



EST. 1960

Willowbrook

835 Midway Drive
Willowbrook, IL 60527-5549

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

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Village Clerk

Leroy R. Hansen

Village Trustees

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Gayle Neal

Paul Oggerino

Village Administrator

Tim Halik

Chief of Police

Mark Shelton

NOTICE

NOTICE IS HEREBY GIVEN THAT the special meeting of the Hotel/Motel Tax Advisory Committee of the Village of Willowbrook is scheduled for as follows:

DATE: Wednesday, November 4, 2015

TIME: 4:00 p.m.

PLACE: Village Police Station Building
7760 Quincy Street
Willowbrook, Illinois 60527

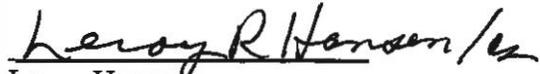
AGENDA: See attached


Gayle Neal, Chairman

Notice by facsimile on October 29, 2015.

The Doings
Suburban Life Graphic
Chicago Tribune
Chicago Sun-Times

THIS NOTICE WAS PLACED ON THE BULLETIN BOARD IN THE LOBBY OF THE VILLAGE HALL, VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, DUPAGE COUNTY, ILLINOIS, ON OCTOBER 29, 2015.


Leroy Hansen
Village Clerk

LR:jk
cc: Indian Prairie Library

Any individual with a disability requiring a reasonable accommodation in order to participate in any public meeting held under the authority of the Village of Willowbrook, should contact Tim Halik, ADA Compliance Officer, Village of Willowbrook, 7760 Quincy Street, Willowbrook, IL 60527, or call (630) 920-2261 voice, or (630) 920-2259 TDD< Monday through Friday, between 8:30 a.m. and 4:30 p.m., within a reasonable time before the meeting. Request for sign language interpreters should be made a minimum of five working days in advance of the meeting.



Proud Member of the
Illinois Route 66 Scenic Byway

AGENDA

SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, NOVEMBER 4, 2015 AT 4:00 P.M., AT THE VILLAGE POLICE STATION BUILDING, 77 60 SO. QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES – January 28, 2015
4. MONTHLY FINANCIAL REPORT – September 30, 2015
5. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 16/17
6. MARKETING REPORT
7. UPDATE ADVERTISING PROGRAM - FY 2015/16
8. DISCUSSION – GRANT PILOT PROGRAM
9. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 28, 2015, 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 4:00 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Alan Gagnon (Red Roof Inn Plus), Member Rashmi Patel (Econ Lodge), Jamin Shah (Willowbrook Inn) and Member 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: Members Roswita Korpas (LaQuinta Inn)

3. VISITORS BUSINESS

None presented.

4. MINUTES - November 12, 2014

Trustee Oggerino asked if there were any corrections to the minutes of the November 12, 2014 meeting. No changes were made. The Committee accepted the minutes as presented.

5. MONTHLY FINANCIAL REPORT - December 31, 2014

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2014. Cash in the fund was \$13,283. Revenues received through December 31 were \$36,371. Ms. Dittman noted percent of revenues received was 60% of budgeted revenues which is lower than the budgeted amount of 67%. Expenditures spent to date were \$23,089. Ms. Dittman reviewed the items not expended yet such as the Willowbrook Mobile Phone app and the unspent advertising dollars.

The Committee accepted the Monthly Financial Report as presented.

6. MARKETING REPORT - October, November & December 2014

Ms. Beth Marchetti discussed the Marketing Report for October, November and December 2014. Ms. Marchetti presented the Willowbrook/Burr Ridge Chamber ad for the 2015 directory. She requested the hotels advise her of any changes such as logos, phone numbers and website information. Ms. Marchetti inquired if any hotels sold the Oak Brook Center shopping packages. No hotels sold any of the packages. Ms. Marchetti asked the hotels to hold on to the packages for use at a later date. Maybe either a Valentine's Day or Back to Spring promotion may be done.

Ms. Marchetti stated the Bureau is featuring Willowbrook's Route 66 experience. Ms. Marchetti stated DuPage CVB and Willowbrook are featuring the Great American Road Trip to international and group tour audiences. Along with overnight stay and the ability to rent a classic car from American Classic Ride, we are featuring the Route 66 experience and Willowbrook. Ms. Marchetti also presented several print ads for this fiscal year.

Ms. Marchetti informed the Committee DuPage CVB will be moving to a new office in February and invited everyone to the open house.

7. BUDGET FY 2015/16

Interim Director of Finance Dittman presented the five-year financial summary for the fund, along with the proposed budget for Fiscal Year 2015/16. Revenues budgeted are \$45,000. Expenditures are \$38,767. Ms. Dittman stated this would keep fund balance at about \$5,000. As in previous years, the fund balance of \$5,000 will ensure the Hotel Fund will not draw from the Village's General Fund. The Committee discussed the idea of raising the hotel/motel tax. The Committee agreed to raise the 1% tax to between 4% or 5%. Village Administrator Halik stated the Village Board would have to agreed and pass a resolution for the increase.

The Committee accepted the Budget for Fiscal Year 2015/16 as presented.

8. ADVERTISING PROGRAM - FY 2015/16

Beth Marchetti presented the Advertising Program for FY 2015/16 in the amount of \$16,392. Village Administrator noted the drop in revenues from prior year which directly impacts the advertising program. Ms. Marchetti highlighted the importance of keeping the website updated. After a brief discussion the Committee approved the program in the amount of \$16,392.00

The Committee accepted the Advertising Program FY 2015/2016 as presented.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:40 p.m.

VILLAGE OF WILLOWBROOK
 MONTHLY BALANCE SHEET ACCOUNTS FOR SEPTEMBER, 2015
 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	0.00	0.00	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	880.24	52,272.48	0.00	52,272.48	53,152.72
*TOTAL	CASH	880.24	52,272.48	0.00	52,272.48	53,152.72
	<u>CURRENT RECEIVABLES</u>					
03-130-115	ACCTS REC	4,723.95	0.00	0.00	0.00	4,723.95
*TOTAL	CURRENT RECEIVABLES	4,723.95	0.00	0.00	0.00	4,723.95
	<u>DUE TO/DUE FROM OTHER FUNDS</u>					
03-140-101	DUE TO/FROM GENERAL FUND	52,272.44	23,430.13	52,272.44	-28,842.31	23,430.13
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	52,272.44	23,430.13	52,272.44	-28,842.31	23,430.13
**TOTAL	ASSETS	57,876.63	75,702.61	52,272.44	23,430.17	81,306.80
	<u>LIABILITIES</u>					
	<u>EMPLOYEE DEDUCTIONS PAYABLE</u>					
03-210-101	ACCTS PAY-H/M FND	-12,715.25	0.00	0.00	0.00	-12,715.25
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	-12,715.25	0.00	0.00	0.00	-12,715.25
	<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	-12,715.25	0.00	0.00	0.00	-12,715.25
03-300-101	MUNICIPAL EQUITY-HOTEL/MOTEL FUND	-496.07	0.00	0.00	0.00	-496.07
***TOTAL	REVENUE LESS EXPEND. THIS YR.	-44,665.31	-75,702.61	-52,272.44	-23,430.17	-68,095.48
TOTAL	LIABILITIES AND FUND BALANCE	-57,876.63	-75,702.61	-52,272.44	-23,430.17	-81,306.80

VILLAGE OF WILLOWBROOK

REVENUE REPORT FOR SEPTEMBER, 2015

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	23,430.13	91,400.62	210,000.00	43.52	118,599.38
*TOTAL	Other Taxes	23,430.13	91,400.62	210,000.00	43.52	118,599.38
<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	23,430.13	91,400.62	210,000.00	43.52	118,599.38
<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	0.04	0.61	0.00	0.00	-0.61
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	0.04	0.61	0.00	0.00	-0.61
**TOTAL	Non-Operating Revenue	0.04	0.61	0.00	0.00	-0.61
<u>Transfers</u>						
03-320-999	EQUITY TRANSFER FROM GENERAL FUNE	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	23,430.17	91,401.23	210,000.00	43.52	118,598.77
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	23,430.17	91,401.23	210,000.00	43.52	118,598.77
	TOTALS ALL FUNDS	23,430.17	91,401.23	210,000.00	43.52	118,598.77

VILLAGE OF WILLOWBROOK
 EXPENDITURE REPORT FOR SEPTEMBER, 2015
 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	0.00	0.00	0.00	0.00	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	2,625.00	29.17	9,000.00	6,375.00	14.58	18,000.00
03-53-401-311	POSTAGE	0.00	0.00	0.00	125.00	125.00	0.00	250.00
*TOTAL	SUPPLIES AND MATERIALS	0.00	2,625.00	28.77	9,125.00	6,500.00	14.38	18,250.00
	<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	0.00	2,625.00	28.77	9,125.00	6,500.00	14.38	18,250.00
	<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
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	0.00	2,750.00	100.00	2,750.00	0.00	50.00	5,500.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	0.00	215.50	7.18	3,000.00	2,784.50	3.59	6,000.00
03-53-435-317	ADVERTISING	0.00	12,215.25	20.21	60,450.00	48,234.75	10.10	120,900.00
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	18,180.75	26.27	69,200.00	51,019.25	13.14	138,400.00
**TOTAL	PUBLIC RELATIONS & PROMOTION	0.00	18,180.75	26.27	69,200.00	51,019.25	13.14	138,400.00
	<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	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	OTHER - EXPENDITURES	0.00	2,500.00	55.56	4,500.00	2,000.00	27.78	9,000.00
**TOTAL	SPECIAL EVENTS	0.00	2,500.00	55.56	4,500.00	2,000.00	27.78	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	0.00	23,305.75	28.14	82,825.00	59,519.25	14.07	165,650.00
****TOTAL	HOTEL/MOTEL TAX FUND	0.00	23,305.75	28.14	82,825.00	59,519.25	14.07	165,650.00
	<u>FUND SUMMARY</u>							
3	HOTEL/MOTEL TAX	0.00	23,305.75	28.14	82,825.00	59,519.25	14.07	165,650.00
	TOTALS ALL FUNDS	0.00	23,305.75	28.14	82,825.00	59,519.25	14.07	165,650.00



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**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



October 1, 2015

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

Re: Request for funding for the-
2016 Chamber Community Directory
2016 Business Expo held in June at Ashton Place

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 in November 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:

Torrence Riley Costco Wholesale	\$3,000	Annual Chamber Community (Buyers Guide) Directory
Mike Schultz Turtle Wax, Inc.	\$2,500	Annual Business Expo which will be held in June at Ashton Place in Willowbrook

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

Respectfully submitted,

Joseph J. Stastny, Treasurer

Banner

96"

48"

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DATE: 10/19/15	FINISHED: 48" x 96"	COLORS: *4-Color Linked Image	ARTIST: AL
CLIENT: Darren Sportsplex	BLEED: N/A		REVISE: 0
EVENT:	LIVE: N/A		SCALE: 1:10
JOB #: 15-1038			

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Dashboard



96"

30"



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DATE: 10/19/15 CLIENT: Darren Sportsplex EVENT: JOB #: 15-1038	FINISHED: 30" x 96" BLEED: N/A LIVE: N/A	COLORS: *4-Color Linked Image	ARTIST: AL REVISE: 0
			SCALE: 1:10

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Banner



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DATE: 10/19/15 CLIENT: Darien Sportsplex EVENT: JOB #: 15-1038	FINISHED: 120" x 120" BLEED: N/A LIVE: N/A	COLORS: *4-Color Linked Image	ARTIST: AL REVISE: 0 SCALE: 1:10
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Reliance on the design program (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, etc.) to produce the final print output is not guaranteed. The printer will not be responsible for any errors or omissions in the final print output. The printer will not be responsible for any errors or omissions in the final print output. The printer will not be responsible for any errors or omissions in the final print output.

Discover Dupage



Campaign Overview (Detail)

Name: Discover Dupage
CBS Contract #: 1946978
Advertiser: DuPage Convention & Visitors Bureau
Agency:

Contracted Days: 6/29/2015 - 8/23/2015
Contracted Units: 1
Posted Units: 1
First Published Date: 7/20/2015
Adjusted Showing Days: 0
1st Copy Received Date:
100% Copy Received Date:



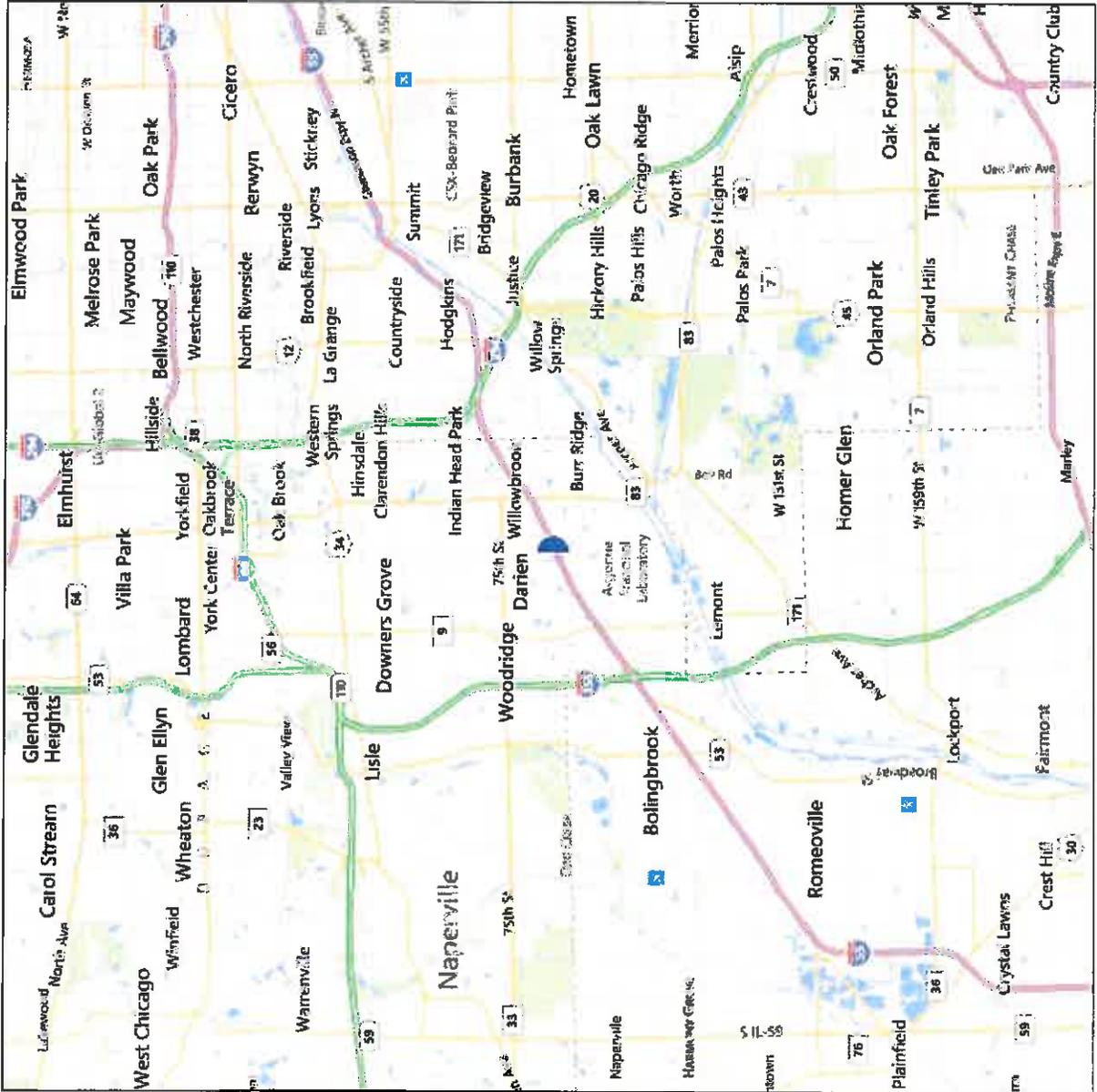
Sales Contact Info
Eric Schoenhoff
CHICAGO
T: 312-396-5708
F: (312) 243-0959
eric.schoenhoff@OUTFRONTMedia.com

Outdoor Location Detail

Face #	Description	Posting Market	Scheduled Dates	Scheduled Days	Showing Days	Override Days	Purchase Type	Area	Media	III.	F	OOH Rating
008381L-O	N/L Interstate 55 @ Cass Avenue	Chicago	6/29/2015 - 8/23/2015	56	19	0	Regular	Expressways	Bulletins	Y	W	419,754
	Design	Posted Date	Covered Date									
	Refresh and recharge	7/1/2015										

OUTFRONT Media hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.

BMS.net Proof of Performance
 by **avuda**



Legend



Bulleitins

Discover Dupage

Face # 008381L-O - N/L Interstate 55 @ Cass Avenue



Photo taken on: 7/2/2015



Photo taken on: 7/2/2015

Face Information

Media:	Bulletins	Posted Date:	7/1/2015	Design:	Refresh and recharge
Area:	Expressways	Covered Date:		First Received On:	n/a
Posting Market:	Chicago	Showing:	19	Last Received On:	n/a
Direction:	W				
Illumination:	18 hours				
DEC (000's):	119				
OOH Rating:	419,754				

Reason Late: Posting copy not received by Outfront Media on time.



OUTFRONT Media hereby certifies the accuracy of this electronically generated report, which may be relied on as if it were signed by hand and attested to by a duly authorized signatory.

Getting blown away
by Chicago's sales tax?

SHOP DUPAGE COUNTY!

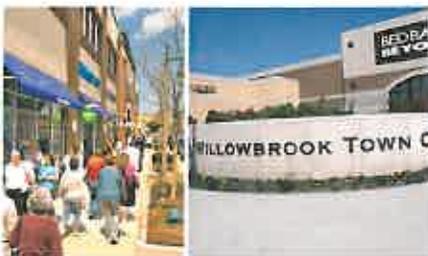


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CONVENTION & VISITORS BUREAU

800.232.0502 | #mydupage
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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	
Chicago Magazine print ad		\$3,000	
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			\$10,000
1st Quarter Subtotal			\$10,000

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	
Incentive program		\$3,000	
Eblasts-copywriting	monthly-3x	\$0	
Postage and Mailing		\$500	
Leisure Subtotal			\$5,450
2nd Quarter Subtotal			\$5,450

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	color upgrade	\$500	
Oakbrook Center packages		\$4,500	
design for 3rd quarter	ads, web, copywriting for SEO	\$500	
Darien Sportsplex advertising	web, dasher board, program	\$10,000	
Print ad	digital billboards, online	\$700	
Content generated articles, SEO, social cam		\$5,000	
Website Maintenance		\$500	
Monthly E-blasts	Constant Contact subs and copywriting	\$0	
Postage and Mailing		\$300	
Leisure Subtotal			\$22,000
3rd Quarter Subtotal			\$22,000

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	\$4,000	
Enjoy advertising		\$4,000	
Advertising - Print	Illinois Adventure Guide - newspaper insert	\$2,000	
Paid search, Interfuse	Interfuse	\$12,000	
Web Site Maintenance		\$500	
E-blast	monthly	\$0	
Postage and Mailing		\$500	
Leisure Subtotal			\$23,000
4th Quarter Total			\$23,000
Grand Total			\$60,450

Based on \$16,392 per Village
at \$60,450 new amount 5/21/15

Janet Kufrin

From: Beth Marchetti <beth@discoverdupage.com>
Sent: Tuesday, October 20, 2015 2:47 PM
To: Janet Kufrin
Subject: RE: beth does this look ok? once we have your approval we will make signage
Attachments: Grant Pilot Program - Draft.docx

I'd like to include this in the conversation. I will also send reports as well.

Beth Marchetti
Executive Director
DUPAGE CONVENTION & VISITORS BUREAU
(630) 575-8070, ext. 219
www.discoverdupage.com

Serving the 38 communities of DuPage
County in Chicago's western suburbs!

-----Original Message-----

From: Beth Marchetti
Sent: Monday, October 19, 2015 7:16 PM
To: 'jkufrin@willowbrook.il.us'
Subject: FW: beth does this look ok? once we have your approval we will make signage

Janet:

Can you please include this with your packet to committee members?

Thanks.

Beth Marchetti
Executive Director
DuPage Convention & Visitors Bureau

From: Jody DuFort [jody.dufort@gmail.com]
Sent: Monday, October 19, 2015 4:23 PM
To: Beth Marchetti
Subject: beth does this look ok? once we have your approval we will make signage

[cid:ADD7F811-8DC6-41B0-9A22-071386C1F9FA@gateway.pace.com][cid:C20E8BC2-733F-4456-85C7-8D91EEC22A0C@gateway.pace.com][cid:8C421F0F-D295-42A6-BC0B-4B40E5EE7D5C@gateway.pace.com]

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Thanks,
Jody

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU
**DuPage Convention & Visitors Bureau/
DuPage Municipal Grant Program
Pilot Program Grant Incentive Fund - FY 2016**

Pilot Program Description:

The DuPage Convention & Visitors Bureau's pilot program was created to help the communities of DuPage County and hotel partners bring new meetings, conferences and sports group business to member hotel properties, thereby increasing hotel tax collections and economic impact for both the state and the County of DuPage.

The DuPage CVB will award incentives to groups by way of financial grants from municipalities and a contribution in its inaugural year of \$10,000 from the DuPage Convention & Visitors Bureau's fiscal year budget to book business for the area. DuPage Convention & Visitors Bureau money must be matched by a DuPage County municipality. Funds must be obligated in the current year, but will be expended only after the rooms have been consumed after the conclusion of the group's meeting or event. Eligibility will be determined by the executive director and the director of sales of the DuPage CVB once the application has been completed by the hotel. The village manager or city administrator from each community will be notified of lead. Member hotels must be in good standing with the DuPage CVB.

Guidelines:

1. This program runs from September 30, 2015 to June 30, 2016 for the pilot year. The program will be reviewed for renewal by the DuPage CVB staff and Board of Directors prior to July 1, 2016.
2. Funds contributed by the municipality to the DuPage CVB will be placed in a restricted incentive account, along with the CVB contribution. Response time to a meeting planner's RFP is crucial to win business – often within 24 hours to remain competitive. The DuPage CVB will review and approve the incentive request within one day business day. We will immediately communicate with the qualifying village or city manager and supply them with a copy of the lead and signed contract.
3. Maximum funding by the DuPage CVB for the Pilot Program is \$10,000 for this pilot year (June 30, 2016).
4. This program will be available for an organization's meetings, conferences and tournaments that are booked and held during the dates of September 30, 2015 and June 30, 2016. **This must be new business for DuPage County, with a minimum commitment of 150 room nights total to be considered for this program.**
5. This incentive can be offered on leads received by the DuPage CVB that are designated for DuPage County member hotels or for tournaments that impact DuPage County hotels. Facilities or hotels can also apply with other leads that were sent to them directly. If awarded a grant, they must be treated as booked business and claimed by the DuPage CVB. Applications will be reviewed by the staff of the DuPage CVB based upon the quality of the piece of business and the benefits to the community.

6. The following group market segments are eligible for funding: corporate business (based outside of the DuPage County region), association (state regional or national), fraternal, hobby-niche, non-profit, religious, or sports (held onsite).
7. If the DuPage CVB receives client communication stating that a meeting, conference, or convention will be moved outside the DuPage region unless funding is provided or if there is a substantial increase in size and scope of a meeting, conference or convention (i.e. increase in room nights actualized), is also eligible.
8. Social events (family/class reunions, weddings and other social groups), local corporate-based groups, and local sports teams are not eligible to receive financial support.

LOGO/Tagline Requirements:

1. Any promotional materials associated with the meeting or event must contain the logos of the DuPage CVB, the State of Illinois Tourism Office, and the community, date stamp and quantity, and the tagline, "Project sponsored in part by the DuPage CVB and the [City/Village of NAME]." Failure to include the required logos and tagline may result in future funding disqualification.

Financials:

1. Payment for this program will not be made until the end of the event, minimum room nights are actualized, and confirmation is received by all parties.
2. Payment will be made directly to the group by the DuPage Convention & Visitors Bureau once the required post-event paperwork is finalized and funds have been received by DuPage CVB from participating communities' finance departments.
3. No more than \$10,000.00 will be paid by the DuPage CVB in any one fiscal year with dollars also contributed by the participating municipality/municipalities.
4. Once the DuPage CVB portion is expended, 100% of any additional funding must come out of a participating communities' restricted fund balances.
5. The meeting name, meeting dates, number of attendees, room block pattern, and contact name(s) must be provided to the DuPage CVB for our records. The DuPage CVB will not release information to other hotels on this grantee.
6. Compliance to our Illinois Office of Tourism Local Tourism Convention Bureau state grant is required, including logo placement, correct use of graphics, and inclusion of DuPage CVB and municipality logos.
7. This pilot program is available for groups previously bid on, but it is not available to previously booked groups or to groups with contracts signed before September 30, 2015.
8. All copies of signed contracts, grant application, checks, reports of consumed room nights, economic impact and any other financial documents will be sent to the community for their records.
9. This program is dependent on the DuPage CVB's Local Tourism and Convention Bureau (LTCB) grant funding and will be in lieu of other specific bureau spending on event.

10. The DCVB requires the pilot program request form/application to be completed by a hotel or venue on all proposals where the incentive is being requested in order to be considered and approved for funding.
11. In order to participate in this program, each participating municipality must agree to provide a dedicated funding amount by September 30, 2015.

DuPage Communities:

Addison, Aurora, Bartlett, Batavia, Bensenville, Bloomingdale, Bolingbrook, Burr Ridge, Carol Stream, Clarendon Hills, Darien, Downers Grove, Elk Grove Village, Elmhurst, Glen Ellyn, Glendale Heights, Hanover Park, Hinsdale, Itasca, Lemont, Lisle, Lombard, Naperville, Oak Brook, Oakbrook Terrace, Roselle, Schaumburg, St. Charles, Villa Park, Warrenville, Wayne, West Chicago, Westmont, Wheaton, Willowbrook, Winfield, Wood Dale, Woodridge.

Section 4: Grant Evaluation Criteria

The following criteria will be used to establish a priority for the awarding of grants. In the space provided, please type your answer to each question. Be as brief as possible.

- Why is this piece of business important to your hotel?

- How many overnight stays will be generated from this meeting or event?

- What other area(s) and/or hotel(s) are competing for this business?

- How will the money be used to win this business?

- Provide any other reasons why you are seeking grant funding for this business. (e.g. slow season, good peak, possible return in rotation cycle for future business, etc.)

Please attach supporting documentation, including an RFP, area proposals, competition, etc. All applications will be evaluated on a point system by the staff of the DuPage CVB. Once submitted, the awarding of a grant will be communicated to the property within 24 hours or the next business day by DuPage CVB staff, followed by communication to village or city officials.

Section 5: Reporting

Reports from hotel(s) and planner(s) must be submitted to the DuPage Convention & Visitors Bureau no later than 30 days after the event and, in turn, be distributed to the host community. These reports are subject to audit. Your final report must include economic impact, actual hotel rooms consumed, photo(s) of the event (with attendees) for proof of performance, estimated hotel tax collected, likelihood of return, and any other pertinent information.

Please provide any supporting narrative below:

SECTION 6: CERTIFICATION

I certify that the information contained in this application is complete and accurate, and that it fully discloses the scope and intent of my request for funding from the DuPage Convention & Visitors Bureau/DuPage Municipal Grant Program.

I agree to comply with the DuPage CVB's requests for information regarding the use of awarded funds and to provide access to accounting records related to these funds.

I acknowledge that, if expenditure of funds is approved, such approval will be for line-item-by-line-item expenditures which must be adhered to within the maximum approved.

I acknowledge that any deviation from the line items or changes in funding categories will be requested in writing for review by the DuPage Convention & Visitors Bureau, which has authority to approve changes that do not exceed the total grant award.

I understand that for events open to the public and requiring the issuance of a permit from a unit of local government, except as otherwise permitted by law, the possession of concealed firearms at the event is strictly prohibited per 430 ILCS 66/65(a)(10).

This application is made for the sole purpose of receiving grant funding under the DuPage CVB/DuPage Municipal Grant Program's pilot program.

The information contained in this application is true to the best of my knowledge and belief. I understand that it is unlawful for a person to willfully and knowingly make or cause to be made, or assist, conspire with or urge another to make or cause to be made, any false, fraudulent or misleading oral or written statement to obtain grant funds as provided by this program.

I accept and agree to be bound by the terms and conditions of the grant program as administered by the DuPage Convention & Visitors Bureau in compliance with current federal, state and local laws.

Applicant Name

Hotel Property/City

Signature

Title

Date