



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution authorizing the Mayor to execute the agreement for FY13/14
Presenter:	Chris Minick

Please check appropriate box:

XX	Government Operations (06/03/2013)		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 funding request consistent at this level since 2009/2010. The amount requested is also consistent with the funding level reflected in the 2013/2014 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 History

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution authorizing the Mayor to execute the agreement for FY13/14.

For office use only:

Agenda Item Number: 6c

**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, 2013 for the period beginning May 1, 2013 and ending April 30, 2014. 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, 2014, 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, 2013.

- 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 June, 2013.

ST. CHARLES CONVENTION AND VISITORS BUREAU

CITY OF ST. CHARLES

By _____
President

Mayor

City of St Charles
Hotel Tax Receipts Analysis
May, 2013

<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	\$1,749,895	\$137,434	8.52%
2013 **	\$1,836,274	** \$86,379	4.94%

** 2013 Amount Estimated based on March Forecast. \$1,676,274 received through March 31, 2013



	FY 14 Budget	FY 13 YTD Actual	FY 13 Budget	FY 12 Budget	FY 12 Actual	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	438,750.00	526,500	526,500	526,500.00	526,500	526,500.00	526,500	526,500	526,500	526,500	526,500	526,500
4030-0 Interest Income	600.00	511.04	500	1,000	536.90	3,600	976.58	4,000	4,000	3,965	3,965	3,000	3,000
4040-0 Visitors Magazine Income	10,800.00	1,800.00	12,800	13,500	11,700.00	16,200	13,500.00	18,000	16,200	13,500.00	16,200.00	16,200.00	16,200.00
4050-0 Scarecrow Fast Income	219,750.00 *	208,428.12	211,350	32,000	207,165.00	181,600	183,606.05	198,000	182,185	149,250	172,872.85	170,000	170,000
4060-0 Other Misc. Income	0.00	2,357.72	0	1,000	1,051.14	2,200	1,488.02	6,500	11,335	13,500	9,054.65	13,500	17,056
4065-0 Local Coop Income	4,200.00	4,200.00	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	38,000.00	0.00	100,000	50,000	76,706.16	-	48,339.18	46,000	49,698	50,000	44,733.66	50,000	48,910
4075-0 Fox Valley Coop. MPP Income	0.00	0.00	-	21,182	1,182.40	-	0.00	0	0	0	0	0	0
4090-0 LTCB State Grant Income	220,000.00	163,624.50	158,580	158,580	158,580.00	136,807	136,807.00	170,144	170,144	185,056	185,055.92	189,960	189,960
4100-0 In-Kind and Trade	540.00	450.00	540	540	540.00	90,000	90,000	0	0	0	0	0	0
4150-0 Scarecrow In-Kind and Trade	0.00 *	0.00	58,552	-	0.00	-	22,900.00	0	0	0	0	0	0
Total Income	1,020,390.00	820,131.36	1,090,822	813,302	1,012,061.60	858,907	943,209.83	928,144	959,659	1,047,106	1,017,790.39	1,160,001	1,092,289
Estimated Expenses													
Total Administrative	604,516.83	438,259.25	558,308.36	542,737.00	546,583.05	453,482.00	487,543.75	538,791	517,380	597,241	533,152.02	575,818	577,271
Total Meetings & Conventions	27,000.00	45,144.38	51,600.00	40,800.00	38,906.45	48,311.00	43,940.77	31,790	40,489	75,353	67,683.25	76,905	70,031
Total Motorcoach	5,300.00	5,957.35	1,700.00	700.00	1,913.55	7,400.00	3,770.80	10,840	9,959	24,067	22,359.69	31,002	18,341
Total Leisure	51,900.00	52,065.96	107,200.00	108,200.00	114,513.27	50,070.00	79,016.67	43,400	61,157	56,000	93,753.88	201,379	215,426
Total Promotional	36,460.00	23,873.85	26,800.00	49,192.00	43,518.76	36,275.00	47,746.18	28,523	32,151	36,750	34,913.11	48,950	56,304
Total State	4,500.00	2,660.99	3,800.00	3,400.00	3,691.92	4,800.00	2,352.14	5,400	5,173	4,700	3,854.84	4,100	5,022
Total Scarecrow	232,303.16 *	220,797.80	270,002.00	32,000.00	180,539.97	171,758.00	178,413.17	106,115	197,937	153,050	145,330.52	120,725	148,004
Total Visitor Guide	76,000.00	16,125.00	76,000.00	70,000.00	72,957.24	76,000.00	75,096.83	67,000	72,325	86,095	67,915.00	82,400	85,704
Total Sports	6,600.00	13,113.95	8,720.00	1,000.00	2,926.75	10,600.00	5,973.97	16,295	10,292	8,850	31,002.61	500	2,256
Total Estimated Expense	1,044,600.09	817,818.23	1,104,180.35	848,029.00	1,005,640.96	858,907.00	923,656.28	929,144	946,903	1,047,106	1,000,013.82	1,141,779	1,180,358
Net Income	-24,210.09	2,313.15	-23,338	-34,727	6,421	0	19,353.55	0	12,756	0	17,776	18,222	-88,059

* 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 14 Marketing Plan HIGHLIGHTS

JACK RABBIT RESERVATION SEARCH ENGINE – Purchase of this system will enable the individuals who access our websites – both traditional and mobile sites – to find the best available rate at each of our hotels and make real time reservations immediately from our home pages. Advantages of Jack Rabbit:

- *System addresses the change in reservation trends from phone calls to online bookings
- *NO fee, per booking, from hotel back to Jack Rabbit – hotels keep 100% of generated revenue
- *Keeps 100% of the local hotel tax right here in St. Charles
- *Allows visitor to search property by amenity as well as rate

NEW SOCIAL MEDIA/DIGITAL ADVERTISING INITIATIVES

- *Four event-driven Facebook Campaigns
- * 4-8 week digital campaign will “follow” visitors who access our websites with the use of retargeting pixels that will result in banner ads appearing on relevant websites being browsed by visitors who’ve visited ours

REVENUE MANAGEMENT WEBINARS –

- *Year-long series of revenue management seminars produced by Hospitality Sales & Marketing Association International
- *Designed to keep us abreast of changing trends for implementation in our own initiatives
- *Our hotels are invited to participate, too!

FOX VALLEY CO OP ADVERTISING – NEW LOOK –

- *St. Charles, Aurora, Elgin and Geneva co-op on several regional advertisements each year – allowing us to garner a bigger bang for our bucks
- *New look will incorporate the common thread of the Fox River and, at the same time, highlight the unique visitor experiences of each destination

2013 SCARECROW FEST

- *Partnering with Ravenswood Event Management Company
- *Three entertainment zones, in addition to Lincoln Park Main Stage, will be placed strategically around footprint to even out foot traffic *Scarecrows will all be on the west side of the river
- * Vintage Market will be on the city’s east side and provide opportunity to promote St. Charles retailers offering similar merchandise
- *Very detailed maps of entire footprint are being created to aid set up, enhance the visitor experience and make certain our Scarecrows are provided the respect they deserve!



2014 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.

As the Greater St. Charles Convention & Visitors Bureau enters its 30th year as the local tourism voice, the nation’s hospitality industry is a major factor in its recovery from an economic

FY 2014 Greater St. Charles CVB Marketing Plan

decline that began in 2008. State tourism officials report that Illinois hotel tax receipts are up approximately 8.4% over last year, and locally, tax receipts – through March 2013 - are up \$17,200 over 2012.

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 2014 budget calls for tourism funding at the same level of 2013, and indications point to continued support of state officials for tourism (the state's second largest industry).

On an international level, the passage of the Tourism Promotion Act in 2010 laid the groundwork for development of Brand USA, the nation's first global marketing effort to promote the US as a travel destination. No U.S. taxpayer dollars are used to fund Brand USA; the organization is supported by contributions from the private-sector that are matched dollar for dollar by fees paid by international travelers to the US. The organization's first integrated consumer marketing campaign will launch this year in nine international markets: Australia, Brazil, Canada, China, Germany, India, Japan, Mexico and the United Kingdom. The timing of Brand USA's formation and its marketing message is fortuitous for Chicago and Illinois, which will host International Pow Wow, the premier international marketplace, in April 2014.

Overall Market Trends:

Nationally, 2012 was a strong year for hospitality:

- *Supply was up .5%
- *Demand was up 3%
- *Occupancy was up 2.5%
- *ADR was up 4.2%
- *RevPar was up 6.8%

January and February 2013 saw the highest amount of first quarter room revenue ever (\$16.6 billion), and for the first time since the 2008 slide, ADR growth was higher than occupancy. Most of the growth – approximately an increase of 42% - has been experienced in upper mid-scale properties. Still, according to Smith Travel, in comparison to 2007, ADR is still down by \$5 and less group rooms are being sold than five years ago and, unfortunately, the recovery in the Chicago market is five-ten percent lower than other areas of the country, such as the north east, southern Texas and portions of northern California.

Occupancy, on a national level, is expected to grow throughout the remainder of the year and, despite an anticipated small stall in ADR, rev par will continue to increase. Smith Travel predicts another small bounce in ADR in 2014 and that, by 2015, ADR should be back to 2007 levels.

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This trend, combined with the research that indicates 10-20% of all reservations are being made via mobile or tablet devices – and many of those within 38 hours of check in – and that 57% of business and 38% of leisure travelers are using either mobile devices or tablets to gather travel information indicate an opportunity to capture incremental revenue through marketing initiatives targeting mobile users, getting more information into their hands quickly and providing an easy access for making reservations.

The current growth in hospitality revenue is being driven by the leisure and transient business traveler and between 2012 and 2014, revenue generated by those markets is expected to triple.

Greater St. Charles Tourism Product – an evolving landscape:

Lodging changes:

Under the management of global giant Interstate Hotels and Resorts, **Pheasant Run Resort** which, this year, celebrates 50 years of bringing hospitality, entertainment and events to St. Charles and the Midwest, will see many enhancements, including:

- * Onsite partnership with Spa Vargas Wellness
- * New Bourbon Street retail outlets
- * Updated meeting rooms, including ergonomic chairs, modernized six foot tables that don't require coverings
- * Increased use of CMP (Complete Meeting – pricing – Packages)
- * Soft goods replacement – tower rooms
- * Enhanced audio visual platforms to provide a more interactive breakout environment

The owners of **Q Center** corporate training facility have retained the services of CBRE, a commercial real estate firm to help them determine if it is in their best interest to continue operating Q Center or if selling the complex makes sense. If Andersen makes the decision to sell, Q Center will more than likely continue to operate as a highly successful, stand-alone conference center focused primarily on the corporate group market.

As of August 2013, the select service St. Charles hotel carrying the flag of **Holiday Inn Express** will no longer do so. This change is based on a corporate decision by InterContinental Hotel Group (IHG) to remove from its franchise portfolio all properties with less than three stories, regardless of their physical condition or financial position. No decision has as yet been made as to whether the property will be reflagged with another national franchise or will become an independent, according to its owners, St. Charles' based Oakbrook Hotels Company.

Existing attraction changes:

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St. Charles' landmark, 900-seat **Arcada Theatre**, under the management of Onesti Entertainment, has become a primary attraction for Greater St. Charles, offering headliner entertainers rivaling those performing at boutique venues such as Chicago's House of Blues. In addition to its impact from visitors attending performances, the theater is, as of this writing, the site of performances being featured on five national television shows, enhancing exposure not only of the theater but the City of St. Charles and Illinois.

Construction of a new entrance and road leading to **Fine Line Creative Arts Center** is expected to be completed by June 2013, enhancing accessibility to the regional center, which was recently rezoned to enable the center to extend its hours and days of operation. The summer-long 2013 *Small Expressions*, a national, juried exhibit of fiber works, expects to draw more than 2000 attendees to the venue and will provide national exposure of the unique venue's availability and suitability for similar events.

New ownership at Wayne's **Lamplight Equestrian Center** should result in additional hotel room consumption at St. Charles hotels. Previous annual events, approximately eight held between May and September, brought more than 3000 room nights to the market. This year's calendar reflects an additional six events for the 2013 season.

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**, and the recent St. Charles mayoral election heightened awareness of the need to enhance and brand the development of **Downtown St. Charles** as a destination.

New/proposed venues:

The doors of **Baltria St. Charles**, a new classic and exotic car showroom, restoration center and museum located on the east side of St. Charles have opened, enabling residents and visitors alike to view an extensive collection of collectors' vehicles. Owned by St. Charles residents Darius, Ben and Vida Grigaliunas, the new attraction is modeled after a similar venue opened by the family in Lithuania five years ago. The interior of the St. Charles venue will include a visitor, family-friendly lounge to provide viewing into to service bays and onto the museum display floor. The 6.5 acres upon which the venue exists boast a significant amount of paved space and staging areas, providing appropriate amenities to lure classic car show promoters to choose St. Charles as a destination.

Swim City USA is a newly formed, not-for-profit organization with the goal of raising funds to build a new state-of-the-art indoor swimming pool complex in St Charles. The group has commissioned Isaac Sports Group of Ann Arbor, Michigan to complete a feasibility study, with results expected to be announced at a fundraising event scheduled for April 20 at the St. Charles

FY 2014 Greater St. Charles CVB Marketing Plan

Country Club. The SCCVB has provided overall tourism data to Isaac Sports Group for consideration in the study's completion and has facilitated an avenue of communication between the local organization and the Illinois Office of Tourism, as a model for the proposed facility is one located in Wisconsin and currently used for Illinois High School Association's annual swimming championships.

Events – established and new!

Annual events such as the St. Pat's Parade, Fine Arts Show, Riverfest, Sammy's/Dreyer Criterium, Fox Valley Marathon, Scarecrow Fest, and Holiday Light Parade and Homecoming are an essential component to the area's tourism product.

The **St. Charles Arts Council**, now two years old, continues to coordinate the pop-up galleries in available commercial spaces and, this September, is slated to produce a multi-day festival highlighting all the community's arts offerings. **Charlie's Center for the Arts** will encompass multiple venues and feature visual art galleries/studios, music, literature, dance, theatres (live and film) and as much arts programming as possible.

New this year will be the first annual **St. Charles Festival of the Horse and Drum** in August 2013, being coordinated by local equestrian enthusiasts. The event will include an American Indian Pow-Wow, horsemen of Spain, Portugal & Mexico, equestrian games and abilities expo, and film festival.

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.

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 2014, which runs from July 1, 2013 through June 30, 2014, 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: The two major group room night generators in the local market are Pheasant Run Resort (primarily association, sports and SMERFE, with some corporate business) and the Q Center (primarily corporate). The Hilton Garden Inn, with its adjoining Advanced Center for Training and adjacent DuPage Expo Center also is a significant player in the local market, crossing all markets. Hotel Baker, while a traditionally transient house, also books small groups; in particular, group VIP events of note, such as the multi-day meetings of NFL coaches and players in 2011. Group business is vital to the remaining local properties, which also provide overflow inventory required to capture large, multi-property and city-wide events.

The SCCVB Sales Department's goal is to maximize revenues for the St. Charles hotel community by prospecting for new pieces of group businesses and providing services to retain existing group business in the meeting and convention, sports, and motorcoach markets.

Leads generation & tracking: The SCCVB observes a policy of documenting as "won/definite" 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 service leads. The only exceptions to this policy are in the rare cases that:

- 1) A particular piece of business has 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
- 2) An SCCVB person can provide sufficient documentation to illustrate that significant time and effort were put into identifying and providing sales support to a client for a new piece of business who, in turn, contacts a St Charles hotel directly to close the piece of business.

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

At the conclusion of FY 13's third quarter, the number of leads generated by the SCCVB was up 1% (51 total) compared to FY 12 (47). Generated room nights (10,281) were down 39% compared to FY 12 (16541).

The number of leads turned definite in FY 13 (29) was up (15) 93% but FY 13 (752) definite room nights were (895) 16% lower than in the first three quarters of FY 12.

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

FY 2014 Greater St. Charles CVB Marketing Plan

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

	<u>M&C</u>	<u>Sports</u>	<u>T&T</u>	<u>YTD 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
'13	9,774	467	40	10,281	- 6,260

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
'13 Rms	432	290	30	752	-143

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
'13	4981	0	150	5,131	-3,104

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FY '13 Top Three Lead Sources:

1. Direct sales initiatives/Prospecting
2. ICCVB/Meet in Illinois Niche Sales Committee Activities
3. Phone Inquiry

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
'13 Lst	15,516	3,912	0	19,428	-2,403

Lost business breakdown & conversion rate:

The lost rooms outlined above were reflected in 28 total leads. Of those, 21 were meetings and conventions, five were in sports and two were motorcoach day trips. Reasons for lost business:

- 8 Competing Chicagoland destinations
- 3 Cancelled
- 3 Rate was too high
- 2 Duplicate leads from DuPage CVB
- 2 No availability
- 1 Not a good fit
- 1 Distance from airport
- 1 Sponsorship request/lack of ROI
- 5 Reason not identified

The SCCVB Sales Department currently holds an **overall conversion rate of 48%** for turning generated leads into won business. (548 historical total lead generation, 264 total historical definite leads.)

Convention Services:

Through third quarter in FY 13, the SCCVB provided services to:

76 groups reflecting 21,235 attendees slated to consume 10,152 room nights in St. Charles hotels - an increase from the **58 groups**, 12,468 attendees and 7,431 room nights serviced in FY 12.

It is in the area of services that the SCCVB distinguishes itself to clients who have chosen St. Charles and from sister CVB's, most of whom provide services only for pieces of business resulting from a lead produced by that Bureau.

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The SCCVB provides its complimentary services to **all** clients who reach out independently or who are referred by our local hotel partners, even if the piece of business has been the result of a lead generated by the DuPage CVB, which includes Pheasant Run Resort and the Hilton Garden Inn St. Charles among its partner accommodations. The SCCVB maintains a “hands-off” policy when it comes to our attention that the DCVB already has begun working a particular piece of business, to avoid confusion for the client and duplicating results when reporting to the Illinois Office of Tourism. However, each duplicate client is informed of our willingness to provide services to enhance their stay and encourage their repeat visit.

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 FY 13: 4634

295 QUALIFIED prospects were added to the SCCVB sales database in FY 13. In December 2012, an audit of our database was completed to purge clients who are no longer viable. Total number of clients in the SCCVB database is 3926.

YTD FY 13 ACHIEVEMENTS – GROUP SALES

Qualified 295 new sales contacts

Hired 2nd full time sales person to focus on M&C market

Increase total number of client contacts from 1600 to 4534/183%

Increased total number of generated leads from 47 to 51/+8.5%

Increased total number of definite leads from 15 to 29/+93%

FY '13 OBJECTIVES: - GROUP SALES

Armed with the knowledge that, despite the resurgence in overall hospitality revenues, group business is lagging, the sales team is faced with working harder and smarter. Data comparisons between YTD's FY 13 and FY 12 - number of leads generated and turned definite were increased, yet room nights reflected were lower – indicate that the SCCVB sales team was successful in finding more pieces of business, but those identified reflected smaller rooms totals.

Currently, the team consists of two full time and one part time professional, with markets assigned as follows: one full time manager focuses on association, MERFE and corporate markets, one full time manager on sports, hobbies and collectibles, and the part time manager on social and motorcoach markets. Though the overall sales process is the same, techniques for getting one's

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“foot in the door” are far different than in the past. Planners are answering neither prospecting phone calls nor broad stroke emails. The days of cold calls and “just stopping in to say hi” are gone. Once successful in breaking through the initial barrier by doing sufficient homework about the clients’ products and needs and being creative in using prospecting techniques, however, relationship and needs-based selling continues to succeed.

STRATEGIES

Market Trends Education

As a result of a suggestion and en pointe discussion at the January 2013 SCCVB Board of Directors Meeting regarding the benefit of the Bureau’s heightened awareness of market trends, the Bureau will be inviting partner hotels to attend monthly HSMIAI webinars, featuring input from nationally-recognized hospitality professionals. Additionally, Bureau staff will attend quarterly digital marketing webinars, also produced by HSMIAI.

Meetings Sales: Target Audience - convention & meeting planners

***Direct sales initiatives** by the SCCVB team will continue to be the primary activity by the SCCVB to prospect for new business and provide services required to maintain existing business. In particular, budget dollars have been allocated to:

1. Allow the SCCVB sales manager to spend more time in Springfield, attending Illinois Society of Association Executives events and making personal appointments with associations that are not members of ISAE
2. Permit her attendance at four Chicago MPI networking events

The SCCVB manager will invite St. Charles hotel sales managers to accompany her when appropriate and will keep the hotels informed of her activities, in the event the hotels would like support in reaching out to potential clients on their own “hit lists.”

***Tradeshow participation** for FY 14 will include:

1. Collinson Publishing’s Connect Marketplace – targets association market
2. Small Market Meetings – crosses market segments
3. RCMA Emerge – religious market

***Advertising:** The only print placements that will be made in FY 14 will be in the MPI Destination Guide, the creative for which will reflect the “More than a Pretty Place” theme introduced in FY 13.

***Direct mail/premailer:** Two pieces will be used this year.

1. “Glad we connected” self-mailer – new initiative. Piece will be created to allow the sales manager to customize a personal note to each client with whom she’s connected – via direct sales initiatives, personal appointments,

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and on the tradeshow floor. In regard to the latter, the sales manager mail the piece, along with her personal note, prior to leaving the tradeshow city – so that the planner will receive same upon return to his/her office.

2. **“FREE I-Pad Inside” premailer** – introduced several years ago, this piece is mailed prior to attendance at a booth tradeshow (this year, RCMA Emerge) to direct attendees to stop by the SCCVB Booth to sign up to win “the real deal.” The mailer itself includes a post-it pad bearing a graphic “I” that has been attached to a card client can complete with qualifying information and drop off at the booth to enter to win an Apple I-pad.

***Convention services** will continue to be a significant part of the SCCVB program of work. Complimentary services include, but are not limited to:

- *Customized itineraries
- *Lead Creation/Distribution
- *Marketing Support – including social media
- *Proposal coordination
- *Site Inspections
- *Spouse/recreational programs
- *Visitors guides & welcome bags
- *Housing Bureau Capabilities (fees may apply)

Clients also learn that when we learn that ours is not a “perfect fit,” we’ll help them find an Illinois destination that might be.

***Sales Activity Reporting:** The SCCVB will continue to maintain and report to local stakeholders as well as the Illinois Office of Tourism, on a quarterly and annual basis, explicit data regarding generated and definite leads, sales contacts made 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.

***Illinois Council of Convention & Visitors Bureaus:** the SCCVB will continue its membership in the Illinois Council of Convention & Visitors Bureaus and the SCCVB meetings sales manager will participate in **“Meet in Illinois”** meetings and sales initiatives throughout the year. Proposed activities for this year include several client events, sales blitzes and Illinois Aisle presence at several tradeshows.

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. As CEO liaison for Meet in Illinois, SCCVB Executive Director Amy Egolf acts as the group’s advisor and reports on its activities to the Illinois Council of Convention & Visitor Bureaus.

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

- Evaluators:**
- # of leads generated – m&c specific**
 - # of leads turned definite – m&c specific**
 - # of groups receiving convention services m&c specific**
 - # of successful client contacts (all markets)**
 - # of qualified contacts added to *Infotrak* sales database (all markets)**

Meetings & Convention GOALS - % of increases from anticipated year-end FY 2013 (based on average of 4th quarter results 2010-2012):

- * 42 generated leads - 10% increase in 38 anticipated # FY 13 generated leads
- *20 leads turned definite – based on current 48% conversion rate
- *90 m&c groups serviced – 10% increase in 113 anticipated # FY 13 groups
- *5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- *325 TOTAL qualified clients added to *Infotrak* sales database

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

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

In FY 13, the SCCVB was approached by two local groups interested in development of the St. Charles area as a destination for aquatics and for rowing. For the first, a new aquatics center is being proposed. For the second, the “venue” would be the Fox River. Continued interest exists in development of the Fox Valley as a destination for cross-country championships.

Techniques for selling and marketing a destination for sports events differ from the meetings market due to four specific reasons:

1. Appropriate venues are dependent upon the needs of the sport featured in each event
2. Hotel rooms are the very LAST concern of a sports rights holder but, traditionally, bring significant more rooms than other market segments

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3. Sports events are far more likely to ask for financial concessions. In regard to the latter, the SCCVB will consider offering financial incentives – or – seeking municipal support for same – for events that will impact multiple properties with rooms consumption.
4. The process includes the need for strong local partnerships and, therefore, is far more time-consuming than either meetings or motorcoach sales.

***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.

***Tradeshow participation:** Currently, the only show reflected in the FY 14 budget is **US Sports Congress** in December 2013. Entering its seventh year, this event attracts top level decision-makers from the world of amateur sport, senior level executives who represent sport governing bodies. Two other events which may be considered, should budget dollars allow and dependent upon successes in FY 13, are springtime 2014's NASC Symposium and Sports Illinois' Sports Huddle. nts rights holders from around the country.

Evaluators:

- # of leads generated – sports specific
- # of leads turned definite – sports specific
- # of groups receiving convention services – sports specific
- # of successful client contacts (all markets)
- # of qualified contacts added to *Infotrak* sales database (all markets)

Sports GOALS: % of increases from anticipated year-end FY 2013 (based on average of 4th quarter results 2010-2012):

- * 7 generated leads - 10% increase in 6 anticipated # FY 13 generated leads
- * 3 leads turned definite – based on current 48% conversion rate
- * 22 sports groups serviced – 10% increase in 113 anticipated # FY 13 groups
- *5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- *325 TOTAL qualified clients added to *Infotrak* sales database

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

***Tradeshow participation:** the SCCVB will attend Bank Travel in early spring of 2014 to encourage group travel buyers to consider Greater St. Charles as a destination.

***Direct marketing initiatives:** perhaps the greatest opportunity for motorcoach business stems from the annual Scarecrow Festival. In FY 13, the SCCVB team created and distributed direct mail piece in January to encourage tour operators and group leaders to begin to “sell” the October event. The message of this mailing highlighted that Scarecrow Fest was featured on the *Today Show* in September 2012 as one of the country’s top five fall festivals. As a result of that mailing, many operators and group leaders suggested that we send a similar mailing in October 2013, immediately following Scarecrow 2013.

***Tour Illinois:** the SCCVB sales manager will serve on this niche committee and will participate in regional familiarization tour being coordinated by the committee at a yet-to-be-determined date. The marketing manager/fest liaison will maintain data on tourillinois.com – the state supported website for the tour and travel market.

Evaluators:

- # of leads generated – motorcoach specific
- # of leads turned definite – motorcoach specific
- # of groups receiving convention services – motorcoach specific
- # of successful client contacts (all markets)
- # of qualified contacts added to *Infotrak* sales database (all markets)

Tour & Travel Goals - % of increases from anticipated year-end FY 2013 (based on average of 4th quarter results 2010-2012):

- * 29 generated leads - 10% increase in 26 anticipated # FY 13 generated leads
- * 14 leads turned definite – based on current 48% conversion rate
- * 22 Motorcoach groups serviced – 10% increase in 20 anticipated # FY 13 groups
- * 5483 TOTAL client contacts – 10% increase in 5483 anticipated # FY 13 contacts
- * 325 TOTAL qualified clients added to *Infotrak* sales database

All three group sales markets:

***Quarterly e-newsletter:** The sales staff will provide input to support the creation by the marketing manager of a quarterly e-newsletter to qualified tour and travel, meeting and convention, and sports clients in the St. Charles sales database. The newsletter will be filled with interesting and unique facts about Greater St. Charles as a group destination.

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

Leisure Response Tracking/ Inquiry Database: A comparison of year-to-date tourism inquiries through third quarter in FY 2013 vs FY 2012 finds that phone calls and email inquiries to the Bureau have decreased. Unique web visits, however, continue to climb: FY 13's 298,321 vs FY 12's 247,764. To date, reader response to print advertising has showed a year-to-date 16% decrease but, at a total of more than 17,000 requests for information, is still a viable mechanism to generate response as well as to encourage a visitor to access our websites.

The SCCVB launched mobile websites for both visitstcharles.com and scarecrowfest.com in 2013, and, new for 2014, will be tracking broken down by desk top computer, tablet and mobile users. Current unique visit user tracking indicates (July 1-March 31):

FY 13	visitstcharles.com	FY 12	visitstcharles.com
Computers	72%		80%
Mobiles	18%		17%
Tablets	10%		3%
	scarecrowfest.com		scarecrowfest.com
Computers	78%		79%
Mobiles	21%		20%
Tablets	1%		1%

Scarecrow Fest Overview

The 27th annual **Scarecrow Fest**, held on the traditional Columbus Day Weekend in October 2012, drew attendance of 90,000, down 60,000 from 2011's record of 150,000. The decrease in attendance is being attributed to rainy cold weather on Thursday and Friday, clear but cold and windy weather on Saturday and Sunday.

On site attendee surveys continue to provide the Bureau with solid statistics regarding the festival's impact on the local economy. Results from 396 completed surveys indicated:

- *Average party of 3.6 people
- *Attendees identified from 18 states, 90 Illinois communities
- *60% of those surveyed were from OUTSIDE the Fox Valley
- *32% were first timers to the festival
- *300 overnight guest rooms - up 39% from 2011

Scarecrow Fest 2012 marked the first year in its 27 year history that the famous Scarecrow Display was not totally contained in Lincoln Park. Several categories were moved to 1st Street and

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the Riverwalk due to safety concerns stemming from overcrowding in Lincoln Park. This change was met with mixed reviews and will be reconsidered for the 2013 Fest.

Inquiry Leisure-specific database:

17,781 contact names and addresses have been added to the SCCVB database in the first three quarters of FY 13, a 25% increase to the FY 12 database total of 70,255 contacts.

Top four sources for contacts were:

- *Madden Preprint Newspaper Inserts
- *Oprah Magazine
- *Midwest Living Magazine
- *Parade Magazine

Top four cities were:

- *Chicago
- *Indianapolis
- *St. Louis
- *Grand Rapids

Top four states were:

- *Illinois
- *Michigan
- *Indiana
- *Wisconsin

More than 14,000 contacts in the leisure database have opted-in for email communications.

Applying 64% conversion (SCCVB conversion as concluded in 2011 Temple University Tourism Conversion Study) of FY 13 leisure inquiries:

- 64% of 27,557 inquiries = 17,636 travel parties
- \$328 spending per party: \$5,784,608 potential direct spending
- 47% will visit again within 3 years: 8289 travel parties

While the traditional target audience for year-round leisure visitors is primarily women ages 35-54 years of age, with household incomes of \$75,000 – 100,000, the Bureau is hoping new plans for Scarecrow Fest and increased social media initiatives to attract younger, upscale visitors as well – all of whom are located in the City of Chicago and communities more than 50 miles away and no more than three hours drive from St. Charles.

STRATEGIES

Leisure/Transient Business Travelers: The fact that revenue generated by leisure and business transient is leading the hospitality industry's financial recovery as well as data regarding how those visitors are gathering travel information and making reservations has resulted in the SCCVB's decision to purchase **Jack Rabbit Book Direct**, a lodging search engine, that will enable visitors to the home page of both websites and first screen of both mobile sites to enter their travel dates and

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search for St. Charles hotels that have availability. Connected directly to each of our hotels' systems, reservations are "real time" and visitors can sort their search by name and price, categories and amenities and preview property locations on a local area map. Best of all:

1. Our hotels will NOT have to pay a booking fee, as they do with traditional booking sites such as hotels.com, priceline, etc.
2. All of the hotel tax will be captured at the property level and kept here in St. Charles and in Illinois.

2013 Scarecrow Fest SCCVB has contracted with Ravenswood Events, a Chicago-based event management company that specializes in boutique community festivals. Changes for the 2013 festival include:

*Three mini-entertainment zones with staggered schedules being placed throughout the footprint to enhance foot traffic flow

*The hand-crafted scarecrows that comprise the "vote for your favorite" contest will be located on the west side of the river – with the majority of the categories displayed in Lincoln Park

*Sponsors wishing to have a scarecrow professionally designed will have a designer to create one to their specifications

*An area of vintage vendors – clothing, jewelry, etc – will be located on the city's east side – and St. Charles merchants offering similar merchandise will have the opportunity to promote their own businesses in this area.

*Lincoln Park Main Stage Entertainment will conclude at 7 pm on Friday and Saturday nights, and visitors will be encouraged to enjoy headliner entertainment at the Arcada Theatre and River Rockhouse. Downtown restaurants and pubs will be encouraged to offer entertainment and special cuisine – all of which will be promoted with signage at the Lincoln Park Gazebo.

*The Lincoln Park Scarecrow Display will be lighted after dark, with ambient music for background for visitors wishing to stroll in the area.

*SCCVB will be the fiscally responsible party

Seasonal campaigns and year-round initiatives:

Summer Festive-Full & Wander-Full Getaways – includes rack cards, social media, e-marketing and a dedicated landing page (www.stcharlescharm.com) are designed to lure visitors to visit Greater St. Charles by highlighting the **significant entertainment, events and festivals** held within its borders.

Due to the traditional lull in hotel occupancy January-March, the greater portion of leisure advertising dollars are directed toward first quarter – and will include placements in Midwest Living, AAA and or Oprah Magazine, depending upon the editorial calendars and rates offered by each.

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ChicagoPlus opportunities: this marketing consortium of Chicagoland convention & visitors bureaus permits all to leverage buying power to enhance exposure for each. FY 2013 brought several new opportunities: a cabin fever ad in Chicago Magazine, a placement in Choose Chicago's summer visitor guide, being polywrapped with issues of Detroit and Indianapolis magazines, and a cooperative opportunity with Spirit/Southwest Airlines in-flight magazine. As of this writing, FY 2014 initiatives have not yet been planned, but a line item appears on the FY 14 budget to allow for SCCVB participation.

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. In addition to those traditional, beneficial placements, our cooperative website - www.foxvalleyillinois.com – will be redesigned.

Greater St. Charles Visitors Guide, [visitstcharles.com](http://www.visitstcharles.com), self-serve visitors centers

2014 marks the fourth year that the SCCVB's premier print publication, a four-color, 56 page visitors guide promoting all of the tourism product within its boundaries, will bear the creative theme of *Faces and Places*. Financially supported by the St. Charles hotel community, this year's guide will point readers to St. Charles' unique history posted on www.visitstcharles.com but will use its editorial pages to pique visitor interest by telling the stories of a few of today's tourism stakeholders. Once again, the guide will include a removable **FACES*Card (For Absolutely Charming Entertainment Savings)**, allowing visitors to enjoy value-added discounts at participating businesses.

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 and on the "Faces and Places" website (visitstcharles.com).

Digital Media Initiatives: new for 2014, the SCCVB Marketing Manager will create four **FACEBOOK** advertising campaigns, generating targeted messages to our ideal demographics and will include promotional posts, sponsored stories and new "like" based campaigns. Goal of this initiative is to increase our fan base and increase awareness of specific events, if possible, at each of St. Charles' four performance venues: Arcada and Steel Beam Theatres, Fox Valley Repertory, and the Norris Cultural Arts Center.

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Additionally, the SCCVB will wage a retargeting, 4-8 week campaign with support from Madden Digital Media, who will provide a retargeting pixel to place on visitsstcharles.com to help prospect for visitors who have already expressed interest in Greater St. Charles as well as new visitors. Relevant websites are monitored (based on the demo-geo-targets) to deliver one of three customized banner ads created with a call to action such as “Click here to order a Visitors Guide” or “FACES Card” and are tracked and maintained.

Social Media Repeat Initiatives:

Facebook: The SCCVB will continue to maintain two pages on this popular social media site: St. Charles, IL (4769 fans FY 13, 4327 fans FY 12, 3505 fans FY 11, 2245 FY 10)

Scarecrow Fest (2371 fans FY 13, 1845 fans FY 12, 1110 fans FY 11, 588 FY 10)

Weekly “fun facts” are designed to encourage participation by Facebook fans and visitors, rather than residents of, Greater St. Charles.

Twitter: this medium is one that will be utilized more heavily than in previous years, as the forum provides great exposure of our destination to travel writers and publications.

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, meets 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. Input from these marketing professionals to date has resulted in:

*Moving the FACES card to the inside front cover of the visitors guide and placing a “Faces” icon next to each listing in the book of a participating business

*The refreshed look of “More than a Pretty Place” tradeshow pop-up booth and screens

*An updated map with an inset featuring downtown St. Charles locations for inclusion in the visitors guide and distribution at hotel front desks for visitors needing directional guidance.

Evaluators: # of leisure tourism initiatives:

of unique visits to visitsstcharles.com, scarecrowfest.com,

stcharlescharm.com

of “bounceback” cards returned from '13 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. RETURN ON INVESTMENT (ROI) CALCULATIONS/RESULTS

As a not-for-profit organization dependent upon public funds (local and state hotel tax revenues) for its existence, the SCCVB is committed to targeting every budget dollar wisely and tracking effectiveness of expenditures as transparently and as thoroughly as is possible. As a destination sales and marketing organization whose activities impact hundred of tourism-related businesses and events within its service area, ascribing a true return-on-investment is next to impossible. The SCCVB does track annual return-on-investment based on three parameters:

***Estimated revenue resulting from definite group room nights**

\$262 per room night for M&C
\$450 per room night for amateur sports/\$512 for professional sports ie PGA
\$366 per room night for motorcoach
Multipliers also used by Elgin and Aurora Area CVB's

***Conversion from reader response, phone calls, email inquiries**

64%, based on 2011 Temple University Tourism Conversion Study
Recommend conversion study be completed every five years

***Scarecrow Fest estimated visitor spending**, based on intercept surveys and hotel-confirmed overnights, NOT including Fox Valley attendees

\$129 per room night for overnight stays
\$75 per day visitor
2006 Multipliers supplied by D.K. Shifflet and Illinois Office of Tourism

Not included in ROI calculations is estimated revenue from marketing exposures, conversion of websites unique visits, nor repeat business/convention servicing activities.

FISCAL YEAR 2012 Return on Investment

\$740,121 – State & Local Hotel Tax Received by Bureau
\$ 301,104 – 926 new, definite group room nights
\$ 7,262,248 – Leisure visitor conversion
\$ 4,765,824 – Scarecrow 2011
\$12,329,175 Total Tracked Estimated Spending
Divided by \$740,121 Bureau Revenue = **\$16.66 ROI**

FISCAL YEAR 2011 Return on Investment

\$708,063 - State & Local Hotel Tax Received by Bureau
\$ 329,061 – 735 new, definite group room nights
\$ 5,955,168 – Leisure visitor conversion
\$ 5,173,086 – Scarecrow 2010
\$11,457,315 Total Tracked Estimated Spending
Divided by \$708,063 Bureau revenue = **\$16.18 ROI**

FISCAL YEAR 2010 Return on Investment

\$742,644 - State & Local Hotel Tax Received by Bureau
\$1,120,437 – 2337 new, definite group room nights
\$7,068,400 – Leisure conversion
\$3,313,890 Scarecrow Festival
\$11,502,727 Total Tracked Estimated Spending
Divided by \$742,644 Bureau revenue = **\$15.41 ROI**

V. CONCLUSION

Though the over-all financial condition of the State of Illinois continues to be less-than-desired, the SCCVB received an increase of nearly \$60,000 in LTCB funds in FY 13 compared with FY 12. Due to the positive trend in hotel revenue, we anticipate the possibility for a small increase again in 2014.

Tracking measures 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.

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. The SCCVB staff, as well as its engaged Board of Directors, is dedicated to continued focus on its mission to enhance the area's economic health through promotion of its unique, *naturally charming* tourism product.

SCCVB
FY 2012 and YTD 2013
ACCOMPLISHMENTS
(ROI Spreadsheet Attached)

Fiscal Year 2012 July 1-June 30, 2012

- * Generated 63 leads reflecting 21,348 potential room nights – 10% more than FY 11
- * Booked 926 rooms of NEW business – 26% more than FY 11
- * Serviced 119 meetings, with 30,571 attendees – 55% more events than FY 11
- * Sent visitor information to 34,595 potential visitors who've contacted us as a result of our advertising
- * 486,518 marketing "touches" – up 70% from FY 11
- * Hosted Fam Tour for seven Chicago-Area meeting planners
- * Purchased MMX Housing Bureau Software providing "one-stop" event and hotel registration for group clients
- * Voted "Best CVB in Illinois" (populations 40,000 and under) by readers of IL Meetings & Events Magazine
- * ROI of \$16.66 per total funding dollar (\$740,121 local & state hotel tax funds)

FY 2013 - Year to Date July 1-March 31, 2013 (4th Quarter - April -June remaining)

- * Scarecrow Fest feature on NBC's **TODAY SHOW!**
- * Generated 51 leads reflecting 10,281 potential room nights
- * Booked 752 rooms of NEW business
- * Serviced 76 meetings, with 21,235 attendees
- * Sent visitor information to 19,715 potential visitors who've contacted us as a result of our advertising
- * Launched mobile sites for visitstcharles.com & scarecrowfest.com
- * 419,373 Marketing "touches"
- * Provided two-day site inspection for tour operators from Missouri and the group ales representative with the Illinois Office of Tourism
- * WILL be featured (before June 30) on Peoria TV station as a summer getaway destination
- * YTD ROI of \$11.60 per total funding dollar (\$744,666 local & state hotel tax funds)

Annual Leisure Visitor Results
2006-2013

Greater St. Charles CVB Leisure Marketing Initiatives	FY 2006 7/1/05-6/30/06	FY 2007 7/1/06- 6/30/07	FY 2008 7/1/07-6/30/08	FY 2009 7/01/08- 6/30/09	FY 2010 7/01/09- 6/30/10	FY 2011 7/01/10- 6/30/11	FY 2012 7/01/11- 6/30/12	FY 2013* 7/1/12- 3/31/13
UNIQUE Web Visits	Data Not Available	Data Not Available	161,070	223,773	133,092	220,742	355,184	298,321
TOTAL Non-web Marketing Responses	27,279	20,515	21,012	62,408	109,403	65,031	131,228	121,052
800# Inquiries	4,900	5,059	5,152	4,955	5,148	4,088	3,570	1990
Email Inquiries	2010	1833	2106	2418	1,951	2,077	1,671	578
Print Ad Reader Responses	20,369	13,623	13,754	13,405	26,573	22,204	29,354	17,147
Total 800 # & Reader Responses**	27,279	20,515	21,012	20,778	33,672	28,369	34,595	19,715
**64% Conversion of 800#, Email & Reader Responses to Leisure Visitors	17,459	13,130	13,448	13,298	21,550	18,156	22,141	12,618
**Estimated Day Visitors	8,730	6,565	6,724	6,649	10,775	9,078	11,071	6,309
**Estimated 1-2 Night Stays	5,936	4,464	4,572	4,521	7,327	6,173	7,528	4,290
**Estimated 3-5 Night Stays	2095	1576	1614	1596	2586	2179	2,657	1514
**Estimated 6-10 Night Stays	524	394	403	399	647	545	664	379
**Estimated 11 Nights	174	131	135	133	215	181	221	126
**Total Estimated Economic Impact Range	\$5,726,552-7,751,796	\$4,306,640-5,829,720	\$4,410,944-5,970,912	\$4,361,744-5,904,312	\$7,068,400-9,568,200	\$5,955,168-824,064	\$7,262,248-9,830,604	\$4,138,704-5,602,392

FY 13 reflects 1st three quarters ONLY - 7/1/11-3/31/13

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

May 22, 2013

Annual Meetings, Motorcoach, Sports Group Sales Results

GROUP SALES & SERVICES	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013*
Greater St. Charles Convention & Visitors Bureau	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	7/1/11-6/30/12	7/1/12-3/31/13
TOTAL LEADS GENERATED								
Groups	42	68	91	85	68	80	63	51
Room Nights	9,246	16,547	26,344	18,968	11,130	19,443	21,348	10,281
Attendees	22,363	35,276	26,721	29,648	27,264	29,125	21,288	18,509
Potential Economic Impact in 1000's	\$3,950	\$10,279	\$11,229	\$9,418	\$4,363	\$7,893	\$7,889	\$4,207
Potential Economic Impact	\$3,950,414	\$10,279,416	\$11,228,646	\$9,418,037	\$4,363,093	\$7,893,271	\$7,889,218	\$4,207,484
TOTAL LEADS BOOKED								
Groups	15	21	62	45	37	35	20	29
Room Nights	754	4,485	1,945	470	2,337	735	926	752
Attendees	10,199	9,668	3,644	4,370	9,002	3,119	6213	8145
Potential Economic Impact in 1000's	\$498	\$3,177	\$888	\$352	\$1,120	\$3,290	\$3,001	\$3,915
Potential Economic Impact	\$497,956	\$3,177,154	\$888,300	\$352,407	\$1,120,437	\$329,061	\$301,104	\$391,541
TOTAL CONVENTION SERVICES								
Groups	Data Not Available	32	59	79	103	77	119	76
Room Nights		4,543	9,916	29,506	25,756	11,102	20,954	10,752
Attendees		10,601	41,663	183,584	40,761	28,063	30,571	21,235

FY 2013 reflects only the first three quarters of the year - July 1, 2012-March 31, 2013

RETURN ON INVESTMENT SNAPSHOT	FY 2010	FY 2011	FY 2012	FY 2013* 7/1/12-3/31/13
SCARECROW FEST ESTIMATED NON- FOX VALLEY ATTENDEE SPENDING	\$3,313,890	\$5,173,086	\$4,765,824	\$4,106,322
ESTIMATED LEISURE VISITOR SPENDING	\$7,068,400	\$5,955,168	\$7,262,248	\$4,138,704
GROUP SALES	\$1,120,437	\$329,061	\$301,104	\$391,541
ESTIMATED SPENDING TOTAL	\$11,502,727	\$11,457,315	\$12,329,176	\$8,636,567
ROI from local hotel funding: \$526,500	\$21.85 per local hotel tax \$	21.76 per local hotel tax \$	\$23.42 per local hotel tax \$	YTD \$16.40 per local hotel tax \$
Local & State Funding: FY 10 - \$742,644; FY 11 - \$708,063; FY 12 - \$740,121; FY 13 \$744,666	\$15.41 per state & local hotel tax \$	\$16.18 per state & local hotel tax \$	\$16.66 per state & local hotel tax \$	YTD \$11.60 per state & local hotel tax \$

INITIATIVES NOT INCLUDED IN ROI or TRACKABLE	FY 2010	FY 2011	FY 2012	FY 2013* 7/1/12-3/31/13
Fox Valley Scarecrow Fest Attendees	52,800	87,000	36,000	
Groups/Attendees Serviced	103 groups/25,756	77 groups/11,102 attendees	119 groups/20,954 attendees	76 groups/10,752 attendees
Conversion of unique website visits	133,092 unique visits	220,742 unique visits	355,184 unique visits	298,321 unique visits
Media exposure - magazine & newspaper editorial, tv & radio mentions	Will be tracked FY 14	Will be tracked FY 14	Will be tracked FY 14	Will be tracked FY 14
Visitors who shopped in stores, dined in restaurants, enjoyed our attractions after reading about them in Faces & Places visitors guide	Untrackable	Untrackable	Untrackable	Untrackable
Business generated by planners who learned about St. Charles from our sales managers and decided to book directly with one of our hotels or venues	Untrackable	Untrackable	Untrackable	Untrackable
Business generated by planners whose events were serviced by the Bureau who decided to rebook for another year Event attendees who decided to stay an extra day OR come back to St. Charles for a leisure getaway	Untrackable	Untrackable	Untrackable	Untrackable

2012 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

*396 Surveys completed

*1438 attendees

*Average # of ppl per party: 3.6

*18 States : CA, CO, FL, III, IA, IL, IN, KY, LA, MI, MO, NY, OH, PA, TX, WI, WV, WY

*6 Countries/Continents: Canada, Columbia, Germany, South Africa, UK, USA

*217 surveys reflecting 765 attendees (60%) from OUTSIDE the Fox Valley

*673 (40%) attendees identified from FOX VALLEY

*352 surveys completed from 1275 IL attendees

*90 IL communities identified

*St. Charles PD weekend attendee estimate: 90,000

**“First Timers”= 127 Surveys, 449 attendees

Sources: 65	Word of Mouth	Favorites: 33 Scarecrows
16	Online	16 Ambience
15	Family	12 Craft Show
9	Newspaper	9 Entertainment
6	Advertising	9 Food
4	Radio	8 Carnival
4	Drive by, signs, banners	7 Everything
3	Today Show	6 Canine Corner
3	Facebook	5 Bungee/Inflatibles
2	Bureau cards/eblasts	4 Kids Activities
		3 MYOS
		3 Petting zoo/pony rides
		1 Photo booth
		8 No response provided

**“Repeat Visits”= 269 Surveys, 989 attendees

Sources: 125 Repeat	Favorites: 113 Scarecrows*
56 Word of Mouth	32 Craft Show
50 Tradition	30 Ambience
9 Family	20 Food
8 Magazine & Newspaper	16 Carnival
4 Today Show	10 Entertainment
4 Online	7 Canine Corner
4 Drive by, signs, street banners	5 Everything
4 Bureau post card & eblasts	3 MYOS
2 Radio	2 Alcohol-free
2 Advertising	3 Bungee/Inflatibles
1 Facebook	2 Petting Zoo
	1 Kid-friendly atmosphere
	1 Not happy
	1 Shopping
	1 Spreadout Scarecrows
	22 No response

*One survey included a general statement that numerous attendees commented that scarecrows were too spread out

PAGE TWO

OVERNIGHTS

300 room nights – Tracked by hotels, MMX software, Intercept surveys
Hotels identified: Best Western, Country Inn & Suites, Courtyard, Fairfield, Hilton, Holiday Inn, Hotel Baker, Pheasant Run Resort, Super 8

295 x 3.6 ppl per room: 1062 PLUS 5 rooms x 2 ppl per room: 10 visitors

1072 visitors x daily expenditure \$129*: **\$138,288 Overnight attendee spending**

SURVEYED DAY VISITORS (not including estimated 40% attendees from Fox Valley):

765 x \$75 = **\$57,375 Surveyed day visitor spending**

DIRECT SPENDING OF SURVEYED GUESTS & HOTEL OVERNIGHTS -

\$ 138,288 Overnight Guests
57,375 DayVisitors (Fox Valley attendees NOT included)

\$195,663 TOTAL DIRECT SPENDING FROM SURVEYED ATTENDEES

ESTIMATED SPENDING BASED ON SURVEY INFO AND FESTIVAL ATTENDANCE OF 90,000 (per St. Charles Police Department)

90,000 estimated attendance
- 36,000 estimated Fox Valley attendees
- 1,043 identified overnight attendees
52,957 Day Trippers outside of the Fox Valley

52,957 estimated day tripper attendance @ \$75 = \$3,971,775
300 hotel room nights 134,547
\$4,106,322

Estimated Impact of '12 Scarecrow Visitors Spending

Figure includes NO revenue generated by approximately 36,000 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 \$4,106,322

State of Illinois received: \$192,977.13
City of St. Charles received: \$98,551.73 in tax revenue
42 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

Survey Components	2006	2007	2008	2009	2010	2011	2012	2011-2012 Comparison
Surveys Completed	164	305	222	288	755	1161	386	(765) - 66%
Days of Survey	Sunday am only	Sat & Sun - pm only	Fri-Sat-Sun		Fri (21%), Sat (56%), Sun (23%)	Fri (11%), Sat (37%), Sun (53%)	Fri - Sat - Sun	% n/a
Attendees Represented	408	1129	1154	861	2432/3.28 visitors per survey	4052/3.5 visitors per survey	1432/3.6 per survey	(2614) - 65%
States Represented (including IL)	11	9	9	13	14	16	18	2 - 13%
Countries Represented	1/USA	2/USA & England	USA	USA	USA, Bulgaria, Korea, UK	USA, Mexico, Turkey	6	USA, Canada, Columbia, Germany, South Africa, UK
IL Communities Represented	79	77	78	108	136	142	90	(52) - 37%
% Fox Valley Attendees	20%	42%	43%	27%	44%	48%	40%	-9%
#% First Time Attendees	65/39.6%	120/39.3%	92/41%	124/42%	272/36%	1638/44%	449/31%	-13%
#% Repeat Visit Attendees	99/60.3%	185/60.6%	130/60.6%	174/58%	483/64%	647/55%	989/69%	13%
% Surveyed from Illinois	n/a	94%	94%	88%	96%	95%	89%	6%
% Surveyed from Illinois - First Timers	n/a	31%	38%	51%	32%	43%	28%	15%
Top Three Sources for First Timers	WOM, F&F, Bus	WOM, F&F, Newspaper	WOM, Newspaper, Internet	WOM, F&F, Scarecrow Brochure	WOM, Internet, Family	WOM, Family, Internet	WOM, Internet, Family	Internet came in 2nd over family
Top Three Sources for Repeat Visitors	WOM, News, F&F	"Tradition", F&F, News	WOM, Tradition, Newspaper	Tradition, WOM, Internet	Tradition, WOM, Newspaper	WOM, Tradition, Repeat	Repeat, WOM, Tradition	Tradition came in 3rd
Room Nights Tracked	27	207	279	191	157	216	300	94 - 39%
Day Trippers Tracked	325	1283	970	DNA	2431	2122	1072	(1050) - 49%
Direct Spending of Surveyed Attendees	\$39,997	\$195,157	\$195,157	DNA	\$173,136	\$256,674	\$195,663	(\$61,011) - 24%
FV Attendees - based on est. att/d/srvy %	12,000	25,200	43,000	16,200	52,800	87,000	36,000	(51,000) - 59%
Day Trippers (non FV) based on est. att/d	47,735	34,049	55,042	43,265	66,666	62,244	52,957	(9,287) - 15%
Estimated Visitors Spending	\$3,628,557	\$2,676,835	\$4,258,423	\$3,313,890	\$5,173,086	\$4,765,824	\$4,106,322	(\$659,502) - 14%
Weather			Extremely Hot	2 days rain/cold - Sun, nics	3 days - perfect weather	3 days -perfect weather	Thurs Rain, Misty, windy 40 degrees, Sat, Sun sunny, 40's, windy -	WEATHER! Perhaps Main Street Construction?
STC Police Department Est Attendance	60,000	60,000	100,000	60,000	120,000	150,000	90,000	(60,000) - 40%



May 16, 2013

The Honorable Raymond Rogina and City Aldermen

2 E. Main St.

St. Charles, IL 60174

Best Western
Inn of St. Charles
1635 E. Main St.
St. Charles, Illinois 60174
PHONE (630) 584-4550
FAX (630) 584-5221
www.BestWesternStCharles.com
For Reservations Call
1 800 WESTERN
(1-800-937-8376)

Dear Raymond Rogina and City Alderman:

We would like to show our support for the St. Charles Visitor's and Convention Bureau as a thank you for all of the things they have done, and are currently working on, to bring in revenue for the city and the various businesses here. These days people don't travel "just to get away;" they travel for a purpose, and the Visitor's Bureau is giving people a purpose to travel to Saint Charles. They are constantly trying to bring in more events to town, whether it is a business conference or sporting event, etc. I know we receive many proposals for potential business because of their hard work. They are helping to keep our doors open and staff employed in a shaky industry and uncertain economy.

We ask that you consider their proposal carefully, because what they do has a ripple effect on the economy of St. Charles. We want that outcome to be positive for all of its businesses and citizens, as I know you do.

Sincerely,

Best Western Inn of St. Charles

Arpit Patel

General Manager

Atul Patel

Owner



05/15/13

To Whom It May Concern:

I would like to take this opportunity to express how grateful we are to have the St. Charles Visitor's Bureau. They do an excellent job promoting and supporting the City of St Charles. For them, it is not so much a "job", because they care so much for the city and its success. This is especially shown by their leader, Amy Egoff. She is constantly thinking of ways to attract more travelers to this wonderful destination and help businesses all around.

Their quarterly hotel meetings help keep us in loop of everything happening within the city. Their annual Visitor's Guide book is an exceptional reference for my guests to use to find local restaurants, shopping, and fun events. The annual Scarecrow Fest is fun for all and puts the City of St. Charles on the map.

Please accept this letter as support coming from a business who strongly believes it is critical to have a Visitor's Bureau like ours in order to be successful.

Barbara Merigold

A handwritten signature in black ink, appearing to read "Bar", enclosed within a hand-drawn circle.

General Manager



Fairfield Inn & Suites by Marriott®
Chicago St. Charles
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T 630.845.5500 | F 630.845.5600
fairfieldinn.com/chic
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May 17, 2013

Dear Mayor Rogina and the Aldermen of the City of St Charles,

The Fairfield Inn & Suites has been in partnership with the St Charles Convention & Visitors Bureau since its opening in 2011. I have worked with Amy & her team for the last three years since I started here at the Fairfield.

The St Charles Convention & Visitors Bureau has continued to generate leads for various market segments including leisure, sports, association and convention on behalf of the Fairfield Inn & Suites and the other hotels in St Charles. In addition I have listed a few of the other areas the CVB continues to assist the hotels in St Charles with.

- Organized & executed sales blitzes to feeder cities to bring awareness of St Charles and what it has to offer.
- The hotel committee meetings that the bureau organizes are very informative and great for keeping the communication channels open within St Charles hotels.
- Offering great advertising opportunities for us in the St Charles visitor's guide.
- The online presence and social media efforts of the Bureau continue to bring awareness of St Charles as a destination and align with our hotel specific social media strategy.
- Constant communication with our hotel to ensure that we are aware of all local events.

In the three years I have been working with them everyone at the St Charles CVB has been professional, helpful, and constantly looking for ways they can support us in our strategies and goals. They are a true asset to our city. I speak on behalf of both my team at Fairfield Inn & Suites and our ownership in thanking the St Charles Convention & Visitors Bureau for their continued dedication to the City of St Charles and its tourism.

Sincerely,

Alison Papini

General Manager



May 21, 2013

To Whom It May Concern:

The St. Charles Convention and Visitors Bureau is the common thread that binds all aspects of tourism together for our city by facilitating the connection between area attractions, shops, and restaurants with our local hotels. The Bureau's marketing campaigns, sales collateral, their website, and our quarterly Hotel meetings are all centered around offering visitors to our city a complete and unique tourism experience.

We also benefit from the creativity of the Bureau's team as they are constantly evolving and attracting interest from new pieces of business that bring exposure to our city from market segments that may not have ever considered St. Charles as a destination for their business or event.

I consider everyone on their staff to be an extension of our property's sales team. They have the ability to showcase the city of St. Charles to individuals and organizations that we would not otherwise be able to reach, and for a small property such as mine, that assistance is priceless.

And most importantly is the leadership that Amy Egolf provides to her team. She has a clear understanding of the Bureau's role in our community and a passion for promoting St. Charles and all of the wonderful attributes our city has to offer. Her dedication to, and support of, our community should not go unnoticed.

Your time is valuable, and I could write a book on the importance of the team at the St. Charles CVB, so please feel free to contact me at anytime, as it would be my pleasure to further elaborate on how the efforts of these hardworking individuals are an asset to every business in our great city.

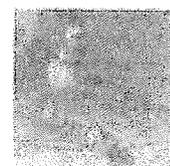
Kindly ~

Teri DeLee

General Manager

Direct Phone (630) 338-4037

teri.delee@hilton.com



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1.800.HOLIDAY
hiexpress.com/chi-stcharles



ST. CHARLES

May 17, 2013

The Honorable Mayor and City Councilmen of St. Charles,

I and my staff have had the distinct privilege of working with Amy and her team at the St. Charles Convention and Visitor's Bureau for approximately one year since I became the General Manager at the Holiday Inn Express. In all of our interactions I have found them to be most professional and at all times conducting themselves with the highest interests of St. Charles in mind. They serve a vital function not only in promoting tourism to our town but also in providing the utmost of assistance to all of the hotels they serve.

There have been other Visitors Bureaus with whom I have worked in the past, and my experience with many of them is that they focus on a small number of hotels in a particular location. Whether through design or neglect the perception is that they provide the lion's share of leads to only those hotels. I have seen that this is clearly not the case with the St. Charles CVB, and when leads for room nights are generated everyone is given an equal opportunity to try and win that business without preference. As a hotelier I can ask for no more than that, and further appreciate that Amy and everyone on her staff is always available to work with the hotels in any way possible.

In your deliberations and budgeting processes for the next and each successive year I believe it is imperative that you strongly fund the CVB so that they may continue the excellent work that they do that will only inure to the benefit of the residents of this community.

Thank you,

A handwritten signature in cursive script, appearing to read 'Robert Frejlich'.

Robert Frejlich
General Manager



May 20, 2013

To Whom It May Concern:

We have had the pleasure of working with Amy Egolf and the St. Charles Convention and Visitors Bureau for the past several years. We have experienced firsthand the hard work, focus and determination Amy and her team put forth in the work they do for us and the community as a whole. The St. Charles Convention and Visitors Bureau team always has a professional & positive attitude while always keeping the best interest of St. Charles top of mind.

We take pleasure in writing this recommendation for Amy and her team. Our confidence in this bureau continues to grow and thrive with each year that passes. For this we highly recommend the St. Charles Visitors Bureau and are deeply thankful for their partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Foley", written over a horizontal line.

Tim Foley, General Manager

&

A handwritten signature in black ink, appearing to read "Jeanne Hahn", written over a horizontal line.

Jeanne Hahn, Director of Sales and Marketing

Pheasant Run Resort

4051 East Main St.

St. Charles, IL 60174

tfoley@pheasantrun.com

jhahn@pheasantrun.com

1-800-4pheasant



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May 20, 2013

Mayor Raymond Rogina and Aldermen, City of St. Charles:

This letter is written to endorse the work of the dedicated professionals who comprise the staff of the St. Charles Convention and Visitors Bureau.

I have had the distinct privilege to serve as a CVB Board Member the past few years and to work closely with the CVB the past twenty-four years as a member of the management team at Q Center. During my tenure I have been uniquely involved in all aspects of the CVB's efforts to promote St. Charles businesses, particularly those in the hotel and restaurant segments. First and foremost, St. Charles is a great place to live and work. As you know the community has so much to offer our residents and visitors. Great location, family-friendly environment, great school system, parks, recreational venues, retail shopping, restaurants, neighboring communities, access to Chicago, ...to name a few. But it's the people of St. Charles that make all these wonderful attributes come to life as a desirable location to live and raise a family.

The staff members of the St. Charles CVB are great ambassadors of the community. They are committed to the growth and development of the businesses and community they represent. They work very hard to achieve their goals and objectives. They conduct themselves in a warm friendly manner that reflects the "natural charm" of our residents and community. The Bureau is a wonderful resource and it is a pleasure to work closely with them.

Sincerely,

A handwritten signature in cursive script that reads 'T. J. Donahue'.

Thomas J. Donahue
Q Center – General Manager





Be Our Guest.

COUNTRY INN & SUITES BY CARLSON
ST. CHARLES, IL

Dear Mayor and Alderman of the City of St. Charles,

I realize it is that time of year again to review budgets and allocation of funds. As an hotelier and a resident of St Charles I am writing to ensure that any of the funding allocated for the Convention and Visitors Bureau remains intact.

I have been in the hotel industry for over 20 years and always been grateful when I find myself with strong and engaging County CVB. I am sure you can imagine my delight to be fortunate to have such a CVB in my own city.

In this day and age I realize budget cuts are a necessity in all avenues of business. But with the downward spiral happening in the hotel industry, and other businesses as well, this is not the time to cut back but to put all of our efforts behind the CVB to ensure the economic health of all trades within our city.

I am in a slightly different position than my counterparts as I see the value of a CVB from the residential side as well as I have been a resident of St Charles for over ten years. I am saddened every day I see another independent business close their doors as this is the back bone of what makes St Charles what it is. Through the CVB's diligent efforts to uncover new commerce and attract it to St Charles, they ensure the sustainability of all of our ventures – big and small.

Although the effects of whatever decision you make will not be seen immediately - for good or bad they will be realized a few years from now. The only way we will succeed is that if St Charles remains a thriving city that draws businesses, conventions and social markets alike to our city. The CVB is integral in that goal and sustaining all of our financial futures.

I know the difficulties you face every year in allocating funds but I implore you to continue the support of the CVB for many years in the future – our financial futures depend on it.

Thank you for your consideration.

Sincerely,

Kimberley Nosko
General Manager
Country Inn & Suites St Charles
155 38th Avenue
St Charles IL, 60174
630-587-6564
Cx_schl@countryinns.com



COUNTRY INN & SUITES BY CARLSON 155 38TH AVE. ST. CHARLES, IL, 60174
PHONE 630 587-6564 FAX 630 587-6568 www.countryinns.com/stcharlesil



Dear Mayor Rogina,

As a representative of a hotel in the historical river front community of St. Charles, Illinois I am honored to say that our Convention & Visitors Bureau has generated business for over 30 years to our community. Our bureau, named "#1 Bureau in Illinois 2011" has continued to build our economy in the leisure travel market, business, sports and convention business. It is imperative that our bureau receive proper funding needed to continue their successes.

As a Hilton Garden Inn hotel offering 120 Guest Rooms as well as Expo Space, and a Training Center we would be directly affected should our bureau not receive appropriate funding needed to generate business to the St. Charles Illinois community. Much of our own success comes from the hard work and dedication of these individuals. I can only hope that you take time to review past history of our bureau, how well previous dollars had been spent and the impact that St. Charles would have if the money was not there to properly do their jobs.

Best Regards,

HILTON GARDEN INN ST. CHARLES

A handwritten signature in black ink, appearing to read "Vinny Bucci". The signature is stylized and somewhat cursive, with a large loop at the end.

Vinny Bucci
General Manager