



MAYOR EMANUEL'S RECORD ON ARTS AND CULTURE

During the Mayor's first term, the City has invested million in our local arts sector while expanding cultural offerings in our neighborhoods. The Emanuel Administration unveiled the City's first cultural plan in 25 years after a broad consultation process, launched an Arts Education Plan that will increase arts instruction for all CPS students, restored the Taste of Chicago to profitability for the first time since 2007, returned the Gospel Music Festival to the South Side and created a tourism plan that will attract visitors not only to the City's downtown but to its neighborhoods as well.

By the Numbers: Chicago's Creative Economy

\$2.2 billion: Economic impact per year of Chicago's Creative Economy

60,000: Number of jobs in Chicago's creative industries

24,000: Number of arts enterprises located in Chicago

650: Number of non-profit arts organizations located in Chicago

Created the First Cultural Plan in 25 Years

In February 2012, the Department of Cultural Affairs and Special Events (DCASE) launched a public process for the Chicago Cultural Plan – the first new plan for strengthening the city's arts and cultural sector in more than 25 years. Completed later that year, the Plan was developed after months of meetings with stakeholders and community members across the city and includes input from thousands of Chicagoans. The new Plan will serve as the central planning document for enhancing Chicago's thriving arts and culture sector, supporting creativity, innovation and excellence in the arts.

Fueled by participation from residents from all corners of the city, Chicago's new cultural plan identifies ways the arts can build community, stimulate economic development, create jobs, attract visitors and foster innovation for years to come. The Cultural Plan contains a robust set of 10 initiatives with 36 recommendations and over 200 ideas, including:

- Reinvigorating arts education and creating new opportunities for lifelong learning.
- Attracting and retaining artists and creative professionals.
- Elevating and expanding neighborhood cultural assets.
- Facilitating neighborhood planning of cultural activity.
- Optimizing city policies and regulation that impact the arts and creative industries.
- Strengthening capacity within the cultural sector.



- Promoting culture's value on Chicago's economy and our way of life.
- Strengthening Chicago as a global cultural destination.
- Developing and sustaining innovation in culture.
- Integrating culture into daily life – across public, nonprofit and private sectors.

One year following the release of the plan, Mayor Emanuel and DCASE Commissioner Michelle Boone announced that half of the 241 initiatives in the Cultural Plan had already been addressed to date. In addition, the Mayor ensured that the 2014 City budget included a \$1.25 million investment to support initiatives of the Chicago Cultural Plan, following a \$1 million investment in 2013 budget.

By the Numbers: Chicago Cultural Plan Public Engagement

8: Number of town halls

20: Number of neighborhood conversations

50+: Number of additional cultural conversations and meetings

1,500: Number of twitter followers

4,700+: Number of in-person engagements

16,000+: Number of downloads of the draft plan

35,000+: Number of people reached online

Revitalized the Taste of Chicago

During the Mayor's first term, DCASE has worked to revamp the Taste of Chicago festival to bring new food options, including food trucks and internationally-renowned chefs and music from chart-topping acts to attract people from all over the world to our city. In September 2013, Mayor Emanuel and DCASE announced that the 2013 Taste of Chicago was profitable for the first time since 2007 as the revitalized festival continues to improve and succeed. The festival made \$272,000 in profit, generated an estimated \$106 million in total business activity to the Chicago economy and generated more than \$2.35 million in tax receipts for the city. In addition, the festival supported 1,122 full- and part-time jobs generating \$39.5 million in wages and salaries earned by employees of businesses associated with or impacted by the Taste of Chicago. The Emanuel administration made critical changes to revitalize the Taste – a shorter time period, top-level music acts, innovations such as pop-up restaurants and chef du jour, as well as creative ideas like adding food trucks to the evening concerts. All of these factors contributed to the outstanding attendance to the festival, which led to positive economic results. The Taste of Chicago had, for several years, been operating at a loss, with diminishing interest and attendance from the public. Upon taking office, Mayor Emanuel returned control of Taste to DCASE and refocused the festival.



Created a Coordinated and Ambitious Tourism Strategy

Since taking office, Mayor Emanuel has focused on tourism as a key driver of our economy and an area in which Chicago needs a comprehensive strategy and focus. When Mayor Emanuel took office, the City of Chicago had approximately 40 million visitors annually. After years of a disjointed tourism effort, the Mayor worked in his first year to merge the City's three tourism entities into a single organization – Choose Chicago – that combined the Chicago Convention and Tourism Bureau and the tourism portion of Chicago Office of Tourism and Culture. The reduction in overlapping services and costs has saved nearly \$2 million a year, which will be reinvested into annual marketing advertising efforts to attract out of market visitation.

In addition, Mayor Emanuel initially set an ambitious goal of attracting 50 million visitors to Chicago by 2020. Earlier this year, Mayor Emanuel increased the annual visitation goal from 50 million to 55 million visitors by 2020. Achieving this target will result in 30,000 additional jobs related to the tourism industry and hundreds of millions of dollars in additional revenue into the city of Chicago.

Chicago hit an all-time record of 46.96 million visitors in 2013, a gain of 4.4 percent over 2012. With 2013 overseas visitation expected to increase to more than 1.4 million visitors, the City is on its way to meeting the mayor's goal of attracting 55 million visitors by 2020. Overnight leisure visitation fueled the growth with a record 18.65 million visitors, a gain of 3.8 percent over 2012. Overnight business visitation remained stable at a 10-year high of 7.23 million. Chicago's hotel community benefited from the increase in 2013 visitation with record performance. Room demand set a record with 9.889 million rooms occupied, a gain of 2.3 percent over 2012. Hotel occupancy was 75.28%, a gain of 0.2% over 2012, surpassing the previous record of 75.18% in 2007 when the market had over 1.9 million fewer room-nights. The 26.9 million domestic and expected overseas visitors who stayed in Chicago hotels generated \$105.92 million in Chicago Hotel Tax Revenue, a 4.9 percent increase over the 2012 tax receipts.

In 2013, Mayor Emanuel also announced Elevate Chicago, an ambitious tourism and tradeshow infrastructure redevelopment program. This program will bring to bear nearly \$640 million in new investments, which will combine with \$470 million of recently announced investments will become a \$1.1 billion program that will create 10,000 construction jobs, 3,700 permanent jobs, and hundreds of millions of dollars in economic growth annually. The program initially features two major components: creation of a McCormick Place entertainment district and the redevelopment of Navy Pier so the popular attraction will draw even more visitors and elevate it to a world-class destination.



Under Mayor Emanuel's leadership, the City has also set a goal of moving into the top five cities for overseas visitation by adopting an international focus and emphasis on cultural tourism. To do this, Chicago's tourism strategy must be focused on the whole city; not one segment of it. In 2014, Mayor Emanuel unveiled the first-ever cultural tourism strategy to position Chicago as a premier global cultural destination. Based off the findings from an eight-month analysis, the cultural tourism strategy calls for the implementation of a neighborhood tourism plan, promotion of cultural asset infrastructure and enhanced tourism sales efforts

2011-2013: Record Years for Tourism in Chicago

48.4 million: Visitors to Chicago in 2013, a 23% increase from 2010
Over 75%: Chicago's 2013 hotel occupancy rate, the highest ever.
9.9 million: Hotel room nights filled in 2013, by far a record.
5.5%: Increase in the hotel occupancy rate from 2010 to 2013
55 million: Revised goal for yearly visitors to Chicago by 2020
318: Number of major conventions in Chicago from 2011 – 2013
6.6 million: Number of visitors to Chicago as a result of conventions

Brought back the Gospel Music Festival and put it on Chicago's South Side

Starting in 2012, the Gospel Music Festival has returned to the Bronzeville neighborhood where Gospel has its roots. By celebrating Chicago's Gospel Music Festival in the Bronzeville Community, Mayor Emanuel and DCASE are advancing several priorities of the Chicago Cultural Plan by strengthening our local arts and entertainment, while showcasing the economic and cultural assets of one of Chicago's most historic neighborhoods. In addition, the event serves to highlight the historical significance of the Bronzeville community while emphasizing that the City's commitment to a neighborhood must be about economic development, education, public safety as well as cultural and the arts.

By the Numbers: Supporting Strong, Vibrant Neighborhoods

189,000: Number of people participated in Night Out in the Parks in 230 Chicago Park District locations
47: Number of neighborhood music festivals, 35 neighborhood food festivals counted by new Choose Chicago neighborhood asset inventory
51: Number of communities highlighted on new Choose Chicago neighborhood tourism website
12: Number of "People Spots" in 2013 (expanded from 4 pilots last year) via CDOT's "Make Way for People" placemaking initiative



Launched a Free Summer Film Series in Millennium Park

In May 2013, Mayor Emanuel and DCASE launched a brand new film series as part of the free offerings during summer at the Jay Pritzker Pavilion in Millennium Park. The 40 feet long by 22.5 feet LED screen was acquired by Millennium Park, Inc. to serve as a permanent enhancement to the Pritzker Pavilion. Millennium Park is one of Chicago's premier attractions for cultural tourism, drawing residents from all over the City to visitors from the world over, and the new and innovative video screen has added another exciting feature to deliver even more free entertainment.

By the Numbers: Investing in Chicago's Cultural Sector

500: Number of grants awarded to artists in 2012, totaling \$1.2 million, through the Cultural Grants Program

Fostering Growth in Chicago's Film Industry

Over the past few years, Chicago's film industry has been growing rapidly due to Chicago's highly-respected crews and talent, world-class facilities, distinctive cinematic urban landscape, affordability and hands-on City support via the Chicago Film Office team, with a sophisticated understanding of the industry and its needs. In 2013, Chicago experienced a 20 percent increase in overall production activity, with a total of 2,198 filming days. 2012 set the previous record with nearly 40 percent growth over 2011. Not only do the year-end numbers reflect record high production volume, the scale and duration of these projects has been extraordinary: six simultaneous full-time TV series, three studio features shot back-to-back and an unprecedented 137 commercials. Over the past two years, Chicago has taken important steps forward in establishing itself as a film industry hub. These record stats reflect Chicago greater capacity and maturity as a production center, and have been an important step forward in establishing Chicago as an industry hub.

Expanding the Summer Farmers Market Program

Our Farmers Markets are cultural touchstones for the city, but more importantly they bring fresh product directly to our residents and visitors. Mayor Emanuel is proud to have added five new markets on the west side in 2012, bringing a variety of fresh fruits, fresh vegetables and valuable nutritional information to underserved neighborhoods. In 2013, new Spinoff Night Markets in Uptown and Logan Square elevated and expanded neighborhood cultural assets, a priority of the Chicago Cultural Plan. The new stand-alone Night Markets happened weekly during the summer and included some vendors from the City's other farmers markets, as well as having live performances and arts & crafts, with local artisans and local restaurants participating.