



OFFICE OF THE MAYOR
CITY OF CHICAGO

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CONTACT:

Mayor's Press Office

312.744.3334

press@cityofchicago.org

Chicago Park District

Jessica Maxey-Faulkner

312.742.4786

jessica.maxey-faulkner@chicagoparkdistrict.com

MAYOR EMANUEL, CHICAGO PARK DISTRICT ANNOUNCE SOLDIER FIELD PROJECTED TO GENERATE \$6.74 MILLION IN REVENUE FOR THE MONTH OF JULY, SETTING NEW RECORD

Mayor Rahm Emanuel and Chicago Park District Superintendent Michael P. Kelly today announced that Soldier Field, which is owned by the Chicago Park District and managed by SMG, will generate a projected \$6.74 million in revenue for the month of July. Not only is this a new record for revenue generated by Soldier Field for the Park District in a one month period, it more than triples the old record, which was set in 2009.

"In the month of July, Soldier Field successfully hosted a number of large, high-profile events that further cemented Chicago as a world-class city that attracts world-class entertainment," said Mayor Emanuel. "The record-breaking revenue generated by Soldier Field will help the Park District make even more investments in parks, playgrounds and programming in neighborhoods throughout Chicago, improving the quality of life of all Chicagoans."

In the month of July, Soldier Field hosted five major concert dates, including the Grateful Dead's Fare Thee Well tour and Taylor Swift concerts; three soccer matches, including Manchester United vs. Paris -St. Germaine; a private corporate party on the field; and the Big Ten Network Race, which featured 15,000 participants. Further, the Grateful Dead Fare Thee Well tour also broke attendance records at Soldier Field, boasting an average of 70,000 concert-goers per day.

"We are very excited about Soldier Field's record numbers," said Superintendent Kelly. "Not only are we bringing signature events to the city, but we are also generating revenue to support parks in communities throughout the city."

The schedule has contributed to making July 2015 the largest revenue producing month for the Chicago Park District in the history of Soldier Field. Total projected revenue for the month of July is estimated at \$6,740,000.00. The previous revenue record for one month at Soldier Field was set in September 2009, generating \$2.148 million from several large events, including the U2 concerts, College Football Classic and Bears football.

July follows a strong June in which Soldier Field featured four concert dates and hosted the Chicago Blackhawks Rally, generating a total of \$1.5 million in revenue for the month.

Events to be held at Soldier Field in August and September include a One Direction concert, an international rugby game, high school football and the annual Chicago Classic, a football game between two historically black colleges and universities.

Soldier Field is the Chicago Park District's second highest revenue generator. Revenue generated by Soldier Field supports Chicago's neighborhood parks and programs.

In addition to events at Soldier Field, Chicago parks have hosted several large, high-profile events so far in 2015, including the Pitchfork Music Festival, and are set to host this weekend's Lollapalooza festival, now in its 11th year in Chicago.

For more information, visit www.chicagoparkdistrict.com or call 312.742.PLAY, 312.747.2001 (TTY).

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The Chicago Park District is the 2014 Gold Medal Award winner, recognized for excellence in park and recreation management across the nation. For more information about the Chicago Park District's more than 8,300 acres of parkland, 585 parks, 26 miles of lakefront, 12 museums, two world-class conservatories, 16 historic lagoons, nearly 50 nature areas, thousands of special events, sports and entertaining programs, please visit www.chicagoparkdistrict.com or contact the Chicago Park District at 312/742.PLAY or 312/747.2001 (TTY). Want to share your talent? Volunteer in the parks by calling, 312/742.PLAY.