
BOLD PLANS. BIG DREAMS.

BURNHAM PLAN CENTENNIAL FINAL REPORT

MAY 2010



EXECUTIVE SUMMARY

In 2009, the Chicago region celebrated the 100th anniversary of the Plan of Chicago by challenging the public to look to the future. This Executive Summary of the Burnham Plan Centennial Final Report highlights the results of the year-long Centennial and describes the process for assembling 300 partner organizations in a region-wide dialogue about our history and our future.

The Burnham Plan Centennial made a bold plan to achieve a big dream. That dream is of a region recognized globally for its quality of life, its harmonious relationship with the natural environment, and its vision. The plan was to inspire everyone in metropolitan Chicago to take a personal interest in planning for and building its future. Time will tell how well the Centennial succeeded, but it was clear months before its conclusion that the Centennial had far exceeded its original ambitious expectations.

In the worst economy in generations, private individuals and philanthropies invested in a big idea. Neighborhoods answered the call, as did universities, libraries, museums and hundreds of other civic and cultural institutions. Dozens of major natural preservation and restoration projects were driven forward. Thousands of school children and their teachers picked up their pencils to design a better future. More than a million people were touched by their experience of the Burnham Pavilions.

The region's many diverse communities used the Burnham Plan Centennial to speak with one voice – of their love of metropolitan Chicago and how they care about its future. The Centennial successfully engaged the Chicago region in a big, complex dialogue about its future. The hope of all involved was that it sparked something larger and more important.

Overview

When Chicago Metropolis 2020 began planning for the Burnham Plan Centennial in 2007, there was strong consensus that it must be more than a celebration. The Centennial was an opportunity for a call to action with real results. Thanks to the extraordinary commitment of the Burnham Plan Centennial Committee and its staff, a dedicated network of more than 300 program partners, the leadership gifts of the Chicago Community Trust, and the Elizabeth Morse Charitable and the Elizabeth Morse Genius Charitable Trusts and the remarkably generous investment of corporations, foundations and individual donors who followed their lead, the Centennial partners created one of the largest region-wide initiatives in the history of Chicago.



Community members celebrate the unveiling of the plan to convert two miles of abandoned railway into parkland in Chicago's Englewood neighborhood.

The Burnham Pavilions in Millennium Park represented the energy and excitement of the Centennial, motivated people to think ‘out of the box’ about our metropolitan future, and directed their attention to more than 1,000 thought-provoking and entertaining programs presented by hundreds of partner organizations. The Centennial’s “core” programs included the Pavilions, a Green Legacy initiative designed to expand the region’s interconnected green infrastructure, an education initiative, a community showcase that built local capacity to market six Chicago neighborhoods through tours, and an exhibit in 71 venues including public libraries from Wisconsin to Indiana. Key events – including the June opening of the Pavilions, a Green Legacy event in November, an event on urban policy with Mayor Richard M. Daley and Valerie Jarrett in October, and the “bookends” of the Chicago Humanities Festival in 2008 and 2009 created moments of heightened visibility. Hundreds of partners engaged adults and children in an astonishing array of programs, projects and plans reviewed in this report.

Defining the Centennial’s Vision

Soon after its formation, the Burnham Plan Centennial Committee – with pro bono assistance from Prophet and VSA Partners – articulated a vision that the Centennial was a moment-in-time opportunity to...**Inspire our region’s communities, leaders and institutions to build on the success of the Burnham Plan and act boldly together to shape our future.** This vision was backed by the supporting core idea that the Centennial would **challenge people to think and act beyond boundaries to make our region on of the world’s best places to work and live.** This branding created the foundation for the Committee’s work. It became the basis for developing the Centennial visual identity, defining the Centennial’s objectives and guiding the Committee’s leadership and coordination roles.

Laying the Foundation

As early as 2003, a volunteer coalition known as the *Plan of Chicago Initiative* began to discuss possibilities for commemorating the 100th anniversary of the 1909 *Plan of Chicago*. It became clear that in order to tap the Centennial’s vast potential, full-time dedicated staff was needed. In late 2006, this coalition passed management responsibility for the Centennial to Chicago Metropolis 2020, a results-oriented organization focused on planning and policy which, like the *Plan of Chicago*, grew out of The Commercial Club of Chicago. The transition brought leadership, region-wide credibility and an organizational framework that could take on the Centennial challenge. The Chicago Community Trust provided leadership funding with a three-year commitment, and was soon joined by the Elizabeth Morse Charitable Trust and Elizabeth Morse Genius Charitable Trust as founding sponsors.



Burnham Pavilion by UNStudio

Program Objectives

The following three program objectives provided the framework for the Centennial:

1. **Inspire and educate** adults and children about both the legacy of the Burnham Plan and their opportunities to make bold new plans for the region’s future.
2. **Advance enduring physical legacies** that complete elements of the Burnham Plan and contribute to the region’s quality of life.
3. **Initiate bold new plans** for the next century that will make the Chicago region one of the world’s best places to live and work.

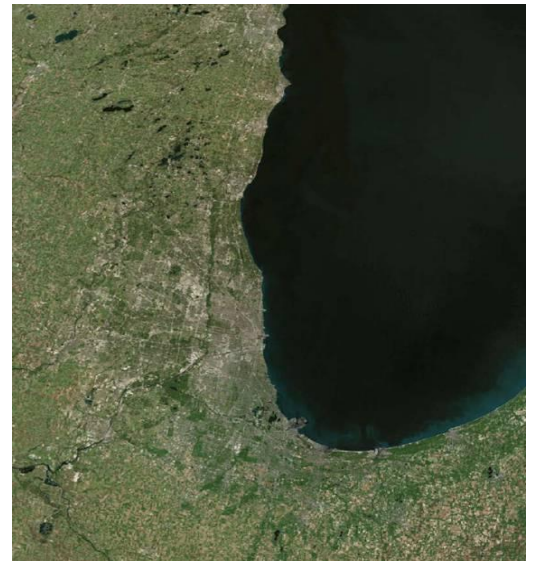
Metropolis formed the Burnham Plan Centennial Committee to promote and coordinate the commemoration, and encourage others to seize the opportunity to shape the future. Its 26 members represented business, civic and community leaders from throughout the region. For two and one-half years, the Committee was actively engaged—providing overall direction, helping to broaden constituencies and shape programs, connecting the Centennial to invaluable in-kind resources, raising funds and serving personally as Centennial ambassadors.

In addition to Metropolis’ “Senior Executives” significant contribution of time and leadership, staff first included an experienced executive director and program director, and eventually expanded to include development and communications directors, several interns and program assistants along with an administrative assistant. Several Metropolis staff members also played a support role. Staff capacity was further expanded through consultant contracts including pro bono assistance. And, in the case of the Burnham Pavilions, the City of Chicago Department of Cultural Affairs, Millennium Park, Inc. and the Art Institute of Chicago senior staff were key in bringing the project to fruition. The Chicago Community Trust served as the Centennial’s fiscal agent.

Building a Network of Partners

The partners assembled by the *Plan of Chicago Initiative* provided a base on which to build. The framework provided by the brand positioning enabled the Committee to conduct a diverse outreach strategy that provided a consistent message and call to action. Beginning in mid-2007 Centennial staff and leadership held a more than 50 meetings – including partner gatherings of 150 participants, presentations to a variety of organizations, smaller targeted briefings, topic-focused “brown bag” lunches, and one-on-one dialogues. These meetings informed potential partners of Centennial goals, incubated new partnerships, encouraged idea sharing, and solidified plans.

The Centennial became “real” at the June 24, 2008 partner meeting where the process for formal program partner recognition was outlined, the new website was unveiled, a program list of 180 “works in progress” was distributed and plans for the Pavilions were announced. The *Program Partner Guide* provided a “one-stop shop” for information about the Centennial and how to get involved. This aggressive outreach resulted in growing the network from 80 partners in 2008 to more than 300 in 2009, far exceeding the original goal of 200.



Communicating the Message

Throughout 2009 “Burnham” filled the region’s newspapers and airwaves, fueled by interest in the iconic Pavilions – and went worldwide during the summer, spreading the Centennial’s “Bold Plans. Big Dreams.” message across multiple media. High visibility events repeatedly enhanced awareness – the Burnham Pavilion opening in Millennium Park accompanied by the Grant Park Music Festival’s world premiere performance of *Plans*; the introduction of Community Showcase Tours at the city’s *Great Chicago Places and Spaces* festival; the July 4th unveiling of the Centennial Edition of the *Plan of Chicago*; the world premiere of the *Make No Little Plans* documentary; the September opening of the Big Bold Visionary exhibit; and the November 5 Green Legacy event. Program partners formed a “network of trusted advisors” that carried the Centennial message to their own diverse audiences, which helped to expand the geographical range of media coverage of the Centennial even further.

The Centennial’s award-winning integrated communications strategy also included its website www.burnhamplan100.org, which was the focal point of all communications, serving as the information hub for reporters to access press releases, images and background materials and for the public to learn about the hundreds of partners and their programs. A bi-weekly Burnham Plan 100 e-newsletter and a suite of 13 branded collateral pieces complemented media initiatives that generated more than 250 million media impressions.

Making the Centennial Possible

That the Centennial raised \$7.5 million – achieving the target in less than 16 months during a severe recession—is a tribute to the extraordinary commitment and civic leadership of individuals, corporations and foundations throughout the region. The leadership gifts of the Chicago Community Trust, the Elizabeth Morse Charitable and the Elizabeth Morse Genius Charitable Trusts were absolutely essential. These “Founding Sponsors” were soon joined by the Exelon Foundation, the Polk Bros. Foundation and the John D. and Catherine T. MacArthur Foundation who became Presenting Sponsors for environment, education and transportation legacy projects. These donors established the credibility of the Centennial and its goal of creating lasting results. Importantly, they enabled Chicago Metropolis 2020 to immediately focus on the substance of Centennial, while crafting a “one-time-gift” fundraising strategy. Of the \$7.5 million raised, more than \$5.5 million was re-granted to partner organizations to implement signature Centennial programs.



Cover of the *Chicago Tribune* on January 11, 2009

Measuring the Impact

The Centennial Committee evaluated the impact of the Centennial against a series of Outcome Goals formulated in 2008. In addition to these quantifiable results, feedback was gathered throughout the year via conversations, e-mails, interviews and electronic survey questionnaires sent to all program partners. Eighty out of the 300 program partners responded to the surveys.

Section 6 of the Final report includes detailed results organized by the outcome goals. The following highlights some of the outcomes and the testimonials in the sidebar provide representative examples of partner comments.

Goal 1: Chicago region organizations that play a leadership role in education and regional planning will embrace the Burnham vision and undertake new or expanded initiatives that advance the Centennial's mission.

- More than **300 Burnham Plan Centennial Partners** implemented more than 1,000 Centennial programs and projects
- Based upon program partner feedback, the “Burnham brand” helped draw record and new attendance.
- More than 100 private-sector individuals, foundations and corporate sponsors invested in the Centennial, with additional contributors supporting partner offerings.

Goal 2: Public education campaign. The public will become excited about and committed to the value of bold planning for the Chicago region

- More than one million people visited the **Burnham Pavilions**. More than 60 trained volunteer docents spent 438 hours interacting with the public.
- Tens of thousands of library patrons and airport passengers viewed **Make Big Plans**, a 10-panel exhibit designed by the Newberry Library and presented simultaneously at 71 venues including in **62 public libraries**, O’Hare and Midway airports, and several universities, museums and public buildings.
- Forty-two residents from **six Chicago neighborhoods** participated in more than 30 hours of training to develop the skills and experience needed to conduct tours that showcased their communities’ assets to more than 870 people on 31 tours over 6 months. The program is continuing with four additional neighborhoods, and going national.

Testimonials

Burnham [was] such a city-wide common denominator that everyone could embrace and use to foster civic engagement. It marked a moment in history and an opportunity to look to the future.

-Sallie Eisle
WBEZ 91.5 FM

The Centennial pulled together so many divergent groups together for common cause. This was extremely important and will have all kinds of undeterminable future benefits, people getting to know each other, having something in common. It improved public awareness of general issues, need for planning, need to work together, things that need to and can be done.

-Jon Hamill,
Hamill Family Foundation; Board,
Openlands and The Nature
Conservancy.

The Centennial made us all look across the room. This was a really great thing to do. It raised the profile of planning and Burnham. I can't think of any city in America that celebrated planning.

-Lynn Osmond
Chicago Architecture Foundation

Participating with the Centennial enabled us to bring an exhibit on transportation that may not have occurred without this partnership. Our exhibit brought new audiences and fostered partnerships along with financial support with South Shore Freight, NIPSCO/NiSource, IUN, IN DNR and others.

-Carolyn Saxton
Lubeznik Center for the Arts
Michigan City, Indiana

- The Centennial maintained awareness with a documented circulation of 144 million in local, national and international media, including 76 stories in the *Chicago Tribune*, seven articles in the *Chicago Sun-Times*, *The New Yorker*, three in *The Wall Street Journal*, two in *The New York Times* and at least one broadcast story on each of the major television networks – ABC, NBC, CBS – as well BBC America and WTTW11.
- The **Big. Bold. Visionary.** exhibit at the Chicago Tourism Gallery showcased more than 60 forward-looking installations by Chicago architects, landscape architects and planners. Its 7,300 visitors also saw **Unfinished Business**, a video of big ideas by Kurtis Productions also shown at 125 Chicago parks.

Goal 3: Area youth will demonstrate their knowledge of the Burnham Plan and of the opportunities to plan for the future

- On March 27, 2009, more than 500 third- and eighth-grade teachers representing 135 **Chicago Public Schools** participated in day-long workshops at six cultural institutions.
- By the end of May 2009, 100% of third- and eighth-grade teachers in 32 schools later selected as **Demonstration Schools** had used parts of the “Burnham curriculum” in their classes. In 103 other schools, 60% of third-grade and 50% of eighth-grade teachers used the curriculum.
- Some **2,200 third-graders** from 79 Chicago Public Schools completed letters to Mayor Richard M. Daley with their bold plans for Chicago’s environment, parks, education, jobs and public safety. Each student received a personalized letter in reply.
- In June 2009, 32 Chicago Public Schools were selected through a competitive application process to become Demonstration Schools. Nearly **20,000 students** have benefitted from their “Burnham” learning experiences using the new third grade curriculum, as well as multiple school-wide activities.
- The **Big Shoulders Fund** schools implemented a school-wide project involving all 76 fifth grade classes who researched and planned for a neighborhood other than their own. The ideas of more than 1,600 students were transferred to neighborhood maps that were displayed at the Loyola University Museum of Art.
- The **Think Big Youth Expo**, held on November 14, 2009 at the Harold Washington Library, showcased a selection of student writings and artwork representing the big ideas of Chicago’s youth. More than 500 youth from Chicago Public Schools, Big Shoulders Fund Catholic schools and the Chicago Park District’s Words @ Play were involved.

The Centennial has elevated the conversation about quality of life and inserted it into the public dialogue.

-Beth White

The Trust for Public Land

One middle-aged Latino man asked me, "What's going on here?" pointing to the [Make Big Plans exhibit] panels. His daughters, about age five and eight listened attentively with glistening eyes looking back and forth from my face to their father's face. After my explanation, the man said affirmatively, "This is good. This is very good. We need to think about the future."

- Miriam Lytle

Gail Borden Public Library, Elgin

The most interesting thing for me is realizing how the Burnham Plan is all about the South Side. It's also to understand the connections between the neighborhoods and downtown. People don't understand the city as a whole and this is helping us to explain that we are all part of the same system and what happens in each part of the city matters to everyone..."

-Yvette Kelly

Quad Communities Development

- An **Educators Resource Guide DVD**, which includes new curricula for third- and eighth- graders, the *Unfinished Business* video, links to lesson plans from multiple cultural institutions, and historic images, was distributed to approximately 5,000 educators.
- The Chicago Metro History Education Center estimated that 100 students from Chicago and suburban Cook, Lake, Kane, and DuPage Counties developed Burnham-focused projects for the History Fair. Of those that progressed to the 2009 regional finals, two were selected to receive **Burnham Plan History Fair awards** -- originally conceived as a two-year program, the award will continue for an additional 10 years.
- The **Fairchild Challenge**, Chicago Botanic Garden's annual high school eco-competition, engaged more than 500 students from 15 Chicago-area high schools in a Burnham Photo Essay Contest. Fifteen photographs were selected for inclusion in a commemorative book, *The Plan of Chicago @ 100*, published by Lambda Alpha International, Ely Chapter.
- Nearly a **dozen colleges and universities**—including the University of Illinois at Chicago, the Illinois Institute of Technology, University of Chicago, John Marshall Law School, and Judson University -- conducted courses on a variety subjects related to the Centennial. DePaul University and its Chaddick Institute for Metropolitan Development engaged 35 faculty in courses and seminars reaching 600 students during the school year.
- More than 20 Latino youth artists and broadcasters were part of the **National Museum of Mexican Art and Radio Arte's *El Proximo Centenario*** exploration of the Burnham plan, their own identities, and the future of Chicago through visual and audio art pieces.

Goal 4: Public agencies and non-profits will undertake new or expanded regional planning initiatives.

- In November, the Metropolitan Mayors Caucus announced that 93 municipalities signed the **Greenest Region Compact**—an agreement that commits local governments to take action and to provide the resources to enable their residents to do the same.
- The Chicago Metropolitan Agency for Planning (CMAP) used the Centennial to engage a significantly wider audience in their regional plan. They conducted 102 Community Conversations to identify and prioritize the region's most critical challenges and alternate development scenarios. The Conversations were the basis for public input that engaged 20,000 participants via interactive web tools, workshops, kiosks, and booths at community festivals. Eighty percent of the electronic responses were registered in Millennium Park by people visiting the **CMAP's kiosk** at the Burnham Pavilions.

The Burnham Centennial has inspired everyone at Gregory. I know that our students and their families have not only learned a lot but they really see how they can—and will—change the future. Meeting with the Mayor was great; he was so thoughtful to take so much time with our students. On the way back, one student said, 'He cares about the same things we do.'

– Donella Carter

Gregory Academy, Chicago Public Schools

The Centennial provided a dynamic way for our schools and students to interact as citizens.

– Tom Zbierski

Big Shoulders Fund

The Centennial helped make connections with other departments and faculty; gained additional audiences from the community; promoted dialogue with community members; added visibility to our Urban Studies program.

– Elfriede Wedam

Loyola University of Chicago

*[Through the *El Proximo Centenario* Project at the National Museum of Mexican Art and Radio Arte] Youth learned that it is not enough to ask questions, but to seek answers. Through their imaginative weaving of sounds and words, through their discussions, through their analysis of how Chicago can work for them, their visions became poetic. True to the spirit of Daniel Burnham, these youth learned to 'make big plans; aim high in hope and work.'*

– Silvia Rivera

Radio Arte

Goal 5: The public will have access to more important open space in the region

- The November 5 “**Creating Tomorrow’s Green Region**” event announced that more than 46 miles would be added to the regional trail system on nine different trails, from the Bloomington Trail in Logan Square to the Burnham greenway gap on Chicago’s Far Southeast Side, reinforcing the idea of a regional “green infrastructure” vital to our quality of life.
- An innovative, community-generated plan to make **Englewood** a focus for green open space, related green businesses and urban agriculture was unveiled August 2009 in Englewood’s Hermitage Park. Openlands coordinated more than eight community organizations and city-wide groups to create the plan and feasibility study.
- Friends of the Parks developed an award-winning, actionable plan for completing **the last four miles** of gaps in Daniel Burnham’s vision of uninterrupted public access along Chicago’s entire 30-mile shoreline from Evanston to Indiana. Legislation is being considered in Springfield that would result in the transfer of 140 acres to the Chicago Park District as the first phase of the plan.
- The Centennial brought together the Illinois Chapter of the American Associations of Landscape Architects, American Planning Association and American Institute of Architects to assist the **Midewin National Tallgrass prairie** in developing a framework for its development. As a result, the US Forest Service completed a design competition for the Prairie Learning Center and on November 5 announced the selection an architecture firm.
- The Northwestern Indiana Regional Planning Commission, the Lake Michigan Coastal Program and the Indiana Chapter of the American Planning Association collaborated to complete the **Marquette Greenway-National Lakeshore Connector Route Proposal** to close a nine-mile gap in the trail system.
- The U.S. Department of the Interior initiated a feasibility study for the creation of a new wildlife refuge called **Hack-Ma-Tack**, which could include up to 10,000 acres spanning a rapidly developing area of the region along the Illinois-Wisconsin state line.

The Centennial was a reminder to all the Mayors that we are part of a great region. As we move forward, there is a renewed spirit among the mayors.”

–Gerald R. Bennett
Mayor of Palos Hills

The Centennial raised the bar for CMAP and challenged us to shape our GO TO 2040 Plan in the spirit of Burnham and Bennett’s Plan of Chicago.

– Randy Blankenhorn
Executive Director
Chicago Metropolitan Agency for Planning

The Centennial raised the profile of the [Hack-ma-tack] project, created goals and deadlines which helped the project move forward and helped some members of the local groups, especially from Wisconsin, feel part of something much bigger.

–Lenore Beyer-Clow
Openlands

What's Next

The Centennial provided a real deadline and calls to action. Through a collective effort it engaged a broad public who demonstrated their deep interest in the Chicago region's history and future. At the end of the Centennial, the Partners were asked to continue their work by engaging with CMAP as the agency prepares to publish its *GO TO 2040* Regional land use and transportation plan. In addition, green legacy partners celebrated the progress on 21 Green Legacy projects and are continuing to build on the Centennial's momentum with expanded efforts to connect our regional green infrastructure.

The experience showed that Burnham and Bennett's understanding that we must work together to create a better future for our region is as animated today as it was 100 years ago. The challenge ahead is to continue to harness the "spirit of Chicago" to, as stated in the Plan 100 years ago, "bring about the very best conditions of city life for *all* the people, with full knowledge that what we as a people decide to do in the public interest we can and surely will bring to pass." Together, we must continue to tap that "spirit of Chicago" in all that we do and especially now at a time of utmost urgency in order to make the Chicago region one of the best places in the world to live and work.

The greatest lesson of the Centennial, perhaps, is that the "spirit of Chicago" that imbued the Plan continues to inspire the region with a will to roll up our collective sleeves and get things done. The outpouring of interest and attention in the Plan's 100th year demonstrated that we can use collective public events to share diverse perspectives and knowledge as we harness our energy to get results.



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SECTION 1: CENTENNIAL OVERVIEW



CENTENNIAL OVERVIEW

“The celebration was never a dry recognition of what had gone before. It was a vibrant call to look full-face at the future – and to act.” – Patrick T. Reardon, Our Region Our Future.

Introduction

The following report is designed to provide an overview of the Centennial in terms of the substance and impact of its programs as well as the organizational framework and actions that fueled its implementation. Its program reports summarize each of the key projects for which the Burnham Plan Centennial played a major role through funding, leadership, or staffing and those to which the Committee provided direct support. It also highlights the critical role of our partners and the hundreds of programs they led. The final section focuses on the Committee’s organizational structure and the foundations on which the overall Centennial was built. While time will tell how the Centennial succeeded, Section 6 includes an “Outcome Goals” document that attempts to measure some of the Centennial’s immediate impact.

Overview

One hundred years after Burnham, Bennett and The Commercial Club of Chicago challenged the public to control growth, reduce congestion and build an unsurpassed quality of life in order to compete in a global marketplace, the people of the Chicago region reaffirmed these commitments. Three hundred partner organizations came together under the banner of the Burnham Plan Centennial to renew Chicago’s tradition of visionary design, comprehensive planning and working proactively for a better shared future.

Centennial Results: People Care

Residents of the Chicago region demonstrated that they care passionately about Chicago; they came in unprecedented numbers to celebrate our history, they learned about design and architecture, and they made commitments to preserving our green infrastructure. They contributed their ideas and expressed their opinions. As a result, the Chicago Metropolitan Agency for Planning’s *GO TO 2040* plan will articulate a new shared vision including: building denser communities; increasing investments in transit; and strengthening the region’s interconnected network of land and water. And a new set of partner institutions including universities, community organizations, schools and libraries is engaged with these ideas and primed to continue informing and involving a public that has demonstrated its interest.



Still shot from Thomas Gray video featured inside the Burnham Pavilion by Zaha Hadid Architects

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3	4

Images from cover page –
1: Kidworks performance at Waukegan Public Library
2: Student work on display at Chicago Humanities Festival
3: Inside of Burnham Pavilion by Zaha Hadid Architects, film by Thomas Gray for The Gray Circle
4: Teachers Professional development workshop on March 27, 2009

Program Highlights: Design Inspires

Like the spectacular watercolors that illustrated the 1909 Plan, cutting-edge design created a focal point for the Centennial's extensive programs. An estimated one million visitors to the Burnham Pavilions in Millennium Park experienced the extraordinary designs of Zaha Hadid Architects and UNStudio. They danced, they climbed, they touched and they looked in wonder at the innovative forms and inspiring video that invited new thinking about design and the urban context. Many lingered to read the interpretive panels which placed these monuments to futuristic thinking in the context of the Burnham Plan and the region-wide Centennial.

While the pavilions generated extensive local and worldwide media attention, they also brought focus to hundreds of other Centennial events, including the local architects' ideas for the region's future included in the *Big. Bold. Visionary.* exhibit at the Chicago Tourism Center; the Chicago Architecture Foundation's *Chicago Model City* exhibit; the *Make Big Plans* exhibit at 62 libraries and nine other venues throughout the region; school and youth programs; and green legacy projects designed to protect our shoreline, connect the region through trails and expand open space.

History Matters

From the Chicago Humanities Festival in November 2008 and 2009, to libraries and classrooms throughout the region, to gatherings of thousands to hear a Plan-inspired oratorio and watch a documentary about Burnham in Millennium Park, to community leaders who created six new showcase tours, Chicagoans demonstrated their fascination with the plan that shaped Chicago and continues to inspire action today. Chicago Public Schools third graders perhaps summed it up best with 2,200 letters to Mayor Daley in which the students took the lessons they learned about the historic choices that created Chicago and wrote about their own bold plans for their communities.

Developing and Implementing the Centennial: A Brief History Centennial Vision and Goals

In December 2006, Chicago Metropolis 2020 created the Burnham Plan Centennial Committee to build on the work of a coalition known as the Plan of Chicago Initiative. Co-chairs George Ranney, Valerie Jarrett and John Bryan, and Vice Chair Adele Simmons convened the committee for the first time on December 11, 2006. Emily Harris was retained as Executive Director.

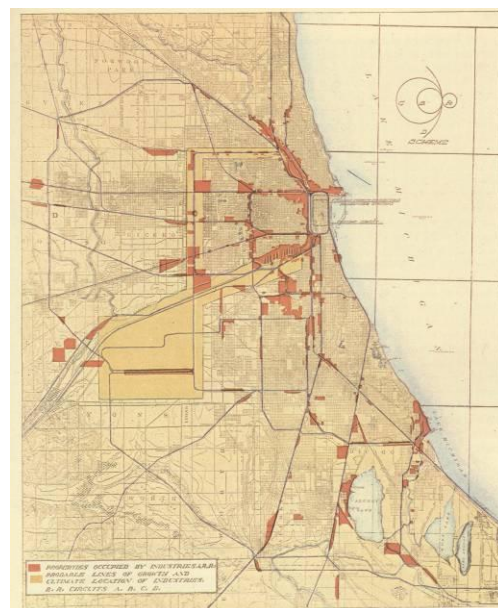


Plate 73 from the *Plan of Chicago*, above, served as the inspiration for the Burnham Plan Centennial logo, below, created by VSA Partners, Inc. For more information on the logo, see Appendix 1.



THE BURNHAM PLAN
CENTENNIAL

The Committee's initial priority was to solidify a vision that would provide direction for the overall Centennial. The resulting vision and "brand promise" (see sidebar), adopted in March 2007, also provided the foundation for the creation of the Centennial's logo and "Bold Plans. Big Dreams." tagline as well as the Committee's ambitious Action Plan. Adopted in June 2007, the Action Plan focused on three major objectives.

Program Objectives

The following three program objectives provided the framework for the Centennial:

1. **Inspire and educate** adults and children about both the legacy of the Burnham Plan and their opportunities to make bold new plans for the region's future.
2. **Advance enduring physical legacies** that complete elements of the Burnham Plan and contribute to the region's quality of life.
3. **Initiate bold new plans** for the next century that will make the Chicago region one of the world's best places to live and work.

These driving objectives – and the visual branding of the Centennial logo – were critical to the Centennial's success. Staff prepared a Program Partner Guide to convey these ideas to partner organizations and to formally invite them to be part of the Centennial. Additional partners representing the racial, ethnic and geographic diversity of the Chicago region were recruited through a series of brown bag lunches, meetings and systematic outreach. The Committee also used these sessions as well as partner newsletters and individual contact to keep partner organizations informed, promote networking and brainstorm programming.

Program Development

By the beginning of 2008, the Committee and staff had in place a list of potential core program concepts. These core programs were designed and selected to fit with the Centennial objectives and to ensure that the Centennial had a regional scope, a highly visual focal point and on-the-ground results. An ambitious target budget of \$8.5 million was established. Initial commitments from the Chicago Community Trust and the Elizabeth Morse Genius and Elizabeth Morse Charitable Trusts were in place. The Committee retained Falona Joy of the Alford Group to develop a fund-raising plan, and established a fund-

Vision and Brand Promise

The Burnham Plan Centennial is a moment-in-time opportunity to...**Inspire our region's communities, leaders and institutions to build on the success of the Burnham Plan and act boldly together to shape our future.**

The Committee's core idea supporting this vision is to **challenge people to think and act beyond boundaries to make our region one of the world's best places to work and live.** "Beyond boundaries" means:

- *Possibilities:* See beyond the way things are defined today and think more expansively and creatively about possibilities for our future.
- *Regional Mindset:* Increase understanding of the "big picture" issues and opportunities across our region and encourage communities and leaders to work together to effect change.
- *Connections:* Recognize that our diversity is a regional strength, and that our region's economic, social and cultural prosperity – and leadership in today's global economy – depends on a healthy and educated population where everyone benefits.

raising committee with leadership from Adele Simmons and Jack Greenberg. Ultimately the committee succeeded in raising \$7.5 million, with most funds deposited in the Burnham account established at the Chicago Community Trust, which served as fiscal agent for the Centennial. More than \$5.5 million of these funds were re-granted to partner organizations to implement key Centennial programs.

The Burnham Plan Centennial Committee identified June through October 2009 as the primary focus of the Centennial calendar, acknowledging that events would occur throughout the year. In fact, the first official Centennial event was a “Burnham Day” at the November 2008 Chicago Humanities Festival, which previewed the Centennial’s dual historic and forward-looking themes.

The Committee’s **work plan and budget** combined three main components:

Operating and marketing which eventually included:

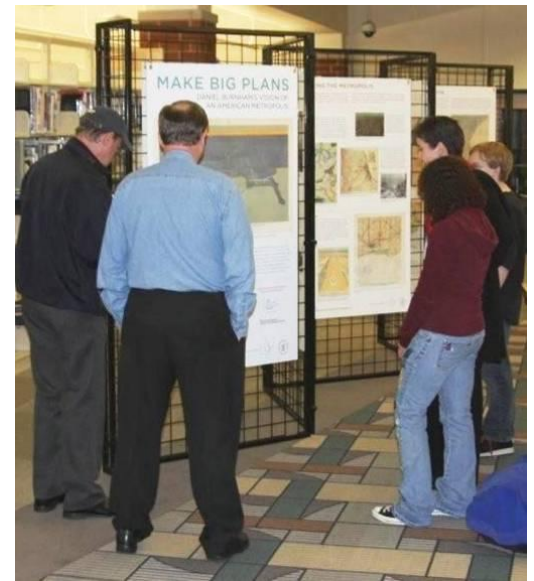
- A small dedicated Centennial team of core executive, program, fundraising and communications staff as well as program consultants and volunteers.
- Program partner outreach mailings, meetings and support.
- A robust website that combined all partner programs in a calendar format, multiple on-line exhibits, a newsroom and a learning resources section for teachers and students.
- Collateral material including brochures, bookmarks and three booklets: *The Plan of Chicago: A Regional Legacy* summarizing the outcomes of the Plan; *Creating Tomorrow’s Green Region*, summarizing the 21 Green Legacy Projects as steps toward completing a regional Green Infrastructure; and *Our Region Our Future*, summarizing the Centennial and outlining planning agendas for the future.
- Street banners displayed downtown and offered to partner communities.

Core programs designed, funded and implemented by the Committee, its staff and lead partner organizations (who in some cases raised additional funds for the program). These were intended to reach a wide geographic audience in the Chicago region from Kenosha, Wisconsin to Michigan City, Indiana, to provide a focal point for the Centennial, and to generate results. Many key partner programs, most notably the public engagement in the Chicago Metropolitan Agency for Planning’s *GO TO 2040* Plan, were not included in the Centennial budget, but are among its results.



Cover from final publication, *Our Region Our Future*, distributed on December 8, 2009

- Core programs included in the Centennial budget were:
 - Burnham Pavilions in Millennium Park (partners: Chicago Tourism Fund, City of Chicago Department of Cultural Affairs, Millennium Park, Inc., Art Institute of Chicago)
 - Green Legacy Initiative (partners: Openlands and more than 50 organizations involved in 21 Green Legacy projects)
 - Bold Plans Big Dreams Education Initiative (partners: Polk Bros. Center for Chicago Education at DePaul University, Chicago Public Schools, Chicago Metro History Education Center)
 - *Make Big Plans* exhibit (partners: Newberry Library and more than 62 public libraries and nine other venues)
 - Community Showcase Tours (partners: Local Initiatives Support Corporation/Chicago, Chicago Cultural Alliance, implemented with assistance from consultants O-H Community Partners, Vince Michael, Rolf Achilles and Jean L. Guarino)
 - *Big. Bold. Visionary.* exhibit at the Chicago Tourism Center (partner: Chicago Tourism Fund)
 - *Unfinished Business* short video (partner: Kurtis Productions)
 - Centennial Edition of the *Plan of Chicago* (partners: The Commercial Club of Chicago, Great Books Foundation, VSA Partners, Inc. and the Chicago History Museum)
 - *Transportation for a New Illinois* (partner: Chicago Metropolis 2020)
 - Burnham Days: Chicago Humanities Festival (2008 & 2009)
 - *El Próximo Centenario* visual and audio art exhibit: National Museum of Mexican Art and Radio Arte
 - *Plan of Chicago Centennial Edition*: The Great Books Foundation
 - *Plans*: Grant Park Music Festival (partial funding)
 - *Make No Little Plans: Daniel Burnham and the American City*: documentary film by The Archimedia Workshop (partial funding)
 - *Chicago Model City*: Chicago Architecture Foundation (partial funding)



Make Big Plans exhibit on location at Eisenhower Public Library in Harwood Heights

Evaluating the Centennial

It is a challenge to evaluate a year-long event filled with moving parts and hundreds of partner organizations. Much of the “evidence” provided in this report is anecdotal, and results of surveys and interviews are integrated throughout the report. Literally hundreds of events are not detailed here. These were conceptualized and implemented by a range of partner organizations.

Our intent is to ask what the Centennial accomplished, and what are the lessons learned. But as with any major public series of events oriented toward the future, it is impossible to measure the real results. Are people truly more aware of urban and regional planning? Will it make a difference in future decision-making? We expect that the relationships forged and ideas presented during the 2009 Burnham Plan Centennial will have lasting impact, especially as agencies like the Chicago Metropolitan Agency for Planning and its public and private partners move forward to build a culture of regional planning, sustainable development and infrastructure investment designed to ensure success in a changing global economy.

Lasting Legacy and Lessons Learned

The greatest lesson of the Centennial, perhaps, is that the “spirit of Chicago” that imbued the Plan continues to inspire the region with a will to roll up our collective sleeves and get things done. The outpouring of interest and attention in the Plan’s 100th year demonstrated that we can use collective public events to share diverse perspectives and knowledge as we harness our energy to get results.

The region took advantage of the Centennial deadline to affirm commitments and to take action. Legacy projects include curricula, progress on new parks, trails and preserves, on-line exhibits, archives and books. Records of the Centennial will be archived by the Art Institute of Chicago Ryerson and Burnham Libraries and the Illinois State Library. The Centennial’s website, www.burnhamplan100.org, will be maintained by the University of Chicago library for five years and then permanently archived by the Illinois State Library.



A teacher shares a classroom project at the Newberry Library during the March 27, 2009 Professional Development workshop for Chicago Public Schools teachers.

Specific legacies are further explained in the Goals & Outcomes evaluation in Section 6.

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SECTION 2: CORE PROGRAM REPORTS



THE BURNHAM PAVILIONS

Introduction

Just as the original Plan included an exhibit of stunning watercolors envisioning a “Paris on the Prairie” that toured from Chicago to cities throughout the world, the Centennial needed “something physical to ‘stir men’s blood,’” co-chair John H. Bryan said at the first Centennial Committee meeting. “People may not understand the concept of a Plan. They need something to touch, see and feel.”

At the time that “something” was announced, Committee vice chair Adele Simmons said, “While the Burnham Centennial is indeed about the serious business of building a better future, it will also be entertaining, educational and enjoyable.”

From Bold Plan to Inspiring Reality

The Centennial Committee and the pavilion team decided to engage University partners in order to ensure that the project would be connected with the next generation of designers and planners. The schools of architecture at the University of Illinois at Chicago, represented by Director Robert Somol, and the Illinois Institute of Technology, represented by Dean Donna Robertson became part of the Burnham Pavilion team.

After brainstorming with these and other partners, the Centennial Committee decided two temporary pavilions with futuristic designs were the best and most tangible ways to represent the reinterpretation of the Plan’s principles for the 21st century and beyond. Temporary architectural pavilions had been installed in many European cities – the best known being the annual exhibition at the Serpentine Gallery in London – but the only example in America was the annual young architects design competition for a pavilion at PS1 MoMA in Brooklyn, New York.

As Daniel Burnham drew inspiration from international city plans, the Committee and its university partners determined that London-based Zaha Hadid Architects and Amsterdam-based UNStudio would offer Chicago the fresh perspective it needed for the Plan’s 100th anniversary.



The Burnham Leadership Group, assembled by co-chair John H. Bryan to underwrite construction of pavilions, provided generous support. The group consisted of:

Mr. & Mrs. John H. Bryan
Mr and Mrs. Wesley M. Dixon
Jamee and Marshall Field
Margot and Thomas Pritzker
Patrick G. and Shirley W. Ryan
The Crown Family

Donors who made the pavilions possible by providing in-kind and financial support include:

ArcelorMittal – UNStudio pavilion steel
The Marmon Group – Zaha Hadid pavilion aluminum
British Airways – official airlines sponsor
National City, now a part of PNC – opening weekend in June
The Consulate General of the Kingdom of the Netherlands – financial assistance to support UNStudio
The Union League Club – lodging
The Village Green – lodging
Barbara Bluhm-Kaul and Don Kaul – film installation in Zaha Hadid pavilion

1	2
3	4

Images from cover page –
1: Kids and families interact with the Burnham Pavilion by UNStudio.
2: Chicago Public School field trip to Millennium Park
3: Ribbon-cutting at opening of Openlands Lakeshore Preserve
4: Presentation of third grade letters to Mayor Daley

George Ranney, Centennial Committee co-chair, said, “While the Millennium Park pavilions create a focal point for the Burnham Centennial, our underlying intent in commissioning them is to motivate the millions of people who experience them to get personally and actively involved in enhancing our regional environment, improving our quality of life, and insisting that our leaders do what is necessary to keep our region economically prosperous. The business community has invested in the Centennial because it knows that what is at stake here is metropolitan Chicago’s ability to compete globally for jobs and investment.”

Design of the Pavilions

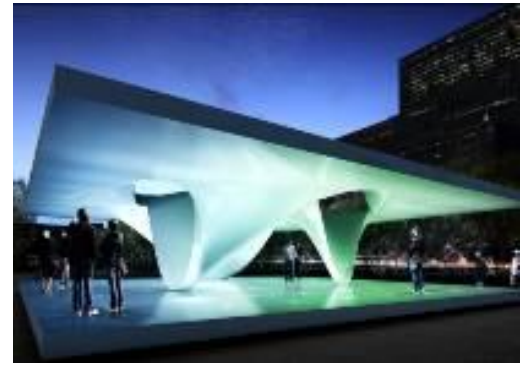
On April 7, 2009, the Burnham Plan Centennial Committee, Alderman Brendan Reilly, the City of Chicago Department of Cultural Affairs, the Art Institute of Chicago and Friends of Downtown unveiled the architects’ renderings to the public at the Chicago Cultural Center.

Architect Ben van Berkel explained that “the UNStudio Burnham Pavilion relates to diverse city contexts, programs and scales. It invites people to gather, walk around and through and to explore and observe. The pavilion is sculptural, highly accessible and functions as an urban activator.”

Writing about her pavilion, Zaha Hadid noted that “the pavilion is composed of an intricate bent-aluminum structure, with each element shaped and welded in order to create its unique curvilinear form. Outer and inner fabric skins are wrapped tightly around the metal frame to create the fluid shape.”

The UNStudio Pavilion’s scoop-like roof openings invited the public to see the Chicago skyline from different perspectives. The interactive lighting display, designed by Daniel Sauter and inspired by the colors from Jules Guerin’s original watercolors in the Plan, changed as people walked through the pavilion and illuminated the space with vibrant colors.

In his review of the UNStudio Burnham Pavilion, Carl Giometti, writer for Gapers Block, said “The sculpture allows for accidental meetings of visitors as they emerge around the peeled down supports and find themselves face-to-face with another staring up through the openings. In this sense, the pavilion is a city unto itself, a series of intimate, accidental meetings set within a dense urban context.”



Pavilion Team

The Art Institute of Chicago, represented by John H. Bryan Curator of Architecture and Design Joseph Rosa
The City of Chicago Department of Cultural Affairs, represented by Director of Cultural Planning Julie Burros
Millennium Park, Inc. represented by Executive Director Edward Uhlir
The Burnham Plan Centennial Committee represented by Executive Director Emily Harris

The curvilinear interior fabric walls of Zaha Hadid’s pavilion served as a screen for an interpretive video by Thomas Gray of The Gray Circle that told the story of Chicago’s transformation from the gritty industrial city of 1909 and included voices describing the future expressed by architects, teachers, community leaders and children.

The public walked through the pavilion and stood surrounded by lights and sound within its organically inspired form. Exterior lighting designed by Tracey Dear of Dear Productions transformed the pavilion at night with ever-changing colors.

Blair Kamin, architectural critic for the *Chicago Tribune*, wrote, “What draws you in during the day is the play of light – attenuated, almond-shaped light – on the remarkably curving surfaces of the pavilion’s inner layer of fabric. Ceilings, walls and floors flow together. No surface is static.”

Openings

The UNStudio Burnham Pavilion welcomed its first visitors on the evening of Thursday, June 18, 2009, during a private reception attended by van Berkel and his design principals, the Hadid design team and more than 500 donors, civic leaders and dignitaries. The public opening occurred at noon the following day on Friday, June 19. Among the earliest visitors were a bride with her bouquet and groom in his military dress uniform having wedding pictures taken against the pristine white backdrop of the UNStudio Pavilion.

The pavilion opening was followed in the afternoon by a free symposium with pavilion architect Ben van Berkel, Hadid associate Thomas Vietzke, Robert Somol, Donna Robertson and Joseph Rosa at The Art Institute of Chicago. The day was topped off with the world premiere performance at the Grant Park Music Festival of Michael Torke’s Burnham-inspired *Plans* for orchestra and chorus.

The innovative design of the Zaha Pavilion pushed the boundaries of tensioned fabric construction. The aluminum frame – with its 7,000 individually bent aluminum pieces – was moved to Millennium Park for the opening, marking the first time a design by Zaha Hadid was visible to the public prior to completion. Fabric Images of Elgin was brought in to complete the pavilion – including stabilizing the exterior frame to engineers’ specifications, construction of the interior frame and custom-sewing and fitting the fabric casing. The work was completed on-site while the public watched through the clear sided walls of the construction tent. The Zaha Hadid Burnham Pavilion opened to the public on August 4, 2009, bringing a second round of publicity to the project.



Chicago Tribune article written by Blair Kamin and published on June 18, 2009 – opening day for the UNStudio Pavilion by Ben van Berkel

UNStudio

Architect of Record: Garofalo Architects, Inc.
 Fabricator: Third Coast Construction
 Structural Engineer: Rockey Structures
 Interactive Lighting Concept: Daniel Sauter
 Lighting Design: Dear Productions, Inc.
 Collaborating School of Architecture: University of Illinois at Chicago

Zaha Hadid Architects

Architect of Record: Thomas Roszak Architecture, LLC
 Fabricator: Fabric Images
 Media Experience: Thomas Gray for The Gray Circle
 Structural Engineer: Rockey Structures
 Lighting Design: Dear Productions, Inc.
 Collaborating School of Architecture: Illinois Institute of Technology

Challenges

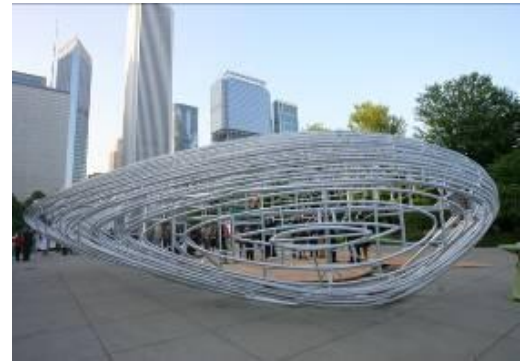
Challenges in creating these innovative designs ranged from an accelerated timeline, a relatively modest (\$2 million) budget for major works of art, and innovative designs that required creativity in construction techniques. Public reaction also proved a challenge – when people embraced the UNStudio Pavilion by climbing the steep scoops to the roof, they caused unanticipated damage to the paint, and raised public safety concerns that ultimately required additional security and placing small white stanchions in front of the scoops. Three major lessons stand out for future projects:

- Pairing international – or even American but outside of Chicago – contractors and vendors with local experts is critical to success. The international designers worked as a team with local architects and engineers of record who understood the Chicago construction process. Out-of-state vendors for electronics including the film projection proved to be challenging to work with, but thanks to the hands-on participation of Dear Productions, most of the lighting and projection issues were resolved in a timely way.
- Crowds at Millennium Park are used to interacting with the artwork, and climbing is to be expected. Museum-quality artwork requires museum-standard security. Issues were controlled when security was increased to full time on site.
- The public loves construction. The on-site completion of the Zaha Pavilion proved a fascinating exhibition of innovative construction techniques, and an opportunity for a second wave of media attention.

Pavilion Programming

Informational panels adjacent to the pavilions were designed to inspire visitors to engage with the Centennial and the opportunities to shape the future of Metropolitan Chicago. A touch-screen kiosk installed on site by the Chicago Metropolitan Agency for Planning (CMAP) allowed visitors to make choices about our quality of life by interacting with the regional *GO TO 2040* plan.

More than 60 volunteers were trained as docents in a collaborative effort of the Centennial Committee and the Chicago Department of Cultural Affairs. These "ASK ME" docents were at the pavilions daily to inform and answer questions about the Zaha Hadid and UNStudio pavilions, as well as about the 1909 *Plan of Chicago* and the Burnham Plan Centennial.



Burnham Pavilion by Zaha Hadid Architects on opening weekend in June. Images and videos of both pavilions under construction and during their exhibition are featured in the burnhamplan100.org Video Gallery.

Gabe Labovitz, one of the docents, said, “Many people spent a great deal of time reading the informational panels and the brochures, and many people asked me fascinating questions about Burnham, Chicago, the Plan, the future, *what* the pavilions meant, and what Hadid and van Berkel had to do with Chicago.”

Throughout the summer, the Pavilions hosted bi-weekly *Talks with the Team*, a series of free informal tours of, and talks about, the Burnham Pavilions featuring the staff and professionals involved with the project. The tours gave the public the opportunity to learn directly from the insiders about the planning, design, construction, techniques, artistry and technology involved in making the Burnham Pavilions a reality. Each team member brought their own emphasis to the talk and shared their unique perspective.

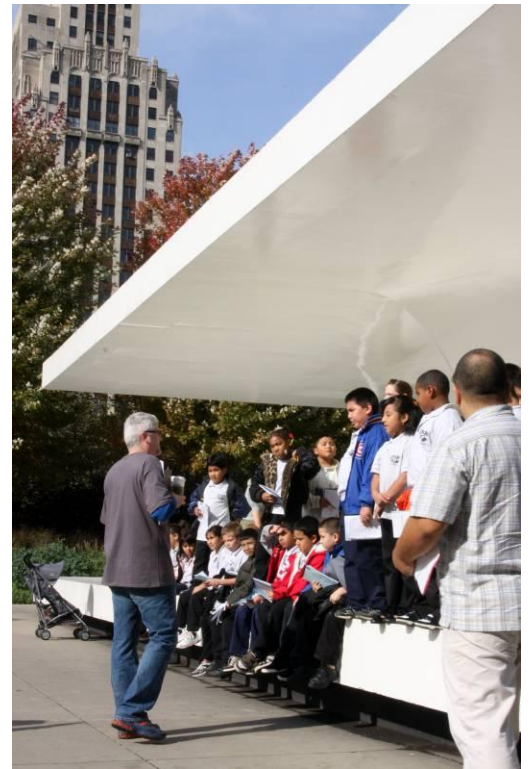
On October 21, some 1,300 school children from 32 Chicago Public Schools visited Millennium Park on a field trip on which they toured and interacted with the pavilions. Inspired by the pavilions and his first visit to Millennium Park, one child asked if education program coordinator Caroline O’Boyle owned the park. She replied, “Yes, but do you want to know what’s really cool? So do you! The park belongs to everyone,” to which he replied, “So that makes me your boss?!”

From imaginative children and active adolescents to inquisitive adults, the pavilions connected with the public on many inspiring levels.

Public Reaction

Public reaction to the Pavilions was overwhelmingly positive. Those who spoke to the “ASK ME” docents often praised their interactivity, inspiration, magnitude and futuristic designs. Children expressed their approval physically, running through the structures and feeling the textures. One precocious kid pronounced that walking into the Hadid pavilion reminded him of going into the belly of a whale. Others said the pod reminded them of a seashell, or the Sydney Opera House. Adults opined that Hadid’s tent resembled a Nautilus, an egg, a dinner roll and even a hornet.

As approximately a million people interacted with the pavilions, read about their designs, browsed through stunning images and blogged about their opinions, they began to understand the importance of bold planning and big dreaming to continue to create a thriving metropolis in the Chicago region.



Centennial staff member Rob Walton educates a group of children at the UNStudio Pavilion during the CPS third-grade field trip to Millennium Park.

Pavilion docent Lynn Neils said her “fondest memory was on [her] first day of volunteering when a young woman marched up to the van Berkel pavilion, turned around and started singing opera arias. After about 15 minutes she quietly walked away. Proof the pavilions inspired each of us in a different way.”

Blair Kamin wrote that the scoops of the UNStudio pavilion “are, first of all, beautifully built, with seamless connections between individual pieces of curving plywood and remarkably crisp edges. Look closely and you see how they make the floor, ceiling and columns appear to intermingle.” Ultimately, he said the pavilion served as “a viewing device, a large-scale frame, like a hand placed over your eyes, through which to glimpse the horizontal expanses of Burnham’s lakefront and city.”

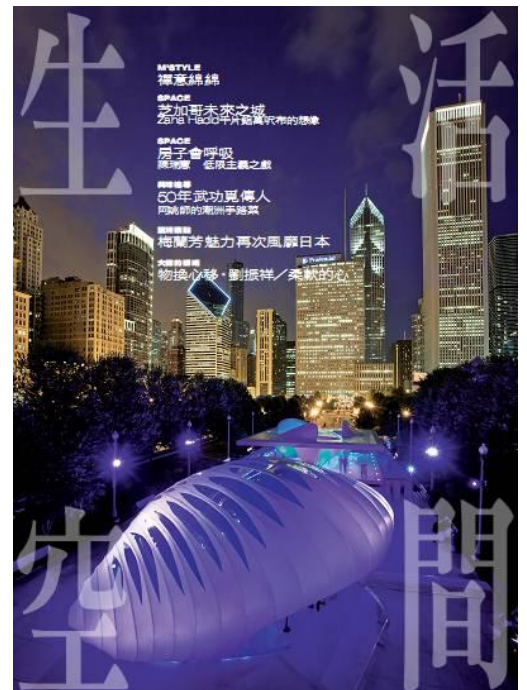
Later in the summer, Kamin wrote that the Zaha Hadid pavilion, “with its arresting combination of naturalistic forms and alien shapes, plus a dazzling video installation...does exactly what it’s supposed to do: invite us to boldly contemplate the future, just as Burnham foresaw a better Chicago.”

Throughout the entire year, Kamin’s Cityscapes blog featured 53 articles on all facets of the Centennial. The postings invited public discussion not only about the pavilions, but about many other programs and aspects of the Centennial. For many of these readers, the stories about the pavilions provided a launching point for further engagement in the Centennial’s goals.

Results

Through the pavilions’ total four-month display in Millennium Park, more than one million visitors interacted with them. The openings in June and August alone garnered more than 39 million media impressions (based on documented circulation of 31 million) with many other articles written throughout their exhibition. International architectural and design press, which cannot be counted in impression numbers, published at least 16 documented articles, from Japan to Russia, from Spain to China.

In addition to full-color spreads in many news and design publications, the pavilions were also featured in the Centennial multi-fold brochure, of which 100,000 copies were printed and distributed at major tourist locations such as Millennium Park, the Chicago Cultural Center, The Art Institute of Chicago and The Field Museum. The brochure was also distributed at each of the Chicago Park District field houses and every Chicago Public Library as well as regional partner libraries.



Cover of Hong Kong publication *Ming Pao* published in October, 2009

Ultimately, the Burnham Pavilions did indeed provide a focal point for the Centennial to reach people through the tactile and interactive ways identified as necessary from the very beginning. They became, in effect, the Centennial’s major marketing tool and drew attention to all Centennial-related programming. CMAP, for example, reports that the kiosks placed throughout the city to gather public opinion to inform them of the *GO TO 2040* plan received more than 20,000 electronic responses. Of those responses, more than 16,000 came from the kiosk placed at the Pavilion site.

The Pavilions were a bold statement to the press and the public that the Centennial was about the future as much as the past. Though their exhibition has ended, the pavilions and the Centennial’s legacy remain in the hearts and minds of our region, continuing to inspire organizations and individuals to work toward a better quality of life for all.



A group of Millennium Park visitors gathers to read the interpretive panels near the pavilions for background information on their designs, the *Plan of Chicago* and The Burnham Plan Centennial.

To see specific Goals & Outcomes related to the pavilions, see Section 6, page 89.

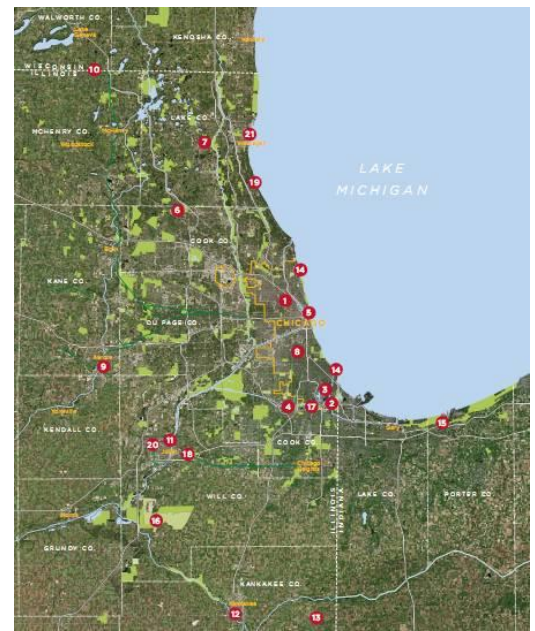
GREEN LEGACY INITIATIVES

Overview

The Burnham Plan Centennial Committee wanted to use this 100th anniversary as an opportunity to shine a spotlight on open space preservation and expansion, and serve as a catalyst for continued momentum in the future. The Committee turned to Openlands, the leading regional conservation organization, to develop a framework. Openlands staff surveyed the metropolitan area and identified 21 projects that could make measurable progress in the Centennial year and enhance the region's green infrastructure as a whole. These projects are high profile, provide lasting major benefits and are models for future action.

The goal was to use the Centennial as a deadline to advance these projects and showcase the contributions of open space to the region's quality of life and economic health. The Centennial served as a catalyst for movement on these projects by: bringing together partners and funding opportunities; setting deadlines for action; providing staff coordination through Openlands; providing communications support; helping partners to plan events and supplying speakers and materials; and packaging the projects together under the banner of the Burnham Centennial to increase visibility.

Because of the Centennial, the Committee was able to secure funds for select projects through special Centennial grants from generous donors. Primary project support for the overall Centennial Green Legacy programs came from the Hamill Family Foundation, Exelon Foundation and the Gaylord and Dorothy Donnelley Foundation. In addition, the Exelon Foundation provided direct funding for the Openlands Lakeshore Preserve and the Englewood Open Space Plan and New E.R.A. Trail development. Through the Gaylord and Dorothy Donnelley Foundation, the Centennial provided support to: the Friends of the Parks Last Four Miles plan; the Marquette Greenway Trail, and the Marquette Plan Communications initiative of the Northwestern Indiana Regional Plan Commission; the Hack-Ma-Tack National Wildlife Refuge for assistance with the appraisal coordinated by the Trust for Public Land and Openlands; and the development of plans for an interpretive center and installation of the first interpretive signs at the Midewin National Tallgrass Prairie.



Map of Green Legacy projects featured in *Creating Tomorrow's Green Region*

"[The Centennial] pulled so many divergent groups together for common cause. This was extremely important and will have all kinds of undeterminable future benefits, people getting to know each other, having something in common. The Centennial improved public awareness of general issues, need for planning, need to work together, things that need to and can be done."

— Jon Hamill
Hamill Family Foundation

Communications

The ultimate goal of the multidimensional communications strategy at the heart of the Green Legacy initiative was to create greater awareness of the projects and help leaders and residents understand their connection to the larger green infrastructure. It also served to enhance the long-term political will and civic commitment to fund and complete the Green Legacy projects.

Individualized communications assistance to each of the projects was provided by Centennial staff as well as Valerie Denney Communications and Openlands with staff consultant Richard Mariner. This allowed the Centennial's Green Legacy message to reach a wide variety of people throughout the region by making connections between community projects and the broader green infrastructure. The campaign resulted in more than 48 news articles and two television spots for total impressions of more than 24 million (based on documented circulation of 12.8 million).

Brochures and fact sheets were created for each of the projects and were distributed at partner events throughout the year. The brochures provided partners a platform to showcase their project and its link not only to other Centennial projects but to the region's green infrastructure as a whole. The fact sheets were downloadable versions of the brochures for partners to use as events arise in the future.

A culminating booklet was created to showcase the general progress made throughout the region as well as to highlight each project and the immediate next steps for its completion. This booklet, *Creating Tomorrow's Green Region*, was originally distributed at a culminating Green Legacy event on November 5, 2009, at the Spertus Institute. Additional copies were printed for distribution by Openlands to a list of more than 2,000 partner organizations, environmental advocates and key legislators to encourage continued momentum on the projects. A copy of *Creating Tomorrow's Green Region* is included with this packet.

Results

Throughout the year, the Centennial's Green Legacy program made a real impact by showing how individual community projects fit into the region's interconnected network of open space, which promoted greater support and understanding for the projects. Some concrete and measurable outcomes of the Centennial's involvement in these projects include:



"Passengers Arriving - Great Migration" mural commissioned and completed during 2009 in the Englewood neighborhood as part of the Centennial Green Legacy initiatives.

- Advancing the regional understanding that the area’s “green infrastructure” systems are as important as its gray infrastructures to metropolitan Chicago’s future social, economic and quality-of-life health
- Demonstrating the value of each project to a more cohesive green infrastructure by linking projects through the marketing campaign. This was one of the key messages of the Centennial and the Green Legacy communications strategy, and it proved effective in elevating media interest in individual projects
- Encouraging key leadership organizations to establish benchmarks and focus on good planning that will encourage progress and allow for measurable outcomes
 - Most notably, using the November 5 Green Legacy event as a deadline, Chicago Wilderness, for the first time, articulated a measurable goal of protecting the natural character of 1.8 million acres of interconnected lands and waters by 2060. At the event, Melinda Pruet Jones, Executive Director of Chicago Wilderness, said, “Reaching the goal of our green infrastructure vision will ensure that we protect our natural heritage and pass along Burnham’s legacy to our children and our children’s children – access to nature for better health and a richer quality of life.”
- Raising awareness of the region’s green infrastructure through exhibits, publications, websites and presentations. For example, the green infrastructure was a major message in the interpretive panels at the Burnham Pavilions in Millennium Park, in the *Big. Bold. Visionary.* exhibit featuring the work of Chicago architects, in the *Make Big Plans* exhibit displayed in more than 62 libraries and nine other venues, on the Centennial website, and in events and programs throughout the region.
 - Elfriede Wedam, sociology professor at Loyola University Chicago, said, “At Loyola, we were pleased to note that some of the local community members that were initially strongly opposed to extending the continuous public lakefront in Edgewater and Rogers Park entered into discussion with representatives arguing in favor of extending ‘the last four miles.’ This has been a contentious matter on the north lakefront. Our panels seemed to provide the right combination of informed presentation and dialogue in an open public setting. It wouldn’t have happened without the opportunity of the Burnham Centennial program.”



Dedication of 26-mile Calumet-Sag Trail on National Trails Day – June 6, 2009

-
- Daryl J. Dean, jury member for the Midewin design competition said, “I think that having over 70 people show up at the Midewin charrette back in March was a real eye-opener for the folks at Midewin. I was also very impressed with the almost 20 design responses that Midewin’s outdoor education center competition received. As a jury member, it was really challenging to select finalists and then the winner. Lots of fantastic talent in the Chicago area! It was fun. It was enlightening. It was complex. It was true Midwestern work ethic at its finest!”

Challenges and Lessons Learned

The Green Legacy initiative proved to be an effective way to broaden the reach of the Centennial to the edges of the region, and to engage a variety of partners. Challenges and lessons learned included:

- Projects are multi-year and complicated, so it was often difficult to surface a key milestone and to ensure progress. But celebrating incremental progress proved to be an effective way of raising visibility and renewing local commitments to projects. In some cases, such as the Burnham Greenway, where results were not finalized by the end of the Centennial, momentum continues and the sense of commitment to achieving the goal set during the Centennial is continuing to propel partners to find creative solutions.
- Coordination was absolutely critical. Richard Mariner served as consulting staff to Openlands and his hands-on connection with project leaders helped to ensure meaningful participation. Without continual communication and support it is unlikely that so many projects would have been able to make advances. In addition, technical assistance in communications was provided by Valerie Denney Associates and Centennial staff.
- The imprimatur of the Centennial and the deadline it created was an effective way to create collaboration. But even more important, the Centennial was able through the generosity of a number of funders to bring not only visibility but funding to select projects. This increased commitment and increased progress significantly.
- The message of a regional green infrastructure and the understanding that each small local project makes a much bigger contribution to the whole had real resonance for project leaders as well as the public. Conservation leaders were enthusiastic about coming together to celebrate success and could understand even small steps as being important when they were seen as part of a greater whole.



Winning design for Midewin Tallgrass Prairie Learning Center by Wheeler Kearns Architects

“The Centennial, in a relatively high-profile way, re-focused people on the region. We have regional goals. This is particularly important for conservation.”

– Laurel Ross
Vice-Chair
Chicago Wilderness

Specific “Green Legacy” progress:

■ Trails

- The Northwestern Indiana Regional Planning Commission and the Indiana Department of Natural Resources’ Coastal Program, in conjunction with the Indiana Chapter of the American Planning Association, announced a plan to close a nine-mile gap separating two units of the Indiana Dunes National Lakeshore on the 50-mile Marquette Greenway Trail.
- The Centennial facilitated complex negotiations between ComEd and the Illinois Department of Natural Resources that resulted in an agreement providing for public access to ComEd’s power-line right of way. This landmark success removed a long-standing barrier to closing the two-mile gap in the 11-mile Burnham Greenway.
- Federal, state and local intergovernmental collaboration and community support crystallized for the 26-mile Calumet-Sag Trail during the Burnham Plan Centennial. The trail will connect 14 communities in Chicago’s south and southwest suburbs following the Cal-Sag Channel
- The City of Aurora’s mayor publicly committed at the Centennial kick-off event to break ground for the final 1.3-mile segment in Aurora of a 60-mile trail along the Fox River.
- The 21-mile Old Plank Road Trail into Joliet was completed during the Centennial, connecting Joliet’s municipal bikeway system to the Illinois & Michigan Canal Trail.
- The Centennial helped focus planning efforts by the Lake County Forest Preserve District to fix a key gap in order to link the 32-mile Des Plaines River Trail to the 5,800-acre Liberty Prairie Reserve.
- The Forest Preserve District of Will County acquired the Theodore Marsh in Crest Hill which closed the last unprotected gap in the nine-mile greenway providing a continuous trail through 1,200 acres of high-quality wetlands and uplands.

■ Shoreline

- With extensive community participation and solid technical support, Friends of the Parks developed an award-winning, visionary and practical plan for completing the last four miles of gaps in Daniel Burnham’s vision of uninterrupted public access along Chicago’s entire 30-mile lake shoreline from Evanston to Indiana.



Part of the gap between trail units in the Marquette Greenway

- For the first time in a century, public access to a mile of lakeshore and to the Chicago-area's last intact ravine/bluff ecosystem was achieved with the opening of the Openlands Lakeshore Preserve on the old Fort Sheridan site.
- New sections of the downtown Chicago Riverwalk were completed and opened to the public.
- Construction of the 2.3-mile first phase of the 9.2-mile trail linking the city of Kankakee with the Kankakee River State Park was begun and completed during the Centennial.
- Signage and access points were added to bring the 500-mile Northeastern Illinois Regional Water Trails Plan to 88 percent completion.
- The City of Waukegan moved forward with its plans to remake its downtown lakefront shoreline, restoring to nature and public use its old industrial waterfront.

▪ **Open Space**

- Design and engineering work began on the 2.8-mile Bloomingdale Trail, an above-grade former railroad right-of-way. Trail access facilities that double as neighborhood parks were being acquired and developed along the route.
- The City of Chicago took possession of 300-acre Big Marsh to begin long-range plans for restoration of the Calumet Open Space Reserve, one of the largest and most diverse natural wetland complexes in the Midwest.
- The Illinois Nature Preserves Commission dedicated the western section of the 2,300-acre Deer Grove Forest Preserve as the 500th site in the Illinois Nature Preserves system. Restoration of the 160 acres of wetlands began in October, 2009.
- The Englewood New E.R.A. Trail, an innovative, community-generated plan to transform an abandoned two-mile elevated rail line and vacant lots into community gardens and public open space, was unveiled at a community-wide event.
- Illinois asked the U.S. Fish and Wildlife Service to begin feasibility work to create Hack-ma-tack National Wildlife Refuge, a new national wildlife refuge of up to 10,000 acres spanning the Illinois-Wisconsin state line in the rapidly developing northwest part of the metropolitan area.
- Publication was completed for the downtown master plans for Lockport and Joliet to create Heritage Park that weaves together an eight-mile corridor of green infrastructure features along the Des Plaines River and the Illinois and Michigan Canal from Isle a la Cache (135th Street) through Lockport and into downtown Joliet.



Waukegan lakefront

- The 68-acre Carl N. Becker Savanna Nature Preserve was dedicated as a Nature Preserve by the Illinois Nature Preserves Commission, thus increasing the number of protected acres of black oak savannas in the bi-state Kankakee Sands to more than 7,000.
- A charrette sponsored by the Midewin Burnham Legacy Task Force created a framework for the development of interpretive learning facilities at the 19,000-acre Midewin National Tall Grass Prairie. Midewin subsequently selected Wheeler Kearns Architects to design the Prairie Learning Center. Interpretive signage was also designed and installed.

Conclusion

The Burnham Plan Centennial succeeded in using the Plan’s anniversary to shine a spotlight on the multi-year efforts to complete a green infrastructure for the twenty-first century. It demonstrated the value of using a deadline as a catalyst, provided increased visibility and brought the environmental community together across boundaries.

The success of the Green Legacy initiatives showed, as Daniel Burnham did, that if we think big and dream boldly, we can do great things.



Phase 1 completion of Kankakee Riverfront trail

“The Centennial definitely added visibility to this project. Phase 1 has been completed, but the exposure will help as the project continues.”

Norm Strasma
Community Foundation of Kankakee River Valley

To see specific Goals & Outcomes related to the Green Legacy Projects, see Section 6, pages 93 and 95-98.

BOLD PLANS. BIG DREAMS. EDUCATION INITIATIVE

Overview

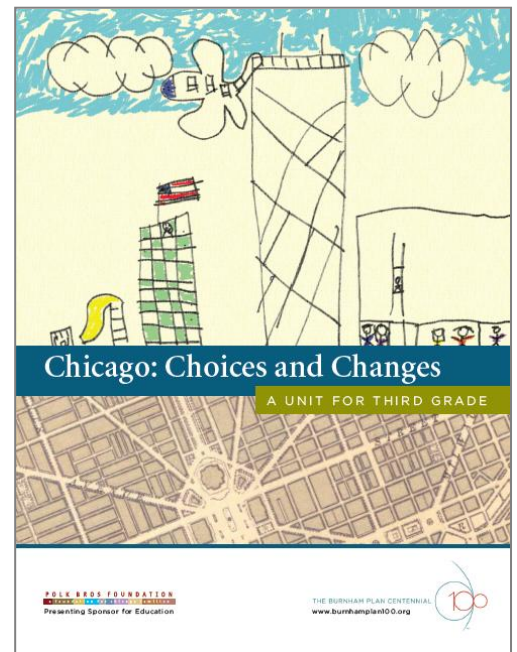
The Bold Plans. Big Dreams. Education collaborative initiative helped transform the way children learn about their city and develop a sense of their own opportunity to influence the future. Through new curricular resources, professional training opportunities and hands-on experiences, the program brought history alive and empowered students and teachers with the knowledge that they, like Daniel Burnham, can have big dreams and make bold plans that help determine the future of their schools, communities, the city and the region.

The program emphasized the literacies of reading, vocabulary, writing and knowledge about the city's progress. The emphasis on literacy not only responded to the absolute priority of the schools to increase students' abilities but also provided a basis for increased learning. The Polk Bros. Foundation Center for Chicago Education at DePaul University (CCE) and the Chicago Public Schools were partners in this integrated project, and through their involvement enabled teachers to demonstrate that the city itself can be a vital part of the curriculum. As stated by CCE's executive director, Dr. Barbara Radner, "The Burnham Plan Centennial changed how teachers think about what their students need to learn. It's not about information, it's about vision."

Developing Resources

"Learning about the city where they live will help students be better citizens in the future. When you study anything, you claim ownership. You care, and you have a lot of respect for it."
Princetta Preston-Scott, Webster School principal

The creation of Chicago-oriented curriculum units for third- and eighth-graders was the central element of the initiative. The concept of Chicago and its history as a place of challenges, choices and changes in which students, too, can take part was the core idea that shaped the units entitled *Chicago: Choices and Changes* (3rd) and *Chicago: City of Possibilities, Plans, Progress* (8th). Aligned with Illinois Learning Standards, these units emphasized literacies and critical thinking—literacy about the city itself, literacies of reading and writing, and critical thinking about the past, present and future.



Project Partners:

Polk Bros. Foundation Center for Chicago
Education at DePaul University
Chicago Public Schools

Presenting Sponsor for Education:

Polk Bros. Foundation

Additional Funding:

William G. McGowan Charitable Fund
Steans Family Foundation
Clare Muñana
McCormick Foundation

Both units were prepared under the auspices of the Polk Bros. Foundation Center for Chicago Education at DePaul University. They were piloted in Lawndale schools and formally introduced to more than 500 teachers at a March 27, 2009 workshop. Student readings and worksheets were presented in both English and Spanish to maximize classroom use.

These two units, along with Chicago Metropolis 2020's *Metro Joe's Interactive Guide to the Chicago Region* and a collection of resources from institutions around the city, were featured in the *Bold Plans. Big Dreams. Educators Resource Guide DVD*. The guide, produced to expand the reach and the program, contains clickable links to PDFs of sample lessons, activities and Web links. Images that portray the city's evolution presented in PowerPoint format and as digital files are also included. Five thousand copies of the DVD were printed and distributed to Chicago Public Schools and cultural institutions that serve teachers throughout the city and region.

The DVD is also available on the Learning Resources section of the Burnham Plan Centennial website www.burnhamplan100.org. The site, developed by the Chicago Public Schools | University of Chicago | Internet Project (CUIP), gives teachers and learners ongoing access to a rich array of educational resources. The Learning Resources site contains a Kid's Portal, webliography and bibliography, and other materials for use in and outside of the classroom.

Training Teachers

On March 27, 2009 the new curricular units were introduced to more than 500 teachers attending a city-wide Bold Plans. Big Dreams. professional development workshop. Co-hosted by cultural institutions, the workshop provided an orientation to the new units, an opportunity to learn about the host institution and explore their exhibits, and plan collaboratively with colleagues to integrate the city into their teaching. Each participant left with a curriculum binder, a classroom set of the *Plan of Chicago: Regional Legacy* booklet, and a blueprint for implementation.

In a follow-up survey one participant stated, "I attended the March workshop with one colleague and we both came away with a greater capacity for building curricular connections, not only across content areas among teachers at our school, but across teachers and the greater Chicago community. Many of the dreams were big and the plans bold. More importantly, at school, we did what we could to make our vision a reality. Students are gaining a sense of legacy. My colleague and I will collaborate this summer for next year. Bold plans!"



A group of Chicago Public School teachers gathered at a workshop in March, 2009.

Workshop Partners

- The Art Institute of Chicago
- Chicago Architecture Foundation
- Chicago History Museum
- Jane Addams Hull-House Museum
- National Mexican Museum of Art
- The Newberry Library

Making it Real

Letters to the Mayor

Culminating a learning experience based upon the *Chicago: Choices and Changes* unit, more than 2,200 third-graders from 78 schools wrote letters to Mayor Daley expressing their dreams and plans for the city. The youth wrote about everything from the needs of the homeless to their concerns about gun violence; from their appreciation of parks, gardens, open spaces and urban agriculture to their big ideas of building more libraries and hospitals and extending the school day. Through the project students learned the importance of sharing their ideas as the first step to change.

Dear Mayor Daley,

My group had an idea that we want you to hear. Our idea is to replace all the vacant lots with parks....If we replace them with parks kids will be able to play. This will help Chicago because most people get into fights because they have no place to go. This will cost a lot of money but it is a great idea and can help communities.

- Andjurette

To underscore that their ideas were heard, Adele Simmons, vice-chair of the Burnham Plan Centennial Committee, sent personalized notes to each of the letter-writers, thanking them on behalf of Mayor Daley. And, on September 24, 2009, a representative group of nine students from three schools, along with their principles, personally delivered the "Letters to the Mayor" to Mayor Daley in his City Hall offices—where he hosted them on a guided tour for more than 40 minutes, pausing for individual pictures with every child, school and family group.

The impact of this experience was clear to the principal at Gregory School who reflects, "The Burnham Centennial has inspired everyone at Gregory. I know that our students and their families have not only learned a lot but they really see how they can—and will—change the future. Meeting with the mayor was great; he was so thoughtful to take so much time with our students. On the way back, one student said, 'He cares about the same things we do.'"



Collage of student letters to Mayor Daley

Demonstration Schools

In April 2009, the Centennial announced the Bold Plans. Big Dreams. Demonstration Schools program at a breakfast meeting attended by principals from 77 Chicago Public Schools. Introduced by Dr. Barbara Eason Watkins, the discussion focused on how entire schools can engage in the kind of forward thinking and visionary planning that are the hallmarks of Burnham's Plan.

Schools were invited to submit an application for the program and in June, 32 were selected to participate as Demonstration Schools. The school year 2009-2010 program was formally launched in September in a meeting for project leaders. At the launch, leaders received books, maps, posters, videos and a grant for special projects from the Burnham Plan Centennial. Working across curricula and across grades, the Demonstration Schools began a year-long journey to make "Chicago progress" central to the curriculum for literacy, social sciences and social emotional learning in order to increase students' commitment to progress for their school, community and city. Area literacy and bilingual coaches who work with the schools were also trained on the curricula and became a vital part of the support network for the Demonstration Schools.

Ultimately, the goal of the Demonstration Schools program is to create models for other schools and to confirm to CPS leaders the relevance and importance of the "Bold Plans. Big Dreams." vision to system-wide educational goals. According to the principal at Mayo School, "Our students have learned so much this past year about their city because of the projects they did, and now that we are a Demonstration School we will take this even farther. Our children will be the city's leaders, and they'll be thinking big and bold just like Burnham." Although the program will not be completed until June 2010, results to date are promising.

Millennium Park Field Trip

The *Millennium Park Field Trip Guide* was created in direct response to Demonstration Schools' interests in a field trip on the topic of Chicago history and planning. This do-it-yourself field trip contains nine hands-on activities for elementary students with an emphasis on the city's infrastructure. It provides a lively, modern illustration of many of the themes of the *Plan of Chicago* — the importance of open space, transportation infrastructure and architectural integrity.

Bold Plans. Big Dreams. Demonstration Schools

Alcott School
Buckingham Special Education Center
Chase School
Edison Park School
Finkl Academy
Gray School
Gregory Academy
Hammond School
Henson School
Herzl School
Jackson Language Academy
Madero Middle School
Mayo School
Melody School
Mollison School
Montefiore Special School
Morgan School
Mozart School
Murray Language Academy
Pilsen Community Academy
Pope School
Sabin Magnet School
Schmid School
Smyser School
South Loop School
Spry Community School
Stow School
Stone Scholastic Academy
Webster School
Whittier School
Williams Preparatory Academy
Willwood IB World Magnet School

In October 2009, some 1,300 third graders from Chicago Public Schools field-tested the guide, and their teachers came away with glowing reports. "These are kids who have never been downtown before," one teacher said. "It's a valuable experience for them...to know the city is built for them." The Guide is posted on the Millennium Park website and, as are all materials developed through the initiative, on the Burnham Plan Centennial website.

Challenges and Lessons Learned

The reorganization of the Chicago Public Schools, including the reassignment of schools to different areas and the transition of more than 100 schools to a year-round schedule, resulted in interruption of some of the implementation of the Bold Plans. Big Dreams. Educative Initiative. For example, the focus of the Annual Principals' meeting in August 2009 was on the reorganization and did not provide the hoped-for forum for all principals to learn of the initiative. And, during the ISAT prep "season" the focus on test preparation became even more intense. In response, the Center aligned parts of the Chicago units explicitly with ISAT to enable teachers to continue to involve students in learning about Chicago's progress. Chicago Public Schools teachers and leaders face a constant flood of new ideas and "special event" curriculum initiatives. The keys to impact of this initiative have been three-fold:

- Up-front involvement of top Chicago Public Schools leadership including the Chief Education Officer and Offices of Literacy, Language and Cultural Education, and Special Education to ensure that the initiative would be supported by their coaches.
- Engagement of classroom teachers as well as the critical networks that support them including principals and school-based literacy, bilingual and special education teachers.
- Development of educational resources that align with Illinois State Standards and CPS priorities, accommodate varying teaching and learning styles, are translated into Spanish, and offer cross-curricular opportunities for implementation that connect teaching and learning to the real world.

Sustaining the Progress

Thanks for all of the support for the Chicago project. Our entire school is now participating by creating a Lawndale history museum. This is just the beginning—we will continue this important learning. – Demonstration School Participant



A class of third-graders begins their field trip through Millennium Park.

METRICS

- Teachers Directly Involved: 513
- Schools Directly Involved: 165
- Additional Schools Involved through Area-Level Support: 105
- Students Directly Involved through Teachers, Field Trips, and Letters: 16,879
- Total Student Involvement, including Area-level coach support: 20,029

Despite the turmoil of budget deficits and re-organization, the Bold Plans. Big Dreams. program has already helped reshape the Chicago Public Schools curriculum. As teachers and students alike have demonstrated, learning about Chicago is not just about history—it's about building ownership in the city, and youth's role in the future.

The Centennial Committee has been fortunate to have commitment of the Polk Bros. Foundation Center for Chicago Education at DePaul University not only during the past two years, but moving forward. The Center has already designed a 2010-2012 School Improvement Plan model that emphasized developing civic responsibilities. The model is not being distributed to Chicago Public Schools through workshops, online and direct e-mail. And, as the new core national standards are introduced, the Center will align the curriculum with those new priorities so that the resources are among the first ready-to-use materials that fit the new national requirements.

In summary, the initiative has provided resources for instruction that develop appreciation of Chicago as a city of possibilities, plans, and progress and inspired advocates to sustain this educational progress.

Other Education Highlights

Although the Centennial Committee's direct collaboration with the Polk Bros. Foundation Center for Chicago Education and Chicago Public Schools formed the core of its work, the Committee also supported two initiatives to expand and showcase youth involvement and broaden awareness of the learning opportunities the Centennial provided for the region's youth.

Chicago Humanities Festival Think Big Youth Expo

The *Think Big Youth Expo* brought the big ideas of Chicago's 8-12 year old youth to audiences far beyond the classroom walls. Held in conjunction with the fall 2009 Chicago Humanities Festival's Burnham panel discussions at the Harold Washington Library, the event showcased a selection of student writings and artwork in Chicago Public Schools, Big Shoulders Fund Catholic schools, and the Chicago Park District's Words @ Play after-school program. Expo organizer Julia Mayer reported that, "Parents were thrilled that their children's work was included in the Expo.



Examples of student work from the 2009 Chicago Humanities Festival

Ruiz Elementary, one of the schools represented, arranged for a Saturday field trip for students and their families. Just as the Expo opened its doors, a busload of 45 people arrived!"

Chicago Metro History Fair "Burnham" Award

Every year 2,000 middle and high school teachers and students participate in the Chicago Metro History Fair which promotes primary course research and historical inquiry into Metropolitan Chicago. In order to encourage students to explore the rich legacy and impact, the Burnham Centennial created a cash award program for high school students related to the Plan. In its first year, an estimated 100 students from Chicago and suburban Cook, Lake, Kane and DuPage counties participated. In May 2009, two outstanding projects were recognized at the Chicago Metro History Education Center's (CMHEC) annual awards event. To build momentum for educating youth about the rich history of planning in Chicago, CMHEC will work on behalf of the Centennial Committee to continue the awards program for another ten years. The program will include professional development workshops for teachers to promote the teaching and learning of the history of urban and regional planning in the Chicago area.

Partner Initiatives

In addition, the Centennial's "Bold Plans. Big Dreams." theme provided inspiration for a number of other educational initiatives beyond the work of the Centennial Committee itself. Three outstanding examples include:

Big Shoulders Fund: In the spring of 2009 Big Shoulders Fund implemented a school-wide project involving all 76 fifth-grade classes in learning about a neighborhood other than own and mapping out its future. The youth conducted research in their classroom and took a field trip to their adopted neighborhood where they met with their peers and toured the community. Then they transferred their ideas to a large-scale neighborhood map and gathered to knit together each neighborhood. The resulting in a "quilt" of Chicago was later displayed at the Loyola University Museum of Art. According to Tom Zbierski, Director of School Relations, "Our students never interacted like this before. We realized we are part of something bigger than just our neighborhood. It made us so proud."



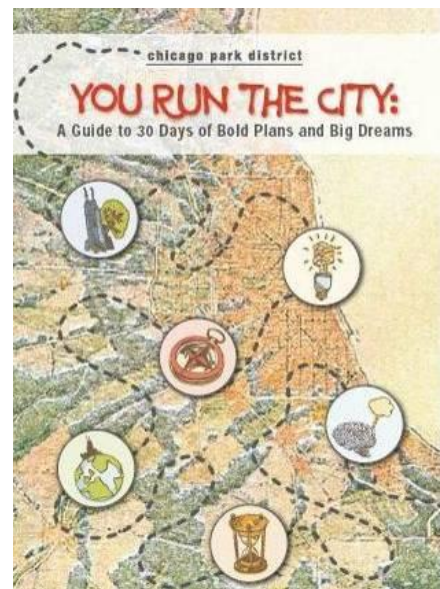
Students from 76 Big Shoulders Fund schools come together in the spring of 2009 to compile their neighborhood maps.

Chicago Botanic Garden: The Fairchild Challenge, Chicago Botanic Garden’s annual high school eco-competition, engaged more than 500 students from 15 Chicago-area high schools in a Burnham Photo Essay Contest in which history, art and photography students recorded their impressions and interpretations of how the *Plan of Chicago* has affected them and/or their community. The program included a day-long event that took 150 students on a bus tour celebrating Daniel Burnham’s *Plan of Chicago*. Fifteen photographs were selected for inclusion in a commemorative book, *The Plan of Chicago @ 100*, published by Lambda Alpha International, Ely Chapter.

Chicago Park District: *You Run the City: A Guide to 30 Days of Bold Plans and Big Dreams* provided the Chicago Park District’s day-camp instructors a tool to help their campers think big every day of the summer, expanding their views of their city, their neighborhoods and themselves. Through these activities some 25,000 campers got the chance to run the city their way. Campers imagined their own big ideas and saw their plans come to life through active and creative play in Chicago’s natural environments – the parks.

Conclusion

Helping children and adults to learn to dream big, bold visions for the future of the city and the region was a central thrust of the celebration. Through the work of the Centennial and its partners’ creative programs, only a few of which were included here, youth have learned not only about the history of planning for Chicago and its suburbs but to understand that they have an important role in shaping the future. As one youngster from the Big Shoulders Fund project stated in his report, “We are making no little plans for *our* Chicago.”



Cover of the Chicago Park District *You Run the City* guide for day-camp instructors

To see specific Goals & Outcomes related to the Bold Plans. Big Dreams. Education Initiative, see Section 6, pages 90-92.

MAKE BIG PLANS

Overview

The Burnham Plan Centennial offered an ideal opportunity to engage a wide audience in learning about the *Plan of Chicago's* creative responses to the urban issues of its own time and its legacy for planning throughout the twentieth century, today and into the future. In order to engage adults, children and educators throughout the entire region, the Burnham Plan Centennial, in collaboration with the Newberry Library, created the exhibit *Make Big Plans: Daniel Burnham's Vision of an American Metropolis*.

From June-December 2009, *Make Big Plans* was exhibited at 71 venues, including 62 public libraries, O'Hare and Midway airports, two universities and several other institutions around the region. It was also displayed at several high-profile events such as the American Planning Association Upper Midwest Conference held in September at the Hyatt Regency, the Lambda Alpha International Biennial Symposium in October, and AIA Chicago's Annual Award Dinner. A Spanish translation of the exhibit was also distributed in PDF format for handout and the exhibit remains on display at the Newberry Library and Midway International Airport.

An even larger regional, national and international audience was given access to view a digital version of the exhibit on the Burnham Plan Centennial website and through the Centennial Educators DVD. This online version will remain available to the public in perpetuity through the Centennial website hosted by the University of Chicago for the next five years and as part of an archive being created at the Art Institute of Chicago. The Newberry Library is currently creating an expanded interactive website version of the exhibit with additional support from the National Endowment for the Humanities that will serve as a resource to teachers, students and scholars for years to come.

The exhibit itself was an aesthetic and academic success in terms of creating a display that appealed to a wide range of patrons, brought in new audiences, increased libraries' connection to the larger region and, most importantly, inspired individuals to think about their place in their community and the future. Staff at the Downers Grove Public Library summarized it best when they said, "I think the best 'feedback' was seeing people spend 5-10 minutes reading the panels and really absorbing the exhibit.

MAKE BIG PLANS

DANIEL BURNHAM'S VISION OF AN AMERICAN METROPOLIS



[Small text describing the exhibit's content and its historical context, including mentions of the Burnham Plan Centennial and the Newberry Library.]



First exhibit panel

Many of our patrons are passing through quickly or have a specific purpose in mind when they visit, so for the exhibit to stop and engage them means it must have interested them.” While staff at the Eisenhower Public Library told us, “The exhibit added to the cultural experience we want to provide to our community and we will be seeking other exhibits.”

Exhibit Content

Burnham stated, “The People of Chicago have ceased to be impressed by rapid growth or the great size of the city. What they insist on asking now is, how are we living?” *Make Big Plans*, curated by Jim Ackerman and Diane Dillon at the Newberry Library, explored the historical context of the urban and regional challenges that prompted Burnham to ask this question, examined the solutions to these challenges proposed by the Plan, and critically examined this new vision’s impact on cities and city planning in the 20th century.

Focusing on the visual dimensions of the 1909 Plan, the exhibit featured stunning reproductions of its magnificent maps and art, as well as materials relating to Burnham’s work beyond Chicago. Additional maps, drawings and photographs were incorporated in order to stimulate discussion about the wider heritage of the Burnham Plan as a vision of 20th century metropolitan America, and as a touchstone for future visions of Chicago. The exhibit consisted of ten panels that focused on five central themes:

- **Planners and Reformers** offered an introduction to the Plan, its historical context and creators and its impact nationwide.
- **Rerouting the Metropolis** focused on how the Plan envisioned Chicago’s transportation infrastructure and how Burnham’s design crystallized the transportation issues that faced American cities throughout the 20th century.
- **Nurturing Open Space** explored the role the Plan played in expanding metropolitan Chicago’s public parkland and the lakefront, and its national legacy for open space.
- **City and Region** examined Burnham’s insistence that the Plan address problems of the city and the region as a single unit and the historical challenges to its regional vision.
- **From City Beautiful to Green Metropolis** depicted some of today’s bold plans for addressing critical regional issues – including solutions to challenges in areas such as transportation, conservation, energy, water and sustainable design.



Exhibit on display at Downers Grove Public Library

As one librarian at the Des Plaines Public Library said, “Our patrons were impressed with the exhibit; the layout, the images and the narrative were all excellent. From their comments, I could tell our patrons liked the scope of the celebration: the multiple programs at our location and the other opportunities in the metropolitan area. There was a sense of community and of being part of something special.”

Staff at the Forest Park Public Library told us that the exhibit helped them to, “establish ourselves as having an interest in our community and region, and as a place where people can come to learn about the sort of subjects dealt with by the display and our programs.” And as the staff at Riverside Public Library told us, “It helped us connect our architectural history with Chicago's and also the importance of Burnham on the area.”

Public Programming

One of the goals of the exhibit was to inspire creative and substantive programming that would complement and expand public discussion around the exhibit themes. To that end, libraries offered hundreds of diverse programs that engaged adults and youth and drew new and additional audiences—often in record numbers.

The programs ranged from entertaining to academic, explored history and future sustainability, and drew on local resources and professional presenters. Although staff resources varied greatly at each venue, programs averaged at least three or four per library, many with attendance of 100 patrons at a time.

Perhaps the best example of programming oriented toward adults was the *Newberry Library Public Program Series* which inspired a forum for broad public discussion of the Plan, its impact, continued relevance and the lessons it offers for urban and regional planning efforts in the 21st century. It consisted of three programs exploring major themes of the exhibit, and was hosted by Orland Park, Wheaton, Arlington Heights and Chicago Public Libraries, representing the four corners of the region.

The first in the series, “*The Plan of Chicago: Daniel Burnham and the Remaking of the American City*,” was presented by Carl Smith, Northwestern professor and author of the award winning book of the same title. The two additional programs, “*From City Beautiful to City Green: Chicago and the Evolution of Its Regional Environment*” and “*Chicago as the Nation's Crossroads: Our Region's Transportation History and Future through Policy and Maps*,” were presented by distinguished professionals including Newberry staff who curated the exhibit.

Children build with their imaginations

Library event in honor of architect Burnham



BY STEVEN WISSE
wisse@kenosha.com
The Kenosha Library saw one of many projects that were part of the Burnham designed library that cover that changed the look of the Chicago area.

The children that have participated in the Kenosha Public Library's programs to honor Burnham may not achieve that kind of artistic explosion, but their use of creative imagination and their

creativity served as an order for their own creativity.

The Kenosha Public Library hosted its 100th and 100th anniversary of "The Plan of Chicago" with Burnham at the Southwest and Northside branches on Wednesday. The previous anniversary was held at Kenosha and Okauchee, Illinois.

The event was in honor of the 100th anniversary of the Burnham Plan, the architect's strategy to bring regional high-rise buildings, transportation and other urban improvements to Chicago and the surrounding area. Burnham had previously been responsible for construction related to the World's Fair in Chicago in 1893. It became the first and the largest plan he had ever designed.

Wednesday's activities began with a story about Burnham's plan to create their own narrative design that meant the library had a future and that those that participated would be there.

Children in attendance were able to choose their own grand plans, though with a

All Miller, right, and her twin daughters, Katelyn, left, and Kelly, 2, construct a paper tower during the "Build It with Burnham" event at the Southwest Library on Wednesday. The event, commemorating the 100th anniversary of Daniel Burnham's design plan for Chicago, provided area children with materials to make their own creations. Burnham designed the Southwest Library in Kenosha.



Jack Lord, 7, makes used efforts as he flies his version of Darth Vader's TIE fighter.

Kenosha, were given with her daughters and they can get their own version of the plan.

Kenosha, were given with her daughters and they can get their own version of the plan.

"I THINK IT'S A neat thing for children to have this experience and explore their own things."

Edie Duhak
is the Kenosha Public Library's Public Information Officer.

Kenosha, were given with her daughters and they can get their own version of the plan.

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Kenosha, were given with her daughters and they can get their own version of the plan.

Kenosha Public Library exhibit-related programming featured in local newspaper on July 30, 2009

The partnership with Chicago Public Library's One Book, One Chicago (OBOC) was another project highlight. This award-winning program, which included the *Make Big Plans* exhibit at the Harold Washington, Sulzer and Woodson regional libraries and nine branch locations, brought together people throughout the city to explore *The Plan of Chicago: Daniel Burnham and the Remaking of the American City* by Northwestern University historian Carl Smith. According to the Library, "Our programs drew way beyond our expectations. Tying into the larger initiative, being part of the Centennial was essential to promoting our programs."

Children, families and teachers

In order to ensure that the next generation becomes engaged in planning for the region's future, a number of programs were designed to reach children and families directly, as well as educators.

To make themes of the exhibit more accessible to young people, the Burnham Plan Centennial developed a children's scavenger hunt which was distributed to all libraries. In addition, the Centennial sponsored Kidworks Touring Theatre's performance, *Global Warming: What's a Kid to Do?* at five libraries spanning the region.

The connection between global warming and the exhibit's future-oriented panels was particularly poignant, and, as reported, the performance cast a magic spell on the 200 third- through eighth-graders in attendance. Afterward families were invited to view the exhibit and participate in a scavenger hunt which drew them further into an understanding of the timely aspects of Burnham's legacy and the value of thinking about the future of our region.

Other youth-focused programs included the Kenosha Public Library's "Build it With Burnham," which involved inspiring young children to be Burnham-esque architects and create structures out of recycling materials. This provided children with the opportunity to fully appreciate the concept of "reuse" and inspired them to create such masterpieces as a playground, train station, hospital, boat, jet fighter, people, snow castle, medieval castle and many more. The program was so successful the library hosted it four times and the program was replicated at other libraries.



Kidworks Theatre Company performs *Global Warming: What's a Kid to Do?* at the Waukegan Public Library.

The Chicago Public Library's innovative teen programs included YOUMedia's *Digital City Planners*, in which Chicago-area high school students collaborated to develop their vision of a new plan for Chicago, and the *Think Big Youth Expo* showcasing a selection of student artwork and writings representing the big ideas of Chicago elementary youth.

The exhibit was also the focus of programming for teachers and will become a long-term educational resource. For example, the Newberry Library offered a two-day *Chicago Teachers as Scholars Seminar* – “Making Big Plans for the Centennial of the 1909 *Plan of Chicago*.” The collaborative professional development program helped to reconnect Chicago Public School teachers with the world of scholarship and inspire them to model the love of learning for their students. Participating teachers have received a set of the exhibit panels, previously on view at Chicago Public Libraries, to display in their classroom and share with colleagues.

A digital version of the *Make Big Plans* exhibit is included on the Educators Resource Guide DVD, published by The Burnham Plan Centennial to facilitate use of this and other resources in the classroom. This was distributed through partner organizations to approximately 5,000 educators and institutions that serve them. The on-line exhibit will be among the resources promoted annually to teachers and students through this program as part of the Centennial's collaboration with the Chicago Metro History Education Center to create an annual “Burnham Award” as a lasting legacy of the Centennial.

Lessons Learned

From the Centennial's perspective, the major challenge of the project was to fully understand libraries' varied capacities and needs related to installation of the exhibit and public programs. Due to the sheer number of participants (71 versus the originally projected 20) Centennial staff was unable to conduct site visits to all locations. Site visits to 13 locations revealed best practices that were shared with others and provide lessons for future such projects:

- In addition to the technical instructions to install the exhibit, include templates signage to alert patrons to and direct them to the exhibit.
- Although it is important to have one key contact person, be aware that communication systems vary within libraries. Ensure that all library partners including exhibit, programming and marketing personnel are on communication distribution lists.



WGN Radio's Rick Krogan discusses Daniel Burnham with local children after his presentation, “Burnham's Legacy” at the Blue Island Public Library.

- When providing lists of potential presenters keep in mind many libraries finalize programs six months in advance. Be proactive in working with a select number of presenters to create package deals for libraries. Include program ideas for youth as part of the suggestions.

Communications

Make Big Plans was a focal point of the Burnham Plan Centennial's far-reaching marketing and communications plan. Through press releases and media alerts generated to highlight the exhibit as a whole, as well as to promote specific programs held at partner libraries, *Make Big Plans* gained more than one million media impressions throughout the region.

Collateral, distributed at key events and venues such as Millennium Park and the Chicago Cultural Center and other institutions, featured the exhibit in a variety of ways. The centennial website, www.burnhamplan100.org, also promoted *Make Big Plans* through a home page link, calendar listings, program page descriptions and feature stories in the Centennial electronic newsletter which had more than 2,000 subscribers.

Results

Response to the exhibit and programming from libraries and their patrons has been overwhelmingly positive. Feedback from partners heralded not only the exhibit itself, but its role as a catalyst for innovative programs and partnerships with other organizations on which libraries will continue to build. For example, Renee Anderson, Director of DuPage Library System, became aware of resources for potential new programming and is especially interested in providing libraries with information on programming about sustainability and looking at the future.

In Elgin, the Gail Borden Public Library, Elgin Community College, Judson University and The City Center have collaborated to make their exhibit one that "travels" throughout the city and into 2010. Libraries including Addison, Aurora and Chicago's Woodson Regional Library are donating the exhibit to local schools. This has generated greater exposure for the exhibit and emphasized the reuse ethos.

During the Centennial, the Newberry Library received a significant grant from the National Endowment for the Humanities to expand the online exhibit into a robust website designed to enable the public, teachers and students to fully explore the significance of the Plan and its long-term national impact on urban development. This on-going website will be an enduring legacy of the Centennial, promoting widespread understanding of the history and significance of regional planning, open space conservation, and transportation to the emergence of American cities today.



Exhibit on display at Waukegan Public Library

To see specific Goals & Outcomes related to the Make Big Plans exhibit, see Section 6, page 89.

CELEBRATING DIVERSITY: COMMUNITY SHOWCASE TOURS

Thank you for helping us find our identity.” – Jacqueline Samuels, Claretian Associates

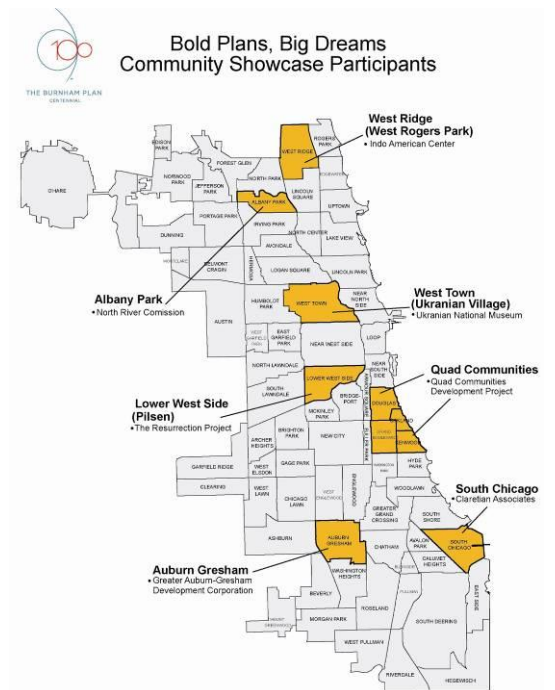
Overview

Celebrating the tapestry of Chicago’s ethnic neighborhoods, the *Bold Plans. Big Dreams. Community Showcase* was a collaborative capacity-building pilot program designed to generate local pride and enhance the ability of six diverse Chicago communities to market themselves to stakeholders and potential investors. The program incubated new tours and trained community leaders to tell their stories. It introduced a wide variety of new local, professional and regional audiences to the innovative solutions that communities have designed to advance economic development, preserve environmental resources and celebrate the unique assets of each neighborhood.

The program also successfully encouraged connections among neighborhoods, bringing to life the Centennial’s core idea that our diversity is a regional strength. For example, participant Yvette Kelly of the Quad Communities Development Corporation said, “The most interesting thing for me [was] to understand the connections between the neighborhoods and downtown. People don’t understand the city as a whole and this is helping us to explain that we are all part of the same system and what happens in each part of the city matters to everyone...”

Program Design

The idea for the program coalesced in the summer of 2007 at a meeting with neighborhood partners convened by the Centennial Committee and The Field Museum through its New Allies program. Community leaders indicated that the greatest value of a region-wide Centennial for them would be to give them a forum for introducing their bold neighborhood plans to new audiences. They wanted to provide tours “in their own voice” – not by bringing in outside docents. Over the next year the concept evolved and with the generous support of The Boeing Company was launched in January 2009. The *Community Showcase* had several essential program features.



Project Partners:

LISC/Chicago
Chicago Cultural Alliance
O-H Community Partners

Neighborhood Partners:

Claretian Associates (South Chicago NCP)
Greater Auburn-Gresham Development Corporation (Auburn Gresham)
Indo-American Heritage Museum (West Ridge)
North River Commission (Albany Park)
The Resurrection Project (Pilsen)
Quad Communities Development Corporation (Grand Boulevard, Douglas, North Kenwood, Oakland)

Audience Partners:

Mayor's Office of Special Events
Chicago Public Library
DePaul University

Funding:

The Boeing Company
Local Initiatives Support Corporation (LISC)

Training: Three training sessions led by experienced tour design consultants Rolf Achilles, Jean Guarino and Vince Michael included presentations to help partners develop community themes, identify different types of architecture, craft stories and manage tour logistics. The workshops also provided working sessions for the communities to map out tour routes and develop text for the tour script.

In addition, each community was assigned a tour design consultant who conducted a minimum of three on-site visits to provide detailed feedback and recommendations. Five LISC/Chicago scribes also provided an invaluable contribution by helping communities refine tour scripts and write their tour brochures.

Tours: Three-hour practice tours provided each community the opportunity to rehearse their tour with colleagues from other neighborhoods as the audience. A group debrief session allowed tour design consultants and participants alike to critique and learn from their peers and gear up for the launch of the tours in May. Confirming that hands-on experience is the best experience, one participant noted, “The group evaluation of rehearsal tours was very helpful and taught us quite a few things about ‘best practices’ for running tours.”

Community tours were debuted to the public as part of the May 16, 2009 Mayor’s Office of Special Events Great Chicago Places and Spaces Festival. Of the 125 tours offered that day, the six Community Showcase tours were the first to sell out. For many who participated, the tours were a transformative experience. For example, a couple from California who joined the South Chicago tour said, “The only thing I knew about this neighborhood was what the media portrayed – violence. It was a wonderful tour showing how communities can work together and become cohesive. This has been the best part of our visit yet. Thank you!”

In October 2009 the public had another chance to tour Community Showcase neighborhoods in conjunction with the Chicago Public Library’s *One Book, One Chicago* program. Participants included Chicagoans exploring their own city and visitors from as far away as Spain and Scotland. Throughout the fall, a number of DePaul University faculty incorporated the tours into their fall 2009 Discover Chicago and Explore Chicago classes, giving freshman an opportunity for hands-on learning about Chicago. The enthusiasm of one instructor who said, “I’m interested in taking future classes on similar tours, so I hope this program doesn’t go away.” is a good indicator that the tours will continue to enrich student experiences into the future.



October 10, 2009 tour participant boarding the bus in South Chicago

“We were fortunate to have an outstanding team of tour design consultants and scribes deeply committed to the project all of whom went far beyond their original scope of work to ensure success.”

Neighborhood Partner

In total, from April – November 2009, communities conducted 31 tours for 870 policymakers, funders, local and international visitors, high school and university students, and local residents including one from Pilsen who said, “I wanted to learn about the community I live in. I like the work being done to keep the community safe and happy. Thanks!”

Program and Promotional Materials: Each community created a tour manual that included a narrative script, how-to guides for touring and other tools to help build a cadre of qualified docents. The Centennial also worked in concert with communities and graphic designers to produce a high quality brochure that could be used to promote and describe the tours. Each community received 900 brochures for distribution and was provided an electronic version to facilitate future reprints.

Challenges and Lessons Learned

As with many of the Centennial programs, the *Community Showcase* was implemented in a compressed time period that at times challenged organizational resources. Several important lessons were learned that will be useful to communities as they continue their tours and to others who may want to replicate the program.

- Expand the time frame for conducting the training workshops from three to at least five months. Continue to include and expand as budget permits, one-on-one site visits with community participants. Practice tours are critical in order for participants to finalize and polish tour delivery.
- Community organizations must have one key program contact and a core team of at least three staff and/or volunteers that have a mix of research, writing, planning and presentation skills who participate in appropriate parts of the training process.
- Securing audiences partners up front as part of the training program is essential to providing the “end-goal” that motivates and energizes program participants.



Pilsen neighborhood tour on October 10, 2009

Impact

What began as a pilot program has become a model for strengthening communities' ability to tell their own stories and to engage a wide and diverse audience in a dialogue and experience about community change. Its impact was both broad and deep. It involved six diverse neighborhoods across Chicago, reached audiences locally, nationally and internationally and across sectors, and forged new partnerships within and between communities and with organizational partners. Each of the six communities increased their capacity to market themselves and tell their stories, which will serve them well over the long term. In the final program evaluation one participant stated, "The program was a valuable investment of time and resources, helped us refine and expand on our previous tour and, most importantly, highlight the work of the organizations in our community."

Building on the success of the *Community Showcase*, LISC/Chicago worked with the Chicago Office of Tourism to develop online multimedia, including customized digital maps, audio podcasts, video presentations, Web pages and photo galleries. They are offered free to the public on ExploreChicago.org and LISC-supported websites to a worldwide audience.

In addition, LISC/Chicago has expanded training to four new neighborhoods and instituted the program as part of LISC's national community development training. The Chicago Architecture Foundation has also launched a program to work with Chicago neighborhoods to develop tours to be unveiled in 2011 in the new *Open Doors Chicago* program.

Community groups are also exploring partnerships with local schools and youth groups to help educate the next generation about their communities and build capacity for future leaders.

What was the biggest take-away from the experience? Perhaps Harpreet Datt of the Indo American Heritage Museum said it best at the November 2009 wrap-up meeting, "Through this program we have learned that we are all connected."



One tour group gathers outside in Albany Park on October 10, 2009.

"We appreciate the support for our organization in this process. We have developed tours that we are sharing with a wide variety of audiences including tourists, university families, funders, developers and more."

Neighborhood Partner

BIG. BOLD. VISIONARY. CHICAGO CONSIDERS THE NEXT CENTURY

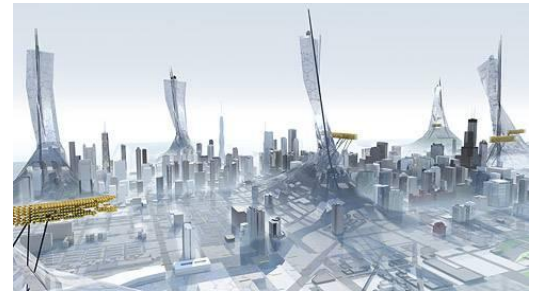
Overview

Daniel Burnham's 1909 *Plan of Chicago* did more than provide a vision for Chicago in the 20th century. It established a precedent of dreaming big and thinking boldly that every generation of Chicagoans since has firmly embraced. The *Big. Bold. Visionary.* exhibit, curated by Edward Keegan, tapped the creative talent of current Chicago architects, planners and landscape architects and showcased their visions of the city and region in the 21st century and beyond.

The exhibit at the Chicago Tourism Center Gallery, featuring 60 projects representing approximately four dozen firms, showcased the best thinking of Chicago today. Some proposals were comprehensive – offering radically different forms that might someday make Chicago a place unrecognizable to our contemporary eyes. Some were simply big – tall new towers and vast urban spaces that could transform the skyline and the neighborhoods in which they are proposed. Others were big ideas – seemingly small inventions that if implemented could catalyze the city and region's way of life for the better.

Programming for the exhibit included an opening event that drew more than 350 guests, a series of gallery talks with the curator, and a special Pecha Kucha slide presentation. The exhibit itself drew more than 7,300 visitors during its September 4 – October 11 display. A web edition of the exhibit will be permanently available on the Burnham Plan Centennial website.

Key media covering the exhibit and related programs included *Time Out Chicago*, the *Chicago Tribune* and *Interior Design Magazine*.



Project Partner:

City of Chicago Department of Cultural Affairs

“Chicago architects have always seen Daniel Burnham as a colleague rather than a historical figure. Big. Bold. Visionary. demonstrated how today's design professionals (which included landscape architects and urban planners as well as architects) continue to respond to Burnham's challenge to create Chicago's future.”

Edward Keegan

Principal, Edward Keegan Architect

Editor at Large, ARCHITECT Magazine

UNFINISHED BUSINESS VIDEO

“Unfinished Business” added a tool to educate the public about the forward-looking Green Legacy agenda of the Burnham Centennial. The seven-minute video was designed as a civic call to action for citizens to get behind the next generation of “Big Plans” Chicago has in store. Produced by Kurtis Productions and narrated by Bill Kurtis, it painted a vision of what the city and the region can be – using high definition video and state-of-the-art 3-D graphic animations: to inspire viewers to look forward and prepare for a better future for all.

Reclamation of the USX Steel works site in South Chicago was one of the video’s featured projects. According to Jaqueline Samuel, of Claretian Associates – the lead organization for the South Chicago NCP – “When we shot “Unfinished Business” on the USX site, I had this epiphany. I was thinking how I was standing on the largest time capsule of memories right here in Chicago. I was standing in a place where industry was born and families flourished from the labor on this land. I realized that Daniel Burnham’s legacy is still alive. Here I am standing where new families will be settling and a green industry will begin. It reminded me of “Sankofa,” a word from the African Akan language, It means looking back to move forward and that is what we are doing now. Amazing!”

The video, funded by Aetna, was premiered in June 2009 to an audience of about 2,000 people gathered at the Burnham Plan Centennial Opening Event in Millennium Park. It was also shown at 170 gatherings for the "Movies in the Park" summer outdoor film series run by the Chicago Park District at 125 parks and was well received as an installation at the *Big. Bold. Visionary.* Exhibit at the Chicago Tourism Center.

The video was disseminated to schools, libraries and cultural institutions throughout the Chicago region as one of multiple resources included on the Educators Resource Guide DVD. It will also have a permanent web existence on the Burnham Plan Centennial website so that it can be used to educate and inspire beyond the Centennial year.



Project Partner:
Kurtis Productions

Funding:
Aetna

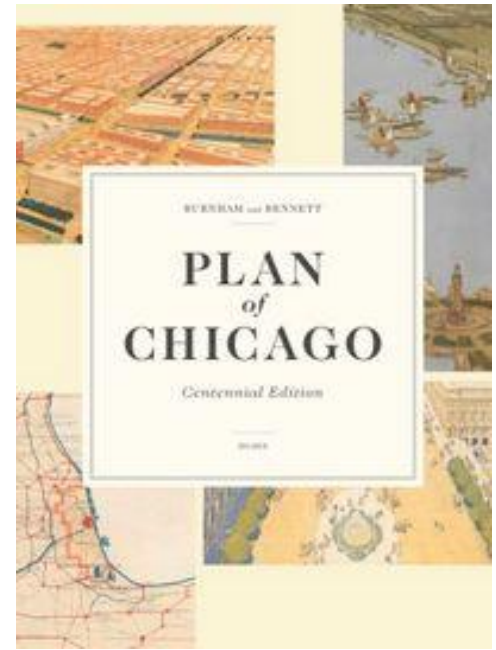
THE PLAN OF CHICAGO: CENTENNIAL EDITION

The goal of this project was to make available a high quality, yet affordable reprint of the 1909 *Plan of Chicago* by Daniel H. Burnham and Edward H. Bennett to allow residents throughout the region (and beyond) to access, study and learn from this important work, and better understand its profound impact on our region and on the modern profession of urban planning. Made possible by the generous support of The Commercial Club of Chicago and RR Donnelley, 4,000 soft cover copies of the *Plan of Chicago: Centennial Edition*, were published by the Great Books Foundation for sale. Additional soft- and hardcover copies were printed by the Centennial Committee for use as donor and partner recognition.

The commemorative edition utilized the Chicago History Museum's high-resolution images of an archival copy of the Plan. RR Donnelley & Sons Company, which printed the original edition of the Plan, also printed the Centennial edition. VSA Partners, Inc. provided pro-bono design services for the new cover and front matter. The book features an introduction by Carl Smith, author of *The Plan of Chicago: Daniel Burnham and the Remaking of the American City*, a forward by John Rowe, in honor of his leadership for Chicago and the Centennial, as well as his role as Vice Chair of the Commercial Club Civic Committee and Chairman Emeritus of the Chicago History Museum; and a preface by the Burnham Plan Centennial Committee co-chairs, John Bryan and George Ranney. The new front matter also recognizes 21st century "subscribers" including individuals, corporations and foundations who contributed to the Centennial.

Marking the 100th anniversary of the official presentation of the *Plan of Chicago* to the City, the Chicago History Museum's annual July 4th Celebration featured keynote remarks by Centennial Committee vice-chair Adele Simmons, readings of excerpts from the Plan by Burnham's great-grandson and Bennett's grandson and presentation of a special hard cover copy to the Museum. The printers' design files are part of the Burnham Plan Centennial archives located at the Art Institute of Chicago.

Key media coverage of the July 4 event included two *Chicago Tribune* articles and an article in *The New York Times*.



Project Partners:

The Chicago History Museum, Chicago Metropolis 2020, VSA Partners, Inc. and the Great Books Foundation

Funding:

The Commercial Club of Chicago
RR Donnelley & Sons Company

"We hope that by giving this document new life, it will continue to inspire Chicago's people and its leaders to bold planning. As Burnham said... 'no one should hesitate to commit himself to the largest and most comprehensive undertaking; because before any particular plan can be carried out, a still larger conception will begin to dawn, and even greater necessities will develop.'"

John W. Rowe
Chairman
The Commercial Club of Chicago

To see specific Goals & Outcomes related to the *Plan of Chicago Centennial Edition*, see Section 6, page 88.

BUILDING OUR ECONOMY: TRANSPORTATION FOR A NEW ILLINOIS

Overview

Chicago Metropolis 2020, which staffed The Burnham Plan Centennial, also used the Centennial year to create an ambitious report to transform public transportation policy, planning, accountability and financing in Illinois. “Building Our Economy: Transportation for a New Illinois” proposes a new perspective for infrastructure development: Envision the likely economy of the future, and then build the transportation facilities needed to sustain it and the long-term employment it supports. That is, build to a purpose, based upon a policy of supporting economic expansion.

The report takes issue with a long-prevailing practice of uncoordinated pork-barrel transportation projects aimed at creating short-term public relations gains for the announcing elected official by creating a temporary infusion of infrastructure construction jobs. “Building Our Economy” argues that public dollars should be more strategically spent to support and advance the state’s emerging economic realities.

Illinois is now a metropolitan state, with the overwhelming majority of its population, taxation, employment and domestic product contained in 14 metropolitan regions. Together they constitute a network of knowledge economies, further empowered and integrated into a worldwide economy by Chicago, one of America’s few global cities. Globally, travel and tourism are growth industries. Worldwide, the established trend shows the amount of goods in shipment is increasing at a far faster rate than goods production – meaning, freight centers will continue to see rapidly increasing traffic volumes in the decades ahead. Underpinning all these growth trends is a pervasive digital transformation that requires universal high-speed broadband telecommunications.

Looking at the new Illinois in the way Chicago Metropolis 2020’s “Building Our Economy” does, the state’s transportation infrastructure needs fall more naturally into place. Convenient and reliable passenger rail needs to link the Illinois metropolitan centers into a functional network. For that passenger rail system to operate smoothly and quickly, the state’s formidable freight rail system and its enormous traffic volumes have to be managed at significantly enhanced efficiency – requiring both an aggressive capital improvement plan and a new Illinois Freight Authority to ensure that job-creating economic opportunities are captured.



Project Partner:
Chicago Metropolis 2020

Funding:
The John D. and Catherine T. MacArthur
Foundation

Chicago’s global business center relies on a regional transportation infrastructure that unifies into a single labor pool its four million-plus workforce; and its productivity requires that those workers get to and from work and points in between much faster than today’s systems allow. Just as international business travelers and tourists need to be able to move smoothly and seamlessly from one transportation mode to the next.

The seven-county northeastern Illinois regional transportation “system” exists largely in name only, according to “Building Our Economy,” and it has to be reorganized into a cohesive, functioning unit – in order to meet the challenges of moving increasing passenger and freight with severely restricted funds for doing so. The report takes on the additional task of defining new sources of revenue, to ensure that the existing transportation infrastructure – long the envy of the world – is maintained in good repair and to provide new economy-building investment streams. In addition to calling for an immediate increase in the state sales tax on motor fuel, the report calls for experimenting with open-road-tolling on Interstate highways to move within a decade to a statewide user-fee revenue system based on vehicle miles traveled (VMT).

Impact

“Building Our Economy” hopes to turn upside down Illinois’s approach to transportation infrastructure development – from a project-based approach to a policy-based approach out of which projects flow as logical extensions. It also hopes to create a new environment of accountability – in which long-term return on investment is determined prior to a project going forward, and which requires a public accounting upon project completion. Its recommendations include that a temporary Transportation Advisory Commission should be established by statute or executive order, in order to set up the goals, objectives, planning relationships and funding sources for consideration by the Governor and General Assembly. And the report calls for the Illinois Department of Transportation to take a leadership role in building the economy of the new Illinois, not just its roads.

Research and writing for the report was substantially completed during the Centennial, and the process of briefing key officials and partners was initiated. The first public presentation of these ideas was at the October 2009 Greentown Chicago conference. The full report will be published in Spring 2010 and will be available on the Chicago Metropolis 2020 website.



Urban sprawl in the Chicago suburbs has led to increased need for more efficient forms of transportation.

To see specific Goals & Outcomes related to the Transportation Plan, see Section 6, pages 94-94

CHICAGO HUMANITIES FESTIVAL BURNHAM PLAN CENTENNIAL PROGRAMS

In 2008, Chicago's own "big idea," the 1909 *Plan of Chicago*, provided a theme for more than 100 Chicago Humanities Festival programs that celebrated Burnham's unique vision and considered the latest ideas in the "built environments" of urban planning, architecture, engineering and transportation, along with more conceptual advances in such areas as physics, cognitive science, economics, art, literature, communications and cosmology.

The "Think Big" festival featured with two thought-provoking panels, *The Plan of Chicago – Then and Now* and *The Global City of the Future* held at the Harris Theater that served as a preview of the themes of the upcoming Centennial. More than 800 individuals turned out for each panel helping establish the "Burnham" phenomena to attract audiences in record numbers. The festival also offered an early opportunity for the Chicago Metropolitan Agency for Planning (CMAP) to build awareness of its *GO TO 2040* Plan and a series of more than 100 Community Conversations conducted to gather public input.

A year later, in November 2009, the Humanities Festival helped conclude Centennial programming with back-to back programs at the Harold Washington Library. Two panels, *Bold Plans for the Next 100 years* and the *Future of Chicago: How Do We Get There?* were complemented by the *Think Big Youth Expo* which showcased a selection of student writings and artwork representing the big ideas of Chicago's youth. The works were created in schools throughout Chicago during the 2008-2009 school year as part of the Centennial's larger *Bold Plans. Big Dreams. Education Initiative.*

The four panel discussions, made possible by Allstate Insurance, and the Youth Expo, sponsored by the McCormick Foundation together sent up a flare and provided a fitting culmination to the Centennial's year-long exploration of the Burnham Plan: the big ideas and bold actions needed to create a sustainable future for our region.



Project Partner:
Chicago Humanities Festival

"Alcott Elementary parents were thrilled that their children's work was included in the CHF Youth Expo. Even more expressed delight in seeing the piece on the Burnham Blog...CHF was glad to give the Big Shoulders Fund work another opportunity to be viewed."

Julia Mayer
Chicago Humanities Festival

El Próximo Centenario (The Next Century)

The future is an abstract idea, but once you take ownership it becomes real. – Radio Arte program participant

Overview

El Próximo Centenario engaged Latino youth directly in exploring the legacy of the Burnham Plan and their own identity while creating bold new plans for their future. By providing young artists and students of color the opportunity to share what they envision for Chicago's Latino Community, *El Próximo Centenario* powerfully illustrated of the Centennial's central message of providing a moment-in-time opportunity to inspire diverse audiences about both the legacy of the Burnham Plan and their opportunities to make bold new plans for the future.

Program Components

The visual arts element of *El Próximo Centenario* exposed the thought-provoking work of seven youth Latino artists and artists of color through a variety of mediums. Selected through a request for proposal process, artists utilized this rare opportunity to share their unique vision of what the next 100 years will bring for Chicago. Their works were on display June 5 - October 4, 2009 at National Museum for Mexican Art's Kraft Gallery.

The audio element of the project was co-presented by the NMMA's two award-winning youth initiatives, Yollocalli Arts Reach and Radio Arte. It included a six-week summer media training program that engaged 15 youth in developing skills for implementing audio production programs, writing, story and commentary development, and facilitating conversations about the next 100 years in Chicago. It resulted in the creation of 12 soundscapes that were installed in the Kraft Gallery to complement the visual arts exhibit.

In addition, 25 youth involved in Radio Arte public affairs programs collaborated to produce four specialized programs on the Next Century. The four one-hour radio soundscapes explored a breadth of topics including immigration, the LGBTQ community and the environment representing participants' own take on Chicago's past, present and future pulse, and the realities of their own experiences.



Project Partners:

National Museum for Mexican Art and Radio Arte

Funding:

Joyce Foundation

“Youth learned that it is not enough to ask questions, but to seek answers. Through their imaginative weaving of sounds and words, through their discussions, through their analysis of how Chicago can work for them, their visions became poetic. True to the spirit of Daniel Burnham, these youth learned to ‘make big plans; aim high in hope and work.’”

Silvia Rivera
General Manager
Radio Arte

Impact

Youth who participated in the project imagined a Chicago that transcends physical structures and landscapes. As reflected in their work, their Chicago is built on personal identity, it is a City that embraces the diversity of needs and ideals. This wasn't entirely the case when they first began the program. With urban youth, everyday survival takes precedence over thoughts of regional planning and development. However, as the program demonstrated in moments of tranquility and reflection, their social commentary is pointed; their visions are bold and audaciously beautiful.

During the summer of 2009, an estimated 50,000 visitors, of whom 50% were Latino, viewed the exhibition at the NMMA's Kraft Gallery. In addition, an estimated 50,000 listeners tuned in per week to the Radio Arte's broadcasts, "A Youth Discussion on the Next Century." The paintings are now part of the permanent collection of NMMA and the soundscapes are accessible on the Radio Arte website.



Student work exhibited in *El Proximo Centenario*

PLANS

To celebrate its own 75th Anniversary Season the Grant Park Music Festival commissioned composer Michael Torke to create a new work for orchestra and chorus inspired by the *Plan of Chicago*. The resulting *Plans*, a five-movement oratorio, drew from Burnham's oft quoted, "Make no little plans, they have no magic to stir men's blood" and was one of the highlights of the Centennial's cultural programming.

The work was premiered on June 19, 2009 at the Jay Pritzker Pavilion as part of a series of events scheduled to celebrate the opening of the Burnham Pavilions and formally launch the Centennial. The free concert was offered again on June 20 with a total of 13,500 individuals attending the performances. According to Grant Park Music Festival's Tony Macaluso, "Audience members were fascinated by the challenge of conveying the spirit of Burnham's city planning via music. Many people said it made them curious to go back and read more of Burnham's original Plan. Also listening to music based on Burnham's ideas while outside in Millennium Park inspired lots of conversations about parallels between architecture and music."

Plans was made possible as a result of a small planning grant from the Elizabeth Morse Genius Trust as part of its commitment to the Burnham Plan Centennial. This seed money, which served as a short-term loan, allowed the Grant Park Orchestral Association to commission Michael Torke in a timely manner and helped leverage additional funds needed to bring the project to fruition. A copy of the director's score and a recording of the oratorio will be housed at the Art Institute of Chicago Ryerson and Burnham Libraries as part of the Burnham Plan Centennial archives.



Project Partner:
Grant Park Music Festival

CHICAGO AND THE AMERICAN METROPOLIS: URBAN POLICY AND OUR REGION'S FUTURE

The goal of this event was to bring civic leaders together for a focused conversation about the future of Chicago and the region. Guest panelists included Mayor Richard M. Daley and Valerie Jarrett, Senior Advisor to President Barack Obama. George Ranney, President of Chicago Metropolis 2020 was the moderator.

More than 600 individuals attended the program which took place in the Rubloff Auditorium at the Art Institute of Chicago. The frank and enjoyable discussion looked ahead to the future of our city and region and how metropolitan Chicago can benefit from new priorities being set by the first White House Office of Urban Affairs. A reception after the program for Centennial leaders and donors in the Millennium Park Room allowed the audience to connect with each other and the speakers.

The event was covered in the *Chicago Tribune*, *Bloomberg Online* and many local and political blogs. The audio from the event is archived on *Chicago Amplified* courtesy of WBEZ Chicago Public Radio and the Chicago Public Library.



Project Partners:

Chicago Metropolis 2020 and *Chicago Matters*
media partners

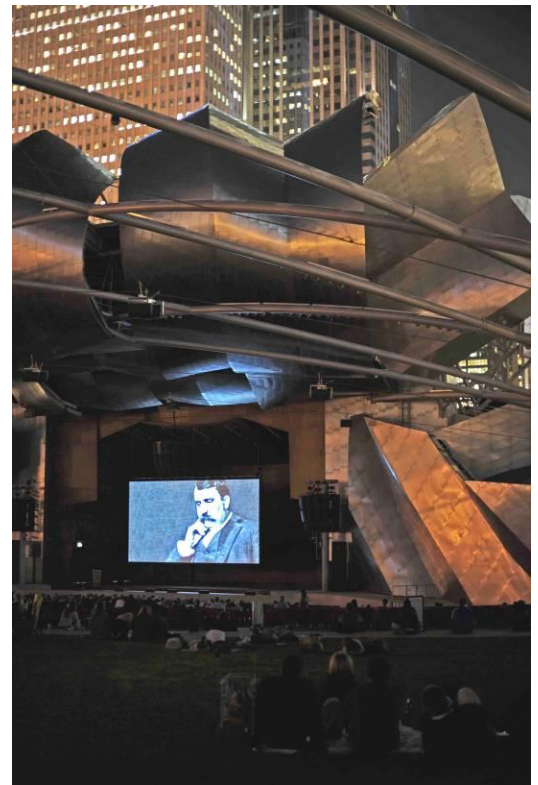
MAKE NO LITTLE PLANS: DANIEL BURNHAM AND THE AMERICAN CITY

This film—the first feature-length documentary on Daniel Hudson Burnham—examined what urban planning means in a democratic society, highlighting Burnham’s belief that a thriving region requires many things such as efficient transportation systems and open green spaces but all with the underlying goal of improving the quality of life for everyone.

Designed to encourage civic engagement around planning issues, large and small—from the region to individual neighborhoods – the goal of the film was to inspire and educate adults and children about the power of dreaming big, especially now, and executing bold plans that will impact generations to come.

The film made its world premiere at Millennium Park on September 2, 2009 to an audience of more than 3,500 and its television debut December 17, 2009 on WTTW Channel 11. The Gene Siskel Film Center hosted two special viewings in December. In addition, several program partners incorporated the film as part of their Centennial calendar. Most notably the Chicago Public Library included film showings and panel discussions in their fall 2009 One Book One Chicago, which featured Carl Smith’s book, *The Plan of Chicago: Daniel Burnham and the Remaking of the American City*.

The film will also be the centerpiece of a series of public programs to help the Chicago Metropolitan Agency Planning communicate the *GO TO 2040* plan to regional stakeholders and build support for implementation of the plan’s recommendations. As this report is written, National PBS is scheduling the film for broadcast later this year and plans are underway for an outdoor screening of the film on the National Mall in Washington, D.C. on June 9, 2010.



Project Partner:
The Archimedia Workshop

“We’ve screened the Burnham film in libraries, in community centers, and in school classrooms. And every time, people want to stay to talk about their own communities, what’s happening and why. That’s what we hoped would happen because planning issues matter to all of us.”

Judith McBrien, Producer, The Archimedia Workshop

CHICAGO MODEL CITY

Chicago Model City, which opened June 10, 2009, explored the planning of Chicago in order to encourage audiences to understand how cities impact individual lives, shape regions and determine the health of the planet. By investigating urban life-changing ideas, the exhibition and educational programming were designed to inspire people to imagine the future of Chicago and metropolitan areas everywhere.

Focused around five themes—*Global City, Connected City, Green City, Beautiful City, New City*—the centerpiece of *Chicago Model City* was a scale model of the downtown area created using rapid prototyping technology known as stereo-lithography. By highlighting key planning events, the model helped audiences understand the motivations and outcomes of the decisions that shape downtown Chicago. Photographs, maps, videos and digital visualizations also allowed viewers to investigate planning ideals – and the challenges of their implementation. The exhibit questioned the philosophy of "thinking big" by examining historic plans of all sizes for the city and region. Alongside these classic examples, *Chicago Model City* analyzed today's efforts, including regional transit proposals and the Chicago Climate Action Plan.

As of March 2010 an estimated 90,000 individuals have viewed the exhibit and participated in its numerous public programs. Response to the exhibit has been overwhelming and as reflected in the following visitor comments, often an eye-opening experience:

I didn't know Chicago was built along rivers.

[What I learned is] how much open space we have by the lakeshore and how it is something we take for granted.

We are a city of neighborhoods.

[I was] amazed at the scale of the city as well as its clear emphasis on green technology.

The exhibit has been so popular that its stay was extended twice and will now be on display through March 2011.



Project Partner:

Chicago Architecture Foundation

"The level of understanding of planning encouraged people to think about the future of Chicago's role as a global metropolis. The Centennial gave a platform for planning to be exciting."

– Lynn Osmond
President and CEO
Chicago Architecture Foundation

SECTION 3: PROGRAM PARTNERS



PARTNER PROGRAMS

Partner programs included a stunning array of exhibits, lectures, tours, special events, school and after-school programs, professional conferences, Green Legacy projects, and more that drew on the Centennial’s dual historic and forward-looking themes. Led by a truly region-wide network of 300 program partners, the more than 1,000 programs for diverse audiences confirmed that planning isn’t something for the experts—it’s for everyone.

Activities were both long- and short- term, large and small in scale. They tapped into the deep interest and commitment to planning that residents have shown throughout the region’s history. The result was a unique network of civic activism, linking together academic, environmental, cultural, philanthropic, government, business and other groups behind the compelling idea. Together they created a whole greater than the sum of parts that fostered understanding of our region’s past and ownership in shaping a better future for all.

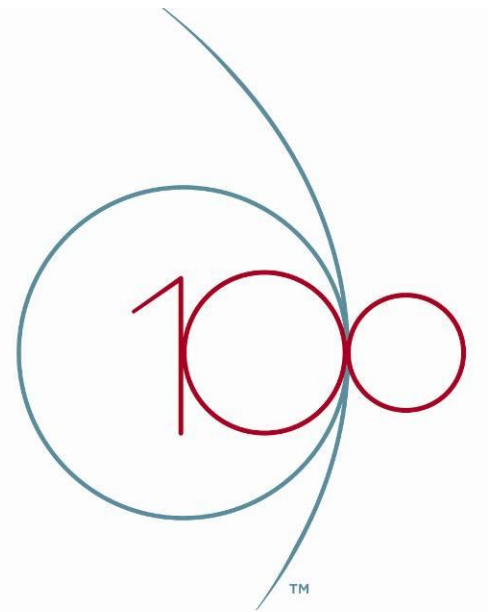
The sampling below demonstrates that partner programs were both wide and deep:

Chicago Metropolitan Agency for Planning (CMAP): *GO TO 2040 Plan*

The Chicago Metropolitan Planning Agency for Planning tied their “Invent the Future” phase of public input to the Centennial, which included a regional series of 102 Community Conversations – many hosted by Centennial partner organizations and 50 “Invent the Future” workshops. They also gathered more than 20,000 responses from their *GO TO 2040* interactive kiosks – 80% of which were recorded on the kiosk at Millennium Park – to inform the region’s next “big plan.” The *GO TO 2040 Plan* is slated for release in Fall 2010.

Lubeznik Center for the Arts: *Interurban Trains and Tourism* exhibit and public programs

According to the Center’s executive director, Carolyn Saxton, “Participating with the Centennial enabled us to bring an exhibit on transportation that may not have otherwise occurred. While focusing on ideas that might connect with the Centennial we were inspired to build collaboration with area businesses that would highlight our area’s transportation system in connection with Burnham’s plan.”



**BURNHAM PLAN CENTENNIAL
PROGRAM PARTNER**

BURNHAMPLAN100.ORG

1	2
3	4

Images from cover page –
1: Student and his work at 2009 Chicago Humanities Festival
2: Community Showcase Neighborhood Tour, Pilsen
3: Midewin planning charrette for Tallgrass Prairie Learning Center
4: Calumet-Sag Trail dedication ceremony

Chicago Public Library: One Book, One Chicago

This award-winning program brought together people throughout the city to explore *The Plan of Chicago: Daniel Burnham and the Remaking of the American City* by Northwestern University historian Carl Smith. It included more than 75 lectures, community discussions and programs for youth. One of the most innovative was YOUMedia's Centennial workshops in which 60 teens created digital pieces that addressed issues in their neighborhood and presented real workable solutions to these challenges.

DePaul University: Courses & Public Programs

DePaul University and its Chaddick Institute for Metropolitan Development engaged 35 faculty members in the Departments of English, Public Policy, History and Art History and Rhetoric and Discourse in courses and seminars that reached 600 students during the school year. In addition, their month-long "Centennial in Motion" festival offered a variety of events including family-oriented programs, all open to the public.

Burnham to Marquette Water Trail Expedition

Passionate kayakers took to Lake Michigan on June 13 and 14 to paddle from Chicago to Michigan City. The trip served as the dedication ceremony for the new Southern Lake Michigan Water Trail and was sponsored by the Northwest Indiana Paddling Association. The expedition brought attention to the Centennial Green Legacy projects through media coverage, including a full color spread in the *Chicago Tribune*.

Lambda Alpha International Ely Chapter: Book & Symposium

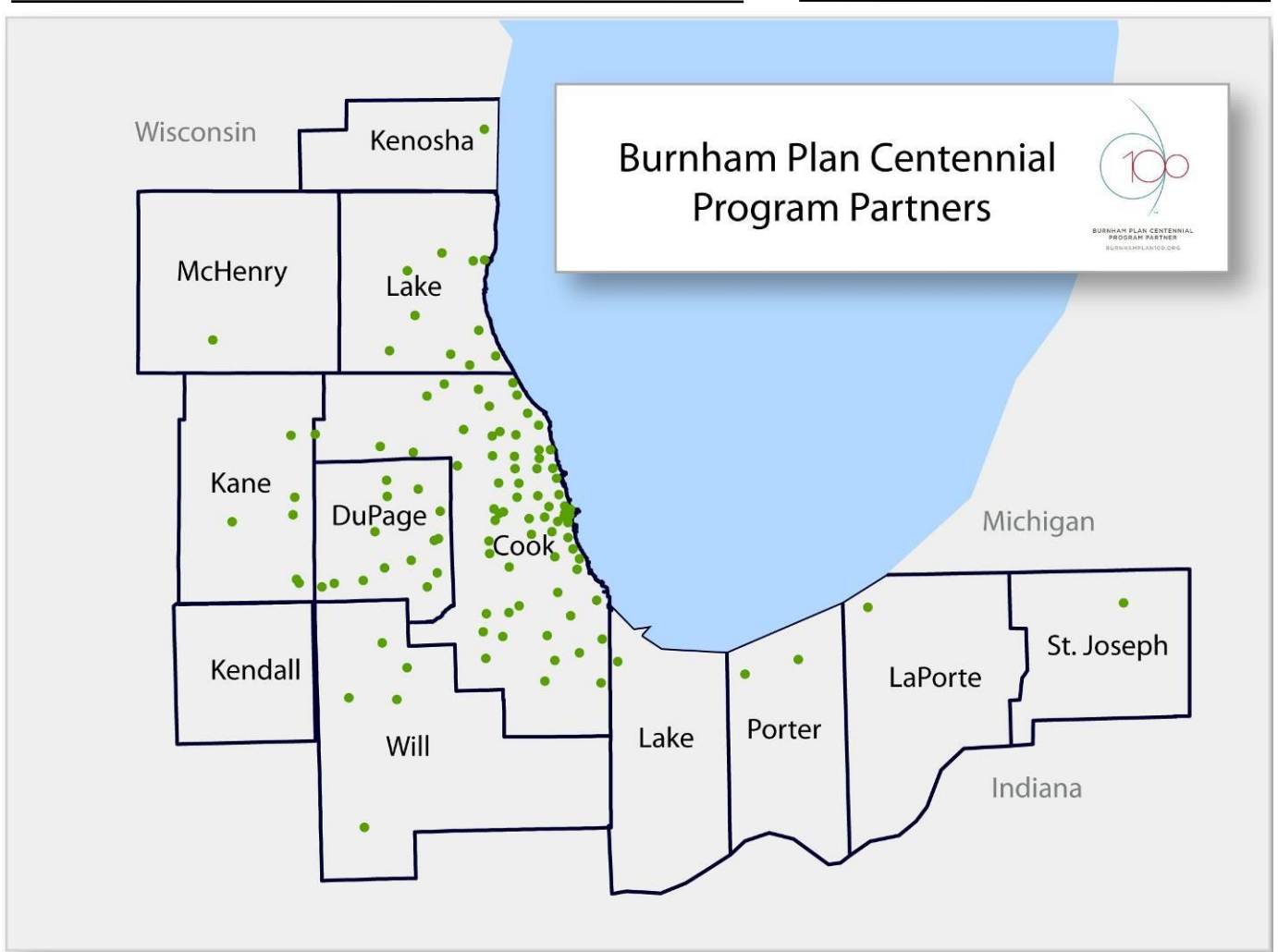
In addition to its ambitious publication, *The Plan of Chicago @ 100 15 Views of Burnham's Legacy for a New Century*, Lambda Alpha sponsored a public symposium discussing Burnham's influence on Chicago and throughout the world. Many who attended the symposium, entitled "Burnham's Plan of Chicago: History or Inspiration?", shared the view that it was the best discussions on plan and planning, now and in the future.

City of Elgin: *Deep Roots, Green Future: City Planning in Elgin*

Gail Borden Public Library, Elgin Community College, Judson University and the City of Elgin teamed together to present an exhibit that showcased Edward Bennett's 1917 plan for Elgin and others that followed including the latest Elgin plan for sustainability. The exhibit opened in June 2009 and will continue to travel to partner venues throughout the summer of 2010.



The full list of Centennial partners and programs follows and can be found on the Burnham Plan Centennial website www.burnhamplan100.org



Cultural Institutions and Organizations

- Adler Planetarium
- Alliance Francaise
- The Art Institute of Chicago
- Chicago Botanic Garden
- Chicago Children’s Museum
- Chicago Cultural Alliance
- Chicago History Museum
- Chicago Humanities Festival
- Chicago Symphony Orchestra
- DuPage Children’s Museum
- DuSable Museum of African American History
- Elgin Area Historical Society
- Elmhurst Art Museum
- Elmhurst Historical Museum
- Evanston History Center
- The Field Museum
- Frank Lloyd Wright Preservation Trust
- Frank Lloyd Wright’s Unity Temple Restoration Foundation
- Glencoe Historical Society
- Glessner House Museum

- Graue Mill and Museum
- Hyde Park Art Center
- Illinois Railroad Museum
- Illinois State Museum—Chicago and Lockport Galleries
- Indo-American Heritage Museum
- Jane Addams Hull-House Museum
- Joliet Area Historical Museum
- Kohl Children’s Museum
- Lake Forest-Lake Bluff Historical Society
- Lookingglass Theatre
- Lubeznik Center for the Arts
- Morton Arboretum
- Museum of Science and Industry
- Museum of Contemporary Photography
- Naper Settlement
- National Museum of Mexican Art
- The Newberry Library
- The Notebaert Nature Museum

- Southeast Chicago Historical Society
- Spertus Museum
- Swedenborg Library
- Wilmette Historical Museum
- Winnetka Historical Society

Civic and Non-Profit Organizations

- Active Transportation Alliance
- Archeworks
- Architect Research Foundation
- Arts Resources in Teaching Association for the Wolf Lake Initiative
- The Archimedia Workshop
- Big Shoulders Fund
- Bronzeville Visitor Information Center
- Calumet-Sag Trail Coalition
- Centro de Informacion
- Chicago Architecture Foundation
- Chicago Loop Alliance
- Chicago Metropolitan 2020

Chicago Metro History Education Center
 Chicago Wilderness
 Civic Artworks
 Claretian Associates, Inc. (South Chicago NCP)
 Commercial Club Park Advisory Council
 Community Foundation of Kankakee River Valley
 Congress for the New Urbanism–Illinois Chapter
 Donors Forum
 The Richard H. Driehaus Foundation
 Forever Free and Clear
 The Elements Group
 Friends of Bloomingdale Trail
 Friends of the Calumet-Sag Trail
 Friends of the Chicago River
 Friends of Downtown
 Friends of Hack-ma-tack
 Friends of the Parks
 Friends of Ryerson Woods
 Geographic Society of Chicago
 Girl Scouts of Greater Chicago and Northwest Indiana
 Give Something Back Foundation
 Graham Foundation for Advanced Studies in the Fine Arts
 Grant Park Music Festival
 Greater Auburn-Gresham Development Corporation
 Greater Englewood Community and Family Task Force
 Greater Englewood Gardening Association
 The Great Books Foundation
 Greater North Michigan Avenue Association
 Illinois Humanities Council
 Illinois Nature Preserves Commission
 Illinois Paddling Council
 Jane Addams Hull House Association
 Lake Forest Preservation Foundation
 Landmarks Conservancy
 Landmarks Illinois
 Leadership Greater Chicago
 Liberty Prairie Conservancy
 LISC/Chicago
 Local Economic Development and Employment Council
 Lost and Found Productions
 Mercy Home for Boys and Girls
 Merit School of Music
 Metropolitan Mayors Caucus

Openlands
 North River Commission
 Northwest Indiana Paddling Association
 Quad Communities Development Corporation
 The Resurrection Project
 Rush Hour Concerts
 Shapiro Development Center
 Southeast Environmental Task Force
 South Suburban Mayors and Managers Association
 Stay Environmentally Focused
 Streeterville Organization of Active Residents (SOAR)
 Teamwork Englewood
 The Moving Architects
 The Trust for Public Land
 Urban Habitat Chicago
 WBEZ 91.5 FM
 WTTW Channel 11

Public Agencies

Chicago Metropolitan Agency for Planning
 Channahon Park District
 Chicago Park District
 City of Aurora
 City of Chicago
 City of Elgin
 City of Elmhurst
 City of Joliet
 City of Kankakee
 City of Lockport
 City of Waukegan
 Forest Preserve District of Cook County
 Forest Preserve District of DuPage County
 Forest Preserve District of Kane County
 Forest Preserve District of Lake County
 Forest Preserve District of Will County
 Fox Valley Park District
 Illinois Department of Natural Resources
 Indiana Department of Natural Resources
 Joliet Park District
 Kane County Department of Transportation
 Kankakee County Planning Department
 Kankakee River Valley Forest Preserve
 Kankakee Township
 Kankakee Valley Park District



“For CMAP, the Centennial provided perfect timing for public outreach related to the GO TO 2040 Plan. The number of people who interacted was a direct correlation to the celebration. Without the Centennial tie-in, it would have been much more difficult.”

– Mayor Gerald Bennett
 Board Chair
 Chicago Metropolitan Agency for Planning

Lake County Department of Planning, Building and Development
 Lockport Township Park District
 Metropolitan Water Reclamation District of Greater Chicago
 National Park Service
 Northwester Indiana Regional Planning Commission
 Northeastern Indiana Planning Commission
 U.S. Forest Service–Midwin National Tallgrass Prairie
 U.S. Army Corps of Engineers Village of Burnham

Chicago Public Schools

Alcott School
 Buckingham Special Education Center
 Chase School
 Edison Park School
 Finkl Academy
 Gray School
 Gregory Academy
 Hammond School
 Henson School
 Herzl School
 Jackson Language Academy
 Madero Middle School
 Mayo School
 Melody School

Mollison School
 Montefiore Special School
 Morgan School
 Mozart School
 Murray Language Academy
 Pilsen Community Academy
 Pope School
 Sabin Magnet School
 Schmid School
 Smyser School
 South Loop School
 Spry Community School
 Stow School
 Stone Scholastic Academy
 Webster School
 Whittier School
 Williams Preparatory Academy
 Wildwood IB World Magnet
 School

Public Libraries

Addison Public Library
 Arlington Heights Memorial
 Library
 Aurora Public Library
 Bloomingdale Public Library
 Blue Island Public Library
 Chicago Public Libraries
 including:
 Albany Park
 Bucktown-Wicker Park
 Chicago Bee
 Harold Washington Library
 Lozano
 Rogers Park
 Roosevelt
 South Chicago
 Sulzer Regional Library
 Thurgood Marshall
 Vodak-East Side
 Woodson Regional Library
 Chicago Ridge Public Library
 Clarendon Hills Public Library
 Deerfield Public Library
 Des Plaines Public Library
 Downers Grove Public Library
 DuPage Library System
 Eisenhower Public Library
 Ela Area Public Library District
 Elmhurst Public Library
 Evanston Public Library
 Evergreen Park Public Library
 Forest Park Public Library
 Fremont Public Library
 Gail Borden Public Library
 Glen Ellyn Public Library
 Glencoe Public Library
 Glenside Public Library District
 Glenwood-Lynwood Public
 Library District
 Hammond Public Library

Harvey Public Library
 Highland Park Public Library
 Illinois State Library
 Indian Prairie Public Library
 Indian Trails Public Library
 Joliet Public Library
 Kenosha Public Library
 Lake Zurich Public Library
 Lansing Public Library
 Lyons Public Library
 Metropolitan Library System
 Michigan City Public Library
 Morton Grove Public Library
 Niles Public Library
 Northbrook Public Library
 North Suburban Library System
 Oak Brook Public Library
 Orland Park Public Library
 Palos Heights Public Library
 Palos Park Public Library
 Riverside Public Library
 Schaumburg Public Library
 Skokie Public Library
 St. Charles Public Library
 Town and Country Public Library
 Vernon Area Public Library
 District
 Warren-Newport Public Library
 District
 Waukegan Public Library
 Westchester Township Public
 Library
 Wheaton Public Library
 Wilmette Public Library

Educational Institutions

Chaddick Institute for
 Metropolitan Development
 Chicago Academy for the Arts
 Chicago Public Schools
 University of Chicago Internet
 Project
 Columbia College Chicago
 DePaul University
 Elgin Community College
 Joliet Junior College
 Lewis University
 Illinois Institute of Technology
 John Marshall Law School
 Joliet Junior College
 Judson University
 Kankakee Community College
 Lake Forest College
 Loyola University
 Northern Illinois University
 Northwestern University
 Polk Bros. Foundation Center for
 Chicago Education
 University of Chicago
 University of Illinois at Chicago
 University of Notre Dame



“Doing a Burnham exhibit added visibility to the organization, drew additional audiences, and offered opportunity for special programs for our members. Also, we won an award from the Illinois Association of Museums for our exhibit, giving us additional visibility.”

– Ellen Shubart
 Glencoe Historical Society

Professional Associations

AIA Illinois
 AIA Chicago
 AIA Northeast Illinois
 American Planning Association
 Illinois Chapter and Chicago
 Metro Section
 American Society of Landscape
 Architects – Illinois Chapter
 Chicago Architectural Club
 Chicago Bar Association
 Indiana Planning Association
 Lambda Alpha International– Ely
 Chapter
 Society of Architectural
 Historians
 U.S. Green Building Council–
 Chicago Chapter
 Women in Planning and
 Development

Other

Chicago Matters: Beyond
 Burnham
 Cliff Dwellers Club
 Eli’s Cheesecake
 Graceland Cemetery
 Hammond Beeby Rupert Ainge
 Architects
 Illinois State Geological Survey
 Skidmore, Owings & Merrill LLP
 Transport Chicago
 Union League Club of Chicago
 Wendella Boats
 Words @ Play

CALENDAR

Exhibits

JUNE OPENINGS		
C U P & Virginia Polytechnic Institute	100 Columns + (ABC's: All Burnham Chicago) in Burnham Park	June 2-21
National Museum of Mexican Art and Radio Arte	El Próximo Centenario Visual and Soundscape Exhibit	June 5 - October 4
Chicago Loop Alliance	Burnham Streetscape	Through June 8
Chicago Architecture Foundation	Chicago Model City	June 10, 2009 – Nov 30, 2010
Chicago Architecture Foundation	B Like Burnham	June 11, 2009 - January 5, 2010
Southeast Chicago Historical Society	The Burnham Plan, Impetus for Change on Chicago's Southeast Side	June 15 - October 31
Field Museum	Water	June 17 - September
Millennium Park, South Chase Promenade	Burnham Pavilions	June 19 - November 1
More than 60 libraries throughout the region	Make Big Plans: Daniel Burnham's Vision of an American Metropolis	June 19 - November 30
City of Waukegan	Waukegan Lakefront-Downtown Master Plan Exhibit	June 26 - November 26
Museum of Contemporary Photography, Columbia College	Edge of Intent	Through July 5
Lubeznik Center for the Arts	Interurban Trains & Tourism: Reclaiming the Past for the Future	Through July 27
Glencoe Historical Society	Burnham's Backyard	Through August 1
Chicago Metropolitan Agency for Planning	GO TO 2040 Invent the Future Kiosks at Millennium Park, Sears Tower Lobby and Chicago Architecture Foundation	Throughout Summer
Peggy Notebaert Nature Museum	Finding Walden: Photographs of the Chicago Parks System	Through August 2
Gail Borden Public Library	Deep Roots, Green Future: City Planning in Elgin	Through August 8
Winnetka Historical Society	Plan of Chicago 1909 and Plan of Winnetka 1921	Through August 30
DuPage Children's Museum	Good Show Transportation Gallery	Through September 13
Graue Mill and Museum	Fullersburg: Chicago's Neighbor on the Old Plank Road	Through November 15
Morton Arboretum	Worth His Salt: Joy Morton's Role in the 1909 Plan of Chicago	Through December 30
Kohl Children's Museum	Habitat Park Exhibit	Through December 30
Wilmette Historical Museum	Plan of Wilmette, 1922: Following in Burnham's Footsteps	Through December 31
Evanston History Center	Daniel Burnham's Evanston	Through December 31
Art Institute of Chicago	Daniel Burnham's Plan of Chicago	Through Jan. 18, 2010
JULY OPENINGS		
Museum of Science and Industry	ART + Science = Architecture	July 1, 2009 – March 15, 2010
Northwestern University	Burnham and Northwestern	July 1, 2009 - Jan. 15, 2010
DePaul University	Business of Architecture	July 9 - September 16
Joliet Area Historical Museum	Envisioning Joliet: Burnham, Bennett and Beyond	July 14, 2009 – May 16, 2010
AIC, Ryerson and Burnham Libraries	Good Order and Consequent Beauty: Planning the Future of Chicago	July 29 - Sept. 28
Newberry Library	Daniel Burnham in the Philippines	Through July 15
Palos Park Public Library	Forgotten Chicago multimedia lecture	July 21
AUGUST OPENINGS		
Indian Prairie Public Library	Daniel Hudson Burnham: In His Nature	August 1 - October 16
Illinois Railway Museum	City Planning in the Age of Steam and Streetcars	August 1 - October 25
Chicago Public Library	Inspiring Dreams: Promoting the Burnham Plan	August 3, 2009 - February 27, 2010
Loyola Museum of Art	Make No Little Plans: The Big Shoulders Fund Schools Plan Their Future Chicago	Aug. 18 – Nov. 15
Riverside Public Library	Building Your Place in Riverside	Aug. 24 – Sept. 14
Joliet Historical Museum	We Built This City: Burnham & Bennett in Joliet	Through December 27
SEPTEMBER OPENINGS		
DuPage Children's Museum	Wheel Works of Art	September 1-13

Chicago Tourism Center Gallery	Big. Bold Visionary. Chicago Considers the Next Century	Sept. - Oct. 11
Art Institute of Chicago	Chicago Looks Ahead: 100 Years of Planning, 1909-2009	Sept. 30-Nov. 30
Loyola University Crown Center Gallery	Last Four Miles	Through September 27
City of Chicago	Daniel Burnham's Enduring Vision for the Philippines	Through December 31
OCTOBER OPENINGS		
Graham Foundation for Advanced Studies in the Fine Arts	Actions: What You Can Do With the City	Opened October 16
Field Museum in collaboration with the AIA Chicago Foundation	Burnham Memorial Competition Exhibit	Through November 1
Art Institute of Chicago, Ryerson and Burnham Libraries	Chicago Looks Ahead: 100 Years of Planning, 1909-2009	Through November 26
Kohl Children's Museum	Habitat Park	Through November 30
NOVEMBER/DECEMBER OPENINGS		
Landmark Conservancy	Big Plans Come True	Through December 18
Art Institute of Chicago	C.D. Arnold Photographs of the World's Columbian exposition	Through February 28
Graham Foundation for Advanced Studies in the Fine Arts	Actions: What You Can Do With the City	Through March 13

Events: Tours, Lectures and Public Programs

JUNE EVENTS		
Southeast Environmental Task Force	The Burnham Plan and Chicago's Southeast Side	June 4
Frank Lloyd Wright's Unity Temple Restoration Foundation	Historic Preservation and a Sustainable Future: A Community Conversation	June 4
Metropolitan Planning Council	Reinventing Public Investment: A Reform Roadmap for Viable Infrastructure in the Chicago Region	June 5
Orland Park Public Library	Photographic study of Daniel Burnham structures	June 5
Elmhurst Public Library	Making Big Plans for the Burnham Plan Centennial Lecture	June 10
Lubeznik Center for the Arts	Duneland Escape: The South Shore Marketing Campaign of the 1920's	June 11
Friends of the Chicago River	Bridgehouse Museum Lecture Series: Towards a Green River	June 11
Chicago Architecture Foundation	White City Revisited tour	June 13
City of Chicago	Make Big Plans: Burnham Centennial – Chicago Neighborhood Tours	June 13
Chicago Architecture Foundation	Bike the Lakefront	June 14
Geographic Society of Chicago	Burnham for Beginners Tour	June 15
Chicago Architecture Foundation	Daniel Burnham: Urban Visionary lecture	June 17
Lansing Public Library	Meet Mr. Burnham	June 17
Calumet Ecological Association	The Calumet Celebrates the Burnham Plan	June 18
Chicago Architecture Foundation	Santa Fe Building Tour	June 18
Hinsdale Public Library	HWS Cleveland and Hinsdale's Natural Landscape	June 18
Landmarks Illinois	Bennett in the Shadow of Burnham	June 18
Lubeznik Center for the Arts	South Shore: The Last Interurban Railroad	June 18
City of Elgin	Burnham's Chicago for Kids	June 18
Art Institute of Chicago	Ben van Berkel / Burnham Pavilions Symposium	June 19
Grant Park Music Festival	World Premiere of "Plans" by Michael Torke	June 19-20
Museum of Science and Industry	Explore the White City: World's Fair Simulation	June 19-21
Chaddick Institute for Metropolitan Development at DePaul University	Burnham: Century in Motion Festival	June 19-July 15
Illinois State Geological Survey	Chicago Lakefront Bus Tour	June 20
Field Museum	Water: Family Field Day	June 20
Museum of Science and Industry	Blueprints to Our Past tour	June 21
Wheaton Public Library	The Plan of Chicago: Daniel Burnham and the Remaking of the American City	June 22
Millennium Park Family Fun Tent	Burnham Week: Building the City	June 22-28
Forest Park Public Library	No Little Plans: The Roads of Daniel Burnham's Plan of Chicago	June 23
Evergreen Park Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	June 23

Hyde Park Art Center	Public Art in the Digital Era: Public Art Panel	June 25
Field Museum	Café Science: Water	June 25
Kenosha Public Library	Build it With Burnham: Children's Programming	June 25
Orland Park Public Library	The Plan of Chicago: An Evening with Carl Smith	June 25
DePaul University	Morning Tea with the Daniel Burnham, Jr. Family	June 27
Eli's Cheesecake	Make No Little Cakes at the Taste of Chicago	June 27
Newberry Library	Make Big Plans: Curators' Talk and Gallery Walk for Daniel Burnham in the Philippines	June 27
DePaul University	1933 Century of Progress: Discussion and Site Visit	June 29
Addison Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	June 30
Illinois Humanities Council	Checking the Gauge: The Legacy of Water and Oil Policy	June 30
JULY EVENTS		
Chicago History Museum	100th Anniversary of the Presentation of the Plan of Chicago	July 4
Chicago Architecture Foundation	Daniel Burnham: Architect, Planner, Leader Tour	July 5, 10, 19, 24
Chicago Architecture Foundation	Devil in the White City Bus Tour	July 7, 9, 19, 23
Palos Park Public Library	Shaping the Waterways: Environmental Imagination and the Making of Chicago	July 7
Highland Park Public Library	After One-Hundred Years: Daniel H. Burnham and the Plan of Chicago	July 8
Friends of the Chicago River	Bridgehouse Museum Lecture Series: Just Add Water	July 9
DePaul University	Century in Motion Festival Reception and Chicago Model City viewing	July 9
Chicago Architecture Foundation	The Rookery Building Tour	July 9 & 23
City of Chicago	Make Big Plans: Burnham Centennial-Chicago Neighborhood Tours	July 11
Field Museum	Behind the Scenes at The Field Museum and Jardine Water Purification Plant	July 11
DePaul University	Daniel Burnham and Chicago's Great Railway Terminals Bus Tour	July 11
Chicago Architecture Foundation	Bike the Lakefront	July 12
Lookingglass Theater Company	Our Future Metropolis: Mr. D.H. Burnham Presents a Plain Talk for the Development of Chicago	July 13, 14, 20, 21
Schaumburg Township District Library	Make Big Plans: Daniel Burnham's Centennial	July 14
Metropolitan Planning Council	Creating Livable Communities in the Chicago Region	July 14
Orland Park Public Library	Planning Orland Park, Planning Chicago	July 14
Schaumburg Township District Library	Daniel Burnham's 1909 Road Plan	July 15
Evergreen Park Public Library	Daniel Burnham: Master Planner	July 16
Chicago Architecture Foundation	White City Revisited Tour	July 18
Illinois State Geological Survey	Chicago Lakefront Bus Tour	July 18
Arlington Heights Memorial Library	City Beautiful: Celebrating the Burnham Plan Centennial	July 19
Wheaton Public Library	From City Beautiful to City Green: Chicago and the Evolution of Its Regional Environment	July 20
Lansing Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	July 21
Palos Park Public Library	Forgotten Chicago multimedia lecture	July 21
Burnham Pavilions	Talks with the Team: Ed Uhlir and Adele Simmons	July 22
Hammond Public Library	The Devil in the White City book discussion	July 23
Arlington Heights Memorial Library	From City Beautiful to City Green: Chicago and the Evolution of Its Regional Environment	July 23
Chicago Architecture Foundation	Parks & Boulevards by Bus: Grant & the South Parks	July 25
Chicago Public Library	Experience the Plan of Chicago through Geocaching	July 27
Urban Gateways Center for Arts Education	Art Options: You Feel Me?	July 29
Chicago Architecture Foundation	Edward H. Bennett: City Planner and Urban Designer	July 29
Kenosha Public Library	Build it With Burnham	July 29
Evergreen Park Public Library	Daniel Burnham: Master Planner	July 16
Chicago Architecture Foundation	White City Revisited Tour	July 18
Illinois State Geological Survey	Chicago Lakefront Bus Tour	July 18
Arlington Heights Memorial Library	City Beautiful: Celebrating the Burnham Plan Centennial	July 19
Wheaton Public Library	From City Beautiful to City Green	July 20

Lansing Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	July 21
Palos Park Public Library	Forgotten Chicago multimedia lecture	July 21
Burnham Pavilions	Talks with the Team: Ed Uhlir and Adele Simmons	July 22
Hammond Public Library	The Devil in the White City book discussion	July 23
Arlington Heights Memorial Library	From City Beautiful to City Green: Chicago and the Evolution of Its Regional Environment	July 23
Chicago Architecture Foundation	Parks & Boulevards by Bus: Grant & the South Parks	July 25
Chicago Public Library	Experience the Plan of Chicago through Geocaching	July 27
Urban Gateways Center for Arts Education	Art Options: You Feel Me?	July 29
Chicago Architecture Foundation	Edward H. Bennett: City Planner and Urban Designer	July 29
Kenosha Public Library	Build it With Burnham	July 29
AUGUST EVENTS		
Chicago Park District	Discovering Daniel Burnham in Chicago's Parks	August 1
Graceland Cemetery	Burnham in Graceland: Friends, Family and Client Tour	August 1
Westchester Library Service Center	Daniel Burnham and the Remaking of the American City – Lecture by Carl Smith	August 2
Chicago Public Library: One Book, One Chicago	Chicago Visionaries – From Burnham to Today and Beyond	August 4
Chicago Architecture Foundation	Devil in the White City Bus Tour	August 4, 9, 13, 23
Burnham Pavilions	Talks with the Team: Chris Rockey and Emily Harris	August 5
Kenosha Public Library	Movie Night at the Museum "Expo: Magic of the White City"	August 5
Chicago Park District	Buckingham Fountain Underground Tours	August 7, 14, 21, 28
City of Chicago	Make Big Plans: Burnham Centennial-Chicago Neighborhood Tours	August 8
Chicago Architecture Foundation	White City Revisited Tour	August 8
Wendella Boats	Burnham By Boat Tour	August 8
Arlington Heights Memorial Library	Daniel Burnham and the Remaking of the American City – Lecture by Carl Smith	August 9
Chicago Architecture Foundation	Daniel Burnham: Architect, Planner, Leader Tour	August 9 & 21
Metropolitan Water Reclamation District of Greater Chicago	Stickney Water Reclamation Plant Tour	August 12
Elmhurst Public Library	Chicago by Gaslight	August 12
Vernon Area Public Library District	Movers and Shakers of Chicagoland Presentation	August 12
Chicago Public Library	One Book, One Chicago: Experience the Plan of Chicago through Geocaching	August 12
Chicago Architecture Foundation	The Rookery Building Tour	August 13 & 27
Columbia College	Not a Drop to Spare: Oil and Water Scarcity in Popular Culture	August 13
Frank Lloyd Wright Preservation Trust	Building for the Future: A Professional Development Workshop for Teachers	August 13
Chicago Architecture Foundation	Bike the Lakefront Tour	August 16
Metropolitan Planning Council	Sustainable Choices for a Greener Chicago	August 17
Orland Park Public Library	Preserving our Green Space Discussion	August 18
Burnham Pavilions	Talks with the Team: Donna Robertson and Lou Mallozzi	August 19
Kenosha Public Library	The Devil in the White City Book Discussion	August 19
Chicago Architecture Foundation	Santa Fe Building Tour	August 20
Joliet Area Historical Museum	Bike & Break for History: Tour of Downtown Joliet	August 23
Lansing Public Library	Make Big Plans: Burnham Centennial Bus Tour	August 24
Elmhurst Public Library	Film Screening: "H.H. Holmes: America's First Serial Killer"	August 26
Kenosha Public Library	Burnham's Plan of Chicago Lecture	August 26
Wilmette Public Library	City Beautiful: Celebrating the Burnham Plan	August 27
Chicago Metropolitan Agency for Planning	Invent the Future Public Input Workshops	August 4-6, 11-14, 18, 20, 25-27
SEPTEMBER EVENTS		
Chicago Architecture Foundation	Devil in the White City Bus Tour	September 1
Burnham Pavilions	Talks with the Team	September 2, 16, 30
DePaul University	Burnham Book Fair	September 2
Archimedia Workshop	Make No Little Plans: Daniel Burnham and the American City Film	September 2 & 15
Chicago Park District	Buckingham Fountain Underground Tours	September 4

Chicago Tourism Center Gallery	Big. Bold. Visionary Exhibit: Opening Reception	September 4
City Gallery at the Historic Water Tower	Daniel Burnham's Vision for the Philippines Exhibit: Opening Reception	September 4
Chicago Architecture Foundation	Model City: Gallery Talks	Sept. 4, 5, 11, 12, 18
Museum of Science and Industry	Blueprints to Our Past Tour	September 6
Chicago Architecture Foundation	Daniel Burnham: Architect, Planner, Leader Tour	September 6 & 18
Lewis University	GO TO 2040 Planning Kiosk	September 8
Ela Area Public Library District	No Little Plans: The Roads of Daniel Burnham's Plan of Chicago	September 9
Radio Arte	Youth Voice: A Discussion on the Next Century	September 10
Chicago Park District	Visions of Green: Daniel H. Burnham and Jens Jensen's Open Space Plans for Chicago	September 10
Elmhurst Public Library	The Devil in the White City Book Discussion	September 10
Chicago Tourism Center Gallery	Big. Bold. Visionary Exhibits: Gallery Talks	September 10, 17, 24
Chicago Architecture Foundation	The Rookery Building Tour	September 10 & 24
DePaul University	Daniel Burnham Birthday Party Gala	September 11
City of Chicago	Make Big Plans: Burnham Centennial-Chicago Neighborhood Tours	September 12
Graceland Cemetery	Burnham in Graceland: Friends, Family and Client Tour	September 12
Wendela Boats	Burnham by Boat	September 12
Chicago Architecture Foundation	Bike the Lakefront	September 13
Active Transportation Alliance	Bike Burnham's Dream: Boulevard Lakefront Tour	September 13
Chicago Public Library, Harold Washington Library	One Book. One Chicago: Our Future Metropolis by Lookingglass Theatre	September 15
Chicago Public Library, Harold Washington Library	Make No Little Plans: Daniel Burnham and the American City Film	September 15
Chicago Public Library, South Chicago Branch	One Book. One Chicago: South Chicago Celebrates the Burnham Plan	September 15
Lewis University	The World Columbian Exposition as a Watershed Event	September 15
Indian Prairie Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	September 15
Bloomington Public Library	Daniel Burnham – Make No Little Plans	September 15
Newberry Library	Seminar: Reading the Plan of Chicago	Sept. 15 – Oct. 13
Ela Area Public Library District	Looking Back on the White City	September 16
Vernon Area Public Library District	City Beautiful: Celebrating the Burnham Plan Centennial	September 16
Chicago Architecture Foundation	Santa Fe Building Tour	September 17
Orland Park Public Library	City Beautiful: Celebrating the Burnham Centennial	September 17
Friends of the Chicago River	Bridgehouse Museum Lecture Series: Chicago: A Living Movable Bridge System	September 17
Cliff Dwellers	Plan of Chicago: Centennial Edition program	September 17
American Society of Landscape Architects	ASLA National Conference in Chicago	September 18-21
Chicago Public Library, Harold Washington Library	One Book. One Chicago: Our Future Metropolis by Lookingglass Theatre Special Performance for Youth	September 19
Chicago Architecture Foundation	White City Revisited Tour	September 19
Orland Park Public Library	Lego Time Youth Services Program	September 19
Chicago Architecture Foundation	Parks & Boulevards by Bus: Lincoln & the West Parks Tour	September 19
Arlington Heights Memorial Library	Chicago as the Nation's Crossroads: Our Region's Transportation History and Future through Policy and Maps	September 20
Niles Public Library District	Daniel Burnham's Chicago	September 21
Joliet Area Historical Museum	Burnham and Bennett: Their Imprint on Chicago and Joliet	September 22
Chicago Architecture Foundation	Beyond Burnham: lunchtime lecture & book signing	September 23
Deerfield Public Library	"No Little Plans:" The Burnham Project	September 23
Chicago Public Library	Chicago as the Nation's Crossroads: Our Region's Transportation History and Future	September 23
Chicago Ridge Public Library	Green Spaces, Public Places	September 24
American Planning Association Illinois Chapter	APA Upper Midwest Conference in Chicago	September 24-26
Cliff Dwellers	Make No Little Plans Burnham Reenactment	September 25
WBEZ Radio	Burnham Scavenger Hunt	September 26

Chicago Park District	Discovering Daniel Burnham in Chicago's Parks	September 26
Addison Public Library	Daniel Burnham: Make No Little Plans	September 27
Wilmette Historical Museum	Daniel Burnham and the Plan of Chicago	September 27
Orland Park Public Library	From City Beautiful to City Green: Chicago and the Evolution of its Regional Environment	September 29
Chicago Tourism Center Gallery	Big. Bold. Visionary Exhibit: Pecha Kucha	September 15
OCTOBER EVENTS		
John Marshall Law School	Law As Hidden Architecture	October 1
Chicago Public Library, Sulzer Regional Library	Make No Little Plans: Daniel Burnham and the American City Documentary Film	October 1
Chicago Ridge Public Library	A Portrait of Daniel Burnham: Historical Reenactment	October 1
Chicago Architecture Foundation	White City Revisited Tour	October 3
Niles Public Library District	The Life and Contributions of Billy Caldwell	October 4
Museum of Science and Industry	Blueprints to Our Past Tour	October 4
Evanston Public Library	Daniel Burnham's Chicago: Historical Reenactment	October 4
Chicago Architecture Foundation	Daniel Burnham: Architect, Planner, Leader Tour	October 4 & 16
Lewis University	The Imprint of the World Columbian Exposition	October 5
Chicago Public Library, Harold Washington Library	One Book. One Chicago: The Unraveling of Chicago Public Housing	October 6
Chicago Public Library, Woodson Regional Library	Make No Little Plans: Daniel Burnham and the American City Documentary Film	October 7
Indian Prairie Public Library	A Portrait of Daniel Burnham: Historical Reenactment	October 7
Wheaton Public Library	Chicago as the Nation's Crossroads: Our Region's Transportation History and Future	October 7
Theatre Building, Chicago Writers' Bloc New Play Festival	White City: Burnham's Dream Musical	October 7
Illinois Institute of Technology, Crown Hall	Finding Burnham in the Archives: Spiritual Revelations and the Plan of Chicago	October 8
Congress for New Urbanism, Illinois Chapter	Context Sensitive Street Design Conference	October 8
Chicago Architecture Foundation	The Rookery Building Tour	October 8 & 22
Loyola University Chicago	Burnham and Bennett's Originality, Daring and Genius: Problems and Prospects	October 9
Burnham Plan Centennial Committee	Bold Plans. Big Dreams. Community Showcase Tours	October 10
Art on Track	Bold Plans Big Dreams Art Gallery on the "L"	October 10
Evanston History Center	Daniel Burnham's Evanston Walking Tour	October 10
Evanston History Center	Burnham in Evanston Exhibit Reception	October 10
Chicago Public Library, YOUmedia	Planning Our Urban Future	October 10
Deerfield Public Library	Chicago: Behind the Skyscrapers	October 11
Northwestern University, Fisk Hall	Finding Burnham in the Archives: Swedenborgian Revelations and the Plan of Chicago	October 11
Naper Settlement	History Speaks Lecture Series: Burnham's Chicago	October 11
Illinois Institute of Technology	The White City: Burnham's Dream Musical	October 11
Palos Park Public Library	The Magic to Stir Men's Blood: Daniel Burnham and His Plan for Chicago	October 13
Lewis University	The World Comes to Chicago	October 13
Orland Park Public Library	Chicago as the Nation's Crossroads: Our Region's Transportation History and Future	October 13
Ela Area Public Library District	A World Fair to Remember	October 13
Burnham Pavilions at Millennium Park	Talks with the Team	October 14
Lewis University	Making Bold Plans: Frank J. Lewis and the Founding of Lewis University	October 14
Bloomington Public Library	Make Your Garden Green	October 14
St. Charles Public Library District	Daniel Burnham: Make No Little Plans Historical Reenactment	October 14
Niles Public Library District	Understanding the Make Big Plans: Daniel Burnham's Vision of an American Metropolis	October 14
Seven Generations Ahead	Green Town: The Future of Community Conference (at Columbia University)	October 15
Chicago Symphony Orchestra	The House That Burnham Built: Tours and Concerts	October 17
Aurora Public Library	Eastland Disaster: "Chicago's Titanic"	October 18
Deerfield Public Library	The Devil in the White City Book Discussion	October 20
Evanston Public Library	Contra Burnham: Why We Need More Little Plans	October 20

Chicago Public Library, Vodak-East Side Branch	From City Beautiful to City Green: Chicago and the Evolution of its Regional Environment	October 22
Lambda Alpha International Ely Chapter	Burnham's Plan of Chicago: History or Inspiration? Symposium	October 23
Burnham Plan Centennial and Chicago Matters (at the Art Institute)	Chicago and the American Metropolis: Urban Policy and Our Region's Future	October 23
Chicago Public Library, Harold Washington Library	One Book. One Chicago: Carl Smith: Chicago – the American City	October 24
Illinois Humanities Council	Wellsprings Eternal panel discussion	October 24
Aurora Public Library	Burnham's Vision Today: Open Space as a Necessity, Not a Luxury	October 25
DuSable Museum of African American History	Make No Little Plans: Daniel Burnham and the American City Documentary Film	October 25
DePaul University Student Center	Parks, Squares, Lawns, Woods and Dales: The Burghs of Fictive Chicago	October 26
Chicago Matters	Beyond Burnham – “Global Visionaries: Rami Nashashibi” on WTTW	October 27
Chicago Associate Board Presidents Council & Young Professionals of Chicago	Find Your Cause Event at the Chicago Cultural Center	October 28
Chicago Public Library, Harold Washington Library	One Book. One Chicago: The Biography of Chicago	October 28
Metropolitan Planning Council	What Makes Your Place Great? Roundtable	October 28
Burnham Pavilions at Millennium Park	Talks with the Team	October 28
Graham Foundation	Make No Medium-Sized Plans	October 29
NOVEMBER/DECEMBER EVENTS		
Naper Settlement	History Speak Lecture Series: City Beautiful – Celebrating the Burnham Plan Centennial	November 1
Oswego Public Library	The Plan of Chicago lecture	November 3
Graham Foundation	Did Someone Say Participate? With Markus Miessen	November 4
Glen Ellyn Public Library	The Plan of Chicago: A regional Legacy with Dennis McClendon	November 4
Burnham Plan Centennial Committee (at the Spertus Museum)	The Life and Contributions of Billy Caldwell	November 5
Archeworks	Infrastructures for Change Workshop	November 5
Chicago Architecture Foundation	A Conversation with the Critics: Imagining the Future of the City	November 5
Columbia College Chicago	An Ongoing Legacy: The Burnham Plan from the City Beautiful Movement to Daley's Post-Modernist Chicago with Dominic Pacyga	November 5
Blue Island Public Library	Daniel Burnham's Chicago: Historical Reenactment	November 5
City of Chicago	Chicago Nature & Wildlife Research Summit	November 5-6
AIA Illinois	Be Bold! Annual Conference	November 5-7
Chicago Botanic Garden	The Mannhatta Project: Manhattan Island Year 1609 Presentation	November 6
Museum of Science and Industry	Blueprints to Our Past Tour	November 8
Blue Island Public Library	Rick Kogan: The Burnham Legacy	November 10
Chicago Architecture Foundation	Lunchtime Lecture: The Wacker Manual	November 11
Lewis University	Geographical Memory: The 25 th Anniversary of the Illinois and Michigan Canal National Historic Corridor	November 12
Chicago Architecture Foundation	The Rookery Building Tour	November 12 & December 10
Chicago Humanities Festival	Think Big Youth Expo, Bold Plans for the Next 100 Years Panel and The Future of Chicago: How We Get There Panel	November 14
Joliet Public Library	No Little Plans: The Roads of Daniel Burnham's Plan of Chicago Presentation	November 15
Landmark Conservancy	Make No Little Plans: Daniel Burnham and the American City	November 17
Blue Island Public Library	For Seniors Only!: “City Beautiful: Celebrating the Burnham Plan Centennial”	November 17
Chicago Architecture Foundation	The Rookery Building Tour	November 19 & December 17
Jane Addams Hull House Association	Jane Addams Symposium	November 20
John Marshall Law School	Water as a Resource: Impact on Real Estate Ownership, Development and Land Use Policy Conference	November 20
Hammond Public Library	Daniel Burnham's Chicago: Historical Reenactment	November 21

Joliet Public Library	Global Warming: What's a Kid to do? Hands-on theater presentation	<i>November 21</i>
Chicago Matters	Beyond Burnham: "Global Visionaries" on WTTW	<i>November 24</i>
Eisenhower Public Library	Global Warming: What's a Kid to do? Hands-on theater presentation	<i>November 30</i>
Chicago Ridge Public Library	City Beautiful: Celebrating the Burnham Plan Centennial	<i>November 30</i>
Forest Preserve District of DuPage County	The Legacy of the Burnham Plan with Dennis McClendon	<i>December 1</i>
Museum of Science and Industry	Blueprints to Our Past Tour	<i>December 6</i>
Lansing Public Library	Book Discussion: The Plan of Chicago: Daniel Burnham and the Remaking of the American City	<i>December 7</i>
St. Charles Public Library District	Global Warming: What's a Kid to do? Hands-on theater presentation	<i>December 7</i>
Eisenhower Public Library	"Daniel Burnham: Master Planner"	<i>December 8</i>
Chicago Matters	Chicago Matters: Beyond Burnham – "Global Visionaries: Funmi Olopade" on WTTW	<i>December 8</i>
Oriental Institute	The World's First Cities: Babylon and Beyond	<i>December 9</i>
Gene Siskel Film Center	Make No Little Plans: Daniel Burnham and the American City theatrical film premiere	<i>December 13</i>
Waukegan Public Library	Global Warming: What's a Kid to do? Hands-on theater presentation	<i>December 16</i>
WTTW	Make No Little Plans: Daniel Burnham and the American City television premiere	<i>December 17</i>

SECTION 4: COMMUNICATIONS



COMMUNICATIONS

Strategy

The Centennial’s communications plan faced a challenge defined a century earlier by the visionary behind the Plan – to stir again the region’s “blood” and reinvigorate the bold, future-focused “spirit” of metropolitan Chicago. The question was, would this be difficult to do? As quickly became apparent, the civic character captured in the *Plan of Chicago* in 1909 had become part of the region’s DNA. The Centennial’s sparks quickly came to full flame as potential partners embraced the commemoration with enthusiasm, creativity and disciplined execution of a broad spectrum of Centennial expressions.

Because the budget was limited, the staff so few, and the targeted audiences so many and diverse, a strategy of institutional networking was adopted. By partnering with hundreds of organizations in dozens of fields, the partners’ communications capabilities were harnessed into the Burnham Centennial campaign. More importantly, the partners constituted a “network of trusted messengers” with existing relationships among audiences as diverse as conservationists, librarians, elected officials, urban planners, educators at all levels, parents and children, civic and neighborhood activists, the arts and design communities, and hundreds of thousands of regional residents and tourists looking for meaningful experiences. The enthusiasm and work of our communications partners turned a formidable task into the “Burnham phenomenon” that was successfully top-of-mind for the greater part of the Centennial year.

The branding work of Prophet defined the Burnham Plan Centennial positioning as: *Inspire our region’s communities, leaders and institutions to build on the success of the Burnham Plan and act boldly together to make our region one of the world’s best places to live and work.*

The brand promise was: *People will think and act beyond boundaries to make our region one of the world’s best places to live and work.*

By communicating: *Possibilities: expansive thinking; Regional mindset: across community lines; and Connected: diversity is our strength, we prosper if everyone benefits.*

For the full creative brief, see Appendix 1.



Street pole banners were produced as part of the communications campaign and displayed in downtown Chicago June – December, 2009.

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3	4

- Images from cover page –
- 1: Students at Millennium Park Field Trip holding Centennial brochure
 - 2: Bold Plans. Big Dreams. banner outside DePaul University Loop Campus
 - 3: Interpretive panels at Pavilion site in Millennium Park
 - 4: Guests at November 5 Green Legacy event reading Last 4 Miles brochure

Outreach

Communications efforts spanned local, regional, national and global levels as the Centennial worked to spread its “Bold Plans. Big Dreams.” message to a wide variety of audiences across an array of creative mediums.

The Centennial was officially announced at Green Town in Aurora on October 2, 2008. In November 2008, the Chicago Humanities Festival “Thinking Big” theme set the stage for a public relations campaign that empowered program partners to build on the Centennial brand to create region-wide awareness of Centennial programming.

In June 2008, press releases announced the pavilion concept and the selection of architects. In April 2009, the pavilion designs were unveiled at an event at the Chicago Cultural Center. A press conference was held on June 18, 2009 to announce the opening of the Burnham Pavilions in Millennium Park and formally launch the Centennial. From then on, the Pavilions sparked curiosity in the media and encouraged coverage on many more Centennial programs throughout the year. In fact, the *Chicago Tribune Cityscapes* blog, written by architecture and design critic Blair Kamin, featured 53 Centennial-related stories, many of which were also published in the newspaper. On top of local coverage, other media highlights include a story broadcast on BBC America, repeated articles in *The Wall Street Journal* and coverage in *The New York Times*.

By the end of 2009, the communications team had written more than 20 press releases and media alerts and had made hundreds of one-on-one contacts with reporters, editorial boards and partners’ communications staff. These informed the media about everything from the launch of the *Make Big Plans* exhibit in more than 62 public libraries and nine other venues throughout the region to the release of the Centennial edition of the *Plan of Chicago* to kids programs in Joliet, Waukegan, St. Charles and Elgin.

Social media presence supported traditional outreach methods. The Burnham100 Twitter account often featured links to related news coverage and information on upcoming partner events to increase awareness about programming and connect to audiences on a more personal level than traditional media affords. We began building the social media network by following partner organizations to bridge the gap between off- and on-line relationships. By the end of the year, Burnham100 on Twitter had 371 followers.



Centennial co-chair John H. Bryan announces the opening of the Burnham Pavilion by UNStudio at the press conference on June 18, 2009.

The Daniel H. Burnham Facebook account was created to personally interact with the public as well. Ultimately, this account was successful in connecting the Burnham family to the Centennial, as many descendants befriended Daniel H. Burnham and shared pictures or commented on wall postings. By the end of the Centennial, Daniel H. Burnham had made 206 friends on Facebook.

Collateral

In addition to media outreach, the communications team produced a suite of 13 branded collateral materials that was distributed to an estimated 500,000 people throughout the region. These collateral pieces were designed to support media efforts and communicate the Centennial message directly to the public. For the complete list of the collateral pieces, their designs and distribution see pages 74-76.

Collateral also drove traffic to the Centennial website, www.burnhamplan100.org. The site was the driving force behind all communications outreach as it served as the information hub for reporters to access media materials, images and background information on the Centennial, its hundreds of partners, and their thousand or so programs.

The website also provided a platform for the public to directly engage in the Centennial and its partner organizations by offering dynamic, up-to-date information. A key aspect of the dynamic web content was The Burnham Blog by former *Chicago Tribune* writer Patrick T. Reardon. Articles were posted three times per week and highlighted various programs and exhibits, explored deeper historical aspects of the *Plan of Chicago*, and featured interviews with key people who were involved in many of the Centennial's initiatives.

The site also featured a newsroom and now archives all major news stories from the year, image and video galleries which allow for public interaction and a portal to online exhibits for exploration of the continuing legacies of the Plan. The public signed up for the bi-monthly electronic newsletter through the website as well. These newsletters promoted specific upcoming programs and connected general audiences directly to the website. By the end of the year, more than 2,000 people were receiving this e-mail.



Screen shot of burnhamplan100.org homepage.

A media partnership with WTTW/WFMT resulted in broadcast of five different public service announcements which raised awareness of the Centennial and promoted different programs throughout the year. In addition, Chicago Matters adopted a “Beyond Burnham” theme and through its media partners WBEZ, WTTW, the *Chicago Reporter* and the Chicago Public Library produced hundreds of programs that helped make “Burnham” a household name. A highly animated seven-minute video by Kurtis Productions – shown throughout the summer at the Chicago Park District’s city-wide Movies in the Parks – sketched the future of Chicago and is now housed in the burnhamplan100.org video gallery. Branding materials and other resources were also created for partners and included scripting for major events, PowerPoint presentations for funders and other important audiences, lapel pins and post cards.

Results

In total, the Centennial garnered more than 250 million media impressions (based on documented circulation of 144 million) through newspaper, online, broadcast and radio coverage. This number, however, does not include the more than 15 documented articles written in international publications. Worldwide architecture and design press from Japan to Russia, from Spain to China featured full-color spreads with vibrant images of the Pavilions. Circulation numbers for these publications cannot be calculated and there may have been many more we were not able to capture.

Recognizing the impact of this comprehensive integrated communications strategy, The Burnham Plan Centennial was awarded the 2010 Publicity Club of Chicago Silver Trumpet Award for Community Relations.

Ultimately, communications efforts through media outreach, collateral production, and website design and maintenance encouraged thousands of people to attend the Centennial’s more than 1,000 programs. As people came to the events, read the collateral and clicked through the website they began to understand the importance of continuing to invest in big ideas for our region’s future. In brief, while the rest of America focused on recession, the Burnham Plan Centennial optimistically focused metropolitan Chicago on bold plans and big dreams for the next 100 years.



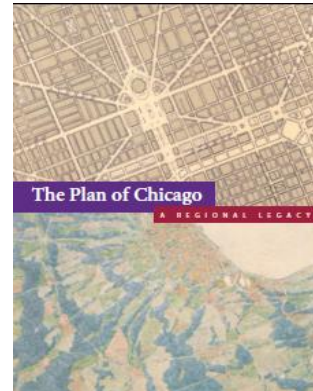
Article from Spanish publication, October 2009.

To see specific Goals & Outcomes related to the Centennial Communications strategy, see Section 6, page 88.

COLLATERAL

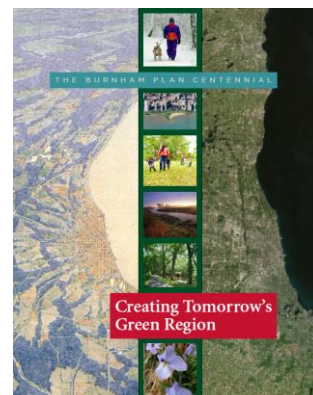
Regional Legacy Booklet

18,500 printed and distributed for use in the 3-16 classroom, at partner events such as the Chicago Humanities Festival, and at professional conferences.



Green Legacy booklet

3,500 copies distributed to Green Legacy partners at November 5, 2009 meeting, mailed to additional donors and partners as well as government and related Committee members and Executives determined by Openlands.



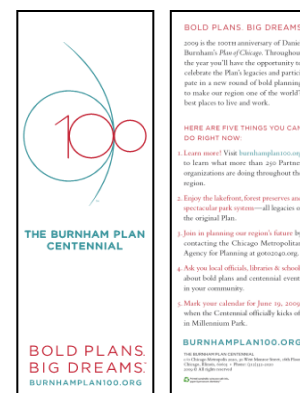
Final Centennial booklet

2,000 copies printed and distributed at the December 8, 2009 final Program Partner meeting and mailed to all partners.



"5-Things" Card

22,500 copies used as initial tool to promote awareness of and engage partners in the Centennial.



Community Showcase Brochures

1,000 copies for each of six communities distributed at tours conducted throughout the summer of 2009.



Green Legacy brochures

One brochure created for each of the 21 Green Legacy projects. Copies were printed for distribution at community events and corresponding fact sheets were posted online on each program partner page.



Opening Weekend Booklet

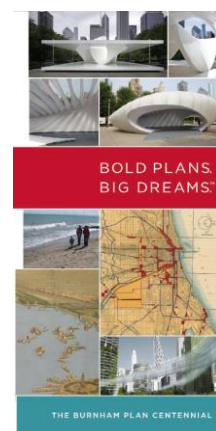
20,000 copies originally distributed at Jay Pritzker Pavilion June 18-20, 2009. Additionally distributed at Burnham Pavilions kiosk in Millennium Park from June through mid-August.



Centennial general brochure

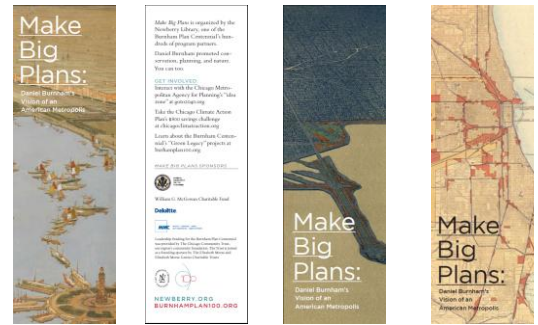
102,500 copies distributed from locations throughout the region including:

- Millennium Park Visitor's Center and park information kiosks
- Burnham Pavilions kiosk
- Chicago Office of Tourism and Chicago Department of Cultural Affairs
- 67 Chicago Public Library branches and all "Make Big Plans" partnering libraries
- Four Chicago Park District Field Houses
- Major Chicago Cultural Institutions such as Chicago Architecture Foundation, The Field Museum and the Art Institute of Chicago



Make Big Plans bookmarks

25,200 copies printed and distributed to more than 62 regional libraries and nine other venues throughout metropolitan Chicago hosting *Make Big Plans* exhibit.



Millennium Park Field Trip guide

2,000 booklets created and given to 3rd grade students participating in the Millennium Park Field Trip held on October 21, 2009. It is also posted on burnhamplan100.org and the Millennium Park website.



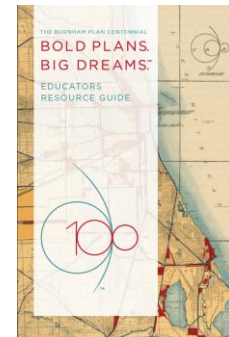
Make Big Plans classroom poster

1,000 printed and distributed to 32 demonstration schools. Also given to partners and donors at December 8, 2009 meeting.



Educators Resource Guide DVD and booklet

5,000 booklets and DVDs created and distributed to educators and cultural institutions that serve them. Also posted in the burnhamplan100.org Learning Resources section.



Street light banners

On display in downtown Chicago from June, 2009 to December 31, 2009 on Michigan Ave from Chicago to Oak, Michigan Ave from Jackson to Balbo, Madison Ave from Michigan to Wells, Michigan Ave from 8th to Roosevelt and Cicero Ave. by Midway Airport.



WEBSITE SAMPLES

Home Page

More than 100,000 unique visitors from January 1 – December 31, 2009

The Burnham Blog

Former Chicago Tribune writer Patrick T. Reardon posted three times weekly about Centennial-related events throughout the region.

Multimedia Gallery

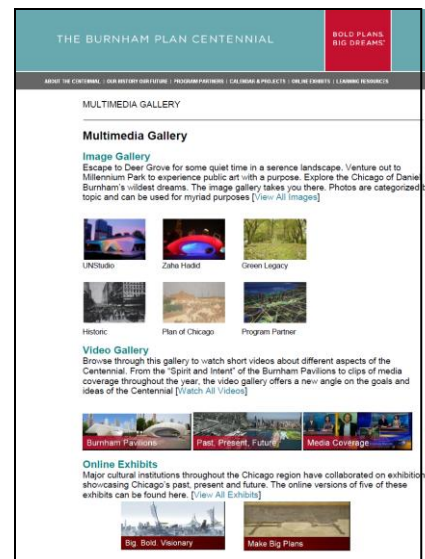
Hosts more than 25 videos, eight different image galleries and various online exhibits

Newsroom

Updated almost daily to showcase major Centennial news stories.

Centennial Highlights

Updated weekly to spotlight upcoming partner events and supplement e-newsletter content.



SECTION 5: ORGANIZATION



ORGANIZATIONAL OVERVIEW

Burnham Plan Centennial Committee

In December 2006, leadership for the 100th anniversary of the *Plan of Chicago* transitioned from a coalition formed in 2003 known as the Plan of Chicago Initiative to Chicago Metropolis 2020. The goal of this transition was to raise the profile of and provide full-time expertise needed to realize the Centennial’s full potential. In taking on the challenge, Metropolis’ goal was to produce important and substantive results. For its President and CEO George Ranney, that meant that the Centennial “could not be focused in the past. It had to look forward.”

The Burnham Plan Committee leadership included John Bryan, Valerie Jarrett and George Ranney, vice-chair Adele Simmons and executive director Emily Harris. Its membership included the co-chairs of the Plan of Chicago Initiative, as well as diverse civic leaders. Terry Mazany of the Chicago Community Trust and Jim Alexander of the Elizabeth Morse Charitable Trust and Elizabeth Morse Genius Charitable Trust represented the Centennial founding sponsors.

The committee as a whole met quarterly from December 2006 through October 2009. Its structure included an executive committee and four sub-committees: *Fundraising* – Jack Greenberg (chair) and Adele Simmons; *Marketing* – Linda Wolf (chair), Cheryl Jackson, George Ranney and Libbet Richter*; *Program* – Sylvia Manning (chair), Arthur Velasquez, Joan Small,* and Christine Williams; *Opening Event* – Donna LaPietra (chair).

Brand Positioning, Visual Identity and Action Plan

The Centennial’s brand promise was formulated over a compressed three-month time period under the leadership of Linda Wolf and Emily Harris and in consultation with the firm Prophet, which provided its services pro bono. Prophet worked with the marketing committee to conduct multiple interviews and focus groups in order to develop the Centennial vision and brand promise statement. This brand positioning along with goals and target audiences were summarized in a creative brief (see Appendix 1). The brief provided foundation for the Committee’s Action Plan (see Appendix 2) as well as its Outcomes Evaluation document (see Section 6). VSA Partners, Inc., also working pro bono, utilized the brief to craft the Centennial’s visual identity (see Appendix 1).

*Contributing member but not on Centennial Committee



Jim Alexander, Terry Mazany and Adele Simmons applaud the Burnham Plan Centennial at the premiere of Michael Torke’s *Plans* on June 19, 2009.

“...the spirit of Chicago is our greatest asset. It is not merely civic pride: it is rather the constant, steady determination to bring about the very best conditions of city life for all the people, with full knowledge that what we as a people decide to do in the public interest we can and surely will bring to pass.”

Daniel H. Burnham
The Plan of Chicago, 1909

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3	4

Images from cover page –
 1: Adele Simmons welcomes guests to opening of *Big, Bold, Visionary*. exhibit
 2: Students working on activity packet during Millennium Park Field Trip
 3: The Friends of the Parks announce progress on The Last 4 Miles at November event
 4: Chicago Public Library Geocaching event

The Action Plan translated the Centennial’s vision into three actionable objectives that provided the framework for all Centennial programs. It also identified two key implementation strategies that shaped the Committee’s coordinating role in supporting the objectives.

Fund-Raising Strategy

Lead funding was provided by the Chicago Community Trust in 2007. The Elizabeth Morse Charitable Trust and Elizabeth Morse Genius Charitable Trusts soon joined them as Founding Sponsors.

To secure the rest of the funds needed to support the Centennial’s core programs, operations and marketing, the Committee retained The Alford Group to develop a strategic fund-raising plan. An advisory group, chaired by Jack Greenberg, was convened to comment on the draft. The group also consisted of Adele Simmons, Steve Solomon of Exelon; Angela Cobb of Allstate, Prue Beidler, Art Sussman of the MacArthur Foundation and Potter Palmer.

The original plan was to secure a “Centennial Sponsor” at the two million dollar level but when the recession hit, the fundraising pyramid was restructured to reflect levels more appropriate to the new economic realities. The budget was streamlined and the fund-raising focus then became twofold: building a group of individual donors that would become part of the “Burnham Leadership Group” to fund the Burnham Pavilions and soliciting corporate and individual donors at a more attainable level (\$25,000-250,000) to fund the remaining projects.

Co-Chair John H. Bryan took the lead in organizing the Burnham Leadership Group and was the first to make a contribution. The Burnham Leadership Group quickly grew to include Thomas Pritzker, Patrick Ryan, The Crown Family and Wes and Sue Dixon. Marshall Field V, who had already contributed to the Centennial, became a part of this leadership group.

Burnham Plan Centennial Committee

Honorary Chair

Mayor Richard M. Daley

Donald G. Lubin
Partner

Co-Chairs

John Bryan

Former CEO

Sara Lee Corporation

Sonnenschein Nath
& Rosenthal LLP

Sylvia Manning
President

The Higher Learning
Commission

George Ranney

President & CEO

Chicago Metropolis 2020

R. Eden Martin, Esq.
President

The Civic Committee of The
Commercial Club of Chicago

Vice Chair

Adele Simmons

Senior Executive & Vice Chair

Chicago Metropolis 2020

Terry Mazany

President & CEO

The Chicago Community Trust

Members

Susan S. Aaron

Civic Program Design

Chaddick Institute,
DePaul University

Clare Muñana

President & CEO

Ancora Associates, Inc.

Vice President

Chicago Board of Education

James L. Alexander

Co-Trustee

Elizabeth Morse Genius

Charitable Trust

William Osborn

Chairman & CEO

The Northern Trust Company

Suzette Bulley

Founder

Chicago Associate Board

President’s Council

Silvia Rivera

General Manager

Radio Arte, an initiative of

the National Museum of

Mexican Art

A. Steve Crown

General Partner

Henry Crown & Company

John Rowe

Chairman, President & CEO

Exelon Corporation

Nora Daley Conroy

Director of Outreach

Chicago Metropolis 2020

Mike L. Scudder

President & CE

First Midwest Bancorp, Inc.

Richard H. Driehaus

President

Driehaus Capital

Management, LLC

Don Turner

President Emeritus

Chicago Federation of Labor

Philip Enquist

Partner

Skidmore, Owings & Merrill

Arthur Velasquez

Chairman, President

& CEO

Azteca Foods, Inc.

Jack Greenberg

Retired CEO

McDonald’s Corporation

Christine Williams

Principal

Goodman Williams Group

Cheryle Jackson

President

Chicago Urban League

Linda Wolf

Retired Chairman & CEO

Leo Burnett Worldwide

Donna La Pietra

Executive Producer

& Co-Founder

Kurtis Productions

Corporate and foundation sponsors were secured to fund the major legacy project themes including the Exelon Foundation as the Presenting Sponsor for the Environment, the Polk Bros. Foundation as the Presenting Sponsor for Education and the John D. and Catherine T. MacArthur Foundation as the Presenting Sponsor for Transportation. Other sponsors participated at lower levels to support various projects across these branches, as well as the Centennial as a whole. Included is the recognition chart that shows the benefits at each level of giving. Donors who contributed more than \$25,000 will be recognized on a commemorative marker to be installed north of The Field Museum at the proposed future location of the Burnham Memorial. All donors are listed on page 18 in Section 1 of this report.

There was no mass fund-raising appeal for individual donors. Instead, key civic leaders were solicited to cover particular projects. An important and creative individual marketing appeal focused specifically on the descendants of the donors to the original plan of Chicago, known as “Subscribers”. These “Subscriber Descendants” were offered the special opportunity to make a gift in recognition of their family and original subscriber. A special section was developed in the Centennial Edition of the Plan of Chicago where they were recognized. A list of additional subscriber recognition and benefits is included.

Fundraising for the Burnham Centennial concluded in June 2009 with all the monetary support needed secured in cash, in-kind donations or pledges. Donors at the higher levels were able to complete the payment of their pledges until the official end of the Centennial on March 31, 2010.

Program Partner Network

Building a broad and inclusive partner network was one of the key coordinating roles of the Centennial. Outreach to grow the program partner network included quarterly partner meetings, briefings, brown bag lunches, strategic one-on-one meetings and targeted small group presentations. These meetings—more than 50 in total—provided opportunities to learn about the Centennial, network with others, brainstorm and share ideas and connect to the larger celebration. Nurtured by these face-to-face contacts, the partner network grew from 90 in May 2008 to more than 300 organizations by June 2009.



Centennial program director Laurie Scott checks in with partners during the December 8, 2009 final meeting.

The Program Partner Guide (see Appendix 3) provided a key tool to communicate Centennial goals and facilitate programming consistent with the Centennial’s “Bold Plans. Big Dreams.” theme as well as its vision and objectives. It included an “Intent to Participate” form which partners were encouraged to submit so that their programs could be formally recognized on the Centennial calendar. In many cases, the plans were “works in progress” so the process had the added benefit of enabling Centennial staff to help partners refine their plans and identify opportunities for collaboration.

Once recognized, partners were given access to the Centennial website so they could create and edit their partner profile and program descriptions which were at the center of the Centennial calendar. They were also provided the Centennial program partner logo for use on their own website and promotional materials. This cross-promotion helped to build the Centennial brand and create synergies which, as reported by the majority of partners, produced new and record levels of audience participation. While some partners entered their own information and used the website effectively, many did not. Centennial staff ultimately became responsible for all partner entries – a laborious and time-consuming task.

In December 2009, a brief electronic survey questionnaire (see Appendix 5) was e-mailed to all partners to evaluate what the Centennial has meant to their organization. Comments also helped inform the final partners meeting on December 8, 2009 which culminate with facilitated roundtable discussions. The discussions provided participants the opportunity to both share their ideas and discuss whether there is something that has resulted from their participation in the Centennial that can or should continue.

Unlike the electronic questionnaire that focused on the accomplishments of 2009, this discussion was designed to be forward-focused. Responses were collected for multiple purposes which included assembling ideas to inform CMAP’s *GO TO 2040* outreach, further evaluating the impact of the Centennial, encouraging conversations that would continue to make connections and to stimulate thinking about opportunities to build on the Centennial’s momentum.

Feedback gathered from the electronic survey can be found throughout this report and is summarized in a report produced by Carol White found in the Appendix. The discussions of December 8 were documented in writing and have been given to CMAP to help shape public outreach strategies as the *GO TO 2040* plan is released in the fall of 2009.

Burnham Plan Centennial Staff

Elizabeth Birnbaum
Program Assistant

Elizabeth Florina
Communications Intern

Emily J. Harris
Executive Director

Natalie Jacobs
Communications Intern

Paul O’Connor
Director of Communications

Erin E. Roberts
Development Program Director

Laurie B. Scott, AICP
Program Director

Mary Stedman
Program Assistant

Rob Walton
Volunteer Coordinator and Web Assistant

Personnel

A small dedicated Centennial staff included: Executive Director (Emily Harris starting 12/06), Program Director (Laurie Scott starting 2/07), Development Program Director (Pam Peak starting 4/08 replaced in 10/08 by Erin Roberts), Communications Director (Paul O'Connor, beginning 12/08). Several interns/administrative and program assistants who worked full and part time at different points between 2007 and 2009 including administrative assistants Trichia Willis, Amy Guajardo, Sandi Carter and Harriet McGee; communications interns Beth Florina and Natalie Jacobs; program assistants Elizabeth Wilp, Elizabeth Birnbaum and Mary Stedman; volunteer coordinator and web assistant Rob Walton; and volunteers including Julie Beringer, Marilyn Eisenberg, Rosalie Harris, Nicole Power and Carol Wetmore. Vice Chair Adele Simmons provided leadership to the Centennial pro bono, contributing a huge amount of time. CM2020 CEO George Ranney contributed significant time, as did key CM2020 staff including Director of Operations Tracey Fleming, Executive Director Frank Beal and others.

The capacity of the staff was expanded through consulting contracts with Hill & Knowlton (partially pro bono – overall public relations); Hodge Schindler (communications plan); Valerie Denney Communications (Green Legacy public relations); CUIP (University of Chicago/Chicago Public Schools Internet Project) and related consultants (website); Plural Design, VSA Partners (primarily pro bono) and Chicago Cartographics (graphic design); Caroline O'Boyle (education), Lucy Knight and Carol White (evaluation consultants); The Alford Group and Jean Guarino (fundraising and grant writing).



Emily Harris and Jim Alexander at the June 18, 2009 press conference announcing the kick-off of the Burnham Plan Centennial.

FUND-RAISING AND BUDGET ¹

<u>Income</u>	²	Budgeted Total ³	Actual and projected 2007-2010
Foundation		3,700,000	3,577,500
Corporation		1,800,000	2,013,500
Individuals		<u>3,000,000</u>	<u>1,992,800</u>
Total Income		8,500,000	7,583,800
<u>Expense</u>			
<u>Centennial Coordination and Marketing</u>			
Coordination/management – operating expense		1,600,000	1,567,844
Public relations and marketing (not including opening)		1,000,000	786,311
Subtotal Centennial Coordination and Marketing		2,600,000	2,354,155
<u>Core Program Expense</u>			
Burnham Pavilions in Millennium Park and Opening, Big Bold Visionary Exhibit and related programs		2,000,000	2,266,296
Green Legacy program		1,000,000	1,025,557
Bold Plans Big Dreams Next Generation Education Initiative		1,000,000	582,555
Regional Library and airport exhibits: Make Big Plans (Newberry)		380,000	139,741
Community Showcase Program		125,000	121,887
Latino Visions exhibit: National Museum of Mexican Art		50,000	50,000
Burnham Days, Chicago Humanities Festival 2008 and 2009		50,000	50,000
Centennial Edition of the Plan of Chicago (Great Books Foundation)		180,000	233,610
Commemorative Marker		250,000	10,000
Original composition inspired by Burnham Plan (Grant Park Music Festival)		60,000	15,000
Transportation reform agenda		600,000	600,000
Unfinished Business film (Kurtis Productions)			75,000
Documentary Film (Archimedia Workshop)		100,000	40,000
Chicago Model City (CAF)		100,000	10,000
Art Institute of Chicago – Ryerson and Burnham Libraries archive			10,000
Subtotal Core Program		5,895,000	5,229,645
Total Expense	⁴	8,495,000	7,583,800

Notes

¹ Grants to the Burnham Plan Centennial go to the Chicago Community Trust, Burnham Account. The Trust acts as a fiscal agent for the Centennial. Staff support is provided by Chicago Metropolis 2020.

² The Centennial had more than 250 partners, many of which raised funds for programs not included in this budget.

³ This three-year budget includes funds expended from the inception of the Burnham Plan Centennial Committee in October 2006. Actual expenditures include anticipated expenses for completion of the Centennial in 2010.

⁴ In some cases, the original budget is larger than expense because donors contributed directly to partner organizations. Also note that in many cases (such as Chicago Model City, Documentary Film, Make Big Plans exhibit) the budget does not include total partner expense incurred within their project budgets.

SECTION 6: OUTCOME GOALS AND EVALUATION



EVALUATION

The Centennial Committee formally evaluated the impact of the Centennial against a series of Outcome Goals formulated in 2008. In addition to the quantifiable results, feedback was gathered throughout the year via conversations and e-mails. At the conclusion of the Centennial, two “Survey Monkey” questionnaires – one specifically to libraries hosting the *Make Big Plans* exhibit and a second general survey – were sent to all program partners. A total of 80 out of the 300 program partners responded to the surveys. In addition, a select number of interviews were conducted to gain a broad perspective on the significant outcomes of the program, what contributed to its success, lessons learned and what should be taken forward. This evaluation contains the following documents:

- Outcome Goals
- Synopsis of the interviews and survey results
- Partner Survey Tool
- Collected Feedback and Anecdotes

1	2
3	4

Images from cover page –
1: Ben van Berkel speaks to a reporter about the UNStudio Pavilion at the opening press conference on June 18, 2009
2: Students pose in front of their work at the 2009 Chicago Humanities Festival
3: Guests review the Marquette Greenway Plan at the November 5, 2009 final Green Legacy event
4: Partners shared ideas about continuing the momentum of the Centennial at the December 8, 2009 final meeting

OUTCOME GOALS

In 2008, the Centennial staff worked with consultant Lucy K. Knight through the support of the Gaylord and Dorothy Donnelley Foundation, to develop a set of Outcome Goals. The purpose was to quantify the Centennial's impact in terms of measurable changes (outcomes). The Centennial's overall vision, brand positioning and Action Plan provided the foundation for articulating the outcome goals and objectives below. The list of goals and objectives is organized into two parts: the goals of the Burnham Plan Centennial Committee and those projects led by partner organizations. In most cases partner projects received funding support from and were implemented in collaboration with the Centennial Committee. Please note that this summary is not intended to quantify the impacts made by our 300 organizational partners and their more than 1,000 Centennial programs, but merely to measure a selection.

Overall objectives of the Burnham Plan Centennial:

Objective 1: Public Recognition of the Importance of Bold Regional Planning. Residents, visitors, the national and international press will recognize metropolitan Chicago as a global city with the capacity to realize bold plans for its future. Community leaders and the general public, including school-age children, will understand the importance of such plans as a means to improving their communities.

The goals that advance this objective will be achieved partly by projects funded by the BPC Committee and partly by projects funded by others.

Part A: Outcome Goals for Projects Funded by the Burnham Plan Centennial Committee

Goal 1: Chicago organizations that play a leadership role in education and regional planning will embrace the Burnham vision and undertake new or expanded initiatives that advance the Centennial's mission.

Goal 1.1: By December 2009, 200 Chicago region private organizations, public agencies and governments will have begun and/or completed projects that either educate Chicago region residents about the broad opportunities to participate in shaping the future of the region, regional planning, or that contribute to the region's future regional plans, either by enacting them, or developing them.

Outcomes: More than 300 Burnham Plan Centennial Partners representing cultural institutions and organizations, civic and non-profit organizations, public agencies and libraries, professional organizations, and K-16 educational institutions have implemented more than 1,000 programs and projects that have furthered the Centennial goals. Based upon partner feedback, the "Burnham brand" helped many programs draw record and new attendances. (See Section 3 for the complete partner list and for the June-December monthly program calendar listings.)

Goal 1.2: Leaders of these same Chicago region private organizations, public agencies and governments will credit BPC with playing a crucial role in their decisions to undertake, expand, or enhance these projects.

Outcomes: In December 2009, the Centennial conducted a survey to assess the Centennial's impact on partner organizations. Of the 23% of partners who responded, the vast majority stated that that the Centennial made a positive difference. Importantly, it provided a framework, structure, a real deadline and call to action that both motivated and shaped their involvement.

Goal 1.3: Funders will provide \$5.5 million to support the work of the BPC Centennial Committee and the partners with which it is working most closely.

Outcomes: A total \$7.5 million was provided by 109 private-sector individuals, foundations and corporate sponsors who invested generously in the future-building work of the Burnham Plan Centennial Committee and partners involved in its core programs. The commitments of the Chicago Community Trust and the Elizabeth Morse Charitable Trust and the Elizabeth Morse Genius Charitable Trust as founding sponsors provided a critical foundation for the extraordinary effort. (See Section 1 for the full donor list.)

Goal 2: Public education campaign. *The public will become excited about and committed to the value of bold regional planning for the Chicago region.*

The Centennial Committee projects and their goals are:

Goal 2.1. Burnham Blog: By October 31, 2009 the Burnham Plan Centennial website will have collected more than 50 articles by recognized writers about planning and regional issues on its blog and will include public responses to issues.

Outcomes: Patrick T. Reardon, a lifelong Chicagoan and veteran urban affairs and feature writer, crafted a series of 78 articles that were posted semi-weekly from June 8 through December 7, 2009 on www.burnhamplan100.org. These extraordinary articles focused on the people, plans and ideas shaping metropolitan Chicago's future.

Goal 2.2. Burnham website: By December 31, 2009, the website will have received 250,000 visits, its calendar will have received 125,000 visits, and 5,000 people will have signed up for the e-list.

Outcomes: From January 1, 2009 to December 31, 2009 burnhamplan100.org received 112,000 visits for an average of more than 300 visits per day. More than 77,000 unique visitors viewed an average of five pages per visit. The calendar & projects section was the second-most visited page with 28,000 views throughout the year (behind the home page with 74,000 views). A total of 2,293 individuals signed up for the public e-newsletter throughout the year. In order to understand how the Centennial helped planning reach a different audience through the website specifically, we compared our Web analytics to similar program partner analytics. The website for Science Chicago, a similar year-long initiative by the Museum of Science and Industry, received 90,000 visits from September 2008 to August 2009. From July 1, 2009 through December 31, 2009, the Chicago Metropolitan Agency for Planning received almost 40,000 visits to cmap.illinois.gov and 24,000 visits to its website for the *GO TO 2040* campaign. The Centennial website received 68,000 visits during the same time period. Finally, for 2009, the Metropolitan Planning Council website received 78,000 visits and the Chicago Metropolitan 2020 site registered 131,000 sessions. Although burnhamplan100.org did not meet the original stated goals, it is safe to say that the messages of the importance of regional planning reached new publics through the Centennial website.

Goal 2.3. Plan of Chicago Reprint: By July 31, 2009, 4,000 copies of the Centennial edition of the *Plan of Chicago* will be published by the Great Books Foundation and made available to the general public, schools and libraries at an affordable cost.

Outcomes: On July 4, 2009, the *Plan of Chicago: Centennial Edition* was unveiled at the Chicago History Museum's annual 4th of July celebration. This event crowned a 2 ½-year process which resulted in the publication of 4,000 soft-cover copies of the Centennial Edition for purchase at \$39.99 through the retail outlets and the Great Books Foundation. (See Section 3 for detail.) In addition, the Centennial presented each program partner, including the 62 public libraries and nine other venues who participated in the *Make Big Plans* exhibit, a complimentary copy of the publication

Goal 2.4. Plan of Chicago: A Regional Legacy booklet.

Goal 2.41. By July 31, 2009, 20,000 copies of this booklet will be published and available for distribution.

Outcomes: The Regional Legacy booklet was printed four times with a total of 18,500 copies produced between June 2008 and September 2009. Booklets were distributed to K-16 teachers for use in the classroom (67%), through the Program Partners network and Centennial programs (22%), professional conferences (7%) and to libraries hosting the *Make Big Plans* exhibit (4%).

Goal 2.42. By December 31, 2009, the digital version of the booklet on the website will have been visited and/or downloaded 5,000 times.

Outcomes: Between January and December 2009, the on-line Regional Legacy booklet received 3,100 visits. It will continue to be available for viewing and download on the Burnham Plan Centennial website through 2015 and thereafter on the Illinois State Library's permanent archive of the website.

Goal 2.5. Public Interest and Education: By November 2009, public interest in and creative thinking about public space and urban design will be increased throughout Chicago and beyond.

2.51. Burnham Pavilions at Millennium Park:

The pavilions, located on the South Chase Promenade, will be avant-garde designs that represent metropolitan Chicago's commitment to future-oriented thinking and design. They will be open all summer 2009.

Outcomes: As Daniel Burnham drew inspiration from international city plans, the Centennial Committee and its university partners determined London-based Zaha Hadid Architects and Amsterdam-based UN Studio would offer Chicago the fresh perspective it needed for the Plan's 100th anniversary. More than one million visitors interacted with these structural works of art, on display from June 18-November 1 at Millennium Park. (See Section 3 for detail.)

2.52. "Make Big Plans" Exhibit:

The exhibit, designed and produced by the Newberry Library, will be placed in 50 libraries around the Chicago region, Wisconsin and Indiana, during the summer of 2009. There will be special events associated with the exhibit.

Outcomes: From June-December 2009, *Make Big Plans* was exhibited simultaneously in 71 venues throughout the region including 62 public libraries, the Newberry Library as well as at O'Hare and Midway airports. Collectively, libraries offered hundreds of diverse programs that engaged adults and youth and drew new and additional audiences—often in record numbers. The programs ranged from entertaining to academic, explored history and future sustainability, and drew on local resources and professional presenters to expand public discussion around the exhibit themes. (See Section 3 for detail.)

Goal 2.6. Trained Guides: By June 30, 2009, the Centennial Committee will have trained city ambassadors and guides to inform visitors about the Burnham Plan Centennial events and the City of Chicago, and will have them in place in Millennium Park and other locations.

Outcomes: More than 60 volunteers were trained as "ASK ME" docents. Logging 438 hours, they were stationed daily at Millennium Park to inform the public and answer questions about the pavilions, the *Plan of Chicago* and the Centennial. Staff at the Chicago Cultural Center and Millennium Park Visitors Center as well as the Millennium Park Greeters were also briefed about the Centennial and served as its ambassadors. In addition, Partner venues served as the "voice" for the Centennial through their own programs and display of Centennial brochures.

Goal 3: Area youth will demonstrate their knowledge of the Burnham Plan and of the opportunities to plan for the future.

Goal 3.1. Chicago Public Schools

Goal 3.11. Teacher Training: By March 28, 2009, third- and eighth-grade teachers will participate in a professional development workshop, focused on two new curricular units developed by the Centennial, and increase their own knowledge and appreciation of the significance of planning to urban progress and gain increased commitment to teaching students about the importance of planning for metropolitan Chicago's progress.

Outcomes: On March 27, 2009, more than 500 third- and eighth-grade teachers representing 135 Chicago Public Schools participated in a day-long workshop held at multiple cultural institutions around the city. One hundred of the participating schools had staff associated with third grade; the remaining schools included a mix of eighth grade, special education, art, bi-lingual and others involved in teaching multiple grade levels. Findings from the pre- and post-assessments conducted at the workshops indicate that the majority of teachers did not have prior knowledge about Burnham's ideas or influence of the Plan and gained accurate information aligned with the "Bold Plans. Big Dreams." vision through the workshop. Workshop evaluations for the March sessions and workshops for literacy coaches during March-May were consistently positive and indicated commitment to implementation of the curriculum.

Goal 3.12. Classroom Implementation: By May 31, 2009, 90% of third- and 80% of the eighth-grade teachers who participated in the workshop will have used parts of the curriculum in their classes.

Outcomes: During the March 27th workshop, all teacher participants were required to make specific plans to organize lessons based on the curriculum introduced at the session and literacy teachers supported implementation through follow-up workshops with participating teachers. By May 31, 2009, 100% of third- and eighth-grade teachers in 32 schools later selected as Demonstration Schools had used parts of the curriculum in their classes. In 103 other participating schools, 60% of third-grade and 50% of eighth-grade teachers had used parts of the curriculum in their classes.

Goal 3.13. Children in Pilot Classes Propose Ideas to Leaders: By June 30, 2009, local government officials and community leaders will have received at least 2,000 letters from third graders proposing ideas for the future of their neighborhoods.

Outcomes: In May 2009, 2,200 third graders from 79 Chicago Public Schools completed letters to Mayor Richard M. Daley expressing their ideas for Chicago progress including ideas related to the environment and parks, education, jobs and public safety. On September 24, 2009 students representing Gregory, Mayo and Sabin Magnet Schools traveled to City Hall with their teachers to present their letters to Mayor Richard J. Daley in his office chambers.

Goal 3. 14. Schools Embrace Curriculum.

Goal 3.141 By December 31, 2009, 20 Demonstration Schools (CPS) will adopt the third- and eighth-grade curriculum units as a key tool for teaching local history over the next five years.

Outcomes: In June 2009, 32 Chicago Public Schools were selected through a competitive application process to become Demonstration Schools during the 2009-2010 school year. Evidence of school commitment has been demonstrated by the principals' dedication of staff development time to enable teachers to share their progress and collaborate to embed the program in their curriculum not only in third- and eighth-grade classrooms but also as a school-wide initiative. Nearly 10,000 students have benefitted from their learning experiences.

Goal 3.142 By November 2009, the Office of Libraries of the Chicago Public Schools will support the increased involvement of librarians and teachers in using the curriculum and related resources.

Outcomes: The Chicago Public Schools Office of Libraries prepared a list of resources, including books and videos relating to Chicago past and present, that has been shared through that office with all CPS librarians and Demonstration Schools. Demonstration Schools with school librarians have included the list in their priorities for purchase. School librarians at schools actively participating in the initiative, including Demonstration Schools and schools actively involved in the ongoing work of the Center for Chicago Education, have supported the teacher involvement through use of readings from the resources as part of their curriculum and creation of displays featuring resources and student work.

Goal 3.143 By June, 2009, one third of all Chicago Public Schools literacy teachers will participate in workshops and commit to embedding the curriculum in literacy curriculum.

Outcomes: Since the inception of the program in 2008 the CPS Office of Literacy has taken an active role in promoting the initiative. The reviewed and revised curricular materials supported creation of the Letters to the Mayor. In addition to the city-wide Literacy Office support, Areas 1, 7, 8, 9, 10, 13, and 18 organized workshops to learn about the initiative and ways to coach and support teachers in using the new units in the core literacy curriculum. Literacy coach evaluations were consistently positive, and subsequent ongoing communications with the literacy coaches have confirmed their involvement and support of implementation.

Goal 3.15. Children Do Planning Themselves: By November 30, 2009, more than 200 8-to-12-year-old students will showcase their bold plans for Chicago's future at a Youth Expo summit as part of the Chicago Children's Humanities Festival.

Outcomes: The *Think Big Youth Expo*, held on November 14, 2009 at the Harold Washington Library, showcased a selection of student writings and artwork representing the big ideas of Chicago's youth. More than 500 youth from Chicago Public Schools, Big Shoulders Fund Catholic schools, and the Chicago Park District's Words @ Play were involved in creating a body of work from which selections were made and featured at the Expo.

Goal 3.16. Children in Pilot Classes Gain Understanding: By December 31, 2009, pre-and post-testing of third and eighth graders in 20 Demonstration Schools of the Chicago Public Schools will demonstrate increased understanding of the choices and changes that came out of the Burnham Plan and increased understanding of their own opportunities to influence the future of their neighborhoods and communities.

Outcomes: Test results from 20 demonstration and pilot schools will be available in June 2010. In the interim, pre- and post testing of third-graders involved in an earlier pilot program offer preliminary indicators of the program impact. These results indicate that students of teachers actively involved in the initiative retained the main ideas of the curriculum. An analysis of student work confirmed that students have gained insights into how choices and changes influence the city today and how they themselves can improve it in the future. A follow-up evaluation of students now in fourth grade indicated that those actively involved in spring 2009 continued to hold a positive vision of their own ability to influence the community.

Goal 3.2. Metropolitan Chicago Region Secondary School Children

Goal 3.21. Metro History Fair: By May 31, 2009 more than 100 metropolitan Chicago area high school students will demonstrate their knowledge of Chicago's planning history by completing Burnham projects as part of the Chicago Metro History Fair.

Outcomes: The Chicago Metro History Education Center estimated that 100 students from Chicago and suburban Cook, Lake, Kane and DuPage counties developed Burnham-focused projects for the History Fair. Of those that progressed to the 2009 regional finals, two were selected to receive a Burnham Plan History Fair award. Information for the 2010 award will be available in May 2010. Originally conceived as a two-year program, the award will continue for an additional 10 years.

Goal 3.22. Chicago Botanic Garden:

Goal 3.221. By April 30, 2009, more than 500 metropolitan Chicago secondary school children will understand how the Burnham Plan affected the Chicago region.

Outcomes: The Fairchild Challenge, Chicago Botanic Garden's annual high school eco-competition, engaged more than 500 students from 15 Chicago-area high schools in a Burnham Photo Essay Contest in which history, art and photography students were asked to photograph and record their impressions and interpretations of how the *Plan of Chicago* has affected them and/or their community. The program included a day-long event that took 150 students on a bus tour celebrating Daniel Burnham's *Plan of Chicago*. Fifteen photographs were selected for inclusion in a commemorative book, *The Plan of Chicago @ 100*, published by Lambda Alpha International, Ely Chapter in conjunction with the Burnham Plan Centennial Celebration

Goal 3.3 Elementary and Secondary School Children

Goal 3.31 Girl Scouts: By December 2009, more than 500 Girl Scouts in communities throughout the region will demonstrate their knowledge of planning, history and commitment to the region's future sustainability by earning a series of badges specially designed for the Centennial by the Girl Scout Council of Greater Chicago and Northwest Indiana.

Outcomes: This project, conceived as a partnership of the Girls Scouts and the Chicago Botanic Garden, was postponed due to the 2009 merger of the Greater Chicago and Northwest Indiana scouting councils. The Burnham Plan Centennial has recommended to both organizations that the October 2010 release of CMAP's *GO TO 2040* provides an ideal opportunity to re-activate the project.

Goal 3.4 Postsecondary School Youth

Goal 3.41 Curricula at Several Area Colleges: By December 2009, the Burnham Plan Centennial website will feature a collection of syllabi, resource materials collected from professors at several area colleges and universities who will teach courses related to history and future-focused themes of the Burnham Plan Centennial

Outcomes: Nearly a dozen colleges and universities—including the University of Illinois at Chicago, the Illinois Institute of Chicago, University of Chicago, John Marshall Law School, and Judson University – conducted courses on a variety of subjects related to the Centennial. DePaul University and its Chaddick Institute for Metropolitan Development led the way engaging 35 faculty in courses and seminars that reached 600 students during the school year. Participating departments included the Department of English, Public Policy, History and Art History and the Department of Rhetoric and Discourse. Descriptions of these varied programs including faculty contact information is posted on the Centennial website.

Objective II: Action-oriented Regional Planning: Organizations responsible for neighborhood, city, county and regional planning will draw upon Burnham’s legacy to develop and launch new plans for the 21st Century that take progressive regional approaches to: transportation; land use; open space conservation; water supply, conservation and quality; energy conservation; interagency collaboration; and quality of life.

All of the goals for this objective are funded by partners.

Goal 4: *Public agencies and nonprofits will undertake new or expanded regional planning initiatives.*

Goal 4.1. Burnham Resolutions: Through the work of the Metropolitan Mayors Caucus and Chicago Metropolitan Agency for Planning (CMAP), by December 2009, at least five of the nine councils of government and 50 municipalities will pass Burnham Resolutions committing themselves to participating in CMAP regional planning.

Outcomes: This project was not pursued in 2009 but has potential for inclusion as part of the communications strategy associated with the October 2010 release of CMAP’s *GO TO 2040* regional plan.

Goal 4. 2. Greenest Region Compact: By December 2010, at least 100 municipalities will sign onto the Metropolitan Mayors Caucus’s Greenest Region Compact and be able to report to MCC on their resulting energy savings and new sustainable energy practices.

Outcomes: At the November 5, 2009 Green Legacy Event, the Metropolitan Mayor’s Caucus announced that 93 municipalities have signed the Greenest Region Compact—an agreement that challenges local governments to take action within their own operations and practices, and to provide the tools and resources to enable residents to take action as well.

Goal 4.3. New Regional Plan: Through the work of the Chicago Metropolitan Agency for Planning, metropolitan Chicago will have a new regional land use and transportation plan inspired by Burnham’s ideals and developed with broad public involvement:

Goal 4.31. Community Conversations: By December 2009, the Chicago Metropolitan Agency for Planning (CMAP) will publish a report summarizing the response of more than 100 Community Conversations facilitated by CMAP staff to elicit opinions about future plans from diverse residents and leaders of suburban and city neighborhoods.

Outcomes: Bolstered by the Centennial, from January 2008-May 2009 CMAP conducted a series of 102 Community Conversations to help identify and prioritize the region’s most critical challenges, successes and alternate scenarios. The results of the Conversations provided the foundation for a more extensive public input that engaged 20,000 participants via interactive web tools, workshops, kiosks and booths at community festivals to identify a preferred scenario for the region’s future. Both phases of public input are documented in the *Invent the Future Report of GO TO 2040 Public Engagement Phase* issued on December 4, 2009.

Goal 4.32. Community Plans in a Regional Context: By December 2009, ten community plans will be developed in collaboration with CMAP and partners such as schools of architecture, the Urban Land Institute, Congress for New Urbanism and others to show the impact of regional planning scenarios on local communities.

Outcomes: During the spring of 2009, CMAP paired 14 communities across the region with local architecture and design firms to create visualizations of how sites within these communities might look in 2040 under different scenarios. The results of the workshops are posted at <http://www.goto2040.org/scenarios/designworkshops/main/>

Goal 4.33. Completed Regional Plan: By December 2010 CMAP will have in place its *GO TO 2040* plan, metropolitan Chicago's first truly comprehensive plan for land use and transportation.

Outcomes: On January 21, 2010 CMAP unveiled a Preferred Regional Scenario establishing the policy directions that CMAP will pursue in the *GO TO 2040* plan. Based on two years of research, analysis and public input, the scenario tackles pressing issues that require coordinated solutions at the local and regional levels. The plan itself is on target for release in October 2010.

Goal 4.4. City of Chicago and Regional Planning: Through the work of the City of Chicago, regional planning will advance.

Goal 4.41. City Planning Principles: By October 2009, in honor of the Burnham Plan Centennial, the City of Chicago will publish a set of planning principles derived from existing plans and a document or website collecting existing plans into one centrally available resource that fosters collaboration among agencies and private partners.

Outcomes: This project was not completed in part due to the reorganization of the Department of Planning & Development

Goal 4.42. City Neighborhood Space Plan: The City will also update its Neighborspace Plan for community open space, first published in 1999, and include the results in the larger document.

Outcomes: See above.

Goal 4.5. Transportation Planning: Through the work of Chicago Metropolis 2020, there will be progress in advancing an agenda for a world-class transportation system.

Goal 4.51. Plan for State Policymakers: By September 1, 2009, state policymakers – the Secretary of Transportation of the State of Illinois, the Governor of Illinois and members of the General Assembly – will have a carefully conceived, comprehensive and detailed state plan, the “Twenty-First Century Transportation Solution,” to consult as they consider how to redesign the State of Illinois transportation system, including its financing, to make it truly sustainable.

Outcomes: The Governor’s Office, the Illinois’ Secretary of Transportation, key legislators, regional transportation leaders and others have welcomed the key plan components of “Building Our Economy: Transportation for a New Illinois” – the report’s working title having been changed as its final drafts came together. The September 1 date was pushed back, as the federal arrest of Illinois’ Governor precipitated months of unanticipated political reform work requiring the priority attention of the plan’s principals.

Goal 4.52. Education for the People of Illinois and Opinion makers about the Plan: By September 1, 2009, the people of Illinois as well as opinion makers (civic leaders, media, business leaders, labor leaders) will be able to educate themselves – by attending PowerPoint presentations and visiting an interactive website, and reading summary and complete versions of the proposed state plan, the “Twenty-First Century Transportation Solution” – about the region’s transportation needs for the future.

Outcomes: A PowerPoint presentation clearly outlining the primary recommendations for comprehensive statewide policy, planning, and funding changes to build the Illinois economy of the future has been developed for presentation to opinion leaders, beginning with the Executive Council of Chicago Metropolis 2020. Transportation plan summaries were included in the December 2009, Centennial wrap-up booklet “Our Region, Our Future;” Chicago Metropolis’ Executive Director presented selected components of the plan to a large opinion leader forum at Green Town Chicago in November 2009.

Goal 4.53. Information for Those with a Technical Interest in the Plan: By September 1, 2009, those most interested in the technical aspects of the plan – whether members of committees of the state legislature, local government officials, or businesses involved in transportation – will be able to educate themselves by reading the comprehensive plan, its technical appendix, and the final report on the website. (A free technical appendix will be available from Metropolis 2020 on a CD as well.)

Outcomes: A highly illustrated, data-intensive technical appendix to the report was completed in October, 2009. This technical appendix will be available in PDF form on the Chicago Metropolis website at the time of publication. It is intended that when the complete report is distributed in April 2010 that it will also be made available in PDF form at www.cm2020.org.

Goal 4.54. A Model State Plan for Federal Policymakers: By October 1, 2009, federal policymakers [and Illinoisans]– President Barack Obama, Secretary of Transportation Ray LaHood, and Senior Presidential Advisor Valerie Jarrett – will have a model state transportation plan to consider as they develop federal transportation policy.

Data Collection: “Building Our Economy: Transportation for the New Illinois” is in harmony with the regionally focused, economy-building, energy- and carbon-reducing, collaborative transportation policies developed simultaneously by the Administration of President Obama, through Secretary LaHood, and in conjunction with Ms. Jarrett’s cross-silo approach to urban issues. Indeed, on October 23, 2009, this was a theme of “Chicago and the American Metropolis,” a conversation among Ms. Jarrett, Mayor Richard M. Daley and Burnham Plan Centennial Committee co-chair George A. Ranney at the Rubloff Auditorium of the Art Institute of Chicago. Plans for meeting with Administration officials and the Illinois Congressional delegation were developed and will be implemented upon plan publication.

Goal 4.6. Public Transportation: Through the work of the CTA, there will be increased access to public transportation: By December 2009 the Village of Skokie and the CTA will celebrate a groundbreaking for a new station on the Yellow Line in downtown Skokie as a commitment to transit-oriented development and to increasing public transportation ridership.

Outcomes: Construction of the station was delayed. The new target date for completion is 2016.

Goal 5: *The public will have access to more important open space in the region.*

Goal 5.1. The Region's Trail and Greenways System will be Expanded and Interconnected.

Goal 5.11. Critical Gaps in the Regional Trail System: By December 2009, agreements, financing and/or trail construction will be in place to close at least 50 miles of regional trail system gaps that are critical missing links in the region's 1,000-mile trail network.

Outcomes: The “Creating Tomorrow’s Green Region” event on November 5, 2009 featured announcements of advances in the following projects that represent the addition of just more than 46 miles to the regional trail system: Calumet Sag Trail, Fox River Trail, Marquette Greenway Trail, Old Plank Road Trail, Chicago Riverwalk, Last 4 Miles, Burnham Greenway, Kankakee Riverfront Trail, and the Des Plaines River Trail/Library Prairie Reserve Connection.

Goal 5.12. New Urban Trails Reclaiming Abandoned Rail Lines

Goal 5.121. Bloomingdale Trail: By December 2009, a groundbreaking or ribbon-cutting will take place for access points to the 2.75-mile Bloomingdale Trail on the near northwest side of Chicago.

Outcomes: Design and engineering are underway on this 2.75-mile linear park located on an above-grade right-of-way. Trail access facilities that double as neighborhood parks are being acquired and developed along the route, and fund-raising is ongoing.

Goal 5.122 Englewood “New ERA Trail”: By June 2009 the feasibility study for the New ERA Trail will be completed and released, along with celebration of the installation of the Heritage Station Garden. [The “New ERA Trail” is an elevated linear park reclaiming 2.5 miles of abandoned rail right-of-way to provide recreation, transportation, green space restoration and economic opportunities in Englewood.]

Outcomes: An innovative, community-generated plan to make Englewood a focus for green open space, related green businesses and urban agriculture was unveiled at a community-wide event in August 2009 in Englewood’s Hermitage Park. Openlands coordinated the trail feasibility study and plan development at the direction of many local and citywide groups, including Teamwork Englewood, the Greater Englewood Gardening Association, Stay Environmentally Focused, Sustainable Englewood Initiatives, Growing Home, Friends of the Parks and the Active Transportation Alliance. A mural adjacent to Heritage Station Garden commemorating the community’s importance in the city’s railroad history will be formally dedicated late spring 2010.

Goal 5.13. Englewood Open Space Plan: By October 30, 2009, the neighborhood open space plan will be completed and released.

Outcomes: Over the past year numerous community meetings and workshops and ongoing conversations with multiple community groups have been held to gather input which has provided a critical foundation for the Open Space Plan, targeted for release in the fall 2010.

Goal 5.2. Parts of the Lake Michigan Shoreline Will Become More Accessible to the Public.

Goal 5.21. A New Plan for Public Access to the Lakefront: By June 2009, Friends of the Parks will publish a plan to create public park land to complete the last four miles of a lakefront shoreline park within the City of Chicago.

Outcomes: With extensive community participation and solid technical support, Friends of the Parks developed and proposed an award-winning, visionary and practical plan for completing the last four miles of gaps in Daniel Burnham’s vision of uninterrupted public access along Chicago’s entire 30-mile shoreline from Evanston to Indiana. In June of 2009, The Friends of the Parks unveiled a detailed plan, with cost estimates, for developing beaches and parks along the remaining four miles of Chicago’s 30-mile lakefront not now accessible to the public. Legislation is being considered in Springfield that would result in the transfer of 140 acres to the Chicago Park District as the first phase of the plan.

Goal 5.22. Restored Lakefront: By October 2009, parts of the Openlands Lakeshore Preserve at Fort Sheridan will be open and the first phase of ecological restoration completed.

Outcomes: The Openlands Lakeshore Preserve was opened to the public for the first time in a century in September 2009. The event marked the completion of Phase I restoration of the preserve including a 3/4 mile-long ravine and a mile of undeveloped lake bluffs and shoreline.

Goal 5.23. Enhanced Access to the Indiana Dunes National Lakeshore: By June 2009, a plan for a trail connection between the two units of the Indiana Dunes National Lakeshore will be completed and published.

Outcomes: The Northwestern Indiana Regional Planning Commission, the Lake Michigan Coastal Program and the Indiana Chapter of the American Planning Association collaborated with a committee of public and private sector stakeholders to complete a plan to close the nine-mile gap. Presented in a poster format, the *Marquette Greenway-National Lakeshore Connector Route Proposal* was released at a public event on October 29, 2009 and will be utilized as a basis for detailed engineering and construction studies.

Goal 5.24. Building the Porter Brickyard Trail: By September 2009 groundbreaking will occur for the Porter Brickyard Trail, which is the first phase of the trail connection between the National Lakeshore units, and which also connects local communities and the Lakeshore.

Outcomes: The Town of Porter encountered a number of delays throughout 2009 which has delayed the groundbreaking of their Brickyard Trail until the fall of 2010.

Goal 5.3. Major Open Space Reserves will be Enlarged and Completed, Made More Accessible to the Public, and Restored:

Goal 5.31. Filling the Gap in the Rock Run Creek Greenway: By March 2009, the Forest Preserve District of Will County will have acquired Theodore Marsh, the final link in the 1,200 acre, intergovernmental Rock Run Creek Greenway.

Outcomes: The Forest Preserve District of Will County acquired the Theodore Marsh in Crest Hill which closed the last unprotected gap in the nine-mile greenway providing a continuous trail through 1,200 acres of high quality wetlands and uplands.

Goal 5.32. Development of Midewin National Tallgrass Prairie Access and Interpretive Facilities: By December 2009, the U.S. Forest Service will have completed designs that will launch the engineering phase for improved trail access and environmental learning facilities at the 19,000-acre Midewin National Tallgrass Prairie. [There will be groundbreaking for development of the River Road Trailhead (shelter and interpretive signage) and additional interpretive signage from the seedbed gardens to other ecological restoration and environmental learning locations.]

Outcomes: A charrette sponsored by the Midewin Burnham Legacy Task Force on March 21, 2009 developed a framework for the development of interpretive learning facilities, access facilities to and within Midewin, and concepts for coordinated land use planning in the vicinity of Midewin. Midewin subsequently carried out a design competition for two facilities comprising the Prairie Learning Center and announced the selection of an architecture firm on November 5. Steps are also being taken to create a collaborative land use plan involving Midewin and nearby governmental jurisdictions. Interpretive signage has been designed, fabricated and installed. CMAP is in the process of completing its study of alternative transportation systems for Midewin.

Goal 5.33. Dedication of Illinois Nature Preserves in the Kankakee Sands: By May 2009, the Illinois Nature Preserves Commission, with The Nature Conservancy, will have officially dedicated a new Illinois Nature Preserve within the Kankakee Sands area to further protect the largest concentration of high quality sand savannas in the United States.

Outcomes: In April, the 68-acre Carl N. Becker Savanna Nature Preserve was dedicated as a Nature Preserve by the Illinois Nature Preserves Commission, thus increasing the number of protected acres of black oak savannas in the bi-state Kankakee Sands to more than 7,000.

Goal 5.34. Restoration of Deer Grove Forest Preserve: By September 2009, the Cook County Forest Preserve District will have begun to implement an ecological restoration plan for the Deer Grove Preserve, the creation of which in 1915 was inspired by the Burnham Plan and which was the District's first acquisition in 1916.

Outcomes: In May 2009, the Illinois Nature Preserves Commission dedicated the western section of the 2,300-acre Deer Grove Forest Preserve as the 500th site in the Illinois Nature Preserves system. Restoration of the 160 acres of wetlands began in October.

Goal 5.4 Burnham Centennial Green Legacy Project Guide: By July 2009 a guide for the general public highlighting the significance of the Green Legacy Projects (trail linkages, Lake Michigan shoreline, and open space reserves) to the region's planned system of green infrastructure will be created and disseminated, and used in conjunction with Centennial events and venues.

Outcomes: On November 5, 2009 the Burnham Plan Centennial released *Creating Tomorrow's Green Region* to more than 1,000 individuals participating in the events. Since that time an additional 2,500 copies have been printed and distributed by Openlands to partners, members of related regional committees and Illinois state legislators. These Green Legacy projects are also highlighted on the continuing Burnham Plan Centennial website through an interactive map that links each project with detailed information.

SECTION 7:

APPENDICES

- Brand Positioning
- Visual Identity
- Action Plan
- Program Partner Guide
- Corporate Recognition Package
- Evaluation Summary by Carol White
- Survey Monkey
- Roundtable Response Form