

AGENDA

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, JANUARY 28, 2015 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 – November 12, 2014
5. MONTHLY FINANCIAL REPORT – December 31, 2014
6. MARKETING REPORT – October, November, December 2014
7. BUDGET – FY 2015/16
8. ADVERTISING PROGRAM - FY 2015/16
9. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, NOVEMBER 12, 2014, 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 4:04 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Alan Gagnon (Red Roof Inn), Member Rashmi Patel (Super 8), Frank Fishella 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 Roswita Korpas (LaQuinta Inn), Member Jaimin Shah (Willowbrook Inn).

3. MINUTES - January 22, 2014

Trustee Paul Oggerino asked if there were any corrections to the minutes of the January 22, 2014, meeting. No changes were made. The Committee accepted the minutes as presented.

4. MONTHLY FINANCIAL REPORT - OCTOBER 31, 2014

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending October 31, 2014. Revenues received through September were \$28,564. Expenditures spent to date were \$20,323. The Committee accepted the Monthly Financial Report as presented for October 31, 2014.

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 14/15

Village Administrator Halik presented the letter dated October 7, 2014, 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. The Business Expo will be held June 3, 2015 at Ashton Place. The Committee agreed to budget \$5,500 for the Chamber's request for Fiscal Year 15/16.

7. MARKETING REPORT - July, August and September 2014

Ms. Beth Marchetti presented the Marketing Reports for July, August and September 2014. Ms. Marchetti highlighted the Oak Brook tote bag packages. Each hotel received five tote bags. The bags consist of one \$50 gift card, Oakbrook Center signature gift, Premier Perks Book,

Oakbrook Center shopping directory and brochures from both the hotels and the bureau.

Ms. Marchetti also highlighted the Willowbrook Route 66 experience. A guest can rent a classic car through American Classic Ride for one day and drive Route 66.

Ms. Marchetti talked about the upcoming USBC/Junior Gold Bowling Tournament event in July 2015. This event will bring 10,000 room night stays. The event should significantly impact the Willowbrook Hotels. Ms. Marchetti noted occupancy is up, but rates still remain low.

8. UPDATE ADVERTISING PROGRAM - FY 2014/15

Ms. Marchetti presented the art work for the billboard which was put up west bound on I-55 @ Sante Fe Drive.

Ms. Marchetti also talked about the Mini-Abe ad/commercial campaign the State of Illinois produced. Ms. Marchetti stated the Mini-Abe will be coming to DuPage on Monday, November 17, 2014. Ms. Marchetti stated Mini-Abe will be taking photos around Willowbrook and asked for suggestions from the hotels.

Member Gagnon noted Red Roof Inn had a logo change it's now a Red Roof Inn Plus.

Village Administrator Halik informed the Committee about IDOT's resurfacing project on Route 83. The project is scheduled to begin in April and last through October 2015. IDOT will be doing most of the resurfacing at night.

The next regularly scheduled Hotel/Motel Tax Advisory Committee will be Wednesday, January 28, 2015 at 4:00 p.m.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:38 p.m.

Minutes transcribed by Janet Kufrin

VILLAGE OF WILLOWBROOK
 MONTHLY BALANCE SHEET ACCOUNTS FOR DECEMBER, 2014
 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	1,050.00	1,050.00	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	12,455.65	0.10	0.00	0.10	12,455.75
*TOTAL	CASH	12,455.65	1,050.10	1,050.00	0.10	12,455.75
<u>CURRENT RECEIVABLES</u>						
03-130-115	ACCTS REC	3,408.99	0.00	0.00	0.00	3,408.99
*TOTAL	CURRENT RECEIVABLES	3,408.99	0.00	0.00	0.00	3,408.99
<u>DUE TO/DUE FROM OTHER FUNDS</u>						
03-140-101	DUE TO/FROM GENERAL FUND	2,624.92	3,490.63	1,073.47	2,417.16	5,042.08
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	2,624.92	3,490.63	1,073.47	2,417.16	5,042.08
**TOTAL	ASSETS	18,489.56	4,540.73	2,123.47	2,417.26	20,906.82
<u>LIABILITIES</u>						
<u>EMPLOYEE DEDUCTIONS PAYABLE</u>						
03-210-101	ACCTS PAY-H/M FND	-223.76	0.00	0.00	0.00	-223.76
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	-223.76	0.00	0.00	0.00	-223.76
<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	-223.76	0.00	0.00	0.00	-223.76
03-300-101	MUNICIPAL EQUITY-HOTEL/MOTEL FUND	-7,399.93	0.00	0.00	0.00	-7,399.93
***TOTAL	REVENUE LESS EXPEND. THIS YR.	-10,865.87	-4,540.73	-2,123.47	-2,417.26	-13,283.13
TOTAL	LIABILITIES AND FUND BALANCE	-18,489.56	-4,540.73	-2,123.47	-2,417.26	-20,906.82

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 66.67
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REVENUE REPORT FOR DECEMBER, 2014

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	3,490.63	36,370.67	60,027.00	60.59	23,656.33
*TOTAL	Other Taxes	3,490.63	36,370.67	60,027.00	60.59	23,656.33
<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	3,490.63	36,370.67	60,027.00	60.59	23,656.33
<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	0.10	0.40	0.00	0.00	-0.40
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	0.10	0.40	0.00	0.00	-0.40
**TOTAL	Non-Operating Revenue	0.10	0.40	0.00	0.00	-0.40
<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	3,490.73	36,371.07	60,027.00	60.59	23,655.93
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	3,490.73	36,371.07	60,027.00	60.59	23,655.93
	TOTALS ALL FUNDS	3,490.73	36,371.07	60,027.00	60.59	23,655.93

VILLAGE OF WILLOWBROOK
 EXPENDITURE REPORT FOR DECEMBER, 2014
 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>								
03-53-401-126	SALARIES - CLERICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-401-253	PUBLIC RELATION CONSULTANT FEES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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	40.00	0.00	0.00	-40.00	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	0.00	5,855.86	48.78	12,005.47	6,149.61	24.39	24,010.93
03-53-401-311	POSTAGE	23.47	24.43	97.72	25.00	0.57	48.86	50.00
03-53-401-401	OPERATING EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	ADMINISTRATION	23.47	5,920.29	49.21	12,030.47	6,110.18	24.61	24,060.93
<u>PUBLIC RELATIONS & PROMOTION</u>								
03-53-435-302	PRINTING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	0.00	0.00	0.00	2,850.00	2,850.00	0.00	5,700.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	0.00	0.00	0.00	3,000.00	3,000.00	0.00	6,000.00
03-53-435-317	ADVERTISING	0.00	10,526.28	27.72	37,967.00	27,440.72	13.86	75,934.00
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	PUBLIC RELATIONS & PROMOTION	0.00	13,526.28	28.89	46,817.00	33,290.72	14.45	93,634.00
<u>SPECIAL EVENTS</u>								
03-53-436-378	WINE & DINE INTELLIGENTLY	1,050.00	1,141.37	57.07	2,000.00	858.63	28.53	4,000.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	0.00	2,500.00	100.00	2,500.00	0.00	50.00	5,000.00
03-53-436-380	FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	SPECIAL EVENTS	1,050.00	3,641.37	80.92	4,500.00	858.63	40.46	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	1,073.47	23,087.94	36.45	63,347.47	40,259.53	18.22	126,694.93
***TOTAL	HOTEL/MOTEL TAX FUND	1,073.47	23,087.94	36.45	63,347.47	40,259.53	18.22	126,694.93

Memo

Date: 11/15/14
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-October 2014**

Total advertising inquiries to date for fiscal year totaled 2,960.

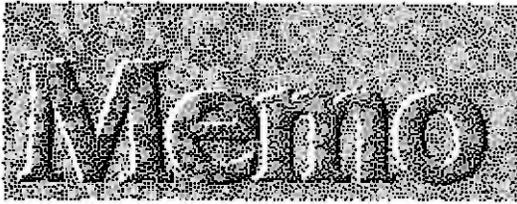
Web stats are as follows for October: 1,817 in unique visits, 2,368 user sessions and 23,343 hits.

You Tube video views totaled 39 this month.

Website was updated for events, Oak Brook Center shopping packages and Route 66 experience. www.willowbrookhotels.com. All will be promoted in eblasts for the months.

Bill board is up on I-55 west-bound. See attached for art.

Please review the attached Willowbrook/Burr Ridge Chamber two-page ad for any updates to the hotel listings such as logos, phone, website and more.



MEMO

Date: 12/18/14
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-November 2014**

Total advertising inquiries to date for fiscal year totaled 4,010.

Web stats are as follows for November: 1,709 in unique visits, 2,190 user sessions and 17,181 hits.

You Tube video views totaled 42 this month.

Website was updated for events, Oak Brook Center shopping packages and Route 66 experience. www.willowbrookhotels.com. All will be promoted in eblasts for the months.

Reminder to hotels: everyone received shopping experience packages at each of your hotels. Please remember to report at the end of the holidays how many you sold and if this is a program you would like to continue to promote.

Congratulations to Patrick Rhea from Dell Rhea's Chicken Basket for being selected as one of Illinois' Delicious Destinations by the Illinois Office of Tourism. The Chicken Basket was nominated by DuPage CVB. Several articles featured our photo op, and the Chicken Basket will be recognized at the Illinois Governor's Conference in February at the Palmer House Hilton hotel.

Please review the attached Willowbrook/Burr Ridge Chamber two-page ad for any updates to the hotel listings such as logos, phone, website and more. 2

MEMO

Date: 12/18/14
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-December 2014**

Total advertising inquiries to date for fiscal year totaled 4,010.

Web stats are as follows for December: 1,662 in unique visits, 2,138 user sessions and 18,472 hits.

You Tube video views totaled 48 this month.

Website was updated for events, Oak Brook Center shopping packages and Route 66 experience. www.willowbrookhotels.com. All will be promoted in eblasts for the months.

Reminder to hotels: everyone received shopping experience packages at each of your hotels. Please remember to report at the end of the holidays how many you sold and if this is a program you would like to continue to promote.

Congratulations to Patrick Rhea from Dell Rhea's Chicken Basket for being selected as one of Illinois' Delicious Destinations by the Illinois Office of Tourism. The Chicken Basket was nominated by DuPage CVB. Several articles featured our photo op, and the Chicken Basket will be recognized at the Illinois Governor's Conference in February at the Palmer House Hilton hotel.

The Willowbrook/Burr Ridge Chamber ad for Willowbrook Hotels was placed and will run in the membership directory for 2015. See attached.

DuPage CVB and Willowbrook are featuring the Great American Road Trip to international and group tour audiences. Along with overnight stay and ability to rent a classic car from American Classic Ride, we are featuring the Route 66 experience and Willowbrook.

At the upcoming NAJ trade show, (North American Journeys) we are sending our international sales person to meet with operators to offer our Route 66 experience as a choice in the catalogs. In addition, a profile sheet that we created has a widget that can translate the itinerary in five different languages.

Please join us to network with fellow members and to see the DuPage CVB new office at our open house in February. More details to come.

Willowbrook

Road Rally Experience

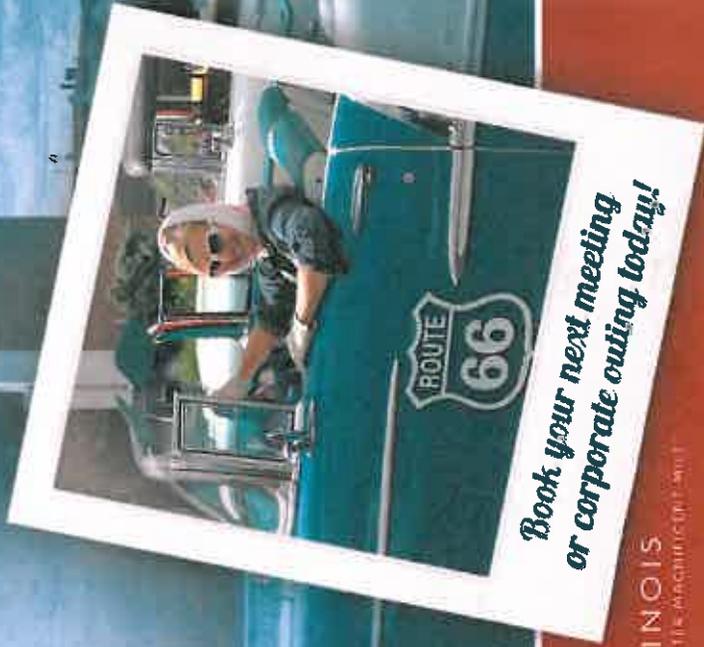
ON SCENIC ROUTE 66!

- > Team Building
- > Corporate Outings
- > Meeting Incentives & so much more!

Learn more about the

Willowbrook Road Rally Experience

at willowbrookhotels.com



*Book your next meeting
or corporate outing today!*



willowbrookhotels.com

Your All-American Road Trip BEGINS HERE.

WELCOME TO WILLOWBROOK!

Enjoy the scenic Route 66 experience in Willowbrook by classic car or motorcycle, which can be delivered directly to your choice of four hotels.

If shopping is your favorite pastime, book your Shop & Stay hotel package and enjoy a retail road trip to Willowbrook Town Centre or nearby Oakbrook Center.

Top off your all-American road trip with a meal at one of Illinois' Delicious Destinations, historic Dell Pheas's Chicken Basket.



NEED MORE INFORMATION?
VISIT WILLOWBROOK.IL.COM TO FIND ACCOMMODATIONS, DINING, EVENTS & ATTRACTIONS FOR YOUR ALL-AMERICAN ROAD TRIP.



A Chicago Stay without the Chicago Pay!

BEYOND BUILT-TO-SLEEP
DUPAGE
CONVENTION & VISITOR CENTER



LA QUINTA INN CHICAGO/WILLOWBROOK
855 W. 79th Street • Willowbrook, Illinois 60527
630.654.0077 • www.laquinta.com



RED ROOF INN CHICAGO WILLOWBROOK
7535 Kingery Hwy • Willowbrook, Illinois 60527
630.323.8811 • www.redroof.com



ECONOLodge WILLOWBROOK
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630.789.6300 • www.econolodge.com



WILLOWBROOK INN
7800 Kingery Hwy • Willowbrook, Illinois 60527
630.325.6400



Get your kicks!

Please Note, for Advertorial Format Ads:

We have assigned the headline of your ad as shown, if one was not supplied.
 Colors applied to headlines, subheads or text may change when this piece is finalized so please proof your ad for content only.

MULTI AD

NO COPY WRITING



**DUPAGE COUNTY:
 YOUR HOLIDAY DESTINATION!**
Ladies Night Out
 Glen Ellyn: Nov. 18
 Downtown is throwing a party just for you featuring music, cocktails, appetizers and special deals.
 DowntownGlenEllyn.com, 630-469-5000

Holiday Walk
 Glen Ellyn: Nov. 28
 Downtown comes alive with the arrival of Santa and the lighting of the Christmas tree. GlenEllynChamber.com, 630-469-0907

Salvation Army Day
 Oakbrook Terrace: Dec. 17
 Participating Oakbrook Terrace hotels will donate a portion of total revenues to Salvation Army Oakbrook Terrace Corps. OakbrookTerraceHotels.com, 800-232-0502

Adventure to Santa
 Oak Brook: Nov. 18-Dec. 24
 DreamWorks Animation and Oakbrook Center present an interactive cottage that leads children on a magical journey to the North Pole with Shrek and friends. OakbrookCenter.com, 630-573-0700

Christkindlmarket
 Oak Brook: Nov. 28-Dec. 24
 Enjoy traditional German foods, a special selection of hand-made ornaments, crafts, jewelry and more! OakbrookCenter.com, 630-573-0700



If your ad should include the state logo to meet grant funding requirements and we have not included it, please let us know so we can revise your ad as needed.



Your Region:
Chicago & Beyond

CHICAGO'S
WESTERN
SUBURBS

DUPAGE COUNTY

Discover DUPAGE COUNTY... BEYOND CHICAGO'S SKYLINE

DuPage County is the ideal first stop when visiting the Chicago area and Midwestern United States.

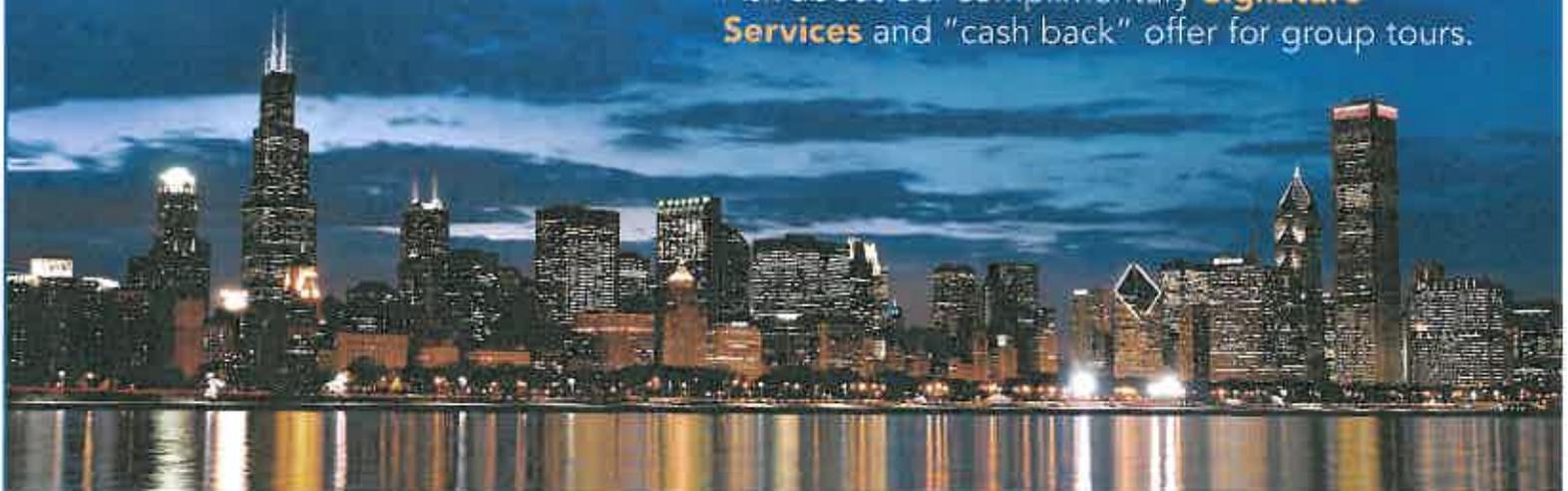
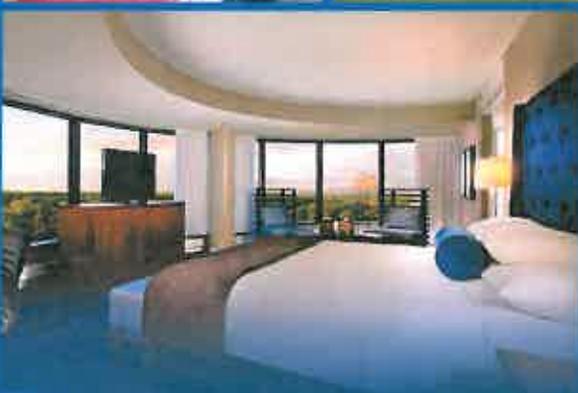
No place else offers the proximity to the nation's third largest city enhanced by the convenience, value and hospitality you will find in the 39 communities that make up Chicago's western suburbs.

Come and discover why DuPage County is the perfect starting point for city escapes, agricultural tours and driving tours of historic Route 66 and the Great River Road.

AFFORDABLE. ACCESSIBLE. ALLURING.

- Just 20 minutes west of downtown Chicago
- Located between O'Hare and Midway international airports
- Affordable hotels and resorts that meet international tour company specifications
- Spectacular shopping that rivals Chicago
- World-class dining at hundreds of restaurants
- Unique experiences at memorable locations
- Premier sporting events and recreation

Ask about our complimentary **Signature Services** and "cash back" offer for group tours.



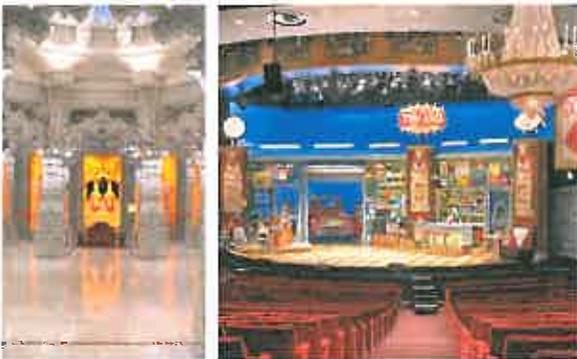
DUPAGE COUNTY



ROUTE 66
THE MOTHER ROAD



GATEWAY TO THE
FARM PROGRESS SHOW
AUGUST 2014



Your All-American ROAD TRIP STARTS HERE

As the popular saying goes, "Get your kicks on Route 66" as you explore the Mother Road.

Illinois is the only Route 66 state east of the Mississippi—and where it all began. Watch for Wayside Exhibits and Illinois Route 66 Scenic Byway Experience hubs. Each tells a unique story about locations along the route.

Add to the nostalgic feel of your Route 66 experience behind the wheel of a classic American car, like a 1935 Roadster or a 1956 Thunderbird from **American Classic Rides**, which can be delivered directly to your hotel. If a motorcycle is your preferred mode of travel, you can rent a Harley Davidson or a Triumph at **MCC Motorcycle Center**. No matter what your vehicle of choice might be, it will be an experience of a lifetime.

Gateway TO THE FARM PROGRESS SHOW

DuPage County is about a five hour drive from the nation's largest agriculture event.

Experience the excitement of the big city and the comfortable lifestyle of its western suburbs before beginning your trip through Illinois' scenic countryside.

DAY ONE

Take a quick Metra commuter train ride into the heart of Chicago, well-known for its spectacular museums. You could easily spend days and still not see everything, so grab a pair of comfortable shoes and select a couple that fit your interests the best. This evening, head to Chicago's Navy Pier for food, entertainment, and a spectacular view of the Chicago skyline from the top of a giant Ferris wheel.

WORLD-CLASS SHOPPING

DuPage County rivals nearby Chicago for spectacular shopping. Popular venues with our international visitors include **Chicago Premium Outlets**, **Oakbrook Center** and several other upscale centers with **hundreds of stores**, and **quaint community shopping districts** with specialty shops and boutiques.

PREMIER DINING

DuPage offers **cuisine as wonderful and varied as the people who live here**. You will find several sister restaurants to famed Chicago hot spots, along with hundreds of others that make the area a regional dining destination.

DAY ONE

It's time for a drive to Chicago and the eastern terminal of Route 66, Buckingham Fountain, followed by a self-guided tour of the Route 66 exhibit at the Art Institute of Chicago. You might also enjoy lunch at Lou Mitchell's Restaurant and Bakery, a Chicago institution since 1923.

On your trip back to DuPage County, make a stop at the Berwyn Route 66 Museum with its fascinating collection of memorabilia and information about the history of Berwyn's portion of Route 66.

End your day at **Dell Rhea's Chicken Basket** in Willowbrook for their famous fried chicken and unique "mac & cheese." This historic roadhouse has welcomed Route 66 travelers since the 1940s and served as a Blue Bird bus stop.

DAY TWO

The DuPage County area is rich in history, culture and landscape. Before you head out on the next leg of your journey, visit one of these suggested stops that are within a 5 to 25 minute drive from Route 66:

- The award-winning **Brookfield Zoo** (Brookfield), one of the largest and most famous in the U.S.
- **Cantigny Park** (Wheaton), with its historic mansion, first-class military museum, magnificent gardens, and a championship golf course

DAY TWO

Spend the day enjoying DuPage County's richness in history and landscape at **The Morton Arboretum** (Lisle) or **Cantigny Park** (Wheaton). (See descriptions above.)

If you have more time, you might also enjoy visiting:

- **Fermilab** (Batavia) - Created as "an architecturally significant center, a place to which physicists will be attracted by the physical beauty as well as by the beautiful facilities for research in particle physics," the site offers unparalleled opportunities for environmental studies.
- **Graue Mill & Museum** (Oak Brook) - Illinois' only operating waterwheel gristmill is located next to the waterfall of Salt Creek, which meanders through scenic Fullersburg Woods Forest Preserve.
- **Danada Equestrian Center** (Wheaton) - In addition to the equestrian center, which offers group tours, trail rides, hayrides, riding lessons and more, there is a sprawling 19-room white brick country house built in 1939, and a model farm with 1950s machinery and agricultural practices.
- **Fischer Farm** (Bensenville) - Believed to be one of the oldest remaining homesteads in the county.

- **The Morton Arboretum** (Lisle), an engaging 1,700-acre garden of trees and other woody plants from around the world
- **Naper Settlement Outdoor History Museum** (Naperville), where history comes to life at this 12-acre museum village with 30 historic structures
- **Illinois Aviation Museum** (Bolingbrook), focusing on the rich history of aviation in Illinois

As you leave DuPage County, you'll make your way to the Historical Museum & Route 66 Welcome Center in Joliet to gather information for the rest of your trip down the Mother Road.

DAY THREE

Enjoy the Route 66 scenic byways on your way to Springfield, the state capitol of Illinois and home of our 16th president, Abraham Lincoln. Plan to spend the night there and explore the city.

DAY FOUR

Today, you'll explore the stretch of Illinois' Route 66 from Springfield to where it ends near St. Louis, Missouri, and where you can spend the night.

Tomorrow, you can return to the Chicago area via Route 66 and catch sites you may have missed along the way. Or if you're in a hurry, take Illinois Interstate 55 the entire way, and you'll be back in DuPage County in about 4-1/2 hours.

- **Kline Creek Farm** (West Chicago) - Step back in time and experience what life was like on a DuPage County farm in the 1890s.

DAY THREE

As you begin your journey to Iowa for the Farm Progress Show, you'll be passing through John Deere country, so factor in some time to make a couple stops in Grand Detour and Moline for their historical site, world headquarters and store.

DAYS FOUR - SEVEN

Enjoy your time at the Farm Progress Show (August 26-28, 2014). This is the nation's largest outdoor farm show, and leads the industry in scale and scope for showcasing the best and latest in agriculture.

DAY EIGHT

Be sure to make time upon your return trip to the Chicago area to spend a few hours at **Chicago Premium Outlets** in Aurora, IL. Take advantage of incredible bargains on luxury brands, such as Coach, Nike, Tag Heuer, Armani, Salvatore Ferragamo, Tommy Hilfiger and more.

For more detailed itineraries and information, visit www.discoverdupage.com/ipw.cfm.

SPORTS & RECREATION

Proud host of the 2012 Ryder Cup, DuPage is home to over 50 golf courses and several full-service golf resorts, as well as over 25,000 acres of woodlands, 600 acres of lakes, 47 miles of rivers and streams, and more than 450 miles of trails.

Professional polo events are held in July, August and September, and a wide variety of other spectator sports and recreational opportunities are available.

UNIQUE EXPERIENCES

DuPage offers many attractions and events. Some memorable sites that you won't want to miss include:

- **Lynfred Winery** - Illinois' first winery featuring a variety of award-winning wines
- **Cantigny Park** - Former estate of Chicago Tribune founder, Colonel Robert R. McCormick
- **Drury Lane Theatre** - Broadway-style musicals in an intimate, proscenium-style theatre
- **The Morton Arboretum** - 1,700 acres of live plants and trees from around the world
- **Naper Settlement Outdoor History Museum** - Living history museum of 19th century America
- **BAPS Shri Swaminarayan Mandir** - An amazing fusion of traditional Indian architecture with modern technology

DuPage Hotels.
AFFORDABLE LUXURY

Many of our **100+ hotels and resorts** cater to the international market. A few of those that meet international tour company specifications include:

- Chicago Marriott Oak Brook Hotel
- Oak Brook Hills Resort - Chicago
- DoubleTree by Hilton Chicago - Oak Brook
- Eaglewood Resort & Spa
- Hyatt Lisle
- Hyatt Place Chicago - Lombard/Oakbrook
- Springhill Suites by Marriott Chicago Naperville/Warrenville

DUPAGE AT A GLANCE

- Ideally located just 20 miles from downtown Chicago
- Convenient to O'Hare and Midway International Airports
- Accessible by major expressways
- Commuter rail lines and regional mass transportation
- Over 100 hotels and golf/spa resorts
- World-class dining, shopping and entertainment
- Rich in culture, heritage and landscape
- Easy access to all Chicago area attractions

MILES FROM DUPAGE COUNTY

Chicago O'Hare International Airport 15 miles

Chicago (downtown) 20 miles

Chicago Midway International Airport 20 miles

Major expressways include I-55, I-80, I-88, I-90, I-94, I-290, I-294 & I-355. Historic Route 66 also runs through DuPage County

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

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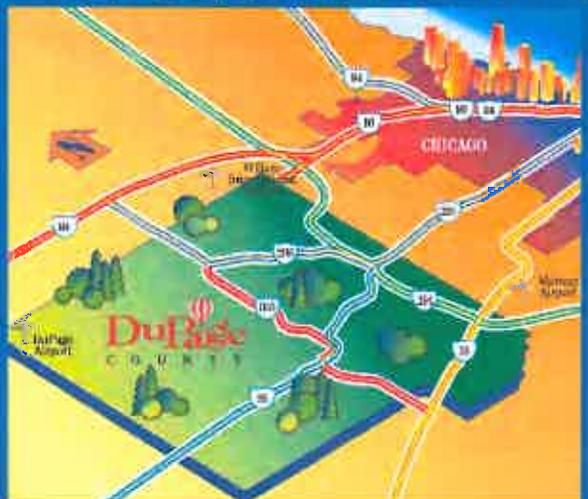
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DISCOVER  ILLINOIS

DUPAGE COUNTY



**FINANCIAL SUMMARY - FY 2015-16
HOTEL/MOTEL TAX FUND
5 YEAR HISTORY AND 5 YEAR FORECAST**

	FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 ACTUAL	FY 14-15 ESTIMATED ACTUAL	FY 14-15 BUDGET	Year 1 FY 15-16 PROPOSED BUDGET	Year 2		Year 3		Year 4		Year 5	
								FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 ACTUAL	FY 14-15 ESTIMATED ACTUAL	FY 16-17 PROPOSED BUDGET	FY 17-18 PROPOSED BUDGET	FY 18-19 PROPOSED BUDGET	FY 19-20 PROPOSED BUDGET
FUND BALANCE	\$ 16,413	\$ 20,009	\$ 24,103	\$ 7,980	\$ 7,400	\$ 7,970	\$ (1,233)	\$ 5,000	\$ 5,235	\$ 5,584	\$ 5,584	\$ 6,047	\$ 6,047	\$ 6,047	\$ 6,047
REVENUES-BASE	61,493	66,668	65,255	53,283	45,050	60,027	45,000	45,450	45,905	46,364	46,828	46,828	46,828	46,828	46,828
OPERATING EXPENSES-BASE	57,897	62,574	81,378	53,863	53,683	63,347	38,767	45,215	45,556	45,901	46,249	46,249	46,249	46,249	46,249
CAPITAL EXPENSES-BASE															
TOTAL EXPENSES	57,897	62,574	81,378	53,863	53,683	63,347	38,767	45,215	45,556	45,901	46,249	46,249	46,249	46,249	46,249
NET SURPLUS (DEFICIT)	3,596	4,094	(16,122)	(580)	(8,633)	(3,220)	6,233	235	349	463	463	579	579	579	579
FUND BALANCE (DEFICIT)	\$ 20,009	\$ 24,103	\$ 7,980	\$ 7,400	\$ (1,233)	\$ 4,650	\$ 5,000	\$ 5,235	\$ 5,584	\$ 6,047	\$ 6,047	\$ 6,626	\$ 6,626	\$ 6,626	\$ 6,626

VILLAGE OF WILLOWBROOK
ADMINISTRATIVE BUDGET
MAY 1, 2015 - APRIL 30, 2016

ACCOUNT NUMBER	DESCRIPTION	FY 10-11 ACTUAL	FY 11-12 ACTUAL	FY 12-13 ACTUAL	FY 13-14 ACTUAL	FY 14-15 BUDGET	FY 14-15 ESTIMATED ACTUAL	FY 15-16 PROPOSED BUDGET
Hotel/Motel Tax Fund REVENUES								
Operating Revenue								
03-310-205	Hotel Motel Tax	61,471	66,626	65,085	53,279	60,027	45,050	45,000
* TOTAL	Other Taxes	61,471	66,626	65,088	53,279	60,027	45,050	45,000
Charges And Fees								
03-310-725	Registration Fees	-	-	-	-	-	-	-
* TOTAL	Charges And Fees	-	-	-	-	-	-	-
Other Revenue								
03-310-913	Other Receipts	-	25	125	-	-	-	-
03-310-922	Local/State Grants	-	-	-	-	-	-	-
* TOTAL	Other Revenue	-	25	125	-	-	-	-
** TOTAL	Operating Revenue	61,471	66,651	65,213	53,279	60,027	45,050	45,000
Non-Operating Revenue								
Other Income								
03-320-108	Interest Income	22	17	42	4	-	-	-
03-320-109	Changes in Market Value	-	-	-	-	-	-	-
* TOTAL	Other Income	22	17	42	4	-	-	-
03-320-999	Equity Transfer From General Fund Transfers	-	-	-	-	-	-	-
* TOTAL	Equity Transfer From General Fund Transfers	-	-	-	-	-	-	-
** TOTAL	Non-Operating Revenue	22	17	42	4	-	-	-
*** TOTAL	Hotel/Motel Tax Fund	61,493	66,668	65,255	53,283	60,027	45,050	45,000
Difference from Budget 14-15 to Proposed 15-16: -25.03%								
Difference from Budget 14-15 to Estimated Actual 14-15: -24.95%								
Difference from Estimated Actual 14-15 to Proposed 15-16: -0.11%								
Hotel/Motel Tax Fund EXPENDITURES								
Administration								
03-53-401-126	Personal Services	-	-	-	-	-	-	-
* TOTAL	Salaries - Clerical Personal Services	-	-	-	-	-	-	-
03-53-401-253	Contractual Services	-	-	-	-	-	-	-
* TOTAL	Public Relation Consultant Fees Contractual Services	-	-	-	-	-	-	-
Commodities								
03-53-401-203	Gas/Wash-Oil-Mileage	-	-	-	-	-	-	-
03-53-401-304	Schools-Conference-Travel	-	-	-	70	-	40	-
03-53-401-306	Reimburse Personal Expenses	-	-	-	-	-	-	-
03-53-401-307	Fees-Dues-Subscriptions	11,889	15,192	13,018	10,655	12,005	9,010	9,900
03-53-401-311	Postage	20	15	119	22	25	25	25
* TOTAL	Commodities	11,909	15,207	13,137	10,678	12,030	9,075	9,025
Equipment								
03-53-401-401	Operating Equipment	-	-	-	-	-	-	-
* TOTAL	Equipment	-	-	-	-	-	-	-
** TOTAL	Administration	11,909	15,207	13,137	10,742	12,030	9,075	9,025
Public Relations And Promotion								
Commodities								
03-53-435-302	Printing	-	-	-	-	-	-	-
03-53-435-303	Willowbrook Mobile Phone App	-	-	-	-	2,850	-	2,850
03-53-435-316	Landscape Beautification	521	563	685	675	3,000	-	3,000
03-53-435-317	Advertising	30,313	30,931	60,433	38,167	3,967	37,967	10,250
03-53-435-318	Community Signage	-	-	-	-	-	-	-
03-53-435-319	Chamber Directory	3,000	3,000	3,000	3,000	3,000	3,000	3,000
* TOTAL	Commodities	41,841	43,494	64,118	41,842	46,817	40,967	25,242
** TOTAL	Public Relations And Promotion	41,841	43,494	64,118	41,842	46,817	40,967	25,242
Special Events								
Commodities								
03-53-436-378	Wine & Dine Intelligent	1,646	1,372	1,623	1,273	2,000	1,141	2,000
03-53-436-379	Special Promotional Events	2,500	2,500	2,500	-	2,500	2,500	2,500
03-53-435-350	Familiarization Tours	-	-	-	-	-	-	-
* TOTAL	Commodities	4,146	3,872	4,123	1,273	4,500	3,641	4,500
** TOTAL	Special Events	4,146	3,872	4,123	1,273	4,500	3,641	4,500
Contingencies								
Hotel/Motel Contingencies								
03-53-449-799	Contingencies	-	-	-	-	-	-	-
* TOTAL	Hotel/Motel Contingencies	-	-	-	-	-	-	-
** TOTAL	Contingencies	-	-	-	-	-	-	-
*** TOTAL	Hotel/Motel Tax Fund	57,896	62,573	81,378	53,863	63,347	53,623	36,767
Difference from Budget 14-15 to Proposed 15-16: -38.80%								
Difference from Budget 14-15 to Estimated Actual 14-15: -15.26%								
Difference from Estimated Actual 14-15 to Proposed 15-16: -27.79%								

Willowbrook
Preliminary Marketing Program Budget 2015-2016
Prepared by the *DuPage Convention Visitors Bureau*

May, June, July 2015

	Project	Cost	Total
Advertising-Electronic--coop program	SEM, paid search	\$500	
Illinois online-campaign	Group/international	\$1,000	
Advertising, print billboard		\$4,000	
Direct Mail, Design and Print	Map and direct mail	\$500	
SEO for website	video and social	\$500	
Booking mechanism on Web Site	continue to link to brand	\$0	
Monthly e-blasts (template-CC)	subscription only	\$0	
Postage and Mailing	Fulfillment	\$500	
Leisure Subtotal			\$7,000
1st Quarter Subtotal			\$7,000

Willowbrook
Preliminary Marketing Program Budget 2015-2016
Prepared by the *DuPage Convention Visitors Bureau*

August, September, October 2015

	Project	Cost	Total
Advertising, electronic	I-brochure	\$0	
Advertising-Print-newspaper insert	Illinois Holiday Guide	\$1,950	
Shopping packages		\$750	
Eblasts-copywriting	monthly-3x	\$0	
Postage and Mailing		\$500	
Leisure Subtotal			\$3,200
2nd Quarter Subtotal			\$3,200

Willowbrook
Preliminary Marketing Program Budget 2015-2016
Prepared by the *DuPage Convention Visitors Bureau*

November, December 2015 and January 2016

	Project	Cost	Total
Willowbrook Chamber Directory	ad placement	\$0	
design for 3rd quarter	ads, web, copywriting for SEO	\$500	
Print ad	digital billboards, online	\$900	
Website Maintenance		\$500	
Monthly E-blasts	Constant Contact subs and copywriting	\$0	
Postage and Mailing		\$300	
Leisure Subtotal			\$2,200
3rd Quarter Subtotal			\$2,200

Willowbrook
Preliminary Marketing Program Budget 2015-2016
Prepared by the *DuPage Convention Visitors Bureau*

February, March, April 2016

	Project	Cost	Total
Advertising - Print	VG/Miscellaneous Periodicals	\$990	
Advertising - Print	Illinois Adventure Guide - newspaper insert	\$2,000	
Web Site Maintenance		\$500	
E-blast	monthly	\$0	
Postage and Mailing		\$500	
Leisure Subtotal			\$3,990
4th Quarter Total			\$3,990
Grand Total			\$16,390

Based on \$16,392 per Village