

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 11, 2022 (B of T) Date: October 20, 2022
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 October 20, 2022 Board of Trustees meeting.

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X Scott Niehaus _____ Date 10/11/22

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.



#220337

MEMORANDUM

TO: Scott Niehaus, Village Manager
FROM: Nicole Aranas, Assistant Village Manager *NA*
DATE: October 11, 2022
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.

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, October 20th meeting. Please let me know if you should have any questions or concerns.

DUPAGE COUNTY

CONVENTION & VISITORS BUREAU

September 15, 2022

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.

This past year, DCVB has seen remarkable success on the path to recovery for the hard-hit hospitality industry.

- DCVB advocated with county officials to administer and distribute the *DuPage Hotel Relief Program* that will provide a one-time award of \$112 per room for all DuPage County hotels. DCVB was the only convention bureau in the state that functioned as the singular voice for our hotel properties to receive recovery dollars through the American Rescue Plan Act.
- DCVB continued to elevate the DuPage Sports Commission, generating huge economic impact and hotel stays with national governing bodies and their tournaments; some which include: USA Cycling Cyclocross National Championships 2021 at Cantigny Golf, USBC Women's Championships 2022 at Stardust Bowl, TYR Pro Swim Series at FMC Natatorium, and 2022/ 2024 USA Water Polo Champions Cup. Over 55,000 hotel rooms are in the CVB database for sports to date.
- In partnership with the College of DuPage and the McAninch Arts Center, the county and our communities welcomed 110,000+ guests for the Frida Kahlo exhibit. Community partners and hotels, along with DCVB also plan a robust launch with greater visibility for the Andy Warhol 2023 exhibit. DCVB worked with the Department of Commerce and Economic Opportunity for tourism grants to aid in the execution of both exhibits.
- DCVB continues to communicate closely with state, county, and local officials to uncover resources for local businesses. To date, DCVB has assisted our partners with over 200 grant applications.

While research shows that 2022 will be a positive year for recovery, the hospitality industry is not reporting revenues at pre-COVID levels. It is even more important that our businesses have every tool possible for recovery, including your support of local tax to match the state dollars allocated for DCVB to promote DuPage County.

DCVB will continue to promote your community through targeted leisure and business campaigns, in person and virtually at tradeshows, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep the Village of Lombard top of mind.

Attached is your annual financial commitment note to the bureau. This promissory letter of intent will be submitted to the state to secure matching funds for tourism for your certified convention bureau...DuPage CVB. Please sign the attached letter and return it to Margo Pasek at margo@discoverdupage.com your convenience.

On behalf of the DuPage CVB board of directors and staff, thank you for your generous support. I look forward to working in partnership with you and your businesses for recovery. Thank you in advance.

Sincere regards as we DuMore for DuPage,



Executive Director

**MUNICIPAL PARTNERSHIP
PROMISSORY NOTE
Fiscal Year 2023**

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 2023.

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

Agreed by:

VILLAGE OF LOMBARD

Print: _____

Signed: _____

Title: _____

Date: _____