



Memorandum

TO: Scott Niehaus
Village Manager

FROM: Nicole P. Aranas
Assistant Village Manager

DATE: February 12, 2014

SUBJECT: Community Promotion & Tourism Committee Recommendation
Local Tourism Grant – Midwest Meetings Magazine Advertising

The following is a recommendation for funding through the Local Tourism Grant Program for the Embassy Suites Hotel in the amount of \$1,500 for cooperative advertising within Midwest Meetings Magazine.

Grant Request: \$1,500

Embassy Suites Hotel has requested a grant in the amount of \$1,500 to be used towards reimbursing the cost of cooperative advertising with other area hotels in Midwest Meetings Magazine. The initiative is a cooperative venture between the Embassy Suites Hotel and other areas hotels under common Hilton Management.

Midwest Meetings Magazine is a trade publication for meeting planners throughout the Midwest. The advertising would promote the hotel's Supersaver Meeting Package. The grant request from the Embassy Suites is attached for your review.

RECOMMENDATION:

The Community Promotion & Tourism Committee recommended a grant in the amount of \$1,500 to the Embassy Suites Hotel, to be used for reimbursement of costs associated with advertising within Midwest Meetings Magazine.

Please place this item on the consent agenda of the February 20, 2014 agenda of the Board of Trustees. If you have any questions, please feel free to contact me. Thank you.

Attachment