

### Quick Facts

Association Founded: 1912

**Executive Leadership:** Kimberly Bares, President/CEO  
Justine Fedak, Board Chair, Chief Client Officer, rEvolution

**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..... 14.8 Million

Michigan Avenue..... 6.0 Million

Navy Pier..... 4.8 Million

(Placer.AI, September 2022- August 2023)

### 2023 Highlights & Accomplishments

- The first ever Magnificent Mile® Visitors Center Grand Opening
- Monthly Security Meetings
- 2023 Downtown Days Host
- District Clean-Up
- The Wintrust Magnificent Mile Lights Festival®
- Special Service Area/Business Improvement District
- Business Recruitment (WBC partnership)
- The Magnificent Mile® Foundation
  - All Stars Project, Inc (ASP) named 2023 Foundation Recipient

### Who We Are

The Magnificent Mile® Association is a private, nonprofit membership organization with a mission of preserving, promoting, and enhancing one of Chicago’s most unique, multi-use neighborhoods

### What We Do

The Association crafts visitation-based marketing campaigns, plans popular consumer programming year round, serves its members with district planning and beautification, and provides incomparable networking opportunities. Members include real estate properties, retail shops, hotels, restaurants, entertainment establishments, institutional and residential properties, and various professional services.

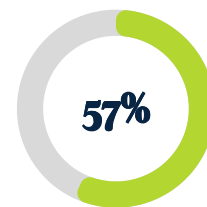
### District Economic Impact Data

- **Estimated number of residents (Placer.AI, 2023)**
  - 120,100
- **Annual Consumer Spending (Replica, 2022)**
  - The Magnificent Mile® District \$3.8B
  - The Magnificent Mile® \$1.6B
- **Hotel room capacity (Choose Chicago, 2023)**
  - 67% of all hotel rooms in the downtown area are in The Magnificent Mile® district
- **2022 Wintrust Magnificent Mile Lights Festival®**
  - Total business sales: \$28,272,580
  - Chicago tax: \$1,351,285
  - State Tax: \$1,440,318
  - Jobs supported: 15,601
  - Attendee spending: \$14M+
  - Overnight attendees: 19,500



The District employs 243,200 people in 2.7 square miles

The Magnificent Mile District workers reside in 99 out of the 102 Illinois counties.



Percentage of District's jobs held by city residents in all 50 Wards.

17%

of all jobs in Chicago are in The Magnificent Mile district.

If The Magnificent Mile District were a city, it would be the 9th largest in the state of Illinois.

TheMagnificentMile.com  
Instagram: @themagmile  
Twitter: @themagmile  
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