

# A 21st-CENTURY MARSHALL FIELD'S FOR A 21st-CENTURY CHICAGO



# 78%

• 2012 SURVEY RESULTS •

## 4 OF 5 Chicago Shoppers STILL Want Marshall Field's\*

"Now is the time for the restoration of Marshall Field's. It would absolutely warm Chicago's heart, and people would turn out in droves to shop there. Lord knows we could use a sign to reassure us that all will be well again. That's what Marshall Field's stood for, if you think about it. In good times and bad...Marshall Field's was a reminder of the good life, tradition and quality, even in the Great Depression. We need Marshall Field's now more than ever."



• MORE INFORMATION •

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[INFO@FieldsFansChicago.org](mailto:INFO@FieldsFansChicago.org)  
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\*477 Shoppers Surveyed; M.O.E. = ± 4.43%, C.I. = 95%;  
 See [fieldsfanschicago.org/survey2012.html](http://fieldsfanschicago.org/survey2012.html)

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**PLEASE PASS ALONG or RECYCLE.**

Every great international city has a great international emporium. London's Harrods, Paris' Le Bon Marché, and Berlin's KaDeWe are just a few examples. But *all* trace their greatness to the profound influence of Chicago's Marshall Field's. To be one of the 21st century's greatest 50 international cities, Chicago's Marshall Field's on State Street must be restored and reinvented as a premiere 21st-century, international emporium. In the process, the value and power of Marshall Field's assets will be unlocked and maximized for Chicago's citizens and tourists as well as Macy's stockholders. Here are more reasons.

**UNLOCK AND LEVERAGE CHICAGO'S MOST RECOGNIZED, RESPECTED AND VALUABLE RETAIL BRAND IDENTITY.** Why should Chicago develop its fashion, design and culinary reputation and identity under a New York City brand? No other Chicago-identified brand comes close to matching Marshall Field's in international recognition and respect in fashion, design and culinary arts. When last compared, Marshall Field's brands and trade names were valued at \$419 million, while Macy's brands and trade names were valued at \$377 million.

**INCREASED STORE PERFORMANCE.** While Macy's notes increased performance at State Street, a significant reason is the loss of competition from Carson's and the gain of some Carson's customers. This increase in business would have been much greater under Field's. Restoring Marshall Field's would bring back its disaffected customers and attract even more former Carson's customers and business.

**INCREASED TAX REVENUES.** New as well as previous brands, shops, and boutiques that left because of the switch to Macy's would return to Marshall Field's on State Street. They would significantly occupy empty retail space for which Macy's began receiving a \$1.9 million property tax reduction in 2009. Most of all, the return of Field's and additional Carson's customers would reinvigorate 111 North State Street as an international tourist destination. The result? A dramatic increase in sales tax revenues.

**2012 SURVEY: 4 of 5 Chicago shoppers still want Marshall Field's.**

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