



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: 4a

Title:	Recommendation of Funding Amount of the Greater St. Charles Convention and Visitor's Bureau (GSCCVB) Funding Request of \$503,382 for Fiscal Year 2018/2019
Presenter:	Chris Minick, Finance Director

Meeting: Planning & Development Committee

Date: March 12, 2018

Proposed Cost: \$503,382

Budgeted Amount: TBD

Not Budgeted:

Executive Summary *(if not budgeted please explain):*

Representatives of the Greater St. Charles Convention and Visitors Bureau (GSCCVB) will make a presentation outlining their activities and Marketing Plan for the GSCCVB's upcoming fiscal year (2018-2019) and reviewing the organization's status and results for FY 2017-2018 to date. They will be requesting the annual allocation of hotel/motel tax revenue from the City for FY 2018-2019.

The CVB has requested funding in the amount of \$503,382 for fiscal year 2018-2019. Staff is seeking direction as to whether this level of funding is acceptable to the Committee and ultimately to the City Council.

The funding level for FY 17/18 is currently \$526,500 and incorporates previous direction to reduce the City funding to civic groups by 10%.

Staff has included the proposed fiscal year 2018 – 2019 service agreement based on the CVB's proposed funding level as well as a recent history of hotel/motel tax revenues.

Attachments *(please list):*

- 1. Funding Request Letter from the CVB**
- 2. GSCCVB FY 2019 Budget**
- 3. FY 19 Marketing Plan**
- 4. Survey Data Results**
- 5. Proposed 2018-19 Service Agreement**
- 6. Hotel/Motel Tax History STC**

Recommendation/Suggested Action *(briefly explain):*

Recommendation of funding amount for the Greater St. Charles Convention and Visitor's Bureau Funding Request of \$503,382 for Fiscal Year 2018-2019



March 5, 2018

Chris Minick, Finance Director, City of St. Charles
2 E. Main Street
St. Charles, Illinois 60174

Dear Chris:

On Monday, March 12, 2018, the Greater St. Charles Convention and Visitor Bureau will address the City of St. Charles' Government Operations Committee to request a local funding commitment of \$503,382.

Enclosed please find:

FY 2019 Marketing Plan
FY 2019 Summary Budget
Detailed 2018 Scarecrow Fest Tracking Initiatives Report

We look forward to our March 12th presentation. Should you or any St. Charles official have a question or comment you wish to share beforehand, please feel free to contact me.

Very best regards,

Tom Donahue, President Board of Directors

C/GSCCVB Board of Directors



	FY 19 Budget	FY 18 Budget
Estimated Income		
4010-0 Hotel/Motel Tax Fund Income	503,382.00	526,500.00
4030-0 Interest Income	600.00	600.00
4040-0 Visitors Magazine Income	15,000.00	11,700.00
4060-0 Other Misc. Income	1,000.00	1,000.00
4065-0 Local Coop Income	-	-
4070-0 Marketing Partner Grant Income	-	-
4075-0 Fox Valley Coop MPP Income	-	-
4090-0 LTCB State Grant Income	229,220.00	240,103.00
4100-0 In-Kind and Trade	540.00	540.00
4050-0 Scarecrow Fest Income	240,600.00	242,000.00
4150-0 Scarecrow Fest In-Kind and Trade	2,000.00	2,000.00
Total Income	992,342.00	1,024,443.00
Estimated Expenses		
Total Administrative	512,524.00	557,084.00
Total Meetings & Conventions	69,100.00	75,370.00
Total Tour and Travel	4,000.00	1,000.00
Total Leisure	66,500.00	81,000.00
Total Promotional	61,700.00	75,000.00
Total State	7,500.00	6,700.00
Total Scarecrow	242,600.00	244,000.00
Total Visitor Guide	41,000.00	46,000.00
Total Sports	23,550.00	30,820.00
Total International	-	1,000.00
Total Estimated Expense	1,028,474.00	1,117,974.00
Net Income or Loss	(36,132.00)	(93,531.00)



Greater St. Charles Visitor and Conventions Bureau

2019 Marketing Plan

(Return On Investment)

FY 2018

HIGHLIGHTS

Digital Marketing (VisitStCharles.com)

FY 2018

- Actively authentic activities began to drive a 23% increase in new users since brand launch in October 2017.
- Visitors are looking for events, lodging, and dining options.
- Leisure destination promotions like “Home for the Holidays”, “Holiday Cheer”, “Sugar Crush”, and “Scarecrow Fest” drive high traffic to our website.
- International interest goes to 1,672 people from 65 people from same time last year.
- The increase primarily comes from the Spanish speaking population.

128,375

Impressions
(Views) to our
hometown website
since brand launch

Digital Marketing (Google AdWords)

FY 2018



GSCCVB's reach for keyword google searches tops 2.5 million people. 82% of our Visitors are looking for events in St. Charles and surrounding areas, and superior dining options.



Source: MCD Digital

Digital Marketing (Facebook)

FY 2018



GSCCVB's projection of sight-doers begins to grow. FY 2018, Facebook postings influence over 450,000 users that come to our city.



See it! Do it! LIVE it!

FY 2018

*Launched in October 2017, new brand strength
proves to be a winner*

3.5%

Increase in
engagement on
social media
post



10,000

New
destination
followers
on social
media
following
Actively
Authentic

FY 2018 Public Relations

Look at where this brand has traveled...



Leisure (Midwest Living) FY 2018

Ads in Midwest Living have brought 7955 leads to GSCCVB, requesting visitor guides and destination inquiry.



Greater ST. CHARLES
ACTIVELY AUTHENTIC

Doing SIGHT-SEEING

Nothing is better than
this time of year!
See it. Do it. Live it.

You're invited to our enchanting holiday street corners for a big cup of cocoa, shopping & some authentic holiday cheer.

Pictured: Town House Café and Book Store

f y t p

Download our holiday carol, get ideas and inspiring photos at visitstcharles.com/homefortheholidays
#stcilaauthenticolidays

ILLINOIS ARE YOU UP FOR AMAZING?
Alvin

Home for the Holidays

FY 2018

In December, our “Home for the Holidays” Facebook campaigns had an increase in views of 18%.

18%

Increase in impressions
(Views)

498

Engaging Posts

Visit Greater St. Charles, Illinois
Sponsored

Like Page

HOME FOR THE HOLIDAY PHOTO CONTEST! Tag pics of holiday fun in St. Charles, IL with #STCPicturePerfectHoliday. Best photo will WIN A LUXURY OVERNIGHT STAY at Hotel Baker plus \$50 off dinner at ROX City Grill! Click learn more for full contest details.

Visit Greater St. Charles, Illinois
Tourist Information Center

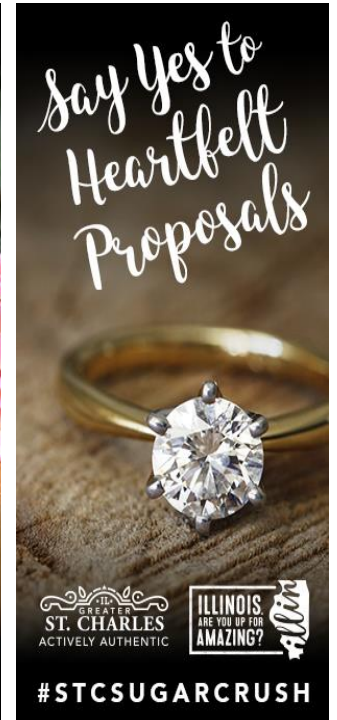
Learn More

189 Reactions · 5 Comments · 14 Shares

Sugar Crush Leisure Campaign

FY 2018

From FY 2016-2017, Sugar Crush returns as a lead campaign to “Say Yes in St. Charles” to the first crush, first date, romance, heartfelt proposals and perfect overnight weekends in St. Charles. Results showing a 12% average click through rate to www.visitstcharles.com which is 5% above industry average and a 30% open average with the industry average being 15%.

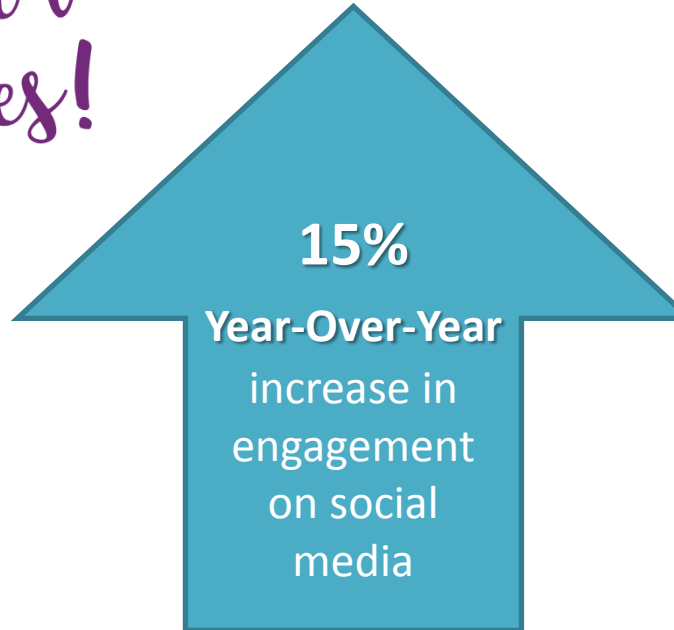


Destination Weddings

FY 2018

Since launching "Say Yes" in St. Charles as the CVB's destination campaign for weddings, social media reports show increases of 15% year-over-year.

Say Yes in
St. Charles!



Say Yes in
St. Charles!

Fall in love and host the destination wedding of your dreams in St. Charles, IL. Enjoy the mystique of our wide open prairies, enchanted forests, farm-to-fork spreads, our baseball field of dreams, country barn dances, English gardens, 1920s time traveling glamour, rustic barns or the traditional ceremony of a celebrity socialite. Whether you choose to roast s'mores in a designer dress or wear cowgirl boots to the country club, **you'll love saying yes in St. Charles!**

photos by Heidi Burke, Angel Eyes Photography and Sarine Zurba

f y t p
www.visitstcharles.com

ILL. GREATER ST. CHARLES ACTIVELY AUTHENTIC

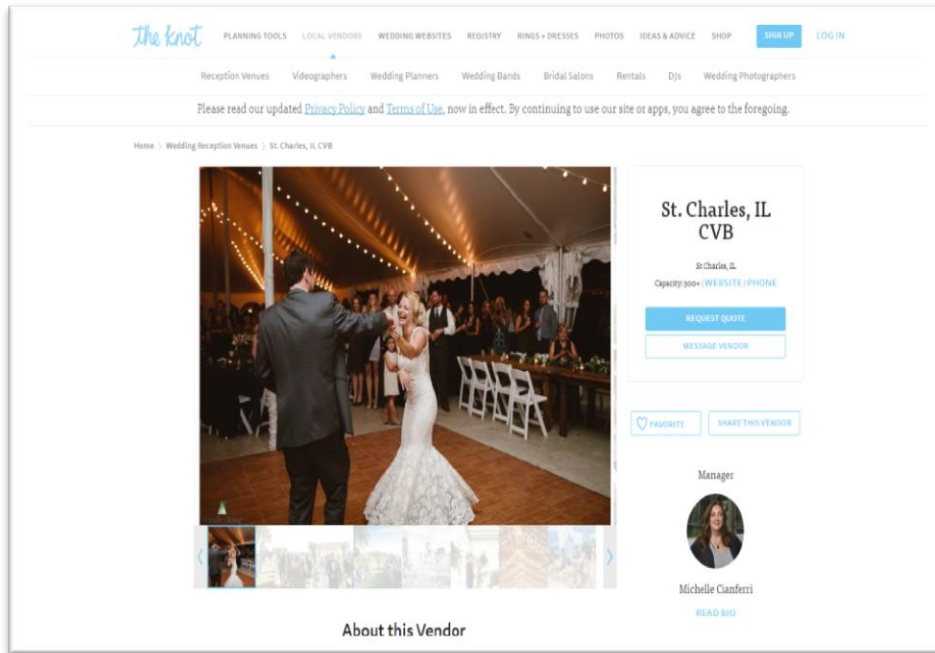
ILLINOIS ARE YOU UP FOR AMAZING? *Illini*

Source: MCD Digital

Advertising

FY 2018

By creating a landing page on "The Knot", planners, brides, and venues are entered through the CVB's platform.



437

Click
Through

575

Engaging
Posts

1,035

Unique
Visitors

1,260

Impressions
(Views)

58

Required
Bureau
Assistance

66

Generated
Bureau
Inquiries

71

Storefront
Saves

Source: The Knot

10

Spreading Holiday Cheer Campaign

Working in collaboration with destination partner #TheJankGuitarStore, in facilitating a “Holiday Cheer” hometown Holiday Christmas Carol.

13,400
unique
website
visitors

EVENTS

[view all](#)



DINING

[view all](#)



SHOPPING

[view all](#)



SPREAD SOME HOLIDAY CHEER!

#THEJANKGUITARSTORE

DOWNLOAD OUR HOLIDAY CAROL, READ IDEAS AND INSPIRING PHOTOS THROUGHOUT THE ENTIRE HOLIDAY SEASON! COURTESY OF #THEJANK GUITAR STORE.



Scarecrow Fest 2017/Community Matters

“All Wheels In for Scarecrow”

Bike Ride

- 132 Cyclists
- 70% were Distance riders
- 30% were Family riders



Farm to Table Dinner:

The Finery & Blacksmith Bar

- Total Eventbrite Sign Ups: **69**
- Total Eventbrite Views: **242**
- Actual Guests from Finery: **47**



Thank you,
Sammy's Bikes &
The Finery

Scarecrow Fest Survey

FY 2018



6

Motor Coach
Groups
Surveyed

76

Attendees
Residing in
Greater St.
Charles
Surveyed

348

Attendees
represented by
surveyed

241

Illinois
Attendees
Surveyed

1,053

Attendees
Represented
by Surveyed

80,000+

Estimated
People
Attended

69

Different Illinois
Communities
Identified

Thank you, St. Charles Library & Aurora
University Students

Conventions, Meetings, & Events Advertising FY 2018

New advertisements in top meeting publications geared towards conferences and conventions.

illinois
meetings + events

MIDWEST MEETINGS®

ILLINOIS
GREATER ST. CHARLES
CONVENTION & VISITORS BUREAU

MEMORABLE MEETINGS
Inspire More
THAN OTHERS



SOME MEETINGS
Train Harder
THAN OTHERS

Meet You in St. Charles, IL

Sure, we have top-notch meeting facilities, the latest technology and big-city conveniences. But that's not why Greater St. Charles is one of the best places in northern Illinois to focus, train and get down to business. It's kayaking on the Fox River that pushes team building. It's our miles of trails that make for perfect meet and greets while you bike or run. It's hands-on cooking and art classes that foster new skills. And it's our small-town, midwestern ambience that has professionals wishing they could call us home. Our expert meetings planners, free parking and delicious farm-to-fork dishes are just added perks.

SEE IT. DO IT. LIVE IT.
visitstcharles.com/meetings
800-777-4373



Sports Advertising

FY 2018

Advertising advertorial in Sports Event Planner publications



ST. CHARLES, IL

Greater St. Charles, Illinois offers all the amenities, venues and attractions you need in a central location.

Facilities for Everything from Soccer to Horse Shows

- 1. East Side Sports Complex**
Sports: Softball, baseball, soccer, volleyball, tennis, basketball
Located on the east side of St. Charles, this 102-acre park features a multi-sport complex that accommodates athletic events of all kinds. The park is home to the Baseball Association and is the site of the annual Cornet Classic softball tournament. It features eight lighted softball and baseball fields, three lighted soccer fields, 10 multi-purpose play fields, four lighted sand volleyball courts, a lighted skate park, two lighted tennis courts and two lighted basketball courts.
- 2. Fox Valley Ice Arena**
Sports: Hockey, ice skating
Hockey and ice skating events will find their home at Fox Valley Ice Arena. The venue features an NHL arena with seating for 3,000 and an international arena that seats 500. It has hosted numerous youth, USA Hockey and Figure Skating national and regional championships. It's home to the Cyclones Youth Hockey AA Club, Aurora University D3 Men's Hockey team and Chicago Steel UHL team. The arena also boasts a restaurant, fitness center, skate rental and a pro shop.
- 3. Lamplight Equestrian Center**
Sports: Equestrian
A premier horse show facility, Lamplight Equestrian Center is a beautiful venue that provides competitors with a great experience. Lamplight hosts between 20-25 competitions every show season, including dressage shows and hunter/jumper shows. The 56-acre facility features eight competition dressage rings, warm-up rings, stabling for 1,200 horses, shaded viewing pavilions and bleacher seating for 750 spectators.

SportsPlanningGuide.com

Downtime Options Abound in Greater St. Charles

When it comes to live entertainment, see it, do it, live it in Greater St. Charles. The authentic 1920s Arcada Theatre, with 900 up-close seats, is considered by many to be the Midwest's No. 1 concert venue. Musical acts such as Victor Negi, Pat Benatar and Neil Giraldo, and Arcada Theatre, the new Club Arcada to an exclusive entertainment venue in the Midwest with a secret door, flapper girls, live music and true-to-time-period décor bringing Chicago's Roaring Twenties to life. Howe Mandel will also headline at the Arcada this fall, or you can find more laughs at Zanes Comedy Club at Pheasant Run where Eric Philips, Gilbert Gottfried and Sinbad have all brought out the house. Plus, there's more! Catch a play at the Steel Beam Theatre, watch a movie or experience 3D virtual Reality at 3D Adventures. The Fox River is an attraction in itself. Stroll along the banks and boat in the scenery, or hop aboard a St. Charles Paddlewheel Riverboat for a picturesque cruise.
Visit St. Charles Municipal Building, an 84-foot-tall Arts Modern structure built in 1940 and constructed with black granite and white Georgian marble. Car fanatics will love the Baltrix Vintage Auto Gallery which features classic and exotic automobiles from the last 100 years. In addition to the miles of trails, nature lovers will appreciate the exhibits on display at the Hickory Knolls Discovery Center, which houses some of Fox Valley's natural treasures, including a wetland exhibit, live animal displays and an indoor turtle pond. Then head over to Garfield Farm and Insect Museum to discover what life was like on an 1840s farm.

Easily Accessible from the Midwest

Located less than 50 miles from Chicago, the Greater St. Charles area is easy to reach from anywhere in the Midwest. It is served by a number of major highways, including I-90 and I-88, making it convenient for teams who are driving. The Greater St. Charles area is also close to two major airports, Chicago O'Hare International Airport and Midway International Airport, both of which are served by most major carriers.



GREATER ST. CHARLES
Risk Bank Sports Tourism Development
608.717.6111 • info@stcharles.com
VisitStCharles.com

Sports Planning Guide

SPG

SportsPlanningGuide.com • 2018

Sports Industry Trends for 2018

Emerging Sports, Owned Events, Technology and Relationships Rule

The Future of Third-Party Housing

9 State Guides

Featuring Hundreds of Tournament-Ready Venues

Successful Sports Facilities

Your Blueprint From Concept to Concrete

The Stella Awards

HONORING EXCELLENCE IN THE MEETINGS INDUSTRY

- Competed in 16 different categories against 300 other CVB's.
- Named a finalist in the Midwest/Regional Best CVB/DMO.





ILLINOIS GOVERNOR'S
**Conference
on Travel
& Tourism**

**THE POWER
OF PEOPLE AND
TRAVEL**

GSCCVB received the Excellence in Tourism Award for *(Category A) Best Visitors Publication* at the *Illinois Governor's Conference on Travel and Tourism*.

Scarecrow Fest was named one of the *Best Festivals* in of Kane County competing with over 100 festivals. *Scarecrow Fest* continues to be a top attraction.

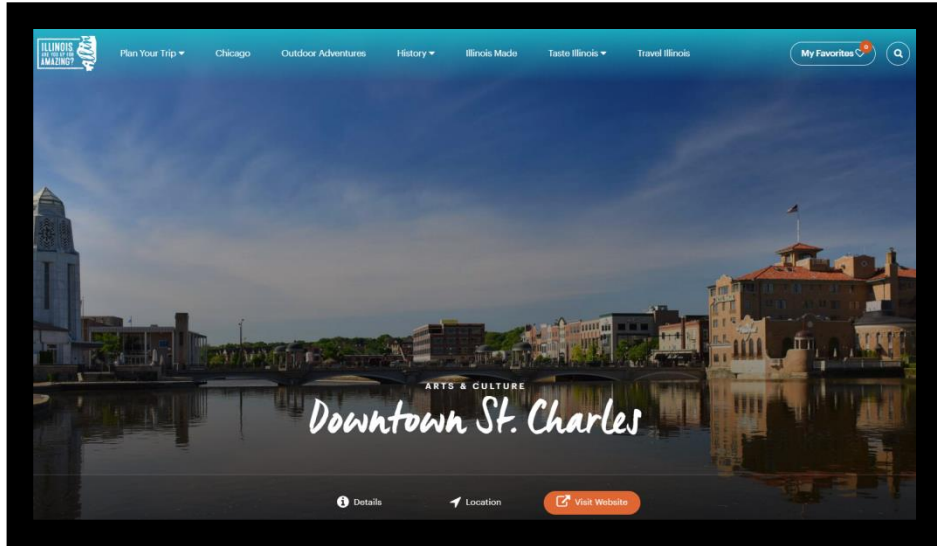


State of the Industry

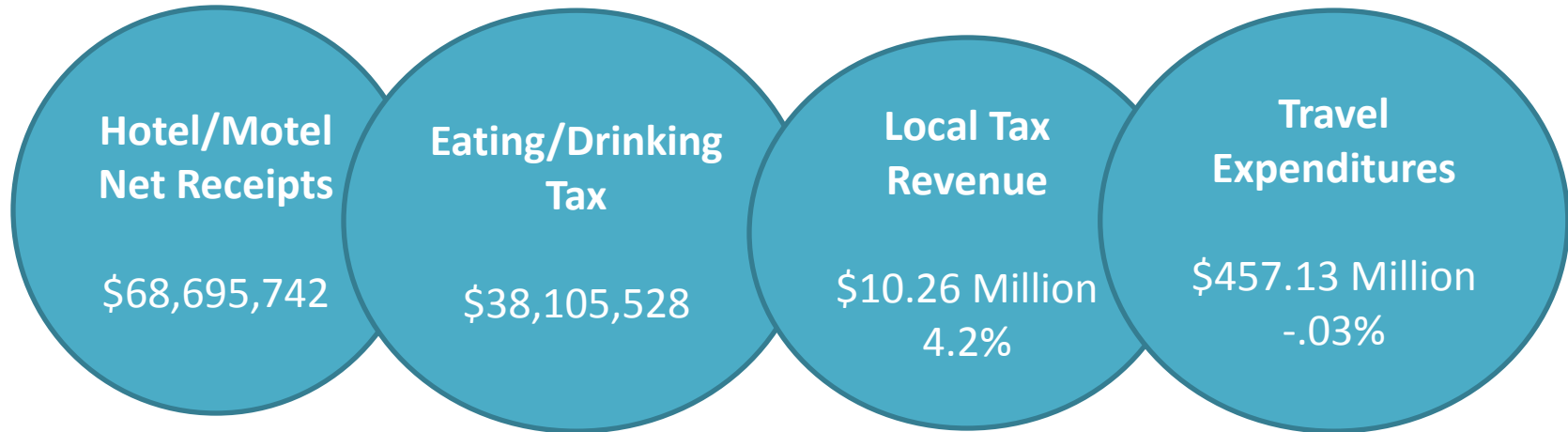
(Tourism Investment)

Illinois

- Every \$1 invested in Illinois tourism generates \$9 in economic impact
- Illinois welcomed 110 million domestic visitors (an additional one million visitors over 2015)
 - Of Illinois' 110 million domestic visitors, 17% were for business and 83% for leisure
 - In the past 10 years, domestic travel to Illinois has increased by 19 million visitors
- Domestic travelers spent nearly \$35.1 billion in Illinois during 2016, a 1.8% increase over 2015
 - In 2016, domestic travelers to Illinois generated \$2.6 billion in state and local tax revenue, an increase of \$122 million over 2015
- Length of stay per visitor increased by 3%, surpassing the US average of 2.4%



Kane County, IL



Smith Travel Research-Yearly Occupancy Report: Calendar YTD Fox River Valley including Elgin and Aurora 2016-2017

Occupancy

54.0%
-1.4

ADR

93.78%
1.14

RevPar

50.63%
-0.73

St. Charles, IL

2016-2017

Hotel/Motel
Net Receipts

\$42,880,346.91
62.42% of Kane
County

Eating/Drinking
Tax

\$6,430,404.07
16.8% of Kane
County





THE ROAD AHEAD

FY 2019



Distribution Centers

The GSCCVB has 18 distribution centers throughout the State of Illinois that are supplied with visitor guides and various pamphlets for businesses in the destination region.

1st Street Parking Garage

North & South Lobbies
St. Charles, IL 60174

Fox Valley Ice Arena

1996 S Kirk Rd
Geneva, IL 60134

Kane County Fairgrounds

525 Randall Rd
St Charles, IL 60174

Greater St. Charles Convention & Visitors Bureau

2 East Main Street
St. Charles, IL 60174

Cumberland Road Information Center

I-70 Rest Area-Westbound / Route 3
Marshall, IL 62441

DeKalb Oasis

2700 N. Crego Road
DeKalb, IL 60115

Fort Massac

Information Center

5402 Highway 45
South
Metropolis, IL 62960

Homestead

Information Center

I-55 Rest Area –
Northbound
Hamel, IL 60246

Mississippi Rapids

Information Center

I-80 Rest Area -
Eastbound
Rapids City, IL
61278

Old State Capital

Tourist Information Center

1 SW Old State
Capital Plaza
Springfield, IL 62701

Prairie View North Tourist Information Center

I-57 Rest Area - Northbound /
North of Peotone Entrance
Monee, IL 60449

Prairie View South Tourist Information Center

I-57 Rest Area-Southbound /
South of Monee Exit
Monee, IL 60449

Rend Lake North Information Center

80 N I-57 Rest Area Northbound
Whittington, IL 62897

Rend Lake South Information Center

I-57 Rest Area-Southbound
Whittington, IL 62897

Salt Kettle Information Center

I-74 Westbound
Oakwood, IL 61858

International Marketing Plan

FY 2019

Explore International markets already coming to Chicago and nearby suburbs for opportunities to visit or extend their overnight stay in the GSCCVB service area.

Strategies

- Host FAM for IL Office of Tourism's Agency to determine the level of opportunity with International Marketing
- Work with the Illinois Office of Tourism to be included on Travel Agent and International Fam tour stops

Group Tour, Agri-tourism, and Ecology-Marketing Plan

FY 2019

Provide group tour & travel experiences celebrating heritage, history, farming, and natural ecology.

Strategy 1: Promote programs to Illinois Universities and Colleges with organized itineraries

Strategy 2: Provide affordable tour and travel itineraries with organized trip itineraries offered the Boy Scouts, Girl Scouts, 4-H and other youth programs with educational content based within this segment.

Strategy 3: Establish energy, nature, and ecology itinerary programs.

Strategy 4: Utilize senior itinerary arts program with Elderhostel and Road Scholar offering photography, scenic painting and other activities.

Events-Marketing Plan

FY 2019

The GSCCVB recognizes the importance of connecting the destinations events with incoming tourist. This leisure segment influences 82% of the reason incoming social engagements flourish. Investments in this area will yield economic impact for all businesses, tourists, and stakeholders.

Strategy 1: List all local events, activities on the VisitStCharles.com website.

Strategy 2: Facilitate with the special events committee of the City of St. Charles all special events incoming to the St. Charles area requiring permits are made aware of the Greater St. Charles CVB and their services.

Strategy 3: Collaborate with Illinois Office of Tourism to promote events, activities and promotions in the GSCCVB service area at the state level on the www.enjoyillinois.com site.

Strategy 4: Partner with all destination stakeholders to carry the GSCCVB'S website link to secure greater occupancy in the service area.

Strategy 5: Distribute visitors guides

Destination Weddings-Marketing Plan

FY 2019

Strategy 1: Expand on the newly created and successful campaign “Say Yes” that encompasses all bridal themes and experiences found in one destination.

Strategy 2: In the new VisitStCharles.com website, include the “Say Yes in St. Charles” campaign dedicated to romance in venues in the Greater St. Charles and our service areas.

Strategy 3: The “Say Yes” campaign beginning January 2, 2019 to target newly & soon to be engaged.



Sports, Tournaments, & Events

FY 2019

The mission of the GSCCVB is to attract sporting events and tournaments that stimulate the tourism economic impact throughout our service area.

Strategy 1: Increase state, regional, and national tourism awareness in the GSCCVB brand of sports marketing for the service area by securing national sports events and tournaments.

Strategy 2: Target high-profile sporting events that utilize venues fitting the destinations profile.

Strategy 3: Develop a strong network of local and regional stakeholders to assist in capitalizing on increased sales opportunities.

Strategy 4: Use the platform of those events to gain more exposure by livestreaming major events happening in the Greater St. Charles area.

Strategy 5: Increase sales in amateur sports events held in the destination.



Conventions, Training Conferences, Trade Shows, & Expos-Marketing Plan

FY 2019

The Tourism Development team will promote the Greater St. Charles area as a high tech, high quality destination in hosting conventions, training conferences, team building experiences, meetings, trade shows and expos.

Strategy 1: Develop and increase the Illinois Association, National Association, religious, government, fraternal, social, multicultural and sports conventions held in the destination.

Strategy 2: Increase convention sales from Illinois meetings and convention market to be one of our strongest producing market segments in the destination.

Strategy 3: Support destination in weak occupancy times through increased meetings, conventions, and expos through niche markets and special interest groups.

Strategy 4: Promote the destination for entrepreneurial expos that seek high tech surroundings dedicated to teambuilding and collaborating efforts.

Strategy 5: Provide visitor convention information to support city wide efforts.

Scarecrow Fest

FY 2019

To grow a renewed interest within the youth of the GSCCVB service area community in the heritage of the Scarecrow Fest. Foster community pride in a festival that was in the running for “one of the best festivals in Illinois” at the Illinois Governors Tourism conference as well as the Kane County Chronicle. We strive to strengthen relationships with festival goers by providing families sight-doing experiences.

Strategy 1: Create, Develop, Deploy and Secure a plan to strengthen overnight accommodations during Scarecrow Fest weekend. Allowing Fest goers to experience the destination longer.

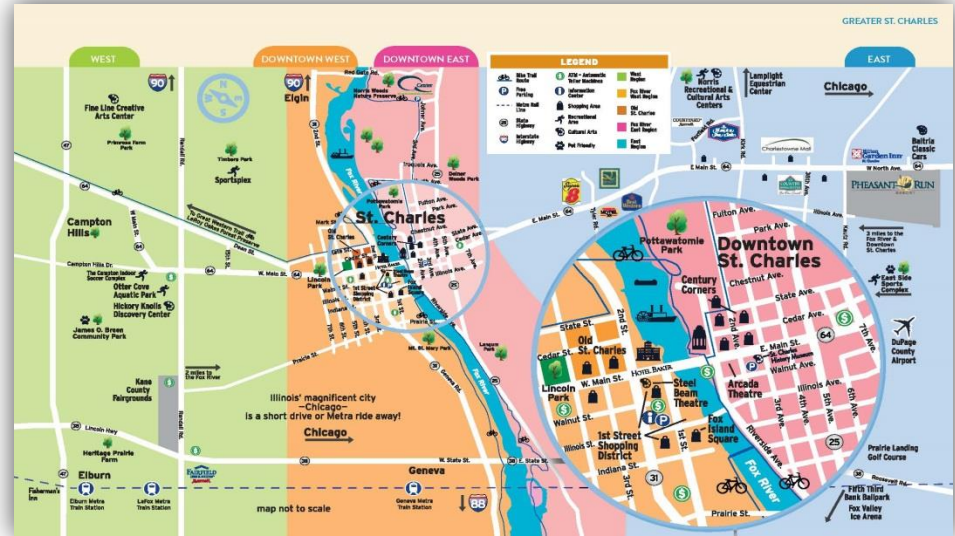
Strategy 2: Demonstrations and Education for crowds related to our community, heritage and culture.

Strategy 3: Improve stakeholder/GSCCVB service area community involvement in event & contest.

Greater St. Charles, Illinois Service Area Map

Along the final discovery as we approach the next journey, we learned that our destination is full of experiences to not only see, but to experience, enjoy and interact with.

As in the community and heritage of the GSCCVB service area, history has shown from the past, once a historical town of entrepreneurs and opportunities in economic growth and commerce. Through the growth and experiences surrounding our scenic beauty that you will see reflected in our marketing plan. We stay true to our historical roots. Created a tourism destination that is based on sight doing, experiencing, educating families, training corporations and providing settings for social events that the photography will be considered artistic works of art.



Authentic-Marketing Plan

FY 2019



Authentic St. Charles is a sub-brand that focuses on farm-to-table foods, and other locally sourced and made items, reaffirming the authenticity of the area and its way of life, while giving local artisans and makers a way to promote their connection to St. Charles and its rich culture and atmosphere. Developing authentic videos and photos will be key to our success in marketing creative experiences to visitors. Painting a canvas of what it is like to visit and interact with the people and attractions of the Greater St. Charles area and share that story across all media.



Greater St. Charles Farm Tour

Destination Marketing Cooperative and Engagement-Marketing Plan

FY 2019

The GSCCVB seeks to engage and unify the destination in the pursuit of a higher tourism financial impact for the well-being of all, by developing a strategic destination cooperative that directly connects business to tourism.

- **Inform** the community and press of bureau campaigns, promotions, initiatives and events using all channels of media (newspaper, video, television, social sites).
- **Build** awareness and understanding amongst businesses, stakeholders, and tourism partners.
- **Connect** tourism partners growth for overall economic impact in businesses.
- Partner with Stakeholders in promotional opportunities that fit the mission.

New Growth: LinkedIn

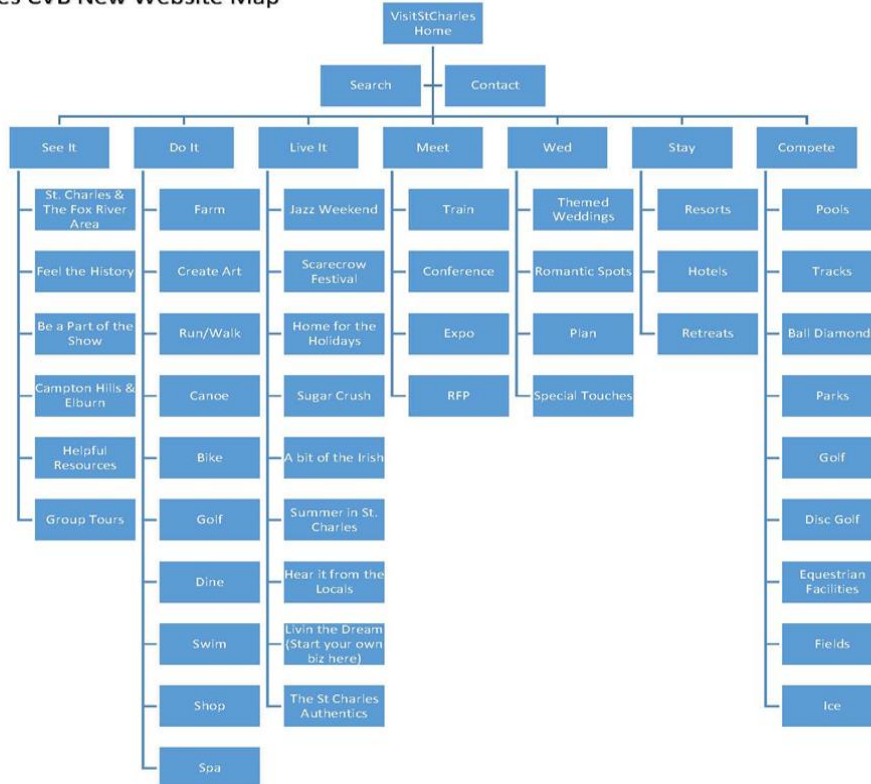


- Promotes our two largest meeting spaces, the MegaCenter at Pheasant Run Resort and Q Center.
- Gives insight to meetings and convention planners that we want them to experience our sight-doing team building experiences in conventions.
- Online “Book Now” option with convention service support.



New Growth: Website Layout Coming

St. Charles CVB New Website Map



Board of Directors

President

Tom Donahue
General Manager
Q Center

VP/Treasurer

Holly Cabel
Executive Director
St. Charles Park District

Secretary

France Langan
General Manager
Pheasant Run Resort

Director Ex Officio

Art Lemke, Alderman
City of St. Charles

Sue Henry

Owner
Mixology Salon Spa

Darius Grigaliunas

President
Baltria Vintage Auto Gallery

Joseph J. Klein

Attorney at Law
Klein, Daday, Aretos &
O'Donoghue

Rowena Salas

Owner
Hotel Baker

Ron Onesti

President and CEO
Onesti Entertainment

2017

Survey Data Results



www.scarecrowfest.com

Greater St. Charles
Convention & Visitors Bureau

SURVEY DATA RESULTS

SCARECROW FEST 2017

TOTAL SURVEYS OVERVIEW

Surveys completed: 252

Average # of people in party: 4.47

Surveyed people represented: 1,127 attendees

Number of States represented: 8

States include: Arizona, Colorado, Illinois, Indiana, Iowa, Kentucky, Michigan and Wisconsin

Number of Attendees in Illinois but OUTSIDE the Greater St. Charles CVB area:

(e.g. St. Charles, Elburn, and Campton Hills)

- ❖ 164 Surveyed
- ❖ 705 Attendees represented by Surveyed

Number of Attendees surveyed RESIDING in Greater St. Charles CVB area:

(e.g. St. Charles, Elburn, and Campton Hills)

- ❖ 76 Surveyed
- ❖ 348 Attendees represented by Surveyed

Total Number of Illinois Attendees Surveyed:

- ❖ 241 Surveyed
- ❖ 1,053 Attendees represented by Surveyed
- ❖ 69 Different Illinois communities identified
- ❖ 3 Unidentified communities were surveyed
- ❖ 6 Motor coach groups were surveyed (number is approximate as CVB assumes groups larger than 10 are a motor coach)

GREATER ST. CHARLES CVB ATTENDEE ESTIMATE: 80,000+ People

FIRST TIME SCARECROW FEST ATTENDEES

A total of 83 attendees surveyed reported that this was their First Time attending the fest (32.94%). This number of attendees represented 382 attendees within their group. A breakdown of how First Time attendees heard about the fest, and what they report as their “Favorite Thing” is indicated in the chart below:

Indicator #1: How did you hear about the Fest?			Indicator #2: What was your Favorite Thing?		
Characteristics	# Surveyed	# Attendees	Characteristics	# Surveyed	# Attendees
Advertising	1	8	Atmosphere	3	29
Community	2	6	Bubble Guy	1	5
Drive-by	4	33	Carnival	6	35
Facebook	5	24	Craft Fair	5	23
Family	18	101	Dog Friendly	1	2
Flyer	1	2	Everything	6	26
Friends	17	61	Family Friendly	1	2
Internet	4	17	Food	13	63
Media	11	46	Kid Activities	4	18
School	4	11	Music & Performances	6	19
Visitor Guide	1	5	MYOS	2	8
Volunteer	1	4	Petting Zoo	1	5
Website	1	3	Scarecrows	19	70
Word of Mouth	6	40	Variety of Reasons	7	23
Work	5	18	Vendors	2	5
Unknown	2	3	Volunteers	1	27
			Unknown/Other	5	22

Other Anecdotal Details:

Of the First Time attendees surveyed, 19 or (22.89%) report the Scarecrows continue to be their No. 1 “Favorite” component of the Fest. Food offered at the Fest coming in as a second favorite 13 (15.66%).

Of the First Time attendees surveyed, the vast majority 35 (42.17%) reported learning of the Scarecrow Fest through “non-traditional” advertising e.g. Family and Friends. As opposed to 12 (14.46%) through more “traditional” e.g. advertising and media.

RETURNING SCARECROW FEST ATTENDEES

A total of 169 attendees surveyed reported that this was NOT their first time attending the fest (67.06%). This number of attendees represented 746 attendees within their group. A breakdown of how Returning attendees were reminded about the fest and what they report as their “Favorite Thing” is indicated in the chart below:

Indicator #1: How did you hear about the Fest?			Indicator #2: What was your Favorite Thing?		
Characteristics	# Surveyed	# Attendees	Characteristics	# Surveyed	# Attendees
Advertising	8	18	Atmosphere	5	16
Always attend	19	96	Carnival	14	55
Community	56	238	Craft Fair	10	36
Drive-by	5	17	Everything	3	8
Facebook	4	12	Family Friendly	9	33
Family	13	62	Food	11	116
Flyer	1	4	Music & Performances	4	15
Friends	20	114	MYOS	2	11
Internet/Website	5	16	Petting Zoo	2	4
Media/Paper	11	37	Scarecrows	57	227
Return Visit	9	36	Variety of Reasons	32	143
School	3	9	Vendors	5	12
Participant/Vendor	3	13	Other	4	14
Word of Mouth	5	51	N/A	11	56
Work	3	8			
Unknown	4	15			

Other Anecdotal Details:

Of the Returning attendees surveyed, the vast majority 57 (33.73%) reported their “Favorite Thing” were the Scarecrows.

Of the Returning attendees surveyed that listed a “Variety” of reasons; the top four consisted of:

- ❖ Scarecrows (17) 53.13%
- ❖ Carnival/Rides (12) 37.5%
- ❖ Crafts/Craft Fair (10) 31.25%
- ❖ Food (9) 28.13%

Of the Returning attendees surveyed, the vast majority 56 (33.14%) reported being reminded of the Scarecrow Fest by Community. Community consists of people who live in the area or have lived in the area so they know that the Scarecrow Fest happens every year – it’s Tradition!

EXCITING ADDITIONS TO 2017 SCARECROW FEST

This year the GSCCVB decided to work with some of our local businesses and farms on creating “Events within The Event” with great success.

Farm Tours:

Five (5) local Farms opened up their locations for tours:

- ❖ Norton Farms (Fee \$5 Fri-Sun)
- ❖ Primrose Farms (FREE Fri-Sun)
- ❖ Garfield Farms (Fee \$3-\$5 Sat-Sun)
- ❖ Corron Farms (FREE Sat-Sun)
- ❖ Royal Lusitano Farm (\$6-\$12 Saturday only)
 - 84 Total Eventbrite Signups
 - 430 Total Eventbrite Views

“All Wheels In” Bike Ride

In collaboration with Sammy’s Bikes

- ❖ 132 Bike Entries
- ❖ Of those 132
 - approx. 70% were Distance riders
 - approx. 30% were Family riders

Farm to Table Dinner:

The Finery & Blacksmith Bar

(Sunday evening at the end of the fest)

- ❖ 69 Total Eventbrite Sign Ups
- ❖ 242 Total Eventbrite Views
- ❖ 47 Actuals from Finery
- ❖ \$40 pp++

Character Lunch:

Abby’s Breakfast & Lunch

(Wizard of Oz Characters, performances by Marquee Youth Stage performers “Into the Woods Jr.” & “Lion King Jr.” & the Chicago Steel mascot “Rusty”)

- ❖ 25 people attended
- ❖ \$15.00 per person incl. tax & gratuity

Grave Reminder Cemetery Walk:

In collaboration with St. Charles History Museum

- ❖ 75 people attended walk
- ❖ Price: RES \$5/NR \$8 per person
- ❖ Ages 5 & under are free
- ❖ Of those 75 – 12 (16%) took the bus provided by GSCCVB

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF ST. CHARLES AND
THE ST. CHARLES CONVENTION AND VISITORS BUREAU**

WHEREAS, the City of St. Charles, hereinafter referred to as "City," is desirous of promoting and developing tourism and conventions; and,

WHEREAS, Chapter 3.32, "Municipal Hotel Operators' Occupation Tax," of the City of St. Charles, Illinois, Municipal Code (hereinafter referred to as "Hotel Tax Ordinance") provides for such activities in accordance with the limitations of the ordinance; and,

WHEREAS, the St. Charles Convention and Visitors Bureau, , (hereinafter referred to as "the Bureau") an Illinois not-for-profit organization certified by the State of Illinois to promote a designated service area including the City of St. Charles and St. Charles and Campton Townships, can provide marketing, sales, and convention servicing as required by the Illinois Bureau of Tourism to promote City.

NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- I. In consideration of the promises, terms and conditions set forth, the Bureau shall devote its energies to tourism promotion of the Greater St. Charles area including, but not limited to, meetings, conventions, sports events, motorcoach visits and individual leisure visits for the purpose of increasing hotel overnight stays and day trips. Activities to include, but not limited to:
 - A. Analyze the area's major attributes with the purpose of capitalizing on those characteristics;
 - B. Serve as an information source to those inquiring about St. Charles;
 - C. Create and execute an annual marketing plan to include its mission statement, situation analysis, defined goals and objectives for all target markets, past results of promotional initiatives based on tracking of leads generated, booked business, overnight leisure stays, convention servicing endeavors, advertising responses, future advertising placements, and anticipated return on investment;
 - D. Continue to provide convention services to meeting, event, and sports planners who have chosen St. Charles as a destination and to communicate specific needs to Greater St. Charles businesses, City, and other government units when appropriate;
 - E. Maintain and enhance existing relationships with St. Charles hotels. Continue to meet with the hotel community on a quarterly basis. Serve as a

resource to Greater St. Charles merchants, restaurants, and other hospitality-related venues;

F. Seek grants on all levels to assist in the funding of planned activities;

G. Interface with other local, state and regional tourist and convention bureaus;

H. Continue to assess the results of the Bureau's work and provide annual written reports to the City Council.

II. In consideration of the foregoing services provided by the Bureau, City agrees to pay to the Bureau Five Hundred Three Thousand, Three Hundred Eighty Two and no/100 cents (\$503,382) less the amount of any operating cash balance in excess of \$200,000 on hand at June 30, 2018 for the period beginning May 1, 2018 and ending April 30, 2019, subject to the provisions contained in Section II A below. Equal payments shall be made on a monthly basis, subject to deductions by City for collection costs (including expenses of litigation to defend the imposition or collection of the tax). Any non-tourism, matching funds grants which the Bureau assists City in obtaining shall be treated as a separate matter.

III. In addition to the operating cash balance identified in Section II above, the Bureau shall be entitled to retain an additional reserve of \$30,000 for the purposes of mitigating poor financial performance of the Scarecrow Festival held in October of each year. Said reserve shall not count in the computation of the reserve identified in Section II above.

IV. The Bureau will not enter into any relationship, contractual or otherwise, which will subject City to any liability. The Bureau, an independent contractor, receives funding from City to provide consulting and planning services with respect to tourism development and has no authority to bind City in any matter. The Bureau further agrees to indemnify and hold harmless City from any and all liability, losses or damages, including reasonable attorneys' fees, arising from the execution or implementation of this agreement, including any action against City with respect to the collection of the special tax provided for by the Hotel Tax Ordinance.

V. The Bureau shall maintain records of all of its activities for a period of at least seven years, which records shall upon request be subject to inspection and copying by City or its designated agent at City's sole expense at any reasonable time or times during the operation of this agreement and for a period of three years thereafter.

- VI. This agreement shall terminate on April 30, 2019, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VII. The Bureau shall provide City with a monthly financial report including a profit and loss statement, along with an annual balance sheet. The current profit and loss statement shall be provided to City within thirty (30) days after the end of the month for which the statement is prepared. The Bureau shall comply with the terms and conditions of City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2018.
- VIII. The Bureau agrees that it will continue to identify, recruit, and appoint new and/or additional members to its Board of Directors to represent the hotel and restaurant industry of the City of St. Charles. The Bureau also agrees to maintain its by-laws so as to restrict the duration and number of terms of office members of the Board of Directors may serve.
- IX. Upon termination of this agreement, any funds paid to the Bureau and not used or otherwise subject to pending contract requirements of the Bureau shall be returned to the City.
- X. In the event of a default by either party under this agreement, the other party may elect to terminate the agreement by serving ten-day written notice upon the other party.
- XI. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XII. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this _____ day of _____, 2018.

ST. CHARLES CONVENTION AND VISITORS BUREAU

CITY OF ST. CHARLES

By _____
President

Mayor

City of St Charles
Hotel Tax Receipts and CVB Contributions Analysis
3/6/2018

<u>Year</u> <u>Ended</u> <u>April 30</u>	<u>Hotel Tax</u> <u>Receipts</u>	<u>Change</u>	<u>Percentage</u> <u>Change</u>	<u>City</u> <u>Contributions</u> <u>to CVB</u>
2007	\$1,948,562	N/A	N/A	\$612,547
2008	\$2,047,977	\$99,415	5.10%	\$533,235
2009	\$1,737,237	(\$310,740)	-15.17%	\$585,000
2010	\$1,582,359	(\$154,878)	-8.92%	\$526,500
2011	\$1,612,461	\$30,102	1.90%	\$526,500
2012	\$1,749,895	\$137,434	8.52%	\$526,500
2013	\$1,778,810	\$28,915	1.65%	\$526,500
2014	\$1,630,810	(\$148,000)	-8.32%	\$526,500
2015	\$1,768,106	\$137,296	8.42%	\$585,000
2016	\$2,007,436	\$239,330	13.54%	\$526,500
2017	\$1,905,544	(\$101,892)	-5.08%	\$526,500
2018**	\$1,895,019	(\$10,525)	-0.55%	\$526,500

** 2018 Amount Estimated based on January Forecast amount.

All other amounts from the City's Comprehensive Annual Financial Report for the fiscal year indicated.