



The Greater North Michigan Avenue Association

625 North Michigan Avenue, Suite 401

Chicago, Illinois 60611

P: (312) 642-3570

F: (312) 642-3826

Thank you for your interest in becoming a member of the Greater North Michigan Avenue Association (GNMAA).

GNMAA membership is an effective way to build relationships with other members, civic leaders, and key stakeholders in the community. Additional member benefits also include activities that will:

Build Quality; *be more informed about and influence the developments in your community.*

GNMAA works diligently to keep members informed of local business issues that affect this business district and influence the changes planned for Michigan Avenue and the surrounding area. By working with civic leaders, GNMAA ensures these changes will serve the business community at large.

Build Relationships; *expand your business network through member events.*

GNMAA hosts more than 25 member events throughout the year that offer businesses the opportunity to foster beneficial relationships with area businesses and civic leaders.

Build Business; *through consumer marketing efforts focused on the residential and visitor markets.*

Annually, more than 1 million consumers enjoy events and publications produced GNMAA. These popular consumer events and publications promote GNMAA member businesses to these audiences.

Benefits of membership will positively affect your business and we encourage your participation. The enclosed information briefly describes **just a few** of the consumer marketing and member opportunities presented to you as a GNMAA member. If you have any questions please contact Karen Hickey, Membership Director, at (312) 344.2314. We look forward to hearing from you.

Sincerely,

Peter Simoncelli

Peter Simoncelli

GNMAA Chairman

Westin River North Chicago

General Manager

Carolyn Edward

Carolyn Edward

General Manager

Bloomington's

Membership Co-Chair

Donna Dugo

Donna Dugo

Account Manager

Key Magazine, This Week in Chicago

Membership Co-Chair



GNMAA FAQ's

How many members are in the Association?

800 business members

1,900+ active volunteers (main members and associates)

What are the borders for GNMAA?

Can I join if my business is located outside of them?

The borders are as follows: North at North Avenue, South at Randolph Street, East at Lake Michigan and West at the Chicago River.

Yes, you may join if your business is located outside of the borders for our area!

Does my business need to be located on Michigan Avenue?

No. GNMAA members are those businesses that have an invested interest in this dynamic business district.

Is it all retailers?

No, GNMAA consists of a very diverse membership.

50% is consumer to consumer (hospitality/retail/entertain)

50% is business to business/consumer (law, acct. printing)

How many people can get involved from my company?

The business is the member; all employees can become active GNMAA members.

It is up to the company to decide who should be involved/get information. Suggested employee contacts are on application. (Marketing, Security, Sales)

Is there a mailing list available?

Yes, only to GNMAA members.

There is a cost for certain formats.

Does it cost extra to be listed on the area guide? Street directory? Web site?

A single member listing in these publications are complimentary, they are included in your membership.

There are additional options to include your listing in additional categories, enhance your listing, advertise or take advantage of sponsorship opportunities at additional costs.



GNMAA Member Benefits

Consumer Events

Create a Special Offer for your business, targeting residential, commuter and visitor audiences. The following media are complimentary to promote your offer, based on the time of year.

TOAST on The Magnificent Mile



February
Event Guide (dist: 12,000)
Website (79,500 users per month)
Advertisements (101.9 FM The Mix and ABC 7 Chicago)
Local and Regional Public Relations
Employee Desk Drops (10,000 tenants)
E-blasts, Concierge Outreach and member to member participation

Tulips on The Magnificent Mile

April - May

Event Guide (dist: 20,000)
Website (79,500 users per month)
Advertisements (schedule TBD)
Local and Regional Public Relations
Employee Desk Drops (10,000 tenants)



Gardens of The Magnificent Mile



June - September
Event Guide (dist: 12,000)
Website (79,500 users per month)
Advertisements (101.9 FM The Mix and ABC 7 Chicago)
Local and Regional Public Relations
Employee Desk Drops (10,000 tenants)

The Magnificent Mile Lights Festival

presented by Harris

November

Holiday Activity Guide (inserted into November/December issue of *Midwest Living* magazine dist: 186,000, single dist: 20,000)
Website (180,000 users during November)
Advertisements (ABC 7 Chicago, WLS 890, 101.9 fm The Mix, Radio Disney)
Local, Regional and National Public Relations
Employee Desk Drops (10,000 tenants)



Electronic and Print Consumer Publications

Reach out to the Consumer through these Membership Listings. **Only GNMAA Members may participate!**

FEEL MAGNIFICENT
ON ONE OF THE GREAT AVENUES OF THE WORLD

www.themagnificentmile.com

Over 60,000 users per month

"Don't Miss This" listing A listing of your business' special event open to all consumers.

Fashions & Trends listing Post a picture of fashionable clothing from your business on our website!

Meeting & Event Planners listing A listing of meeting and event venues, including contact information and a picture.

Business listing with photo and description that includes a hyperlink to your website

Consumer Event Listings (i.e. TOAST, Tulip Days, etc.)

Member Monthly Newsletter

Received by all 1,900 members.
 Contains Member-to-Member news, updates on member contacts, and current membership happenings.

Wayfinding Directory

A map stationed at Superior and Michigan for those walking The Magnificent Mile. Lists GNMAA members. 23,000 pedestrians pass daily.

The Magnificent Mile Area Guide

500,000 distributed annually. A hand-held map for visitors of, distributed through hotels and www.themagnificentmile.com. Includes only Retail, Hotel, Dining & Nightlife, and Entertainment members of GNMAA.

Councils & Committees

Volunteer on a Committee: We have 26 committees, ranging from the Annual Golf Outing Committee to Traffic & Transportation Committee. See our Volunteer sheet, and see which one fits you and your business best!



THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION

The Greater North Michigan Avenue Association

625 North Michigan Avenue Suite 401 Chicago, IL 60611

t: 312.642.3570 f: 312.642.3826

www.themagnificentmile.com, gnmaa@gnmaa.com

General Membership Application Form

Main Contact: _____ Title: _____
 Business Name: _____
 Business Address: _____ Zip: _____
 Phone: _____ Direct Line: _____
 Fax: _____ Direct Fax: _____
 Email: _____ www: _____

Referred by: _____

Business Demographics - please complete the applicable sections

Type of Business: _____ # of hotel rooms: _____ # of residential units: _____

Square Feet: _____ # of employees: _____ Annual Sales: _____

Annual Dues Investment \$ _____ Payment Method: Check Enclosed Please charge my credit card
(see second page)

<input type="checkbox"/> American Express	Card # _____
<input type="checkbox"/> Visa	Authorization Code: _____ Expiration Date: _____
<input type="checkbox"/> MasterCard	Name on Credit Card: _____

Preferred Mailing/Billing Address if different from company information:

Contact: _____
Address: _____

Please list additional contacts that should receive GNMAA Information

Human Resources Manager/Director: _____
Marketing Manager/Director: _____
Security Manager/Director: _____
Additional Contacts: _____

Signature: _____ Date: _____

Please submit your payment with the application.

Please be advised that membership benefits do not apply until full payment is received.

All contact information will be listed on the online membership directory line within two weeks of payment

2009 Membership Investment Schedule by Category

To determine membership fees:

- 1) Select the appropriate business category
- 2) Select the investment fee based on business demographics



<p>Dining and Night Life and Entertainment Night Life Private Club Restaurant Attraction Sightseeing Cultural</p> <p>(Dues based on square footage)</p> <p>\$ 570 Up to 2,000 \$ 680 2,001 to 3,000 \$ 795 3,001 to 5,000 \$ 910 5,001 to 10,000 \$1,135 10,001 to 15,000 \$1,365 Over 15,000</p>	<p><i>If you have any questions, please do not hesitate to contact the GNMAA membership department 312.642.3570</i></p>	<p>Commercial Real Estate (non-profit - 25% discount) Property Owner/Manager</p> <p>(Dues based on square feet)</p> <p>\$1,135 Up to 100,000 \$1,475 100,000 - 200,000 \$1,985 201,000 - 300,000 \$2,500 301,000 - 400,000 \$2,945 401,000 - 550,000 \$3,625 551,000 - 750,000 \$4,530 Over 750,000 \$5,100 retail malls</p>
<p>Hotel (Dues based on number of rooms)</p> <p>\$ 4.35 Per Room \$ 680 Minimum \$ 4,000 Maximum</p>		<p>Residential Real Estate Condominium Apartment (Dues based on number of units)</p> <p>\$ 2.30 Per Unit \$ 485 Minimum \$1,700 Maximum</p>
<p>Personal Services Beauty Salon Fitness Center Barber Shop Spa</p> <p>(Dues based on number of employees)</p> <p>\$ 430 1 to 10 \$ 570 11 to 20 \$ 795 21 to 50 \$1020 Over 50</p>	<p>Financial Institution Bank</p> <p>(Dues based on total deposits)</p> <p>\$ 910 Less than \$50 million \$1,135 \$51 to 100 million \$1,700 \$101 to 200 million \$1,985 \$201 to 500 million \$3,400 over \$500 million</p>	<p>Non-Profit (no real estate) Health Care Education Religious Association</p> <p>(Dues based on number of employees)</p> <p>\$230 1 to 5 \$285 6 to 10 \$400 11 to 20 \$510 21 to 50 \$650 Over 50</p>
<p>Retail Auctioneer Art Gallery Department Florist Grocery/Convenience</p> <p>(Dues based on square footage)</p> <p>\$ 510 Up to 2,500 \$ 740 2,501 to 5,000 \$ 965 5,001 to 10,000 \$1,200 10,001 to 15,000 \$1,500 15,001 to 20,000 \$1,815 20,001 to 25,000 \$2,500 25,001 to 50,000 \$2,720 Over 50,001</p>	<p>Professional Services Accounting Advertising & PR Architectural Firm Consultant Law Firm Physician</p> <p>(Dues based on number of employees)</p> <p>\$ 430 1 to 10 \$ 570 11 to 20 \$ 795 21 to 50 \$1020 Over 50</p>	<p>Service, Transportation & Vendor Airline Bus Catering Child Care Communication Financial Funeral Home Insurance Musician Real Estate Firm Special Event Parking Travel Agency</p> <p>(Dues based on number of employees)</p> <p>\$ 430 1 to 10 \$ 570 11 to 20 \$ 795 21 to 50 \$1020 Over 50</p>