

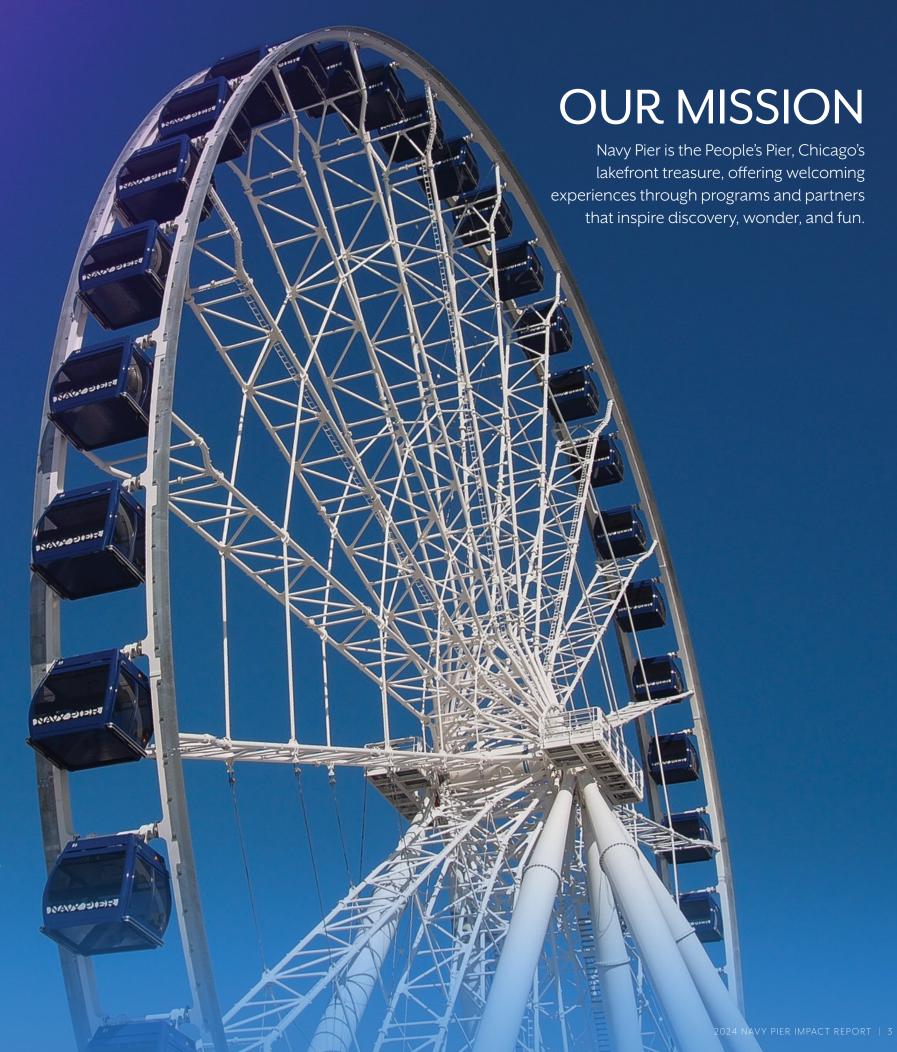
Impact Report

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OUR VISION

A global model of urban waterfront excellence, Navy Pier is an ever-evolving, sustainable, vibrant and inclusive landmark that showcases Chicago's unique character while setting new standards for public spaces that foster connection, creativity, and civic pride.







365 days of inspiring discovery & wonder





4 new
Pier Passport
levels



2024 AT A GLANCE



44,138 firework shells deployed





342 free arts, culture, and tenant partnership programs



230 cultural partners



Voted as one of USA TODAY's 10 Best Reader's Choice Awards for Best New Attraction, Flyover opened in March 2024 to resounding success. With its immersive flying journeys and captivating storytelling offering unique perspectives of the Windy City's iconic landmarks, Flyover has captured the imaginations of guests and connected them with the people, stories, architecture, and culture that make Chicago truly spectacular.



12,188
free Centennial
Wheel tickets
provided to
community
groups

145 local entrepreneurs featured in our Artisan Markets



2024 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 2024, Navy Pier proudly presented a combined 214 free Arts, Culture, and Engagement events, including:

- **Bastille Day**
- Blessing of the Fleet
- Chicago Christmas Tree Ship
- Chicago Dance Month Opening
- Chicago International Puppetfest: Free Neighborhood Tour
- Design Museum: Field Day
- Global Connections: Holi
- Global Connections: International Carnivale
- Global Connections: Lunar New Year
- Housegiving
- International Day of Yoga
- **Jettway Tours**
- Lakefront Games,
- LatiNxt
- Light Up The Lake
- Live on the Lake!
- Mexico Fest

- Navy Day
- Navy Pier Pride
- Perspective Presents: ARTSMART
- Pier Dance
- Pier Fitness: Rush Hour
- Pier Fitness: Sunset Yoga
- Shakespeare in the City
- Skyline Sessions
- Slightly Spooky
- Summer Block Parties Summer Fireworks
- Swing Into Summer
- Taste of Sunshine
- Tunnel of Love
- Water Flicks
- Wave Wall Moves
- Wave Wall Wax Winter Discos
- Winter Fireworks and Drone Shows
- Winter Workshops

GLOBAL CONNECTIONS

Lunar New Year

In February, Navy Pier transformed its Aon Grand Ballroom into an immersive celebration of the Year of the Dragon. 4,200 guests enjoyed traditional and contemporary performances from local Asian artists, food from local vendors, and interactive arts and crafts activities.

International Carnivale

Navy Pier's International Carnivale represents traditions from the more than 50 countries that celebrate Carnivale worldwide. In 2024, the Pier presented 2,500 attendees with art-making activities, food, and performances from across Latin America, the Caribbean, Europe, and North America.



Holi

Navy Pier hosts Chicago's largest Holi celebration each year, gathering 6,200 attendees in 2024. Alongside live performances by Chicago-based Indian dance companies, musicians, and DJs, guests celebrated the Hindu holiday with powder throwing in Navy Pier's Beer Garden.

Mexico Fest

In May, Navy Pier partnered with the General Consulate of Mexico in Chicago and the Governments of Chihuahua, Nayarit, and Querétaro to host its weekend-long Mexico Fest. The event included a 30+ vendor mercadito experience, art workshops, and performances from local Mexican artists.

Navy Pier is grateful to our 2024 Global Connections sponsors: ComEd, Chicago Sister Cities International, the Sue Ling Gin Foundation Trust, and Patel Brothers.

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2024

PUBLIC ART AT THE PEOPLE'S PIER



Art Spheres (Mexico Fest)

SPRING 2024

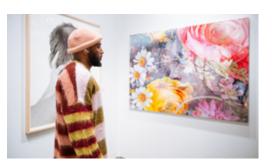
Five sphere sculptures reaching up to two meters in diameter were displayed at the Peoples Energy Welcome Pavilion for twelve days in May in connection with Mexico Fest 2024. The spheres were crafted and painted by the most renowned potters of Mata Ortiz, a city in Chihuahua, Mexico, and displayed figures and images from the city's culture.



Chicago: Home of House Exhibit

DESIGN MUSEUM OF CHICAGO | SPRING - FALL 2024

Curated by the Design Museum of Chicago and the Vintage House Show Collective, Chicago: *Home of House* illustrated the history of Chicago House music, paying homage to the young Black and Latino artists who pioneered the genre.



EXPO CHICAGO

APRIL 2024

The 11th edition of EXPO CHICAGO drew 35,000 visitors across the four-day art fair. The annual event feaured 170 leading art galleries from 29 countries and 75 cities. It also included public panel discussions between artists, art directors, and other arts professionals.



To Sit A While

SUMMER 2024

To Sit a While, a permanent gift to Navy Pier from the Lorraine Hansberry Initiative, celebrates the life and work of playwright and civil rights leader Lorraine Hansberry. Located in Polk Bros Park, it features a figure of Hansberry surrounded by five lifesize bronze chairs and invites the public to pause with her and reflect.



Towards

SUMMER 2024

Towards by artist Samuel Stubblefield tells the stories of Americans who work to make a positive difference in their communities and country. The project merges instrumental music, spoken word interviews, and videos of interviewees displayed on five LED walls.



CHICAGO

The largest free performing arts festival in the Midwest returned for its fourth year with an incredible lineup of Chicago's best theater, music, and dance, including event headliner Jeff Tweedy. Celebrating Chicago's vibrant arts and cultural scene, this free event proudly presented a record-breaking 110 performances across the Pier over two days.

1,038
Artists participated

110

Pier-wide performances

51

Hours of free cultural programming

29

Hours of workshop programming

Chicago Live! with its week worth of live performance programs is made possible by the generous support of:



PE PLES GAS







CHICAGO LIVE! ARTISTS AND ENSEMBLES

- 8Matik Records
- About Face Theatre
- · Aerial Dance Chicago
- Akbar (Jesse De La Pena Groove Lounge)
- Andrea Love
- Angl3 (Jesse De La Pena Groove Lounge)
- Ballet Folklorico De Chicago
- · Ballet Folklorico Xochitl
- · Blue Man Group
- Boom Crack! Dance Company
- Cabinet of Curiosity Events
- Calculated Discomfort
- · Cerqua Rivera Dance Theatre
- · Chicago Children's Theatre presents: Adventure Sandwich
- · Chicago Dance Crash
- · Chicago Fringe Opera
- · Chicago Human Rhythm Project
- · Chicago Metropolitan Symphony Orchestra
- · Chicago Philharmonic
- Chicago Repertory Ballet
- Chicago Samba
- Chicago Shakespeare Theater
- Chicago Sinfonietta
- Closed Sessions
- Culture Shock Chicago
- Daiae
- · DanceWorks Chicago
- Dee Alexander
- · Deeply Rooted Dance Theater
- · Delmark Records
- Denita Inez
- Derrick Carter
- · Dirty MF (Jesse De La Pena Groove Lounge)
- DisFest
- DI Ca\$h Era
- · DJ Lady D
- DJ Psycho-Bitch
- D| Readerz
- Drag City
- · Ensemble Español Spanish Dance Theater
- Eric Williams & Silver Room Productions
- Felicia Fields
- Fiddlerock!
- Forward Momentum
- Four Star Brass Band
- Galapagos 4
- Ginger Minj
- Giordano Dance Chicago
- Hedwig Dances
- Hiplet
- House of DOV
- Hubbard Street Dance Chicago
- Jeff Tweedy
- · Jesse De La Pena Groove Lounge
- Jimmy Munoz (Jesse De La Pena Groove Lounge)
- · Joel Hall Dancers
- Joffrey Ballet
- · KarmaThreesixty (Jesse De La Pena Groove Lounge)
- Katie Yohe

- Kevin Epperson (Jesse De La Pena Groove Lounge)
- Kokandy Productions
- Korean Performing Arts
- Kuumba Lynx' Juke 4 Liberation Performance Ensemble
- Lil' Ed (Alligator Records)
- · Linda Clifford
- Liquid Soul
- Little Fire Artist Collective
- Lucky Plush
- Mario Smith (Jesse De La Pena Groove Lounge)
- Matter Dance Company
- Meher Dance Company
- Michael Serafini
- Momenta Dance Company
- Movement Revolution Dance Crew
- Muntu Dance Theatre
- Nick Moss (Alligator Records)
- Nonstop (Jesse De La Pena Groove Lounge)
- Numero Group
- Oliv Blu
- · Otherworld Theatre
- Para.Mar Dance
- Porchlight Music Theatre
- Puerto Rican Arts Alliance
- Pumpin Pete (Jesse De La Pena Groove Lounge)
- Ralphi Rosario

Ron Carroll

- Red Clay Dance Company
- · Ron Haynes Game Changers
- Second CityShawn Christopher
- Shubukai
- · Soul Children of Chicago
- South Chicago Dance Theater
- ST!ZO (Jesse De La Pena Groove Lounge)
- Susan Myers
- Suzanne Palmer
- · Teatro Zinzanni
- Tellin' Tales Theatre

 The Disch Francisch A. T.
- The Black Ensemble TheaterThe Frankie Knuckles Foundation
- The Happiness Club
- · The O'My's & Friends
- · The Seldoms
- Theo Ubique Cabaret Theatre

Trinity Irish Dance Company

- Tickled Pink: Mancini at 100
- · Too Much Molly
- Urbanized Music Victor Garcia
- · Visceral Dance Chicago
- · Winifred Haun & Dancers
- Yin He Dance



DISFEST AT CHICAGO LIVE!

In 2024, Navy Pier partnered with disability performing arts organization ReinventAbility to present DisFest at Chicago Live!, making this edition the most accessible festival to date. Complimentary services for guests with disabilities included an accessible shuttle, a low-sensory respite space, and ASL interpretation on multiple stages.

This year's DisFest performances included music by Calculated Discomfort, acts by Tellin' Tales Theatre, and dancing from Momenta Dance Company.

This project was supported in part by the National Endowment for the Arts.





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TENANT PARTNERSHIP & SMALL BUSINESS **ENGAGEMENT**

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



2024 IMPACT **STATISTICS**

72 On-site **Tenant Partners**

- 69% Local businesses
- 69% Small businesses
- 33% Women's business enterprise
- 32% Minority business enterprise

NAVY PIER SMALL BUSINESS ACCELERATOR PROGRAM

2024 marked the launch of the Navy Pier Small Business Accelerator Program. Presented by BMO and produced in partnership with Sunshine Enterprises, the program featured three main objectives:

- Equip small business owners with essential skills in e-commerce, financial forecasting, and marketing
- Facilitate networking connections between vendors, industry experts, and potential partners
- Provide vendors with a premier platform to showcase and sell their products to a broad audience at Navy Pier's 2024 Holiday Markets

Ten local vendors were empowered to elevate and grow their businesses. This comprehensive program provided training, networking, and a platform for these entrepreneurs to showcase and sell their products at Light Up The Lake's holiday artisan marketplace.



Damon Lamar Reed was announced as a 2025 Choose Chicago Artist of the Year

2024 Navy Pier Small Business Accelerator Inaugural Program Cohort

Creativiti Custom Designs and Events

Ticina Williams

Damon Lamar Reed Enterprises

Damon Lamar Reed

Gaia Designs by Q

Quianda James

Hemp Heals Body Shop Inc

Tiffany Joi O'Neal

Kingston James and Company

Tanya Scruggs

MapMan Chicago

Roger Archie

My Beautiful Fluff

Brittany Washington

PetTee Apparel

Takina De Lacy

The Romel Collection

Anthony Lighthall

Wine Night Game

Taelor Smith

COMMUNITY ENGAGEMENT

Community rides

Navy Pier's Community Rides program fulfills our commitment to connect Chicagoans with their city and each other.

The Community Rides program offers free Centennial Wheel tickets to local schools and nonprofit organizations, each year distributing 10,000 complimentary tickets to more than 100 program participants. To ensure that accessibility is never a barrier, transportation stipends are awarded to qualifying organizations.

Past recipients include The Boys & Girls Club of Chicago, Grant A Wish, Inc, YWCA of Metropolitan Chicago and Mercy Home for Boys & Girls. Community Rides is generously supported by Cboe and exemplifies Navy Pier's unwavering commitment to showcasing the magic of Chicago for all.



12,188

Centennial Wheel tickets provided through the 2024 Community Rides program 148

Number of organizations served through the 2024 Community Rides program \$24,250

Amount in transportation stipends distributed in 2024

EMPLOYEE SPOTLIGHT

Navy Pier's Guest Experience members are the frontline faces of the Pier. These dedicated individuals from diverse backgrounds and neighborhoods across Chicagoland are at the heart of Navy Pier's commitment to always put the guest experience first.



NoeLoni V. Adams

GUEST EXPERIENCE MANAGER

I started at Navy Pier as a part time seasonal Guest Services Representative when my children were only four years old and six months old! What now seems like forever ago, the Main Desk was a top priority to open promptly at 8:00AM and I was here early and ready to go every shift. When the Guest Services and Pier Park Departments merged, I became one of three of the first full-time Managers in the Guest Experience Department. I have been working at Navy Pier for going on 12 years now and I have seen a multitude of changes from the installation of Polk Bros Park to becoming the home of the world's largest rooftop bar Offshore and welcoming the Sable Hotel!

My favorite part about working at Navy Pier are the positive memories I help create for my team and our visitors. I am a high energy individual who loves to see people smiling and having a good time. I try to ensure that anyone who encounters me feels seen, heard, and optimistic about the future, leaving them with a pleasant memory of when they visited Navy Pier.

NoeLoni's Pier Recommendation:

As a theater enthusiast, I would HIGHLY recommend visitors to attend a play at our Chicago Shakespeare Theater! Each performance space is meticulously cultivated to ensure viewers are immersed in the story.



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2024 OPERATING RESULTS

Operating Revenues

	2024
Philanthropy & Sponsorships	\$5,379,632
Partner Leases	\$16,305,283
Arts, Culture & Engagement Programming	\$413,066
Pier Park Amusements	\$14,445,454
Parking	\$13,984,881
Facility Event Rental	\$19,708,810
Other	\$722,840
Total Operating Revenues	\$70,959,966

Operating Expenses

	2024
Programming	\$5,077,043
Facility Operations	\$16,445,595
East End Operations	\$16,569,024
Facility Maintenance	\$6,709,231
Safety & Security	\$5,062,543
Guest Experience	\$4,202,648
Marketing & Communications	\$4,021,016
Fundraising	\$1,793,268
Administration	\$6,023,179
Total Operating Expenses	\$65,903,547

361 new members to the Pier Passport program





FUNDRAISING

As a nonprofit organization, philanthropic contributions are crucial to the operation 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.

200+ runners enjoyed competing in The Lakefront Loop 5K

\$13,000





600 guests gathered to celebrate A Collective ExPIERience

Associate Board members







A COLLECTIVE EXPIERIENCE

This year's gala transformed the Aon Grand Ballroom into a collective celebration of the joyful and inspiring work of two leading forces in the art world: Nick Cave and Tony Karman. Internationally renowned artist Nick Cave brought guests together through the collective experience of answering the question "what brings you joy?". Fellow honoree Tony Karman, President and Director of EXPO CHICAGO, reflected on his decades-long history with the Pier and his personal mission of expanding our city's collective appreciation and understanding of art and self-expression.

THE NAVY PIER ASSOCIATE BOARD

Navy Pier Associate Board members serve as ambassadors for the Pier and support our mission through fundraising events, advocacy, volunteer service, and professional engagement. The funds that members raise directly support the free programs and events that the Pier hosts each year.







NAVY PIER PASSPORT

The Navy Pier Passport program offers exclusive discounts and perks throughout the Pier while supporting our nonprofit mission. In its inaugural year the program welcomed more than 350 members.

The highlight of the year was our two Pier Passport summer movie nights, where we were able to meet and greet new members while enjoying the summer weather out on the Lake Stage Performance Lawn in Polk Bros Park.

Interested in the Pier Passport program? Visit navypier.org/pierpassport for more information.

Board of Directors

As of June 1, 2025

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Eric Smith Vice Chair

Jorge Ramirez

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John Bucksbaum Eileen Chin

Larita Clark, Ex-Officio

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Norman Bobins

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Donna La Pietra James R. Reilly* John R. Schmidt *In memoriam

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As of June 1, 2025

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President & CEO

Jeff Brown

Chief Financial Officer

Chona Maglaya Chief of Staff

Brian Murphy

Chief Operating Officer

Arnaldo Rivera

Chief Administrative & Equity Officer

Elizabeth Halajian

Senior Vice President of Advancement

Seth Kagy

General Manager

Associate Board

As of June 1, 2025

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Co-Chair

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Valerie Calahan Taylor Heather Weiner

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Navy Pier Tenant Partners

As of June 1, 2025

Amazing Chicago

America's Dog & Burger

Bar Sol

Beat Kitchen Cantina

Ben & Jerry's

Big Bowl Express, Big City Chicken

& Frankie's Pizza

Bike N Roll

Billy Goat Tavern*

Build-A-Bear Workshop

The Butterfly House at Navy Pier

Chef Art Smith's Reunion

Chicago Children's Museum & CCM Giftshop

Chicago Shakespeare Theater

Chicago Sports Store

Chicago Sunglass Company

City Experiences / City Cruises*

Completely Nuts

Confidence Apparel

Cotacachi Handicrafts

Dippin' Dots

Dr. Herbal's Organic & Vegan

Faces In Focus

Fairways Indoor Golf

Flyover*

FRíO Gelato

Garrett Popcorn

Giordano's

Harry Caray's Tavern

IDOF Fresh Mediterranean

Iris Galerie

It'Sugar

Jojo's shakeBAR

Kilwin's Chocolate Fudge & Ice Cream

Garibay Tamales

Lirica*

Love From USA

Magnetic Attraction

Making History & The Navy Pier Store

Margaritaville*

McDonald's

Metrik Jewelry

Navy Pier Marina

Offshore*

Oh Yes! Chicago

Oringinal Rainbow Cone

Shoreline Sightseeing

Snow Dragon Shavery & Amri Juicebar

Starbucks

Swangee

Tall Ship Windy of Chicago

Te'Amo Boba Bar

The Sable Hotel

The Municipal General Store

WBEZ

Women's Live Artist Studio

*2024 Pier Passport Tenant Partners. Non-Tenant Pier Passport Partners included EXPO CHICAGO.

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2024 Partners & Contributors

Pier-wide Sponsors











Contributions

\$100,000+

Cboe

Elizabeth Morse Genius Charitable Trust

Fifth Third Bank

Illinois Department of Commerce &

Economic Opportunity

Illinois Office of Tourism

Northwestern Medicine

Peoples Gas

Polk Bros. Foundation

The Pritzker Foundation

Jennifer Steans and Jim Kastenholz

Reyes Coca-Cola Bottling

\$50,000+

BMO

Anchor/City Experiences

The Elizabeth Morse Charitable Trust

Fifth Third Bank

Lakeshore Beverage

Sable Hotel

Shoreline Sightseeing

\$25,000+

Allstate

Cabrera Capital

Choose Chicago

ComEd

Emily Heisley Stoeckel and Kevin L. Stoeckel

GCM Grosvenor

Illinois Arts Council Agency

Illinois Department of Natural Resources

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Metropolitan Pier and Exposition Authority

Much Shelist

NASCAR

Navy Office of Community Outreach

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The Robert Thomas Bobins Foundation

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Sasha Gerritson

Sue Ling Gin Foundation Trust

The Brodsky Family

The Crown Family

Wintrust

\$15,000+

Aramark Globetrotters

JMS Electric

Lifeway Mesirow

Wells Enterprises, Blue Bunny and Halo Top

10,000+

Anonymous

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Jacolyn and John Bucksbaum

The Canning Foundation

Chicago Federation of Labor

Chico & Nunes

CIBC

Circle of Service

Michelle L. Collins

Clayco

Dean and Kathleen Harrison

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Franczek P.C.

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Illinois Farm Bureau

IUOE Local 399

Alvina and Roger Kiley

Richard and Martha Melman

John Simpson

Koch Family Foundation

Mid-America Carpenters Regional Council

Out in Finance

M. Bridget Reidy

Revolution Brewing

Show Services

Smita Shah Kelly Welsh and Ellen Alberding

Phil Wilmington

\$5,000+

Atomic Brands

BAC District Council 1

BeatBox Beverages

Billy Goat Tavern

Marilynn Kelly Gardner

Joyce Foundation

Patel Brothers

Powering Chicago

Ric Estrada

Syreeta Harris Strickland and Family

The Weiner Family Foundation

William Blair

\$1,000+

Steve Abrams

The Alter Group

leff Brown and Jake Nuber

Bill Fritz

Elizabeth Halajian and Andrew Burdick

Hobson/Lucas Family Foundation

Seth and Julie Kagy

Karen and Liam Krehbiel

Chona Maglaya and Michael Boland

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Mayer Brown

Motorola Solutions Foundation

Ozinga

Pyrotecnico

Republic Services

Ricky Abt

Iohn Amboian

CDW

Eileen Chin

Grant Thornton

David Hiller

Veronica Lynch

Brian and Cora Murphy

Michael Thomson

Myriah Brown-Rivera and Arnie Rivera

PIH & Associates, Inc.

Redmont Wealth Advisors LLC

Nick and Hilary Vallorano

John Schmidt

\$100+

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Chad Husnick

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Steans Family Foundation Pat Sullivan Tabitha Watts Rhonda Woodson

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Tom Scanlan

Caitlin Schaefer

We make every effort to ensure that the donors who support Navy Pier's mission are appropriately recognized for their generosity. If you have $not \ received \ proper \ recognition \ for \ your \ gift(s) \ from \ 2024, \ please \ notify \ our \ Development \ Department \ at \ philanthropy@navypier.org \ as \ soon \ as$ possible so that we can correct our records.

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Since our nonprofit establishment in 2011, Navy Pier has been a mission-driven organization continually working toward providing a higher level of community impact and access.

Thank you for your support in 2024 and help us continue to give back to the community we serve.



