

## **AGENDA**

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, OCTOBER 24, 2012 AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES – January 24, 2012
4. MONTHLY FINANCIAL REPORT – September 30, 2012
5. VISITORS BUSINESS – (Public comment is limited to three minutes per person on agenda items only)
6. INFORMATION – ServSafe Alcohol Certification Training
7. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 13/14
8. MARKETING REPORT – July, August and September 2012
9. UPDATE ADVERTISING PROGRAM - FY 2012/13
10. ADJOURNMENT

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON TUESDAY, JANUARY 24, 2012, AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

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

2. ROLL CALL

Those present were Mayor Robert Napoli, Member Debbie Gallo (Holiday Inn), Member Sam Amin (Super 8), Village Administrator Tim Halik, Deputy Chief Paul Oggerino, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Cory Zirwes (Red Roof Inn), Roswita Korpas (LaQuinta Inn) and Member Gene Ognibene (Willowbrook/Burr Ridge Chamber of Commerce)

3. MINUTES - October 25, 2011

Mayor Napoli asked if there were any corrections to the minutes of the October 25, 2011, meeting.

MOTION: Made by Village Administrator Halik, Seconded by Member Amin, to approve the October 25, 2011, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - December 31, 2011

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2011. Revenues received through December 31 were \$51,445. Expenditures spent to date were \$27,662. Village Administrator Halik noted the expenditures were about 6% under budget at this time. The Committee accepted the Monthly Financial Report as presented.

MOTION: Made by Deputy Chief Oggerino, Seconded by Village Administrator Halik to accepted the Monthly Financial Report for the period ending December 31, 2011, as presented.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. DISCUSSION - Planning G-8/NATO Summits - Spring 2012

Deputy Chief Oggerino presented the letter dated January 17, 2012, from Chief of Police Mark Shelton. The letter was sent to all the four hotels notifying them of the upcoming G-8 and NATO Summits. The G-8 and NATO Summit will be held May 19 - 21, 2012 in Chicago. Deputy Chief Oggerino asked the hotels to let the Police Department know, if someone reserves a large block of rooms for these dates.

7. Marketing Report - December 2011

Ms. Beth Marchetti presented the monthly reports for December 2011. Ms. Marchetti highlighted the following:

- Advertising inquires for December totaled 1,035
- Ad created for the WB/BR Chamber of Commerce
- 103 referrals were generated to reservation
- Travel Guide free ad
- Illinois Holiday Winter Getaway Guide
- December e-blast
- Midwest Meeting.com ad

Ms. Marchetti stated she met with IDOT regarding the brown tourism signs on Interstate I-55. Ms. Marchetti stated no new brown signs are allowed on I-55, only the blue signs featuring attractions are eligible at specific intersections. Ms. Marchetti will continue to work on this issue to see if there is an exception to allow for some kind of a sign. The Committee accepted the marketing report for the month of December 2011 as presented.

8. BUDGET - FY 2012/13

Interim Director of Finance Dittman presented the proposed Budget for Fiscal Year 2012/13. Revenues budgeted are \$62,230. Expenditures are \$82,969.

MOTION: Made by Member Gallo, Seconded by Member Amin to accept the Budget for Fiscal Year 2012/13 as presented and to recommend to the Mayor and Board of Trustees to approve the Budget for Fiscal Year 12/13.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

9. ADVERTISING PROGRAM - FY 2012/13

Beth Marchetti presented the Advertising Program for FY 2012/13 in the amount of \$60,000. Ms. Marchetti stated this year's advertising program includes redesigning and updating the Hotel's website with a social media toolbar, video and optimization of web-site's search engines. Ms. Marchetti stated the video which was created last summer featuring Mayor Napoli will be placed on the site. Also, Ms. Marchetti suggested the Committee possibly look at a billboard again for Fiscal Year 2012/13.

The Committee accepted the Advertising Program FY 2012/2013 as presented.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:54 p.m.

Minutes transcribe by Janet Kufrin

VILLAGE OF WILLOWBROOK

MONTHLY BALANCE SHEET ACCOUNTS FOR SEPTEMBER, 2012

PRCT. OF YR: 41.67  
 RUN: 10/11/12 12:57PM

HOTEL/MOTEL TAX FUND

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	4,023.89	4,023.89	0.00	0.00
03-110-322	IL FUNDS 7139115948 - 71-3923172-9	32,816.62	11,687.82	0.00	11,687.82	44,504.44
*TOTAL	CASH	32,816.62	15,711.71	4,023.89	11,687.82	44,504.44
<u>CURRENT RECEIVABLES</u>						
03-130-115	ACCTS REC	5,123.09	0.00	0.00	0.00	5,123.09
*TOTAL	CURRENT RECEIVABLES	5,123.09	0.00	0.00	0.00	5,123.09
<u>DUE TO/DUE FROM OTHER FUNDS</u>						
03-140-101	DUE TO/FROM GENERAL FUND	0.00	6,040.20	15,709.65	-9,669.45	-9,669.45
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	6,040.20	15,709.65	-9,669.45	-9,669.45
**TOTAL	ASSETS	37,939.71	21,751.91	19,733.54	2,018.37	39,958.08
<u>LIABILITIES</u>						
<u>EMPLOYEE DEDUCTIONS PAYABLE</u>						
03-210-101	ACCTS PAY-H/M FND	-2,705.39	0.00	0.00	0.00	-2,705.39
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	-2,705.39	0.00	0.00	0.00	-2,705.39
<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	-2,705.39	0.00	0.00	0.00	-2,705.39
03-300-101	MUNICIPAL EQUITY-HOTEL/MOTEL FUND	-24,102.68	0.00	0.00	0.00	-24,102.68
***TOTAL	REVENUE LESS EXPEND. THIS YR.	-11,131.64	-21,751.91	-19,733.54	-2,018.37	-13,150.01
TOTAL	LIABILITIES AND FUND BALANCE	-37,939.71	-21,751.91	-19,733.54	-2,018.37	-39,958.08

VILLAGE OF WILLOWBROOK

PRCT. OF YR: 41.67  
 RUN: 10/11/12 12:57PM

REVENUE REPORT FOR SEPTEMBER, 2012

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	6,040.20	28,693.08	62,220.00	46.12	33,526.92
*TOTAL	Other Taxes	6,040.20	28,693.08	62,220.00	46.12	33,526.92
<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	6,040.20	28,693.08	62,220.00	46.12	33,526.92
<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	2.06	6.24	10.00	62.40	3.76
03-320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00	0.00
*TOTAL	Other Income	2.06	6.24	10.00	62.40	3.76
**TOTAL	Non-Operating Revenue	2.06	6.24	10.00	62.40	3.76
<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	6,042.26	28,699.32	62,230.00	46.12	33,530.68
<u>FUND SUMMARY</u>						
3	HOTEL/MOTEL TAX	6,042.26	28,699.32	62,230.00	46.12	33,530.68
	TOTALS ALL FUNDS	6,042.26	28,699.32	62,230.00	46.12	33,530.68

VILLAGE OF WILLOWBROOK  
 EXPENDITURE REPORT FOR SEPTEMBER, 2012  
 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	2,500.00	7,325.17	58.87	12,444.00	5,118.83	29.43	24,888.00
03-53-401-311	POSTAGE	0.00	93.60	468.00	20.00	-73.60	234.00	40.00
*TOTAL	SUPPLIES AND MATERIALS	2,500.00	7,418.77	59.52	12,464.00	5,045.23	29.76	24,928.00
<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	2,500.00	7,418.77	59.52	12,464.00	5,045.23	29.76	24,928.00
<u>PUBLIC RELATIONS &amp; PROMOTION</u>								
<u>OTHER</u>								
03-53-435-302	PRINTING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	207.79	419.29	13.98	3,000.00	2,580.71	6.99	6,000.00
03-53-435-317	ADVERTISING	1,316.10	4,711.25	7.85	60,005.00	55,293.75	3.93	120,010.00
03-53-435-318	COMMUNITY SLOGAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
03-53-435-319	CHAMBER DIRECTORY	0.00	3,000.00	100.00	3,000.00	0.00	50.00	6,000.00
*TOTAL	OTHER	1,523.89	8,130.54	12.32	66,005.00	57,874.46	6.16	132,010.00
**TOTAL	PUBLIC RELATIONS & PROMOTION	1,523.89	8,130.54	12.32	66,005.00	57,874.46	6.16	132,010.00
<u>SPECIAL EVENTS</u>								
<u>OTHER - EXPENDITURES</u>								
03-53-436-378	WINE & DINE INTELLIGENTLY	0.00	0.00	0.00	2,000.00	2,000.00	0.00	4,000.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	0.00	0.00	0.00	2,500.00	2,500.00	0.00	5,000.00
03-53-436-380	FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*TOTAL	OTHER - EXPENDITURES	0.00	0.00	0.00	4,500.00	4,500.00	0.00	9,000.00
**TOTAL	SPECIAL EVENTS	0.00	0.00	0.00	4,500.00	4,500.00	0.00	9,000.00
<u>CONTINGENCIES</u>								
03-53-449-799	CONTINGENCIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
**TOTAL	CONTINGENCIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
***TOTAL	HOTEL/MOTEL	4,023.89	15,549.31	18.74	82,969.00	67,419.69	9.37	165,938.00
****TOTAL	HOTEL/MOTEL TAX FUND	4,023.89	15,549.31	18.74	82,969.00	67,419.69	9.37	165,938.00
<u>FUND SUMMARY</u>								
3	HOTEL/MOTEL TAX	4,023.89	15,549.31	18.74	82,969.00	67,419.69	9.37	165,938.00
	TOTALS ALL FUNDS	4,023.89	15,549.31	18.74	82,969.00	67,419.69	9.37	165,938.00



# Village of Willowbrook

7760 Quincy Street  
Willowbrook, IL 60527-5594

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

**Mayor**

Robert A. Napoli

**Village Clerk**

Leroy R. Hansen

September 24, 2012

COPY

Mr. Syed Quadri  
Maries Catering dba Ashton Place  
341 W 75th Street  
Willowbrook, IL, 60527

RE: ServSafe Alcohol Certification Training

Dear Mr. Quadri:

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

The alcohol awareness seminar has been scheduled as follows:

DATE:	Monday, November 12, 2012
REGISTRATION:	8:45 a.m. TO 9:00 a.m.
SEMINAR TIME:	9:00 a.m. to 1:00 a.m.
PLACE:	Willowbrook Holiday Inn 7800 So. Kingery Highway Room Hinsdale 2 Willowbrook, Illinois 60527
Cost:	First 3 attendees from each establishment are free. All attendees in excess of 3 will be charged a nominal fee of \$25.00 per person.

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



*"A Place of American History"*

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

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

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

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

Thank you again for your consideration of these matters. We look forward to your responding no later than October 26, 2012.

Sincerely,



Robert A. Napoli  
Liquor Control Commissioner

cc: Board of Trustees  
Hctel/Motel Tax Advisory Committee

Mr. Syed Quadri  
Maries Catering dba Ashton Place  
341 W 75th Street  
Willowbrook, IL 60527

Mr. Greg Porcaro  
Midtown Athletic Club  
215 W 63rd Street  
Willowbrook, IL 60527

Mr. Philip Chow  
Malahini Terrace  
321 W 75th Street  
Willowbrook, IL 60527

Mr. Walter Fornek  
Binny's Beverage Depot  
6920 South Kingery Hwy  
Willowbrook, IL 60527

Mr. Stephen Ryd  
Binny's Beverage Depot  
1400 Spring Road, Suite 216  
Oak Brook, IL 60523

Mr. Louis Viren  
Willowbrook Lanes  
735 Plainfield Road  
Willowbrook, IL 60527

Mr. Peter DeFrancesco  
Dominick's Finer Foods  
6300 S Kingery Hwy  
Willowbrook, IL 60527

Ms. Aruna Saini  
Taste of India  
7243 S Kingery Hwy  
Willowbrook, IL 60527

Ms. Norma Balleza  
Willowbrook Holiday Inn  
7800 S Kingery Hwy  
Willowbrook, IL 60527

Mr. Joel Tiritilli  
Bernard's Café & Deli  
14 W 63rd Street  
Willowbrook, IL 60527

Ms. Salvador Santana  
Pei Wei Restaurant  
7135 Kingery Highway  
Willowbrook, IL 60527

Mr. Michael Vena  
Arabian Knights Farm  
6526 Clarendon Hills Road  
Willowbrook, IL 60527

Mr. Phil Palcowski  
Phillies Pizza Bar & Grill  
6300 S Kingery Hwy  
Willowbrook, IL 60527

Ms. Sophia Stolis  
The Kerry Piper  
7900 S Joliet Road  
Willowbrook, IL 60527

Mr. Pat Rhea  
Dell Rhea Chicken Basket  
645 Joliet Road  
Willowbrook, IL 60527

Mr. Shawn Hayes  
Whole Foods Market  
201 W. 63rd Street  
Willowbrook, IL 60527

Mr. Richard Portillo  
Portillos  
7195 South Kingery Highway  
Willowbrook, IL 60527

Mr. Richard Portillo  
Portillos  
2001 Spring Road #500  
Oak Brook, IL 60523

Mr. Robert Bielski  
Chipotle Mexican Grill  
7173 South Kingery Highway  
Willowbrook, IL 60527

Ms. Kayla Brown  
Buffalo Wild Wings  
5500 Wayzata Blvd, Suite 1600  
Minneapolis, MN 55416

Mr. Scott Hardy  
Buffalo Wild Wings  
7111 Kingery Highway  
Willowbrook, IL 60527

Mr. Wayne Buerger  
Walgreens  
501 Plainfield Road  
Willowbrook, IL 60527

Mr. Scott Zemnick  
Giordano's  
227 W. Monroe Street, Suite 3900  
Chicago, IL 60606

Mr. Jim Hassett  
Giordano's  
641 Plainfield Road  
Willowbrook, IL 60527

Ms. Lorri Hoffman  
K-Mart  
840 Plainfield Road  
Willowbrook, IL 60527

Mr. Michael Spizzirri  
Luciano's Woodfire Bistro  
7611 Madison Street  
Willowbrook, IL 60527



**2012 OFFICERS  
AND BOARD  
OF DIRECTORS**

**PRESIDENT**

Lisa J. Shemroske  
Ashton Place  
Marie's Catering

**VICE PRESIDENT**

Rita Farrell  
Law Office of  
Rita A. Farrell

**SECRETARY**

Ken Sitkowski  
Bannerville USA

**TREASURER**

Joseph J. Stastny  
Mulcahy, Pauritsch,  
Salvador & Co., LTD

**BOARD MEMBERS:**

Nancy DeYoung  
DeYoung Insurance

Frank Fishella  
Unique Balloon  
Decorating

Debra Hamilton  
Rock Valley  
Publishing

Debbie Jackson  
CoolerSmart

Diane Konicek  
Downers Grove  
Township

Christopher P. Lyons  
Peters & Lyons, Ltd.

Scott Rolston  
Burr Ridge Village  
Center

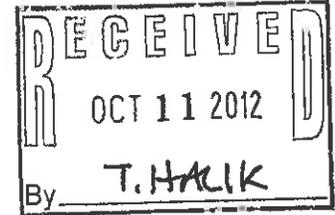
Mike Schultz  
Turtle Wax, Inc.

Mark Shelton  
Willowbrook Police  
Department

Russell Smith  
Edward Jones  
Investment Company

Zaklina Trpenovski  
SRBino Real Estate  
Management Group

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



October 9, 2012

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

Re: Request for funding for the-  
2013 Chamber Community Directory  
2013 Business Expo held in March 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 this month to initiate reviews for Budget needs for the next fiscal year. I am outlining the following financial assistance needs for special programs that highlight the Village. We are requesting the following:

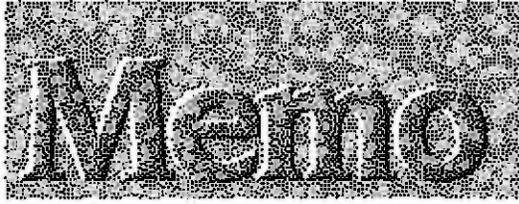
\$3,000	Annual Chamber Community (Buyers Guide) Directory
\$2,500	Annual Business Expo which will be held in March at Ashton Place in Willowbrook

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

Respectfully submitted,

  
Joseph J. Stastny, Treasurer

**Legal Counsel**  
Leroy R. Hansen,  
Attorney At Law



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**Date:** 8/15/12  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter,  
**Re:** **MARKETING REPORT- July 2012**

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1. Advertising inquiries for the month of July from all sources totaled 2,077. This begins a new fiscal year so these numbers are to date as well.
2. The breakdown of inquiries for July is as follows:

TravelGuidesFree.com	307
Illinois Summer Guide	1,770
3. Web stats are as follows: 372 unique visits, 543 user sessions and 8,348 hits.
4. July e-blast was distributed to a database of 3,500 opt-in subscribers that features summer events, Route 66, parks and recreation, Drury Lane, shopping, back-to-school specials and more.
5. Willowbrook Hotels had 216 new views on Flickr and YouTube for the month of August.
6. Website will be up for redesign. Bids are being collected. Target date for launch is October 2012 in time to promote holidays.
7. New Willowbrook brochure is available in print and electronic format. Please contact [Beth@DiscoverDuPage.com](mailto:Beth@DiscoverDuPage.com) if you'd like copies or wish to put the link on your website. The url is very long and I can send you the budurl.

# Memo

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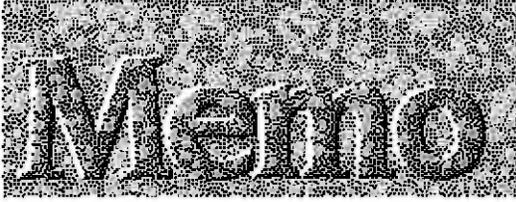
**Date:** 9/5/12  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter,  
**Re:** **MARKETING REPORT- August 2012**

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1. Advertising inquiries for the month of August from all sources totaled 2,891.
2. Year-to-date inquiries total 2,444.
3. The breakdown of inquiries for August is as follows:

TravelGuidesFree.com	226
Illinois Summer Guide	2,665
4. Web stats are as follows: 348 unique visits, 443 user sessions and 8,030 hits.
5. August e-blast was distributed to a database of 3,600 opt-in subscribers that features summer events, Route 66, parks and recreation, Drury Lane, shopping, back-to-school specials and more.
6. Willowbrook Hotels had 200 new views on Flickr and YouTube for the month of August.
7. Website will be up for redesign. Bids are being collected. Target date for launch is October 2012 in time to promote holidays.
8. New Willowbrook brochure is available in print and electronic format. Please contact [Beth@DiscoverDuPage.com](mailto:Beth@DiscoverDuPage.com) if you'd like copies or wish to put the link on your website. The url is very long and I can send you the budurl.
9. Landing page is on our website for the Village of Willowbrook:

[http://www.discoverdupage.com/dupage\\_county\\_willowbrook\\_illinois.cfm](http://www.discoverdupage.com/dupage_county_willowbrook_illinois.cfm)



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**Date:** 10/15/12  
**To:** Willowbrook Hotels  
**From:** Beth Marchetti  
**CC:** Janet Kufrin, Skip Strittmatter,  
**Re:** **MARKETING REPORT- September 2012**

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1. Advertising inquiries for the month of September from all sources totaled 367.
2. Year-to-date inquiries total 5,335.
3. The breakdown of inquiries for September is as follows:

TravelGuidesFree.com	183
Illinois Summer Guide	184

4. Web stats are as follows: 374 unique visits, 455 user sessions and 6,364 hits.
5. September e-blast was distributed to a database of 3,600 opt-in subscribers that features summer/fall events, parks, Drury Lane Theatre, shopping, back-to-school specials, shopping opportunities and more.
6. Willowbrook Hotels had 156 new views on Flickr and YouTube for the month of September.
7. The new landing page on [www.discoverdupage.com](http://www.discoverdupage.com) features Willowbrook, along with nine other communities, with video, brochure and Mayor Napoli welcoming guests to the virtual tour. Landing page will help SEO and drive traffic to both hotels' site and village site. Printed brochure will be in I-book format for online downloads.
8. Video is on You Tube now for viewing.
9. New Meeting Professionals Guide is out and was inserted in September issue of Midwest Meetings magazine, 32,000 copies.
10. Save the date for the DuPage CVB Holiday Open House on Thursday, December 6<sup>th</sup> from 5:00 to 7:30 p.m. at DuPage offices in Oak Brook.

CHICAGO'S WESTERN SUBURBS

# DUPAGE COUNTY

Celebrate the Season  
in Chicago's DuPage County

*Great getaway  
packages offering  
luxurious hotel  
accommodations,  
shopping, dining, spas  
and attractions are  
just the gift to give this  
holiday season.*

**Plus register for  
a chance to win  
a \$500 shopping  
spree weekend!**



## Elmhurst

*The World Next Door*

Just minutes from Chicago and Metra commuter rail, Elmhurst offers quaint downtown charm with urban flair. Shop and dine in City Centre, tour four different museums and stay at one of our charming hotels. [www.elmhurst.org](http://www.elmhurst.org)

## Oakbrook Terrace

*City of Hospitality*

The greater Oak Brook area is the perfect place for a getaway this holiday, with Broadway-style theater, over 40 restaurants, and Oakbrook Center just minutes from your door. Relax in one of seven accommodating hotels. [www.oakbrookterracehotels.com](http://www.oakbrookterracehotels.com)



## Willowbrook

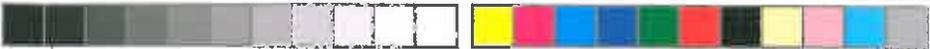
*A Chicago Stay without the Chicago Pay*

Wherever you go, you're just minutes from a comfortable stay in Willowbrook. Four convenient hotels to choose from and just minutes to Chicago's Midway Airport, Willowbrook offers value and comfort. [www.willowbrookhotels.com](http://www.willowbrookhotels.com)

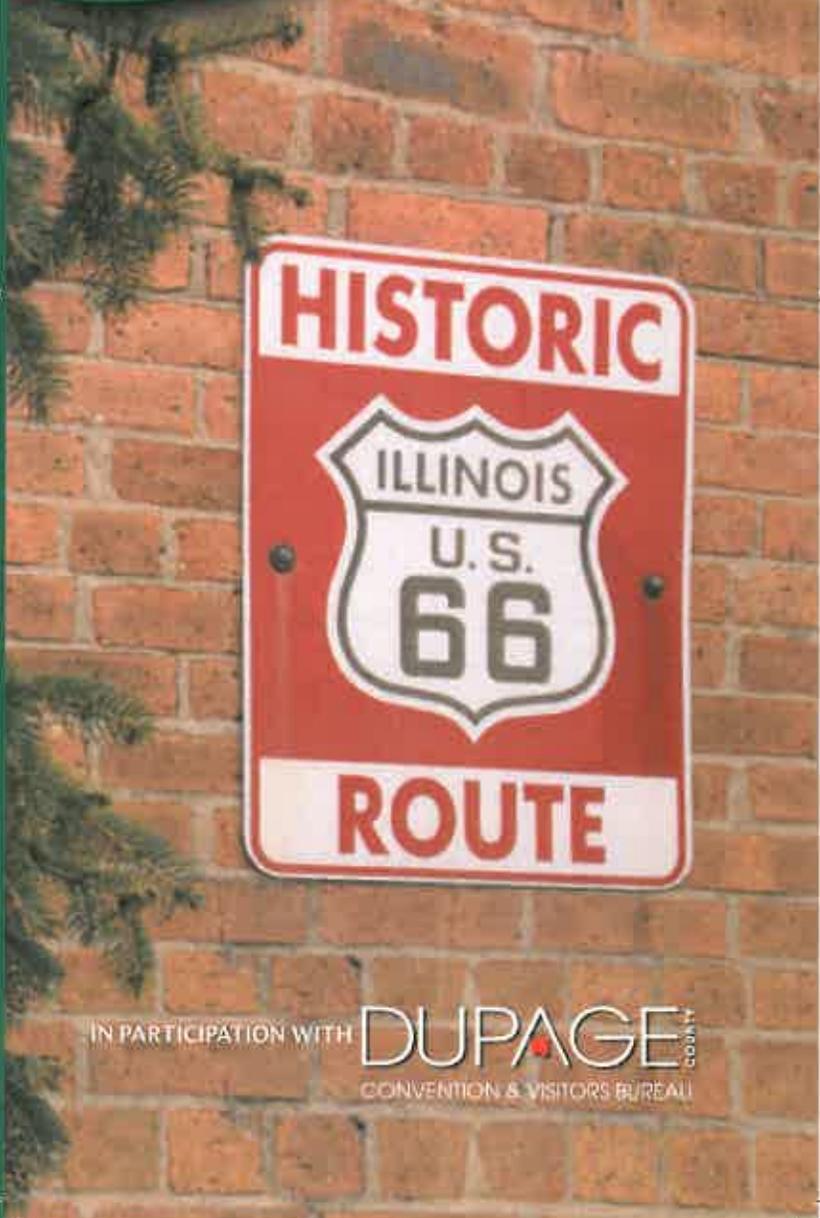
**DUPAGE COUNTY**  
CONVENTION & VISITORS BUREAU  
[www.DiscoverDuPage.com](http://www.DiscoverDuPage.com)  
800.232.0502



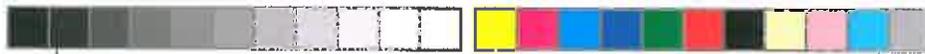
**All in ILLINOIS**  
MILE AFTER MAGNIFICENT MILE



VILLAGE OF  
**WILLOWBROOK**



IN PARTICIPATION WITH **DUPAGE** COUNTY  
CONVENTION & VISITORS BUREAU



*Welcome to Willowbrook—  
the Perfect Location  
for Every Destination!*

*The Village of Willowbrook is located just off of historic Route 66 and provides travelers with easy access via multiple area highways to downtown Chicago and O'Hare and Midway International Airports.*

*Come and stay in the Village of Willowbrook, the perfect location to reach every destination in the Chicagoland area.*

## LODGING

Willowbrook offers affordable, accessible and comfortable accommodations at:

- Holiday Inn Willowbrook/Hinsdale
- La Quinta Inn Chicago/Willowbrook
- Red Roof Inn Willowbrook
- Super 8 Willowbrook





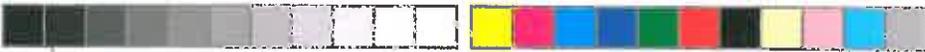
## DINING

Restaurants are plentiful along Route 83 and at Willowbrook Town Center. Dell Rhea's Chicken Basket is a destination in itself on historic Route 66. This nostalgic 1940s roadhouse, featured on The Food Network's "Diners, Drive-Ins & Dives," offers a lounge and full menu with favorites like fried chicken. Or check out The Kerry Piper Irish-American Eatery, an authentic cottage style pub designed, crafted and installed by the Irish Pub Company of Dublin.

## SHOPPING

Route 83, Willowbrook's main artery is lined with stores and shopping centers. The heart of the village, Willowbrook Town Center, offers a vibrant mix of shops and restaurants.

Willowbrook is also within easy access of downtown Chicago shopping and several other major shopping areas.



## ATTRACTIONS

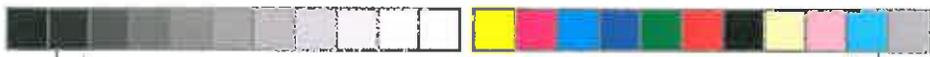
Nearby Argonne National Laboratory welcomes anyone age 16 or older to take



guided tours of their scientific and engineering facilities and grounds.

Willowbrook also offers plenty of opportunities for outdoor recreation with ten well-kept parks and the scenic treasures of nearby Waterfall Glen Forest Preserve.





## VILLAGE OF WILLOWBROOK EVENTS

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The following are events held annually in the Village of Willowbrook. For information on other events in the village, please click on "Calendar of Events" on the home page at [www.willowbrookil.org](http://www.willowbrookil.org) or visit [DiscoverDuPage.com](http://DiscoverDuPage.com).

### Cruisin' Car Show

Harvester Park

630.654.0909

[www.wbbrchamber.org](http://www.wbbrchamber.org)

### Family Fishing Day & Picnic

Willow Pond

630.323.8215

[www.willowbrookil.org](http://www.willowbrookil.org)

### Community Wide Yard Sale

Willow Pond

630.323.8215

[www.willowbrookil.org](http://www.willowbrookil.org)

### Touch a Truck

Community Park

630.323.8215

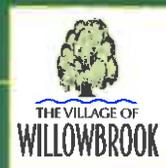
[www.willowbrookil.org](http://www.willowbrookil.org)

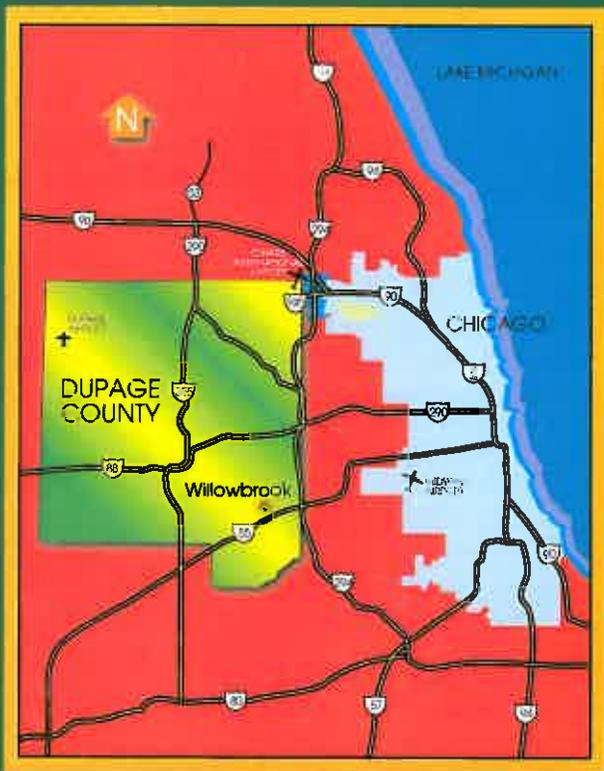
### Movies in the Park

Community Park

630.323.8215

[www.willowbrookil.org](http://www.willowbrookil.org)





Mayor Robert Napoli

Village of Willowbrook  
7760 Quincy Street  
Willowbrook, IL 60527  
630.323.8215  
[www.willowbrookil.org](http://www.willowbrookil.org)



Proudly Partnering With

**DUPAGE** COUNTY

CONVENTION & VISITORS BUREAU

915 Harger Road, Suite 240  
Oak Brook, Illinois 60523  
800-232-0502  
[www.discoverdupage.com](http://www.discoverdupage.com)

1/10 25M

ILLINOIS. MILE AFTER MAGNIFICENT MILE.



Willowbrook  
 Marketing Program Budget 2012-2013  
 Prepared by the DuPage Convention Visitors Bureau

May, June, July 2012

Leisure			
	Project	Cost	Total
Advertising-Electronic	travelguidesfree.com	\$500	
Advertising-Electronic--coop program	Facebook/Paid search	\$3,900	
Illinois online-campaign	expanding ads	\$2,500	
Advertising, print billboard	Ryder Cup, Toyota Park, bi	\$5,000	
Direct Mail, Design and Print	Map and direct mail	\$5,000	
Complete revamp of website	Host, links, emails	\$5,000	
Web maintenance per quarter	Social Media toolbar/video	\$500	
Search Engine Optimization	video and social marketing	\$2,500	
Booking mechanism on Web Site	continue to link to brand	\$0	
Monthly e-blasts (template-CC)	subscription only	\$100	
Postage and Mailing	Fulfillment	\$1,000	
Leisure Subtotal			\$26,000
Trade			
TMG Brochure ad	Brochure ad--May	\$1,000	
Midwest Meetings	directory ad	\$700	
Postage and Mailing	fulfillment	\$1,000	
Trade Subtotal			\$2,700
1st Quarter Subtotal			\$28,700

Willowbrook  
**Marketing Program Budget 2012-2013**  
 Prepared by the *DuPage Convention Visitors Bureau*

August, September, October 2012

Leisure			
	Project	Cost	Total
Advertising-Electronic	travelguidesfree.com	\$500	
Advertising, electronic	I-brochure	\$2,000	
Advertising-Print-newspaper insert	Illinois Holiday Guide	\$2,000	
Eblasts-copywriting	monthly-3x	\$500	
Website Maintenance	video/testimonials Harley Davidson tile	\$500	
Postage and Mailing		\$1,000	
Leisure Subtotal			\$6,500
Trade			
	Project	Cost	Total
Web advertising	Veteran's View	2000	
Trade Subtotal			
2nd Quarter Subtotal			\$6,500

Willowbrook  
 Marketing Program Budget 2012-2013  
 Prepared by the *DuPage Convention Visitors Bureau*

November, December 2012 and January 2013

Leisure			
	Project	Cost	Total
Advertising-Electronic	travelguidesfree.com	\$500	
Willowbrook Chamber Directory	ad placement	\$0	
design for 3rd quarter	ads, web, copywriting for SEO	\$1,000	
Print ad	digital billboards, online	\$5,000	
Website Maintenance		\$500	
Monthly E-blasts	Constant Contact subs and copywriting	\$500	
Postage and Mailing		\$300	
Leisure Subtotal			\$7,800
Trade			
Load video from Movie Maker	student groups/sports/tours	\$1,000	
Trade Subtotal			\$1,000
3rd Quarter Subtotal			\$8,800

Willowbrook  
 Marketing Program Budget 2012-2013  
 Prepared by the DuPage Convention Visitors Bureau

February, March, April 2013

<b>Leisure</b>			
	Project	Cost	Total
Advertising - Print	VG/Miscellaneous Periodicals	\$4,000	
Advertising - Print	Illinois Adventure Guide - newspaper insert	\$4,000	
Electronic Brochure	vacationfun.com	\$2,000	
Advertising-Electronic	travelguidesfree.com	\$500	
Web Site Maintenance		\$500	
E-blast	monthly	\$500	
Postage and Mailing		\$1,000	
Leisure Subtotal			\$12,500
<b>Trade</b>			
Advertising - Print	The Business Ledger	\$2,000	
copywriting	refresh website	\$500	
Postage and Mailing		\$1,000	
Trade Subtotal			\$3,500
4th Quarter Total			\$16,000
Grand Total			\$60,000