

# THE MAGNIFICENT MILE® ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO



Annual Report 2025



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## MESSAGE FROM LEADERSHIP

### Dear Members and Partners,

The Magnificent Mile® stands among the world's great commercial corridors and remains one of Chicago's most recognizable destinations. Each year, millions of visitors from across the country and around the world come to our District to experience its unique mix of retail, hospitality, culture, and architecture.

Through ongoing advocacy and engagement at the city, state, and national level, we ensured the district's priorities were represented in key policy discussions shaping Chicago's business and tourism landscape.

We also welcomed international travel leaders to The Magnificent Mile® during IPW, in partnership with Choose Chicago, offering a firsthand look at the hospitality, retail excellence, and experiences that continue to position the district and the city as a global destination.

Through Special Service Area #76, The Magnificent Mile® Association directed strategic investments in North Michigan Avenue, supporting safety, beautification, and placemaking efforts that keep the corridor welcoming and well maintained. We also led activation and programming across the district, adding energy to Michigan Avenue and giving visitors more reasons to spend time here.

Our signature event, The Wintrust Magnificent Mile® Lights Festival, remains one of the most impactful days of the year for the district, drawing nearly one million attendees and generating more than \$43 million in business sales in a single day.

Together, these efforts helped The Magnificent Mile® welcome 19 million visitors this year, reinforcing the extraordinary scale of the district and its central role in Chicago's economy.

The district continues to evolve, with new retail, dining, and experiential concepts further strengthening The Magnificent Mile's® position as a globally recognized destination.

This progress is made possible by the leadership, partnership, and investment of our members, volunteers, and stakeholders. Thank you for your continued commitment to The Magnificent Mile® Association and to the future of this remarkable avenue and district.

Your partners,



**Kimberly Bares**  
President and CEO



**Nichole Benolken**  
Board Chair,  
360 CHICAGO



## ECONOMIC DEVELOPMENT AND DISTRICT VITALITY

A core focus of The Magnificent Mile® Association is fostering the vitality of the district. From strengthening the retail environment and attracting new tenants to enhancing the visitor experience and supporting public safety, our efforts aim to ensure the district remains a dynamic, thriving hub for residents, businesses, and visitors alike.

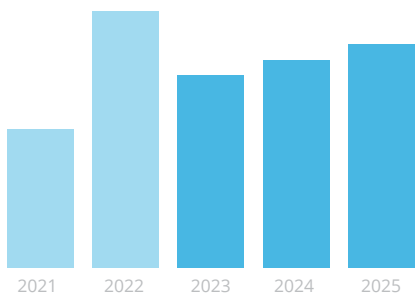


### RETAIL RECOVERY SIGNALS

#### VACANCY RATES

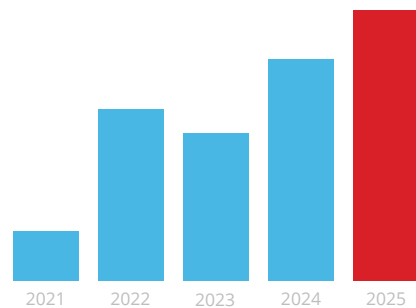
Vacancy rates have begun to stabilize after a period of volatility

Q4 for each year



#### RETAIL RENTS

Retail rents have found a floor, and the market is pulling them higher.



#### RETAILERS

- **New Retailers** – Harry Potter, Mango, Jellycat, Activate, A. Lange & Söhne, Uniqlo
- **Coming soon** – The Hand and The Eye, Urban Playground, JP Morgan Chase

### ABOUT THE DISTRICT

#### ANNUAL VISITORS

**10M**

North Michigan Avenue

**19M**

District total

#### DISTRICT RESIDENTS\*

Estimated district residents:

**152,024**

District employment

**~250,000**

jobs in 2.7 sq. miles

Source: Placer.ai 2024

#### ECONOMIC FOOTPRINT

**\$17.9B**

Generated

#### CRIME



**-4%**

Crime in the 18th Police District is down ~4% year-over-year

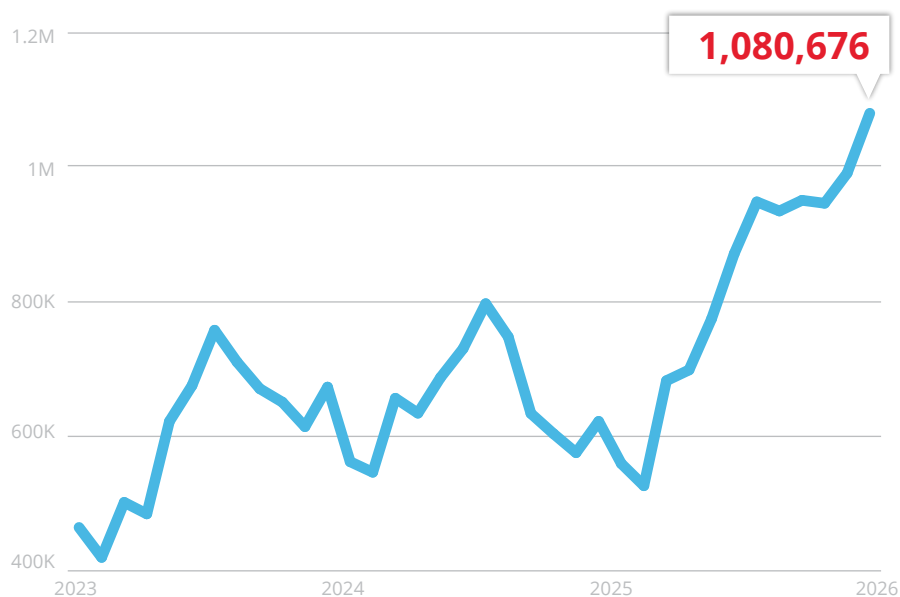


# ECONOMIC DEVELOPMENT AND DISTRICT VITALITY

## DISTRICT VITALITY

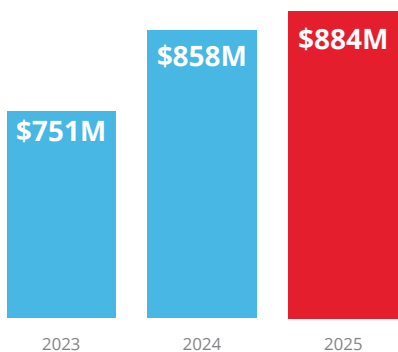
### VISITORS: TOTAL TRIPS

Visitor numbers are nearing pre-pandemic levels.



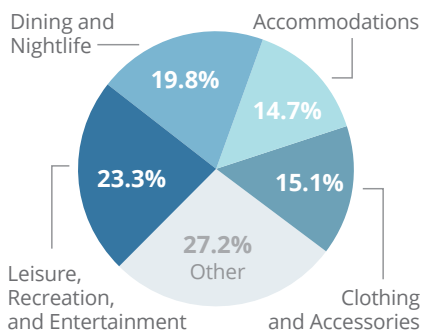
### SPENDING BY YEAR

In millions



### CATEGORY SPENDING

Top categories



- Visitors spent the most on **August 31, 2025**
- Average spend per trip: **\$182.79**
- Average of **2.84 transactions** per trip: Saturday (high spend) Wednesday (low)

## TOURISM & HOSPITALITY



### HOTEL CONCENTRATION

# 67%

Downtown hotel rooms are in the district

### CBD HOTEL OCCUPANCY

# 3.56M

CBD hotels filled 3.56M room nights (Jun–Aug 2025), +4.3% vs 2024

### CBD HOTEL REVENUE

# \$949M

Jun–Aug 2025, an all-time record

### LEISURE TRAVELERS

# 2.5M

Leisure travelers occupied 2.5M hotel rooms, +11.2% vs 2024



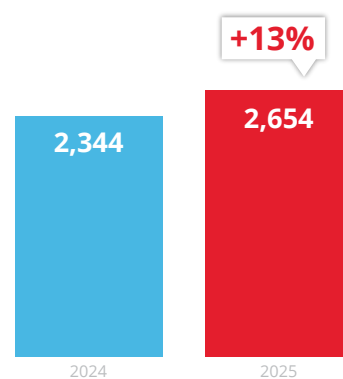
## SAFETY AND SECURITY

Proactive safety operations increased across The Magnificent Mile®, supported by strong business engagement and peak performance during high-traffic periods. This progress reflects the leadership of Glenn White, Safety and Security Advisor and former Commander of the 5th District, and the team’s ongoing commitment to maintaining a safe and welcoming environment.

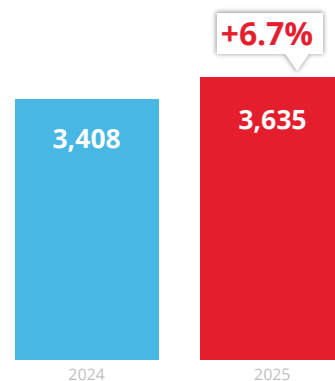


Glenn White, Safety and Security Advisor

### PREMISE CHECKS



### BUSINESS CHECKS



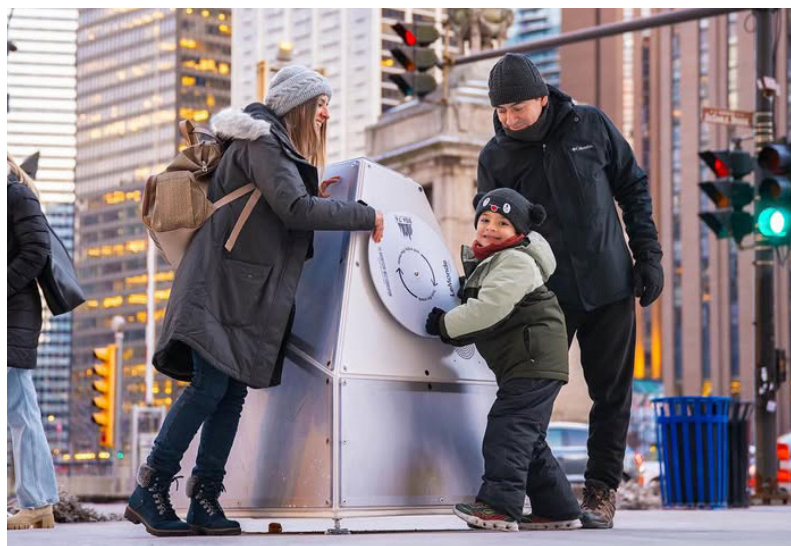
### FIELD SAFETY CONTACTS

**-12.1%**

Direct interactions to evaluate situations and offer assistance when appropriate



## SSA #76 — 2025 DISTRICT IMPACT



- ★ Delivered year-round services across North Michigan Avenue, **supporting a clean, safe, welcoming, and activated public realm** for residents, workers, and visitors.
- ★ Provided **monthly SSA #76 governance and oversight**, ensuring transparent decision-making, fiscal responsibility, and alignment with City requirements.
- ★ Supported **district safety and security coordination**, reinforcing visible presence and rapid response in partnership with private security and public agencies.
- ★ Invested in **placemaking and public art**, activating high-traffic locations and strengthening the corridor's identity as a global destination.

- ★ Advanced **district wayfinding and signage planning**, laying the groundwork for clearer navigation, improved visitor experience, and cohesive branding.
- ★ Strengthened **district marketing and storytelling** by leveraging consumer insights and performance data to better understand visitor behavior and inform messaging.
- ★ Coordinated closely with City departments and elected officials to **advance public-realm improvements and streamline permitting and approvals**.
- ★ Engaged property owners, tenants, and partners through **regular communication, meetings, and collaboration** across the corridor.

### 2025 AT A GLANCE

# 12

SSA Commissioner meetings supported and staffed

# 6

Service categories delivered consistently throughout the year

# 5

Corridor activations reaching thousands of daily pedestrians on North Michigan Avenue

## BUSINESS IMPROVEMENT DISTRICT 2025 PLANNING & MOMENTUM



- ★ Initiated formal planning for a future Business Improvement District, exploring long-term service sustainability beyond the framework of the existing Special Service Area.
- ★ Developed preliminary BID service and budget scenarios, outlining how enhanced investment could support safety, marketing, placemaking, and district management.
- ★ Aligned BID planning with long-term district strategy, including M-Vision priorities and broader downtown economic recovery goals.
- ★ Coordinated with City, legal, and policy partners to ensure BID concepts reflect national best practices and Chicago requirements.
- ★ Began positioning North Michigan Avenue as a nationally competitive downtown district, comparable to peer cities with mature BID models.

### CONTINUITY & EVOLUTION: SSA - BID

- ★ Continuity of Services: Core services delivered through SSA #76—safety, placemaking, marketing, and coordination—form the foundation of future BID operations.
- ★ Evolution of Scale: BID planning explores expanded service levels and longer-term investment capacity to meet the corridor's changing needs.
- ★ Evolution of Governance: Building on SSA oversight, the BID emphasizes local governance, accountability, and property-owner engagement.





## ADVOCACY



# \$450K

In state funding secured



Sold-out legislative reception



First-ever Lobby Day in Springfield



We supported programming for the annual conferences of the National Association for State Community Service Programs and the Council of State Governments, underscoring our role as a trusted resource to state leaders.





## COMMUNITY ENGAGEMENT AND MEMBERSHIP

Membership at The Magnificent Mile® Association is more than a listing. It is a partnership. We bring together a diverse network of retailers, hotels, restaurants, cultural institutions, real estate leaders, and professional services who collectively shape one of the most iconic commercial districts in the world. Through year-round programming, targeted marketing, advocacy, and relationship driven engagement, we help our members connect with one another, reach new audiences, and grow their presence on Michigan Avenue and beyond.



Our approach is highly personalized. We work directly with each member to understand their goals, whether that be increasing foot traffic, building brand awareness, launching a new location, or strengthening industry relationships, and we activate opportunities across events, campaigns, and partnerships that align with those objectives. From curated networking experiences and sponsorship opportunities to digital features, social campaigns, and district wide activations, we ensure every member has a meaningful seat at the table.



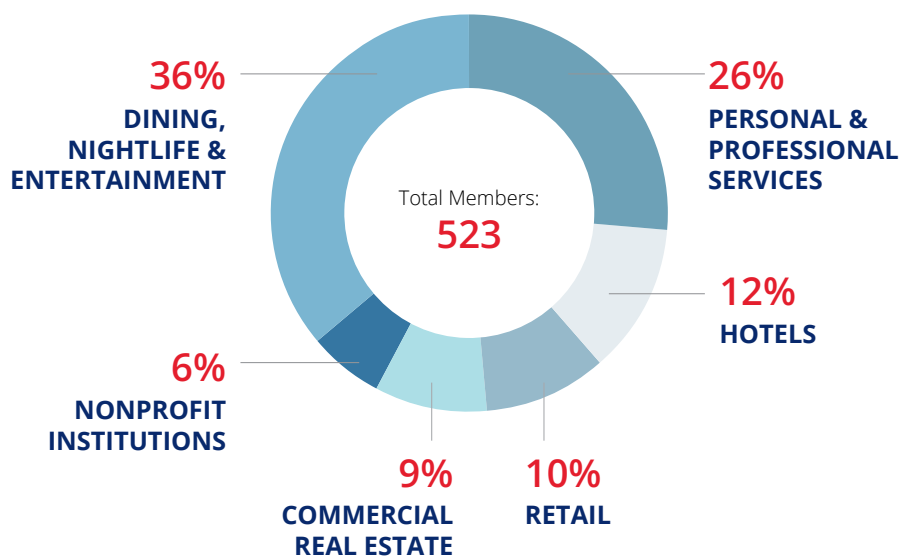


## COMMUNITY ENGAGEMENT AND MEMBERSHIP



### PERCENTAGE BREAKDOWN

Consolidated Categories



### ENGAGEMENT

We welcomed

**72**

new members in 2025



**2,095**

Total attendees across

**19**

events

## 2025 MEMBERS AND PARTNERS

142 E. Ontario Street Building  
353 N. Clark Street Building  
360 CHICAGO  
401 N. Michigan Avenue Building  
444 N. Michigan Avenue Building  
500 N. Michigan Avenue Building  
535 N. Michigan Venture  
600 N. Michigan Avenue Building  
625 N. Michigan Avenue Building/Golub  
633 N. St. Clair Building  
645 N. Michigan Avenue Building  
664 N. Michigan Avenue Building  
669 N. Michigan Avenue Building  
676 N. Michigan Ave Building--CBRE  
676 Restaurant & Bar  
680 N. Lake Shore Drive Building  
700 N. Michigan Avenue Building  
73 E. Lake  
730 N. Michigan Avenue Building  
737 N. Michigan Avenue / CBRE  
830 N. Michigan Avenue Building  
900 North Michigan Shops

### A

AAA Oswego-Short Insurance Agency  
ABC7 Chicago  
ABM  
Absolutely Creative Promotions  
AC Hotel Chicago Downtown  
Acadia Realty Trust  
Ace of Spray LLC  
AceBounce  
ACME Hotel Chicago, Outset Collection  
by Hilton  
Activate Games  
Adorn Bar & Restaurant  
Aloft Chicago Mag Mile  
Aloha Print Group  
Ambassador Chicago  
Amdur Productions  
American Craft Kitchen & Bar  
American Girl  
AMLI Development Company  
Amlings Interior Landscape  
Ann & Robert H. Lurie Children's Hospital  
of Chicago  
Antunovich Associates, Inc.  
Apple Michigan Avenue  
Aries Charter Transportation  
Aritzia  
Arlo Chicago



Ascension FBO  
Ashkenazy Acquisition Corporation  
Ateema Media & Marketing  
ATI Physical Therapy

### B

Baaba Holland Agency  
Balenciaga (Neiman Marcus)  
Balenciaga (Saks Fifth Avenue)  
Ballet 5:8  
Ballyhoo Hospitality — Petit Pomeroy  
& Sophia Steak  
Bannerville  
Bartlett Tree Experts  
BEAR Construction  
Beatrix Fulton Market  
Beatrix River North  
Beatrix Streeterville  
BELFOR Property Restoration  
Bensidoun USA  
Berglund Construction  
Bernard's  
Best Western River North Hotel  
Beth Heller Consulting  
BIG Bar  
Big Bowl  
Big Bus Tours  
Big City Chicken  
Bigmouth Creative  
Black Box Entertainment & Hospitality  
Black Circle Creative  
Blood Cancer United  
Blue Plate Catering  
BluSky Restoration  
Bottega Veneta  
Brando's Speakeasy  
Brass Tack  
Bravo Restaurants

Breakthru Beverage Illinois  
BrightView Landscapes LLC  
Brioni S.p.A. (Neiman Marcus)  
Broadway In Chicago  
Broadway Playhouse at Water Tower Place  
Bub City  
Bulgari

### C

Caffè Oliva  
Carol Fox & Associates  
Casa Bonita at Millennium Hall  
CELESTE  
Céline Chicago Neiman Marcus  
Leather Goods  
Centennial  
Chapel Street Cafe  
Chicago Architecture Center  
Chicago BEST Brazilian Lymphatic  
Drainage Massage  
Chicago Blackhawks  
Chicago Chop House  
Chicago Crime Tours  
Chicago Cubs  
Chicago Fashion Week  
Chicago Fire Football Club  
Chicago Lights  
Chicago Marriott Downtown Magnificent Mile  
Chicago River Swim  
Chicago Sports Museum  
Chicago Water Taxi  
Chicago White Sox  
Chicagoland Chamber of Commerce  
ChicagoRisk  
Chick-fil-A  
ChiGivesBack  
Choose Chicago  
Christian Dior Couture

## 2025 MEMBERS AND PARTNERS

Chuan Spa  
City Club of Chicago  
City Cruises  
City of Hope Cancer Care  
ClaimBuyout LLC  
Clarence Davids & Company  
Clayco, Inc.  
CloudBar  
CNL Projects  
COACH  
CocoBar  
Colliers Macaulay Nicolls, Inc.  
Colores Mexicanos  
Concierge Preferred  
Confluence, Inc.  
Conquer Cancer  
Constellation Energy  
Continental Air Transport  
Copper Fox Gastropub  
Coq d'Or  
Courtyard by Marriott Chicago Downtown/  
Magnificent Mile  
Courtyard Chicago Downtown/River North  
Cozen O'Connor  
Current Chicago  
Cushing

### D

David Yurman  
Davidson Hotel Company LLC  
Davis Harrison Dion  
DensityUSA  
Do-Rite Donuts & Chicken  
Double Clutch Brewing Company  
DoubleTree by Hilton Hotel Chicago -  
Magnificent Mile  
DoughBoy Restaurant Group  
The Richard H. Driehaus Museum

### E

East Bank Records Management  
Eataly Chicago  
Ed Debevic's  
Eduardo's Enoteca  
Eduardo's Pizza  
Electric Shuffle USA  
Eli's Cheesecake  
Elite Private Yachts - Chicago Elite  
Ema  
Embassy Suites by Hilton Chicago Downtown

Magnificent Mile  
Encore  
Esports Trade Association  
Eurostars Magnificent Mile Hotel Chicago

### F

Faegre Drinker  
Fairmont Chicago, Millennium Park  
Farpoint Development  
FashionBar LLC  
FASTSIGNS International, Inc.  
First Lady  
Flight Club Darts USA  
Flood Brothers Disposal  
Flyover Chicago Navy Pier  
Foley & Lardner LLP  
Four Seasons Hotel Chicago  
Fourth Presbyterian Church  
Francesca's on Chestnut  
Frankie's by the Slice  
Franklin Partners  
Friedman Properties

### G

Garrett Popcorn Shops  
Gene & Georgetti  
Gensler  
Gibsons Bar & Steakhouse  
Gibsons Restaurant Group  
Gino's East of Chicago  
Giorgio Armani Chicago  
GNP Realty Partners  
Go City Chicago  
Goldstreet Partners  
Golub & Company  
Gotham Bagels  
Grant Park Bistro  
Griffin Museum of Science and  
Industry Chicago  
Gucci  
Gucci - Nordstrom Chicago  
Guidepost Montessori at Magnificent Mile

### H

Hampton Inn and Suites Chicago  
- Downtown  
Harris Theater for Music and Dance  
Harry Caray's 7th Inning Stretch, Mag Mile  
Harry Caray's Italian Steakhouse, River North

Harry Caray's Restaurants  
Harry Caray's Tavern, Navy Pier  
Harry Potter Shop Chicago  
Harvest  
HDR Architecture, Inc.  
Healy Construction Services  
HEARN / 875 N. Michigan Avenue  
Hello Kitty & Friends  
Hey Benji Foundation  
Hilton Chicago/Magnificent Mile Suites  
Hilton Garden Inn Chicago Downtown/  
Magnificent Mile  
Hilton Regional Office  
HOKA Store Chicago  
Home2 Suites by Hilton Chicago River North  
Hotel 55 Chicago  
Hotel Chicago Downtown, Autograph  
Collection  
Hotel Chocolat  
Hotel EMC2, Autograph Collection  
Hotel Saint Clair  
Hubbard Street Dance Chicago  
Hugo's Frog Bar & Fish House  
Huntington Bank  
Hyatt Centric Chicago Magnificent Mile  
Hyatt Regency Chicago

### I

IGS Landscaping Group  
IHG Hotels & Resorts  
Il Porcellino  
Illinois Communications Sales  
Illinois Holocaust Museum Presents  
Experience360  
Inner Valor, Inc.  
InterContinental Chicago Magnificent Mile  
International Museum of Surgical Science  
InterPark  
IOC Construction  
iris b. Branding & Communications  
ISAIA  
Italian American Chamber of  
Commerce Midwest

### J

Jacqueline Hayes & Associates, Ltd.  
Jake Melnick's Corner Tap  
Jameson Sotheby's International Realty  
JB Realty  
JCDecaux

## 2025 MEMBERS AND PARTNERS

Jones Land LaSalle  
Joe's Seafood, Prime Steak & Stone Crab

### K

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KAMDEN Strategy Group, Inc.  
Kb Fitness Solutions  
KD&CO Advisors  
Kellogg School of Management  
KERING  
KONE

### L

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Labriola Ristorante - Chicago  
LaCour Images  
LaineToo  
Lakeshore Beverage  
Land & Lake Kitchen  
LandCare  
Landscape Concepts Management  
LAZ Parking  
Leopardo Companies  
Les Enluminures, Ltd.  
Lettuce Entertain You Enterprises  
Level Two Restaurant  
Levy Restaurants  
LG Group  
Life Span  
Lil' Ba-Ba-Reeba!  
Live Art International  
Lizzie McNeill's Pub  
LM Restaurant Group  
Lodge Management Group, EE  
Lookingglass Theatre Company  
Loro Piana  
Louis Vuitton Chicago Michigan Avenue  
Loyola University Chicago  
Loyola University Museum of Art  
LUXBAR  
LVMH, Inc.  
Lynn Sage

### M

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M&J Wilkow  
Madison Capital  
Magellan Development Group  
MANGO  
Manning Silverman  
Mark Goodman & Associates  
Mary Mary Gifts

Mastro's Steakhouse  
Maxine Salon  
Mekky Media  
Metropolis Technologies  
Michael Jordan's Steak House  
Mid-America Real Estate  
Miele. Inc.  
Millennium Garages  
Millennium Hall Chicago  
Modern Luxury  
Museum of Contemporary Art Chicago  
Museum of Ice Cream  
Museum of Illusions - Chicago

### N

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Namdar Realty Group  
Napolita Pizzeria & Wine Bar at Millennium Hall  
NARE Group  
NASCAR  
Nautical Miles  
Navy Pier, Inc.  
NBC 5 Chicago  
Newberry Library  
Nic + Junior's  
NINA  
Nobu Chicago  
Nobu Hotel Chicago  
NoMI  
Nora Restaurant & Bar  
Nordstrom  
Northwestern Medicine  
Northwestern University

### O

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Odyssey Cruises  
Odyssey Retail Advisors  
Olympik Signs  
Omni Chicago Hotel  
One Magnificent Mile  
O'Neil Building Corporation  
Osmond Consulting  
Osteria Via Stato/Pizzeria Stato

### P

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Page One Public Relations  
Palm Court  
Paramount Events  
Park Hyatt Chicago

Parkside Realty, Inc.  
Peggy Notebaert Nature Museum  
Pendry Chicago  
Pepper Construction  
Petterino's  
Pierrot Gourmet  
Pinkerton  
Pioneer Court  
Pippin's Tavern  
Pizzeria Portofino  
Poetry Foundation  
Point B Communications  
Pomellato  
Power Construction Company  
Premier  
Pressure Washing Systems  
Pursuit Collection

### Q

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Quadrum Global  
Quartino Ristorante

### R

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Radisson Blu Aqua Hotel, Chicago  
RAMEN-SAN Deluxe  
Razny Jewelers  
Realized Value Collaborative  
Rebar  
Rebel Hospitality  
Record-A-Hit!  
Residence Inn Chicago Downtown Magnificent Mile  
Respiratory Health Association  
Reviver  
River North Bistro  
River Roast  
River Shannon  
RL Restaurant  
Roam Real Estate, Inc.  
Robert's Pizza and Dough Company  
Ronald McDonald House near Lurie Children's Hospital  
Rowan  
RPM Events  
RPM Italian  
RPM Seafood  
RPM Steak  
Rush and Division

## 2025 MEMBERS AND PARTNERS

### S

Saint Laurent  
Schatz Building LLC  
Scott Harris Hospitality  
Securitas Security Services USA  
Sephora  
Shanghai Terrace  
Shaw's Crab House  
She-nannigans  
Sheraton Grand Chicago Riverwalk  
Shirley Ryan AbilityLab  
Shoreline Sightseeing  
Shula's Steak House  
Skyline Building Services  
Sofitel Chicago Magnificent Mile  
Solomon Cordwell Buenz  
SOMOS Hospitality Group  
Sonesta ES Suites Chicago Downtown  
Magnificent Mile  
SONESTA HOTELS OF CHICAGO  
Southern Glazer's Wines & Spirits  
Special Olympics Illinois  
Spirits and Spice  
Stacy Sweat Designs  
Stan's Donuts & Coffee  
Starbucks Coffee Company  
Starbucks Reserve Roastery  
State of Play Hospitality  
Steak 48  
Stetsons Modern Steak + Sushi  
Stone Real Estate  
Streeter's Tavern  
Streeterville Properties  
Strides For Peace  
Sushi-San/The Omakase Room  
Swissotel Chicago

### T

Tailored Brands, Inc.  
Tallboy Taco  
Tamar Productions, Inc.  
TCG Collective  
Tender Care Laundry  
Terrace 16  
The 101 Bar & Grill  
The 101 Rooftop  
The Anti-Cruelty Society  
The Art Institute of Chicago  
The Arts Club of Chicago  
The Bamboo Room

The Blackstone, Autograph Collection  
The Chicago Help Initiative  
The Chicago Hotel Collection Magnificent Mile  
Hotel & Suites  
The Comedy Bar  
The Diamond  
The Drake Hotel  
The Evie  
The Feil Organization  
The Field Museum  
The Gwen, a Luxury Collection Hotel,  
Michigan Avenue Chicago  
The Hangge-Uppe  
The Ivy Room  
The John Buck Company  
The Langham, Chicago  
The Lobby  
The Lodge Tavern  
The Men's Wearhouse  
The Northman Beer & Cider Garden  
The Ogden International School of Chicago  
The Original Mother's  
The Paramount Group  
The Peninsula Chicago  
The Peninsula Hotels  
The Peninsula Spa  
The Redhead Piano Bar  
The Ritz-Carlton, Chicago  
The Royal Sonesta Chicago Downtown  
The Shops at North Bridge  
The Spa at The Four Seasons Hotel Chicago  
The Spa at Trump  
The Talbott  
The Wrigley Building  
Thompson Chicago  
Three Dots and a Dash  
Tiffany & Co.  
Torali Italian-Steak  
Travelle at The Langham, Chicago  
Tribune Tower Residences  
Trump International Hotel & Tower Chicago  
Tzuco

### U

Umno Chicago  
United Service Companies  
Upstairs at The Gwen  
Urban Playground

### V

Vandalay Brands  
Venteux Chicago  
Ventures Endurance  
Vertiport Chicago  
Vinality USA  
Vintage Nightlife  
voco Chicago Downtown

### W

Waldorf Astoria Chicago  
Waldorf Astoria Spa Chicago  
Walgreens - 151 N. State Street  
Walgreens - 641 N. Clark Street  
Walgreens - 757 N. Michigan Avenue  
Walgreens - Illinois Street  
Walgreens - The Wrigley Building  
Water Tower Place  
Water Tower Realty  
Weber Alliance  
Wendela  
White Diamond Events  
White Lodging  
Wildfire Chicago  
Wintrust Bank - Delaware  
Wintrust Bank - Oak & Rush  
Wintrust Bank - Old Town  
Wintrust Bank - Streeterville  
Wintrust Financial Corporation  
Wirtz Corporation  
Wisecarver Public Relations  
Wolfpoint Hotels  
Woman's Athletic Club of Chicago  
Woodlawns Landscape Company  
Wow Bao

### Y

Yardbird Southern Table & Bar  
Yellowstone Landscape

### Z

Z BAR  
Zeller  
zpd+a



## MARKETING

The Magnificent Mile's® marketing and communications efforts, supported by SSA #76, continued to elevate the district and showcase member businesses through integrated digital storytelling, seasonal campaigns such as St. Patrick's Day and Tulips on The Magnificent Mile®, and ongoing social and web content that kept audiences informed about what was happening across the district throughout the year.

### 2025 DIGITAL REACH AND ENGAGEMENT



**473K+**

Users in 2025 visited  
[www.themagnificentmile.com](http://www.themagnificentmile.com)

**1M+**

Website pageviews



**23%**

Newsletter open rate

**5.6K+**

Newsletter subscribers



**43%**

Increase in The Wintrust  
Magnificent Mile Lights Festival  
social media engagement

**23K+**

Holiday Guide downloads

### SOCIAL PRESENCE DIRECT CONNECTION

**3.8M**

Social impressions

**141K+**

Total followers



**47,000+**

Instagram



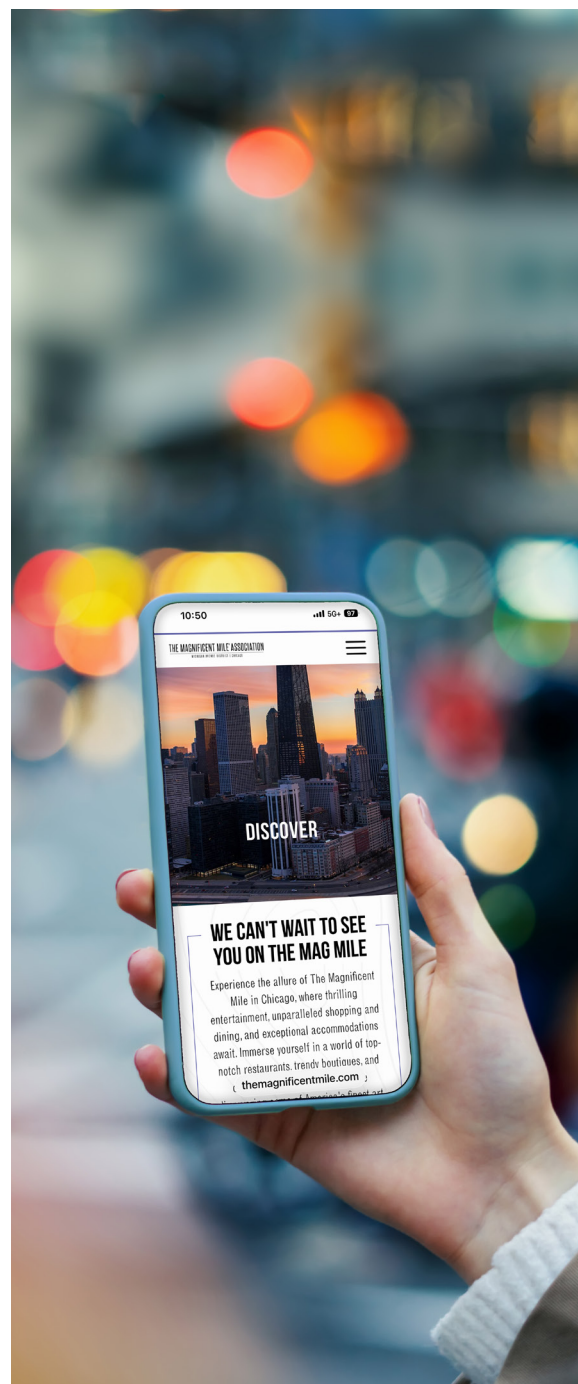
**92,000+**

Facebook



**2,300+**

Tik Tok





## PRESS AND MEDIA MENTIONS

In 2025, The Magnificent Mile® Association delivered its strongest media performance ever. A more strategic and intentional approach to news and social storytelling resulted in significant increases in coverage, impressions, and overall earned media impact.

### PRESS



### LINKS TO INTERVIEWS

## THE WALL STREET JOURNAL.

 [Wall Street Journal](#)



 [CBS News](#)

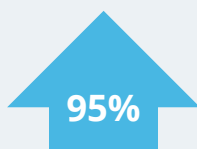
## Block Club

 [Block Club Chicago](#)

### MEDIA MENTIONS

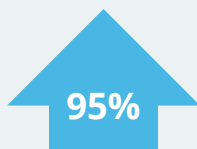
# 20.1B

Total earned media impressions, a 95% increase from 10.3 billion in 2024



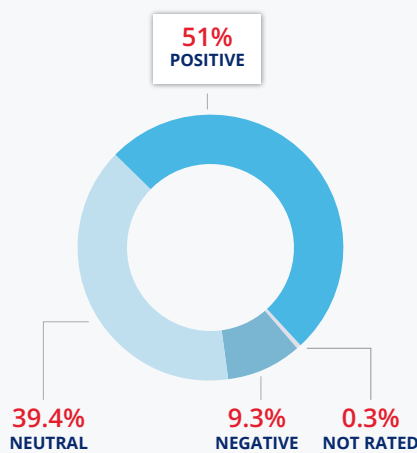
# 20K

Total media mentions across news and media, 95% increase from 10,244 in 2024



### MEDIA MENTIONS BREAKDOWN

Jan- Dec 2025



# \$185M+

value of earned media coverage

## SOURCES OF SUPPORT

### ANNUAL MEETING 2025

360 CHICAGO  
737 N. Michigan Ave. / CBRE  
Ascension FBO  
BrightView Landscapes LLC  
Choose Chicago  
City Experiences  
Constellation Energy  
Foley and Lardner  
Golub & Company  
Hyatt Regency Chicago  
Metropolis  
Mid-America Real Estate Corporation  
NARE  
Navy Pier  
Parkside Realty/Acadia Realty Trust  
Run Mag Mile® / Ventures Endurance  
Sheraton Grand Chicago Riverwalk  
Shoreline Sightseeing  
Stone Real Estate  
The Peninsula Chicago  
The Wrigley Building  
Trump International Hotel and Tower Chicago  
United Service Companies  
Wendela  
Zeller

### MEMBERSHIP CONNECTIONS

101 Rooftop  
Arlo Chicago  
Eataly Chicago  
Electric Shuffle  
Experience 360 at the Illinois Holocaust Museum  
Lookingglass Theatre  
Nobu Chicago  
Terrace 16  
The Richard H. Driehaus Museum

### MEMBER BRIEFINGS

Fourth Presbyterian Church  
Four Seasons Hotel Chicago  
The Wrigley Building

### ANNUAL GALA

101 Club  
360 CHICAGO  
401 North Michigan Avenue  
737 North Michigan Avenue



ABM  
AC Hotel by Marriott Chicago Downtown  
Acadia Realty Trust  
Amundsen Davis LLC  
Ann & Robert H. Lurie Children's Hospital of Chicago  
The Anti-Cruelty Society  
Arlo Chicago  
The Art Institute of Chicago  
Belfor Property Restoration  
Bravo Restaurants  
BrightView Landscapes LLC  
Chicago Architecture Center  
Chicago Crime Tours  
Chicago Cubs  
Chicago Fire  
Chick-fil-A  
Choose Chicago  
City Cruises  
Connelly Electric  
Evie  
Faegre Drinker  
Fairmont Chicago, Millennium Park  
First Lady  
Foley and Lardner LLP  
Four Seasons Hotel Chicago  
Gibsons Restaurant Group  
Golub & Company  
Harvard Maintenance  
HEARN  
Hyatt Regency Chicago  
InterContinental Chicago Magnificent Mile  
Interior Construction Group, Inc.  
InterPark  
JDL Development  
Lakeshore Beverage  
LAZ Parking  
Lettuce Entertain You Enterprises  
M&J Wilkow  
Metropolis  
Mid-America Real Estate Corporation  
Museum of Illusions  
NARE Group  
Navy Pier  
Northwestern Medicine  
O'Keefe Lyons & Hynes LLC  
Paramount Events  
Park Hyatt Chicago  
Parkside Realty  
Power Construction  
Premier Landscape  
R2 Companies  
Razny Jewelers  
Rowan  
Sheraton Grand Chicago Riverwalk  
Shoreline Sightseeing  
Skidmore, Owings & Merrill  
Sofitel Chicago Magnificent Mile  
Starbucks Reserve Roastery  
Stone Real Estate  
Swissôtel Chicago  
Tamar Productions, Inc.  
The Evie  
The Magnificent Mile® Charitable Foundation  
The Peninsula Chicago

## SOURCES OF SUPPORT



The Richard H. Driehaus Museum  
 The Ritz-Carlton, Chicago  
 The Wrigley Building  
 Titan Security Group  
 Trump International Hotel and Tower Chicago  
 United Service Companies  
 Vertipoint Chicago  
 Waldorf Astoria Chicago  
 Walgreens  
 Walt Disney World® Resort  
 Wendella  
 Yardbird  
 Zeller

### IPW

Eataly Chicago  
 Live Art International  
 Museum of Ice Cream  
 Shops at North Bridge  
 Stan's Donuts & Coffee  
 Somos  
 The Richard H. Driehaus Museum  
 The Talbott, Autograph Collection Hotels  
 Tzuco  
 Ummo

### ANNUAL SUMMER CRUISE

First Lady  
 Cafe Ba-Ba-Reeba!

### GOLF OUTING

360 CHICAGO  
 B Great Strategies  
 Blue Energy  
 BluSky Restoration  
 BrightView Landscapes, LLC  
 City Cruises  
 Fairmont Chicago, Millennium Park  
 Four Seasons Chicago  
 Hyatt Regency Chicago  
 InterPark  
 IOC Construction  
 LandCare  
 LAZ Parking  
 LG Group  
 LondonHouse Chicago  
 Metropolis  
 Pepper Construction  
 Premier Landscape  
 The Ritz-Carlton, Chicago  
 United Service Companies  
 Wendella  
 Wintrust  
 Wow Bao  
 Zeller

### FALL TOURISM PROGRAM

Fairmont Chicago, Millennium Park  
 360 CHICAGO  
 Choose CHICAGO

### LEGISLATIVE RECEPTION

B Great Strategies  
 Cozen O' Connor  
 HDR  
 Illinois Hemp Business Association  
 Lenovo  
 Southern Glazer's Wine and Spirits  
 Steak 48  
 United Service Companies  
 Wipfli

### HOLIDAY PARTY

360 CHICAGO  
 Chicago White Sox  
 Laine Too

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Eric Fogel, Amundsen Davis LLC

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~Richard Simon, United Services Companies

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~ Past Association Chair

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~Dan Russell, City Cruises  
~Marc S. Schulman, The Eli's Cheesecake Company  
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~Richard Simon, United Service Companies  
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~Ralph Weber, Weber Alliance  
Danny Wirtz, Breakthru Beverage Group  
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Drew Polinsky, *Finance Manager*  
Marshun Tolbert, *Government Relations Manager*  
Maggie Walter, *Office Manager*  
Glenn White, *Safety and Security Advisor*



## WINTRUST MAGNIFICENT MILE LIGHTS FESTIVAL®

The 34th Annual Wintrust Magnificent Mile Lights Festival® on Saturday, November 22nd lit up North Michigan Avenue in a record-breaking way.



### ECONOMIC IMPACT

**\$43.5M**

In economic impact

**20,757**

Hotel room nights generated

**22,858**

Jobs supported across Chicago

**\$2.12M**

In tax revenue for the City of Chicago

**\$2.26M**

In tax revenue for the State of Illinois

The Wintrust Magnificent Mile Lights Festival®, the official kick-off to the holiday season, draws hundreds of thousands to The Magnificent Mile® each year, with nearly one-third visiting from outside the region, reflecting Chicago's enduring national and global appeal. The event dazzles with one million lights, spectacular performances, iconic floats, and cherished moments, including special appearances by Mickey Mouse and Minnie Mouse from Walt Disney World Resort® and Santa's official arrival.

In 2025, the Festival once again captured the spirit of the season, uniting community, culture, and economic vitality while marking the city's holiday kickoff.

The event was proudly supported by title sponsor, Wintrust, and presenting sponsors, Enjoy Illinois and Chicagoland and Northwest Indiana Kia Dealers.



Source: Economic impact data courtesy of Choose Chicago



# WINTRUST MAGNIFICENT MILE LIGHTS FESTIVAL



## SPONSORS AND PARTNERS

### TITLE SPONSOR

Wintrust

### PRESENTING SPONSOR

Kia

### FRIEND

Walt Disney World Resort®

### PARTNERS

93.9 LITE fm  
ABC7 Chicago  
Choose Chicago  
City Cruises  
CN Railway

Dunkin'  
Eli's Cheesecake  
Enjoy Illinois  
Fairmont Chicago, Millennium Park  
Flood Brothers Disposal Co.  
HDR  
Illinois Lottery  
Lifeway Kefir  
Metra  
Museum of Ice Cream  
Navy Pier  
Ozinga  
Serve Robotics  
The Wrigley Building  
WGN Radio  
World Business Chicago



## FINANCIAL STATEMENTS

2025 UNAUDITED

2024 AUDITED

### MEMBERSHIP

Revenues	\$451,974	\$520,452
Expenses	\$17,015	\$17,718
Net Revenue	\$434,959	\$502,733

### MEETINGS & EVENTS

Revenues	\$447,145	\$495,903
Expenses	\$245,133	\$259,180
Net Revenue	\$202,012	\$236,724

### PLANNING & ADVOCACY

Revenues	\$1,213,379	\$1,064,920
Expenses	\$502,618	\$869,643
Net Revenue	\$710,761	\$195,277

### MARKETING

Revenues	\$1,362,897	\$2,076,008
Expenses	\$1,120,158	\$1,580,168
Net Revenue	\$242,739	\$495,840

### ADMINISTRATION

Revenues	\$179,947	\$270,735
Expenses	\$1,487,613	\$1,666,414
Net Revenue	(\$1,307,667)	(\$1,395,679)

Revenues Total	\$3,655,343	\$4,428,018
Expenses Total	\$3,372,538	\$4,393,123
NET REVENUE TOTAL	\$282,805	\$34,895



**THE MAGNIFICENT MILE ASSOCIATION**

MICHIGAN AVENUE DISTRICT | CHICAGO