



Impact Report

2022-2023



www.navypier.org



A wide-angle photograph of the Chicago skyline across a body of water, with Navy Pier in the foreground. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The city's skyscrapers are silhouetted against the light sky. In the foreground, the green lawn and walkways of Navy Pier are visible, along with a concrete pier structure. A white horizontal line is positioned to the left of the title text.

Our Mission

Navy Pier is the People's Pier, Chicago's lakefront treasure, welcoming all and offering dynamic and eclectic experiences through partnerships and programs that inspire discovery and wonder.



Our Vision

Contributing to the economic vitality of our city by:

- Serving as a platform for artists and community organizations, and a venue for audiences from around the world.
- Strengthening local entrepreneurs and businesses by facilitating direct-to-consumer opportunities, interactive marketplaces, and tailored tenant business partnerships.
- Sustaining 3,000+ jobs annually, including 700 union-represented jobs and proudly serving as a first employer for hundreds of young people.



Enhancing our community by:

- Fulfilling our commitment to being a mission-driven nonprofit organization continually working toward providing community impact and accessibility.
- Partnering with local cultural organizations to provide free and unique experiences that showcase the diversity of Chicago's artistic landscape.
- Stewarding Navy Pier's over 100-year history as a space made to celebrate moments and create memories that inspire, entertain, educate, and connect.

DEIA Strategic Framework

Navy Pier's first Diversity, Equity, Inclusion and Accessibility (DEIA) Framework starts with an honest and intentional look inward, ensuring growth opportunities for the many people who make Navy Pier a welcoming platform for all. The Pier recognizes that our employees are the action drivers whose needs must be prioritized if they are to create positive impacts that reverberate throughout the community we serve.

The Framework establishes measurable, actionable goals, while considering the plan a “living document” open to future adaptations.

The areas of focus are:



Recruitment & Retention



Equity & Work Culture



Leadership Development



Community Engagement

While embracing the tenets of the DEIA framework, Navy Pier is committed to providing a space for challenging conversations alongside opportunities for learning to facilitate greater understanding and growth for staff, stakeholders, partners, and guests.

The full DEIA Framework is available on navypier.org.

Navy Pier's Community Engagement strategy is built upon the pillars of Accessibility, Equitable Workforce, Authentic Partnership & Collaboration, and Educational Heritage Programming.





2022-2023

Arts, Culture, and Engagement Programming

Philanthropic support of Navy Pier provides performance opportunities for thousands of arts partners and engaging cultural experiences for millions of guests each year.



In 2022 and 2023, Navy Pier proudly presented a combined 493 free Arts, Culture, and Engagement programming events, including:

- | | |
|---|--|
| After School Matters Teen Showcase | Light Up The Lake |
| Bastille Day | Little Amal with Chicago Shakespeare Theater |
| Blues Christmas | Live on the Lake! |
| Brazil 201 Festival | Mexico Fest |
| Chicago Children's Museum Family Days | Navy Band Great Lakes, Independence Day Tribute Concert |
| Chicago Dance Month Opening Celebration | Navy Pier Pride |
| Chicago International Puppet Theater Festival | Noche Caribeña |
| Chicago Live! | Pier Dance |
| Chi-Soul Fest | Pier Fitness: Rush Hour Cardio |
| Derrick Adams' Funtime Unicorn | Pier Fitness: Sunset Yoga |
| Design Museum of Chicago: Field Day | Rhythm World |
| Diasporal Rhythms: Perspective | Sequence Ch!cago |
| Fresh Fest | Skyline Sessions |
| Global Connections: Holi | "The Growing Room" presented in partnership with Lyric Unlimited |
| Global Connections: International Carnivale | Water Colors |
| Global Connections: Lunar New Year | Water Flicks |
| Housegiving | Wave Wall Moves |
| International Day of Yoga | Wave Wall Wax |
| LatiNxt | |



Scan here for a full list of event performers.



Impact Highlight: Partners and Programs



600+

opportunities to attend a free Arts,
Culture, and Engagement programs



6,000+

participating individual artists



8M+

guests have opportunity to
experience free programs





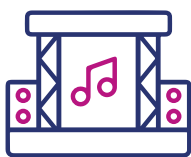


Chicago Live!

Since its inception in 2021, Chicago Live! has provided access to world-class cultural experiences and focused a spotlight on Chicago's vibrant performing arts organizations. This visionary festival drives economic development for the cultural sector, elevates our city's global profile, and connects local artists and ensembles with thousands of new audience members each year.



541
Artists



66
Performances



22 Hours
of free cultural programming

In 2023, Navy Pier introduced the Chicago Live Community Engagement Program. The initiative created opportunities for individuals from all backgrounds to take part in free classes and workshops in their neighborhoods and to learn from Chicago's performing arts groups before watching them perform at the festival. Twelve arts organizations participated, with free activities taking place over a two-week period leading up to Chicago Live!

Chicago Live! is made possible by the generous support of:





Chicago Live! Artists and Ensembles

About Face Theatre
Actors Gymnasium
Adrian Dunn Singers
Aerial Dance Chicago
Aloha Chicago
American Blues Theatre
Ayodele Drum & Dance
Ballet Folklorico Sones Mexicanos
The Baton Show Lounge
Black Ensemble Theatre
Blue Man Group
Brave Soul Movement
Breakbeat Creatives
Celeda
Chi Arts
Chicago Children's Theatre
Chicago Dance Crash
Chicago Fringe Opera
Chicago Human Rhythm Project
Chicago Opera Theater
Chicago Philharmonic
Chicago Repertory Ballet
Chicago Samba
Chicago Shakespeare Theater
Chicago Sinfonietta
Chicago Symphony Orchestra
Chicago Tap Theatre

Congo Square Theatre
Create With No Limits
Culture Shock Dance Chicago
Danceworks Chicago
Dee Alexander
Deeply Rooted Dance Theater
Denise Savas
Dj Readerz
Emmet Otter's Jug Band Christmas
Ensemble Español
Filament Theatre
Forward Momentum Chicago
Giordano Dance Chicago
Happiness Club
Hiulet
Hubbard Street Dance Chicago
Io
Joel Hall Dancers
Khary Laurent
Kokandy Productions
Korean Performing Arts Institute
La Escuelita Bombera De Corazon
Lyric Opera of Chicago
Mandala South Asian Performing Arts
Meher Dance Company
Melody Angel
Mercury Theater Chicago

Momenta Dance
Muntu Dance Theatre
Natya Dance Theatre
Nico Rubio Three Thirty Three
Old Town School of Folk Music Donna Herula Band
PARA.MAR Dance Theatre
Poetry Foundation
Porchlight Music Theater
Puerto Rican Arts Alliance
Red Clay Dance
Remy Bumpopo Theatre Company
Ron Haynes Gamechangers
The Seldoms
Soul Children of Chicago
South Chicago Dance Theater
Svet
Teatro Zinzanni
Theo Ubique Cabaret Theatre
Third Coast Percussion
Too Much Molly
Trinity Irish Dance
Victor Garcia
Visceral Dance
Water People Theatre
Yin He Dance

Global Connections

The Global Connections Series returned in 2022 and 2023, highlighting cultural celebrations from around the world. Made possible through partnership with ComEd, each year Navy Pier hosts Lunar New Year in January, International Carnivale in February, and Chicago's largest Holi celebration to mark the arrival of spring in March.



Year-Round Programming

Free cultural experiences that elevate Chicago artists and complement Pier-wide attractions and partner tenants included Skyline Sessions and Live on the Lake live music performances, Water Flicks Outdoor movie series, Wave Wall Wax DJ sets, Pier Dance movement lessons, Pier Fitness cardio and yoga classes, and annual festivals such as Chi-Soul Fest, LatiNxt, and Pier Pride. These programs transform Navy Pier into the People's Pier and highlight the vibrancy and diversity of all of Chicago.

Public Art

Navy Pier continues to envision new programs and gathering spaces through public art exhibits that foster dialogues and give space to those who transform the cultural and historical legacy of Chicago. In exhibiting public art installations throughout the Pier, we have been able to give space to celebrate those who make up the iconic threads in the fabric of Chicago.



Stories of Survival: Object. Image. Memory

In partnership with Illinois Holocaust Museum & Education Center, this powerful exhibition showcased the personal artifacts brought to America by Survivors of the Holocaust and seven other genocides, including those in Armenia, Bosnia, Cambodia, Iraq, Rwanda, South Sudan, and Syria. Curated as an outdoor experience in Polk Bros Park, guests were encouraged to reflect on their own family's journeys and those of refugees – experiences that remain ever so relevant today.

(Spring 2022)



The State of Sound: A World of Music from Illinois

Presented in collaboration with the Abraham Lincoln Presidential Library and Museum, this engaging exhibit highlighted the Illinois musicians, radio stations, instruments, and contributions to production equipment that have shaped sonic history. Rare treasures from Muddy Waters, REO Speedwagon, Cheap Trick, Earth Wind and Fire, Smashing Pumpkins, and more illuminated our state's incredible contributions to America's musical legacy.

(Summer 2023)



PERSPECTIVE

This exhibition of fine contemporary Black art celebrated the 20th anniversary of Diasporal Rhythms, the nation's seminal Black art collective. Dedicated to expanding an appreciation for contemporary Black art created by artists and makers of the African Diaspora, PERSPECTIVE featured the work of Paul Branton, George Crump, Susan Clinard, Woodrow Nash, Candace Hunter, and many more.

(Fall 2023)

Tenant Partnership and Engagement

Navy Pier's Tenant Partnership and Business Development Initiatives continue to evolve through Pier-wide activations, interactive marketplaces, and financial resources.

Navy Pier's tenant and vendor community is comprised of nearly 300 businesses and entrepreneurs.



60%

are women-owned businesses



57%

are minority-owned businesses



90%

are locally-owned businesses



86%

are small businesses

From Table to Kiosk (and Beyond)

The Women's LIVE Artist Studio (WLAS) sits as a vibrant creators' hub in the Fifth Third Bank Family Pavilion. What began as a table at a 2021 Neighborhood Artisan Market, has now evolved into a permanent kiosk, dedicated to showcasing the artistic talents of more than 30 local women artists. Co-founders Dana Todd Pope and Martha A. Wade host daily live art demonstrations and seasonal workshops, encouraging guests to observe the creative process in action and engage with multiple representations of identities in visual art.

Museums can be intimidating to people. When you can put art in a space that is the norm for everyone or something that most people are going to do, it feels like it's something that you can be a part of. Navy Pier is such a great space for that type of accessibility, allowing people to see that you can do this, too."

- Gretchen Jankowski, printmaking professor at Governors State University and member of the WLAS community

The WLAS has been selected to participate in the world-renowned Venice Biennale 2024, one of the most recognized and esteemed art exhibitions, drawing art enthusiasts, collectors, and curators from all corners of the globe.



Scan here for a full list of artisan market vendors.



Community Engagement

Navy Pier's Community Rides program and employee advancement initiatives fulfill our mission's commitment to offer dynamic and eclectic experiences and meaningfully contribute to the economic vitality of our city.

Community Rides

The Community Rides program annually provides over 10,000 Centennial Ferris Wheel tickets and transportation stipends to local schools and nonprofit organizations. During 2022 and 2023, 165 community organizations benefitted from this program.

Employee Workforce Initiatives

As a first employer for hundreds of young people annually, the Pier is proud to support staff members as they develop skills that will serve them in the careers they pursue. Navy Pier's Guest Experience team are the frontline faces of the Pier and comprised of dedicated individuals from diverse backgrounds across Chicagoland.



Diana Gomez

Guest Experience Specialist

I started working at Navy Pier as a guest service staff member and did that for many years. After years in that position, I was offered my current position as a Guest Experience Specialist. I have seen the organization change and grow in many ways including new programs for different cultures and ages that encourage more people from different places come and visit us. My favorite part of working at the Pier are the people from different parts of the world as well as the locals that I get to meet and talk to. If I could recommend one program or event to a visit, I would choose the Centennial Wheel, and also the free music concerts and fireworks in the summer.



Darian Davis

Guest Experience Manager

As November approaches, I'll be celebrating 12 years of my journey at Navy Pier. Over the years I have worn different hats and have taken on diverse roles within the organization. From stock and inventory to shuttling guests around as a driver and eventually training others to do the same, each role has been a stepping stone in my growth. Today, as part of the management team, I've gained a profound appreciation for the vital role our department plays in shaping the guest experience at the Pier. One of the most fulfilling aspects of my role at the Pier is mentoring and training new staff members. Many of them are entering the workforce for the first time, and I find great joy in guiding them through this transition into the real world. Being able to impart knowledge and skills that will serve them beyond their time here is incredibly rewarding.



Southside Occupational Academy

One thing that we focus on, as our students will say, is their 'ability' and not their 'disability' or their 'cans' and not their 'can not's.' Navy Pier has hired our students after graduation, which is just a huge accomplishment and makes us thankful for Navy Pier.

Southside Occupational Academy (SOA) is a CPS vocational school for students between the ages of 16-22 in the West Englewood community dedicated to helping young people transition into the work force by providing hands-on job training and vital vocational skills.



Operating Results

Revenues

	2022	2023
Philanthropy & Sponsorships	\$5,906,426	\$6,674,792
Partner Leases	\$12,356,410	\$14,776,803
Arts, Culture & Engagement Programming	\$1,976,706	\$743,828
Pier Park Amusements	\$12,061,298	\$14,420,724
Parking	\$11,680,545	\$13,028,041
Facility Event Rental	\$13,962,684	\$14,540,124
COVID-19 Relief	\$8,000,000	\$3,000,000
Other	\$236,051	\$561,115
Total Operating Revenues	\$66,180,120	\$67,745,427



7,954,353

2023 attendance

7,198,287

2022 attendance

Expenses

	2022	2023
Arts, Culture & Engagement Programming	\$7,031,423	\$5,742,672
Facility Operations	\$13,039,230	\$14,967,359
East End Operations	\$13,323,544	\$12,801,673
Facility Maintenance & Housekeeping	\$6,194,268	\$6,603,493
Safety & Security	\$4,696,888	\$5,146,872
Guest Experience	\$3,757,407	\$4,319,976
Marketing & Communications	\$4,051,810	\$4,093,454
Fundraising	\$1,628,514	\$1,481,824
Administration	\$5,570,127	\$6,609,505
Total Operating Expenses	\$59,293,210	\$61,766,828

*Operating surplus funds debt service and capital expenditures



Fundraising —

As a nonprofit organization, philanthropic contributions are crucial to the operations and evolution of Navy Pier. From individual gifts to corporate sponsors, government funding and foundation support, our programs, events, and community partnership initiatives would not be possible without support from our donors.

2022

A New ExPIERience

Gathering in Pier Park and the Fifth Third Bank Family Pavilion, A New ExPIERience was a celebration of the Pier's post-pandemic recovery. We were honored to thank and elevate to Life Trustee the incomparable Norm Bobins, Donna LaPietra, and John Schmidt, as well as Peoples Gas, for their enduring partnership and commitment to our mission.



2023

A Legacy ExPIERience

A record-breaking Legacy ExPIERience Gala raised more than \$1.5 million and welcomed 600 guests, as we celebrated the work of two powerful forces that have built on Chicago's legacy and helped transform Navy Pier: Chair Emeritus Bill Brodsky and Chicago Shakespeare Theater.

The Navy Pier Associate Board

Navy Pier Associate Board members serve as ambassadors of Navy Pier and support our mission through fundraising events, advocacy, volunteer service, and professional engagement.

A note from Jon Leach and Nick Vallorano

The Navy Pier Associate Board is passionate about the community and feels a connection to Navy Pier's mission. In 2022 – 2023 we broke fundraising records with Toast to the Pier, our annual whiskey tasting and The Lakefront Loop, our annual 5K. We played a part in A Legacy ExPIERience by organizing the first ever raffle at a Navy Pier Gala. We are committed to supporting Navy Pier's free arts, culture, and engagement events throughout the year. As the Pier continues to evolve, the Associate Board is excited to continue to play a key role in shaping what the future looks like.

Associate Board Event Highlights



Toast to the Pier

In partnership with Slightly Toasted, the Navy Pier Associate Board's annual whiskey tasting fundraiser, Toast to the Pier helps support Navy Pier's free and accessible cultural experiences and economic development programs year-round. Between 2022-2023, Associate Board members raised \$20,000 in support of the Pier's nonprofit mission.



Lakefront Loop 5K and Kids Dash

Permanently earning its name in 2023, The Lakefront Loop is the only 5K completely contained on the Pier using the Northwestern Medicine Wellness Way Fitness Trail. Sponsorship, registration fees, and in-kind donations all go toward supporting the Pier's arts and cultural programming, as well as Navy Pier's community outreach efforts. Participants broke records in 2023, with over 150 runners joining the race and over \$35,000 raised.







Navy Pier Passport

Following years of guest feedback and collaboration, the Navy Pier Passport membership program was launched in 2023. Pier Passport Annual Pass holders enjoy discounts on parking, free tickets for the iconic Centennial Wheel, plus rotating discounts and perks at restaurants and attractions, all while supporting the mission of Navy Pier.

With four levels to choose from, embarking on your Navy Pier adventure is now easier than ever.

SPARK	SPIRIT	ANCHOR	ICON
\$65	\$85	\$150	\$195
(2) Centennial Wheel Tickets	(4) Centennial Wheel Tickets	(6) Centennial Wheel Tickets	(8) Centennial Wheel Tickets
(2) \$10 Parking Discounts	(4) \$10 Parking Discounts	(6) \$10 Parking Discounts	(8) \$10 Parking Discounts
Rotating Discounts and Perks	Rotating Discounts and Perks	Rotating Discounts and Perks	Rotating Discounts and Perks
Navy Pier Cooler Bag	Navy Pier Cooler Bag	Navy Pier Cooler Bag	Navy Pier Cooler Bag
Exclusive Newsletter	Exclusive Newsletter	Exclusive Newsletter	Exclusive Newsletter
	Invites to Special Events	Invites to Special Events	Invites to Special Events
			Pier Impact Report Recognition



Scan here to purchase your Pier Passport and join today.

2022 & 2023 Partners and Contributors

Thank you to the following individuals, corporations, and foundations who supported Navy Pier January 1, 2022 – December 31, 2023

PIER-WIDE PARTNERS



FIFTH THIRD
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CONTRIBUTIONS

\$100,000 +

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Local 2 IATSE
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Suzet McKinney

Richard S. Price

Jorge Ramirez

Bridget Reidy

Smita Shah

John H. Simpson

Eric Smith

Syreeta Harris Strickland

Emily Heisley Stoeckel

Kelly R. Welsh

Phil Wilmington

LIFE TRUSTEES

Norman Bobins

William J. Brodsky, *Chair Emeritus*

Donna La Pietra

James R. Reilly*

John R. Schmidt

**In memoriam*

Executive Leadership Team

As of June 1, 2024

Marilynn Kelly Gardner
President & CEO

Jeff Brown
Chief Financial Officer

Chona Maglaya
Chief of Staff

Brian Murphy
Chief Operating Officer

Arnaldo Rivera
Chief Administrative & Equity Officer

Associate Board

As of June 1, 2024

Nick Vallorano
Co-Chair

Qjana Nelson
Co-Chair

Bill Fritz
Vice Chair

Jon Leach
Past Chair

Melanie Wang
Secretary

Steven Mahr
Treasurer

Nike Levando Birman

Michael Bower

Kristin Bradshaw

Ivan Brown

Clay Carter

Patrick Cotter

Christine DeSousa

Wyatt Esteves

Conor Gee

Dexter Guthrie

Sydney Gutilla

Alexis Hardy

Rachel Hatch

Matthew Hong

Corinth Jackson

Joe Jacobs

Taylor Kimmons

MaToya Marsh

Carm McDonald

Danielle Parker

Toraal Sexton

Emanuel Smith

Shayla Smith

Courtney Valleau

Robert Vechiola

John Wober

Tom Zyer

Navy Pier On-Site Tenant Partners

As of June 1, 2024

Amazing Chicago's Funhouse Maze	IDOF Fresh Mediterranean & SALT Halal Burgers
America's Dog & Burger	Iris Galerie
Amri Juice Bar	It'Sugar
Art-K-Texture	Jimmy Buffet's Magaritaville Bar & Grill
Bar Sol Mariscos	Jojo's ShakeBAR
Beat Kitchen Cantina	Kilwin's Chocolates
Ben & Jerry's	Lirica
Best Gift Idea Ever	Magnetic Attraction
Big Bowl Chinese Express	Making History
Big Bus	McDonald's
Big City Chicken	MW's Stackable Rings
Bike and Roll Chicago	Offshore Rooftop
Billy Goat Tavern & Grill	Oh Yes Chicago!
Build-A-Bear	Pepper Palace
Chicago Children's Museum	Potbelly Sandwich Shop
Chicago Children's Museum Store	Reunion by Chef Art Smith
Chicago Elite	Seadog Speedboat Rides
Chicago Shakespeare Theater	Shoreline Charters
Chicago Sport & Novelty	Shoreline Sightseeing
Chicago Sunglass Co.	Shoreline Water Taxi
Ciccio Italian Sandwiches	Snow Dragon Shavery
Completely Nuts	Spirit of Chicago
Confidence Apparel	Spirit of Navy Pier
Cotacachi Handy Crafts	Starbucks
Dippin' Dots	Swanqee
Dockside	Tall Ship Windy
Dr. Herbal's Organic Haircare	Te'amo Boba Bar
Faces In Focus	The Municipal General Store
Fairways Indoor Golf	The Navy Pier Store
Flyover in Chicago	The Neighborhood Urban Gift Shop
Frankie's Pizza By The Slive	The Odyssey
FRIO Gelato	The Original Rainbow Cone
Garibay Tamales	This Socks!
Garrett Popcorn	WBEZ Radio
Giordano's Pizza	Windy City Ribs
Harry Caray's Tavern	Women's LIVE Artist Studio









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