Hello - just a reminder that you're receiving this email because you are a valued leadership partner with the DeKalb County Convention and Visitors Bureau. Don't forget to add darmstrong@dekalbcountycvb.com to your address book so we'll be sure to land in your inbox!

Spring
DCCVB Partner Newsletter

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

"It's Not Goodbye...Just So Long for Now."

Executive Director, Debbie Armstrong, will be retiring as of March 29th after 13 years of service with the DeKalb County Convention and Visitors Bureau.

As the biggest cheerleader and promoter of DeKalb County tourism, there have been countless accomplishments throughout her tenure.

Debbie pictured with Zac Efron & Dennis Quaid on the set of 'At Any Price'.
Here’s a snapshot of how the DCCVB came to be through Debbie’s tireless efforts:

- In 2006, Armstrong was hired under the umbrella of the DeKalb Chamber of Commerce to establish a certified bureau for DeKalb County
- Over the course of several years, the building blocks were put in place for certification with the Illinois Office of Tourism (IOT)
- This organization became a 501(C)6 and separated from the Chamber
- Armstrong filed with the IOT, was approved on the first try, and was granted certification in May 2011
- The DCVB was the last bureau that the IOT certified at number 40!
- The first matching grant as a certified bureau occurred in FY12

Debbie Armstrong stated she is proud of what the CVB, Board, and Staff have accomplished and is looking forward to the what’s in store for the next stage of the DCCVB.

Without a doubt, this well-deserved retirement will be an adjustment for someone who has had boundless energy and tireless enthusiasm. The next challenge for Armstrong will be slowing down just enough to get reacquainted with her backyard deck and pool. Enjoy every bit of it! We all wish you the very best!

Erin Reynolds has been named interim executive director as of April 1st and can be reached at office@dekalbcountycvb.com.

Sponsorship Opportunity with the DeKalb County CVB

DCCVB and Board Members are rolling out a new initiative for sponsorship opportunities...

Your support of DCCVB helps to expand our ability to:

- Increase the connection with the State Office of Tourism for branding, social media, event promotion, visitor group planning
- Mobilize the community to support events and programs throughout the county
- Increase support and investment in our only area Destination Marketing Organization as we grow our visitor economy

More info to come as this initiative develops and moves forward! Questions? Call us at 815.756.1336/877.335.2521 or email office@dekalbcountycvb.com.

Bold Spirits: New Content Development on DCCVB Website
Read the updated stories of each Bold Spirits Partner on our website HERE.

Passport Program

Grab your passport at any partner location, visit the makers, and complete all five stamps. At the end of your journey, you’ll receive a free gift and will have sampled some of the finest spirits to be found anywhere.

Discover the Bold Spirits of DeKalb County!
Forge Brewhouse, Jonamac Orchard, Prairie State Winery, Waterman Winery, Whiskey Acres

Forge Brewhouse and Whiskey Acres were both beautifully featured in the February issue of DeKalb County Magazine! Congrats and Cheers!

Bold Spirits Brochures are available for pick-up at the DCCVB office, 111 S. 2nd Street, Suite 202, DeKalb, IL or click HERE to download.

Happy Birthday to DeKalb County History Center!

It's already been a whole year since the Sycamore History Museum became the DeKalb County History Center.

The following highlights give DCHC plenty of reasons to keep celebrating:

- DCHC has raised $1.2 million of its $1.5 million "History Matters" capital campaign
- Their new website has been launched
- DCHC received an Award of Excellence by the Illinois Association of Museums
Construction of their new 7,600 square foot facility is scheduled to be completed by the end of March

New rack card published (pictured below)

DCHC Benefits from DCCVB Partnership with Distribution of New Rack Card

The benefit of being affiliated with a certified bureau is the additional distribution of materials to Tourist Information Centers (TICs) all across the state. This beautiful new rack card can be found at Prairie View North & South TICs in Monee as well as Turtle Creek TIC in South Beloit.

Click here for additional info about DeKalb County History Center.

What is the benefit of partnering with DCCVB, you ask? The DCCVB consistently promotes and attracts more tourists!

2019 IL Governor's Conference Recap
Visitors Choosing to 'Enjoy Illinois' Reaches All-Time High

- Illinois welcomed 114 million visitors
- Visitor spending totaled $39.7 billion
- Visitor spending up 3.5% from 2016
- $3 billion in state and local tax revenue
- 337,100 jobs supported by IL tourism

Click here to read the full Chronicle Column

2019 IESA State Wrestling a Huge Success

- Occurred March 8th - 9th at the NIU Convocation Center
- 5,396 visitors in two days (not including coaches & participants)
Northwest Chicagoland 2019 Getaway Guide
Editorial Featuring DeKalb County

A Perfect Example of Public Relations and Promotional Efforts Between the DCCVB and Northwest Quarterly

- The DCCVB continues to secure earned media stories and articles promoting DeKalb County in 2019.
- The value of earned media mentions is approximately $7,000 per year

Earned Media: Priceless

Upcoming Events
March

- 29th: Red Hot Chilli Pipers
- 30th: The Haunts of Malta at Town Hall

April

- 2nd: Glidden Homestead Tour
  Tuesdays Begins
- 5th: Rockstar Roadshow at Egyptian Theatre
- 10th: Taste of Spring in Downtown Sycamore
- 19th: Egyptian Theatre Presents: Scotty McCreery
- 20th: Family Fun: Easter Events
  Around DeKalb County
- 27th: NIU Victor E. Ball Fundraising Event

Save the Dates!

The DeKalb County History Center's May 11th Grand Opening will coincide with the Smithsonian exhibit "Crossroads: Change in Rural America".

DCHC will host this exhibit until June 22nd.

Bold Spirits Fest
Celebrate DeKalb County's Bold Spirits all in one location!

Featuring:

- Forge Brewhouse
- Jonamac Orchard
- Prairie State Winery
- Waterman Winery
- Whiskey Acres

Bring your appetite! Hick's BBQ will be on site serving food.
There will be live music from Pat McKillan and Back Country Roads!

Bold Spirits Fest is presented by DeKalb County Convention and Visitors Bureau.

Tickets are on sale now! Click HERE to purchase yours!

For more info, go to jonamacholard.com or to dekalbcountrycvb.com/calendar/

When: Saturday, June 1st
Time: 5:00pm - 9:00pm
Where: Jonamac Orchard

DeKalb Kite Fest

DeKalb Kite Festival is a full day of family fun. Kids of all ages will enjoy seeing the giant inflatable kites, dancing kites, and stunt kites high up in the sky. This festival attracts kite enthusiasts from all over the U.S. Come see what it’s all about!

For more information, visit our DeKalb Kite Fest page and like us on Facebook.

Welcome to the IHSA State Football Championships at Huskie Stadium!

2 days, 8 games, 16 teams, thousands of football fans from across the state, and YOU!

There are plenty of sponsorship and volunteer opportunities to consider.

For more information, call the DeKalb County CVB toll-free at 877-335-2521 or visit ihsadestinationdekalb.com

Full Calendar of Events
Need More Visitors Guides?

The Visitors Guide is the premier marketing piece for DeKalb County. Your distribution efforts will help increase visibility for our local events and attractions. The guide also makes a great recruitment tool to highlight what our region has to offer.

Contact the DCCVB at 815-756-1336 or email office@dekalbcountycvb.com to receive your supply.

County and State-Wide Distribution

- Visitors guides are distributed to Northern Illinois University (5,000), the DeKalb County Legislative Building, all DeKalb County municipalities, chambers, hotels, and attractions throughout DeKalb County.
- The DCCVB pays to place the guide in visitor kiosks located at tollway oases, Chicago Hotels along I-80 & I-88, and at popular attractions across Chicagoland like Navy Pier, the Quad Cities and beyond.
- Because the DCCVB is a certified bureau, we are able to take part in Illinois Office of Tourism Partnerships to place guides at Chicago's Union Station, nine tourist information centers, and other locations as they become available.

NIU Partners, get your guides right on campus. Contact Theresa Stack at tstack@niu.edu to secure your copies for recruitment, welcome packets, event distribution, and more.

The visitors guide is available in an interactive digital form here dekalbcountycvb.com/visitorsguide and on the DCCVB website.
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)

**Derek Hiland**, Ex Officio
(DeKalb County)

**Mark Kerman**, Ex Officio
(Siepert & Co. LLP)

**Mary Keys**
(Genoa Guest House)

**Eric Olson**
(Daily Chronicle)

**Rick Olson**
(City of Sandwich)

**Ryan Sedevie**
(NIU Athletics)

**Vicky Torres**
(Red Roof Inn & Suites)

**Rose Treml**
(Sycamore Chamber)

DCCVB Staff

Executive Director - Debbie Armstrong
Sales Coordinator - Erin Reynolds

Our Mission Statement

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

Your investment as stakeholders and partners is invaluable to our mission. Our tourism industry is thriving. Attractions are expanding their venues, creating more jobs and adding more wealth to our region. We would like to thank all of our outstanding partners and supporters of tourism for contributing to this success! We will continue to develop marketing
strategies and partnerships to attract leisure and business travels to DeKalb County.