

DUPAGE COUNTY

CONVENTION & VISITORS BUREAU

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August 2, 2024

Chair Lynn LaPlante
DuPage County Board
421 N. County Farm Road
Wheaton, Illinois 60187

Dear Chair LaPlante:

The DuPage Convention & Visitors Bureau (DCVB) is seeking the contribution of the annual \$50,000 from DuPage County at the upcoming Economic Development Committee meeting on August 20, 2024, and the Finance Committee meeting on August 27, 2024. DCVB is the only state-certified organization that can receive the DuPage portion of state hotel tax in the form of a matching tourism grant from the Department of Commerce and Economic Opportunity/Illinois Office of Tourism. The county's contribution, along with local municipalities' hotel tax, enables DCVB to make our state match. If not matched, DuPage's portion would instead be distributed to other destinations such as Rosemont, Schaumburg, Rockford, and other state-certified convention bureaus.

We respectfully ask that the DuPage County Board pass the annual contribution resolution as you have done in past years. A few highlights of DCVB's recent successful efforts include:

- DCVB's made for tv "More to Do in DuPage County" commercial series produced in partnership with Effectv, a division of Comcast. The package included a sponsorship component, with NBC Universal's coverage of the 2024 Paris Olympic Games brought to viewers by DuPage County. With 300 spots across Xfinity Live tv zones in Detroit and Indianapolis, DCVB continues to make DuPage County a household name.
- Continued success in sports tourism, welcoming to DuPage County for the first time this past month the USA Swimming Speedo Sectionals which featured more than 600 athletes from across the nation. DuPage's strength and growth in sports tourism greatly contributed to the recent announcement by Sports ETA that Illinois ranks in the top five states for economic impact generated by sports tourism. The DuPage Sports Commission continues to attract top-tier championships to our area, with a full roster of events for FY25.
- With IPW — the annual convention that highlights the United States tourism product to the world — being hosted in Chicago in 2025, DCVB is capturing the momentum with tour operators and media. In addition to having participated in several international sales missions and global media familiarization tours in June, DCVB is partnering with local assets to deliver a premium "Golf America's Best in DuPage County" package to qualified international travelers. Competition for awareness and travel conversion remains fierce in the international market, yet DCVB has the relationships to keep DuPage County relevant.
- DCVB continues to ensure the health of the hotel industry, achieving record lead generation for partners in FY24: a +171% increase in leads generated versus the benchmarking year of FY19, with leads generated representing a potential \$313 million in estimated economic impact. These achievements were in part made possible by the generosity of DuPage County's allocation of ARPA funds.

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The DuPage Convention & Visitors Bureau works diligently, using far-reaching sales, public relations, and marketing efforts to secure visitors to DuPage. DuPage County is the second largest contributor of travel & hospitality business in Illinois, generating nearly \$3 billion in visitor spending, 25,000 jobs, and \$298 million in state and local tax in 2022 alone. On average, travelers to DuPage spend over \$262 per day on transportation, stays, meals, shopping, gasoline purchases and more. In fact, every Illinois household would pay an additional \$1,300 in taxes if not for the hospitality industry.

By providing the DuPage County portion of necessary match, (since 1987) your support enhances efforts to promote DuPage as a destination of choice for meetings and visitors, bolsters the economic impact for our county and communities, and contributes to the quality of life for one million residents.

Thank you for your ongoing support.

Brett Hintz, Chair



Beth Marchetti, Executive Director

