Metropolitan Pier and Exposition Authority

Extending the Campus Into the Community

2017 Annual Report
LETTER FROM THE CEO

What a tremendous period of change and growth for MPEA and McCormick Square.

In 2016, a large part of the campus was under construction, and today, cranes have been replaced with new facilities and more visitors. In its first few months, thousands of people visited the Wintrust Arena for concerts and DePaul basketball. The Marriott Marquis is open for business with rave reviews. Changes like these are a catalyst for growth and economic opportunity with McCormick Square, immediate neighbors, the City of Chicago and the State of Illinois.

At McCormick Place, events and attendance are on track to exceed 2016. The final 2017 numbers are still being calculated; however, preliminary estimates show that 2017 was the largest for McCormick Square in more than 10 years. An economic impact study completed in 2017 found that campus operations brought more than $1.6 billion to Chicago and Illinois economies. Importantly, the overwhelming majority of economic impact -- 90% -- comes from visitors from out of town.

On behalf of the MPEA Board of Directors and staff, I’d like to express our appreciation for the support and collaboration our neighbors, partners, employees and public officials have extended. We look forward to continued growth together.

Lori T. Healey
Chief Executive Officer
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2017: BY THE NUMBERS

A Year of Growth and Success for McCormick Square
SHOWS AND CONVENTIONS

Millions of Visitors and Counting

Amid the recent additions and renovations to the McCormick Square campus and surrounding neighborhoods, McCormick Place has remained a busy venue, with world-class amenities and the capability to support any show.

Highest Attendance Since 2004:

- Events and attendance are on track to exceed 2016. The final 2017 numbers are still being calculated; however, preliminary estimates show that 2017 was the largest for McCormick Square in more than 10 years
  - 2.6 million people came to meetings, shows, and conventions on campus
  - More than 200 total events hosted at McCormick Square facilities
MEDIA SUCCESS

Coverage Across Chicago and the World

There has been significant media coverage of the McCormick Square community over the past year. Starting with President Obama’s Farewell Address through the grand opening of the Wintrust Arena, media from around the globe have visited the McCormick Square campus.

- Wintrust Arena has received more than 700 million media impressions in 2017 and its grand opening had attendance by nearly all local broadcast stations.
- President Obama’s Farewell Address resulted in 982 million impressions.
- Coverage of the Chicago Sky announcement making Wintrust Arena their home court totaled more than 154 million impressions.
ECONOMIC IMPACT STUDY

$9.4B TOTAL ECONOMIC IMPACT

15,260 jobs created or supported throughout the state

For 2 jobs supported ▶ 1 new job is created in IL

$1.034M in value added to state economy

$676M state and local taxes

Delivering $8 in tax revenue FOR EVERY $1 allocated for show incentives

Bringing Billions to Illinois and Chicago

In February 2017, the Nathalie P. Voorhees Center for Neighborhood and Community Improvement at the University of Illinois at Chicago completed a study to determine the scale and scope of economic impact that McCormick Square brings to Illinois and Chicago.

The findings are clear: McCormick Square is more than just a convention center campus – it is a destination and a job creator.

The scale and uniqueness of conventions and meetings held on the McCormick Square campus requires a significant amount of event organization, business services, and thousands of support workers. That’s one reason that, within the hotel and motel industry, McCormick Square drives 8% of Illinois’ total employment.

Campus operations generated an impressive average of $1.6B in economic impact in 2017, increasing to $1.73 billion when fully operational this year.
TRANSFORMING FOR CONTINUED SUCCESS

Bringing New Life to McCormick Square with the Highest Quality Experiences and Top-of-the-Line Venues
By the time *Wintrust Arena* officially cut the ribbon on October 14, it had already opened its doors to more than a thousand people for the *After School Matter’s Gala*, marking the first evening event at the venue. The *Chicagoland Sports Hall of Fame* and the *Chicago Federation of Labor’s Annual Labor Luncheon*, and many other corporate events and concerts have also taken place at the arena. Other events included a *ribbon cutting ceremony* during *Open House Chicago*, DePaul basketball games, and several concerts including *Bob Dylan*. 
Making a Splash in the News & On Campus

Since opening its doors on September 7th, the state-of-the-art Marriott Marquis Chicago has welcomed thousands. Praised for its distinctive architecture and first-class accommodations, the hotel has been featured in nearly 1,500 news stories, and was a key venue for the Obama Foundation Summit in early November.

A walk through McCormick Place’s brand new Marriott Marquis hotel

The brand new hotel has delivered 1,205 new rooms to North America’s largest convention center.

With Chicago expected to deliver 2,100 new hotel rooms in 2017, this year is looking healthy for the Windy City’s hospitality industry. While a number of new hotel developments have contributed to the current boom, no project has played a greater role than the newly opened Marriott Marquis Chicago at 2121 S. Prairie Avenue. Rising 40 stories above nearby McCormick Place and the new Wintrust Arena, the colossal project contains 1,205 guest rooms, three dining options, sprawling amenities, 93,000-square-feet of event and meeting space, and a 30-foot-tall lobby space.
HYATT REGENCY RENOVATIONS

Hotel Upgrades and New Additions

A staple on the McCormick Square campus, the Hyatt Regency also experienced significant renovations in 2017. With updated meeting spaces and renovated hotel rooms, the Hyatt will be able to accommodate additional guests as the campus continues to grow.

The hotel now offers three new and distinct restaurants, including Asian fusion fare and sit down table service, and an outdoor patio adjacent to its world-class bar area.

Cheers!
Local Students Help Bring Art to the Square

On November 8, After School Matters student artists were honored at the McCormick Place Metra Station for their hard work on six large murals that will line the newly renovated station, which included improved lighting, a fully updated waiting area and digital timetables to enhance the commuting experience.

City officials and leadership from Metra, After School Matters and MPEA gathered in early November to share remarks and praise for the talented student artists before an exclusive tour of the new art gallery. Local media outlets ABC, CBS and Univision covered the session, capturing video and footage of the unique murals that will greet the thousands of commuters taking the Metra to McCormick Place each day.
MEET “MARTY”

The Official Smartphone App of McCormick Square

The MARTY by McCormick Square smartphone app officially launched in September 2017 with hundreds of entries from local businesses, services and campus highlights. As a new campus asset, the app has been downloaded by hundreds in its first couple of months.

Looking ahead at the year to come, we’re excited to see how this first-of-its-kind convention center technology will impact the meetings and events industry. Since its inception, the MARTY app has piqued the interest of local businesses who want to be featured, as well as other convention industry leaders, and been featured prominently in the media, including the Associated Press and Chicago Tribune.
CAMPUS HIGHLIGHTS

Reviewing the Accomplishments of 2017
EVENT HIGHLIGHTS

Landmark Gatherings on Campus

2017 proved to be a special year for events at McCormick Square. Kicking things off with President Obama’s Farewell Address, the campus has hosted a wide variety of events, attracting visitors from around the world.

And this fall was no exception! From the Chicagoland Sports Hall of Fame to the first-ever Obama Chicago Leadership Summit, on-campus events have driven a record breaking number of visitors to the area, shedding light on the progress being made on campus, as well as the thriving neighborhoods that surround it.
PRESIDENTIAL EVENTS

Saying Farewell

Thousands gathered at the Lakeside Center on January 10th to hear the 44th President give his Farewell speech. Bringing together visitors and news sources from across the world, President Obama’s Farewell Address was a celebration in Chicago and across the globe.

Gathering Community

Hyatt Regency McCormick Place welcomed the Obama Foundation and more than 900 members of the community to come together to discuss its role in Chicago.

Celebrating Change

McCormick Square hosted the first-ever Obama Foundation Summit at the new Wintrust Arena and Marriott Marquis Chicago. The event brought together hundreds of local and world leaders, including Prince Harry and Chance the Rapper, to discuss the future of Chicago.
Since its opening, the Wintrust Arena has contributed greatly to increased foot traffic on the McCormick Square campus. Serving as the home court to DePaul University men’s and women’s basketball teams as well as the WNBA’s Chicago Sky (beginning in May 2018), the Wintrust Arena attracts visitors from across Chicago neighborhoods for sporting and entertainment events.

The venue is also proving to be an intimate and popular option for concert-goers. Performers ranging from Bob Dylan and Mavis Staples to Gwen Stefani and Chance the Rapper have each graced the stage at Wintrust Arena in just the first few months.
MEGASHOWS FOR THE MASSES

McCormick Place Welcomes Hundreds of Thousands for Large-Scale Events

In 2017, McCormick Square campus furthered its unique ability to host events of all sizes, including conventions that attract hundreds of thousands of people, such as the Chicago Boat, RV & Sail Show and the annual Auto Show, as well as numerous trade shows, like the International Home + Housewares Show International Restaurant Show.

Between the logistics of moving such large display items, hosting crowds of hundreds of thousands of visitors and providing the quality service McCormick Place guests have come to expect, we are proud to say McCormick Square continues to be one of the most highly traveled convention center campuses in America.
With continuous developments and growth on campus bringing more visitors to McCormick Square, security remains a top priority for MPEA staff. MPEA leadership is following national models and best practices for securing venues, including increased precautions and a strict bag policy to keep all campus visitors safe. McCormick Place is also now home to the Chicago Police Department Bike Unit, made up of 60 police officers. The McCormick Square campus and surrounding neighborhoods are also used for training new officers in the bike unit.

In 2017, McCormick Place hosted several emergency services agencies for drills to help respond to a regional emergency. The campus provided a backdrop to help 300 individuals plan and respond for the unexpected, providing critical training for a range of threatening situations.
ENGAGING WITH THE COMMUNITY

Making McCormick Square More Than Just a Convention Center
McCormick Square is committed to bettering its surrounding communities. With a variety of resources, tools, and new visitors coming to experience the latest additions to the campus, MPEA and its McCormick Square partners have made a concentrated effort to work together with neighbors to establish relationships and learn from one another.

One example of this included MPEA’s participation in the Chicago Community Trust’s citywide “On the Table” event, where MPEA invited leaders from the surrounding area, SMG, Marriott Marquis, Hyatt Regency, SAVOR, MPEA and Choose Chicago to discuss the most pressing topics in the area and identify solutions.
EXTENDING OPPORTUNITIES

Commitment to Job Growth

With so much construction and growth in and around McCormick Square, MPEA is proud to report tremendous results in terms of our supplier diversity, construction workforce results, and our contribution to local jobs.

From the Wintrust Arena, which was completed on-time and on-budget, to the Marriott Marquis Chicago, each new facility on campus employs a diverse group of contractors and full time employees, contributing to a vibrant local workforce.

Construction Workforce

Of the more than $500-million in construction budgets here in the last few years for the hotel and arena, more than 27% went to MBEs and more than 7% went to WBEs. That represents more than $165-million awarded to these firms, and 36 were awarded WBE contracts. In addition, 91 contracts were awarded to MBE firms.

Supplier Diversity

MPEA is committed to developing mutually beneficial business relationship with minority and women-owned businesses. Diversity is part of our business strategy and incorporated into our culture at all levels of the procurement process. We remain committed to allowing a diverse pool of vendors, suppliers, contractors and service providers access to our contracts across the McCormick Square campus.

Impacting Diverse Communities During Construction

- $63.1 million went to African American contractors
- More than 100 hires for the construction workforce came from the immediate surrounding area
- The Marriott Marquis Chicago employed 76 women who earned wages of nearly $1.3 million
- The Wintrust Arena employed 46 women who earned wages in excess of $490 thousand
- During the 2017 fiscal year, MPEA exceeded their MBE goal by 25%
- Goal to do business certified WBE’s was exceeded by 5%
NEIGHBORHOOD ACTIVITIES

Leveraging Opportunities and Addressing Issues

MPEA was also proud to host and participate in a variety of other neighborhood events, such as the 2017 Chicago Neighborhood Development Award (which we’ll gladly welcome back this upcoming April!) and our partnership with Metra to revive the McCormick Place Metra Station.

MPEA’s continued partnership with Windy City Harvest put the McCormick Place rooftop garden to good use for its annual urban farming apprenticeship program. In 2017, over 20 students with various backgrounds took part in the program. From career changers to young adults with barriers to employment, the program provides participants with a hands-on, team-based approach to introduce urban farming and the practical application of horticultural knowledge through farming for defined markets.

MPEA’s community work connects the McCormick Square campus to Bronzeville, Chinatown, the South Loop, Prairie District, Museum Campus and beyond.
POCKET PARK

Creating Space to Play and Connect

Creating a community is about more than events and meeting spaces – it’s a place for neighbors and visitors to come together.

In August 2017, MPEA debuted the Prairie District Pocket Park on the northeast corner of 21st Street and S. Prairie Avenue. This 21,000-square-foot park includes a playground with water sprayers for kids, a combination turf and pavement area for dogs and a plaza with seating in between.

The $2 million investment is one more way MPEA and its neighbors are helping bring new life to the McCormick Square and surrounding community.
LOOKING AHEAD

What’s next for McCormick Square?

MPEA is excited to continue working with neighbors to bring life to the McCormick Square community and its surrounding area.

The MPEA team will continue to work with local businesses and residents to enhance our official smartphone app and explore the new opportunities available with our DePaul University partnership and welcoming the Chicago Sky WNBA team.

Thank you for your partnership and support during this time of transition and growth!
www.McCormickSquareChicago.com