

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: October 27, 2021 (B of T) Date: November 4, 2021
TITLE: DuPage Convention and Visitors Bureau – Financial Commitment
SUBMITTED BY: Nicole Aranas, Assistant Village Manager

BACKGROUND/POLICY IMPLICATIONS:

Attached please find information regarding the annual financial commitment letter to the DuPage Convention and Visitors Bureau, supporting membership. The commitment affirms the intention of the Village to retain membership in the DCVB and is used by the bureau to secure matching funds from the State of Illinois.

Please place this item on the consent agenda for the November 4, 2021, Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

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.

**MEMORANDUM**

TO: Scott Niehaus, Village Manager
FROM: Nicole Aranas, Assistant Village Manager *NA*
DATE: October 27, 2021
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. This past year, the Village partnered with DCVB, Lombard Park District and the Lombard Historical Society and print advertising through Midwest Living Magazine.

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 (5% of the annual tax). Therefore, to the extent that hotel/motel taxes are reduced as the tourism sector continues to recover, the financial commitment is similarly reduced as it is indexed to the actual receipts, not a specific dollar amount. The commitment is exclusive of other funds dedicated by the Village towards local tourism grants and hotel tourism incentive grants.

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.

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, November 4th meeting. Executive Director, Beth Marchetti, will be present at the meeting to present an update on DCVB programs and initiatives. Please let me know if you should have any questions or concerns.

September 30, 2021

Village President Keith 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.

The past year has been a challenging time due to the COVID-19 pandemic. No one has been untainted, particularly hospitality. Leadership from the county will be necessary and require all of us working together to recover. This will be difficult at best. I have been working closely with the state to ensure a healthy workforce. I have been communicating with leadership on the local, state and federal level to find resources for local businesses. While hit hard, efforts must be made to support our hotels with emerging and new markets to drive tax revenues for our communities and continue to be the powerful economic driver and a job creator. *Please know that we launched a campaign for DuPage residents, created a summer campaign with the Chicagoland area, "The Only Thing Missing is You" to the Midwest drive market and leisure and trade campaigns to drive future business to your hotels. Your support of local hotel tax is instrumental in matching the state grant to promote the DuPage County region.*

Our DuPage Sports Commission continues to generate significant interest and leads from sports rights holders for events in 2021, 2022 and beyond. And of course, leisure campaigns to drive both day and overnight visitors were highly success partnerships for the Frida Kahlo exhibit at College of DuPage and Human + Nature at The Morton Arboretum.

The way people meet will change. DCVB will continue to promote your community through targeted leisure and business campaigns, in person and virtually 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 Oak Brook top of mind.

Enclosed is your annual financial commitment letter to the bureau. This letter of intent must be submitted to the state to secure matching local funds for tourism grant for certified convention bureaus...or DuPage CVB. Please sign the attached letter and return it to Margo Pasek at your convenience at margo@discoverdupage.com.

On behalf of the DuPage CVB board of directors and staff, thank you for your generous support. I look forward to starting the rebuilding process, working with and for you. Your hotels and businesses need your support more than ever. Thank you in advance.

Sincere regards and wishes of good health as we DuMore for DuPage,



Executive Director

**MUNICIPAL PARTNERSHIP
PROMISSORY NOTE
Fiscal Year 2022**

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 five (5%) occupancy tax points of the actual, annual collected hotel/motel tax from the Village for fiscal year, January – December 2022.

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

Agreed by:

VILLAGE OF LOMBARD

Print: _____
Signed: _____
Title: _____
Date: _____