

**AGENDA ITEM EXECUTIVE SUMMARY**Agenda Item number: **IIA1**

Title:

**Motion Recommending Approval of the Convention and Visitor's Bureau Funding Request of \$526,500 for Fiscal Year 2016/2017.**

Presenter:

Chris Minick

Meeting: City Council

Date: September 6, 2016

Proposed Cost: \$526,500

Budgeted Amount: \$526,500

Not Budgeted: ☐**Executive Summary** (*if not budgeted please explain*):**- UPDATE –**

The CVB made their annual funding request presentation at the Government Operations Committee (GOC) meeting on August 1. Many questions were raised at the GOC meeting related to items presented during the presentation.

Since the GOC meeting, CVB staff has been investigating the questions and items raised and has prepared responses to those questions. Lula Cassidy, Executive Director of the CVB will be present at the City Council Meeting to present the responses to the questions raised.

When we get to this item on the City Council meeting agenda, Lula will make a brief presentation answering the questions that have been raised, then if it is the Council's pleasure to make a motion regarding a vote on the CVB's funding request, it would be appropriate to do so at that time.

**Attachments** (*please list*):**Recommendation/Suggested Action** (*briefly explain*):

Motion Recommending Approval of the Convention and Visitor's Bureau Funding Request of \$526,500 for Fiscal Year 2016/2017.



**Greater St. Charles Convention and Visitors Bureau  
August 1, 2016 Government Operations Committee Follow Up  
Submitted by: Lula S. Cassidy, Executive Director**

**Why is the Greater St. Charles Convention & Visitors Bureau the Greater?**

- Along with being funded by hotel tax receipts, annually the Greater St. Charles Convention and Visitors Bureau applies for LTCB Grant funding from the State of Illinois.
- The LTCB Grant funds are provided strictly to certified Convention and Visitors Bureaus.
- Certified Convention and Visitors Bureau's must represent more than one municipality or contiguous counties in the applicant's proposed service area.
- The LTCB Grant that is provided to the Greater St. Charles Convention and Visitors Bureau is based on population of the territory that we serve. The FY'17 funding will be \$240,000. Not including Scarecrow Fest income, that is 33% of the GSCCVB's funding.

**Benefits of being a certified bureau that receives LTCB grant funding:**

- Promotion on [www.enjoyillinois.com](http://www.enjoyillinois.com)
- Listing in the Travel Illinois (Illinois Visitor Guide)
- Voting membership in the IL Council of CVB's.
- Promotion of Visitors Guide in Welcome Centers and Tourism Offices.

**Benefits of promoting Campton Hills and Elburn in our expanding tourism region:**

- The population of our service area is a component of the formula used to determine the amount of the LTCB grant funding.
- Promotion of these communities benefits the overnight accommodations at St. Charles hotels.
- Wedding attendees of the Fishermen's Inn stay at St. Charles Hotels
- Heritage Prairie Farms weddings and event attendees stay at St. Charles Hotels
- Pheasant Run Resort hosts a canine group that utilizes a training facility in Campton Hills
- A Metra Train station located in our service area allows for additional visitor access from larger cities, including downtown Chicago for weekend getaways. (Staycations)

### **Who is Your Greater St. Charles Convention and Visitors Bureau of the future?**

- A destination sales & marketing organization (DMO) bureau that promotes the Greater St. Charles area in order to increase the number of visitors into our service area. The GSCCVB will act as tourism developers with the goal of increasing hotel occupancy throughout our service area. This will be done by focusing on convention sales, multi-year agreements, tourism destination marketing and embracing the tourism support services found within our service region.
- We strongly have begun and will continue to gravitate to an aggressive platform as a destination organization that has the GSCCVB team members actively being “order makers”, not “order takers.” Allowing the opportunity for the GSCCVB to increase top line revenues in a competitive landscape.
- Upgrading software programs that will enhance our ability to improve and track lead generation. Our goals include improved revenue tracking as well as creating a reporting system that reflects dollars and cents of our tourism impact. Achieved through improved software programs of the future.

### **Community Spirit & Outreach**

In support of questions received by the St. Charles city leadership at the Operation Council Committee on 8/1/2016 many meeting were scheduled and held by Lula S. Cassidy, the Executive Director of the Greater St. Charles Convention and Visitors Bureau. Those meetings and the reasons for those meetings can be found below.

- Hotel Sales Committee Meeting-8/4/2016/Re: Tourism Partner Development
- St. Charles Museum-8/5/2016-/Re: Tourism Partner Development & Assistance
- Elgin Convention & Visitors Bureau-8/11/2016-Kimberly Bless, Executive Director/Re: Fox Valley Tourism & Community Support
- City of St. Charles-Quadra Meeting-8/11/2016-/RE: Community Spirit
- Swim City-8/12/2016-Tony Cantrell & Jack Yetter/Re: Tourism Partner Development & Assistance
- McHenry County Convention & Visitors Bureau-8/16/2016-Jaki Berrgren, Executive Director/Re: Fox Valley Tourism & Community Support
- Aurora Area Convention & Visitors Bureau-8/16/2016-Cort Carlson, Executive Director/Re: Fox Valley Tourism & Community Support
- Geneva Chamber of Commerce-8/16/2016-Jean Gaines, President/Re: Fox Valley Tourism & Community Support
- Fox Valley Cooperative-8/16/2016-McHenry County CVB, Aurora Area CVB and Geneva Chamber of Commerce/Re: Fox Valley Tourism & Community Support
- St. Charles Museum & Hotel Baker-8/16/2016/Re: Tourism Partner Development & Assistance
- Allison Constanzo, Executive Director & Rowena Salas, General Manager-8/16/2016 Re: Tourism Partner Development & Assistance
- Q Center-8/17/2016-Jeanne Hahn, Director of Sales/Re: Tourism Partner Development & Assistance
- GSCCVB Board of Directors Meeting-8/18/2016
- Downtown Partnership-8/19/2016-Jenna Sawicki/RE: Community Spirit

- Norris Cultural Center-8/22/2016-JoAnn Granquist (Conference Call)/Re: Tourism Partner Development & Assistance
- Geneva Chamber of Commerce-8/23/2016-Jean Gaines, President/Re: Fox Valley Tourism & Community Support
- City of St. Charles, Economic Development-8/22/2016-Rita Tungare & Matt O'Rourke/Community Spirit
- City of Elburn-8/22/2016-David Anderson-Mayor/Re: Tourism Partner Development & Assistance
- Village of Campton Hills-8/25/2016-Harry Becker, President/Re: Tourism Partner Development & Assistance
- Colonial Café-8/25/2016-Tom Anderson, Owner/Re: Tourism Partner Development & Assistance
- Blue Goose Market-Paul Lencioni-8/29/2016-Owner/Re: Tourism Partner Development & Assistance
- Kiwanis Club Meeting-8/30/2016/Community Spirit
- Speedo Corporation & Swim City, USA-8/31/2016/Re: Tourism Partner Development & Assistance
- Baltria Vintage Auto Gallery -Darius Grigaliunas, Owner 8/31/2016/Re: Tourism Partner Development & Assistance

#### **Upcoming Community Outreach**

- Camp Kane-9/2/2016-Kim Malay/Re: Tourism Partner Development & Assistance
- Chicago Plus, Gina Speckman, Executive Director/ Re: FY 2016/17 GSCCVB Involvement
- Kane County Cougars, Bill Baker, Media Placement Coordinator, February, 2017/ Re: 2017 Greater St. Charles CVB involvement

#### **New Marketing Initiatives**

- In working with a new digital marketing company, Interfuse, in FY16, the GSCCVB received over 11,000 responses to the advertisement. In FY17, the Bureau will be working with Interfuse with another program encompassing social media, online content, search engine optimization, and website improvement.