



# 2017 MEMBERSHIP INFORMATION

THE MAGNIFICENT MILE® ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

[WWW.THEMAGNIFICENTMILE.COM](http://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



## THE MAGNIFICENT MILE<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> Association membership department at 312.344.2314.

<b>Dining, Nightlife and Entertainment</b>		<b>Service, Vendor and Transportation</b>		<b>Non-Profit (no real estate)</b>		
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		
<b>Dues</b>	<b>Based on sq ft.</b>	<b>Dues</b>	<b>Based on # of employees</b>	<b>Dues B2B</b>	<b>Dues B2C</b>	<b>Based on # of employees</b>
\$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					
<b>Hotel</b>		<b>Personal Services</b>		<b>Professional Services</b>		
Accounting; Consultant; Law Firm; Advertising/PR; Architectural Firm; Physician; Real Estate/Insurance Broker		Salon; Fitness Center; Spa; Mobile Apps		Accounting; Consultant; Law Firm; Advertising/PR; Architectural Firm; Physician; Real Estate/Insurance Broker		
<b>Dues</b>	<b>Based on # of rooms</b>	<b>Dues</b>	<b>Based on # of employees</b>	<b>Dues</b>	<b>Based on # of employees</b>	
\$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	
		\$1,610	over 50	\$1,350	over 50	
<b>Retail</b>		<b>Commercial Real Estate</b>		<b>Financial Institution - Banking</b>		
\$(Non-profit 25% discount); Property Owner / Manager		Dues		Based on total deposits		
<b>Dues</b>	<b>Based on sq ft.</b>	Based on sq ft.		\$1,190	Less than \$50M	
\$780	Up to 2,500	\$1,460	Up to 100,000	\$1,460	\$51-100M	
\$1,110	2,501-5,000	\$1,915	100,000 - 200,000	\$2,190	\$101-200M	
\$1,425	5,001-10,000	\$2,565	201,000 - 300,000	\$2,600	\$201-500M	
\$1,780	10,001-15,000	\$3,225	301,000 - 400,000	\$4,435	over \$500M	
\$2,185	15,001-20,000	\$3,850	401,000 - 550,000			
\$2,640	20,001-25,000	\$4,680	551,000 - 750,000	<b>Non-Profit (Entertainment)</b>		
\$3,505	25,001-50,000	\$5,840	over 750,000	<b>Dues</b>	<b>Based on # of employees</b>	
\$3,830	over 50,000	\$6,600	Retail Malls	\$430	1-5	
<b>Residential Real Estate</b>				\$485	6-10	
Apartment; Condominium				\$645	11-20	
<b>Dues</b>	<b>Based on # of units</b>			\$780	21-50	
\$3.15	Per Unit			\$940	over 50	
\$650	Minimum					
\$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](mailto: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)

- |  |                                     |
|--|-------------------------------------|
| • 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](mailto: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](mailto: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](mailto:ddugo@themagnificentmile.com) or 312.344.2314*