

R E S O L U T I O N
R 41-19

**A RESOLUTION SUPPORTING THE DUPAGE COUNTY
COALITION FOR TOURISM AND COUNTY AUTHORITY
TO ENACT A COUNTY HOTEL TAX**

WHEREAS, DuPage County is a premiere location for business and leisure travelers in the Chicago Metropolitan Region, just 20 miles west of Chicago, offering fine dining, shopping, recreational and healthy experiences, business, a diversity of attractions, and quality of life making it a vibrant and robust destination for local, national and international visitors; and,

WHEREAS, the tourism industry in DuPage County is the second largest in the State, worth \$2.7 billion in economic activity and attracts millions of visitors each year; and,

WHEREAS, the DuPage Convention & Visitors Bureau (DCVB) is certified by the State of Illinois as DuPage County's official designation marketing organization, responsible for the destination brand and image to consumers and championing nearly 300 members and the greater community; and,

WHEREAS, the activities of the Bureau and promotion of the County's diverse product portfolio result in an abundance of leisure and business overnight stays which generate a 9:1 return on investment on each dollar and add to our economic prosperity, specifically including 23,500 tourism jobs in our communities, \$174 million in state tax receipts and \$48 million in local tax receipts; and,

WHEREAS, the Village of Lombard is a member of the DuPage Convention & Visitors Bureau and has partnered extensively with the Bureau to bring business to our hotels through a pilot bid fee program and other efforts; and,

WHEREAS, continued loss of market share, increased hotel construction in the metro Chicago area, and large investments by competing destinations are affecting the ability of local hotels to compete and resulting in reductions to average hotel occupancy and room rates; and,

WHEREAS, immediate attention must be given to this problem and to that end the Bureau has proposed a tourism improvement program which will generate an additional \$650 million in new visitor spend by 2025, more than 1 million more room nights and \$11.5 million in local taxes to support DuPage Communities through enhanced promotion of the DuMore in DuPage brand, increased sales efforts, an increase in the bid fee program, funding of a DuPage County Sports Commission, and more; and,

WHEREAS, the Bureau and the DuPage Coalition for Tourism support allowing the DuPage County Board to enactment a DuPage County hotel assessment through state legislation for tourism and economic development; and,

WHEREAS, this hotel assessment is used in 67% of county destinations in the U.S.; and,

WHEREAS, while not specific to the Village of Lombard, the proposed hotel assessment is a broad economic effort that will benefit DuPage County as a region and subsequently benefit all participants and individual municipalities within the local economy; and,

WHEREAS, the Village of Lombard of Lombard Community Promotion and Tourism Committee has evaluated this initiative and recommends that the Village of Lombard support the DuPage Coalition for Tourism and implementation of a County hotel assessment for the benefit of Lombard and DuPage County, in an amount not to exceed 2.5%, and has determined that the additional assessment will not put Lombard hotels at a competitive disadvantage; and,

WHEREAS, the Village of Lombard sees benefit in supporting the DuPage Coalition for Tourism and a DuPage County hotel assessment which does not impact DuPage County residents and will keep the tourism and economic development base of DuPage County and the Village of Lombard strong including increased local hotel, food and beverage, sales and motor fuel tax revenues;

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS, AS FOLLOWS:

SECTION 1: that the Village of Lombard accept the recommendation of the Community Promotion and Tourism Committee to support the efforts of the DuPage Convention and Visitors Bureau and the DuPage Coalition for Tourism and support enactment of a county hotel tax by the DuPage County Board, of no more than 2.5%, to be used for economic development and a continued partnership with the DuPage Convention & Visitor's Bureau.

Adopted this 15th day of August, 2019.

Ayes: Trustee Whittington, Foltyniewicz, Honig, Militello and Ware

Nays: None

Absent: Trustee Puccio

Approved by me this 15th day of August, 2019.


Keith Giagnorio, Village President

ATTEST:


Sharon Kuderna, Village Clerk