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June, 2010

Dear GNMAA Members,

In conjunction with the June Membership Meeting, GNMAA will host a rare opportunity for members to interact with a prominent individual in the tourism industry. Helen Marano, Director of the Office of U.S. Travel and Tourism Industries, will be GNMAA's honored guest for two days. She will serve as both the featured speaker at the Membership Meeting and as a participant in three tourism round table discussions with various GNMAA industry councils.

What are industry councils? GNMAA works closely with six councils comprised of leaders who are divided into specific industries to include: Hotel General Managers, Dining and Nightlife, Institutions, Commercial Property Managers, Luxury Marketing, Retail and Cornerstone. These councils meet at least twice yearly and are critical vehicles for feedback, as well as helping to determine priorities for GNMAA's divisions.

Helen Marano's invitation to dialogue with our members is a direct result of these councils' suggestions to extend our work internationally. In addition, these meetings are happening just one month after Ellen Farrar, VP of Marketing and Communications at GNMAA, represented the Association and The Magnificent Mile at POW WOW, the travel industry's premier international marketplace.

I encourage everyone to attend the June 24th Membership Meeting with special guest Helen Marano. As an Association strongly connected to tourism, we can only benefit from her time spent with us. I look forward to seeing you there!

Peter Simoncelli  
 Chairman of the Board

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## Weekly News Stories

### More Than 50,000 Tulip Bulbs to Be Given Away Tomorrow!

As featured in Crain's "[10 Things to Do this Weekend](#)", the first ever [Tulip Bulb Giveaway on The Magnificent Mile](#) is taking place TOMORROW, Friday, June 4 from 10am – 3pm (or while supplies last) at Pioneer Court, 401 N. Michigan Avenue. Don't miss your chance to take a bit of The Magnificent Mile home with you. Storage and planting instructions will be included.

### Exclusive "Tulipa Maggie Daley" Bulbs to Benefit Charity

The Magnificent Mile celebrated a milestone this year with the bloom of the "Tulipa Maggie Daley" in three garden beds along The Magnificent Mile. Only 5,000 "Tulipa Maggie Daley" bulbs were in existence last fall for the 2010 spring season, and all 5,000 bulbs bloomed exclusively on The Magnificent Mile. These special bulbs have been removed from the garden beds and are being sold for charity with all proceeds donated in Mrs. Daley's name to [Children at the Crossroads](#), a charity selected by Mrs. Daley.

As a new bulb produced in limited quantities, you cannot currently purchase the "Tulipa Maggie Daley" at a store. But now you can enjoy a piece of history in your own garden while supporting a tremendous cause. The "Tulipa Maggie Daley" bulbs will be available to our GNMAA membership for a suggested contribution of \$5 per bulb. Please contact Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) or (312) 344-2317 to place your order, or [click here to order online](#). If you would like to donate more than the suggested amount or have any questions, please contact Melanie. **Purchase your bulbs now, we expect them to sell out!**

*The Children at the Crossroads Foundation was created in 1990 and supports the needs of financially disadvantaged children, providing them with a foundation for life that they might not otherwise be able to obtain. To date, the Children at the Crossroads Foundation has provided more than \$7 million in scholarships to children in need.*

### Director of the U.S. Office of Travel and Tourism to Speak

GNMAA and many of its members undoubtedly have strong ties to tourism. On June 24, 2010, Helen Marano, Director of the Office of U.S. Travel and Tourism Industries for the U.S. Department of Commerce, will be the featured speaker at the June Membership Luncheon with Presenting Sponsor Charter One. Helen Marano oversees policy and advocacy issues affecting tourism industries in the U.S. as well as the statistical center on international travel and tourism for the country which incorporates the economic impact and forecasts international travel and trends. She is also responsible for technical assistance to the industry, helping companies enter the international marketplace to increase exports and encourages product and economic development in the United States.

In addition to hearing top speakers, GNMAA's Quarterly Membership Meetings are an excellent event to bring clients and to network with fellow members. The meeting on June 24 will be hosted by The Ritz-Carlton Chicago (A Four Seasons Hotel) at 161 E. Pearson Street, beginning with a reception at 11:15am and followed by a luncheon meeting from 12:00pm - 1:30pm. Tickets are \$55 for members, \$70 for non-members and \$1,000 for a Premium Table. [Click here to RSVP today!](#)

### Strengthen Old Contacts and Develop New at GNMAA's Progressive Networking Event

Jump start your day by making new business connections and developing exciting partnerships at a Progressive Networking Event on Tuesday, June 15 from 8:00am - 9:30am. Join fellow GNMAA members at the DoubleTree Hotel Chicago Magnificent Mile for a light breakfast and intentional conversations as you establish and strengthen new and old business relationships. Be sure to bring lots of business cards! [RSVP today!](#)

### Complimentary Member Benefit Extended: Submit Your Summer Activities!

Help us promote your business this summer! There is still time to submit your summer-themed offers and activities for inclusion in the summer marketing campaign [Gardens of The Magnificent Mile](#). All offers will be promoted on TheMagnificentMile.com, through social media, employee desk drops, consumer eblasts, PR efforts and more. [Download a form now](#). Offers due no later than June 11, 2010!

### GNMAA Members Support Blackhawks with Showing of Team Colors



How are you showing your Blackhawks spirit? See how members continue to support the

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team, including the iconic Art Institute of Chicago lions with Blackhawks helmets, the "Blackhawk Burger" at Fresh Market @ Fairbanks and more. Even watch Friday's game at an ["official Blackhawks bar"](#), including fellow member The Cubby Bear Chicago. Best of luck Chicago Blackhawks!

Additional supporters include: The Peninsula Chicago, Golub & Company, Omni Chicago Hotel, The Westin Chicago River North, Chicago Trolley & Double Decker Co., Chicago's First Lady Cruises Tiffany's & Co. and the Chicago Tribune



Images: The Peninsula Chicago (top left), The Art Institute of Chicago (bottom left) and Chicago Trolley & Double Decker Co. (right)

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## Neighborhood News:

### Alderman Reilly Calls for Motorcycle Sting Operations

*From Alderman Reilly's 42nd Ward Update:* Earlier this year, Alderman Reilly began working with 1st District and 18th District Traffic Divisions of the Chicago Police Department and the Illinois State Police to conduct a series of "sting operations" this summer to address the seasonal residential complaints about motorcycle noise. The first of these "Motorcycle Missions" was held May 14 and 15. [Read More](#). [Sign up for Alderman Reilly's 42nd Ward Update](#).

### Historic Legislation to Cut Costs and Keep McCormick Place Competitive Becomes Law

*From the Chicago Convention and Tourism Bureau:* Officials of the Metropolitan Pier and Exposition Authority (MPEA) and the Chicago Convention and Tourism Bureau (CCTB) today applauded the passage of a new law meant to reform labor rules, establish exhibitor rights and realign McCormick Place operations with its major competitors in the convention and trade show industry. [Learn more](#).





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## New to The Mile

### Recently Opened

- [Harry Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
  - [Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Opened March 1 – 31)
  - [M Burger](#), part of Tru Restaurant at 676 N. St. Clair Street (Opened March 11, 2010)
  - [Columbia Sportswear](#), 830 N. Michigan Avenue (Opened March 12, 2010)
  - [Al Primo Canto](#), 749 N. Clark Street (Opened March, 2010)
  - [Leonidas](#), 59 E. Chicago Avenue (Opened March, 2010)
  - [Benny's Chophouse](#), 444 N. Wabash Avenue (Opened April 1, 2010)
  - [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opened April, 2010)
  - [Sable Kitchen and Bar](#), Hotel Palomar, 505 N. State Street (Opened April, 2010)
  - [Sofia](#), 72 E. Oak Street (Opened April, 2010)
  - [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opened April, 2010)
  - [Teavana](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opened April 29, 2010)
  - [Deca Restaurant + Bar](#), The Ritz-Carlton Chicago, 160 E. Pearson (Opened May, 2010)
  - [LittleMissMatched](#), Water Tower Place on Level 5, 835 N. Michigan Avenue (Opened May 6, 2010)
  - [Space 519](#), The 900 Shops on Level 5, 900 N. Michigan Avenue (Opened May 6, 2010)
  - [Karen Millen London](#), The 900 Shops on Level 3, 900 N. Michigan Avenue (Opened May, 2010)
- Reopened as: [Wolfhome by Silk Trading](#) (formerly The Silk Trading Company), The 900 Shops at 900 N. Michigan
- [1969 Jeans](#), 939 N. Rush Street (Opened May, 2010)
  - [FreshBerry](#), 211 E. Ontario Street (Opened May 26, 2010)
  - [THE OPRAH STORE](#), Water Tower Place, 835 N. Michigan Avenue (Opened May 27, 2010)

### Coming Soon

- [Hermes](#), 25 E. Oak Street (Opening June 10, 2010)
- [Eatt](#), 6 W. Hubbard Street (Opening June, 2010)
- [Sprinkles](#), 50 E. Walton Street (Opening mid-July)
- Chicago Cut Steakhouse, 300 N. LaSalle Street (Opening Summer 2010)
- [Mastro's](#), 520 N. Dearborn Street (Opening Summer 2010)
- [AllSaints](#), 700 N. Michigan Avenue (Opening Fall, 2010)
- [Broadway Playhouse at Water Tower Place](#), 845 N. Michigan Avenue (Opening Fall, 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)
- [Radisson Blu Hotel in Aqua](#), 225 N. Columbus (Opening Fall 2011)
- [Anthropologie](#), 111 E. Chicago Avenue (Opening TBD)

\*New listing

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## Member News

**Kudos to [Bloomingdale's](#) and [The Drake Hotel](#) on their upcoming partnership and event.** The Drake's executive chef, Baasim Zafar, will demonstrate some of his classic cuisine on Saturday, June 5 at 2pm at Bloomingdale's Home & Furniture Store, Medinah Temple, 600 N. Wabash.

**Congratulations to [Northwestern University Feinberg School of Medicine's Department of Medical Social Sciences \(MSS\)](#) which hosted its first anniversary celebration on May 27** at its new location, 625 N. Michigan Ave., Suite 2700. Deans, administrators, and department heads from across the university attended the gathering, as well as faculty and staff members who have played an instrumental role in the launching and initial development of the department. MSS is one of only a few departments in the country that focuses on health measurement, quality of life measures, outcomes science, and statistical tools used to support clinical research.

**Congratulations to the following members who were featured as part of a [Chicago feature story](#) in *Budget Travel's* May issue: [theWit](#), [Wendella](#), [Zed451](#) and [The Art Institute of Chicago](#).**

*Special accolades or member news to share? Email Melanie Mapes a [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) for inclusion in an upcoming Weekly News.*

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## BUILD YOUR BUSINESS



*Due date extended to June 11, 2010!*

Participate in **Gardens of The Magnificent Mile** with a summer-themed offer or event. Promotion on [www.themagnificentmile.com](http://www.themagnificentmile.com), consumer eblasts, social media, PR efforts and more. [Download a participation form.](#)



**Take advantage of the below opportunities and showcase your business on TheMagnificentMile.com!**

### **Complimentary Website Listing**

Is your listing current? Is your description search-friendly? [Download a form](#) to submit your updated listing today.

### **Photo Enhancement Upgrade**

Enhance your complimentary website listing with a photo for \$100/year. That's less than \$9/month! Email your photo to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) and request a "photo enhancement upgrade."

### **Meeting/Events Listing**

Would your business benefit from a meeting and event planner audience? If "yes", consider listing your business on the Meeting/Events page. For \$250/year, enjoy a photo and expanded listing. Download a form to learn more: [Hotels](#), [Attractions](#), [Restaurants/Banquets](#), [Shopping](#), [Tours](#), [Event Space](#), [Event Services](#).

### **Multiple Listings**

Does your business fit into multiple categories and you want to make sure to capture all interested viewers? Increase your exposure with multiple listings. Additional text listings \$150; with photo, \$250. Email your request to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).

### **Advertising**

NEW opportunity! Sign up to advertise on the new TheMagnificentMile.com with a banner ad on the page of your choice. Limited space available! [Download a form](#) to learn more.

### **The Magnificent Mile Newsletter, Hotspot, Facebook and Twitter**

Have an event or special offer you want to share with consumers? Submit your activities to Melanie at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) to be considered for complimentary inclusion in the quarterly The Magnificent Mile newsletter, the Hotspot page or social media.

### **Reciprocal Link to TheMagnificentMile.com**

Help expand the reach of TheMagnificentMile.com with reciprocal links. Put the above logo on your website to link back to [www.themagnificentmile.com](http://www.themagnificentmile.com).

## “Culture on The Magnificent Mile” 2010 Press Kit

Thank you to everyone who submitted their cultural packages, special offers and events for 2010! Don't forget to send yours in! **All submissions due for the 2010 press kit NOW.** Email to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Questions? Contact Melanie at 312-344-2317.

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The Greater North Michigan Avenue Association (GNMAA)  
 625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611


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## GNMAA Calendar

*Don't miss these upcoming events! Register now!*

### **TOMORROW!**

#### **Tulip Bulb Giveaway on The Magnificent Mile**

*Friday, June 4, 2010*

*10:00am – 3:00pm (or while supplies last)*

Pioneer Court, 401 N. Michigan Avenue

[Click here for more details.](#)

#### **Progressive Networking Event**

*Tuesday, June 15, 2010*

*8:00am – 9:30am*

DoubleTree Hotel Chicago Magnificent Mile, 300 E. Ohio Street

[Click here to RSVP.](#)

#### **The Annual Golf Outing**

*Monday, June 21, 2010*

Bolingbrook Golf Course

[Click for more details.](#)

[Click here to download an RSVP form.](#)

#### **June Membership Luncheon**

*Thursday, June 24, 2010*

The Ritz-Carlton Chicago (A Four Seasons Hotel), 161 E. Pearson Street

[Click for more details.](#)

[Click here to RSVP.](#)

#### **Save the Date!**

**Annual GNMAA Cruise: August 10, 2010**

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## Member Special Offers

Make sure to take advantage of these special offers from fellow GNMAA members!

### Seadog Cruises

Chicagoans are invited to bring their dogs on their lakefront joyride—dogs cruise free on the Seadog! Seadog experiences include the Lakefront Speedboat Ride, Extreme Thrill Ride, Fireworks Speedboat Cruises and Architectural Tour Cruises. Prices range from \$19.95 - \$31.95 for adults and \$14.95 – \$19.95 for children ages 4-12. Subject to availability. [Click here for more details.](#)

### Seneca Hotel and Suites

The Seneca Hotel and Suites is offering a special rate for GNMAA members only! Mention your membership to book a suite for \$99/night between NOW and August 31, 2010. To make reservations, please call Dee Dee in the Sales Department directly at (312) 988-4408.

## Member Events

**Check out what is happening at member businesses this month!**

### \*Chicago Architecture Foundation River Cruise

#### **Date Night**

*Southeast corner of the Michigan Avenue Bridge at Wacker Drive  
Thursdays and Fridays, June - September*

The Chicago Architecture Foundation is offering special sunset cruises. The 90-minute 'date night' architecture river cruises are Thursday and Friday evenings at 5:30 PM. The architecture river cruise is offered aboard Chicago's First Lady Cruises luxury cruising yachts, with open-air decks as well as air conditioned interior seating and a full bar. Architecture River Cruise tours are \$32 per person.

### Terrace at the Conrad

#### **Movies on The Terrace**

*521 N. Rush Street*

*Sundays, May 30 - September 26*

Blend amongst trend-setting urbanites nestled in the skyline Chicago during "Movies on the Terrace," presenting new and classic Chicago-centric features each Sunday evening at dusk. This season, the screening experience has been elevated with the installation of a new state-of-the-art, 110-inch Stewart Film Screen and surround-sound system.

[Click here](#) to view the complete movie line-up.

### The Center for Creative Aging at Harold Washington College

#### **2010 Spring Lecture Series: "So We'll Live to be 100...Now What?"**

*30 E. Lake Street, Rm 1136*

*Begins May 27*

This FREE series addresses the fact that Americans are living longer, healthier lives, prompting many in their 60's, 70's and beyond to contemplate future careers. [Click here for more details.](#)

\*Denotes new offer/event

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## June Anniversaries

### Celebrating 61 years!

Loyola University Chicago

### 50 years

680 N. Lake Shore Drive Building Golub & Company

### 36 years

Merchandise Mart Properties Inc.

### 35 years

Neiman Marcus  
Crate & Barrel

### 29 years

Olympia Centre/U.S. Equities Realty, LLC

### 26 years

101 E. Erie Building

### 20 years

Omni Chicago Hotel

### 19 years

Bannerville USA

### 16 years

Orvis  
Bottega Veneta  
Walgreens  
The Fred Lev Company

### 15 years

FASTSIGNS

### 11 years

RTKL Associates Inc.  
AP Image Team, Inc.  
Key Magazine -This Week in \ Chicago

### 10 years

Boss Hugo Boss  
Erie LaSalle Body Shop and Car Care Center  
Gilda's Club Chicago

### Nine years

Entertaining Company

### Six years

Kendall College  
633 N. St. Clair Building/Jones Lang LaSalle

### Five years

Hereschicago.com  
Four Points By Sheraton Chicago Downtown Magnificent Mile

### Four years

Children's Memorial Hospital  
Nokia  
Spa NORDSTROM  
H2O+ Inc.

### Three years

Gino's East of Chicago Bravo Restaurants, Inc.  
Fidelity Investments  
Finesse Cuisine

### Two years

Desert Rose Design  
Tuscany Cafe  
Englewood Construction

### One year

Comfort Suites Michigan Avenue/Loop  
A Silver Lining Foundation  
Smile Chicago Dentistry