Shows, Visitors, Jobs
Making an Impact:
2018 Annual Report
Another year to be proud of at MPEA and McCormick Square!

Following a period of growth and development on campus, McCormick Square has emerged as a bustling business landscape and neighborhood. From basketball games and concerts at Wintrust Arena, record breaking shows at McCormick Place, and thousands of visitors at hotels on campus, 2018 has been a banner year for MPEA and McCormick Square.

At McCormick Place, events and attendance far exceeded our expectations, as well as our clients, for 2018. With exceptional performance across the board, 2018 saw 25 record breaking meetings or conventions at McCormick Place. As the shows hosted at McCormick Place continue to grow, MPEA is honored to have the capacity to provide the resources needed for successful shows and to welcome visitors from Chicago and beyond to the McCormick Square neighborhood.

MPEA prides itself on Midwest hospitality and the flexibility to make each event, program, or concert a resounding success. This year alone the campus has hosted more than 272 events, a 31% increase since last year, attracting 2,941,087 visitors. The final 2018 numbers are still being calculated, however, preliminary estimates show that 2018 was the largest for McCormick Place since 2004.

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, and public officials have extended. We look forward to continued growth together.

Lori T. Healey
Chief Executive Officer
Table of Contents

• 2018: By the Numbers
• Sustaining Momentum, Measuring Performance
• Campus Highlights
Hiring Practices

MPEA has a strong commitment to diversity and inclusive business practices. Through hiring, doing business with other diverse businesses and more, the Authority achieved record numbers for hiring practices in 2018.

A Snapshot of MPEA’s staff

- **C-Level Management**: 33% are minorities and 66% are female
- **Accounting/General Counsel**: 86% are minorities and 66% are female
- **Administrative Support & Sales**: 75% are minorities and 91% are female
- **Service**: 52% are minorities and 30% are female

Employee Spotlight: Larita Clark, CFO

MPEA’s CFO, Larita Clark, sat on a panel of financial experts at the Crain’s Chief Financial Officer Breakfast to provide her insight on how to stay relevant in a rapidly evolving industry.
Commitment to Diversity

To further our commitment to diverse and inclusive business practices, MPEA actively seeks to do business with MBE/WBE businesses, setting a goal of 25% MBE and 5% WBE. In 2018, the Authority achieved those numbers and will continue to grow that goal in 2019, by hosting a supplier diversity fair and continuing to put practices in place that offer opportunities to all who are qualified.

Evelyn Shelton realized her dream when she opened her first restaurant — Evelyn’s Food Love. As a woman business owner, Evelyn’s passion for food and ambition to succeed has made her restaurant a neighborhood favorite.

With a menu influenced by various cultures, from their baked BBQ or fried chicken to the catfish po’boys — the food is fresh and ready to order, making it a McCormick Square staple!

It's a long way from Lambert, Mississippi to Oak Park, IL, but for Charlie Robinson, the trip to Ribfest 1982 was worth it. As the winner, Robinson knew it was time to open his now iconic restaurant, Robinson’s No. 1 Ribs. A certified minority-owned company, Robinson’s is family-owned and includes the work of Charlie’s adult children.

Robinson keeps his passion alive in his restaurants in Chicago with family recipes and award-winning dishes.

The cyclist-centric restaurant at Indiana Avenue and 18th Street is co-owned by Alicia Bird. The Spoke & Bird name is not only a nod to Bird’s surname, but also Alicia’s passion for cycling.

As co-owner, Alicia works with MPEA to provide all hot dog and hamburger buns for shows and conventions. Spoke & Bird’s proximity to campus has provided so much business that they schedule staff based on the McCormick Place schedule.

Opening in the 1980’s, Connie’s Pizza McCormick Place is a staple for convention goer’s and locals. Owned by Jim and Martha Stolfe, Connie’s is a family owned M/WBE establishment that adapts to the needs of customers, working collaboratively with SAVOR to offer menu items beyond pizza.

Since opening their doors in the 80’s, Martha and Jim have seen a lot of change and growth – but a couple of things remain the same, including some of their staff members and their passion for developing relationships and delivering a great pizza!
Sustaining the Community

At McCormick Square, sustainability is a crucial element to being a responsible business and good neighbor. Sustainability efforts have generated international recognition. As the first convention center in the world to receive Green Seal certification for environmentally responsible practices, McCormick Place continues to push the boundaries for sustainable work.

Urban Agriculture

The 2.5-acre rooftop garden atop McCormick Place provides fresh produce and innovative solutions to sustainability efforts. It is the centerpiece of MPEA’s sustainability program and has grown to include promoting sustainable agriculture and training to city residents. 8,000+ lbs. of seasonal ingredients grown each year.

- 8,000 lbs. of seasonal, farm-fresh produce harvested each year
- 95 varieties planted
- Nearly 100 different varieties of vegetables, fruits, herbs, edible flowers, perennials and bushes were planted last season
- Three bee hives
  - The rooftop garden is home to 20,000 bees that pollinate the garden’s crops and produce 50 lbs. of honey each year

Environmental Efforts

McCormick Square and SAVOR are committed to helping event planners, attendees and stakeholders lessen their impact on the environment. Through programs like Green Angels post-consumer recycling and composting program, MPEA and SAVOR have grown waste diversion rates from 35% in 2011 to 59% in 2017.

- 59% diversion rate for waste in 2017
- 1,000 lbs. of food donated to neighborhood charities in 2017
- 100% use of recyclable flatware and paper goods made from plant materials

Community Impact

SAVOR prioritizes efforts to improve the quality of life for our neighboring communities as well as the diverse guests who visit McCormick Square. Through supporting Windy City Harvest Job Training and Education in urban agriculture program, job training for at-risk youth and others is ensured.

- 90% finish high school
  - of participants in the Windy City Harvest urban ag program finish high school and more than half enroll in college

Windy City Harvest

SAVOR...Chicago was named the Illinois Restaurant Association’s Company of the Year in 2016 for our support of hospitality career training
McCormick Place is home to hundreds of conventions and tradeshows each year, with millions of attendees coming through the doors. Planning, coordinating, and strategizing so that these shows go smoothly is no easy feat, but SMG’s Director of Event Management, Tiana Weiler, makes it look easy. With 25 years of experience and 11 at McCormick Place, she knows the business of convention and trade show planning like the back of her hand.

Tiana shared what it takes to pull off a seamless show at McCormick Place. From meal planning to security, having enough electricians onsite and turning on the escalators, and beyond – she gives the inside scoop to keeping planning moving and not sweating the small stuff.
**From the Director of Event Management’s Perspective...**

<table>
<thead>
<tr>
<th>Fastest turnaround for planning a show at McCormick Place?</th>
<th>What are some of the biggest challenges you’ve faced?</th>
<th>What types of differences do you face when planning a 100-person show vs a 50,000-person show?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“President Obama’s Farewell address in January of 2017, hands down. We had to pull all logistics and planning together within two weeks. From the number of people we were serving to the importance of the speech, it was among our most rewarding work yet.”</td>
<td>“For most of our shows, there are countless people involved. In some cases, there are people in charge of each individual task, so it’s often hard to stay in sync when there’s not a sole point of contact.”</td>
<td>“People are usually shocked to hear this, but there is virtually no difference in planning for small events, no matter what the size. Every piece of the process has to fit together whether we expect 100 or 1,000 guests.”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For larger scale shows, how far in advance do you begin the planning process?</th>
<th>How many behind the scenes people do you have working on any given show?</th>
<th>Is it hard to plan meals for thousands of people?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Well, I wish I could say I give my team a break after a big show. But, we start planning for the next year just days after it ends. For example, IMTS wrapped up in September, and they’re already coming in for a walkthrough for their 2020 show!”</td>
<td>“This definitely varies, but no matter the size of our shows, our tradespeople, electricians, and behind the scenes workers are the backbone of the operation! Typically, there are 100-200 behind the scenes employees, but for IMTS, there were upwards of 4,000 tradespeople working.”</td>
<td>“That falls mostly into the hands of our catering partner, SAVOR. Most recently though we had a show come in and ask us to prepare 800 meals the day before they needed them. Our motto here is “never say no, but look for a solution” – and surprising as it is, those 800 meals were prepped and ready the next day!”</td>
</tr>
</tbody>
</table>
When Wintrust Arena first opened in 2017, the plan was always to treat it as more than just a sports arena, but rather, a premiere event space located in the heart of McCormick Square. For DePaul University basketball and WNBA Chicago Sky teams, Wintrust Arena is home court. But, in 2018, several new, exciting events have begun to call Wintrust Arena their home as well.

McCormick Square’s Premier Event Space

When Wintrust Arena first opened in 2017, the plan was always to treat it as more than just a sports arena, but rather, a premiere event space located in the heart of McCormick Square. For DePaul University basketball and WNBA Chicago Sky teams, Wintrust Arena is home court. But, in 2018, several new, exciting events have begun to call Wintrust Arena their home as well.

Jessie Vargas and Thomas Dulorme face off for the title card at “Worlds Collide”.

Intel Extreme Masters unveils the grand prize trophy and $250,000 award!

Kicking off the Red Bull Music Festival, Wintrust brought together legends, luminaries, and rising stars for the first night of this month-long festival.
Serving as the home court to DePaul University men’s and women’s basketball teams, as well as the inaugural season of the WNBA’s Chicago Sky, Wintrust Arena’s stable of home teams has grown since its ribbon cutting.

2018 also welcomed several new sports events that called Chicago home for the first time, including:

- Wintrust Arena’s first ever boxing event “Worlds Collide” took place on October 6th and hosted 20 championship-caliber fighters, as well as some of boxing’s most iconic personalities.

- Intel Extreme Masters, a 3-day eSports tournament, made its Chicago debut on November 11th. The tournament hosted 16 of the best eSports teams in the world as they each competed for a grand prize of $250,000. Wintrust Arena is proud to have partnered with IEM for its first event held in Chicago.
In addition to the sporting events, Wintrust Arena has also hosted a collection of concerts, galas, graduations, corporate and community events. After School Matters, a Chicago non-profit, saw more than 150 Chicago teens showcase their talents at their annual gala at Wintrust, and the Chicagoland Sports Hall of Fame, organized solely for charitable and education purposes, welcomed 10 new Chicago sports icons during its 2018 induction ceremony.

I am giving the arena 5 stars for the employees. From the parking attendants, to security at the entrance, to the vendors, every single employee I encountered was welcoming, friendly, helpful, and good at their jobs. Thanks for making my first time at a Chicago Sky game so much fun!

Amber M. - Yelp

Parking is in the McCormick Place garage; entrances are friendly to people with special needs and it's bright and full of natural light...I could not spot one bad seat in the house and EVERY seat is padded on the bottom and extremely comfortable.

Gabriel B. - Yelp
McCormick Square is home to hundreds of pieces of public art, and with a collection that continues to grow, MPEA is always eager to bring new installations to the community.

In 2018, McCormick Square welcomed its largest installation yet — "The Bots". Inspired by the famous Cubebot Toy and designed by New York-based David Weeks Studio, the giant Bots installation was erected just steps outside the Marriott Marquis Chicago. From ideation to creation, the project took two years, and they are a wonderful addition to campus!

These fully interactive installations are the largest "Bot" design to date. Each Bot head is 34-inches tall and weighs a staggering 850 pounds with walls of 3-inch solid aluminum panels.
A cultural district is defined as an area of a city with a high concentration of cultural facilities and programs that serve as the main anchor of attraction.

In August 2018, the Chicago Department of Cultural Affairs and Special Events (DCASE) announced the establishment of a new Cultural District that includes the McCormick Square campus. The new cultural district features over 100 pieces of public art and is surrounded by artistic and cultural institutions. Adjacent to the campus, the cultural district joins Chicago’s rich stable of cultural entities.

With a commitment to public art on campus and a long-standing foundation of art and culture in the area, the Cultural District is a new epicenter of arts and culture. The Cultural District will engage members of adjoining neighborhoods and provide diverse opportunities for businesses to develop and grow in the area.

The Cultural District will provide opportunities for the arts to build community, stimulate economic development, create jobs, and attract tourists.
As part of a year’s long celebration of Illinois’ Bicentennial, history is being brought to life on campus in a first-of-its-kind video art exhibit showcasing and honoring noteworthy Illinoisans.

Rooted in Greatness, a video art installation, honors individuals who have made strides in this great state and have had a worldwide influence. From talented artists, musicians, and politicians to inventors, scientists, architects and community activists, Rooted in Greatness celebrates noteworthy individuals who have meant so much to Illinois’ success.

Video of the faces of famous Illinoisans from President Lincoln, to Michelle Obama, Robin Williams, Oprah Winfrey, Ulysses S. Grant and Quincy Jones, are projected into the trees at the corner of Cermak and Calumet on the McCormick Square campus, with accompanying audio that shares a brief biography of each individual. The installation will remain on campus through February 2019 before moving to its permanent home at the Chicago History Museum!

This project was brought to life through the hard work of Chicago-based nonprofits, Luma8 and the Timeline theater, led by Broadway in Chicago president, Lou Raizen. Rooted in Greatness will celebrate Illinoisans through commissioned Illinois-based artists.
With a bustling neighborhood comes the need for delicious, accessible food, and McCormick Square offers plenty! With Executive Chef Mark Quitney leading the way, the **Showroom Food Hall** was voted among Chicago’s top ten best food halls by *USA Today*.

Located in the Marriott Marquis, Showroom Food Hall offers neighbors and hotel guests a blend of unique and healthy options at anytime of the day and guarantees variety to satisfy everyone’s taste. Whether you’re on campus for a trade show, a resident of the neighborhood, or an on-site employee, Showroom Food Hall offers fresh options for everyone.

Inside the bustling food hall guests can enjoy:

- Revolution Coffee Counter
- Argosy Soup & Sandwich
- Hot Licks, specializing in potato dishes
- Winger Warrior, featuring wood-fire pizzas and chicken wings
- Nomad Beer & Wine, serving cocktails, craft beer, and wine
Record Breaking Numbers

Accommodating More Visitors for Bigger Shows

As the largest convention center in North America, McCormick Place has the capacity to hold world class shows, taking attendance rates and exhibit capabilities far beyond expectations. In 2018, McCormick Place saw some of the highest attended shows with the most innovative, groundbreaking technologies, products, and services. With a plethora of accommodations on McCormick Square campus – from first-class hotel options, top-rated restaurants, and renowned public art and attractions – MPEA looks forward to surpassing these records year after year.
2018 was a great year for McCormick Place and for our clients. 25 of the meetings, conventions, or shows broke records for attendance, exhibitors, or exhibition space.

A case in point: the International Manufacturing Technology Show (IMTS). IMTS brings together professionals in the manufacturing industry to view the most innovative technologies to propel its field to new heights. Since 1978, IMTS has taken place at McCormick Place every other year. While the show is always a success, 2018 broke records, welcoming 129,415 registrants to the 1,424,232 square feet of exhibit space, featuring 2,563 companies. Following such a successful show in 2018, plans and contracts are in place for IMTS 2020 to once again take place at McCormick Place.
One of the largest and most influential conventions - the American Society of Association Executives - came to McCormick Place in August 2018 for five days of learning, collaborating and celebrating. From a kick off ceremony at Wintrust Arena to workshops in McCormick Place, ASAE 2018 was its highest attended annual meeting. MPEA is proud that these convention experts chose Chicago to hold their biggest convention to date. Other record breaking meeting statistics include:

- 6,100 Association Executives attended
- 40% of attendees had not held an event in Chicago in over 14 years
- Identified 52 viable opportunities for shows and meetings on campus
- Conducted 11 private site tours and meetings