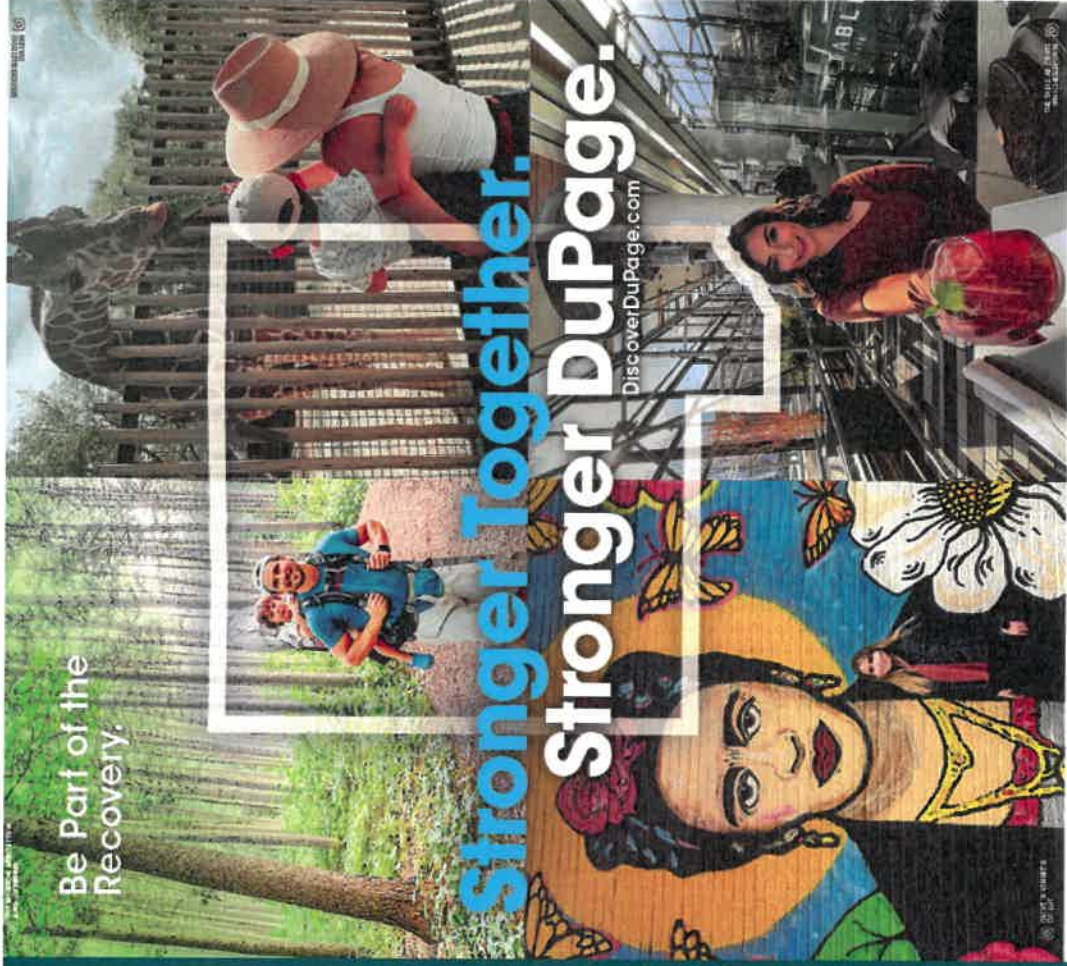


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**Village of Lombard  
Board Meeting  
November 4, 2021**

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## DCVB Mission Statement

- Founded in 1985, certified in 1987
- Village of Lombard/DCVB partnership since early 1990's
- Annual support of local hotel tax to match state grant
- Promissory note for our state grant application

## DCVB Sports Efforts

- DuPage Sports Commission founded in 2019
- 43 Sports Leads in FY22
- Intellegentsia Cup's Lombard Cycling Classic 2019 and 2021
  - 321 Room Nights in Lombard
  - 472 Athletes from around the world
  - 3 of 9 days in DuPage
  - 123 Family Riders
- Downtown Businesses reported positive economic impact

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# DCVB Sports Efforts



A New  
Kind  
of Tour  
through  
the  
Tanks



**USA CYCLING CYCLOCROSS  
NATIONAL CHAMPIONSHIPS 2021**

Cantigny Park • December 7-12, 2021

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## 2021 Cyclocross National Championships



<https://www.discoverdupage.com/sports/events/cyclocross-2021/>



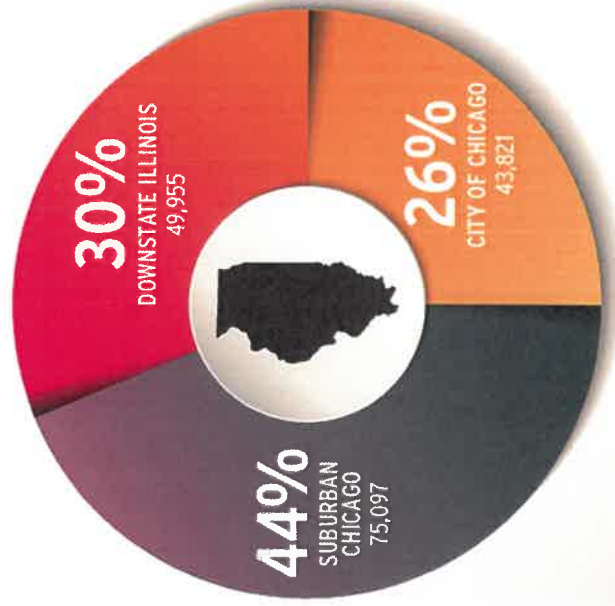
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## Grant Program FY22-24

- Highly utilized by Lombard hotels
- 20,337 room nights on the books –supported by grant applications
- \$19 million in estimated economic impact
- \$58,110 investment, split between DCVB and Village of Lombard
- Positive sign for recovery despite industry forecast

# IMPORTANCE OF CHICAGOLAND TOURISM

Chicagoland makes up 85% of the total hotel tax revenues for Illinois.



**Total Number of Hotel Rooms  
in Illinois: 168,873**

# ARPA'S AID TO TOURISM

Illinois hotels saw revenue fall \$2.4 billion, or 80%, the largest on a percentage basis except for Massachusetts, New York, Wyoming and the District of Columbia.

Crain's Chicago Business, Sept. 2021



# ARPA'S AID TO TOURISM

“To respond to the public health emergency or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as **tourism, travel, and hospitality**”

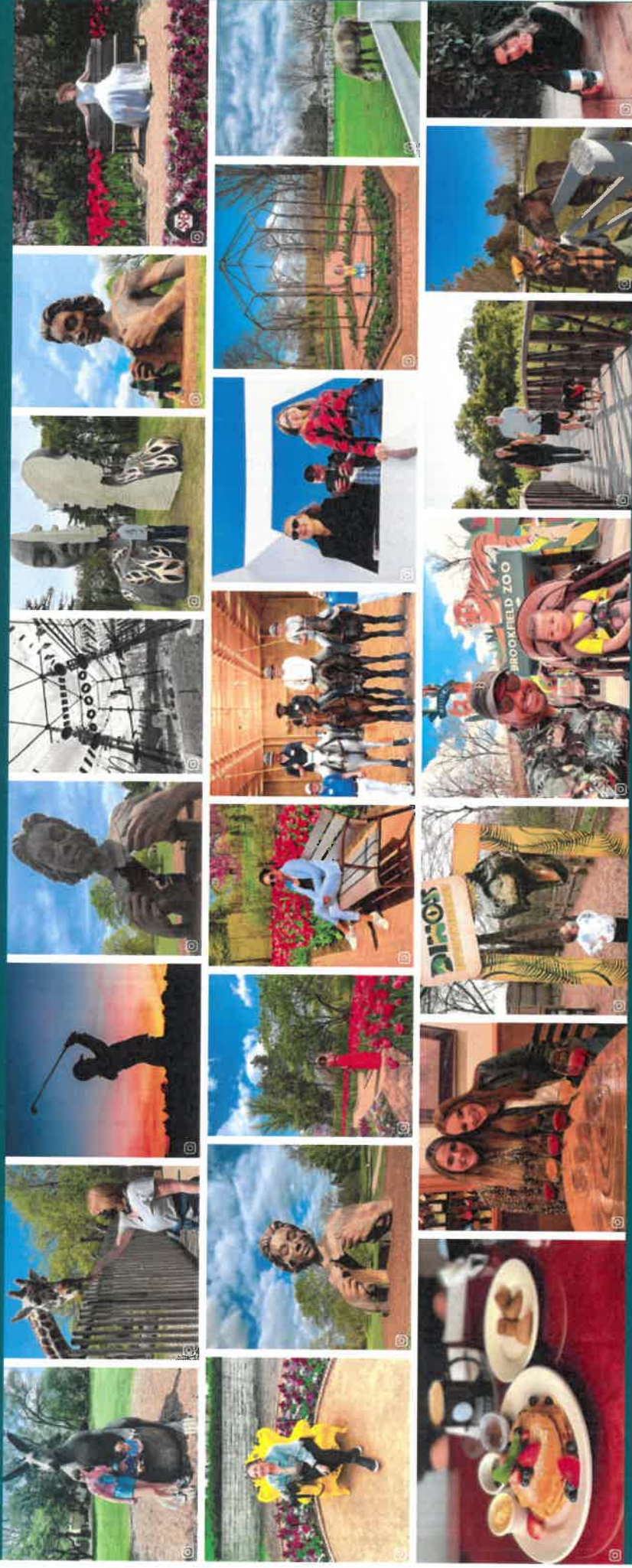
ARP's specific call for investment is not without surprise:

**1 in 10** American jobs supported by travel.

Leisure and hospitality is the **largest small-business employer** in the U.S.

# ARPA'S AID TO TOURISM

- Lombard Tourism Meeting
- New Hotel Meeting in January
- Lombard support of ARPA



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THANK YOU