

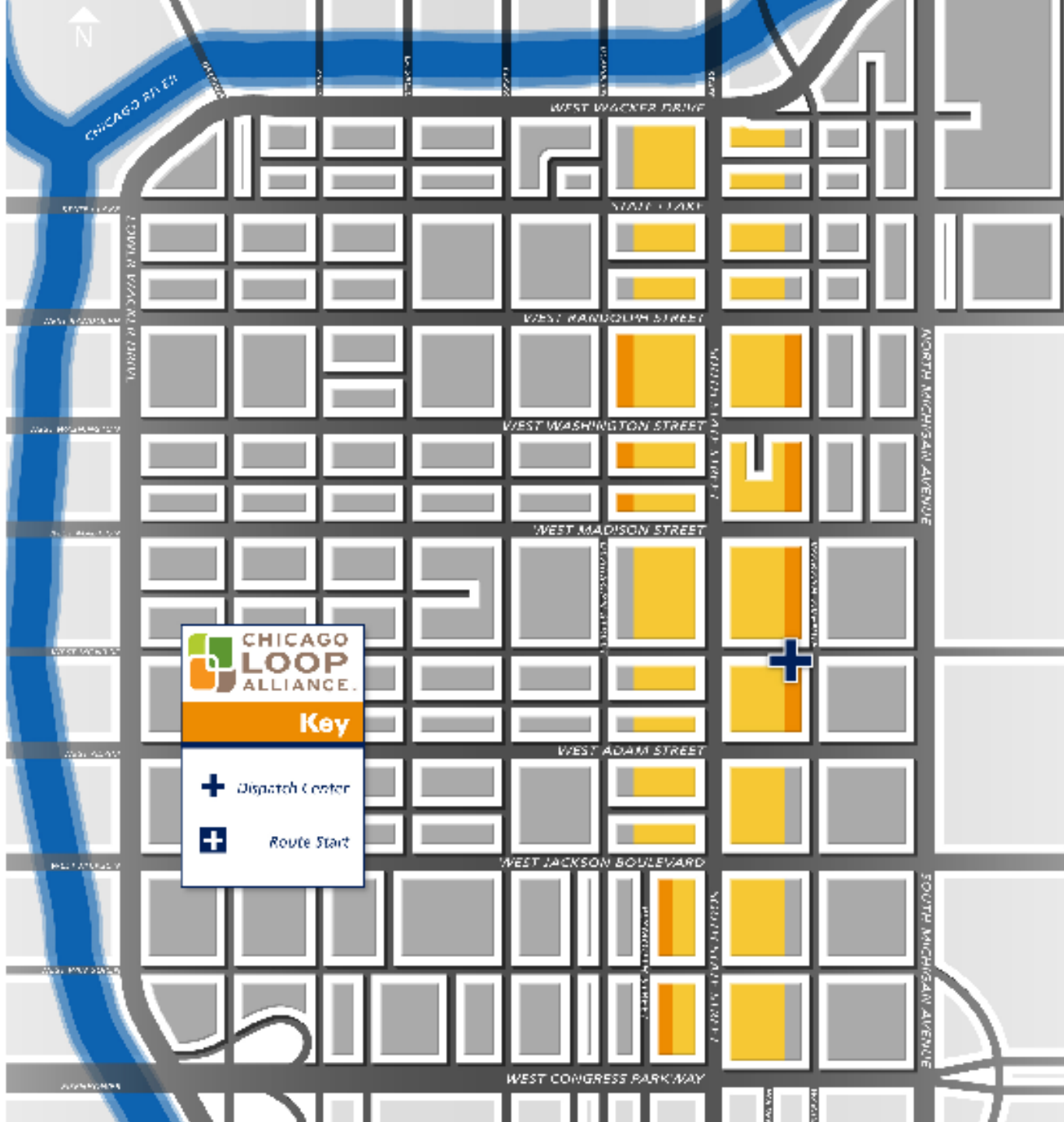
# **LIGHTER, QUICKER, CHEAPER**

## **NEW PARTNERS FOR SMART GROWTH CONFERENCE**

**PORTLAND, OREGON**  
**FEBRUARY 12, 2016**

# CHICAGO LOOP ALLIANCE

CREATING, MANAGING AND  
PROMOTING A HIGH PERFORMING  
URBAN EXPERIENCE



**CHICAGO LOOP ALLIANCE.**

**Key**

- + Dispatch Center
- + Route Start













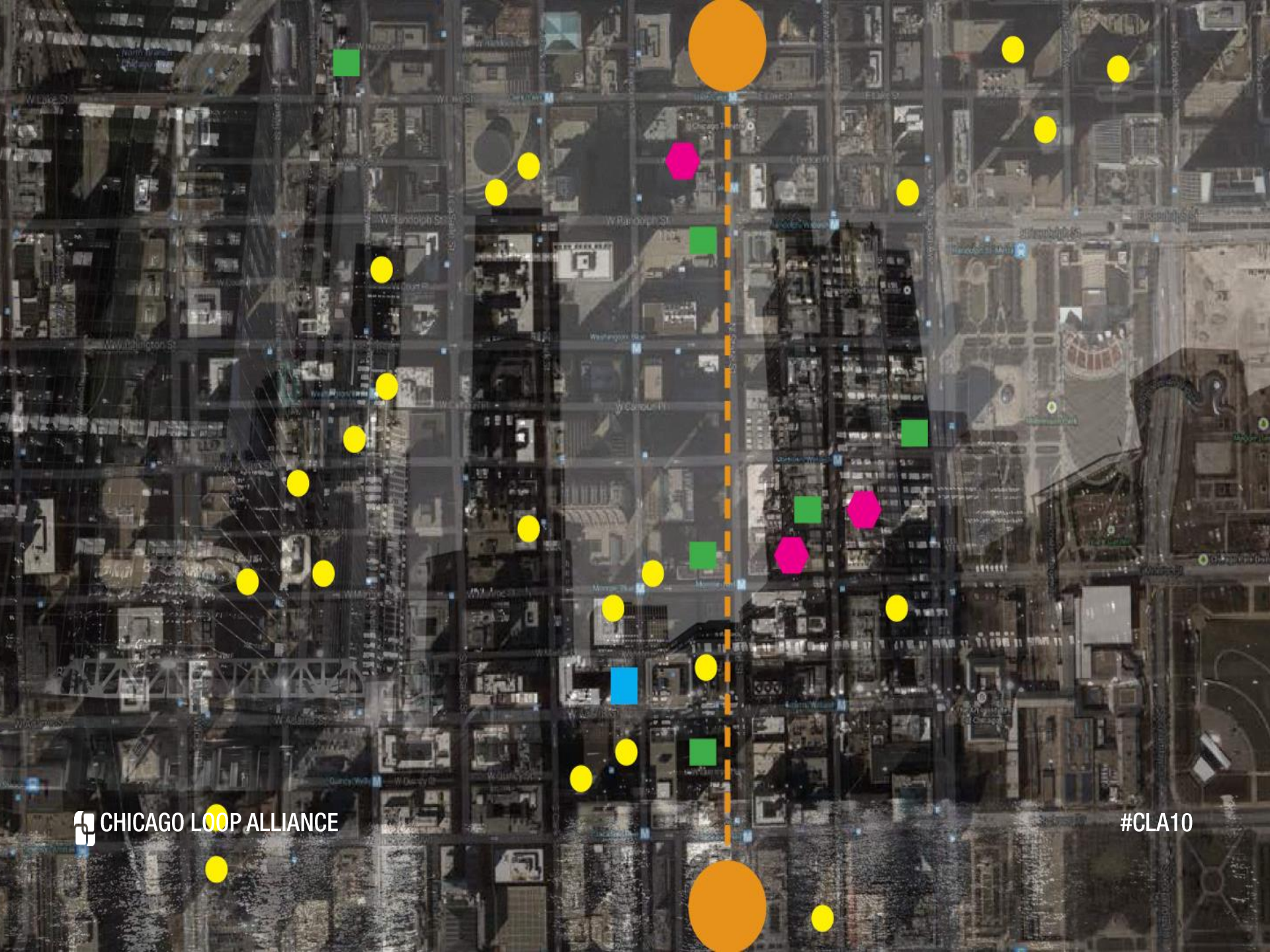




# PLACEMAKING









# THE GATEWAY GARDEN







# Benchmarks

- 6,000 people visited The Gateway in 2015
- 58% of the visitors where from a couple of blocks away
- 35% of visitors were in The Gateway for the first time
- 62% of the visitors were female







# Benchmarks

- Over 80% of the visitors were between the ages of 18-34
- The peak time for visitors was from 11:00 AM – 2:00 PM
- Over 50% of the visitors eating lunch had purchased from a local restaurant



# PRITZKER PARK

 CHICAGO LOOP ALLIANCE

Noticing is something that happens every day. JOHANN WOLFGANG VON GOETHE

#CLA10







# Benchmarks

- 20 tables & 40 chairs
- Clean & safe services provided
- Daily BID management
- Branding
- Social media
  
- University partners
- 12 programs
- 3,600 attendees





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# ACTIVATE























# ACTIVATE

- Six events – May through October
- Four different venues
- Budget: \$120,000
- BID: \$30,000
- Sponsors: \$78,000
- Sales: \$12,000
- Online RSVP/Survey



# Benchmarks

- 32% of respondents attended 3 or more events
- June was the most popular event
- 50% of attendees were between 25-34 (very attractive demographic!)
- 37% of attendees were between 35-64 (young at heart and disposable income!)



# Benchmarks

- Attendees spent \$38.82 before or after the event in the Loop
- 56% at restaurants; 49% at bars; 34% a Loop landmark and 30% did some shopping
- 21 different Loop businesses participated in Linger Longer discount program



# Benchmarks

- 48% of attendees reported they are more likely to spend money in the Loop because of the event
- 94% of attendees are likely to attend another ACTIVATE event
- 76% of attendees said ACTIVATE positively affected their feelings about the Loop



# Impact

- 16,300 attendees
- 121 local artists and 3 legacy murals
- \$474,575 in new spending in the Loop
- 6,296,595 online media impressions
- 6,197,972 print/broadcast media impressions



# Social Media

- [LoopChicago.com](http://LoopChicago.com)
- ACTIVATE Pageviews: 118,081
- Unique Pageviews: 97,867
- Time on Page: 1.31 minutes
- Referrals to ACTIVATE Page from Facebook: 15,119 Sessions/24,582 pageviews
- Referrals to ACTIVATE Page from Twitter: 717 Sessions/1,478 pageviews



# Social Media

- **Facebook:**
- Facebook Ad Clicks: 10,390
- Reach: 96,345
- Impressions: 120,136
- Engagement: 5,944
- **Twitter:**
- Impressions: 136,630
- Engagement: 3,380
- **Total Number of ACTIVATECHI Posts:**
- Twitter: 821
- Instagram: 727
- Facebook Posts: 147



# Conclusions

- Placemaking Benchmarks:
  - Interns
  - Observations
  - Online survey
- Benefits
  - Better decision-making
  - Sponsorship development
  - Board justification



A photograph of the Chicago skyline at sunset. The sky is a deep orange and yellow, with scattered clouds. The Willis Tower is the most prominent building in the center, with its spire reaching towards the top of the frame. Other skyscrapers are visible on either side, some with their windows lit up. In the foreground, there are dark silhouettes of trees and a road with streetlights.

Thank you

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