



ANNUAL REPORT

2022

TABLE OF CONTENTS

LETTER FROM BOARD CHAIR AND CEO	4-5
AWARDS AND ACCOLADES	6-7
TOURISM AND HOSPITALITY ECONOMIC IMPACT	8-11
OPERATIONS AND FINANCE	12-13
MEETING AND CONVENTION SALES	14-19
CLIENT SERVICES	20-21
MARKETING	22-25
CULTURAL TOURISM	26-29
NEIGHBORHOODS	30-33
SPORTS COMMISSION	34-35
PARTNERSHIP	36-39
MEDIA RELATIONS	40-41
GLOBAL DEVELOPMENT	42-43
CHICAGO RESTAURANT WEEK	44-47
EQUITY, DIVERSITY, AND INCLUSION	48-49
PUBLIC POLICY	50-51
STRATEGIC AND UNION PARTNERS	52-53
EXECUTIVE OFFICE AND BOARD OF DIRECTORS	54-55

Choose Chicago is the official destination marketing organization for Chicago, Illinois - the city that feels like home. Our mission is to enrich our community by attracting meetings, events, and leisure travelers to Chicago.



LETTER FROM OUR BOARD CHAIR AND PRESIDENT & CEO

To Our Choose Chicago Partners,

On behalf of Choose Chicago, thank you for your partnership and for your support of Chicago's hospitality and tourism industry. The challenges of the last three years have made the importance of tourism abundantly clear to all Chicagoans and we are immensely thankful for all of your work keeping our industry moving forward despite unprecedented challenges.

This time three years ago, our restaurants were closed, our hotels were accommodating quarantined individuals and McCormick Place had been converted to an emergency hospital.

Now, for the first time since the pandemic began, we have entered a new year without COVID-19 limitations and we are anticipating a full year of travel, meetings and events. Our mindset is shifting from recovery to long-term, sustainable success, but this change hasn't happened by chance – it is because of the hard work, dedication and sacrifice of everyone in the hospitality industry that we are able to now envision a bright and successful future.

2022 was a momentous year for the recovery of travel in Chicago. We are grateful that we were once again named the Best Big City in the U.S. by readers of Conde Nast traveler – that's six years in a row, a historic accomplishment that would not have been possible without your support.

Our status as a premier destination was validated thanks to a strong recovery that matched or exceeded that of many of our peers. We welcomed nearly 50 million visitors – 80% of 2019 levels – and hotel room demand increased by 60% year-over-year. Tourism spending totaled \$16.9 billion and

hotel revenue reached \$2.27 billion, more signs of a recovery that is on track.

Here at Choose Chicago, our focus was on rebuilding a strong team and planning for a bright future. From Lynn beginning as CEO in May through the end of 2022, we are happy to share that we hired eight new employees who are critical to our efforts to build back better than ever before. We are also proud to share that, during a year of transition and uncertainty, our team achieved our 1.7 million room night sales goal! This impressive accomplishment is a testament to the hard work and dedication of our team and we are excited to build on this success in 2023.

We want to thank all of you for your continued partnership, and we look forward to working closely with all of you during a successful 2023.



Glenn Eden
Board Chair of
Choose Chicago



Lynn Osmond
President and CEO of
Choose Chicago

AWARDS AND ACCOLADES

2022 was an outstanding year as Chicago and its amenities continued to be recognized with major awards and accolades.



CITY-WIDE AWARDS

- Condé Nast Traveler Readers' Choice Awards ranked Chicago #1 on their list of Best Big Cities in the U.S. for an unprecedented sixth consecutive year.
- Chicago was named the fourth best city in the country in the 2022 America's Best Cities Report.
- Chicago was ranked the second best city in the world (and the first in North America) in the 2022 Time Out Index Survey.
- Choose Chicago was honored with two Illinois Excellence in Tourism Awards at the 2022 Illinois Governor's Conference on Travel & Tourism - for Best Social Media Marketing and Best Tourism Marketing.



HOTELS

- Two Chicago hotels were ranked in the top 10 hotels in the U.S. by U.S. News & World Report - including The Peninsula Chicago at #1 and The Langham, Chicago at #8.
- Forbes Travel Guide honored three Chicago hotels (The Four Seasons, The Langham, Chicago and The Peninsula Chicago) with 5-star ratings in the 2022 Star Award.
- The Chicago Athletic Association was named the top hotel in Chicago by Condé Nast Traveler Readers' Choice Awards.

TRANSPORTATION

- O'Hare International Airport was named the "Best Airport in North America" for the 19th consecutive year and "Best Airport Dining" for the third consecutive year by Global Traveler (GT) magazine.
- O'Hare International Airport was designated the "Most Connected Airport in the World" by Official Aviation Guide (OAG) for the first time since 2016.

DINING, ATTRACTIONS, AND NEIGHBORHOODS

- 23 Chicago restaurants were awarded Michelin stars.
- Chicago's Avondale neighborhood was voted the third coolest neighborhood in America and #16 in the world in the 2022 Time Out Index survey.
- Chef Erick Williams of Virtue Restaurant and Bar received the James Beard Award for Best Chef in the Great Lakes Region.



TOURISM & HOSPITALITY ECONOMIC IMPACT

2022 HOTEL OCCUPANCY RATES

TOTAL	LEISURE	GROUP
60.3% 81% RS*	40.6% 81% RS	18.4% 82% RS

2022 HOTEL ROOMS OCCUPIED (MILLIONS)

TOTAL	LEISURE	GROUP
9.93 83% RS	6.68 82% RS	3.02 83% RS

2022 HOTEL REVENUE AND TAXES

TOTAL	CHICAGO HOTEL TAX	STATE & LOCAL TAXES
\$2.27B 92% RS	\$126.8M 92% RS	\$395.1M 92% RS

OTHER KEY PERFORMANCE INDICATORS

AVG. DAILY RATE	REVENUE PER ROOM	ROOMS AVAILABLE
\$228.85 112% RS	\$138.11 91% RS	16.4M 101% RS

*RS = RECOVERY SHARE 2022 VS. 2019



2022 ESTIMATED TOURISM RELATED EMPLOYMENT

119,629

75% RECOVERY SHARE

2022 ESTIMATED TOURISM SPENDING

\$16.91 Billion

89% RECOVERY SHARE

2022 ESTIMATED STATE & LOCAL TAXES GENERATED FROM TOURISM SPENDING

\$2.11 Billion

84% RECOVERY SHARE

TOURISM & HOSPITALITY ECONOMIC IMPACT

2022 TOTAL DOMESTIC
AND OVERSEAS VISITATION

48.86M

60.1% GREATER THAN 2021

80.3% RECOVERY SHARE
COMPARED TO 2019

2022 VISITATION (MILLIONS)

	2018	2019	2020	2021	2022
Total (Domestic & Overseas)	58.31	60.83	16.34	30.52	48.86
% Change	5.7%	4.3%	-73.1%	86.7%	60.1%
Total Domestic Visitation	56.81	59.37	16.03	30.18	47.95
% Change	5.7%	4.5%	-73.0%	88.3%	58.9%
Business	12.80	12.83	4.12	6.83	10.57
% Change	3.6%	0.2%	-67.9%	65.7%	54.8%
Day - Business	4.15	4.11	1.71	2.27	3.45
% Change	3.7%	-0.9%	-58.4%	32.5%	52.2%
Overnight - Business	8.65	8.72	2.41	4.56	7.12
% Change	3.5%	0.8%	-72.4%	89.2%	56.1%
Leisure	44.01	46.54	11.91	23.35	37.38
% Change	6.4%	5.7%	-74.4%	96.1%	60.1%
Day - Leisure	21.26	22.73	5.83	11.59	18.33
% Change	7.1%	6.9%	-74.4%	98.7%	58.2%
Overnight - Leisure	22.76	23.81	6.08	11.77	19.06
% Change	5.8%	4.6%	-74.5%	93.5%	62.0%
Overseas Visitation	1.496	1.458	0.315	0.336	0.910
% Change	4.0	-2.6%	-78.4%	6.8%	170.8%
Mexico Visitation (Air Only)	0.190	0.206	0.086	0.127	0.149
% Change	6.0%	8.4%	-58.5%	48.5%	17.3%
Canada Visitation (Overnight Only)	0.524	0.544	0.087	0.065	0.346
% Change	8.0%	3.8%	-84.0%	-25.6%	432.3%

Source: DK Shiffet / Tourism Economics

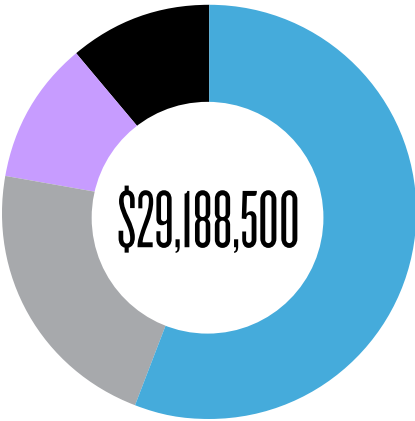


2022 HOTEL PERFORMANCE

	2018	2019	2020	2021	2022
Demand (Million)	11.812	12.022	3.208	6.219	9.927
% Change	4.5%	1.8%	-73.3%	93.8%	59.6%
Supply (Million)	15.648	16.211	12.175	14.474	16.449
% Change	3.5%	3.6%	-24.9%	18.9%	13.6%
Occupancy Rate (%)	75.5	74.2	26.3	43.0	60.3
% Change	1.0%	-1.8%	-64.5%	63.0%	40.5%
Average Daily Rate	\$211.69	\$204.65	\$133.92	\$181.31	\$228.85
% Change	3.9%	-3.3%	-34.6%	35.4%	26.2%
Revenue per Available Room (RevPAR)	\$159.80	\$151.77	\$35.29	\$77.90	\$138.11
% Change	4.9%	-5.0%	-76.7%	120.7%	77.3%
Hotel Revenue (Million)	\$2,501	\$2,460	\$430	\$1,127	\$2,272
% Change	8.6%	-1.6%	-82.5%	162.4%	101.5%

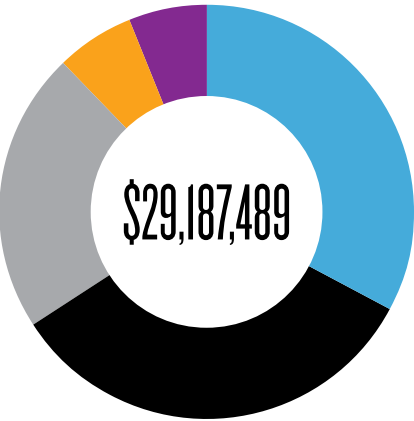


OPERATIONS & FINANCE



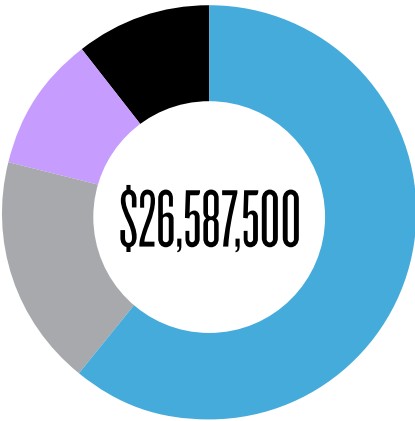
2023 BUDGETED REVENUE BY SOURCE

56% | **STATE OF ILLINOIS:** \$16,228,500
22% | **MPEA:** \$6,500,000
11% | **CITY OF CHICAGO:** \$3,325,000
11% | **PRIVATE:** \$3,135,000



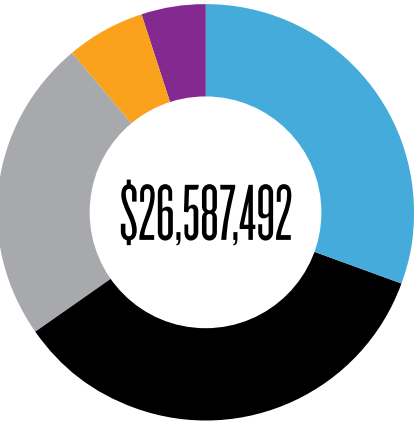
2023 BUDGETED EXPENSES

33% | **SALES AND SERVICES:** \$9,654,580
33% | **MARKETING:** \$9,626,464
22% | **OTHER DEPARTMENTS:** \$6,562,464
6% | **CORPORATE ALLOCATIONS:** \$1,711,990
6% | **ADMINISTRATIVE:** \$1,631,991



2022 BUDGETED REVENUE BY SOURCE

61% | **STATE OF ILLINOIS:** \$16,237,000
18% | **MPEA:** \$4,725,000
11% | **CITY OF CHICAGO:** \$2,875,500
10% | **PRIVATE:** \$2,750,000



2022 BUDGETED EXPENSES

31% | **SALES AND SERVICES:** \$8,148,288
35% | **MARKETING:** \$9,237,172
24% | **OTHER DEPARTMENTS:** \$6,256,982
6% | **CORPORATE ALLOCATIONS:** \$1,544,874
5% | **ADMINISTRATIVE:** \$1,400,176



MEETING & CONVENTION SALES

Choose Chicago’s Sales Team is responsible for promoting and securing conventions and events at Chicago’s McCormick Place and at over 150 hotel partners throughout the city. Our team is hard at work retaining our existing customers and legacy accounts, securing new business, and taking advantage of new trends to promote and market Chicago as a world-class destination for meetings and conventions.

MAJOR 2022 ACCOMPLISHMENTS

Building a First-Rate Team

Choose Chicago hired Dustin Arnheim as the new Senior Vice President of Sales and Services in July 2022. Under Dustin’s leadership, the Sales Team has grown to 15 members, including four hired in 2022.

TEAM RECOGNITION:

- Rose Horcher – 2022 Catalyst Award Winner, Smart Meetings
- Michele Pondexter – Pioneer Award, National Coalition of Black Meeting Professionals



Launching a New Sales Plan and Strategy

Choose Chicago engaged 2Synergize to lead us through a “Citywide Sales Strategy Project” which brought community stakeholders together to define future success measures. Thanks to this support, we have designed and launched a new sales plan and strategy focused on need periods, as well as a new deployment approach to target prospective shows that are the best fit for Chicago.

Reconvening the Customer Advisory Board

In November 2022, Choose Chicago engaged our Customer Advisory Board for the first time since 2019. This influential group of legacy and new clients came together to learn about city initiatives, and Choose Chicago updates, as well as share best practices and provide valuable feedback for our teams.

Meeting Our 2022 Sales Goal

The Choose Chicago Sales Team met our ambitious 2022 sales goal by booking more than 1.7 million hotel room nights, creating economic opportunities for our hotels, restaurants, and the entire hospitality community.

2022 SALES DATA

1,510
TOTAL EVENTS BOOKED

1.79M
TOTAL ROOM NIGHTS BOOKED

\$2.7B
ESTIMATED ECONOMIC IMPACT OF EVENTS BOOKED

101%
PERCENT OF SALES GOAL REACHED

63%
PERCENT OF MAJOR EVENTS BOOKED THAT REPRESENT NON-LEGACY BUSINESS

74%
PERCENT OF THE NON-LEGACY MAJOR EVENTS BOOKED THAT WILL OCCUR WITHIN A FIVE-YEAR WINDOW

SELECT MAJOR FUTURE EVENTS BOOKED IN 2022

USA Volleyball Girls 14-17s National Championship 2023
Estimated Attendees: 35,000
Room Nights: 67,000

Linux 2023 KubeCon + CloudNativeCon
Estimated Attendees: 10,000
Room Nights: 13,000

American Heart Association (AHA) 2024 Scientific Sessions
Estimated Attendees: 9,000
Room Nights: 26,000

American Association for Cancer Research (AACR) 2025 Annual Meeting
Estimated Attendees: 30,000
Room Nights: 49,000

Salesforce Connections 2025
Estimated Attendees: 7,000
Room Nights: 9,000

Benevolent & Protective Order of the Elks Annual Convention 2026
Estimated Attendees: 8,000
Room Nights: 18,000

The Association For Manufacturing Technology (AMT) 2027 Formnext Chicago
Estimated Attendees: 10,000
Room Nights: 11,000

American Physical Society (APS) 2028 Annual Meeting
Estimated Attendees: 11,000
Room Nights: 22,000

True Value 2029 Fall Reunion
Estimated Attendees: 11,000
Room Nights: 10,000

American Chemical Society 2030 Fall National Meeting
Estimated Attendees: 14,000
Room Nights: 21,000

The Association for Convenience & Fuel Retailing NACS Show 2033
Estimated Attendees: 25,000
Room Nights: 37,000

MAJOR CONVENTIONS AT MCCORMICK PLACE BOOKED THROUGH 2027

	NUMBER OF CONVENTIONS BOOKED	TOTAL ROOMS	ESTIMATED TOTAL ATTENDANCE	ESTIMATED TOTAL ECONOMIC IMPACT VALUE
2022	31	1,107,001	686,850	\$1,301,283,375
2023	26	971,666	810,737	\$1,424,963,961
2024	27	1,093,973	944,003	\$1,663,995,791
2025	28	1,045,420	781,272	\$1,455,119,012
2026	28	835,246	592,500	\$1,365,804,817
2027	18	861,919	546,485	\$1,270,605,116

Major is defined as 3,000+ peak room nights



MAJOR 2022 CONVENTIONS AND EVENTS

- CDS Midwinter Meeting 2022
- AAOS 2022 Annual Meeting
- The Inspired Home Show 2022
- American Physical Society March Meeting 2022
- Internal Medicine Meeting 2022
- Adidas Windy City National Qualifier 2022
- NCA's 2022 Sweets and Snacks Expo
- 2022 National Restaurant Association Restaurant Hotel-Motel Show
- IBEW Quinquennial Fall International Conference 2022
- AIA Conference on Architecture 2022
- DIA Annual Meeting 2022
- 58th ASCO Annual Meeting 2022
- NeoCon® 2022
- FBLA - NLC 2022 National Leadership Conference
- 2022 AACC Annual Scientific Meeting & Clinical Lab Expo
- IFT FIRST
- NIKE Tournament of Champions
- NSTA 2022 National Convention
- NEA 2022 Annual Meeting & Representative Assembly
- ACS Fall 2022
- ABA Annual Meeting 2022
- NALC 72nd Biennial Convention
- Ace 2022 Fall Convention & Exhibits
- AAO 2022
- IMTS 2022
- NASS 2022 Annual Meeting
- PACK EXPO International 2022
- ISSA Show North America 2022
- 2022 Bank of America Chicago Marathon
- AHA Scientific Sessions 2022
- IASB-IASA-IASBO Joint Annual Conference 2022
- Rockwell Automation 2022 Automation Fair®
- RSNA 2022 Annual Meeting
- The Midwest Clinic International Band and Orchestra Conference
- AGU Fall Meeting 2022

Major is defined as 3,000+ peak room nights



MAJOR 2023 CONVENTIONS AND EVENTS

- Chicago Dental Society 2023 Annual Midwinter Meeting
- The Inspired Home Show
- Material Handling Industry 2023 PROMAT
- Adidas Windy City National Qualifier 2023
- AERA 2023 Annual Meeting
- HIMSS23 Global Health Conference & Exhibition
- AAO 2023 Annual Session
- AUA Annual Meeting 2023
- Digestive Disease Week
- 2023 National Restaurant Association Restaurant Hotel-Motel Show
- NCA's 2023 Sweets and Snacks Expo
- 59th ASCO Annual Meeting 2023
- Salesforce Connections 2023
- NeoCon® 2023
- ENDO 2023
- ALA 2023 Annual Conference & Exhibits
- SNMMI 2023 Annual Meeting
- USA Volleyball Girls 14-17s National Championship 2023
- NIKE National Invitational Tournament 2023
- IFT 2023 Annual Meeting & Food Expo
- SME FABTECH 2023
- Water Environment Federation - 96th Annual Technical Exhibition & Conference (WEFTEC.23)
- 2023 Bank of America Chicago Marathon
- EDUCAUSE 2023 Annual Conference
- American Nurses Credentialing Center (ANCC) National Magnet Conference: Nursing Excellence 2023
- FPSA 2023 PROCESS EXPO
- AAFP 2023 FMX - Family Medicine Experience
- LeadingAge Annual Meeting and Exposition 2023
- IASB-IASA-IASBO Joint Annual Conference 2023
- ACTFL 2023 Annual Convention and World Languages Expo
- RSNA 2023 Annual Meeting
- The Midwest Clinic International Band and Orchestra Conference

Major is defined as 3,000+ peak room nights

CLIENT SERVICES

Choose Chicago's award-winning Client Services Team provides critical services to Chicago's convention clients, serving as their primary liaison for all things Chicago. The team is dedicated to meeting all of the needs of meeting planners, attendees and exhibitors to make sure they have a memorable experience in Chicago. Client services provides destination marketing resources, coordinates and executes site visits, manages the city's welcome initiatives, and runs the Artist of the Year program.



96

CONVENTIONS
SERVICED

378

VOLUNTEER HOURS
COMPLETED BY CHOOSE
CHICAGO AMBASSADORS

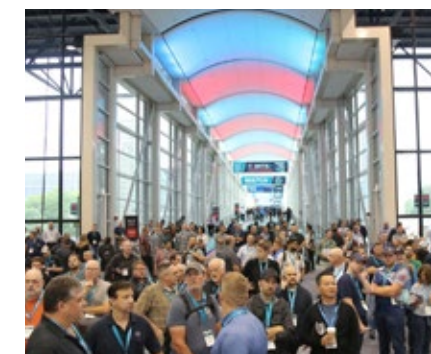
82

SITE VISITS
CONDUCTED

CONNECTING TO CHICAGO

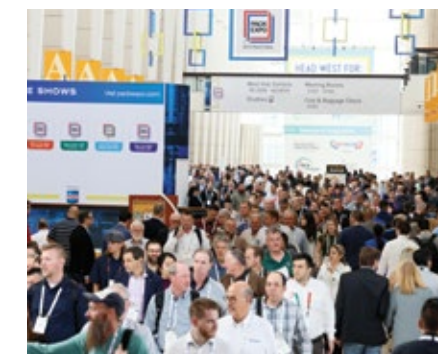
In 2022, Choose Chicago revived the Connecting to Chicago (C2C) Program, through which we connect convention clients to the vast intellectual capital present in Chicago's corporations, civic organizations, and charitable organizations. In 2022, we assisted six citywide clients with various marketing opportunities by making connections to the Chicago business community.

SELECT 2022 MEETINGS AND CONVENTIONS



IMTS 2022

In September 2022, Chicago celebrated the return of IMTS. With over 85,000 attendees in 2022, IMTS is the largest trade show hosted at McCormick Place and the 2022 show marked the successful return of this biannual event.



PACK EXPO International 2022

In October 2022, the PACK EXPO International returned to McCormick Place for their first event since COVID-19. The trade show was a success, pulling in more attendees (44,000 total) than the last conference in 2018!



AGU Fall Meeting 2022

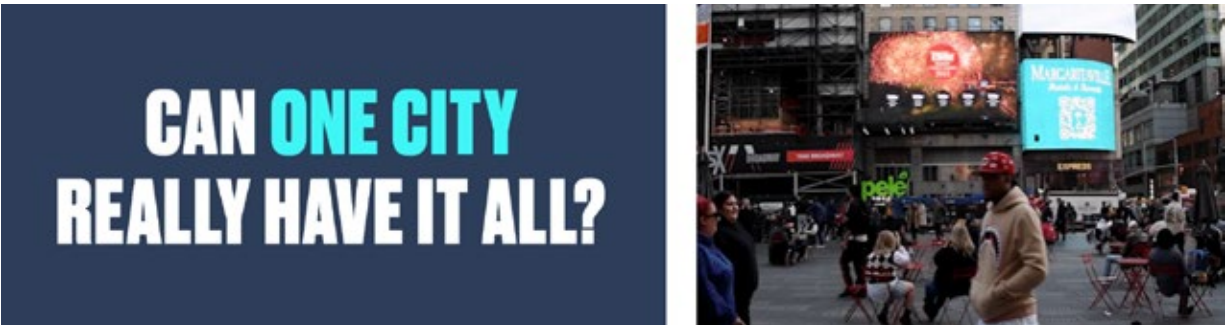
In December 2022, the American Geophysical Union (AGU) came to Chicago for the first time for their Fall Meeting. The successful event drew over 23,000 participants and was an exciting addition to Chicago's convention calendar.

MARKETING

The award-winning Choose Chicago Marketing Team employs a strategic mix of marketing activities, including advertising, content, and events, to inspire leisure and business travelers from across the globe to come experience our incredible city.

BEST BIG CITY

In October 2022, Chicago was voted the Best Big City in the U.S. by Condé Nast Traveler readers for an unprecedented sixth year in a row (2017-2022). To celebrate and raise awareness of this accolade, the team launched a campaign targeting local, regional, and national travelers, as well as the meeting professionals industry. The campaign ran across digital, out-of-home, and print channels, and included high-profile placements like a large-scale video screen in Times Square; banner ads across nytimes.com; highway billboards in Chicago; and digital screens in Los Angeles International (LAX) airport.



WHEN YOU GO YOU KNOW

In June 2022, Choose Chicago launched the When You Go You Know campaign to promote Chicago as a world-class, immersive, and inclusive tourism destination and drive overnight hotel stays. Capitalizing on consumers’ strong desire to travel again and take “the greatest of all trips,” the campaign is founded on the insight that Chicago is a city that is always transforming itself—and offers visitors rich experiences that will transform them. The campaign is running in key regional and national markets.



LEISURE CAMPAIGN* RESULTS

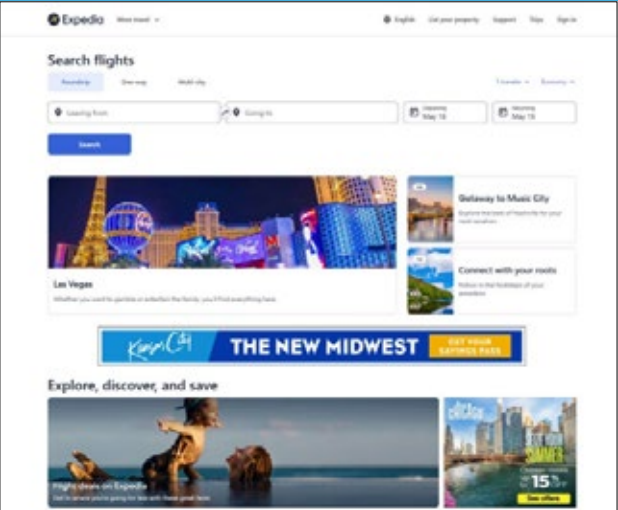
\$1.7M TOTAL MEDIA INVESTMENT

\$792M ECONOMIC IMPACT

598,418 INCREMENTAL TRIPS GENERATED

\$474 RETURN ON MEDIA INVESTMENT FOR EVERY \$1 SPENT

**Seize Your Summer campaign re-launched on April 18 and was replaced by the new leisure campaign, When You Go You Know, on June 15.*



EXPEDIA

Choose Chicago supported our hotel partners with an Expedia campaign to boost summer travel to Chicago. The campaign, which ran from late April to early September 2022, promoted bookings with our hotel partners.

4M TOTAL IMPRESSIONS

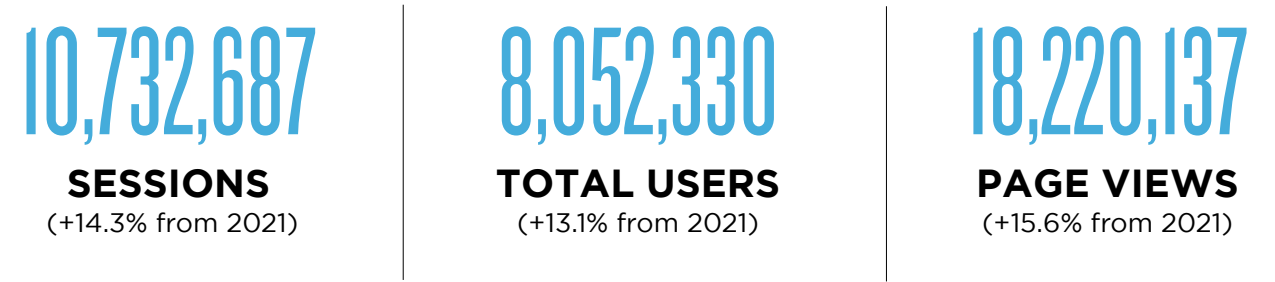
\$31M TOTAL HOTEL REVENUE GENERATED

63,000 ROOM NIGHTS ATTRIBUTED TO THE CAMPAIGN

\$389 RETURN ON MEDIA INVESTMENT FOR EVERY \$1 SPENT

CHOOSECHICAGO.COM

Choose Chicago's website, choosechicago.com, saw another record-setting year for total users, pages views, and sessions.



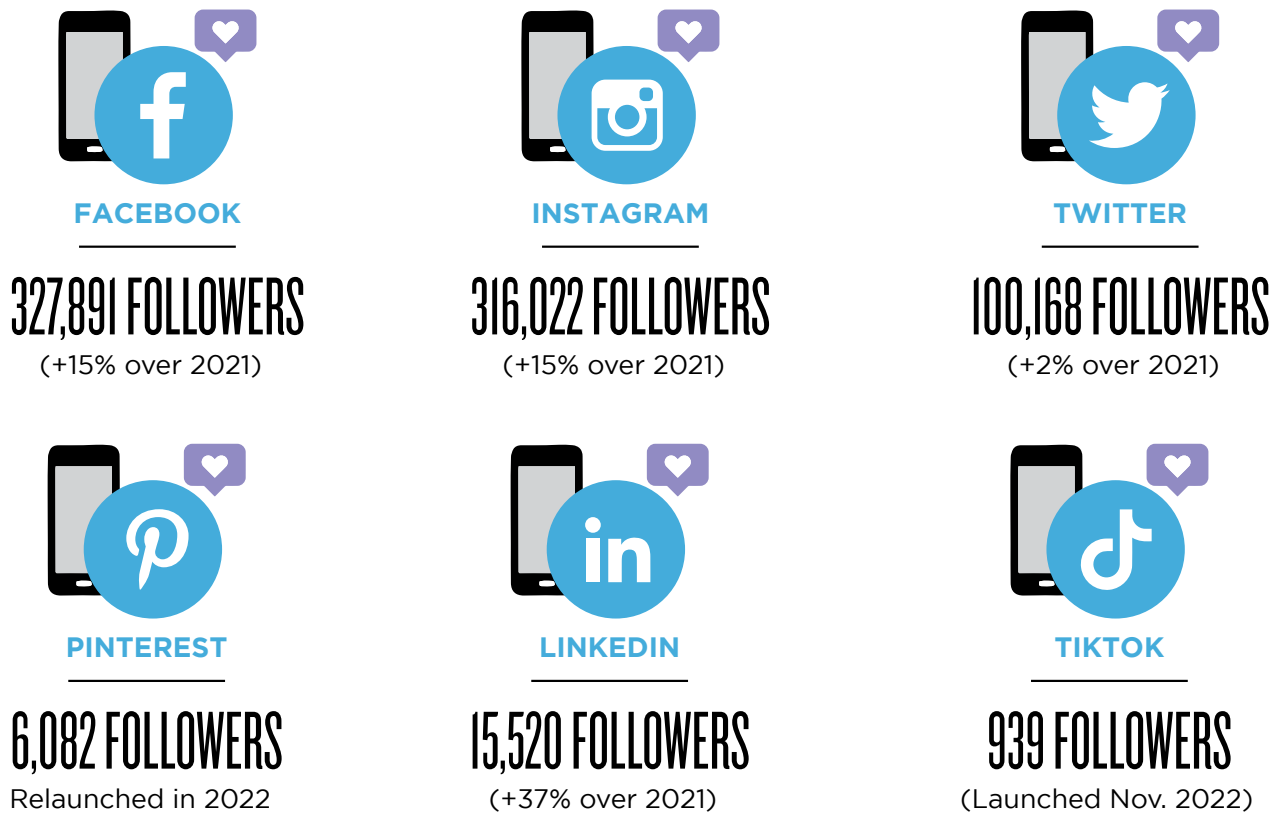
CHICAGO VISITORS GUIDE COVER

In collaboration with Miles Partnership, Choose Chicago unveiled a new look for the 2022 Chicago Visitors Guide—the cover featured an original work of art designed by Janell Nelson, a local artist of color. “The design intention for this cover was to echo the vibrant energy that’s in all of Chicago’s multifaceted communities,” said Nelson. The aim of the commissioned artwork was to positively influence and visually present the city of Chicago, supporting and promoting visitation of the greater Chicago area, including its diverse neighborhoods.



SOCIAL MEDIA

Choose Chicago’s social media accounts play a pivotal role in boosting awareness of and elevating the Chicago brand; supporting choosechicago.com content; and cultivating community engagement. Our team continued to build our followers and engagement across a variety of social media platforms with a particular focus on Facebook and Instagram—we exceeded our annual goal for growth and engagement on both platforms.



The Choose Chicago Marketing team won two Illinois Excellence in Tourism awards at the 2022 Illinois Governor’s Conference on Travel and Tourism—for Best Social Media Marketing and Best Tourism Marketing.

Choose Chicago launched our TikTok channel in early November. The team partnered with Matador Network, a travel industry leader for TikTok, on content creation and development of original videos to rapidly establish and grow our presence.





CULTURAL TOURISM

The Cultural Tourism Team is responsible for increasing awareness of, and visitation to, Chicago’s cultural institutions, events, attractions and neighborhoods by promoting travel to Chicago as a premier destination experience.

CHICAGO THEATRE WEEK

2022 marked the 10th year of Theatre Week, a partnership with the League of Chicago Theatres to highlight Chicago as a top theatre destination and drive value-priced ticket sales and attendance during the first quarter of the year, from February 17-27, 2022. Highlights included:

- 62 participating shows with 387 performances
- 10,500 Theatre Week tickets sold
- 11% of Theatre Week patrons came from beyond 50 miles of Chicago including 43 states.
- 82,891 visits and 256,430 pageviews on ChicagoTheatreWeek.com



CHICAGO GREETER

Launched in 2002, the Chicago Greeter program is a year-round service that offers visitors the opportunity to explore Chicago on a free guided walk of the city with enthusiastic and knowledgeable volunteers. 2022 highlights included:

- 1,100 Greeter walks completed
 - 2,500 total participants
 - 51.5% domestic visitors and 48.5% international visitors
- Launched a Neighborhood Pop-up series to celebrate the program’s 20th anniversary
- 23 walks conducted on Saturdays between Memorial Day and Labor Day, with 169 participants
- 202 InstaGreeter walks with 844 participants

CHICAGO FRIDAY NIGHT FLIGHTS

2022 marked the sixth season of Chicago Friday Night Flights, produced in partnership with the Illinois Craft Brewers Guild. The program highlights the best of Chicago’s craft beer scene through a series of tasting events showcasing neighborhood breweries. 2022 highlights included four events across the city:

- **May 27:** Kickoff event at Gallagher Way featuring 32 breweries and 1,583 tasting passes sold
- **June 24:** South Side event in Bridgeport featuring 9 breweries and 202 tasting passes sold
- **August 26:** West Loop event featuring 12 breweries and 435 tasting passes sold
- **September 16:** Ravenswood event featuring 15 breweries and 535 tasting passes sold



YEAR OF CHICAGO DANCE

In partnership with the Chicago Department of Cultural Affairs and Special Events (DCASE), the team executed an integrated digital marketing plan to drive awareness of the Year of Chicago Dance and highlight Chicago’s thriving dance community as well as special events and performances across various neighborhoods of Chicago. A dedicated campaign from May 11 through October 16 was an integral part of the marketing plan and led to:

- **6.1 million** impressions
- **124,029 pageviews** on YearofChicagoDance.com

THE BEAN

Choose Chicago’s AI chatbot “The Bean” was launched in August 2021 to enhance user experience and engagement on the website. The Bean’s persona can help users, or humans as The Bean calls them, plan their trip through a series of conversations with the iconic sculpture. The Bean’s main functions are searches for restaurants, attractions, and events, but it can also assist with lodging and navigating the city. 2022 highlights included:

- **68,195** total users and **35,389** non-dropped users
 - 48% drop-off rate
 - Q2 & Q3 drop-off rate reduced to 15.6%
- **97.5%** of attraction requests covered, +108.3% to goal
- **95.7%** of restaurant requests covered, +106.3% to goal
- **85.9%** of event requests covered, +101% to goal



“ WE DEFINITELY WENT TO SHOWS THAT WE WOULD NOT HAVE OTHERWISE GONE TO IF IT HAD NOT BEEN FOR THEATER WEEK. I PLAN A TRIP EACH YEAR TO CHICAGO JUST FOR THE PURPOSE OF EXPLORING THE PRODUCTIONS. THANK GOODNESS THEATER IS BACK!! ”

Chicago Theatre Week Ticket Buyer

NEIGHBORHOODS

Nothing sets Chicago apart from other destinations like the 77 vibrant community areas that make our city so exciting. Choose Chicago works directly with long-time residents, small businesses, and community organizations to ensure we are authentically representing every part of our city as we encourage visitors to come experience the neighborhoods we love and call home. No matter where you go, there’s something to do around every corner in this multifaceted “City of Neighborhoods.”



2022 HIGHLIGHTS

NEIGHBORHOODS FEATURED	ORGANIC REACH	PAID SEARCH	NUMBER OF CONTENT PIECES
30	>7.2M	>3.3M	453
NEIGHBORHOOD TOURISM BROCHURE MAPS	FREE PROFESSIONAL FOOD & SMALL BUSINESS PHOTOGRAPHY	CLICKS	
18	39	>120K	

MARKETING SUPPORT

- **Neighborhood Content Creators Program**
 - Choose Chicago works directly with neighborhood residents to promote the small businesses, events, parks, museums, public art, and other attractions that make Chicago so unique. We call these social media savvy residents our Neighborhood Content Creators and, thanks to them, we have truly authentic voices to help us promote Chicago on social media (and through digital ads based on this content).
 - Major Awards:
 - The Silver Trumpet Award from the Chicago Publicity Club
 - Gold Stevie Award from the American Business Awards
 - Best Influencer Marketing from the Public Relations Society of America (Chicago Chapter)
 - Choose Chicago has received a \$5.5 million American Rescue Plan Act (ARPA) grant from the City of Chicago to expand neighborhood marketing efforts from 2023 through 2025.



INNOVATIVE ACTIVATIONS WITH NEIGHBORHOOD PARTNERS

The Neighborhood Stop

Choose Chicago set up a retail kiosk, “The Neighborhood Stop,” at the Chicago Food Stop pop-up activation on the first floor of 875 N. Michigan Avenue (the former John Hancock Building) to bring a rotating set of locally made neighborhood products to a central retail brick-and-mortar. In December, as part of the first rotation, nine small businesses representing various Chicago neighborhoods were featured.

Tourism and hospitality industry networking

Choose Chicago sponsored the first-ever Neighborhood Pavilion at the Hospitality and Tourism Summit at Navy Pier, giving our neighborhoods an opportunity to pitch their communities to hotel concierges and other key industry decision-makers.

Support for special events

Choose Chicago provided over \$30,000 in sponsorship for neighborhood festivals and special events including Mole de Mayo, Fiesta Boricua, Bud Billiken Parade, Dragon Boat Race, Mexican Day Parade, Chicago International Film Festival Neighborhood Block Party, and more.

Featured neighborhoods

Nine neighborhoods were featured in Concierge Preferred’s bimonthly magazine as a part of our partnership with the publisher, with 75,000 copies of each issue distributed to hotel guests and airport visitors.

COMMUNITY LISTENING SESSIONS

Choose Chicago hosted a series of 10 community listening sessions in participating neighborhoods to identify neighborhood branding points and a list of points of interest to drive tourism to these neighborhoods. This also included expanding our work with the Obama Presidential Center to support neighborhood needs.



NEIGHBORHOOD TOURISM CONFERENCE

Choose Chicago hosted 70 neighborhood partners at the first annual Chicago Neighborhood Tourism Conference, where participants shared best practices and received access to new resources.

TASTE OF CHICAGO ALFRESCO

In 2022, Choose Chicago cut the ribbons on all the Chicago Alfresco locations. This program is an integral part of Choose Chicago's efforts to increase tourism to our neighborhoods and one pillar of the City's broader initiative to open streets and create outdoor spaces for dining, public life, community, arts, culture, walking, and biking. The program was launched in partnership with the Chicago Department of Transportation thanks to a generous \$2.5 million grant from Diageo North America. Fifteen neighborhood organizations created active community spaces that promote outdoor dining, highlight community-focused placemaking, and support community identity across the city. South and West Side communities received 76% of the funds.

CHICAGO ALFRESCO NEIGHBORHOOD LOCATIONS

- Austin
- Back of the Yards
- Belmont Cragin
- Beverly
- Chatham
- Humboldt Park
- Lakeview
- Little Village
- Logan Square
- Rogers Park
- South Chicago
- South Shore
- Uptown
- West Ridge
- Woodlawn





CHICAGO SPORTS COMMISSION

The Chicago Sports Commission recruits and supports high-profile, major sporting events that drive significant economic impact and positive media exposure for Chicago.



NASCAR CHICAGO STREET RACE

In 2022, the Chicago Sports Commission announced a three-year, first-of-its-kind partnership with NASCAR to hold the first-ever street race in NASCAR's 75-year history on the streets of Chicago. The first race weekend takes place July 1-2, 2023.



MAJOR 2022 EVENTS

NCAA MEN'S MIDWEST REGIONAL BASKETBALL CHAMPIONSHIP

MARCH 25 & 27, 2022
United Center

SAILGP SEASON 3

JUNE 16-18, 2022
Navy Pier and Lake Michigan

WNBA AT&T ALL-STAR GAME

JULY 8-10, 2022
Wintrust Arena & McCormick Place

AVP GOLD SERIES

SEPT 2-4, 2022
Oak Street Beach

PARTNERSHIP

Choose Chicago partners with over 1,300 local businesses, including meeting and event suppliers, restaurants, tours and attractions, hotels, retail, and cultural institutions. These partners are the foundation of our success as an organization and critical to the incredible hospitality experience Chicago delivers to tens of millions of visitors each year.

KEY PERFORMANCE METRICS

1,381 TOTAL PARTNERS

253 NEW PARTNERS

91% ANNUAL RETENTION

\$2M REVENUE

88 NEW WOMEN AND MINORITY-OWNED BUSINESS PARTNERS



PARTNER NETWORKING & EDUCATIONAL EVENTS

Partner events are one of many benefits that Choose Chicago provides to our partners to help them build relationships, increase awareness, and expand their professional knowledge. 2022 highlights included:

Growing Your Business Through Cultural Understanding

Seema Jain, Founder and CEO of Seva Global, shared how culture can impact communication when working with your teams, customers, or vendors. From body language to email etiquette to negotiating styles, this interactive presentation helped partners develop a positive attitude towards cultural differences.

Networking Opportunities

Partners enjoyed several opportunities to mix and mingle with industry colleagues and build meaningful relationships at some outstanding venues throughout the city. Locations for these events included Smoke Daddy Wrigleyville, Avli on the Park, and Five Iron Golf.

Partner Showcase

This biannual event held at McCormick Place brought together 45 exhibiting partners and hundreds of attendees eager to learn about new products, services, and venues to help them create memorable experiences for their clients.

Partner Engagement

Key Choose Chicago department representatives were available to network and build relationships with partners while sharing opportunities to work more closely together at this bi-annual event held at the Steppenwolf Theatre.

Hotel Symposium

At this detailed presentation to hotel partners, Choose Chicago leadership outlined our “Foundation for the Future” for the organization. Additionally, STR presented on industry performance across the U.S. as well as the Chicago central business district and comp set cities, and hotel partners learned key trends in the international traveler segment and meeting/convention markets.

Virtual Office Hours

This bi-monthly virtual event provided all partners an opportunity to engage with the Partnership Team to learn how to best leverage their Choose Chicago partnership.



STUDENT PARTNERSHIP PROGRAM

In 2022, Choose Chicago added 45 new student partners, growing our Student Partnership Program to over 100 participants. Student partners took part in educational and networking events with industry veterans exploring social media, meetings and conventions, food service, meeting/event suppliers, and more. 2022 highlights included:

- Launching our first-ever Student Shadow Day Program with 25 college/university students spending a day of learning and exploration at various partner organizations.
- Awarding four Future Leader Scholarship Awards totaling \$20,000 to help offset tuition and education expenses. Scholarships were provided by the Choose Chicago Foundation.



MEDIA RELATIONS

The Media and Influencer Relations Team generates worldwide print, online, broadcast, and social earned media coverage of Chicago as a destination. The team story-tells across the globe to domestic and international media and influencers as well as hosts them in Chicago to experience first-hand all that the destination offers. By hosting group trips and individual visits, traveling in-market to attend media marketplaces, hosting experiential media events and receptions in key cities, and more, Media Relations inspires readers, listeners, viewers, followers, and friends to travel to Chicago, the Best Big City in the U.S.



2022 HIGHLIGHTS

27.5M+ EARNED MEDIA VALUE OF COVERAGE GENERATED

3.6B+ READERS, LISTENERS AND VIEWERS REACHED

1.5K+ ARTICLES AND BROADCASTS FEATURING CHICAGO

220+ MEDIA AND INFLUENCERS HOSTED IN CHICAGO

450+ MEDIA AND INFLUENCERS SUPPORTED IN CHICAGO

GLOBAL INFLUENCER PROGRAM

The Media Relations Team leads Choose Chicago's global social media platforms in seven countries. In 2022, we hosted over 100 domestic and global social media influencers from seven key countries with a combined following of hundreds of millions across social media platforms including Instagram, TikTok, Twitter, and Facebook.

35.2K+ FOLLOWERS
INSTAGRAM

116.6K+ FOLLOWERS
FACEBOOK

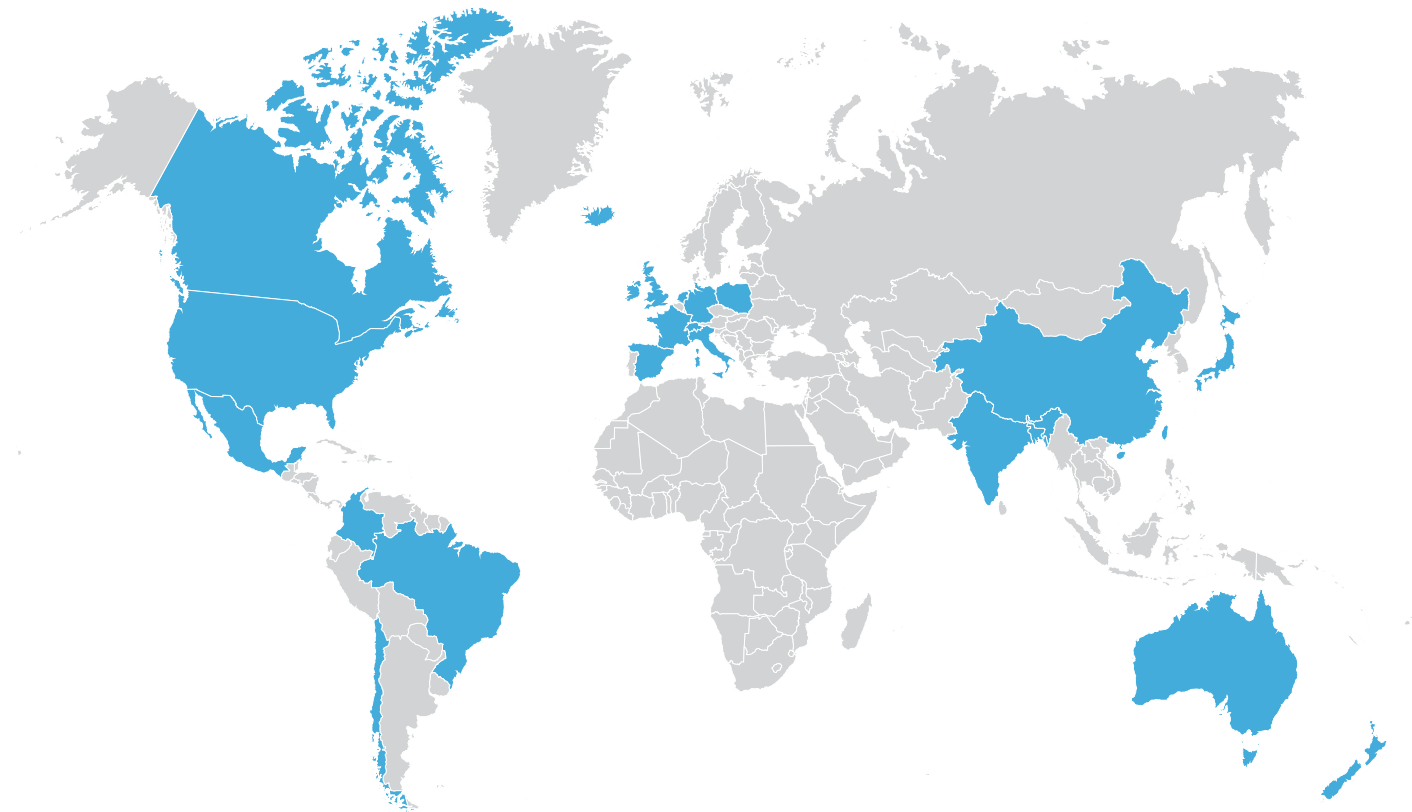
2.9K+ FOLLOWERS
WECHAT

579.9K+ FOLLOWERS
WEIBO



GLOBAL DEVELOPMENT

The goal of the Tourism and Global Development Team is to increase inbound travel tourism both domestically and internationally by working with travel trade such as tour operators, receptive operators, land operators, wholesalers, OTAs (online travel agencies such as Expedia), and airlines. As domestic and international destinations gradually reopened after quarantines and travel restrictions, we saw the return of domestic in-person trade shows while international markets continued to meet virtually for appointment-based trade shows with key travel decision-makers.



Rather than being limited by international border travel restrictions, Choose Chicago, in partnership with Brand USA (destination marketing organization for the U.S.), continued to educate travel trade through our online Chicago Partner Pod on the Brand USA Global Marketplace digital platform. This virtual Marketplace helped the U.S. travel community engage with the global tourism industry while international travel was limited.



2022 HIGHLIGHTS

FAMILIARIZATION TRIPS

Familiarization trips, or FAMs, are trips in which we fully host tour operators and airline route managers in Chicago. The trips are our most important sales tool as they give travel decision-makers a firsthand experience of Chicago. Throughout 2020 and 2021, we could not host any FAMs due to travel restrictions and lack of international flight availability. In 2022, with the return of international flights, we hosted 13 FAMs, totaling 140 tour decision-makers and airline route managers from Australia, Canada, France, Germany, Ireland, Italy, Mexico, and Switzerland.

TRADE SHOW PRESENCE

In 2022, the Choose Chicago Global Development Team participated in the following domestic and international trade shows:

- **ABA** (American Bus Association) **Marketplace**
- **Brand USA Americas Virtual Tradeshow**
- **Brand USA UK and Europe Virtual Tradeshow**
- **Brazil's Diversa Discover USA**
- **IPW in Orlando** – Chicago will be hosting in 2025
- **NTA** (National Tour Association) **Travel Exchange**
- **Routes Americas in collaboration with the Chicago Department of Aviation**
- **RTO East Coast** (Receptive Tour Operator)
- **RTO West Coast** (Receptive Tour Operator)
- **SYTA** (Student Youth and Travel Association)

CHICAGO RESTAURANT WEEK

Chicago Restaurant Week celebrated its 15th anniversary in 2022 and continued to offer visitors and locals an exciting opportunity to experience the city's diverse dining scene. For more than two weeks, participating restaurants showcased special prix fixe menus to hundreds of thousands of diners across the city and suburbs.



17 DAYS
OF DINING

36 NEIGHBORHOODS
REPRESENTED

\$18.9M
ECONOMIC
IMPACT

72
FIRST TIME
PARTICIPATING
RESTAURANTS

33
SUBURBAN
RESTAURANTS

345
PARTICIPATING
RESTAURANTS

527,000
DINERS SERVED

64
WOMEN/MINORITY-
OWNED RESTAURANTS

CHICAGO RESTAURANT WEEK EVENTS

LET'S TALK AND CELEBRATE!

In honor of International Women's Day, Let's Talk Womxn Chicago (LTWC) and Choose Chicago hosted an exciting event to kick off Chicago Restaurant Week called "Let's Talk & Celebrate". Nearly 300 guests experienced an evening of world class dining, cocktails, dancing, and a panel discussion featuring 25 local LTWC entrepreneurs.



CHICAGO RESTAURANT WEEK X IMMERSIVE FRIDA KAHLO

Fifty-five social media influencers and media and 200 consumer guests joined Choose Chicago to experience the brand new Immersive Frida Kahlo experience while enjoying sweet and savory bites from 10 Chicago Restaurant Week neighborhood restaurants, in addition to cocktail pairings, champagne, wine, beer, and non-alcoholic beverages.



CHICAGO RESTAURANT WEEK EVENTS

RESTAURATEUR APPRECIATION EVENT

As a token of our gratitude, Choose Chicago invited our participating Chicago Restaurant Week dining partners to enjoy a night out on us. Restaurateurs mixed and mingled with each other and event sponsors while enjoying food pairings, beverage, and entertainment at the bustling Time Out Market.



COMMUNITY GIVING

Choose Chicago was thrilled to continue our annual charitable efforts and honor local organizations making an impact in the culinary community. In celebration of the Chicago Restaurant Week 15th anniversary, Choose Chicago, in partnership with Society Insurance, awarded \$15,000 collectively to three individual charities, each receiving \$5,000. Congratulations to The Abundance Setting, FoodHe.Ro and Growing Home, who continue to drive change in their communities and create opportunities and career paths for individuals.

THANK YOU TO OUR 2022 CHICAGO RESTAURANT WEEK SPONSORS

- 97.1 The Drive
- SHE 100.3
- 101.9 The MIX
- Acqua Panna®
- CTA
- The Glenrothes
- The James Beard Foundation
- Metra
- OpenTable
- Pace
- Regional Transportation Authority
- S.Pellegrino®
- Smithfield Culinary
- Society Insurance
- Southern Glazer’s Wine and Spirits

JAMES BEARD AWARDS

Choose Chicago, along with the Illinois Restaurant Association as the co-host, was proud to mark the return of the in-person James Beard Awards ceremonies in 2022. For the first time, Chicago hosted all ceremonies, including the Restaurant and Chef Awards, Leadership Awards, and the addition of the Media Awards.

- 9 Chicago nominee finalists
- Erick Williams, Owner and Executive Chef of Virtue Restaurant & Bar, was named Best Chef in the Great Lakes Region
- \$10,000 contribution made to the James Beard Awards Scholarship Fund for a Chicagoland culinary student
- 32 events hosted throughout Chicago in restaurants and venues in support of the James Beard Awards

The Restaurant and Chef Awards was hosted by acclaimed Chef Kwame Onwuachi at the Lyric Opera of Chicago.



EQUITY, DIVERSITY, AND INCLUSION

At Choose Chicago, we “Choose Compassion” and are committed to fostering an inclusive and respectful work culture made up of a brilliant mix of people because we are equally different. Our Equity, Diversity, and Inclusion (EDI) Team was founded in 2021 with the goal of strategically promoting equity, diversity, and inclusion via five pillars of focus — education, professional development, policy, community engagement, and storytelling through marketing and media.

2022 HIGHLIGHTS

EDUCATION AND TRAINING

We prioritized EDI at Choose Chicago through the following trainings and educational sessions:

- All-staff EDI Training - Identity in the Workplace
- Implicit Bias & Systemic Racism Training for new hires
- Three e-newsletters distributed to partners and staff
- Three Live Talks for staff, featuring EDI expert guest speakers
- Choose Compassion Employee Resource Group continued to ensure that EDI is present across our entire organizations

SOCIAL MEDIA AND MARKETING

In 2022, Choose Chicago created dedicated website and social media posts to celebrate heritage months, drive visitors and locals to diverse cultural attractions, and promote Chicago’s accessible tourist options.

Only in Chicago Website spotlights highlighting our diverse business community received over 17,000 page views, and dedicated Instagram posts led to hundreds of thousands of impressions and engagements:



BUD BILLIKEN PARADE	143,679 IMPRESSIONS 5,952 ENGAGEMENTS
PRIDE MONTH	45,021 IMPRESSIONS 3,423 ENGAGEMENTS
JUNETEENTH	26,200 IMPRESSIONS 700 ENGAGEMENTS
AAPI HERITAGE MONTH	23,610 IMPRESSIONS 716 ENGAGEMENTS
DISABILITY AWARENESS MONTH	21,941 IMPRESSIONS 562 ENGAGEMENTS



COMMUNITY ENGAGEMENT

EDI Apprenticeship Program

- The EDI Apprenticeship Program, in partnership with United Airlines, is designed to build a diverse talent pipeline in the tourism industry. Our 2022 Apprentice, Jameelah Hargrove, completed over 600 hours of work experience at Choose Chicago and United Airlines.
- Choose Chicago partnered with the Chicago Urban League to give presentations on career paths in the industry to elementary and high school students.

Illinois Hispanic Chamber of Commerce Business Expo

- Choose Chicago exhibited at the IHCC Business Expo, fostering connections with diverse and Latino-owned businesses.

Pop-Up Tour of Chatham

- Choose Chicago partnered with the Chicago Greeter Team and Greater Chatham Initiative to hold the first greeter tour of the Chatham neighborhood.

Choose Chicago Student Tourism Day

- Choose Chicago partnered with Chicago Scholars and Libby Elementary to plant seeds of career paths in hospitality and tourism to 36 participating 6-8th grade students and high school seniors.





PUBLIC POLICY & COMMUNITY AFFAIRS

The Choose Chicago Public Policy & Community Affairs Team builds relationships with our elected officials throughout the State and ensures that they understand the importance of tourism in Chicago. The department works to support policies and legislation that help the tourism industry in Chicago and Illinois to grow and remain a backbone of the City and State’s economies.

In 2022, our Public Policy & Community Affairs Team was pivotal in securing funding for the organization from our state government. In addition, the department helped to secure passage of House Bill 268, a landmark legislation which allows Convention & Visitor Bureaus in Illinois to create Tourism Improvement Districts in their respective municipalities.

HOSPITALITY HIRES CHICAGO

Choose Chicago and our partners spearhead Hospitality Hires Chicago, a hiring initiative launched in 2017 that connects job seekers in Chicago to opportunities in the local hospitality sector.

Since its inception in 2017, over 400 employers have participated in Hospitality Hires Chicago, extending over 900 conditional offers to job seekers.



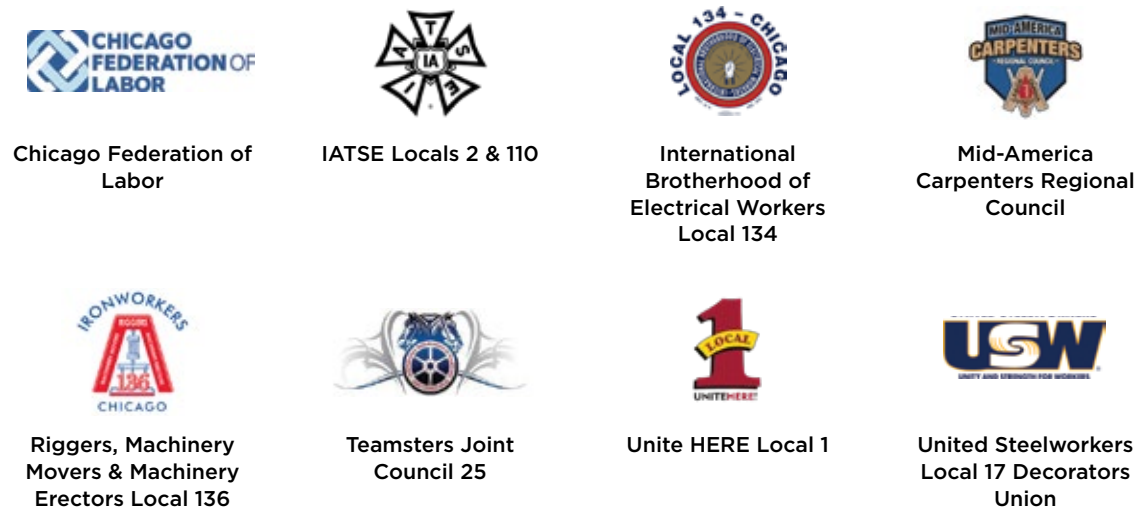
STRATEGIC PARTNERSHIP

Thank you to our 2022 Strategic Partners for their unmatched level of commitment to the city of Chicago and our hospitality industry. The support of our Strategic Partners is essential to maintaining our success and ensuring that Chicago remains the premier destination for leisure and business travelers.



UNION PARTNERS

Choose Chicago and the entire tourism and hospitality industry thanks the Chicago Federation of Labor and all of our union partners for their support and service.



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Sylvia Garcia

Acting Director, Illinois Department of
Commerce & Economic Opportunity

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President & Business Manager,
International Union of Operating Engineers
Local 399

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