



2017 MEMBERSHIP INFORMATION

THE MAGNIFICENT MILE® ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

WWW.THEMAGNIFICENTMILE.COM

THANK YOU FOR YOUR INTEREST IN THE MAGNIFICENT MILE® ASSOCIATION

Becoming a member of The Magnificent Mile® Association is an effective way to build relationships with other members, civic leaders and key stakeholders in the community.

Additional member benefits also include activities that will:

Build Quality; be more informed about and influence the developments in your community.

The Magnificent Mile® Association works diligently to keep members informed of local business issues that affect this business district and influence the changes planned for Michigan Avenue and the surrounding area. By working with civic leaders, The Magnificent Mile® Association ensures these changes will serve the business community at large.

Build Business; through consumer marketing efforts focused on the residential and visitor markets.

Annually, more than 1 million consumers enjoy events and publications produced by The Magnificent Mile® Association. These popular consumer events and publications promote The Magnificent Mile® Association member businesses to these audiences.

Build Relationships; expand your business network through member events.

The Magnificent Mile® Association hosts more than 25 member events throughout the year that offer businesses the opportunity to foster beneficial relationships with area businesses and civic leaders.

Benefits of membership will positively affect your business, and we encourage your participation.

The enclosed information briefly describes just a few of the consumer marketing and member opportunities presented to you as a member of The Magnificent Mile® Association. If you have any questions, please contact

Donna Dugo, Membership Director, at (312) 344-2314.

We look forward to hearing from you.

Sincerely

Rick Simon

Chairman of the Board
President
United Services Company

Dan Russell

Membership Division Co-Chair
Vice President & General Manager
Entertainment Cruises

Gar Crispell

Membership Division Co-Chair

MAXIMIZE YOUR MEMBERSHIP

The Magnificent Mile® Association exclusively promotes special offers, in-store events and regular updates from member businesses to consumers locally, nationally and around the globe. Most marketing initiatives are complimentary benefits of Association membership. Learn more below.

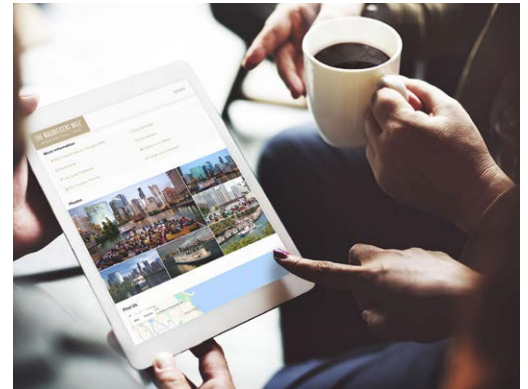
THEMAGNIFICENTMILE.COM

- More than 1 million unique visitors in 2016 with a high degree of user engagement:
 - » Average of 2:30 minutes spent on the site and 3.25 pages per visit.
 - » Visitors from 198 countries in 2016.
- Mobile-optimized and integrated with Google Maps functionality.
- All members receive a complimentary listing in their respective category: Shopping, Hotels, Dining, Attractions, Spa & Beauty.
 - » Full-page listings include a keyword-rich description, multiple images and rich media; along with your website, social media pages, and the appropriate contact information to book your business.
- Highlight in-business promotions on our “What’s Hot” Blog and help visitors plan their trip with our events calendar.



SOCIAL MEDIA

- Follow The Magnificent Mile (TheMagMile) on Facebook, Twitter, Instagram, Foursquare and LinkedIn.
 - » We reach close to 100,000 followers on social media.
- Think of social media as our daily touch point to consumers: we source our messaging exclusively from our members and there is no limit to how often we can share your content.
 - » Share stock images with us for regular, content-rich and branded messages.



E-COMMUNICATIONS

- The Magnificent Mile features select promotions on a monthly basis via e-blast, usually packaged for a holiday, special occasion or major consumer event in the district.
 - » Our consumer database is close to 25,000 opt-in emails.
- Our bi-weekly Member Newsletter provides the opportunity to reach a B2B community of more than 2,000 professionals in the district.



PUBLIC RELATIONS

- More than 10 billion media impressions annually, including seasonal promotions and major event campaigns through local, regional, national and international outreach.



THE MAGNIFICENT MILE[®] ASSOCIATION MEMBER BENEFITS

THE BMO HARRIS BANK MAGNIFICENT MILE LIGHTS FESTIVAL

- The national kick off to the holiday season returns Saturday, November 18, 2017.
 - » Promote special offers and seasonal promotions in tandem with family activities at Lights Festival Lane (Pioneer Court) and an evening tree-lighting parade attended by 800,000 – 1 million visitors each year.
 - » In 2016, the Lights Festival parade was broadcast to 92% of US viewership through ABC and affiliate networks, showcasing The Magnificent Mile district across the nation.



INTERNATIONAL MARKETING

- The Magnificent Mile welcomes media and FAM trips from major markets including the UK, Germany, Japan, China, Brazil and more.
- We customize these small group experiences and connect with members with press for the opportunity to promote your business in the international market.

TOP 5 INTERNATIONAL VISITORS TO THEMAGNIFICENTMILE.COM

Top Markets for 2016

1. Canada: 32,578 visits
2. United Kingdom: 10,994 visits
3. Mexico: 4,649 visits
4. Australia: 3,346 visits
5. Ireland: 2,805 visits



TAKE IT THE EXTRA MILE

- The Magnificent Mile staff seeks promotions from members on a monthly basis via e-blast
- Be sure to add info@themagnificentmile.com to your media list and connect your marketing/communications team with our staff!
- All major events and annual marketing initiatives are directed by volunteer committees. Look out for ways to get involved and plan for our success!

FOR MORE INFORMATION, Please contact:

John Curran, VP of Marketing/Strategic Partnerships,
jcurran@themagnificentmile.com

Adam Skaf, Public Relations Manager, askaf@themagnificentmile.com

Ashley Gordon, Marketing Manager, agordon@themagnificentmile.com

Meghan Holy, Member Communications Manager, mholy@themagnificentmile.com



THE MAGNIFICENT MILE[®] ASSOCIATION MEMBER APPLICATION

Main Contact: Title:
Business Name:
Business Address:
Phone: Direct Line:
Fax: Direct Fax:
Website: Email:
Referred by:

BUSINESS DEMOGRAPHICS (PLEASE COMPLETE THE APPLICABLE SECTIONS)

Type of Business: # of Employees: # Annual Sales:
Square Feet: # of Hotel Rooms: # of Residential Units:

Annual Dues Investment (see the next page 2017 Membership Investment Schedule by Category) \$:

Payment Method: Check Enclosed Please Invoice Please charge my credit card, contact me for the information

Preferred mailing and billing address if different from company information:

Contacts:
Address:
City: State: Zip Code:

Please list additional contacts that should receive The Magnificent Mile[®] Association information:

Marketing Manager / Director:

Phone: Email:

Security Manager / Director:

Phone: Email:

Social Media Manager:

Phone: Email:

Public Relations Manager:

Phone: Email:

Signature: Date:

Other:

Phone: Email:

You may send your payment with this application or you will be sent an invoice once your completed application is received. Please be advised that membership benefits do not apply until full payment is received.

MEMBERSHIP INVESTMENT SCHEDULE BY CATEGORY

TO DETERMINE MEMBERSHIP FEES:

1. Select the appropriate business category
2. Select the investment fee based on business demographics

If you have any questions, please contact the The Magnificent Mile[®] Association membership department at 312.344.2314.

Dining, Nightlife and Entertainment		Service, Vendor and Transportation		Non-Profit (no real estate)		
Attraction; Event Space; Cultural; Restaurant; Bars/Lounges; Tours		Airline; Insurance; Parking; Catering; Real Estate Developer; Financial; Communication; Special Event; Travel Agency; General Contractor		Association; Health Care; Education; Religious		
Dues	Based on sq ft.	Dues	Based on # of employees	Dues B2B	Dues B2C	Based on # of employees
\$840	Up to 2,000	\$570	1-10	\$330	\$415	1-5
\$1,030	2,001-3,000	\$760	11-20	\$380	\$465	6-10
\$1,205	3,001-5,000	\$1,055	21-50	\$540	\$620	11-20
\$1,405	5,001-10,000	\$1,350	51-100	\$675	\$750	21-50
\$1,705	10,001-15,000	\$1,620	over 100	\$840	\$905	over 50
\$2,055	over 15,000	Personal Services		Professional Services		
Hotel		Salon; Fitness Center; Spa; Mobile Apps		Accounting; Consultant; Law Firm; Advertising/PR; Architectural Firm; Physician; Real Estate/Insurance Broker		
Dues	Based on # of rooms	Dues	Based on # of employees	Dues	Based on # of employees	
\$6.25	Per Room	\$675	1-10	\$570	1-10	
\$990	Minimum	\$915	11-20	\$760	11-20	
\$5,150	Maximum	\$1,265	21-50	\$1,055	21-50	
Retail		\$1,610	over 50	\$1,350	over 50	
Dues	Based on sq ft.	Commercial Real Estate		Financial Institution - Banking		
\$780	Up to 2,500	\$(Non-profit 25% discount); Property Owner / Manager		Dues	Based on total deposits	
\$1,110	2,501-5,000	Dues	Based on sq ft.	\$1,190	Less than \$50M	
\$1,425	5,001-10,000	\$1,460	Up to 100,000	\$1,460	\$51-100M	
\$1,780	10,001-15,000	\$1,915	100,000 - 200,000	\$2,190	\$101-200M	
\$2,185	15,001-20,000	\$2,565	201,000 - 300,000	\$2,600	\$201-500M	
\$2,640	20,001-25,000	\$3,225	301,000 - 400,000	\$4,435	over \$500M	
\$3,505	25,001-50,000	\$3,850	401,000 - 550,000	Non-Profit (Entertainment)		
\$3,830	over 50,000	\$4,680	551,000 - 750,000	Dues	Based on # of employees	
Residential Real Estate		\$5,840	over 750,000	\$430	1-5	
Apartment; Condominium		\$6,600	Retail Malls	\$485	6-10	
Dues	Based on # of units			\$645	11-20	
\$3.15	Per Unit			\$780	21-50	
\$650	Minimum			\$940	over 50	
\$2,080	Maximum					

PLEASE NOTE: Businesses that join the Association from October 1, 2017- December 15, 2017 will pay a pro-rated amount for the remainder of 2017 in addition to the fees listed on this investment schedule for a full year. For specific rates, please contact Donna Dugo, Membership Director, at 312.344.2314.

2016 EVENT SCHEDULE

THE MAGNIFICENT MILE® ASSOCIATION	EVENT DATE	LOCATION
January Membership Connection	January 17	Riva Restaurant on Navy Pier
Annual Meeting	February 13	The Westin Michigan Avenue
February Membership Connection	February 23	Conrad Chicago Hotel
Neighborhood Chamber Networking Event	TBD	Chicago Flower and Garden Show
March Membership Connection	TBD	TBD
Spring Membership Luncheon	TBD	TBD
April Membership Connection	TBD	TBD
Annual Gala	May 12	Hyatt Regency Chicago
May Membership Connection	TBD	TBD
Annual Golf Outing <i>presented by Where</i>	TBD	TBD
June Membership Connection	TBD	TBD
July Membership Connection	TBD	TBD
Annual Summer Cruise	TBD	TBD
August Membership Connection	TBD	TBD
September Membership Connection	TBD	TBD
September Membership Luncheon	TBD	TBD
October Membership Connection	TBD	TBD
November Membership Connection	TBD	TBD
The BMO Harris Bank Magnificent Mile Lights Festival®	November 18	The Magnificent Mile®
The Lights Festival Post Event	November 18	TBD
December Holiday Party	TBD	TBD

THE MAGNIFICENT MILE® ASSOCIATION VOLUNTEER OPPORTUNITIES

MARKETING DIVISION COMMITTEES

- The BMO Harris Bank Magnificent Mile Lights Festival®(Marketing):** Promote the annual kick off to the holiday season along The Magnificent Mile®. Help develop our marketing strategy for public relations, social media, web, the Holiday Activity Guide and more. Meets April - November, New Committee Members WELCOME!
- The BMO Harris Bank Magnificent Mile Lights Festival®(Operations):** Plan the annual holiday lighting of The Magnificent Mile. Assist in the planning and execution of operations for the first holiday celebration of the year including Lights Festival Lane, procession staging and disembarking, safety management, volunteer recruitment and more. Meets April - November, New Committee Members WELCOME!

MEMBER MEETINGS AND EVENTS DIVISION COMMITTEES

- Membership Luncheon:** Assist in greeting, table hosting and handling logistics involved in Spring and Fall luncheons. Meets Year Round, New Committee Members WELCOME!
- The Annual Summer Cruise:** Plan and promote one of our member's most favorite summer outings! Meets April - August, New Committee Members WELCOME!
- The Annual Golf Outing:** Organize a fabulous summer event at the Bolingbrook Golf Course. Secure foursomes and plan an exciting outing for 1our golfers! Meets March - June, New Committee Members WELCOME!
- The Annual Gala Committee:** Meets January - May, By Appointment*, see below

THE MAGNIFICENT MILE CHARITABLE FOUNDATION COMMITTEE

The Magnificent Mile Charitable Foundation Committee: Assist The Magnificent Mile Charitable Foundation Board in raising funds that support neighborhood charities, area educational institutions and area programs focused on serving children and homelessness within the Magnificent Mile district. Meets Year Round, New Committee Members WELCOME!

SIGN UP FOR A COMMITTEE:

Name: Title:

Company:

Phone: Email:

**By Appointment: If you are interested in joining one of these committees, please contact Donna Dugo at ddugo@themagnificentmile.com or 312.344.2314*



THE MAGNIFICENT MILE® ASSOCIATION VOLUNTEER OPPORTUNITIES

MEMBERSHIP DIVISION COMMITTEE

Membership Committee: Join members in welcoming new and prospective members to the The Magnificent Mile® Association. Greet members at events and participate in monthly member-to-member outreach, focusing on recruitment and retention. Minimum six month active Association member requirement.

PLANNING & ADVOCACY DIVISION COMMITTEES

Public Way Committee: Encourages quality improvements to the public way. Monitors maintenance, sidewalk conditions, bus shelters, etc. Reviews Avenue gardens and presents the annual Beautification Awards. Meets once a month January—November, New Committee Members WELCOME!

Traffic & Transportation Committee: Monitors and evaluates traffic related issues and proposals. Involved in long-term planning of the transportation needs to serve The Magnificent Mile Business District. Meets once a month January—November, New Committee Members WELCOME!

Michigan Avenue By The Numbers: Compiles economic, physical, and social data and information on the North Michigan Avenue District. Provides periodic updates to the Association's data resource 'Michigan Avenue By the Numbers.' Meets once a month January—November, New Committee Members WELCOME!

THE FOLLOWING COMMITTEES ARE BY APPOINTMENT* (PLEASE SEE BELOW FOR MORE DETAILS)

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|--|-------------------------------------|
| • ADVOCACY COMMITTEE* | MEETS ON AS NEEDED BASIS |
| • 21ST CENTURY PLANNING COMMITTEE | MEETS ON AS NEEDED BASIS |
| • PROJECT REVIEW COMMITTEE* | MEETS ONCE A MONTH JANUARY—NOVEMBER |
| • SIGN AND URBAN DESIGN COMMITTEE* | MEETS ONCE A MONTH JANUARY—NOVEMBER |
| • SECURITY AND EMERGENCY PREPAREDNESS COMMITTEE* | MEETS ONCE A MONTH JANUARY—NOVEMBER |

SIGN UP FOR A COMMITTEE:

Name: Title:

Company:

Phone: Email:

QUESTIONS?

1. For assistance on which committee to join, please contact Donna Dugo at ddugo@themagnificentmile.com or 312.344.2314.
2. Check the box for the committee would like to join and complete the contact information above.
3. Fax to The Magnificent Mile® Association at 312.642.3826 or email your committee form to Donna Dugo at ddugo@themagnificentmile.com
4. A detailed description of the volunteer commitment will be emailed to you upon receipt of completed form.

**By Appointment: If you are interested in joining one of these committees, please contact Donna Dugo at ddugo@themagnificentmile.com or 312.344.2314*