
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): March 15, 2018

EQUITY LIFESTYLE PROPERTIES, INC.
(Exact name of registrant as specified in its charter)

Maryland
(State or other jurisdiction of
incorporation or organization)

1-11718
(Commission
File No.)

36-3857664
(IRS Employer
Identification Number)

Two North Riverside Plaza, Chicago, Illinois
(Address of principal executive offices)

60606
(Zip Code)

(312) 279-1400
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events.

On March 15, 2018, Equity LifeStyle Properties, Inc. (referred to herein as “we,” “us,” and “our”) filed with the Securities and Exchange Commission (“SEC”) the Proxy Statement on Schedule 14A for our 2018 annual meeting of stockholders. On or about March 22, 2018, we will mail a Notice of Internet Availability of Proxy Materials to stockholders of record at the close of business on February 27, 2018, the record date for our 2018 annual meeting of stockholders. The booklet entitled “The Life in a Day of Equity LifeStyle Properties 2017” (the “2017 ELS Storybook”) will be available for stockholders to view, together with our Proxy Statement on Schedule 14A (including proxy card) and our 2017 Annual Report. The 2017 ELS Storybook contains a letter from our Chairman of the Board, Samuel Zell, and our President and Chief Executive Officer, Marguerite Nader; a comparison of our same store net operating income growth against a REIT industry average and pictures of certain of our properties. Accordingly, as the 2017 ELS Storybook could be deemed to be solicitation materials under the SEC’s proxy rules, we are filing this Current Report on Form 8-K.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit 99.1 [The Life in a Day of Equity LifeStyle Properties 2017](#)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned thereunto duly authorized.

EQUITY LIFESTYLE PROPERTIES, INC.

By: /s/ Paul Seavey

Paul Seavey
Executive Vice President,
Chief Financial Officer and Treasurer

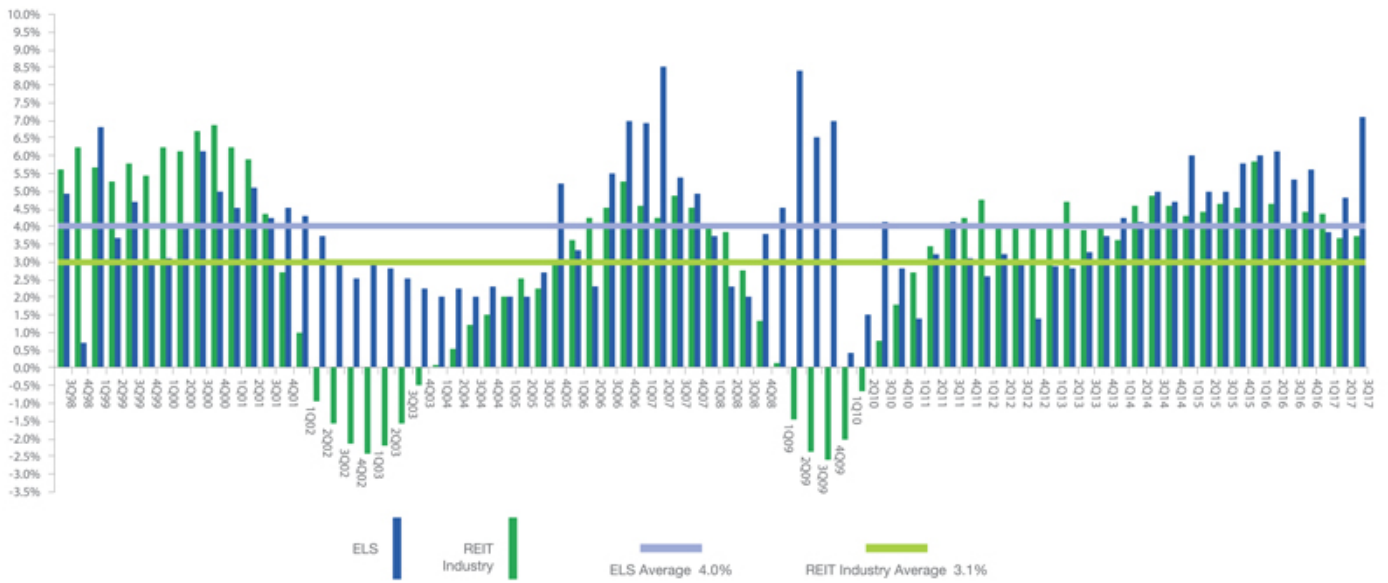
Date: March 16, 2018

Making Moments Count

els® The Life in a Day | 2017



REIT Industry Same Store NOI Growth



Source: Citi Investment Research December 2017

Dear Fellow Shareholders,

At Equity LifeStyle Properties, we focus on delivering special moments for our customers to experience and enjoy throughout the year. Each year, we take time to reflect on the value we have provided for our customers, as well as the value delivered to our shareholders. Our annual report is an occasion for us to consider our successes as well as areas of opportunity. Each line item of our results reflects the diligence of our 4,100 team members across the country who drive shareholder value, deliver special moments for our customers, and ensure their expectations are exceeded.

The results are in

We had another strong year in 2017, with an increase in core occupancy of 475 sites, 5% growth rate in core NOI and a 9% growth rate in Funds from Operations.

Supply and demand

Understanding the supply characteristics of the asset class is an important component for any real estate investor. In our industry, little new supply has been brought to market in many years. When considering long- and short-term plans for our assets, new supply or additional competition is not a factor. Supply is limited and demand remains strong.

Our customers are seeking the lifestyle offerings delivered by our communities. Over 70% of our properties cater to Baby Boomers, and 10,000 Boomers will be turning 65 each day for the next twelve years. This is a significant tail wind for populating our properties. Within the greater manufactured housing industry, shipments have increased 50% over the last five years. Similarly, the resale market, a demand indicator, continues to strengthen within our properties.

The demand characteristics in the RV business are equally impressive. There is an installed base of 9 million RVers in the country competing for 1.5 million RV sites in the US. Our resorts are gaining exposure to a new customer base as we market using traditional hospitality

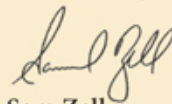
channels while also focusing on the country's 40 million outdoor enthusiasts. These efforts have contributed to the increased reservation pace we have seen in each of the last five years. Supporting these trends, RV shipments are up 75% over the last five years, expanding our base of potential customers.

Moments matter

This storybook illustrates a handful of the special moments our customers enjoy every day at our locations. Home buyers and vacation seekers have more tools and resources than ever before to find the perfect fit. Our customers are researching their options in advance of visiting. They are making decisions based on pictures, videos, and reviews, and we are making sure they find us. We seek and encourage engagement from our customers, fans and followers. Sharing experiences across all forms of digital media increases exposure to our properties. 2017 marks the four-year anniversary of enhanced marketing campaigns to drive traffic to our properties and websites. In that time period, we have increased our social media fan base by more than five times to 430,000, our annual online visitors have doubled, and we have tripled our RV reservations booked online.

Looking at both the financial results and the experience of our customers leads to a conclusion of value. We have a proven track record of delivering impressive financial results. We offer investors the opportunity to own a piece of a great real estate footprint that is well diversified across the US, best in class, and enjoys a high level of demand from a strong customer demographic.

We hope you enjoy the moments we have captured in this year's edition of the ELS storybook.



Sam Zell
Chairman of the Board



Marguerite Nader
President and CEO



73,000
places called **home**

An aerial photograph of a large residential community. In the foreground, there is a large, rectangular swimming pool with a smaller hot tub area, surrounded by lounge chairs and palm trees. A white fence encloses the pool area. Beyond the pool is a green golf course. In the middle ground, there is a clubhouse building with solar panels on its roof. A large, dark blue lake or pond curves around the clubhouse and golf course. The background is filled with numerous residential home sites, mostly mobile homes, interspersed with trees. The sky is clear and blue.

205 communities with
73,000 residential home sites

76,000
escapes from the every day



190 RV resorts & campgrounds
with 76,000 RV Sites





When was the last time you did something for the first time?

Ride a bike, learn a new craft, or finally pick up shuffleboard – our customers are given the opportunity to be first timers in countless ways. With endless activities and events, we make it possible for everyone to be a novice at noon, and an expert in a different event just a few hours later.

Sometimes, the little things are the
big things in life.

The brief, fleeting moments that come in and out of life are the ones that make up the memories of each day. We seek opportunities to add brilliance to these little moments, making them the ones our customers and their families will be talking about for years to come.





Being happy never grows old.

Our customers enjoy life to the fullest, often making their new nine-to-five full of activities, conversations with friends, and soaking up the sun. By connecting with them and listening to their wants, we're able to ensure we have happy campers, and lifelong residents.

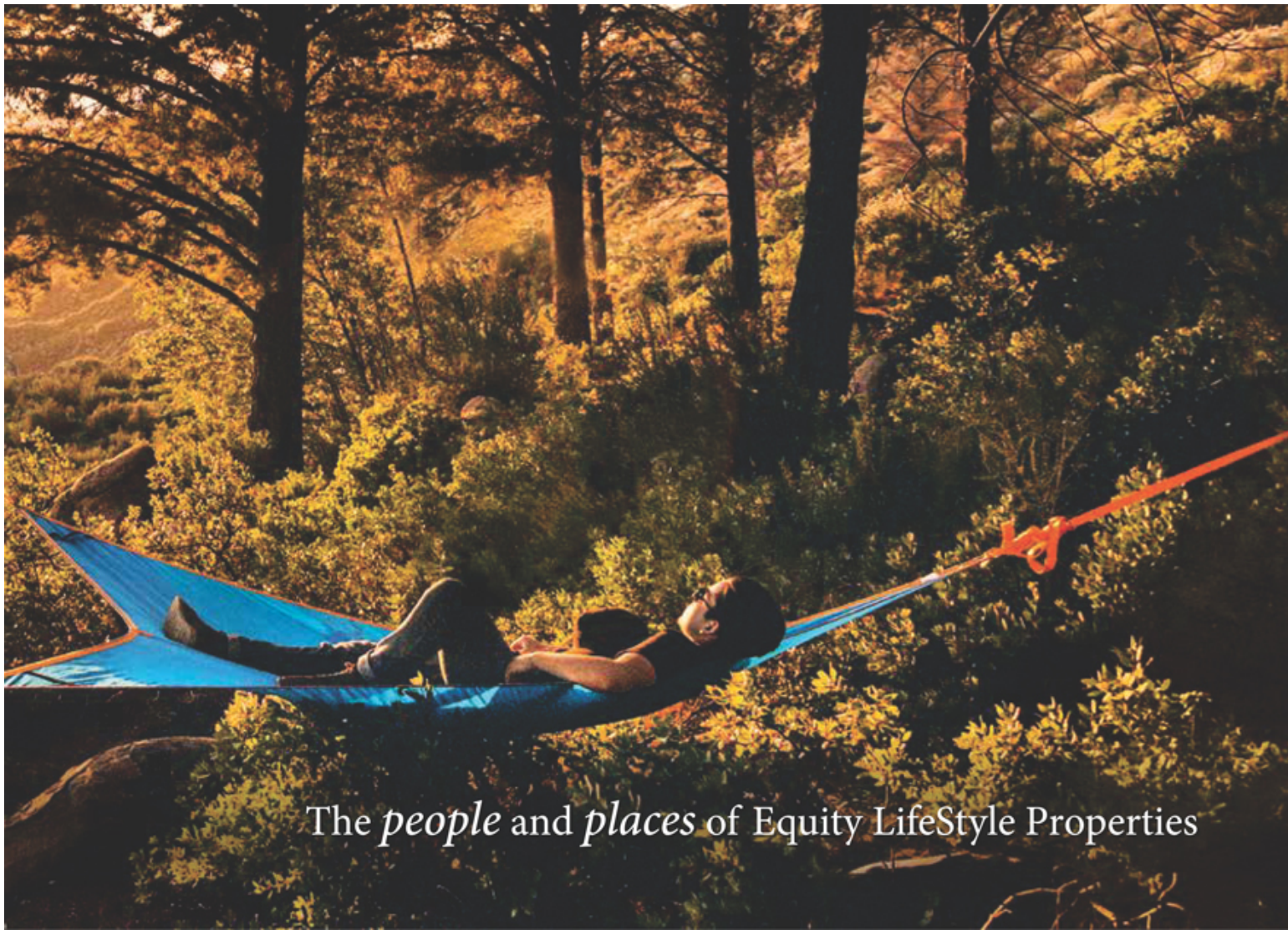
Don't quit your daydream.

Most people spend a portion of their day daydreaming, to which we encourage them to sit back and relax. Our locations across the country offer the perfect backdrop for a well deserved daydream, and we're here to help our customers fulfill them.





Get a better view.



The *people* and *places* of Equity LifeStyle Properties



California Hawaiian
San Jose, CA



Colony Park
Ceres, CA



Palm Springs RV Resort
Palm Desert, CA



Palm Springs RV Resort
Palm Desert, CA



Meadowbrook
Santee, CA



De Anza Santa Cruz
Santa Cruz, CA



ViewPoint Golf Resort
Mesa, AZ



ViewPoint Golf Resort
Mesa, AZ



Monte Vista Village Resort
Mesa, AZ



Voyager RV Resort
Tucson, AZ



The Highlands at Brentwood
Mesa, AZ



Sedona Shadows
Sedona, AZ



Sunshine RV Resort
Harlingen, TX



Tropic Winds
Harlingen, TX



Victoria Palms RV Resort
Donna, TX



The Reserve at Lake Conroe
Willis, TX



Las Vegas RV Resort
Las Vegas, NV



Mountain View
Henderson, NV



Leavenworth Tiny House Village
Leavenworth, WA



Westwood Village
Farr West, UT



Quail Hollow
Fairview, OR



Portland Fairview
Fairview, OR



Hillcrest Village
Aurora, CO



Camelot Meadows
Rehoboth Beach, DE



Bethpage Camp - Resort
Urbana, VA



Bethpage Camp - Resort
Urbanna, VA



Grey's Point Camp
Topping, VA



Grey's Point Camp
Topping, VA



Meadows of Chantilly
Chantilly, VA



Meadows of Chantilly
Chantilly, VA



Lake Gaston
Littleton, NC



Tuxbury Tiny House Village
South Hampton, NH



Alpine Lake
Corinth, NY



Lake George Escape
Lake George, NY



Blackhawk
Milton, WI



Fremont
Fremont, WI



The Arbors at CountryWood
Plant City, FL



Parkwood Communities
Wildwood, FL



Lake Magic RV Resort
Clermont, FL



Tropical Palms RV Resort
Kissimmee, FL



Fiesta Key RV Resort
The Florida Keys, FL



Colony Cove
Ellenton, FL



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Equity LifeStyle Properties

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