



CHICAGO
LOOP
ALLIANCE®

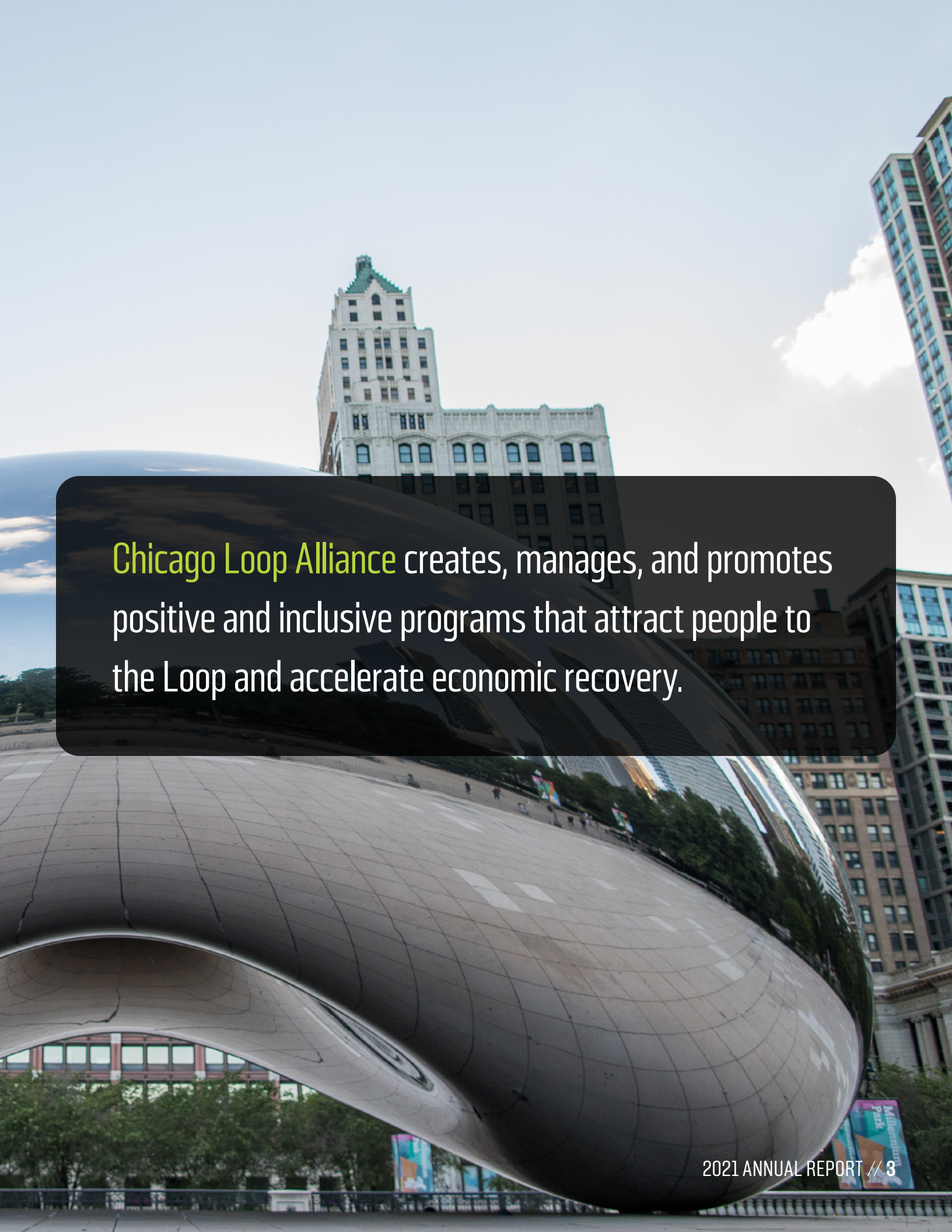
CHICAGO LOOP ALLIANCE ANNUAL REPORT

2021



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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 Stakeholders

2021 marked a year of gradual recovery for the Loop, with both forward leaps and setbacks that required all of us to employ the flexibility we honed in 2020. Recovering from the ongoing impacts of the COVID-19 pandemic will continue into 2022, but we have a solid foundation in place; and 2021 brought a variety of big wins for the city and downtown. This year, Chicago was voted the Best Big U.S. City by Conde Nast Traveler for an unprecedented fifth year in a row. The 2020 U.S. Census found that the Loop is Chicago's fastest-growing neighborhood, and Chicago's downtown is the fastest-growing of any city's in the country. Businesses are bringing their headquarters to our district; vacant retail spaces are being filled by stores, restaurants, and attractions; and vaccinations against the coronavirus continue throughout the city. We are not out of the woods, but we're in this together.

Chicago Loop Alliance stepped up to the plate in 2021 to support the Loop's reactivation and recovery. We hosted hybrid, virtual, and fully in-person member events, like our Annual Meeting in March and our holiday LoopedIn celebration in December. Through marketing and communications efforts, we provided resources and encouragement to get people back to work and back in the Loop supporting our member businesses. By the end of the year, we began working toward doubling the size of our Street Team and adding a dedicated homeless outreach professional to ramp up our services on State Street in 2022. With the launch of the Loop Mural Walk, we gave locals something new and exciting (and Instagrammable!) to do downtown. And, of course, we attracted over half a million attendees to Sundays on State, a free open streets event series that brought art, culture, active recreation, food and drink, shopping, and local attractions right onto State Street for eight Sundays over the summer in an effort to unite the community, create joy, and accelerate the Loop's economic recovery.

We completed all this work and more in the spirit of our nickname for the Loop, "Everyone's Neighborhood." To ensure the Loop grows into a more equitable district, we launched various diversity, equity, and inclusion (DEI) efforts in 2021. We worked with a consultant to provide unconscious bias training to our staff and board and leaned on our newly formed IDEA (inclusion, diversity, equity, and accessibility) Committee to set goals and create a strategy to reach them. This work is only just beginning, but we've already taken strides to diversify our board so the people setting the direction of Chicago Loop Alliance more closely represent the population of the city of Chicago.

We also hosted Maskerade, a virtual fundraiser, raising \$146,500 to support the Chicago Loop Alliance Foundation and the recovery of the Loop neighborhood. To top it off, Chicago Loop Alliance gained over 27 new members from a variety of industries and hired a Community Engagement Director to expand our reach and impact across the city.

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, 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



JEAN DE ST. AUBIN
Board Chair
Chicago Loop Alliance









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 2021, Street Team Ambassadors:

-  Worked toward goal of doubling workforce and adding a dedicated homeless outreach professional with planned completion in early 2022
-  Increased their unconscious bias training
-  Grew the pop-up resource center in the Harold Washington Library by engaging more partners and serving more people
-  Continued to manage a portable toilet in the Loop, providing a clean place for people experiencing homelessness to use the restroom with dignity

1,121

social service
referrals made

1,492

business check-ins
made to State Street
merchants





Clean Team Ambassadors keep State Street welcoming and safe by clearing snow from sidewalks, removing graffiti, sanitizing touch points, and more. New equipment in 2021 made sidewalk sweeping more efficient.

104,272

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

2,667

graffiti tags and stickers removed

56,449

pounds of trash removed

44.7

inches of snow removed from the sidewalks on State Street

State Street's unarmed Security Patrols played a vital role in keeping SSA#1-2015 safe in 2021, especially overnight, on weekends, and during holidays and special events.

1,422






incidents to which the Security Patrols responded

562

hours Security Patrols spent on State Street



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
-  Enhanced holiday lighting



ECONOMIC DEVELOPMENT

The economic impacts of COVID-19 continued in 2021, and so, too, did Chicago Loop Alliance's economic development and recovery efforts.

The greatest direct impact Chicago Loop Alliance had on the economic recovery of the Loop was Sundays on State. The free open streets event series boasted over \$12 million in economic impact and boosted foot traffic and sales for major State Street retailers.

\$12 million

in economic impact from
Sundays on State

42,298

people live in the Loop, the most ever recorded,
according to the U.S. Census which places the
southern border of the Loop at Roosevelt Road

21%

increase in pedestrian
activity compared to
2020

51%

of 2019 pedestrian
activity

14%

increase in number of
office workers in the
Loop compared to 2020

39%

highest reported level of Loop
office workers compared to
2019 (late Nov/early Dec 2021)

26%

of 2019 number of Loop
office workers

335

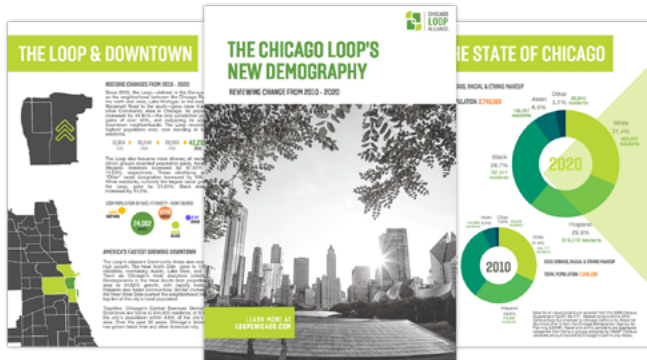
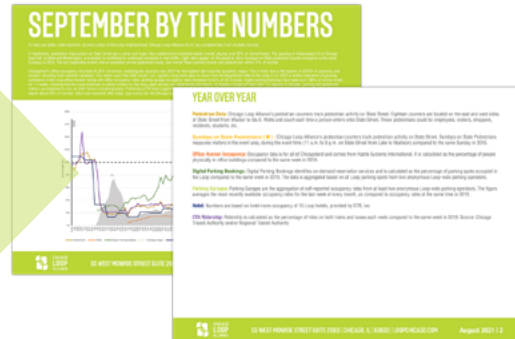
Downtown Futures
Series attendees

OTHER ECONOMIC DEVELOPMENT WORK INCLUDED:



Downtown Futures Series virtual events that educated hundreds of attendees on how to safely return to work and how urban design can impact mental health

Monthly reports tracking the Loop recovery with metrics like pedestrian activity, hotel occupancy, parking volumes, CTA ridership, office human occupancy, and COVID-19 positivity rates



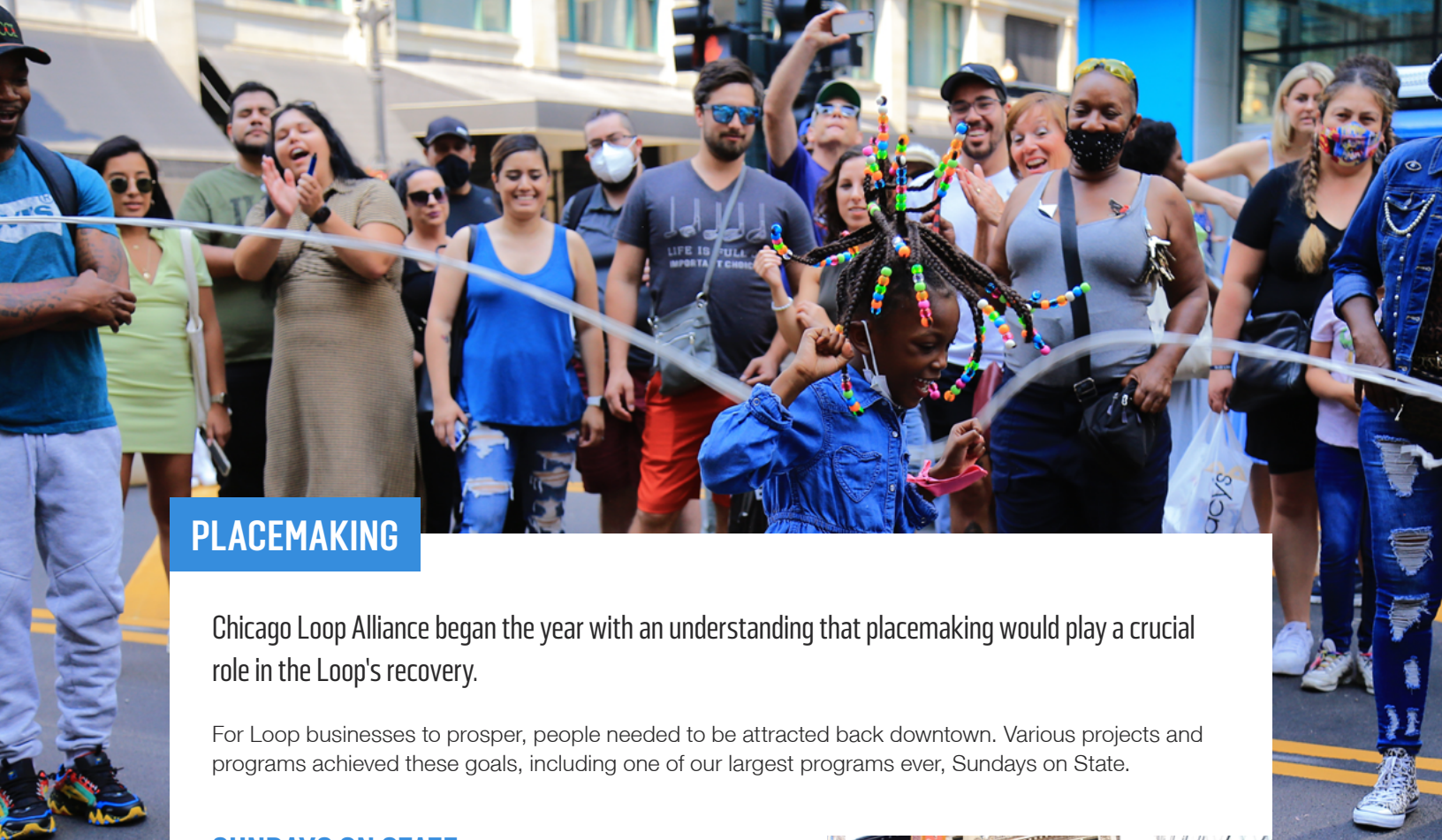
A new demography report showing the Loop is the fastest growing Chicago neighborhood, and Chicago has the fastest growing downtown of any U.S. city, based on 2020 U.S. Census data

Allocating more budget to promoting specific member industries, including marketing around Chicago Restaurant Week and Chicago Theatre Week



Engaging Black and minority-owned businesses to become part of the Loop economy through targeted outreach for Sundays on State participants





PLACEMAKING

Chicago Loop Alliance began the year with an understanding that placemaking would play a crucial role in the Loop's recovery.

For Loop businesses to prosper, people needed to be attracted back downtown. Various projects and programs achieved these goals, including one of our largest programs ever, Sundays on State.

SUNDAYS ON STATE

Chicago's most iconic street, State Street, closed to traffic from Lake to Madison for eight Sundays over the summer and transformed into an open street full of surprises. Neighbors from every Chicago community and beyond came together for this free, interactive block party, while safely enjoying art, culture, active recreation, food and drink, shopping, and local attractions in the heart of everyone's neighborhood – the Loop. Sundays on State met and exceeded the event's three primary goals of accelerating the economic recovery, uniting the community, and creating joy. The event series was so successful that Time Out Chicago named Sundays on State the Best New Event of the Year.



400+

vendors, performers, artists, etc.
participated in Sundays on State

69%

of activations came from under-
represented business owners

88%

of attendees would attend a
future Sundays on State event

72%

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

0

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

50

people were vaccinated by
Walgreens during Sundays on
State

LOOP MURAL WALK

In June, Chicago Loop Alliance launched a brand new, free program to give Chicagoans and visitors a safe, outdoor activity that led them off the beaten path downtown: a Loop Mural Walk. Featuring work by international household names as well as emerging artists, the self-guided walk includes 21 murals, many by artists of color whose perspectives and stories in these spaces are important to witness. While a few of the featured murals are prominent, well-known pieces, many others are more obscure, often left behind after Chicago Loop Alliance's popular ACTIVATE alley events. A brand-new mural commissioned by Chicago Loop Alliance, *Everyone's Neighborhood* in the Pedway between Macy's and Block 37, was also featured on the walk.



Everyone's Neighborhood
by Barrett Keithley and Dana Todd Pope

21

murals were included in the Loop Mural Walk

92%

satisfaction rate among participants

81%

of participants visited a Loop business before, during, or after taking the Loop Mural Walk



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 in 2021 brought fresh colors to the space.



ARTS IN THE DARK HALLOWEEN PARADE

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

67

groups participated in the Arts in the Dark Halloween Parade

50,000

people attended the Arts in the Dark parade

\$55,000+

in grants to artists and organizations provided by Luma8 and the Department of Cultural Affairs and Special Events



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 remained on hold in 2021, but CLA participated in important conversations with City of Chicago agencies and departments, like the Mayor's Office, Chicago Transit Authority, Chicago Department of Transportation, and Chicago Department of Planning and Development.



State and Lake CTA station designed by Transystems SOM rendering courtesy of CDOT

Projects and initiatives included:

-  Public safety in the Loop
-  We Will Chicago, a three-year, citywide planning initiative under Mayor Lori E. Lightfoot
-  The location of a potential casino
-  Redevelopment of the State and Lake CTA station
-  Shared e-scooter program
-  Crafting legislation to allow for business improvement districts (BIDs) in Chicago
-  C-40 Reinventing Cities sustainable design competition to reimagine Pritzker Park with a carbon-neutral project
-  Cannabis shops in the Loop
-  Urban Land Institute Technical Assistance Panel (TAP) for LaSalle Street



In addition to local advocacy work, Chicago Loop Alliance also took its expertise around the world in 2021 through virtual conferences and membership in downtown management associations. Chicago Loop Alliance staff spoke on panels regarding the best practices for downtowns to recover from the COVID-19 pandemic, how to use storytelling to market a downtown, and more. Staff also participated in conversations on the state of downtowns with various cities and countries around the world, including Dublin, London, Paris, Morocco, Philadelphia, and others.



#1

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

193

active business licenses in SSA#1-2015

5

design and signage packages reviewed

6

governmental task forces in which Chicago Loop Alliance participated

9

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



MARKETING

Marketing played a major role in Chicago Loop Alliance's downtown recovery efforts in 2021. The overarching narrative in CLA's marketing this year drove home that the Loop was open, safe, and ready for workers and visitors to return.

The marketing department's heaviest lift in 2021 was Sundays on State, which earned the small team national recognition as nominees for PRWeek's Best in Crisis award; final winner to be announced in March 2022. A purposely diverse, inclusive, and expansive marketing strategy reached communities throughout Chicago and beyond through locally authentic sources, resulting in over half a million attendees from every Chicago zip code and beyond. This strategy was informed by 2020's "Everyone's Neighborhood" campaign, which gave the Loop an authentic and true nickname but also set a standard for Chicago Loop Alliance to always aspire to. Priorities in marketing Sundays on State included supporting local, minority-owned, and minority-focused media outlets that serve as trusted pillars in their own communities. Promotion of Sundays on State utilized out-of-home, print, online, broadcast, and digital advertising, as well as key community partnerships to achieve these goals.



In addition to Sundays on State, new marketing efforts in 2021 included promotion of CLA's Loop Mural Walk, increased support of Chicago Restaurant Week and Chicago Theatre Week, and a brand new Theatre in the Loop campaign in the fall to welcome back performing arts venues as they finally reopened after shutting down early in the COVID-19 pandemic.



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

10 million+

Chicago Loop Alliance social media account impressions

12.5 million+

#SundaysOnState impressions

57,224

followers across social media platforms

38%

increase in engagement across social media platforms

293,279

In the Loop blog pageviews

998,134

Chicago Loop Alliance website pageviews

184%

increase in pageviews from 2020

908 million

total marketing and media-related impressions for Sundays on State

\$2.45 million

marketing and media value earned for Sundays on State



PUBLIC RELATIONS

The ongoing challenges resulting from the COVID-19 pandemic allowed Chicago Loop Alliance to strengthen its reputation 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 regarding pandemic guidelines as well as financial resources
- 📢 Distributing more press releases, media advisories, and pitches to journalists
- 📄 Continuing to distribute monthly Loop activity reports, which have positioned Chicago Loop Alliance as the experts on downtown's recovery
- 🕒 Acting fast to respond to requests for comment on a variety of Loop issues



49

press releases
and media
advisories sent

1,198

clips that mention
Chicago Loop
Alliance

534

clips that mention
Sundays on State

\$4.1 million+

value of earned media coverage

1,380,830,564

earned media impressions for Chicago Loop Alliance

337

emails sent

50,125

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



Theatre Week in the Loop



Restaurant Week in the Loop



Loop Mural Walk



Everyone's Neighborhood Pedway mural



Downtown Futures Series



Arts in the Loop Economic Impact Study



Monthly business operations reports
and Springboard pedestrian counters



Theatre in the Loop



2020 Census report



What's Open toolkit



Back to Work toolkit



Holidays in the Loop



Maskerade Gala



AP



BUSINESS
INSIDER



CHICAGO
DEFENDER



CHICAGO SUN-TIMES

Chicago Tribune



CRAIN'S
CHICAGO BUSINESS

EATER

FOX 32



NBC NEWS



The New York Times



POLITICO



WBEZ CHICAGO



yahoo!
news



MEMBERSHIP

In 2021, Chicago Loop Alliance's Membership program continued to emphasize community building and support of Loop businesses amid the coronavirus pandemic. Through waived fees, payment extensions, and general flexibility, CLA built relationships with over 27 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. While 2021 saw fewer in-person networking opportunities than pre-pandemic years, Chicago Loop Alliance hosted a hybrid Annual Meeting in March, a virtual marketing Lab in May, an in-person Marketing Lab in August, a Members Day at the final Sundays on State event, an in-person Maskerade Gala, and an in-person holiday LoopedIn celebration. All these opportunities for real-life connection were more valuable than ever as members eased into the post-vaccine world.



From our hybrid Annual Meeting to the in-person Maskerade Gala and holiday LoopedIn celebration, CLA prioritized connection and community in the Loop in 2021.



284

total Chicago Loop
Alliance members in
2021

27

new members joined Chicago
Loop Alliance in 2021

1,392

member/partner mentions in In
the Loop blogs




















\$140,500

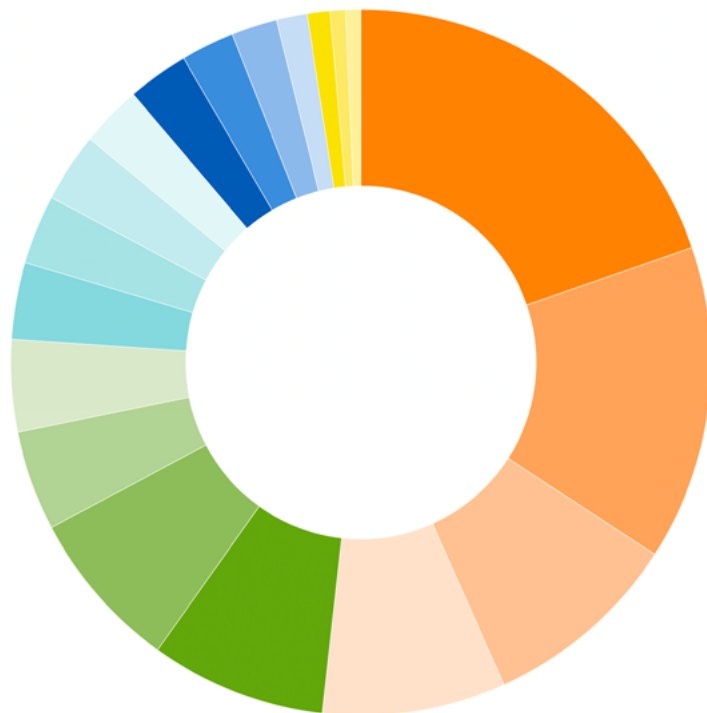
in Membership revenue
collected

250

Maskerade attendees

2021 MEMBERS AND PARTNERS

-  Arts, Cultural Attractions & Entertainment: **56**
-  Restaurants, Bars & Private Clubs: **41**
-  Services: **26**
-  Hotels: **24**
-  Real Estate & Development: **23**
-  Education: **21**
-  Banks, Insurance & Legal: **13**
-  Architecture, Engineering and Construction: **12**
-  Buildings: Residential: **10**
-  Retail: **9**
-  Government: **9**
-  Marketing, Advertising, Design & Communications: **8**
-  Media: **8**
-  Parking & Transportation: **7**
-  Individual Members: **6**
-  Landscaping & Maintenance: **4**
-  Shipping, Printing & Distribution: **3**
-  Buildings: Commercial: **2**
-  Energy: **2**



2021 MEMBERS AND PARTNERS

| | | | |
|---|--|--|---|
| 131 South Dearborn, LLC | Buffet MP, LLC | CIRCLE Foundation - Innovations High School | EXPO Chicago |
| 212 W Washington Condominium Association | Building Owners & Managers Association | City Centre Condominium Association | Fairfield Properties |
| 360 Chicago | BuildThis | City of Chicago Office of the Mayor | Family Credit Management |
| A&A Ballet Center For Dance | Cambria Chicago Loop - Theatre District | City Winery | Fine Arts Building Studios |
| ABC-7/WLS Television, Inc. | CannonDesign | Clayco, Inc. | Firefly |
| About Last Knife | Catco Consulting | Cliff Dwellers, The | First United Methodist Church at the Chicago Temple |
| Absolutely Chicago Segway Tours | CBD Kratom | Columbia College Chicago | FLIRT Communications |
| Acadia Realty Trust | CBRE Investment Management | Comcast, NBC Universal | Florentine, The |
| Adler University | CEDARst Companies | ComEd | Fogo de Chao |
| Advanced E&S Group | Center for Talent Development at Northwestern University | Concord Realty Advisors | G3 Construction Group, Inc. |
| Allegro Royal Sonesta Hotel Chicago Loop, The | CenTrio Energy | Concorde Print & Design | Gayle V's Best Ever Grilled Cheese |
| Allied Global Marketing | Chicago Architecture Center | Conference Chicago at University Center | Gene Siskel Film Center |
| Aloha Print Group | Chicago Athletic Association Hotel | Convene | Gensler Design |
| American Writers Museum | Chicago Bears Football Club | Corner Bakery Café | German American Events, LLC (GAE) |
| Anvan Midwest Realty Management Co., Inc. | Chicago Cook Workforce Partnership | Corporate Office Construction, LLC | Get Growing Foundation |
| Aries Charter Transportation, Inc. | Chicago Department of Cultural Affairs and Special Events | Dearborn Tavern, The | GlenStar Asset Management |
| Art Institute of Chicago, The | Chicago Department of Planning and Development | DePaul University | Global Citizenship Experience Lab School |
| Aspire Properties | Chicago Department of Streets and Sanitation | Design Museum of Chicago | Goddess and the Baker |
| AT&T Retail Store | Chicago Department of Transportation | Digital Latinos, Inc. (Chicago Latino Network) | Godfrey Hotel Chicago, The |
| Ateema Media & Marketing | Chicago Elevated | DL3 Realty, L.P. | Goethe-Institut Chicago |
| Auditorium Theatre | Chicago Fashion Incubator | Dos Toros Taqueria | GOGO Charters Chicago |
| Balanced Environments, Inc. | Chicago Loop Neighbors Association | Downtown Apartment Company/Downtown Realty Company | Goodman Theatre, The |
| Bannerville USA | Chicago Police Department, 1st District Central | Dr. Seuss Experience, The | Goodman Williams Group |
| Baum Realty Group, LLC | Chicago Public Library | Drummond Advisors | Grant Park Bistro |
| Beacon Capital Partners | Chicago School of Professional Psychology, The | EDUCO | Grant Park Music Festival in Millennium Park |
| Berghoff Catering and Restaurant Group | Chicago Symphony Orchestra | Elephant & Castle Pub and Restaurant - Adams Street | Hampton Inn Majestic |
| Big Bus Tours - Chicago | Chicago Theatre, The | Elephant & Castle Pub and Restaurant - Wabash Avenue | Hard Surface Finishers, Inc. |
| Big City Optical | Chicago Youth Symphony Orchestras | Embarc | Harold Washington Library |
| Blackstone Hotel, Autograph Collection, The | Chicago's First Lady | Emerald Loop Bar & Grill | Heritage at Millennium Park Condominium Association, The |
| Blick Art Materials | Chicagoland Chamber of Commerce | Environmental Law & Policy Center | Hilton Chicago |
| Block Thirty Seven | Chick-fil-A State and Lake | Envision Unlimited | HomeCo Chicago |
| BMO Harris Bank | Choose Chicago | Epilepsy Foundation of Greater Chicago | Hostelling International - Chicago |
| Bobby's Bike Hike - Chicago Tours | CIBC | EQ Office | Hotel EMC2 |
| Bright Horizons at South Wabash | | Exchange, The | Hotel Julian Chicago |
| BrightView Landscape Services | | Exchequer Restaurant and Pub | HUB312 |
| British International School of Chicago South Loop | | | Hyatt Centric - The Loop Chicago |
| Broadway In Chicago | | | Illinois Chamber of Commerce |

| | | | |
|--|--|---|--|
| Illinois Hotel & Lodging Association | Metropolitan, The | Randolph Tower City Apartments | Union League Club of Chicago |
| Illinois Network of Charter Schools | MGLM Architects | Remington's | UNIQLO USA |
| Illinois Restaurant Association | Mid-America Club, The | Renaissance Chicago Downtown Hotel | University Club of Chicago |
| Impact Networking | Mid-America Real Estate Corp. | Revolution Physical Therapy and Weight Loss | University of Illinois Chicago |
| INDIRAP | MILA Chicago Luxury Apartments | Russian Tea Time | University of Phoenix |
| Industrious | Milieu Chicago | Sabre Development | UPS Store #6064, The |
| Intelligentsia Coffee - Millennium Park Cafe | Millennium Park Plaza | SATC Law | Urban Real Estate |
| Intelligentsia Coffee - Monadnock Cafe | Millennium Parking Garages | School of the Art Institute of Chicago | Vennequity LLC |
| Interior Investments, LLC | Mindworks: The Science of Thinking | See Chicago Dance | Venteux |
| InterPark | Monk's Pub | Shoreline Sightseeing | VERO Design + Build |
| Italian Village Restaurants | Morton's The Steakhouse - Wacker Place Chicago | Silk Road Rising | Virgin Hotels Chicago |
| Jimmy Williams Gallery & Studio | Museum of Illusions | SilverIP Communications | W Chicago City Center |
| Joffrey Ballet, The | Nando's Peri-Peri (22 S. Wabash Avenue) | Site Design Group, Ltd. | Walgreens |
| JW Marriott Chicago Hotel | NARE Investments/ North American Real Estate | Skydeck Chicago | Weber Grill - Chicago |
| KEY - This Week In Chicago | Near South Planning Board | Solomon Cordwell Buenz | Webpass from Google Fiber |
| Kimpton Gray Hotel | New City Moving | Sonder | Well Dressed Tables by Arena Americas |
| Kimpton Hotel Monaco Chicago | Newcastle Limited LLC | SP PLUS Corporation and Millennium Garages | Wendella |
| L3 Capital LLC | Ocean Prime | Special Olympics Chicago | WeWork |
| Lamar Johnson Collaborative | One North Kitchen and Bar | Springboard Inc. | Willie Dixon's Blues Heaven Foundation |
| Land & Lake Kitchen | OneEleven Chicago | Stantec Architecture | Wintrust Bank Chicago |
| LaSalle Chicago, Autograph Collection, The | Organic Headshots | Staypineapple, An Iconic Hotel, The Loop | Womanish Experience |
| Le Méridien Essex Chicago | Paint the City | Stone Real Estate Corp. | Wow Bao |
| League of Chicago Theatres | Palmer House, a Hilton Hotel | Sugar Bliss | Yelp, Inc. |
| Liberty Mutual Insurance | PC Events & Experiences, LLC | Target | Zonatherm Products |
| LM Studio | Peterson Picture Company | Taureaux Tavern | |
| Luxe Barber & Shave Lounge | Petterino's | Tawani Property Management | |
| Lyft | Pitch at The Loop, The | Loop - The Monroe Building | |
| Lyric Opera of Chicago | PNC Bank - Monroe & Dearborn | theWit Hotel | |
| Macy's | Poblocki Sign Company | Thompson Hine, LLP | |
| Maggie Daley Park | Porchlight Music Theatre | Tigerlily Events at Lincoln Park Zoo | |
| Magnificent Mile Association | Pressure Washing Systems | Time Zone One | |
| Marc Realty | Principal Financial Group | Tolpin & Partners PC | |
| Marq, The | Pritzker Military Museum & Library | Tours with Mike | |
| Medieval Torture Museum | Propulsion Agency | Tucker, Inc. | |
| Meredith Corporation | Protein Bar | Turning the Page | |
| Metropolis Condominium Association | Proven IT | Twenty North State Condominium Association | |
| Metropolitan Planning Council | Public Communications, Inc. | Uniform Teeth | |
| Metropolitan Properties of Chicago, LLC | RAM Racing | | |

MASKERADE

2021 CHICAGO LOOP ALLIANCE FOUNDATION
ANNUAL GALA

Maskerade

Presented by Pressure Washing Systems, Chicago Loop Alliance Foundation's 17th Annual Gala on October 30 at the Palmer House Hilton took on a "Maskerade" theme, with attendees decked out in both classic masquerade masks as well as face masks in accordance with COVID-19 guidelines

The Gala gathered 250 supporters for a celebration of the Loop's rich arts and culture scene, raising \$150,000 to support public art projects and events like Sundays on State, the Loop Mural Walk, The Gateway, the Arts in the Dark Halloween Parade, and more. The Maskerade Gala corresponded with the Arts in the Dark Halloween Parade down State Street and offered attendees a VIP viewing experience from the fourth floor of the Palmer House. 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.



DJ Lady D



Chinelos Mágicos

2021 SOURCES OF SUPPORT

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. 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.

Chicago Loop Alliance (CLA) is a 501(c)(6) organization that creates, manages, and promotes positive and inclusive programs that attract people to the Loop and accelerate economic recovery.

*** Indicates a donation or payment for services to CLA.*

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

\$100,000+

City of Chicago
SSA #1-2015

\$35,001 - \$99,999

Broadway In Chicago***

\$25,001 - \$35,000

Hilton
Macy's
Pressure Washing Systems
Walgreens

\$15,000-\$25,000

Allstate
Colliers International**
PNC***
Target

\$10,000-\$14,999

Block 37 (in-kind)
Cabrera Capital Markets
The Chicago Theatre |
Madison Square Garden
Entertainment**
Clayco

\$7,000-\$9,999

CIBC
SP Plus Corporation and
Millennium Garages***

\$4,000-\$6,999

ABC7/WLS-TV
Acadia Realty Trust
Auditorium Theatre
Bannerville
BJB Properties/Drummond
Advisors
Circle Foundation
City Escape Garden Center
and Design Studio
ComEd
DePaul University
Downtown Apartment
Company
EQ Office
Gensler
Goodman Theatre
The Joffrey Ballet
Mid-America Real Estate

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

Norm Bobins
The Palmer House, a Hilton
Hotel
Springboard
StarEvents, Inc.
Streetplus

\$1,000 - \$3,999

150 N. Riverside
The Art Institute of Chicago
Broadway In Chicago
CannonDesign
Columbia College Chicago
DL3 Realty
Hard Surface Finishers
HLSA Inc.
JW Marriott Chicago
Michael Edwards
Millennium Park Plaza
Proven IT
Riley Safer Holmes &
Cancila LLP
School of the Art Institute
of Chicago
Staypineapple, An Iconic
Hotel, The Loop
Tawani Property
Management - Loop
theWit Hotel
Thompson Hine

Media Sponsors

Captivate
The Chicago Crusader
Chicago Sun-Times
Chicago Tribune
Firefly
Me-TV FM
Power 92.3
Rejoice 102.3
Soul 106.3
Vocalo
WBEZ
WGN
WLS-AM 890
94.7 WLS-FM
101WKQX
WVON

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 2021 FINANCIALS

| Revenue | Budget | Actual |
|---------------------------------|---------------------|---------------------|
| SSA Funding | \$ 3,286,906 | \$ 2,736,008 |
| Membership Dues | \$ 130,000 | \$ 140,500 |
| Sponsorships (unrestricted) | \$ 71,000 | \$ 151,000 |
| Administrative/Management Fees | \$ 95,000 | \$ 74,673 |
| Civic Partnerships | \$ 15,000 | \$ 15,000 |
| Grants (restricted) | \$ 100,000 | \$ 228,487 |
| Community Networking Events | \$ 10,000 | \$ 0 |
| Other Income | \$ 25,200 | \$ 25,200 |
| Interest Income | \$ - | \$ - |
| Total Revenue | \$ 3,733,106 | \$ 3,370,868 |
| Expenses | | |
| General & Administration | \$ 1,256,626 | \$ 1,064,997 |
| Customer Attractions | \$ 357,500 | \$ 632,903 |
| Membership & Events | \$ 34,500 | \$ 11,731 |
| Public Way Aesthetics | \$ 1,411,041 | \$ 1,219,848 |
| Economic / Business Development | \$ 133,000 | \$ 69,010 |
| Public Safety Programs | \$ 669,275 | \$ 330,754 |
| Total Expenses | \$ 3,861,942 | \$ 3,329,243 |
| Total CLA Net for 2021 | | \$ - |
| | \$ - | \$ 41,625 |
| FUND BALANCE NET POSITION | Budget | Actual |
| Beginning of the Year | \$ 577,364 | \$ 577,364 |
| Change in Net Position | \$ - | \$ 41,625 |
| END OF THE YEAR POSITION | \$ | \$ 618,989 |



CHICAGO LOOP ALLIANCE FOUNDATION 2021 FINANCIALS

| Revenue | Budget | Actual |
|---|-------------------|-------------------|
| Annual Fundraising Event (Gala/Other Event) | \$ 200,000 | \$ 146,500 |
| Placemaking Sponsorship (Unrestricted) | \$ 65,000 | \$ 404,397 |
| Grants (Restricted) | \$ 53,750 | \$ - |
| Annual Meeting | \$ 35,000 | \$ 33,550 |
| Other Income | \$ - | \$ 3,750 |
| Total Revenue | \$ 353,750 | \$ 588,197 |

| Expenses | | |
|--------------------------------------|-------------------|--------------------|
| Placemaking Expenses | \$ 65,000 | \$ 393,364 |
| Annual Fundraising Event Expenses | \$ 100,000 | \$ 74,047 |
| General & Administration | \$ 93,884 | \$ 85,819 |
| Annual Meeting Expenses | \$ 25,000 | \$ 24,475 |
| Other Program Expenses | \$ - | \$ 25,000 |
| Studies | \$ - | \$ 0 |
| Total Expenses | \$ 283,884 | \$ 602,705 |
| Total Foundation Net for 2021 | \$ 69,866 | \$ (14,508) |

| FUND BALANCE NET POSITION | Budget | Actual |
|---------------------------------|------------|-------------------|
| Beginning of the Year | \$ 287,024 | \$ 315,638 |
| Change in Net Position | \$ - | \$ (14,508) |
| END OF THE YEAR POSITION | \$ | \$ 301,130 |

*All figures are unaudited and based on the adopted 2021 operating budgets

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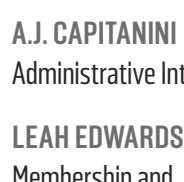
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