

AGENDA

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, JANUARY 22, 2014 AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. VISITORS BUSINESS
4. APPROVAL OF MINUTES – October 23, 2013
5. MONTHLY FINANCIAL REPORT – December 31, 2013
6. MARKETING REPORT – November & December 2013
7. BUDGET – FY 2014/15
8. ADVERTISING PROGRAM - FY 2014/15
9. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 23, 2012, 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

Trustee Paul Oggerino called the meeting to order at 4:03 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Jaimin Shah (Willowbrook Inn), Manager Norma Balleza (Willowbrook Inn), Member Rashmi Patel (Super 8), Debbie Jackson Willowbrook/Burr Ridge Chamber of Commerce, Village Administrator Tim Halik, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Alan Gagnon (Red Roof Inn), Roswita Korpas (LaQuinta Inn)

3. MINUTES - January 23, 2013

Trustee Paul Oggerino asked if there were any corrections to the minutes of the January 23, 2013, meeting.

MOTION: Made by Member Jackson, Seconded by Member Patel, to approve the January 23, 2013, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2012

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending September 30, 2013. Revenues received through September were \$32,856.82. Expenditures spent to date were \$34,156. Ms. Dittman stated actual fund balance at 4/30/13 was \$7,980 vs. the estimated amount of \$4,800. The Committee accepted the Monthly Financial Report as presented for September 30, 2013.

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. INFORMATION - ServSafe Alcohol Certification Training

Trustee Paul Oggerino presented his letter dated October 15, 2013 inviting all liquor establishments to the annual ServSafe Alcohol Training seminar. The seminar will be held on November 18, at the Willowbrook Inn.

7. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 13/14

Village Administrator Halik presented the letter dated October 1, 2013, from Joseph Stastny, Treasurer of the WB/BR Chamber of Commerce. The Chamber is requesting funding for the Community Directory (Buyers Guide) in the amount of \$3,000 and for the Business Expo in the amount of \$2,500. Please note the 2014 Business Expo will be moved from March of 2014 to June 2014 and it will be held at the Willowbrook Inn.

The Committee agreed to budget \$5,500 for the Chamber's request for Fiscal Year 14/15.

8. MARKETING REPORT - July, August and September 2013

Ms. Beth Marchetti presented the Marketing Reports for July, August and September 2013. Ms. Marchetti stated this July new photos were taken of the four hotels. The photos will be used for the hotels' web site. Ms. Marchetti highlighted the increase in the web site activity. Ms. Marchetti stated she has been working with Brookfield Zoo. Ms. Marchetti is trying to see if the hotels could participate in the Zoo's program. Ms. Marchetti is waiting to hear back from the Zoo.

9. UPDATE ADVERTISING PROGRAM - FY 2012/13

Ms. Marchetti presented the following publications:

- 2013 Willowbrook/Burr Ridge Chamber Directory Ad
- Willowbrook Brochure
- Billboard Ad
- AAA Ad
- Chicago Windy City Guide
- Willowbrook Route 66 Guide Print Ad

Ms. Marchetti stated the new Willowbrook brochure will be placed at Illinois Oases. Ms. Marchetti noted travelers like the electronic version, but also like printed version of the brochure too.

Ms. Marchetti talked about the new blogger who has joined the DuPage Convention and Visitors Bureau staff. Ashley Angle is also a marketing assistant at the Bureau and will be giving guided tours of DuPage County. Ms. Angle did a blog in September about Dell Rhea's Chicken Basket.

Ms. Marchetti talked about some upcoming events. The events were the North Point Bowling Tournament in July 2015 and the LPG Golf Tournament in 2016. Ms. Marchetti also talked about the Mini-Abe ad/commercial campaign that the State of Illinois produced. The State had such a great response to the campaign. The State has created a clay animation of Abe. Abe will be visiting cities, towns and villages around the State. Abe will be followed on social media sites. Ms. Marchetti put in a request for Abe to visit DuPage. Ms. Marchetti advised the Committee of the dates.

The next regularly schedule Hotel/Motel Tax Advisory Committee will be Wednesday, January 22, 2014 at 4:00 p.m.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:43 p.m.

VILLAGE OF WILLOWBROOK
 MONTHLY BALANCE SHEET ACCOUNTS FOR DECEMBER, 2013
 HOTEL/MOTEL TAX FUND

PRCT. OF YR: 66.67
 RUN: 01/10/14 4:42PM

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	2,459.87	2,459.87	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	18,760.85	0.00	4,553.13	-4,553.13	14,207.72
*TOTAL	CASH	18,760.85	2,459.87	7,013.00	-4,553.13	14,207.72
<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	4,552.13	8,219.61	5,169.57	3,050.04	7,602.17
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	4,552.13	8,219.61	5,169.57	3,050.04	7,602.17
**TOTAL	ASSETS	30,424.48	10,679.48	12,182.57	-1,503.09	28,921.39
<u>LIABILITIES</u>						
<u>EMPLOYEE DEDUCTIONS PAYABLE</u>						
03-210-101	ACCTS PAY-H/M FND	-24,563.29	2,709.70	0.00	2,709.70	-21,853.59
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	2,709.70	0.00	2,709.70	-21,853.59
<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	2,709.70	0.00	2,709.70	-21,853.59
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.	2,118.28	-13,389.18	-12,182.57	-1,206.61	911.67
TOTAL	LIABILITIES AND FUND BALANCE	-30,424.48	-10,679.48	-12,182.57	1,503.09	-28,921.39

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 66.67
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REVENUE REPORT FOR DECEMBER, 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	3,666.48	46,004.35	64,386.00	71.45	18,381.65
*TOTAL	Other Taxes	3,666.48	46,004.35	64,386.00	71.45	18,381.65
<u>Charges & 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	3,666.48	46,004.35	64,386.00	71.45	18,381.65
<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	0.00	1.79	15.00	11.93	13.21
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	0.00	1.79	15.00	11.93	13.21
**TOTAL	Non-Operating Revenue	0.00	1.79	15.00	11.93	13.21
<u>Transfers</u>						
03-320-999	EQUITY TRANSFER FROM GENERAL FUNG	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	3,666.48	46,006.14	64,401.00	71.44	18,394.86
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	3,666.48	46,006.14	64,401.00	71.44	18,394.86
	TOTALS ALL FUNDS	3,666.48	46,006.14	64,401.00	71.44	18,394.86

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

PRCT. OF YR: 66.67
RUN: 01/10/14 4:42PM

PAGE: 1

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	1,000.00	8,767.64	68.09	12,877.00	4,109.36	34.04	25,754.60
03-53-401-311	POSTAGE	0.00	13.88	55.52	25.00	11.12	27.76	50.00
*TOTAL	SUPPLIES AND MATERIALS	1,000.00	8,851.52	68.61	12,902.00	4,050.48	34.30	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	1,000.00	8,851.52	68.61	12,902.00	4,050.48	34.30	25,804.60
	<u>PUBLIC RELATIONS & 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	1,459.87	34,391.09	89.79	38,300.00	3,908.91	44.90	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	1,459.87	38,066.29	85.93	44,300.00	6,233.71	42.96	88,600.00
**TOTAL	PUBLIC RELATIONS & PROMOTION	1,459.87	38,066.29	85.93	44,300.00	6,233.71	42.96	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	2,459.87	46,917.81	76.04	61,702.00	14,784.19	38.02	123,404.60
****TOTAL	HOTEL/MOTEL TAX FUND	2,459.87	46,917.81	76.04	61,702.00	14,784.19	38.02	123,404.60
	<u>FUND SUMMARY</u>							
3	HOTEL/MOTEL TAX	2,459.87	46,917.81	76.04	61,702.00	14,784.19	38.02	123,404.60
	TOTALS ALL FUNDS	2,459.87	46,917.81	76.04	61,702.00	14,784.19	38.02	123,404.60



Date: 12/14/13
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin, Skip Strittmatter
Re: **MARKETING REPORT-November 2013**

-Advertising inquiries for the month of November from all sources totaled 199 from TravelGuidesFree.com, a pay-per-click tourism site.

-Year to date inquiries total 5,377.

-Web stats are as follows for November: 2,892 in unique visits, 3,286 user sessions and 43,084 hits.

-November SEM report is attached in email.

-Ad will be placed in Jan-March Chicago Windy City Guide magazine.

-Save the date for

DuPage CVB's Holiday Open House

Thursday, December 12

5:00 - 7:00 p.m.

915 Harger Road, Suite 240

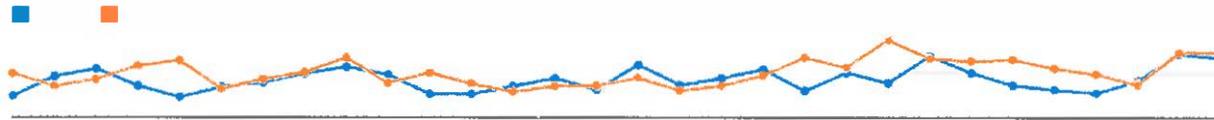
Oak Brook, IL 60523

630-575-8070

RSVP to Annette Licitra

Willowbrook

Nov 1, 2013-Nov 30, 2013



State	Ad group	Status	Default max. CPC	Clicks	Impressions	CTR	Avg. position
enabled	Hotels	eligible	0.70	0	238	0.00%	7.0
enabled	Visit Willowbrook	eligible	0.70	108	9588	1.13%	1.9
enabled	Dining	eligible	0.70	236	34703	0.68%	2.5
enabled	Shopping	eligible	0.70	950	70407	1.35%	2.6
enabled	Attractions & Events	eligible	0.70	323	5036	6.41%	1.7
Total - all enabled ad groups	--	--	--	1617	119972	1.35%	2.5
Total - Search	--	--	--	1617	119972	1.35%	2.5
Total - Display Network	--	--	--	0	0	0.00%	0.0
Total	--	--	--	1617	119972	1.35%	2.5



Date: 1/10/14
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin, Skip Strittmatter
Re: MARKETING REPORT-December 2013

Advertising inquiries for the month of December from all sources totaled 2,110.

RFI came from the following media buys:

TravelGuidesFree.com:	132
Illinois Holiday Guide	1,978

Year to date inquiries total 5,912.

Web stats are as follows for December: 3,236 in unique visits, 3,705 user sessions and 53,470 hits.

November and December SEM reports are attached in email. This monthly program delivered an additional 1,956 clicks to www.willowbrookhotels.com in December.

Ads will be placed in:

Jan-March Chicago Windy City Guide magazine, circ. 25,000 and on www.windycityguide.com.

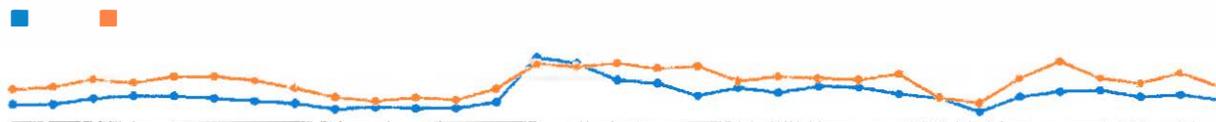
upcoming Willowbrook/Burr Ridge Chamber Directory
March/April issue of AAA, circ. IL/IN, 50,000

Brookfield Zoo will be revamping their zoo package in 2014, and at this time, are not accepting any new hotel partners.

Veteran's Day video was added to website, willowbrookhotels.com.

Willowbrook SEM Monthly Report

Dec 1, 2013-Dec 31, 2013



State	Ad group	Status	Default max. CPC	Clicks	Impressions	CTR	Avg. position
enabled	Visit Willowbrook	eligible	0.70	91	9690	0.94%	1.9
enabled	Dining	eligible	0.70	161	18002	0.89%	2.8
enabled	Shopping	eligible	0.70	1474	106999	1.38%	2.7
enabled	Attractions & Events	eligible	0.70	230	7159	3.21%	2.9
Total - all enabled ad groups	--	--	--	1956	141850	1.38%	2.7
Total - Search	--	--	--	1956	142034	1.38%	2.7
Total - Display Network	--	--	--	0	0	0.00%	0.0
Total	--	--	--	1956	142034	1.38%	2.7

**FINANCIAL SUMMARY - FY 2013-14
HOTEL/MOTEL TAX FUND
5 YEAR FORECAST**

	FY 08-09 ACTUAL	FY 09-10 ACTUAL	FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 BUDGET	FY 13-14 ESTIMATED ACTUAL	Year 1 FY 14-15 PROPOSED BUDGET	Year 2 FY 15-16 PROPOSED BUDGET	Year 3 FY 16-17 PROPOSED BUDGET	Year 4 FY 17-18 PROPOSED BUDGET	Year 5 FY 18-19 PROPOSED BUDGET
FUND BALANCE	\$ 21,274	\$ (3,903)	\$ 16,413	\$ 20,009	\$ 24,103	\$ 4,806	\$ 7,980	\$ 7,970	\$ 7,500	\$ 7,130	\$ 6,861	\$ 6,695
REVENUES-BASE	71,676	66,650	61,493	66,668	65,255	64,401	59,437	60,027	60,627	61,233	61,845	62,463
OPERATING EXPENSES-BASE	96,853	46,334	57,897	62,574	81,378	61,702	59,447	60,497	60,997	61,502	62,011	62,526
CAPITAL EXPENSES-BASE	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	96,853	46,334	57,897	62,574	81,378	61,702	59,447	60,497	60,997	61,502	62,011	62,526
NET SURPLUS (DEFICIT)	(25,177)	20,316	3,596	-1,094	(16,123)	2,699	(10)	(370)	(370)	(269)	(166)	(63)
FUND BALANCE (DEFICIT)	\$ (3,903)	\$ 16,413	\$ 20,009	\$ 24,103	\$ 7,980	\$ 7,505	\$ 7,970	\$ 7,500	\$ 7,130	\$ 6,861	\$ 6,695	\$ 6,632

VILLAGE OF WILLOWBROOK
 ADMINISTRATIVE BUDGET
 MAY 1, 2014 - APRIL 30, 2015

DRAFT

ACCOUNT NUMBER	DESCRIPTION	FY 09-10 ACTUAL	FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 BUDGET	FY 13-14 ESTIMATED ACTUAL	FY 14-15 PROPOSED BUDGET
	Hotel/Motel Tax Fund							
	REVENUES							
	Operating Revenue							
	Other Taxes							
03-310-205	Hotel/Motel Tax	66,641	61,471	66,626	65,088	64,386	59,433	60,027
* TOTAL	Other Taxes	66,641	61,471	66,626	65,088	64,386	59,433	60,027
	Charges And Fees							
03-310-725	Registration Fees	-	-	-	-	-	-	-
* TOTAL	Charges And Fees	-	-	-	-	-	-	-
	Other Revenue							
03-310-913	Other Receipts	-	-	25	125	-	-	-
03-310-922	Federal/State Grants	-	-	-	-	-	-	-
* TOTAL	Other Revenue	-	-	25	125	-	-	-
** TOTAL	Operating Revenue	66,641	61,471	66,651	65,213	64,386	59,433	60,027
	Non-Operating Revenue							
	Other Income							
03-320-108	Interest Income	9	22	17	42	15	4	-
03-320-109	Changes In Market Value	-	-	-	-	-	-	-
* TOTAL	Other Income	9	22	17	42	15	4	-
03-320-999	Equity Transfer From General Fund	-	-	-	-	-	-	-
* TOTAL	Transfers	-	-	-	-	-	-	-
** TOTAL	Non-Operating Revenue	9	22	17	42	15	4	-
*** TOTAL	Hotel/Motel/Tax Fund	66,650	61,493	66,668	65,255	64,401	59,437	60,027

Difference from Budget 13-14 to Proposed 14-15:	\$	(4,374)	-6.79%
Difference from Budget 13-14 to Estimated Actual 13-14:	\$	(4,964)	-7.71%
Difference from Estimated Actual 13-14 to Proposed 14-15:	\$	590	0.99%

VILLAGE OF WILLOWBROOK
 ADMINISTRATIVE BUDGET
 MAY 1, 2014 - APRIL 30, 2015

DRAFT

ACCOUNT NUMBER	DESCRIPTION	FY 09-10 ACTUAL	FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 BUDGET	FY 13-14 ESTIMATED ACTUAL	FY 14-15 PROPOSED BUDGET
	Hotel/Motel Tax Fund							
	EXPENDITURES							
	Administration							
	Personal Services							
03-53-401-126	Salaries - Clerical	-	-	-	-	-	-	-
* TOTAL	Personal Services	-	-	-	-	-	-	-
	Contractual Services							
03-53-401-253	Public Relation Consultant Fees	-	-	-	-	-	-	-
* TOTAL	Contractual Services	-	-	-	-	-	-	-
	Commodities							
03-53-401-303	Gas-Wash-Oil-Mileage	-	-	-	-	-	-	-
03-53-401-304	Schools-Conference-Travel	-	-	-	-	-	70	-
03-53-401-306	Reimburse Personal Expenses	-	-	-	-	-	-	-
03-53-401-307	Fees-Dues-Subscriptions	11,000	11,889	15,192	13,018	12,877	12,877	12,005
03-53-401-311	Postage	21	20	15	119	25	25	25
* TOTAL	Commodities	11,021	11,909	15,207	13,137	12,902	12,972	12,030
	Equipment							
03-53-401-401	Operating Equipment	-	-	-	-	-	-	-
* TOTAL	Equipment	-	-	-	-	-	-	-
** TOTAL	Administration	11,021	11,909	15,207	13,137	12,902	12,972	12,030
	Public Relations And Promotion							
	Commodities							
03-53-435-302	Printing	-	-	-	-	-	-	-
03-53-435-316	Landscape Beautification	916	528	563	685	3,000	675	3,000
03-53-435-317	Advertising	27,446	38,313	39,931	60,433	38,300	38,300	37,967
03-53-435-318	Community Slogan	-	-	-	-	-	-	-
03-53-435-319	Chamber Directory	3,000	3,000	3,000	3,000	3,000	3,000	3,000
* TOTAL	Commodities	31,362	41,841	43,494	64,118	44,300	41,975	43,967
** TOTAL	Public Relations And Promotion	31,362	41,841	43,494	64,118	44,300	41,975	43,967
	Special Events							
	Commodities							
03-53-436-378	Wine & Dine Intelligently	1,452	1,646	1,372	1,623	2,000	2,000	2,000
03-53-436-379	Special Promotional Events	2,500	2,500	2,500	2,500	2,500	2,500	2,500
03-53-436-380	Familiarization Tours	-	-	-	-	-	-	-
* TOTAL	Commodities	3,952	4,146	3,872	4,123	4,500	4,500	4,500
** TOTAL	Special Events	3,952	4,146	3,872	4,123	4,500	4,500	4,500
	Contingencies							
	Hotel/Motel Contingencies							
03-53-449-799	Contingencies	-	-	-	-	-	-	-
* TOTAL	Hotel/Motel Contingencies	-	-	-	-	-	-	-
** TOTAL	Contingencies	-	-	-	-	-	-	-
**** TOTAL	Hotel/Motel Tax Fund	46,335	57,896	62,573	81,370	61,702	59,447	60,497
	Difference from Budget 13-14 to Proposed 14-15:						\$ (1,205)	-1.95%
	Difference from Budget 13-14 to Estimated Actual 13-14:						\$ (2,255)	-3.65%
	Difference from Estimated Actual 13-14 to Proposed 14-15:						\$ 1,050	1.77%

Willowbrook
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May, June, July 2013

Leisure			
	Project	Cost	Total
Pay-per-click online advertising	travelguidesfree.com	\$600	
Advertising-Electronic--coop program	Facebook/Paid search	\$500	
Advertising, print billboard		\$6,000	
Direct Mail, Design and Print	WB direct mail	\$2,000	
mobile ads	video and social	\$1,000	
Booking mechanism on Web Site	continue to link to brand	\$0	
Monthly e-blasts (template-CC)	subscription only	\$100	
Postage and Mailing	Fulfillment	\$500	
Leisure Subtotal			\$10,700
Trade			
Reunion tile	quarter	\$500	
Midwest Meetings	directory ad	\$550	
Postage and Mailing	fulfillment	\$500	
Trade Subtotal			\$1,550
1st Quarter Subtotal			\$12,250

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August, September, October 2013

Leisure			
	Project	Cost	Total
Pay-per-click online advertising	travelguidesfree.com	\$600	
Online brochure and fulfillment	l-brochure on vacationfun.c	\$2,000	
Advertising-Print-newspaper insert	Illinois Holiday Guide	\$2,000	
Eblasts-copywriting	monthly-3x	\$300	
Postage and Mailing		\$1,000	
Leisure Subtotal			\$5,900
Trade			
	Project	Cost	Total
Web advertising	Veteran's View	2000	
Trade Subtotal			\$2,000
2nd Quarter Subtotal			\$7,900

Willowbrook
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November, December 2013 and January 2014

Leisure			
	Project	Cost	Total
Pay-per-click online advertising	Advertisi travelguidesfree.com	\$600	
Willowbrook Chamber Directory	color upgradde/ad placement	\$1,000	
design for 3rd quarter	ads, web, copywriting for SEO	\$500	
Print ad	digital billboards, online	\$4,000	
Website Maintenance		\$500	
Monthly E-blasts	Constant Contact subs and copywriting	\$300	
Postage and Mailing		\$300	
Leisure Subtotal			\$7,200
Trade			
Leisure Group Travel	student groups/sports/tours	\$1,000	
Trade Subtotal			\$1,000
3rd Quarter Subtotal			\$8,200

Willowbrook
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February, March, April 2014

Leisure			
	Project	Cost	Total
Advertising - Print	VG/Miscellaneous Periodicals	\$4,000	
Advertising - Print	Illinois Adventure Guide - newspaper insert	\$3,000	
Online electronic Brochure	vacationfun.com	\$500	
Pay-per-click online advertising	travelguidesfree.com	\$600	
Web Site Maintenance		\$500	
E-blast	monthly	\$0	
Postage and Mailing		\$500	
Leisure Subtotal			\$9,100
Trade			
copywriting	refresh website tags for SEO	\$500	
	0	\$0	
Trade Subtotal			\$500
4th Quarter Total			\$9,600
Grand Total			\$37,950
proposed for FY 15			