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February 8, 2024

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

Dear Chair LaPlante:

The DuPage Convention & Visitors Bureau (DCVB) and the DuPage Sports Commission will apply to the Department of Commerce and Economic Opportunity/Illinois Office of Tourism for recertification for fiscal year 2025, July 1, 2024-June 30, 2025. Applications are due in Springfield at end of day on March 31, 2024. To qualify, a resolution must be adopted in writing by the DuPage County Board and submitted with our application. The DuPage County Board has issued this resolution to DCVB since 1987.

DuPage CVB is the only certified agency that is able to receive the DuPage portion of state hotel tax in the form of a matching grant, and is the designated, regional organization authorized to represent the County of DuPage. The members of the DCVB Board of Directors respectfully ask that the DuPage County Board include this request on the upcoming EDC committee meeting on February 20, 2024.

A few of FY 2024 highlights of DCVB's successful efforts include:

- Selected as the sole, suburban bureau to work with PGA Tour and Medinah Country Club on marketing, packaging, and joint tradeshow participation in the international market. DCVB is on the steering committee for planning and is creating activations for Montreal in partnership with the Presidents Cup executive team for the Medinah delegation.
- DuPage Sports Commission was recognized by *Sports Destination Management* for consecutive hosting of one of the largest e-gaming events, Frosty Faustings, which generated over 3,000 room nights and \$575,000 in economic impact in the typically slow and high-need month of January. Awarded as a Champion of Economic Impact in the large market category, this places DuPage in the same caliber as some of the country's hottest sports markets including Dallas, Orlando, and Tulsa.
- Led legislative efforts to garner additional funding for Chicagoland meetings, plus allocations for tourism/festival and events grants for tourism partners in DuPage.
- Authored and managed six additional grants with partners including the restoration of Veggie Fest and a new art installation, Olmec, in partnership with the Mexican Cultural Center DuPage.

The DuPage Convention & Visitors Bureau works diligently, using far-reaching sales, promotional and marketing efforts to secure visitors to DuPage. In FY 2023, DuPage County tourism generated four million hotel stays, over \$2.9 billion in visitor expenditures, 25,000 jobs and \$298 million in state and local tax. For every dollar spent, tourism generates over \$11 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, your support will assist the DuPage CVB in promoting DuPage as a destination of choice for meetings and visitors, providing strong economic impact for our county and its communities, and contribute to the quality of life for the nearly 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

