FY17 DCCVB Financial Partners

City of DeKalb

DeKalb County

NIU

City of Sycamore

Illinois. Are you up for amazing?

Jonomac Orchard

Sunday at Sandwich Antiques Show

Town of Cortland

Village of Malta

Shabbona
Mission Statement

To generate economic impact and promote DeKalb County as a premier destination for business and leisure travel.
DCCVB Board & Staff

2017-2018 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
Jo Burke (NIU Art Museum)            Patty Hoppenstedt (City of DeKalb)
Jeff Dobie (Fatty’s Pub & Grille) – Ex Officio  Mark Kerman (Siepert & Co. LLP) – Ex Officio
Cindy Green-Deutsch (Shabbona Hometown Events)  Jason Michnick (City of DeKalb)
Misty Haji-Sheikh (DeKalb County Board)  Rick Olson (City of Sandwich)
Derek Hiland (DeKalb County)  Ryan Sedevie (NIU Athletics)
Tim Holdeman (City of DeKalb)  Rose Treml (Sycamore Chamber)

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

Nov. 24 & 25, 2017 at Huskie Stadium

Potential Estimated Economic Impact
$800,000

SPONSORS

MVP: City of DeKalb & Shaw Media
GOAL LINE: Fatty’s Pub & Grille,
First National Bank, & Sodexo
RED ZONE: Discover Sycamore & Pizza Pros
FIRST DOWN: Pizza Villa & Portillo’s
DRIVE TO SUCCESS: Eduardo's Restaurant &
Lord Stanley’s
DeKalb County Visitor Spending Continues to Climb

Visitor Spending Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois office of Tourism
Visitors to DeKalb County
Spent $93.88 million

Up 8 years in a row

- $6.31 million in State Tax Receipts
- $1.58 million in Local Tax Receipts
- 570 Jobs Created from Tourism

Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois office of Tourism
DeKalb & Sycamore Hotel Sales Tax Revenue

Current Number of Hotel Rooms
DeKalb: 326      Sycamore: 251      Total: 577

* FY year runs July 1st – June 30th    Combined totals of revenue numbers submitted to DCCVB by both cities
DeKalb Hotel Sales Tax Revenue

Current Number of Hotel Rooms DeKalb: 326

Baymont Inn: 50  Hampton Inn: 80  NIU Hotel at Holmes: 77
Parkside B&B: 1  Red Roof Inn: 74  Super 8: 44

* FY year runs July 1st – June 30th

Revenue numbers submitted to DCCVB by the City of DeKalb
Current Number of Hotel Rooms  Sycamore: 251

Country Inn & Suites: 73   Holiday Inn Express: 69   Motel 6: 51   Quality Inn: 58

* FY year runs July 1st – June 30th  
Revenue numbers submitted to DCCVB by the City of Sycamore
National Travel & Tourism Week

- May 6 – 12, 2017
- DCCVB Featured Faces of Travel on social media including Egyptian Theatre Staff, Blumen Gardens Owners & Lisa Angel for Corn Fest
- Hosted Illinois Office of Tourism Director Cory Jobe for Let’s Talk Tourism presentation and Q & A at the Egyptian Theatre
  - Cory Announced Jonamac Orchard as the 2nd Illinois Made Maker from DeKalb County
  - Cory also shared the new Enjoy Illinois Ad Campaign and website.
  - A recap and presentation slides can be found at: dekalbcountycvb.com/lets-talk-tourism-presentation-recap/
New EnjoyIllinois.com

- In August, it won the U.S. Travel Association’s Mercury Award for Best Travel Website
- Features high res pictures and video
- The DCCVB is responsible for DeKalb County’s event and attraction listings that go up on EnjoyIllinois.com.
Public Relations

Because of the DCCVB’s relationship with the Illinois Office of Tourism, DeKalb County attractions and events get featured on Enjoy Illinois social media and when Cory Jobe does media interviews.

He was most recently on WGN Channel 9 Midday News, WGN Radio & WCIU The Jam talking about fall activities to do in Illinois and talked about Jonamac Orchard, Prairie State Winery and Whiskey Acres.
Public Relations

Neighborhood Tourist
- 3 ½ page spread on IHSA
- Destination DeKalb
- Earned Media: $5,796
- Distribution: 95,000

Northwest Quarterly
- Full page features on DeKalb Co.
- DeKalb Co. events included in print & digital calendar
- Earned Media: $5,000
- Distribution: 176,300

Travel Illinois & Enjoy Illinois Social Media
- 2 Illinois Made Makers from DeKalb Co.
- Featured in Travel IL articles (700,000 distribution)
- DeKalb Co. attractions and events included in Enjoy Illinois Facebook & Twitter posts
Marketing Highlights

- 8 Tourist Information Centers
- Toll-way Oases: Belvidere, DeKalb, Hinsdale and O’Hare

- 30,000 Visitors Guides

- CTM Kiosk Program (Multi-State)
- Northern Illinois University
- Union Station Chicago

- 20,000 Spirits Brochures
Social Media

Facebook.com/DeKalbCountyCVB

@DeKalbCountyCVB

@DeKalbCountyCVB

YouTube.com/DeKalbCountyCVB
DCCVB Webpage

6,078 avg. monthly visits up 34.56% from FY 16 &
10,255 avg. monthly page views up 43.48% from FY 16

Facebook Ads

- 27 Ads in FY17
- 496,171 total reach
  - 18,376 average reach per ad
- 1.18 million impressions
  - 43,813 average impressions per ad
- 13,730 clicks
  - 508 average clicks per ad

Social Media

- 280 new “likes” in FY17
- 834 total followers to end FY17
- 344 total followers to end FY17
Print Ads

Northwest Quarterly - Distribution: 176,300
Neighborhood Tourist - Distribution: 95,000
Travel Illinois Magazine - Distribution: 700,000
FY 17 Top 10 Landing Pages

1. Calendar of Events & event pages
2. Interactive Map
4. Interactive Visitors Guide
5. Photo Gallery
6. Fun on the Farm
7. Special Offers
8. Business Directory: General
9. NCAA Golf Championships
10. Contact Us
Interactive MAP

- See all DeKalb County’s Attractions on one map
- Clickable icons let visitors learn more about an attraction
- Create a custom itinerary and map the trip
  - Add attractions right from the map
- Visitors can share their itineraries with friends and family
Quarterly Newsletters

- 2 types of newsletters 4 to 5 times a year (Jan., March, June, Aug., & Nov.)
- Partner newsletter is sent to 640 local tourism partners
- Visitor/Events newsletter goes to 6131 visitors who have requested to get information on DeKalb County
DeKalb Kite Fest 2017

dekalbcountycvb.com/dekalbkitefest/

- September 10, 2017
- Online reach July 1 – Sept 22, 2017
  - Event page: 852 views
  - Landing Page: 131 views
  - 82 new likes on the Kite Fest Facebook page

- 2017 Kite Fest Facebook posts were viewed over 6,800 times
- Created a Kite Fest Geofilter on Snapchat – It was used 155 times and viewed 6970 times through a user's story or through a direct snap
Save the Date

Sunday, September 9, 2018
NCAA Div. I Golf Championships
May 19-31, 2017 Rich Harvest Farms

- NCAA Golf Online Reach May 1st – 31st
  - **DCCVB Website**
    - NCAA Golf Landing Page: Over **1,100 page views** since its launch in March
    - Special Offers Coupon Page had **663 page views**
    - Accommodations page received **501 views – a 166% over** the monthly average
    - **7,164 total visits** to the site – an increase of 1,086 visitors over the monthly average
  - **Facebook Ad**
    - Reach of 52,776
    - 79,693 impressions
    - 847 interactions
    - 23 shares
    - 759 “clicks”

- DCCVB helped man the Illinois Office of Tourism mobile Tourist Information Center

- 16,425 fans attended the two tournaments
Return on Investment

- 2016 DeKalb County Visitor Spending $93.88 million
- FY17 DeKalb County Hotel Sales Tax Revenue (July 1, 2016 – June 30, 2017) $538,993.71
- Municipal Match Funding $81,500
- LTCB Grant (Matching Grant from the Illinois Office of Tourism) $92,787
Tourism matters!
$93.88 million

Thank You For Your Support