

February 9, 2025

Economic Development Chair Yeena Yoo
DuPage County Board
421 N. County Farm Road
Wheaton, Illinois 60187

Dear Chair Yoo:

The DuPage Convention & Visitors Bureau will apply for an annual recertification to the Department of Commerce & Economic Opportunity for FY 2026. Applications are due to the state tourism office on March 31, 2025. To qualify, a resolution must be adopted by the DuPage County Board and submitted with our application. The DuPage County Board has issued this resolution since 1985 as DuPage CVB celebrates our 40th anniversary. DuPage CVB is the only certified agency able to receive the DuPage portion of state hotel tax in the form of a matching grant, and is the designated, regional marketing and sales organization authorized to represent the County of DuPage.

DCVB is seeking our annual resolution and \$50,000 to match the DuPage portion of the state hotel tax grant. DCVB is also requesting an additional \$50,000 that supports the funding of a successful municipal matching grant program. This program augments airport and ground transportation costs which results in opportunities for our hotels with a proven ROI. DCVB, our municipalities and the county will all contribute for increased opportunities to regain business lost to airport and other competitive destinations. The members of the DCVB Board of Directors respectfully request that the DuPage County Board include this for discussion on the upcoming county economic development committee agenda.

A few of DCVB's FY 2025 successes include:

- created and launched a custom television campaign with Comcast in Midwest, leisure drive markets on the Food Network, Paramount streaming, HGTV and other channels, with nearly 26% of viewers visiting www.discoverdupage.com within ten minutes of seeing the commercial.
- placed 582 television commercials on NBC Universal and a pre-game sponsorship of the 2024 Paris Olympics which featured Simone Biles and Katie Ledecky.
- authored and administered six additional state grants for our partners including the restoration of Veggie Fest and a new art installation, Olmec Trail in partnership with the Mexican Cultural Center DuPage, with viewership and participation totaling 4,050,000.
- promoted a "future host" DuPage County activation in French and English at the 2024 Presidents Cup in Montreal, reaching 250,000+ golf enthusiasts. In addition, DCVB curated golf packages for international foreign individual travelers, tour operators, tour receptives, along with the meeting incentives, conferences, and exhibitions markets in time for Chicago's hosting of 2025 IPW, the largest international travel trade show in the country.

The DuPage Convention & Visitors Bureau works diligently, using far-reaching sales, promotional and marketing efforts to secure visitors to DuPage. In 2023, DuPage County tourism generated four million hotel stays, \$3.2 billion in visitor expenditures, supported 25,974 jobs and \$314 million in state and local taxes. For every dollar spent, tourism generates over \$10 in return. In fact, every Illinois household would pay an additional \$1,300 in taxes if not for the hospitality industry.

By providing this necessary resolution and funding, your support will assist the DuPage CVB in promoting DuPage as a destination of choice for meetings, sports and visitors, providing a strong economic impact for our county and its communities, all while contributing to the quality of life for the one million DuPage County residents.

Thank you for your ongoing support of tourism — a job creator and economic driver.



Brett Hintz
Chair DCVB Board

Beth Marchetti
Executive Director DCVB