

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

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

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Scott Niehaus, Village Manager
DATE: June 13, 2017 (B of T) Date: June 15, 2017
TITLE: Annual Financial Commitment Letter to the DuPage Convention & Visitors Bureau

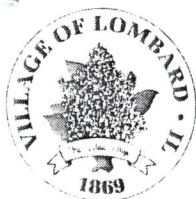
BACKGROUND/POLICY IMPLICATIONS:

Attached for your consideration is the annual financial commitment letter to the DuPage Convention & Visitors Bureau. The letter of intent memorializes the Village of Lombard's membership and annual commitment of financial support to the bureau.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X J. Niehaus Date 6/13/17

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.



170266

MEMORANDUM

TO: Scott Niehaus, Village Manager
FROM: Nicole Aranas, Assistant Village Manager *NA*
DATE: June 13, 2017
SUBJECT: **DUPAGE CONVENTION & VISITORS BUREAU FINANCIAL COMMITMENT**

Attached please find relevant information regarding a financial commitment letter to the DuPage Convention & Visitors Bureau. The annual financial commitment is a letter of intent to support 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 an invoice as the actual commitment varies each year depending on the actual annual hotel/motel tax receipts. 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 (4% of the annual tax).

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.

Beth Marchetti, Executive Director of the DuPage Convention and Visitors Bureau, will be at the Village Board meeting on June 15th to make a brief presentation. 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, June 15th meeting. Please let me know if you should have any questions or concerns.

May 1, 2017

Village President Keith T 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 at a rate of 25% of 1% of your annual collected hotel/motel tax.

As we implement the findings of our strategic plan, GPS Roadmap, our organization stands firm in the commitment to see that DuPage County and the Village of Lombard continue to be premier business and leisure travel destinations. To succeed, we must cooperate internally in order to compete externally, driving additional revenues through visitation. Your support of local occupancy tax to DCVB is matched by Illinois tourism grants, enabling us to generate more hotel nights and brand the area as an ideal alternative to downtown Chicago.

The DuPage CVB continues to promote your community through targeted leisure and business campaigns, at tradeshow, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep the Village of Lombard top of mind.

Enclosed is your annual financial commitment letter to the bureau. This is not an invoice, but rather a letter of intent that must be submitted to the state to secure an estimated source of matching local funds for tourism grant for certified convention bureaus...or DuPage CVB. Please sign the attached letter and return it to Kellene O'Connell at DuPage CVB at your convenience at Kellene@discoverdupage.com.

On behalf of the DuPage CVB board of directors and the 22,000 men and women in hospitality in DuPage County, I thank you for your generous support. We look forward to another year of working with and for you.

Sincere regards,



Beth Marchetti
Executive Director

**MUNICIPAL PARTNERSHIP
PROMISSORY NOTE
Fiscal Year 2018**

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau acts as the official tourism marketing arm for the county, our partners and our constituents.

Since the DuPage Convention & Visitors Bureau must rely on local hotel tax receipts in order to receive matching state dollars for its marketing efforts, support by municipal partners like the Village of Lombard is vital to its mission.

The Village of Lombard agrees to support the DuPage Convention & Visitors Bureau at a rate of 25% of one of the occupancy tax points of the annual collected hotel/motel tax for Fiscal Year 2018.

The projected payment for funding by the Village of Lombard to the DuPage Convention & Visitors Bureau this fiscal year is estimated to be \$100,470. The final amount may be higher or lower, depending on the actual hotel/motel tax collected.

In addition, the Village of Lombard, in cooperation with the DuPage Convention and Visitors Bureau, has budgeted \$10,000 in state-approved advertising and promotional projects.

Agreed by:

VILLAGE OF LOMBARD

Signed: _____

Title: Village President

Date: June 15, 2017