

WE ADVOCATE FOR YOUR BUSINESS

The Planning & Advocacy Division of The Magnificent Mile® Association creates value for property owners, businesses and institutions in the North Michigan Avenue District:

ADVOCATE

The Association:

- Advocates on behalf of all Association members regarding local, regional and state-wide issues impacting or potentially impacting their properties or businesses.
- Coordinates critical messages and strategies with sister organizations such as the Chicagoland Chamber of Commerce, IHLA, IRA, BOMA, MPC and neighborhood business groups.
- Maintains close working relationships with District Aldermen and key city officials to provide assistance for members with specific needs.

PROTECT AND ENHANCE

The Association:

- Monitors all aspects of safety and security, coordinating resources with the Chicago Police Department, aldermanic offices, and other emergency response departments.
- Ensures the proper use of the public way.
- Ensures the maintenance and advocates for the enhancement of the physical condition of the public way throughout the District, including:
 - » Judging seasonal landscaping in the parkway planters along Michigan Avenue and at property and business locations throughout the District.
 - » Reporting critical safety issues for immediate repair.
 - » Coordinating ongoing maintenance with appropriate city departments.
- Reviews proposed development projects to ensure alignment with goals and values of Vision 2025, which identifies specific development policies and guidelines.

INFORM

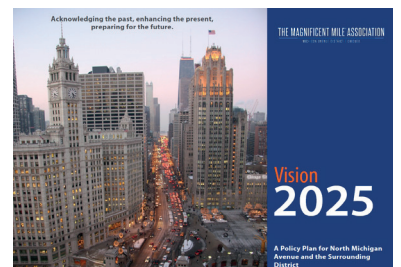
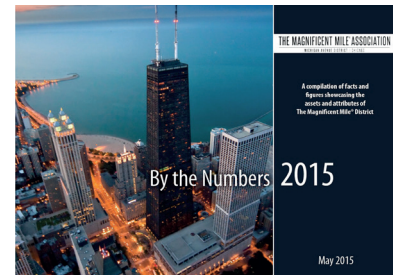
The Association:

- Provides current information to all Association members regarding issues or concerns which could impact their businesses, customers and employees as well as area residents and visitors, including:
 - » Security alerts from the Chicago Police Department and other members
 - » Street closure information due to construction, helicopter lifts, filming, races, protests or parades
 - » Existing and proposed city ordinances pertaining to use of the right-of-way, signage, vacation rentals, building codes, etc.
- Provides exclusive access to the Association's current "By the Numbers" report, which provides valuable information on all business sectors and land uses within The Magnificent Mile® District.

RESPOND

The Association:

- Assists members with specific day-to-day requests, including:
 - » Facilitating members with permit approval process
 - » Filing incident reports with the City and follow up with aldermanic offices and city departments.
 - » Complying with the ordinance and recommend modifications as suggested by our members.
- Ensures compliance of all properties and businesses on North Michigan Avenue and within a defined area with the City's signage ordinance; and recommends modifications to update the ordinance.



**FOR MORE INFORMATION,
PLEASE CONTACT:**

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