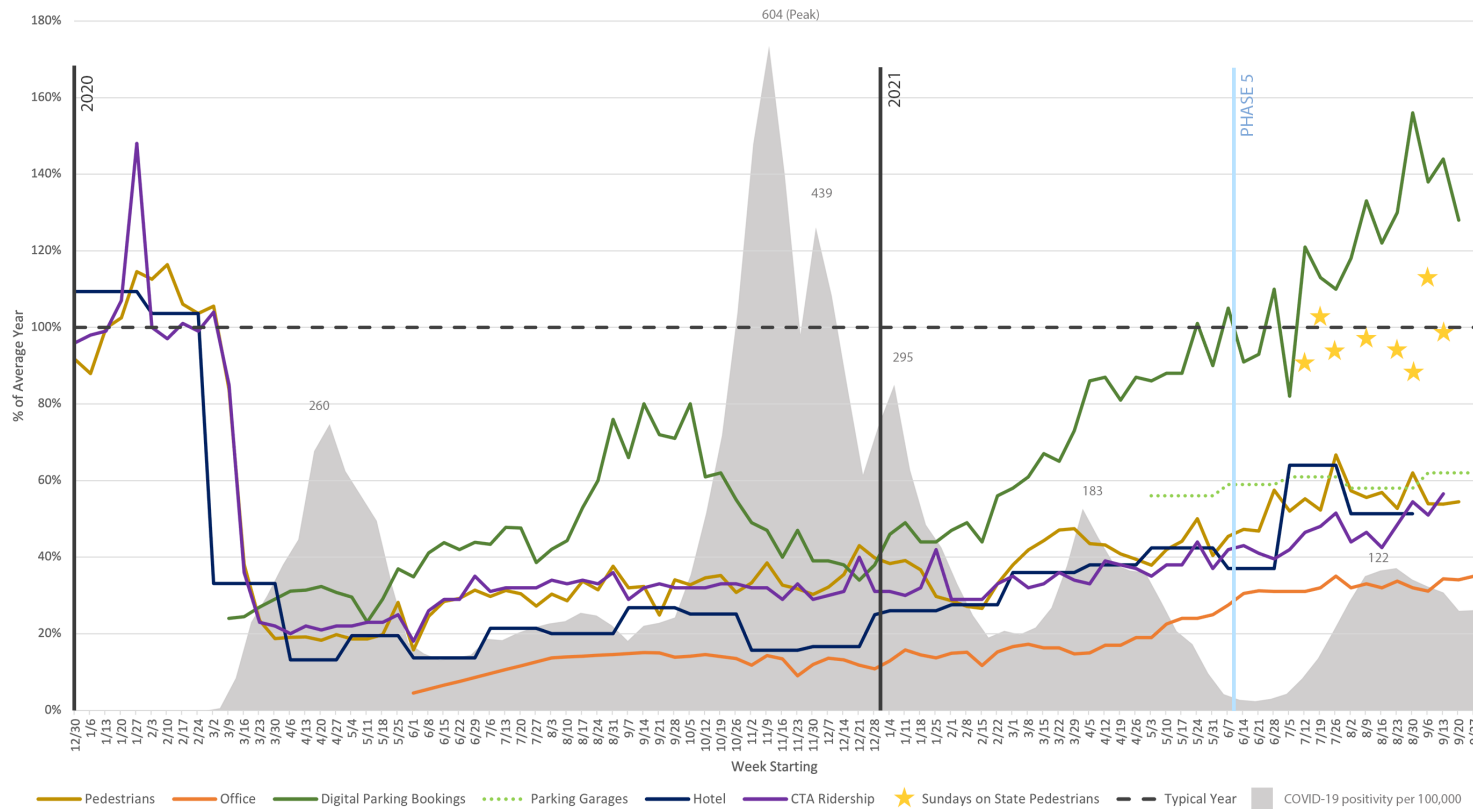


# SEPTEMBER BY THE NUMBERS

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

In September, pedestrian impressions on State Street saw a jump over Labor Day weekend and remained steady overall, staying over 50% of normal levels. The opening of Urbanspace's first Chicago food hall, at State and Washington, is expected to contribute to continued increases in foot traffic. Eight stars appear on the graph to show Sundays on State pedestrian counts compared to the same Sundays in 2019. The two September events met or exceeded normal pedestrian levels, and overall these summer events saw pedestrians within 11% of normal.

Chicagoland's office occupancy rose back to 35% of normal, matching the record in July 2021 for the highest rate since the pandemic began. This is likely due to the decline in COVID-19 positivity and workers returning from summer vacations. The recent news that SMS Assist, LLC, signed a long-term lease to move from the Magnificent Mile to the Loop in Q1 2022 is further indication of growing confidence in the Loop office market. Along with office occupancy rates, parking garage occupancy rates increased to 62% of 2019 levels. Digital parking bookings have been over 100% of normal levels for 11 weeks, showing that the Loop continues to attract visitors to the many open venues and experiences downtown. As theaters kicked off their 2021-22 seasons in October, parking and pedestrian metrics are expected to rise, all other factors remaining equal. Preliminary CTA data suggests that ridership also trended upward in September, hitting 57% of normal. Hotel occupancy in August fell but stayed above 50% of normal, which was expected after major July events like the Chicago Auto Show and Lollapalooza. This hotel 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