

Marketplace

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Release date set for movie filmed in DeKalb County

Roll credits! DeKalb County will hit the big screen next spring. Sony Classics has set a release date of April 26 for the Ramin Bahrani movie "At Any Price."

We know that many DeKalb County residents have been eagerly awaiting this news and are anxious to see the film, which will include scenes shot at several local sites, including Sycamore Speedway, a farm just outside Hinckley, as well as a church and several businesses in DeKalb.

Many county residents took part in the once-in-a-lifetime experience as extras and are looking forward to seeing the story unfold on the big screen. It helped our local economy in a big way, generating approximately \$950,000 in 2011.

Nothing has yet been released regarding any pending press junkets or screenings to promote the release of the film. Our office will continue to provide updates as they are made available. Stay connected with us through our website and Facebook page for any breaking news regarding the film.

New visitor guides have arrived

Our 2013 DeKalb County Visitor Guides have been delivered to our office and they look fantastic! We will be delivering them to hotels, local attractions, municipalities, local chamber offices and many other area businesses



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VIEW

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soon. Ten thousand copies of the guides also are being distributed on the Northern Illinois University campus for the first time. They will be available at multiple locations on campus. Among them are the Barsema Alumni and Visitors Center, the Convocation Center and Holmes Student Center.

First tour group for 2013

Our first tour group booked for the new year will visit DeKalb County on Jan. 16. We will help host 54 visitors from the Elgin-based group. Their tour operator requested our help to book two factory tours after they visited two of our top attractions last year. This will be a new experience for the CVB as well, since none of our previous groups have requested factory tours.

We'd like to thank two local companies - Suter Co. of Sycamore and Sonoco Alloyd of DeKalb - that stepped up to provide tours so that our area could fulfill this request. Without their willingness to open their doors to host these visitors, the group would have turned to another CVB for help.

Two other local businesses will benefit from this visit as the group enjoys both lunch and a stop at one of our sweet

treat establishments before they head home. Tourism partners will benefit as well because each visitor will be presented with a welcome bag from the bureau that will include the 2013 DeKalb County Visitor Guide. The guide promotes all DeKalb County tourism attractions, which encourages repeat visits throughout the area.

Normally a day-tripper group of this size generates approximately \$1,800 per visit for the local economy. This is how marketing and promoting tourism for DeKalb County continues to generate economic vitality for the area.

In 2011, tourism dollars contributed more than \$78 million to DeKalb County businesses. That's the power of tourism, the second largest industry in the state of Illinois. Our communities and state rely on these dollars as more than \$31 billion was attributed to tourism spending statewide. That helps all our businesses and communities continue to thrive.

Happy holidays

I'd like to wish everyone a safe and happy holiday season. Hope to see many of you at the Orange Bowl on Jan. 1 as we usher in the new year with the NIU Huskie football team. Congrats again to our BCS Busters. Go Huskies!

• Debbie Armstrong is executive director of the DeKalb County Convention & Visitor's Bureau.