In Kind & Event Sponsors

- Siepert
- Northwestern Medicine
- MORNINGSTAR
- A-TEC Ambulance, Inc.
- DAILY CHRONICLE
- DeKalb Chamber of Commerce
- DCEDC DeKalb County Economic Development Corporation
- First National Bank
- GENOA Area Chamber of Commerce
- SUNDOG
- First Midwest Bank
- LBK FM 98.9 AM 1360
- WSQR FM 93.5 AM 1160
- behind the beats
- The Sycamore Chamber
- Heartland Bank
DCCVB Board & Staff

2018-2019 DCCVB BOARD MEMBERS

Officers
Chair – Brad Hoey (NIU Athletics)
Vice Chair – Alex Nerad (Egyptian Theatre)
Treasurer – Kevin McArtor (Jonamac Orchard)
Secretary – Jo Burke (NIU Art Museum)

Directors
Cindy Green-Deutsch (Shabbona Home Town Events)
Michael Embrey (FunMe Events)
Misty Haji-Sheikh (DeKalb County Board)
Derek Hiland (DeKalb County)- Ex Officio
Mark Kerman (Siepert & Co. LLP)- Ex Officio
Misty Haji-Sheikh (DeKalb County Board)
Derek Hiland (DeKalb County)- Ex Officio
Mark Kerman (Siepert & Co. LLP)- Ex Officio

Staff
Executive Director – Debbie Armstrong
Sales Coordinator- Erin Reynolds
Intern- Lacey Benedeck
Mission Statement

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

$98.8 Million
Visitors to DeKalb County
Spent $98.8 million
Up 5.5% from 2016

▪ $7 million in State Tax Receipts (Up 11.3%)
▪ $1.66 million in Local Tax Receipts (Up 5.7%)
▪ 590 Jobs Created from Tourism in 2017

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 County Visitor Spending Continues to Climb

Revenue (Millions)

Calendar Year


$65.34 $71.64 $78.62 $81.46 $81.58 $88.39 $91.30 $93.88 $98.80

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

Current Number of Hotel Rooms
DeKalb: 326  Sycamore: 251  Genoa: 3  Total: 580

*All other columns reflect Jan-Dec except 2018, which is Jan-July
DeKalb Hotel Sales Tax Revenue

Revenue numbers submitted to DCCVB by the City of DeKalb

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

* Jan- Dec
Sycamore Hotel Sales Tax Revenue

2013: $220,153.77
2014: $199,822.72
2015: $215,928.03
2016: $217,651.71
2017: $242,547.22
2018-July: $136,902.04

Current Number of Hotel Rooms  Sycamore: 251
Country Inn & Suites: 73  Holiday Inn Express: 69  Motel 6: 51  Quality Inn: 58

* Jan- Dec  Revenue numbers submitted to DCCVB by the City of Sycamore
Marketing Highlights

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

30,000 Visitors Guides
DISCOVER

MUSEUMS AND HISTORY CENTERS
OF DEKALB COUNTY

20,000 Museum Brochures
60,000 Bold Spirits Brochures
Bold Spirits of DeKalb County

Join Us for the
BOLD SPIRITS OF DEKALB COUNTY TASTING EVENT
Presented by the DeKalb County Convention & Visitors Bureau

Saturday, August 11, 2018 • 12-8 pm
Jonamac Orchard Cider House

310 W. Shabbona Road
DeKalb, IL 60115

Join us for an afternoon of taste and exploration as we showcase the best in local spirits, beer, and wine from across the region.

TICKETS:
- General Admission: $25
- VIP Admission: $50

TASTING LOCAL SPIRITS:
- JONAMAC ORCHARD CIDER HOUSE
- DOLLY WHISKEY DISTILLING CO.
- PRABIE STATE WINERY
- RITTER BREWHOUSE
- WATERMAN WINERY & VINEYARD

FEATURING LOCAL MUSIC:
- The Goodfellows
- The Local Heroes

PLUS:
- Food Truck Deliciousness
- Artisan Cheese and Charcuterie Table
- Door Prizes and Giveaways

Advance tickets will be available online at dekalbcountry.com/boldspirits and at participating venues.

Tickets are limited, so purchase yours today!
Seasonal Videos

Experience the fun of Fall...

Visit DeKalb County
CONVENTION & VISITORS BUREAU
Print Ads

Stay and Play for Holiday Magic!

Visit DeKalb County
Convention & Visitors Bureau

Experience a relaxed trip to DeKalb County where you'll get personalized service, no waiting in lines, convenient parking, and a fun holiday away!

Vintage Shopping • Carriage Rides
Home Decor & Furniture
Antiques • Casual Dining

Call or visit our website for a FREE Visitors Guide
See our online Calendar of Events for more festive holiday activities!

Stay and Play for Wintertime Fun!

Visit DeKalb County
Convention & Visitors Bureau

Experience the winter season in DeKalb County where you can explore fun and festivities of every kind, in a peaceful and relaxed setting your family will enjoy!

Sledding • Theatre • Casual Dining
College Athletics • Ice Skating
Winter Festivals

Call or visit our website for a FREE Visitors Guide
See Our Online Calendar Of Events For More Wintertime Activities!

Stay and Play for a great getaway!

Visit DeKalb County
Convention & Visitors Bureau

Festivals • Biking • Fishing • Canoeing
Wineries • Farmers Markets • Golf
Arts & Culture • Museums

Call or visit our website for a FREE Visitors Guide

DEKALBCOUNTYCVB.COM
877/335-2521
• Neighborhood Tourist - Distribution: 95,000
• Travel Illinois Magazine - Distribution: 700,000
• Northwest Quarterly - Distribution: 176,300
• Midwest Living - Distribution: 950,000
Quarterly Newsletters

- 2 types of newsletters 4 to 5 times a year (Jan., March, June, Aug., & Nov.)
- Partner newsletter sent to 640 local tourism partners
- Visitor/Events newsletter goes to 7,000 visitors who have requested to get information on DeKalb County
DCCVB Webpage

- 6,400 avg. monthly visits up 5.82% from FY 17
- 12,000 avg. monthly page views up 17.01% from FY 17

Facebook Ads

- 490,485 total reach
- 96,947 video views
- 18,220 clicks
- 4% click thru rate

Social Media

- 2,900 “likes”
- 947 total followers and 5,577 tweets
- 566 followers
Social Media

Facebook.com/DeKalbCountyCVB1
Facebook.com/DeKalbKiteFest

@DeKalbCountyCVB

@DeKalbCountyCVB

YouTube.com/DeKalbCountyCVB
Public Relations Results

Bicentennial Must See Attractions Bucket Lists
Partners IOT* & Chicago Tribune

• Sycamore Speedway named “Top 20 Must-See Sports Attractions in Illinois”
  Chicago Tribune Feb 20, 2018

• Egyptian Theatre named “Top 20 Illinois Architecture Attractions”
  Chicago Tribune May 6, 2018

• Whiskey Acres Bourbon Slush named “20 Drinks to Try in Illinois”
  Chicago Tribune July 9, 2018


*Illinois Office of Tourism
Public Relations Results
Earned Media $9,100

Northwest Quarterly*

- Full page article Summertime Getaway Guide
- Full page article Holiday Getaway Guide


Midwest Living

- Holiday Open House at Ellwood House: Nov & Dec 2017
  959,156 circulation
Public Relations Results
Earned Media: Priceless

• Whiskey Acres Featured on Pretty Late with Patti

• Live with Patti Vasquez on WGN Radio

• Nick Nagele was interviewed on 2/26/2018 with Brad Hoey and Debbie Armstrong in attendance
Illinois Made Program
Jonamac Orchard and Whiskey Acres

• Illinois Maker Networking Reception at Governor’s Conference

• Hand-thrown Pottery Plates Presented to Makers by Cory Jobe, State Tourism Director

• Whiskey Acres Featured in Illinois Gift Guide

• Whiskey Acres Illinois Made Video Launched Sept. 2017

https://www.enjoyillinois.com/illinois-made/
IHSA Destination DeKalb

Nov. 24 & 25, 2017 at Huskie Stadium
Potential Estimated Economic Impact
$800,000

Sponsors

MVP: City of DeKalb and Shaw Media
GOAL LINE: Fatty’s Pub & Grille,
First National Bank, and Sodexo
RED ZONE: Discover Sycamore and Pizza Pros
FIRST DOWN: Pizza Villa and Portillo’s
DRIVE TO SUCCESS: Eduardo's Restaurant,
Lord Stanley’s, and Meridian
KICK-OFF SPONSORS: Bill and Rita Finucane,
Blackhawk Moving & Storage, Casey’s General Store,
OLT Marketing, and Siepert-West Financial Consulting
National Travel & Tourism Week

May 6-12, 2018

- Launched 1st DeKalb County Barn Quilt Trail
- Coordinated effort with the DeKalb County Farm Bureau
- A variety of 40+ Barn Quilts displayed throughout the county
- Features a 5 leg self-guided tour
  - Northern, North Central, Central, Eastern, and Southern
  - Virtual map designates the routes

Bob Myers
Hawk Aerial Imagery
Bold Spirits of DeKalb County Tasting Event
August 11, 2018 at Jonamac Orchard
Illinois Bicentennial
NIU Home Football Season Opener: September 8, 2018

• Perfect game day experience provided by Northern Illinois Athletics Partners

• Barbed wire was selected as one of the top 10 innovations by the Illinois Top 200 Project

• Barbed wire barons Glidden, Ellwood, and Haish helped found Northern Illinois State Normal School, which became NIU

• Jobe joined Ryan Sedevie, Senior Associate Athletics Director, Brad Hoey, Special Projects Coordinator and DeKalb County CVB Chair, DeKalb Mayor Jerry Smith, Sycamore Mayor Curt Lang, and State Representative Jeff Keicher, and DCCVB Executive Director Debbie Armstrong on the field to honor these contributions
Season Opener Tailgating
DeKalb Kite Fest 2018

dekalbcountycvb.com/dekalbkitefest/

September 9, 2018
IESA State Wrestling Bid Won

• March 9-10, 2019; NIU Convocation Center
• Estimated Impact of $300,000 - $450,000
• 500+ estimated hotel room nights
• 5,000 visitors in two days
• 600+ wrestlers to compete
Return on Investment

- 2017 DeKalb County Visitor Spending $98.80 million
- 2017 Hotel Sales Tax Revenue $558,604.93
- Earned Media $9,100
- Municipal Match Funding $75,750
- LTCB Grant (Matching Grant from the Illinois Office of Tourism) $85,651
- DCCVB Total Operating Budget $161,401
DCCVB Organizational Assessment Highlights: Bill Geist DMOProz

• 92% of those surveyed/interviewed felt the DCCVB was doing a “very effective” or “effective” job
• Highmarks for online presence
• Website easy to navigate and optimized for reviewing all mobile platforms
• Entire county well-represented by the bureau’s online content
• Robust photo and video sections of website
• Interactive map highlight as a value feature and planning aid that few destination marketing organizations have
DCCVB Organizational Assessment Conclusions: Bill Geist DMOProz

• “Small but Mighty”

• “Bureau is drastically underfunded compared to both state and national average invested with certified DMOs, in part because of home rule.”

• “If there is a single factor holding the DCCVB back from producing the kind of impact its stakeholders, want, need and expect, it is that the bureau is significantly underfunded for the job at hand and for the competition surrounding them.”
Tourism Economic Impact
$98.80 million

Visit DeKalb County
CONVENTION & VISITORS BUREAU

Thank You For Your Support And Investment!