and various departments of the Mayor's office.

186

Safety and Security GroupMe members

446

people who participated in monthly Safety & Security committee meetings

14

guest speakers at monthly Safety and Security meetings



Holiday Lights

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

-  Power washing sidewalks, curbs and public infrastructure
-  Maintenance of tree grates and cast iron fencing
-  Fresh landscaping in 76 planters along State Street
-  Enhanced holiday lighting to position State Street as a holiday destination



ECONOMIC DEVELOPMENT

Chicago Loop Alliance continually strives to advance the future of the Loop through economic development advocacy and initiatives. Strong, successful programming like Sundays on State contributed to the millions in economic impact for the central business district.

\$7,799,697

in economic impact during the two 2023 Sundays on State events alone

3,000+

jobs supported by Sundays on State in 2023

88%

of vendors at Sundays on State were from underrepresented communities

270,000+

Sundays on State attendees

+95%

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

+25%

increase in pedestrian activity compared to 2022

\$3,555,106

in economic impact due to 2023 IDA Conference

+7%

increase in hotel occupancy compared to 2022

+3% higher

Chicago office occupancy rate compared to the 10-city national average throughout 2023

2023 INTERNATIONAL DOWNTOWN ASSOCIATION (IDA) CONFERENCE

CLA hosted the record-breaking 69th Annual International Downtown Association Conference & Marketplace in October, attracting 1,500 downtown place managers from around the world. The conference theme “Community,

Culture & Commerce” aptly provided insightful ideation through 11 Master Talks; 27 tours to Chicago neighborhoods and beyond; 34 breakout sessions; and additional events and receptions at some of downtown’s beautiful venues.



OTHER ECONOMIC DEVELOPMENT WORK INCLUDED:



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

Participating in the advocacy of implementing the LaSalle Reimagined study recommendations



Engaging Black, Latinx, and other underrepresented business owners to join the Loop economy through targeted outreach for Sundays on State participants

Establishing an ad hoc residential committee to investigate and aid in the expansion of the Loop's residential community



Monitoring the progress of the CTA State and Lake L station, including a public viewing platform and second "Gateway" in front of the Chicago Theatre



PLACEMAKING

As Chicago Loop Alliance continually analyzes areas that enhance and propel the Loop forward, projects and programs like Sundays on State create an engaging atmosphere showcasing the Loop as a hub of entertainment, art, and community.

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 two 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.



1 million+

attendees have visited Sundays on State events since 2021 inception

270,000+

people attended Sundays on State in 2023

68%

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

94%

of attendees would refer a friend to Sundays on State

0

incidents of violent crime were reported to Chicago Loop Alliance during the events

SAFETY PERCEPTION IN THE LOOP

over **99%**

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

76%

of attendees say Sundays on State positively affected their overall feelings about the Loop



THE GATEWAY

Chicago Loop Alliance freshened up The Gateway, a traffic median turned people spot with new tables, chairs, umbrellas, and landscaping, making it an idyllic respite surrounded by the sights and sounds of the Loop.



INTERACTIVE STATE

In partnership with LeMonde Studios of Montreal, Quebec, Chicago Loop Alliance created Interactive State, activating State Street with five unique, human-powered sculptures transforming the corridor into a space of interactive art fostering community.



ARTS IN THE DARK HALLOWEEN PARADE

For the fifth year, Chicago Loop Alliance was a Major Sponsor for LUMA8's Arts in the Dark Halloween Parade on State Street. The parade continues to celebrate Halloween as the "artist's holiday", enlivening State Street with the spectacle of community-driven performing arts and diverse cultural representation.

92

groups participated in LUMA8's Arts in the Dark Halloween Parade

~4,000

participants in LUMA8's Arts in the Dark parade

56,325

people attended LUMA8's Arts in the Dark parade

PLANNING & ADVOCACY

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



LOOP RESIDENTIAL STUDY

In early 2023, CLA released the informative Loop residential study. Based on 1,200 survey results, the report addressed the needs and desires of Loop residents; analyzed the present landscape of living in the Loop; monitored the economic impact of individuals living in the Loop; and provided suggested amenities and barriers to a thriving residential Loop neighborhood.

ELEVATE STATE

CLA partnered with Urban Land Institute and the city of Chicago's Department of Planning and Development for a Technical Assistance Panel and report aimed at revitalizing the State Street corridor between Ida B. Wells and Wacker.

STRATEGIC PLAN

Building on the strong foundation of CLA's 2013 Strategic Plan, the organization commissioned a new five-year strategic plan to determine the impacts of key issues affecting downtowns globally and their relation to the Loop's vitality and success, spearheaded by the work of Chicago Loop Alliance. The plan resulted in a new organizational vision, mission, and four new strategic priorities:

- > **Build Confidence in the Loop**
- > **Increase Chicago Loop Alliance's Profile & Impact**
- > **Ensure Everyone's Neighborhood**
- > **Create a Complete Urban District**





OTHER PLANNING AND ADVOCACY PROJECTS AND INITIATIVES INCLUDED:



Engaging with the redevelopment of the State and Lake CTA station and State Street design elements



Monitoring local development issues like the Van Buren Metra station revitalization and GSA properties on State Street



Advocating for legislation on Capitol Hill with other downtown districts on topics of homelessness, police resources, and office conversions



Advancing legislation in Springfield to allow for business improvement districts (BIDs) in Chicago

In addition to local advocacy work, Chicago Loop Alliance took its efforts to legislative offices in Washington D.C., and Springfield, IL. Chicago Loop Alliance staff spoke on panels regarding the best practices for downtowns evolve amid the recovery, valuable media relations strategies,

and more. Staff also participated in conversations on the state of downtowns with various cities and countries around the world, including Paris, Morocco, San Francisco, Dublin, Montreal, New York City and others.

#1

Big City in the U.S. by Conde Nast Traveler for a historic and unprecedented seventh year in a row

3

design and signage packages reviewed

+10%

residential growth in the Loop during the pandemic

10

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



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COMMUNITY ENGAGEMENT & MEMBERSHIP

In 2023, Chicago Loop Alliance's community engagement department positioned CLA as a go-to resource for our members while also creating deeper relationships with our civic and community partners.

The community engagement department continued its goal of becoming a pillar within the Loop community; advancing the work of CLA members; and providing timely resources for issues affecting the Loop. Through customized opportunities, partnerships, and flexibility, CLA demonstrated strength as a seasoned relationship builder for 50 new member businesses, while retaining longtime members, and generating record breaking membership revenue.

Membership in Chicago Loop Alliance means invaluable networking opportunities, marketing benefits, professional development, and connection to others with a vested interest in both the Loop and the city of Chicago. In order to connect members from across Chicago, Chicago Loop Alliance held five LoopedIn networking events, two Marketing Labs, Chicago Loop Alliance's Annual Meeting, and Let the Good Times Stroll Annual Gala.

ANNUAL GALA

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's 19th Annual Gala took place on October 20 from Couch Place Alley to the Palmer House, a Hilton hotel, in a New Orleans themed second line parade along State Street. The new take on the annual event hosted over 350 guests and raised over \$236,000 to support public art projects and events like Sundays on State, The Gateway, the Arts in the Dark Halloween Parade, and more.



308

total Chicago Loop Alliance member and partner businesses in 2023

50

new member businesses joined Chicago Loop Alliance in 2023

60

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

704

of member/partner mentions in In The Loop content

451

LoopedIn attendees

\$200,225

in Membership revenue collected

2023 MEMBERS AND PARTNERS

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



2023 MEMBERS AND PARTNERS

131 South Dearborn, LLC	BWYB Products / Wallock International	Chicago Theatre, The	Elephant & Castle Pub and Restaurant - Wabash Avenue
212 W. Washington Condo Association	Cabaret ZaZou	Chicago Timeshares	Environmental Law & Policy Center
34th Ward Alderperson Office	Cambria Chicago Loop - Theatre District	Chicago Transit Authority	Epilepsy Foundation of Greater Chicago
360 Chicago	Cameron, Julie (ind.)	Chicago Youth Symphony Orchestras	EQ Office
42nd Ward Alderperson Office	Canal Street Eatery and Market and Afterbar	Chicagoland Chamber of Commerce	Exchange, The
4th Ward Alderperson Office	CannonDesign	Chicago's First Lady	Exchequer Restaurant & Pub
90th Meridian	Canopy by Hilton Chicago Central Loop	Chick-fil-A State & Lake	EXPO CHICAGO
A&A Ballet Center For Dance	Capital One Café	Choose Chicago	Expo Inc
Abbott	Carol Fox & Associates	Christkindlmarket Chicago	Faegre Drinker Biddle & Reath LLP
ABC-7/WLS Television, Inc.	CBRE Group, Inc.	CIBC	Fashion Mod
About Last Knife	CBRE Investment Management	CIRCLE Foundation	First Street Retail
Acadia Realty Trust	CEDARst Companies	City Centre Condominium Association	First United Methodist Church
AceBounce Flight Club	Center for Native Futures	Cityscape Garden & Design	FirstService Residential
Action Advertising, Inc.	CenTrio Energy	Clayco	FitzGerald
Adler University	Chicago Architecture Center	Club Quarters Hotel, Central Loop Chicago	FLIRT Communications
Aire Rooftop Bar	Chicago Athletic Association	Color Factory	FlyOver Chicago
Allegro Royal Sonesta Hotel Chicago Loop, The	Chicago Chop House	Columbia College Chicago	G3 Construction
Allied Global Marketing	Chicago Community Trust, The	Comcast, NBC Universal	Gayle V's Best Ever Grilled Cheese
American Writers Museum	Chicago Cook Workforce Partnership	ComEd	GEMS World Academy Chicago
Amlings Interior Landscape	Chicago Department of Business Affairs and Consumer Protection	Community Builders, Inc., The	Gene Siskel Film Center
Aries Charter Transportation, Inc.	Chicago Department of Cultural Affairs and Special Events	Comparion Insurance Agency, A Liberty Mutual Company	Gino's East - South Loop
Arlo Chicago	Chicago Department of Planning & Development	Concorde New Media	Glessner House
Art Institute of Chicago	Chicago Department of Streets & Sanitation	Conerty, Shannon (ind.)	Global Citizenship Experience Lab School
Aspire Properties	Chicago Department of Transportation	Confluence	Goddess and the Baker
Ateema Media & Marketing	Chicago Event Management, Inc.	Convene at 311 W. Monroe	Godfrey Hotel Chicago, The
Auditorium Theatre	Chicago Human Rhythm Project	Convene at Willis Tower	Goethe-Institut Chicago
Balanced Environments, Inc.	Chicago Loop Dentistry	Cook County Assessor's Office	Goettsch, Alexis (ind.)
Ballet 5:8	Chicago Loop Neighbors Association	Cook County Department of Transportation and Highways	GOGO Charters Chicago
Bannerville USA	Chicago Loop Synagogue	Dearborn Tavern, The	Goodman Theatre
Beacon Capital Partners	Chicago Police Department	DePaul University	Goodman Williams Group
Beatrix	Chicago Public Library	Design Museum of Chicago	Grady, Graham C. (ind.)
Berghoff Restaurant & Adams Street Brewery, The	Chicago School of Professional Psychology, The	DL3 Realty	Grant Park Bistro
Big Bus Tours - Chicago	Chicago Sinfonietta	Do312	Grant Park Music Festival
Blackstone Hotel, Autograph Collection, The	Chicago Symphony Orchestra	Downtown Apartment Company	Gray Line Chicago
Blick Art Materials		Draper and Kramer, Incorporated	Hampton Majestic Chicago Theatre District
Block Thirty Seven		EDUCO	Harold Washington College
Bobby's Bike Hike - Chicago Tours		Elephant & Castle Pub and Restaurant - Adams Street	Harold Washington Library
BrightView Landscape Services			Harris Theater for Music & Dance
Broadway In Chicago			
Building Owners & Managers Association			

Heritage at Millennium Park	Kalapriya Center for Indian Performing Arts	National Charter Bus Chicago	SP PLUS Corporation and Millennium Garages
Heron Agency	Kimpton Gray Hotel	Neathery, Derek (ind.)	Spa at Palmer House
Hilton Chicago	Kolb, John (ind.)	New City Moving	Spa at theWit
Hilton Garden Inn Chicago Central Loop	Kosin, Mark (ind.)	Next Level Event Design	Springboard Research Ltd
HLSA, Inc.	L3 Capital LLC	Northman Beer & Cider Garden, The	Starbucks Coffee Company
Honorary Board Member - Cal Audrain	Land & Lake Kitchen	Ocean Prime	StarEvents, Inc.
Honorary Board Member - Fran Casey	LaSalle Chicago, The	One North Kitchen and Bar	State & Lake Chicago Tavern
Honorary Board Member - Herman Berghoff	Le Meridien Essex Chicago	Organic Headshots	Staypineapple, An Iconic Hotel, The Loop
Honorary Board member - Lori Healey	League of Chicago Theatres	Palmer House, a Hilton Hotel	Stewart, Thanin (ind.)
Honorary Board Member - Melvin Katten	Levenfeld Pearlstein, LLC	Petterino's	Stone Real Estate Corp.
Honorary Board Member - Norman Elkin	Lighthouse ArtSpace Chicago	Pitch at The Loop, The	Streetplus
Honorary Board Member - Ralph Hughes	LM Studio Chicago	PNC Bank	Sweetwater Tavern & Grille
Honorary Board Member - Ron Arnold	Lunum, Inc.	Porchlight Music Theatre	Target
Hostelling International - Chicago	Lure Fishbar	Pressure Washing Systems	Tawani Property Management
HUB312	Lyric Opera of Chicago	Pritzker Military Museum & Library	TheJumperStore
I O Godfrey Roofscape	Macy's on State Street	Project Art Collective	theWit, a Hilton Hotel
IAMDAD365, Inc.	Maggie Daley Park	Protein Bar & Kitchen	TimeZoneOne
Illinois Hotel & Lodging Association	Magnificent Mile Association	Proven IT	Tiny Tapp & Cafe
Illinois Network of Charter Schools	Marc Realty	Public Communications, Inc.	Tolpin & Partners PC
Illinois Restaurant Association	Marq, The	Raised An Urban Rooftop Bar	Tours With Mike
Imee's Mediterranean Kitchen	Medieval Torture Museum	Raising Cane's Chicken Fingers	Transfix
Impact Networking	Metropolis Condominium Association	Remington's	Tucker, Inc.
Impress Orthodontics	Metropolitan Planning Council	Renaissance Chicago Downtown Hotel	Twenty North State Condominium
INDIRAP	Metropolitan Properties of Chicago, LLC	Revival Food Hall	Underground Donut Tour
Industrious Central Loop	Mid-America Real Estate Corp.	ROOF on theWit	Union League Club of Chicago
Industrious Millennium Park	MILA Chicago Luxury Apartments	Room to Breathe Psychotherapy & Yoga	University Center
Industrious Willis Tower	Millennium Hall	Royal Sonesta Chicago Downtown, The	University Club of Chicago
Interior Investments, LLC	Millennium Park Foundation	Royal Sonesta Chicago River North, The	University of Illinois Chicago
InterPark, LLC	Millennium Park Plaza	Russian Tea Time	UPS Store #6064, The Urban Real Estate
Italian Village Restaurants	Millennium Parking Garages	RVC Chicago	Velvetstyle Event Marketing
Jean de St. Aubin Consulting, LLC	Mindworks	SATC Law	Venteux
Joffrey Ballet, The	Moceri, Michael (ind.)	Satler, Dr. Gail (ind.)	W Chicago - City Center
Jovie Nannies and Sitters	Morningstar, Inc.	School of the Art Institute of Chicago	W Chicago - Lake Shore
JW Marriott Chicago	Morton's The Steakhouse - Wacker Place	ServPro of Downtown Chicago	Wabash Lights, The Walgreens
	Museum of Contemporary Art Chicago	Silk Road Rising	Walnut Room, The
	Museum of Illusions	Site Design Group, Ltd.	Wight & Company
	NARE Investments	Skydeck Chicago	Wintrust Bank - Chicago
	NASCAR Events and Entertainment	Solomon Cordwell Buenz (SCB)	Witt, Toni (ind.)
	Nash, Charles (ind.)	South Branch Tavern & Grille	World Business Chicago
			Zuniga Health



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MARKETING

Amplifying the positive narrative that the Loop is Chicago's central hub of industry, entertainment, shopping, business, and residents served as a primary area of focus in 2023.

Advancing the work of Loop businesses through intentional marketing efforts of Everyone's Neighborhood campaign and Sundays on State remained a major part of the marketing and communications strategy. This program area was furthered through fresh video campaigns surrounding Chicago Loop Alliance membership; What is a Chicago Loop Alliance Ambassador; and a general overview of Chicago Loop Alliance (CLA).



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





The marketing and communications team's hard work proved successful. Marketing and Communications efforts for Sundays on State and the 2022 Impact report received Publicity Club of Chicago Golden Trumpet Award wins, as well as recognition for Ariella Gibson in the Publicity Club of Chicago's 2023 30 Under 30 class.

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.



15.8 million

social media impressions

95,451

followers across social media platforms

+34%

increase in engagement across social media platforms

121

articles published on In the Loop

1.3 billion+

Sundays on State marketing and media impressions

1.3 million

Chicago Loop Alliance website pageviews

COMMUNICATIONS & MEDIA RELATIONS

Positively shaping the narrative of downtowns, particularly Chicago's Loop remained a challenge that Chicago Loop Alliance successfully navigated through valuable research and resources, tactful outreach, and an optimistic outlook on the future of the Loop.



These efforts included:

-  Sending timely communications to members and stakeholders with the latest information from city partners regarding resources and Loop advisories for Loop businesses
-  Nurturing relationships with local and national correspondents to maintain and elevate Chicago Loop Alliance's position as a thought leader
-  Distributing relevant press releases, media advisories, and pitches to journalists
-  Quickly responding to media requests on a variety of Loop topics

Chicago Loop Alliance secured coverage from every major local print, digital, and broadcast outlet, as well as national outlets.



41

press releases
and media
advisories sent

1,611

clips that mention
Chicago Loop
Alliance

\$1.6 billion+

earned media impressions for
Chicago Loop Alliance

\$26 million+

value of earned media coverage

247

emails sent

71,990

email subscribers

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

-  Quarterly State of the Loop operations reports
-  Loop residential study
-  Lasalle Aglow
-  Sundays on State
-  Annual Meeting
-  Host of International Downtown Association Conference & Marketplace
-  Chicago Loop Alliance Corridor Ambassador expansion
-  Youth Ambassador program
-  My Block, My Hood, My City's Downtown Day
-  ULI Technical Assistance Panel, Elevate State
-  Interactive State
-  Flag displays of Juneteenth and Pride Month
-  Holidays in the Loop
-  Let the Good Times Stroll Gala
-  NASCAR in the Loop
-  Arts in the Dark parade
-  Investment in the Loop

SELECT MEDIA COVERAGE



AP

Audacy

Australian Financial Review

AXIOS

BISNOW



Bloomberg

BROOKINGS

Business Traveller

Canadian Business Journal

Construction Insider



CHICAGO DEFENDER

CHICAGO



CHICAGO STAR

CHICAGO SUN TIMES

Chicago Tribune

Citizen

connect

CoStar

CRAIN'S

Daily Herald

The Dallas Morning News

FOX 32

GAZETTE

idealista

LaRaza



LOOP NORTH NEWS

msn



The New York Times

NEWCITY

CITIZEN

THE REAL DEAL

RE Journals

The Seattle Times

STREETBALL CHICAGO



VISUALIST



WBEZ CHICAGO

WGN NEWS

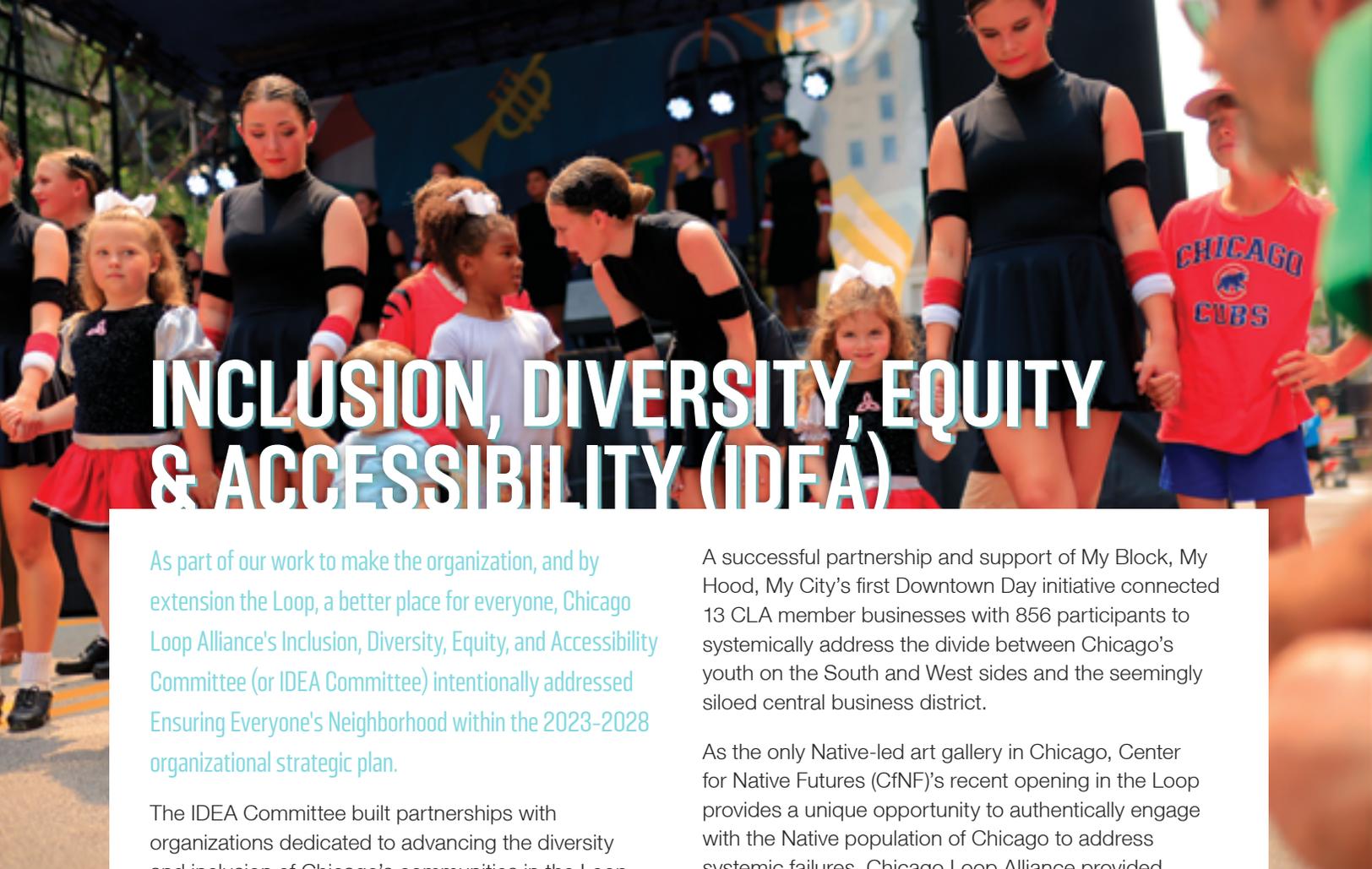
CHICAGO'S VERY OWN WGN9



wttw



yahoo! news



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) intentionally addressed Ensuring Everyone's Neighborhood within the 2023-2028 organizational strategic plan.

The IDEA Committee built partnerships with organizations dedicated to advancing the diversity and inclusion of Chicago's communities in the Loop, including My Block, My Hood, My City; Illinois Hispanic Chamber of Commerce; and Center for Native Futures. Throughout the strategic planning process, the principles of IDEA were intentionally distributed within each program area for an authentic approach.

A successful partnership and support of My Block, My Hood, My City's first Downtown Day initiative connected 13 CLA member businesses with 856 participants to systemically address the divide between Chicago's youth on the South and West sides and the seemingly siloed central business district.

As the only Native-led art gallery in Chicago, Center for Native Futures (CfNF)'s recent opening in the Loop provides a unique opportunity to authentically engage with the Native population of Chicago to address systemic failures. Chicago Loop Alliance provided marketing support for the gallery opening; enlisted the organization's expertise on a thoughtful and appropriate land acknowledgement; and met with the CfNF team to explore future collaboration.

35%

of Chicago Loop Alliance board is people of color

47%

of Chicago Loop Alliance board is women

54%

of Chicago Loop Alliance staff is people of color

69%

of Chicago Loop Alliance staff is women

88%

of vendors at Sundays on State were from underrepresented communities

13

CLA member businesses that participated in My Block, My Hood, My City's Downtown Day



2023 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.

*** Indicates payment or donations to CLA and CLAF. All other listings are for donations to CLAF only.

\$100,000+

Broadway In Chicago***
Choose Chicago
Joffrey Ballet***

\$25,001-\$75,000

Allstate Insurance Company
Macy's
Pressure Washing Systems
Target

\$15,000-\$25,000

EQ Office & Catalog

\$10,000-\$14,999

Block 37
Crown Family Philanthropies
Divvy
SP Plus Corporation and Millennium Garages
Streetplus
theWit, a Hilton hotel
Walgreens
Yellowstone Landscape

\$7,000-\$9,999

Bannerville
Brightview Landscape
CIBC
ComEd
DL3 Realty, L.P.
Draper and Kramer
Hard Surface Finishers, inc.
Wintrust

\$4,000-\$6,999

ABC-7/WLS Television, Inc.
Acadia Realty Trust
Auditorium Theatre
CannonDesign
Circle Foundation
DePaul University
Faegre Drinker Biddle & Reath LLP
Heron Agency
InterPark
Mid-America Real Estate Group
Millennium Park Plaza
Palmer House Hilton/Hilton Chicago
Proven IT
Realized Value Collaborative
Renaissance Chicago Downtown Hotel

\$4,000-\$6,999 (cont.)

School of the Art Institute of Chicago
Semmer Landscape

\$1,000-\$3,999

Action Advertising
Allied Integrated Marketing
CBRE Investment Management
CenTrio Energy
Columbia College Chicago
Comcast/NBCUniversal
The Community Builders
Concierge Preferred
Downtown Apartment Company
The Goodman Theatre
HLSA Inc. Security
Impact Networking
Interior Investments
Metropolitan Properties of Chicago, LLC.
Morningstar, Inc.
NASCAR Events & Entertainment
Nutrabolt
Obama Foundation
PNC Bank
ServPro of Downtown Chicago
Thompson Hine

FINANCIALS

Please note the presence of two separate sets of financial reports: Chicago Loop Alliance (CLA) leads the community by creating and supporting inclusive programs that attract people and investment to the Loop. 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 2023 FINANCIALS

Revenue	Budget	Actual
SSA Funding	\$ 3,638,691	\$ 3,152,267
Grants (restricted)	\$ 850,000	\$ 1,030,079
Sponsorships (unrestricted)	\$ 270,000	\$ 257,500
Membership Dues	\$ 200,000	\$ 200,225
Administrative/Management Fees	\$ 121,330	\$ 150,580
Civic Partnerships	\$ 15,000	\$ 15,000
Other Income	\$ 85,200	\$ 103,481
Interest Income	\$ -	\$ -
Total Revenue	\$ 5,180,221	\$ 4,909,132
Expenses		
General & Administration	\$ 1,514,721	\$ 1,581,150
Customer Attractions	\$ 932,500	\$ 865,268
Membership & Events	\$ 52,500	\$ 37,614
Public Way Aesthetics	\$ 1,256,000	\$ 1,151,641
Economic / Business Development	\$ 172,500	\$ 170,385
Public Safety Programs	\$ 1,252,000	\$ 1,215,719
Total Expenses	\$ 5,180,221	\$ 5,021,777
Total CLA Net for 2023	\$ -	\$ (112,645)
FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 506,824	\$ 506,824
Change in Net Position	\$ -	\$ (112,645)
END OF THE YEAR POSITION	\$	\$ 394,178

CHICAGO LOOP ALLIANCE FOUNDATION 2023 FINANCIALS

Revenue	Budget	Actual
Annual Fundraising Event (Gala/Other Event)	\$ 255,000	\$ 237,540
Placemaking Sponsorship (Unrestricted)	\$ -	\$ 300,239
Grants (Restricted)	\$ -	\$ 14,000
Annual Meeting	\$ 75,000	\$ 84,225
Other Income	\$ -	\$ -
Total Revenue	\$ 330,000	\$ 636,004
Expenses		
Placemaking Expenses	\$ -	\$ 232,628
Annual Fundraising Event Expenses	\$ 115,000	\$ 112,511
General & Administration	\$ 136,321	\$ 177,147
Annual Meeting Expenses	\$ 40,000	\$ 40,037
Other Program Expenses	\$ 38,679	\$ 25,000
Studies	\$ -	\$ -
Total Expenses	\$ 330,000	\$ 587,322
Total Foundation Net for 2023	\$ -	\$ 48,682

FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 363,821	\$ 363,821
Change in Net Position	\$ -	\$ 48,682
END OF THE YEAR POSITION	\$	\$ 412,503

**All figures are unaudited and based on the adopted 2023 operating budgets*

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The Joffrey Ballet

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Downtown Hotel

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South Regions Macy's

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President and CEO
RVC



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Laura Graves
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Business Planning
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Secretary
Director of Development
The Community Builders



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Chief Financial Officer



KIANA DISTASI
Chief Marketing &
Communications Officer



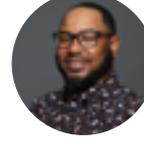
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Events



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Engagement



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Marketing and
Communications
Manager



**JERRY
ZOLLICOFFER**
Operations Manager
(through Streetplus)



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Communications
Coordinator



OCTAVION THOMAS
Social Services
Outreach Specialist
(through Streetplus)



MELVIN CRAIG III
Administrative
Assistant

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Membership Intern

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GRACE HEBERT
Planning Intern

ALEK JAUNZEMIS
Placemaking Intern



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Antonie Johnson
Tawone Keith
Harold Matthews
Daniel Moore
Alfonso Redditt
Nicolas Roa
Keontrae Sanders

Alex Scott
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Kamren Harris
Alex Howard

Alex Lipniewski
Zakariyya
Ogundimo
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