

October 3, 2023

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 October 17, 2023, and at the County Finance meeting on October 24, 2023. DCVB is the only state-certified organization that can receive the DuPage portion of state hotel tax in the form of a matching 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, Northbrook, and other certified convention bureaus.

While this allocation was on the agenda earlier this year, DCVB was actively pursuing other funding sources, including sports bid and hosting fees; Governor Pritzker's festivals and events grants; DCEO international grants that have not been available since 2019; and others. We respectfully ask that the DuPage County Board allocate the county grant as you have done in past years.

A few highlights of DCVB's efforts include:

- Successfully filled the gap left by the delayed return of meetings with a sustainable and diversified sports tourism program that welcomes tournaments of all sizes from across the country.
- Continued redeployment of resources as markets move from "hot" to "cool" and vice versa amid the fluid industry landscape. Includes renewed efforts in the International Market, in partnership with Medinah Country Club, in preparation for the 2026 Presidents Cup. Currently in conversation with PGA TOUR to keep two DuPage hotels in the running as the tournament's host hotel.
- First time to Illinois due to DCVB efforts: International Association of Tour Directors National Conference with DCVB hosted post-familiarization tour (1,100+ rooms); and 2024 Small Market Meetings Conference.
- Strong packaging of DuPage assets and events to deliver a recognizable and exciting tourism product to the marketplace; a recent example for arts/culture is Where Nature Meets Art — connecting events and places for the consumer in a meaningful and actionable way. These efforts supported important tourism opportunities including the Andy Warhol exhibit which produced over \$7 million in economic impact for our area.

The DuPage Convention & Visitors Bureau works diligently, using far-reaching sales, public relations, and marketing efforts to secure visitors to DuPage. FY22 numbers were announced by the Governor in August

with record-breaking results. DuPage County — the second largest contributor of travel & hospitality business in Illinois — generated nearly \$3 billion in visitor spending, 25,000 jobs, and \$298 million in state and local tax. On average, travelers to DuPage spend over \$262 per day on transportation, stays, meals, shopping, gasoline purchases, and more. 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 the sales and marketing efforts to promote DuPage as a destination of choice for meetings and visitors, strengthens strong economic impact for our county and its communities, and contributes to the quality of life for the one million county residents.

Thank you for your ongoing support.



Brett Hintz, Chair



Beth Marchetti, Executive Director



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INVOICE

BILL TO

DuPage County
421 County Farm Road
Wheaton, IL 60187

INVOICE # 2023-821
DATE 10/06/2023
DUE DATE 10/30/2023
TERMS Upon Receipt

DESCRIPTION	QTY	RATE	AMOUNT
FY 2023 Financial Support for DuPage Convention & Visitors Bureau Activities	1	50,000.00	50,000.00

It's a pleasure working with you!

BALANCE DUE **\$50,000.00**