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Weekly News Stories

Chicago Essential App

Dawn Reiss is a Chicago-based journalist launching a new iPhone app called "Chicago Essential App". Chicago Essential is a visually rich app full of tips and quirky details for locals and first-time visitors to Chicago. Dawn is working in tandem with Kim Grant, creator of the [Boston Essential App](#), which received more than 7,000 downloads in the first eight days.

The app will feature engaging and easy-to-navigate features including:

- Photo slideshows for each entry, so that you know what you're getting before you go
- Concise, original text by a longtime Chicagoan
- Entries filtered by useful criteria like hidden gems, historical, Chicago originals, outdoors, family-friendly, reliable eats, touristy, etc.
- Entries sorted by name, distance, price and neighborhood
- One-click website and phone interface to buy tickets, peruse current menus and more
- Google maps and walking and driving directions for each entry
- Over 100MB of offline content that you can access anytime without an internet connection
- Direct links to wikipedia, Yelp reviews or establishments' websites (whichever is most useful to the user)
- Neighborhood overviews to help you decide how and where to spend your time
- The ability to share user comments and mark and save favorites
- Fast browsing

If you would like your business to be a part of this app, [download a form](#). There is no cost for participation. For questions, contact Dawn Reiss at dreiss100@gmail.com of (312) 590-1921.

Protest Scheduled for Thursday, March 18, 2010

On Thursday, March 18, 2010, a war protest march is scheduled to pass through the Loop, River North and Gold Coast neighborhoods. The group will gather at Federal Plaza (37 W. Adams Street) and march to Washington Square Park (901 N. Clark Street). The approximate timeline and march route are as follows:

Timeline

Approximate assembly time: 5:30 pm
Approximate step-off time: 6:30 pm
Approximate disband time: 8:30 pm

March Route

From Federal Plaza, north on the west sidewalk of Dearborn Street to Monroe Street.
East on the south sidewalk of Monroe Street to Michigan Avenue.
North on the east sidewalk of Michigan Avenue to Oak Street.
West on the north sidewalk of Oak Street to Dearborn Street
South on the west sidewalk of Dearborn Street to Washington Square Park and disband.

The number of marchers according to the information given to police at this time will range from a few hundred to 1,000. The Chicago Police Incident Commander will limit the march to the sidewalk or one lane of traffic based on the estimated number of marchers participating. In the event that the number of marchers in attendance exceeds anticipated levels, the Incident Commander will make a reasonable accommodation to increase the portion of the public way in order to preserve public health and safety.

Intersecting streets along the route will have rolling closures as the marchers proceed. As in all marches, the police encourage building security to take a forward position within building lobby areas and entrances. Remain vigilant and flexible adjusting to situations as the march unfolds; report any issues or suspicious activities by dialing 911.

Video: Mayor Daley Welcomes Columbia Sportswear to The Magnificent Mile

Mayor Daley attended the grand opening of [Columbia Sportswear](#) at 830 N. Michigan Avenue on Friday, March 12, 2010, welcoming the new store to the Avenue. [Watch the video](#).

The Magnificent Mile Charitable Foundation Recipient Highlight: Friends of DuSable

Friends of DuSable was established to increase awareness of Jean Baptiste Pointe DuSable, the founder of modern

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Chicago. GNMAA's Magnificent Mile Charitable Foundation awarded a grant to Friends of DuSable in 2009 to support its efforts to teach grade school students the history of Chicago. The grant also helped to cover costs for its programs, including children's essay competitions, awards ceremony and the creation of the organization's website.

During the 173rd City of Chicago birthday celebration at the Chicago History Museum on March 4, student award winners were recognized and winners representing the Chicago Public and Archdiocese of Chicago schools read their essays. Among the many city dignitaries was Mayor Richard Daley, who congratulated each award winner.



Image Left: Award winning students, family members and Friends of DuSable.

Image Right (from left): Douglas Pendarvis, Friends of DuSable Vice President; Haroon Rashid, Friends of DuSable President / Founder; Peggy Monties, Friends of DuSable Co- Chair of the Board; Arnold Romeo, Director of the City of Chicago Commission on Human Relations, African Advisory Council; John Chikow, President & CEO GNMAA; Russell Lewis, Friends of DuSable Chairman of the Board.

Planning & Advocacy Division Summit Recap

The 2010 Planning & Advocacy Division Summit was held on Saturday, March 13, 2010. Members of the summit succeeded in setting 2010 priorities, reviewed plans to update Vision 2012 to Vision 2025 and received plans for updates on the North Michigan Avenue 'By the Numbers' and from CDOT.

Division co-chairs Grace Rappe and Donna Pugh presented an overview of the division and the many committees providing invaluable contributions to North Michigan Avenue and the surrounding area. Grace and Donna also put forth the division's priorities for 2010, promising to keep the P&A committees busy and productive in the decade ahead. Michelle Woods of the Chicago Department of Transportation gave updates on area transportation projects, including upcoming construction on Wacker Drive and Congress Parkway, while Gail Borthwick of Adrian Smith + Gordon Gill shared details of the [Downtown Chicago Decarbonization Plan](#). 21st Century Planning Committee co-chairs Ralph Weber and Michael Toolis led a workshop on updating the Vision 2012 document to Vision 2025, and North Michigan Avenue 'By the Numbers' Committee co-chairs Paul Vogel and Gail Spreen laid out information on updating the North Michigan Avenue 'By the Numbers' publication, a resource that has proven extremely useful to current and prospective members.

The 2010 Planning & Advocacy Division Summit showcased the outstanding dedication and involvement of GNMAA members. Thank you to Grace and Donna and to all Division members who attended and presented at the Summit, and a huge thanks to Michael Csar and the Law Offices of Drinker Biddle & Reath LLP for the firm's gracious hospitality in hosting this year's summit at their offices at 191 N. Wacker Drive.



Images: Planning & Advocacy Summit Attendees plan for 2010



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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)
- [Eggspérience 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)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)

*New listing

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Member News

The Luxury Institute gave Burberry and Louis Vuitton top marks on in-store customer experience.

Seventy-eight fashion marketing research students rated their visits to luxury Manhattan retail stores and turned over their findings to the Luxury Institute. Both Burberry and Louis Vuitton scored high in categories including how comfortable the staff made them feel and whether they would recommend the store to a friend. This dedication to customer experience carries over to the Chicago stores Burberry and Louis Vuitton, as further emphasized at a recent GNMAA Luxury Council meeting. Congratulations on this positive recognition!

Chicago Chocolate Tours' President, Founder and Chief Chocolate Lover, Valerie Beck, was featured on Allison Payne's People to People: Black-Owned Business segment on WGN. Valerie's innovative business combines America's favorite dessert and Chicago's beautiful architecture into one mouth-watering, eye-popping tour. Congratulations on your feature, Valerie! [Watch the story here \(2nd page\).](#)

The Harold Washington Library Center is hosting "Smart Money" programs this March. On Tuesday, March 23 join the Harold Washington Library at noon for [10 Proven Strategies to Secure Your Financial Future](#).

Congratulations to The James Hotel and David Burke's Primehouse, finalists for the 2010 Julib.com Style Awards! Chicago's only finalists are competing in the Travel "Best Boutique Hotel – East" and Dining "Best Steakhouse" categories. Show your support by voting for them [here](#).

The Ritz-Carlton Chicago will unveil its dramatic new Lobby Lounge, Restaurant, Bar, Promenade, Ballroom and Presidential Suite this spring! The \$25 million renovation project is the largest restyling in the hotel's history. Congratulations on this exciting transformation!

The Shops at North Bridge received the Gold U.S. MAXI Award from the International Council of Shopping Centers, Inc. (ICSC). "A Fashionable Story," the year-long public relations campaign that took place as part of renaming Westfield Northbridge to The Shops at North Bridge, caught the eye of the MAXI Award judges. The Shops at North Bridge is now a finalist in ICSC's Best-of-the-Best Global Awards. Good luck!

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 on or before March 12, 2010. 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 in a few short weeks – 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!

NEW: March Membership Breakfast

Speaker: Tom Ricketts, Chairman of the Chicago Cubs

Thursday, March 18, 2010

7:30am Reception; 8:00am Breakfast Meeting

Chicago Marriott Downtown Magnificent Mile

540 N. Michigan Avenue

Tickets:

\$40 Member (\$50 at door)

\$55 Non-member (\$65 at door)

\$1,000 Premium Table of 10

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

March Membership Connection featuring the launch of 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.](#)

Save the Date!

Meritage on The Magnificent Mile - A Food and Wine Event: Thursday, April 15, 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!

[*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!

[*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.](#)

[*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.](#)

[*Horseshoe Casino](#)

Horseshoe Hoopla

777 Casino Center Drive
Hammond, IN
March 18-19, 2010

Watch the most exciting two days of college basketball on a 60-foot screen at Horseshoe Hoopla. Doors open at 9:30 a.m. both days. Enjoy a free breakfast buffet from 10 a.m. to noon. Pick your favorites for a chance to win up to \$5,000 in cash. [Click here for more information.](#)

[*Bank of America](#)

Shamrock Shuffle 8K

Grant Park
March 21, 2010 – 9am

The Bank of America Shamrock Shuffle 8K is Chicago's annual St. Patrick's Day race. Sign up to run for your favorite charity or come out to support your favorite runner. [Learn more](#) about the Shamrock Shuffle here.

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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.](#)

Chicago Cultural Center**Preview Party benefitting the [Pritzker Military Library](#)***77 E. Randolph Avenue**Friday, March 19, 5:30 – 9:00pm*

On Friday, March 19, the International Vintage Poster Fair will host a Preview Party benefitting the Pritzker Military Library. Tickets for the event are \$25 for associate members of the Library (\$30 for the public), and include a weekend pass to the Fair, wine, hors d'oeuvres, a raffle, and a lecture about this year's feature exhibit. Benefit tickets are available in advance by calling the Library at (312) 587-0234 or at the door at the Cultural Center.

Chicago Shakespeare Theater**Maly Drama Theatre's Uncle Vanya***Navy Pier**March 17 – 21, 2010*

Celebrate the 150th anniversary of Anton Chekhov's birth with this internationally acclaimed World's Stage production. Hailed by Peter Brook as "the finest ensemble in Europe," Maly Drama Theatre's Uncle Vanya is performed in Russian with projected English translation—offering American audiences the rare opportunity to experience Chekhov in his native tongue. The Manchester Evening News declares this "definitive Vanya... a soul-searching, spellbinding production," and it plays Chicago for five performances only.

Chicago Architecture Foundation**CAF Family Studio Sundays***224 S. Michigan Avenue**Sunday, March 21*

Visit CAF on Sundays with your family and enjoy CAF Family Studio Sundays. Geared toward children ages 3-12 and their families, the event offers free activities the third Sunday of every month (February 21 and March 21). Drop in anytime between 11:00am – 3:00pm.

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.