

## **MUNICIPAL PARTNERSHIP AGREEMENT Fiscal Year 2024**

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau (DCVB) acts as the official tourism marketing arm for its member partners. DCVB's municipal program serves the important function of helping to meet match requirements per the state's LTCB grant protocol — one of many important aspects of municipal participation. DCVB values the support and collaboration of its municipal partners, knowing this strong foundation contributes to a thriving tourism product. DCVB provides industry leadership, strategic planning, individual municipal engagement and reporting, and a robust sales and marketing program targeted to specific areas of both opportunity and challenge. With pooled resources, DCVB is able to provide a comprehensive toolkit that no singular community can achieve on its own for its base investment. This agreement supplements DCVB's proof of support for the State and ensures the sustainability and forward trajectory of our industry and your community's success.

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This Agreement is by and between the **Village of Lombard (Municipality)** and the **DuPage Convention & Visitors Bureau (DCVB)**.

### **CALCULATION AND TIMING OF MEMBERSHIP FEES (“Membership Fee”)**

The Municipality agrees to join the DCVB at a rate of 25% of one of the Municipality's occupancy tax points, as calculated by the **actual** amount of local hotel/motel tax collected by the Village on a fiscal year basis (“Collection”).

### **PAYMENT OF FEES**

The Municipality is entitled to pay its Membership Fee at the beginning of DCVB's fiscal year based on the Municipality's collections in arrears or on actual collections on a calendar quarterly basis by the 30<sup>th</sup> of the following month. Municipality must notify DCVB in writing of preference upon return of the signed Agreement and DCVB will issue invoices accordingly. If the Municipality is not able to provide payment by the 30<sup>th</sup> of the month, communication with the DCVB Executive Director is required to keep account in good standing. If payment is not received within (30) thirty days, all services can be suspended until the account balance is paid in full. DCVB and Board of Directors have the authority to terminate this Agreement once payment is beyond sixty (60) days overdue. Termination will be marked with an official cancellation date, at which time provider services will cease, and renewal policy will go into effect.

### **CANCELLATION POLICY**

Should Municipality decide to cancel this Agreement, Municipality must provide the DCVB Executive Director with a minimum of a ninety-day (90) written notice in advance of desired cancellation date. Upon cancellation request, all Municipal funding must be paid in full to DCVB, to include the 90-day cancellation period. At official cancellation date, provider services will be ceased, including:

- All current sales leads to Municipal hotels will be made inactive and no further leads will be provided to Municipal hotels.
- Digital marketing, social media, and web presence specific to the Municipality will be removed from the content calendar.
- Individual membership dues for hotels, attractions, and other venues within Municipality may increase.

- Only member hotels will be eligible for the matching grant program, and a \$300 administration fee per grant application will be assessed.

**RENEWAL PERIOD**

Regardless of whether cancellation was from Municipal request or Agreement termination by DCVB due to overdue payment, renewal of this Agreement may not take place for two (2) years following the official cancellation date. Agreement renewal will require the Municipality to pay DCVB upfront for that year's expected dues, along with a 10% administration cost. The DCVB Board of Directors will retain final approval to alter the renewal period policy and amount due.

**ACCEPTANCE OF AGREEMENT**

By signing below, the Municipality agrees and warrants that you are authorized to sign and enter into this contract. This Agreement must be returned by November 30, 2023. In the event the agreement is not received by said date all rates and services are subject to change. With the signing of this Agreement, all provisions reserved on your behalf will be confirmed and therefore subject to the terms of this Agreement.

Agreed by:

VILLAGE OF Lombard  
Print: Keith T. Giagnorio  
Signed: [Signature]  
Title: Village President  
Date: 12/7/23

DuPage Convention & Visitors Bureau

Print: Beth Marchetti  
Signed: [Signature]  
Title: Executive Director  
Date: 2/23/24