

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..... 15.1 Million
North Michigan Avenue..... 6.1 Million
Navy Pier..... 4.4 Million

(Placer.AI, January - December 2024)

2024 Highlights & Accomplishments

- Jgn f"vj g first/ever Magnificent Mile® Association Legislative Reception
- Baptized vhe Magnificent Mile Tulip
- Set ctendance and tevenue tecords ct The Magnificent Mile Lights Festival
- Opened vwo Limited Engagement Experiences" vthrough vhe Small Business Storefront" Activation rrogram
- Welcomed knstallations clong Michigan Avenue" yith vhe jelp of SSA76
- Reintroduced The Magnificent Mile Art Festival" to 875 N. Michigan Avenue

TheMagnificentMile.com

Instagram: @themagmile

Twitter: @themagmile

TikTok: @themagmile

Facebook: @magnificentmile

LinkedIn: The Magnificent Mile Association

Re-imagining Magnificent

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, 2024)
 - 152,024
- **Annual Consumer Spending** (Jan 2019-July 2023)
 - The Magnificent Mile® District generated \$390; B."y jkeh is \$6.7B more than any other Chicago neighborhood
 - The district accounted for " "qh"tqvcn"Ejkeciq"srgp fkp i"
- **Hotel room capacity** (Choose Chicago)
 - 67% of all hotel rooms in the downtown area are in The Magnificent Mile® district
- **2024 Wintrust Magnificent Mile Lights Festival®**
 - Total business sales: \$41,187,465
 - Chicago tax: \$1,972,240
 - State Tax: \$2,111,398
 - Jobs supported: 22,027
 - Attendee spending: \$23.8M+
 - Overnight attendees: 28,520



The District employu"cr r tqzko cvgn{
272.222" rgqrng in 2.7 square miles.

**The Magnificent Mile District
workers reside in 75 of 77 Chicago
community areas and 99 of the 102
Illinois counties.**

57%

of District's jobs are
held by city residents.

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

21%

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