

**Be Seen.
Be Celebrated.
Be Magnificent.**

In the heart of Chicago, where culture, business, and community come together amid legendary architecture, luxury shopping, world-class dining, and vibrant city life.



Photo by: Lynda Myzkowski

QUICK FACTS

Association Founded: 1912

Executive Leadership: Kimberly Bares, President/CEO
Nichole Benolken, Board Chair, Managing Director
at 360 CHICAGO

Chicago Wards: 2nd & 42nd

The Magnificent Mile® Stakeholders

Tourists, Business & Property Owners, District Residents,
Tenants, and Chicagoans (day trips + workers)

Annual Visitors

The Magnificent Mile® District..... 15.1 Million
North Michigan Avenue..... 6.1 Million
Navy Pier..... 4.4 Million

(Placer.AI, January - December 2024)



WHO WE ARE

The Magnificent Mile® Association is a private, non-profit organization representing 450+ retailers, hotels, restaurants, attractions, and properties — all working to preserve, promote, and enhance Chicago’s most iconic neighborhood.

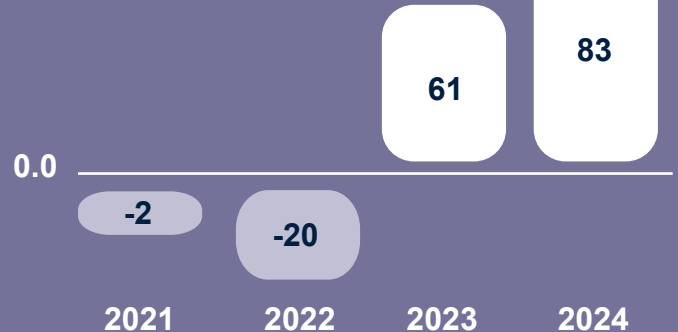
WHAT WE DO

The Magnificent Mile® Association drives visitation through high-impact marketing campaigns, year-round consumer programming, and district planning initiatives. We serve our members by enhancing the area’s beauty, growing their visibility, and providing unmatched networking opportunities. Our membership includes real estate properties, retailers, hotels, restaurants, entertainment venues, institutions, residential buildings, and professional services.



If The Magnificent Mile District were a city, it would be the **3rd** largest in the state of Illinois

Public sentiment captures
The Mile’s rising spirit
and momentum



MEMBER BENEFITS

Elevated Exposure

Boost your brand with a complimentary listing on themagnificent-mile.com (1M+ visits/year) and reach 120K+ followers across our social channels. Members also get priority promotion through our Visitor Center, QR listings, e-newsletters, and prime event opportunities like The Wintrust Magnificent Mile Lights Festival

Safety and Security

Stay connected with monthly safety calls and real-time alerts through GroupMe. Build strong local ties with exclusive walk-and-talks alongside CPD Commanders from the 1st and 18th Districts.

Relationship Building

Expand your network through 25+ curated events, monthly Member Briefings, and Membership Connections, helping you forge powerful relationships and drive real business growth.



The Magnificent Mile® at a Glance

20M+ annual visitors

\$17.9B in consumer spending from domestic and international tourists

67% of all hotel rooms in Chicago's Central Business District



CONTACT US

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District Economic Impact Data

Estimated number of residents (Placer.AI, 2024)

• 152,024

Annual Consumer Spending

(Jan 2019–July 2023)

• The Magnificent Mile® District generated \$17.9B, which is \$6.7B more than any other Chicago neighborhood

• The district accounted for 8% of total Chicago spending

21%

of all jobs in Chicago
are in The Magnificent
Mile District

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 [@magnificentmile](https://www.facebook.com/magnificentmile)

 [@themagmile](https://www.tiktok.com/@themagmile)

 [The Magnificent Mile Association](https://www.linkedin.com/company/the-magnificent-mile-association)

 [themagnificentmile.com](https://www.themagnificentmile.com)