

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: IIA6

Title:

Recommendation to approve 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 &amp; Development Committee

Date: March 12, 2018

Proposed Cost: \$503,382

Budgeted Amount: TBD

Not Budgeted: ☐**Executive Summary** (if not budgeted please explain):**UPDATE FOR APRIL 2, 2018 GOC MEETING:**

The formal service and funding agreement for the GSCCVB is attached. The service Agreement proposes funding in the amount of \$503,382 for FY 2018-2019. This amount is in accordance with the direction provided from the Committee at the March 12, 2018 Planning and Development Committee Meeting. The GSCCVB made a formal funding request presentation and a presentation of its results for FY 17-18 to date at the March 12, 2018 Planning and Development Committee Meeting.

**AIES from March 12 P&D Committee Meeting:**

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.

*This item was presented at the April 2, 2018 Government Operations Committee meeting where it received a vote of 7-1 in favor of this amendment.*

**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 to approve the Greater St. Charles Convention and Visitor's Bureau (GSCCVB) Funding Request of \$503,382 for Fiscal Year 2018/2019

**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



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 12<sup>th</sup> 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
<b>Estimated Income</b>		
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
<b>Total Income</b>	<b>992,342.00</b>	<b>1,024,443.00</b>
<b>Estimated Expenses</b>		
<b>Total Administrative</b>	<b>512,524.00</b>	<b>557,084.00</b>
<b>Total Meetings &amp; Conventions</b>	<b>69,100.00</b>	<b>75,370.00</b>
<b>Total Tour and Travel</b>	<b>4,000.00</b>	<b>1,000.00</b>
<b>Total Leisure</b>	<b>66,500.00</b>	<b>81,000.00</b>
<b>Total Promotional</b>	<b>61,700.00</b>	<b>75,000.00</b>
<b>Total State</b>	<b>7,500.00</b>	<b>6,700.00</b>
<b>Total Scarecrow</b>	<b>242,600.00</b>	<b>244,000.00</b>
<b>Total Visitor Guide</b>	<b>41,000.00</b>	<b>46,000.00</b>
<b>Total Sports</b>	<b>23,550.00</b>	<b>30,820.00</b>
<b>Total International</b>	<b>-</b>	<b>1,000.00</b>
<b>Total Estimated Expense</b>	<b>1,028,474.00</b>	<b>1,117,974.00</b>
<b>Net Income or Loss</b>	<b>(36,132.00)</b>	<b>(93,531.00)</b>

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

<b><u>Year</u></b> <b><u>Ended</u></b> <b><u>April 30</u></b>	<b><u>Hotel Tax</u></b> <b><u>Receipts</u></b>	<b><u>Change</u></b>	<b><u>Percentage</u></b> <b><u>Change</u></b>	<b><u>City</u></b> <b><u>Contributions</u></b> <b><u>to CVB</u></b>
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.

# 2017

## Survey Data Results



[www.scarecrowfest.com](http://www.scarecrowfest.com)

Greater St. Charles  
Convention & Visitors Bureau



# **SURVEY DATA RESULTS**

## **SCARECROW FEST 2017**

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### **TOTAL SURVEYS OVERVIEW**

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**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



# 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



## FY 2018

[illegible]



# 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...



Indianapolis **Daily Herald**  
MONTHLY

**CHICAGO**  
MAGAZINE

KANE COUNTY  
**CHRONICLE**



Midwest Living

**illinois**  
meetings + events

**M** IDWEST  
EETINGS

**Chicago  
Tribune**

**Patch**





# Leisure

(Midwest Living)  
FY 2018

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

The advertisement features a photograph of a historic brick townhouse with a porch. The text "Greater ST. CHARLES ACTIVELY AUTHENTIC" is in the top right corner. The word "Doing" is written in a large, red, cursive font over the word "SIGHT-SEEING", which is in white, bold, sans-serif capital letters. Below this, in a white cursive font, is "Nothing is better than this time of year!". Underneath that, in white, bold, sans-serif capital letters, is "See it. Do it. Live it.". A green banner at the bottom of the photo contains the text "You're invited to our enchanting holiday street corners for a big cup of cocoa, shopping & some authentic holiday cheer." Below the banner, in white text, is "Pictured: Town House Café and Book Store". At the bottom of the ad, there are social media icons for Facebook, YouTube, Twitter, and Pinterest, followed by the text "Download our holiday carol, get ideas and inspiring photos at [visitstcharles.com/homefortheholidays](http://visitstcharles.com/homefortheholidays) #stcilaauthenticolidays". In the bottom right corner, there is a logo that says "ILLINOIS ARE YOU UP FOR AMAZING? #Illin" with a stylized "Illin" in a script font.

# 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

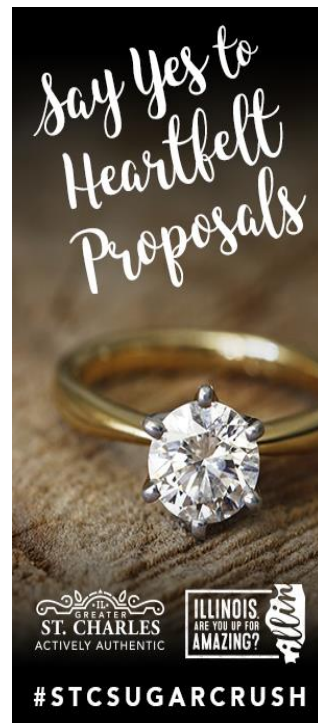




# Sugar Crush Leisure Campaign

## 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](http://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!*

15%

Year-Over-Year  
increase in  
engagement  
on social  
media



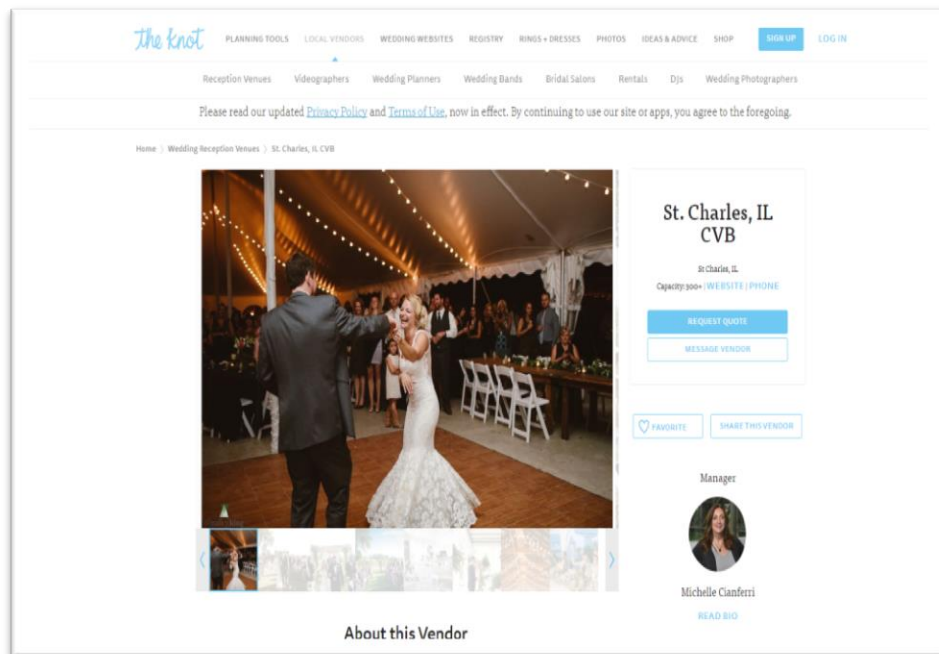
A collage of wedding photos in St. Charles, IL. The collage includes several smaller photos of couples in various settings: a couple on a baseball field, a couple in a fire pit, a couple in a field, and a couple in a barn. The text 'Say Yes in St. Charles!' is written in a large, white, cursive font across the middle of the collage. Below the collage, the text 'Fall in love' is written in a cursive font, followed by a paragraph of text describing the destination wedding experience in St. Charles, IL. The text mentions the mystique of the wide open prairies, enchanted forests, farm-to-fork spreads, country barn dances, English gardens, 1920s time traveling glamour, rustic barns, and the traditional ceremony of a celebrity socialite. It also mentions the option to wear cowgirl boots to the country club. The text concludes with 'you'll love saying yes in St. Charles!'. Below the text, the names of the photographers are listed: 'photos by Heidi Burke, Angel Eyes Photography and Sarine Zurba'. At the bottom of the collage, there are three logos: the Greater St. Charles Convention &amp; Visitors Bureau logo, the 'ST. CHARLES ACTIVELY AUTHENTIC' logo, and the 'ILLINOIS ARE YOU UP FOR AMAZING?' logo.

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.*



About this Vendor

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!**

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®**

**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 place 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](http://visitstcharles.com/meetings)  
800-777-4373

**GREATER  
ST. CHARLES  
ACTIVELY AUTHENTIC**

**ILLINOIS  
AND YOU UP FOR  
AMAZING?**

**ILLINOIS**

CORPORATE TRAINING | MEGA CONFERENCES | VIP RETREATS | TRADE SHOWS | TEAM BUILDING  
AND EVERY MEETING IN BETWEEN



# 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 Comet 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 Vince Neil, Pat Benatar and Neil Giraldo, and Air Supply headline the fall 2017 calendar. While there, be sure to hit up **Club Arcada speakeasy**, too. Located on the third floor of the Arcada Theater, the new Club Arcada is an exclusive entertainment experience in the Midwest with a secret door, flapper girls, live music and true-to-time-period decor 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 Phillips, Gilbert Gottfried and Sinbad have all brought down 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 take 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 Inn 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  
630-377-6151 • info@stcharlesil.com  
VisitStCharles.com

Sports Event Planner

**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

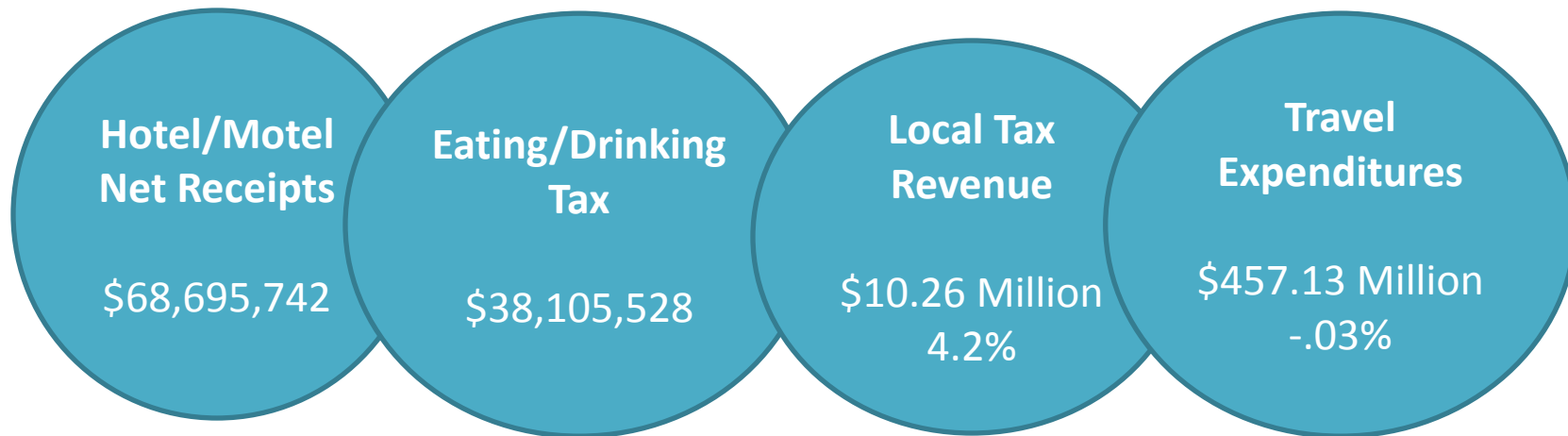
- Every \$1 invested in Illinois tourism generates \$9 in economic impact
- Illinois welcomed 110 million domestic visitors (an additional one million visitors over 2015)
  - Of Illinois' 110 million domestic visitors, 17% were for business and 83% for leisure
  - In the past 10 years, domestic travel 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%



SOURCE: Illinois Department of  
Commerce & Economic Development



# 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

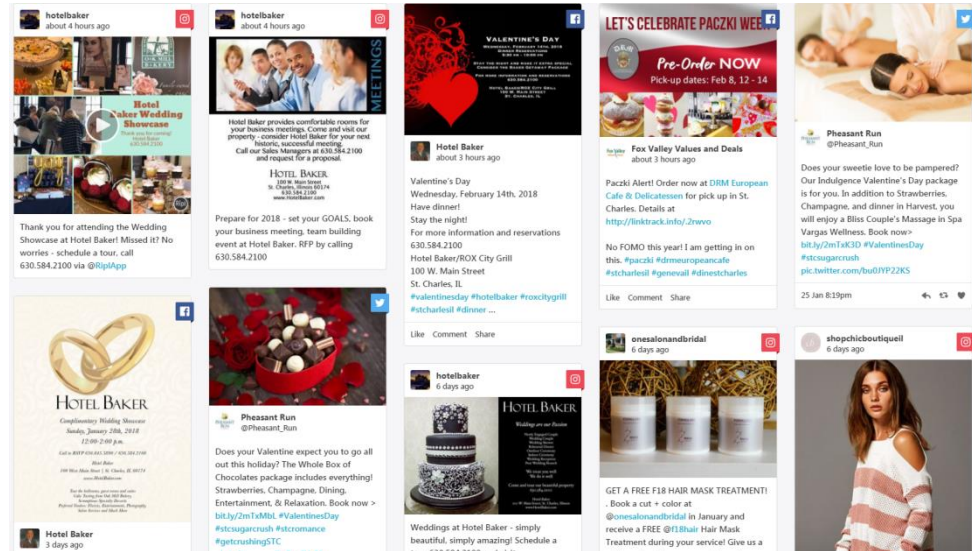


# FY 2019

*The Greater St. Charles Convention and Visitors Bureau will continue to strengthen our tourism brand and align with our destination.*

## Strategies

- Target Gen X, Millennial groups. While still honing in on baby boomer niches – especially those who love the arts, outdoor activity, good food, music and culture.
- Focus on cities and market areas that offer convenient access to the St. Charles area.
- Building brand equity and powerful story telling.
- Attract new residents and investors who enhance the quality of life in the Greater St. Charles area.
- Boost visitor volume through targeted digital marketing that will reach the right potential visitors on multiple devices.



# 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](http://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.

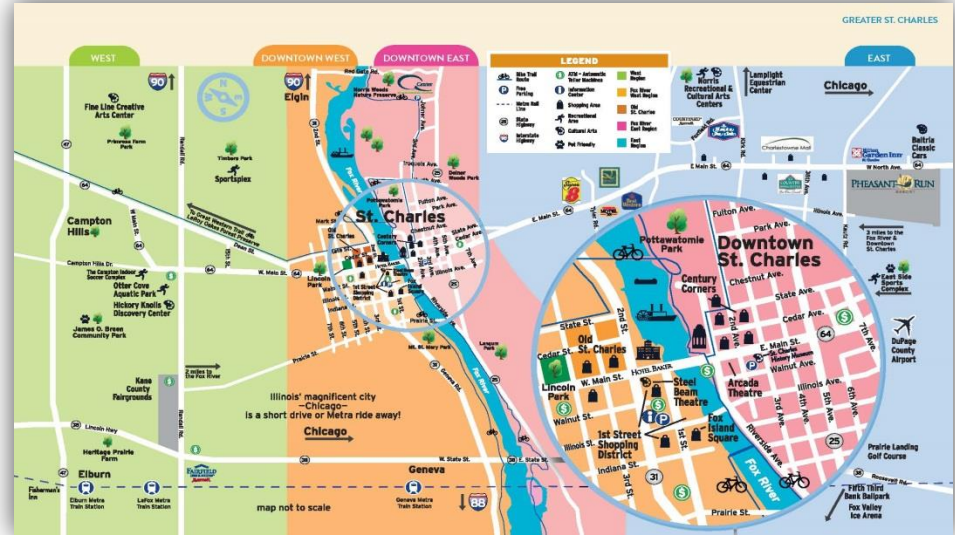
**Strategy 3:** Improve stakeholder/GSCCVB service area community involvement in event & contest.



# 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.*



# 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

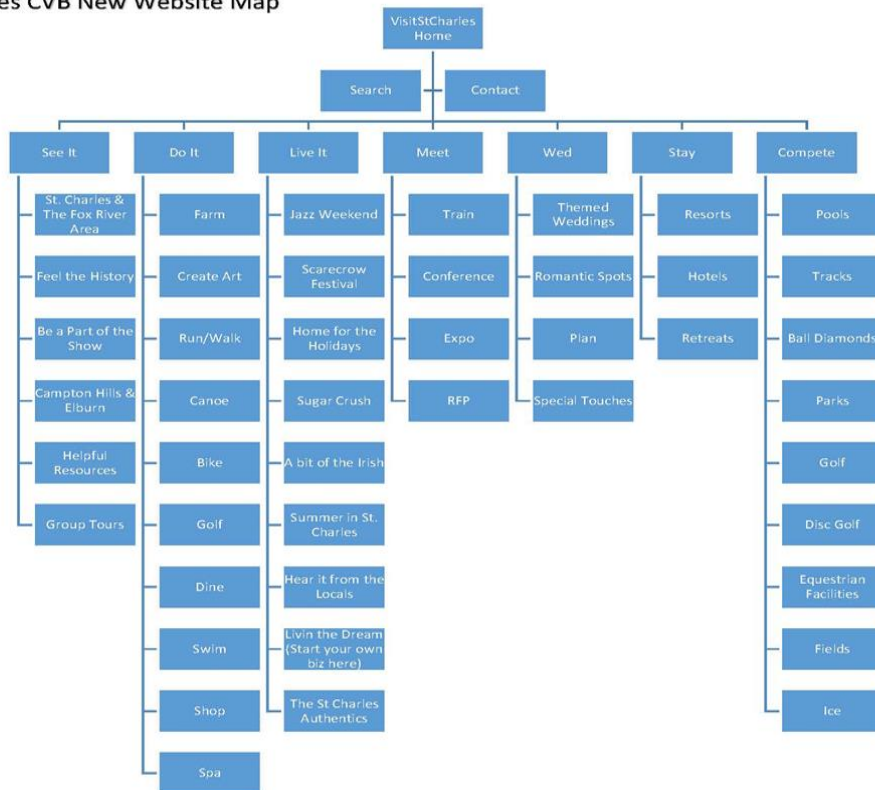


- Promotes our two largest meeting spaces, the MegaCenter at Pheasant Run Resort and Q Center.
- Gives insight to meetings and convention planners that we want them to experience our sight-doing team building experiences in conventions.
- Online “Book Now” option with convention service support.



# 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