



AGENDA ITEM # 8J

AGENDA ITEM EXECUTIVE SUMMARY

Village Board Meeting

April 11, 2022

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

Staff Contact: Matthew Galloway, Economic Development Analyst

VILLAGE BOARD ACTION

Adopt a resolution approving membership in the DuPage Convention and Visitors Bureau and authorizing the Village Administrator to execute a municipal promissory note for fiscal years 2023, 2024, and 2025.

Executive Summary:

On the March 28, 2022 Village Board meeting the Board concurred with staff's recommendation for the Village to enter into a three year membership with the DuPage Convention & Visitors Bureau and DuPage Sports Commission (DCVB). The DCVB membership is intended to increase tourism and market the Village through targeted business marketing campaigns and sporting event leads directed towards the local hospitality industry. Attached to this memo is a Resolution approving the membership and authorizing the Village Administrator to execute the Municipal Partnership Promissory Note identifying the terms of the membership.

Implications:

Is this item budgeted? No. The membership cost would come out of the Hotel/Motel tax revenue in the General Fund.

Any other implications to be considered? n/a

Attachments:

Resolution
Promissory Note

RESOLUTION NO. 2022-

A RESOLUTION APPROVING MEMBERSHIP IN THE DUPAGE CONVENTION AND VISITORS BUREAU AND AUTHORIZING THE VILLAGE ADMINISTRATOR TO EXECUTE A MUNICIPAL PROMISSORY NOTE FOR FISCAL YEARS 2023-2025

WHEREAS, DuPage Convention & Visitors Bureau and DuPage Sports Commission (hereinafter "DCVB") has offered the Village of Roselle a discounted membership opportunity in response to the Covid-19 pandemic and to assist with economic recovery; and,

WHEREAS, as the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DCVB acts as the official marketing arm for the County, its partners and constituents; and,

WHEREAS, DCVB will promote the Roselle community through targeted leisure and business campaigns that will promote tourism particularly for the local hospitality industry; and,

NOW, THEREFORE, be it resolved by the Mayor and Board of Trustees of the Village of Roselle, DuPage and Cook Counties Illinois as follows:

Section 1: The corporate authorities of the Village of Roselle deem it in the best interest of the Village to enter into a membership with DCVB.

Section 2: The Village Administrator is hereby authorized to execute the municipal promissory note which is attached to this Resolution as Exhibit A.

Section 3. Village staff and Mayor are authorized and directed to undertake any and all other tasks necessary, or in furtherance of, the Village's membership in the DCVB.

ADOPTED this 11th day of April 2022

AYES:

NAYS:

ABSTAIN:

ABSENT:

David Pileski, Mayor

ATTEST:

Patricia Burns, Village Clerk

March 24, 2022

Matthew Galloway
Economic Development Analyst
Village of Roselle
31 S. Prospect St.
Roselle, IL 60172

Dear Matt-

I am writing to express my appreciation to you and the Village of Roselle for your financial support of the DuPage Convention & Visitors Bureau.

The past year has been a challenging time due to the COVID-19 pandemic. No one has been untainted, particularly hospitality. Leadership from the county will be necessary and require all of us working together to recover. This will be difficult at best. I have been working closely with the state to ensure a healthy workforce. I have been communicating with leadership on the local, state and federal level to find resources for local businesses. While hit hard, efforts must be made to support our hotels with emerging and new markets to drive tax revenues for our communities and continue to be the powerful economic driver and a job creator. *Please know that we launched a campaign for DuPage residents, created a summer campaign with the Chicagoland area, "The Only Thing Missing is You" to the Midwest drive market and leisure and trade campaigns to drive future business to your hotels. Your support of local hotel tax is instrumental in matching the state grant to promote the DuPage County region.*

Our DuPage Sports Commission continues to generate significant interest and leads from sports rights holders for events in 2021, 2022 and beyond. And of course, leisure campaigns to drive both day and overnight visitors were highly success partnerships for the Frida Kahlo exhibit at College of DuPage and Human + Nature at The Morton Arboretum.

The way people meet will change. DCVB will continue to promote your community through targeted leisure and business campaigns, in person and virtually at tradeshow, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep the Village of Roselle top of mind.

Enclosed is your financial commitment letter to the bureau. This letter of intent must be submitted to the state to secure matching local funds for tourism grant for certified convention bureaus...or DuPage CVB. Please sign the attached letter and return it to Margo Pasek at your convenience at margo@discoverdupage.com.

On behalf of the DuPage CVB board of directors and staff, thank you for your generous support. I look forward to starting the rebuilding process, working with and for you. Thank you in advance.

Sincere regards and wishes of good health as we DuMore for DuPage,



Executive Director

**MUNICIPAL PARTNERSHIP
PROMISSORY NOTE
Village of Roselle
Fiscal Year 2023, 2024, 2025**

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau acts as the official tourism marketing arm for the county, our partners and our constituents.

Since the DuPage Convention & Visitors Bureau must rely on local hotel tax receipts in order to receive matching state dollars for its marketing efforts, support by municipal partners like the Village of Roselle is vital to its mission.

The Village of Roselle agrees to support the DuPage Convention & Visitors Bureau 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

Agreed by:

VILLAGE OF ROSELLE

Print: _____
Signed: _____
Title: _____
Date: _____