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
PLACEMAKING
THE GATEWAY GARDEN
Benchmarks

• 6,000 people visited The Gateway in 2015
• 58% of the visitors were 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
Benchmarks

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

mike@chicagoloopalliance.com

312-782-9160

@MichaelMEdwards

www.loopchicago.com