

## **AGENDA**

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, JANUARY 26, 2011 AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. MINUTES – October 27, 2010
4. MONTHLY FINANCIAL REPORT – December 31, 2010
5. VISITORS BUSINESS – (Public comment is limited to three minutes per person on agenda items only)
6. MARKETING REPORT – October, November, December 2010
7. BUDGET – FY 2011/12
8. ADVERTISING PROGRAM - FY 2011/12
9. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 27, 2010, 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

Village President Robert Napoli called the meeting to order at 4:00 p.m.

2. ROLL CALL

Those present were Village President Robert Napoli, Member James Hetman (Holiday Inn), Member Jonathon Earlywine (Red Roof Inn), Member Rashmi Patel (Super 8), Director of Finance Sue Stanish, and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Roswita Korpas (LaQuinta Inn)

Member Ronald Isdonas (Willowbrook Burr Ridge Chamber of Commerce) entered the meeting at 4:03 p.m.

3. MINUTES - January 27, 2010

Director of Finance Sue Stanish asked if there were any corrections to the minutes of the January 27, 2010, meeting.

MOTION: Made by Member Earlywine, Seconded by Member Patel, to approve the January 27, 2010, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2010

Director of Finance Sue Stanish presented the Monthly Financial Report for the period ending September 30, 2010. Ms. Stanish stated revenues received through September 30 was \$28,500. Ms. Stanish gave an overview of the expenditures spent to date in the amount of \$20,334.

The Committee accepted the Monthly Financial Report for the period ending September 30, 2010, as presented.

5. INFORMATION - ServSafe Alcohol Certification Training

Director of Finance Sue Stanish presented the letter dated October 12, 2010, from President Robert A. Napoli. The letter was sent to all Class A, B, D, E, F and I liquor licenses holders in the Village inviting them to attend the ServSafe Alcohol Certification Training class which will be held on Monday, November 15, 2010, from 8:45 a.m. - 1:00 p.m. at the Willowbrook Holiday Inn. Ms. Stanish said the deadline for the registration is November 1, 2010.

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

Member Ron Isdonas presented the letter dated October 4, 2010, from Joseph J. Stastny, Treasurer of the WB/BR chamber of Commerce.

Mr. Stastny requested the following funding:

- Chamber Directory \$3,000
- Business Expo 2,500
- Upgrades to the Chamber Website 500

Member Isdonas informed the Committee that the Village of Burr Ridge has approved funds for the Chamber Directory and the Business Expo.

Member Isdonas stated the request for \$500 to upgrade the website is a new request from last year. Mr. Isdonas also stated if you will recall the Committee has approved funds in past years to help upgrade the chamber's website. Member Isdonas stated the Chamber will use these funds to allow the site to display internet video commercials which will highlight events and/or businesses in Willowbrook.

President Napoli asked the hotel members how they felt about the additional dollars spent to help upgrade the chamber's website. Member Earlywine stated the upgrades to the chamber's site will help generate traffic to the hotels' site, so he agreed to fund the \$500.

The Committee approved the Chamber's request to include these funds for Fiscal Year 2011/12.

7. VISITORS BUSINESS

There was no Visitors Business to present.

8. MARKETING REPORT - July, August and September 2010

Ms. Marchetti from the DuPage Convention and Visitors Bureau presented the marketing reports for the months of July, August and September. Ms. Marchetti also presented a black and white ad which will be placed in the 2011 chamber directory. Ms. Marchetti asked the hotel members to send her any changes by early next week. Ms. Marchetti presented the ad which will be placed in the newspapers the first Sunday of November.

Ms. Marchetti stated that she is in the process of updating the hotels' website with current events. Member Isdonas asked if she was aware of the 50<sup>th</sup> anniversary event "A Dickens of a Holiday" which will be held in December. The Committee asked staff to forward the information to Ms. Marchetti.

Ms. Marchetti gave an overview of how the Bureau is using new technology on its website such as AVATAR's, Smart Line and Smart Phone, plus photoplex videos and the new text program by dialing DUPAGE to 71297. Ms. Marchetti talked about how the sports marketing are doing well. Ms. Marchetti also stated the Rydercup Golf Tournament will be coming to Medinah in 2012, which is a huge event for DuPage.

Ms. Marchetti invited all members to the Bureau's holiday open house on Thursday, December 2 from 5:00 to 7:00 p.m.

9. UPDATE - Route 66 Roadside Marker

Director of Finance Sue Stanish presented the letter dated October 21 from Garrett Hummel, Administrative Intern. Ms. Stanish stated Mr. Patrick Rhea picked up the Illinois Route 66 Scenic Byway Wayside Exhibit Sign on October 8. Ms. Stanish stated Mr. Rhea is planning to have the sign installed by the end of this year. Ms. Marchetti suggested the Village do a press release, after the sign is installed. Ms. Marchetti also stated it would be great if IDOT would install a historical sign highlighting this roadside marker.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:50 p.m.

Minutes transcribe by Janet Kufirin

VILLAGE OF WILLOWBROOK

MONTHLY BALANCE SHEET ACCOUNTS FOR DECEMBER, 2010

PRCT. OF YR: 66.67

RUN: 01/06/11 11:02AM

HOTEL/MOTEL TAX FUND

PAGE: 1

IT 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	5,303.88	5,303.88	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	27,710.24	0.00	5,303.88	-5,303.88	22,406.36
*TOTAL	CASH	27,710.24	5,303.88	10,607.76	-5,303.88	22,406.36
<u>CURRENT RECEIVABLES</u>						
03-130-115	ACCTS REC	6,552.87	0.00	0.00	0.00	6,552.87
*TOTAL	CURRENT RECEIVABLES	6,552.87	0.00	0.00	0.00	6,552.87
<u>DUE TO/DUE FROM OTHER FUNDS</u>						
03-140-101	DUE TO/FROM GENERAL FUND	0.00	7,628.54	5,303.88	2,324.66	2,324.66
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	7,628.54	5,303.88	2,324.66	2,324.66
**TOTAL	ASSETS	34,263.11	12,932.42	15,911.64	-2,979.22	31,283.89
<u>LIABILITIES</u>						
<u>EMPLOYEE DEDUCTIONS PAYABLE</u>						
03-210-101	ACCTS PAY-H/M FND	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00	0.00	0.00	0.00
<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	0.00	0.00	0.00	0.00	0.00
03-300-101	MUNICIPAL EQUITY-HOTEL/MOTEL FUND	-16,412.35	0.00	0.00	0.00	-16,412.35
***TOTAL	REVENUE LESS EXPEND. THIS YR.	-17,850.76	-12,932.42	-15,911.64	2,979.22	-14,871.54
TOTAL	LIABILITIES AND FUND BALANCE	-34,263.11	-12,932.42	-15,911.64	2,979.22	-31,283.89

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 66.67

RUN: 01/06/11 11:03AM

REVENUE REPORT FOR DECEMBER, 2010

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	2,324.66	43,966.62	72,000.00	61.06	28,033.38
*TOTAL	Other Taxes	2,324.66	43,966.62	72,000.00	61.06	28,033.38
<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	2,324.66	43,966.62	72,000.00	61.06	28,033.38
<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	0.00	9.56	10.00	95.60	0.44
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	0.00	9.56	10.00	95.60	0.44
**TOTAL	Non-Operating Revenue	0.00	9.56	10.00	95.60	0.44
<u>Transfers</u>						
03-320-999	EQUITY TRANSFER FROM GENERAL FUND	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	2,324.66	43,976.18	72,010.00	61.07	28,033.82
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	2,324.66	43,976.18	72,010.00	61.07	28,033.82
	TOTALS ALL FUNDS	2,324.66	43,976.18	72,010.00	61.07	28,033.82

VILLAGE OF WILLOWBROOK  
EXPENDITURE REPORT FOR DECEMBER, 2010

## 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	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	1,000.00	8,889.40	61.73	14,400.00	5,510.60	30.87	28,800.00
03-53-401-311	POSTAGE	0.00	12.36	12.36	100.00	87.64	6.18	200.00
03-53-401-401	OPERATING EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	ADMINISTRATION	1,000.00	8,901.76	61.39	14,500.00	5,598.24	30.70	29,000.00
<u>PUBLIC RELATIONS &amp; PROMOTION</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	527.58	17.59	3,000.00	2,472.42	8.79	6,000.00
03-53-435-317	ADVERTISING	4,082.62	16,454.04	35.01	47,000.00	30,545.96	17.50	94,000.00
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	4,082.62	19,981.62	37.70	53,000.00	33,018.38	18.85	106,000.00
<u>SPECIAL EVENTS</u>								
03-53-436-378	WINE & DINE INTELLIGENTLY	221.26	221.26	11.06	2,000.00	1,778.74	5.53	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	SPECIAL EVENTS	221.26	221.26	4.92	4,500.00	4,278.74	2.46	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	5,303.88	29,104.64	40.42	72,000.00	42,895.36	20.21	144,000.00
***TOTAL	HOTEL/MOTEL TAX FUND	5,303.88	29,104.64	40.42	72,000.00	42,895.36	20.21	144,000.00

# Memo

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**Date:** 11/8/10  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Sue Stanish, Janet Kufrin  
Skip Strittmatter  
**Re:** **MARKETING REPORT- October 2010**

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1. Advertising inquiries for the month of October from all sources totaled 51. YTD inquiries total 2,282. The breakdown of inquiries is as follows:

TravelGuidesFree.com	49
Website	2

Remember, no advertising was placed due to budget constraints.

2. Web stats are as follows: 431 unique visits, 639 user sessions and 10,157 hits.
3. 128 referrals to the booking engine were generated in October.
4. Please see the emails that went out this quarter to a database of about 2,500 opt-in subscribers that feature hotels, as well as things to see and do in the Willowbrook-area.
5. I received information regarding the hotels' ad in the Willowbrook/Burr Ridge Chamber directory. This is a black/white, two-page spread. Please look over last year's and let me know if you have changes to your listing.
6. The events section for the website, [www.willowbrookhotels.com](http://www.willowbrookhotels.com) was updated. If you have any ideas of something you would like to see in this section, please email to [beth@discoverdupage.com](mailto:beth@discoverdupage.com).
7. We had 124 new views on Flickr and YouTube for the month of October.

# Memo

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**Date:** 12/20/10  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Sue Stanish, Janet Kufrin  
Skip Strittmatter  
**Re:** **MARKETING REPORT- November 2010**

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1. Advertising inquiries for the month of November from all sources totaled 1,343. YTD inquiries total 3,534. The breakdown of inquiries is as follows:

Illinois Holiday newspaper insert	1,292
TravelGuidesFree.com	35
Website	16

2. Web stats are as follows: 628 unique visits, 918 user sessions and 9,319 hits.
3. 104 referrals were generated to the booking engine of the website for the month of November.
4. Please check out the eblast sent to you via email that is distributed to a database of about 2,800 opt-in subscribers that feature hotels, as well as things to see and do in the Willowbrook-area.
5. We had 124 new views on Flickr and YouTube for the month of November.
6. We are setting up marketing meeting to discuss remaining projects for this year, as well as new marketing projects for next budget in December. Holiday Inn to host. Please check your calendar for possible dates.
7. Edits for two-page ad for WB/Burr Ridge Chamber Director were sent to designer for updating current ad.
8. Willowbrook ad will be redesigned for DuPage Visitors Guide. New this year, all advertisers will receive a QR code, a bar code that can be read from most mobile devices and linked to your website.

# Memo

**Date:** 1/13/11  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter  
**Re:** **MARKETING REPORT- December 2010**

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1. Advertising inquiries for the month of December from all sources totaled 1,592.
2. Year-to-Date inquiries total 5,126. The breakdown of inquiries is as follows:

Illinois Holiday newspaper insert	1,553
TravelGuidesFree.com	18
Website	21

3. Web stats are as follows: 565 unique visits, 1,010 user sessions and 11,222 hits.
4. 17 referrals were generated to the booking engine of the website for the month of December.
5. Please see the December eblast that was distributed to a database of about 3,000 opt-in subscribers that feature hotels, as well as things to see and do in the Willowbrook-area.
6. We had 66 new views on Flickr and YouTube for the month of December.
7. Thanks to those who joined us for the marketing meeting to discuss remaining projects for this year, as well as new marketing projects for next fiscal year. A special thank you to Holiday Inn for hosting.
8. Please review the budget and marketing plan for the upcoming FY 2012 based on the December Marketing meeting.
9. Edits for two-page ad for WB/Burr Ridge Chamber Director were sent to designer for updating current ad.
10. Willowbrook ad will be redesigned for DuPage CVB's 2011 Visitors Guide. New this year, all advertisers will receive a QR code, a bar code that can be read from most mobile devices and linked to your website, video or link of your choice.

11. DuPage CVB will be offering our supporting communities a complimentary 60-second digital video as a way of saying thanks for your ongoing commitment to the tourism industry. Video will be shot the first week of June, with the Village President or representative to film the "welcome". Video can be placed on Village website, hotels' website, cable access, on YouTube, and will be featured on the DuPage CVB site, along with the profile landing page for the Village of Willowbrook. See Beth Marchetti for details or questions at [beth@discoverdupage.com](mailto:beth@discoverdupage.com) or 630-575-8070, ext. 219.

## January 2011 - Eblast

### **Subject line: Start the New Year with some time for You!**

Start the New Year off right with a weekend getaway to relax, recharge and enjoy the winter weather! In Willowbrook, IL you'll find comfortable and affordable accommodations, free hotel parking, and a convenient location. Adjacent to Route 66, minutes from downtown Chicago and great highway access. Plus, you can register to win a FREE overnight stay in one of four convenient hotels.

Make the most of winter weather, with these outdoor activities:

#### **Snowshoeing** at The Morton Arboretum

Thru March 31 at The Morton Arboretum ([www.mortonarb.org](http://www.mortonarb.org))

Go walkin' through a winter wonderland in a pair of snowshoes! Bring your own or rent a pair at the Visitor Center to explore quiet stillness of nature in hibernation. Visitors may also bring their own cross-country skis. Snowshoe rental is \$8 for up to three hours, limited quantities. Snowshoes are rented only when there is at least four inches of snow on the ground. All ages, rentals at Visitor Center from 9 a.m. – 3 p.m.

#### **Snow Tubing**

Weekends and holidays thru February 27 at Blackwell Forest Preserve ([www.dupageforest.org](http://www.dupageforest.org))

Mount Hoy at Blackwell Forest Preserve in Warrenville. Take an 800-foot ride down Mount Hoy when 3 or more inches of snow covers the hill. All ages. \$4 per inner tube per day. (District inner tubes only.) For snow conditions, call the Outdoor Report at (630) 871-6422.

Prefer to escape the cold? Escape to another world with an evening of theater. Stay local or head downtown for the day:

#### **"Monty Python's SPAMALOT"**

December 30, 2010 - March 06 at Drury Lane Theatre Oakbrook Terrace ([www.drurylaneoakbrook.com](http://www.drurylaneoakbrook.com))

Follow the legendary King Arthur as he and his knights of the round table venture out on a quest to find the Holy Grail. Nominated for 14 Tony Awards. The creators of the show are allowing only five productions nation-wide in 2011 and Drury Lane Theatre is thrilled to host the Chicago regional premiere and share the comedic camaraderie with their audiences.

#### **9 to 5: The Musical**

January 18-30 at Bank of America Theatre ([www.broadwayinchicago.com](http://www.broadwayinchicago.com))

A hilarious story of friendship and revenge in the Rolodex era. This new musical comedy, direct from Broadway, is based on the hit movie and features Dolly Parton's original hit title song along with her new Tony® Award and Grammy nominated score. 9 to 5: THE MUSICAL tells the story of three unlikely friends who conspire to take control of their company and learn there's nothing they can't do -- even in a man's world.

#### **Wicked**

Thru January 23 at Cadillac Palace Theatre ([www.broadwayinchicago.com](http://www.broadwayinchicago.com))

"Chicago's musical phenomenon" (Chicago Tribune) flies back to the Windy City for eight weeks only. WICKED became Chicago's longest-running Broadway musical after a record-breaking 3 1/2 year run of over 1,500 performances. Now the witches of Oz are back by "popular" demand for the holiday season. WICKED tells the story of two girls who meet in the land of Oz. How these two grow to become the Wicked Witch of the West and Glinda the Good makes for "the most complete and completely satisfying new musical in a long time" (USA Today).

Three of our four hotels accept your beloved pets, so book your animal-loving pet package and receive a FREE doggie treat bag upon arrival, courtesy of Zoey's Eatz and Treatz and Elmhurst Animal Care. Check out the site for details.

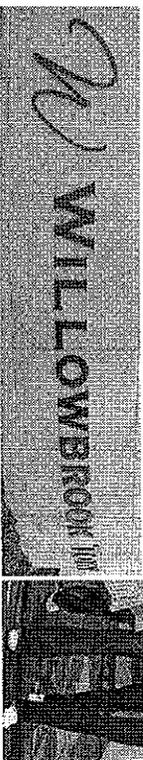
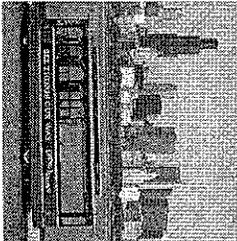
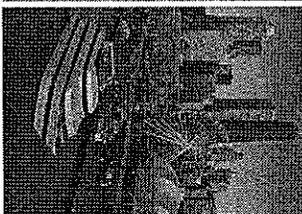
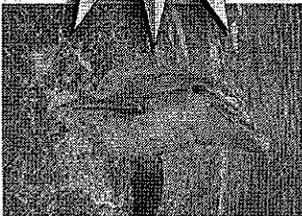
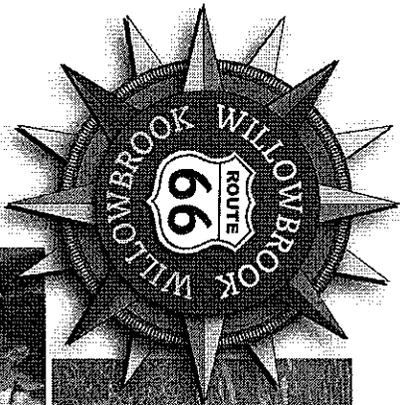
Zoey's Eatz & Treatz  
7189 Kingery Highway South  
Willowbrook, IL 60527-5525  
(630) 850-9639  
[www.zoeyseatzandtreatz.com](http://www.zoeyseatzandtreatz.com)

Elmhurst Animal Care Center  
We nurture your pet and give you priceless peace-of-mind.  
850 Riverside Drive  
Elmhurst, IL 60126-4940  
(630) 530-1900  
[www.elmhurstanimalcarecenter.com](http://www.elmhurstanimalcarecenter.com)

Visit [www.willowbrookhotels.com](http://www.willowbrookhotels.com) or 800-232-0502 to register to win an overnight stay in Willowbrook today.

Check out great deals at the following hotels:  
Holiday Inn  
La Quinta Inn  
Red Roof Inn  
Super 8

# WILLOWBROOK



4 GREAT  
HOTELS  
WEST OF  
CHICAGO

The Village of  
**WILLOWBROOK**

**DUPAGE**  
COUNTY'S VISITORS BUREAU

## A CHICAGO STAY WITHOUT THE CHICAGO PAY



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

- Free high-speed wireless internet
- 14,000 sq. ft. of meeting space
- Free local calls
- Outdoor pool
- Sauna and exercise room

- Guest laundry facilities
- Executive level
- Restaurant and room service
- Cocktail lounge
- Complimentary shuttle to Midway Airport



**La Quinta Inn**  
855 W. 79th Street • Willowbrook, IL 60527  
630-654-0077 • [www.lq.com](http://www.lq.com)

- Newly Renovated
- Complimentary Brightside Breakfast™
- Free high-speed wireless internet
- Data ports
- Volcanell

- Fitness Center
- Free local phone calls
- Pay-per-view movies
- Nintendo
- Guest laundry facilities



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

- Complimentary morning coffee
- USA Today
- Data ports
- Speaker phone with voice mail
- Free local calls

- Photocopy and fax service available
- Cable television
- Free WiFi
- In-room safe for nominal fee



**Super 8**  
820 W. 79th Street • Willowbrook, IL 60527  
630-789-6300  
[www.super8.com](http://www.super8.com)

- Convenient interior and exterior entrances
- Free continental breakfast & coffee bar
- Free wireless internet
- Complimentary local & 800 calls
- Seasonal pool
- Pay-per-view movies

- Voice mail and data ports
- Free copy and fax services
- On-site dress facility available
- Complimentary 24 hour coffee
- USA Today
- Free Parking

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



**VILLAGE OF WILLOWBROOK  
ADMINISTRATIVE BUDGET  
MAY 1, 2011 - APRIL 30, 2012**

NEW ACCOUNT NUMBER	DESCRIPTION	FY 08-09 ACTUAL	FY 09-10 ACTUAL	FY 10-11 PROPOSED BUDGET	FY 10-11 ESTIMATED ACTUAL	FY 11-12 PROPOSED BUDGET
	Hotel/Motel Tax Fund REVENUES					
	Operating Revenue					
	Other Taxes					
03-310-205	Hotel/Motel Tax	71,460	66,641	72,000	61,000	61,000
* TOTAL	Other Taxes	71,460	66,641	72,000	61,000	61,000
	Charges And Fees					
03-310-725	Registration Fees	-	-	-	-	-
* TOTAL	Charges And Fees	-	-	-	-	-
	Other Revenue					
03-310-913	Other Receipts	25	-	-	25	-
03-310-922	Federal/State Grants	-	-	-	-	-
* TOTAL	Other Revenue	25	-	-	25	-
** TOTAL	Operating Revenue	71,485	66,641	72,000	61,025	61,000
	Non-Operating Revenue					
	Other Income					
03-320-108	Interest Income	192	9	10	10	10
03-320-109	Changes In Market Value	-	-	-	-	-
* TOTAL	Other Income	192	9	10	10	10
03-320-999	Equity Transfer From General Fund	-	-	-	-	-
* TOTAL	Transfers	-	-	-	-	-
** TOTAL	Non-Operating Revenue	192	9	10	10	10
*** TOTAL	Hotel/Motel/Tax Fund	71,678	66,650	72,010	61,035	61,010

**VILLAGE OF WILLOWBROOK  
ADMINISTRATIVE BUDGET  
MAY 1, 2011 - APRIL 30, 2012**

NEW ACCOUNT NUMBER	DESCRIPTION	FY 08-09 ACTUAL	FY 09-10 ACTUAL	FY 10-11 PROPOSED BUDGET	FY 10-11 ESTIMATED ACTUAL	FY 11-12 PROPOSED BUDGET
	Hotel/Motel Tax Fund					
	EXPENSES					
	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	30	-	-	-	-
03-53-401-306	Reimburse Personal Expenses	-	-	-	-	-
03-53-401-307	Fees-Dues-Subscriptions	18,400	11,000	14,400	12,200	12,200
03-53-401-311	Postage	8	21	100	20	20
* TOTAL	Commodities	18,438	11,021	14,500	12,220	12,220
	Equipment					
03-53-401-401	Operating Equipment	-	-	-	-	-
* TOTAL	Equipment	-	-	-	-	-
** TOTAL	Administration	18,438	11,021	14,500	12,220	12,220
	Public Relations And Promotion					
	Commodities					
03-53-435-302	Printing	-	-	-	-	-
03-53-435-316	Landscape Beautification	1,483	916	3,000	3,000	3,000
03-53-435-317	Advertising	69,300	27,446	47,000	47,000	40,000
03-53-435-318	Community Slogan	-	-	-	-	-
03-53-435-319	Chamber Directory	3,000	3,000	3,000	3,000	3,000
* TOTAL	Commodities	73,783	31,362	53,000	53,000	46,000
** TOTAL	Public Relations And Promotion	73,783	31,362	53,000	53,000	46,000
	Special Events					
	Commodities					
03-53-436-378	Wine & Dine Intelligently	1,632	1,452	2,000	2,000	2,000
03-53-436-379	Special Promotional Events	3,000	2,500	2,500	2,500	3,000
03-53-436-380	Familiarization Tours	-	-	-	-	-
* TOTAL	Commodities	4,632	3,952	4,500	4,500	5,000
** TOTAL	Special Events	4,632	3,952	4,500	4,500	5,000
	Contingencies					
	Hotel/Motel Contingencies					
03-53-449-799	Contingencies	-	-	-	-	-
* TOTAL	Hotel/Motel Contingencies	-	-	-	-	-
** TOTAL	Contingencies	-	-	-	-	-
**** TOTAL	Hotel/Motel Tax Fund	96,854	46,335	72,000	69,720	63,220

**FINANCIAL SUMMARY - FY 2011-12**  
**HOTEL/MOTEL TAX FUND**

	FY 08-09 ACTUAL	FY 09-10 ACTUAL	PROPOSED BUDGET	FY 10-11 ESTIMATED ACTUAL	FY 11-12 PROPOSED BUDGET	FY 12-13 PROPOSED BUDGET	FY 13-14 PROPOSED BUDGET	FY 14-15 PROPOSED BUDGET	FY 15-16 PROPOSED BUDGET
FUND BALANCE	21,274	(3,902)	17,209	16,413	7,728	5,518	4,784	5,544	5,843
REVENUES-BASE	71,678	66,650	72,010	61,035	61,010	62,230	64,097	66,020	68,001
OPERATING EXPENSES-BASE	96,854	46,335	72,000	69,720	63,220	62,964	63,337	65,722	67,118
CAPITAL EXPENSES-BASE	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	96,854	46,335	72,000	69,720	63,220	62,964	63,337	65,722	67,118
NET SURPLUS (DEFICIT)	(25,176)	20,315	10	(8,685)	(2,210)	(734)	760	299	883
FUND BALANCE	(3,902)	16,413	17,219	7,728	5,518	4,784	5,544	5,843	6,726

**Willowbrook Hotels Marketing Program  
Proposed Budget  
Fiscal Year 2012**

May, June, July 2011

<b>Leisure</b>			
	<b>Project</b>	<b>Cost</b>	<b>Total</b>
CGI video featuring Willowbrook	60-second, digital	\$0	
Advertising, pay-per-click	TMG, travelguidesfree.com	\$200	
Advertising-Electronic--tile ad	Harley Davidson website	\$500	
Advertising, billboards, print	Chicago Stay w/o Pay	\$9,900	
Direct Mail ,Print	package postcard	\$2,000	
Web Site Design & Host	Host, Social Media toolbar	\$500	
Booking mechanism on Web Site	Travel Hero	\$0	
Monthly e-blasts (template-CC)		\$0	
Postage and Mailing	Fulfillment	\$500	
<b>Leisure Subtotal</b>			<b>\$13,600</b>
<b>Trade</b>			
Print/electronic, Toyota Park or Cog Hill	tile or billboard	\$1,500	
Reunion Ad on Website-Veteran's View	year-round	\$800	
Graphic Design		\$1,000	
<b>Trade Subtotal</b>			<b>\$3,300</b>
<b>1st Quarter Subtotal</b>			<b>\$16,900</b>

**Willowbrook Hotels Marketing Program  
Proposed Budget  
Fiscal Year 2012**

August, September, October 2011

Leisure			
	Project	Cost	Total
Advertising-Electronic	travelguidesfree.com	\$100	
Advertising-Print-newspaper insert	Illinois Holiday Guide	\$2,500	
Update map, electronic	year-round	\$500	
Viral Marketing-copywriting-design	design costs	\$500	
Eblasts	monthly	\$0	
Website Maintenance		\$500	
Postage and Mailing		\$500	
Leisure Subtotal			\$4,600
Trade			
	Project	Cost	Total
Print ad	ongoing Veteran's View	\$0	
Ad for Student or Tour Operators	Senior, Military, Student	\$500	
Trade Subtotal			\$500
2nd Quarter Subtotal			\$5,100

**Willowbrook Hotels Marketing Program  
Proposed Budget  
Fiscal Year 2012**

November, December 2011 and January 2012

Leisure			
	Project	Cost	Total
Print Ad	Billboard	\$3,000	
Advertising-Electronic	travelguidesfree.com	\$100	
Willowbrook Chamber Directory	ad placement	\$0	
Ad Design	agency fee	\$1,000	
Advertising, Billboards, Shopping	CBS-I55, northbound	\$5,000	
Website Maintenance		\$500	
Monthly E-blasts		\$0	
Postage and Mailing		\$300	
Leisure Subtotal			\$9,900
Trade			
Web ad-Veteran's View	load on home page- Military	\$500	
Trade Subtotal			\$500
3rd Quarter Subtotal			\$10,400

**Willowbrook Hotels Marketing Program  
Proposed Budget  
Fiscal Year 2012**

**February, March, April 2012**

Leisure			
	Project	Cost	Total
Advertising - Print	VG/Miscellaneous Periodicals	\$3,000	
QR Code	from DuPage CVB	\$0	
Advertising - Print	Illinois Adventure Guide - newspaper insert	\$3,000	
Advertising-Electronic	travelguidesfree.com	\$100	
Web Site Maintenance		\$500	
E-blast	monthly	\$0	
Postage and Mailing		\$800	
Leisure Subtotal			\$7,400
Trade			
web ad-Veteran's View	Military	\$200	
Trade Subtotal			\$200
4th Quarter Total			\$7,600
Grand Total			\$40,000