FY18 DCCVB Financial Partners

- Dekalb County
- Bold Spirits
- Town of Cortland
- City of Dekalb
- Forge Brewhouse
- Illinois Are You Up For Amazing?
- Jonamac Orchard
- NIU Huskies
- Prairie State Winery
- Sandwich Illinois
- Shabbona
- Sunday at Sandwich Antiques Show
- Sycamore Illinois
- Whiskey Acres Distilling Co.
- Waterman Winery & Vineyards
In Kind & Event Sponsors

Siepert & Company, LLP
Northwestern Medicine
MORNINGSTAR MEDIA GROUP LTD
A-TEC Ambulance, Inc.
DAILY CHRONICLE
DeKalb Chamber of Commerce
GENOA Area Chamber of Commerce
First National Bank
SUN DOG
First Midwest Bank
LBK FM 98.9 AM 1360
WSQR FM 83.5 AM 1180
Behind the Beats
The Sycamore Chamber
Heartland Bank and Trust Company
Mission Statement

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

$98.8 Million
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

Staff
Mary Keys (Genoa Guest House)

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

2009 $65.34
2010 $71.64
2011 $78.62
2012 $81.46
2013 $81.58
2014 $88.39
2015 $91.30
2016 $93.88
2017 $98.80

### Hotel Sales Tax Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$377,270.10</td>
</tr>
<tr>
<td>2014</td>
<td>$446,118.82</td>
</tr>
<tr>
<td>2015</td>
<td>$513,436.62</td>
</tr>
<tr>
<td>2016</td>
<td>$513,352.26</td>
</tr>
<tr>
<td>2017</td>
<td>$558,604.93</td>
</tr>
<tr>
<td>2018</td>
<td>$315,740.78*</td>
</tr>
</tbody>
</table>

*All other columns reflect Jan-Dec except 2018, which is Jan-July

**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

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$157,116.33</td>
</tr>
<tr>
<td>2014</td>
<td>$246,296.10</td>
</tr>
<tr>
<td>2015</td>
<td>$297,508.59</td>
</tr>
<tr>
<td>2016</td>
<td>$295,700.55</td>
</tr>
<tr>
<td>2017</td>
<td>$316,057.71</td>
</tr>
<tr>
<td>2018-July</td>
<td>$178,838.74</td>
</tr>
</tbody>
</table>

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  
Revenue numbers submitted to DCCVB by the City of DeKalb
Sycamore Hotel Sales Tax Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$220,153.77</td>
</tr>
<tr>
<td>2014</td>
<td>$199,822.72</td>
</tr>
<tr>
<td>2015</td>
<td>$215,928.03</td>
</tr>
<tr>
<td>2016</td>
<td>$217,651.71</td>
</tr>
<tr>
<td>2017</td>
<td>$242,547.22</td>
</tr>
<tr>
<td>2018-July</td>
<td>$136,902.04</td>
</tr>
</tbody>
</table>

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
20,000 Museum Brochures
Drink it all in!

THE BOLD SPIRITS,
WINES, & LOCAL BREWS
OF DEKALB COUNTY

Visit DeKalb County
CONVENTION & VISITORS BUREAU

60,000 Bold Spirits Brochures

DEKALB COUNTY’S ARTISAN SPIRITS

THE FORGE OF SYCAMORE
522 W. State St., Sycamore, IL • (815) 901-9760
Getlostintheforgesyc.com
- Distillery & tasting room
- Distillery tours daily
- Tasting & tours daily
- Sycamore’s own handcrafted spirits
- Special events: Tastings, dinners, parties, etc.
-§ Hours: 10am-6pm daily

THE FORGE BREWHOUSE TAPROOM
216 N. Main St., DeKalb, IL • (815) 927-8227
Forgesbrewhouse.com
- Brewpub
- Large outdoor patio
- Live music every Friday
- Lakeside view
- Beer & food

DEKALB COUNTY’S ARTISAN SPIRITS

JONAMAC ORCHARD
18912 Shabbona Rd., Malta, IL • (815) 892-2500
Jonamaco.com
- Cidermaker & winery
- Tastings & tours daily
- Harvest festival on October 21st
- Hours: 10am-6pm daily

PRAIRIE STATE WINERY
220 W. Main St. Genoa, IL • (815) 784-4040
Prairietours.com
- Winery & vineyard
- Tastings & tours daily
- Hours: 10am-6pm daily

PRAIRIE ON STATE WINERY
522 W. State St., Sycamore, IL • (815) 901-5266
Prairiestates.com
- Winery & vineyard
- Tastings & tours daily
- Hours: 10am-6pm daily

WATERMAN WINERY & VINEYARDS
11502 Waterman Rd, Waterman, IL • (815) 264-2060
Watermanwinery.com
- Winery & vineyard
- Tastings & tours daily
- Hours: 10am-6pm daily

WHISKEY ACRES DISTILLING CO.
11504 Kolzinger Rd, DeKalb, IL • (815) 484-4752
Whiskeyacres.com
- Distillery
- Tours & tastings daily
- Hours: 10am-6pm daily

60,000 Bold Spirits Brochures
Bold Spirits of DeKalb County

Drink it all in!

THE BOLD SPIRITS, WINES, & LOCAL BREWS
OF DEKALB COUNTY

DEKALB COUNTY'S ARTISAN SPIRITS

THE FORGE OF CYCLOMARE
251 W Main St, Yorkville, IL - (630) 898-2999

JONAMAC ORCHARD
14712 Shafter Rd, Malta, IL - (815) 574-1516

PRAIRIE STATE WINERY
1201 Hunting Rd, Mchenry, IL - (847) 443-2299

PRAIRIE EQUIPMENT
Prairie Grapes & Winery

TWADE WINEY & VINEYARDS
307 W Main St, Sycamore, IL - (815) 335-0000

WINES OF DEKALB COUNTY

PRAIRIE STATE WINERY

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

SATURDAY, AUGUST 11, 2018 • 12–8 PM
Jonamac Orchard Cider House

Register at dekalbcounty.com/boldspirits
- 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 8-9, 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

Thank You For Your Support And Investment!