

## **AGENDA**

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, OCTOBER 23, 2013 AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES – January 23, 2013
4. MONTHLY FINANCIAL REPORT – September 30, 2013
5. VISITORS BUSINESS – (Public comment is limited to three minutes per person on agenda items only)
6. INFORMATION – ServSafe Alcohol Certification Training
7. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 14/15
8. MARKETING REPORT – July, August and September 2013
9. UPDATE ADVERTISING PROGRAM - FY 2013/14
10. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 23, 2013, AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

Mayor Robert Napoli called the meeting to order at 4:05 p.m.

2. ROLL CALL

Those present were Mayor Robert Napoli, Member Hardy Patel (Super 8) Member Frank Fishella (Willowbrook/Burr Ridge Chamber of Commerce), Trustee Sue Berglund, Village Administrator Tim Halik, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

Member Alan Gagnon (Red Roof Inn) entered the meeting at 4:06 p.m.

ABSENT: Members Roswita Korpas (LaQuinta Inn) and Debbie Gallo (Holiday Inn)

3. VISITORS BUSINESS

Trustee Berglund suggested the use of a videographer to help promote Willowbrook Hotels. Trustee Berglund inquired as to how the Hotels site utilizes the internet to book a stay in Willowbrook. Trustees Berglund stated a family member had difficulty finding the Willowbrook Hotels'.

Beth Marchetti gave an overview of the Hotels' website. Ms. Marchetti also explained how the site uses key words such as Chicagoland, McCormick Place and Chicagoland Speedway to maximize the search engines. Ms. Marchetti requested Trustee Berglund send her the links so she could see how the searches were done.

4. MINUTES - October 24, 2012

Mayor Napoli asked if there were any corrections to the minutes of the October 24, 2012, meeting. Ms. Marchetti noted one correction under item 9, Paragraph 4. The State Wars in-line hockey tournament is scheduled for July 31, 2013 through August 9, 2013.

MOTION: Made by Member Fishella, Seconded by Member Patel, to approve the October 24, 2012, minutes as amended.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. MONTHLY FINANCIAL REPORT - December 31, 2012

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2012. Cash in the fund was \$48,526. Revenues received through December 31 were \$48,842. Expenditures spent to date were \$27,280.

Ms. Dittman noted the following expenditures for the year:

- Fees-Due Subscription           \$10,575.17
- Advertising                       12,712.53
- Chamber Directory                3,000.00

The Committee accepted the Monthly Financial Report as presented.

6.    MARKETING REPORT - December 2012

Ms. Beth Marchetti presented the Marketing Report for December 2012. Ms. Marchetti highlighted the web stats. Ms. Marchetti also presented the print ads for the WB/BR Chamber Directory, AAA magazine, Route 66 Guidebook and the Midwest Meeting circulation.

Ms. Marchetti noted a great deal of the brochure fulfillments are being done on-line, with an electronic version of the brochure. Ms. Marchetti informed the Committee about the holiday pilot program. This program placed brochures at the O'Hare and Hinsdale Oasis. The brochures did very well.

Ms. Marchetti stated she would like to do a Route 66 overnight stay package with dinner. Ms. Marchetti asked the hotels to provide her with what they would like to include. The Committee accepted the report as presented.

7.    BUDGET FY 2013/14

Interim Director of Finance Dittman presented a five-year financial summary of the fund, along with the proposed Budget for Fiscal Year 2013/14. Revenues budgeted are \$64,401. Expenditures are \$61,702. Ms. Dittman stated this would keep fund balance at about \$5,000.

MOTION: Made by Member Patel, Seconded by Member Gagnon to recommend to the Mayor and Board of Trustees to approve the Budget for Fiscal Year 13/14 as presented.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

8.    ADVERTISING PROGRAM - FY 2013/14

Beth Marchetti presented the Advertising Program for FY 2013/14 in the amount of \$38,300. Ms. Marchetti noted the advertising program does not yet include grant dollars from the Bureau. Ms. Marchetti stated she would like to meet with the hotels in the next two weeks to discuss how the funds will be spent.

9.    ADJOURNMENT

The Committee adjourned the meeting at 4:35 p.m.

VILLAGE OF WILLOWBROOK

MONTHLY BALANCE SHEET ACCOUNTS FOR SEPTEMBER, 2013

PRCT. OF YR: 41.67  
 RUN: 10/02/13 9:45AM

HOTEL/MOTEL TAX FUND

JT NUMBER	DESCRIPTION	BEG. BALANCE THIS MONTH	DEBITS THIS MONTH	CREDITS THIS MONTH	MONTH ACTIVITY	CURRENT BALANCE
<u>ASSETS</u>						
<u>CASH</u>						
03-110-105	CHECKING 0010330283	0.00	3,767.64	3,767.64	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	22,683.44	0.28	0.00	0.28	22,683.72
*TOTAL	CASH	22,683.44	3,767.92	3,767.64	0.28	22,683.72
<u>CURRENT RECEIVABLES</u>						
03-130-115	ACCTS REC	7,111.50	0.00	0.00	0.00	7,111.50
*TOTAL	CURRENT RECEIVABLES	7,111.50	0.00	0.00	0.00	7,111.50
<u>DUE TO/DUE FROM OTHER FUNDS</u>						
03-140-101	DUE TO/FROM GENERAL FUND	0.00	5,216.50	3,767.64	1,448.86	1,448.86
03-140-102	DUE TO/FROM WATER FUND	0.00	0.00	0.00	0.00	0.00
*TOTAL	DUE TO/DUE FROM OTHER FUNDS	0.00	5,216.50	3,767.64	1,448.86	1,448.86
**TOTAL	ASSETS	29,794.94	8,984.42	7,535.28	1,449.14	31,244.08
<u>LIABILITIES</u>						
<u>EMPLOYEE DEDUCTIONS PAYABLE</u>						
03-210-101	ACCTS PAY-H/M FND	-24,563.29	0.00	0.00	0.00	-24,563.29
03-210-112	DEFERRED REVENUE	0.00	0.00	0.00	0.00	0.00
03-210-301	TRANSFERS	0.00	0.00	0.00	0.00	0.00
*TOTAL	EMPLOYEE DEDUCTIONS PAYABLE	-24,563.29	0.00	0.00	0.00	-24,563.29
<u>OTHER LIABILITIES</u>						
03-280-199	REV & EXP - PREV YR	0.00	0.00	0.00	0.00	0.00
*TOTAL	OTHER LIABILITIES	0.00	0.00	0.00	0.00	0.00
**TOTAL	LIABILITIES	-24,563.29	0.00	0.00	0.00	-24,563.29
03-300-101	MUNICIPAL EQUITY-HOTEL/MOTEL FUND	-7,979.47	0.00	0.00	0.00	-7,979.47
***TOTAL	REVENUE LESS EXPEND. THIS YR.	2,747.82	-8,984.42	-7,535.28	-1,449.14	1,298.68
TOTAL	LIABILITIES AND FUND BALANCE	-29,794.94	-8,984.42	-7,535.28	-1,449.14	-31,244.08

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 41.67  
 RUN: 10/02/13 9:46AM

REVENUE REPORT FOR SEPTEMBER, 2013

PAGE: 1

ACCT. NO.	DESCRIPTION	RECEIVED THIS MONTH	RECEIVED THIS YEAR	BUDGET AMOUNT	PERCENT COLLECTED	BUDGET REMAINING
<u>HOTEL/MOTEL TAX FUND</u>						
<u>Operating Revenue</u>						
<u>Other Taxes</u>						
03-310-205	HOTEL/MOTEL TAX	5,216.50	32,856.82	64,386.00	51.03	31,529.18
*TOTAL	Other Taxes	5,216.50	32,856.82	64,386.00	51.03	31,529.18
<u>Charges &amp; Fees</u>						
03-310-725	REGISTRATION FEES	0.00	0.00	0.00	0.00	0.00
*TOTAL	Charges & Fees	0.00	0.00	0.00	0.00	0.00
<u>Other Revenue</u>						
03-310-913	OTHER RECEIPTS	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Revenue	0.00	0.00	0.00	0.00	0.00
**TOTAL	Operating Revenue	5,216.50	32,856.82	64,386.00	51.03	31,529.18
<u>Non-Operating Revenue</u>						
<u>Other Income</u>						
03-310-922	FEDERAL/STATE GRANTS	0.00	0.00	0.00	0.00	0.00
03-320-108	INTEREST INCOME	0.28	0.94	15.00	6.27	14.06
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	0.28	0.94	15.00	6.27	14.06
**TOTAL	Non-Operating Revenue	0.28	0.94	15.00	6.27	14.06
<u>Transfers</u>						
03-320-999	EQUITY TRANSFER FROM GENERAL FUNI	0.00	0.00	0.00	0.00	0.00
**TOTAL	Transfers	0.00	0.00	0.00	0.00	0.00
***TOTAL	HOTEL/MOTEL TAX FUND	5,216.78	32,857.76	64,401.00	51.02	31,543.24
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	5,216.78	32,857.76	64,401.00	51.02	31,543.24
	TOTALS ALL FUNDS	5,216.78	32,857.76	64,401.00	51.02	31,543.24

VILLAGE OF WILLOWBROOK  
 EXPENDITURE REPORT FOR SEPTEMBER, 2013  
 HOTEL/MOTEL TAX FUND

ACCT. NO.	DESCRIPTION	EXPENDED THIS MONTH	EXPENDED THIS YEAR	PRCT. BUDGET	WORKING BUDGET	BUDGET REMAINING	PRCT. APPROP.	APPROP.
	<u>HOTEL/MOTEL</u>							
	<u>ADMINISTRATION</u>							
	<u>PERSONNEL SERVICES</u>							
03-53-401-126	SALARIES - CLERICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	PERSONNEL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	<u>CONTRACTUAL SERVICES</u>							
03-53-401-253	PUBLIC RELATION CONSULTANT FEES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	<u>SUPPLIES AND MATERIALS</u>							
03-53-401-303	GAS-WASH-OIL-MILEAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-401-304	SCHOOLS-CONFERENCE-TRAVEL	0.00	70.00	0.00	0.00	-70.00	0.00	0.00
03-53-401-306	REIMBURSE PERSONAL EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-401-307	FEES-DUES-SUBSCRIPTIONS	3,767.64	5,767.64	44.79	12,877.00	7,109.36	22.39	25,754.60
03-53-401-311	POSTAGE	0.00	0.00	0.00	25.00	25.00	0.00	50.00
*TOTAL	SUPPLIES AND MATERIALS	3,767.64	5,837.64	45.25	12,902.00	7,064.36	22.62	25,804.60
	<u>EQUIPMENT - OPERATING</u>							
03-53-401-401	OPERATING EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	EQUIPMENT - OPERATING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
**TOTAL	ADMINISTRATION	3,767.64	5,837.64	45.25	12,902.00	7,064.36	22.62	25,804.60
	<u>PUBLIC RELATIONS &amp; PROMOTION</u>							
	<u>OTHER</u>							
03-53-435-302	PRINTING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	0.00	675.20	22.51	3,000.00	2,324.80	11.25	6,000.00
03-53-435-317	ADVERTISING	0.00	24,643.60	64.34	38,300.00	13,656.40	32.17	76,600.00
03-53-435-318	COMMUNITY SLOGAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-435-319	CHAMBER DIRECTORY	0.00	3,000.00	100.00	3,000.00	0.00	50.00	6,000.00
*TOTAL	OTHER	0.00	28,318.80	63.93	44,300.00	15,981.20	31.96	88,600.00
**TOTAL	PUBLIC RELATIONS & PROMOTION	0.00	28,318.80	63.93	44,300.00	15,981.20	31.96	88,600.00
	<u>SPECIAL EVENTS</u>							
	<u>OTHER - EXPENDITURES</u>							
03-53-436-378	WINE & DINE INTELLIGENTLY	0.00	0.00	0.00	2,000.00	2,000.00	0.00	4,000.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	0.00	0.00	0.00	2,500.00	2,500.00	0.00	5,000.00
03-53-436-380	FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	OTHER - EXPENDITURES	0.00	0.00	0.00	4,500.00	4,500.00	0.00	9,000.00
**TOTAL	SPECIAL EVENTS	0.00	0.00	0.00	4,500.00	4,500.00	0.00	9,000.00
	<u>CONTINGENCIES</u>							
03-53-449-799	CONTINGENCIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
**TOTAL	CONTINGENCIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
***TOTAL	HOTEL/MOTEL	3,767.64	34,156.44	55.36	61,702.00	27,545.56	27.68	123,404.60
****TOTAL	HOTEL/MOTEL TAX FUND	3,767.64	34,156.44	55.36	61,702.00	27,545.56	27.68	123,404.60



EST. 1960

# Willowbrook

7760 Quincy Street  
Willowbrook, IL 60527-5594

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrookil.org

**Mayor**

Frank A. Trilla

October 15, 2013

**Village Clerk**

Leroy R. Hansen

«Title» «First\_Name» «Last\_Name»  
«Company»  
«Address\_2»  
«CityState», «Zipcode»

**Village Trustees**

Dennis Baker

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Paul Oggerino

RE: ServSafe Alcohol (B.A.S.S.E.T.) Certification Training

Dear «Title» «Last\_Name»:

Once again the Village of Willowbrook, in conjunction with our Hotel/Motel Tax Advisory Committee, will be conducting an alcohol awareness seminar for all holders of Class A, B, D, E, F, and I liquor licenses within the Village of Willowbrook. As you may know, Class A, B, D, E, F and I liquor licenses permit the retail sale and/or consumption of alcohol on the premises.

The alcohol awareness seminar has been scheduled as follows:

DATE: Monday, November 18, 2013

REGISTRATION: 8:45 a.m. TO 9:00 a.m.

SEMINAR TIME: 9:00 a.m. to 1:00 p.m.

PLACE: Willowbrook Inn  
7800 So. Kingery Highway  
Room Oak Brook 1  
Willowbrook, Illinois 60527

Cost: First 3 attendees from each establishment are free. All attendees in excess of 3 will be charged a nominal fee of \$25.00 per person.

**Village Administrator**

Tim Halik

**Chief of Police**

Mark Shelton

The Village has contracted the Illinois Restaurant Association to conduct this seminar. The seminar is entitled, "B.A.S.S.E.T. - Beverage Alcohol Servers and Sellers Education Training." The Illinois Restaurant Association conducts seminars throughout Illinois for restaurant bar owners and operators on various subjects including food service sanitation, server training and motivation, and alcohol awareness.



Proud Member of the  
Illinois Route 66 Scenic Byway

## 2013 LIQUOR LICENSE LIST

Title	First Name	Last Name	Company	Address 1	Address 2	City/State	Zipcode
Mr.	Syed	Quadri	Maries Catering dba Ashton Place	Willowbrook Café	341 W 75th Street	Willowbrook, IL	60527
Mr.	Greg	Porcaro	Midtown Athletic Club		215 W 63rd Street	Willowbrook, IL	60527
Mr.	Phillip	Chow	Malahini Terrace		321 W 75th Street	Willowbrook, IL	60527
Mr.	Walter	Fornek	Binny's Beverage Depot		6920 South Kingery Hwy	Willowbrook, IL	60527
Mr.	Stephen	Ryd	Binny's Beverage Depot		1400 Spring Road, Suite 216	Oak Brook, IL	60523
Mr.	Louis	Viren	Willowbrook Lanes		735 Plainfield Road	Willowbrook, IL	60527
Mr.	Susan	Perry	Dominick's Finer Foods		6300 S Kingery Hwy	Willowbrook, IL	60527
Ms.	Aruna	Saini	Taste of India		7243 S Kingery Hwy	Willowbrook, IL	60527
Ms.	Norma	Balleza	Willowbrook Holiday Inn		7800 S Kingery Hwy	Willowbrook, IL	60527
Mr.	Joel	Tiritilli	Bernard's Café & Deli		14 W 63rd Street	Willowbrook, IL	60527
Mr.	Salvador	Santana	Pei Wei Restaurant		7135 Kingery Highway	Willowbrook, IL	60527
Mr.	Michael	Vena	Arabian Knights Farm		6526 Clarendon Hills Road	Willowbrook, IL	60527
Mr.	Phil	Palcowski	Phillies Pizza Bar & Grill		6300 S Kingery Hwy	Willowbrook, IL	60527
Ms.	Sophia	Stolis	The Kerry Piper		7900 S Joliet Road	Willowbrook, IL	60527
Mr.	Pat	Rhea	Dell Rhea Chicken Basket		645 Joliet Road	Willowbrook, IL	60527
Mr.	Shawn	Hayes	Whole Foods Market		201 W. 63rd Street	Willowbrook, IL	60527
Mr.	Richard	Portillo	Portillos		7195 South Kingery Highway	Willowbrook, IL	60527
Mr.	Richard	Portillo	Portillos		2001 Spring Road #500	Oak Brook, IL	60523
Mr.	Robert	Bielski	Chipotle Mexican Grill		7173 South Kingery Highway	Willowbrook, IL	60527
Ms.	Kayla	Brown	Buffalo Wild Wings		5500 Wayzata Blvd, Suite 1600	Minneapolis, MN	55416
Mr.	Scott	Hardy	Buffalo Wild Wings		7111 Kingery Highway	Willowbrook, IL	60527
Mr.	Wayne	Buerger	Walgreens		501 Plainfield Road	Willowbrook, IL	60527
Mr.	Scott	Zernick	Giordano's		227 W. Monroe Street, Suite 39	Chicago, IL	60606
Mr.	Jim	Hassett	Giordano's		641 Plainfield Road	Willowbrook, IL	60527
Mr.	Richard	Cantore	Luciano's Woodfire Bistro		7611 Madison Street	Willowbrook, IL	60527
Mr.	William	Waters	Baker's Square		7409 Kingery Highway	Willowbrook, IL	60527

The main objective of the program is to train bartenders, bar managers, servers and restaurant owners to recognize if patrons are becoming over served and to train restauranteurs in appropriate intervention procedures.

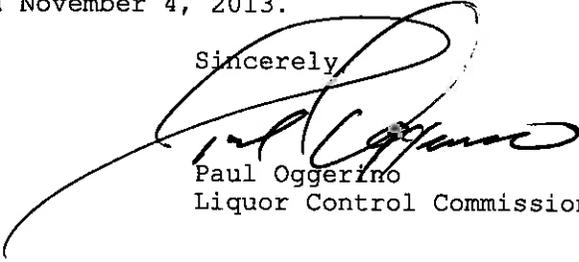
Class size is limited, less than 35 participants per session. Reservations can be made on a first-come, first-served basis by contacting Janet Kufrin at the Village of Willowbrook at 920-2236 or by mailing your check, if applicable, payable to the Village of Willowbrook.

It is our sincere hope that this program will be a success. We hope to be able to provide this service to our local liquor establishments on a continuing basis.

I strongly encourage you to participate in this worthwhile program by sending at least the three participants whose fees will be paid by the Village. Perhaps you may even realize insurance benefits by adopting a policy of employing only certified or trained bartenders.

Thank you again for your consideration of these matters. We look forward to your responding no later than November 4, 2013.

Sincerely,



Paul Oggerino  
Liquor Control Commissioner

cc: Board of Trustees  
Hotel/Motel Tax Advisory Committee



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AND BOARD  
OF DIRECTORS**

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Law Office of  
Rita A. Farrell

**VICE PRESIDENT**

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CoolerSmart

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Mike Schultz  
Turtle Wax, Inc.

Mark Shelton  
Willowbrook Police  
Department

Russell Smith  
Edward Jones  
Investment Company

Zaklina Trpenovski  
RBS Charter One Bank

**LEGAL COUNSEL**

Leroy R. Hansen  
Attorney At Law

**WILLOWBROOK/BURR RIDGE  
CHAMBER OF COMMERCE AND INDUSTRY**  
8300 South Madison Street, Burr Ridge, Illinois 60527  
Tel 630.654.0909 Fax 630.654.0922  
[www.wbbrchamber.org](http://www.wbbrchamber.org)

October 1, 2013

Tim Halik, Village Administrator  
Village of Willowbrook  
7760 Quincy Street  
Willowbrook, IL 60527

Re: Request for funding for the-  
2014 Chamber Community Directory  
2014 Business Expo held in March at Willowbrook Inn

Dear Tim:

As Director and Treasurer for the Willowbrook/Burr Ridge Chamber of Commerce and Industry, I work with our representative at the Village Hotel/Motel Tax Advisory Committee meetings.

I understand the committee will meet this month to initiate reviews for Budget needs for the next fiscal year. I am outlining the following financial assistance needs for special programs that highlight the Village. We are requesting the following:

Scott Rolston Burr Ridge Village Center	\$3,000	Annual Chamber Community (Buyers Guide) Directory
Mike Schultz Turtle Wax, Inc.	\$2,500	Annual Business Expo which will be held in March at Willowbrook Inn in Willowbrook

Thank you for your consideration. I welcome any comments or questions.

Respectfully submitted,

  
Joseph J. Stastny, Treasurer

# Willowbrook



*The location for every destination!*



Scan with QR code reader for Willowbrook offerings

**DUPAGE**  
CONVENTIONS & VISITING BUREAU

*4 great hotels just west of Chicago*



**Holiday Inn**

7800 Kingery Hwy • Willowbrook, IL 60527  
630-325-6400 • [www.holiday-inn.com/hillmore](http://www.holiday-inn.com/hillmore)

- Free high-speed wireless internet
- Voice Mail and Data ports
- Free local calls
- Outdoor pool
- Sauna and exercise room

**La Quinta Inn**

855 W 79th Street • Willowbrook, IL 60527  
630-654-0877 • [www.laquinna.com](http://www.laquinna.com)

- Complimentary deluxe continental breakfast
- Free high-speed internet
- Data ports
- USA Today
- Fitness Center

**Red Roof Inn**

7535 Kingery Hwy • Willowbrook, IL 60527  
630-323-8811 • [www.redroof.com](http://www.redroof.com)

- Complete non-alcohol bar, liquor, snacks till 11 PM
- Large flat screen TV
- Free Wi-Fi, free telephone calls, complimentary US fax service
- Superior kings rooms, with lounge, work station in-room, coffee, microwave & refrigerator

**Super 8**

820 W 79th Street • Willowbrook, IL 60527  
630-789-6300 • [www.super8.com](http://www.super8.com)

- Convenient internet and electronic services
- Free continental breakfast & coffee bar
- Free wireless internet
- Complimentary local and long distance
- Outdoor pool
- Pay per-view movies

*Register to win a free weekend stay at [www.willowbrookhotels.com](http://www.willowbrookhotels.com) or 800-232-0502*



**LAQUINTA**  
INNS & SUITES



# Memo

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**Date:** 8/19/13  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter  
**Re:** **MARKETING REPORT-July 2013**

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-Advertising inquiries for the month of July from all sources totaled 1,453.

-Media placements include:

<a href="http://www.travelguidesfree.com">www.travelguidesfree.com</a> , 20,000 visits/month	210
Illinois Spring Getaway Guide, 1.2 million circ.	43
Illinois Spring Getaway Guide, online	1,200

-Web stats are as follows: 3,525, up 33% from previous month, 4,022, and 60,705, double from previous month!

-Willowbrook Hotels' video and photo postings collected 139 new views on social media sites, including Flickr and YouTube for the month of July.

-Next shipment of Willowbrook guides have been placed at O'Hare and Hinsdale Oases at the visitor kiosks. Over 5,000 guides have been distributed in four months. The guide is available online as well on both the DuPage CVB site and Willowbrook Hotels.

-New photography was shot for all four hotels this month by vendor, Elan Photography. All hotels will have the final shots for their own property use, but ideally this was for launch of the new site of uniform look.

# Willowbrook Monthly SEM Report

Jul 1, 2013-Jul 31, 2013



State	Ad group	Status	Default max. CPC	Display Network max. CPC	Clicks	Impressions	CTR	Avg. position
enabled	Hotels	eligible	0.70	auto	17	7662	0.22%	5.5
enabled	Visit Willowbrook	eligible	0.70	auto	104	13111	0.79%	1.8
enabled	Dining	eligible	0.70	auto	53	3544	1.50%	2.7
enabled	Shopping	eligible	0.70	auto	81	8062	1.00%	2.2
enabled	Attractions & Events	eligible	0.70	auto	1518	51373	2.95%	2.6
<b>Total - all enabled ad groups</b>					<b>1773</b>	<b>83752</b>	<b>2.12%</b>	<b>2.7</b>
<b>Total - Search</b>					<b>1773</b>	<b>83752</b>	<b>2.12%</b>	<b>2.7</b>
<b>Total - Display Network</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>0.0</b>
<b>Total</b>					<b>1773</b>	<b>83752</b>	<b>2.12%</b>	<b>2.7</b>



---

**Date:** 9/15/13  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter  
**Re:** **MARKETING REPORT-August 2013**

---

-Advertising inquiries for the month of August from all sources totaled 1,066.

-Year to date inquiries total 2,519.

-Media placements include:

<a href="http://www.travelguidesfree.com">www.travelguidesfree.com</a> , 20,000 visits/month	261
Illinois Spring Getaway Guide, 1.2 million circ.	15
Illinois Spring Getaway Guide, online	790

-Web stats are as follows: 3,027 in unique visits, 3,484 user sessions and 47,462 hits.

-Willowbrook Hotels' video and photo postings collected 491 new views on social media sites, including Flickr and YouTube for the month of August. This is up 72% due to upload of new video.

-This is the last month of the billboard on I-55. Please submit your front desk inquiries to determine is billboard motivated stays.

-Website was updated to reflect elimination of Holiday Inn.

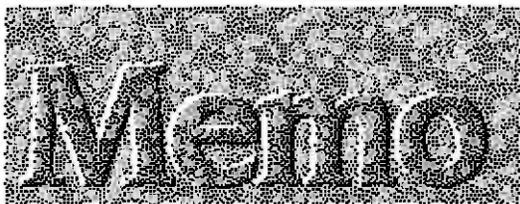
-Brookfield Zoo was contacted last month to see if hotels could participate in Zoo program and sell packages on consignment. Still waiting to hear from marketing director at Zoo.

Willowbrook

Aug 1, 2013-Aug 31, 2013



State	Ad group	Status	Default max. CPC	Clicks	Impressions	CTR	Avg. position
enabled	Hotels	eligible	0.70	3	381	0.79%	6.2
enabled	Visit Willowbrook	eligible	0.70	134	13352	1.00%	1.8
enabled	Dining	eligible	0.70	38	2826	1.34%	2.7
enabled	Shopping	eligible	0.70	98	5893	1.66%	2.3
enabled	Attractions & Events	eligible	0.70	1019	32714	3.11%	2.6
<b>Total - all enabled ad groups</b>				<b>1292</b>	<b>55166</b>	<b>2.34%</b>	<b>2.4</b>
<b>Total - Search</b>				<b>1292</b>	<b>55166</b>	<b>2.34%</b>	<b>2.4</b>
<b>Total - Display Network</b>				<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>0.0</b>
<b>Total</b>				<b>1292</b>	<b>55166</b>	<b>2.34%</b>	<b>2.4</b>



---

**Date:** 10/9/13  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter  
**Re:** **MARKETING REPORT-September 2013**

---

-Advertising inquiries for the month of September from all sources totaled 860.

-Year to date inquiries total 3,379.

-Media placements include:

<a href="http://www.travelguidesfree.com">www.travelguidesfree.com</a> , 20,000 visits/month	150
Illinois Spring Getaway Guide, 1.2 million circ.	11
Illinois Spring Getaway Guide, online	699

-Web stats are as follows: 2,989 in unique visits, 3,373 user sessions and 46,032 hits.

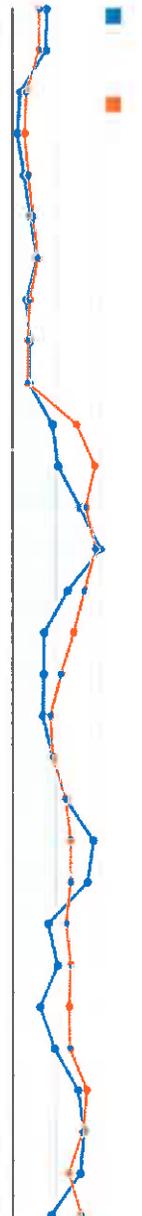
-Willowbrook Hotels' video and photo postings collected 487 new views on social media sites, including Flickr and YouTube for the month of September. These are great numbers, still up almost 70% for two consecutive months.

-Trib Local did a report on billboard for Willowbrook hotels. See attached article.

-Willowbrook Inn is open and all information was updated to website and on DuPage CVB's site.

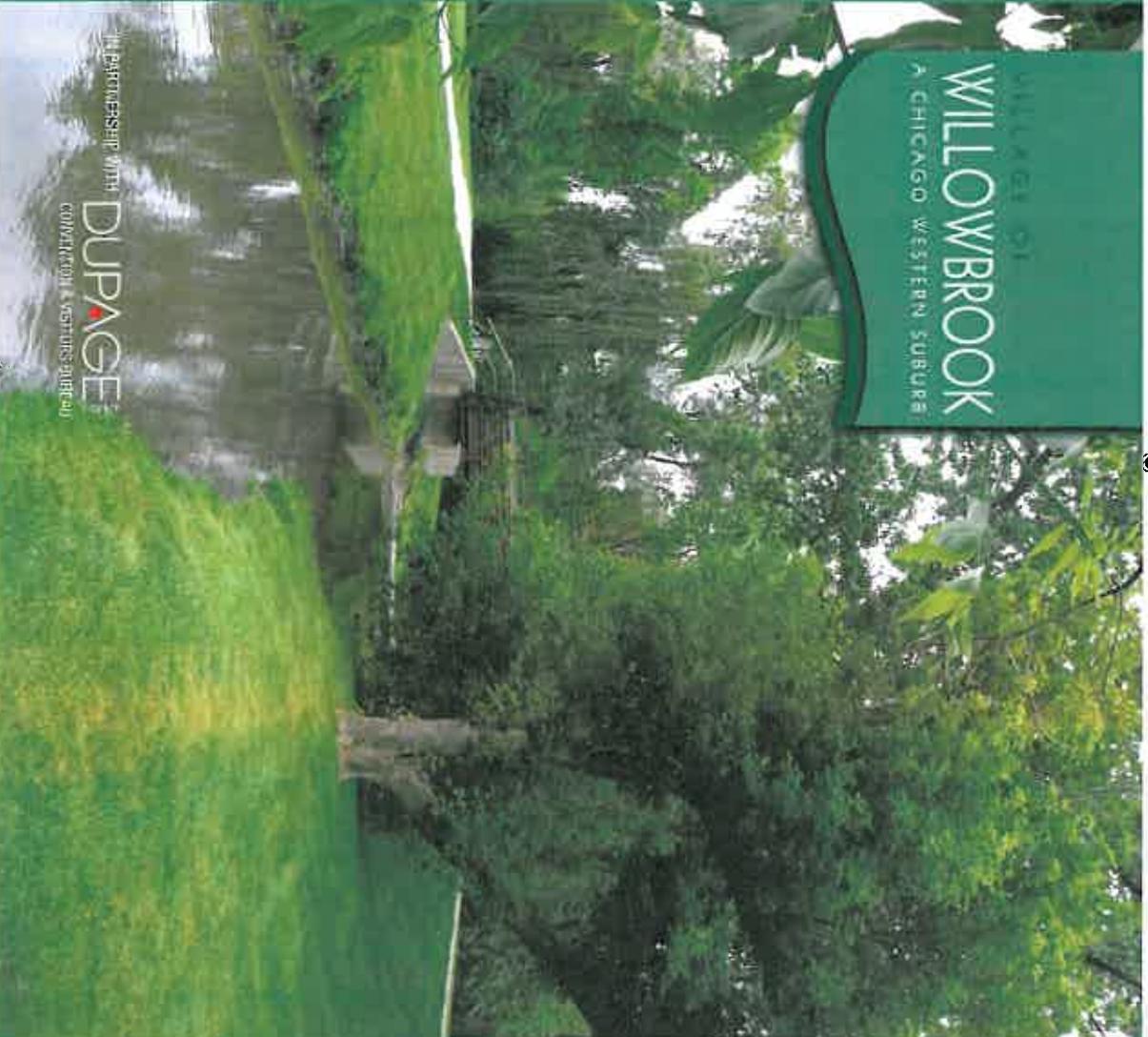
Willowbrook

Sep 1, 2013-Sep 30, 2013



State	Ad group	Status	Default max. CPC	Clicks	Impressions	CTR	Avg. position
enabled	Hotels	eligible	0.70	0	592	0.00%	4.5
enabled	Visit Willowbrook	eligible	0.70	114	11247	1.01%	1.8
enabled	Dining	eligible	0.70	202	13607	1.48%	3.3
enabled	Shopping	eligible	0.70	333	48076	0.72%	2.3
enabled	Attractions & Events	eligible	0.70	994	24241	4.10%	2.3
Total - all enabled ad groups				1643	95763	1.72%	2.4
Total - Search				1643	95763	1.72%	2.4
Total - Display Network				0	0	0.00%	0.0
Total				1643	95763	1.72%	2.4

# Willowbrook Brochure



## VILLAGE OF WILLOWBROOK A CHICAGO WESTERN SUBURBS

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**EVENTS CALENDAR**  
The following are special field events in the Village of Willowbrook. For information on dates and other events in the village, please see the calendar of events at [www.willowbrook.org](http://www.willowbrook.org) or [DowntownPleasant.com](http://DowntownPleasant.com).

### THURSDAY FISH & BOAT

Time:  
Willow Brook  
6:30-8:30 PM  
[www.willowbrook.org](http://www.willowbrook.org)

### COMMUNITY WINTER AND FALL

Time:  
Willow Brook  
6:30-8:30 PM  
[www.willowbrook.org](http://www.willowbrook.org)

### TRUCK TRAILS

Time:  
Community Park  
6:30-8:30 PM  
[www.willowbrook.org](http://www.willowbrook.org)

### MONDAY EVENING

Time:  
Summer Square  
Community Park  
6:30-8:30 PM  
[www.willowbrook.org](http://www.willowbrook.org)

### FRIDAY EVENING

Time:  
Harrison Park  
6:30-8:30 PM  
[www.willowbrook.org](http://www.willowbrook.org)



VILLAGE OF  
WILLOWBROOK  
THE PERFECT  
LOCATION FOR  
EVERY DESTINATION

The Village of Willowbrook's location  
just off of historic Route 66 and  
provides travelers with easy access via  
multiple area highways to downtown  
Chicago and O'Hare and Midway  
International Airport.  
Come and stay in the Village of  
Willowbrook, the perfect location  
to reach every destination in the  
Chicagoand area:

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Willowbrook, IL 60527  
www.villageofwillowbrook.org  
630.323.5025



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able, accessible and comfort-  
able accommodations at  
Le Oliver Inn Chicago/  
Willowbrook  
Best Deal Inn, Willowbrook  
Super 8 Willowbrook  
Willowbrook Inn



Restaurants are plentiful along  
Route 33 and in Willowbrook  
Town Center. Del Boca's  
Chick'nBriar is a destination  
in the on-holice. Kooie  
Co. The on-holice. Kooie  
rest-holice, featured on The  
Food Network's "Dinner  
Disaster" DVD. Offers a  
burger and fill menu with  
old-fashion. The Key, Pop  
Up-Popcorn. Every is an  
authentic, comfortable pub  
designed, cooked and brewed  
by the 1st U.S. Company of  
Dodge Island.



Route 113, Willowbrook's main  
energy is lined with stores and  
shopping centers. The heart of  
the village, Willowbrook Town  
Center, offers a vibrant mix of  
shops and restaurants.  
Willowbrook's also offers easy  
access to downtown Chicago  
shopping and travel with major  
shopping sites.

Nearby Armitage National  
Laboratory welcomes anyone age 16  
or older to see guided tours of their  
scientific and educational facilities  
and grounds.  
Willowbrook also offers personal  
opportunities for outdoor recreation  
with pet, walk, bike paths and the  
local, scenic of nearby Woodfield  
Club Forest Preserve



Prepared for:	<b>CBS Chicago</b>	Live Size: H x W	Finished Size: H x W	Ext Size:	Client:
Order Number:	<b>34030 01</b>	<b>14'h x 48'w</b>	<b>15'4"h x 49'4"w</b>		<b>DuPage Convention</b>
Account Executive:		Pantone Callouts:			Copy: <b>Willowbrook Hotels 8377L</b>
		Special Instructions:	<b>8oz. Blackback Billboard Vinyl</b>		Have questions? Contact:

Created by: **MG**

# 14' x 48' Billboard

Refresh and Recharge in  
**Willowbrook**  
A Chicago Stay without the Chicago Pay  
**EXIT 274 NORTH**  
[www.willowbrookhotels.com](http://www.willowbrookhotels.com)

ILLINOIS  
MAY BE AFTER RECHARGING 4813

Holiday Inn  
Red Roof Inn  
Spartan  
LAQUINTA  
INNS & SUITES

Please review this proof for color and layout. Approval and/or any changes should be noted on proof and emailed back to your CSR. Production will start once approval is received. Any questions or concerns should be directed to your sales person or you can contact Sign Languages art department at 303.645.4510

<b>PRINT OPTIONS</b>	<input type="checkbox"/> Full bleed	<input type="checkbox"/> 1st surface	<b>PROOF APPROVAL</b>	
<input type="checkbox"/> Add header	<input type="checkbox"/> 2nd surface	<input type="checkbox"/> Spot	<input type="checkbox"/> PRINT AS IS	
<input type="checkbox"/> Add footer	<input type="checkbox"/> Uni Di	<input type="checkbox"/> 2 layers	<input type="checkbox"/> PRINT WITH CHANGES	
<input type="checkbox"/> Mirror	<input type="checkbox"/> BI Di	<input type="checkbox"/> 3 layers	<input type="checkbox"/> NEW PROOF REQUIRED	Approved By: _____ Date _____
<input type="checkbox"/> Center	<input type="checkbox"/> Dbl strike	<input type="checkbox"/> Flood		
<b>WHITE OPTIONS</b>	<input type="checkbox"/> Spot	<input type="checkbox"/> 2 layers	<b>PRINT LAYER OPTION</b>	Operator:
	<input type="checkbox"/> 2 layers	<input type="checkbox"/> 3 layers	Top: _____	Printer:
	<input type="checkbox"/> Flood	<input type="checkbox"/> Dbl strike	Middle: _____	Substrate:
			Bottom: _____	Print Time:
			Media Usage:	Ink Usage:
			Profile:	Printer Res:
				Output Date:
				Ripsofter:

# Willowbrook



- Just minutes from downtown Chicago and Midway Airport
- Historic Route 66 attractions
- Free hotel parking

*Register to Win a Route 66 Weekend!*

[www.willowbrookhotels.com](http://www.willowbrookhotels.com)



ILLINOIS

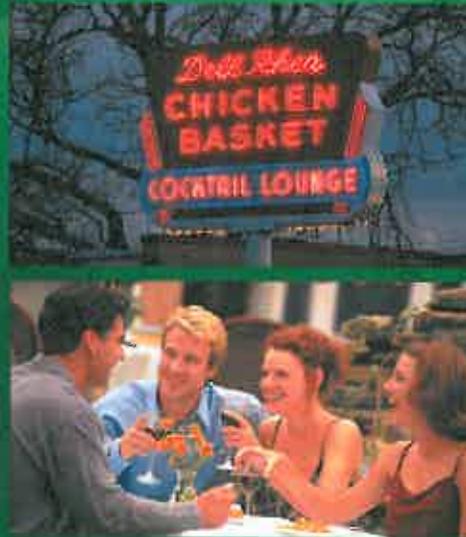
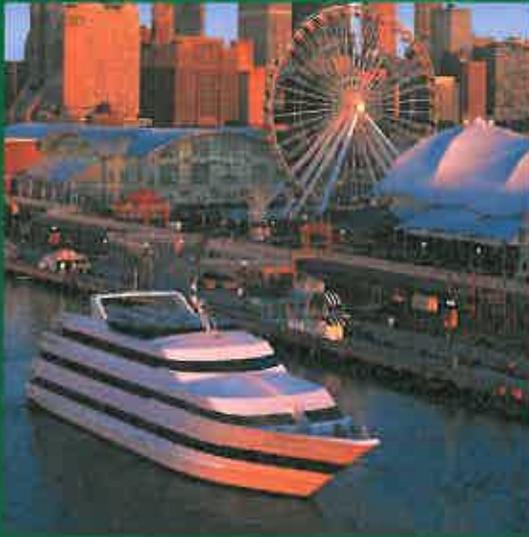
MILE AFTER MAGNIFICENT MILE

# WILLOWBROOK

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CONVENIENT • CLOSE • COMFORTABLE

Just off historic Route 66 and minutes from Chicago's Midway Airport and McCormick Place.  
See the new Route 66 History Kiosk at Dell Rhea's Chicken Basket and learn the story of America's Mother Road.



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Register at [www.willowbrookhotels.com](http://www.willowbrookhotels.com) or 800-232-0502



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ILLINOIS. MILE AFTER MAGNIFICENT MILE.

# Willowbrook

- Just minutes from downtown Chicago and Midway Airport
- Historic Route 66 attractions
- Free parking at four convenient hotels

*Register to Win a Route 66 Weekend at [willowbrookhotels.com](http://willowbrookhotels.com)*



# Willowbrook



- Just minutes from downtown Chicago and Midway Airport
  - Historic Route 66 attractions
  - Free hotel parking

*Register to Win a Route 66 Weekend!*

[www.willowbrookhotels.com](http://www.willowbrookhotels.com)



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← DuPage Cool Offers & Hot Deals for the week of September 18 – October 1

## Ashley's Angle on Dell Rhea's Chicken Basket

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Greetings from the DuPage Convention & Visitors Bureau! I'm Ashley, a long-time DuPage resident, first-time blogger. In addition to my role as Marketing Assistant at the DCVB, I will also be your tour guide through DuPage County. I will be heading out to various attractions and events to give you my angle on DuPage. I'll share my thoughts and experiences in addition to photos and videos of exciting things to see and do in the entertainment mecca that is DuPage County. Unique and exciting attractions, events, and restaurants abound, and I'll give you my first-hand accounts of my visits. Here's the scoop.



Since the DCVB happened to be filming a short video at Dell Rhea's Chicken Basket this week, and I happened to be invited along as production assistant, I saw this as the perfect opportunity to extend the visit to include lunch.

We arrived at about 11:30, and I'm delighted to say that the restaurant was very busy. We caught Patrick Rhea, the owner, in the middle of some paperwork, but he graciously welcomed us to join him at his table. He sat and talked with us all the while taking care of business and his customers. Patrick isn't a behind-the-scenes kind of owner. He was on the front lines answering phone calls, working the register, and, most notably, engaging with restaurant patrons.

When our crew of actors and props arrived on location, we went to work on our campaign video. This fall is all about weekend road trips, and, with Dell Rhea's Chicken Basket located on historic Route 66, what better place to film? This restaurant's lineage is so rich in history, it's hard not to feel like you've walked right back into 1946 as you cross the threshold. From the vintage road signs on the walls to the shelves full of chicken statues, this place is as nostalgic as they come.

With the filming complete, we once again sat down inside with Patrick. Finally, the moment I had been waiting for all day... lunch. Since this was my first time at the Chicken Basket, I had to sample the restaurant's namocko and order the fried chicken. Our meals came out perfectly plated, and our order of Baked Macaroni & Cheese was hot and oozing in all its cheesy glory.



As we indulged in our expertly crafted meals, Patrick taught us the proper way to eat our four pieces of chicken and told us more about the restaurant. Everything is made fresh in-house. The fried chicken, the biscuits, even the salad dressing. Patrick expressed his love of cooking, and it's clear that culinary is his calling. The food here has definitely earned all its accolades. The chicken was juicy and the flavor was outstanding. It was everything fried chicken should be, and there was a lot of it. I feel like I consumed a great deal of my plate, and I still had plenty to bring home.

More than just a restaurant, Dell Rhea's Chicken Basket has a lounge that is home to weekly entertainment and live music. Furthermore, they sell t-shirts, hats, glasses, and "Route 66 Beer" bottles if you're looking for a piece of Americana to take home with you. One of my favorite features, however, is the new visitor log book at the front desk. Within the first week of its inception, it



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