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Dear GNMAA Members,

I am pleased to report that GNMAA has successfully weathered the challenging economic times of 2009 and ended the year with a modest surplus. Our many volunteers and staff leadership teams have shown great creativity and innovation in managing resources appropriately, while still providing exceptional member service throughout the year.

On behalf of the Board of Directors, I would like to personally thank you for the contributions made in 2009: from your timely renewal of dues, to your generous sponsorship and participation.

We know that the gift of time and financial support in 2009 was weighed carefully by our members and we want you to know these gifts were utilized wisely.

As GNMAA moves into 2010, we will continue to invite and evolve the best leadership the Michigan Avenue District has to offer. Our nominating committee is currently engaged in preparing the slate of new board members for 2011 and officers for 2010. If you have thoughts about future leaders for GNMAA, please contact myself or the Chair of the Committee, Ralph Weber. I invite you to celebrate with our new leadership at the GNMAA Annual Meeting on February 22 at the Museum of Contemporary Art.

The energy of our members planning for 2010 is exciting and I believe the best is yet to come for our association!

Peter Simoncelli
 Chairman of the Board

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LEADERSHIP MEMBERSHIP MARKETING PLANNING & ADVOCACY PROGRAMS & EVENTS CHARITABLE FOUNDATION

Introducing: Weekly News

Weekly News is a NEW weekly member eblast that will replace the monthly GNMAA newsletter. The intent behind this transition is to better share timely information with our members in a concise format. As with everything we do, we will be seeking your feedback. We hope you will take time to peruse this weekly communications over the next month or two and be prepared to let us know what you think.

Nominate your Fellow Members and Colleagues

Each year, fellow members and organizations make extraordinary contributions to The Greater North Michigan Avenue Association and The Magnificent Mile®. We strongly encourage your input in recognizing the efforts of GNMAA members and peers. Please take time to complete a [brief nomination form](#). To see past recipients, [click here](#). Nominations due no later than Friday, January 15, 2010. Recipients will be awarded at the [Annual Meeting](#) on Monday, February 22, 2010.

2010 Illinois Governor's Conference on Tourism: The New Reality

Join more than 500 tourism industry professionals to celebrate 2009 industry successes and to take a look at what lies ahead. The conference will feature three educational tracks: Technology, Marketing and Sales. This conference is brought to you by the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) and the Illinois Council of Convention and Visitor Bureaus. For more information, visit www.ilgovconference.com.

Congratulations to Alderman Reilly on a Magnificent 2009!

More than 225 residents and business owners of the 42nd Ward attended Alderman Brendan Reilly's State of the Ward event on November 12, 2009 at the Trump International Hotel & Tower. Sponsored by GNMAA, River North Business Association, Streeterville Chamber of Commerce and Chicago Loop Alliance, this 2nd annual event brought the Ward's largest business groups together to hear about both the accomplishments of Alderman Reilly and the challenges still facing the 42nd Ward and the City.

Over the past two and a half years, Alderman Brendan Reilly has served the businesses and residents of the 42nd Ward by working diligently to address the issues that confront the City and his constituents in this key central area ward. Alderman Reilly's new vision for the 42nd Ward includes promoting responsible growth, ensuring efficient public transportation access and service, improving public safety and protecting and expanding open space and public amenities. Alderman Reilly has several important ordinances that directly impact the 42nd Ward approved by the Chicago City Council. Below are highlights of the Alderman's most recent legislative accomplishments.

[Construction Noise Ordinance](#)
November 2008

This new ordinance, which was introduced by Alderman Reilly and unanimously approved by City Council, significantly increased the fines for construction noise violations. The ordinance states that construction is only permitted between 8am and 8pm, with exceptions for emergency maintenance and infrastructure repairs and improvements. With an increase in the size and costs of downtown projects, the new fine for violating this law rose to a maximum of \$10,000 from the previously ineffective fine amount of \$500.

[Illegal Billboard Ordinance](#)
December 2008

Alderman Reilly spearheaded this ordinance which addresses the issue of off-premise advertising billboards that have permeated the City, particularly in the 42nd Ward. With this new ordinance, fines of \$10,000 will be issued to sign company violators who have installed non-permitted billboards larger than 499 square feet or who have not received required permits for billboards.

[Valet Parking Ordinance](#)
January 2009

This amendment to the existing ordinance addresses community concerns about valet parking in and around the 42nd Ward. This new legislation increases the off-street parking requirement for valet operators by 50%, raising the minimum off-street parking spaces requirement from 10% to 15% of the occupancy of the establishment served. Valet operators must also file a copy of their off-street parking lease with the City which will be tied to the valet license.

[Anti-idling Ordinance](#)
May 2009

Approved by the State this past spring, Alderman Reilly strongly supported new legislation that increased the penalties imposed on larger commercial vehicles such as tour buses, charter buses, construction and delivery vehicles that violate the State's Excessive Idling statute. Due to the relatively low fines and a substantial number of repeat offenders, fines imposed on offenders have increased from the previous legislation. A first time offender will now be ticketed with a \$90 fine (replacing the previous \$50 fine), with subsequent violations costing offenders \$500 a piece (replacing the previous \$150 fine). This law not only will lessen congestion on downtown streets, but will aid in helping to lower emissions from these idling vehicles.

[Street Performers Ordinance](#)
June 2009

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The City Council approved an ordinance introduced by Alderman Reilly which changes regulations on street performers. This ordinance addresses continuing concerns residents and business owners have expressed regarding the level of noise generated by street performers. Under the amended ordinance, a street performer's license will be revoked if the performer is found guilty of two violations of the Environmental Noise Ordinance for exceeding conversational levels at 100 feet.

Ordinance Regulating Nightly Vacation Rentals

June 2009

Alderman Reilly introduced an ordinance to City Council which would regulate the renting of residential units to transient guests on a nightly or weekly basis (but less than 30 days). These occurrences have been disruptive to the quality of life and safety in residential buildings and have illegally transformed residential buildings into mixed-use buildings.

Historic Structures Ordinance

September 2009

To preserve and allow for the redevelopment of landmark buildings and buildings deemed significant by the Chicago Historic Resources Survey, the City Council approved an ordinance introduced by Alderman Reilly which would provide zoning relief, allowing these structures to be processed as Planned Developments. This relief to the allowable thresholds to be processed and a Planned Development will allow for the redevelopment of many buildings which might otherwise not be economically viable to improve.

Ordinance Renaming the Michigan Avenue Bridge

September 2009

Alderman Reilly introduced an ordinance to officially rename the Michigan Avenue Bridge the Jean Baptiste Pointe Du Sable Bridge in commemoration of the first permanent, non-native settler of Chicago who built a cabin on the north bank of the Chicago River east of current Michigan Avenue. On October 17, 2009, a statue honoring Du Sable was erected on Michigan Avenue just north of the bridge.

Ordinance Addressing Stalled Developments

Alderman Reilly has drafted legislation to be introduced soon to City Council which will require property owners of developments that have commenced construction but have ceased construction activity to adequately secure the sites and encapsulate the improvements with tarping for purposes of public safety and security. In addition, the draft ordinance will require property owners of sites on which a building was demolished but construction not commenced to provide Interim Site Plan improvements.



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New to The Mile

- [The Purple Pig](#), 500 N. Michigan Avenue (Opened December 30, 2009)
- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Coming February 2010)
- [Columbia Sportswear](#), 840 N. Michigan Avenue (Coming March 2010)

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LEADERSHIP MEMBERSHIP MARKETING PLANNING & ADVOCACY PROGRAMS & EVENTS CHARITABLE FOUNDATION

Member News

Harris Bank was commended by IEG, the world wide authority on sponsorship, for their sponsorship of The Magnificent Mile Lights Festival® presented by Harris, praising Harris' sponsorship of the event as a magnificent ad campaign made "more effective by taking it to the street" and for bringing their tagline, "We're Here to Help" to life through sponsorship of the event. [Click here to read the full article.](#)

Amalfi's "Sheriff of Kinzie Street" Named Bellman of the Year

Congratulations to **Rafi Mackeen of Amalfi Hotel Chicago**, aka "Sheriff of Kinzie Street", who has recently won the Illinois Hotel Lodging Association Award for the Illinois Bellman of the Year, as well as the Associate of the Year for Amalfi Hotel Chicago.

Rafi's exceptional work ethic, positive attitude and excellent communication abilities have earned him the above titles, propelling him to the national competition in June with the hopes of taking home top honors. Rafi is always making extraordinary contributions to his team and guests, frequently going above and beyond the call of duty. He has frequently been "caught" sweeping the garage or shoveling snow from the street in front of the hotel, rather than waiting for the city to take care of it. He is Amalfi's "Sheriff" at the door – any cab that stands in his line must have its passenger car seats and trunk checked for cleanliness to ensure that it first meets his standards before guests ride in it. He is ready and willing to help in any department at the hotel, from banquets to in-room dining.

Rafi Mackeen takes great pride in representing the Amalfi Hotel Chicago and the city of Chicago, welcoming guests with an exemplary level of service that makes their experience shine that much brighter in our great city. If you see Rafi, make sure to offer him your congratulations. We wish him well at the national competition!

Congratulations to Four Seasons Chicago, Omni Chicago Hotel, Park Hyatt Chicago, Peninsula Chicago and The Ritz Carlton Chicago (A Four Seasons Hotel) on being named in Condé Nast Traveler's Gold List 2010. The 16th Annual Gold List winners are named the "world's finest" by more than 25,000 Condé Nast Traveler readers. See below for highlighted features of each property from Condé Nast Traveler:

Four Seasons Chicago

"This hotel in a 66-story Burgundy limestone tower has 'great views of the Hancock and Sears towers.' 'Lavish flower arrangements' are de rigueur, and rooms with contemporary furniture sometimes have leather window benches. Anticipate 'excellent service and cuisine like squash blossom risotto at Seasons Restaurant.' Try the mimosa pedicure at the spa, which is paneled in imitation suede." Also featured on the: Gold List for 2005, Gold List for 2006, Gold List for 2007, Gold List for 2008, Gold List for 2009

Omni Chicago Hotel

"The Magnificent Mile newcomer is 'close to wonderful shopping, food, and entertainment.' Suites have light-green carpeting, and French doors lead to 'the best bedrooms in downtown.' At night, 'I loved the large picture window overlooking the lights.' Dishes like sweet corn ravioli are served at 676 Restaurant."

Park Hyatt Chicago

"Part of a copper-crowned tower, this hotel faces 'bustling Michigan Avenue' yet 'feels like a boutique hotel with a cool art collection.' 'Very clean-lined rooms' with black granite offer 'glimpses of Lake Michigan sparkling between the skyscrapers.' NoMI, 'in a large glass bay extending out from the tower,' serves French and Japanese cuisine. Also featured on the: Gold List for 2005, Gold List for 2006, Gold List for 2007, Gold List for 2008, Gold List for 2009

Peninsula Chicago

"Occupying a full city block, this European-style hotel has 'public spaces that are grand in every sense of the word,' with Murano chandeliers. 'Closets are abundant,' and housekeeping notes personal room preferences, so 'yours is always made as you like it.' The Art Nouveau bar 'is friendly and always active.' 'Staff love their job and their hotel.'" Also featured on the: Gold List for 2005, Gold List for 2006, Gold List for 2007, Gold List for 2008, Gold List for 2009

The Ritz Carlton Chicago (A Four Seasons Hotel)

"Occupying 15 floors of the marble-and-glass Water Tower Place, this hotel has 'stupendous views,' a lobby with 'a lovely fountain and natural light,' and 'top-notch service.' A multimillion-dollar renovation to rooms in 2009 added MechoShades and updated room colors to pewter and topaz. The Greenhouse atrium serves afternoon tea. Also featured on the: Gold List for 2005, Gold List for 2006, Gold List for 2007, Gold List for 2008, Gold List for 2009

[Click here](#) for Gold List winners from around the world.

Julie Selakovich, formerly of Modern Luxury, Inc., has been named the new **Director of Marketing at Saks Fifth Avenue**. Congratulations to Julie on her new position!

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Exciting news, accolades or accomplishments you want to share? Email Melanie Mapes at mmapes@gnmaa.com for inclusion in an upcoming Weekly News.



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BUILD YOUR BUSINESS

TOAST on The Magnificent Mile

More than 70 businesses participated in last year's TOAST on The Magnificent Mile. Are you signed up for 2010? [See who is participating already!](#) For participation information, [click here](#).

TheMagnificentMile.com, Twitter and Facebook

We want to promote your special offers and events! Submit to Melanie Mapes at mmapes@gnmaa.com to be considered for inclusion on www.themagnificentmile.com and in social media promotions.

Follow *FeelMagnificent* on [Twitter](#) and become a fan of *The Magnificent Mile* on [Facebook!](#)

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GNMAA Calendar
 Don't miss these upcoming events! Register Now!

Educational Seminar: Launch Yourself into the Media Spotlight with Cheryl McPhelimy

Thursday, January 21, 2010
 8:00am – 9:30am
 Neal, Gerber & Eisenberg, LLP
 2 N. LaSalle Street, 17th Floor

Tickets:
 \$30 Member
 \$40 Non-member

[Click here for more information and to RSVP.](#)

TOAST on The Magnificent Mile presented by Moët & Chandon

February 1 - 28, 2009
 The Magnificent Mile District
 Champagne and celebration themed events and offers daily
 Winter Fireworks every Saturday at 6:30pm (401 N. Michigan Avenue)

[Click here for more information, including how your business can get involved.](#)

Annual Meeting

Monday, February 22, 2010
 5:00pm Registration / 5:30pm Meeting / 6:30pm Cocktail Reception
 Museum of Contemporary Art
 220 E. Chicago Avenue

Tickets:
 \$65 Member (\$75 door)
 \$75 Non-member (\$85 door)

[Click here for more information and to RSVP.](#)

SAVE THE DATE!

March Membership Breakfast: Thursday, March 18, 2010
2010 Annual Gala: Friday, May 14, 2010
 The Annual Golf Outing: Monday, June 21, 2010
 June Membership Luncheon: Thursday, June 24, 2010

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Member Special Offers

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

Celebrate **The Allerton Hotel Chicago's** new look and enjoy 10% off all event food and beverage rates! The newly renovated Allerton's 23rd floor Tip Top Tap Ballroom offers breathtaking views of Michigan Avenue, while the newly constructed Buckingham Ballroom highlights rich architectural details for more intimate entertaining. Events must be booked by March 31, 2010 and held in 2010. Events must spend a minimum of \$2,000 to qualify. [Click here to learn more!](#)

DoubleTree Hotel Chicago Magnificent Mile is offering a special rate for GNMAA members! The Friends & Neighbors Holiday Rate is \$79 per night, plus tax. This exclusive GNMAA rate is valid for members through Sunday, February 28, 2010 based on availability. Blackout dates apply. For reservations, call 866-778-8536 or visit www.doubletreemagmile.com.

Member Events

Check out what is happening at member businesses this month!

"Experience Australia" at the Trump International Hotel & Tower Chicago

Escape the winter and experience the warmth and abundance of Australia at a special event at the Trump International Hotel & Tower® Chicago on Sunday, January 24 from 1:00pm – 5:00pm. Enjoy a spirited marketplace featuring the finest in Australian food, wine, music, art travel and more. Tickets are \$35 per person and benefit Chicago's Mercy Home for Boys & Girls. Call 312-588-8114 for more information and to purchase tickets. Visit www.trumpchicagohotel.com/australia.com to learn more!

Trump International Hotel & Tower, 401 N. Wabash Avenue, 16th Floor

LUMA: Art & Faith of the Creche

Visit the [Loyola University Museum of Art \(LUMA\)](#) to experience the culturally engaging Art & Faith of the Creche: The Collection of James and Emilia Govan. On display through January 17. Admission is free on Tuesdays and always free for students and children under 14.

Loyola University Museum of Art, 829 N. Michigan Avenue

Business Speed Networking Event hosted by Harris

Let **Harris** help you develop new business relationships in the New Year with a special speed networking event on Thursday, January 21 from 5:30pm – 7:00pm at Pompei (212 E. Ohio Street). Refreshments will be provided by Pompei. Please RSVP to Michael Scott by Tuesday, January 19 at (312) 222-8088.

Do you have a special offer or event you want members to know about? Email [Melanie Mapes](mailto:mmapes@gnmaa.com) at mmapes@gnmaa.com for inclusion in an upcoming edition of Weekly News.



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 Eileen LaCario, Vice President
 (312) 977-1701
www.broadwayinchicago.com
 Theater

Chicago Windy City Guide
 Russ Hoefer, Publisher
 (847) 691-4547
www.windycityguide.com
 Magazine

Cookies by Joey
 Mark Milstein
 (773) 342-3100
www.cookiesbyjoey.com
 Fine Gourmet Cookies

Museum of Science & Industry
 Eileen Bolek
 (773) 947-6148
www.msichicago.org
 Computer Reseller

One Plus One Events
 Julie Jensen, Principal
 (773) 860-4361
www.oneplusoneevents.com
 Team Building/Marketing

Rose Paving Company
 Peter Holton, Regional Site Engineer
 (708) 430-1100
www.rosepaving.com
 Pavement Maintenance

University of Chicago Medical Center
 Elisa Kogan, Director
 (773) 834-4150
www.uchospitals.edu
 Hospital

JANUARY ANNIVERSARIES

Celebrating 57 years!
 Park National Bank

34 years
 REALTOR Building GNP
 Management Group LLC

32 years
 Chicago Marriott Downtown Magnificent Mile

28 years
 Gene & Georgetti

27 years
 The James Chicago
 The Grill on the Alley

21 years
 Hilton Suites Chicago Magnificent Mile

18 years
 T.G.I. Friday's

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17 years

Bang & Olufsen State Street

16 years

System Parking

15 years

Filene's Basement Inc.

13 years

Blue Plate Catering and Events
Salvatore Ferragamo

12 years

All Events Photography

11 years

Four Seasons Hotel Chicago
ESPN Zone
Big Bowl
DeStefano and Partners
Kenneth Cole

9 years

Event Creative
The Grill on the Alley

8 years

Consulate General of Switzerland

7 years

Ad Compensation, Inc.

6 years

Starbucks Coffee Company
101.9fm THE MIX / WTMX Chicago
Premier Security Corporation

5 years

Grow Flower Shop
Gizmo Design
Monaco Development LLC/150 East Ontario LLC
Photography By Stanley

4 years

Starbucks Coffee Company
Riverside Graphics

3 years

Bentley/Lamborghini/Bugatti Gold Coast
International Investigative Services, Inc.
Quartino's
Fragrant Design, LLC
Anthony Mackey, Inc. & Balloon Picasso, Inc.
Stacy Sweat Designs

2 years

LAZ Parking, Inc.

One year

State Farm Insurance Co.
Wolfgang Puck Catering
Moet & Chandon
TD Luxury
United Fulfillment
Bartlett Tree Experts



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