



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Convention and Visitor's Bureau Funding FY 12-13

Presenter: Chris Minick, Finance Director

Please check appropriate box:

XX	Government Operations (05/21/2012)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$526,500	Budgeted:	YES	X	NO	
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If NO, please explain how item will be funded:

Executive Summary:

Representatives of the Convention and Visitors Bureau (CVB) will make a brief presentation outlining their activities and Marketing Plan for the CVB's upcoming fiscal year. They will also be requesting the annual allocation of hotel/motel tax revenue from the City and answering any questions.

Previously, the CVB's requested funding allocation of \$526,500 reflected the Council's direction to reduce funding allocations to outside agencies by 10% for Fiscal Year 2009/2010. The CVB has held its funding request consistent at this level since 2009/2010. The amount requested is also consistent with the funding level reflected in the 2012/2013 budget.

Also included is an analysis of Hotel Tax Revenues for a historical perspective.

Attachments: *(please list)*

Proposed Funding Agreement
Information from the CVB
Hotel Tax Revenue Analysis

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve Convention and Visitor's Bureau Funding Request of \$526,500 and funding agreement for Fiscal Year 2012/2013

For office use only:

Agenda Item Number: 5e

**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 Twenty-Six Thousand Five-Hundred dollars and no/100 cents) (\$526,500.00) less the amount of any operating cash balance in excess of \$200,000 on hand at June 30, 2012 for the period beginning May 1, 2012 and ending April 30, 2013. Payment 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. 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.
- IV. 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.
- V. This agreement shall terminate on April 30, 2013, and the consideration therefore may be renewed by a written instrument executed by both parties.
- VI. 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, 2012.

- VII. 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.
- VIII. 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.
- IX. 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.
- X. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.
- XI. 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 _____, 2012.

ST. CHARLES CONVENTION AND VISITORS BUREAU

CITY OF ST. CHARLES

By _____
President

Mayor



May 4, 2012

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

Dear Chris:

Enclosed are documents for your review and distribution to Mayor DeWitte, the City Aldermen, and Administrator Brian Townsend in preparation for the annual funding presentation by the Greater St. Charles Convention & Visitors Bureau to the City of St. Charles Government Operations Committee on Monday, May 21, 2012. We plan to ask the Committee to consider and approve funding of \$526,500, the same amount as received in 2010, 2011 and 2012.

Our staff and board of directors sincerely appreciate the financial support from the City of St. Charles, which enables the Bureau to serve as the Illinois-certified destination marketing organization for St. Charles and allows the SCCVB to receive matching grant dollars from the State of Illinois Department of Commerce and Economic Opportunity, Illinois Office of Tourism.

The Illinois Office of Tourism is in receipt of the SCCVB's FY 2013 (July 1- June 30) request for recertification, and we are waiting for word of the potential LTCB grant award, which should be forthcoming upon passage of the FY 2013 State of Illinois Budget. As of this writing, the tentative SCCVB FY 13 budget reflects the LTCB grant amount of \$158,580, the same amount received by the SCCVB for FY 12, plus an additional Marketing Partnership Grant in the amount of \$100,000, which will be used to finance several marketing initiatives, including a first-time project of online advertising targeting meeting planners.

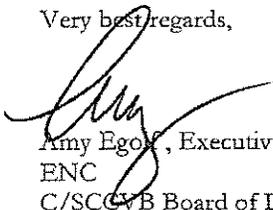
Included in this packet you will find:

- *Tentative SCCVB 2013 Fiscal Year Major Line-item Budget (approved 4/26/12 by the SCCVB Board of Directors) along with a comparison to the FY 12 (year-to-date), and FY 11, 10, 09 and 08 actual revenue & expenses
- *Highlight sheet and full copy of the SCCVB FY 2012 Marketing Plan (approved 4/25/12 by the SCCVB's Board of Directors)
- *SCCVB accomplishments, FY 11 and YTD FY 12, with return on investment snapshot attached
- *Annual Group Sales Results FY 2006-YTD FY 2012
- *Annual Leisure Visitor Marketing Results FY 2006-YTD FY 2012
- *Annual Scarecrow Fest Tracking Results FY 2006-2011
- *Fully-detailed 2011 Scarecrow Fest Tracking Initiatives Report

The Bureau and its Board of Directors are committed to fulfilling our mission in a fiscally responsible manner while, at the same time, providing the highest level of sales and marketing support for the hospitality partners we represent.

Should you or any St. Charles official have questions, please feel free to contact me, as we want to make certain we have sufficient information when appearing before the city on Monday, May 21st.

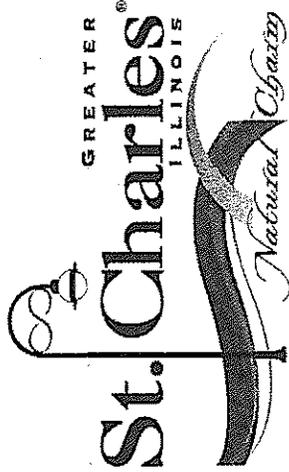
Very best regards,



Amy Ego, Executive Director
ENC
C/SCCVB Board of Directors

311 N. Second Street . St. Charles, IL 60174

telephone: 630.377.6161 . toll free: 800.777.4373 . facsimile: 630.513.0566 . info@visitscharles.com . www.visitscharles.com



	FY 13 Preliminary Budget	FY 12 Budget	FY 12 YTD Actual 09/31/12	FY 11 Budget	FY 11 Actual	FY 10 Budget	FY 10 Actual	FY 09 Budget	FY 09 Actual	FY 08 Budget	FY 08 Actual
Estimated Income											
4010-0 Hotel/Motel Tax Fund Income	526,500	526,500	394,875.00	526,500	526,500.00	526,500	526,500	585,000	585,000.00	585,000	533,235
4030-0 Interest Income	600	1,000	393.38	3,600	976.58	4,000	3,565	8,000	4,323.09	8,000	7,368
4040-0 Visitors Magazine Income	12,600	13,500	-	16,200	13,500.00	18,000	16,200	49,500	16,200.00	56,000	17,515
4050-0 Scarecrow Fest Income	211,350	32,000	82,535.53	161,600	183,699.05	159,000	182,195	149,250	172,872.85	170,000	170,056
4060-0 Other Misc. Income	-	1,000	975.00	2,200	1,489.02	6,500	11,335	13,500	9,054.85	13,500	37,724
4065-0 Local Coop Income	12,000	9,000	6,100.00	12,000	9,000.00	0	0	6,800	500.00	0	0
4070-0 Marketing Partner Grant Income	100,000	50,000	10,625.08	-	48,339.78	46,000	49,698	50,000	44,783.68	50,000	48,910
4075-0 Fox Valley Coop MPP Income	-	21,182	14,030.16	-	9.00	0	0	0	0.00	87,521	87,511
4090-0 LTCB State Grant Income	158,580	158,580	118,935.00	136,807	136,807.00	170,144	170,176	185,058	185,055.92	189,980	189,980
4100-0 In-Kind and Trade	540	540	405.00	-	90.00	-	0	0	0.00	0	0
4150-0 Scarecrow In-Kind and Trade	58,652	-	-	-	22,900.00	0	0	0	0.00	0	0
Total Income	1,080,822	813,302	609,074.15	858,907	943,209.83	929,144	959,659	1,047,106	1,017,790.39	1,160,001	1,092,299
Estimated Expenses											
Total Administrative	558,308.36	542,737.00	394,295.15	453,492.00	487,543.75	539,791	517,380	597,241	593,152.02	575,838	577,271
Total Meetings & Conventions	51,600.00	40,800.00	27,323.70	48,311.00	43,940.77	31,780	40,489	78,353	67,603.25	76,905	70,031
Total Motorcoach	1,730.00	700.00	1,611.45	7,400.00	3,770.80	30,840	9,999	24,067	22,359.69	31,002	18,341
Total Leisure	107,200.00	108,200.00	81,106.66	50,070.00	79,018.87	43,400	61,157	58,000	93,753.88	201,379	215,426
Total Promotional	26,800.00	48,192.00	24,877.08	36,275.00	47,746.18	28,523	32,151	36,750	34,913.11	48,950	58,304
Total State	3,800.00	3,400.00	1,986.36	4,800.00	2,352.14	5,400	5,173	4,700	3,894.84	4,100	5,022
Total Scarecrow	270,002.00	32,000.00	30,864.01	171,759.00	176,413.17	186,115	197,937	153,050	145,399.52	120,725	149,004
Total Visitor Guide	76,000.00	70,000.00	-	76,000.00	75,086.83	67,000	72,325	86,095	67,915.00	82,400	85,704
Total Sports	8,720.00	1,000.00	1,488.58	10,900.00	5,973.97	19,295	10,292	8,850	31,002.61	500	2,256
Total Estimated Expense	1,104,160.36	848,029.00	563,532.99	858,907.00	923,856.28	928,144	946,903	1,047,106	1,000,013.92	1,141,779	1,180,358
Net Income	-23,338	-34,727	45,541	0	19,353.55	0	12,756	0	17,776	18,222	-89,059

* Does not include all the festival income and expenses. The remaining income and expenses will be added in during the audit.

Greater St. Charles Convention & Visitors Bureau

FY 13 Marketing Plan HIGHLIGHTS

2012 SCARECROW FEST

The SCCVB has entered into a second year of partnership with Special Events Management Company for support in orchestration for and operations of Scarecrow Fest 2012. This year, however, sponsorship sales within the Fox Valley will be handled in-house by Bureau Festival Liaison Jenny O'Brien and the Bureau will, once again, be the fiscally-responsible agent for the event, with the majority of all financial transactions being coordinated by SCCVB Director of Operations DeAnn Wagner. In turn, Special Events Management has assigned its most tenured project manager, Alan Cervanke, to take the lead position for Scarecrow Fest 2012. In addition to SEM's expertise in festival operations, the firm will provide support in regional and national sponsorship sales.

NEW GROUP SALES INITIATIVES

The SCCVB/SEM partnership has enabled more of the Bureau's year-round focus to be targeted on leisure marketing and group sales initiatives. As we enter FY 2013, the Bureau will begin the search for a **second full time sales person** to augment those activities currently being waged by full time manager Kimberly Coffland and part time manager Michelle Cianferri. Division of markets among the sales team will be dependent upon the strengths of the new sales team member.

Feeder city sales missions will once again be a focus of sales activities, with Washington D.C., Indianapolis, and St. Louis on our "hit list."

Reverse tradeshow and meeting planner sales events continue to provide our team with a higher success rate in developing new business prospects than traditional booth shows. The Bureau will **reduce its attendance in FY 13 from five to two shows**, the latter of which are being supported with sponsorship dollars from the Illinois Office of Tourism and Meet in Illinois, the niche sales committee of the Illinois Council of Convention & Visitors Bureaus. Both shows provide the SCCVB with the opportunity to have pre-screened, pre-qualified appointments with planners eager to consider St. Charles as a destination.

A new initiative for the SCCVB will be targeting approximately \$20,000 to online advertising on CVENT, the largest meeting planner site in North America. Though response to placements in traditional meetings magazines and business to business newspapers and inserts has severely declined in the last few years, planners turn to online options when looking for meeting venues and destinations.

NEW LEISURE MARKETING INITIATIVES

During FY 12, SCCVB staff made the decision to focus its spring/summer leisure marketing dollars on the multitude of summer activities occurring in our service area from Memorial Day through October's Scarecrow Fest Weekend. The concept of promoting the vast array of activities will be carried through to the winter campaign (working title: Season of Reasons to Visit Greater St. Charles) and include placements in AAA, Midwest Living and, possibly, a Time Out Chicago placement being considered by ChicagoPlus marketing consortium. Winter activities rack brochures will be developed for distribution through fulfillment packets, the 1st Street self-serve visitor centers and State of IL Welcome Centers and highway kiosks.

Social Media, You Tube, Twitter and Quarterly Podcasts will be used for leisure promotions. The Bureau currently maintains three FACEBOOK pages and the additional mediums will be used for general tourism awareness as well as promotional activities before and during the 2011 Scarecrow Festival.



2013 Preliminary Marketing Plan

I. Bureau Mission Statement...

To promote St. Charles as a destination for meetings & conventions, motorcoach tours, sporting events and leisure getaways to enhance the economic impact to our community through increased visitor spending and guest room consumption.

II. OVERVIEW

The Greater St. Charles Convention & Visitors Bureau continues to market the St. Charles area with its "Natural Charm" brand by orchestrating sales and marketing initiatives designed to enhance awareness of its dedicated service area (the City of St. Charles, Villages of Campton Hills and Elburn, and Townships of Campton and St. Charles) as a destination for leisure getaways and meetings, events and sports business.

The City of St. Charles boasts an established tourism reputation driven by the vision of benefactors who, in the early 1920's, saw the potential of the riverfront community as a destination for urban dwellers of Chicago, just 40 miles to the east. The historic Hotel Baker and Arcada Theater are lasting testaments to this vision as well as physical evidence of financial gifts resulting from a fortune made in oil (Texaco) by the Gates, Norris and Baker Families.

In 1963, this reputation was further enhanced by the opening of Pheasant Run Resort, now St. Charles' primary tourism and convention venue and, in 1970, the purchase of 150 acres north of St. Charles for development by Arthur Andersen of a world-renown corporate training facility, operating today as the Q Center.

In 1967, Helen Robinson put St. Charles on the map as a destination for antiques when she started the monthly Kane County Flea Market. The city's reputation grew to include that as a haven

FY 2013 Greater St. Charles CVB Marketing Plan

for antique lovers who flock to one of the country's top 100 flea markets and, subsequently, to the shops that began to dot the retail product of downtown St. Charles.

The annual production and promotion of the nationally recognized Scarecrow Fest, which in October 2012 will celebrate its 27th year, is a major weekend event and marketing coup for St. Charles which, in 2011, saw record crowds of 150,000.

As the Greater St. Charles Convention & Visitors Bureau enters its 29th year as the local tourism voice, the nation continues to see glimmers of recovery from an economic decline that began in 2008. State tourism officials report that Illinois hotel tax receipts are up approximately 11% over last year, and locally, tax receipts are up more than \$132,000 year to date compared to 2011.

Despite the positive news of increased tourism revenue, the financial health of the State of Illinois continues to be weak. As of this writing, the proposed 2013 budget calls for tourism funding at the same level of 2012 and it appears as though the support of state officials is strong for tourism (the state's second largest industry). Further, there are indications that the IL Marketing Partnership Grant Program, which has been the subject of concern in the past several years, has regained support as a viable product to enhance tourism revenues. Still, grave concerns of the state's overall economic health exist and may impact the successful passage of the current proposed budget.

Greater St. Charles does not appear to reflect the financial and economic challenges being felt elsewhere in the state. However, though still a very viable retail area, St. Charles' First Street has experienced two closures of initial businesses and the timeline for the development's second phase is uncertain.

Concerns regarding the economic health of the east and west sides of the city continue to be addressed, with particular interest focused on the eastside Charlestowne Mall. While the center welcomed the addition of an indoor children's amusement facility in the past year, no movement has been made in regard to the construction of an indoor ice skating rink for public use and additional stores have closed. The City of St. Charles is considering the finance of a study to identify positive uses for the site.

St. Charles is a community long-recognized for its commitment to the arts. The St. Charles Arts Council, formed a year ago, continues to coordinate the pop-up galleries in available commercial spaces and Fox Valley Repertory is spearheading the second annual summer theater festival, a three-weekend long festival highlighting live entertainment options. Dr. Donald Schlomann, Superintendent of District 303 Schools, is spearheading additional task-force meetings

of community leaders interested in development of programs for the arts, with a second meeting slated for May 2012.

It is essential the SCCVB stay on top of changes and trends in the local area as they pertain to the local tourism product and equally important that the SCCVB continues to educate constituents throughout the Greater St. Charles service area about the importance of tourism – from both the leisure and group business market segments, the latter of which brings a larger share of revenue to the market than individual leisure travel.

II. NEW PRODUCT IN ST. CHARLES & AREA

The former St. Charles Days Inn hotel has been purchased by Atul Patel, owner of the St. Charles Best Western. Former owners of the Geneva Motel in Geneva, Illinois, the new St. Charles hotel has been named the Geneva Motel Inn. The former Holiday Inn Select of Naperville has now re-opened under the Marriott flag and the Hickory Ridge Conference Center closed within the last year.

Pheasant Run Resort is now under the management of Interstate Hotels and the St. Charles Hilton Garden, Holiday Inn Express and DuPage Expo are under the management of Hospitality Ventures Management Group. All properties are still owned by McArdle Enterprises' Oakbrook Hotels & Resorts.

Settlers Hill is a proposed development located in Kane County in unincorporated Geneva and Batavia which, upon completion, may include a cross-country course with spectator-viewing, an expansion of the existing 18-hole golf course, and a convention-sized hotel. This property is adjacent to Kane County Forest Preserve property that is the site of the Fox Valley Ice Arena, an indoor soccer facility and Fifth Third Bank Ballpark, formerly the Kane County Cougar Stadium. The property itself includes the site of the former Kane County Jail which is now under contract for demolition. A proposed outdoor entertainment venue for up to 8-12,000 was ruled out by the Kane County Board in April 2012 and final approval and timeline for development of the other components has not yet been established.

FY 2013 Greater St. Charles CVB Marketing Plan

The City of Aurora is partnering with the Aurora Park District, Dunham Fund and others in a joint public/private initiative to develop RiverEdge Park, slated to include a Music Garden outdoor entertainment venue, Indian Creek Environmental Center, a Fox River bridge crossing, Botanic Gardens, children's play area, water features and meeting and event space. RiverEdge is adjacent to the Fox River Bike Trail which runs from Aurora to Crystal Lake. Construction on the \$12.7 million Music Garden, with a capacity of up to 9500 people, began in 2011 and has a completion date of the summer of 2013, in time for the city's *Downtown Alive* summer concert series.

III. BUREAU GOALS & OBJECTIVES

The Bureau's ultimate goal is to increase overnight hotel stays within the Greater St. Charles service area. The sales and marketing initiatives planned for Fiscal Year 2013, which runs from July 1, 2012 through June 30, 2013, will focus on three specific areas: *group sales* for meetings and conventions, sports, and motorcoach, *leisure marketing*, and *enhanced awareness within the Greater St. Charles area* regarding the importance of tourism to both the local and state economies.

A. Group Sales: Pheasant Run Resort and the Q Center are the two major group room night generators, with the Hilton Garden Inn and Hotel Baker also significant players in the local market place for corporate and SMERFE group business.

The SCCVB Sales Department's goal is to maximize revenues for the St. Charles hotel community by prospecting for, attracting and retaining meeting and convention, sports, and motorcoach business that generates overnight stays and contributes additional dollars to St. Charles' economy.

Leads generation & tracking: The SCCVB observes a policy of documenting as "won/definite" business primarily those leads representing new pieces of business. Pieces of business booked within the prior 12 months for which the Bureau provided significant services for a second time are documented as convention services. The only exception to this policy is in the rare case that a particular piece of business booked at one St. Charles property and, for the repeat business the following year, asks for Bureau support in finding a different St. Charles venue.

The SCCVB also tracks motorcoach day trips and their estimated direct spending potential, as the impact of day trippers (group and leisure) in regard to spending in St. Charles restaurants, shops and attractions is significant to the local economy.

FY 2013 Greater St. Charles CVB Marketing Plan

Below are room night comparisons based on the 245 total leads generated, won, pending and lost tracked since FY 06:

Generated Lead Rm Nt Comparisons thru 3rd qtr by Major Market Segments:

	<u>M&C</u>	<u>Sports</u>	<u>T&T</u>	<u>3rd Quarter Totals</u>	<u>-/+</u>
'07	10,329	3433	501	14,263	+6,247
'08	18,886	4410	1773	25,029	+10,766
'09	9,985	1090	179	11,254	-13,775
'10	5,126	3685	249	9,060	-2,194
'11	14,423	110	257	14,790	+5,730
'12	13,771	2720	50	16,541	+1,751

Definite/Won Lead Rm Nt Comparisons by Major Market Segments:

	<u>M&C</u>	<u>Sports</u>	<u>T&T</u>	<u>3rd Quarter Totals</u>	<u>-/+</u>
'07 Rms	1773	2400	242	4415	+4177
'08 Rms	414	0	830	1244	-3171
'09 Rms	348	0	122	470	-774
'10 Rms	660	1040	537	2237	+1,767
'11 Rms	128	48	174	380	-1,387
'12 Rms	825	50	20	895	+515

Pending Leads Rm Nt Comparisons by Major Market Segments:

	<u>M&C</u>	<u>Sports</u>	<u>T&T</u>	<u>Totals</u>	<u>-/+</u>
'07	7650	1000	86	8736	+4906
'08	15,024	4150	520	19,694	+10,958
'09	4,767	0	54	4,821	-6,137
'10	495	0	24	519	-4,302
'11	11,961	110	91	12,162	+11,643
'12	6,205	2,015	15	8,235	-3,408

FY 2013 Greater St. Charles CVB Marketing Plan

FY '12 Top Three Lead Sources:

1. Word of Mouth/Referral
2. Collinson Tradeshows
3. Data-mining by Sales Managers

Lost Business Rm Nt Comparisons by Major Market Segments

	<u>M&C</u>	<u>Sports</u>	<u>T&T</u>	<u>Totals</u>	<u>-/+</u>
'07 Lst	6461	33	124	6618	+ 1956
'08 Lst	10,056	0	157	10,213	+ 3595
'09 Lst	7600	1005	161	8766	- 1447
'10 Lst	2481	2235	132	4848	-3918
'11 Lst	2705	0	15	2720	-2720
'12 Lst	20,166	1599	65	21,830	+19,110

Lost business breakdown & conversion rate:

The lost rooms outlined above were reflected in 48 total leads. Of those 48 leads, 41 were meetings and conventions, four in tour & travel, and three in sports markets. 18 of the lost 48 went to competitors, nine were unable to be unidentified, six were not a good fit, six were cancelled, four were lost due to rates being too high, four were turned down by St. Charles hotels, and one was due to distance from the airport. The SCCVB Sales Department currently holds an overall conversion rate of 63% for turning generated leads into won business.

Total Client Contacts by SCCVB Sales Managers:

FY 07: 4919 FY 08: 9082 FY 09: 4132 FY 10: 2621 FY 11: 2544 FY 12: 1600*

*In FY 2012, two meetings tradeshows, Holiday Showcase and RCMA, and two sports shows, US Sports Congress and TEAMS, were deleted from our program of work – and replaced with direct sales missions to feeder cities. While this cut down on the number of prospects to be qualified, past participation in the shows indicated that past attendees had not been converted to qualified prospects. Despite the decreased number of sales department “touches” from FY 11, 456 QUALIFIED prospects were added to the SCCVB sales database in FY 12, bringing total contacts to 4352 (71% M&C, 22% T & T, 7% Sports Contacts).

FY 12 ACHIEVEMENTS – GROUP SALES

456 new sales contacts – database increased by 10.77%

Generated room nights – increased by 12%

Booked room nights – increased by 136%

FY '13 OBJECTIVES: - GROUP SALES

The shift of focus by the SCCVB Sales Department from “traditional” (same-old same old) sales initiatives onto more direct sales activities and increased support to the St. Charles hotel community to maintain existing and increase bookings of new business has resulted in an overall decrease in sales statistics compared to those of previous years. This calculated shift, however, was designed to increase department efficiencies by providing increased time spent on researching for new, as yet un-identified prospects not being pursued by competing Illinois CVB's and by planners who do not frequent “traditional” tradeshow. FY 13 Goals are being structured based on the sales activities performed in FY 12.

STRATEGIES

Meetings Sales: Target Audience - convention & meeting planners

*A second full time sales manager will be hired to work in tandem with the existing full time manager, concentrating on uncovering new business in the association, SMERFE and corporate markets and providing services to support St. Charles hotel sales personnel focusing on those markets.

*The existing full time manager will focus efforts on sports, hobby and collectibles markets, in both prospecting and servicing capacities.

*The SCCVB part time sales manager will focus efforts on research to “feed” both sales managers' with prospects they can convert into personal sales appointments and qualified pieces of business into generated leads and, ultimately, booked business.

*All three sales managers will, in particular, strive to identify potential large pieces of business that will impact multiple St. Charles hotel properties.

***Direct sales initiatives** by the SCCVB team were the primary focus of FY 12 sales initiatives and were successful in bringing a fall time meeting planner fam tour to St. Charles and in

FY 2013 Greater St. Charles CVB Marketing Plan

the execution of feeder city sales missions to Washington, Minneapolis, Madison and Milwaukee. Additional cities targeted for FY 13 include Indianapolis and St. Louis.

***Tradeshow participation** for FY 13 has been reduced even further, with only TWO meetings shows on the schedule. Rejuvenate and Connect are shows produced by Collinson Publishing and have been selected by ICCVB's Meet in IL niche sales committee to use state matching grant dollars for sponsorships during the reverse appointment shows and pre-event advertising in magazines targeting the planners to be in attendance.

***Advertising:** The only print placements that will be made in FY 13 for the group market will be in two Collinson Publishing magazines - Rejuvenate and Connect. In addition to conducting the above mentioned tradeshow and publications, Collinson Publishing utilizes a client call center to qualify prospects who are then passed on to advertisers.

A new initiative planned is 12 months of online exposure on CVENT, the largest event management site in the United States and utilized by 90,000 sales and marketing professionals. The Bureau plans to invest \$20,000 (\$10,000 from general fund and a matching \$10,000 from the Illinois Marketing Partnership Grant Program) into a yearlong program, customized by the CVENT organization to receive the best "bang for our buck." Upon receipt of the proposed program, SCCVB staff will share the concepts with the marketing professionals representing the Q Center and Pheasant Run Resort to see if there are additional ways to boost the buy's efficiency.

The SCCVB will continue to seek guidance from the entire St. Charles hotel community regarding tradeshow and advertising opportunities which may become available throughout the year.

***Convention services** are a significant part of the SCCVB program of work. FY 2012 year end, it is anticipated that the Bureau will have provided services to nearly 20,000 guests who have either attended or will be attending a St. Charles meeting or convention. The SCCVB also has entered into an agreement with **MMX CVB-Specific Housing Bureau Software Company** in order to provide support to city-wide events and providing St. Charles with a competitive edge over other Midwest destinations.

***Sales Activity Reporting:** The SCCVB will continue to maintain, on a quarterly and annual basis, explicit data regarding leads generated and booked and groups serviced.

***Quarterly Hotel Meetings:** The SCCVB will continue to meet on a quarterly basis with the **St. Charles hotel community** in order to invite and encourage input regarding the Bureau's sales and marketing activities. Additionally, the SCCVB Executive Director and/or sales managers will meet twice a year with the general managers of each St. Charles property.

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***Illinois Council of Convention & Visitors Bureaus:** the SCCVB will continue its membership in the Illinois Council of Convention & Visitors Bureaus and the sales managers will participate in “Meet in Illinois” meetings throughout the year. The SCCVB Marketing Manager will ensure that St. Charles data is accurate and appropriate on meetinillinois.com, the website sponsored by the Illinois Office of Tourism to sell meeting facilities throughout the state.

***Maintain professional memberships** in organizations designed to enhance networking opportunities for the purpose of increasing sales: Meeting Planners International, Religious Conference Management Association, and Association Forum.

Evaluators: # of leads generated
of leads booked
of groups receiving convention services
of potential client contacts made

Meetings & Convention GOALS - % of increases vs: FY 2012:

- * 10% increase in meeting planners/3rd party reps (243 new qualified contacts)
- *12% increase in generated room nights (1652 new rm nts -15,423 total)
- *50% increase in booked room nights (413 new rm nts – 1,238 total)

Sports Sales: Target Audience – events rights holders and sporting event producers

Though the occupancy of St. Charles hotels during the summer months is somewhat higher than that of other Chicagoland destinations, some “holes” in the summer weeks do exist. Additionally, the slow winter months are perfect for events such as cross country, winter disc golf, martial arts, billiards, stacking, darts, etc.

A significant amount of time and effort by the SCCVB Sales Department has been devoted to developing a bid presentation for the November 2014 NAIA Cross Country Championships. If successful in capturing this event, it will result in more than 1500 guest rooms during a need time and could become a multi-year piece of business for Greater St. Charles.

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***Sports Illinois:** the appropriate SCCVB sales manager will attend all meetings of this ICCVB Niche Committee. SCCVB Marketing Manager will ensure that data appearing on sportsillinois.com is accurate.

Evaluators: # of leads generated
of leads booked
of sports events receiving convention services
of potential sports contacts made

Sports GOALS - % of increases vs: FY 2012:

- * 3% increase in events rites holders (7 new qualified contacts)
- * 22% increase in generated room nights (600 new rm nts – 3320 total rm nts)
- * 2900% increase in booked room nights (2014 NAIA Cross Country: 1500 rm nts)

Tour & Travel Sales: Target Audience – Bank Travel, Student Youth & Scarecrow-specific overnight and day trips

***Tradeshows:** the SCCVB will not attend any motorcoach-specific tradeshows in FY 12; however, the sales team will continue to work existing relationships with motorcoach buyers. While the greatest majority of opportunities for motorcoach business stem from the annual Scarecrow Festival, it is understood that Elgin's Crown Victoria Riverboat Casino is beginning to work the motorcoach market and it is hoped some of that business could be booked at the St. Charles hotels.

***"Tour Illinois":** the SCCVB marketing manager/in-house festival liaison will serve on this niche committee and maintain data on tourillinois.com – the state supported website for the tour and travel market – is uncertain.

Evaluators: # of leads generated
of overnight trips booked
of day trips/Scarecrow Festivals, etc. booked
of motorcoach groups receiving services
of potential t&t buyer contacts made

Tour & Travel Goals - % of increases vs: FY 2012:

- * 3% increase in tour operators/group leaders (23 new qualified prospects)
- *33% increase in generated room nights (Total 6 coaches/150 rooms)
- *200% increase in booked room nights (Total 3 coaches/60 rooms)

All three group sales markets:

***Quarterly e-newsletter:** The sales staff will continue to produce and distribute an e-newsletter to qualified tour and travel, meeting and convention, *and* sports clients in the St. Charles sales database. The newsletter, filled with interesting and unique facts about Greater St. Charles as a group destination, has been well-received.

B. Leisure Tourism Marketing: Just as the nature of group sales is changing, the explosion of e-marketing tactics and social networking, is changing marketing tactics to the leisure visitor on a daily basis.

Leisure Response Tracking

A comparison of year-to-date tourism inquiries through third quarter in FY 2011 vs 2010 finds that, for the second time in its history, phone calls to the Bureau's 800# have decreased in comparison to last fiscal year: calls were down 24% vs a 50% decrease last year and email inquiries, flat last year, decreased this fiscal year by 19%.

Reader response to print advertising showed a healthy increase of 47% over last year, which is attributed to a switch from the AAA regional product to Midwest Living Magazine. Both magazines are still strong in readership and buyers: however, as subscription retention is high in both, alternating placements after several years' run is prudent to capture new readers.

The leisure marketing powerhouse, however, is the web, and the statistics of year-to-date FY 12 have exceeded that of year-to-date FY 11 by 49%: unique visits: FY 11: 165,902 vs FY 12: 247,764 – more than doubling the 24% increase between FY 10 & FY 11.

Scarecrow Fest Overview

The 26th annual Scarecrow Fest, held on the traditional Columbus Day Weekend in October 2011, drew another record attendance of 150,000 – up 30,000 from 2010's record of 120,000. A significant factor in both 2010 and 2011 is that both festivals experienced three days of perfect fall weather.

On site attendee surveys continue to provide the Bureau will solid statistics regarding the festival's impact on the local economy. Results from 1161 completed surveys indicated:

- *Average party of 3.5 people
- *Attendees identified from 16 states
- *52% of those surveyed were from OUTSIDE the Fox Valley
- *44% were first timers to the festival
- *95% of those surveyed were from Illinois, with 142 communities represented.
- *Overnight guest rooms tracked were up 39% from 2010

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A significant change in the 2011 festival was the Bureau's partnership with Special Events Management to coordinate sponsorship sales and on-site operations with the support of an on-site festival liaison, whose duties also include leisure marketing responsibilities throughout the year.

2011 Conversion Study

A conversion study of 10,000 individuals who had requested leisure information from the SCCVB was completed in April 2011. Executed by **Temple University**, highlights of that study found:

64% conversion of inquiries to visits (national conversion average is 42-44%)

43% surveyed primary purpose was weekend getaway

\$328-444 average spending per party

79% found SCCVB marketing materials to be accurate/trustworthy

91% were satisfied with their trip

68% found trip better than expected

47% are likely to visit again in next three years

Estimated economic impact from those surveyed: \$2.25-3.04 million

Leisure-specific database:

17,598 contact names and addresses have been added to the SCCVB database in FY 2012.

Top four sources for contacts were:

*Madden Preprint Newspaper Inserts

*Parade Magazine

*Oprah Magazine

*Midwest Living Magazine

Top four cities are:

*Chicago

*St. Louis

*Milwaukee

*Indianapolis

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Top four states are:

- *Illinois
- *Michigan
- *Wisconsin
- *Missouri

Nearly 10,000 of the contacts in the leisure database have opted-in for email communications. Applying 64% conversion (national average results of 2011 Conversion Study to FY 12 leisure inquiries:

- 64% of 17,598 inquiries: 11,263 travel parties
- \$328 spending per party: \$3,694,264
- 47% will visit again within 3 years: 5294 travel parties

STRATEGIES

2012 Scarecrow Fest – SCCVB has contracted with Special Events Management for a second year. Changes in the 2012 partnership include:

- *Fox Valley sponsorships will be sold in-house to ensure the festival's loyal supporters receive the service each deserves.
- *SCCVB, rather than SEM, will be the fiscally responsible party
- *SEM has assigned its most tenured-project manager to coordinate this year's event
- *Consideration is being given to changes in the festival footprint for reasons of public safety and spreading the hand-made scarecrow display throughout the festival ground to enhance foot traffic throughout the community

The 2010 festival partnership with an event management company resulted in positive changes in the focus of the SCCVB staff, enabling the team to provide more time to year-round activities.

Target Audience for year-round leisure visitors: primarily women ages 35-54 years of age, with household incomes of \$75,000 – 100,000, located more than 50 miles away and no more than three hours drive from St. Charles.

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In 2011, the SCCVB dedicated a portion of its annual leisure marketing budget to the inaugural July Theater Festival - a three weekend in July event created to highlight the significant number of live theater, entertainment and arts venues in St. Charles. Prior to the conclusion of the 2011 Festival and, due to grant requirement, the SCCVB applied for and was granted a Marketing Partnership Grant from the Illinois Office of Tourism to support a repeat 2012 Theater Festival. Initiatives for the 2011 festival included: Print ads in theater specific magazines, creative and financial support for festival brochures, gathering and promotion hotels offering festival rates on specific landing page linked to festival site.

Though the 2011 festival had moderate success and plans are in place for a 2012 event, the SCCVB has chosen to direct those special Illinois dollars to a full summer of events, including the July Theater Festival. With approval from the IL grant manager, those dollars are now being directed at **Summer FESTIVE-Full Campaign, highlighting the Fine Arts Show, Memorial Day Theater offerings at Fox Valley Repertory, Raku Day at Fine Line Creative Arts Center, Pride of the Fox Riverfest, July 4th Celebration at Pottawatomie Park, Elburn Days, the Fox Valley Marathon and Scarecrow Fest.** A dedicated landing page has been created, print ads have been placed in theater-specific vehicles and Time Out Chicago, and a rack brochure touting all the events will be displayed in tourism welcome centers and kiosks throughout Illinois. A three minute video promoting the summer of events has been embedded in the stcharlescharm.com landing page and will be featured on YouTube and Facebook.

As of this writing, plans are in place to repeat Summer FESTIVE-Full Campaign in FY 2013. Additionally, a **similar campaign (working title: Season of Reasons to Visit St. Charles) is planned for November 2012-March 2013.** Part of the winter campaign may include a partnership being developed with Metra by ChicagoPlus Marketing Consortium, of which Greater St. Charles is a member. Specific advertising placements will not be confirmed until late summer 2012. Should the partnership between Metra and ChicagoPlus come to fruition, St. Charles hotels will be encouraged to partner on providing van transportation to and from Geneva for guests using Metra.

Greater St. Charles Visitors Guide, visitstcharles.com, self-serve visitors centers

For the second year running, the premier print publication used to promote the Greater St. Charles Area as a destination, a four-color, 56 page visitors guide, will bear the creative theme of *Faces and Places*. Financially supported by the St. Charles hotel community, the guide opens with four pages of editorial devoted to the long-standing brand of our area as a tourism destination. Woven throughout the pages of the guide are personal vignettes about those individuals who make

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St. Charles unique. Additionally, for the second year, the guide will include a removable **FACES*Card (For Absolutely Charming Entertainment Savings)**, replacing the traditional SCCVB print coupon book and thus print and postages costs - and enabling participating businesses to change their offers throughout the year, rather than having one offer with a 12 month shelf-life.

The Faces & Places theme is carried out in short video clips that air on two digital monitors installed in the two self-serve visitor info centers in the north and south lobbies of the 1st Street Parking Deck. These same videos are used to support the newly designed "Faces and Places" website (visitstcharles.com), to be unveiled May 2012.

Social Media Initiatives

Facebook: The SCCVB maintains three pages on this popular social media site: St. Charles, IL (4327 fans FY 12, 3505 fans FY 11, 2245 FY 10); Scarecrow Fest (1845 fans FY 12, 1110 fans FY 11, 588 FY 10); and Molly the St. Charles Pet Specialist - launched April 2011 with 30 fans, currently up to 74 fans.

Though multiple promotions were planned for FY 2012, time permitted the execution of only two: **BOGO for Jan-March weekends** and **Faces and Places on St. Charles's You Tube Channel**. Well-received by St. Charles hotel partners, the BOGO campaign will be repeated in Winter 2013 and equally-well received were the Faces and Places videos, which were cross promoted on several Facebook pages.

FY 2013 social media promotions may also include:

Charming St. Charles- Photo contest: entrants must live outside 30 miles of St. Charles and post a photo of a favorite place (restaurant, hotel, park...) they've visited in St. Charles. Winners will be selected monthly and given a \$20 St. Charles Chamber of Commerce gift card.

Fan of the Week: capitalizing on the rise of people using the "check in" feature on Facebook, fans will be encouraged to @St. Charles, Illinois when they check in at one of our hotels, dine in a restaurant, shop, attend theater, etc. Because these check-ins can be counted, it will be possible to name a Fan of the Week and winners' faces will be posted every subsequent Monday - and a Facebook album will be created using those photos.

Facebook & Twitter: Metra Initiative - depending upon support from St. Charles hotels that have local shuttles, both social media outlets will be used to encourage Chicagoans to use Metra to come to St. Charles on weekends. Restaurants, attractions, shops and hotels will be asked to provide gift certificates that will be used as incentives.

"Where in St. Charles is Sally Scarecrow?" Twitter promotion: During the festival, twice a day for 1 hour (Friday, Sat and Sun at Noon and 4pm), Twitter clues will be tweeted to lead

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visitors to a particular Scarecrow on display. The first 5 people to find the Scarecrow will receive a Scarecrow premium item or gift certificate.

Fox Valley Co-operative: This years-long partnership among the tourism promotion agencies of record in the Fox Valley (Aurora Area, Elgin Area & Greater St. Charles CVB's and Geneva Chamber of Commerce) enables the four entities to purchase significant buys (Madden newspaper inserts and a full page ad in the Illinois Travel Guide), financed by a matching grant from the Illinois Office of Tourism, providing exposure for each distinct destination under the umbrella of Chicagoland's Fox Valley.

SCCVB Marketing Committee: Initiated in the spring of 2012, this on-going committee, made up of volunteer representatives of St. Charles hotels, restaurants, attractions and retailers, will meet 3-4 times a year to provide input regarding the enhancement of existing or development of new marketing initiatives to support tourism in Greater St. Charles.

Evaluators: # of leisure tourism initiatives:

of unique visits to visitstcharles.com, scarecrowfest.com, stcharlescharm.com

of "bounceback" cards returned from '12 Visitor Guide

of individuals added to leisure dedicated St. Charles database

of individual who "opt-in" to dedicated email distribution list (4-6 eblasts sent annually)

of Facebook friends

IV. CONCLUSION

Though the over-all financial condition of the State of Illinois continues to be less-than-desired, funds from the Illinois Office of Tourism, as of this writing, do not seem to be as jeopardized as in recent past years. The preliminary budget for FY 2013 has been built on the same level of LTCB funding as received in FY 2012 and, due to the positive indications regarding the IL Marketing Partnership Grant program, application for the full amount (projects totaling \$200,000, with state match of \$100,000) will be submitted.

Tracking measures will continue to guide us in choosing successful vehicles and maintaining awareness of emerging tourism trends in order that new methods might be adopted. All initiatives outlined within this plan are designed to help the Bureau achieve specific goals which, ultimately, will contribute to the economic climate of the Greater St. Charles Area.

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The Bureau continues to foster its relationships with its sister organizations, the St. Charles Chamber of Commerce and the Downtown St. Charles Partnership. Sharing the common goal of economic health and maintaining three distinct missions to achieve same can only help to enrich the area which, in August 2011, was named Number One of the Top Ten Communities for Families by Family Circle Magazine.

The SCCVB staff, as well as its engaged Board of Directors, is dedicated to continued focus on its mission and is proud that, in March 2012, the Bureau was named "Best CVB in Illinois" (population under 40,000) by readers of Illinois Meetings and Events Magazine. Both awards speak to the strength of Greater St. Charles' *natural charms* and are indications that the initiatives waged by the SCCVB are on target.

SCCVB
FY 2011 and YTD 2012
ACCOMPLISHMENTS
(ROI Spreadsheet Attached)

Fiscal Year 2011 July 1-June 30, 2011

- * Generated 80 leads reflecting 19,443 potential room nights – 75% more than FY 10
- * Booked 735 rooms of NEW business
- * Serviced 77 meetings and events with 28,063 attendees
- * 220,742 marketing "touches" – up 66% from FY 10
- * Unveiled Faces & Places theme: Visitors Guide, digital monitor displays, FACES discount card
- * ROI of \$15.56 per total funding dollar (\$708,063 local & state funds)

FY 2012 - Year to Date July 1-March 31, 2012 (4th Quarter - April -June remaining)

- * Generated leads reflecting 16,541 potential room nights
- * Booked 895 rooms of NEW business
- * Conducted feeder city sales missions to Washington, DC, Minneapolis, Milwaukee and Madison
- * Hosted Fam Tour for seven Chicago-Area meeting planners
- * Purchased MMX Housing Bureau Software providing "one-stop" event and hotel registration for group clients – a service not offered by any other Chicagoland CVB!
- * Voted "Best CVB in Illinois" (populations 40,000 and under) by readers of IL Meetings & Events Magazine
- * Welcomed new Director Tim Foley, General Manager, Pheasant Run Resort
- * Initiated inter-hotel security alert system AND established SCCVB Marketing Committee
- * YTD ROI of \$15.56 per total funding dollar (\$733,680)
- * New Faces & Places-themed visitstcharles.com will be rolled out mid-May 2012

RETURN ON INVESTMENT SNAPSHOT!

Initiative	FY 2011	FY 2012*	NOT INCLUDED!
SCARECROW FEST ESTIMATED ATTENDEE SPENDING	\$5,173,086	\$4,765,824	52,800 (2010), 87,000 (2011) Fox Valley Attendees' Spending
ESTIMATED LEISURE VISITOR SPENDING	\$5,519,256	\$4,664,488	Potential visitors from webhits: 220,742 (FY11), 247,764 (FY12)
GROUP SALES	\$329,061	\$281,005	Serviced em nights: 11,102 (FY 11), 5131 (FY 12)
ESTIMATED SPENDING	\$11,021,403	\$9,711,317	
ROI from local funding: \$526,500	\$20.93 per local dollar	\$18.45 per local dollar	
Local & State Funding: FY 11 - \$708,063 FY 12 - \$733,680	\$15.56 per total funding dollar	\$13.24 per total funding dollar	

*4th Quarter (April 1-June 30, 2012) not included

Annual Meetings, Motorcoach, Sports Group Sales Results

Sales Department Greater St. Charles Convention & Visitors Bureau		FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012*
		7/1/05-6/30/06	7/1/06-6/30/07	7/1/07-6/30/08	7/1/08-6/30/09	7/1/09-6/30/10	7/1/10-6/30/2011	7/1/11-3/31/13 1st 3 Qtrs
TOTAL LEADS GENERATED								
Groups		42	68	91	85	68	80	47
Room Nights		9,246	16,547	26,344	18,968	11,130	19,443	16,541
Attendees		22,363	35,276	26,721	29,648	27,264	29,125	16,709
Potential Economic Impact in 1000's		\$3,950	\$10,279	\$11,229	\$9,418	\$4,363	\$7,893	\$5,983
Potential Economic Impact		\$3,950,414	\$10,279,416	\$11,228,646	\$9,418,037	\$4,363,093	\$7,893,271	\$5,983,947
TOTAL LEADS BOOKED								
Groups		15	21	62	45	37	35	15
Room Nights		754	4,485	1,945	470	2,337	735	895
Attendees		10,199	9,668	3,644	4,370	9,002	3,119	5950
Potential Economic Impact in 1000's		\$498	\$3,177	\$988	\$352	\$1,120	\$3,290	\$2,810
Potential Economic Impact		\$497,956	\$3,177,154	\$888,300	\$352,407	\$1,120,437	\$329,061	\$281,005
TOTAL CONVENTION SERVICES								
Groups	Data Not Available		32	59	79	103	77	37
Room Nights			4,543	9,916	29,506	25,756	11,102	5131
Attendees			10,601	41,663	183,584	40,761	28,063	9023

Annual Leisure Visitor Marketing Results

Marketing Initiatives Greater St. Charles Convention & Visitors Bureau	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012*
UNIQUE Web Visits	Data Not Available	Data Not Available	161,070	223,773	168,963	220,742	247,764
TOTAL Non-web Marketing Responses	27,279	20,515	21,012	62,408	109,403	65,031	118,434
800# Inquiries	4,900	5,059	5,152	4,955	5,265	4,088	1,766
Print Ad Reader Responses	20,369	13,623	13,754	13,405	26,573	22,204	20,455
Total 800 # & Reader Responses**	25,269	18,682	18,906	18,360	31,838	26,292	22,221
**64% Conversion of 800# & Reader Responses to Leisure Visitors	16,172	11,956	12,100	11,750	20,376	16,827	14,221
**Estimated Day Visitors	8,086	5,978	6,050	5,875	10,188	8,413	7110
**Estimated 1-2 Night Stays	5,498	4,065	4,114	3,995	6,928	5,721	4835
**Estimated 3-5 Night Stays	1,941	1,435	1,452	1,410	2,445	2,019	1,707
**Estimated 6-10 Night Stays	485	358	363	352	611	505	427
**Estimated 11 Nights	162	120	121	118	204	168	142
**Total Estimated Economic Impact Ranges	\$5,304,416-\$7,180,368	\$3,921,568-\$5,308,464	\$3,968,800-\$5,372,408	\$3,854,000-\$5,217,000	\$6,683,328-\$9,046,944	\$5,519,256-\$7,471,188	\$4,664,488-\$6,314,124

*FY 12 1st, 2nd, 3rd Quarters (7/1/11-3/31/12)

**Based on 2011 SCCVB-commissioned Conversion Study by Temple University's National Laboratory for Tourism eCommerce

SCARECROW FEST TRACKING RESULTS 2006-2011

Survey Components	2006	2007	2008	2009	2010	2011	2010-11 Comparison
Surveys Completed	164	305	222	208	755	1181	406+
Days of Survey	Sunday am only	Sat & Sun - pm only	Fri-Sat-Sun		Fri (21%), Sat (58%), Sun (23%)	Fri (11%), Sat (37%), Sun (53%)	1570+ / 22+ party size
Attendees Represented	408	1129	1184	861	2482/3.28 visitors per survey	4052/3.5 visitors per survey	2+
States Represented (Including IL)	11	9	9	13	14	16	-1
Countries Represented	1/USA	2/USA & England	USA	USA	USA, Bulgaria, Korea, UK	USA, Mexico, Turkey	6+
IL Communities Represented	79	77	78	108	136	142	4%
% Fox Valley Attendees	20%	42%	43%	27%	44%	49%	8%
#% First Time Attendees	65/39.8%	120/39.3%	92/41%	124/42%	272/36%	163/14%	8%
#% Repeat Visit Attendees	39/60.3%	185/60.6%	130/60.6%	174/58%	489/64%	647/56%	-8%
% Surveyed from Illinois	n/a	94%	94%	88%	96%	95%	-1%
% Surveyed from Illinois - First Timers	n/a	31%	38%	51%	32%	43%	11%
Top Three Sources for Repeat Visitors	WOM, F&F, Bus	WOM, F&F, Newspaper	WOM, Newspaper, Internet	WOM, F&F, Scarecrow Brochure	WOM, Internet, Family	WOM, Family, Internet	Family surpassed Internet
Room Nights Tracked	27	207	279	191	157	216	Media not in top 3
Day Trippers Tracked	325	1283	970	DNA	2431	2122	-309
Direct Spending of Surveyed Attendees	\$39,897	\$195,157	\$4,298,423	DNA	\$173,136	\$256,674	\$83,538+/48%
FY Attendees - based on est attendance %	12,000	25,200	43,000	16,200	52,800	87,000	34,200/65%
Day Trippers (from FY) based on est attend	47,735	34,049	55,042	43,285	66,666	62,244	-4422/ (7%)
Estimated Visitors Spending	\$3,628,557	\$2,676,935	\$4,298,423	\$3,313,890	\$5,173,086	\$4,765,824	-\$407,262
Weather			Extremely Hot	2 days rain/cold - Sun nice	3 days - perfect weather	3 days - perfect weather	

2011 SCARECROW FESTIVAL INTERCEPT SURVEY TRACKING INITIATIVES

Sites of surveys – SCCVB Gazebo

1st Street Plaza/Downtown Partnership Info Booth

Lincoln Park Visitor Info Booth

Walking Surveys

*1161 Surveys completed

*4052 attendees

*Average # of ppl per party: 3.5

*16 States (AR, AZ, CA, GA, IL, IN, IO, MD, MI, MN, NJ, NM, OH, TN, TX, WI), the District of Columbia, Mexico and Turkey identified

*591 surveys reflecting 2122 attendees (52%) from OUTSIDE the Fox Valley

*1930 (48%) attendees identified from FOX VALLEY

*1107 surveys completed from IL attendees

*142 IL communities identified

* 44% "First Timers"= 514 Surveys, 1638 attendees

Sources: 203 Word of Mouth

76 Family

40 Online

33 Newspaper/Magazine

28 Advertising

17 Drive by, Signs, Street Banners

10 TV/Radio

7 Post Cards

6 Bands

5 Facebook

4 Venue Referral

2 Tour Group

83 No Source Provided

Favorites: 112 Scarecrows

62 Food

48 Craft Show

31 St. Charles Ambience

28 Music

20 Carnival

15 Everything

12 Canine Corner

11 Kids Activities

8 Weather

6 Family Atmosphere

4 Munger Road

4 MYOSC

153 No Response Provided

*56% "Repeat Visits"= 647 Surveys, 2414 attendees

Sources: 124 Word of Mouth

106 Tradition

96 Repeat

85 Family

65 Magazine & Newspaper

38 Friends

22 Advertising

13 Online

9 Post Card

7 Signs

3 TV

3 Drive by

2 Facebook

1 Tour Group

1 Scarecrow Contest

72 No Source Provided

Favorites: 208 Scarecrows

104 Food

56 Carnival

52 Music

35 Craft Show

25 Kids Activities

18 Everything

10 Family Friendly

7 Canine Corner

3 Make Your Own SC

3 Shopping

3 Vendors

3 Weather

2 Fall Photo Booth

2 Petting Zoo

2 Pumpkins

1 Lunch at ZaZa's

1 Scarecrow Contest

112 No Response Provided

PAGE TWO

OVERNIGHTS

216 room nights – Tracked by hotels
x 3.5 ppl per room: 756 visitors x pp daily expenditure \$129*: \$97,524

(43 room nights - identified by surveys - may or may not have been included in hotel tracking)

DAY VISITORS (not including estimated 48% attendees from Fox Valley):

2122 x \$75 = \$159,150

DIRECT SPENDING OF SURVEYED GUESTS & HOTEL OVERNIGHTS -

\$ 97,524 Overnight Guests
159,150 DayVisitors (Fox Valley attendees NOT included)

\$256,674 TOTAL DIRECT SPENDING FROM SURVEYED ATTENDEES

ESTIMATED SPENDING BASED ON SURVEY INFO AND FESTIVAL ATTENDANCE OF 150,000 (per St. Charles Police Department)

150,000 estimated attendance
- 87,000 estimated Fox Valley attendees
- 756 identified overnight attendees
62,244 Day Trippers outside of the Fox Valley

62,244 estimated day tripper attendance @ \$75	= \$4,668,300
216 hotel room nights	<u>97,524</u>
	\$4,765,824

Estimated Impact of '11 Scarecrow Visitors Spending

Figure includes NO revenue generated by approximately 72,000 visitors who attended the festival from communities in the Fox Valley – including St. Charles, Geneva, Elgin, Aurora Batavia, etc.,

Tourism Statistics: Jan Kemmerling, Assistant Deputy Director, Illinois Office of Tourism:

For every \$1 spent by a visitor, the state receives 4.7 cents in tax revenues and the local community receives 2.4 cents returned in tax revenue. Every \$97,916 spent by visitors directly generates one job.

Based on estimated spending of \$4,765,824

State of Illinois received: \$223,993.72
City of St. Charles received: \$114,379.77 in tax revenue
49 jobs were generated

*\$129 per day leisure overnight visitor expenditure - D.K. Shifflet & Asso/2006 Visitor Profile

** \$75 per day tripper expenditure – Illinois Office of Tourism

City of St Charles
Hotel Tax Receipts Analysis
May, 2012

<u>Year Ended April 30</u>	<u>Hotel Tax Receipts</u>	<u>Change</u>	<u>Percentage Change</u>
2007	\$1,948,562	N/A	N/A
2008	\$2,047,977	\$99,415	5.10%
2009	\$1,737,237	(\$310,740)	-15.17%
2010	\$1,582,359	(\$154,878)	-8.92%
2011	\$1,612,461	\$30,102	1.90%
2012	\$1,840,586	** \$228,125	14.15%

** 2012 Amount Estimated based on March Forecast. \$1,686,794 received through March 31, 2012