



CHICAGO
LOOP
ALLIANCE®

CHICAGO LOOP ALLIANCE ANNUAL REPORT


2020



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A low-angle photograph of the Chicago Loop skyline under a clear blue sky. In the foreground, the metallic, curved roof of the Millennium Park Cloud Gate sculpture is visible, with two people walking on it. The background is filled with various skyscrapers, including the Willis Tower on the right and the Aon Center in the center. A semi-transparent dark grey rounded rectangle is overlaid on the middle of the image, containing white text.

Chicago Loop Alliance creates, manages, and promotes positive and inclusive programs that attract people to the Loop and accelerate economic recovery.

Dear Loop Stakeholders

The Loop, like downtowns around the world, faced incredible challenges this year as the COVID-19 pandemic, resulting recession, and civil unrest over systemic racism and violence rocked the globe. Although 2020 was a year unlike any other, ingenuity and camaraderie emerged downtown in the Loop community. Chicago has a history of resiliency and triumph over great obstacles: the Great Chicago Fire, the World's Fair, the reversal of the Chicago River—the list goes on. This spirit manifested in the creative solutions Loop restaurants enacted to stay afloat during indoor dining bans and capacity limits. It manifested in a rapid shift to virtual engagement from our arts and culture organizations. It manifested in mutually beneficial partnerships, in some cases facilitated by Chicago Loop Alliance.

Our organization also faced new challenges this year and stepped up to the plate to support our members. Overnight, our administrative staff pivoted to remote working, and our Street Ambassadors prioritized safety and sanitization. We made salary cuts, eliminated positions, canceled popular in-person programs like ACTIVATE over public health concerns, and took many of our other signature events online, like Downtown Futures Series, LoopedIn networking events, and our annual fundraiser. We had crucial conversations about inclusion, diversity, equity, and accessibility (IDEA), and we created a plan for prioritizing these moving forward, including the creation of our IDEA Committee. We leaned into our role as the voice of the Loop by creating and distributing monthly reports that track Loop activity and business operations. We used this data, along with our relationships with businesses, to advocate for various industries that make the Loop great, including performing arts, restaurants, and transportation. We served as an important liaison between the Loop business community and various City departments and agencies, including the Mayor's Office, Chicago Police Department, Office of Emergency Management and Communications, and more.

We completed all this work and more in the spirit of a new marketing campaign and nickname for the Loop, "Everyone's Neighborhood." We now realize that home isn't just the place we sleep, but the restaurants, shops, theatres, parks, and streets we enjoy together. As the central business district and site of the city's most famous attractions and public spaces, the Loop is "home" to Chicagoans from every neighborhood. In an effort to brand the Loop in a way that is hopeful and inclusive, and after many conversations and brainstorming sessions with stakeholders, Chicago Loop Alliance launched this campaign over the summer. It utilized State Street banners, planter signs, CTA kiosks, digital advertising, publicity, and a community building light-up in partnership with the Building Owners and Managers Association of Chicago.

We also hosted Re-ACTIVATE, a virtual fundraiser, raising over \$90,000 to support the Chicago Loop Alliance Foundation and the recovery of the Loop neighborhood. Despite losses due to the year's challenges, Chicago Loop Alliance gained over 30 new members from a variety of industries and took a softer approach to membership. With an understanding of the hardships Loop businesses faced in 2020, our strategy shifted to community building and offered leniency with dues. This allowed us to serve more businesses when they needed us most.

All of our work this year would not be possible without our members and partners, both new and long-term. On behalf of our Board of Directors, thank you for the support you have shown CLA. We look forward to continuing to work toward economic recovery with you. We envision the Loop as an exceptional destination to live, work, and play for many years to come.



MICHAEL EDWARDS
President and CEO
Chicago Loop Alliance



JAMES TURNER
Board Chair
Chicago Loop Alliance






KEMPER



ENHANCED SERVICES

Chicago Loop Alliance provides cleanliness, beautification, safety, and maintenance services to Special Service Area #1-2015, covering State Street and parts of Wabash Avenue. These services were more important than ever in 2020, when clean, sanitized surfaces became imperative for public health and safety, and when waves of civil unrest impacted the Loop.

In 2020, Street Team Ambassadors:

-  Increased partnerships with social service agencies to better serve the people on State Street experiencing homelessness
-  Piloted a new pop-up resource center in the Harold Washington Library
-  Installed and managed portable toilets in the Loop at the height of the stay-at-home order, providing a clean place for people experiencing homelessness to use the restroom

1,004
social service referrals made

1,483
business check-ins made to State Street merchants

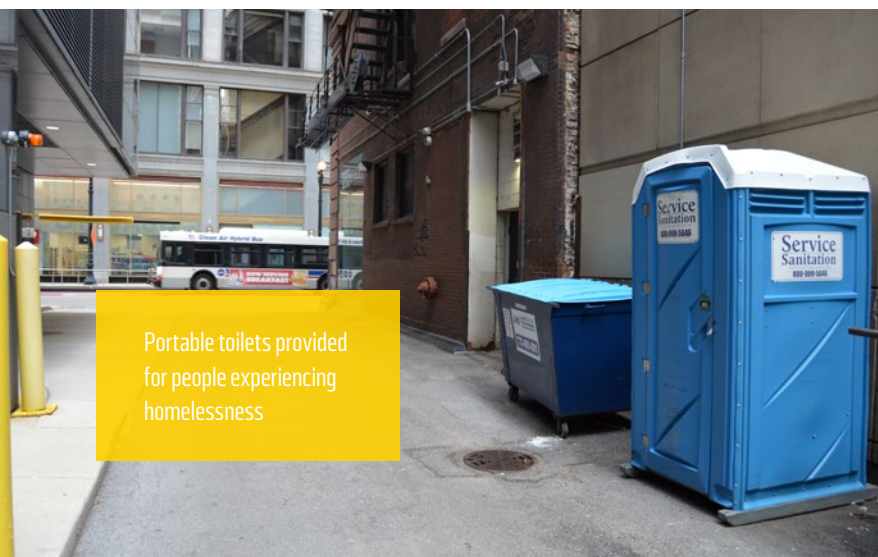
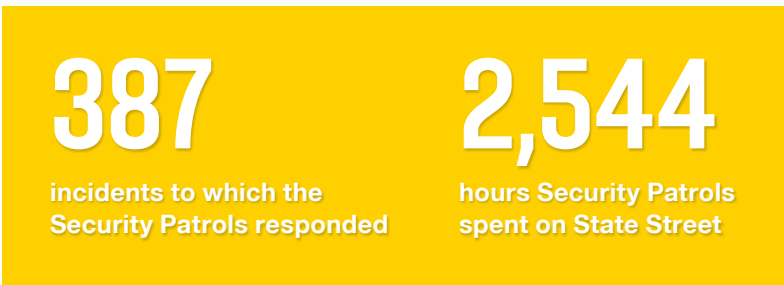




Clean Team Ambassadors continued their usual sidewalk sweeping and graffiti removal duties, but 2020 saw a significant shift in focus to sanitizing surfaces like garbage cans, bike racks, and the seating at The Gateway. Additionally, Chicago Loop Alliance's regular power washings in 2020 incorporated a virucide shown to kill lingering strains of COVID-19.







State Street's Security Patrols played a vital role in keeping SSA#1-2015 safe and welcoming. In addition to increasing their presence on the street, including overnight, Chicago Loop Alliance disarmed the Security Patrols over the summer in the wake of a national conversation on unconscious bias in policing.



Portable toilets provided for people experiencing homelessness

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



ECONOMIC DEVELOPMENT

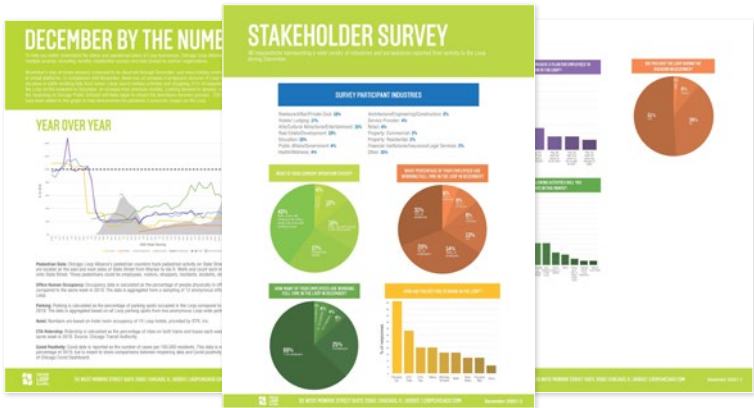
Amid COVID-19 and its economic impacts, Chicago Loop Alliance placed renewed urgency on its economic development efforts.

Support of the business community included:

-  Designing and purchasing signage for 13 Loop businesses
-  Participating in World Business Chicago's Economy 2030 Plan, the basis of the COVID-19 Recovery Task Force Advisory Report, Forward Together
-  Lobbying local, state, and federal officials for COVID-19 relief for a variety of industries
-  2019 Arts in the Loop Economic Impact Study cited in dozens of news articles in support of the Save Our Stages Act

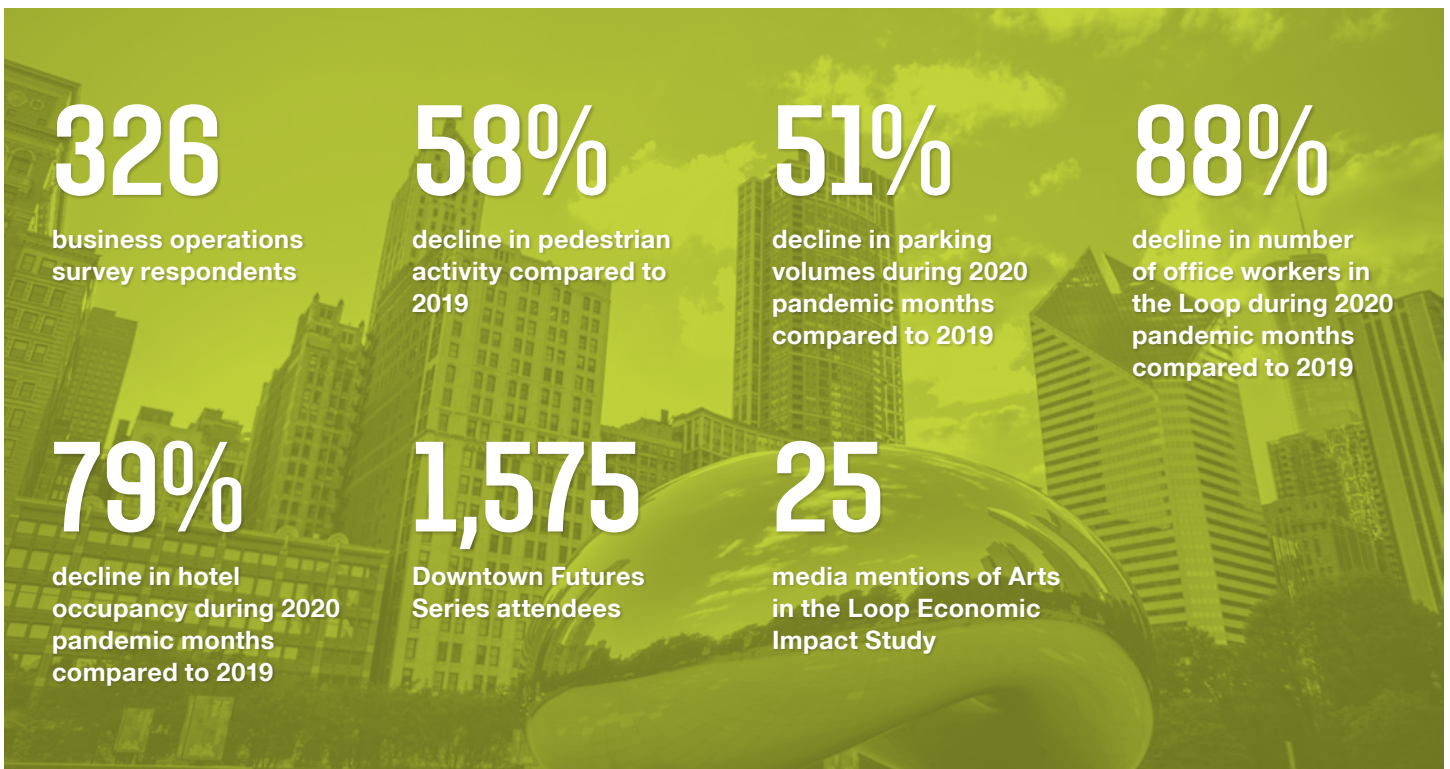


Member signage



Chicago Loop Alliance gathered and shared data to get a reliable picture of the Loop economy in real time, including pedestrian activity, parking volumes, the number of people in offices, hotel occupancy, and monthly surveys on business operations.

Downtown Futures Series went virtual in 2020. Utilizing Zoom allowed for speakers from around the world to participate, and meant hundreds of attendees at each event learned how COVID-19 impacted offices, retail, public art, mobility and transportation, higher education, and North American downtown economies.





PLACEMAKING

2020 presented a new challenge: How do we create effective placemaking that allows for social distancing during a pandemic?

In a tough but necessary decision, Chicago Loop Alliance canceled ACTIVATE, a series of free pop-up art events that transform alleys and other urban locations into creative exhibition spaces for thousands to enjoy. ACTIVATE's 2019 season won the Excellence Award from the International Downtown Association, and the program will return when public health officials deem it safe to gather in large numbers.

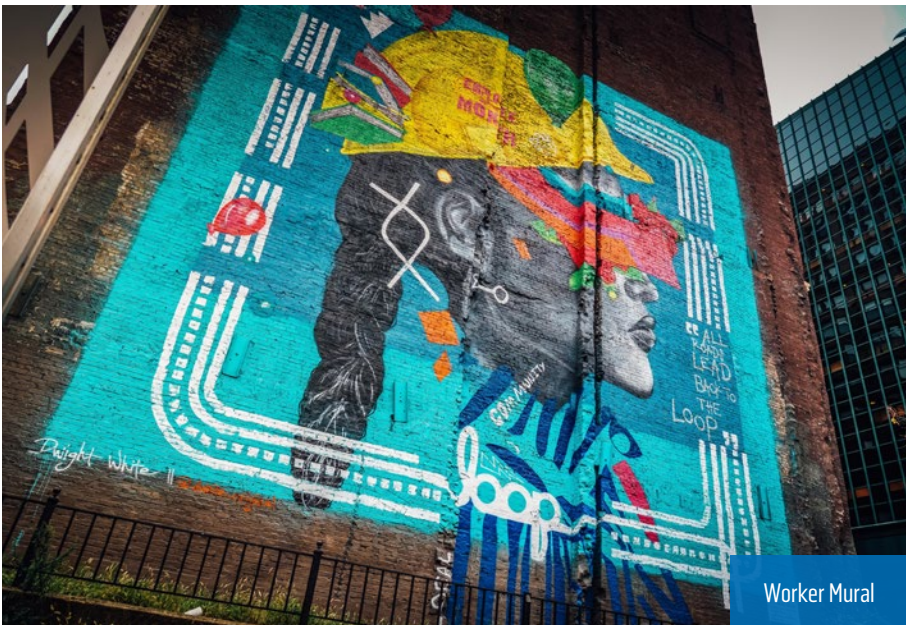
Despite canceling ACTIVATE, CLA worked with local artists to install a variety of murals around the Loop—one at Dearborn and Ida B. Wells that honors Loop workers and coincides with Chicago Loop Alliance's Loop Employee of the Month awards, and many throughout the year in partnership with a new Chicago nonprofit organization called Paint the City.

In November, after nearly a decade on State Street, Lightscape was removed to make way for a new lighting installation in the future.





Holidays in the Loop Painted Windows



Worker Mural



Paint the City

7

new murals painted in the Loop

5

storefronts activated with artwork

\$45,000

in economic impact from murals in the Loop

\$100,000

in grants secured by Chicago Loop Alliance for Paint the City, a new public art partner

11

local artists engaged






PLANNING AND ADVOCACY

Chicago Loop Alliance reviews projects and advocates for Loop issues like transportation, public space, and opportunities for business and investment.

The Elevate State corridor plan officially launched in February but was later put on hold due to COVID-19. CLA participated in important conversations with City of Chicago agencies and departments, like the Chicago Transit Authority, Chicago Department of Transportation, and Chicago Department of Planning and Development.

Big projects and initiatives include:

-  Redevelopment of the State and Lake CTA station
-  E-scooter pilot program
-  C-40 Reinventing Cities sustainable design competition to reimagine Pritzker Park with a carbon-neutral project



Elevate State planning meeting



In addition to local advocacy work, Chicago Loop Alliance also took its expertise around the world in 2020 through virtual conferences and membership in downtown management associations. Chicago Loop Alliance staff spoke on panels regarding the impact of COVID-19 on downtowns, the relationship between downtowns and their institutions of higher education, best practices for content marketing, and more.

#1

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

236

active business licenses in SSA#1-2015

4

design and signage packages reviewed by the Design and Advocacy Committee

4

governmental task forces in which Chicago Loop Alliance participated

10






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



MARKETING

COVID-19 and quickly changing regulations required a flexible marketing strategy in 2020.

Chicago Loop Alliance's biggest marketing campaign, *Everyone's Neighborhood*, launched in July utilizing

-  Banners and street-level signage along State Street
-  Partnerships with community organizations, property owners, cultural institutions, and other local businesses
-  A Loop-wide community building light-up campaign
-  Television, digital advertising, and e-communications
-  Social media efforts led by a new hashtag: #BackInTheLoop



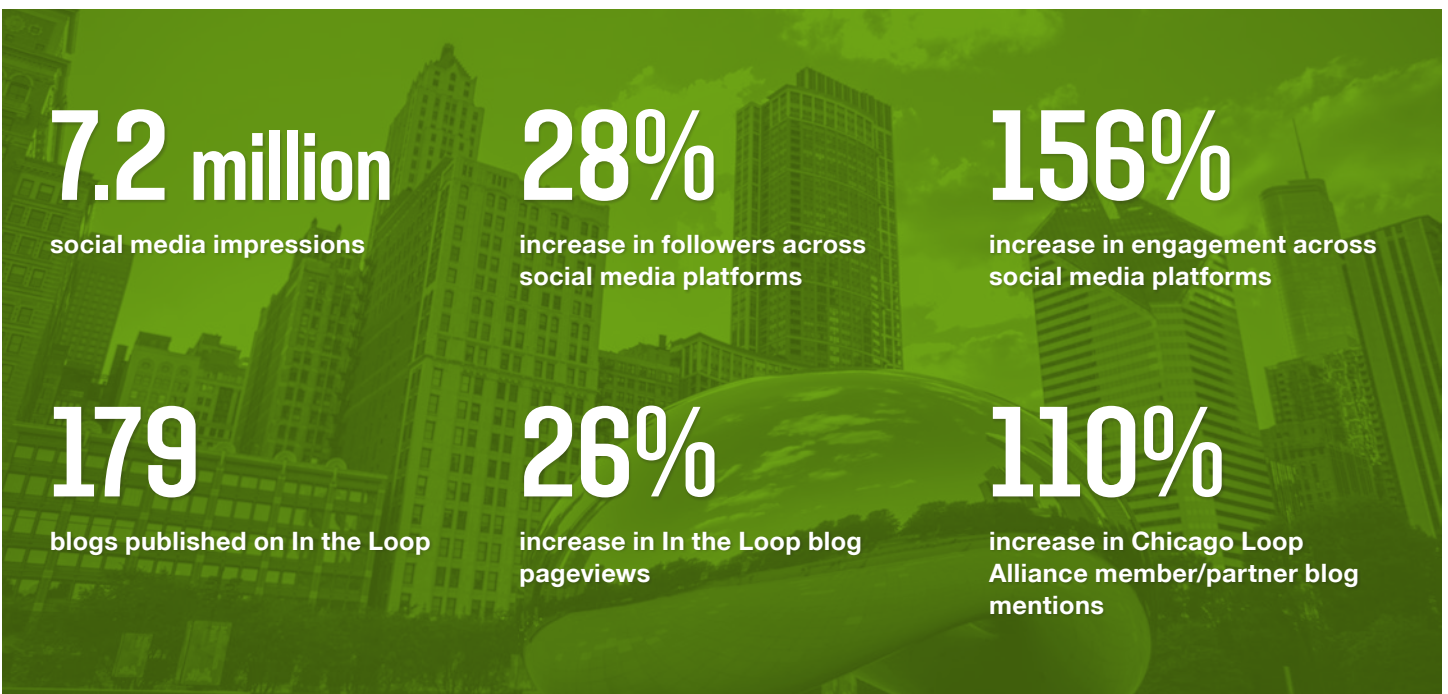
A building light-up campaign and #BackInTheLoop were part of CLA's 2020 flexible marketing strategy



While the Loop's essential workers and 20,000 residents never left, the neighborhood saw an 80 percent drop in pedestrian activity during the state's stay at home order in the spring, illustrating the importance of the Loop's 370,000 workers. Members of the large worker population in the Loop hail from every neighborhood in Chicago and beyond, which was the chief motivation for earning the "Everyone's Neighborhood" moniker. People missed the Loop in ways they didn't expect during the pandemic. Home isn't just the place we sleep, but the restaurants, shops, offices, schools, theatres, parks, and streets we experience together.

To stay nimble, Chicago Loop Alliance utilized a variety of techniques including digital marketing, social media, direct mail, television advertising, and online pre-roll advertising. CLA created and regularly updated an online What's Open toolkit as regulations changed throughout the year. Similarly, an online Back to Work toolkit featured all the information anyone would need to know when deciding when and how to come back to work in the Loop.

Chicago Loop Alliance also continued established marketing campaigns and projects, including Holidays in the Loop and the In the Loop blog.








PUBLIC RELATIONS

The challenges of 2020 allowed CLA to position itself as a thought leader and major voice of the district through ramped-up public relations efforts.

These efforts included:

-  Sending timely emails to members and stakeholders with the latest information from City partners during the pandemic and the summer's civil unrest
-  Distributing more press releases, media advisories, and pitches to journalists
-  Acting fast to respond to requests for comment on a variety of Loop issues



38

press releases and media advisories sent

\$490,000

value of earned media coverage

567

clips that mention Chicago Loop Alliance

690 million

earned media impressions for Chicago Loop Alliance

350

emails sent

39,000

email subscribers

Chicago Loop Alliance used the press to advocate for the business district during the pandemic and civil unrest, while also earning coverage on projects like

-  Clean and safe efforts
-  Annual Meeting
-  Elevate State
-  Everyone's Neighborhood
-  Downtown Futures Series
-  Arts in the Loop Economic Impact Study
-  Monthly business operations reports
-  What's Open toolkit
-  Back to Work toolkit
-  Harold Washington Library resource center pilot
-  Loop Employee of the Month
-  Holidays in the Loop and Holidays in the Loop Painted Windows
-  Re-ACTIVATE virtual fundraiser

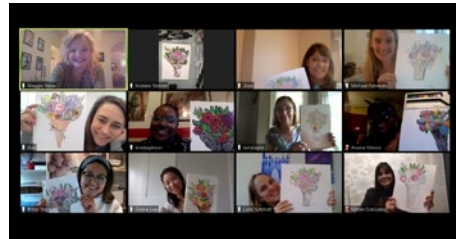




MEMBERSHIP

In 2020, Chicago Loop Alliance's Membership program emphasized community building and support of Loop businesses more than ever amid the coronavirus pandemic. Through waived fees, payment extensions, and general flexibility, CLA built relationships with over 30 new members, while also 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. After a successful in-person LoopedIn networking event in January and the Annual Meeting in February, CLA took member events online in compliance with health and safety guidelines. CLA was a leader in innovative virtual events that featured a variety of members, announcing a series of virtual events less than one month into the pandemic. Industry meet-ups, paint nights with local artists, online workout classes, and more kept CLA members connected from home. During the summer, as COVID-19 regulations loosened, Chicago Loop Alliance hosted socially distanced in-person events with small groups, and hybrid events that allowed for in-person interaction or virtual networking. Throughout the year's rapidly changing regulations, CLA always prioritized connection and community in the Loop.



From innovative virtual events to small socially distanced gatherings, CLA prioritized connection and community in the Loop in 2020

311

total Chicago Loop Alliance members in 2020

31

new members joined Chicago Loop Alliance in 2020

18

new members received a complimentary membership, most of which were small, local businesses

214

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



















\$100,000

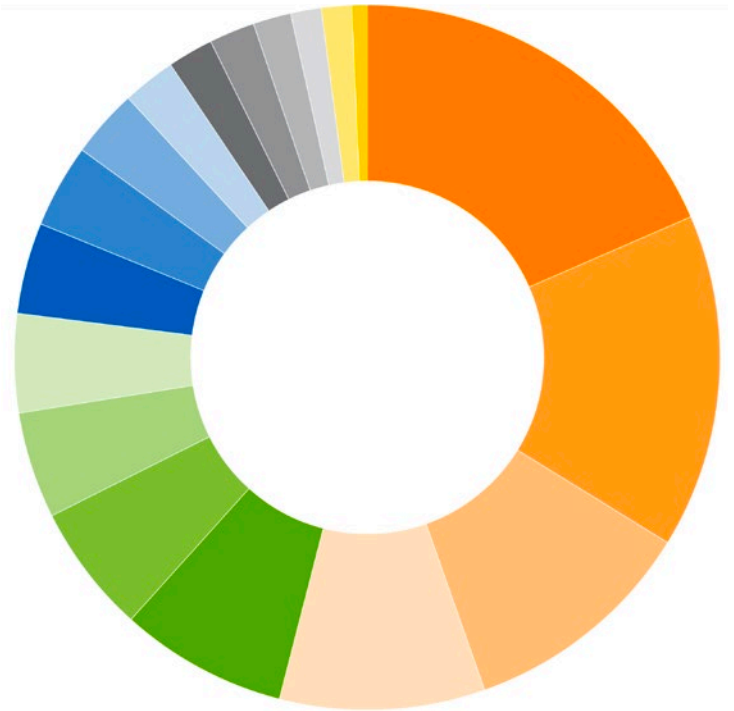
in Membership revenue collected

75+

Members safely networked at in-person events during the pandemic

2020 MEMBERS AND PARTNERS

-  Restaurants, Bars & Private Clubs: **53**
-  Arts, Cultural Attractions & Entertainment: **44**
-  Services: **31**
-  Hotels: **27**
-  Real Estate & Development: **22**
-  Education: **17**
-  Architecture, Engineering and Construction: **14**
-  Banks, Insurance & Legal: **13**
-  Retail: **12**
-  Buildings: Residential: **11**
-  Individual Members: **9**
-  Marketing, Advertising, Design & Communications: **7**
-  Buildings: Commercial: **6**
-  Parking & Transportation: **6**
-  Media: **5**
-  Landscaping & Maintenance: **4**
-  Shipping, Printing & Distribution: **4**
-  Energy: **2**



2020 MEMBERS AND PARTNERS

131 South Dearborn, LLC (Hines Interests, L.P.)	Blick Art Materials	The Chicago Theatre	Epilepsy Foundation of Greater Chicago
212 W Washington Condominium Association	Block Thirty Seven	Chicago Timeshares	EQ Office
360 Chicago	BMO Harris Bank	Chicago Youth Symphony Orchestras	Exchequer Restaurant and Pub
3rd Coast Imaging, Inc.	Bobby's Bike Hike – Chicago Tours	Chicago Zoological Society Brookfield Zoo	EXPO Chicago
70 Eats	Brightview Landscape Services	Chicagoland Chamber of Commerce	Fairfield Properties
A&A Ballet Center For Dance	British International School of Chicago South Loop	Chicagoland Retail Sector Center/ Pyramid Partnership, Inc.	Fine Arts Building Studios
ABC7 / WLS Television, Inc.	Broadway In Chicago	Chicago's First Lady	First United Methodist Church
About Last Knife	Buffet MP, LLC	Chick-fil-A State and Lake	FLATS The Alfred
Absolutely Chicago Segway Tours	Building Owners and Managers Association of Chicago	Choose Chicago	FLIRT Communications
Acadia Realty Trust	BuildThis	Christkindlmarket Chicago – German American Services, Inc.	The Florentine
AceBounce - Flight Club Darts Chicago	CA Ventures	CIBC	Flowers for Dreams
Adler University	Café Bonhomme and Beatnik on the River	CIRCLE Foundation – Innovations High School	Fogo de Chao
Advanced E&S Group	Cambria Chicago Loop – Theatre District	City Winery	Formento's
Alderman Brendan Reilly, 42nd Ward	Campbell, Keith (Individual)	Clayco, Inc.	Fox Rothschild LLP
Alderman Sophia King, 4th Ward	CannonDesign	The Cliff Dwellers	Frank Lloyd Wright Trust
Allen, Barbara (Individual)	Catco Consulting	Cochon Volant Brasserie	G3 Construction Group, Inc.
Allied Live	CBD Kratom	Columbia College Chicago	Gayle V's Best Ever Grilled Cheese
Aloha Print Group	CBRE Group, Inc.	ComEd	GDI Services, Inc.
American Writers Museum	CEDARst Companies	Concord Realty Advisors	GEMS World Academy Chicago
The Anti-Cruelty Society	Center for Talent Development at Northwestern University	Concorde Print & Design	Gene Siskel Film Center
Anvan Midwest Realty Management Co., Inc.	Chicago Architecture Center	Conference Chicago at University Center	Gensler Design
Arnold, Ron (Honorary Board Member)	Chicago Athletic Association Hotel	Convene	Get Growing Foundation
The Art Institute of Chicago	Chicago Bears Football Club	Corner Bakery Café	GlenStar Asset Management
Aspire Properties	Chicago Cook Workforce Partnership	Corporate Office Construction, LLC	Goddess and the Baker
AT&T Retail Store	Chicago Department of Cultural Affairs and Special Events	The Dearborn	Godfrey Hotel Chicago
Ateema Media & Marketing	Chicago Department of Planning and Development	DePaul University	Goethe-Institut Chicago
Atrium Mall at the Thompson Center	Chicago Department of Streets and Sanitation	Design Museum of Chicago	GOGO Charters Chicago
Auditorium Theatre	Chicago Department of Transportation	Dos Toros Taqueria	Goodman Theatre
Audrain, Cal (Honorary Board Member)	Chicago Elevated	Downtown Apartment Company	Goodman Williams Group
Balanced Environments, Inc.	Chicago Fashion Incubator	Drunk Shakespere	Grant Park Bistro
Bannerville USA	Chicago Loop Neighbors Association	Elephant & Castle	Grant Park Music Festival in Millennium Park
Baum Realty Group, LLC	Chicago Police Department, 1st District Central	Elkin, Norman (Honorary Board Member)	Gray Line Sightseeing Tours / Aries Charter Transportation
Beacon Capital Partners	The Chicago School of Professional Psychology	Embarc	Green Star Movement
Berghoff Catering and Restaurant Group	Chicago Semester	Emerald Loop Bar & Grill	Grubnich, Ann (Individual)
Berghoff, Herman (Honorary Board Member)	Chicago Symphony Orchestra	Environmental Law & Policy Center	Hampton Inn & Homewood Suites Chicago West Loop
Big Bus Tours – Chicago		Envision Unlimited	Hampton Inn Majestic
The Blackstone Hotel		Enwave Chicago	Harold Washington Library
Blake's Seed Based			Healey, Lori (Honorary Board Member)

Heritage Shops at Millennium Park	Luxe Barber & Shave Lounge	PC Events & Experiences, LLC	Sugar Bliss
Hero Coffee Bars	Lyft	Peterson Picture Company	Target
Hilton Chicago	Lyric Opera of Chicago	PNC Bank – Monroe and Dearborn	Taureaux Tavern
Hostelling International – Chicago	Macy's	Poblocki Sign Company	Tawani Property Management
Hotel EMC2	Maggie Daley Park	Porchlight Music Theatre	Loop – The Monroe Building
Hotel Julian Chicago	Magnificent Mile Association	Pressure Washing Systems	Teatro ZinZanni
Hughes, Ralph (Honorary Board Member)	Marc Realty	Principal Financial Group	theWit Hotel
Hyatt Centric – The Loop Chicago	The Marq	Pritzker Military Museum & Library	Tigerlily Events at Lincoln Park Zoo
Illinois Chamber of Commerce	Max's Take Out	Protein Bar	TimeZoneOne
Illinois Hotel & Lodging Association	McGuire Engineers	Proven IT	Tolpin & Partners, PC
Illinois Restaurant Association	Meredith Corporation	Public Communications, Inc.	Toni Patisserie and Café
Impact Networking	Merz Downtown	Punch Bowl Social West Loop	Tucker, Inc.
Industrious	Metropolis Condominium Association	RAM Racing	Turning the Page
Instawork	The Metropolitan	Randolph City Tower Apartments	Twenty North State Condominium Association
Intelligentsia Coffee and Tea	Metropolitan Planning Council	RATIO	Union League Club of Chicago
Interior Investments	Metropolitan Properties of Chicago, LLC	Remington's	UNIQLLO USA
International Museum of Surgical Science	MGLM Architects	Renaissance Chicago Downtown Hotel	University Club of Chicago
InterPark	The Mid-America Club	Revolution Physical Therapy and Weight Loss	University of Phoenix
Island Party Hut	Mid-America Real Estate Corp.	Riley Safer Holmes & Cancila LLP	Urban Real Estate
Italian Village Restaurants	MILA Chicago Luxury Apartments	Roach, Anthony (Individual)	Veggie Grill
J.C. Anderson, Inc.	Milieu Chicago	Rosenfeld Injury Lawyers	Vennequity LLC
The Joffrey Ballet	Millennium Park Plaza	Russian Tea Time	Vero Design & Build
The John Buck Company	Minor, Brent (Honorary Board Member)	SATC Law	Virgin Hotels Chicago
The John D. and Catherine T. MacArthur Foundation	Monk's Pub	Satler, Gail (Individual)	W Chicago City Center
John Marshall Law School	Morton's The Steakhouse – Wacker Place Chicago	School of the Art Institute of Chicago	Wabash Lights
JW Marriott Chicago Hotel	Museum of Illusions	See Chicago Dance	Walgreens
Katten, Mel (Honorary Board Member)	Nando's Peri-Peri	Shoreline Sightseeing	Weber Grill – Chicago
Katten Muchin Rosenman LLP	NARE Investments/ North American Real Estate	Silk Road Rising	Webpass from Google Fiber
Kehoe Designs	National Charter Bus Chicago	SilverIP Communications	Well Done Hospitality Group
Key Magazine	Near South Planning Board	site design group, ltd.	Well Dressed Tables by Arena Americas
Kimpton Gray Hotel	Neathery, Derek (Individual)	Skydeck Chicago	Wendella
Kimpton Hotel Allegro	Newcastle Limited LLC	Skylight Studios – Skylight at the Chicago Board of Trade Building	WeWork
Kimpton Hotel Monaco	Noonan, William (Individual)	Solomon Cordwell Buenz	Whimsical Candy Kitchen & Store
L3 Capital LLC	Norman Distribution	SP Plus Corporation	Willens Law Offices
Labriola	Ocean Prime	Special Olympics Chicago	Willie Dixon's Blues Foundation
Land & Lake Kitchen	O'Connor, Meaghan (Individual)	Specialty's Café and Bakery	Wintrust Bank Chicago
Latinicity Food Hall	Old Town Merchants & Residents Association	Springboard Inc.	Wow Bao
League of Chicago Theatres	One North Kitchen and Bar	St. Jane Hotel	Yelp, Inc.
Liberty Mutual Insurance	Organic Headshots	Staypineapple, An Iconic Hotel, The Loop	Zonatherm Products
Lighthouse ArtSpace	Paint the City	Stock and Ledger	
LR Windsor	Palmer House Hilton Chicago	Stone Real Estate Corp.	

RE-ACTIVATE



Chicago Loop Alliance Foundation

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's annual gala was reimagined as a virtual fundraiser called Re-ACTIVATE.

The virtual event in support of the Chicago Loop Alliance Foundation and the recovery of the Loop neighborhood was free to attend and open to the public, with a variety of opportunities to donate. Through donations and generous sponsors, the event raised over \$90,000. Re-ACTIVATE featured keynote speaker Toni Griffin, founder and principal of urbanAC, professor in practice at the Harvard Graduate School of Design, and director of the Just City Lab, in conversation with Chicago Loop Alliance Board Member and Gensler Principal David Broz; Mayor Lori E. Lightfoot; live painting by Chicago street artist Keith Smith, a.k.a. Afrokilla; Chicago Loop Alliance President and CEO Michael Edwards; and ABC 7's Windy City Live host Val Warner as the event emcee.

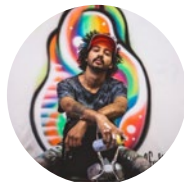
Re-ACTIVATE's keynote conversation, "Making the Loop Everyone's Neighborhood," spoke to the Loop's new nickname. The Loop is where Chicagoans from every ZIP code gather to work, shop, recreate, and protest. It's the literal and figurative center of the city. The conversation focused on how the Loop can grow to become even more inclusive, equitable, accessible, and diverse.



VAL WARNER | EMCEE
Host, ABC 7's Windy City Live



TONI GRIFFIN | KEYNOTE SPEAKER
Founder and principal, urbanAC · Professor in practice, Harvard Graduate School of Design · Director, Just City Lab



KEITH SMITH, A.K.A. AFROKILLA
Chicago Street artist



LORI E. LIGHTFOOT
Chicago Mayor



MICHAEL EDWARDS
President and CEO,
Chicago Loop Alliance



DAVID BROZ
Chicago Loop Alliance Board Member
Principal, Gensler

FOUNDATION 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.

Through support from the Chicago Loop Alliance Foundation's annual fundraisers and corporate sponsorships, the Foundation is able to provide and support strategic initiatives that improve the vibrancy of the Loop's public spaces. Although much different than past years, the Foundation was able to deliver several unique programs such as mural installations throughout the Loop and Re-ACTIVATE, a virtual fundraiser.

\$35,000+

Pressure Washing Systems

\$7,000-\$11,999

CIBC

Streetplus

\$5,500-\$6,999

CityEscape Garden & Design LLC

ComEd

DePaul University

Tawani Property Management – Loop

\$4,000-\$5,499

Auditorium Theatre

Downtown Apartment Company

Hard Surface Finishers, Inc.

Hilton Chicago

\$2,500-\$3,999

Acadia Realty Trust

CannonDesign

Chicago Zoological Society

Clayco

Gensler Design

InterPark

The Joffrey Ballet

SP Plus Corporation

Walgreens Co.

\$1,000-\$2,499

3rd Coast Imaging

ABC-7/WLS Television, Inc.

The Art Institute of Chicago

Balanced Environments, Inc.

Bannerville USA

Broadway In Chicago

Enwave Chicago

Equity Office

Goodman Theatre

HLSA INC Security

Interior Investments

J.C. Anderson, Inc.

Katten Muchin Rosenman LLP

Mid-America Real Estate Corp.

Proven IT

Renaissance Chicago Hotel

School of the Art Institute of Chicago

theWit Hotel

FINANCIALS

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.

Please note the presence of two separate sets of financial reports:

CHICAGO LOOP ALLIANCE & SPECIAL SERVICE AREA 1-2015 2020 FINANCIALS

Revenue	Budget	Actual
SSA Funding	\$ 3,121,695	\$ 2,529,724
Membership Dues	\$ 185,000	\$ 100,375
Sponsorships (unrestricted)	\$ 295,000	\$ 59,000
Administrative/Management Fees	\$ 95,000	\$ 64,895
Civic Partnerships	\$ 15,000	\$ 15,000
Grants (restricted)	\$ -	\$ 9,000
Community Networking Events	\$ 10,000	\$ -
Other Income	\$ 25,200	\$ 79,682
Interest Income	\$ -	\$ -
Total Revenue	\$ 3,746,895	\$ 2,857,676
Expenses		
General & Administration	\$ 1,265,556	\$ 934,047
Customer Attractions	\$ 522,600	\$ 330,142
Membership & Events	\$ 41,000	\$ 11,668
Public Way Aesthetics	\$ 1,306,989	\$ 1,034,904
Economic / Business Development	\$ 100,750	\$ 92,332
Public Safety Programs	\$ 510,000	\$ 518,777
Total Expenses	\$ 3,746,895	\$ 2,921,870
Total CLA Net Loss for 2020	\$ -	\$ -64,194
FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 531,479	\$ 531,479
Change in Net Position	\$ -	\$ -64,194
END OF THE YEAR POSITION	\$	\$ 467,285



CHICAGO LOOP ALLIANCE FOUNDATION 2020 FINANCIALS

Revenue	Budget	Actual
Annual Fundraising Event (Gala/Other Event)	\$ 255,000	\$ 114,873
Placemaking Sponsorship (Unrestricted)	\$ 165,000	\$ 43,222
Grants (Restricted)	\$ -	\$ 53,750
Annual Meeting	\$ 50,000	\$ 53,775
Other Income	\$ -	\$ -
Total Revenue	\$ 470,000	\$ 265,620

Expenses	Budget	Actual
Placemaking Expenses	\$ 147,300	\$ 44,602
Annual Fundraising Event Expenses	\$ 145,000	\$ 22,889
General & Administration	\$ 115,200	\$ 79,942
Annual Meeting Expenses	\$ 40,000	\$ 38,559
Other Program Expenses	\$ 22,500	\$ 18,700
Studies	\$ -	\$ -
Total Expenses	\$ 470,000	\$ 204,693
Total Foundation Net Gain for 2020	\$ -	\$ 60,928

FUND BALANCE NET POSITION	Budget	Actual
Beginning of the Year	\$ 287,024	\$ 287,024
Change in Net Position	\$ -	\$ 60,928
END OF THE YEAR POSITION	\$	\$ 347,951

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Program Manager

Vincent Accurso
Team Leader

Alfonso Redditt

Terence Shelton

Antonie Johnson

Mark Orr

Paris Williamson

Nakena Calhoun

Alonzo Zollicoffer

Dawayne Wills



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Patrick Williamson

Ajoni Upton

Sammie Stansbury

Harold Matthews

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