

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
 For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 _____ X _____ Recommendations of Boards, Commissions & Committees (Green)
 _____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: March 22, 2007 (B of T) Date: April 5, 2007

TITLE: DuPage Convention & Visitors Bureau Guide

SUBMITTED BY: The Department of Community Development *WTL*

BACKGROUND/POLICY IMPLICATIONS:

The Economic and Community Development Committee through The Department of Community Development transmits for your consideration a request for a 2-page ad in the annual DuPage Convention & Visitors Bureau Guide in an amount not to exceed \$8,000.

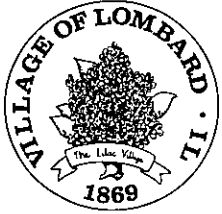
The Economic & Community Development Committee recommended approval of this request.

Fiscal Impact/Funding Source: .

Review (as necessary):

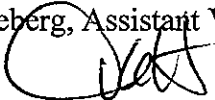
Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X <i>W. T. Lichter</i>	Date <i>3/22/07</i>

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: William T. Lichter, Village Manager

FROM: David A. Hulseberg, Assistant Village Manager/Director of Community Development 

DATE: March 22, 2007

SUBJECT: DuPage Convention & Visitors Bureau Visitors Guide

The following is a recommendation for a Hotel/Motel grant to be used for a two page ad for the DuPage Convention & Visitors Bureau Visitors Guide featuring Lombard's restaurants.

The item was reviewed and approved by the Economic & Community Development Committee at its March 6, 2007 meeting. A recommendation to fund the ad in the amount of \$8,000 is being recommended.

A sample of the basic ad is attached for your information.

Please place this item on the consent agenda on the April 5, 2007 agenda of the Board of Trustees. If you have any questions, please feel free to contact me.

January 19, 2007

Dear DCVB Partner:

The DuPage Convention & Visitors Bureau is proud to announce that travel is increasing and projections for 2007 are grand. In anticipation of this, we are beginning production of our 2007 DuPage Visitors Guide, *the* official publication highlighting our wonderful county. Enclosed is information regarding advertising opportunities for the Visitors Guide.

In keeping with the DCVB's strategy to increase leisure and business travel, the county's premier leisure publication will be even more exciting this year. Several elements will be integrated into this year's guide, including new photography, vivid graphics and new cover designs.

Of course, we are continuing with proven, successful elements as well:

- A large magazine format
- Full color
- Member/advertiser directory
- Comprehensive member listings

The 2007 DuPage Visitors Guide is one of the most cost-effective leisure travel market advertising vehicles available to members, especially when you consider:

- Ad prices have been held and are the same as the previous year
- The guide has a shelf life of one year, which is equivalent to 365 ads for the price of one
- The Visitors Guide is the only official opportunity to advertise in a publication produced by the DuPage CVB, the only Illinois Bureau of Tourism-certified bureau representing and promoting DuPage
- The Visitors Guide is promoted through extensive DuPage CVB Marketing and PR efforts
- The Visitors Guide is distributed in a multitude of ways including: Illinois Bureau of Tourism Visitor Centers; as fulfillment for advertising and website inquiries; for convention and group services; and at local hotels and attractions.

As partners in tourism, we encourage you to consider this advertising opportunity as an investment for your organization. Should you have any questions, please contact me at 630-575-8070, ext. 212 or dlorr@dupagecvb.com.

Best regards,

Doug Lorr
Marketing Manager

You need not look past your own backyard for a good meal.

Adobo Grill <i>Opening in Shops on Butterfield</i>	China Star , 629-2211 111 E. Roosevelt Road	Flaherty's , 627-3373 418 S. Main Street	*Magnum's , 573-1010 777 E. Butterfield Road	Pita House , 576-5060 340 E. Roosevelt Road	Steve's Gyro's , 629-0745 916 E. Roosevelt Road
A La Mode , 268-9995 130 W. St. Charles Road	*Claim Jumper , 932-4290 92 Yorktown	Fiat Top Grill <i>Opening in Shops on Butterfield</i>	Main Stop , 629-3773 715 S. Main Street	Popeye's Chicken , 932-0200 844 E. Roosevelt Road	Subway , 889-1104 1009 E. Roosevelt Road
Baja Fresh , 627-2040 2370 S. Fountain Square Drive	*Club Paradise , 368-0004 801 E. Butterfield Road	Frankie's Deli , 627-7977 4 Yorktown Convenience Center	Maxfield's , 629-6870 352 E. Roosevelt Road	Portbelly's , 629-3875 2830 S. Highland Avenue	Subway , 495-7827 404 W. Roosevelt Road
*Benihana , 571-4440 747 E. Butterfield Road	Culver's , 889-1140 1155 S. Main Street	Great Wraps , 916-9009 432 E. Roosevelt Road	McDonald's , 620-4280 300 E. Roosevelt Road	*Praga , 495-0470 229 W. St. Charles Road	Sushi Inn , 932-9986 719 E. Roosevelt Road
Boston Market , 620-0400 150 E. Roosevelt Road	De Allende Restaurant , 953-0050 1238 S. Highland Avenue	*Greek Islands , 932-4545 300 E. 22 nd Street	McDonald's , 792-8009 540 W. North Avenue	Punky's Pub , 629-8033 16 S. Park Avenue	Taj of India , 693-0600 1000 N. Kohlwing Road
Boudin Bakery <i>Opening in Shops on Butterfield</i>	*Discovery Bay , 969-7500 707 E. Butterfield Road	Grove Restaurant , 629-5211 2 W. St. Charles Road	Miller's Ale House <i>Opening soon!</i> 455 E. Butterfield	Quizno's Classic Subs , 889-0401 413 E. Roosevelt Road	Taj Mahal , 261-9953 833 E. Roosevelt Road
Brandy's , 792-1500 300 W. Roosevelt Road	Doc West Wine Bar <i>Opening in the Shops on Butterfield</i>	Sabri Restaurant , 792-8839 530 E. North Avenue	*Momodaro , 574-3324 801 E. Butterfield Road	RA Sushi <i>Opening in Shops on Butterfield</i>	*Taylor Brewing Co. , 990-8700 717 E. Butterfield Road
Brio Tuscan Grille <i>Opening in Shops on Butterfield</i>	Double Dragon , 889-8989 412 W. 22 nd Street	Jimmy John's , 620-5400 1000 N. Kohlwing Road	Mr. Won Ton , 932-9373 837 S. Westmore/Meyers Road	Safari Fresh Juice Cafe , 916-1666 40 W. Roosevelt Road	Texan BBQ , 629-8800 105 W. St. Charles Road
Brix Woodfired Pizza , 691-1900 104 W. St. Charles Road	Dusit , 792-1881 52 W. Roosevelt Road	Jimmy John's , 268-0680 1235 S. Main Street	*Nagano Japanese Restaurant , 629-2469, 1005 E. St. Charles Road	*Ristorante Lorica , 268-1133 40 Yorktown Convenience Center	*TGI Fridays , 964-3743 601 E. Butterfield Road
Brooster's Chicken , 495-2442 434 W. 22 nd Street	Ed Debevic's , 495-1700 157 Yorktown	Johnson's Door County Fish , 629-6520 908 E. Roosevelt Road	O'Neill's Pub , 627-1600 230 E. St. Charles Road	Rock Bottom Brewery , 424-1550 94 Yorktown	Thai Orchid , 620-4020 845 E. Roosevelt Road
*Buca Di Beppo , 932-7673 90 Yorktown	Eddy's Gyros , 953-9846 837 S. Westmore/Meyers Road	Kabob Cafe , 627-6112 1300 S. Main Street	Old Country Buffet , 916-8809 551 E. Roosevelt Road	Safari Fresh Juice Cafe , 916-1666 40 W. Roosevelt Road	*Uncle Julio's Hacienda , 705-9260 2360 S. Fountain Square
Buona Beef , 792-1133 498 E. Roosevelt Road	Egg Harbor Cafe , 792-0724 157 Yorktown	KFC/A&W , 620-1320 810 E. Roosevelt Road	Omega Restaurant , 424-8220 2300 S. Highland Avenue	Sal's Pizza Pub , 620-1802 410 W. 22 nd Street	*Weber Grill , 953-8880 2331 S. Fountain Square
Burger King , 629-4190 1021 E. St. Charles Road	Einstein Bros. Bagels , 932-9113 440 E. Roosevelt Road	Lily's Cafe , 620-7755 415 W. Crescent Blvd.	Otto's Bar & Grill , 495-2222 433 W. Crescent Boulevard	*Sequel , 629-6560 44 Yorktown Convenience Center	Wendy's , 495-2730 820 E. Roosevelt Road
Burger King , 916-9499 401 E. Roosevelt Road	El Famous Burrito , 889-0889 256 W. Roosevelt Road	Lom Ling Restaurant , 627-2888 108 W. St. Charles Road	*P.F. Chang's , 652-9977 2361 S. Fountain Square Drive	Shahi Nihari , 889-8600 800 E. Roosevelt Road	White Castle , 629-5293 4 E. Roosevelt Road
Burger King , 629-7974 545 W. North Avenue	El Mesquite , 629-7600 708 S. Main Street	*Lone Star Steakhouse , 953-9442 569 E. Roosevelt Road	Panda Express , 627-0199 411 E. Roosevelt Road	Sri Ganesh Cuisine , 620-9175 837 E. Roosevelt Road	Zelly's , 268-3756 920 E. Roosevelt Road
*Capital Grille , 627-9800 87 Yorktown	Family Euro Deli , 495-3185 800 E. Roosevelt Road	Los Burritos Mexicanos , 889-8001 1015 E. St. Charles Road	Parvaz , 705-1605 1271 S. Main Street		
*Casey's , 932-4777 415 E. North Avenue	Famous Dave's , 620-6363 206 Yorktown	Los Burritos Tapatius , 235-0052 849 E. Roosevelt Road			
*Champps Americana , 627-3334 2301 S. Fountain Square Drive					

Dine Lombard.

You'll be glad you did.

**Indicates Finer Dining. For a complete listing of all restaurants, please click on www.villageoflombard.org. Sponsored by the Village of Lombard and paid for by the hotel/motel tax fund.*