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December, 2010



Dear GNMAA Members,

The Magnificent Mile Lights Festival® presented by Harris officially kicked off the ho season on November 20 with the lighting of more than one million lights. The momen this excitement is certainly a community wide effort. Each business has the oportur make the holidays on the Avenue a signature and wonderful experience for all who v This collaboration can also turn these experiences into annual traditions that will con from generation to generation.

The magic happens by commercial properties investing in the tiny white lights. Retail impress passers-by with windows dressed in holiday wonderment. Hotels, restaurar cultural attractions, spas and more bundle all of these holiday experiences to drive consumers to and through The Magnificent Mile.

Because of these collaborations and each business understanding the importance of working together, we will finish 2010 strong. As we go through the holiday season in anticipation of a brand new year, let us continue to lead as a district, offering up a fine example of what an active spirit of partnership looks like.

Peter Simoncelli
Chairman of the Board

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Weekly News Stories

2010 Magnificent Mile Lights Festival® presented by Harris in Photos and Numbers



Click [here](#) to view a photo gallery of the 2010 Magnificent Mile Lights Festival® presented by Harris in Photos and Numbers

This year's event enjoyed a number of positives, including:

- **1,000,000+** guests to The Magnificent Mile district on 11/20
- **TV and radio impressions** totaling 19,250,859, including highlights on CNN, MSNBC and V Channel
- **Print and web impressions** totaling 19,958,834
- **TheMagnificentMile.com's Lights Festival web page** received 665,261 page views from 93 countries between October 15 - November 29 Broadcast of event to more than 45% of the country on ABC-TV

Social Media enjoyed the following Lights Festival activity:

- **64 YouTube videos** of the parade, concerts and fireworks posted by event attendees
- **Foursquare:** created venue "The Magnificent Mile Lights Festival presented by Harris" and received 607 check-ins on November 20
- **Twitter:** 1,170 tweets from Twitter users (November 4 – 23)
- **Facebook:**
 - 1) 11,413 users active on The Magnificent Mile Facebook Fan Page (unique users averaged 496 daily between November 1 - 23)
 - 2) 8,811 total fan page views
 - 3) 1,001 likes, comments and consumer wall posts
 - 4) Increase of 1,818 fans to The Magnificent Mile Facebook Fan Page
 - 5) 1,973 click throughs to links created by The Magnificent Mile accounts to external content via Facebook and Twitter

Congratulations and a big thank you to everyone who contributed to the tremendous success of this year's event!

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Join us for GNMAA's Year End Event: December Membership Luncheon



What better way to finish the year than in the good company of fellow GNMAA members? Join us for the December Membership Luncheon with presenting sponsor Charter One on Thursday, December 16 starting at 11:15am at The Westin Michigan Avenue, 909 N. Michigan Avenue. Enjoy a special presentation by The Second City, music by The Redhead Piano Bar, special hot chocolate reception, a holiday raffle and more. [Click here to learn more and to RSVP.](#)

Image: Laugh along with The Second City!

Recognize Your Peers: GNMAA's Member Recognition Awards



Individual volunteer participation and corporate support are critical to our success as an Association and as a viable business district. Think of your peers and consider the following:

- Did you work alongside someone that contributed 110%?
- Did a particular business assist GNMAA in reaching its goals, enhancing the member or guest experience?

Submit your nomination by filling out this [brief online form](#). Award categories include: Individual of the Year, Corporate Member of the Year, Development of the Year, Business Impact of the Year. [To see past winners, click here.](#)

Nominations due by Wednesday, January 13, 2011. The Member Recognition Awards will be presented at GNMAA's Annual Meeting on Monday, February 7, 2011, at The Westin Chicago River North.

Image: ABC7 Chicago, recipient of the 2009 Chairman's Choice award

Nominate a Fellow Lights Festival Volunteer for the "Let it Glow" Award



On November 20, did you work alongside someone who couldn't stop smiling all day? Did you witness a volunteer go above and beyond the call of duty? Nominate a fellow Lights Festival volunteer for the "Let it Glow" Award, an award that recognizes extraordinary efforts by Lights Festival volunteers on the day of the big event. Share your experience and nominate today! Please email to Allison Morse at amorse@gnmaa.com with the following information:

- Your name
- Nominee's name
- What part of the event you volunteered for on November 20

- Why you are nominating him or her for the "Let it Glow" award

Please submit no later than Friday, December 10, 2010.

Image: Procession volunteers at this year's Lights Festival

The Magnificent Mile Charitable Foundation's Holiday Raffle

Support The Magnificent Mile Charitable Foundation by purchasing tickets for the 2010 Holiday Raffle. Tickets are one for \$25 or five for \$100. Ticket holders will have 11 chances to win great prizes, including:

- Ernie Banks autographed Chicago Cubs hat, Chicago Blackhawks signed puck by Patrick Kane, \$100 Gift Card to Harry Caray's Restaurant Group and a two-night stay at the Sheraton Chicago Hotel and Towers
- Deluxe suites accommodations for two nights at The Talbott Hotel, \$50 Gift Certificate to Edwardo's Pizza, two dozen Sprinkles Cupcakes and a \$50 Gift Card to Levy Restaurants
- An overnight stay with breakfast for two at the Elysian
- Plus more! [Click here to see a full listing of prizes.](#)

The raffle will be conducted at the December 16th Quarterly Membership Luncheon with presenting sponsor Charter One. Get a head start and [purchase a raffle ticket today!](#) [RSVP for the Membership Luncheon.](#)

Last Call! Submit Your Proposal for the 2011 Professional Development Series

Proposals for the 2011 Professional Development Series line-up will be accepted *through Friday, December 10, 2010*, in consideration from the 2011 schedule. If you or someone you know would be interested in presenting on topics such as Effective Networking, Deciphering and Analyzing Google Analytics, Leadership and Team Building, etc., please take a moment to complete a proposal. [Download now.](#)

Take Your Dream Trip to the Grand Caymans!



GNMAA has an island getaway you won't want to miss out on. Enjoy two coach airline tickets to Grand Cayman, a four night stay at The Villas of the Galleon, airport transfers and a visit to an attraction for just \$1,500 or best offer. Contact Polly Olson at polson@gnmaa.com or (312) 344-2320 for more details or to purchase. See below for further details.*

**If the buyer wishes to fly out of Chicago they must adhere to the Wed/Sun schedule. This airline only flies direct from Chicago between December and March. If the buyer chooses to travel on days that Cayman Airways does not have a Chicago flight they will have to connect through NY/JFK, Miami or Tampa at their expense. Offer expires on June 21, 2011.*

All major holidays in the US and Cayman are considered blackouts, and space is subject to availability in the designated class of service and category. Cayman Airways will not allow travel five days before or after any US or Cayman holiday. Recipient is required to pay all applicable CI and US taxes.

Vote for YOUR Favorite Holiday Window!



The retail windows in The Magnificent Mile district are dressed in their holiday finest. Have you seen them? Take a stroll past these magnificent displays, then vote for your favorite from your mobile or computer! Public voting available online at TheMagnificentMile.com through December 31. [Click here to view the windows and to vote.](#)

Image: Portion of American Girl Place's Holiday Window


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New to The Mile

GNMAA welcomes the following businesses to The Magnificent Mile district!

Recently Opened

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 Avenue (Opened May, 2010)
1969 Jeans, 939 N. Rush Street (Opened May, 2010)
Hearing Health Center, 142 E Ontario, Suite 1100 (Opened May 24, 2010)
FRESHBerry, 211 E. Ontario Street (Opened May 26, 2010)
THE OPRAH STORE, Water Tower Place, 835 N. Michigan Avenue (Opened May 27, 2010)
Hermes, 25 E. Oak Street (Opened June 10, 2010)
Eatt, 6 W. Hubbard Street (Opened June, 2010)
AVA BLACK (replaced SKINSTINCT), Water Tower Place, 835 N. Michigan Avenue (Opened July 5, 2010)
Sprinkles, 50 E. Walton Street (Opened July, 2010)
Frankie's on The Park, Water Tower Place, 835 N. Michigan Avenue (Pop-up Open July 15 – August 31)
Qdoba Mexican Grill, 20 E. Chicago Avenue (Opened July 19, 2010)
Francesca's Collections, Water Tower Place, 835 N. Michigan Avenue (Opened July, 2010)
Three Dog Bakery, The Shops at North Bridge, Level 3, 520 N. Michigan Avenue (Opened July, 2010)
Café 676, Omni Chicago Hotel, 676 N. Michigan Avenue (Opened August 9, 2010)
Grami, formerly Reagle Beagle, 160 E. Grand (Opened August 11, 2010)
MBurger, (2nd location), 5 W. Ontario Street (Opened August 26, 2010)
Henri, 18 S. Michigan Avenue (Opened August, 2010)
Paradise Cantina, 1212 N. State Parkway (Opened August, 2010)
Yolk, 355 E. Ontario Street (Opened Summer, 2010)
Medi by BICE, 158 E. Ontario (Opened September 1, 2010)
Watershed (Lower Level of Pops for Champagne), 601 N. State Street (Opened September, 2010)
Chicago Q, 1160 N. Dearborn Street (Opened September, 2010)
Nakamol, 342 N. Michigan Avenue (Opened September, 2010)
Nick's Fishmarket, The Merchandise Mart, north entrance on Franklin (Opened September, 2010)
Claire's (Pop-up Store), Water Tower Place, 835 N. Michigan Avenue (Open through September 26, 2010)
West Coast Leather, Water Tower Place, 835 N. Michigan Avenue (Opened September 10, 2010)
Balani Custom Clothiers, 55 W. Monroe Street (Second location opened September 15, 2010)
White House Black Market, 116 E. Oak Street (Opened September 20, 2010)
Craftsman, 233 W. Huron Street (Opened September, 2010)
Sterling & Stones, The 900 Shops, 900 N. Michigan Avenue (Opened Fall 2010)
Broadway Playhouse at Water Tower Place, 845 N. Michigan Avenue (Opened September 23, 2010)
Nordstrom Rack, 101 E. Chicago Avenue (Opened September 30, 2010)
Chicago Cut Steakhouse, 300 N. LaSalle Street (Opened October, 2010)
Caffe Moderne, Art Institute of Chicago's Modern Wing, 159 E. Monroe Street (Opened October 15, 2010)
Mastro's, 520 N. Dearborn Street (Opened October 22, 2010)
Grahamwich, 615 N. State Street (Opened Fall 2010)
Hubbard Inn, 110 W. Hubbard Street (Opened Fall, 2010)
Gyu-Kaku Japanese BBQ, 210 E. Ohio Street, (Opened October, 2010)
Proof, 1045 N. Rush Street (Opened October, 2010)
Vince, 106 E. Oak Street (Opened October, 2010)
Regina Court Flowers (formerly Chicago Blooms), 1149 N. State Street (Opened November, 2010)
Julie Watson & Annie Barlow The 900 Shops, 900 N. Michigan Avenue (Opened November, 2010)
Harry & David Orchard, 45 E. Oak Street (Opened November 15, 2010)
Omega, 909 N. Michigan Avenue (Opening November, 2010)
Paris Club, 59 W. Hubbard Street (Opening Mid-November, 2010)
Anthropologie, 111 E. Chicago Avenue (Opening Fall 2010)
Bridal Boutique at Nordstrom, 55 E. Grand Avenue (Opened November 24, 2010)

Coming Soon

U.S. Post Office at 227 E. Ontario Street, relocating to 355 E. Ohio Street (December, 2010)
GT Fish & Oyster, 531 N. Wells Street (Opening Winter 2010)
AllSaints, 700 N. Michigan Avenue (Opening Winter 2010)
Margaritaville, Navy Pier (Opening Spring 2011)
TOPSHOP, 830 N. Michigan Avenue (Opening Spring 2011)
Radisson Blu Hotel in Aqua, 225 N. Columbus (Opening Fall 2011)
Roka Akor, 111 W. Illinois Street (Opening 2011)
Bombay Spice Grill & Wine, 111 W. Illinois Street (Opening 2011)
Fox and Obel, 402 N. Clark Street (Opening TBA)
Monnalisa S.p.A., 49 E. Oak Street (Opening TBA)

*New listing

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Contact Us

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www.themagnificentmile.com

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Member News

Congratulations to the following hotels for being named in *Travel + Leisure's* 2010 "World's Best Business Hotels": [The Peninsula Chicago](#), [Four Seasons Hotel Chicago](#), [The Ritz-Carlton Chicago \(A Four Seasons Hotel\)](#), [Sofitel Chicago Water Tower](#), [Swissotel Chicago](#).

First Hospitality Group, Inc. announced the grand re-opening of [Hampton Inn & Suites - Downtown Chicago](#) (33 W. Illinois Street) on November 10, following a \$4 million renovation to the property. Renovations include an updated lobby and modern colors and artwork, as well as updates to all the rooms and the 5,000-square-foot center. [Read More.](#)

On Thursday, November 18, The Magnificent Mile and Streeterville Community came together at [Seneca and the Eli M. Schulman Playground](#) to celebrate the lighting of the Park. The lighting is privately funded and not be possible without the support of the neighbors and friends to the Park. [Read More.](#)

Simeone Deary Design Group has won the **Gold Key Award** for their design of the Elysian hotel in Chicago from *Interior Design* and *HOTELS* magazines. They were selected from 180 entries in the Lobby category. [Read More.](#) [See photos of all the winners.](#)

Congratulations to [Tamar Productions, Inc.](#) for being nominated for the **Gala Award by Special Events Magazine** for their work on GNMAA's 2010 Gala "Rock The Mile in Style." They have been nominated in the category Best Décor: Total Décor Budget less than \$50,000.

Trump International Hotel & Tower@ Chicago has received the coveted **Five Diamond** status from AAA. The hotel was cited for its superlative service, 339 luxuriously appointed guestrooms and suites and award-winning amenities. Congratulations on this honor! [Read More.](#)
Special accolades or member news to share? Email Melanie Mapes a mmapes@gnmaa.com for inclusion in an upcoming Bi-Weekly News.

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GNMAA Calendar

Don't miss these upcoming events! Register now!

December Quarterly Membership Luncheon

Thursday, December 16, 2010 / Reception at 11:15am; Luncheon at 12:00pm
The Westin Michigan Avenue Hotel, 909 N. Michigan Avenue

[Click here to RSVP.](#)

Annual Meeting

Monday, February 7, 2011 / 5:00pm - 8:00pm
The Westin Chicago River North, 320 N. Dearborn Street

Save the Date!

Annual Gala: Friday, April 29, 2011 at Swissôtel Chicago

March Membership Luncheon: Thursday, March 10, 2011, at Millennium Knickerbocker Hotel Chicago

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Member Special Offers

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

GNMAA Member Exclusive!

***Harry & David Orchard Store**

20% Off In-Store Purchases for GNMAA Members!

45 E. Oak Street

Through December 24, 2010

GNMAA Members can enjoy 20% off their entire in-store product purchase. Valid only at the Harry & David Orchard located at 45 East Oak Street, Chicago, IL. Restrictions apply. Offer expires 12/24/2010. Coupon Code 14932 Store Code 5099. For details, call 312-280-4964 and ask for Kristin or Jim.

GNMAA Member Exclusive!

***Italian American Chamber of Commerce**

Christmas Emotions

Chicago Cultural Center, Preston Bradley Hall (3rd floor), 78 E. Washington Street

Monday, December 6 at 6:30pm

Join the Italian American Chamber of Commerce in collaboration with the Cook Italy Education Foundation and GNMAA for a holiday reception featuring an inspiring gospel concert by James Hudson and The Jeremiah Group and superior tasting of wine and delicacies from more than eight of Chicago's best Italian restaurants. Plus, don't miss the chance to win a trip to Italy!

IACC Members \$35; Non-members \$40. *Special Offer: the first 20 people who RSVP mentioning GNMAA will receive a FREE TICKET to the event (regular price \$40).* RSVP by phone to Gina Shermetaro at 312-553-9137.

[Click here to download an invitation.](#)

GNMAA Member Exclusive!

Seneca Hotel and Suites

200 E. Chestnut Street

\$129 GNMAA Members Rate

Through - November 30, 2010

\$99 GNMAA Members Rate

December 1, 2010 – March 31, 2011

The Seneca Hotel and Suites has once again expanded its special rate for GNMAA members only! Mention your membership to book a suite for \$129/night through November 30, 2010, and book a suite for \$99 December 1, 2010 – March 31, 2011. To make reservations, please call Dee Dee in the Sales Department directly at (312) 988-4408.

GNMAA Member Exclusive!

YBar

Holiday Event Packages Special for GNMAA Members

224 W. Ontario Street

Mention GNMAA and receive 10% off your holiday booking. Holiday event packages range from \$20 per person to \$125 per person.

- Bronze package, \$20 per person, includes use of audio visual equipment, full staff, 1 hour hosted reception, and gratuity and all taxes included
- Silver package, \$35 per person, includes use of audio visual equipment, full staff, 2 hour open bar, electronic flyer design and more
- Gold package, \$65 per person, includes audio visual equipment, full staff, 3 hour open bar, electronic flyer design, photographer, CD with pictures and more
- Platinum Package, \$125 per person, includes use of audio visual equipment, passed Hors D'oeuvres, one dedicated e-blast to our email list of 30k plus addresses, street team promotion
- Call (312) 787-4480 ext. 215

GNMAA Member Exclusive!

Chicago Symphony Orchestra

Special Offer from the Chicago Symphony Orchestra for GNMAA Members

220 S. Michigan Avenue

November 12, 2010, and January 7, 2011

Enjoy 20% off single ticket prices to the Friday matinee performances of the CSO's acclaimed Beyond the Score Series. Join Gerard McBurney at this multimedia series as he reveals the story behind great Masterworks. Call 312-294-3000 or visit cso.org and use promotion code "Special20%" at check-out.

November 12, 2010: *Why Italy? Featuring Mendelssohn's Symphony No. 4 (Italian)*

January 7, 2011: *Pure Propaganda? Featuring Prokofiev's Symphony No. 5*

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***Windy City Massage**

Special offer for first time clients, book a 60 or 90 minute in-home massage and receive \$25 off! (312)-946-3000 or reservations@windycitymassage.com

Horseshoe Casino**Holiday Events**

777 Casino Center Drive, Hammond, IN
November 15, 2010 – January 13, 2011

Join Horseshoe Casino for multiple Holiday events!

- All In Champagne Brunch for \$42 per person, based on two hour event
- Double Down Dinner for \$48 per person
- Lucky 7 Cocktail Reception for \$36 per person, based on two hour event
- Dealers Choice for \$38 per person.

[Click here](#) to download detailed descriptions of the above events.

Exhale Mind & Body Spa

945 N. State Street
Through December 31, 2010

For \$40, one can enjoy a week of unlimited core and yoga classes, \$20 gift towards select spa therapies, 10% off retail purchases and more! If you purchase a membership by the end of the week, you will get \$40 towards a monthly payment. If you purchase one 10-pack of classes by the end of the week you will receive one additional complimentary class. [Click here for restrictions.](#)

Member Events

Check out what is happening at member businesses this month!

Chicago Architecture Foundation**Patron of the Year Awards**

Four Seasons Hotel, 120 E. Delaware Place
Thursday, December 2, 2010 at 11:30am

The Chicago Architecture Foundation will present the prestigious **Patron of the Year** awards to outstanding patrons of architecture in the Chicago area. The seventh annual awards recognize clients: the individuals, businesses and institutions that commission and finance architectural projects. Click here for more information and to purchase tickets.

Nordstrom*Nordstrom Fashion Rewards Private Holiday Shopping Party**

55 E. Grand Avenue
Thursday, December 2, 6:00pm – 9:00pm

Join us for a private Nordstrom cardholder event. Receive 10 points per dollar* on Nordstrom purchases made in store or online during our event. Plus, refer a friend to open a Nordstrom credit or MOD card and receive a \$20 Nordstrom Note as a thank you. RSVP required. To attend this exclusive Nordstrom cardholder event, call (866) 543-4206 or call the Nordstrom Concierge at (312) 464-1515 ext.1690.

*some restrictions apply

***Nordstrom**

Visit with Santa
55 E. Grand Avenue
Saturdays, December 4 and 11, 11am – 6pm; December 18, 11am – 7pm

Kids can visit with Santa and share their holiday wishes with him. Don't forget to bring your camera for a picture with Santa. For more information, call Concierge at (312) 464-1515 ext. 1690.

American Girl Place**Memories with Mom**

835 N. Michigan Avenue
September 24; October 1, 15; November 11, 12, 19; December 9, 16

Enjoy a tasty meal between mother and daughter. Take home a picture and keepsakes to help remember your special day together! Reservations required. For girls ages 6 and up.

The Peninsula Chicago**'Chocolate at The Pen'**

108 E. Superior Street
Beginning October 29

Enjoy The Chocolate Bar in The Lobby every Friday and Saturday evening. The bar will feature chefs creating desserts in front of guests' eyes, a special four-course chocolate menu and a Chocolate Cocktail Menu. Reservations recommended. (312) 573-6695.

*Denotes new offer/event



Harris

10 years

Davis Harrison Dion, Inc.

Nine years

Softtel Chicago Water Tower

Seven years

Friends of the Chicago River/McCormick BridgeHouse & Chicago River Museum

Walgreens

Five years

Charter One

Call One

McHugh Construction

Starbucks Coffee Company

730 N. Michigan Avenue Building Ponte Gadea & Colliers Bennett & Kahnweiler Real

Four years

Osteria Via Stato

Fado Irish Pub

The Bristol Condominium Association Lieberman Management Services, Inc.

Shaw's Crab House

Nacional 27

Petterino's

Pops for Champagne

Eckenhoff Saunders Architects

Three years

The Silk Thumb

Capital Auto Repair and Body Shop

The Residences At 900 Condominium Association

Windy City Massage

Perkins Eastman

Two years

The Magic of Benjamin Barnes

Otis Elevator

DiVerde Dental Studio

David M. Kover & Associates LLC

Dana Hotel and Spa

One year

One Plus One Events

University of Chicago Medical Center

Cookies By Joey