

Welcome to The Loop

Dear Prospective Member:

I am pleased to see that you are interested in becoming a member of the Chicago Loop Alliance (CLA), the not-for-profit business association whose mission is to promote the Loop and serve our city's rapidly growing and changing central business district.

CLA was formed in 2005 through a merger between the Central Michigan Avenue Association and the Greater State Street Council. The territory it encompasses is a blend of Chicago's most appealing historic and contemporary architecture, mainstay retail stores, respected educational and cultural institutions, hot new condominium addresses and Millennium Park. Its members are equally diverse, but strongly united in their objective---to make the Loop into Chicago's premiere destination.

I welcome the opportunity to further discuss the benefits of membership with you and answer any questions you might have.

Sincerely,

Ty Tabing
Executive Director

Membership Dues:

Retail, Theatre, Restaurants, Real Estate, Parking, Prof. Services	
Based on Square Footage	
Up to 2,500	\$250
2,501 – 5,000	\$500
5,001 – 10,000	\$1,000
10,000 – 25,000	\$1,500
Over 25,000 SQF	\$3,000

Education & Non-Profit	
Based on # of Students or Members	
1 – 2000 students	\$250
2001 – 5000 students	\$750
Over 5000 students	\$1,500

Hotels – Per Room	
Per Room Rate	\$3.00
Minimum Rate	\$250
Maximum Rate	\$3,000

Financial Institutions – In Deposits	
Under \$50 Million	\$750
\$50 Mil - \$100 Mil	\$1,000
\$100 Mil - \$200 Mil	\$2,000
Over \$200 Mil	\$3,000

Media	
Flat Fee	\$1,000

Condominium Associations	
Flat Fee	\$250

Our Mission

Chicago Loop Alliance is a civic and business-oriented, non-profit organization whose mission is to promote the Loop as a mixed-use district comprised of theater, retail, new residences, the largest college population in Illinois (over 53,000 students) and some of the world's most recognizable cultural institutions.

Business Development

Regular networking events and business forums provide opportunities to meet business people from different constituencies in the Loop, along with city & local government officials. Quarterly membership events create a forum for dialogue that fosters mutual success, as well as future partnerships. You host the events, allowing your business to showcase itself to fellow CLA members.

Community Voice

Make an impact through participation in one of CLA's committees such as the Planning and Advocacy committee which reviews development proposals in advance of them being announced. Recent reviews by this committee include the \$20 million dramatic streetscape design and lighting concept for Wabash Avenue that is scheduled to for completion during summer 2009.

Marketing Strategies

Take advantage of CLA's Corporate Partner Program which provides marketing and promotional opportunities, customized to fit a wide range of business needs. Increase awareness of your brand and connect to your customers through CLA programming and events such as sampling programs, web recognition, holiday decorations and banners, and events like Looptopia, designed to generate attention and customer traffic.

Personal Attention

CLA members are among the first to know what's going on in the Loop and the larger Central Business District. Receive regular e-mail blasts with information on sales, events, discounts and advance purchase opportunities exclusively for CLA members. Plan your entertainment calendar by using CLA's website– updated frequently to reflect the latest in theater, dining, shopping, music, dance, art, and everything else in the Loop.

City Government Advocate

CLA can be your link to City Hall, providing resources and referral information on anything that impacts doing business in the city, including permits, graffiti removal, waste management and zoning changes. As a CLA member, you will also receive advance notification of ordinance changes, security and safety recommendations, planned demonstrations, traffic reroutes and a variety of issues that affect how you do business in the Loop.