

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

- Held the first-ever Magnificent Mile® Association Legislative Reception
- Baptized the Magnificent Mile Tulip
- Set attendance and revenue records at The Magnificent Mile Lights Festival
- Opened two Limited Engagement Experiences through the Small Business Storefront Activation program
- Welcomed installations along Michigan Avenue with the help of SSA76
- Reintroduced The Magnificent Mile Art Festival to 875 N. Michigan Avenue

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 \$17.9B, which is \$6.7B more than any other Chicago neighborhood
 - The district accounted for 8% of total Chicago spending
- **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 employs approximately 250,000 people 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.

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

Instagram: @themagmile

Twitter: @themagmile

TikTok: @themagmile

Facebook: @magnificentmile

LinkedIn: The Magnificent Mile Association

