

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Scott Niehaus, Village Manager
DATE: November 29, 2023 (B of T) Date: December 7, 2023
TITLE: DCVB 2024 Municipal Partnership Agreement

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information pertaining to the annual Municipal Partnership Agreement with the DuPage Convention and Visitors Bureau. Pursuant to the agreement, the municipality agrees to pay membership fees equivalent to 25% of one municipal hotel/motel occupancy tax points.

Review (as necessary):
Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X Scott Niehaus Date 11/29/23

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



#230406

MEMORANDUM

TO: Scott Niehaus, Village Manager
FROM: Nicole Aranas, Deputy Village Manager *NAA*
DATE: November 29, 2023
SUBJECT: **DUPAGE CONVENTION & VISITORS BUREAU MUNICIPAL PARTNERSHIP AGREEMENT**

Attached please find relevant information regarding a municipal partnership agreement with the DuPage Convention & Visitors Bureau. The partnership agreement memorializes municipal agreement to membership to the DuPage Convention & Visitors Bureau and is used by the bureau to secure matching local funds for tourism grants from the State of Illinois.

The DuPage Convention and Visitors Bureau is a not-for-profit partner organization that serves as the official agency certified by the State to promote DuPage County's tourism industry and market DuPage County as a destination for visitors and conventions. The Bureau engages in promotion of the Village through targeted leisure and business campaigns, at tradeshow, online and in print media.

The annual financial commitment is not a set value, as the actual commitment varies annually depending on the actual annual hotel/motel tax receipts collected. The annual commitment of financial support is assessed at a rate of 25% of one of the hotel/motel tax occupancy tax points annually collected.

The DuPage Convention and Visitors Bureau uses local funding commitments to secure matching grant funding through the State of Illinois. The financial commitment authorized by the Village of Lombard will be submitted to the State of Illinois to secure matching funds for the current fiscal year.

Please place the approval of the annual financial commitment to the DuPage Convention and Visitors Bureau for consideration by the Village Board of Trustees at the Thursday, December 7, 2023 meeting. Please let me know if you should have any questions or concerns.

November 16, 2023

Village President Keith Giagnorio
Village of Lombard
255 E. Wilson Avenue
Lombard, IL 60148

Dear Village President Giagnorio:

I am writing to express my appreciation to you and the Village of Lombard for your continued financial support of the DuPage Convention & Visitors Bureau.

This past year, DCVB has seen remarkable success for the hospitality industry.

- DuPage CVB, in its second year of planning and in partnership with Medinah Country Club and PGA Tour of America, continued efforts to target the international market sector to secure overnight visitation for the 2026 Presidents Cup. Both the domestic and international spotlight will shine on the communities of DuPage County.
- DCVB continued to elevate the DuPage Sports Commission, generating huge economic impact and hotel stays with national governing bodies and their tournaments, some which include: USA Swimming, USA Artistic Swimming, USA Water Polo, USBC, TNBA Bowling, USA Pickleball and more. To date, over 75,000 hotel rooms are in the CVB database for sports.
- In partnership with the College of DuPage and the McAninch Arts Center, the county and our communities welcomed over 50,000+ guests for the Andy Warhol exhibit. With The MAC's leadership, community partners planned civic participation and activations like never before. DCVB worked with the Department of Commerce and Economic Opportunity to secure tourism grants to aid in the execution of the exhibit.

At the DCVB Board of Director's recommendation, included is a municipal program outline and contractual agreement rather than the usual promissory note. This document serves the same function--to demonstrate the ability to match the Illinois Department of Commerce and Economic Opportunity hotel grant appropriation for DuPage County with local hotel tax collections, as well as provide the board with predictable revenues through tourism investment. It is important that DuPage hospitality businesses have every tool possible to capture a portion of the \$2.9 billion visitor market. Please sign the attached letter and return it to Margo Pasek at margo@discoverdupage.com by November 30, 2023.

DCVB will continue to promote your community through targeted leisure and business campaigns, in person and virtually at tradeshows, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep our municipalities top of mind. Again, please see the municipal program sheet included on the many benefits offered by the DCVB and DuPage Sports Commission.

On behalf of the DuPage CVB board of directors and staff, thank you for your generous support. We look forward to our continued partnership. Thank you in advance.

Sincere regards as we promote DuPage County communities,

Bill Marshetti

Executive Director, Discover DuPage

MUNICIPAL PARTNERSHIP AGREEMENT

Fiscal Year 2024

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau (DCVB) acts as the official tourism marketing arm for its member partners. DCVB's municipal program serves the important function of helping to meet match requirements per the state's LTCB grant protocol — one of many important aspects of municipal participation. DCVB values the support and collaboration of its municipal partners, knowing this strong foundation contributes to a thriving tourism product. DCVB provides industry leadership, strategic planning, individual municipal engagement and reporting, and a robust sales and marketing program targeted to specific areas of both opportunity and challenge. With pooled resources, DCVB is able to provide a comprehensive toolkit that no singular community can achieve on its own for its base investment. This agreement supplements DCVB's proof of support for the State and ensures the sustainability and forward trajectory of our industry and your community's success.

This Agreement is by and between the **Village of Lombard (Municipality)** and the **DuPage Convention & Visitors Bureau (DCVB)**.

CALCULATION AND TIMING OF MEMBERSHIP FEES (“Membership Fee”)

The Municipality agrees to join the DCVB at a rate of 25% of one of the Municipality's occupancy tax points, as calculated by the **actual** amount of local hotel/motel tax collected by the Village on a fiscal year basis (“Collection”).

PAYMENT OF FEES

The Municipality is entitled to pay its Membership Fee at the beginning of DCVB's fiscal year based on the Municipality's collections in arrears or on actual collections on a calendar quarterly basis by the 30th of the following month. Municipality must notify DCVB in writing of preference upon return of the signed Agreement and DCVB will issue invoices accordingly. If the Municipality is not able to provide payment by the 30th of the month, communication with the DCVB Executive Director is required to keep account in good standing. If payment is not received within (30) thirty days, all services can be suspended until the account balance is paid in full. DCVB and Board of Directors have the authority to terminate this Agreement once payment is beyond sixty (60) days overdue. Termination will be marked with an official cancellation date, at which time provider services will cease, and renewal policy will go into effect.

CANCELLATION POLICY

Should Municipality decide to cancel this Agreement, Municipality must provide the DCVB Executive Director with a minimum of a ninety-day (90) written notice in advance of desired cancellation date. Upon cancellation request, all Municipal funding must be paid in full to DCVB, to include the 90-day cancellation period. At official cancellation date, provider services will be ceased, including:

- All current sales leads to Municipal hotels will be made inactive and no further leads will be provided to Municipal hotels.
- Digital marketing, social media, and web presence specific to the Municipality will be removed from the content calendar.
- Individual membership dues for hotels, attractions, and other venues within Municipality may increase.

- Only member hotels will be eligible for the matching grant program, and a \$300 administration fee per grant application will be assessed.

RENEWAL PERIOD

Regardless of whether cancellation was from Municipal request or Agreement termination by DCVB due to overdue payment, renewal of this Agreement may not take place for two (2) years following the official cancellation date. Agreement renewal will require the Municipality to pay DCVB upfront for that year's expected dues, along with a 10% administration cost. The DCVB Board of Directors will retain final approval to alter the renewal period policy and amount due.

ACCEPTANCE OF AGREEMENT

By signing below, the Municipality agrees and warrants that you are authorized to sign and enter into this contract. This Agreement must be returned by November 30, 2023. In the event the agreement is not received by said date all rates and services are subject to change. With the signing of this Agreement, all provisions reserved on your behalf will be confirmed and therefore subject to the terms of this Agreement.

Agreed by:

VILLAGE OF _____

Print: _____

Signed: _____

Title: _____

Date: _____

DuPage Convention & Visitors Bureau

Print: _____

Signed: _____

Title: _____

Date: _____

Municipality Program

As the state's second biggest generator of tourism visitation and revenues, DuPage County and its communities have a significant opportunity to harness the power of this sector of the economy. Currently, DCVB is supported by 18 communities who have joined hands in destination development through DCVB partnership. As DuPage County's state certified destination marketing organization, DCVB is committed to providing the following services to its municipal partners.

Industry Leadership

The DCVB realizes the critical juncture partners face as tourism evolves and is committed to working with leadership at all levels to ensure comprehensive success.

- Partnership in economic development, aligning initiatives, programs, and opportunity to serve the industry, businesses, and residents.
- Partnerships in community/governmental organizations through DuPage County Board, DuPage County Economic Development committee, Choose DuPage, DuPage Mayors and Managers Conference, and more.
- Educational and lobbying efforts on behalf of DuPage County and the tourism industry in Illinois by DCVB Executive Director including meetings with Illinois General Assembly in Springfield, as well as federal legislators in Washington D.C. in partnership with the Illinois Hotel & Lodging Association.
- Municipal representation by DCVB Executive Director who serves on the executive boards and legislative committees of the Illinois Council of Convention & Visitors Bureaus and Chicago Plus consortium.

Strategic Planning

Representing one of the largest suburban hotel markets in the United States, DuPage County and its communities have a significant opportunity to generate economic activity by ensuring a thriving DuPage visitor industry.

- Data-driven planning to address regional challenges and the need to grow DuPage's footprint in the Illinois market.
- County-wide market analysis and municipal-specific reporting.
- DCVB Annual Meeting to highlight major initiatives of relevance to municipalities and their businesses.
- Accessibility to STR, Symphony reports, research, and product development studies in the hospitality industry.
- Partner in identifying and securing grant opportunities through DCEO to advance DuPage County tourism product.

Annual Account Review

DCVB will conduct an hour-long, in-person review with elected officials and staff that includes:

- Highlight of sales efforts and numbers, including RFPs, leads generated, room nights, convention services, and economic impact.
- Matching grant and funding request updates, with economic impact numbers.

- STR, Symphony data, and economic impact reports as well as market-specific opportunities.
- Trade show opportunities and prospecting efforts for the region.
- DCVB efforts on behalf of the community: marketing, social, and promotional efforts including regional and featured highlights.
- DuPage Sports Commission review for upcoming group tournaments or events.
- Special event update as appropriate.
- State of the State cooperative updates.

Sales

- Leads for group meetings, sports, or tour and travel packages for your community.
- Access to DuPage Tourism Grant, a matching municipal/DCVB grant to win group business for meeting venues that has secured an additional \$21 million in hotel revenues since grant launch in 2016.
- Access to MeetingMax, an event booking service used to help retain visitor expenditure dollars in DuPage for supported events and festivals.
- Strategic partner in the DuPage Sports Commission, set up as a 501c3 in 2020. Ability to partner in growth to achieve a fully realized sports tourism program.
- First opportunity at trade show participation at marketplaces of meeting professionals.
- Participation in the convention services program, which provides welcome services for groups visiting DuPage and is designed to help drive business to municipal restaurants and shops.
- Municipal partners have the first opportunity to participate in Familiarization Tours offered to group, sports, and reunion planners.

International Sales:

- Only Chicagoland suburban destination participating in international sales; participate in marketing coop opportunities as appropriate with Illinois Office of Tourism's programs, targeting Asia, Europe, and Latin America. International visitors spend up to four times as much as domestic.
- In partnership with PGA TOUR and Medinah Country Club, lead the strategy and promotion of unique luxury packages to international wholesale market catalogs in preparation for the 2026 Presidents Cup.
- Support IOT and Choose Chicago in hosting 2025 IPW with DuPage presence; site tours and pre and post fam tours to highlight DuPage's international product.
- Ability to participate in hosting familiarization tours in partnership with Brand USA, Great Lakes USA, and the Illinois Office of Tourism.
- Dedicated salesperson for international market to include FIT and MICE; representation at international trade shows and sales missions, targeting receptives, tour operators, travel agents, travel media, and social influencers.
- Support local efforts of Route 66 product development per Illinois Office of Tourism's grant program.
- Inclusion in customized itineraries in international publications.
- Invitations to VIP receptions for consulate generals or other dignitaries.
- Inclusion in DuPage Discovery Tours, a cultural/English immersion program for foreign students.

Marketing Initiatives

- Unifying voice for sizable and diverse county; marketing program maximizes efforts to build awareness of and drive visitation to DuPage County and partner municipalities through targeted initiatives.
- Continual trend analysis and alignment with consumer sentiment and projected forecasts.
- Comprehensive campaigns across all mediums through user-generated content and authentic storytelling.
- Professionally managed and successful social media program; thoughtfully crafted municipal-specific content and thematic integration; additional offerings include TikTok videos, social influencer initiatives, Facebook Takeover program, Member Spotlight videos, and more.
- Professional expertise of a PR consultant and marketing strategist to optimize content efforts and audience engagement.
- Opportunity to participate in pay-to-play cooperative advertising with state marketing efforts, including access to matching grant funds, saving up to 50% of gross advertising costs.
- Enhanced exposure for supporting municipalities through search engine optimization (SEO) to visitors looking for activities in your area through the CVB's links.
- Appropriate inclusion in monthly and seasonal promotional and integrated campaigns.
- Access to post on the DCVB's online Calendar of Events, the most heavily trafficked page on DiscoverDuPage.com.

Publications & Promotions

Inclusion in all DuPage CVB publications, garnering over 550,000 requests last year.

Membership listings and municipality feature segments in annual publications.

- DuPage Visitors Guide, the official guide for DuPage County with a circulation of 50,000 distributed at Tollway kiosks in Illinois and Indiana, in hotels, Union Station, Midway and other targeted locations.
- Interactive, online visitors guide on www.discoverdupage.com with more than 1 million visits annually.
- Area Sales Proposals' *Facilities at a Glance*, including specs and amenities for appropriate meeting spaces.
- Digital fulfillment for partner municipalities, with reciprocal links to maximize SEO and to drive visitors to municipal websites.

State and Regional Partnerships

As the only state certified marketing destination organization for the county, the DCVB is your official liaison to the Illinois Office of Tourism, ensuring that state tourism dollars are being matched locally and leveraging the ability of municipalities to gain access to the visitor audience.

- Ability for media pitch on state's site in all PR efforts through state's agencies, OKRP and TimeZoneOne and all social media pushes where appropriate.
- Exposure on all Illinois tourism micro-sites for specific market segments, including sports, group, and corporate meetings.
- Online Event Promotions – appropriate events submitted through the member portal will be forwarded to the state for possible inclusion on www.enjoyillinois.com and www.visitchicagoland.com.

- Promotions through the DCVB's public relations efforts with local, regional and Chicagoland organizations.

General Benefits

- Five complimentary business memberships with DCVB.
- Link on home page and unique municipal landing page on www.DiscoverDuPage.com, which receives over half-a-million unique visits.
- Complimentary reciprocal chamber partnership.
- Networking opportunities and referrals through DCVB channels.
- Opportunity to participate in member-only events.

DCVB has partnered with several communities to provide additional municipal program oversight and administration. Please discuss with DCVB Executive Director for further information.