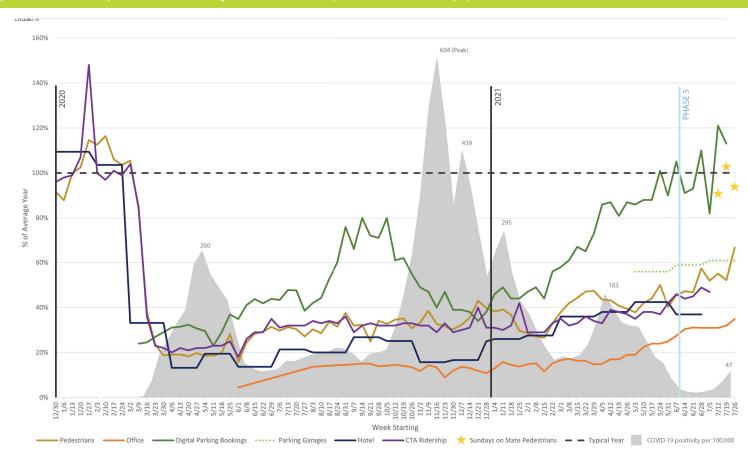# JULY BY THE NUMBERS

To help you better understand the recovery status of the Loop neighborhood, Chicago Loop Alliance (CLA) has compiled data from multiple sources.

Pedestrian impressions hit their most promising numbers since before the pandemic's impact, with the help of Chicago Loop Alliance's open streets event series, Sundays on State, and Lollapalooza, increasing to 66% of 2019 levels in the last week of the month. Three stars appear on the graph to show Sundays on State pedestrians compared to the same Sundays in 2019. During the July 18 event, pedestrian visitors exceeded a normal year. Visitors to the Sundays on State event area ranged from 62,000 to over 70,000 per event for the first three events. In July, pedestrian visitors to State Street in the Loop surpassed one million per week for the first time since March 2020.

Chicagoland's office occupancy rose to 36% of normal. Outside of Texas, Chicagoland and the Philadelphia metro area lead the nation in office human occupancy rates. Parking garages increased service operations to 61% of 2019 levels in July, and digital parking bookings for the first time recorded week-over-week volumes of over 100% to end July. Preliminary CTA data suggests that ridership dropped slightly, but data for the majority of the month was unavailable at the time of this report's publication—including during Lollapalooza. Hotel occupancy in June dipped slightly to 37%, but is expected to show increases for July with the return of major events like the Chicago Auto Show and Lollapalooza. This data is always provided one month behind.

YEAR OVER YEAR

Pedestrian Data: Chicago Loop Alliance's pedestrian counters track pedestrian activity on State Street. Eighteen counters are located on the east and west sides of State Street from Wacker to Ida B. Wells and count each time a person enters onto State Street. These pedestrians could be employees, visitors, shoppers, residents, students, etc.

Sundays on State Pedestrians: Chicago Loop Alliance's pedestrian counters track pedestrian activity on State Street. Sundays on State Pedestrians measures visitors in the event area, during the event time (11 a.m. to 8 p.m. on State Street from Lake to Madison) compared to the same Sunday in 2019.

Office Human Occupancy: Occupancy data is for all of Chicagoland and comes from Kastle Systems International. It is calculated as the percentage of people physically in office buildings compared to the same week in 2019.

Digital Parking Bookings: Digital Parking Bookings identifies on-demand reservation services and is calculated as the percentage of parking spots occupied in the Loop compared to the same week in 2019. The data is aggregated based on all Loop parking spots from two anonymous Loop-wide parking operators.

Parking Garages: Parking Garages are the aggregation of self-reported occupancy rates from at least two anonymous Loop-wide parking operators. The figure averages the most recently available occupancy rates for the last week of every month, as compared to occupancy rates at the same time in 2019.

Hotel: Numbers are based on hotel room occupancy of 15 Loop hotels, provided by STR, Inc

CTA Ridership: Ridership is calculated as the percentage of rides on both trains and buses each week compared to the same week in 2019. Source: Chicago Transit Authority and/or Regional Transit Authority

THE IMPACT OF SUNDAYS ON STATE

Chicago's most iconic street, State Street, closes to traffic from Lake to Madison on select Sundays this summer and transforms into an open street full of surprises. Chicago Loop Alliance's Sundays on State event series invites attendees to come together with neighbors from every Chicago community and beyond for a free, interactive block party, while safely enjoying art, culture, active recreation, shopping, food, drinks, and local attractions. It's a way to experience everyone's neighborhood, the Loop, like never before.

The three goals of Sundays on State are to accelerate the economic recovery of the Loop, unite the community and create joy.

82% of attendees would refer a friend to come to the Loop for Sundays on State

71% visited a Loop business or landmark before, during, or after each event (spending an average of $213 each at Loop businesses)

65% say event positively affected their overall feelings about the Loop

12 states and over 150 zip codes, including every neighborhood in Chicago, are represented in Sundays on State attendees