



April 26, 2004

William T. Lichter  
Village Manager  
Village of Lombard  
255 E. Wilson  
Lombard, IL 60148

Dear Bill:

The Governor's proposed 50% cut in the State's tourism budget will have a drastic affect on the financial well-being of DuPage County. If this proposed cut in funding is passed, our efforts to promote this area will be severely curtailed.

DuPage County stands to lose an alarming \$117 million in visitor spending (potential revenue from restaurants, hotels, shopping, recreation/entertainment venues, car rentals, and gasoline sales), \$11.5 million in state and local tourism taxes, and 2,200 people may lose their jobs. In fact, each household would PAY an additional \$525 in taxes if not for visitors to Illinois. To put it bluntly, 50% of the marketing dollars used by the State of Illinois, and the 39 state-certified CVBs (which includes the DuPage CVB) will no longer be available and marketing programs will be discontinued.

**We really need your help to reverse this proposed cut.** Convention & Visitor Bureaus throughout the State are asking local governments to pass Resolutions in support of the Tourism Industry and urging the Governor to restore the budget. We respectfully ask that you consider and pass a Resolution at your next Board Meeting. To help you in this effort, we've enclosed two sample Resolutions. I ask that you send me a copy once your Resolution is sent to Springfield.

Thank you in advance for your support and dedication to the visitor industry and DuPage County. Feel free to call me if you have any questions or need assistance in creating/passing your Resolution.

Sincerely,



Skip Strittmatter  
Executive Director

**A RESOLUTION IN SUPPORT OF ILLINOIS  
AND DUPAGE COUNTY'S TRAVEL AND TOURISM INDUSTRY**

**WHEREAS**, the Village of Lombard supports the DuPage Convention & Visitors Bureau efforts to promote and enhance travel and tourism within our community; and

**WHEREAS**, our local hotel and lodging operations, restaurants, retail outlets and attractions benefit from the tourism and travel dollars generated through the efforts of the bureau; and

**WHEREAS**, the DuPage Tourism and hospitality industry employs nearly 22,000 local residents, generates travel expenditures of \$1.56 billion, payroll of \$505 million, state tax receipts of \$87.48 million, and DuPage County tax receipts of \$27.8 million' and

**WHEREAS**, travel and tourism provides employment for a cross-section of residents of DuPage County and Illinois; and

**WHEREAS**, Illinois' travel and tourism is the only revenue-generating industry that provides billions of tax dollars for the Illinois General revenue fund and the people of Illinois; and

**WHEREAS**, the Corporate Authorities of the Village of Lombard, on behalf of our citizens and business community, deem it essential to our economic growth and stability to promote the DuPage area as a destination for overnight stays for business and leisure travelers;

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DUPAGE COUNTY, ILLINOIS, as follows:

Section 1: That the Village of Lombard, its citizens and business community urge Illinois Governor Rod Blagojevich to demonstrate support for the Tourism industry in the State of Illinois and the County of DuPage;

Section 2: That the Village of Lombard, strongly implores Illinois Governor Rod Blagojevich to continue to maintain the budget for the Tourism Industry in the State of Illinois at its 2004 level until it becomes economically feasible to increase it.

Adopted this 6<sup>th</sup> day of May, 2004.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_

Approved this 6<sup>th</sup> day of May, 2004.

\_\_\_\_\_  
William J. Mueller  
Village President

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Barbara Johnson  
Deputy Village Clerk

APPROVAL AS TO FORM:

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Thomas P. Bayer  
Village Attorney