



Strohacker to lead DeKalb County Convention & Visitors Bureau as Executive Director

DEKALB, IL - The DeKalb County Convention & Visitors Bureau (DCCVB) Board of Directors is excited to announce the appointment of Cortney Strohacker as the new Executive Director of the DCCVB. A long-time DeKalb County resident, Cortney has spent nearly a decade cultivating and developing strong relationships with the local municipal, business and community service leaders through her efforts to promote attractions, events and economic opportunity in the area.

“Cortney has accomplished much in her leadership role with the Genoa Chamber of Commerce, building a strong network of community partners and a sterling reputation among stakeholders in Genoa and throughout the county,” said DCCVB board chair, Brad Hoey. “Her knowledge and appreciation of the great assets that we have here in DeKalb County make Cortney a terrific fit to lead the DCCVB.”

Strohacker joins the DCCVB after serving nearly six years as executive director of the Genoa Chamber of Commerce where she helped increase chamber membership and facilitated partnerships with local organizations to bring new events and attractions to the community.

Prairie State Winery owner Rick Mamoser praised Strohacker’s work with the Genoa Chamber and believes her new role with the DCCVB will benefit the entire area, including Genoa and the northern part of the county. “I am really happy for Cortney, and I am excited about the new opportunities she will be bring to bureau, especially with the direction we are heading with the Bold Spirits of DeKalb County group,” said Mamoser. “I know we’ll be in good hands here in Genoa with our next chamber director thanks to the great job that Cortney has done in her time here.”

“We have so much to offer here in DeKalb County; a rich history of agricultural innovation, a talented and creative group of makers and artisans with our Bold Spirits group and a world-class research university in my alma mater, NIU,” said Strohacker. “My time at the Genoa Chamber has provided me a front row seat to DeKalb County’s great events, attractions and businesses, and I am excited for the opportunity to highlight and promote these assets throughout the region and beyond.”

Strohacker will begin her new position with DCCVB later in the fall and will work with interim executive director Bonnie Heimbach during her transition to the leadership role with the bureau.

The DeKalb County Convention and Visitors Bureau works on behalf of county stakeholders to attract leisure travelers and overnight visitors to the area’s diverse attractions and resources, which include a major public research university (Northern Illinois University) and a group of creative local makers and artisans known as Bold Spirits of DeKalb County. As the county’s only certified destination marketing organization, the bureau serves as a primary point of contact for meeting planners, sports tournament directors, tour operators, special event planners and travelers.

In 2018, DeKalb County contributed to the state’s added economic domestic growth, with \$101.7 million in travel expenditures (a 2.9% increase) and \$1.69 million in local tax revenue (a 1.5% increase). More than 5,200 jobs were created or sustained across the state as a result of visitor spending, with 590 of them in DeKalb County.

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