

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday July 18, 2023

2:30 PM to 3:30 PM

The Wrigley Building

410 N. Michigan Avenue

Chicago, IL 60611

Agenda

1. **Call to Order**
2. **Roll Call**
3. **Review and Approval of Meeting Minutes**
4. **Public Comment**
5. **Updates**
 - **Safety & Security -**
 - i. **Springboard- Installation in progress**
 - ii. **Site Design proposal for bollards-Attached proposal**
 - iii. **Visitor Kiosk- Prodigy tech upgrade**
 - iv. **Power washing RFP – proposals**
 - v. **Radio Communication Channel- Security Directors.**
6. **SSA Marketing Updates**

Review of the SSA P&L with actuals through June, committed expenses through December, and needed impact. This analysis is attached, and here is the summary:

Budget spent through June + Committed through December = \$655.9K

- Unallocated budget = \$295.4K
- Needed impact recommendation of \$137.5K to support additional safety & security and marketing efforts.
- See the attached one sheet on a recommended 2-page spread ad in the Fall/Winter Michigan Avenue magazine. The ad would promote The Magnificent Mile Visitor Center to tourists.
- After needed impact dollars are allocated, \$158.3K of the \$951.3K would remain unallocated. We are researching a Q1 activation and adding Explore Boards to the Visitor Center. See attached photo of the Explore Boards at the Residence Inn.
- Visitor Center update
- 4 Activations in July
- Kefir sampling and Eataty hat giveaway July 1
- NASCAR bag giveaway on July 2
- Eataty hat giveaway on July 15
- Kefir to schedule a raincheck day later in July

2024 Budget and Vote to approve The Magnificent Mile Association as the service provider.

7. Adjourn