

all for the **LOVE**★ of **CHICAGO**

To our visitors: You know Chicago as a city that exceeds expectations — with world class restaurants, unforgettable neighborhoods, vibrant culture, unmatched sports and music, and experiences you won't find anywhere else. You also know that every great city faces challenges. Chicago is no different. But what sets us apart is how hard we work every single day to become better — stronger, safer, more welcoming — for you and for the people who call this city home.

To our neighbors and stakeholders: You are our greatest commodity. You are truly extraordinary. From enduring Chicago winters to basking in autumn's sunsets, our Midwestern grit is unbending. It is your community pride that sets us apart while broadening the shoulders on which we stand.

To our partners and employees: We see you. The thousands of you who work tirelessly in hospitality, tourism, meetings and events — the ones who greet, service, guide and host with pride. We know how much of yourselves you've invested in building this industry, and we know the headlines sometimes feel like they diminish that work. But this city's story is yours to tell. Stand tall. Because Chicago is not defined by optics or politics. It is defined by the people who make every visit extraordinary.

To the world watching: Don't mistake the noise for the truth. Chicago is bigger than the narratives spun on cable news and social feeds. It is millions of everyday acts of hospitality, creativity and resilience. It is a city that has welcomed the world for generations — and isn't slowing down now.

Chicago is never done — and never outdone. It is, and it will remain, one of the greatest cities in the world. And we can't wait to welcome you.

allfortheloveofchicago.com

CHICAGO

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