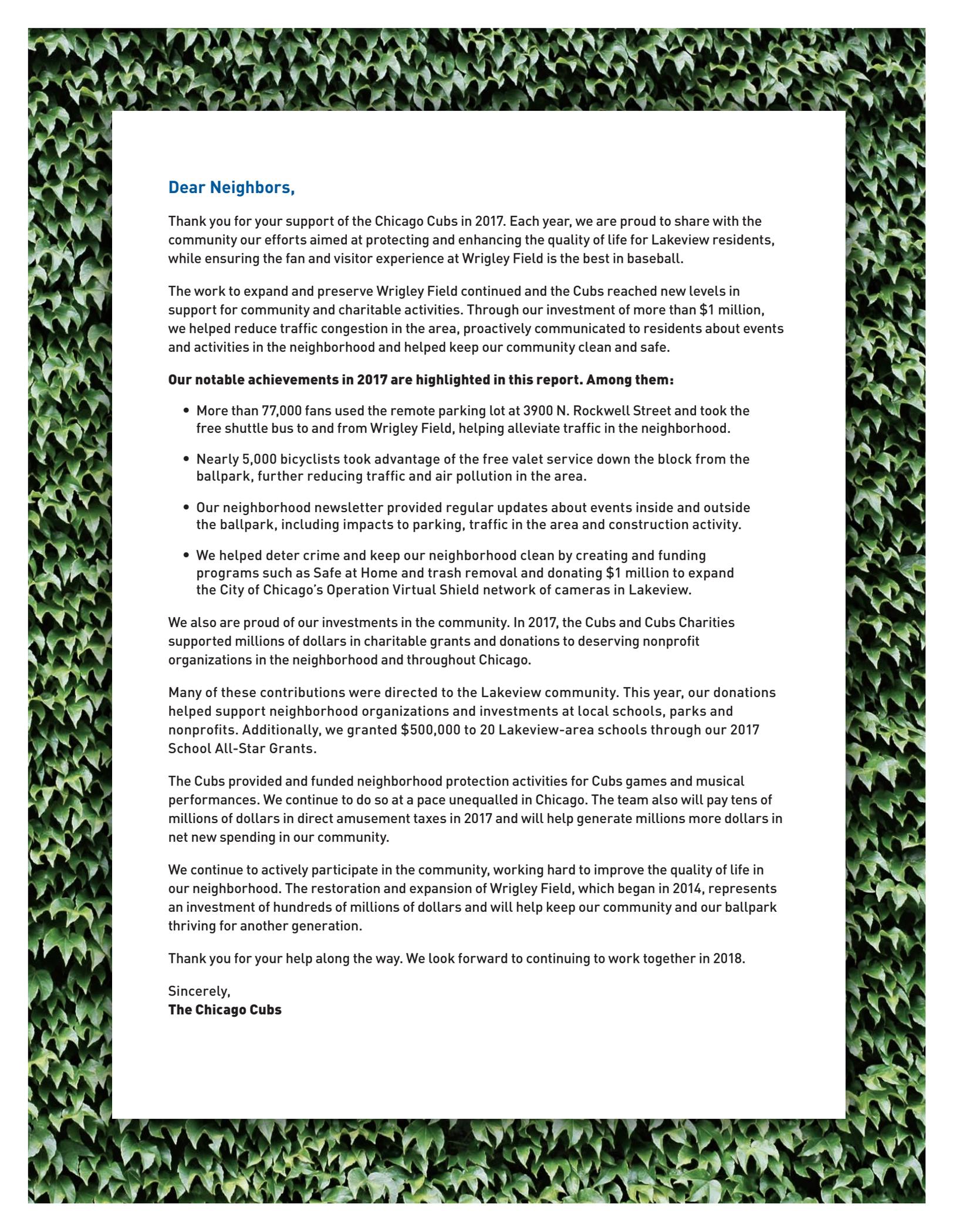




2017
NEIGHBORHOOD  **D**
PROTECTION REPORT





Dear Neighbors,

Thank you for your support of the Chicago Cubs in 2017. Each year, we are proud to share with the community our efforts aimed at protecting and enhancing the quality of life for Lakeview residents, while ensuring the fan and visitor experience at Wrigley Field is the best in baseball.

The work to expand and preserve Wrigley Field continued and the Cubs reached new levels in support for community and charitable activities. Through our investment of more than \$1 million, we helped reduce traffic congestion in the area, proactively communicated to residents about events and activities in the neighborhood and helped keep our community clean and safe.

Our notable achievements in 2017 are highlighted in this report. Among them:

- More than 77,000 fans used the remote parking lot at 3900 N. Rockwell Street and took the free shuttle bus to and from Wrigley Field, helping alleviate traffic in the neighborhood.
- Nearly 5,000 bicyclists took advantage of the free valet service down the block from the ballpark, further reducing traffic and air pollution in the area.
- Our neighborhood newsletter provided regular updates about events inside and outside the ballpark, including impacts to parking, traffic in the area and construction activity.
- We helped deter crime and keep our neighborhood clean by creating and funding programs such as Safe at Home and trash removal and donating \$1 million to expand the City of Chicago's Operation Virtual Shield network of cameras in Lakeview.

We also are proud of our investments in the community. In 2017, the Cubs and Cubs Charities supported millions of dollars in charitable grants and donations to deserving nonprofit organizations in the neighborhood and throughout Chicago.

Many of these contributions were directed to the Lakeview community. This year, our donations helped support neighborhood organizations and investments at local schools, parks and nonprofits. Additionally, we granted \$500,000 to 20 Lakeview-area schools through our 2017 School All-Star Grants.

The Cubs provided and funded neighborhood protection activities for Cubs games and musical performances. We continue to do so at a pace unequalled in Chicago. The team also will pay tens of millions of dollars in direct amusement taxes in 2017 and will help generate millions more dollars in net new spending in our community.

We continue to actively participate in the community, working hard to improve the quality of life in our neighborhood. The restoration and expansion of Wrigley Field, which began in 2014, represents an investment of hundreds of millions of dollars and will help keep our community and our ballpark thriving for another generation.

Thank you for your help along the way. We look forward to continuing to work together in 2018.

Sincerely,
The Chicago Cubs



2017

REMOTE PARKING OPERATION

As part of an ongoing commitment to ease vehicle traffic and reduce the number of cars near Wrigley Field, the Chicago Cubs continued to offer free remote parking during night and weekend games, concerts and postseason games in 2017.

The remote parking lot is located at 3900 N. Rockwell St., just east of the Chicago River immediately south of Irving Park Road and is operated by Cubs personnel. The parking service includes free bus transportation to and from the remote lot and Wrigley Field.

During the 2017 regular season, which included 55 regular season night and weekend games and 10 concert dates, more than 34,000 cars parked at the lot and more than 77,000 fans rode the free shuttle bus to and from Wrigley Field.

Highlights of the year include:

- Total cars parked: more than 34,000.
- Total fans using the lot: more than 77,000.
- Average number of guests per event: 1,200.
- Average number of cars per game: 570.

The Cubs created television and radio advertisements for the remote parking facility to help encourage its use. The advertising highlighted its convenient location and the fact it is free. Cubs Season Ticket Holders, single game ticket purchasers and concert ticket purchasers were sent information with their ticket orders before the 2017 season began. Fans also could get more information about the remote parking lot from the Cubs website, www.cubs.com.

Electronic message boards on Irving Park Road and Addison Street, near Rockwell Street, continued to promote the remote parking facility before and during games. These signs were visible for all night and weekend games at locations adjacent to City streets. Static signage on many streets in the area, as well as on the Edens and Kennedy expressways, further helped direct cars to the remote parking lot.

BICYCLE CHECK SERVICE

In 2017, the Chicago Cubs once again offered a popular, free bicycle check service from a valet location just east of the main entrance for the CTA Red Line stop on Addison Street. The bicycle check operated throughout the regular season and postseason and continued for all concerts at Wrigley Field. Service started two hours before regular season games and concerts and ended one hour after the conclusion of the event. The bike check opened approximately three hours before the start of each postseason game and ended one hour after each game. Nearly 5,000 bicycle riders used the free service during the regular season.

This free service continues to host a regular clientele of riders and continues to be a major contributor to reductions in vehicular traffic in the community. In addition to the Cubs' official bicycle check service, hundreds of fans used one of the many bicycle racks around the ballpark. Many Cubs employees and vendors serving the ballpark also used the valet service.





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TRAFFIC MANAGEMENT AUTHORITY

The Office of Emergency Management and Communications' Traffic Management Authority (TMA) was again instrumental in working with the Cubs and the community to reduce traffic congestion and coordinate traffic flow during events. The flexibility of TMA personnel is key to addressing shifting traffic needs. The number of TMA personnel increased or decreased as needed in response to traffic demands. Typically, more than 60 traffic aides are posted in the streets around Wrigley Field and the Cubs' remote parking lot to assist vehicular traffic on event dates. The Cubs pay the City of Chicago for the cost of TMA traffic aides. In 2017, the total payment through the regular season games, postseason games and concerts was nearly \$1 million.

PROMOTION OF ALTERNATE TRANSPORTATION

The Chicago Cubs continue to use television and radio broadcast time and print advertising to promote public transportation and alternate means of getting to the ballpark, including CTA, Pace, the free shuttle service from the remote parking lot at 3900 N. Rockwell Street and the bicycle valet operation.

The Cubs also used ballpark and digital assets to promote alternate means of transportation to reach the Friendly Confines:

- Promoted CTA service on Wrigley Field video boards.
- Broadcast in-park announcements during games.
- Provided detailed alternative transportation information on www.cubs.com and in ticket holder logistical emails.
- Published transportation alternatives in Vine Line and the Cubs Yearbook.
- Provided public transportation and remote parking information in Cubs gameday programs.





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PERMITS

The Cubs continued to cover the printing costs for the Baseball Night Game Residential Parking Permit stickers, guest vehicle placards (Single Game and All Game Placards) and Access Passes in LV-2 zones.

CHICAGO TRANSIT AUTHORITY

Cubs fans continued to take Chicago Transit Authority (CTA) and other forms of public transportation during the 2017 regular season and postseason. The CTA Red Line provides direct service to Wrigley Field via the accessible station at Addison. Fans can transfer to Red Line trains from all other rail lines and from most east-west bus routes.

Fans also can access Wrigley Field from several CTA bus routes, including #8 Halsted, #22 Clark and #152 Addison. Cubs Season Ticket Holders, as well as single game ticket purchasers, were sent information about public transportation with their ticket orders before the 2017 season.

PACE

Use of the Pace bus program was strong during the 2017 season. In part, this was due to promotion on radio broadcasts and within Wrigley Field. Pace operated its Schaumburg shuttle from the Northwest Transportation Center and a non-stop shuttle service from the Yorktown Shopping Center in Lombard, Illinois. Following games, up to six express shuttle buses were staged on Clark Street and available to fans 30 minutes after the last out of the game. The service is well received by Pace users and offers a convenient way to get to Wrigley Field from the western suburbs. In 2017, ridership to and from regular season games was strong.





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LITTER, TRASH REMOVAL

Among the efforts undertaken by the Cubs in 2017:

- Picked up trash after games and the following mornings.
- Emptied trash bins around the ballpark during games.
- Power-washed sidewalks immediately adjacent to Wrigley Field (north side of Addison Street, west side of Sheffield Avenue, south side of Waveland Avenue) at least once per homestand.
- Made in-park announcements during each game (e.g., throw away trash in bins before leaving the ballpark and throw trash only in bins outside of the ballpark).
- Stationed trash bins and personnel at exits to ask people to deposit trash, non-souvenir cups, wrappers, etc., in bins before exiting the ballpark.
- Posted signs to remind fans to throw away trash in bins before exiting the ballpark and throw away trash in bins outside the ballpark. Cleaned area bounded by Clark Street, Sheffield Avenue and Waveland Avenue. This included emptying garbage bins on opposite sides of the street.
- Emptied public trash bins every Saturday, after each event and on holiday weekends and designated holidays when City service was lessened and garbage increased, even when unrelated to Cubs games.
- Emptied public and Cubs-owned or -placed trash bins at corners or locations in the area bounded by Halsted Street, Montrose Avenue, Damen Avenue and Belmont Avenue, and in the area bounded by Kenmore Avenue adjacent to Challenger Park and Kelly Park and Seminary Avenue adjacent to Kelly Park after night games, and in all Cubs (or affiliate) owned-or-operated Wrigley Field parking lots on all event days (typically three hours after the event).
- Cleaned and swept streets near the ballpark, including Sheffield, Wilton, Fremont, Grace, Waveland, Racine, Seminary, Kenmore, Clifton, Alta Vista, Byron, Patterson, Eddy and Cornelia.
- Offered recycling bins around the exterior of the ballpark.

HOTLINE

The Cubs funded a hotline operated and staffed by the Chicago Police Department to address non-emergency calls from neighborhood residents during and after Cubs home games.

Event day hotline: 866-4-CPD-TOW before, during and after the game or event.

To contact the Cubs about community concerns at other times: 773-404-4175.

For emergencies: dial 9-1-1.





The 2018 Cubs schedule is available at www.cubs.com and was made available as a pocket schedule to fans and residents in September. Early notification of the schedule helps facilitate neighborhood and community event planning.

COMMUNITY COMMUNICATIONS

Among the efforts undertaken by the Cubs in 2017:

- Sent regular newsletter and alerts to municipal entities and neighborhood leaders during the course of the season.
- Communicated timely, relevant emails to our neighbors in the Lakeview area throughout the year about changes in game times, special events and neighborhood news via email through Cubs Community Connection.
- Ensured neighborhood-specific, Cubs-related news and special offers reached those who live in our community through our Community Connection list. Nearly 4,000 neighbors are registered for the list. We are encouraged by the significant interest we've received from our neighbors after we rebuilt our neighborhood email list in 2016.
- Promoted notice of game time changes.
- Continued participation in community meetings and neighborhood association meetings to keep in touch with the community, stay informed and share information. The team attended nearly 100 meetings.
- Worked with members of the Wrigley Field Traffic Operations Committee before and during the season to review performance and share notes and ideas.
- Continue to provide frequent updates on www.wrigleyfield.com to share information and updates specifically about 1060 Project construction.
- To sign up for neighborhood alerts, stop by the Cubs front office at 1101 W. Waveland Ave. For more information, please visit www.cubs.com/neighbors.

Additional Gameday and Neighborhood Protections

The Cubs provided and funded the following in 2017:

- A new neighborhood security plan, Safe at Home, which complements community policing by providing off-duty law enforcement on neighborhood streets during specified overnight hours and non-gamedays. In its first year, our off-duty officers covered thousands of miles in Lakeview during their patrols.
- A donation of \$1 million to expand the City of Chicago's extensive Operation Virtual Shield network of cameras. As part of this investment, approximately 30 new cameras to be owned and operated by the City's Office of Emergency Management and Communications (OEMC) will be installed within the area bounded on the east by inner Lake Shore Drive, north by Montrose Avenue, west by Western Avenue and south by Belmont Avenue.
- 10 personnel in the community for two hours after the completion of weekday events and three hours after weekend and postseason events to work with Chicago Police.
- Portable restrooms placed in each Cubs-owned or -affiliated parking lot.
- Continued to monitor and observe activity in the community post-game and deter disruptive behavior. Following the music performances this summer, additional teams of off-duty police officers were placed at key intersections until the early morning hours to further this effort.
- \$3.75 million in CubFund donations for community infrastructure and amenities over 10 years, including street lighting on many of the residential streets in the neighborhood.
- Free parking for residents of the immediate neighborhood in the Toyota Camry lot on non-event days.





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MUSIC

The tradition of great music at the Friendly Confines continued in 2017. This year's concert season included performances by legends, Grammy® Award-winning artists and Hall of Famers: Tom Petty, Dead & Company, Jimmy Buffett, James Taylor, Billy Joel, Florida Georgia Line, Green Day, Lady Gaga and Zac Brown Band.

As a result of these shows, more than \$2.9 million in amusement taxes went directly to the City of Chicago and Cook County. Many area businesses reported an increase on the nights of the shows.

During each show, additional neighborhood protections helped in the community. A neighborhood hospitality team remained on the streets around the ballpark to provide a visible deterrent to loud noise and inappropriate behavior following each show.

We also removed trash and litter, swept and emptied trash baskets in the area bounded in the north by Grace Street, east by Wilton Avenue, south by Cornelia Avenue and west by Racine Avenue. For concerts, this boundary was expanded north to Irving Park Road, south to Roscoe Street and west to Southport Avenue, with a focus on high traffic areas and the CTA Addison Station. Post-show cleaning covers 10.7 miles of sidewalk.

Neighbors purchased thousands of tickets to these shows in a special presale offered as part of the Cubs Community Connection e-newsletter. Efforts such as additional portable toilets, working with the Chicago Police Department, the Office of Emergency Management and Communications and the Traffic Management Authority and ensuring pre-event publicity for public transportation, our free remote parking lot and free bicycle parking all helped the events succeed.

Wrigley Field has hosted 41 successful concerts since 2005. Each has been a great opportunity for music lovers, for Chicagoans and for our economy. We are encouraged by the responses we received this year, and we hope to continue the tradition of attracting appropriate events to keep Wrigley Field a thriving contributor to the excitement and quality of the Lakeview community and the City of Chicago.





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COMMUNITY AFFAIRS AND CONTRIBUTIONS

We also are proud of our investments in the community. In 2017, the Cubs Community Affairs team participated in nearly 100 meetings of community organizations and served on multiple boards of directors of neighborhood associations, chambers of commerce and nonprofit groups. The Cubs and Cubs Charities supported charitable grants and donations of millions of dollars to deserving nonprofit organizations in the neighborhood and throughout Chicago.

The team actively participates in preserving neighborhood businesses and enhancing the quality of life for Lakeview residents. In 2017, our donations have helped support neighborhood organizations and investments including making enhancements at Jahn Elementary School and Lake View High School, contributing more than \$175,000 to the Juniper Park renovation and encouraging local kids to “Play Every Day!” with our Cubs Junior All-Stars Summer Program.

The following are some of the highlights of our community activities:

- Celebrated our 2016 World Series victory by matching fundraising at all schools dollar for dollar, up to \$25,000. Our 2017 School All-Star Grants support local schools to help to cultivate the All-Star potential in Chicago’s children. We granted \$500,000 to 20 Lakeview schools to better their educational environments.
- The 12th annual Race to Wrigley 5K Charity Run hosted more than 8,200 runners and raised more than \$475,000 for Cubs Charities.
- Cubs associates served Thanksgiving dinner to more than 100 teens and youth in Lakeview at the 18th Annual National Runaway Safeline Dinner.
- Throughout the year, Cubs associates, players and coaches engaged in the “Let’s Give” initiative, community outreach and service across the city, including service projects at Lake View High School and the 19th District Police Station.
- The Cubs participated in the 2017 Pride Parade and appeared at Chicago’s Bud Billiken Parade, Puerto Rican Festival and Parade and several Lakeview neighborhood festivals and events.

Throughout the year, Cubs players and coaches were active in the community, visiting hospitals, schools and taking part in on-field clinics for charitable organizations. In 2017, a record-breaking 3,400 hours were dedicated by Cubs front office associates, coaches and players to community initiatives.





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CUBFUND

CubFund reflects a commitment by the Cubs to fund infrastructure needs in the community over a ten-year period. At the direction of Alderman Tunney, dollars from the fund in 2017 have been designated to new lighting in the 44th Ward. This upgrade included 51 new LED street lights with piggyback lights along Racine Street, eight new LED street lights on wrap around side streets, eight new LED road lights at the Belmont Avenue and Racine Street and Addison Street and Racine Street intersections along with three new LED road lights at the Clark Street and Racine Street intersection.



We hope you enjoyed reading about the Cubs Neighborhood Protection and Improvement program and its role in being a good neighbor and steward in the community. These efforts remain an important part of the ongoing partnership between the Cubs and our neighbors.

Thank you for your help in making these efforts possible. We look forward to seeing you in and around the community in the year ahead.

