



NRPA **Innovation Labs**

The Economic Impact of Parks and Recreation
Chicago, Illinois
July 30 - 31, 2015



**National Recreation
and Park Association**

www.nrpa.org/Innovation-Labs



Welcome and Introductions

Mike Kelly

Superintendent and CEO Chicago Park District

Kevin O'Hara

NRPA Vice President of Urban and Government Affairs

Economic Impact of Parks

The Chicago Story

Antonio Benecchi

Principal, Civic Consulting Alliance

Chad Coffman

President, Global Economics Group

Impact of the Chicago Park District on Chicago's Economy

NRPA Innovation Lab

30 July 2015

The charge: is there a way to measure the impact of the Park Districts assets?

- One of the largest municipal park managers in the country
- Financed through taxes and proceeds from licenses, rents etc.
- Controls over 600 assets, including Parks, beaches, harbors
- 11 museums are located on CPD properties
- The largest events in the City are hosted by CPD parks

Approach summary

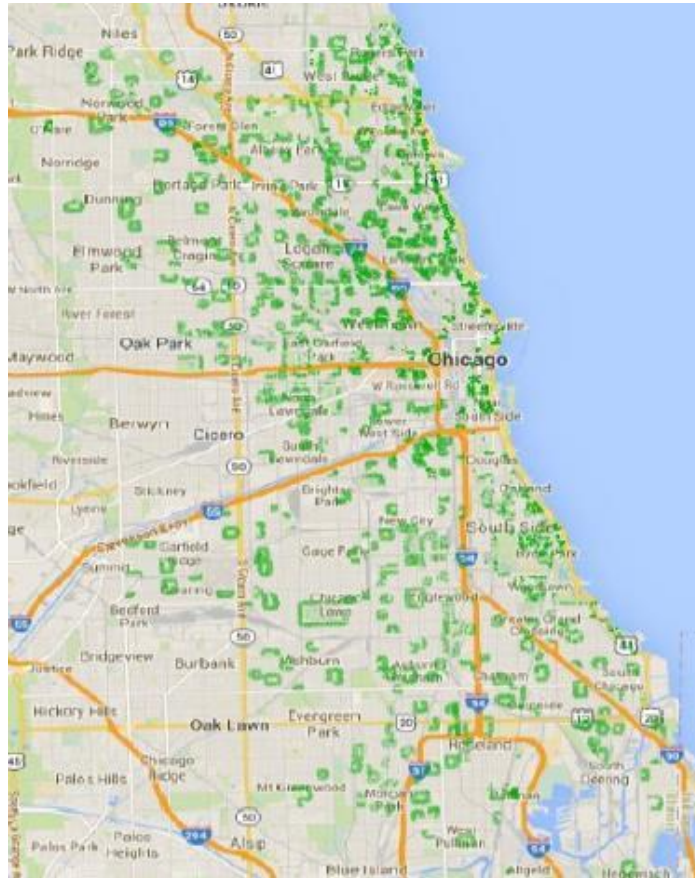
Relative improvement on value of properties in parks' proximity

- Best indicator of value regarding benefits associated with Parks'
- Proxy for other qualitative factors such as quality of life
- Higher value of properties in parks' proximity can be considered **net present value of benefit**

Revenues generated by events and special assets

- Hotel stays, event attendance, museum visits, etc. by tourists capture additional benefit
- Direct spending by locals indicates economic significance driven by the parks
- Revenues generated are **estimated on a yearly basis**

Property values: tangible benefit for Chicago residents



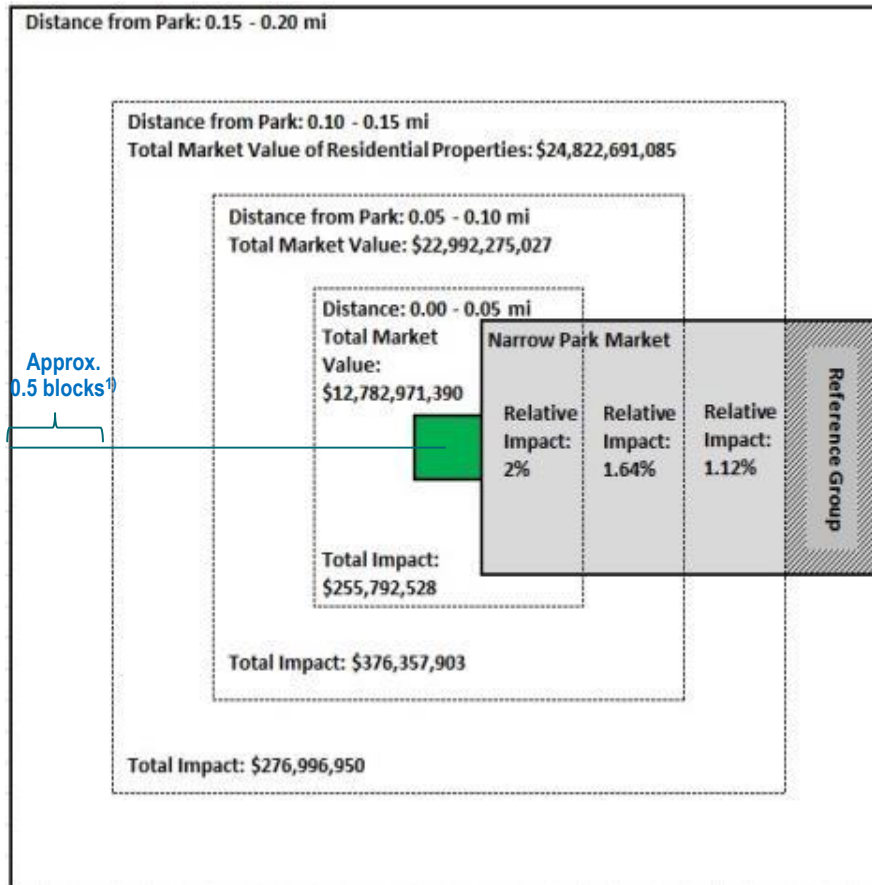
Hypothesis:

- Positive benefit of parks should be reflected by value of properties in their proximity
- It incorporates other non-tangible aspects like quality of life, etc.

Analysis:

- Based on a comprehensive and granular data set (2012 Assessor Data: 650,000 data points)

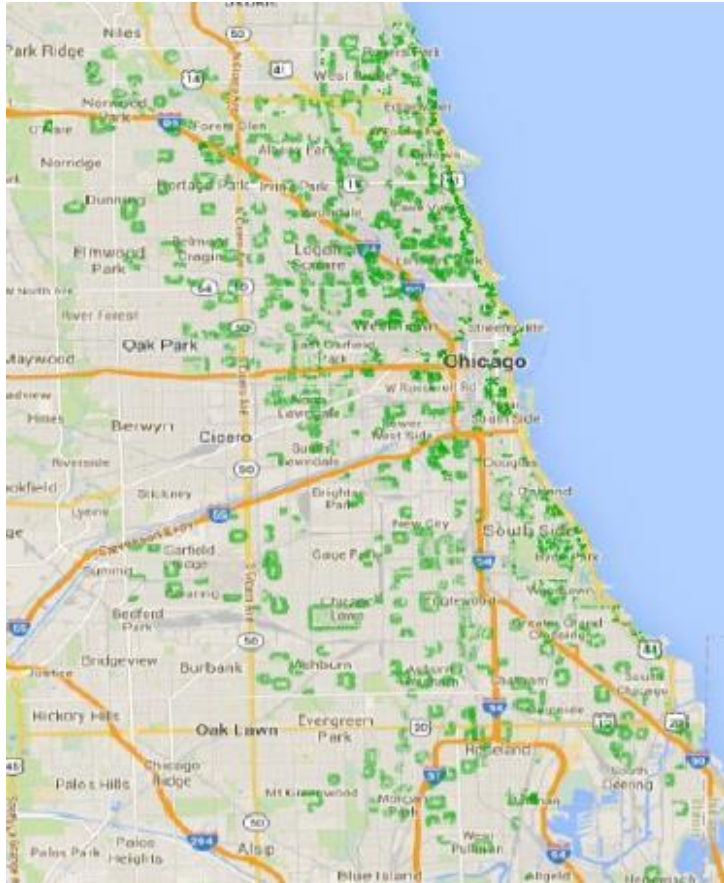
A rigorous and conservative analysis to estimate the impact of CPD assets



- Assessed value, scaled up to market value
- Controlled for housing characteristics (square footage, single/multifamily homes, age of home, distance to El stop, etc.)
- Identified park-specific markets to control for confounding factors (freeways, railroads, industrial space, etc.)

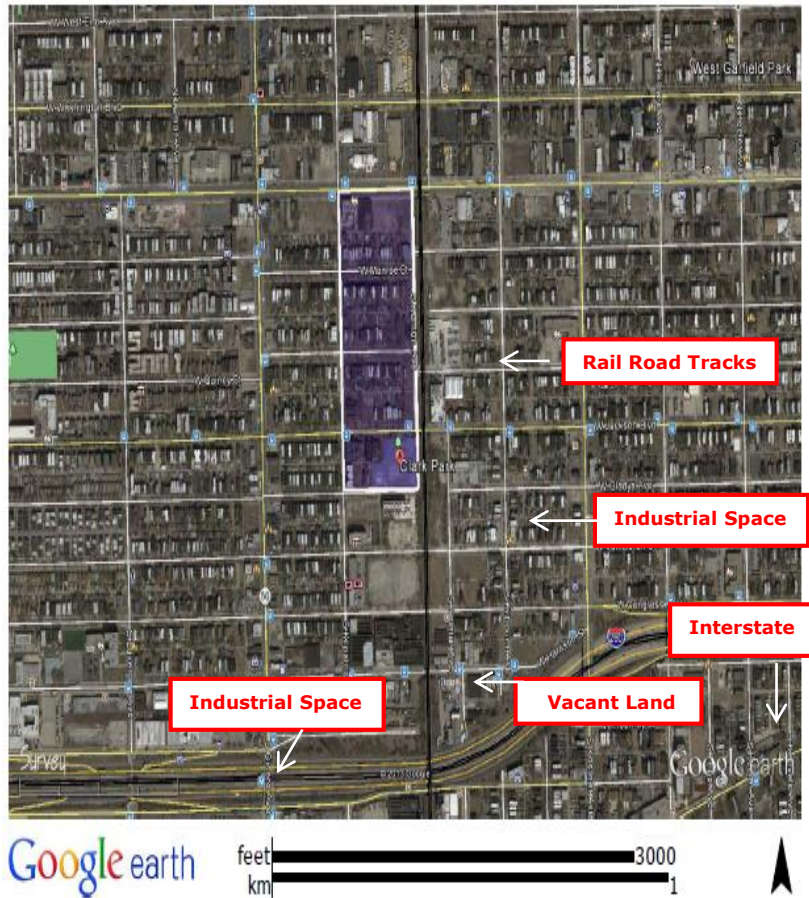
1) Assumes 1 full city block = 1/8 of a mile

The .15 perimeter accounts for 43% of all properties in the City of Chicago



- Coverage of property value analysis includes 43% of all residential properties within .15 miles
- Another 15% of the properties are in our "control group" of between .15 and .20 miles
- 33% of residential properties are more than .25 miles from a park
- Economic impact is distributed in all neighborhoods, regions

The impact on property value is at least 900 million

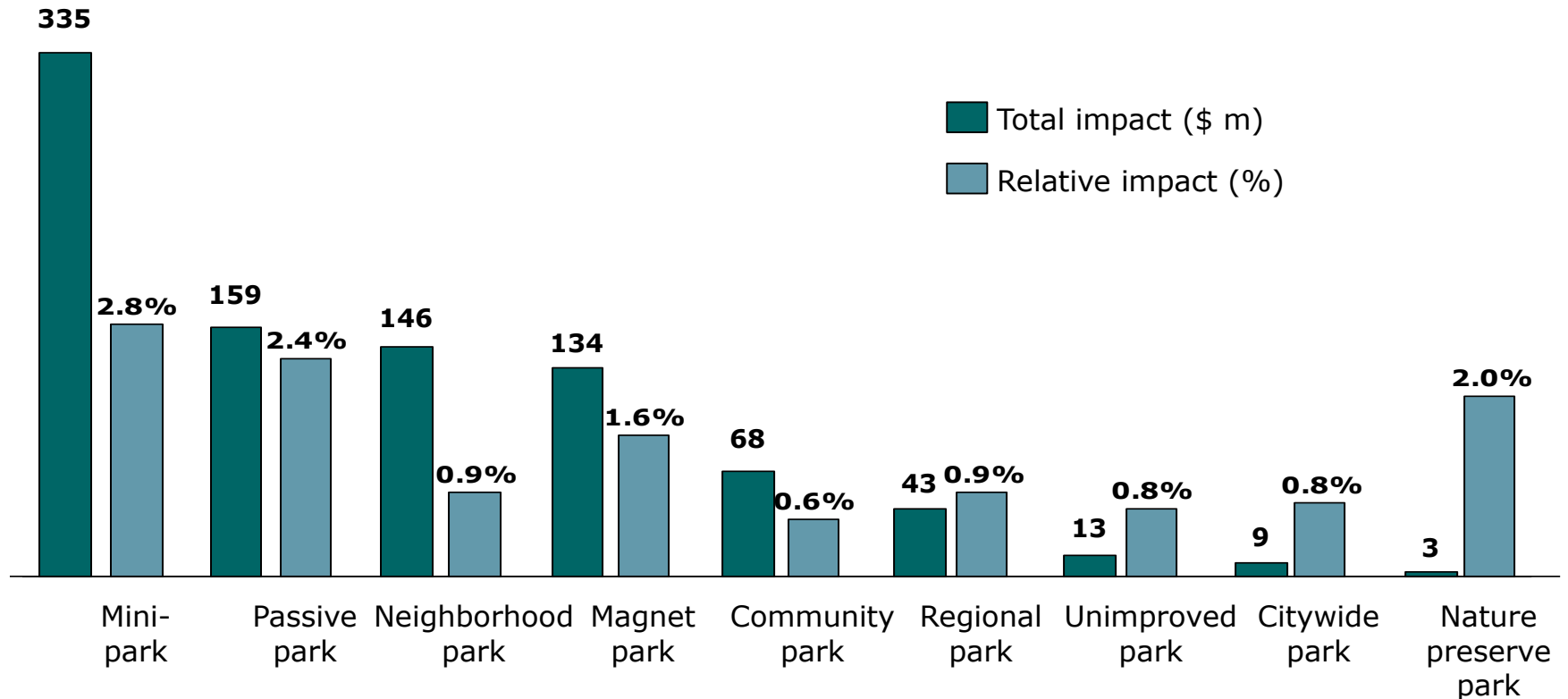


Impact of Park District assets **adds at least 900 million** (or 1.5%) to residential properties within 0.15 miles (800 feet) of parks

Impact is positive – although at different levels – **across all park categories and city regions**

All park classes have a positive impact on property values

Impact on property value

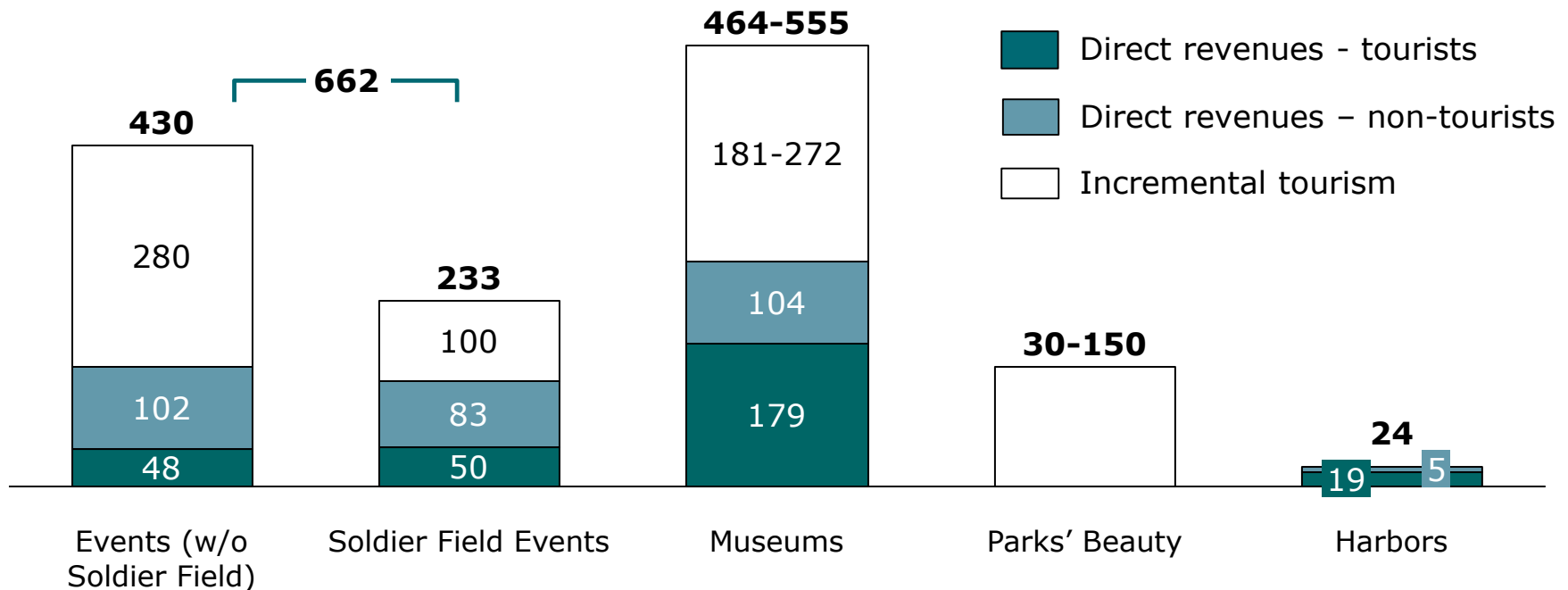


- **Mini-parks** have largest relative impact and total dollar impact
- **Citywide, regional, community, and neighborhood parks** have less positive property value impact, but focus on providing wide variety of programming and amenities to the larger community

The Park District's diverse assets all contribute to economic activity

2013 economic significance: \$1.2 - \$1.4 B

Direct revenues = \$589M
Incremental tourism = \$591M - \$802M

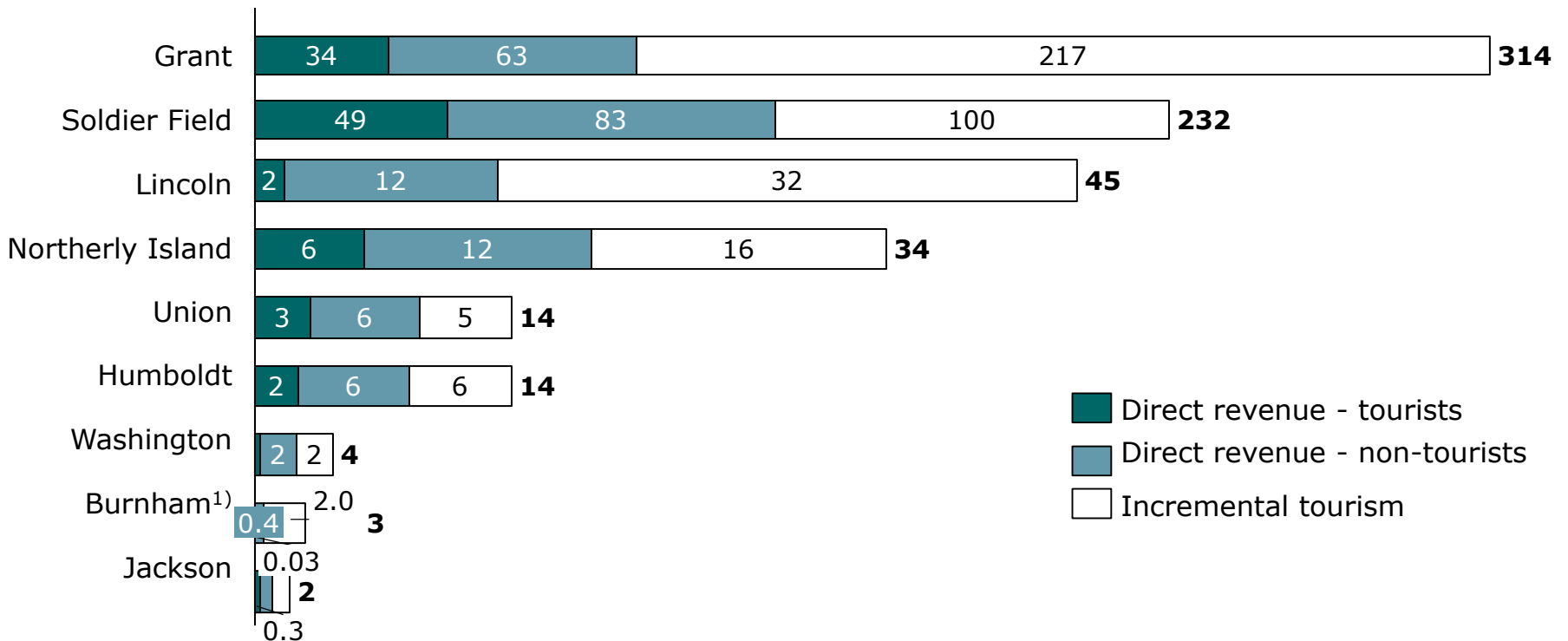


- **Museums¹⁾ and events** drive most economic impact

1) Even when conservatively estimating % of tourists who select a destination based on museums are influenced by Museums in the Park

Grant Park and Soldier Field generate 80% of magnet parks' event impact

2013 Magnet parks event economic significance [\$M]

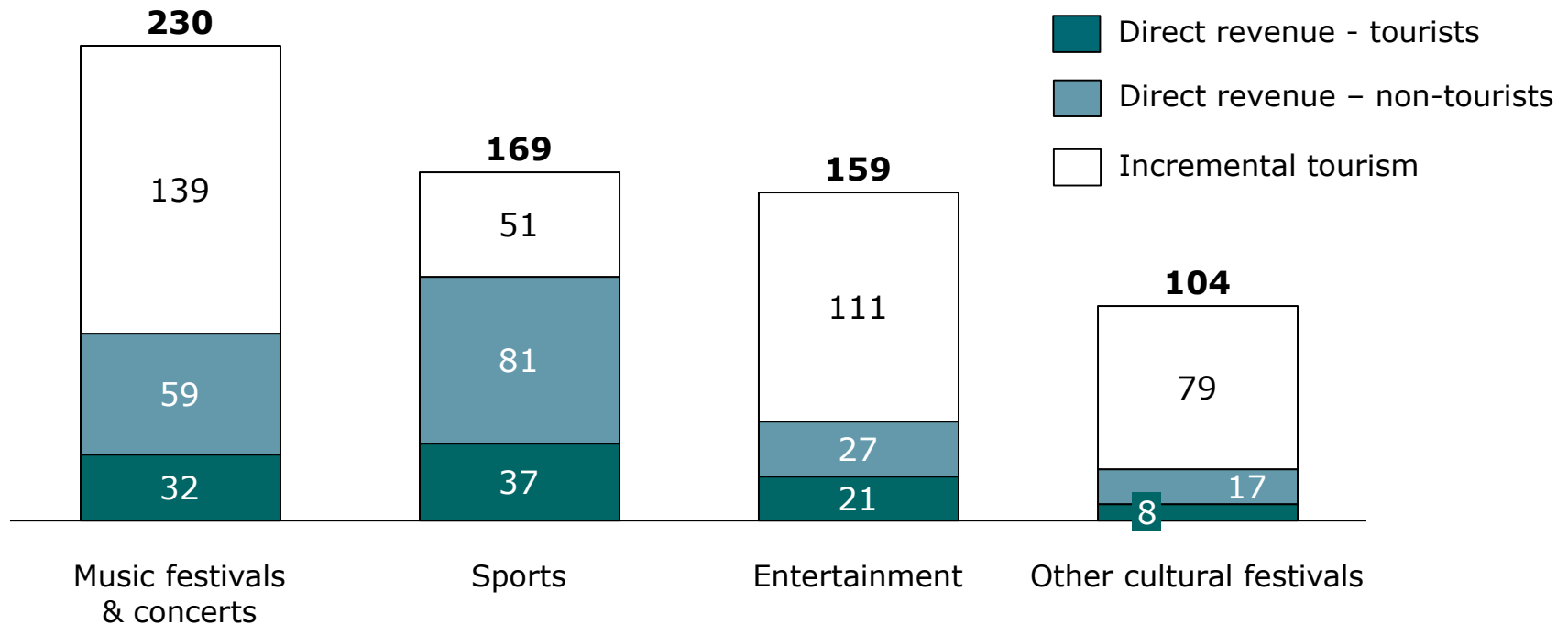


- Grant Park is home to music and cultural festivals, which drive significant incremental tourism
- Soldier Field alone generates ~\$230 m per year, and hosts the highest-impact series of events – Bears games

1) Excludes Soldier Field

Music festivals and sports generate 60% of the magnet parks' event impact

2013 Magnet parks event economic significance [\$M]



- Music festivals drive highest total impact and greatest incremental tourism
- Sporting events drive the most direct
- Cultural Festivals drive ~50% of all event incremental tourist dollars

Combining all information, CPD assets fit into distinct clusters

Park type	Count	Property value impact [USD M]	Special assets & tourism [USD M]	Non-tax revenues [USD M]	Enrollment ¹⁾ [# people]	Avg. property value impact [%]
Magnet	7	134	1,173-1,384	69	30,731	1.6%
Mini	141	335	–	0	492	2.8%
Neighborhood	161	146	20	1	74,084	0.9%
Community	117	68	–	7	215,217	0.6%
Regional	46	43	–	5	164,938	0.9%
Citywide	9	9	10	3	41,227	0.8%
Passive	56	159	–	0	13,548	2.4%
Unimproved	21	13	–	–	–	0.8%
Nature preserve	3	2.6	–	–	–	2.0%
Total	557	909	1,180-1,391	86	540,237	1.5%

Assets can be managed as a portfolio

Attractions



- Generate the largest share of non-tax revenues
- Highly attractive for engaging tourists and residents alike

Mini-parks



- Have the highest property value impact on the city
- Residents primarily benefit through access to green spaces in urban neighborhoods

Amenities



- Generate the most community engagement through programming and special events

Open space



- Positive community engagement and property value improvement, despite minimal ongoing investment

Our Approach: Revenues generated by major events, special assets, and tourism are estimated in four key analyses (1/2)

1. Major Parks

Evaluates data from eight magnet parks; data requested for thirty events and received data for twenty one. Where data was unavailable, assumptions were made leveraging data for similar events and Park District expertise.

- Accounts for direct spending at events (e.g., tickets, concessions, merchandise) and tourism spending outside events (e.g., total spend of out-of-town attendees on lodging, dining, transportation, etc.) as a measure of economic significance. Key assumptions:
 - Direct revenue captures the bulk of event costs, including park rental fees, therefore these are not accounted for separately.
 - At the aggregate level, event sponsorship (e.g., a company giving organizer funding to host event) and any fundraising generated by event (e.g., event participant raising money to support a cause) balance out, therefore these impacts are not accounted for separately.
 - Depending on the nature of the event, number of days of attributable tourism impact differs:
 - Single day event --> 1 day of visitor spending outside of event
 - Multi-day event --> 1 day of visitor spending for each day visitor attends event
 - Marathon and Triathlon --> 2 days of visitor spending outside event
 - Only event *participant* impact is included – guests in participant's travel group and athletic event spectators are not included, as such data was limited or non-existent

Our Approach: Revenues generated by major events, special assets, and tourism are estimated in four key analyses (2/2)

2. Museum Revenues

- Reviewed financial statements for all museums on Park District property
- Attributed membership dues, total program service revenue (i.e., what museums earn through the programs they host), and gross rental revenue towards revenue generation; excluded donations and investment gains/losses
- 2013 data unavailable; 2012 revenues grown at inflation rate to provide rough idea for 2013 impact


3. Harbor Revenues

- Analyzed 2009-2012 direct revenue streams from harbors, as provided by harbor management
- Elected to use gross revenue to most fully capture the significance of harbors to Chicago's economy
- Few tourists leave boats, therefore tourism impact beyond gross revenue estimated to be minimal

4. Incremental Tourism

- Studies show the number one factor in destination selection for leisure travelers is the degree to which a location is "beautiful or scenic"; museums also play a role in visitors' destination selection
- Parks play a major role in making Chicago more beautiful and scenic, and also house most of Chicago's major museums
- This analysis estimates the incremental tourism (outside of special events) generated by parks overall and museums (detail follows)

We received data for twenty one events and made estimations for the remaining nine events

	Data Received		Data Estimated	
Music Festivals and Concerts 	<ul style="list-style-type: none"> ▪ Lollapalooza ▪ Blues Festival ▪ Chicago Jazz Festival ▪ Northerly Island 		<ul style="list-style-type: none"> ▪ North Coast Music Festival ▪ The Chosen Few House Music Picnic ▪ Riot Fest ▪ Pitchfork ▪ Chicago Summer Dance 	
Other Cultural Festivals 	<ul style="list-style-type: none"> ▪ Taste of Chicago ▪ Cultivate ▪ Puerto Rican Festival 		<ul style="list-style-type: none"> ▪ African Festival of the Arts ▪ UniverSoul Circus 	
Sports 	<ul style="list-style-type: none"> ▪ Rock-N-Roll Half Marathon ▪ Hot Chocolate Run ▪ The Color Run ▪ 13.1 Marathon ▪ Chicago Half Marathon ▪ Soldier Field (Bears) 		<ul style="list-style-type: none"> ▪ Chase Corporate Challenge ▪ Komen Mother's Day Walk ▪ Ron Santo Walk to Cure Diabetes ▪ Chicago Triathlon ▪ Turkey Day Run ▪ Shamrock Shuffle ▪ Chicago Marathon 	
Entertainment 	<ul style="list-style-type: none"> ▪ Chicago Air and Water Show ▪ Flugtag 		<ul style="list-style-type: none"> ▪ Soldier Field (non-Bears) 	

Parks and Tourism: Choose Chicago

Melissa Cherry

SVP Marketing and Cultural Tourism, Choose Chicago

An aerial photograph of the Chicago skyline, featuring numerous skyscrapers and the prominent Willis Tower. The city is situated along the Lake Michigan shoreline, with a sandy beach and a road visible in the foreground. A boat is moving across the water, leaving a white wake. The text "CHOOSE CHICAGO" is overlaid in white, with "CHICAGO" in a larger, stylized font and a registered trademark symbol (®) to its right.

CHOOSE
CHICAGO®

Business Goals

- Increase annual visitation to 55 million visitors by 2020
- Book 2.3 million hotel room nights and 50 new groups annually in partnership with MPEA
- Elevate Chicago to among the top five U.S. cities for inbound international travel by 2020

Major Initiatives in 2015

- Winter and Summer Campaigns – Brand Launch
- International Sales – Cheng Du office opening
- Key major events: PCMA, NFL Draft, James Beard Awards, ITU

Leisure Advertising: Summer

- Creative Concept: Chicago Epic
- Flight Dates: April 13 – August 31, 2015
- Target Audience/Markets:
 - My Big City
 - Illinois (excluding Chicago)
 - Wisconsin
 - Indiana
 - Michigan
 - Urban Explorer
 - San Francisco
 - Denver
- Media Mix: TV, Online Video, Digital Display, Social Media, Content Marketing and Paid Search
- Investment: \$2.2MM

CHICAGO
EPIC



The Cultural Traveler

Cultural tourism is a significant opportunity for Chicago to meet and exceed its goal of 50M visitors by 2020:

- 76% of leisure travelers participate in cultural and/or heritage activities
- Cultural travelers are defined as tourists (regional, domestic, or international) who participate in at least one cultural activity or event or visit at least one cultural institution or location while on their trip.
- Cultural travelers spend 61% more per trip than non-cultural leisure travelers, and take one more trip per year on average

Choose Chicago launches Cultural Tourism Strategy in January 2014.

An inventory of cultural assets was created

We identified and classified cultural assets in the following 12 sectors:

- Architecture & Historic Sites
- Culinary
- Dance
- Fashion & Neighborhood Shopping
- Film
- History
- Literature
- Music
- Parks & Recreation
- Science & Nature
- Theater
- Visual Arts



The inventory includes key information on each sector

Institutions and Locations	Activities and Events
Guilds / Artists' associations Trade associations Advocacy / Supporting organizations Presenting / Performing organizations Venues (non- and for-profit) Academic / Professional schools	Exhibitions Tours Performances Festivals Trade / Industry shows

NOTE: Inventory was created based on desk research; interviews of ~30 local experts in both specific cultural sectors and Chicago's cultural landscape; and an online survey of Chicago's cultural institutions

Sectors in the inventory are defined by the institutions, key locations, activities and events with appeal to cultural tourists (1/2)

Sector	Institutions and Locations	Activities and Events
Architecture & Historic Sites	<ul style="list-style-type: none"> Advocacy organizations, City-designated landmark buildings, public plazas, and historic sites 	<ul style="list-style-type: none"> Organized tours, self-guided tours, and city-wide events
Culinary	<ul style="list-style-type: none"> Trade organizations, third-party rated restaurants, signature local foods, and destination neighborhoods 	<ul style="list-style-type: none"> Trade shows, Chicago-based restaurant groups, food festivals, and farmers' markets
Dance	<ul style="list-style-type: none"> Performance dance companies, presenting organizations, performance venues, and advocacy groups 	<ul style="list-style-type: none"> Performances, festivals, and participatory events
Fashion & Neighborhood Shopping	<ul style="list-style-type: none"> Locally-based designers, retailers, and neighborhood shopping districts 	<ul style="list-style-type: none"> Fashion festivals, shows, and events
Film	<ul style="list-style-type: none"> Independent film production companies and distributors; theaters that show independent films 	<ul style="list-style-type: none"> Film festivals, Movies in the Parks, and trade shows
History	<ul style="list-style-type: none"> History / cultural museums, neighborhood historical / cultural societies, city-designated historic sites, and landmarks 	<ul style="list-style-type: none"> Museum exhibitions, cultural heritage parades, and neighborhood cultural festivals

Note: Certain institutions, locations, activities, and events fall under multiple sectors. Schools and academic institutions were catalogued across all sectors.

Sectors in the inventory are defined by the institutions, key locations, activities and events with appeal to cultural tourists

Sector	Institutions and Locations	Activities and Events
Literature	<ul style="list-style-type: none"> Libraries, literary / author-relevant locations, and independent bookstores 	<ul style="list-style-type: none"> Book and literary fairs; spoken word and poetry slams
Music	<ul style="list-style-type: none"> Performing and producing organizations; music foundations; large venues; and neighborhood clubs 	<ul style="list-style-type: none"> Downtown, city-wide, and neighborhood festivals
Parks & Recreation	<ul style="list-style-type: none"> Downtown and outlying parks; lakefront and river; museums in parks; “green” buildings; conservatories; and sanctuaries 	<ul style="list-style-type: none"> Lakefront events, farmers’ markets, activities and programming in parks
Science & Nature	<ul style="list-style-type: none"> Museums and foundations; working laboratories with public access; conservatories; and sanctuaries 	<ul style="list-style-type: none"> Museum exhibitions, location tours, science and nature fairs
Theater	<ul style="list-style-type: none"> Production companies and downtown venues; foundations; Tony award-winning theaters; and neighborhood companies and theaters 	<ul style="list-style-type: none"> Theater festivals, professional theater schools, spoken word and poetry slams
Visual Arts	<ul style="list-style-type: none"> Major museums and associations; public art; neighborhood galleries and art centers 	<ul style="list-style-type: none"> Museum shows, city-wide art events and neighborhood art festivals

Note: certain institutions, locations, activities, and events fall under multiple sectors. Schools and academic institutions were catalogued across all sectors.

This inventory provides insight on the scope and strength of Chicago's cultural assets

Major Sectors

Well-known downtown & well-developed in neighborhoods

369

Landmarks

Architecture & Historic Sites

Parks & Recreation

500+ City Parks

26 miles of lakefront

9 historic parks

225+

venues

Music

Dance & Theater

220+ dance companies

200+ theater companies

200+ stages present each

Anchor Museums

Attract tourists, located in parks, easy to access

This inventory provides insight on the scope and strength of Chicago's cultural assets (2/2)

Scheduled Events

Downtown & neighborhood

35

neighborhood food
festivals

Culinary

Music

Millennium Park

15 citywide festivals

47 neighborhood festivals

History

10 downtown cultural parades

22 neighborhood cultural parades

56 neighborhood museums & organizations

Educational Institutions

Academic, professional & non-degree

Benchmark survey and *Travel + Leisure* rankings demonstrate overall strength of Chicago cultural assets

Sector	Benchmark Survey Ranking	<i>Travel + Leisure</i> Ranking
Architecture & Historic Sites	#3 to DC and NYC for “Architecture & Historic Buildings” #3 to DC and NYC for “Historic Sites & Attractions”	#2 to Savannah
Culinary	#2 to NYC	#4 for fine dining
Music	#3 to NYC and New Orleans	#6 music scene
Parks & Recreation	#4 to DC, NYC, and SF	#6 of 35
Science & Nature	#1 (Zoos & Aquariums), #3 (Natural History & Science Museums)	Not available
Theater & Performing Arts	#2 to NYC	#3 to NYC and Minneapolis
Visual Arts	#3 to NYC and DC	#3 to NYC and DC

Note: Standalone rankings not available for dance, fashion and neighborhood shopping, film, literature

Chicago's competitive position in each sector has been assessed

Note: This was an initial assessment, based on data from the inventory, competitive city research, and expert interviews. This assessment should be used in conjunction with the Destination Analyst focus group findings. For more detailed information, see full inventory Excel file and Appendix.

Sector	Rating	Rationale
Architecture & Historic Sites	H	<ul style="list-style-type: none"> Chicago is the home of architecture and design modernism in North America Open lakefront and public spaces provide perspectives that other cities cannot match
Culinary	M	<ul style="list-style-type: none"> Strong list of Michelin-rated and distinctive restaurants, but does not lead in these categories Excellent diversity of destination neighborhoods, cuisines and price points, but not developed for tourists
Dance	M	<ul style="list-style-type: none"> Outstanding dance companies and performance spaces, but not superior to other leading cities Strong development of neighborhood-based performing companies and venues, but not developed for tourists
Fashion & Neighborhood Shopping	M	<ul style="list-style-type: none"> North Michigan Ave. is a location that attracts tourists, but few unique stores Unique retail in neighborhoods, but not well-developed for tourists (except: Chinatown, Devon, Little Village, Milwaukee Ave) Fashion is a relatively weak tourist draw in Chicago: no centralized manufacturing or fashion district
Film	L	<ul style="list-style-type: none"> Growing, vibrant market for independent and documentary production, but little contact with tourists
History	M	<ul style="list-style-type: none"> History and neighborhoods offer great content, but not well-developed for tourists Exception for some ethnic neighborhoods: Chinatown, Devon, Little Village
Literature	L	<ul style="list-style-type: none"> Strong potential assets, but not developed for tourists
Music	H	<ul style="list-style-type: none"> Chicago attracts all major popular music tours Leader in development of Blues, Gospel, House and Jazz (AACM remains a leader) CSO is world renowned and penetrates national and international tourist groups
Parks & Recreation	H	<ul style="list-style-type: none"> Millennium Park unique within the world due to design, location and full schedule of free programming Open lakefront unique Chicago Park District operates the largest urban park system in the US
Science & Nature	H	<ul style="list-style-type: none"> Shedd and MSI are unique attractions; accessibility and content of Field and Adler support offerings Access to Lake, Chicago parks and conservatories is also unique
Theater	H	<ul style="list-style-type: none"> Regionally unique large-scale commercial theater community Development of Tony-winners and storefront theaters unmatched
Visual Arts	M	<ul style="list-style-type: none"> Outstanding anchor institutions (AIC, MCA) on a par with other leading arts cities Strong art gallery and neighborhood art center community, but not developed for tourists

Cultural Tourism Strategy

1. Develop and implement market-specific positioning strategies and promotional tactics to attract more cultural travelers to Chicago from regional, national and international markets.



Cultural Tourism Strategy

2. Promote and support existing cultural asset infrastructure and future cultural tourism product development.



Cultural Tourism Strategy

3. Enhance tourism sales efforts to further develop existing and new cultural tourism product to help position Chicago as one of the top five destinations for international inbound travel by 2020.



Cultural Tourism Strategy

4. Elevate visitor services by promoting unique, authentic and enjoyable experiences.



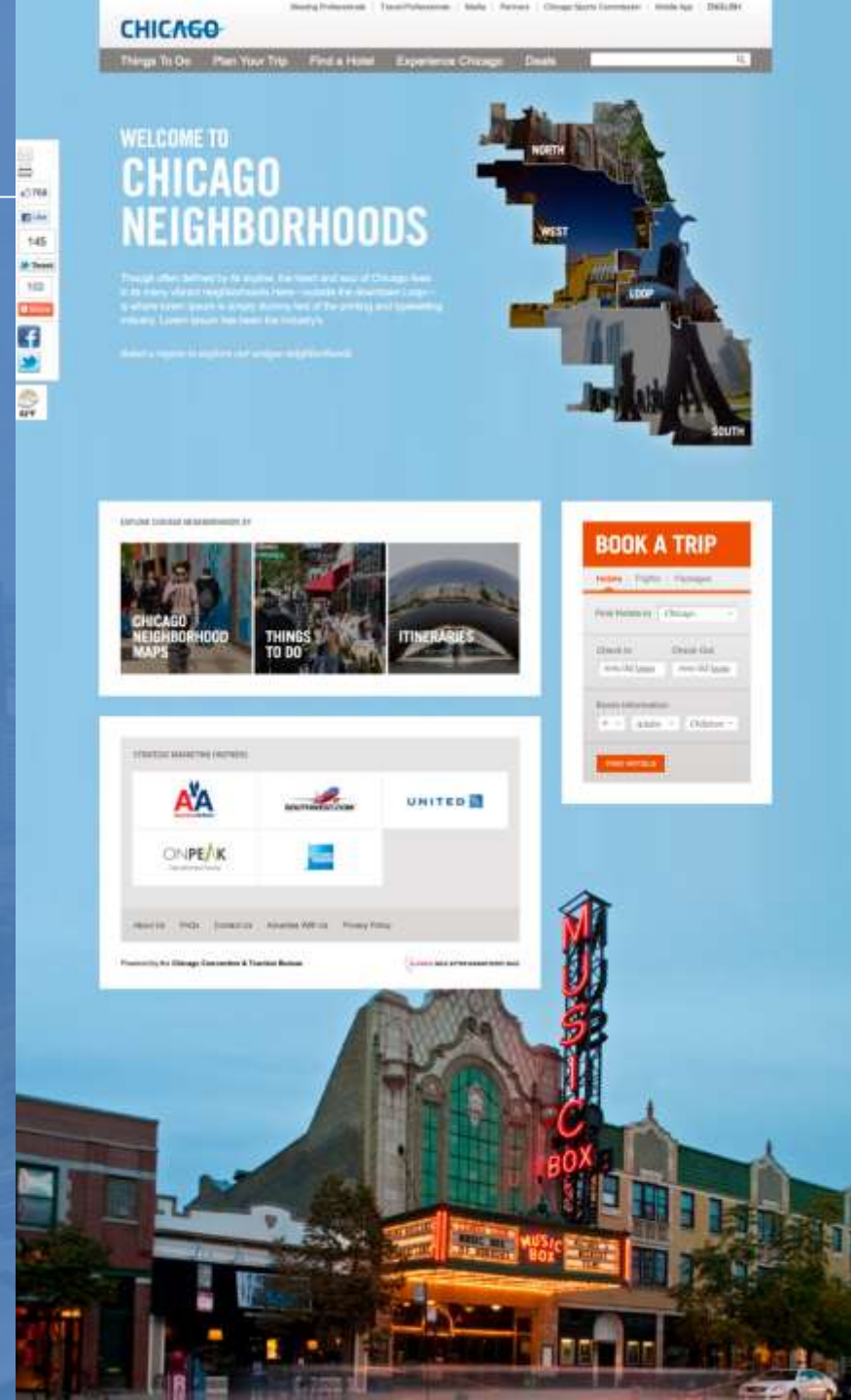
Cultural Tourism Strategy

5. Develop and implement a multi-year neighborhood tourism development plan to drive repeat visitation to Chicago and extend the length of stay



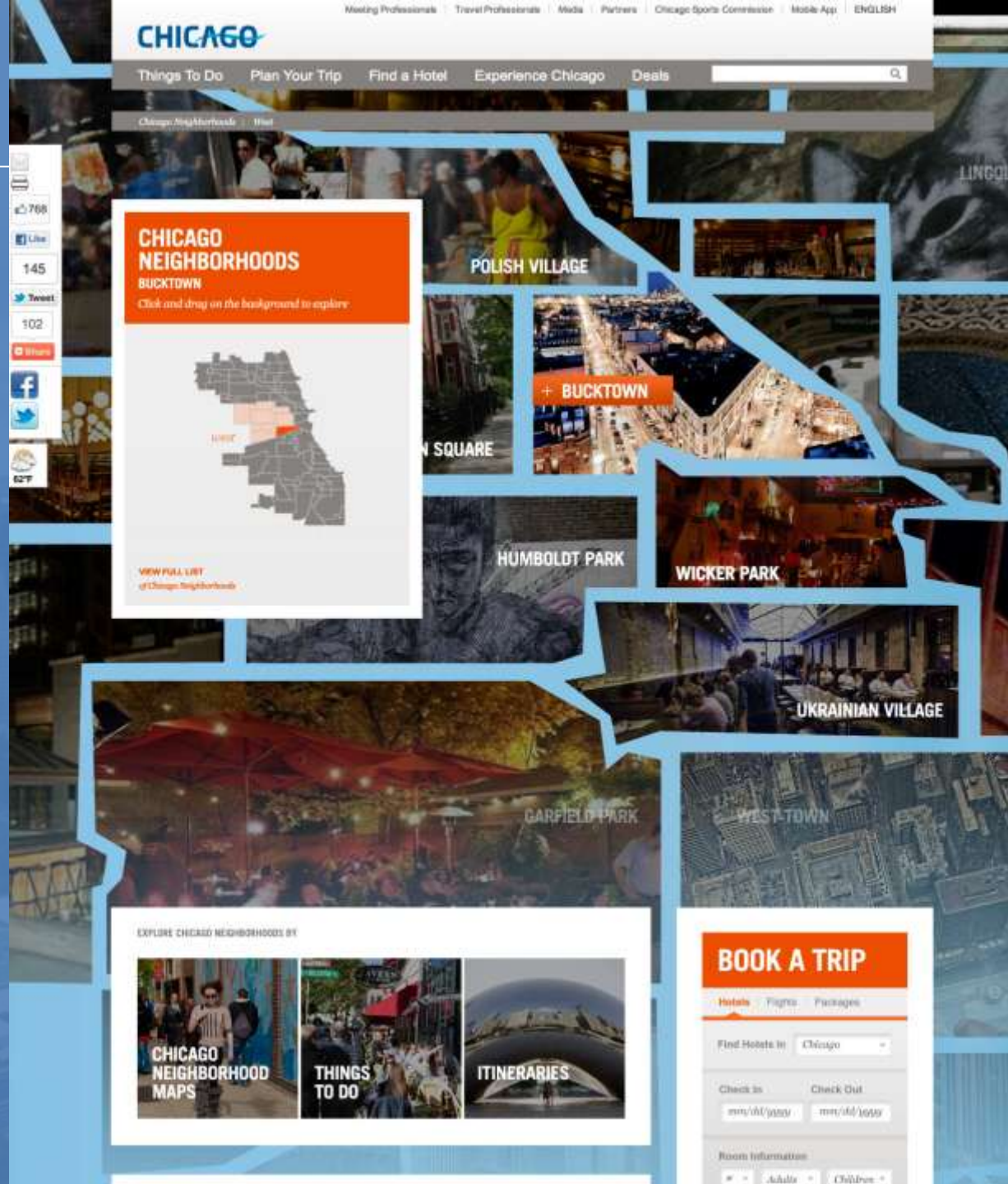
Neighborhood Web Content

Launched in October 2013,
ChooseChicago.com
presents new
neighborhood web content.



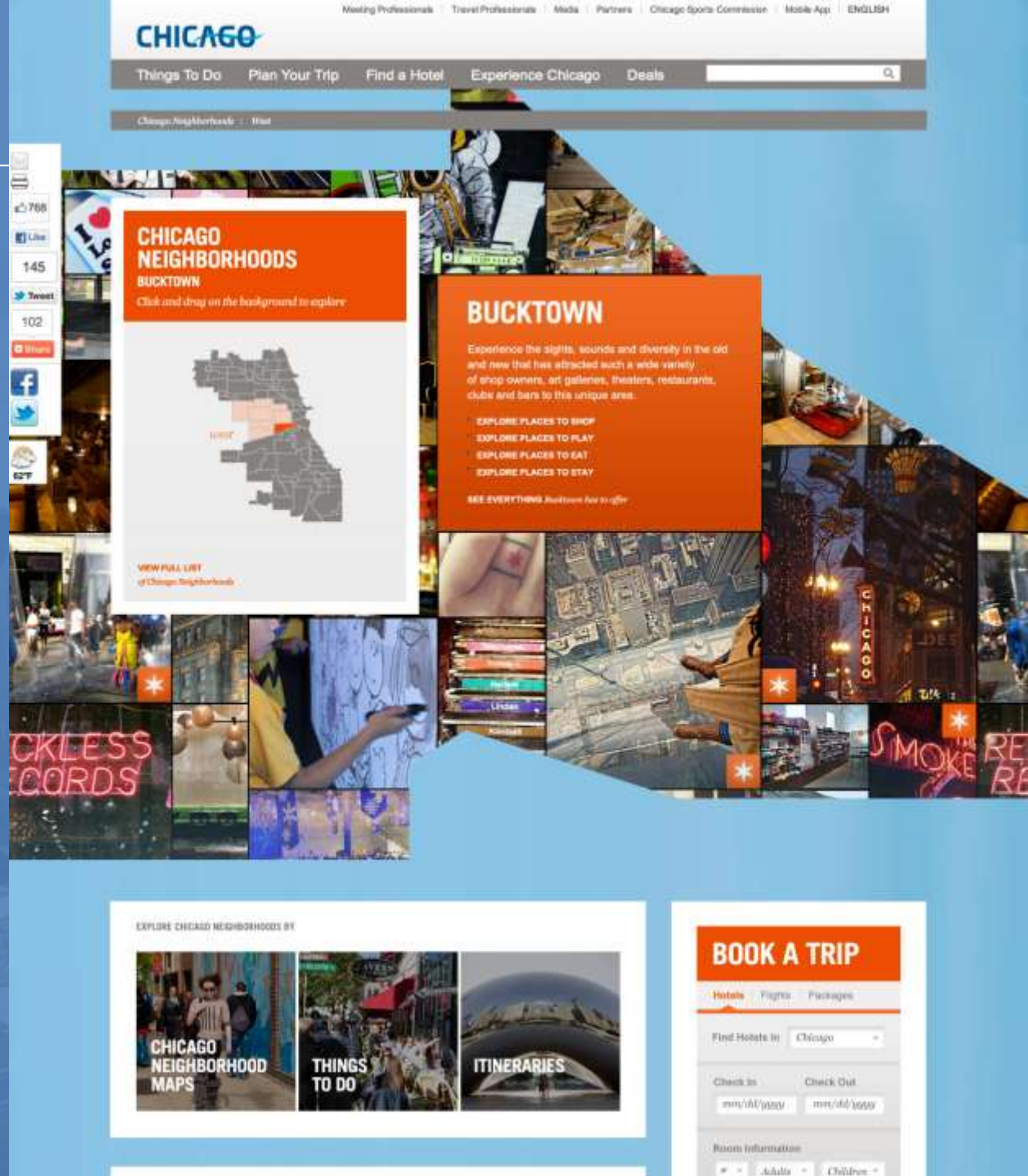
Neighborhood Web Content

Chicago has more than 77 community areas made up of more than 120 neighborhoods that offer endless options for entertainment, activities, and cultural experiences.



Neighborhood Web Content

Explore each neighborhood by map, things to do, or by itinerary.



Neighborhood Web Content

Interactive map of Chicago neighborhoods allows users to explore each neighborhood's listings of restaurants, shops, cultural attractions, public art, historic sites and more.

The site offers a breakdown of neighborhoods with neighborhood descriptions and listings of current events in each neighborhood.



Neighborhood Tourism Development

BACP's Small Business Center partnered with Choose Chicago to issue a neighborhood small business challenge RFP in March 2014 to develop a Neighborhood Tourism Development Plan.

The RFP was geared to assess the current level of tourism activity in each perspective community and the impact that increased tourism would have on the neighborhood.

Seventeen proposals lead to four awardees:

- 51st Street Business Association (Bronzeville)
- Rogers Park Business Alliance
- Uptown United
- West Town Chicago Chamber of Commerce

Neighborhood Tourism Development Plan Core Objectives

- Market and attract visitors to Chicago's neighborhoods
- Develop tourist-ready neighborhoods
- Promote economic vitality for businesses
- Engage leaders and stakeholders with a shared vision for tourism

Neighborhood Tourism Development Plan Deliverables

- Neighborhood tourism goals and objectives
- Cultural Asset inventory
- Tourism supply and demand analysis
- Positioning strategy
- Communication Strategy
- Neighborhood Product development plan
- Advocacy plan
- Impact metrics dashboard

Cultural Tourism Strategy

6. Establish metrics to track growth and economic impact of cultural tourism and neighborhood tourism development efforts.



Break and Tour of South Shore Cultural Center

Andrea Adams

Director, South Shore Cultural Center

Byron Tsang

Project Manager Natural Areas, Chicago Park District

Special Events

How to leverage the most out of events in
your parks

Alonzo Williams

Director Revenue, Chicago Park District

Dana Zilinski

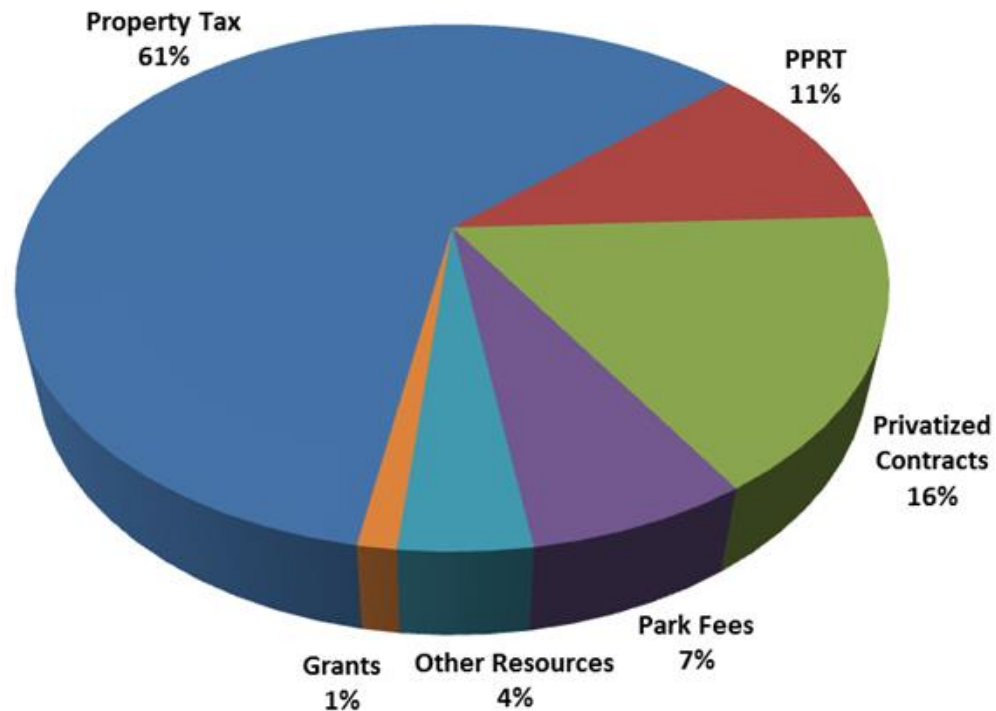
Deputy Director Revenue, Chicago Park District

www.nrpa.org/Innovation-labs

Department of Revenue



2014 Revenue Distribution



Strategy

Assess and monetize valuable assets while preserving public access

Continually analyze existing revenue sources to incorporate new, expanded or unique revenue opportunities

Reduce and/or control expenses on existing revenue sources

Department of Revenue

2014 Performance = \$47,137,826

2014 Gross Revenue

Special Event Permits	\$ 4,850,743
Special Event Permits - Lollapalooza	\$ 3,868,338
Special Event Venue - Rentals	\$ 759,907
Special Event Venue - Commission	\$ 177,809
Soldier Field	\$ 36,036,467
Harbors	\$ 23,746,497
Golf	\$ 4,830,154
Concessions	\$ 3,191,594
Parking	\$ 3,201,829
MLK Center	\$ 1,379,502
FirstMerit Bank Pavilion	\$ 1,753,110
Ice Rinks	\$ 203,019
Maggie Daley Park	\$ 253,781
McFetridge Sports Center	\$ 2,304,476
Baseball Stadium at Devon/Kedzie	\$ 31,053
Lincoln Park Tennis	\$ 65,889
Cell Towers	\$ 989,312
TOTAL	\$ 87,643,480

2014 Net Revenue -

Contracts

Soldier Field	\$ 15,086,974
Harbors	\$ 12,706,950
Golf	\$ 484,837
Concessions	\$ 1,536,445
Parking	\$ 1,945,198
MLK Center	\$ 119,985
TOTAL	\$ 31,880,389

Soldier Field







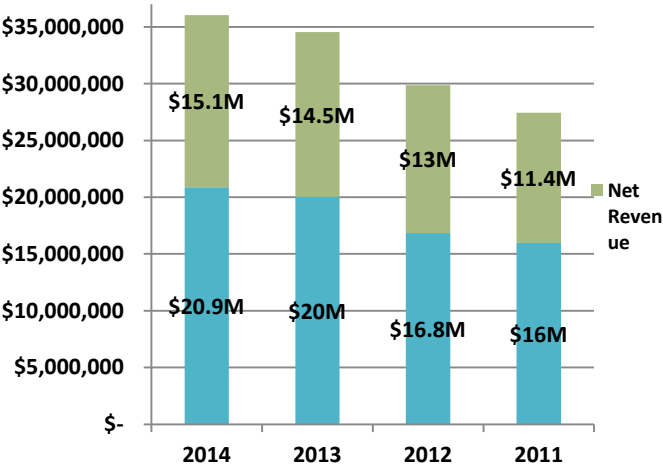




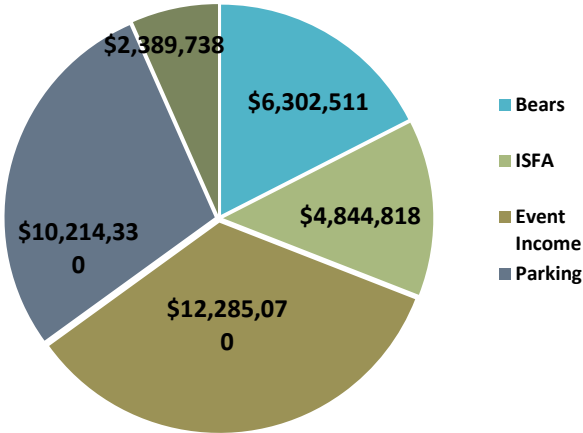


Soldier Field Stadium

REVENUE 2011-2014



INCOME DISTRIBUTION 2014



	Assembly	Banquet	Concert	Sporting	Park/Lot	Garage	Misc	Bears	TOTALS
Attendance	202,665	33,817	301,979	257,468	4,275	39,403	13,927	553,016	1,406,550
# of Performances	48	91	7	9	12	328	276	10	781



Concert Revenue

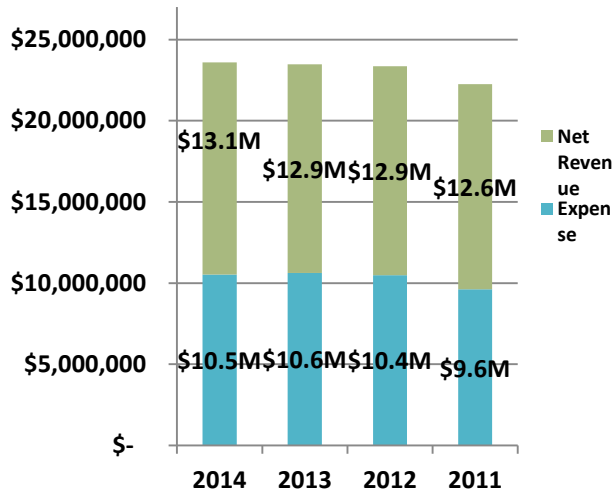
Attendance:
49,289

Revenue Sources		
Rent Income	\$	379,000
Facility Fee	\$	93,603
Skybox Revenue	\$	161,000
Concessions &		
Catering	\$	248,138
Novelties	\$	1,100
Parking(Net of Tax)	\$	169,400
<u>Ticket Incentive</u>	<u>\$</u>	<u>162,816</u>
Gross Revenue	\$	1,215,057
Operating Expenses	\$	385,000
Net Revenue		\$830,057



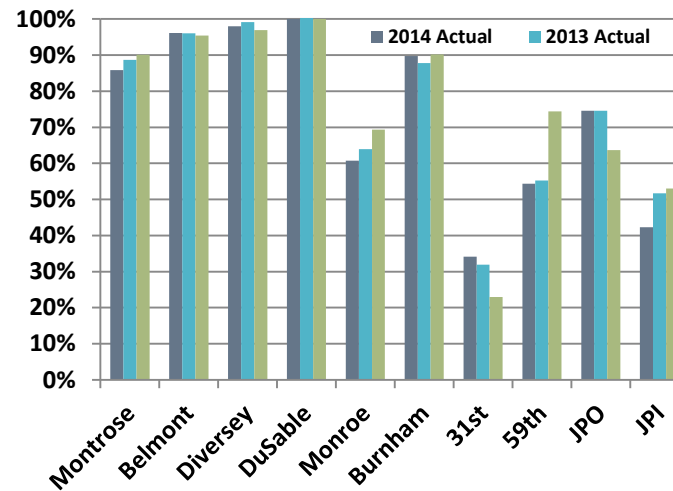
Harbors

Revenue 2011-2014



Occupancy

	2014
# of Harbors	10
# of Stalls	4,651
# of Star Docks	160
# of Moorings	899
Winter Storage Revenue	\$ 654,927





Northerly Island Concert Venue First Merit Bank Pavilion

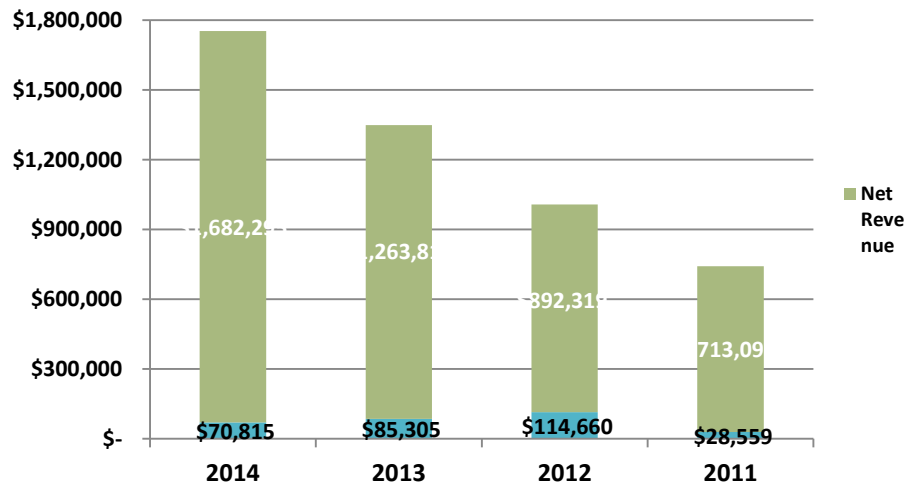


WINDY CITY LAKESHAKE

CHICAGO'S 3-DAY COUNTRY MUSIC FESTIVAL • JUNE 19-20-21



Northerly Island Concert Venue



2014 Revenue

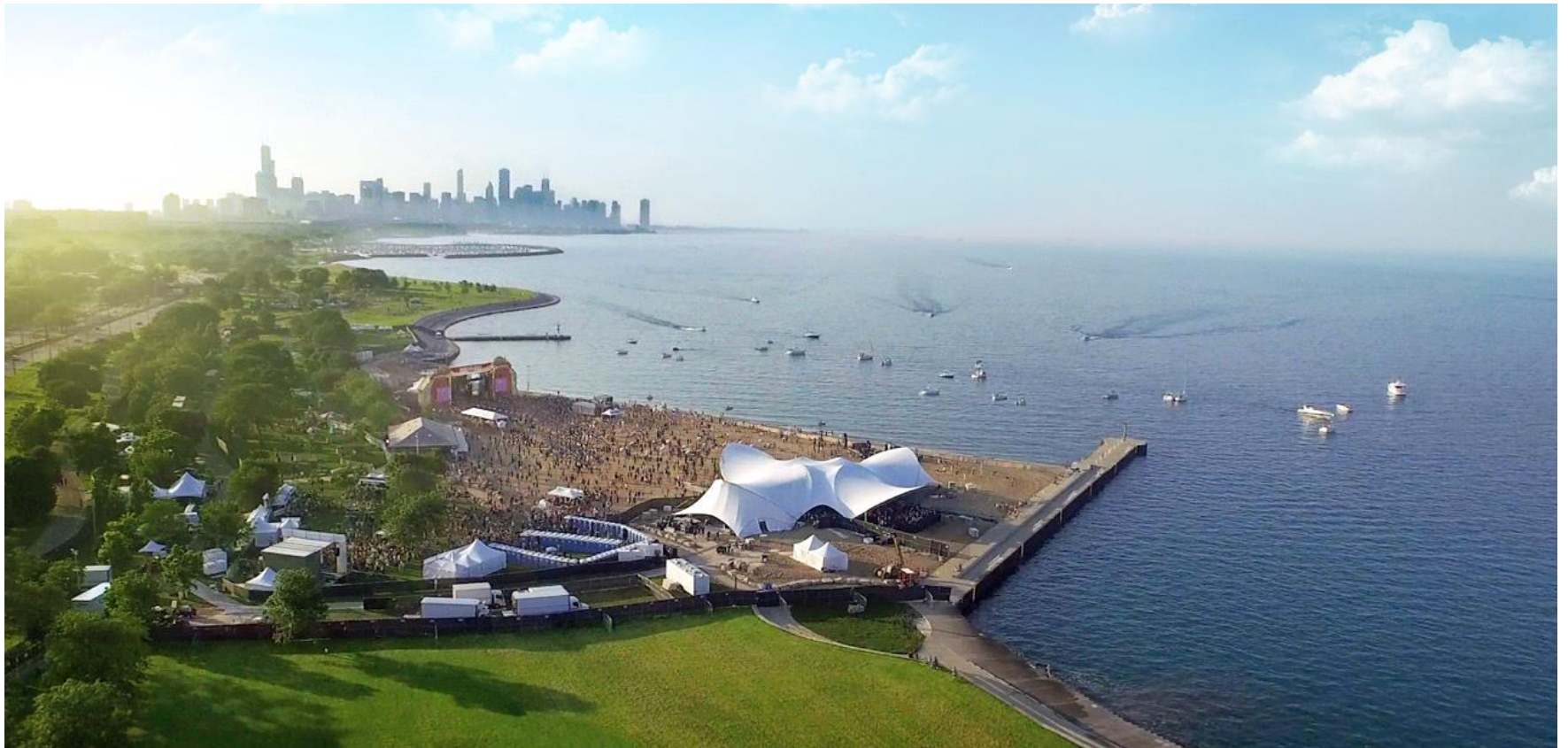
Boutique Shows – 12
Expanded Shows – 6
Total Attendance – 201,695

\$4.8 Million in Special Event Permits





Mamby on the Beach



Large-Scale Special Event Permit

MAMBY ON THE BEACH

\$	60,000	Rental Fee
\$	40,466	Parking Lot Rental
\$	10,500	Revenue Share (est)
\$	40,000	Beach Closure Impact Fee
\$	150,966	Total Revenue

Organizer Pays Other Site Expenses:

\$	6,000	Concessionaire Buyout
\$	9,080	Lifeguard Services
\$	0	Field Trip Reimbursement
\$	0	Maintenance/Trash Removal

POSSIBLE REVENUE STREAMS

Revenue Share

Ticket Sales

Concessions

Sponsorship

Other

Parking- Lot Rental or Individual Sales

Temporary Cell Towers – Access Permit

Concessions Outside Footprint

PARKWAYS FOUNDATION PRESENTS



2014

<u>Revenue Source</u>	<u>CPD payment</u>
Food & Beverage	\$20,235.23
Festival Sponsorship	\$70,585.25
Ticket Sales	\$3,277,033.47
VIP Ticket Sales	\$500,484.40
Total	\$3,868,338.35

Concessions Program

2014 - \$3,191,594

173 Vendors

- F & B
 - Kiosks
 - Push carts
 - Michelin Starred Restaurant
- Water Sport Rentals
- Retail



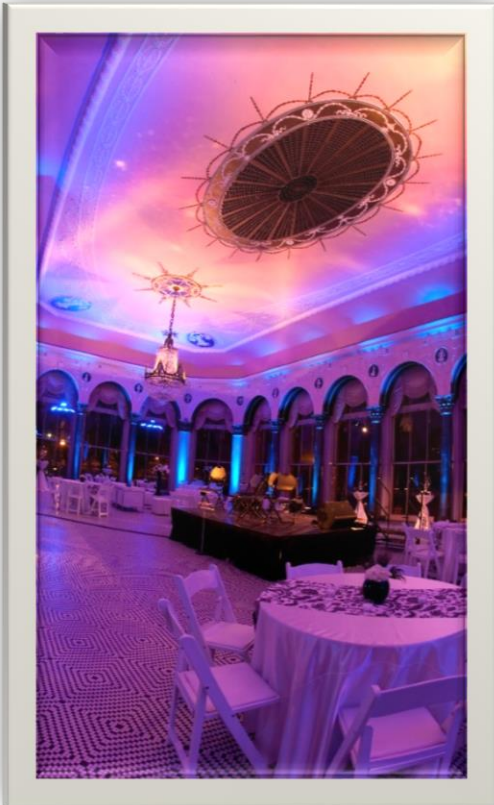
Special Event Venues

Revenue = Rental Fees + Commission from Preferred Vendors

2014: **\$937,716** = \$759,907 + \$177,809



Preferred Vendors



- Revenue
- Industry Standard
- Accountability
- Advertising Opportunities
- Trade Opportunities

CHICAGO PARK DISTRICT PREFERRED PROFESSIONAL LIST		
<i>Events containing food and beverages, rentals, and/or production services must use pre-approval from this list. These firms provide a wide range of options with a wide range of pricing.</i>		
Caterers		
Berghoff Catering 312.408.0200 www.berghoffgroup.com	Harry Caray's Catering & Events 312.595.8063 www.harrycarayscatering.com	Limelight 773.883.3080 www.limelightcatering.com
Blue Plate 312.421.6666 www.blueplatechicago.com	Hearty Boys Caterers 773.244.9866 www.heartyboys.com	Marcello's 312.654.2550 www.marcellos.com
Caliban 312.587.3553 www.calibancatering.com	Indian Garden 312.280.4910 www.indiangardenchicago.com	Norman's Bistro 773.966.1821 www.normansbistro.com
Coma's Catering 773.362.2666 www.comascatering.com	J & L Catering 312.280.7900 www.jandlcatering.com	Phil Stefan's Signature Events 312.226.7611 www.stefanincatering.com
Corky's Catering and CORX Special Events 630.933.1200 (Corky's) 888.932.3233 (CORX) www.corkyscatering.com www.corkscatering.com	Jewell Events Catering 312.829.3463 www.jewelleventsincatering.com	Prime Food Caterers 773.637.1898 www.primefoodcaterers.com
Food For Thought 847.982.2008 www.f4tchicago.com	La Petite Folie 773.493.1194 www.lapetitefolie.com	Widdowse 312.850.4050 www.widdowsechicago.com
		Wolfpack Puck 312.597.4031 www.wolfpackpuck.com
Rental Suppliers		
Arena Americas 800.383.6332 www.arenasamericas.com	Partytime-HDO Productions 847.967.6900 www.partytimehdo.com	Tablescapes 312.733.9700 www.tablescapes.com
Classic Party Rentals 708.485.8010 www.classicpartyrentals.com	Indestructo Rental Company 847.375.8510 www.rental-chicago.com	Windy City Linen 800.553.9648 www.windycitylinen.com
Hall's 847.929.2222 www.hallrental.com	Sound Investment Audio Visual 312.733.6288 www.soundinvestmentav.com	
Production Companies		
Event Creative 312.327.0111 www.eventcreative.com	Ivins Culture 312.829.4616 www.ivinsculture.com	Sound Investment Audio Visual 312.733.6288 www.soundinvestmentav.com



Group Discussion on Economic Impact in your Community

Share your successes and challenges

The 606

Beth White

Director Chicago Office, Trust for Public Lands



THE
606

Osher Lifelong Learning Institute
Northwestern University
May 13, 2014

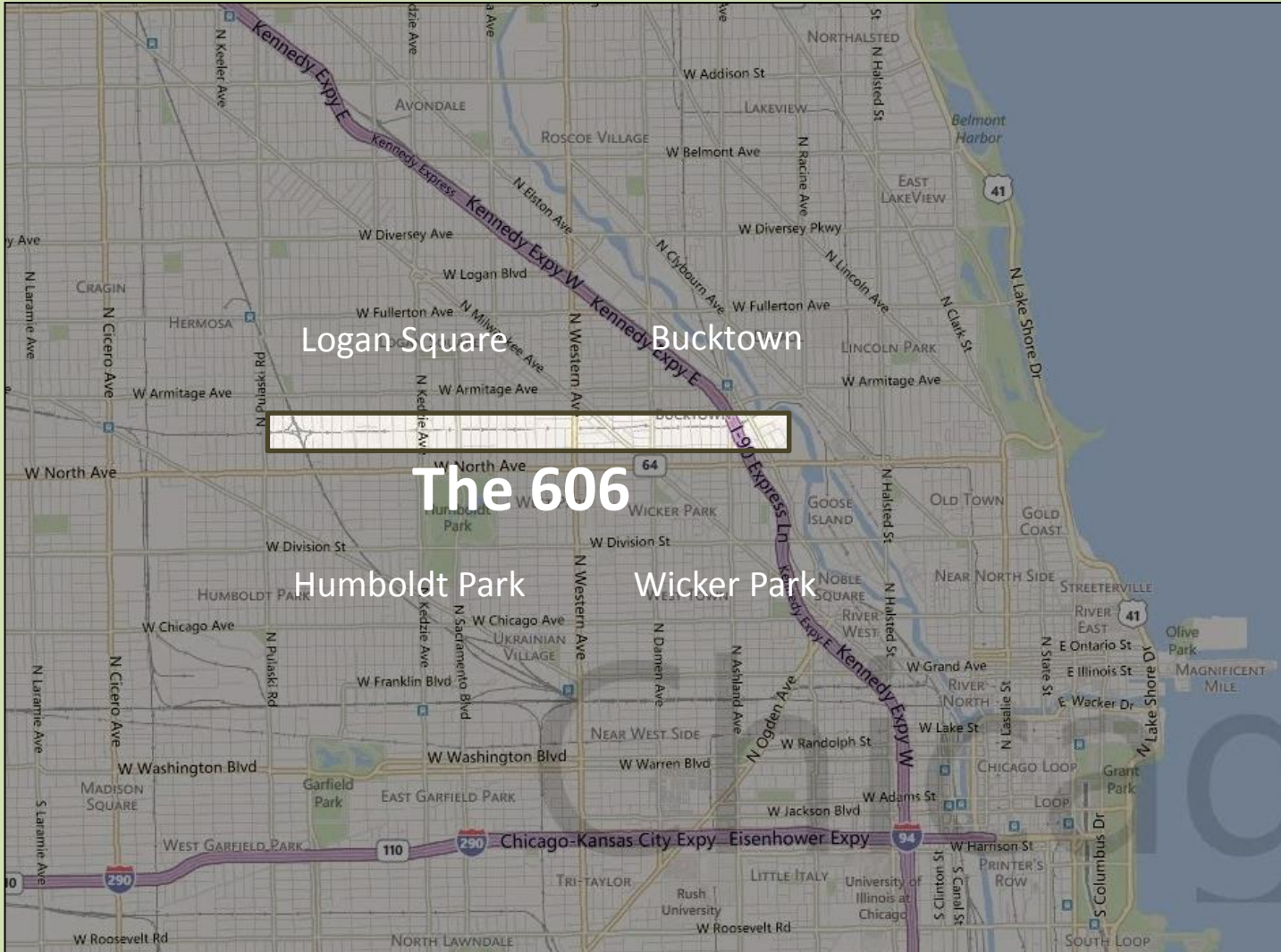
THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE













FREIGHT TRAIN KILLS WOMAN.

Miss Regina Holmsen Run Down by St. Paul Engine at Bloomingdale Road.

Miss Regina Holmsen of 1850 North Sawyer avenue was instantly killed last evening by a St. Paul railroad freight train at Bloomingdale road and Kimball avenue.

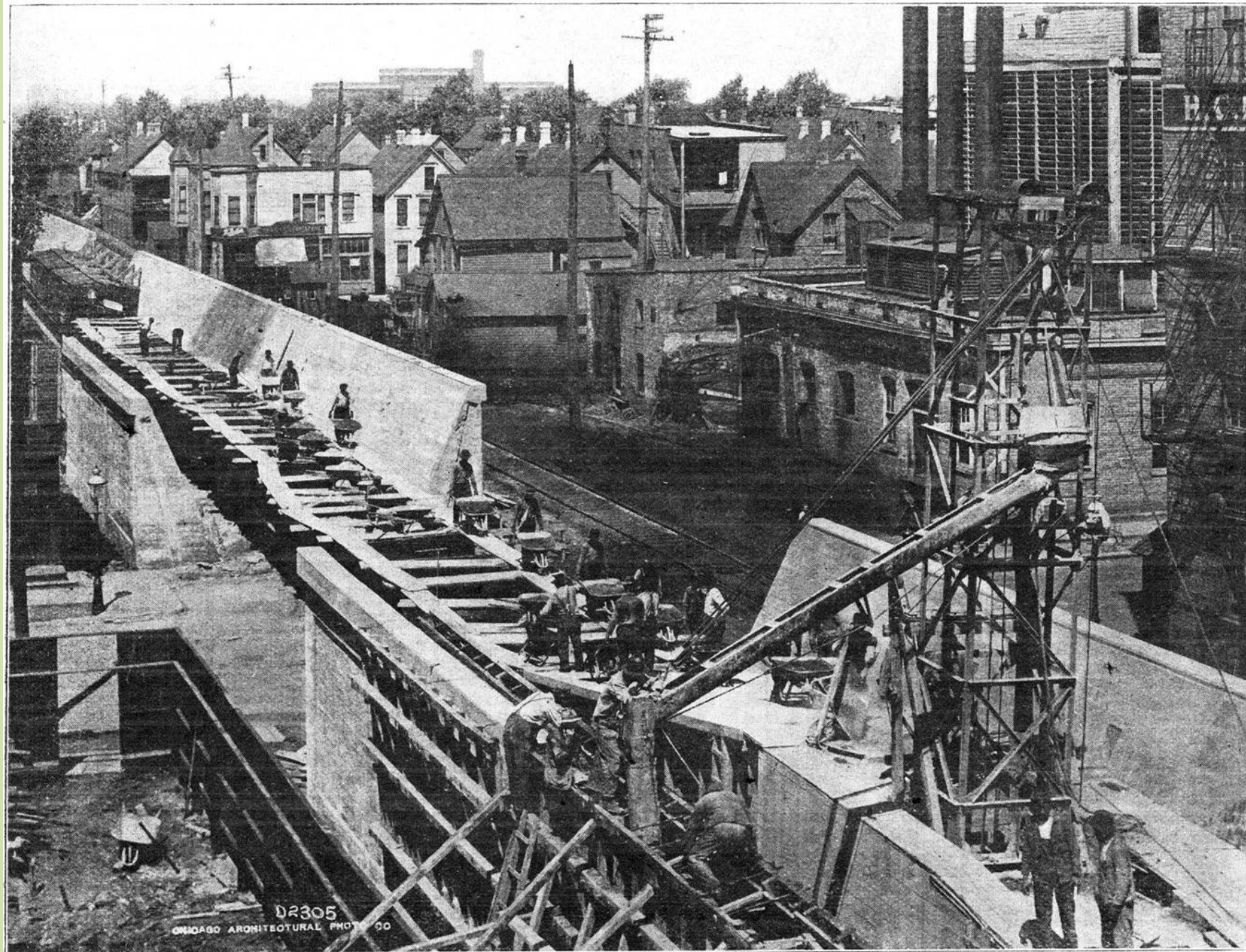


Fig. 16. Concrete Plant with Tower Distributor, C., M. & St. P. Ry.







LOGAN SQUARE OPEN SPACE PLAN

Increasing and Improving Parks in the Logan Square Community Area



CITY OF CHICAGO • RICHARD M. DALEY, MAYOR
DEPARTMENT OF PLANNING AND DEVELOPMENT • DEBBIE CASALINO, COMMISSIONER
DEPARTMENT OF TRANSPORTATION • MIGUEL D'ESCUOTO, COMMISSIONER



CHICAGO PARK DISTRICT
TIMOTHY J. MITCHELL, SUPERINTENDENT AND CEO



Logan Square Neighborhood Association | LISC/Chicago's New Communities Program

QUALITY-OF-LIFE PLAN MAY 2005

LOGAN SQUARE: A Place to Stay, a Place to Grow



4. Create a Greenway on the Bloomingdale Rail Line

The raised Bloomingdale rail corridor, owned by Canadian Pacific Railway and unused for several years, presents an opportunity for the creation of an elevated linear park that includes a trail and passive areas. In addition to providing a new transportation route that could connect to existing bike lanes to the north, south and east, the greenway would afford recreational opportunities and improved aesthetics for area residents. Access points, approximately every six to nine blocks, along with a passive river edge on its eastern end, would provide additional opportunities for greenspace creation.

POTENTIAL NEW OPEN SPACE—12.4 acres

Existing Conditions



**Uninterrupted separation
from cars**



Big Bluestem thriving



Great Views



BT WALK/BIKE/RUN BLOOMINGDALE

SATURDAY, JUNE 20TH 10 A.M. - 2:00 P.M.
CHECK IN AT CHURCHILL FIELD (DAMEN)

JOIN THE FRIENDS OF THE BLOOMINGDALE TRAIL FOR A DAY OF EXPLORATION.

Bike the 3-mile-long corridor. Run beneath its viaducts. Stroll along the mural-covered walls. Visit the new Albany-Whipple Park, a point of future trail access.

Docents stationed along the route will shed light on the Trail and provide water. Bicycle mechanics will be on hand courtesy of West Town Bikes. Finish up with family friendly activities and a picnic at Churchill Field.

All ages are welcome.
\$5 suggested donation benefits Friends of the Bloomingdale Trail.

For more information or to volunteer contact Andrew Vesselinovich at The Trust for Public Land, 312-427-1979.

Produced in partnership with:
The Trust for Public Land
Bucktown Community Organization
Chicago Area Runners Association
Mayor Daley's Bicycling Ambassadors
WPB SSA #33
Goose Island Clybourn
Logan Square Walks
West Town Bikes

SCHEDULE OF EVENTS:

All participants are entered to win valuable door prizes, and first 100 participants receive a free hand-printed Bloomingdale Trail poster!

10:00 Check-in opens at Churchill Park (Damen & Bloomingdale)

ONGOING

- Self-guided walking tours
- Bike and pedestrian safety games for kids

10:15 Group Run led by the Chicago Area Runners Assoc.

10:30 1st Bike Tour led by Mayor Daley's Bicycling Ambassadors

11:30 2nd Bike Tour led by Mayor Daley's Bicycling Ambassadors

12:30 Snacks are served courtesy of Goose Island Clybourn

1:30 3rd Bike Tour led by Mayor Daley's Bicycling Ambassadors

2:00 Event closes

Join us (after you've toured the trail) for a picnic and family friendly activities at Churchill Field!



ABOUT FBT

The Friends of the Bloomingdale Trail advocates for the conversion of the Bloomingdale rail embankment into an elevated, multi-use, linear park and trail.

As its community stewards we work to ensure the future greenway is safe, accessible and a vibrant part of every community it passes through and over.

For more information visit bloomingdaletrail.org or contact us at 773-295-2362 or info@bloomingdaletrail.org

The Bloomingdale Trail Oral History Team

Apprentices

Yadira Adams
Alexander Albino
Zachary Berryman
Robert Bishop
Monique Bland
Ladakh Farley
Lajwone Farley
Camille Gallardo
Maria Hernandez
Ashley Herron
Maurice Horton
Precious Lee
Amanda Marciano
Daniel Marciano
Brittany Miller
Oscar Montano
Kiara Montoya
Bernard Narley
Sheree Patterson
Marlex Polk
Jamie Uruchima
Marcia Uruchima
Arelis Vega
Nakia Williams
Carlin Wyatt

Instructors

Rita Polk
Lara Kelland



Team Members

Zachary Berryman
Marques Dukes
Kajaun Hampton
Passion Harper
Whitney Hemphill
Zosia Holden
Kiera Jackson
Xavier Johnson
Charles Martin
Lillian Reyes
David Torres
Nikea Tyree
Trevaz Walker
Courtney White
Taquaria Wilson

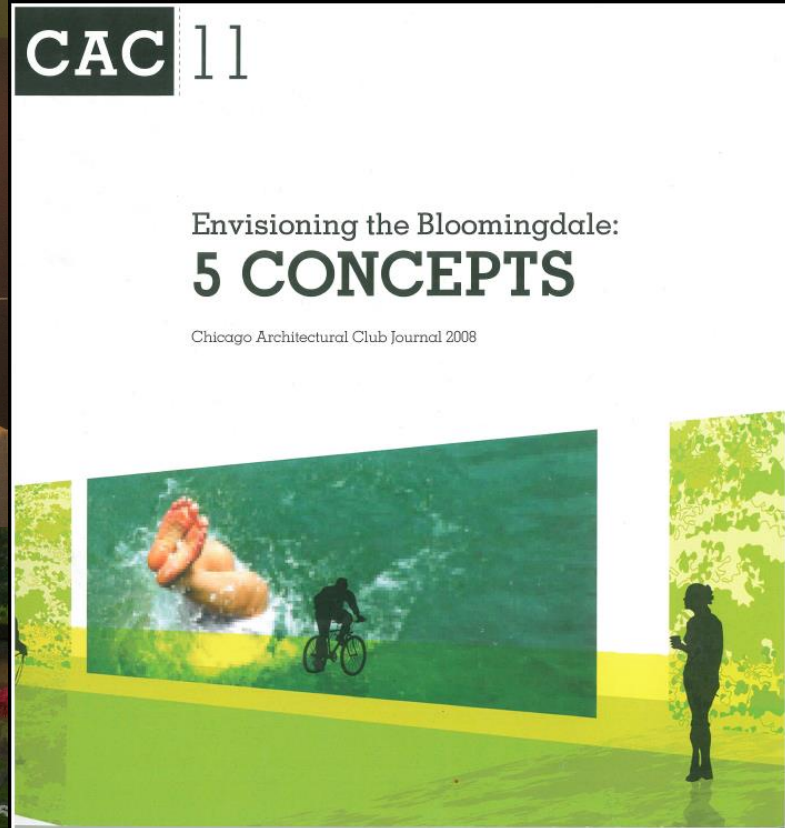
Instructors

Lara Kelland
Tricia Cox

The Bloomingdale Trail

BLOOMINGDALE





Vision

Connecting Communities

- Safe alternative transportation
- easy access for healthy lifestyle.
- pocket parks

Regreening of Space

Reduce Crime

• vic memory of neighborhood
 • "people worked hard & earned"
 • strengthen neighborhood

• ways to commemorate
 • pocket parks

• history of failure

ing urban lifestyle

- Safe alternative transportation
- easy access for healthy lifestyle.
- pocket parks

The greening of space
reduces crime

→ ways to
commemorate

~~Page 10~~

History of

Failure



THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE

Partners

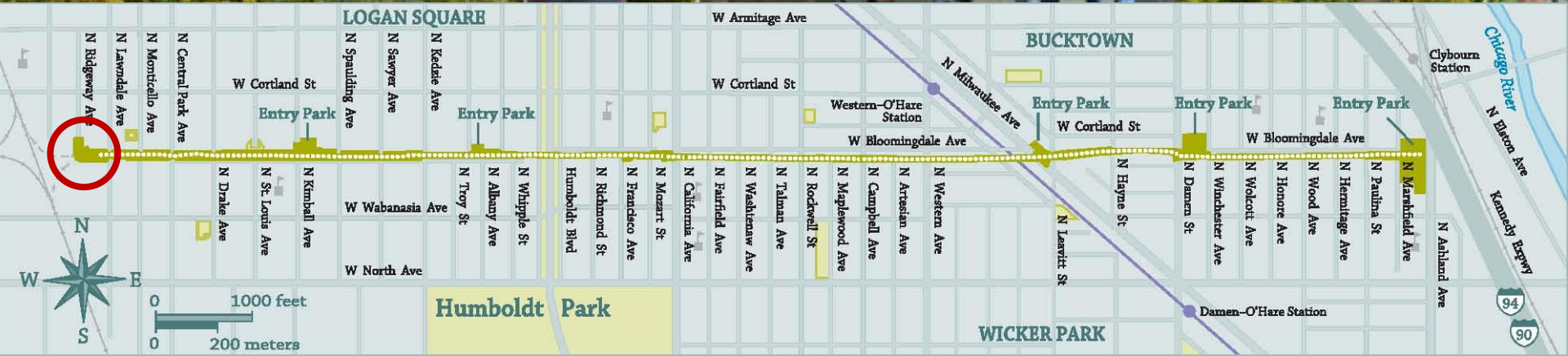
After School Matters
Alderman Rey Colon
Alderman Roberto Maldonado
Alderman Proco Joe Moreno
Alderman Scott Waguespack
Basa Projects, LLC
Bickerdike
Chicago Park District
Chicago Public Art Group
The City of Chicago (Multiple
Departments)
Cook County Highway Dept.
Friends of the Bloomingdale Trail
Friends of the Parks

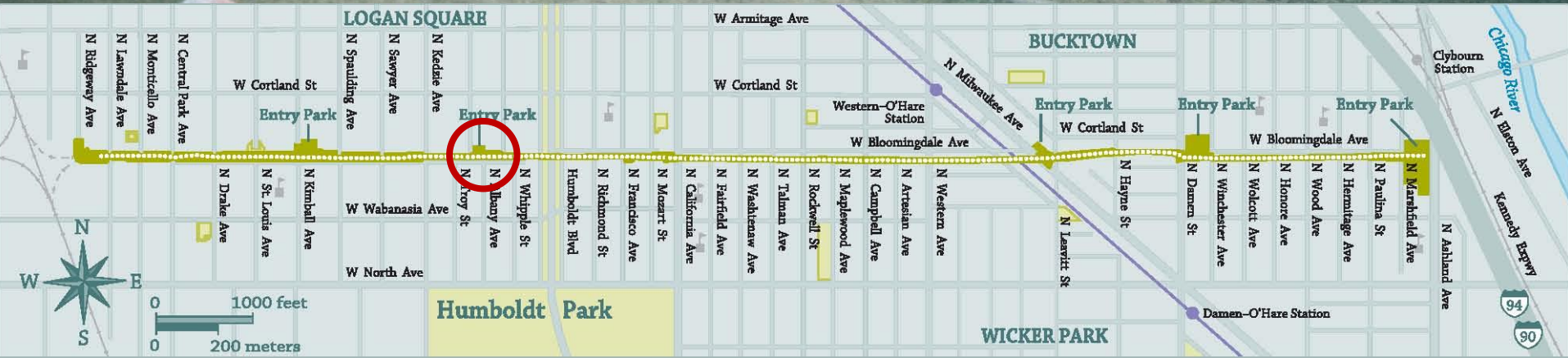
IIT College of Architecture
IL Hispanic Chamber of Commerce
Logan Square Neighborhood Assoc.
McCormick Tribune YMCA
Pioneer Environmental
Reed Smith, LLC
Seyfarth & Shaw
Schwab Rehabilitation Hospital
Smith + Gill Architecture
Wicker Park Garden Club
UIC School of Architecture
Wicker Park Bucktown
Chamber of Commerce



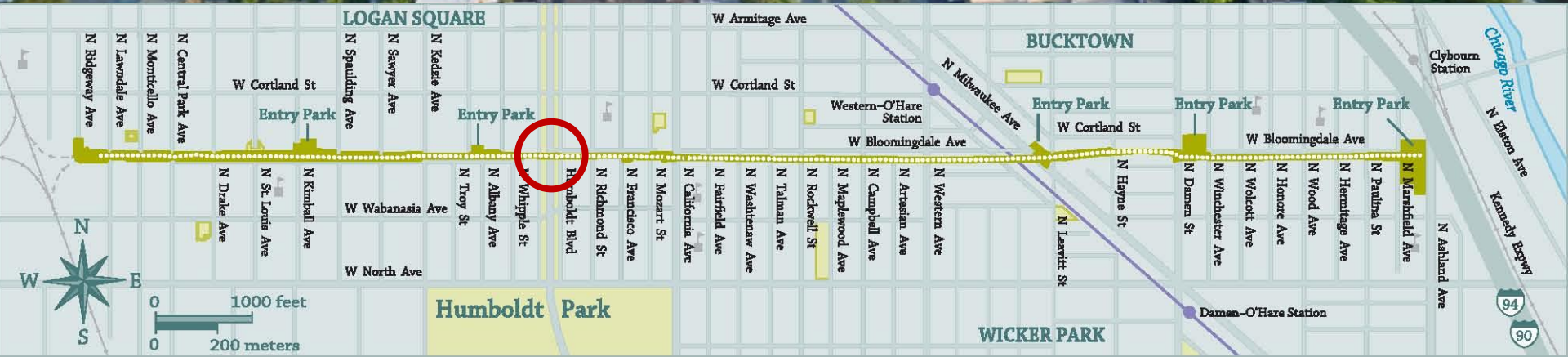




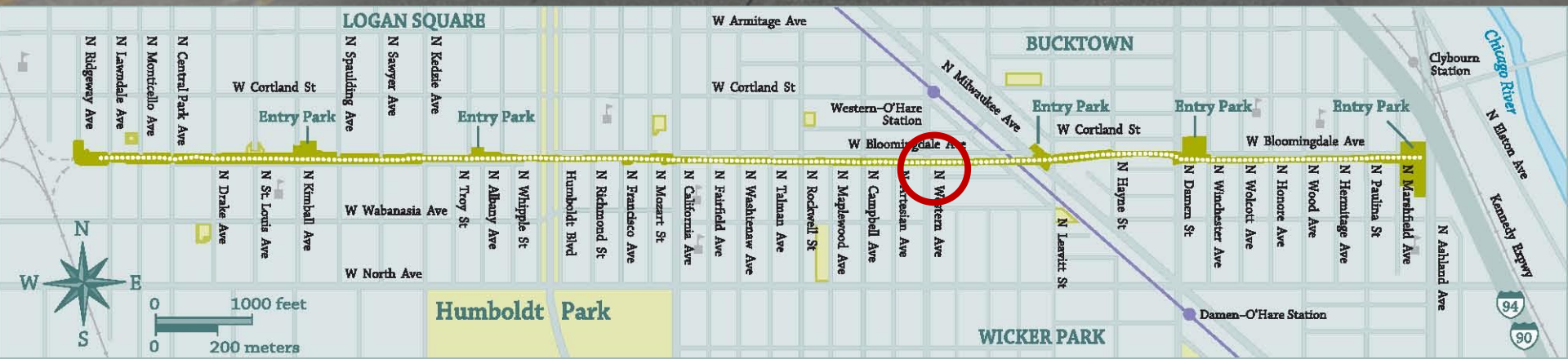






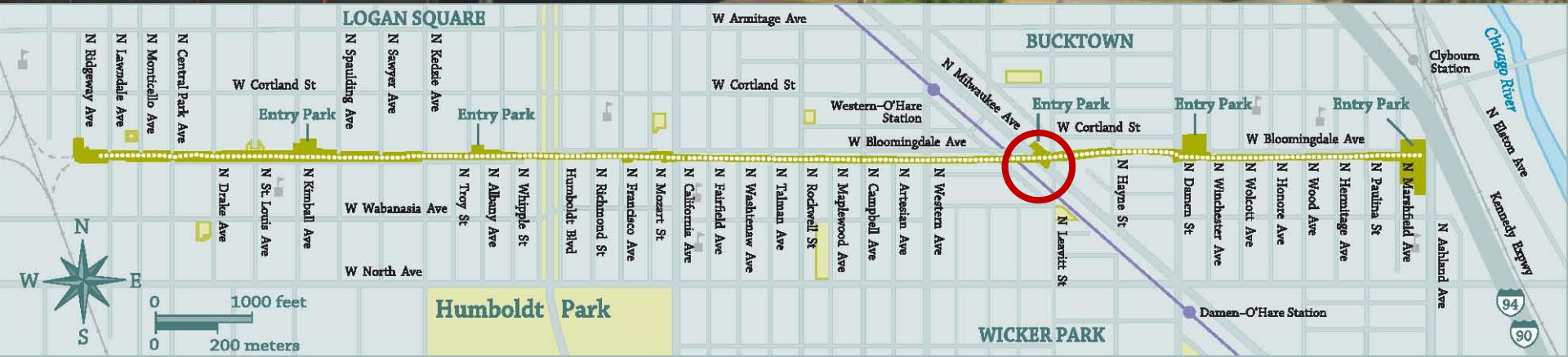


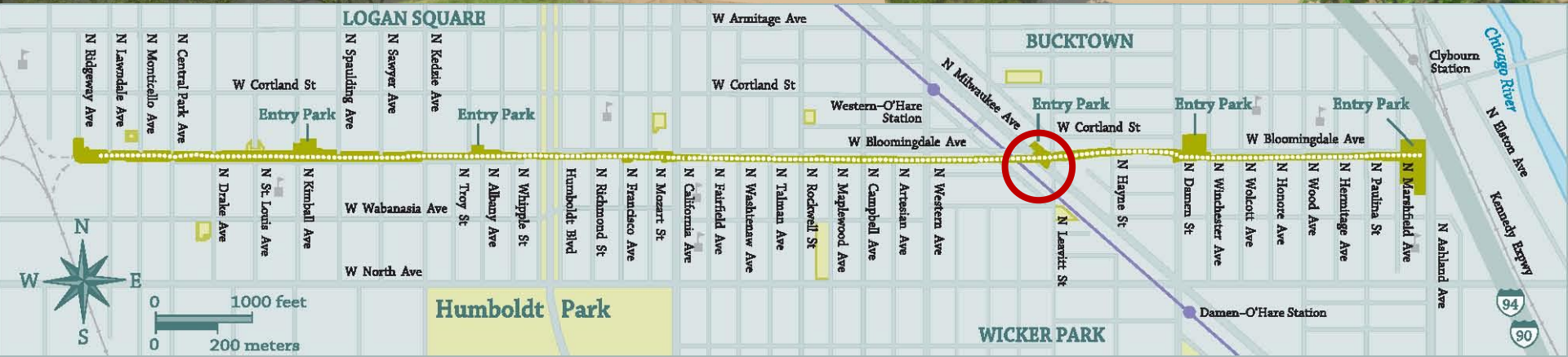


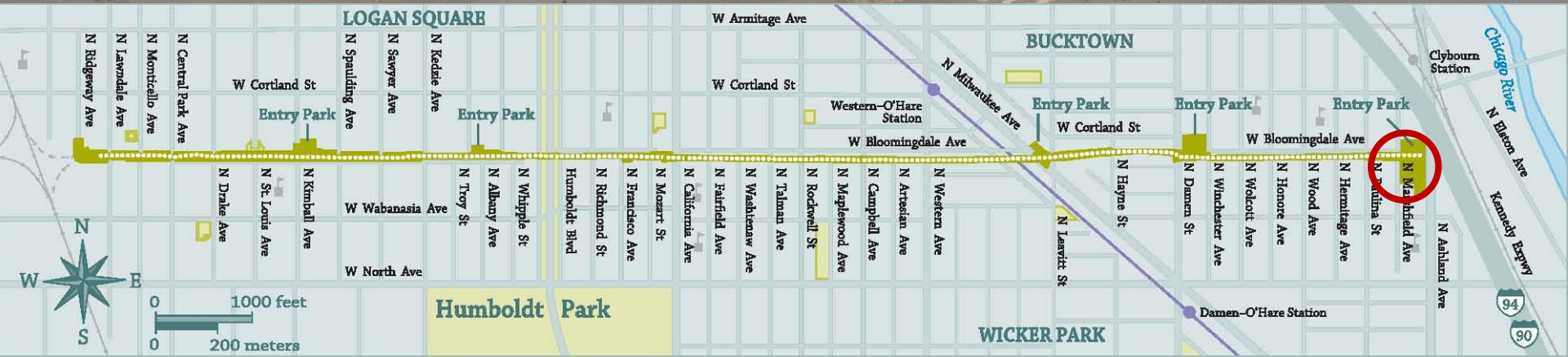












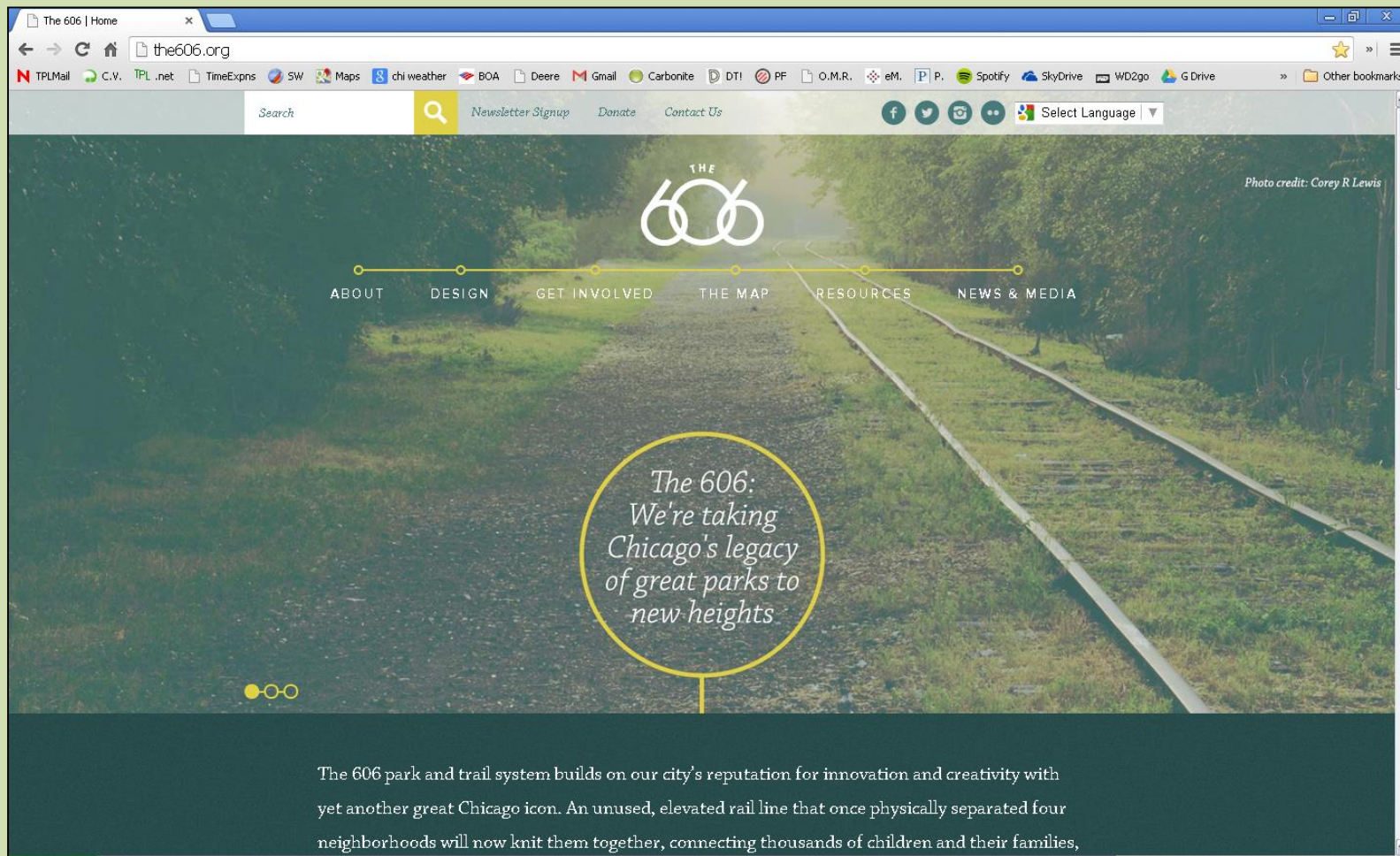




- Design Is Complete
- August 27th Ground Breaking at Park 567
- Construction is Underway!



Our website is **The606.org**



Thank You!

