In Kind & Event Sponsors

Siepert

KishHealth System

MORNINGSTAR

First National Bank

ILLINOIS Lincoln Highway Coalition

DeKalb Chamber of Commerce

DCEDC

GENOA Area Chamber of Commerce

SUN DOG

B95 WDKB-FM

First Midwest Bank

PRO SOUND productions

The Sycamore Chamber

Heartland Bank
To generate economic impact and promote DeKalb County as a premier destination for business and leisure travel.
2016-2017 DCCVB BOARD MEMBERS

Officers
Chair – Brad Hoey (NIU Marketing & Communications)
Vice Chair - Vicky Torres (Red Roof Inn & Suites)
Treasurer – Matt Duffy (DeKalb Chamber)
Secretary – Alex Nerad (Egyptian Theatre)
Immediate Past Chair – Kevin McArtor (Jonamac Orchard)

Directors
Ellen Divita (City of DeKalb)
Jeff Dobie (Fatty’s Pub & Grille)
Tim Holdeman (City of DeKalb)
Patty Hoppenstedt (City of DeKalb)
Mark Kerman (Siepert & Co. LLP) – Ex Officio
Maureen Little (DeKalb County Board)

Maria Mamoser (Prairie State Winery)
Kathy Sands (Lake Shabbona State Park)
Ryan Sedevie (NIU Athletics)
Mary Supple (DeKalb County Board)
Rose Treml (Sycamore Chamber)

Staff
Executive Director – Debbie Armstrong
Office Admin – Stacey Canova
IHSA Destination DeKalb

- Recruited 150 community volunteers
- Estimated Economic Impact: $800,000
- Publicity: News articles had a reach of 260 million with an ad value equivalency of $2.5 million
- IHSA Destination DeKalb is back in action November 24-25, 2017
DeKalb County Tourism Revenue Up

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>65.34</td>
</tr>
<tr>
<td>2010</td>
<td>71.64</td>
</tr>
<tr>
<td>2011</td>
<td>78.62</td>
</tr>
<tr>
<td>2012</td>
<td>81.46</td>
</tr>
<tr>
<td>2013</td>
<td>81.58</td>
</tr>
<tr>
<td>2014</td>
<td>88.39</td>
</tr>
<tr>
<td>2015</td>
<td>91.3</td>
</tr>
</tbody>
</table>
Visitors to DeKalb County Spent $91.3 million

Up 7 years in a row

- $6 million in State Tax Receipts
- $1.47 million in Local Tax Receipts
- 550 Jobs Created from Tourism
DeKalb & Sycamore Hotel Sales Tax Revenue

- **2011-2012**: $370,577.89
- **2012-2013**: $363,742.22
- **2013-2014**: $392,480.04
- **2014-2015**: $504,508.73
- **2015-2016**: $503,448.34

Current Number of Hotel Rooms
- **DeKalb**: 329
- **Sycamore**: 251
- **Total**: 580

Sycamore lost 39 rooms with the conversion of Jane Fargo to apartments

* FY year runs July 1st – June 30th
## Heads In Beds

<table>
<thead>
<tr>
<th>Group</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drum Corps</td>
<td>45</td>
</tr>
<tr>
<td>IESA Wrestling</td>
<td>450</td>
</tr>
<tr>
<td>Jehovah Witnesses</td>
<td>1,750</td>
</tr>
<tr>
<td>MS Tour de Farms</td>
<td>400</td>
</tr>
<tr>
<td>Pop Warner football</td>
<td>300</td>
</tr>
<tr>
<td>MAC Women’s Volleyball Championships</td>
<td>350</td>
</tr>
<tr>
<td>World Robot Olympiad</td>
<td>400</td>
</tr>
<tr>
<td><strong>Total Room Nights</strong></td>
<td><strong>3,695</strong></td>
</tr>
</tbody>
</table>
STRATEGIC PLAN
2016-2018

Mission Statement:
To generate economic impact and promote DeKalb County as a premier destination for business and leisure travel

Updated 3/13/16
Marketing Highlights

- 7 Tourist Information Centers
- Toll-way Oases: Belvidere, DeKalb, Hinsdale and O’Hare
- CTM Kiosk Program (Multi-State)
- Northern Illinois University

30,000 Visitors Guides

20,000 Spirits Brochures
DeKalb County featured in the Fall/Winter Travel Illinois Magazine

200,000 printed editions distributed by the Illinois Office of Tourism Digital copy available at enjoyillinois.com/travelguides

Whiskey Acres featured Illinois Made crafter for Fall/Winter
Jonamac Orchard featured in fall Sweet Treats sidebar
Facebook Ad Campaign

- 50 miles outside of our radius.
- Featured **bold spirit producers, shopping, interactive visitors guide, iMAP, Restaurant Week and a “Like” Campaign**
- Ads have been viewed over **536,000 times** since March.
- **12,103 people** clicked through on our ads
- Restaurant Week ad: **40,000 views - 827 clicks**

New Landing Pages

- Arts & Culture
- Fun on the Farm
- Dining & Bold Spirits
- Festivals & Family Fun
- Shopping
- DeKalb Kite Fest

- 847 new “likes” in FY16
- 707 total followers to end FY16
- 134 total followers to end FY16
- 6,003 average monthly views
  Up **40%** from FY15
DeKalb Kite Fest 2016

DeKalbCountyCvb.com/DeKalb-Kite-Fest/

- July 1 – Sept 30, 2016
  - Event page: 1,237 views
  - Landing Page: 520 views
  - Blog Post: 98 views
  - 129 new likes on the Kite Fest Facebook page

- 2016 Kite Fest Posts were viewed over 348,000 times

- Increased use of #DeKalbKiteFest hashtag by CVB & attendees across social media platforms

- 183 Volunteers working 380 hours
DeKalb Kite Fest
September 10, 2017
NIU To Host 2017 NCAA Division 1 Golf Championships

- This will be NIU’s first time hosting the championships & only the 3rd time the men’s tournament has teed off in Illinois, first for the ladies championships.
- Event Location: Rich Harvest Farms 7S771 Dugan Road, Sugar Grove, IL
- May 19-24 & 26-31, 2017
- Volunteers are needed, sign-up is now open
## Return on Investment

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 County Tourism Revenue</td>
<td>$91.3 million</td>
</tr>
<tr>
<td>Hotel Sales Tax (July 1, 2015 – June 30, 2016)</td>
<td>$503,448.34</td>
</tr>
<tr>
<td>Municipal Match Funding</td>
<td>$81,500</td>
</tr>
<tr>
<td>LTCB Grant</td>
<td>$77,000</td>
</tr>
</tbody>
</table>
Think Outside the Deficit

- Every $1 spent on domestic tourism advertising equals $102 in visitor expenditure
- Tourism revenue saves an average family of 4, $1,300 in taxes
- Visitors generated $37 billion for Illinois in 2015
- 10,000 new jobs created by tourism in Illinois in 2015

Illinois continued investment in tourism is necessary to the health and vitality of Illinois jobs and economic growth.
DCCVB Goals for the Future

- To Add a Full-Time Sales/Marketing Employee
- Maintain Certification Status
- Continue to Generate Economic Impact Through Strategic Marketing and Promotion
- Cultivate Retention of Existing Meetings and Seek out New Leads
- Generate Required Local Match Funding
- Expand Marketing Initiatives
Tourism matters!
$91.3 million
Thank you for your support

Visit DeKalb County
Convention & Visitors Bureau