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December 11, 2020

Alderman Brendan Reilly  
121 N LaSalle St,  
Chicago, IL 60602

Alderman Brian Hopkins  
1400 N Ashland Ave,  
Chicago, IL 60622

Dear Alderman Reilly and Alderman Hopkins,

SOAR (Streeterville Organization of Active Residents) supports the Magnificent Mile Association's application for a SSA designation. The Magnificent Mile area from Oak Street to the Chicago River is a critical area for the Streeterville neighborhood. Its health and vitality significantly affect neighborhood residents and we believe that its continuance as a world class destination is critical to the quality of life and community as well as residential property values. During these unprecedented and challenging times, we support providing necessary incremental resources that an SSA designation will provide to the area. For the health of the city of Chicago, it is imperative that the Magnificent Mile Association continue to operate and maintain their status as a world class destination for residents and visitors to Chicago.

Michigan Avenue commercial and retail properties were already under stress when the Covid 19 pandemic hit. Coupled with two rounds of looting and countless protests, it has lost its luster as a destination. The safety and well-being of residents and visitors to the area are critical elements of the SSA program and will assist in improving conditions. This is our neighborhood shopping district for residents. The area's reputation desperately needs to be reinvigorated to attract visitors and tenants to the area. These extra funds from the SSA are a good start to the reactivation and restoration of this significant part of the city of Chicago. We understand that funding will not be generated from condominium properties, but specifically from commercial properties.

It is our hope that these additional funds from the SSA program will be approved and that the Magnificent Mile Association will start to restore the area's reputation and bring residents and visitors back in support of this once world class destination.

Sincerely,

Deborah Gershbein  
President

cc: Kimberly Bares  
SOAR Board of Directors  
Robert Kearney  
Lisa Ryan

**Streeterville Organization of Active Residents**