

RESOLUTION 2017-028 PASSED: JANUARY 23, 2017

AUTHORIZING THE MAYOR OF THE CITY OF DEKALB, ILLINOIS, TO ENTER INTO A TOURISM AGREEMENT WITH THE DEKALB COUNTY CONVENTION AND VISITORS BUREAU (DCCVB) IN THE AMOUNT OF \$50,000 FOR TOURISM ACTIVITIES BEGINNING JANUARY 1, 2017 THROUGH DECEMBER 31, 2017.


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 DCCVB for funding in the amount of Fifty Thousand Dollars (\$50,000) from January 1, 2017 through December 31, 2017, 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," subject to such changes as shall be acceptable to him.

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 23rd day of January, 2017, and approved by me as Mayor on the same day. Passed by an Omnibus roll call vote of 8-0 under the Consent Agenda. Aye: Jacobson, Finucane, Marquardt, Snow, Noreiko, Baker, Faivre, Rey.

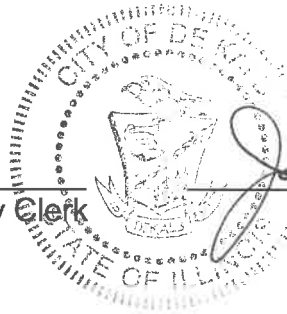
ATTEST:



JENNIFER JEEP JOHNSON, City Clerk



JOHN A. REY, Mayor



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

AGREEMENT made this 9th day of January, 2017, 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) 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 2017, the City shall grant to the DCCVB the amount of Fifty Thousand and no/100 Dollars (\$50,000.00) 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. A single payment of Fifty Thousand Dollars (\$50,000) will be made to the DCCVB in the first quarter of 2017.

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 December, 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.

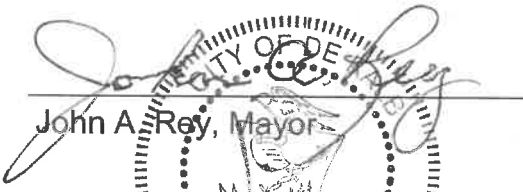
VIII. COMPLIANCE WITH APPLICABLE LAWS: The DCCVB shall comply with all applicable laws, ordinances and regulations applicable to the use or disbursement of public funding.

IX. TERM OF AGREEMENT. This Agreement shall be in effect from January 9, 2017 to December 31, 2017.

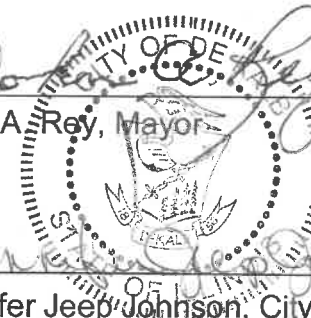
IN WITNESS WHEREOF, the parties have entered into this Agreement on the date so shown at the beginning.


CITY OF DEKALB

DEKALB COUNTY CONVENTION &
VISTORS BUREAU




John A. Rey, Mayor






Jennifer Jeep Johnson, City Clerk



Bradley Hoey, Board Chair



Debbie Armstrong, Executive Director



September 1, 2016

Jason Michnick
City of DeKalb
200 South Fourth St.
DeKalb, IL 60115

Dear Jason,

The DeKalb County Convention & Visitors Bureau is requesting to enter into a contract with the City of DeKalb to fund the DeKalb County CVB in the amount of \$50,000 for FY17. The DeKalb County CVB is submitting this annual funding request.

The revenue generated from visitor spending has been up 7 years in a row.

Visitor spending was up 3.3% from 2014 and reported in at an all-time high of \$91.3 million for 2015.

The hotel/motel sales tax continues to be strong.

We appreciate the City's continued support. We will continue to do our best to contribute to our economic health.

Should you have questions, please feel free to call me at (815) 756-1336.

Respectfully,

A handwritten signature in black ink that reads "Debbie Armstrong".

Debbie Armstrong
Executive Director
DeKalb County Convention & Visitors Bureau



Accomplishments and Work Program

2016-2017

The DeKalb County Convention & Visitors Bureau (DCCVB) is an organization dedicated to promoting tourism in DeKalb County to gain economic impact for our area.

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.
- ◆ Generate economic impact from visitor spending for DeKalb County.

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.

Revenue from visitor spending is up 7 years in a row. Our 2015 numbers reported in at \$91.3 million from visitor spending for DeKalb County. The hospitality industry is responsible for 530 jobs in the area and contributed \$7.47 million in state and local taxes.

We are working on a three-year strategic plan, which includes adding a sales/marketing employee to the bureau so we can take our efforts to another level.

All in all, we have demonstrated success with the economic impact that we have helped contribute to our area for 7 years in a row. We increased the amount of visitor spending for DeKalb County 3.3% over the previous year. We continue to be economic engine for the area.

We spearheaded the successful bid to bring the IHSA State Football Championships to DeKalb every other year from 2013-2021. This weekend is estimated to have an impact of more than \$800,000 each time we host the event. We also work to raise the money to host it through local and regional sponsorships.

Tourism matters. It keeps local businesses thriving and the revenue raised from visitor spending gets reinvested in our communities to enhance our overall quality of life.

Our board is proud of the continued wealth that we generate from visitor spending to our area.

We embrace our past success but look to the future as we formalize a new three-year strategic plan that will provide focus and continued success.

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.

- Continued partnership with NIU for the visitor kiosk at the Convocation Center. This kiosk has a 23" touch-screen monitor and displays 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.
- Distributed 30,000 Visitor Guides, 4 niche rack cards and a "Bold Spirits" brochure that promote DeKalb County at 7 Tourism Information Centers as well as Belvidere, O'Hare, Hinsdale, and DeKalb Kiosks.
- Purchased space in CTM visitor kiosks to display guides and area brochures 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 resulted in more than 6,000 visitor leads.
- The DCCVB placed an ad in the Travel Illinois Magazine, which was published twice with a circulation of 200,000 with each printing (twice a year).
- Facebook ads resulted in more than 16,000 click throughs with more than 575,000 views
- Refresh of our website to make use of photography library and better navigation for visitors
- Website views up 40% over last year
- Published 40,000 new "Bold Spirits" brochures; 20,000 distributed in 6 months, which forced a reprint in Spring of 2016
- Developed new landing pages for niche markets: Shopping, Dining, Arts & Culture, Fun on the Farm, Kite Fest
- Enhanced the IHSA Destination DeKalb website page due to hosting event again in 2015

- The DCCVB obtained approximately \$3,000 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 eight 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 approximately 30,000 visitors every other Thanksgiving from 2013-2021. The estimated economic impact is \$800,000 per event.
- Worked with IESA state wrestling event/officials to book hotel rooms. This event booked approximately 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 450 hotel room nights. This event brings in approximately \$340,000 per year per the estimates provided by the MS group.
- Worked with WRO to bring in more than 400 hotel room nights; new event and estimate more than \$60,000 in economic impact from the 150 expected teams.
- Booked 400 hotel room nights for the MAC Volley Ball Championships for November.
- 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, Pop Warner Cheer Group, MS Tour de Farms, U Triple A Slugfest Tournaments, Phantom Regiment, Jehovah Witness Groups, Destination Imagination, DeKalb Youth Football Midwest Tournament, Weddings and Class Reunions.

- 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 Enewsletters to partners and leisure travelers quarterly to keep them informed of our marketing efforts and activities and events

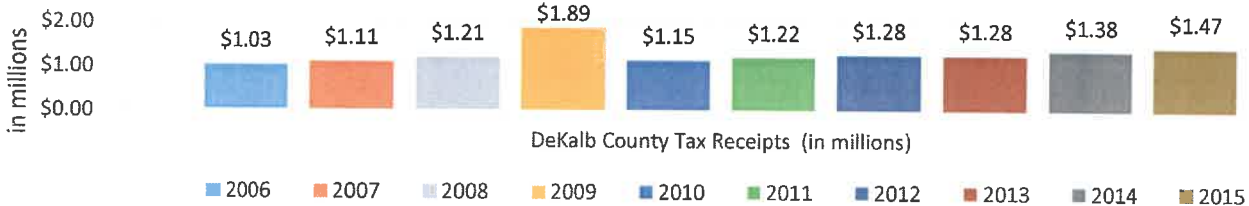
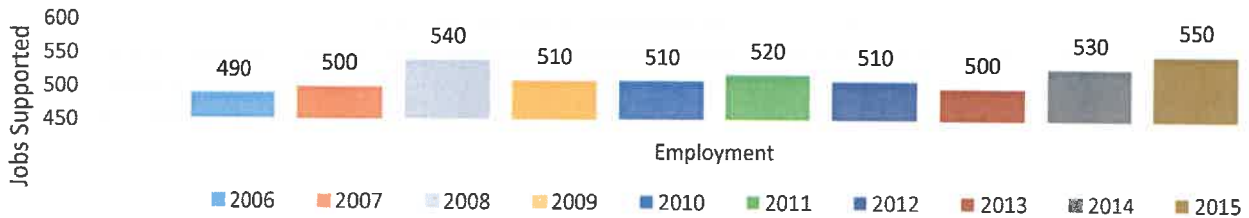
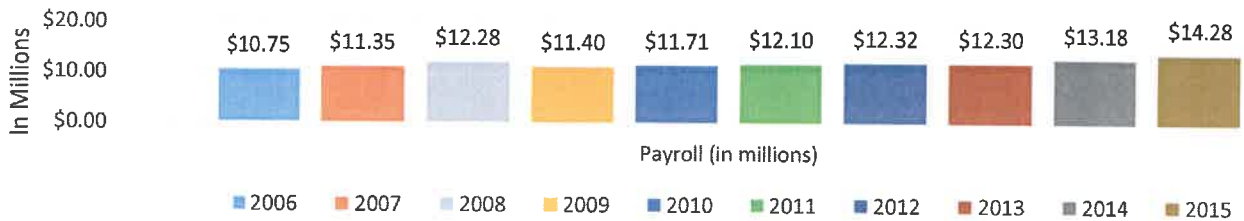
Other marketing efforts include:

- ◆ Inclusion in Illinois Lincoln Highway Coalition Visitor Guide
- ◆ Inclusion in IOT (Illinois Office of Tourism) Golf, Winery/Breweries and Antiques Guides
- ◆ Worked with Whiskey Acres to obtain new tourism signage
- ◆ DeKalb ArtWalk Committee
- ◆ NIU Homecoming Committee
- ◆ Kishwaukee Fest Committee
- ◆ Proudly DeKalb Digital Marketing Committee
- ◆ The DCCVB took advantage of social networking to market our area. We have more than 2,100 followers on Facebook. We utilize Twitter, Instagram, Flickr, Pinterest, and upload videos to YouTube as well.
- ◆ Produced an interactive visitor guide to accompany print guide so we cover how people utilize our guide
- ◆ Produced an interactive map for visitors to make planning trips more convenient
- ◆ We supply welcome bags, visitor guides and business discounts 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 \$81,500 in local funding to market and promote DeKalb County tourism.
- Due to the increase in our hotel tax revenue and visitor spending, we are eligible to receive a matching grant up to \$92,000 to promote tourism for FY17. This grant dollar amount is determined on an annual basis by the Illinois Office of Tourism Grant Manager.
- Working on new partnership/stakeholder levels as state funding continues to be challenging.

DeKalb County Tourism Statistics – 10 Year History



Travel Expenditures- Money spent by travelers on such things as public transportation, food service, auto transportation, lodging, retail, and entertainment/recreation.

Payroll- Wages and salaries paid directly to employees directly serving the traveler, in such areas as: public transportation, food service, lodging, entertainment/recreation, travel planning, retail, and auto transportation.

Employment- The actual number of jobs supported by Illinois Tourism. Jobs vary from executive/management to service oriented occupations.

Tax Receipts- Travel tax receipts are the taxes generated from revenues attributed to travel spending in Illinois. Travel-generated tax revenues are a significant economic benefit as governments use these funds to support the travel infrastructure and other public programs

2005-2013 Information and chart descriptions compiled from Chicago & Beyond Regional Tourism Office.

Datasheet prepared by the DeKalb County Convention and Visitors Bureau.

Information contained in ten (10) studies prepared by the Illinois Office of Tourism