

Good afternoon, Chicago Park District Board of Commissioners

As the event organizer of the J.P. Morgan Corporate Challenge Chicago, we are writing to familiarize the Board with this unique event that is hosted annually in Grant Park and to provide the Board with the community engagement processes that are currently in place.

The J.P. Morgan Corporate Challenge is the world’s largest corporate running event. Each year, events take place in 15 locations across eight countries and six continents with one mission: to serve as a catalyst between work and wellness. The Series offers companies opportunities to bond over a shared experience powered by fitness, friendly competition, food and fun. The 3.5 mile road race connects participants with their colleagues as they celebrate teamwork, camaraderie and the Corporate Challenge community worldwide. From runners to walkers, from entry-level workers to seasoned employees, and from large corporations to start-ups – everyone is welcome.

The Chicago event has a 39 year history that has traditionally been held on the Thursday before the Memorial Day Holiday each year. In previous years, we were able to put a 3 year contract in place with the Chicago Park District. However, in 2022, we were notified that the traditional date of the Thursday before Memorial Day weekend had been approved to the Suenos music Festival for the years of 2022-2024. After changing the date to June in 2022, we intend to submit for the Thursday night prior to the Suenos Festival, May 18, 2023 as we have been notified that all of Grant Park will be unavailable for the month of June 2023 due to Nascar.

Because this single day event involves the closure of Balbo Avenue from Lake Shore Drive to Columbus Drive the evening of the event, we have procedures in place to notify the nearby residents that may be impacted by the closure. The notification plan involves contacting the building management offices of the surrounding high-rise buildings via email and physical flyer. All residents are allowed access to enter and exit the parking garages during the event. The City of Chicago permits event banners that are hung on the city light poles along Columbus and Balbo 2 weeks prior to the event. In addition, there is a radio broadcast on the day of the event announcing the road closures on the public radio channel. Each year the scope of the event notification is broadened to ensure the local community is aware of when and where the event takes place.

This unique corporate sponsored event draws working Chicagoans from their office buildings to scenic Grant Park to participate in the 3.5 mile run/walk along the backdrop of Grant Park. The J.P. Morgan Corporate Challenge gives back to the Community in gratitude for hosting the event in scenic Grant Park by selecting a Chicago based beneficiary.

Here are the not-for-profit organizations that have received a donation from the JPMorgan Chase Foundation in celebration of the Corporate Challenge dating back to 2010.

<b>YEARS</b>	<b>BENEFITTING ORGANIZATION</b>
2010	Greater Chicago Food Depository
2011	Chicago Run
2012-13	Chicago Run American Red Cross of Greater Chicago

2014-17	Get IN Chicago
2018-2021	Chicago Cares
2022	Breakthrough

The scope of the J.P. Morgan Corporate Challenge in Chicago is remarkable. Prior to the COVID-19 Pandemic, it was the largest Corporate Challenge in the United States, attracting 25,309 participants from 687 companies to Grant Park on May 23, 2019. This June 9, after a sensible two-year break, the event returned with a crowd of 6,555 participants from 279 companies, with a reduced capacity enforced to ensure every participant's peace of mind for a large scale event out of the pandemic.

But the Corporate Challenge is more than just a high participation road race. It is the most-coveted after-work event in the Chicagoland calendar. For more than 90-percent of the participants, it is the only road race they run in a year. They come more for the camaraderie and team work, pre- and post-race. This provides potentially robust economic impact related to the race in the form of fitness apparel, equipment rentals, catering and hospitality, hotel and restaurant receipts, and post-race wellness as more people are inspired by their on-course efforts and begin regular exercise programs.