ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation of Consideration of the Convention and Visitor's Bureau Funding Request of $585,000 for Fiscal Year 2014/2015 and establishing a $30,000 reserve for the Scarecrow Festival
Presenter:	Chris Minick, Finance Director

Please check appropriate box:

X	Government Operations (05/19/2014)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	$585,000	Budgeted:	YES		NO	X

If NO, please explain how item will be funded:

$526,500 is budgeted per prior year amount. The remaining $58,500 is an unbudgeted expenditure funded from reserves if approved.

Executive Summary:

Representatives of the Convention and Visitors Bureau (CVB) will make a 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.

The CVB is requesting an increase in its funding level to $585,000. 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. This funding request would restore funding to the pre-recession level. Until the requested funding increase for 14-15, the CVB had held it funding request consistent since 2009/2010.

The CVB is also requesting to establish an additional $30,000 reserve dedicated solely to the Scarecrow Festival. The reserve is requested to cover additional expenditures and revenue loss related to Scarecrow Festival in the event of bad weather and poor attendance.

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

Attachments: *(please list)*

Information from the CVB
Hotel Tax Revenue History

Recommendation / Suggested Action *(briefly explain)*:

Recommendation of consideration of the Convention and Visitor's Bureau Funding Request of $585,000 for Fiscal Year 2014/2015 and establishing a $30,000 reserve for the Scarecrow Festival.

For office use only:	*Agenda Item Number:* 5a

Convention & Visitors Bureau

May 9, 2014

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

Dear Chris:

On Monday, May 19, the SCCVB will be addressing the City of St. Charles' Government Operations Committee to request funding for Fiscal Year 2015.

In light of the following facts:

- Local hotel tax collections through February 2014 are down 9.6% compared to YTD 2013. Our FY15 program of work is targeted to address this decline.
- The recovery of the national hotel industry since the 2008 recession has been driven by the TRANSIENT (leisure and individual business traveler) market segment.
- GROUP business continues to lag, competition to capture GROUP business is steep, and new hotel inventory will compound this challenge (See *Chicagoland Competitive Venue Map*).
- GROUP business is vital to St. Charles: Pheasant Run Resort is primarily a GROUP venue; Q Center is 100% GROUP, and St. Charles' other local properties need groups as well.
- Since 2008, the dollars the Bureau has allocated to GROUP sales and marketing initiatives have had to be reduced by 64% due to funding decreases, necessitating reallocation of dollars to administrative and festival operations costs. (See *SCCVB Expenditure Comparisons FY 08-14*).
- Innovative ways to capture GROUP business require additional dollars. (See *Sales and Marketing Initiatives from Restored Funds)*
- Though the financial success of Scarecrow Fest has improved since hiring a management company, its fiscal success is weather dependent. In 2012, the festival was in the red due to decreased carnival revenue. (Thursday, community night, was rained out. Friday was gray, windy and 40 degrees.) When fest revenue does not cover expenses, dollars must be taken from the Bureau's over-all program of work to make up the deficit (See *Annul Scarecrow Fest Tracking Results 2006-2013*).
- SCCVB Sales and Marketing Initiatives ARE SUCCESSFUL! (See *SCCVB accomplishments* and *Return on Investment Snapshot*)

As related to the budget approval process, the Bureau is asking the City of St. Charles to consider two specific requests:

1) Restoration of the Bureau's annual funding level to $585,000, the amount granted by the City in 2008 and 2009. This allocation was reduced by ten percent in FY 10 due to the challenging economic climate (See *SCCVB Historical Funding Spreadsheet*).

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2) Approval for the Bureau to begin to build a dedicated Scarecrow reserve account, not to exceed $30,000, from Fest revenues. This account balance would be excluded from the City mandate that any dollars exceeding a $200,000 cash balance on June 30 be withheld from the next year's City of St. Charles allocation. The intent of this small reserve account is to protect the Bureau's overall program of work by covering weather-related expenses (straw for muddy, unsafe park walkways) and decreased carnival revenue.

Neither request is made lightly. Both are related to the same concern: ensuring a consistent, yearlong program of work filled with innovative marketing and sales initiatives designed to support the lodging venues in capturing visitor dollars.

Enclosed please find:

- Chicagoland Competitive Venue Map
- New Inventory – approved and/or proposed - Chicago Suburbs
- SCCVB Expenditure Comparisons 2008-2014
- NEW Sales and Marketing Initiatives with Restored $58,500
- FY 15 Overall Program Highlights
- Detailed 2013 Scarecrow Fest Tracking Initiatives Report
- SCCVB accomplishments - FY 13 and YTD FY 14
- Return on Investment Snapshot
- SCCVB Historical Funding Spreadsheet
- SCCVB FY 15 Summary Budget & FY 08-14 (year-to-date), actual revenue and expenses comparison
- SCCVB FY 2015 Marketing Plan
- Annual Group Sales & Leisure Visitor Marketing Results FY 2006-YTD FY 2014
- Annual Scarecrow Fest Tracking Results FY 2006-2013
- Illinois Meetings & Events Magazine Summer 2014 "Hall of Fame" Issue

The SCCVB Board of Directors and staff are committed to provide the highest level of sales and marketing support for the hospitality partners we represent while fulfilling the Bureau's mission: To promote Greater St. Charles as a destination for meetings & conventions, motor coach tours, sporting events and leisure getaways to enhance the economic impact to our community through increased visitor spending and guest room consumption.

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 19.

Very best regards,

James Breen, President

Amy Egolf, Executive Director

C/SCCVB Board of Directors

ADDENDUM A

A. Pheasant Run Resort & Q Center – ST. CHARLES, IL

B. Indian Lakes Resort – Bloomingdale, IL

C. Eaglewood Resort – Itasca, IL

D. Renaissance Convention Center – Schaumburg, IL

E. Donald E. Stephens Convention Center – Rosemont, IL

F. Marriott Lincolnshire Resort – Lincolnshire, IL

G. The Westin Lombard Yorktown Center – Lombard, IL

H. Chicago Marriott Naperville – Naperville, IL

I. Oak Brook Hills Resort – Oak Brook, IL

J. Tinley Park Convention Center – Tinley Park, IL

NEW CHICAGOLAND APPROVED OR PROPOSED HOTEL INVENTORY

Under construction, renovation or approved:

- **Naperville – 168 rooms, 13,000 square foot ballroom** – Embassy Suites, Diehl Road and I-88, opening late 2014 or early 2015

- **Downtown Naperville – 160 rooms, meeting space up to 60 people** – Hotel Indigo

- **Oak Brook – 172 rooms, 3500 square feet meeting space** – Le Meridien (former Renaissance Hotel) adjacent to Oakbrook Center, opening July 2014

- **Schaumburg – 100 rooms** – Hampton Inn, near Woodfield, opening 2015

- **Arlington Heights – 100+ rooms, 6000 square feet** – Four Points by Sheraton (adjacent to Arlington Park Racecourse), January 2015

Proposed Product:

- **Schaumburg –** Three additional select service properties in discussion phase but not yet approved

- **North Aurora** – proposed but not yet approved Marriott, **no specs available**, across from the Auto Mall on I-88

SCCVB Expenditure Comparisons 2008 vs 2014

Expense Categories	FY2008 Budget	08 Notes	FY2014 Budget	14 Notes	% Change	Difference
*Total Administrative Costs	$575,818		$ 604,516.93		5%	$ 28,682.00
Payroll & Payroll Taxes	($325,250)	**4 FT, 4 PT staff	($341,928)	5 FT, 2 PT staff		
TOTAL ADMIN LESS PAYROLL & PAYROLL TAX	**$250,568**		**$262,572**		**4.8%**	
GROUP Sales	$ 108,405.00		$ 38,900.00		64%	$ 69,505.00
TRANSIENT (Leisure Advertising)	$ 155,379.00	Actual line item $210,379 - $46,000 FV Coop	$ 51,900.00		67%	$ 103,479.00
PROMOTIONS (Group & Leisure)	$ 49,000.00		$ 36,500.00		26%	$ 12,500.00
SCARECROW FEST	$ 120,725.00	**$83,000 Fest payroll reflected in admin above. City did not charge services fees.	$ 232,303.00	Includes $18,750 SCF liaison salary, $31,000 event co fee & sponsor commissions	Comparisons are diffucult as FY14 Budget includes Additional Expenses: $14,000 city services fees, $7000 for Remote parking shuttles, $ 6000 in Generators for 1st Street & Riverwalk	
VISITORS GUIDE	$ 82,400.00		$ 76,000.00		8%	$6,400.00
STATE NETWORKING COSTS	$ 4,100.00		$ 4,500.00		9%	$400.00

*Administrative Costs Breakdown	FY2008 Budget	FY2014 Budget	Difference	% Change	NOTES
Office Supplies/Stationary/Misc	$43,558.00	$42,120.00	($1,438.00)	3%	Belt tightening!
Postage and Shipping	$48,000.00	$55,700.00	$7,700.00	16%	Postage increases
Rent expense	$52,500.00	$55,483.92	$2,983.92	6%	Cam increase only
Insurance, Storage Space, Other	$32,000.00	$14,850.00	($17,150.00)	54%	SCF insurance re-classified to fest budget. Work comp reduced due to management company contract & in-house fest staff reclassified appropriately.
Accounting Services & Audit	$17,510.00	$11,000.00	($6,510.00)	37%	Add'l duties in-house
Professional /Legal Expense		$1,400.00	$1,400.00	100%	
Utilities/Telephone/Technology	$25,000.00	$32,035.36	$7,035.36	28%	Technology needs enhanced
Group health and life insurance	$32,000.00	$50,000.00	$18,000.00	56%	Group health increases
Payroll Expense	$300,000.00	$311,050.00	$11,050.00	4%	Added 1 FT sales person, Eliminated 1 PT fest staffer
Employer payroll taxes	$25,250.00	$30,877.65	$5,627.65	22%	
Total	**$575,818.00**	**$604,516.93**	$28,698.93	**5%**	**SEE CPI Calculations Below

NEW SALES/MARKETING INITIATIVES WITH RESTORED $58,500

(Additional details regarding all initiatives included in FY 15 Marketing Plan)

Group Business:

CVENT e-advertising and promotion sponsorship: website selection channel includes potential interaction with 30,000 planners

HelmsBriscoe Value Partnership: permit SCCVB to interact with a leading, global third party agency that provides planners with meeting procurement and site selection

SIX new tradeshows: four meetings-specific and two motorcoach-specific direct sales exhibition or reverse-appointment opportunities

***Meetings & Conventions*:**

The Americas Incentive, Business Travel & Meetings Exhibition (AIBTM): corporate, association, government, independent, third party planners
Destination DC: corporate, association, government, independent, third party planners
HelmsBrisco Annual Business Conference: third party planners
Meet National: corporate, association, government, independent, third party planners

***Motor coach (Tour & Travel)*:**

American Bus Association (ABA)
Select Travel: Bank, Alumnae Groups

Leisure (Transient) Business:

20% increase in print placements

100% increase in search and retargeting initiatives

Both Group & Leisure:

Digital content development

FY 15 OVERALL PROGRAM HIGHTLIGHTS

Group Business:

Two meetings tradeshows: Connect – association & specialty groups; RCMA Emerge – religious groups

Monthly Springfield Sales Trips: state association

Two sports tradeshows: TEAMS and NASC

One motorcoach tradeshow: Heartland Chicago

Convention services: helps capture new and retain existing group business

Direct Mail & Tradeshow premailers

Leisure (Transient) Business:

"Year of the Scarecrow": yearlong campaign designed to capitalize on the national brand of Scarecrow Fest, leading up to Scarecrow Fest's 30th anniversary in October 2015

Major renovation visitstcharles.com: complete rebuild of site's design, navigation, social integration, information hierarchy and overhaul of content management system

Jack Rabbit Book Direct: real time, website reservation portal to all St. Charles hotels

Search Engine Marketing: helps tech savvy visitors to "find" St. Charles through search terms deemed relevant to our destination. (For example: live music, antiques, festival, bike trails)

Social Media Initiatives

Both Group & Leisure:

Integration of print & digital marketing through partnership with Streng Design and Advertising St. Charles

Illinois Council and Convention & Visitor Bureau Niche Committees: Market Illinois, Meet in Illinois, Sports Illinois, Tour Illinois

Quarterly St. Charles Hotel Meetings

Monthly Hospitality Marketing Association International Webinars: up-to-date information regarding national hospitality trends, statistics, and sales, marketing and revenue management practices

Scarecrow Fest Tracking Comparisons 2006-2013

Survey Components	2006	2007	2008	2009	2010	2011	2012	2013	2012-13 Comparison
Surveys Completed	164	305	222	298	755	1161	396	708	312
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	Fri-Sat-Sun	same
Attendees Represented	408	1129	1154	861	2482/3.28 visitors per survey	4052/3.5 visitors per survey	1438/3.6 per survey	2339/3.3 per survey	901/-.3 per survey
States Represented (including IL)	11	9	9	13	14	16	18	25	7
Countries Represented	1/USA	2/USA & England	USA	USA	USA, Bulgaria, Korea, UK	USA, Mexico, Turkey	6	USA, Istrael	-4
IL Communities Represented	79	77	78	108	136	142	90	126	36
% Fox Valley Attendees	20%	42%	43%	27%	44%	48%	40%	50%	10%
#/% First Time Attendees	65/39.6%	120/39.3%	92/41%	124/42%	272/36%	1638/44%	449/31%	782/33%	333/2%
#/% Repeat Visit Attendees	99/60.3%	185/60.6%	130/60.6%	174/58%	483/64%	647/56%	989/69%	1499/64%	510/-5%
% Surveyed from Illinois	n/a	94%	94%	88%	96%	95%	89%	90%	1%
% Surveyed from Illinois - First Timers	n/a	31%	38%	51%	32%	43%	28%	32%	4%
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	Family,WOD, Internet	Family/WOM over Internet
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	Repeat, WOM,Family	Family replaced Tradition
Room Nights Tracked	27	207	279	191	157	216	300	187	38%
Day Trippers Tracked	325	1283	970	DNA	2431	2122	1072	1162	90
Direct Spending of Surveyed Attendees	$39,997	$195,157		DNA	$173,136	$256,674	$195,663	$168,549	8%
FV Attendees - based on est attd/srvy %	12,000	25,200	43,000	16,200	52,800	87,000	36,000	55,000	53%
Day Trippers (non FV) based on est attd	47,735	34,049	55,042	43,265	66,666	62,244	52,957	54,369	3%
Estimated Visitors Spending	$3,628,557	$2,676,935	$4,258,423	$3,313,890	$5,173,086	$4,765,824	$4,106,322	$4,159,075	1%
Weather			Extremely Hot	2 days rain/cold - Sun nice	3 days - perfect weather	3 days -perfect weather	Thurs Rain; Fri Misty, windy 40 degrees; Sat, Sun sunny, 40's, windy -	Thurs & Fri nice, clear Sat: gray skies, 2 hrs pm rain Sun PERFECT:	Better weather!
STC Police Department Est Attendance	60,000	60,000	100,000	60,000	120,000	150,000	90,000	110,000	20,000/22%

SCCVB
FY 2013 and YTD 2014
ACCOMPLISHMENTS
(ROI Spreadsheet Attached)

Fiscal Year 2013 **July 1-June 30, 2013**

* Generated 77 group business leads (14,729 potential room nights) – 22% more than FY 12
* Booked 1,485 rooms of NEW business – 60% more than FY 12
* Serviced 98 meetings, with 11,508 attendees –-18% less events than FY 12
* Sent information to 27,852 potential visitors who've contacted us as a result of our advertising
* 580,368 marketing "touches" – up 16% from FY 12
* ROI of $20.27 per total LOCAL funding dollar ($526,500)

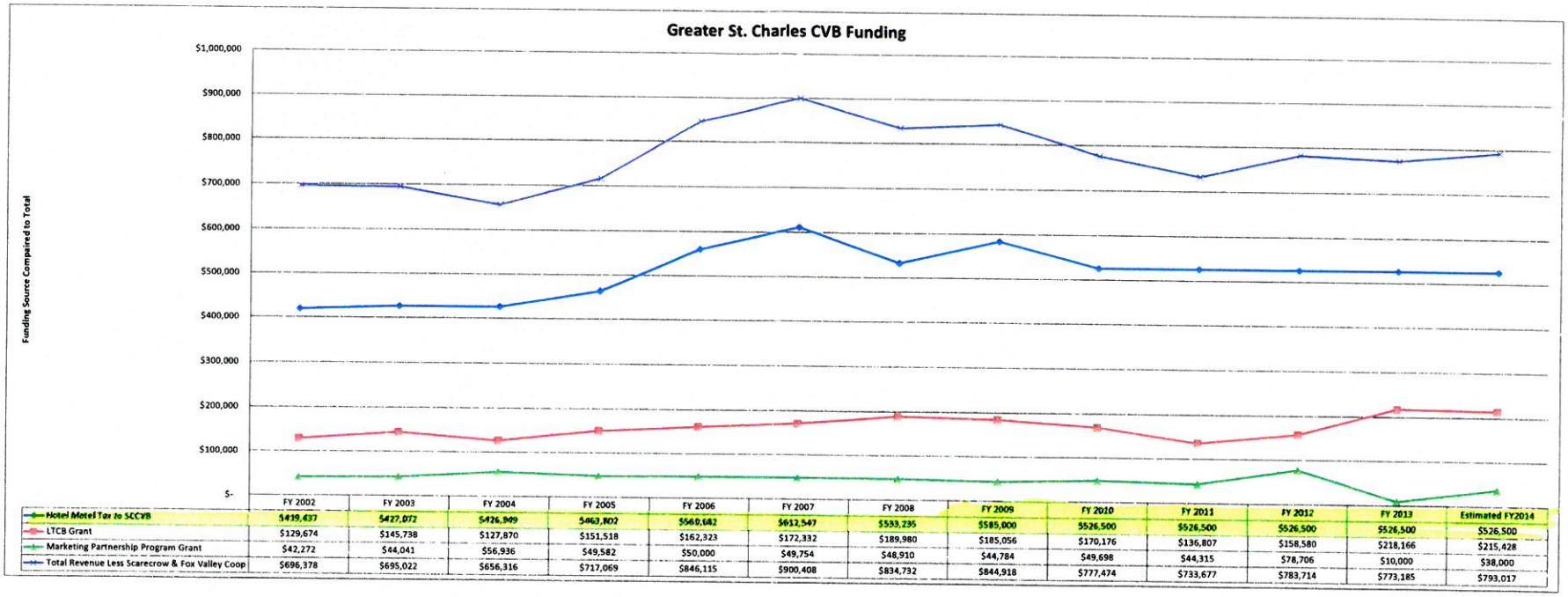
FY 2014 - **Year to Date July 1-March 31, 2014 (Q4/April –June TBD)**

* Generated 56 leads reflecting 18,293 potential room nights
* Booked 5,280 rooms of new business
* Serviced 46 meetings, with 8,491 attendees
* Sent visitor information to 12,808 potential visitors who've contacted us as a result of our advertising
* 2,271 real time reservation referrals to St. Charles hotels via Jack Rabbit Book Direct website reservation
* 502,914 Marketing "touches"
* Introduced "Chuck & Char" Scarecrow Fest blog
* Conducted first digital leisure campaign with a click-thru rate of .20% (industry standard is .08%)/.22% from Illinois and Indiana users and .23% from Michigan users
* Conducted first geo-retargeting campaign resulting in .15% click-thru to Illinois, .31% to Wisconsin, 24% to Indiana and .32% to Michigan users
* Named "Best in State" (town/area population 40,000 and under) by readers of Illinois Meeting and Events Magazine
* YTD ROI of $18.23 per total LOCAL funding dollar ($526,500)

RETURN ON INVESTMENT SNAPSHOT	FY 2011	FY 2012	FY 2013	FY 2014 YTD
SCARECROW FEST ESTIMATED NON- FOX VALLEY ATTENDEE SPENDING	$5,173,086	$4,765,824	$4,106,322	$4,159,075
ESTIMATED LEISURE VISITOR SPENDING	$5,955,168	$7,262,248	$5,846,692	$3,165,200
GROUP SALES	$329,061	$301,104	$717,207	$2,272,400
ESTIMATED SPENDING **TOTAL**	$11,457,315	$12,329,176	$10,670,221	$9,596,675
ROI from local hotel funding: $526,500	21.76 per local hotel tax $	$23.42 per local hotel tax $	$20.27 per local hotel tax $	$18.23 per local hotel tax $
Local & State Funding: FY 11 - $708,063; FY 12 - $740,121; FY 13 $744,666 FY 14 (unaudited): $784,500	$16.18 per state & local $	$16.66 per state & local hotel tax $	$14.13 per state & local hotel tax $	$12.23 per state & local hotel tax $

INITIATIVES NOT INCLUDED IN ROI or TRACKABLE	FY 2011	FY 2012	FY 13	FY 2014 YTD
Fox Valley Scarecrow Fest Attendees	87,000	36,000	36,000	55,000
Groups/Attendees Serviced	77 grps/11,102 ppl	119 grps/20,954 ppl	98 grps/23,570 ppl	46 grps/8491
Conversion of unique website visits	220,742 unique visits	355,184 unique visits	402,798	420,631
Media exposure - magazine & newspaper editorial, tv & radio mentions	N/A	N/A	N/A	N/A
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	Untrackable	Untrackable	Untrackable	Untrackable
Event attendees who decided to stay an extra day OR come back to St. Charles for a leisure getaway	Untrackable	Untrackable	Untrackable	Umtrackable

ADDENDOM B

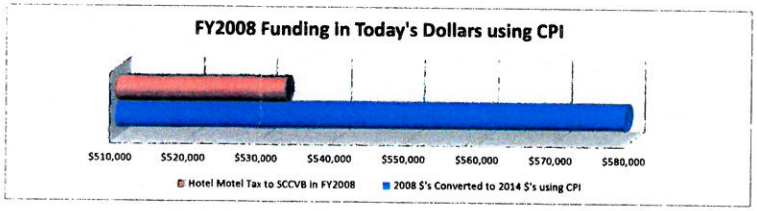


	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Estimated FY2014
Hotel Motel Tax to SCCVB	$439,437	$427,072	$426,909	$463,802	$560,682	$612,547	$533,235	$585,000	$526,500	$526,500	$526,500	$526,500	$526,500
LTCB Grant	$129,674	$145,738	$127,870	$151,518	$162,323	$172,332	$189,980	$185,056	$170,176	$136,807	$158,580	$218,166	$215,428
Marketing Partnership Program Grant	$42,272	$44,041	$56,936	$49,582	$50,000	$49,754	$48,910	$44,784	$49,698	$44,315	$78,706	$10,000	$38,000
Total Revenue Less Scarecrow & Fox Valley Coop	$696,378	$695,022	$656,316	$717,069	$846,115	$900,408	$834,732	$844,918	$777,474	$733,677	$783,714	$773,185	$793,017

	2001 - 2002	2002 - 2003	2003 - 2004	2004 - 2005	2005 - 2006	2006-2007	2007-2008	2008-2009	2009 - 2010	2010 - 2011	2011-2012	2012-2013	YTD 2013-2014
Total Local Hotel/Motel Tax Collected	$ 1,127,113.65	$ 1,082,447.43	$ 1,464,553.73	$ 1,634,507.23	$ 1,831,429.78	$ 1,948,561.95	$ 2,047,977.00	$ 1,737,237.00	$ 1,624,075.17	$1,664,216.33	$1,806,702.45	$ 1,853,131.58	$ 1,407,880.91
SCCVB's % of Local Hotel/Motel Tax Collected	37%	39%	29%	28%	31%	31%	26%	34%	32%	32%	29%	28%	

Hotel Motel Tax to SCCVB in FY2008	$ 533,235
2008 $'s Converted to 2014 $'s using CPI	$ 579,333

Data pulled from http://www.bls.gov/data/inflation_calculator.htm



	FY 15 Budget	FY 14 Budget	FY 14 YTD Unaudited Actuals ending April 30th*	FY 13 Budget	FY 13 Actual	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	585,000	526,500	438,750.00	526,500	526,500.00	526,500	526,500.00	526,500	526,500.00	526,500	526,500	585,000	585,000.00	585,000	533,235
4030-0 Interest Income	500.00	600.00	436.01	600	585.84	1,000	536.90	3,600	976.58	4,000	3,565	8,000	4,323.09	8,000	7,368
4040-0 Visitors Magazine Income	11,875.00	10,800.00		12,600	10,800.00	13,500	11,700.00	16,200	13,500.00	18,000	16,200	49,500	16,200.00	56,000	17,515
4050-0 Scarecrow Fest Income	231,200.00	219,750.00	241,590.50	211,350	208,428.12	32,000	207,165.00	161,600	183,609.05	158,000	182,185	149,250	172,872.85	170,000	170,056
4060-0 Other Misc. Income	500.00	0.00	343.24	-	2,392.97	1,000	1,051.14	2,200	1,488.02	6,500	11,335	13,500	9,054.85	13,500	37,724
4065-0 Local Coop Income	0.00	4,200.00	-	12,000	4,200.00	9,000	6,100.00	12,000	9,000.00	0	0	6,800	500.00	0	0
4070-0 Marketing Partner Grant Income	43,000.00	38,000.00	-	100,000	10,000.00	50,000	78,706.16	-	48,339.18	46,000	49,698	50,000	44,783.68	50,000	48,910
4075-0 Fox Valley Coop MPP Income	0.00	0.00	-	-	0.00	21,182	21,182.40	-	0.00	0	0	0	0.00	87,521	87,511
4090-0 LTCB State Grant Income	205,000.00	220,000.00	161,571.06	158,580	218,166.00	158,580	158,580.00	136,807	136,807.00	170,144	170,176	185,056	185,055.92	189,980	189,980
4100-0 In-Kind and Trade	540.00	540.00	450.00	540	540.00	540	540.00		90.00						
4150-0 Scarecrow In-Kind and Trade	0.00	0.00	41,350.00	58,652	0.00	-	0.00	-	22,900.00	0	0	0	0.00	0	0
Total Income	**1,077,615.00**	**1,020,390.00**	**884,490.81**	**1,080,822**	**981,612.93**	**813,302**	**1,012,061.60**	**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	620,157.06	604,516.93	460,574.56	558,308.36	537,572.82	542,737.00	546,583.05	453,492.00	487,543.75	539,791	517,380	597,241	533,152.02	575,818	577,271
Total Meetings & Conventions	56,120.00	27,000.00	20,983.97	51,600.00	48,240.67	40,800.00	38,996.45	48,311.00	43,940.77	31,780	40,489	78,353	67,683.25	76,905	70,031
Total Motorcoach	10,360.00	5,300.00	4,446.58	1,730.00	5,957.35	700.00	1,913.95	7,400.00	3,770.80	10,840	9,999	24,067	22,359.69	31,002	18,341
Total Leisure	71,346.00	51,900.00	43,744.30	107,200.00	60,506.32	108,200.00	114,513.27	50,070.00	79,018.67	43,400	61,157	58,000	93,753.88	201,379	215,426
Total Promotional	33,350.00	36,480.00	18,190.67	26,800.00	36,856.55	49,192.00	43,518.76	36,275.00	47,746.18	28,523	32,151	36,750	34,913.11	48,950	58,304
Total State	3,800.00	4,500.00	3,198.21	3,800.00	3,618.42	3,400.00	3,691.92	4,800.00	2,352.14	5,400	5,173	4,700	3,894.84	4,100	5,022
Total Scarecrow	235,326.60	232,303.16	262,382.72	270,002.00	220,797.60	32,000.00	180,539.57	171,759.00	178,413.17	186,115	197,937	153,050	145,339.52	120,725	148,004
Total Visitor Guide	76,000.00	76,000.00	-	76,000.00	75,046.90	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	8,995.00	6,600.00	13,257.99	8,720.00	14,009.35	1,000.00	2,926.75	10,800.00	5,973.97	16,295	10,292	8,850	31,002.61	500	2,256
Total Estimated Expense	**1,115,454.66**	**1,044,600.09**	**826,779.00**	**1,104,160.36**	**1,002,605.98**	**848,029.00**	**1,005,640.96**	**858,907.00**	**923,856.28**	**929,144**	**946,903**	**1,047,106**	**1,000,013.92**	**1,141,779**	**1,180,358**
Net Income or Loss	**-37,839.66**	**-24,210.09**	**57,711.81**	**-23,338.36**	**-20,993.05**	**-34,727.00**	**6,420.64**	**0.00**	**19,353.55**	**0.00**	**12,755.56**	**0.00**	**17,776.47**	**18,222.00**	**-88,058.96**

*Fiscal Year ends June 30th

Convention & Visitors Bureau

FY 15 Marketing Plan

I. BUREAU MISSION STATEMENT…

To promote Greater 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

Sales and marketing initiatives planned and orchestrated by the Greater St. Charles Convention & Visitors Bureau are designed to promote the "natural charms" of the St. Charles area and awareness of its 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 and, thereby, enhancing the economic health of the destination.

A solid foundation of an established tourism reputation for the City of St. Charles was 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 the Gates, Norris and Baker Families.

Pheasant Run Resort, entering its 51st year as St. Charles' primary tourism and convention venue and the Q Center, developed in 1970 by Arthur Andersen as a world-renown corporate training facility, continue as drivers of the group business market which is essential to the local and state economic health.

As the Greater St. Charles Convention & Visitors Bureau enters its 31th year as the local tourism voice, the hospitality industry continues to be a major factor in the nation's recovery from the

economic decline of 2008. State tourism officials report that 2013 was another banner year with a record 103.5 million domestic visitors and leisure travel up by 5.7% for 2012. However, locally, hotel tax receipts – through February 2014 - are down 10% compared to year-to-date 2013. **Factors contributing to this decrease include:**

1) **Nationally, growth in group meetings has been invisible in revenue lines since 2008**
2) **Competition for group business is steep**
3) **Plethora of hotel inventory located to the east of St. Charles and in closer proximity to both airports**
4) **St. Charles' two major occupancy drivers are INDEPENDENT properties, without the powerhouse of central reservation systems and marketing support of major hotel brands**

These challenges will be further impacted by **new hotel product in surrounding Chicagoland suburbs:**

- **Naperville – 168 rooms, 13,000 square foot ballroom** – Embassy Suites, Diehl Road and I-88, opening late 2014 or early 2015
- **Downtown Naperville – 160 rooms, meeting space up to 60 people** – Hotel Indigo
- **Oak Brook – 172 rooms, 3500 square feet meeting space** – Le Meridien (former Renaissance Hotel) adjacent to Oakbrook Center, opening July 2014
- **Schaumburg – 100 rooms** – Hampton Inn, near Woodfield, opening 2015
- **Arlington Heights – 100+ rooms, 6000 square feet** – Four Points by Sheraton (adjacent to Arlington Park Racecourse), January 2015

Proposed Product:

- **Schaumburg –** Three additional select service properties in discussion phase but not yet approved
- **North Aurora** – proposed but not yet approved Marriott, **no specs available**, across from the Auto Mall on I-88

It is crucial to the overall economic health of Greater St. Charles that all available resources be used to ensure our hotels are supported as they work to capture new and retain existing group business. To that end, the SCCVB will be asking the City of St. Charles to reinstate the ten percent funding cut instituted by the city in 2010.

If approved, this will add another $58,500 of funds that will be directed to replace initiatives dropped due to the 2010 budget reduction and to implement new initiatives, all of which are outlined within this plan.

Overall Market Trends:

Nationally, 2013 was another strong year for the hospitality industry, with growth directly related to the leisure and business traveler:

Trends Comparison	2012 vs. 2011	2013 vs. 2012
Supply	+ 0.5%	+1.2%
Demand	+ 3.0%	+2.0%
Occupancy	+ 2.5%	+1.7%
Average Daily Rate	+ 4.2%	+4.2%
Revenue Per Available Room	+ 6.8%	+5.9%

This positive growth, according to industry forecasts, is anticipated to continue through the next two years, and, despite some minimal growth in group business in 2013 Q4 and 2014 Q1, will be driven by the transient leisure and business traveler.

Greater St. Charles Tourism Product – positive changes on the horizon:

Lodging Changes

March 11, 2014 marked the long-awaited announcement of the purchase of **Pheasant Run Resort** by Saint Charles Resort, LLC, a collaborative group of experienced hotel investors and operators, and that Hostmark Hospitality Group will manage the 473-room property and oversee a five million capital improvement project designed to rejuvenate the management of the 250-acre resort founded by Edward McArdle in 1963.

The owners of **Q Center** corporate training facility continue to investigate the feasibility of continuing to 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 stand-alone conference center focused primarily on the corporate group market.

The select service St. Charles hotel formerly branded as a **Holiday Inn Express** is now a **Quality Inn**, a flag of Choice Hotels.

In October 2013, announcement was made of the authorization by the City of St. Charles to sell the historic **Dunham Hunt** house to private owners who plan to open the landmark in two to three years as a **bed and breakfast**.

Existing Attraction Changes

The former Charlestowne Mall on the city's east side is planned to be relaunched in the fall 2015 as **"The Quad St. Charles."** The developer/property manager is The Krausz Companies, Inc., representing new property owners SC Main 3800, LLC. According to the center's new website, the new experience will include:

- Keeping the building as an enclosed shopping mall.
- Removing the vacant former Sears anchor store.
- Removing and relocating the food court.
- Reconfiguring the front entrances to the mall and movie theater to create a new "front" to the mall building.
- Additional retail/commercial buildings around the mall, including outlot buildings along Main Street (Illinois Route 64).
- Existing mall anchors, **Von Maur, Carson Pirie Scott, Classic Cinemas, and Kohl's,** will remain open throughout the renovations and construction

The **Downtown St. Charles Partnership** is in the midst of the development of a **new brand** which, once launched, will be reflected in SCCVB's marketing materials to support the initiative.

Events – Established and New

Annual events such as the St. Patrick Parade, Fine Arts Show, Fine Line Creative Arts Center's Fine Arts Festival (formerly Raku Day), Riverfest, Fox Valley Marathon, Scarecrow Fest, and Holiday Homecoming and Electric Christmas Parade are an essential component to the area's tourism product.

The **St. Charles Arts Council**, now three years old, coordinates two multi-day events (one in September and one in February) highlighting all the community's arts offerings. **Charlie's Center**

for the Arts encompasses multiple venues and features visual art galleries/studios, music, literature, dance, theatres (live and film) and as much arts programming as possible.

St. Charles will be hosting the 2014 Premier Girls Fast Pitch Midwest Region 3 Championships July 23-26 with the majority of the games played at the East Side Sports Complex. **St. Charles' Festival of the Horse and Drum**, coordinated by local equestrian enthusiasts, will celebrate its second year in August 2014. Kane County Fairgrounds once again is the host venue, and new components will include a St. Charles Renaissance Faire Village, Cow Boy Town, pony rides, Fiesta Village-Latino Festival. The SCCVB is offering housing bureau services for both of these events.

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, YTD FY 14 RESULTS & FY 15 OBJECTIVES

GOALS:

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 2015, which runs from July 1, 2014 through June 30, 2015, 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 BUSINESS SALES & MARKETING

St. Charles' two major group room night generators are Pheasant Run Resort (primarily association, sports and SMERFE (Social, Military, Religious, Fraternal, Ethnic) business, with some corporate business) and the Q Center (primarily corporate, with some association and SMERFE business). 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 hotel, also books small groups; including VIP events of note, such as the multi-day meetings of NFL coaches and players in 2011 and the star-studded fundraising event

hosted by Jenny McCarthy in August 2013, both of which brought national and international attention to the Hotel Baker and the City of St. Charles. Group business is vital to St. Charles' 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 the estimated direct spending potential of day meetings and motor coach day trips, as the impact of group day trippers to Greater St. Charles restaurants, shops and attractions is significant to the local economy.

FY 14 YTD (Q1-Q3) GROUP SALES RESULTS:

At of the conclusion of FY 14's third quarter, the number of leads generated by the SCCVB was up 2% (56 total) compared to FY 13 (55). Generated room nights (18,293) were up 68% compared to FY 13 (10,881).

The number of leads turned definite in FY 14 (22) was down 24% (29) but FY 14 definite room nights were up 602% (5280 room nights!) over the first three quarters of FY 13.

Below are YTD room night comparisons based on the leads generated, won, pending and lost tracked 1st-3rd quarters since FY 06:

Generated Lead Room Night Comparisons thru 3rd Quarter by Major Market Segments:

Definitions: M&C (Meetings & Conventions) T&T (Tour & Travel – Motor Coach)

-/+ #'s provided are in comparison to each previous year

	M&C	Sports	T&T	YTD 3rd Quarter Totals	-/+
'07	10,329	3,433	501	14,263	+6,247
'08	18,886	4,410	1,773	25,029	+10,766
'09	9,985	1,090	179	11,254	-13,775
'10	5,126	3,685	249	9,060	-2,194
'11	14,423	110	257	14,790	+5,730
'12	13,771	2,720	50	16,541	+1,751
'13	10,374	467	40	10,881	-5,660
'14	**14,503**	**3,592**	**198**	**18,293**	+7,412

Definite/Won Lead Room Night Comparisons by Major Market Segments:

	M&C	Sports	T&T	YTD 3rd Quarter Totals	-/+
'07	1,773	2,400	242	4,415	+4,177
'08	414	0	830	1,244	-3,171
'09	348	0	122	470	-774
'10	660	1,040	537	2,237	+1,767
'11	128	48	174	380	-1,387
'12	825	50	20	895	+515
'13	432	290	30	752	-143
'14	**1,038**	**4,095**	**147**	**5,280**	+4,528

Pending Leads Room Night Comparisons by Major Market Segments:

	M&C	Sports	T&T	Totals	-/+
'07	7,650	1,000	86	8,736	+4,906
'08	15,024	4,150	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	4,981	0	150	5,131	-3,104
'14	**11,890**	**1,745**	**54**	**13,689**	+8,558

Top Three Lead Sources:

1. "Other" – website, phone inquiries, directories
2. Tradeshows
3. Prospecting

Lost Business Room Night Comparisons by Major Market Segments:

	M&C	Sports	T&T	Totals	-/+
'07	6,461	33	124	6,618	**+ 1,956**
'08	10,056	0	157	10,213	**+ 3,595**
'09	7,600	1,005	161	8,766	**- 1,447**
'10	2,481	2,235	132	4,848	**- 3,918**
'11	2,705	0	15	2,720	**- 2,720**
'12	20,166	1,599	65	21,830	**+19,110**
'13	15,516	3,912	0	19,428	**-2,403**
'14	**9,647**	**336**	**0**	**9,983**	**-9,445**

Lost Business Breakdown & Conversion Rate:

The lost rooms outlined above were reflected in 27 total leads. Of those, 19 were meetings and conventions, two were in sports and one was a motorcoach day trip. Reasons for lost business:

6 - Not a good fit
5 - Client wouldn't return calls
4 - Chose Competition
3 - No availability
3 - Distance from airport
3 - Distance from Chicago
2 - Lack of Airport Transportation
1 - Cancelled

The SCCVB Sales Department currently holds an **overall conversion rate of 57%** for turning generated leads into won business (551 historical total lead generation, 316 total historical definite leads).

Convention Services:

Through third quarter in FY 14, the SCCVB provided services to 46 groups reflecting 8,491 room nights and 25,269 attendees vs. FY 13's Q 1-3 servicing 76 groups reflecting 10,152 room nights and 21,235 attendees.

It is in this area that the SCCVB distinguishes itself to clients and to our partner hotels: our bureau provides services to ALL group clients who request them, not merely the clients who use us to distribute leads. This practice helps secure new and retain existing business.

Total Client Contacts by SCCVB Sales Managers:

FY 07:	**4,919**
FY 08:	**9,082**
FY 09:	**4,132**
FY 10:	**2,621**
FY 11:	**2,544**
FY 12:	**1,600**
FY 13:	**5,346**
FY 14 YTD:	**3,234**

248 QUALIFIED prospects were added to the SCCVB sales database in FY 14, with a total number of 3,564 viable clients currently in the SCCVB sales database.

YTD FY 14 vs. FY 13 Q1-3 Group Sales Achievements:

- FY 14 Qualified 248 new sales contacts vs. FY 13's 295: **-16%**
- FY 14 18,293 generated room nights vs. FY 13's 10,881: **+68%**
- FY 14 5280 definite room nights vs. FY 13's 752: **+602%**

FY 15 OBJECTIVES - GROUP SALES:

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, military, education, religious ethnic and gender-specific hobbies and collectibles, one full time manager on sports and gender-specific hobbies and collectibles and the part time manager on social and motor coach markets.

Though the overall sales process is the same, techniques for getting one's "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.

Additionally, planners are seeking online booking channels (Cvent) and building relationships with third party organizations such as HelmsBriscoe, Conference Direct, and American Express Meetings and Events to enhance their own efficiencies and ensure their potential pieces of business are being circulated to as large an audience as possible. Third party organizations are relatively new to the industry, having appeared on hospitality horizon approximately ten years ago. At the outset, the third party concept was one not warmly embraced by hotels, due to the fact that rooms sold through

third parties are commissioned on rates that cannot be adjusted to compensate for same. In the past two to three years, the volume of third party business has grown to the point that hotels are now forced to recognize and work with them, which, ultimately, is raising costs and reducing profits.

At the outset, third party organizations bypassed the complimentary services available through convention and visitors bureaus, but that trend, too, has shifted, as those professionals (most of whom sell on a commission-only basis) have come to recognize that the destination knowledge provided by CVB's leads to increased bookings.

*STRATEGIES – PLEASE NOTE: Initiatives that will be conducted with restored funding are indicated in GREEN.

Group Business Evaluators:

- Number of leads & potential room nights generated
- Number of leads & potential room nights turned definite
- Number of groups receiving convention services
- Number of successful client contacts
- Number of qualified contacts added to SCCVB sales database

Market Trends Education:

Throughout 2014, the Bureau invited partner hotels to attend monthly HSMAI (Hospitality Sales and Marketing Association International) webinars, featuring input from nationally-recognized hospitality professionals. In addition to providing up-to-date information regarding national statistics regarding occupancy, ADR (average daily rate) and rev par (revenue per available room), these sessions provide specific examples of cutting edge sales, marketing and revenue management practices. Participation in these webinars will continue throughout 2015.

Group sales (Meetings, Sports, Tour & Travel) activities completed by ALL SCCVB sales managers:

- **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
- Off site programs
- Visitors guides & welcome bags
- Housing Bureau Capabilities (fees may apply)

- Clients also learn that when we discover that ours is not a "perfect fit," we'll help them find an Illinois destination that might be.
- **Direct mail/premailer:** Two pieces will be used this year.
  - **"Glad we connected" self-mailer** - allows sales manager to customize a personal note to each client with whom he/she's connected via direct sales initiatives, personal appointments, and on the tradeshow floor.
  - **"FREE I-Pad Inside" premailer** – introduced several years ago, this piece is mailed prior to attendance at a booth tradeshow to direct attendees to stop by the SCCVB Booth to sign up to win "the real deal."
- **Illinois Council of Convention & Visitors Bureaus:** The SCCVB will continue its membership in the Illinois Council of Convention & Visitors Bureaus and the SCCVB sales managers will participate in **Meet in Illinois, Sports Illinois and Tour Illinois** niche sales committees. Comprised of CVB sales personnel from around the state, these three committees serve as a cooperative initiative designed to reinforce Illinois as a destination for each of the three major group markets.
- **Professional memberships:** The SCCVB will maintain memberships in organizations designed to enhance networking opportunities for the purpose of increasing sales in each of the three major markets:
  - American Bus Association
  - Destination Marketing Association International.
  - Hospitality Sales & Marketing International
  - Illinois Society of Association Executives
  - Meeting Planners International
  - National Association of Sports Commissions
  - Religious Conference Management Association
  - Select Travel (formerly Bank Travel)

- **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.
- **Sales Activity Reporting:** Customized sales database allows SCCVB to maintain information and report same 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.

Meetings Sales: Target Audience - Convention & Meeting Planners

- **Direct Sales Initiatives** – These will continue to be the primary activity waged by the SCCVB to prospect for new business and provide services required to maintain existing business.
- **Advertising** – ***Cvent e-advertising and promotion partnership:** bundle purchase on web-based site selection channel includes potential interaction with 30,000 planners, two diamond listing, banner ad on competitor's listing, editorial exposure.
- **Direct mail/premailer** – Two pieces will be used this year:
    - **"Glad we connected" self-mailer** – Allows sales manager to customize a personal note to each client with whom he/she's connected via direct sales initiatives, personal appointments, and on the tradeshow floor.
    - **"FREE I-Pad Inside" premailer** – Introduced several years ago, this piece is mailed prior to attendance at a booth tradeshow to direct attendees to stop by the SCCVB Booth to sign up to win "the real deal."
- **HelmsBriscoe Value Partnership** – a leading global third party agency that provides planners with meeting procurement and site selection, this financial partnership will enable SCCVB to:
    - Attend the annual, invitation only HB Destination Annual Business Conference Partner Seminar and participate in face-to-face appointments
    - Attend an in-market presentation by HB leadership to partner hotels
    - Include HB associates in familiarization trips
    - Receive assistance creating targeted planner lists for familiarization trips
    - Opportunity for HB associates to participate in SCCVB events & hotel committee meetings

- Ability to make in-person presentations to multiple HB regional offices and teams
- Invitation to participate on Partner Panels during regional team meetings

- **Tradeshow participation** – Increase from FY 14's TWO tradeshows to SIX:
  - Connect (association & specialty groups) Aug. 2014
  - *Meet National (corporate, association, gov., independent, 3rd party) Sept. 2014
  - *Destination DC (corporate, association, gov., independent, 3rd party) Feb. 2015
  - RCMA Emerge (religious) Jan. 2015
  - Helms Briscoe ABC (3rd party) April 2015
  - AIBTM (corporate, association, gov., independent, 3rd party) June 2015

  *Tradeshows previously cut from SCCVB budget as a result of budget reductions

- **Springfield Sales Trips** – Additionally, SCCVB will travel on a monthly basis to attend Illinois Society of Association Executives events, coupled with individual client appointments, in Springfield. Up to two Greater St. Charles hotel sales representatives will be invited to attend each of these sales trips.

Sports Sales: Target Audience – Events Rights Holders and Sporting Event Producers

The group sports market is vital to bringing incremental overnight stays to destinations boasting signature venues such as those located within our service area. Greater St. Charles is fortunate to have a forward-thinking park district that understands the importance of working with "outside" groups interested in bringing tournaments and championships to their facilities and, in FY 2014, the St. Charles Park District identified several dates of availability that the SCCVB is touting to events rights holders.

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.

Techniques for selling and marketing a destination for sports events differ from the meetings and tour and travel (motor coach) 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.
3. Because of the significant number of guest rooms and total spending form sports events, planners 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. (Note: The SCCVB offers in-house housing bureau services which can aid in capturing consumed guest room rebates to offset these concessions.)
4. The lead process is several years long and includes the need for strong local partnerships.

Tradeshow participation in FY 2015:

- TEAMS (Travel, Events And Management in Sports) Conf. Nov. 2014
- NASC (National Association of Sports Commissions) Conf. April 2015

Tour & Travel (Motor coach) Sales: Target Audience – Bank, Alumnae, Affinity, Student & Scarecrow-specific Overnight and Day Trips

Tradeshow participation:

- *ABA Jan. 2015
- Select Travel Feb 8-10, 2015
- *Heartland Chicago Feb 20-22, 2015

*Tradeshows previously cut from SCCVB budget as a result of budget reductions

B. LEISURE (TRANSIENT) INITIATIVES

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's increased social media and digital initiatives are designed to attract younger, upscale visitors as well – from the City of Chicago as well as communities more than 50 miles away and no more than three hours drive from St. Charles.

The digital world continues to change marketing tactics used to attract leisure visitors just as it is in luring event planners, and FY2014 marked the first year in which the Bureau devoted resources to social media and digital campaigns.

Evaluators:

- Number of phone call and email inquiries
- Number of reader responses to print advertising
- Number of unique visits to visitstcharles.com, scarecrowfest.com, and stcharlescharm.com
- Number of "bounce back" cards returned from SCCVB Visitor Guide
- Number of individuals added to leisure dedicated St. Charles database
- Number of individuals who "opt-in" to dedicated email distribution list
- Number of Social Media & Digital Initiatives results
- Number of Jack Rabbit Book Direct results

FY 14 YTD (Q1-Q3) LEISURE INITIATIVES RESULTS

Leisure Inquiries (phone calls, email requests, web visits):

- FY 2014 vs. FY 2013 finds that phone calls are down by 16%
- Email inquiries are up by 2%
- Unique web visits continue to climb: FY 14's 420,631 vs. FY 13's 298,321.

*Important note: Analytics since Third Quarter 2013 have been tracked via Crystal Tech, rather than Google Analytics. In FY 15, the SCCVB will return to tracking using Google Analytics.

Print Advertising Reader Response: 10,551 requests for information is a 38% decrease compared to YTD FY 13. However, this is a viable mechanism to generate trackable responses as well as to encourage visitors to access our websites.

Additions to SCCVB Inquiry Leisure Database: 11,362 contact names and addresses and 3175 opt-in emails were added in the first three quarters of FY 14.

Top four sources for inquiries were:

- Madden Preprint Newspaper Inserts
- Midwest Living Magazine
- AAA Magazine
- SCCVB Visitors Guide

Top four cities of inquiry origination:

- Chicago
- Indianapolis
- St. Louis
- Milwaukee

Top four states of inquiry origination:

- Illinois
- Michigan
- Wisconsin
- Indiana

YTD FY 14 Leisure Inquiries Achievements:

Applying 64% conversion (SCCVB conversion as concluded in 2011 Temple University Tourism Conversion Study) of YTD FY 14 leisure inquiries:

- 64% of 11,362 inquiries = 7272 travel parties
- $328 spending per party with 7272 parties = $2,385,216 potential direct spending
- 47% will visit again within three years = 342 travel parties

YTD FY Jack Rabbit Book Direct Results (8/1/13 to 3/31/14): Real time websites booking widgets connected directly to each of our hotels' systems resulting in "real time" referrals and reservations. Visitors can sort their search by name and price, categories and amenities and preview property locations on a local area map.

2,271 total referrals broken down as follows:

- 146 - Best Western
- 227 – Country Inn & Suites
- 106 – Courtyard by Marriott
- 124 – Fairfield Inn & Suites
- 67 – Geneva Motel Inn
- 115 – Hampton Inn & Suites
- 148 – Hilton Garden Inn
- 228 – Hotel Baker
- 821 – Pheasant Run Resort
- 164 – Quality Inn & Suites
- 125 – Super 8

Scarecrow Fest 2013 Results:

The **28th annual Scarecrow Fest,** held on the traditional Columbus Day Weekend in October 2013, drew an estimated attendance of 110,000, up 20,000 from 2012 estimated attendance of 90,000. The increase in attendance is attributed to better weather in 2013, though Saturday afternoon did see some rain and cloudy skies. Sunday of the 2013 Fest, however, was the "perfect" Scarecrow Fest day, and the crowds were record.

On site attendee surveys continue to provide the Bureau will solid statistics regarding the festival's impact on the local economy. Results from 708 completed surveys indicated:

- Average party of 3.3 people
- Attendees identified from 25 states, 126 Illinois communities
- 50% of those surveyed were from OUTSIDE the Fox Valley
- 32% were first timers to the festival
- 187 overnight guest rooms – down 38% from 2012

Estimated visitor spending was $4,159,075 – a 1% increase over that of Scarecrow Fest 2012

(Spending estimates are based on non-Fox Valley attendees. 50% of 2013's 110,000 total attendees were from outside the Fox Valley; 60% of 2012's total attendees were from outside the Fox Valley.)

Social Media Results:

TWO Facebook Pages:

- St Charles, IL: FY 14 YTD - 5,392 followers vs. FY 13 - 4,769; FY 12 - 4,327; FY 11 - 3,505; FY 10 - 2,245
- Scarecrow Fest: FY 14 YTD - 3,421 followers vs. FY 13 - 2,371; FY 12 - 1,845; FY 11 - 1,110; FY 10 – 588

TWO Twitter Account:

- @StCharlesIL: FY 14 - 2,556 followers vs. FY 13 - 1,964
- @STCScarecrow: FY 14 - 222 followers vs. FY 13 - 151

Digital Prospecting & Retargeting Campaign Results:

In December 2013, the SCCVB conducted a winter marketing campaign entitled "What's Your St. Charles Story?" The goal of the campaign was to stimulate web traffic and hotel bookings during the typically slower winter season while engaging with and encouraging visitors to share personal stories,

memories and photos from their most treasured visits to the area. This multi-channel campaign included national print buys in Chicago Magazine and Midwest Living, local print buys in Daily Herald, radio advertising on WBBM News Radio 780, social media campaigns on Facebook, Twitter, Instagram and Constant Contact, and a robust digital prospecting and retargeting campaign thru Madden Media. The digital results were as follows:

Over a six-week period, the digital campaign served 1,558,146 impressions to our website resulting in 3,139 clicks, with a total campaign click-thru rate of .20% (industry standard CTR is .08%). The geo-targeted prospecting netted a CTR of .22% from both IL and IN users and a surprising .23% CTR from MI users. The geo-retargeting campaign served 44,000 impressions to IL users (CTR 0.15%), 3,000 impressions to WI users (CTR 0.31%), 2,000 impressions to IN users (CTR .24%) and 1,000 impressions to MI users (CTR .32%).

The results of the campaign netted over a dozen shared visitors stories, an average of 140 unique visitors to StCharlesCharm.com from Jan-Feb 2014, and a 33% increase in Jack Rabbit Book Direct reservation referrals to St. Charles hotels 2014 Q3 over 2014 Q2.

FY '15 OBJECTIVES – LEISURE INITIATIVES:

STRATEGIES:

PLEASE NOTE: Approval of the SCCVB's request to reinstate the ten percent funding will result in the Bureau's ability to enhance its Leisure Initiatives as follows:

- 20% increase in print placements
- 100% increase in search and retargeting accomplished in FY 14
- First time initiative in digital content development

Greater St. Charles Year of the Scarecrow October 12, 2014-October 11, 2015:

In celebration of the landmark 30th Anniversary of the St. Charles Scarecrow Fest in 2015 and to honor the treasured symbol the Scarecrow has become over the years in St. Charles, the SCCVB will launch an unprecedented marketing campaign entitled "Year of the Scarecrow," a year-long celebration of the Scarecrow in St. Charles.

In cooperation with myriad community partners including the City, Chamber, Downtown Partnership, School District, Arts Council, Park District, and others, YOTS will include a robust, scarecrow-centric calendar of public events and activities around town (e.g. Scarecrow Gala, Scarecrow Sculpture Commission and Dedication, Scarecrow Walk-A-Thons, Bike-A-Thons, Car Shows, Performances, etc.), marketing, print, video and social campaigns, branding campaign with scarecrow mascots Chuck and Char, scarecrow art displays in local businesses and public places, interactive and engaging scarecrow art contests for students, and so much more. While individual programming will fall to the community partners to plan and execute, the SCCVB will serve as the coordinating agency.

The goal will be to leverage this campaign into premiere statewide and national media exposure as the City of St. Charles, IL becomes synonymous as the unofficial home of the scarecrow. YOTS launches the weekend of Scarecrow Fest 2014 and will culminate with the 30th Annual St. Charles Scarecrow Fest on October 9-11, 2015.

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 CVBs 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 and directing prospective visitors to each destination's website.

Greater St. Charles Visitors Guide:

2015 marks the first year that social media marketing has influenced the creative look of SCCVB's premier print publication. Bearing a theme of *Snapshot Memories & Charming Stories*, the editorial portion of the 56 page magazine features authentic, first-person stories submitted by visitors who have experienced St. Charles' natural charms. Once again, the guide includes a removable **FACES*Card (For Absolutely Charming Entertainment Savings)**, allowing visitors to enjoy value-added discounts at participating businesses.

Digital Monitors:

Monitors installed in the two self-serve visitor info centers in the north and south lobbies of the 1st Street Parking Deck continue to offer video clips promoting the tourism product of Greater St. Charles and, new for 2015, the SCCVB will be bringing its **video production activities** in-house, which will expand the use of the media into the group market area as well.

Visitstcharles.com:

The SCCVB's website will undergo a major renovation in FY 15. This will involve a complete rebuild of the website's design, navigation, social integration and information hierarchy as well as a total overhaul of the Bureau's backend content management system. These changes will enable the Bureau to better create and promote visually compelling, authentic and relevant content to more effectively market the destination to the largest concentration of today's tech savvy tourists and visitors in a more streamlined, sophisticated and organized fashion.

Search Engine Marketing:

Once the new website has been designed and our catalog of new digital content has been developed, the SCCVB will work with a Google search provider on a paid **S**earch **E**ngine **O**ptimization campaign to optimize a series of search terms (e.g. *Live Music, Antique Shopping, Bike Trails, Suburban Special Events*, etc.) that the Bureau deems relevant to our destination. This will better enable tech savvy visitors and tourists unfamiliar with our destination to discover the great things Greater St. Charles has to offer thru Internet searches.

Social Media Initiatives:

The SCCVB will continue to leverage our growing social media footprint to promote and communicate the latest events and happenings pertinent to visitors of Greater St. Charles as well as drive significant additional visitor traffic to VisitStCharles.com and ScarecrowFest.com.

Facebook:

The SCCVB will continue to leverage its two Facebook pages - St Charles, IL and Scarecrow Fest as the lead communicational and promotional mechanism in our social media marketing strategy in FY 15.

Because of the ever-changing parameters by which Facebook delivers content to a brand or company's followers, the Bureau will also employ an ongoing campaign of paid promoted posts to ensure the most pertinent messages are being served appropriately to our social sphere.

We also plan to periodically implement simple but engaging Facebook promotions to encourage additional visitor engagement and provide authentic, user-generated content about Greater St. Charles.

Twitter:

As the SCCVB develops its catalog of new content in FY 15, we will more extensively utilize both our @StCharlesIL and @STCScarecrow Twitter accounts to promote that content to a more regional and national following of both visitors and travel writers thru the use of industry-specific tourism related hashtags. We will also implement our own destination-specific hashtags (e.g. #stcharlesil) and encourage visitors to utilize them when checking in on Twitter and other hashtag-driven social outlets (such as Foursquare and Instagram). This will help develop a niche following of brand ambassadors for our destination while making it easier for potential visitors to more easily search for authentic, user-generated content pertinent to Greater St. Charles via social media.

Instagram:

As the SCCVB shifts its social marketing strategy to one of more content marketing versus strict social sharing, photos and user-generated videos will become increasingly important to tell the story of the visitor experience in Greater St. Charles. Hence the Bureau will begin posting and sharing more visual content - both original and user-generated - thru our @StCharlesIL Instagram account, which will be cross-promoted thru our Twitter and Facebook accounts as well. Thru the use of a Photo Repost App, the Bureau will also share other Instagram user's photos and videos to supplement our own catalog of Greater St. Charles images. We will also continue to utilize our @ChuckandChar Instagram account to show off our two signature scarecrow mascots' exploits at tourist attractions around town.

YouTube:

The SCCVB has invested into high-end video equipment (camera, video editing software, etc.) to enhance our marketing efforts thru the creation and production of in-house video content to be shared thru our YouTube Channel. We feel bringing the production of these new videos in-house will give the Bureau more control of the content itself and also will enable us to more effectively market the visitor experience to the masses.

Constant Contact:

The SCCVB has gathered a list of over 14,000 email addresses which has become impossible to validate as "opt in." Therefore, we have begun the process of cleaning up that list by maintaining only those emails collected within the past several years and, moving forward, will expand our contact lists thru a variety of in-house initiatives to deliver bi-monthly eblasts about bigger ticket tourist events and activities.

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 tracks 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 i.e. 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 2013 Return on Investment
$754,666 – State & Local Hotel Tax Received by Bureau
$717,207 – 1485 definite group room nights
$5,846,692 – Leisure visitor conversion
$4,106,322 – Scarecrow Fest 2012
$10,670,221 – Total Tracked Estimated Spending
Divided by $754,666 Bureau Revenue **=$14.13 ROI**

FISCAL YEAR 2012 Return on Investment
$740,121 – State & Local Hotel Tax Received by Bureau
$301,104 – 926 ne, definite group room nights
$7,262,248 – Leisure visitor conversion
$4,765,824 – Scarecrow Fest 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 Fest 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 visitor conversion
$3,313,890 – Scarecrow Fest 2009
$11,502,727 Total Tracked Estimated Spending
Divided by $742,644 Bureau revenue **= $15.41 ROI**

Note: FY 14 Return on Investment information will be available after June 30, 2014, which marks the end of the Bureau's fiscal year. NEW in FY 14 will be a 64% conversion of the Jack Rabbit Book Direct reservation referrals (8/1/13 to 6/30/14) to Greater St. Charles hotels.

V. CONCLUSION

For many years, St. Charles has received the benefit of millions of dollars of local tax revenue generated by visitors who have spent the night in one of the community's hotel properties. Those locally generated visitor dollars have:

- Helped reduce the tax burden placed on the residents of St. Charles.
- Provided dollars to help support a plethora of not-for-profit organizations through awards made by the St. Charles' Cultural Commission.
- Helped fund the Greater St. Charles Convention and Visitors Bureau which, in turn, has used those local dollars to match additional grant funds available from the Illinois Office of Tourism.

As outlined in the opening pages of this plan, the decrease in 2014 local tax receipts is evidence that our hotel partners need additional sales and marketing support. Additional documents point to the reality that the SCCVB, since subjected to a budget decrease in 2010, has had to reduce its overall sales and marketing initiatives that support those very venues that are pumping dollars into the local economy. Rising operations costs further challenge the Bureau's annual program of work.

Tracking measures of specific Bureau programs point to their successes and continue to guide the Bureau in choosing successful vehicles and in 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, should contribute to the economic climate of the Greater St. Charles 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 Greater St. Charles' unique, *naturally charming* tourism product.

CAROLYN DAVIS
480 E. Montrose Ave. #412
Wood Dale, IL 60191

(630)595-9740
ccd2447@mac.com

Invoice

Date	Invoice No.
05/01/2014	1542

Terms
Net 30

Bill To

St Charles Convention & Visitors Bureau
att: Amy Egolf
311 N. Second Street
Suite 100
St. Charles, IL 60174

Activity	Amount
• 2014-2015 ST. CHARLES CVB VISITORS GUIDE Design, Production, Revisions, Stock Photos, Photo Retouching, File Submission & Press Proofing & Production	16,000.00
• FACES CARD Design & Production	150.00
Total	$16,150.00

Date Recv'd 5/2/14
Acct # 5755-7
LTCB – LM –
MPG X
Description
Approval

Annual Leisure Visitor Results
2006-2014

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 7/1/12-6/30/13	FY 2014* 7/1/13-3/31/14
UNIQUE Web Visits	Data Not Available	Data Not Available	161,070	223,773	133,092	220,742	355,184	402,798	420,631
TOTAL Non-web Marketing Responses	27,279	20,515	21,012	62,408	109,403	65,031	131,228	157,949	82,283
800# Inquiries	4,900	5,059	5,152	4,955	5,148	4,088	3,570	2,629	1,669
Email Inquiries	2010	1833	2106	2418	1,951	2,077	1,671	931	588
Print Ad Reader Responses	20,369	13,623	13,754	13,405	26,573	22,204	29,354	24,292	10,551
Total 800 # & Reader Responses**	**27,279**	**20,515**	**21,012**	**20,778**	**33,672**	**28,369**	**34,595**	**27,852**	**12,808**
****64% Conversion of 800#, Email & Reader Responses to Leisure Visitors	**17,459**	**13,130**	**13,448**	**13,298**	**21,550**	**18,156**	**22,141**	**17,825**	**8,197**
**Estimated Day Visitors	8,730	6,565	6,724	6,649	10,775	9,078	11,071	8,913	4,099
**Estimated 1-2 Night Stays	5,936	4,464	4,572	4,521	7,327	6,173	7,528	6,061	2,787
**Estimated 3-5 Night Stays	2095	1576	1614	1596	2586	2179	2,657	2,139	984
**Estimated 6-10 Night Stays	524	394	403	399	647	545	664	535	984
**Estimated 11 Nights	174	131	135	133	215	181	221	178	82
**Total Estimated Ecomomic 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	**$5,846,600-7,914,300**	**$2,688,616-3,639,468**
							NEW in FY 14	J Rbbt Referrals -ytd ttl	2,271
								J Rabbit conversion	1,453
								J Rabbit est Impact	$476,584-645,132
									$3,165,200-$4,284,600

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 8, 2014

Annual Meetings, Motorcoach, Sports Group Sales Results

GROUP SALES & SERVICES Greater St. Charles Convention & Visitors Bureau	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 7/1/08-6/30/09	FY 2010 7/1/09-6/30/10	FY 2011 7/1/10-6/30/2011	FY 2012 7/1/11-6/30/12	FY 2013 7/1/12-6/30/13	FY 2014 (YTD) 7/1/13-3/31/14
TOTAL LEADS GENERATED									
Groups	42	68	91	85	68	80	63	75	56
Room Nights	9,246	16,547	26,344	18,968	11,130	19,443	21,348	14,729	18,293
Attendees	22,363	35,276	26,721	29,648	27,264	29,125	21,288	24,475	41,215
Potential Economic Impact	$3,950,414	$10,279,416	$11,228,646	$9,418,037	$4,363,093	$7,893,271	$7,889,218	$5,851,063	6,223,844
TOTAL LEADS BOOKED									
Groups	15	21	62	45	37	35	20	41	22
Room Nights	754	4,485	1,945	470	2,337	735	926	1,485	5,280
Attendees	10,199	9,668	3,644	4,370	9,002	3,119	6,213	11,359	14,245
Potential Economic Impact	$497,956	$3,177,154	$888,300	$352,407	$1,120,437	$329,061	$301,104	$717,207	$2,272,400
TOTAL CONVENTION SERVICES									
Groups	Data Not Available	32	59	79	103	77	119	98	46
Room Nights		4,543	9,916	29,506	25,756	11,102	20,954	11,508	8,491
Attendees		10,601	41,663	183,584	40,761	28,063	30,571	23,570	25,269

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

2013 SCARECROW FESTIVAL INTERCEPT SURVEY TRACKING INITIATIVES

Sites of surveys – SCCVB Gazebo
Lincoln Park Visitor Info Booth
Walking Surveys

*708 Surveys completed
*2339 attendees
*Average # of ppl per party: 3.3
*25 States : AL,AZ,CA, CO, DC, FL, GA, IA, IL, IN, KY, MI, MN,MO, NM,NY, OH,OK, PA, SC, TX, TN,VA, WI,
*2 Countries: USA, Israel
*346 surveys reflecting 1162 attendees (50%) from OUTSIDE the Fox Valley
*1175 (50%) attendees identified from FOX VALLEY
* 634 surveys completed from 2101 IL attendees
*126 IL communities identified
*St. Charles PD weekend attendee estimate: 110,000

*"First Timers"= 238 Surveys, 782 attendees

Sources:
77 Friends/Family
65 Word of Mouth
19 Online
13 Drive by, signs, banners
12 TV
8 Newspaper
6 Advertising
3 Hotel referral
3 Bureau postcards
2 Radio
30 No response

Favorites:
61 Scarecrows
33 Ambience
26 Food
23 Carnival
23 Crafts
10 Music/Entertainment
8 Shopping
6 Vendors
5 Petting Zoo/Pony Rides
4 Make Your Own Scarecrow
2 Free stuff
1 Kids stuff
1 Marriage Proposal
35 No response

*"Repeat Visits"= 450 Surveys, 1499 attendees

Sources:
99 Repeat visitors
96 Word of Mouth
94 Friends/Family
48 Tradition
21 Newspaper
17 Drive by, signs
13 Online
7 Bureau postcards
5 Advertising
2 News
1 City referral
47 No response

Favorites:
159 Scarecrows
61 Ambience
59 Crafts
55 Food
37 Carnival
18 Entertainment
9 Shopping
7 Make your Own Scarecrow
6 Kids stuff
4 Petting Zoo/Pony Rides
2 Vendors
2 Weather
1 Dogs
1 Free Stuff
1 Radio Disney
28 No response

****NOTE 20 surveys did not indicate 1st time/repeat visit status**

183 (23%) surveys reflecting 611 (26%) attendees who were repeat, non-St. Charles visitors came to St. Charles between 2012 and 2013 Scarecrow Fests.

OVERNIGHTS

187 room nights were tracked by seven St. Charles hotels: Best Western (30), Country Inn (50), Fairfield (14), Geneva Motel (16), Holiday Inn (5), Hotel Baker (2), Pheasant Run (70)

26 surveys indicated stays at eight St. Charles hotels (Best Western -3; Country Inn & Suites – 4; **Courtyard – 3; Hilton – 1**; Holiday Inn – 3; Hotel Baker – 6; Pheasant Run Resort – 5; **Super 8 – 1**) Only the **bolded** rooms have been included in estimated attendee spending.

Four surveys indicated stays outside St. Charles: Herrington Inn/Geneva – 2, Carol Stream – 1, Bolingbrook – 1. These rooms have NOT been included in estimated attendee spending

Estimated overnight attendee spending:

187+ 5 **(surveys)** = 192 room nights (190 @ 3.3 ppl per rooms, 2 rooms @ 2 ppl per room/estimated daily per person expenditure $129*: **$81,399 estimated overnight spending.**

SURVEYED DAY VISITORS (not including estimated 50% attendees from Fox Valley):

1162 x $75 = **$87,150 Surveyed day visitor spending**

DIRECT SPENDING OF SURVEYED (non-Fox Valley) VISITORS & HOTEL OVERNIGHTS

$ 81,399 Overnight Guests
87,150 DayVisitors (Fox Valley attendees NOT included)

$168,549 TOTAL DIRECT SPENDING FROM SURVEYED (non-Fox Valley) ATTENDEES

ESTIMATED SPENDING BASED ON SURVEY INFO AND FESTIVAL ATTENDANCE OF 110,000 (per St. Charles Police Department estimate)

110,000 estimated attendance
- 55,000 estimated Fox Valley attendees
- 631 identified overnight attendees
54,369 Day Trippers outside of the Fox Valley

54,369 vestimated day tripper attendance @ $75 = $4,077,676
192 identified hotel room nights= 81,399
$4,159,075

Estimated Impact of '13 Scarecrow Visitors Spending
Figure includes NO revenue generated by approximately 55,000 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 $4,159,075
State of Illinois received: $195,476.52
City of St. Charles received: $99,817.8 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

City of St Charles
Hotel Tax Receipts Analysis
May, 2014

Year Ended ***April 30***	***Hotel Tax Receipts***	***Change***	***Percentage Change***
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	$1,778,810	$28,915	1.65%
2014	$1,666,003	($112,807)	-6.34%

** 2014 Amount Estimated based on March Forecast. $1,567,196 received through March 31, 2014

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