

1106
A 27

THE GREAT REBUILDING

Chicago 150 years after the fire

PRESENTED BY WORLD BUSINESS CHICAGO



CANNES LIONS



CHICAGO, THE MOST AWARDED CITY IN THE WORLD

Chicago is now the honored recipient of 15 Cannes Lions Awards — the advertising industry’s most prestigious international award.

It is humbling that so many of the city’s inventive creative agencies answered the call last year to help communicate essential citywide messages as part of the “By Chicago. For Chicago.” pledge. This pledge engaged nearly 30 local world-renowned ad agencies to donate their resources and capabilities to provide pro-bono services to increase the city’s creative bandwidth.

Now, these efforts are being recognized on the world stage with these Cannes Lions Awards, including the prized Titanium Lion Award for FCB Chicago’s “Boards of Change” initiative. Ogilvy, a city partner, was also recognized at the Cannes festival for its work on The Chicago Design System, Chicago’s public visual identity used throughout all city departments and by the public to show their civic pride.

Chicago has long been a hub of creative capital—and we are thrilled to have our local talent and citywide messages receive such a high honor.



1 Grand Prix

1 Titanium

4 Gold

4 Silver

5 Bronze

THE GREAT REMAKING

CHANGE IS UNDERWAY IN CHICAGO



Mayor Lori E. Lightfoot
Chair



Mellody Hobson
Vice Chair



Michael Fassnacht
CEO & President

A century and a half ago, the people of Chicago lost everything.

The fire that consumed the city didn't just rob citizens of their homes and businesses and places of worship and recreation. It was a destructive force that ruined livelihoods, snuffed out hopes and dreams, and took the lives of loved ones.

The Great Fire was a collective trauma that subsequent generations of Chicagoans hoped they would never have to endure. The city was spared from such existential threats until 2020, which brought with it a global pandemic, daunting economic recession, and the searing exposure of racial injustices and social inequities.

Separated by 150 years, these twin cataclysms visited and impacted the city in vastly different ways. Yet, there is a clear unifying theme that links their disparate generations—the bravery and resilience of the people of Chicago.

During the fire, the alarm bells clanged and Chicagoans fled. Many stopped along the way to safety to alert friends and neighbors of the coming inferno. Others showed wisdom under pressure. This latter group includes individuals like Joseph Hudlin, a former slave turned Board of Trade custodian who rushed to the building to save its historical records. His wife would later shelter five displaced families, which led the Tribune to call her "an angel of the fire."

The city's 185 firemen, already weary from a long, dry, conflagrant summer, battled the flames with horse-drawn engines and languid water pressure. For every block that fell to the blaze, it seemed a new local hero emerged.

Similarly in 2020, we saw our citizens and neighborhoods hunker down to slow the spread of COVID-19—maintaining a safe distance but remaining connected by communicating across device screens and front porches and balconies. Cheers

and sounds of clanging pots and pans rang out for the city's health care workers who spent every day facing an invisible and unpredictable enemy. Sacrifice was the city's watchword.

Last year also exhumed long-standing inequities that inspired many to raise already-hoarse voices and demand justice and the right to live free from fear. Their calls against oppression echo throughout history and still ring in our ears today.

Following the Great Fire—with the ground "still warm"—Chicago would rebuild.

It was an effort that defied comprehension, but brick-by-brick, business-by-business, the city didn't just reconstruct, but metamorphosed into a larger, stronger, more dynamic version of itself.

Today, a new mission has been thrust into the hands of this generation of Chicagoans.

We have an opportunity to renew this city once again—strategically investing to create an economic model of inclusive growth that plants the seeds of innovation and development on a grand scale, from downtown to our many vibrant neighborhoods.

This work has already begun at World Business Chicago. A steady stream of companies are investing in our city with new or expanding offices, warehouses, corporate centers, and other harbingers of progress.

As it was in 1871, the road ahead is not short, or easy, or without challenges. But just as before, the stakes are too high, the opportunity—too great, the reward—too enduring, to give any less than the totality of our effort.

The Great Remaking of our city is underway.



Chicago is one of the world's great food cities, where innovation and creativity have been part of its history from the beginning. Here, in the home of our co-headquarters, we at Kraft Heinz believe in making life delicious. We're writing the next chapter of our company's own story in this amazing place, where its diverse people and leaders know a city is only as strong as its commitment to continued growth and agility.

Melissa Werneck
Global Chief People Officer | The Kraft Heinz Company

FOOD INNOVATION CAPITAL OF THE WORLD

Largest food and beverage manufacturing industry in the U.S., over 400 companies headquartered here, employing 60,000 people, creating \$8.4 billion in economic output.

Anchored among the bountiful farms and ranches of the Midwest, Chicago eclipses other metropolises regarding food manufacturing, trade, and innovation. The former home of the Union Stockyards continues to labor with gusto to keep the nation fed. Chicago has the largest food and beverage manufacturing industry in the United States, employing over 60,000 people that create \$8.4 billion in economic output.

As the transportation hub of America's heartland, Chicago services the region's 27 million acres of farmland with

distribution across rails, roads, waterways, and air freight. The city's food and agriculture economy is bursting with innovation. Since 2020, 44 food tech companies have raised over \$660 million from venture capital and private equity funding. Always looking to the future, Chicago is second in the nation for food research and development. Even with an unmatched legacy in the food and agriculture sector, the city's appetite for continued progress knows no limits.



BOLD. BUSINESS-FRIENDLY. BEAUTIFUL. THAT'S CHICAGO.



Voted the **#1 most beautiful city in North America** and #2 worldwide.
(TimeOut, Sept. 2021)



Home to approximately 60 museums, including the Art Institute of Chicago—
whose collection of Impressionist and Post-Impressionist art is
rivaled only by the Louvre.



The city's architecture river cruise is ranked globally as **a top travel experience**.

With an iconic skyline showcasing 150 years of architectural excellence, Chicago astonishes with 77 diverse neighborhoods, eight major sports teams, 570 parks, 303 miles of bike lanes, and a vibrant Riverwalk awash in art and sculpture, plus 26 miles of uninterrupted lakefront featuring 15 miles of sandy beaches and an 18.5 mile lakefront trail. The proud future home of the Obama Presidential Center, Chicago embodies its motto, Urbs in Horto: "City in a Garden."

WORLD
BUSINESS
CHICAGO 