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Weekly News Stories

Tulips on The Magnificent Mile Introduces New Programming for 2010

The days are getting longer, the sun is shining brighter and the tulips are peeking up through the garden beds all along Michigan Avenue. With the arrival of spring comes Tulips on The Magnificent Mile® from May 1 - 31, 2010. Led by volunteer Chair Stacy Sweat of [Stacy Sweat Designs](#), the Tulips Committee is excited to introduce new highlights, including The Magnificent Mile Floral Mural, the bloom of the "Tulipa Maggie Daley", a tulip bulb giveaway and more.

The Magnificent Mile Floral Mural

Inspired by the incredible Begonias in Brussels, The Magnificent Mile Floral Carpet will be constructed in the courtyard plaza of the [John Hancock Center](#). Featuring a design incorporating pink tulips in honor of the bloom of the "Tulipa Maggie Daley", the design will be comprised of tulips and a variety of vibrant flowers, mulch and sod. The "carpet" will measure 110' x 45' and will climb up the stairs from the floor of the courtyard to the street level. Jim Davis of [Moore Landscapes](#), a sponsor of Tulips on The Magnificent Mile, will coordinate and direct the project, predicting that approximately 96 man hours will be used in making this magnificent floral art. Mothers Day Weekend, May 7 – 9, 2010.

The Magnificent Mile Floral Market

Launched for the first time in 2009 at the upper level of the John Hancock Center Plaza, The Magnificent Mile Floral Market allowed visitors, local employees and residents to take a piece of spring from the Avenue home with them. Coming back for its second year, the floral market will again be at the John Hancock Center Plaza and will be open for business the same weekend as the floral mural. Tulips, roses, succulents, hanging plants, potted plants and more will be available for purchase. Mother's Day Weekend, May 6 – 9, 2010. [Click here for more details and to see who is participating!](#)

"Tulipa Maggie Daley"

It took ten years to develop and grow this special tulip and 2010 will mark the first time the "Tulipa Maggie Daley" will be in bloom. This pink tulip can only be seen on The Magnificent Mile at 520 N. Michigan Avenue, 676 N. Michigan Avenue and 717 N. Michigan Avenue. Named in honor of Chicago's first lady Maggie Daley, this is the first tulip to be named in honor of a United States Mayor's wife.

Dutch Bike Ride

Organized by the [Consulate General of the Kingdom of the Netherlands](#) in partnership with the Active Transportation Alliance, the first annual "Go Green, Go Dutch, Go Bike" will take place on Saturday, May 8, traveling from Lincoln Park to The Magnificent Mile area. Holland is a sponsor of Tulips again for 2010. More details to come!

Tulip Bulb Giveaway

The Magnificent Mile is home to hundreds of thousands of tulips every spring. This year, The Magnificent Mile in partnership with Moore Landscapes will be giving away thousands of bulbs to guests of the Avenue. In addition, the "Tulipa Maggie Daley" bulbs will be sold per bulb and will be donated to the charity of her choice. More details to come!

How YOUR Business Can Get Involved!

Keep an eye out for more details on how YOUR business can get involved and benefit from the buzz that will be generated this spring on The Magnificent Mile. Details to come in next week's Weekly News!



Photo Credit: CBS News



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Meritage on The Magnificent Mile – Fine Wine, Fine Food, Fine Friends

You won't want to miss GNMAA's popular food and wine event, [Meritage on The Magnificent Mile](#), with presenting

sponsor **Wein-Bauer, Inc.** on Thursday, April 15, 2010. This year's event will feature expanded programming and tasting opportunities, plus guests will get an exclusive sneak peak at the brand new **Hotel Palomar Chicago – A Kimpton Hotel**. With more participating restaurants than ever before, guests will be treated to delectable cuisine from **eighteen Magnificent Mile area restaurants**, paired with nearly 100 specialty wines. NEW for 2010, Wein-Bauer will be introducing beer and sparkling wine tastings!

Attendees will also have the opportunity to meet one-on-one with international winemakers and can participate in a blind wine tasting for a chance to win prizes. The silent auction will not disappoint, featuring fantastic gifts such as caviar from California Caviar and a VIP Experience from Horseshoe Casino. For those looking to maximize the event, a VIP Reception will take place for one hour prior and will feature specialty wines unavailable at the general tasting and a VIP gift bag.

Meritage on The Magnificent Mile is a perfect event to entertain clients, network with fellow members and enjoy a unique evening out with friends, while sampling some of Chicago's finest cuisine and wine. Be on the lookout for more fun details in upcoming Weekly News!

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



Cubs Economic Impact on Chicago, plus Plans to Win World Series

At GNMAA's Membership Breakfast with Presenting Sponsor Charter One, attendees were honored to share in the knowledge and plans Chairman Tom Ricketts and his family have for the Cubs 2010 baseball season. The family's three-part mission includes: win the World Series, preserve and improve Wrigley Field and give back to the community.

Tom also shared the economic impact Cubs fans have on Chicago. Wrigley Field is the third largest tourist attraction in Illinois and more than 3 million fans enjoy Cubs games each year. In 2009, 1,232 fans were surveyed over the course of seven day and four evening games, producing the following figures:



Fans travel from across Illinois and the US to Wrigley ([see map](#))

73% are non-Chicago residents

37% of Cubs fans come from outside the State of Illinois

56% of non-local fans visit Chicago solely to attend a Cubs game

The average, non-local fan visiting Chicago solely to attend a game spends \$104/game total

Lodging: \$78 million of net new spending annually; Restaurants: \$111 million of net new spending; Retail: \$48 million of net new spending; Non-Cubs entertainment: \$48 million of net new spending

In addition to bringing visitors and dollars to the City, the Cubs are good neighbors, making it a priority to give back to the community. Recent Cubs charitable efforts include donations of more than \$1 million in each of the past five years and the construction of a \$2 million Little Cubs Field in Humboldt Park. In addition, more than 30,000 organizations have received donated items since 2005, raising an estimated \$42 million.

Thank you to Tom Ricketts for sharing his vision and offering attendees a personal, inside glimpse at America's beloved team. Spring fever is in the air!

Image from left: Tom Ricketts, Cubs Chairman; Stacey Reineking Sather, Charter One; Alderman Brendan Reilly, 42nd Ward; Ernie Banks, former Cubs player

The Magnificent Mile Charitable Foundation Accepting 2010 Grant Applications

The Magnificent Mile Charitable Foundation, a private philanthropic foundation created by GNMAA, is open for accepting applications for the 2010 year. Grants distributed support educational programs and institutions that provide food and shelter for children and adults in The Magnificent Mile community. All applications must be submitted by May 1, 2010. Up to eight recipients will be granted \$2,500 each. [Click here to read more](#), including grant criteria and proposal details.



Images from left: Grant recipient Alliance for Community Peace; Volunteer tutors at after school program; members and staff serve dinner at HELP

GNMAA Members Participate in Earth Hour 2010

Many GNMAA Members are preparing to dim their lights on Saturday, March 27, 2010 from 8:30 – 9:30pm, joining Chicagoans and businesses across the city and state for [Earth Hour 2010](#). From dining by candlelight while enjoying specialty Earth Hour cocktails at [C-View atop Affina Chicago](#), to more than twenty [U.S. Equities](#) buildings darkening, to the big, red Westin sign at [Westin Chicago River North](#) going dark, [see what GNMAA members are doing](#) for Earth Hour in 2010.



Contact Us

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www.themagnificentmile.com

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New to The Mile

Recently Opened

- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Opened February, 2010)
- [Izakaya Hapa](#), 58 E. Ontario Street (Opened February, 2010)
- [Forty Carrots at Bloomingdale's](#), 900 N. Michigan Avenue (Opened February, 2010)
- [Eggspperience Pancakes & Cafe](#), 35 W. Ontario Street (Opened February, 2010)
- [Marc Jacobs Collection](#), 11 E. Walton Street (Opened February, 2010)
- [Harry Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
- [Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Open 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)

Coming Soon

- [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opening April, 2010)
- [Sofia](#), 72 E. Oak Street (Opening April, 2010)
- [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opening Spring 2010)
- *Chicago Cut Steakhouse, 300 N. LaSalle Street (Opening Summer 2010)
- *[Mastro's](#), 520 N. Dearborn Street (Opening Summer 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)

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Member News

Congratulations to [The 900 Shops](#), finalist for the 2010 Julib.com Style Awards in the category "Fashion Retail 2010 West." Show your support [by voting here!](#)

[Columbia Sportswear](#) has stores in thirty-one countries and fans from all around the world. Columbia continues to celebrate its Chicago store grand opening with an online drawing "Hike The Magnificent Mile", where one lucky winner will receive hotel and airfare for two to Chicago, plus a \$500 Columbia Sportswear gift certificate. Details for the drawing can be found directly on their homepage at www.columbia.com. Through March 31, 2010.

[Hyatt Regency Chicago](#) is sponsoring an "All About Mom Contest" in honor of Mother's Day. Chicagoland children from first through fifth grade are invited to write a 100-word essay on why their mom is special to them. Five winning children will be rewarded with a weekend stay for Mom on May 7 and 8 in one of Hyatt Regency Chicago's most exclusive premier suites. [Click here to learn more!](#)

[Chicago Chef Week](#) is this week, March 22 – 28, and includes more than thirty restaurants offering \$20 three-course lunches and \$30 three-course dinners. GNMAA member participants include [Aja](#), [Fulton's on the River](#), [Le Colonial](#), [MARKETHOUSE](#) and [NoMI](#).

GNMAA and The Magnificent Mile in the News: [NowtNews.com](#), [Sydney Morning Herald](#), [Fox Chicago News \(watch video\)](#), [NBCChicago.com](#), [WanderlustWomenTravel.com](#), [9 Downsoft Finance](#), [Examiner.com](#), [ABC7 Chicago](#).

Special accolades or member news to share? Email Melanie Mapes a mmapes@gnmaa.com for inclusion in an upcoming Weekly News.

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BUILD YOUR BUSINESS

“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. Questions? Contact Melanie at 312-344-2317.

Time is Running Out: Submit Your Complimentary Website Listing!

Have you submitted your complimentary 50-word description for the NEW TheMagnificentMile.com? The new website is launching MARCH 31 – make sure your listing is positioned to take advantage of our 2.5 million annual page views. [Download website listing form.](#)

2010 Advertising Space Almost Full!

Don't miss your opportunity to advertise on the new TheMagnificentMile.com! Space is filling up quickly, don't miss out! [Download an advertising form now.](#)

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GNMAA Calendar

Don't miss these upcoming events! Register Now!

March Membership Connection featuring the launch of the NEW TheMagnificentMile.com

Wednesday, March 31

5:30pm - 7:30pm

Sax Chicago

333 N. Michigan Avenue

Tickets:

\$20 Member

Non-members, contact Megan Williams at 312-344-2332 or mwilliams@gnmaa.com.

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

Meritage on The Magnificent Mile - A Food and Wine Event

Thursday, April 15, 2010

5:30pm – 6:30pm VIP Tasting Reception /

6:30 – 9:00pm Wine and Culinary Tasting

Hotel Palomar – A Kimpton Hotel

505 N. State Street

Tickets:

\$75 Member (\$85 Non-member)

\$95 VIP Tasting Reception Member (\$105 Non-member)

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

Save the Date!

April Membership Connection: Wednesday, April 21, 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!

*Hot Tix

Win two free theater tickets! Sign up today to receive email updates from Hot Tix and you'll be entered to win. View today's Hot Tix list, featuring area shows at up to 50% off! [Click here to sign up.](#)

*Hotel Felix

Chicago's eco-friendly hotel, Hotel Felix is celebrating Earth Day in style. Book the Tesla Test Drive Package which includes a luxury overnight stay and arrangements to test drive the Tesla Roadster. The Roadster is the world's only highway-capable electric car. It's faster than a Porsche and greener than a Prius! [Click here for more information.](#)

*The Silk Thumb

The Silk Thumb is offering GNMAA members 15% of any corporate floral or plant installation through May 31, 2010. Call to make a corporate consultation at (847) 432-7171. GNMAA member Julie Carbonara will come out to create a new cost effective design for your business.

Sofitel Chicago Water Tower

To celebrate The Field Museum's new exhibit *Mammoths and Mastodons: Titans of the Ice Age*, Sofitel Chicago Water Tower introduces the Mammoths and Mastodons Package. The package starts at \$265 per room/per night and includes two VIP tickets to the exhibit, a "mammoth-sized" Prime Beef French Dip sandwich entrée in Café des Architecte and an in-room toy mammoth frozen in a "glacier." Call (312) 342-4063 to make your reservations today.

Water Tower Place

Be rewarded with a \$20 Shop Etc. Gift Card when you spend \$200 or more at Water Tower Place between March 14 and 20. Bring your same-day receipts to the Water Tower Place Concierge Desk to redeem your reward. [Learn more by clicking here.](#)

Mike Ditka's

Coach Ditka says, "There's no penalty for coming up short!" Host your event at Mike Ditka's between February 1 and April 1, 2010 (Sunday – Thursday) and enjoy no food or beverage minimum! [Click here to learn more.](#)

Member Events

Check out what is happening at member businesses this month!

*Hotel Felix

360SEE Gallery Exhibit

111 W. Huron Street
Now – March 31, 2010

During Earth Month 2010, eco-friendly Hotel Felix Chicago will exhibit works by sustainable artists Curtis Frillmann and Brian Mock. Check out the hotel lobby to see hanging and stationary fish, a torso pedestal, a recycled chair and a mouth-shaped lounge chair.

Peggy Notebaert Nature Museum

Birth of Coffee

2430 N. Cannon Drive
Now through May 31, 2010

Learn about the history of the America's favorite morning drink. The Birth of Coffee exhibit features the photography of Daniel Lorenzetti and eclectic anecdotes and facts collected by Linda Rice Lorenzetti. The pair traveled around the world to document the origins of coffee and better understand our global food system. [Click here to learn more.](#)

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Broadway in Chicago**Beauty and the Beast**

151 W. Randolph Street
March 23 – April 4, 2010

Beauty and the Beast, the enchanting Disney musical, is coming to Broadway in Chicago. Fall in love all over again with Belle, Beast and even Gaston as they sing and dance their way into your heart. The classic tale will come to life at Cadillac Palace Theatre. Tickets on sale now! [Click here for more information.](#)

The 900 Shops**Chicago Fashion Incubator Pop-up Shop**

5th Floor
March 18 - April 18, 2010

This pop-up shop celebrates designers through a dedicated retail store and a series of exclusive events and trunk shows. The 2,800 square foot retail shop, along with 8,800 square foot event space, will reside on the 5th Level of The 900 Shops. [Click here for more details.](#)

Chicago Children's Museum**Move**

Navy Pier
Now through May 16

Run, romp, skip, and scamper into the ultimate indoor adventure! Move features a host of unique, large-scale components you can twist, turn, and connect to create a space just right for any activity. Work on your own or with others to construct a one-of-a-kind indoor playscape. Will it be an obstacle course? Maybe it's a spaceship. With limitless combinations and endless possibilities, each visit is sure to be even more exhilarating than the last! This experience is sure to challenge your mind and body!

Newberry Library**The Play's the Thing: 400 Years of Shakespeare on Stage**

60 W. Walton Street
February 16 - May 1, 2010

Explore a surprising variety of materials created by professional and amateur actors, producers, theaters, and newspapers to produce and publicize the latest Shakespearean creations. Broadside advertisements, homemade programs, a nineteenth-century fundraising show book, and a hand-made manuscript prompt book from the early nineteenth century are just some of the objects on display. Admission is free!

Water Tower Place**Pick Your Purse**

845 N. Michigan Avenue
Monday, March 1 – Friday, March 26

Water Tower Place has partnered with Northbrook Court, Oakbrook Center and FRESH 105.9 FM to give away 21 FREE purses valued at \$500 or more! "Winning a bag only requires listeners to register online and then call FRESH 105.9 FM within 60 minutes of their name being selected," says Katie Lindsay, marketing manager for Water Tower Place. [Learn More.](#)

Richard H. Driehaus Museum**Samuel M. Nickerson Lecture Program**

Living in Style: The Development of the Interior Decorator in the Gilded Age
40 E. Erie Street
Thursday, March 25, 2010 at 6:00pm

The museum's first lecture features Nina Gray, Independent Curator and Consulting Curator for the Park Avenue Armory, New York. All lectures are free and open to the public. The museum will open at 5:00pm for anyone who wants to take a self-guided tour of the main floor. [Click here to see a full schedule of lectures.](#)

* New Listings



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New Members

Special Olympics Illinois

Judy Bergh, Director of Marketing & Corporate Sponsorships
 1644 N. Honore, Suite 205
 (630) 942-5610
www.soill.org
 Non-profit

Clear

Krista Romanoski, General Manager
 9801 W. Higgins Road, Ste 200
 (224) 217-9187
www.clear.com
 Wireless internet

Leopardo Companies, Inc.

Ruben Ruban, Development Director
 333 W. Wacker Drive - Suite 250
 (312) 332-7570
www.leopardo.com
 Construction

Brooks Brothers

Monica Fair
 Store Manager
 713 N. Michigan Avenue
 (312) 915-0060
www.brooksbrothers.com
 Apparel - Men, Women and Children

Hazelden Foundation

Amy Levell
 Outreach Manager
 867 N. Dearborn
 (312) 943-3534
www.hazelden.org
 Non-profit

Ext. 54

Joel Morales
 401 N. Michigan Avenue
 (312) 951-1900
www.ext54.com
 Marketing and PR

Rose Paving Company

Peter Holton, Regional Site Engineer
 7300 W. 100th Place
 Bridgeview, IL
 (708) 430-1100
www.rosepaving.com
 Parking lot maintenance

March Anniversaries

Celebrating 49 years!
Standard Parking

39 years
The Signature Room at the 95th

37 years
Avenue Crowne Plaza Chicago Downtown

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33 years

Holiday Inn Chicago Mart Plaza
Doubletree Hotel Chicago Magnificent Mile

25 years

Walgreens

21 years

Chicago Magazine

19 years

676 N. St. Clair Street Building

16 years

Lincoln Park Zoo
Best Western River North Hotel
830 N. Michigan Avenue Building CB Richard Ellis/Asset Services

13 years

The Capital Grille
Statewide Investigative Services, Inc.

12 years

Altman's Shoes and Boots for Men
Palm Restaurant

11 years

Chicagoland Chamber of Commerce

Nine years

CB Richard Ellis
Tiffani Kim Institute & Medical Spa
Alliance Francaise
American Airlines

Eight years

The Redhead Piano Bar
Weber Grill Restaurant

Seven years

Weaver Multimedia Group
Moore Landscapes, Inc.
Saint Joseph Hospital

Five years

KaBloom of Merchandise Mart
McFarlane Douglass & Companies
Argo Tea
Time Out Chicago

Four years

Gregg Helfer Ltd,
Private Jeweler
Foley & Lardner LLP
Cor Creative, Inc.

Three years

East Bank Storage
Titan Commercial
Oak Street Design

Two years

Shelbourne Development Group, Inc./The Chicago Spire
At Last Marketing
David Yurman

One year

Vertigo Sky Lounge
Aja
FedEx Services
Diva Limousine Ltd.
Hotel Blake
Newmark Knight Frank
Sotheby's Realty
The Hotel Communication Network Inc.