



**FOR IMMEDIATE RELEASE**

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**Chicago's newest neighborhood is HERE!**

*McCormick Square creates a shared identity to support economic development and neighborhood vitality*

CHICAGO – Metropolitan Pier and Exposition Authority (MPEA) today is announcing the launch of McCormick Square. Chicago's newest neighborhood, [McCormick Square](#) offers the complete event experience with exhibition, meetings and hotel space, and a new Hotel and Event Center opening in 2017 with other entertainment and tourism options under development. McCormick Square will serve as a catalyst for economic growth and help enhance the vitality of the surrounding neighborhoods including the revitalization of the historic Motor Row Entertainment District.

The MPEA will unveil the McCormick Square concept and the newly designed logo at today's City Club of Chicago luncheon. In her remarks, MPEA CEO, Lori Healey, will detail the current developments underway at McCormick Square.

"The addition of the Event Center and the Marriott Marquis Chicago, coupled with the Hyatt Regency, McCormick Place, and the exciting tourist attractions planned nearby, McCormick Square is becoming a destination rather than just a building," said Healey.

These enhancements continue to build upon the current offerings on campus. With the combination of two hotels and an event center, McCormick Place is now able to book events and shows that weren't previously possible.

“Our sales team has already booked three events that we would not have been able to compete for without these additions to our campus – and we still have about 18 months of construction ahead of us. McCormick Square is already delivering on its promise to provide more in one centralized location,” said Healey.

The new events include the American Baseball Coaches Association coming to McCormick Place in 2022 and 2026, Property Loss Research Bureau coming in 2021 and the large corporate meeting Genentech will take place in 2018. These events alone will bring an estimated 31,000 room nights to the area with a total estimated economic impact of almost \$26 million.

“As McCormick Square continues to grow and expand, it will be a boon for our neighborhood, Chicago, and Illinois overall,” said Ald. Pat Dowell, 3<sup>rd</sup> Ward. “This new rebranding will further energize the ongoing revitalization of this new neighborhood that connects with Motor Row, the South Loop corridor, Prairie District and the expanding Bronzeville neighborhood.”

We envision the new neighborhood will continue to evolve into a much sought after destination that will offer something for everyone,” said Healey, “With almost 3,000 jobs on campus, we bring economic development opportunities as well as vocational training through a partnership with the CPS Southside Occupational Academy. The McCormick Place Rooftop Garden provides sustainable local agriculture producing seasonal harvest that yields 8,000 pounds of vegetables annually, and we are thrilled to continue to partner with the South Loop Farmer’s Market this summer.”

“We look forward to welcoming new and returning visitors to McCormick Square,” said Healey. “Looking ahead, we are gearing up to be part of the Chicago Community Trust’s “On The Table” discussion in May, the Chicago Architecture Foundation’s Open House in October and will announce more opportunities to welcome you to our new neighborhood.”

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**About McCormick Square:** McCormick Square is built on a vision of entertainment, growth and economic stability for the surrounding neighborhoods and communities. Offering the complete event experience with exhibition and meeting space, hotels, and entertainment within walking distance, *McCormick Square* will drive job growth and community revitalization. Learn more at [www.mccormicksquarechicago.com](http://www.mccormicksquarechicago.com) or follow us on Facebook, Twitter, and Instagram.

**About Metropolitan Pier and Exposition Authority:**

The Metropolitan Pier and Exposition Authority owns McCormick Place, the largest exhibition and meeting facility in North America, as well as the Hyatt Regency McCormick Place Hotel. Together, the North, South and West Buildings and Lakeside Center offer 2.6 million square feet of exhibition space. Located along Chicago's lakefront, McCormick Place features 173 meeting rooms, the 4,249-seat Arie Crown Theater and one of the largest ballrooms in the world.