

April 6, 2011



Letter from the Chairman

Dear Members,

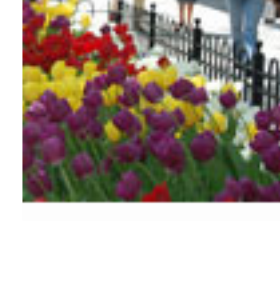
Having just returned from a fascinating visit to China, I am further encouraged by GNMAA's decision to market to an international audience. In Beijing, construction cranes were up on every other block, service was impeccable and the city as a whole was very welcoming. China is growing on every level and is one of the most important inbound travel markets for the U.S. travel industry. In fact, by 2015 more than 2 million Chinese tourists are expected to visit the U.S. But we aren't the only destination fighting for their attention.

What are we doing to stand out to China and to the international market as a whole? In May we are returning to Pow Wow, the largest international trade show in America, to showcase The Magnificent Mile neighborhood to tour operators around the world. We are printing a "passport" of special offers and experiences from member businesses exclusively for international travelers. We are creating an international page on TheMagnificentMile.com and translating it into five languages. We are launching a "shopping festival," the first of its kind in the U.S. inspired by shopping festivals from around the world.

We need your help to move these efforts forward. Participation forms for In-Fashion: The Magnificent Mile Shopping Festival are being distributed this week (watch your inbox and contact GNMAA if you do not receive). Participants are needed on every level, in every industry. In order for this event to be successful in year one, and in order to attract the attention of the international market over the coming years, every business needs to go in one hundred percent. Look at your participation as an investment in your future.

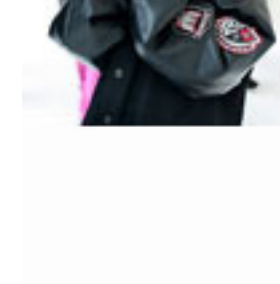
It will be interesting to see what kind of international response we get. No matter what, you can bet they will be talking about us. The buzz has already expanded beyond Chicago. The same day we announced the festival to Chicago, Daniel Thomas, General Manager of the John Hancock Observatory and Marketing Division Co-Chair for GNMAA, announced the festival in Germany at ITB, the world's largest travel trade show. The response was immediate and immense. Universally, the shopping festival has been accepted as a good idea. In August, the country, if not the world, will be looking to us to see how creative we can be. We've been given a great opportunity. Now is our time to decide what we are going to do with it.

Grant DePorter
Chairman of the Board



We Want to Promote Your Spring Activities

Tulips PhotoWe want to promote what your business is doing this spring! Send in your upcoming events and special offers occurring May 1 - 31 for promotion on www.themagnificentmile.com and through social media efforts. Email to Matt DiNello, Marketing Intern, at mdinello@gnmaa.com with the subject line "SPRING".



Foundation Recipient Highlight: Cabrini Green Tutoring Program

Foundation Recipient - Cabrini Green (2)Cabrini Green Tutoring Program, Inc. (CGTP) has long recognized and responded to the need for community support for young children in Chicago. Founded in 1965 by a group of Montgomery Ward employees who worked a block from the Cabrini Green neighborhood, CGTP has helped thousands of students grow both personally and academically. Today, CGTP is located on Halsted and Webster and serves 250 disadvantaged youth; many still live in and around Cabrini Green. As the program casts a wider net to other areas of Chicago, it remains committed to providing quality education services and connecting children with volunteers on a one to one basis.

The mission of the Cabrini-Green Tutoring Program is to help economically disadvantaged students succeed in elementary school and beyond. We advance this mission by pairing the students with volunteer adult tutors and by providing educational and life skill resources.

The high school graduation rate in Chicago is near 50%. The Chicago Sun Times (2009) ranks the two main feeder schools to CGTP as #2,189 and #2,001 out of 2,205 public elementary schools in Illinois. From these schools, less than 50% of the students met state standards in reading with only 4% exceeding them.

In response, the Cabrini Green Tutoring Program provides free one to one tutoring for grades 1 through 6 with about 300 volunteer tutors. The student and tutor relationship is the key to success with 1/3 working together for several years. Each session is tailored to the individual child, allowing for personal attention and the identification of learning gaps, utilizing numerous resources and events that support effective tutoring and an interest in learning.

By spring 2010, 40% of CGTP students improved their reading by at least a full grade level, and 35% increased their math scores by a full grade level. 84% of CGTP students had all A's, B's and C's by third quarter last year.

CGTP recently developed the Literacy Intensive Tutoring (LIT) Project as a pilot for 2010-11, assigning tutors to first and second graders struggling with literacy. The pair works twice a week (total 2.75 hours) using a literacy curriculum at the child's reading level. Participants are making significant progress, moving from emergent to proficient literacy levels.

The Cabrini Green Tutoring Program believes one of the first steps to a child's success is to promote education and expose him or her to a variety of resources with the guidance of a caring adult.

For more information on Cabrini Green Tutoring Program, Inc. or to help support The Magnificent Mile Charitable Foundation, contact Bernadette Molina at bmolina@gnmaa.com.

Image: Angelo, a student in the Cabrini Green Tutoring Program, Inc.



Easter Brunches, Bunnies, Cruises and More!

Easter BrunchEaster is Sunday, April 24. Have you made your brunch plans? Or scheduled your Easter egg hunt? See what fellow members are doing to celebrate Easter - from live music with your brunch and kid-friendly Easter egg hunts, to Brazilian mimosas and a cruise along Lake Michigan, support member businesses and make your plans today.

How Are You Celebrating Mother's Day? Tell Us!

We are compiling special Mother's Day activities for promotion on the HOTSPOT page of TheMagnificentMile.com. Send in your Mother's Day brunches, special activities and promotions to Matt DiNello, Marketing Intern, at mdinello@gnmaa.com to be included in the listing. Use subject line "MOTHER'S DAY".

Neighborhood News

New Regulations for Horse-Drawn Carriages Go Into Effect March 31, 2011

from Alderman Reilly's 42nd Ward Update
Alderman Reilly is pleased to report the Department of Business Affairs and Consumer Protection has amended Rule 2.9 of the Horse-Drawn Carriage Drivers' Rules and Regulations at his urging. Read More.

http://www.cityofchicago.org/city/en/depts/bacp/provdrs/vehic/alerts/2011/mar/new_horse-drawn_carriagesandhorse-drawncarriagedriversrulesandre.html

Community Update on Status of Old Prentice Women's Hospital at 320 East Huron
from Alderman Reilly's 42nd Ward Update
Alderman Brendan Reilly has worked closely with the Chicago and Illinois landmark preservation community to save a number of architecturally important historic buildings across downtown Chicago. He has come to appreciate the importance of preserving our city's most important architectural gems. Read his letter.

Street Closures and Construction Updates:

- * Shamrock Shuffle Street Closures April 10
- * Children's Memorial Hospital Update for April
- * Chicago Loop ADA Ramp Improvements
- * Fourth Presbyterian Church Demolition Update
- * Upcoming Water Main Construction Project on Wells between Chicago and Grand

Learn more about the above street closures and construction updates.

Study to Help Determine How Best to Market to Chinese

from Las Vegas Sun via U.S. Travel Association
Two professors at the University of South Carolina recently completed a study comparing the Chinese and U.S. outbound markets. Dr. Rich Harrill and Dr. Xiang "Robert" Li have documented perceptions Chinese have of America and compared them with American perceptions of China. The end goal was to compare the perceptions and figure out how to educate prospective travelers about the two countries. Read More.

New to The Mile

The Doughnut Vault, 401 1/2 N. Franklin Street (Opened April 5, 2011)
Co.Copine, 919 N. Michigan Avenue (Opened April, 2011)
le Dops Deux, The Shops at North Bridge, 520 N. Michigan Avenue (Opening April 14, 2011)
Michael Jordan's Steak House, InterContinental Chicago, 505 N. Michigan Avenue (Opening Summer 2011)
Charming Charlie, The Shops at North Bridge, 520 N. Michigan Avenue (Opening Summer 2011)

See who else is coming to The Magnificent Mile neighborhood!

http://www.gnmaa.com/Newsletter/page_cfm

Member News

One hundred and fifty mannequin torsos shrouded with commemorative inscriptions symbolizing lives stolen by Amyotrophic Lateral Sclerosis (ALS) will take center stage in Daley Plaza, 50 E. Washington Street, Tuesday, May 3 through Thursday, May 5, 2011. Brought to you by The ALS Association Greater Chicago Chapter, the tribute display entitled STEALING PIECES is a part of the National ALS Awareness Month campaign, and the organization's largest awareness campaign ever undertaken.

In celebration of Earth Month, Chicago magazine will be co-hosting an electronic recycling donation site at the Tribune Tower with Recycle Tech Solutions on April 14 from 11:00am - 3:00pm. Bring your used electronics, and Recycle Tech Solutions will plant a tree for every item donated as part of its DreamGreen program.

Macy's is undertaking a multimillion-dollar renovation of its Water Tower Place store. The blonde decor will be replaced by white ceramic floor, white walls, brighter lights and touches of silver. Macy's plans to unveil the new look May 13, 2011.

McCaffery Interests, Inc. is pleased to announce that Flair Tower has achieved LEED Silver Certification from the United States Green Building Council (USGBC). Designed by Antunovich Associates using sustainable design and construction practices, Flair Tower incorporates "green elements" such as locally produced and recycled building materials, water-efficient plumbing fixtures and low VOC-emitting paints and sealants.

Northwestern Memorial Hospital has made the rankings as one of the top 100 hospitals in the country and one of the top major teaching hospitals nationwide. The study was done using public records and reviewing about 2,900 hospitals nationwide. Congratulations on this honor!

The Spirit of Chicago will soon unveil an exciting one million-dollar renovation. Scheduled to be completed just in time for the 2011 spring season, Spirit of Chicago's renovation will feature a completely new look with updated décor and design. Delivering a unique combination of dining, dancing, entertainment and spectacular views for parties of two to 600, the 192-ft. ship sails year-round.

In conjunction with the 150th anniversary celebration of the unification of Italy, Quartino, Spiaggia and Phil Stefani's 437 Rush were each awarded the "Ospitalità Italiana" seal by the Italian government, certifying them as authentically Italian restaurants in Chicago. Congratulations!

Concierge Preferred dined over 750 of Chicagoland's concierge to find out the top places in Chicago to dine, shop, see and be seen. More than 100 GNMAA members made the list of top restaurants, shops and cultural and nightlife attractions. Click through to see who made the list!

http://www.gnmaa.com/Newsletter/Recent_Events.cfm

Member Special Events and Offers

- April 15: Unwind at TEXAS de BRAZIL with a much-needed "Tax-tini" to wash those tax day blues away. Learn More.
- Sundays through May 22: Enjoy the wilder side of brunch at aria bar's premiere brunch party. Learn More.
- April 29 - May 2: Celebrate art at The Merchandise Mart with the best in international art and antiques during Artropolis. Learn More.
- May 7: Surround yourself and your mother in Gilded Age luxury at a Mother's Day afternoon tea at The Richard H. Driehaus Museum. Learn More.

Click here to view these member special offers and events, plus more!

http://www.gnmaa.com/Newsletter/Member_News_Offers.cfm

GNMAA Calendar

Don't miss these upcoming events! Register now!

Annual Gala
Friday, April 29, 2011 / 6:30pm
Swissôtel Chicago, 323 E. Wacker Drive

Annual Golf Outing
Monday, June 20, 2011
Bolingbrook Golf Club

<http://www.gnmaa.com/store/Results.cfm?category=0>

Save the Date!
Progressive Networking Event: Tuesday, May 24, 2011, at The Allerton Hotel Chicago
June Membership Luncheon, Presenting Sponsor Charter One: Thursday, June 16, 2011, at Sheraton Chicago Hotel & Towers

April New Members

Corporate Graphics of America
William Goers, Jr., Marketing and Production
5312 N. Elston Avenue
(773) 481-2100
www.corporategraphicsinc.com
Printing & Graphic Design

Embassy Suites Chicago Downtown Lakefront Hotel
Syed Hasan, General Manager
511 N. Columbus Drive
(312) 836-5900
www.embassysuites.com
Hotel

Omega
Jed Kimmel, Store Manager
909 N. Michigan Avenue
(312) 291-9412
www.omegawatches.com
Jewelry

TEXAS de BRAZIL
Isabel Correa, Event Manager
51 E. Ohio Street
(312) 670-1006
www.texasdebrazil.com
Steak & Seafood

April Anniversaries

Celebrating 47 Years!

Potash Brothers Market

45 Years
GO Airport Express

36 Years
Perkins + Will

46 Years
The Ritz -Carlton Chicago (A Four Seasons Hotel)

30 Years
535 N. Michigan Avenue Building J. B. Realty

29 Years
Red Roof Inn Chicago Downtown

24 Years
Ohio House

22 Years
Sotheby's Inc.

19 Years
Shelsky & Froelich Ltd.

18 Years
CTM Media Group

17 Years
Galt Toys + Galt Baby
The Seneca Hotel & Suites

15 Years
German American Chamber of Commerce

14 Years
Mike Ditka's
Residence Inn By Marriott Chicago-Downtown Magnificent Mile

12 Years
Phil Stefani Signature Restaurants
Riva
MaxMara

11 Years
600 N. Michigan Avenue Building/ Mid-America Asset Management

Seven Years
Brownstone Realty & Development Co.
Les Nomades
211 E. Chicago Avenue Building/ Jones Lang LaSalle

Six Years
Amilings Interior Landscape
The Clare At Water Tower
Risk Management Resources Inc.

Five Years
Wein-Bauer, Inc.
The Mid-America Club

Four Years
Trump International Hotel & Tower
Sushi Taiyo

Three Years
Iris B. Communications
Lavazza Premium Espresso
Parkways Foundation
Baird & Warner
333 N. Michigan Avenue Building/ Wirtz Realty Company

Two Years
Renaissance Blackstone Chicago Hotel
Paula Kaplan Berger, Esq.
Ace of Spray Professional Pressure Washing
Schiele Group
The Ritz-Carlton Residences Chicago Magnificent Mile c/o Prism Development Co.
American Street Mortgage Company

One Year
Italian American Chamber of Commerce- Midwest
Prime Staffing Inc.
Chicago Messenger Service
Flood Brothers
Long & Associates
Parisian Floral Design
Urban Meadows