

RESOLUTION 2014-047

Passed: June 23, 2014

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 TO PROMOTE TOURISM FROM JULY 1, 2014 THROUGH JUNE 30, 2015.

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 County Convention and Visitors Bureau (DCCVB) for funding in the amount of Fifty Thousand Dollars (\$50,000.00) from July 1, 2014 through June 30, 2015, in order that the DCCVB 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."

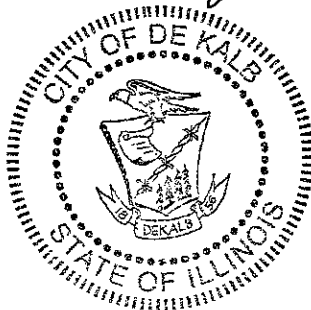
Section 2. That the City Clerk of the City of DeKalb be authorized and directed to attest the Mayor's signature.

PASSED BY THE CITY COUNCIL of the City of DeKalb, Illinois at a regular meeting held on the 23rd day of June, 2014 and approved by me as Mayor on the same day. Passed by Omnibus roll call vote of 8-0 on the Consent Agenda. 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
FY15 TOURISM AGREEMENT**

AGREEMENT made this 23rd day of June, 2014, 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; 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 maintaining 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 Year 2015, 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 "A."

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, 2014.

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, 2015 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.

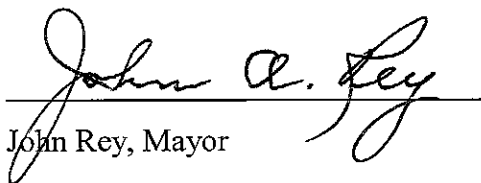
VIII. COMPLIANCE WITH APPLICABLE LAWS: The Chamber shall comply with all applicable laws, ordinances and regulations applicable to the use or disbursement of public funding.

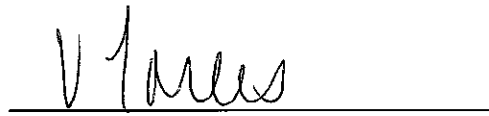
IX. TERM OF AGREEMENT. This Agreement shall be in effect from July 1, 2014 to June 30, 2015.

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

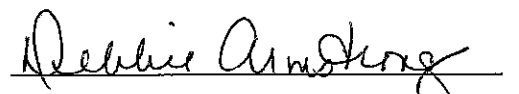
CITY OF DEKALB

DEKALB COUNTY
CONVENTION &
VISITORS BUREAU


John Rey, Mayor


Vicky Torres, Board Chair


Elizabeth E. Peerboom, City Clerk


Debbie Armstrong, Executive Director

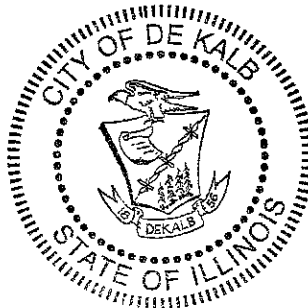


EXHIBIT "A"



Work Program 2015

EXHIBIT "A"



FY15 Work Program

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

This 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, In FY15 the DCCVB will continue to advance their core areas of marketing, fund-raising and recruitment/retention of convention events.

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.

- Maintain 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.
- Foster 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.
- Distribute a minimum 40,000 Visitor Guides that promote DeKalb County at 10 Tourism Information Centers; Belvidere, O'Hare, Hinsdale, and DeKalb Kiosks.
- Market DeKalb County attractions in all state-wide websites to promote our area to both meeting planners and leisure travelers: EnjoyIllinois.com, Tour Illinois, Meet In Illinois, Sports Illinois, chicagoandbeyond and drivelincolnhighway.

- Continue as a guest columnist for the Daily Chronicle. The DCCVB will 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 Enewsletters to partners to keep them informed of our marketing efforts and activities.
- ◆ Act as a key contributor to the success of the 2014 Kite Fest by raising funding through sponsorships.
- ◆ Take advantage of social networking to market our area including Facebook, Twitter, Flickr, Pinterest, and YouTube to promote our area free-of-charge and improve our visibility when people perform searches on their computers.
- ◆ Maintain website (www.dekalbcountycvb.com) as a primary tool offering comprehensive information about the community, events, attractions, and resources which provides important links to other community resources and helps planners coordinate their events.
- ◆ 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 and persuade visitors to plan return visits.
- ◆ Respond to inquiries regarding DeKalb County tourist attractions and meeting facilities and supply welcome bags, visitor guides and coupons books to groups.

FUND-RAISING – The DCCVB will work to seek other funding sources to expand its budget and strive toward economic stability for the organization. All CVBs must have local matching dollars in order to be considered for re-certification from the State of Illinois.

- The DCCVB will raise local funding to match the Marketing Partnership Grant from the State of Illinois.
- ◆ Act as a key contributor to the success of the 2014 Kite Fest by raising funding through sponsorships.

RECRUITMENT AND RETENTION OF CONVENTION BUSINESS—The DCCVB will continue 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.

- Continue as a member of the steering committee that hosts the IHSA State Football Championships.
- Work with event coordinators to book hotel rooms for a variety of events including (but not limited to) the MS Tour de Farms event, IESA state wrestling competition, YMCA IL/MO Swim Meet, Pop Warner Cheer Group, 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, and various overnight tours.