North Michigan Avenue SSA 76

Wednesday, April 24, 2024, 2:30pm

625 North Michigan Avenue, 6th Floor Conference Room

Agenda

1. Call to Order and Roll Call
2. Review and Approval of Previous Meeting Minutes
3. Public Comment
4. Safety & Security
5. Safety and Security Advisor Report
6. Public Way Aesthetics
7. Wayfinding Approach
8. Marketing
   1. Ratify phone poll to fund SSA tourism and marketing grant matching funds for a total of $99,999.10.
   2. Review of second IL State Tourism Grant: Tourism Attraction Grant
      1. Approved for $52,500 for Augmented Reality for 5 Historical Sites on The Magnificent Mile pending match by The Association/SSA
      2. Total cost is $105,000
      3. We are awaiting a proposal from the vendor for 5 additional sites, per the request from the SSA Commissioners to assess the costs for a total of 10 sites
      4. We recommend moving forward with the original five, and look to contract the additional five locations in the fall given the amount of work the development of the experience will take
   3. Spectrum by Mirari PR report
      1. 490 mentions, reach of 200 million for a media value of $1.9 million
      2. Broadcast coverage by CBS2, NBC5, Telemundo
   4. The Magnificent Mile Tulip
      1. Sales: Over 325 boxes sold
      2. PR: 370 mentions, reach of 252 million, media value of $2.35 million
         1. Broadcast coverage on NBC5, WGN, ABC, Fox32
         2. Strong social coverage by the broadcast networks, also
         3. WBBM NewsRadio
         4. Chicago Tribune Suburban Papers
   5. Next activation: Flight of Butterflies (see installation and activation list)
9. Old Business
   1. BID legislation status and next steps
10. New Business
    1. IDA Annual Conference in Seattle, WA Tuesday, 9/10 - Friday, 9/13
11. Upcoming Meetings
    1. SSA Commission Meeting: May 8, 2024, at 2:30 pm (625 N Michigan Ave)
    2. SSA Advisory Committee Meeting: Wednesday, May 9 at 1:30 pm (625 N Michigan Ave)
    3. SSA Renewal Public Meetings: May 15 at 4:30 pm and May 22 at 9 am
12. Adjourn