

**Village of Lombard Board Meeting
Thursday, October 4, 2018 – 7PM**

Benefits Summary

- Blog Post: Health & Wellness Experiences – 7/9/2018
- Blog Post: Shared Flavors – 7/20/2018
- Blog Post: The Spiritual Path – 8/1/2019
- ***Chicago Magazine: June/July 2018 (Readership of 573,000)***
- Constant Contact July 2018
- Constant Contact October 2018
- Constant Contact September 2018
- DuMore for DuPage Quarterly Newsletter July 2018
- Sample of Social Media posts featuring members: Enchanted Castle, Lombard Park District, Lombard Towne Center, Noon Whistle Brewing, Sweet Street Candies & Goodies, Yorktown Center, D.O.C Wine Bar and WhirlyBall

2018 Visitor Guide (articles were also turned into blogs and pushed out through social media)

- Zen Spaces pg. 6 featuring Lilacia Park
- Health and Wellness Experiences pg. 12 featuring Yorktown Center
- Shared Flavors pg. 14 featuring Harry Caray's Italian Steakhouse
- Sounds of Summer pg. 19 featuring Cruise Nights and Summer Concert series
- The Spiritual Path pg. 21 featuring Maple Street Chapel

Booked Rooms FY19- 1st Quarter

- Ingredient Incorporated 2018 Sales Meeting – Embassy Suites – 102 Rooms
- HelmsBriscoe-AZ Sigma Phi Epsilon – Westin – 420 Rooms
- Sevan Solutions Group – Embassy Suites – 50 Rooms
- Postal Federal Employee National Bowling Association – Westin – 300 Rooms
- Postal Federal Employee National Bowling Association – Embassy Suites – 458 Rooms

Total Rooms: 1,330

Total Economic Impact: \$1,426,110

Municipal Grant Program (Since FY16)

- FY16 COPA America Centenerio 2016 US Soccer Federation: Westin Lombard - Rooms 3,406
- FY17 USA Weightlifting: Westin Lombard- Rooms 450
- FY17 Muslim Group of USA and Canada - Annual Conference: Westin Lombard – Rooms 811
- FY18 Muslim Group US & Canada: Westin Lombard- Rooms 825
- FY18 Midwest Association of Railroad Shippers: Westin Lombard- Rooms 350
- FY18 AutismOne 2018 Conference: Westin Lombard – Rooms 1,239
- FY18 The Delta Kapp Gamma, A Society International: Westin Lombard – Rooms 303
- FY19 Seven Solutions: Embassy Suites – Rooms 50
- FY19 101st Airborne Division Association: Westin Lombard – Rooms 1,101
- FY19 Society of the First Infantry Division Reunion: Westin Lombard – Rooms 997
- FY19 Twist & Shout Balloon Convention: Westin Lombard – Rooms 665
- FY19 USA Weightlifting Juniors : Westin Lombard- Rooms 850
- FY19 Collectors Unlimited Hot Wheels Annual Collectors National: Westin Lombard - Rooms 1,422
- FY 19 National Baptist Convention Association – Westin Lombard – Rooms 1,481
- FY20 2019 Church of Christ: Westin Lombard – Rooms 1,908
- FY20 Midwest Association of Railroad Shippers: Westin Lombard – Rooms 350
- FY20 Midwest Association of Student Financial Aid Administrators: Westin Lombard - Rooms 725
- FY20 Chi Eta Phi Boule 2019: Westin Lombard – Rooms 1,091
- FY20 196th Light Infantry Brigade Association: Westin Lombard – Rooms 1,360

Total Room: 19,384

Total Economic Impact: \$20,237,013

DuMore Page

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By the Numbers

DuPage County Overview



Revenues
\$2.6 billion
(+3%)



Payroll
\$719 million
(+4.3%)



Tourism Related Jobs
23,300
(+1.7%)



State Tax Receipts
\$160 million
(+8.7%)



Local Tax Receipts
\$46 million
(+3.2%)

MARKETING



Media/PR Impressions
470,933,189



Facebook Users Reached
342,000



Twitter Impressions
120,100



Out of Home
(Billboard) Impressions
10,434,876



Instagram Likes
15,192



LinkedIn Impressions
72,800

SALES



Tradeshows, FAMs,
City Blitzes & Sales Missions
38



Booked Room Nights
49,909



New meetings
through
DCVB/
Municipal
Program
33



Leads Generated
260



Booked rooms through
DCVB/Municipal Program
19,035

DEVELOPMENTS

4 new committees formed

- Legislative Committee
- Marketing Committee
- Product Development Committee
- Sports Advisory Committee

Every \$1 invested
in tourism marketing,
generates
\$9 in return.



DUPAGE COUNTY
CONVENTION & VISITORS BUREAU