

RESOLUTION 13-54 Passed: June 24, 2013

AUTHORIZING THE MAYOR OF THE CITY OF DEKALB, ILLINOIS, TO ENTER INTO AN AGREEMENT WITH THE DEKALB COUNTY CONVENTION AND VISITORS BUREAU FOR FUNDING IN THE AMOUNT OF \$50,000.00 FROM JULY 1, 2013 THROUGH JUNE 30, 2014 TO PROMOTE TOURISM.

BE IT RESOLVED BY THE CITY COUNCIL of the City of DeKalb, Illinois, as follows:

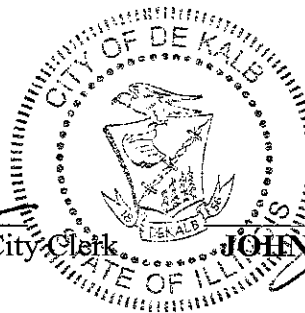
Section 1. That the Mayor of the City of DeKalb be authorized and directed to execute an Agreement with the DeKalb Area Convention and Visitors Bureau (DACVB) for funding in the amount of Fifty Thousand Dollars (\$50,000.00) from July 1, 2013 through June 30, 2014, in order that the DACVB may implement a work program that focuses on promoting tourism, a copy of which is attached hereto and made a part hereof as Exhibit "A."

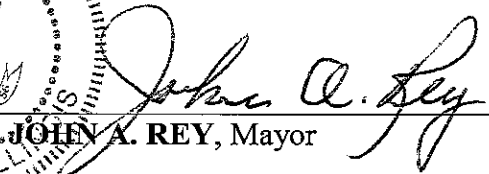
Section 2. That the City Clerk of the City of DeKalb be authorized and directed to attest the Mayor's signature.

PASSED BY THE CITY COUNCIL of the City of DeKalb, Illinois, at a regular meeting thereof held on the 24th day of June, 2013 and approved by me as Mayor on the same day. Passed on the Consent Agenda by roll call vote 8-0. Aye: Jacobson, Finucane, Lash, Snow, Naylor, Baker, O'Leary, Rey.

ATTEST:


ELIZABETH E. PEERBOOM, City Clerk




JOHN A. REY, Mayor

**DEKALB COUNTY CONVENTION
AND VISITOR'S BUREAU
FY14-FY17 TOURISM AGREEMENT**

AGREEMENT made this 24th day of June, 2013, by and between the City of DeKalb, Illinois Municipal Corporation (hereinafter referred to as "the City") and the DeKalb County Convention and Visitor's Bureau, an Illinois Corporation (hereinafter referred to as "the DCCVB").

RECITAL

WHEREAS, the DCCVB actively participates in the promotion of tourism activities throughout the community; and,

WHEREAS, the City supports the DCCVB in their desire to become a State Certified Convention and Visitor's Bureau which requires proof of community financial backing for an extended number of years; and,

WHEREAS, the City benefits from the efforts of the DCCVB and has approved an amount of fifty thousand dollars (\$50,000.00) annually to financially assist the DCCVB in its tourism activities and pursuit for State Certification; and,

WHEREAS, the City and the DCCVB have agreed on a program of activities to implement various tourism-related projects;

NOW THEREFORE, THE PARTIES AGREE AS FOLLOWS:

I. FUNDING. For Fiscal Years 2014-2017, City shall grant to the DCCVB the amount of fifty thousand dollars (\$50,000.00) annually to implement the program of activities generally described in the attached document and marked as Exhibit "1."

The DCCVB hereby certifies that no portion of the monies to be received from the City through this Agreement shall be used for payment of any debt owed by the DCCVB at the time of execution of this document nor for any other purpose other than the purposes which are specifically provided for payment by the City as introduced in the attached Exhibit "1."

II. PAYMENT. Payments will be made in quarterly increments (\$12,500), commencing July 1, 2013.

III. STATUS REPORT. DCCVB shall make an oral year end status report to the City Council no later than the second City Council meeting in June, 2014-2017 which shall summarize all tourism-related activities undertaken by the organization during the term of this Agreement, and shall include year end financial statements.

IV. FAILURE TO PERFORM. This Agreement may be declared null and void by either DCCVB or the City should either party fail to meet any of the terms and conditions noted herein, within thirty (30) days of written notification of same by the other party, and during which time the other party has not complied with this Agreement's provisions and conditions.

V. EQUAL OPPORTUNITY. DCCVB shall not discriminate in its employment, operations, or business practices on the basis of race, creed, color, sex, military service status, age, national origin, matriculation, sexual orientation or disability.

VI. DRUG FREE WORKPLACE. DCCVB shall operate under the terms and conditions of the City's adopted Drug Free Workplace policy during the term of this Agreement.

VII. SUBMISSION OF ANNUAL BUDGET, AUDITOR'S REPORT & MEETING MINUTES: DCCVB shall annually submit a copy of their approved annual budget and Auditor's Report and copies of any board meeting minutes of any meeting where the receipt or use of City funding is discussed or acted upon within thirty (30) days of the approval of such documents.

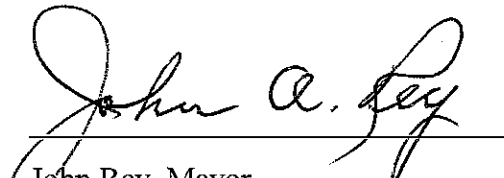
VIII. COMPLIANCE WITH APPLICABLE LAWS: The Chamber shall comply with all applicable laws, ordinances and regulations applicable to the use or disbursement of public funding.

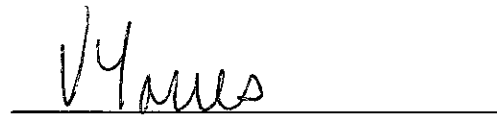
IX. TERM OF AGREEMENT. This Agreement shall be in effect from July 1, 2013 to June 30, 2017.

IN WITNESS WHEREOF, the parties have entered into this Agreement on the date so shown at the beginning.

CITY OF DEKALB

DEKALB COUNTY CONVENTION &
VISITORS BUREAU


John Rey, Mayor


Vicky Torres, Board Chair


Elizabeth E. Peerboom, City Clerk



Debbie Armstrong, Executive Director



EXHIBIT "1"



Accomplishments 2012-2013 & Work Program 2014-2017

The DeKalb County Convention & Visitors Bureau (DCCVB) is an organization dedicated to promoting tourism in DeKalb County.

The agreement between the City of DeKalb and the DeKalb County CVB recognizes the importance of promoting tourism activities throughout the community, as well as the benefits reaped from the implementation of various tourism-related projects.

The DeKalb County Convention & Visitors Bureau is designed to:

- ◆ Increase convention and meeting business as a means to increase hotel/motel tax revenue, as well as food/beverage tax revenue.
- ◆ Serve as a clearinghouse for meeting and event activity for the benefit of meeting planners and hoteliers.
- ◆ Assist individuals/groups visiting DeKalb County in planning an event to suit their needs.

Given its primary goal to positively impact convention and tourism business in DeKalb County, the DCCVB has achieved positive steps since its inception in three key areas: marketing, fund-raising and recruitment/retention of convention events. Details relating to these areas are provided in this Program of Work.

MARKETING – Continuing to build on the brand and name recognition already established for the DeKalb County Convention & Visitors Bureau is vital to the DCCVB’s long-term success.

- The DCCVB filed for certification review and was notified that we met all the Illinois Office of Tourism qualifications to be certified in FY12. This is one of our most significant accomplishments to-date. Certification status means we are eligible to receive additional grant dollars from the LTCB grant (only awarded to certified bureaus), will be added to the enjoyillinois.com website, have direct access to the Illinois Office of Tourism, and will be included in many of the marketing materials their office distributes. We have to recertify on an annual basis.
- Continued partnership with NIU for the visitor kiosk at the Convocation Center. This kiosk has a 23” touch-screen monitor and displays literature for our visitor guides and other tourism promotion materials. The touch screen allows visitors to access the DCCVB and NIU websites instantaneously.
- Developed a partnership with Northern Illinois University Relations to distribute 10,000 visitor guides to students, parents, faculty and staff. The guide is considered one of the

premiere recruiting tools that NIU and other corporate businesses use to attract people to our area.

- Increased visibility and reach with distribution of 40,000 Visitor Guides and 4 niche rack cards that promote DeKalb County at 10 Tourism Information Centers; Belvidere, O'Hare, Hinsdale, and DeKalb Kiosks.
- Purchased space in visitor kiosks to display guides and rack cards at Chicago attractions (including Navy Pier), the Chicago area, Northwest Illinois, Quad Cities (Iowa/Illinois), and along Interstate 94 corridor in Illinois and Wisconsin
- Placed an ad in Spring/Fall Getaway Guide that went to six papers and had 2.75 million impressions that have resulted in more than 2,200 new visitor leads
- The DCCVB placed a 2/3 page ad in the Chicago & Beyond visitor guide. There are 50,000 guides printed. They are distributed throughout the State of Illinois at tradeshow, Oasis kiosks, hotels and attractions, and 10 Tourist Information Centers in Illinois and Wisconsin.
- The DCCVB placed a 2/3 page ad in the Illinois Lincoln Highway visitor guide. There are 50,000 guides printed. They are distributed throughout the State of Illinois at tradeshow, Oasis kiosks, hotels and attractions, and 10 Tourist Information Centers in Illinois and Wisconsin.
- Approximately 900 Facebook fans following us
- Developed a new website for IHSA Destination DeKalb (IHSA football championships)
- DeKalb County attractions included in all state-wide websites: EnjoyIllinois.com; Tour Illinois; Meet In Illinois; Sports Illinois to promote our area to both meeting planners and leisure travelers
- The DCCVB is a guest columnist for the Daily Chronicle. We submit an article every 6 weeks that is related to tourism in DeKalb County and the economic impact that we are generating for the area.
- Publish quarterly Enewsletters to partners to keep them informed of our marketing efforts and activities

Other marketing efforts include:

- ◆ The DCCVB was a key contributor to the success of the 2012 Kite Fest. Strategic marketing efforts and community alliances increased visibility for this event. Plans are underway for Kite Fest 2013 (September 8th). All funds to pay for this event are raised through sponsorships.
- ◆ Working with regional partners to promote the 100th anniversary of the Illinois Lincoln Highway. Many international travelers are planning road trips to explore attractions along the Lincoln Highway to celebrate this monumental achievement that connects travelers on a stretch of road that runs from New York to San Francisco. Jonamac Orchard will feature this logo in their corn maze this year to help attract more visitors to our area.
- ◆ The DeKalb County CVB stocks the DeKalb Oasis kiosk with all participating paid partner marketing material twice weekly. Approximately 5,000 tourists visit the DeKalb Oasis

daily. The materials are also featured at the O'Hare/Des Plaines, Hinsdale and Belvidere Oases.

- ◆ Developed a new print ad to be used to market our area to the leisure market.
- ◆ The DCCVB promoted our area by participating in regional opportunities as presented. Among these are the Chicago & Beyond Visitor Guide and the Illinois Lincoln Highway Coalition Visitor Guide. You can find our events marketed on both of their websites: chicagoandbeyond.com and drivelincolnhighway.com. This partnership allows the DCCVB to reach out to a significant number of potential visitors that visit these well established tourism organizations. Partnerships are the key to cross-promotion and maximize visibility and reach for the DCCVB.
- ◆ The DCCVB took advantage of social networking to market our area. We have close to 900 followers on Facebook. We utilize Twitter, post photos on Flickr, create pins on Pinterest, and upload videos to YouTube as well. The Illinois Bureau of Tourism provides us with data that shows social media outlets are crucial to a successful integrated marketing plan. Over 200 new photos were added to our Flickr site. This promotes our area free-of-charge and helps our visibility when people do searches on their computers.
- ◆ The website (www.dekalbcountycvb.com) is a primary tool offering comprehensive information about the community, events, attractions, resources. It provides important links to other community resources and helps planners coordinate their events. The DCCVB had over 17,000 unique hits and over 22,000 visitor sessions to our website.
- ◆ We work with area attractions, arts, and cultural groups to obtain information for an annual calendar of events to post on the DCCVB website to promote the area. A comprehensive calendar gets visitors to plan return visits.
- ◆ Produced the first area wide coupon book to be distributed free of charge to visitors and groups. This promotes return visits, provides an additional incentive for visitors to choose our area as a destination and helps local businesses generate more revenue.
- ◆ The DCCVB co-sponsored Kish Fest again in 2012. FunME Events is the lead promoter/sponsor of the event. This is a week-long series of events designed to attract both visitors and residents to DeKalb County. The twilight parade that ran through DeKalb had 70 plus entries in 2012. This festival generates revenue for all local businesses.
- ◆ The DCCVB responded to more than 2,500 inquiries regarding DeKalb County tourist attractions and meeting facilities. We supply welcome bags, visitor guides and coupons books to groups.

FUND-RAISING – The DCCVB is working to seek other funding sources to expand its budget and work toward economic stability for the organization. All CVBs must have local matching dollars in order to be considered for certification.

- The DCCVB raised an additional \$30,250 in other local funding to market and promote DeKalb County tourism.
- Due to the increase in our hotel tax revenue and lobbying from the ICCVB, we are eligible to receive a matching grant up to \$72,000 to promote tourism in our area. This is an increase of approximately \$16,000 from our last grant. This grant dollar amount is determined on an annual basis by the Illinois Office of Tourism Grant Manager.

- The DCCVB obtained a Marketing Partnership Grant from the State of Illinois for approximately \$8,000 to help with the cost of the 2013 DeKalb County Visitors Guide, rack cards, design and videos for the website.
- The DCCVB obtained approximately \$1,700 to bring DeKalb Kite Fest to our area. This event is paid for through sponsorships and has no cost to the City of DeKalb. The DCCVB also got area hotels to donate seven complimentary rooms (total value of \$1,000) for the kite acts, which compensated them for appearing at our event.

RECRUITMENT AND RETENTION OF CONVENTION BUSINESS—The DCCVB continues to build positive relationships with current meeting/convention business, as well as attract new business to host events in DeKalb County from outside the county.

- The DCCVB was a member of the steering committee that worked together on the winning bid to host the IHSA State Football Championships. This will bring 32,000 visitors every other Thanksgiving from 2013-2021. The estimated economic impact is \$500,000 - \$800,000 per event. We will have a better read on this after our first event, which is November 29-30, 2013.
- Helped sign the IESA state wrestling tournament to another five year contract which is up in 2108. This event books more than 400 hotel rooms each year. It generates approximately \$150,000 for our area per event.
- Worked with MS Tour de Farms event to book over 350 hotel room nights. This event brings in approximately \$340,000 per year.
- Worked to book IL/MO Swim Meet event to book over 400 hotel room nights. This event brings in approximately \$150,000 per year.
- Attended the 2012 Sports Illinois Huddle Trade show for sports rights holders to seek out potential new events for our area.
- The DCCVB assisted with 10-15 groups and meeting planners that came to our area. These groups are responsible for contributing dollars to our retail shops, attractions, restaurants, grocery stores, and gas stations when they visit as well as dollars to hotels. These groups book approximately 15,000 hotel room nights. The groups include the following: IESA Wrestlers, YMCA IL/MO Swim Meet, Pop Warner Cheer Group, MS Tour de Farms, U Triple A Slugfest Tournaments, Phantom Regiment, Arts Midwest, Jehovah Witness Groups, Destination Imagination, DeKalb Youth Football Midwest Tournament, Illinois Radio Broadcasters Convention, Weddings and Class Reunions.
- The DCCVB coordinated visits for approximately 250 visitors for day tours. The state estimates that day trips bring in \$1,500- \$1,800 per visit when there are 50 visitors to a group.