

February 3, 2026

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

Chair Yoo:

The DuPage Convention & Visitors Bureau (DCVB) will apply for annual recertification with the Illinois Department of Commerce & Economic Opportunity for Fiscal Year 2027. Applications are due to the state tourism office by March 31, 2026. As part of this process, a resolution adopted by the DuPage County Board must be submitted with the application. The County Board has issued this resolution annually since 1987, supporting 38 years of growth and tourism excellence in DuPage County. DCVB is the County's designated destination marketing organization and the only state-certified organization eligible to receive DuPage County's share of state hotel tax revenues through the tourism matching grant program.

In conjunction with the annual resolution, DCVB respectfully requests a \$50,000 county contribution to support the state matching grant. This funding, combined with local municipal hotel tax revenues, enables DCVB to leverage DuPage County's full state allocation. Without the required match, DuPage's share would be redistributed to other certified destinations, including Rosemont, Schaumburg, Rockford, and other convention and visitors bureaus across Illinois.

A few highlights of DCVB's recent successful efforts include:

- Continued success in sports tourism, welcoming for the first time to DuPage County several major events including USA Curling's Wheelchair Curling Mixed Doubles National Championship, Major League Table Tennis, Perfect Game youth baseball tournaments, USA Ultimate, and the Rule of the Road for Autism Science Foundation's cycling ride and charity walk. In August, we look forward to hosting for the first time in Illinois in its 50-year history, the 2026 National Beep Baseball Association World Series.
- DCVB continues to maximize state dollars, participating in the Illinois Office of Tourism's recent fall co-op campaign. Hotel bookings from the Discover DuPage leisure ads account for half a million dollars in hotel revenue, reflecting a 22:1 return on investment.
- Visitation data for calendar year 2025 (through November 30) underscores DCVB's ability to attract and engage visitors well beyond the Midwest, reflecting a strong and growing national presence in key long-haul air markets across the South, Mountain West, and East Coast in addition to established drive markets. Visitors coming from more than 500 miles away accounted for 34% of overnight stays with an average length of stay of 2.5 days; the five top origin states were Texas, Florida, Georgia, Colorado, and New York. 27% of overnight visitors were from 250 to 499 miles away, matching average length of stay at 2.5 days; the five top origin states were Missouri, Ohio, Minnesota, Tennessee, and Michigan.

DuPage CVB Board of Directors extends deep appreciation for the county support through the grant program, which offsets airport and ground transportation costs and directly drives demand for DuPage County hotels with a demonstrated return on investment. In FY 2025, the program generated more than 20,000 room nights, \$2.6 million in hotel room revenue, and an estimated \$10 million in total economic impact. With continued financial participation from DCVB, partner municipalities, and the County, this program can remain a competitive tool in positioning DuPage County as a premier destination.

The DCVB Board of Directors respectfully requests that these items be included for discussion at the DuPage County Economic Development Committee meeting on February 17, 2026.

Thank you for your ongoing support.

Brett Hintz
Chair



Beth Marchetti
Executive Director

