



AGENDA ITEM # 17

AGENDA ITEM EXECUTIVE SUMMARY

Village Board Meeting

March 28, 2022

Item Title: DuPage Convention & Visitors Bureau and DuPage Sports Commission Membership

Staff Contact: Matthew Galloway, Economic Development Analyst

VILLAGE BOARD ACTION

Consider staff recommendation to enter into a membership with DuPage Convention & Visitors Bureau (DCVB) and DuPage Sports Commission.

Executive Summary:

Staff was approached by a new management team at the Village's Holiday Inn Express Hotel in FY21 to evaluate a DCVB membership that could help market the hotel and increase overnight stays within the Village. FY21 was the Village's best year for Hotel/Motel tax revenue at over \$102,000. The revenue is to be used to attract overnight stays within the Village. With the increased revenues seen in FY21 and a strengthened partnership with management at the Holiday Inn Express, a membership with DCVB would be an appropriate use of these funds.

Currently, the Village is a member of Meet Chicago Northwest which provides the Village with advertising and tourism leads throughout the west suburban region. Having dual membership will provide the Village with greater exposure throughout the region through increased social and traditional media, targeted marketing campaigns, and collaboration with Holiday Inn Express Hotel for regional event stays. As a part of membership with DCVB, they will provide the Village with five complimentary memberships to be shared with select community organizations and businesses. These memberships can be given to the Mainstreet Merchants and Park District to help them promote their events, initiatives, and highlight their presence in the community.

In response to the negative economic impact caused by the Covid-19 pandemic and to assist in regional economic recovery, DCVB and the DuPage Sports Commission is offering Roselle a discounted three (3) year membership opportunity. The Village does not have the number of hotels required for DCVB to charge a percentage of the Village's Hotel/Motel Tax as does Meet Chicago Northwest. Instead, the pricing of the membership follows an annual flat rate. Pricing for each year and the respected discounts are as follows:

- 2023 - \$5,000 (\$10,000 with 50% COVID discount, now and extended through April 2023)
- 2024 - \$7,500 (\$10,000 with 25% discount) – May 1, 2023 through December 31, 2024
- 2025 - \$10,000 (normal rate) – January 1, 2025 through December 31, 2025

Membership with DCVB provides the Village with a suite of benefits which include:

- Reports on trends, forecasts, research and product development for hospitality industry.
- ROI/economic impact reports from DCVB/DSC events.
- Search engine optimization (SEO) for activities in the Village.
- Inclusion in DCVB monthly, seasonal promotional and integrated campaigns.
- Promotion of Roselle events on multiple sites and social media platforms including visitchicagoland.com.
- Sales leads for sports groups, small meetings, seminars, wedding receptions, class reunions, family reunions and more that may or may not have hotel rooms associated with the event.
- Sports leads for tournaments for Roselle and surrounding areas.
- Seat on DCVB, Sports Commission Board of Directors or committees at fiscal year.
- Five Complimentary memberships for local organizations or businesses.

A membership with DCVB at this time would help the Village advertise centennial events taking place throughout this year. The increased visibility and social media presence would help ensure people throughout the DuPage County region are informed about the businesses and events taking place in Roselle. In addition to advertising, DCVB can help the Village analyze how the centennial and other events impact the local economy by providing reports and data on consumer spending, distance traveled, and lodging.

Staff recommends that the Village Board adopt a resolution authorizing the Village Administrator to execute a membership agreement with DCVB and approve the FY22 membership payment of \$5,000. If the Board concludes, staff will present the membership agreement and resolution for adoption at the April 11 Village Board Meeting.

Implications:

Is this item budgeted? No. The membership cost would be expended from the Hotel/Motel tax revenue in the General Fund.

Any other implications to be considered?

Attachments:

Membership proposal



**DuPage Convention & Visitors Bureau
DuPage Sports Commission
Village of Roselle Partnership**

Incremental contract dues for three years as follows:

2023 - \$5,000 (\$10,000 with 50% COVID discount, now and extended through April 2023)

2024 - \$7,500 (\$10,000 with 25% discount) – May 1, 2023 through December 31, 2024

2025 - \$10,000 (normal rate) – January 1, 2025 through December 31, 2025

The Village of Roselle will receive:

- Inclusion in all promotion efforts leading up to 2026 Presidents Cup with DCVB, the official certified convention bureau of Medinah Country Club.
- Reports on trends, forecasts, research and product development for hospitality industry.
- ROI/economic impact reports from DCVB/DSC events including but not limited to local taxes, lodging, food & beverage, retail, transportation, entertainment and jobs supported.
- Tourism marketing coordination and grant writing support.
- Bureau representation at Roselle hospitality meetings or agency management.
- Content generation and capturing of user-generated content.
- Shared photo capturing from user-generated content.
- Pay-to-play cooperative advertising from the state with matching grant funds.
- Search engine optimization (SEO) for activities in your area.
- Social media promotion, participation, or opportunity to one-day takeover.
- Inclusion in DCVB monthly, seasonal promotional and integrated campaigns.
- Access to database to post on the DCVB's online Calendar of Events, the most heavily trafficked page on DiscoverDuPage.com.
- Inclusion on www.enjoyillinois.com.
- Listing in all publications, digital and print.
- Municipal highlights on social media.
- Media pitches from PR agency.
- Promotion of Roselle events on multiple sites including visitchicagoland.com.
- Sales leads for sports groups, small meetings, seminars, wedding receptions, class reunions, family reunions and more that may or may not have hotel rooms associated with the event.
- Sports leads for tournaments for Roselle and surrounding areas.
- Seat on DCVB, Sports Commission Board of Directors or committees at fiscal year.
- Familiarization Tours or site visits.
- Invitation to share booth at trade shows where appropriate.
- Five complimentary memberships.
- Complimentary membership for Holiday Inn Express Roselle.
- Community page on www.DiscoverDuPage.com.
- Networking opportunities and business referrals.