



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: September 22, 2011

SUBJECT: **Research Related to the Convention and Visitor's Bureau Funding and Setting Standards for Increasing Tourism**

Introduction

Mayor Prussing and the Urbana City Council requested that additional research be conducted related to tourism in Champaign County and the Convention and Visitor Bureau's (CVB) direct involvement in local tourism. Research questions were put forward in Mayor Prussing's memorandum to the Urbana City Council dated July 21, 2011 (copy attached) and further identified at the July 25, 2011 Council meeting. Following is a description of the research conducted to date, organized by the list of questions in the memorandum. Attached are additional information about pertinent local and state legislation, the CVB board composition, and CVB funding levels.

Discussion

I. Understanding the Market

To gain an understanding of our local tourism market it helps to determine how many visitors come to Champaign County and to identify the specific purposes and draws of these visits. We can then determine what the role of the CVB is in attracting these visitors to the community and understand how many visitors come to the area as a direct result of CVB efforts and how many would come regardless of the CVB. This information will help the City decide if the dollars CVB spends generate a reasonable return on investment.

"How many total visitors come to Champaign County annually?"

Unfortunately, not all visitors to the community are documented and staff was unable to find any estimates of these total numbers in our research. According to CVB Director, Jayne DeLuce, while visitors are not documented, the CVB does track hotel room nights, travel-related expenditures, and payroll expenditures. In the future, it would be helpful for marketing purposes

to develop some method of estimating total visitors to the County and to the City. While we do not have a total number of visitors, staff was able to gather information on estimated attendance at major events, as described below.

“Of the visitors to Champaign County, how many visit for sporting events?”

According to the University of Illinois, more than 575,000 people attended U of I football and basketball games over the last year. During the 2010 football season, there were six home football games that attracted 325,126 paid attendees, an average of 54,187 fans per game. Men’s basketball had 16 home games during the 2010-11 season that attracted an average of 15,851 fans per game, for a total attendance of 253,623.

According to Jason Heggemeyer, assistant UI athletics director for ticketing, a 2006 UI study showed that a little over 75 percent of UI season ticket holders live within 70 miles of Champaign-Urbana, but he added that a significant number of fans from the Chicago area also come to games. The UI will have eight home football games this fall, its largest number ever, and will have seven and eight home games the following two years. In addition to football and basketball, the UI will also host the Big 10 cross country championships in November and the NCAA tennis championships in 2013.

Other sporting or sports-related events that bring people to Champaign-Urbana include the Illinois High School Association football and wrestling championships, and a major high school marching band competition held during the fall at Memorial Stadium. Heggemeyer said the IHSA wrestling tournament attracts a sizable crowd and that many attendees stay for the weekend, while IHSA football fans are more likely to leave after their home team plays. The football tournament will be held Nov. 25 and 26 this year at Memorial Stadium. The CVB spends \$20,000 annually on Tent City for the football tournament.

Adam Friedbrich, general manager of the Comfort Suites hotel, 2001 N. Lincoln Ave., Urbana, said UI football weekends are a busy time for local hotels and draw significantly more overnight visitors than do basketball games. The IHSA wrestling and football tournaments are also a big draw. Other big events that fill hotels are the UI’s Mom’s and Dad’s day weekends, UI commencement, the Illinois Marathon, the Science Olympiad and high school and college theater festivals, Friedbrich said.

“How does the CVB contribute to increased visitors for each category of events?”

Local events attracting visitors that are featured on Internet postings (e.g., Wikitravel) include the Christie Clinic Illinois Marathon, Champaign County Fair, International Beer Tasting and Chili Cook-Off Event, Roger Ebert’s Film Festival, Taste of Champaign-Urbana, Pygmalion Music Festival, Sweetcorn Festival, Boneyard Arts Festival, and Ellnora Guitar Festival. Significant University of Illinois campus events include Quad Day, Mom’s Day, Dad’s Day, and Graduation.

Marketing of tourism and events in Urbana are conducted by a host of entities, including the CVB, University of Illinois (e.g., Alumni Center, Krannert Center for the Performing Arts and the Athletic programs), Urbana Business Association, Chamber of Commerce, 40 North, and a variety of private promoters. Marketing is also conducted in house by the City for events and programs such as Market at the Square, the Public Arts Program, U-Cycle, and the Landscape Recycling Center.

City staff have compiled a list of major tourist attracting events in Champaign County, along with estimated attendance and identification of the role that CVB played in attracting or assisting with the event, based on interviews with event organizers and other sources. This table is displayed on the following page. As shown, the CVB does not attract these major events, but does provide assistance to some of them.

In an effort to better identify their contribution, CVB provided City staff with a list of 29 events in 2011 (five of which were Countywide) that had hotel bookings in Urbana for which the CVB provided services. The listing includes a variety of conferences, sporting events, and specialty functions. The events include some that would come to Urbana regardless of the CVB's assistance (e.g., those associated with the University of Illinois), as well as some that are competitive in nature and could alternatively be held in Bloomington, Springfield, or Decatur, etc.. The listing shows 7,681 total visitors and 12,862 Urbana hotel rooms booked for the events at a value of \$2.87 million (see attached table for details and value formulas used). The form of CVB contribution is shown for each event in categories including hotel room booking, servicing, transportation, conference center, itinerary preparation, etc.

The biggest event listed by the CVB is the Kennedy Center American College Theater Festival scheduled for January 3-8, 2012 that will be hosted by the UI's Krannert Center for the Performing Arts. At least 1,600 college students from five Midwestern states will attend the theater festival. Tom Mitchell, interim head of the UI Theater Department, said he has served on the board of the theater festival for some years and that he was able to secure the festival for Urbana. This was done without the help of the CVB, but since then, Mitchell said that the CVB has been very helpful in securing rooms at competitive rates and in arranging bus transportation to the festival from the North Lincoln Avenue hotels where the students will be staying. The festival comprises \$1 million of the \$2.8 million the CVB says it has generated for Urbana.

Another \$310,000 of the \$2.8 million is listed as coming from the Illinois Marathon. The CVB is the official host of the marathon and runs a "partner hotel" program that included 14 different hotels this year. Under the program, 5 percent of the hotel room cost booked through the partner hotel program goes to the CVB, which uses the money and some of its own funding to pay for the 27th Mile Celebrate Victory Bash. The event includes live music, food and beverage stands and inflatable playground equipment for children near the marathon finish. While the 27th Mile is certainly a worthwhile addition to the marathon, it's likely all or most of the hotel rooms that were booked through the program would have been filled regardless, as the marathon and related races have proved to be wildly popular and Roger Ebert's Film Festival took place this year on the same weekend.

Tourist Attractions and Role of CVB

Event	Annual Attendance	Event result of CVB? Does CVB assist event?
UI home football games 2010	Six games; total attendance, 325,126	No. CVB promotes games on Website.
UI home basketball games , men and women, 2010-11	Sixteen games men, total attendance 253,623; Women, 12 home games, 16,857 total attendance.	No. CVB promotes games on Website, according to Kevin Ullestad, Assembly Hall director.
Assembly Hall events	Approximately 70 events, excluding basketball games. Attendance exceeds 200,000 annually.	No. CVB promotes shows on Website, but Assembly Hall is main promoter and presenter, Ullestad said. CVB owns and runs Shootout at the Hall, a high school basketball tournament, and provides hospitality services for IHSA Wrestling tournament.
Krannert Center for the Performing Arts	300,000 visitors annually	No. CVB providing assistance for Jan. 3-8 American College Theater Festival. CVB promotes Krannert events on Website.
UI Dad's Day, Mom's Day, Commencement, Quad Day	Unavailable, but at least several thousand visitors per event.	No. CVB promotes events on Website.
Urbana Sweet Corn Festival	20,000 to 25,000 per day for two-day festival	No. No CVB assistance, according to Becky Weber, board chair of Urbana Business Association. CVB staff have volunteered to take tickets at event in prior years.
Blues Brews & BBQ	10,000 to 15,000 per day for two-day festival held in late June.	No. No CVB assistance, according to Jeff Grant of Fluid Events. Website link.
International Beer Tasting & Chili Cook off	2,500 to 3,000 people for one-day event	No. No CVB assistance, according event producer Ian Goldberg.
Illinois Marathon	14,623 runners competed in five different races this year.	No. CVB is official host of marathon, runs partner hotel program, organizes 27 th Mile celebration, provides Website promotion
Roger Ebert's Film Festival	1,500 tickets sold per day for five-day event in third week of April.	No. No CVB assistance, according to Bobbi Herakovich, executive director Champaign Park District, the festival sponsor. CVB Website links to park district Website.
Taste of Champaign-Urbana	35,000 total visitors for two-day event held in mid-June.	No. No CVB assistance, according to Herakovich. CVB Website links to park district Website.
Boneyard Arts Festival	Difficult to estimate. Held in mid-April at 115 venues across county over 4 days.	No. 40 North 88 West arts council runs festival. CVB provides operational support to 40 North 88 West, which is based in same building.

CHAMPAIGN COUNTY CVB URBANA ACTIVITIES FY 11 (by group type)	Attend	Peak	Rooms	Value	
Sports Tourism	50	25	50	\$ 6,000	Hotel Rooms
Business Tourism (University related)	400	180	360	\$ 96,000	Hotel Rooms and Servicing
Business Tourism (University related)	1,200	0	0	\$ 600,000	Hotel Room Blocks and Servicing
Business Tourism (University related) <i>American College Theatre Festival</i>	1,600	1,600	8,000	\$ 1,000,000	Conference Center, Hotel Rooms, Transportation, Servicing, Registration
Small Group	125	0	0	\$ 6,250	Servicing only
Group Leisure Tourism	90	52	156	\$ 15,000	Hotel Rooms, Servicing, Itinerary
Small Group	7	6	6	\$ 2,000	Hotel Rooms
Small Group	52	20	20	\$ 7,000	Hotel Rooms
Group Leisure Tourism	40	24	24	\$ 6,000	Hotel Rooms, Servicing, Itinerary
Small Group	20	12	12	\$ 1,200	Hotel Rooms
Business Tourism	55	55	220	\$ 33,000	Conference Center, Hotel Rooms and Servicing
Sports Tourism	125	35	70	\$ 15,600	Hotel Rooms
Small Group	200	50	65	\$ 27,600	Conference Center and Hotel Rooms
Sports Tourism	50	30	60	\$ 7,500	Hotel Rooms
Business Tourism	150	30	60	\$ 14,000	Hotel Rooms, Servicing, Itinerary
Business Tourism	300	214	642	\$ 108,000	Hotel Rooms, Servicing
Sports Tourism	120	25	50	\$ 18,000	Hotel Rooms
Business Tourism (University related)	60	30	30	\$ 7,000	Hotel Rooms and Tours
Business Tourism	175	80	240	\$ 65,625	Hotel Rooms and Servicing
Business Tourism	120	60	120	\$ 30,000	Overflow Rooms and Servicing
Business Tourism	120	120	360	\$ 57,600	Overflow Rooms and Servicing
Business Tourism	75	20	20	\$ 8,550	Conference Center, Hotel Rooms and Servicing
Business Tourism	250	200	600	\$ 50,000	Servicing only
Sports Tourism	27	14	14	\$ 1,680	Hotel Rooms
Sports Tourism	120	120	240	\$ 18,000	Servicing only
Business Tourism	150	150	150	\$ 18,450	Overflow Rooms and Servicing
Business Tourism (University related)	0	0	0	\$ 5,000	Servicing only
Sports Tourism	2,000			\$ 336,000	Hotel Room Blocks
Sports Tourism <i>Illinois Marathon</i>		466	1293	\$ 310,320	Hotel Partner Program
Urbana Only Totals	7,681	3,618	12,862	\$ 2,871,375	
UNDISCLOSED LOCATIONS					
Sports Tourism	4	0	0	\$ 612	Servicing
Group Leisure Tourism	48	0	0	\$ 1,250	Restaurant Selection
Group Leisure Tourism	35	0	0	\$ 2,500	Restaurant Selection
Small Group	250	0	0	\$ 12,500	Servicing
Group Leisure Tourism	48	0	0	\$ 2,500	Restaurant Selection
Small Group	28	0	0	\$ 1,000	Restaurant Selection
Group Leisure Tourism	50	0	0	\$ 5,000	Itinerary and Servicing
Group Leisure Tourism	50	0	0	\$ 5,000	Itinerary and Servicing
Group Leisure Tourism	45	0	0	\$ 3,000	Itinerary and Servicing
Business Tourism	100	0	0	\$ 10,000	Campus Expo - Servicing
Business Tourism (University related)	1,600	0	0	\$ -	Campus Expo - Servicing
Small Group	30	0	0	\$ 3,000	Itinerary and Servicing
Group Leisure Tourism	47	0	0	\$ 1,750	Restaurant Selection
Group Leisure Tourism	35	0	0	\$ 4,000	Itinerary and Servicing
Business Tourism	52	0	0	\$ 3,000	Itinerary and Servicing
Sports Tourism	103	0	0	\$ 24,720	Hotel Rooms and Servicing
Group Leisure Tourism	45	0	0	\$ -	Restaurant Selection
Sports Tourism	0	0	0	\$ 325	Servicing
Sports Tourism	350	0	0	\$ 18,200	Servicing
Group Leisure Tourism	20	0	0	\$ 2,500	Itinerary and Servicing
Group Leisure Tourism	15	0	0	\$ 3,000	Itinerary and Servicing
Business Tourism (University related)	1,000			\$ 900	Servicing
Business Tourism	50	0	0	\$ 5,000	Itinerary and Servicing
Business Tourism	50	0	0	\$ 5,000	Itinerary and Servicing
Business Tourism	52	0	0	\$ 3,500	Itinerary and Servicing
Business Tourism (University related)	150	0	0	\$ 150	Servicing
Business Tourism (University related)	300	0	0	\$ 300	Servicing
Business Tourism (University related)	70	0	0	\$ 14,000	Servicing
Small Group <i>Urbana High School 25th Reunion</i>	100	40	80	\$ 15,000	Hotel and Servicing
Sports Tourism	160	0	0	\$ 2,400	
Undisclosed Locations Totals	4,887	40	80	\$ 150,107	
GRAND TOTALS	12,568	3,658	12,942	3,021,482	

The formulas used by the CVB to calculate the economic impact are based on those developed by the Illinois Office of Tourism via the U.S. Travel Association and are as follows:

- Business Tourism (Meetings and Conventions):
 - Value for booked hotel rooms = # of attendees x # of overnights x \$120
 - Value for servicing = # of attendees x # overnights x \$50
 - Value of One Day events = # of attendees x 1 day x \$50

- Sports Tourism:
 - Direct Value of Tournaments = # of attendees x 70% x # of overnights x \$146.89
 - Indirect Spending = (# of attendees x 70%) x # of overnights x \$146.89 x 2.37

- Group Leisure Tourism:
 - 1 motorcoach group of 45 that stays overnight in a city produces an economic impact of \$7,500 according to the American Bus Association of Washington, D.C.

Champaign County Conference Facilities

A table listing the 52 Champaign County hotels and their conference capacities is attached. There are a total of 3,403 hotel rooms and a conference capacity of 3,365 in the County. As shown, 16 of the hotels with 1,002 hotel rooms (about 30 percent of the hotel rooms in Champaign County) are located in Urbana; Champaign has 23 hotels with 1,893 rooms or about 56 percent of the total; and Rantoul has five hotels with 405 rooms or about 12 percent of the total. Other communities in Champaign County have fewer than two percent of the rooms. According to Smith Travel Research (STR), the year-to-date occupancy rate in the Champaign-Urbana metropolitan statistical area (MSA) through July 2011 was 51.3% with an average daily rate (ADR) of \$73.49.

Convention capacity is harder to measure. We defined convention capacity as the capacity of the largest meeting room when it was set up classroom style. With a capacity of 1,190, Urbana has about 27.9 percent of the total conference capacity in Champaign County; Champaign has a capacity of 2,040 or about 47.8 percent of the total, and the University has a capacity of 900 at the Illini Union, about 21.1 percent of the total. The other communities had fewer than two percent of the conference capacity. The above totals include only meeting rooms adjoining hotels

There are only a handful of hotels in the Champaign-Urbana area that are able to accommodate a classic conference where guests stay and meet in one hotel. The Holiday Inn in Urbana and the Hilton Garden Inn in Champaign are the largest, both able to accommodate conferences of close to 1,000 participants. The I-Hotel in Champaign is also able to accommodate close to 700 participants. Two other hotels are able to accommodate much smaller conferences: Eastland Suites in Urbana and Hawthorn Suites in Champaign. The Illini Union Hotel is adjacent to the Illini Union and has considerable meeting space that is available to both University-affiliated groups and others. University groups receive a steep discount on the cost of reserving rooms. There are also other locations on campus, such as some of the libraries, that have meeting space available to rent for non-university organizations.

II. Outreach to Visitors

The Mayor's July 21, 2011 memorandum notes that the CVB's activities have shifted in recent years towards informing/entertaining visitors while they are here. An important aspect of this is connecting with visitors when they arrive at various event venues and/or at their hotel/motel.

City planning intern Zach Woolard visited all of the 15 hotels and motels that are currently open in Urbana. According to the hotel operators, the Community Concierge magazine is dropped off or mailed by the publisher (AmPride Communications, Inc.) to Urbana hotels and is well used by visitors. However, with just three exceptions, the CVB's Visitor's Guide and tear-off map could not be found at Urbana hotels. In total, 13 of the 15 hotels surveyed had copies of the Community Concierge magazine, only four had copies of the Visitor's Guide, and only three had the tear-off maps. Most were unaware that copies of the Visitor's Guide and map were available

at the CVB, but needed to be picked up by the hotel/motel. Two were aware of the need to pick up, but were too busy to do so. The results of this survey are summarized in the attached table.

Comments by the hotels indicated a strong interest and need for these materials. Without easy access to the Visitor's Guide, the Community Concierge magazine is filling this purpose but without the benefit of the complete listings offered in the Visitor's Guide. The Guide provides a relatively complete list of destinations, while the magazine provides for features and seasonal articles.

Based on the results of this survey, the CVB is not succeeding in reaching out to out-of-town visitors at area hotels/motels with their materials. CVB staff should drop off the visitor guides and maps to the hotel locations on a regular basis and educate the front desk as to the contents of these materials. City staff has learned that a large number of Visitor Guides are provided to the University of Illinois, with a printing cost well in excess of the University's contribution to the organization (currently being funded at \$7,000). The CVB should revisit its printing and distribution policies so that the materials can better and more equitably be provided to the community.

In addition to print materials, visitors are relying more on internet tools, such as "Twitter", "Facebook" pages, "hotels.com" and "Priceline" and geographic based listings like "Yelp" to locate hotels, restaurants, recreational opportunities and events. CVB can play a role in engaging with these new media, as well as in the more traditional print media.

III. Return on Investment

Without more detailed information on how Urbana's funds are used by the CVB to generate visits that would not otherwise occur, it is not yet possible to calculate a return on investment for the CVB. However, among the resource materials provided by the Regional Planning Commission from other communities is a quarterly publication from the Quad Cities Convention and Visitor's Bureau, subtitled "ROI" (copy attached). This publication includes detailed data on results of the agency's efforts and its measurable impacts. The Champaign County CVB could begin to track its effectiveness using easy to understand measures such as employed in this example from the Quad Cities.

IV. Performance Measures

The Mayor's memorandum identifies the need to develop performance measures and a contract for services for the CVB to ensure effectiveness in serving the community. City staff has gathered materials to assist in this effort, including a number of sample contracts from other communities. Also provided by the RPC is a detailed handbook on standard CVB Performance Reporting, prepared by Destination Marketing Association International in 2005 (Standard CVB Performance Reporting: A Handbook for CVBs). Any future contract for services could require performance reporting consistent with the industry standards put forth in this publication.

The Performance Reporting Handbook suggests selecting performance measures that reflect a CVB's unique mission. Some of the performance measures include Convention Sales Performance, Travel Trade Sales Performance Reporting, Marketing & Communications Performance, Membership Performance, and Visitor Information Center Performance. Ultimately, if performance reporting is desired, the CVB and the City will need to decide what activities are expected of the CVB. Some performance indicators in the areas of travel trade and community marketing include:

- Tracking hotel leads (when a tour or other party requests hotel information)
- Tracking bookings that result from leads;
- Advertising placed in media by the CVB;
- Website traffic;
- Number of media or PR calls;
- Press Releases;
- The tracking of media inquiries and interviews;
- The number of newsletters or public service announcements created;
- The number of events supported or produced.

City staff has gathered a number of sample contracts between communities and their CVBs. Of the five sample contracts received, four (Meet Minneapolis, Visit St. Paul, Rockford CVB, and Experience Columbus) include sections about the scope of services offered by the CVB, budgetary reporting requirements, and some performance requirements. The fourth (Danville Area CVB) had minimal stipulations but included budgetary and other reporting requirements.

V. Additional Questions

“What does “hosted” mean in the CVB marketing materials?”

According to CVB Director Jayne DeLuce, the CVB definition of “host” is “1) one who receives or entertains guests in a social or official capacity; or 2) one that furnishes facilities and resources for a function or event, such as the City that hosts the Olympic Games.” According to DeLuce, the CVB host role varies for each event. Examples cited include:

1) Shootout at the Hall – CVB owns, pays for, and runs the event, along with providing the hospitality services with lodging, community welcome, etc.

2) 27th Mile Celebrate Victory Bash – CVB owns, pays for, and runs the event as part of the Illinois Marathon, along with coordinating the hotel partner program and providing the hospitality services with the Wooden Nickel Program, dining discounts, etc. CVB is part of the overall Illinois Marathon Committee. The committee promotes CVB as the “official host” of the Illinois Marathon because of these collaborative efforts.

3) IHSA Football – CVB owns, pays for, and runs the CVB Tent City as part of the overall IHSA Football Championships. CVB provides hospitality services with lodging, community welcome,

discount dining program, etc. CVB also coordinates the group of private financial contributions to the IHSA Foundation for continuing to host this event in the Champaign County area.

4) IHSA Wrestling – CVB provides hospitality services with lodging, community welcome, discount dining program, etc. CVB pays for and hosts the Officials Wrestling Reception during the event. CVB also provides a financial contribution to the IHSA Foundation for continuing to host this event in the Champaign County area. The sole private financial contribution for this event comes from the CVB.

“What is the progress on the new CVB website?”

In order to introduce a more flexible content management system, the CVB has launched a new website. That website is now up and running at <http://www.visitchampaigncounty.org/>. Some parts of the website are still under construction and content is being added. Much work is still needed to complete the list of attractions and links on the website. Background information on the organization and an FAQ are also needed. City and UBA staff should work with CVB staff to ensure that significant Urbana events and venues are posted on this new website.

“Can we use a model where hotels/motels pay some percent of revenue into a tourism fund for stays directly attributable to CVB?”

This funding model is certainly possible, but will require additional coordination and negotiation between the CVB, hotels/motels, and the City of Urbana. Such an arrangement would provide for a more stable funding source for the CVB that is directly related to services provided. It would also introduce private sector participation in funding for the agency.

“What is the arrangement between the CVB, hotels/motels, and the marathon on bookings made through the marathon’s website?”

The CVB and the Illinois Marathon reached an agreement under which marathon participants are able to book hotel rooms at “partner hotels.” These hotels (there were 14 this year) can be found on the marathon’s Website, www.illinoismarathon.com. The CVB negotiated contracts with the hotels on behalf of the marathon to set aside blocks of rooms for marathon participants.

Under the arrangement, the hotels agreed to set aside 10 percent of the overall hotel bill. Five percent went to the marathon to help defray its costs and 5 percent went to the CVB. The CVB used its funds to help pay the \$7,500 cost of putting on the 27th Mile Celebrate Victory Bash, a festival near the marathon finish that included tents with live bands, food and beverage stands and inflatable playground equipment for children.

The 27th Mile was open from 8 a.m. to 2 p.m. on marathon day between Kirby Avenue and First and Fourth streets and attracted “several thousand people over the course of the day,” according to DeLuce. DeLuce estimated that the 27th Mile cost the CVB about \$7,500 to operate, with most of the costs going toward entertainment, and rental costs for the stage, tents, tables and

chairs. The contributions from the hotels did not cover the entire expense and the CVB used its own funds to cover the remainder.

RPC Analysis and Job Creation Multipliers

The Mayor's memorandum asked that economic modeling be conducted to determine what the City's return on investment is for its contributions to CVB and to help determine if there are other marketing services that can be taken up by the CVB to improve its services to the city. Due to its complexity and the lack of available data, staff requested assistance in conducting such an analysis from the University of Illinois' Department of Recreation, Sport, and Tourism and from the Champaign County Regional Planning Commission (RPC). The RPC has provided resource materials and some preliminary analysis summarized below. Work by the University department has not yet commenced but interested faculty and students are being recruited.

One means of determining economic impact of tourism and the CVB is to look at job creation multipliers for tourism and related industries and compare that to other industries. While we do not know exactly how the CVB contributes to job growth in these industries, we can look at how the city's reinvestment in this industry compares with reinvestment in other industries. According to Andrew Levy, a Planner II with the RPC, the commission does not have information that can provide a holistic review of tourism for Champaign County. However, using ESRI Business Analyst and the Economic Impact model, they were able to provide some basic information about tourism and its economic impact in Champaign County.

According to this research, as of 2009, the Traveler Accommodations sector (NAICS 7211) in Champaign County employed approximately 847 people with a sales volume of \$93,458,000. (Source: *ESRI Business Analyst*, see attached table of data inputs). Levy notes that other sectors and weighting could be used to better model tourism activity, however, without a local survey, this data cannot be validated.

Annual economic impact can also be summarized based on the retention of employees for accommodation industries (assuming all employees are retained):

Direct – Jobs = 847; Wages = \$18,926,000; Economic Output = 60,179,000
Indirect – Jobs = 156; Wages = \$6,003,000; Economic Output = 16,416,000
Induced – Jobs = 199; Wages = \$6,883,000; Economic Output = 16,659,000
Total – Jobs = 1,201; Wages = \$31,812,000; Economic Output = 93,254,000

Source: *ECIEDD Retention and Relocation Model (IMPLAN 2006 Multipliers)*

Additional research was conducted by Susan Chavarria, Regional Planning Manager with RPC. Ms. Chavarria researched methodologies and tools to compare the impact of a CVB investment to another economic development investment and ran the RPC's economic impact model for the amount the City of Urbana paid CVB last year (\$72,000) looking for the economic impact of that money if it were invested in payroll in several different industries. Tab B in each model output (copies attached) shows the overall economic impact for that \$72,000 investment for one year, summarized as follows:

- Professional technical and scientific services – 2 jobs created, \$207,000 in total economic output
- Accommodations - 5 jobs created, \$354,000 in total economic output
- Arts and Spectator Sports - 10 jobs created, \$334,000 in total economic output
- Amusement & Gambling – 5 jobs created, \$323,000 in total economic output
- Construction Infrastructure - 2 jobs created, \$264,000 in total economic output
- Manufacturing – 3 jobs created, \$391,000 in total economic output

It should be noted that the multipliers for the economic impact model are from 2006, and that these industry sectors are generalized. It should further be noted that the above economic impact analysis outlines the impact to the local economy overall, and does not focus on the fiscal impact to the City’s budget and tax collections. While tourism undoubtedly has a significant impact to the local economy, without a directed study of this sector and further data collection, it will be difficult to calculate a precise return on investment for the City of Urbana’s investment in the CVB.

Comparative Funding Levels

Urbana Council Members asked for a comparison of the Champaign County CVB with those from other Big Ten communities and Illinois communities of similar size. This comparison was conducted by Kate Nesse, an advanced PhD student in urban planning and regional economics who worked as a Community Development Associate with the City over the summer.

Ms. Nesse surveyed the financing arrangements for convention and visitors bureaus (CVBs) in all 12 Big Ten towns and the 7 CVBs operating in Central Illinois. The total budget of the CVBs in the municipalities surveyed ranges from about \$100,000 (Abraham Lincoln Tourism Bureau of Logan County, Danville Area Convention and Visitors Bureau)¹ to \$9 million (Meet Minneapolis).² All CVBs are financed primarily through public funds. Public revenue ranges from 60 percent of the total budget (Iowa City / Coralville CVB) to 100 percent of the budget (Ypsilanti CVB, Decatur Area CVB, Danville Area CVB), with most CVBs deriving 85 to 95 percent of their revenue from public sources.

In Central Illinois, Springfield CVB and Effingham CVB are departments of the city. This is an unusual model for CVBs. In both cases the vast majority of the funds come from the revenues of the municipal hotel/motel tax and are funded more generously (on a per capita rate) than other CVBs.

1 Lake Shelbyville CVB did not want to share their financial information because they have so little funding. The executive director, Freddie Fry said that she guessed that their total budget was equal to Champaign County CVB’s director’s salary. The Lake Shelbyville CVB is funded through the Shelby County hotel tax. The largest resort in the area closed a couple of years ago and so the funding has been reduced.

2 The reported budget for Meet Minneapolis, the convention and visitors bureau for Minneapolis, Minnesota, is about 9 million. Meet Minneapolis also operates a software company which was started in the mid-2000s with a series of loans from the City of Minneapolis totaling \$10 million. Meet Minneapolis is still repaying those loans and this budget includes the debt service however, the budget for the software company is separate.

The other CVBs are independent agencies with a contractual or other relationship with the cities or counties they serve. All of the CVBs in Central Illinois base their financial contribution on the revenues from the hotel/motel tax. Danville and Vermillion County contribute a set amount to the Danville Area CVB in addition to the hotel/motel revenue. Funding on a per capita basis ranges from about \$1.50 per person (Danville Area CVB) to about \$69.00 per person (Effingham CVB).

There is little relationship between the population of a place and the budget for a CVB, although CVBs that serve a smaller population tended to have budgets close to \$1 million or under. Outside of Illinois, the size of the budget per person in the service area ranged from about \$2.30 per person (Ypsilanti CVB) to about \$23.00 per person (Meet Minneapolis) with most budgets close to about \$5.00 per person.

The hotel tax rate and the formula for determining the amount of the revenues to dedicate to the CVB varied widely across the 19 areas studied. While the total tax on a hotel room (including state taxes and all sales taxes) is around 13 percent in most areas,³ the local tax on hotel rooms ranged from 2.5 percent to 8 percent. The taxes were levied by cities and counties, sometimes both, and in Michigan, by the CVBs themselves (although it is not called a tax).

Formulas for determining what portion of the hotel/motel tax revenue the CVB would receive were as varied as the places themselves. Most kept at least a few percent for the local government administrative costs. Some dedicated the remaining to the CVB (Central Pennsylvania CVB, Ann Arbor Area CVB, Ypsilanti CVB, Abraham Lincoln Tourism Bureau of Logan County, Effingham CVB, Springfield CVB). Others split the revenue between the CVB and the municipal convention center (Bloomington / Monroe County CVB, Iowa City / Coralville CVB), arts and cultural councils (Greater Lansing CVB, Lafayette-West Lafayette CVB), parks, recreation, and fair grounds (Iowa City / Coralville CVB, Greater Lansing CVB, Lafayette-West Lafayette CVB, Danville Area CVB), police (Iowa City / Coralville CVB), and some local governments keep the remainder in their general fund.

With a total budget of \$658,083, the Champaign County CVB was the fourth lowest among the 20 CVBs surveyed, with Danville, Decatur, Lincoln having smaller budgets (see summary table attached). Its budget per capita is 3.273, which is the third lowest of those surveyed. It derives 90% of its funding from public sources. It was the only one surveyed where the local grant was not, at least in part, determined by local hotel/motel tax revenues. Instead, the primary government funders (e.g., the Cities of Champaign and Urbana and the University of Illinois) have funded the CVB at levels budgeted individually by each entity on an annual basis. Additional information on recent budgets and funding sources of the Champaign County CVB is attached.

³ Zeitgeist Consulting. 2006. A Study of Transient Occupancy Tax as an Economic Development Strategy. Madison, WI: Zeitgeist Consulting (July). www.zeitgeistconsulting.com

Conclusion

Additional research is needed to number the amount and types of tourism in Champaign County and to pin down the contributions made by the CVB in developing this activity in Urbana. A complete Return on Investment analysis of the CVB is a significant undertaking and will require additional survey work and increased information from the CVB. City staff has requested the assistance of the University Leisure Studies Department to help in conducting this analysis, but without additional base data, this will be difficult to accomplish.

While not all of the questions posed by the Mayor and City Council regarding tourism promotion in Champaign County and the role of the CVB have been answered, this memorandum does provide relevant background information and comparative analysis to assist the City Council as it continues to deliberate these topics.

Prepared by:

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Attachments:

1. Mayor's Memoranda Dated July 21, 2011
2. Champaign County Hotel Rooms and Conference Capacity
3. Hotel Survey Summary Chart
4. Big Ten and Downstate Illinois Communities CVB Funding Comparison Spreadsheets
5. Economic Impact Model Data Inputs Worksheets
6. Quad Cities ROI (example CVB publication)
7. Additional Background Materials on Champaign County CVB:
 - a. Pertinent Legislation
 - b. CVB Board Composition and Governance
 - c. CVB Funding
 - d. Attachments:
 - i. Board of Directors, as of June 16, 2011
 - ii. Budgeted Funding for CVB, 2006 - 2011



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July 21, 2011

To: Urbana City Council
From: Laurel Prussing *LP*
Re: **Setting Performance Standards for Increasing Tourism**

The Champaign County Convention and Visitors Bureau was established 25 years ago to increase the number of visitors to Champaign County. Urbana has contributed over \$2 million during that time. Clearly we need to evaluate whether and at what level we should continue our support.

Here is an outline of how we might proceed. Please review it and let me know your suggestions for what you would like to see.

- I. First, we need to understand the market we are trying to impact.
 - a. How many visitors a year come to Champaign County?
 - b. What brings them here and how many are in each category?
 - (1) U. of I. sports events
 - (2) Other events
 - (a) initiated by CVB
 - (b) initiated by others.
 - c. How does CVB contribute to increased visitors for each category of events?
This would help us understand how many visitors have come to the area as a direct result of CVB efforts and how many would come regardless of CVB. Then we could see if the dollars CVB spends generate a reasonable return on investment.
- II. Second, CVB seems to have shifted from the original focus of bringing visitors here to a new emphasis on informing/entertaining them while they are here. We need to determine what the pay back for each dollar spent in each category is and then see if there are other more effective methods to get the job done or other agencies that would be more appropriate, e.g., Urbana Business Association (UBA).

For example, I believe bringing new sports events to the community is a wise use of funds. However, it may be more effective for Urbana hotels/motels to have Urbana specific information on restaurants, shops and historic sites, rather than being buried in a huge CVB document which is not even widely distributed. **In a recent survey, Mike Monson did not find promotional materials from CVB at three Urbana hotels he visited.** Perhaps the hotels need to have such information available on in-room television and we should have such links on our website and on-UBA's website.

Setting Performance Standards for Increasing Tourism (cont.)

- III. Third, we should identify how the CVB should be providing service to Urbana and determine what return on its investment Urbana would get as a result of funding the CVB.

TIF agreements generally include a payback analysis. How do we calculate a payback on investment in the CVB?

Are there tourism activities the City is currently engaged in that the CVB can pay for? (Similar to the City of Champaign's pass-through for 40 North?)(To take the burden off of the general fund? For example, Market at the Square, Public Art, others?)

- IV. Finally, any funding provided CVB should be for work or services that will yield measurable results. The performance measurements or specific standards need to be included in a work contract. Payments should be based on results, quarterly reports, etc. to ensure regular review of performance and accountability to our taxpayers.

Staff will research items listed above, plus the following:

Review the 2005 industry standards for what we would like to incorporate in a possible contract.

Review the new city of Rockford CVB contract. Also:

- What does "hosted" mean in the CVB marketing materials?
- What is the progress on the new CVB website?
- Can we use a model where hotels/motels pay some percent of revenue into a tourism fund for stays directly attributable to CVB?
- What is the arrangement between the CVB, hotels/motels, and the marathon on bookings made through the marathon's website?
- Talk to RPC about job creation multipliers for different industries so we can determine the most effective use of economic development dollars

Hotel Survey Summary Chart

	<i>Hotel Rooms</i>	<i>(%)</i>	<i>Conference Cap.</i>	<i>(%)</i>
Champaign Total	1893	55.6	2040	60.6
Dewey Total	4	0.1	0	0.0
Mahomet Total	29	0.9	0	0.0
Pesotum Total	3	0.1	0	0.0
Rantoul Total	405	11.9	60	1.8
Savoy Total	67	2.0	75	2.2
Tolono Total	0	0.0	0	0.0
University Total	76	2.2	900	26.7
Urbana Total	1002	29.4	1190	35.4
Champaign County Total	3403		3365	

Note: The University total only includes the meeting facilities in the Illini Union. It does not include meeting facilities available to University departments and other affiliates in the libraries or other buildings. Some of these spaces can also be reserved by the public. The city totals do not include meeting facilities in buildings that are not hotels.

Champaign County Hotel Rooms and Conference Capacity

<i>Hotel Name</i>	<i>Phone</i>	<i>Street</i>	<i>City</i>	<i>Rooms</i>	<i>Conf. cap.*</i>	<i>notes</i>
Baymont Inn & Suites	356-8900	302 W. Anthony Dr.	Champaign	95	25	1 meeting room
Candlewood Suites	398-1000	1917 Moreland Blvd.	Champaign	83	0	
Country Inn & Suites	355-6666	602 W. Marketview Dr.	Champaign	83	0	
Courtyard by Marriott	355-0411	1811 Moreland Blvd.	Champaign	78	25	1 meeting room
Days Inn Champaign	356-6873	1019 Bloomington Rd.	Champaign	42	0	
Drury Inn & Suites	398-0030	905 W. Anthony Dr.	Champaign	133	30	1 meeting room
Econo Lodge Inn & Suites	356-6000	914 W. Bloomington Rd.	Champaign	50	0	some rooms are under renovation
Extended Stay America	351-8899	610 W. Marketview Dr.	Champaign	89	0	
Fairfield Inn	355-0604	1807 Moreland Blvd.	Champaign	49	0	just did renovation...couldn't remember if it is 46 or 49 rooms
Gold's Bed & Breakfast	586-4345	2065 CR 525 E.	Champaign	3	0	
Hawthorn Suites	398-3400	101 Trade Center Drive	Champaign	198	300	6 meeting rooms
Hilton Homewood Suites	352-9960	1417 S. Neil St.	Champaign	98	50	1 meeting room
Hilton Garden Inn	352-9970	1501 S. Neil Street	Champaign	99	900	1800sf of meeting space, 13 meeting rooms -- it is one room that can be subdivided
I Hotel and Conference Center	819-5000	1900 S. First St.	Champaign	126	680	2 ballrooms + 12 rooms
LaQuinta Inn	356-4000	1900 Center Dr.	Champaign	122	0	
Microtel	398-4136	1615 Rion Drive	Champaign	81	0	
Quality Inn & Suites	352-4055	305 Marketview Dr.	Champaign	65	0	
Red Roof Inn	352-0101	212 W. Anthony Dr.	Champaign	112	0	
Super 8 Champaign	359-2388	202 W. Marketview Dr.	Champaign	60	0	
The Avenue	390-9830	802 W. University Ave.	Champaign	3	0	
Value Place	359-5499	1212 W. Anthony Dr.	Champaign	120	0	
Victorian Rose Bed & Breakfast	352-7029	411 W Hill	Champaign	4	0	
Wingate Inn	355-5566	516 W. Marketview Dr.	Champaign	100	30	1 meeting room
Champaign Total				1893	2040	
Linda's Oak Meadows	897-1775	789 CR 2200 N.	Dewey	4	0	
Dewey Total				4	0	
Heritage Inn Motel	586-4975	801 Eastwood Dr.	Mahomet	25	0	
Nickell Country Home	586-6891	32 CR 2000 N.	Mahomet	4	0	
Mahomet Total				29	0	
Sweet Dreams Bed & Breakfast	722-5109	300 E. Adams St.	Pesotum	3	0	small meeting/high tea room
Pesotum Total				3	0	
Best Western Heritage Inn	892-9292	420 S. Murray Rd.	Rantoul	49	0	
Days Inn Rantoul	893-0700	801 W. Champaign Ave.	Rantoul	80	25	1 meeting room
Quarters Inn	893-1234	200 Linden Ave.	Rantoul	198	35	2 meeting rooms -- 1 holds 35 and 1 holds 25
Rantoul Motel	893-5500	303 N. Century Blvd.	Rantoul	21	0	
Super 8 Rantoul	893-8888	207 S. Murray Rd.	Rantoul	57	0	
Rantoul Total				405	60	
Best Western Paradise Inn	356-1824	709 N. Dunlap Ave.	Savoy	64	75	1 meeting room
Senator's Inn & Pub	352-0002	801 N. Dunlap	Savoy	3	0	
Savoy Total				67	75	

Champaign County Hotel Rooms and Conference Capacity

K.C. Hansen Bed & Breakfast	485-5816	301 N. Pease St.	Tolono	0	0	called no answer
Tolono Total				0	0	
Akademika Bed & Breakfast	344-2739	714 W. Michigan Ave.	Urbana	3	0	
America's Best Inn	531-2493	409 W. University Ave.	Urbana	52	0	
Comfort Suites	328-3500	2001 Lincoln Ave.	Urbana	86	100	2 meeting rooms
Courtesy Motel	367-1171	403 N. Vine St.	Urbana	7	0	
Eastland Suites	367-8331	1907 N. Cunningham Ave.	Urbana	126	175	6 meeting rooms, some can be joined together
Hampton Inn	337-1100	1200 W. Cunningham Ave.	Urbana	130	20	1 meeting room of 450sf
Holiday Inn	328-7900	1001 Killarney St.	Urbana	200	800	ballroom + other meeting rooms
Holiday Inn Express	328-0328	1003 Killarney St.	Urbana	74	50	1 meeting room
Hubert House Bed & Breakfast	367-8793	710 W. Oregon St.	Urbana	5	0	
Lincoln Lodge	367-1111	403 W. University Ave.	Urbana	30	0	
Manor Motel	367-5427	1102 N. Cunningham Ave.	Urbana	18	0	
Motel 6	344-1085	1906 N. Cunningham Ave.	Urbana	72	0	they were not sure how many rooms they have when I called, 72 was their best guess.
Ramada	328-4400	902 Killarney St.	Urbana	68	45	1 meeting room
Sleep Inn	367-6000	1908 N. Lincoln Ave.	Urbana	65	0	
Super 8 Urbana	384-8000	612 Killarney St.	Urbana	60	0	
Sylvia's Irish Inn	384-4800	312 W. Green St.	Urbana	6	0	
Urbana Total				1002	1190	
Illini Union Guest Hotel	333-3030	1401 W. Green St.	Urbana	76	900	Theater-style room, ballroom + other meeting rooms
University Total				76	900	
Champaign County Total				3403	3365	

* seating capacity in the largest meeting room

Hotel Survey Summary Table

Hotel/Motel	Have CVB Visitors Guide	Have Community Concierge	Have Tear Off Maps	Where Item(s) is Located	Unaware of Pick Up Policy for Guides and Maps
Hampton Inn	X	X	X	Front Desk	They Send Someone to Pick Up
Lincoln Lodge		X		Rack in Lobby	X
America's Best Inn and Suites		X		Rack in Lobby	X
Motel 6		X		Rack in Lobby	X
Eastland Suites		X		Rooms Front Desk	X
Sleep Inn		X	X	Rooms Rack in Lobby Front Desk	X (CVB drops off maps, but not guide)
Comfort Suites	X (Limited Supply)			Front Desk	X (CVB dropped guides off previously, not anymore)
Ramada Ltd.	X (1 old version)	X		Rooms (Only Concierge) Front Desk	Do not pick up due to employee time constraints
Holiday Inn		X		Rooms Front Desk	X
Holiday Inn Express	(Out of Copies)	X	(Out of Copies)	Rooms Front Desk	X
Illini Union Hotel	X	X	X	Rooms Front Desk	CVB drops guide off, send someone to pick up maps
Super 8		X		Front Desk Rack in Lobby	X
Manor Motel		X		Rack in Lobby	X
Courtesy Motel					X
Sylvia's Irish Inn	X	X		Rooms Front Desk	CVB drops guide off

Summary of Comparison with Other Communities

Community	Population	CVB	Total Budget	Budget Per Capita	% Public Funding	Hotel/Motel Tax	General Fund	Membership	State Funding
Indiana University	137,974	Bloomington / Monroe County Convention and Visitors Bureau	\$ 1,000,000	7.248	90%	Yes	No	Yes	No
University of Iowa	86,769	Iowa City / Coralville Area Convention and Visitors Bureau	\$ 807,609	9.308	60%	Yes	Yes	Yes	No
University of Michigan	344,791	Ann Arbor Area Convention and Visitors Bureau	\$ 2,300,000	6.671	95%	Yes	No	Yes	No
University of Michigan	344,791	Ypsilanti Convention and Visitors Bureau	\$ 800,000	2.320	100%	Yes	No	No	No
Michigan State University	334,462	Greater Lansing Convention & Visitors Bureau	\$ 3,640,831	10.886	94%	Yes	No	Yes	No
University of Minnesota	382,578	Meet Minneapolis Convention and Visitors Association	\$ 8,800,000	23.002	83%	Yes	Yes	No	No
University of Minnesota	285,068	Visit Saint Paul	\$ 1,725,956	6.055	85%	Yes	No	Yes	No
University of Nebraska	285,407	Lincoln Convention and Visitors Bureau	\$ 1,400,000	4.905	96%	Yes	No	Yes	No
Northwestern	229,319	Chicago's North Shore Convention and Visitors Bureau	\$ 855,000	3.728	70%	Yes	No	?	Yes
Ohio State University	1,163,414	Experience Columbus	\$ 6,600,000	5.673	79%	Yes	Yes	Yes	No
Penn State University	153,990	Central Pennsylvania Convention and Visitors Bureau	\$ 2,150,493	13.965	83%	Yes	Yes	Yes	Yes?
Purdue University	172,780	Lafayette-West Lafayette Convention and Visitors Bureau	\$ 850,000	4.920	99%	Yes	No	Yes	No
University of Wisconsin	488,073	Greater Madison Convention and Visitors Bureau	\$ 2,600,000	5.327	91%	Yes	Yes	Yes	No
Illinois State University	129,107	Bloomington-Normal Convention and Visitors Bureau	\$ 1,182,000	9.155	80%	Yes	No	No	Yes
Springfield	116,250	Springfield Convention and Visitors Bureau	\$ 2,294,690	19.739	99%	Yes	Yes	No	Yes
Effingham	12,328	Effingham Convention and Visitors Bureau	\$ 800,000	64.893	96%	Yes	Yes?	No	Yes
Decatur	80,612	Decatur Area Convention and Visitors Bureau	\$ 383,000	4.751	100%	Yes	Yes?	No	Yes
Danville	81,625	Danville Area Convention and Visitors Bureau	\$ 121,500	1.489	100%	Yes	Yes?	No	Yes?
Lincoln	30,305	Abraham Lincoln Tourism Bureau of Logan County	\$ 99,000	3.267	100%	Yes	No	No	No
Urbana-Champaign	201,081	Champaign County Convention and Visitors Bureau	\$ 658,083	3.273	90%	No	Yes	No	Yes

Comparison with Other Communities

ID	School	State	Pop (2010)	Local Convention and Visitors Bureau	Org Type	Budget	Sources of funds	amount	FY	Notes	Public Sources	budget to pop
INU	Indiana University	IN	137,974	Bloomington / Monroe County Convention and Visitors Bureau		\$1,000,000	5 percent innkeepers tax levied by Monroe County -- CVB gets 50% of that the other 50% goes to the Convention Center	\$900,000	2011		90%	7.25
							Membership dues and advertising	\$100,000				
UIA	University of Iowa	IA	86,769	Iowa City / Coralville Area Convention and Visitors Bureau	non-profit	\$807,609	7 percent hotel/motel tax levied by Iowa City -- The ICCCVB receives 25 percent of the revenues. (47.5 percent is for police patrol and 27.5 is for parks and recreational facilities)	\$174,566	2010		60%	9.31
							Coralville paid \$290,000 from the general fund and \$20,000 from the Mall/Hwy6 & First Ave TIF fund in Coralville in 2010. -- The city runs a hotel and convention center and received 2.2 million in hotel/motel taxes in 2010.	\$310,000				
							Membership dues, retail sales and other partnerships	\$323,044				
UMI	University of Michigan	MI	344,791	Ann Arbor Area Convention and Visitors Bureau		\$2,300,000	5 percent hotel tax collected by Washtenaw County -- AAACVB gets 67.5% of receipts (County keeps 10%, divides remaining 90 percent 75/25 between AAACVB and YCVB)	\$2,185,000	2011	This agency promotes the entire county but emphasizes Ann Arbor	95%	6.67
							membership dues and advertising	\$115,000				
UMI	University of Michigan	MI	344,791	Ypsilanti Convention and Visitors Bureau		\$800,000	5 percent hotel tax collected by Washtenaw County -- YACVB gets 22.5% of receipts (County keeps 10%, divides remaining 90 percent 75/25 between AAACVB and YCVB)	\$800,000	2011	This agency promotes the entire county but emphasizes Ypsilanti	100%	2.32
MSU	Michigan State Univeristy	MI	334,462	Greater Lansing Convention & Visitors Bureau		\$3,640,831	5 percent "bed tax" levied by Ingram County on all hotel properties (b&bs are excluded) -- receives 80 percent of revenues (10% is reserved for capital improvements at the Fair Grounds, 5% to the Lansing Area Arts Council and 5% remains with the County).	\$1,479,634	2010	The combined taxes work out to 7 percent of the hotel bill in all of Ingram County, Delta Township, DeWitt Township and Windsor Township	94%	10.89
							5 percent "bed tax" that is paid directly to the bureau by hotels in Delta Township, DeWitt Township, and Windsor Township (Michigan allows CVBs to collect fees from hotels in its market area) -- receives 100% of revenue	\$806,444				

Comparison with Other Communities

ID	School	State	Pop (2010)	Local Convention and Visitors Bureau	Org Type	Budget	Sources of funds	amount	FY	Notes	Public Sources	budget to pop
							2 percent "marketing tax" that is paid directly to the bureau by hotels in the Greater Lansing Area (Michigan allows CVBs to collect fees from hotels in its market area) -- receives 100% of revenue	\$1,147,226				
							membership dues	\$84,831				
							advertising sales	\$92,841				
							special events / misc.	\$29,855				
UMN	University of Minnesota	MN	382,578	Meet Minneapolis Convention and Visitors Association	501(c)6 -- contracted by the City of Minneapolis	\$8,800,000	City of Minneapolis -- from the Convention Center Special Revenue Fund which is made up of revenues from 0.5% city-wide sales tax, 3 percent entertainment tax, 3 percent downtown restaurant tax, 3 percent liquor tax, and 3 percent lodging tax	\$7,300,000	2010	The City of Minneapolis loaned Meet Minneapolis \$10 million between 2004 and 2006. Loan interest and principal payments coincide with the sales & marketing payments from the city (7.3 million in 2010)	83%	23.00
							2.625 Hotel tax (levied by City, adjusted from 3 percent in 2009 -- collected about 5 million)					
							Other sources					
UMN	University of Minnesota	MN	285,068	Visit Saint Paul	private, non-profit membership organization	\$1,725,956	The City of St. Paul charges 3 percent tax on all hotels and hotel services (like room service) plus an additional 3 percent on hotels with more than 50 rooms. The CVB receives 10 percent of the revenue from the first tax and 95 percent of the revenue from the second tax.	\$1,467,063	2010		85%	6.05
							Membership dues	\$155,336				
							Other sources	\$69,038				
							Advertising sponsorship	\$17,260				
UNE	University of Nebraska	NE	285,407	Lincoln Convention and Visitors Bureau		\$1,400,000	4 percent hotel tax levied by the county? (The tax is in the city's municipal code) contributes to a county Promotion fund. -- CVB gets 2 percent of that fund (revenues from hotel tax were 1,980,960 in 2010)		2011-12		96%	4.91
							membership dues and other sources	\$50,000				
NU	Northwestern University	IL	229,319	Chicago's North Shore Convention and Visitors Bureau		\$855,000	charges cities 0.45 percent of hotel revenues (not taxes) in a city -- cities that pay CNSCVB: Evanston, Skokie, Northbrook, Winnetka, and Glenview	\$299,250	2011	Since state funds can't be more than half of the revenue, I assumed that it was half since I couldn't find the true number.	70%	3.73

Comparison with Other Communities

ID	School	State	Pop (2010)	Local Convention and Visitors Bureau	Org Type	Budget	Sources of funds	amount	FY	Notes	Public Sources	budget to pop
							State funds from IL hotel tax -- LTCB program	\$427,500				
							membership dues and other sources					
OSU	Ohio State University	OH	1,163,414	Experience Columbus		\$6,600,000	5.1 percent hotel tax levied by the City of Columbus -- CVB receives 29.4 percent of revenues (although the city council sometimes give them more)	\$4,084,080	2010		79%	5.67
							Franklin County Programs	\$1,158,960				
							Membership dues	\$671,880				
							Contributed services	\$485,100				
							Miscellaneous	\$185,460				
								\$14,520				
PSU	Pennsylvania State University	PA	153,990	Central Pennsylvania Convention and Visitors Bureau		\$2,150,493	2.5 percent hotel tax levied by Centre County -- CVB gets 98 percent of revenue generated, County keeps the remainder	\$1,408,865	2009-10		83%	13.97
							Membership dues	\$78,104				
							Advertising	\$278,709				
							Other local revenue (State?) matching fund	\$192,329				
							Other state grants	\$94,096				
								\$98,389				
PU	Purdue University	IN	172,780	Layfayette-West Layfayette Convention and Visitors Bureau	501(c)6 -- also a subsidiary of the County, established by the state	\$850,000	5 percent tourism occupancy tax on all sleeping quarters rented for fewer than 30 days (includes campgrounds) levied by the state and passed on to Tippecanoe County. The CVB gets 40 percent of those revenues (30 percent goes to the IN DNR, 10 percent each goes to Historic Prophetstown, Greater Lafayette Chamber, and Wabash River Enhancement	\$841,500	2012		99%	4.92
							Com) membership dues and other sources	\$8,500				
UWI	University of Wisconsin, Madison	WI	488,073	Greater Madison Convention and Visitors Bureau		\$2,600,000	8 percent hotel tax levied by the City of Madison -- 20 percent of the room tax is dedicated to GMCVB.	\$1,986,319	2009		91%	5.33
							Dane County -- county controller does not know how the figure was determined. This figure is approximate for 2009.	\$305,321				
							Program Revenues	\$260,000				
							Partnership	\$312,000				
							Local Community Funding	\$78,000				

Comparison with Other Communities

ID	School	State	Pop (2010)	Local Convention and Visitors Bureau	Org Type	Budget	Sources of funds	amount	FY	Notes	Public Sources	budget to pop
							XX percent hotel tax levied by Vermilion County -- revenue was estimated at 5,000 in 2010-2011	\$5,000				
							LTCB grant from the state					
							Danville contribution	\$36,000				
							Vermillion County contribution	\$3,000				
Lincoln		IL	30,305	Abraham Lincoln Tourism Bureau of Logan County		\$99,000	3 percent hotel tax levied by Logan County (on 8 hotels). 100% of the revenue goes to the CVB.	\$99,000	?		100%	3.27

Table B
Economic Impact of Operations
East Central Illinois Region

Project / Company Name **Accommodation Industry**

Company Industry **Accommodations**

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	847	0	0	0	0
Wages	\$18,926,000	\$0	\$0	\$0	\$0
Economic Output	\$60,179,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	156	0	0	0	0
Wages	\$6,003,000	\$0	\$0	\$0	\$0
Economic Output	\$16,416,000	\$0	\$0	\$0	\$0
Induced					
Jobs	199	0	0	0	0
Wages	\$6,883,000	\$0	\$0	\$0	\$0
Economic Output	\$16,659,000	\$0	\$0	\$0	\$0
Total					
Jobs	1,201	0	0	0	0
Wages	\$31,812,000	\$0	\$0	\$0	\$0
Economic Output	\$93,254,000	\$0	\$0	\$0	\$0

NOTES

- 1 Zero values indicate that jobs were not entered in the Inputs Worksheets.
- 2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
- 3 All figures are based on 2006 IMPLAN Multipliers.
- 4 The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

Table B

**Economic Impact of Operations
East Central Illinois Region**

Project / Company Name Urbana CVB Investment
Company Industry Accommodations

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	3	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$229,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	1	0	0	0	0
Wages	\$23,000	\$0	\$0	\$0	\$0
Economic Output	\$62,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$26,000	\$0	\$0	\$0	\$0
Economic Output	\$63,000	\$0	\$0	\$0	\$0
Total					
Jobs	5	0	0	0	0
Wages	\$121,000	\$0	\$0	\$0	\$0
Economic Output	\$354,000	\$0	\$0	\$0	\$0

NOTES

- 1 Zero values indicate that jobs were not entered in the Inputs Worksheets.
- 2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
- 3 All figures are based on 2006 IMPLAN Multipliers.
- 4 The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

Table B

**Economic Impact of Operations
East Central Illinois Region**

Project / Company Name Urbana CVB Investment
Company Industry Miscellaneous manufacturing

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	1	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$258,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	0	0	0	0	0
Wages	\$23,000	\$0	\$0	\$0	\$0
Economic Output	\$70,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$26,000	\$0	\$0	\$0	\$0
Economic Output	\$63,000	\$0	\$0	\$0	\$0
Total					
Jobs	3	0	0	0	0
Wages	\$121,000	\$0	\$0	\$0	\$0
Economic Output	\$391,000	\$0	\$0	\$0	\$0

NOTES

- 1 Zero values indicate that jobs were not entered in the Inputs Worksheets.
- 2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
- 3 All figures are based on 2006 IMPLAN Multipliers.
- 4 The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

Table B					
Economic Impact of Operations					
East Central Illinois Region					
Project / Company Name	Urbana CVB Investment				
Company Industry	Amusement- gambling & recreation				
Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	4	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$209,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	0	0	0	0	0
Wages	\$18,000	\$0	\$0	\$0	\$0
Economic Output	\$54,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$25,000	\$0	\$0	\$0	\$0
Economic Output	\$60,000	\$0	\$0	\$0	\$0
Total					
Jobs	5	0	0	0	0
Wages	\$115,000	\$0	\$0	\$0	\$0
Economic Output	\$323,000	\$0	\$0	\$0	\$0
NOTES					
1 Zero values indicate that jobs were not entered in the Inputs Worksheets.					
2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.					
3 All figures are based on 2006 IMPLAN Multipliers.					
4 The totals may not equal the sum of the impacts due to rounding.					
Source: Elliott D. Pollack & Company; IMPLAN.					

Table B

**Economic Impact of Operations
East Central Illinois Region**

Project / Company Name Urbana CVB Investment
Company Industry Performing arts & spectator sports

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	9	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$222,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	1	0	0	0	0
Wages	\$18,000	\$0	\$0	\$0	\$0
Economic Output	\$51,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$25,000	\$0	\$0	\$0	\$0
Economic Output	\$61,000	\$0	\$0	\$0	\$0
Total					
Jobs	10	0	0	0	0
Wages	\$115,000	\$0	\$0	\$0	\$0
Economic Output	\$334,000	\$0	\$0	\$0	\$0

NOTES

- 1 Zero values indicate that jobs were not entered in the Inputs Worksheets.
- 2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
- 3 All figures are based on 2006 IMPLAN Multipliers.
- 4 The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

Table B

**Economic Impact of Operations
East Central Illinois Region**

Project / Company Name Urbana CVB Investment
Company Industry Construction infrastructure

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	1	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$175,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	0	0	0	0	0
Wages	\$11,000	\$0	\$0	\$0	\$0
Economic Output	\$33,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$23,000	\$0	\$0	\$0	\$0
Economic Output	\$56,000	\$0	\$0	\$0	\$0
Total					
Jobs	2	0	0	0	0
Wages	\$106,000	\$0	\$0	\$0	\$0
Economic Output	\$264,000	\$0	\$0	\$0	\$0

NOTES

- 1 Zero values indicate that jobs were not entered in the Inputs Worksheets.
- 2 All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
- 3 All figures are based on 2006 IMPLAN Multipliers.
- 4 The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

Table B

**Economic Impact of Operations
East Central Illinois Region**

Project / Company Name Urbana CVB Investment
Company Industry Professional- scientific & tech services

Impact Type	Year 1	Year 2	Year 3	Year 4	Year 5
Direct					
Jobs	1	0	0	0	0
Wages	\$72,000	\$0	\$0	\$0	\$0
Economic Output	\$123,000	\$0	\$0	\$0	\$0
Indirect					
Jobs	0	0	0	0	0
Wages	\$11,000	\$0	\$0	\$0	\$0
Economic Output	\$29,000	\$0	\$0	\$0	\$0
Induced					
Jobs	1	0	0	0	0
Wages	\$23,000	\$0	\$0	\$0	\$0
Economic Output	\$55,000	\$0	\$0	\$0	\$0
Total					
Jobs	2	0	0	0	0
Wages	\$106,000	\$0	\$0	\$0	\$0
Economic Output	\$207,000	\$0	\$0	\$0	\$0

NOTES

1. Zero values indicate that jobs were not entered in the Inputs Worksheets.
2. All dollar figures are expressed in 2008 dollars. Inflation has not been included in these figures.
3. All figures are based on 2006 IMPLAN Multipliers.
4. The totals may not equal the sum of the impacts due to rounding.

Source: Elliott D. Pollack & Company; IMPLAN.

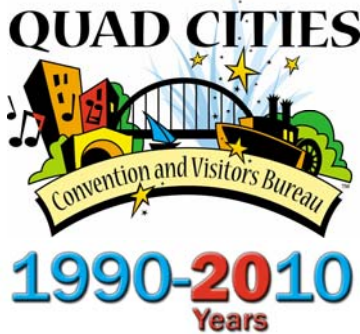
QUAD CITIES:

ROI

Quarterly Publication of the Quad Cities Convention & Visitors Bureau | August 2010
Reporting Fiscal Year 2010 ■ 4th Quarter | April, May, June 2010

On July 1, 1990, the Davenport Area Convention & Visitors Bureau, Bettendorf Tourism & Visitors Bureau, and Illinois Quad-City Travel & Visitors Bureau officially merged to become the Quad Cities Convention & Visitors Bureau (QCCVB). The QCCVB officially opened its first office doors 20 years ago at the Ft. Armstrong in Rock Island with an annual budget around \$600,000 and seven employees.

Today, the QCCVB's annual budget is \$1.4 million with a staff of 14 full-time and 14 part-time employees.



They operate five visitor centers in the Quad Cities and assist an average of 500,000 visitors a year at their visitor centers, through their website at visitquadcities.com, their 800 number, and through email requests for information.

“The Quad Cities Convention & Visitors Bureau has succeeded for the past 20 years because the community understands the QCCVB is regional, does not duplicate any services offered by any other organization, and brings a positive return on investment to every resident of the Quad Cities,” says Joe Taylor, QCCVB President/CEO.

The growth and success of the QCCVB has been complimented by the growth and success of our region's tourism numbers, meetings, conventions, and sports tournaments. Not to mention the development of new attractions, riverfront improvements, and the building of new hotels, meeting space, and sports facilities.

Taylor says “the future of tourism is bright in the Quad Cities area because the QCCVB is preparing strategic plans and consulting with local leaders, businesses, and tourism professionals on how to adapt to the ever-changing travel market.”

Visitor Center Counts

	4th Qtr. FY10 TOTAL	4th Qtr. FY09 TOTAL	FY10	FY09	FY08
Mississippi Valley Welcome Center	11,669	11,083	42,145	53,477	59,032
Union Station, Davenport	2,398	325	7,184	2,953	5,132
Moline	1,526	1,659	5,208	3,827	5,290
QC Airport	867	987	3,179	4,363	5,149
Centennial Bridge, Rock Island	214	145	614	200	202
Beacon Harbor, East Moline	342	968	342	968	953
GRAND TOTAL	17,016	15,167	58,672	65,788	75,758

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QCCVB Through the Years in Its Logos



20 Years = 20 Million Visitors = \$2 billion

In the past 20 years, over twenty million visitors have made their way to the Quad Cities. They came and saw our mighty river, stayed overnight, cruised on our riverboats, biked our trails, golfed our courses, and celebrated with our festivals and special events. They also enjoyed our theatres, museums, historic sites, casinos, and dined and shopped at our local businesses.

These visitors all played an important role in our local economy. Over the past 20 years, travel to the Quad Cities has generated on average a \$2 billion economic impact!

Back in 1990 when the QCCVB was formed, the Quad Cities was home to 31 hotels and 3,599 hotel rooms. Today, there are 52 member hotels and 5,160 hotel rooms. In 1996, the QCCVB launched its first website and averaged 30,000 visitors a year. Today, the new website at www.visitquadcities.com receives an average of over 300,000 visitors a year. The organization has also kept up with changing marketing trends and boasts a Facebook following of over 8,000 fans and 600 Twitter followers.

Along with the hundreds of trade shows attended and thousands of sales calls and proposals made by the sales staff over the past 20 years, the marketing department at the QCCVB has placed hundreds of ads within a 200-mile radius, generated over 10,000 stories on the Quad Cities, and hosted over 300 national and International journalists and travel writers.

"I've had the pleasure of working with the staff of the QCCVB off and on over the last 15 years. As a hotelier, we rely heavily on the QCCVB as an extension of our sales teams to represent our industry to attract meetings, conventions, tour groups and individual travelers to our area. In addition, they are a key element in marketing and advertising our area in a professional and top quality manner," says Dan Hance, Vice President/Chief Operations Officer, Stoney Creek Hospitality Corporation.

"While it is common to see revolving doors in the tourism industry, we have been fortunate to consistently keep top quality individuals like Joe Taylor and his team. Our customers like to book

-continued on page 4 sidebar

Hotel/Motel Information

	4th Qtr.10	4th Qtr.09	FY10	FY09	FY08
Occupancy Rate	55.6%	55.53%	50.6%	52.6%	53.9%
Average Daily Rate	\$72.14	\$71.04	\$71.61	\$71.84	\$70.16
Hotel Tax Revenues	\$2,895,225 YTD	\$3,000,000 YTD	\$2,895,225 YTD	\$3,580,776	\$3,555,700

Visitor Inquiries

	4th Qtr.10	4th Qtr.09	FY10	FY09	FY08
Web, Mail, Email	605	1,000	2,005	2,059	2,563
Advertising	6,412	10,280	15,851	21,275	18,470
Phone	1,141	1,193	4,137	4,357	4,946
TOTAL	8,158	12,473	21,993	27,691	25,979

Leisure Email Campaigns

	Emails Sent	Emails Opened	Click Thrus
April	7,218	15%	20%
May	7,207	16%	22%
June	7,229	13%	15%
4th Qtr.10 AVG	7,218	15%	19%
4th Qtr.09 AVG	6,296	19.6%	17%
FY10 AVG	7,008	17%	21%
FY09 AVG	6,086	18.7%	23.1%

QCCVB COMES FROM A MERGER

March 1989 – Davenport Area Convention & Visitors Bureau, Bettendorf Tourism & Visitors Bureau, and Illinois Quad-City Travel & Visitors Bureau announced their intentions to merge.

March 1989 – Transition team named of three representatives from each area bureau with John Gardner, director of economic development for Lee Enterprises, as facilitator.

September 1989 – Presentations made to the States of Iowa and Illinois.

November 1989 – 14-member provisional board met about merger. They included: Pat Marble, Robert's River Rides; David Ramacitti, David Ramacitti & Associates; Greg Champagne, City of Rock Island; Dennis Hitchcock, Circa '21 Dinner Playhouse; Joan Martinoff, AAA Iowa; William Mosenfelder, Quad City Downs, Dan Nagle, Scott County Conservation Board; James Nowicki, City of Moline; Doug Person, Northpark Shopping Center; Howard Poe, Iowa-Illinois Gas & Electric Co.; Sherry Rhode-Heisel, Circa '21 Dinner Playhouse; JoAnn Taube, Rock Island County Board; Richard VanRaes, City of East Moline, Larry Reed, Davenport Chamber of Commerce.

By January 1990 – The States of Illinois and Iowa both approved the merger.

May 16, 1990 – New Quad Cities Convention & Visitors Bureau employees announced. They included: Suzy Arons, director of visitor & membership services; Teri Wonderlich, director of convention & tourism sales; Joe Taylor, director of communications; Julie Lorensen, sales coordinator; and Pam Black, manager of the Mississippi Valley Welcome Center.

May 16, 1990 – New Quad Cities Convention & Visitors Bureau board of directors announced. They included: Pat Marble, Robert's River Rides; David Ramacitti, David Ramacitti and Associates; Greg Champagne, City of Rock Island; Dennis Hitchcock, Circa '21 Dinner Playhouse; Joan Martinoff, AAA Iowa; William Mosenfelder, Quad City Downs, Dan Nagle, Scott County Conservation Board; James Nowicki, City of Moline; Doug Person, Northpark Shopping Center; Howard Poe, Iowa-Illinois Gas & Electric Co.; Sherry Rhode-Heisel, Circa '21 Dinner Playhouse; JoAnn Taube, Rock Island County Board; Richard VanRaes, City of East Moline.

June 1, 1990 – Vince Lindstrom selected as first executive director. He came from the Greater Fargo-Moorehead CVB.

July 1, 1990 – The new Quad Cities Convention & Visitors Bureau its office doors at the Ft. Armstrong in Rock Island.



TRAVEL TRENDS

Visitors with Cell Phones Can Help Brand
 Since over 3/4 of cell phone users are taking pictures with their phone and over 1/3 are shooting video it's probably a good time to think about how you are providing opportunities for your guests to take pictures and shoot video. Recording photos and video isn't new. Travelers have been carrying cameras and video cameras for decades. What is new, however, is that now many cell phone users want to instantly upload their photos from their phone to the Internet. With 38% of cell phone users now accessing the Internet (a 50% increase over the past year), you can expect the majority of cell phone users to be doing so next year at this time. You can provide free wifi, post signage with a call to action, and encourage video tagging with your tag. (Provided by Internet Marketing for Tourism blog)

QCCVB SALES NUMBERS

	4th Qtr. Total FY10	4th Qtr. Total FY09	FY10	FY09	FY08
Meetings, Conventions, Sports, Reunions <u>Booked</u>	19	17	68	64	50
Meetings, Conventions, Sports, Reunions Leads	26	17	99	98	72
Inbound Motorcoach & Other Groups <u>Booked</u>	34	27	166	147	74
Inbound Motorcoach & Other Group Leads	15	13	229	93	64
Site Inspections/FAMs	10	8	35	30	15
Sales Contacts	1,383	752	4,978	3,090	2,082
Events Serviced	62	34	162	186	198

Important Note:
 These sales numbers reflect business generated by the Quad Cities CVB and are not representative of the entire Quad Cities community.

MVWC UNDERGOES ANALYSIS



The Mississippi Valley Welcome Center (MVWC) should be transformed from a welcome center into a destination sales center, travel expert Berkeley Young told a group of more than 60 community leaders gathered at a “Welcome to the Future” summit in LeClaire in early July.

With funds provided by the RDA and the MVWC board, Young has been contracted to conduct a space analysis of the MVWC to maximize the public and private sectors’ return on investment in supporting the center. The final report will be delivered later this summer.

“Technology and the habits of the traveling public have changed immensely since the welcome center opened in 1989,” Young said. “The displays and exhibits at the MVWC have been in place since the center opened 20 years ago and need refreshing to match the sophisticated tastes of today’s traveler.”

“Can you imagine walking into a car dealership with no cars on display and buying a car based upon only a brochure?” he asked. “A destination sales center will engage all the senses of a visitor – the smell and taste of food samples from local restaurants, the sound of jazz music playing on the loud speaker, and the touch of a quilt from a quilt shop.

He suggested that murals depicting bald eagles to sell wildlife, a putting green to sell affordable and available golf, a cornfield to sell agriculture, a print of a Jackson Pollock artwork to sell the Figge Art Museum, and a real John Deere tractor to invite visitors to the John Deere Pavilion should all be on site.

-continued on page 5



SEEING Q-C GROW

-continued from page 2 sidebar

with people they know, not just with facilities and venues. The relationships they have established and cultivated have been critical in the success of our industry here in the Quad Cities.”

“I can remember joining a contingency of hospitality representatives back in 1994 to Salt Lake City to court the Women’s International Bowling Congress to select the Quad Cities for their tournament just a few years later. Many of the same players still work for us today! The staff provides excellent service to the tourism industry, travel writers, individual leisure guests, and the local communities and events while aggressively selling our area for future business.”

“In my 25 years of working in the hospitality industry, I have had the opportunity to work closely with a number of different Convention and Visitors Bureaus throughout the State of Illinois. I have seen our QCCVB represent our area well while both a local resident and as a competitor. Over the course of my association with the QCCVB, I can honestly say we have a very progressive and well represented area due to the efforts of our team. I am proud to be associated with such a professional and top rate organization. Congratulations on 20 great years! We look forward to 20+ more!!”

The QCCVB’s sales and marketing efforts help bring visitors through the doors of their members. Whether it is an attraction, restaurant, store, or hotel, they are all impacted by the visitors, meetings, conventions, and sports tournaments that the QCCVB brings to the Quad Cities.

“The Machine Shed and Heart of America have partnered with the QCCVB since the start,” said Mike Whalen, President and CEO Heart of America Group. “The support that we have received from the QCCVB has helped make us grow and be a “must see place” for families and friends to enjoy a place that best represents the Midwest.”

Twitter/ Facebook

4th Quarter
573 Twitter Followers
9,453 Facebook Fans

Trade Shows

	Trade Shows Attended	Trade Show Impressions
4th Qtr. FY10	2	230
FY10	18	1,317
FY09	17	769
FY08	20	1,599

Website Lodging Reservations

	Reservations	Room Nights
4th Qtr.FY10	24	26
4th Qtr.FY09	31	48
FY10 Total	51	62
FY09 Total	82	128
FY08 Total	111	164

Quad Cities Kid’s Club

102 Joined 4th Quarter
633 Total Members

FISH THE “RIVER OF GREEN”

-continued from page 4



Exhibit and performance space should be included for the Festival of the Month to reach travelers. MidCoast Fine Arts currently houses an art gallery on the second floor of the center. “What if we transformed the gallery into a working artist’s studio where visitors could watch unique Quad Cities artists at work?” he pondered.

Noting that 32,000 cars every day pass the welcome center on Interstate 80, Young said while some of the cars are local residents, the community’s tax base would grow if just an extra 10 percent of cars going by would stop and extend their stay in the Quad Cities.

“A traveler coming off the interstate and staying overnight, eating three meals, paying admissions to attractions and filling the gas tax not only adds a couple of hundred dollars for expenditures for the travel industry here, but it grows the tax base and that is the goal of every governmental unit,” he said.

“You have the Mississippi River for fish—your river of fish—but Interstate 80 is where you fish for money—your river of green,” Young said.

The Mississippi Valley Welcome Center opened in May 1989. The building and grounds are owned by an Iowa 28E agreement among the Cities of LeClaire, Bettendorf, Davenport, and Scott County. The Quad Cities Convention & Visitors Bureau staff operates the MVWC through a management agreement with the governments.

INDUSTRY INFORMATION

The “Tripecho” Effect from Social Media

20 years ago, a vacation to, say Hawaii, would have caused some basic social sharing interaction between the visitor and his/her friends. Think postcards, photos, phone calls, home movies, scrapbooks and general conversation during family events. While a variety of media did exist to document the vacation experience, the way in which we shared the information was limited to a small set of friends and family.

Fast forward to the present day and update all of those communication channels. Postcards are now digital, text or tweet. Photos are instant. Phone calls have been replaced with emails. Home movies are viewed on the same day. And the entire journey can be followed, friended and commented upon in real time.

Not only has the method of sharing a travel experience changed, but so has the community we share it with. Social media allows us to search our updates, opinions and photos beyond our closest friends and family. Now, when we update our brother on the trip to Hawaii, we are also updating his friends and friends of friends.

Complete strangers in the real world can join us on our vacation by simply finding our blog or video stream via search. And our reviews of hotels, restaurants and attractions can break out of the confines of kitchen conversation and into the vast infinity that is the internet.

(excerpt written by Troy Thompson, Travel 2.0 Consulting)

Media Contacts

	Releases Sent	Individual Requests	Journalist Visits
4th Qtr.FY10	5,132	104	14
4th Qtr.FY09	3,023	103	12
FY10	15,547	352	42
FY09	14,168	491	55
FY08	11,984	420	42

Story Coverage

	Stories	Ad \$ Value
4th Qtr.FY10	65	\$57,154
FY10	198	\$219,627
FY09	347	\$521,425

Reader Response from Advertising

4th Qtr.FY10	6,412
4th Qtr.FY09	10,280
FY10	15,851
FY09	21,275
FY08	18,470

Website Visits/Total Page Views

4th Qtr.FY10	56,359	201,908
4th Qtr.FY09	84,778	407,115
FY10	225,687	952,139
FY09	281,223	
FY08	414,137	

Co-op Advertising Participation

4th Qtr.FY10	\$3,500
4th Qtr.FY09	\$7,400
FY10	\$5,350
FY09	\$26,000
FY08	\$13,350

WEBSITE STATISTICS

www.visitquadcities.com
Dashboard

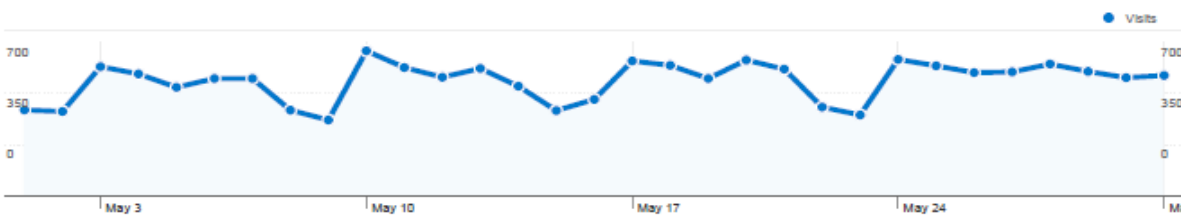
Apr 1, 2010 - Apr 30, 2010
Comparing to: Site



Chicago Parent Magazine Leisure Email

www.visitquadcities.com
Dashboard

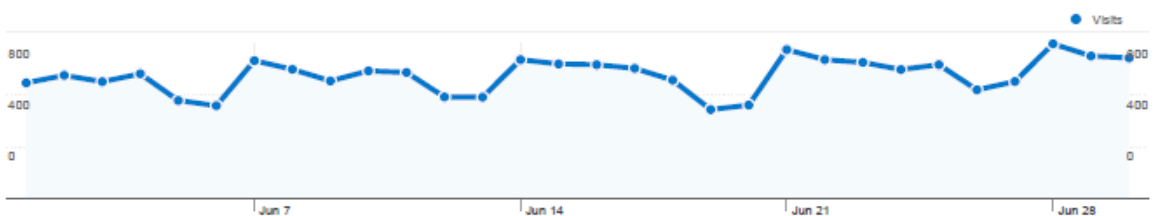
May 1, 2010 - May 31, 2010
Comparing to: Site



Iowan Magazine J&T Insert Leisure Email Chicago Parent Magazine
Midwest Living IA Chicago TV Coop IL Newspaper Insert
Vacationland Mag. WGN Email Coop

www.visitquadcities.com
Dashboard

Jun 1, 2010 - Jun 30, 2010
Comparing to: Site



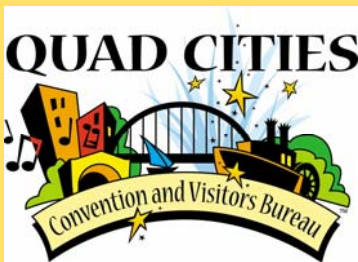
IA Chicago TV Coop Leisure Email Chicago Parent Magazine
WGN Email Coop J&T Insert Iowan Magazine

WEBSITE REPORT:

56,359 Visitors
201,908 Pageviews
73.72% New Visitors
8,633 visits to Online Visitors Guide
Average Length of Visit – 3.18 Min.

TOP 10 VISITED PAGES

1. Events Calendar
2. Online Visitors Guide
3. Package Deals
4. Suggested Travel Itineraries
5. Lodging
6. Gaming
7. Travel Mississippi River webpage
8. Keep Coming Our Way I-80 Construction
9. Request Info Page
10. Meet Our Cities



Quad Cities CVB Staff Directory
309-277-0937
800-747-7800

	<u>Ext. #</u>
Joe Taylor, President/CEO.....	116
Mindy Chapman, V.P. Finance/Admin.....	110
Lynn Hunt, V.P. Sales	104
Charlotte Morrison, V.P. Mktg./Comm	105
Beth Payne, V.P. Visitor Services.....	121
David Breisch, Website/Comm. Mgr.....	107
Linda Creighton, Accounting Assistant	109
Joan Frank, Event Services Coordinator	115
Dan Gleason, Group Sales Mgr.....	100
Margo McInnis, Director of Sales.....	106
Arlyce Musal, Senior Sales Mgr.....	108
Cheryl Piersall, Moline Office Mgr.....	113
Amie Stahler, Event Coordinator	102
Jessica Waytenick, Mktg./P.R. Mgr	103

Visitor Centers

Mississippi Valley Welcome Center.....	120
Visitor Center at Union Station.....	114
Centennial Bridge Visitor Center	309-786-2417
QCI Airport Visitor Center.....	309-764-9912

Office Locations

RiverStation
 Quad Cities Gifts & Souvenirs
 1601 River Drive, Suite 110
 Moline, IL 61265

Mississippi Valley Welcome Center
 900 Eagle Ridge Road, off I-80
 LeClaire, IA 52753

www.visitquadcities.com

QCCVBOODS AND ENDS

East Moline established a small visitor center at The Quarter in 2005, located on the riverfront along the bike path. The **Beacon Harbor River Centre** is operated by about 20 volunteers. The centre is open from 11:00 a.m. to 5:00 p.m. Thursday through Sunday from Memorial Day through Labor Day or as volunteers are available.



Beacon Harbor River Centre is definitely open on Wednesdays and Thursdays when the Channel Cat docks at The Quarter's public dock. The Channel Cat docks at 11:35 a.m. until 6:30 p.m. making stops every 30 minutes to 1 hr & 30 min. intervals.

The majority of the visitors are bikers and hikers. There has been an increase in visitors and Channel Cat passengers each year. Beacon Harbor River Centre's focus is giving information about local points of interest and events. They have a supply of maps and brochures promoting the surrounding area.



The newly formed arts, culture, and heritage organization—Experience Quad Cities—hosted the inaugural **Quad Cities' State of the Arts Luncheon** on Thursday, May 20 at the Figge Art Museum. With over 140 people in attendance, the keynote speaker was former mayor Mark Schwiebert. The new logo, mission, and partnership information was introduced. The new website at www.experiencequadcities.com went live on July 1.

The Quad Cities Convention & Visitors Bureau hosted the **Garden Writers Association Region V meeting** in the Quad Cities for 14 journalists and writers from Illinois, Iowa, and Minnesota on Friday, June 25. They stayed overnight at the Isle Casino Hotel and toured the Butterworth Center gardens, Quad City Botanical Center, Wallace's Garden Center, Vander Veer Botanical Park, and a residential garden.



Mission of the Quad Cities CVB

The QCCVB is the official tourism destination marketing and management organization for the Quad Cities region. The organization serves the tourism interests of Scott County, IA, and Rock Island, Mercer, Warren, and Henderson Counties in IL, joined by the Mississippi River.

The QCCVB increases visitor expenditures and overnight stays through strategic sales, marketing and services to our customers, members, and communities. We promote and package our destination to attract and meet the needs of meetings and conventions, group tours, sporting events and competitions, special interest groups and the leisure traveler.

Additional Background Materials

I. Pertinent Legislation

Illinois Compiled Statutes

Section 605-705(a) of the Civil Administrative Code of Illinois [20 ILCS 605/605-705(a)] authorizes the creation of the Local Tourism and Convention Bureau Program, a program that makes grants to local tourism and convention bureaus from the Convention and Local Tourism Account in the Tourism Fund. “The intent of the program is to generate increased hotel/motel occupancy and travel into and throughout the State of Illinois impacting the economic growth of the tourism industry.” (550.10) The rules for the implementation and administration of the program are in Title 14, Subtitle C, Chapter 1, Part 550 of the Illinois Administrative Code.

There are two processes that a CVB must go through to receive state funds. First it must be certified by the state and submit materials to be recertified every year. To be recertified, a CVB must demonstrate the support of the local governing bodies within its service area.

Grant funds are drawn from the Convention and Local Tourism Account in the Tourism Fund. According to the Hotel Operators’ Occupancy Tax Act, about 5 percent of the revenue from the state’s tax on hotel rooms is deposited into this fund.¹ One-third of the Local Tourism Fund is dedicated to two CVBs in the City of Chicago and two-thirds is dedicated to the 40 CVBs in the rest of Illinois. Within non-Chicago Illinois, the funding formula is based on the following weighted factors: 5% population of the bureau service area; 30% food/beverage tax collected in the bureau service area; and 65% of the State's hotel/motel tax collected in the bureau service area during the prior calendar year. (550.30.b). Jan Kemmerling, local tourism division manager with the Illinois Office of Tourism reported that in FY 2010, grants to local CVBs in non-Chicago Illinois ranged from \$13,804 (Lake Shelbyville CVB) to \$783,161 (Chicago Southland CVB). The grant to Champaign County CVB was \$284,496.

The grants may not comprise more than half of the salaries of tourism promotion staff members, including half of the salary of the executive director (550.60.a.2). Not more than 10 percent of the grant may be used for administrative costs and none of it may be used for capital or other expenses (550.60.b). The rest of the funds must come from local government hotel tax funds, membership dues and other sources. To maintain its certification, the CVB must receive hotel/motel tax revenues from at least one local government in its service area. (550.40.b.3).

¹ The calculation is actually more complicated. 40 percent of the revenues from the hotel tax go to the Build Illinois Fund. Of the remaining 60% of the funds, \$13,000,000 is dedicated to the Illinois Sports Facilities Fund. Eight percent of what remains of the original 60 percent is dedicated to the Local Tourism Fund. In addition to these revenues the Local Tourism Fund also receives 8% of the net revenue realized from any tax imposed under Section 4.05 of the Chicago World's Fair-1992 Authority Act.

Urbana Ordinance

In the Urbana Code of Ordinances, Chapter 22, Article V, Section 22-65 (approved in 1981) outlines that all hotel/motel tax goes to the general fund. The one exception to this is in subsection (b) of Section 22-65 (approved in 1984 and amended in 1986). That subsection states that any hotel/motel tax generated by “conventions” shall be allocated to a “tourism fund” which shall be expended in a manner approved by City Council solely to promote tourism and conventions in Urbana as well as to attract overnight visitors to the City. “Conventions” are defined as meetings, conferences, and/or exhibitions that result in a booking of 20 or more rooms by a single entity.

Hotels are required to report the revenues from those rooms separately; however, according to the Finance Department, not all hotels have been reporting these bookings correctly. For that reason, it is difficult to calculate collections City-wide that would qualify for the Tourism Fund. However, the Finance Department estimates that \$15,000 to \$20,000 in collections annually are attributable to conventions. The City is currently modifying the reporting procedures so that the funds to be targeted for tourism can be better tracked and allocated.

II. CVB Board Composition and Governance

According to CVB Director Jayne DeLuce, the CVB Board of Directors was reconstituted on June 16, 2011 (see attached listing). The revised Board includes “Designated Funding Representatives”, with representatives from the City of Champaign, University of Illinois, and Village of Rantoul and with the Illinois Office of Tourism and Champaign County CVB listed as “ex officio” members. In addition, there are up to four elected hotel representatives and up to 11 members from a variety of “groups and/or entities who support tourism and economic development”. The Village of Mahomet, Champaign Park District, Champaign County Board, and University of Illinois are listed in this group.

The City of Urbana is not currently listed as a Funding Representative. Also, the Urbana Park District is not listed as an “entity which supports tourism and economic development”, while the Champaign Park District and Champaign County Forest Preserves are listed in this manner. The current composition of the 21-member Board (listing attached) does not include representation from the City of Urbana, Urbana Park District, or Urbana Business Association. There are two Urbana businesses represented on the board, Harold Allston of the Great Impasta Restaurant and Ray Ceresa of Eastland Suites. According to an e-mail from Jayne DeLuce dated July 22, 2011, “if Urbana does fund the CVB at an appropriate designated level, we will discuss having Urbana representation on the CVB Board once again.”

The current composition of the CVB Board is at variance with past boards which have included a broad cross-section of the community. It is also inconsistent with the CVB’s By-Laws adopted in 2010, which state that the Board of Directors shall consist of 21 voting members, including two City of Urbana representatives, staff and councilmember, and a hotel owner/manager from Urbana. The By-Laws also do not specify funding requirements for board members, or the organization of committees and representatives shown in the June 16, 2011 document.

It should be noted that in 2005 the CVB By-Laws guaranteed five seats to Urbana interests – two City representatives, one from the Urbana Park District, one from the Urbana Business Association, and one Urbana hotel owner/operator. Thus, Urbana’s representation on the CVB Board has declined over time prior to the current minimal level.

III. CVB Funding

Over the past five years, the Champaign County CVB annual budget has ranged from \$622,786 to \$713,913. The CVB has been heavily dependent on funding from the Cities of Champaign and Urbana, with the two cities providing up to 44% of the agency’s funding (in 2008-09) and the State providing up to 50% of the agency’s funding (2009-10). The University of Illinois funds the agency at approximately 1% and other sources range from 5% (2006-07) to 17% (2010-11).

With severe budget cuts at the State and local levels, the CVB’s funding has become imperiled. The City of Champaign staff recently expressed concern about the equity of the local CVB funding formula and the proportionate amount paid by Champaign (see the City Manager’s Report to City Council, dated September 9, 2011, available at <http://archive.ci.champaign.il.us/archive/dsweb/View/Collection-594>)

Until just recently, Champaign County did not fund the CVB at any level. In addition, it can be argued that while the University of Illinois provides minimal funding, it benefits significantly from the CVB’s focused events and outreach efforts.

The chart below outlines CVB funding levels of major funders over the last five years:

Budgeted Funding for CVB				
	City of Champaign	City of Urbana	University of Illinois	
2006-2007	\$ 195,585	\$ 81,630	\$ 5,500	
2007-2008	\$ 207,202	\$ 81,380	\$ 7,000	
2008-2009	\$ 207,202	\$ 81,380	\$ 7,000	
2009-2010	\$ 192,760	\$ 71,820	\$ 7,000	
2010-2011	\$ 192,760	\$ 71,820	\$ 7,000	

Additional historic funding information is shown in the attached table and chart.

Attachments:

Board of Directors, as of June 16, 2011
 Budgeted Funding for CVB, 2006 - 2011

**CVB Board of Directors 2011-12
(as of June 16, 2011)**

Designated Funding Representatives

City of Champaign Staff	City of Champaign Council
University of Illinois	Village of Savoy
Village of Rantoul	Champaign County CVB (ex-officio)
Illinois Office of Tourism (ex-officio)	

Elected Hotel Representatives – up to 4 members, at least one from Champaign

Elected At-Large Representatives – up to 11 members from any of the following groups and/or other entities who support tourism and economic development.

40 North Arts Council	Outdoor adventures – trails, lakes, etc.
Village of Mahomet	Facility/arena/center managers
Market Place Shopping Center	Restaurant owners/managers
Champaign Park District	Media representatives
Champaign County Forest Preserves	Parkland College
Museums, Entertainment & Attractions	Financial/legal representatives
Champaign County Board	Private business owner
University of Illinois	Legislative representatives
Tourism development agencies	Retail owners/managers

CVB Executive Committee

City of Champaign	University of Illinois
Hotel representative	Up to 4 elected funding/at-large reps
Champaign County CVB (ex-officio)	

CVB Board Advisory Committees

Board Development	Board liaison: Sorita Wilson
Human Resources	Board liaison:
By-laws	Board liaison:
Strategic Planning	Board liaison:
Marketing	Board liaison:

**CVB Community Teams
(continuing in FY12)**

Champaign County Sports Council	Staff liaison: Sports & Events Director
Champaign County Hotel Sales Council	Staff liaison: Sales Director
Champaign County Tourism Council	Staff liaison: Tourism Director

Role of CVB Board Member:

- Attend at least 70% of monthly board meetings and executive committee meetings, if applicable.
- Elected representatives will serve two-year terms.
- Serve on one board advisory committee (meets as needed.)
- Volunteer for at least one CVB event and/or as a welcome team member for other events/conferences/tours.
- Serve as CVB ambassador in the community.
- Provide the CVB with a different point of view and fresh ideas.
- Maintain a level of confidentiality with dialogue and documentation.
- Promote the CVB on their organization's website, at their place of business, and/or via other opportunities.

Board members will be recognized on the CVB website, highlighted on the CVB e-newsletter, and sent to the News-Gazette Business Briefs.

Role of CVB Community Team Member:

- Attend monthly (and/or as scheduled) council meetings.
- Volunteer, if desired, for CVB events and/or as a welcome team member for other events/conferences/tours.
- Serve as CVB ambassador in the community.
- Provide the CVB with a different point of view and fresh ideas.
- Provide contacts and people power for specific projects and events.
- Provide an opportunity to serve as a future board member or to continue being involved with the CVB as a past board member.

Community team members will be recognized on the CVB website and highlighted on the CVB e-newsletter.

Champaign County Sports Council Overview:

This network includes sports facility operators and event planners whose main focus is to retain, recruit, and create sporting events. They meet on a monthly basis to discuss upcoming events; long-term calendar planning coordination; and engage in dialogue with the CVB staff on marketing strategies; partnership collaboration; and new initiatives.

Champaign County Sales Council Overview:

This network includes hotel and other facility representatives whose main focus is generating area sales leads. They meet on a monthly basis to discuss new leads; provide updates on area properties; and engage in dialogue with the CVB staff on marketing strategies; partnership collaboration; and new initiatives.

Champaign County Tourism Council Overview:

This network includes all interested individuals/groups whose main focus is servicing events, conferences, meetings, group leisure travel and assisting with the Champaign County Welcome Center. They meet on a scheduled basis to stay updated on upcoming opportunities for community welcome outreach.

**CVB Board of Directors FY12
(as of June 16, 2011)**

CVB Executive Committee FY12

Dick Helton, Chair, At-large	Teri Legner, Treasurer, Champaign
Sorita Wilson, Vice Chair, Hotel rep.	Rebecca McBride, At-large
Dennis Robertson, At-large	Mike DeLorenzo, Univ. of Illinois
Jayne DeLuce (ex-officio), Secretary	Rich Thomas, At-large

Designated Funding Representatives

Mike DeLorenzo, Exec	University of Illinois
Jayne DeLuce (ex-officio)	Champaign County CVB
Marci Dodds	City of Champaign Council
Dick Helton, Chair	Village of Savoy
Teri Legner, Treasurer	City of Champaign Staff
Rich Thomas, Exec	Village of Rantoul

Elected Hotel Representatives (two-year term)

		Board term
Brian Alcorn	Baymont Inn & Suites, Champaign	2012
Ray Ceresa	Eastland Suites, Urbana	2013
Sorita Wilson, Vice Chair	Hilton Garden Inn, Champaign	2013

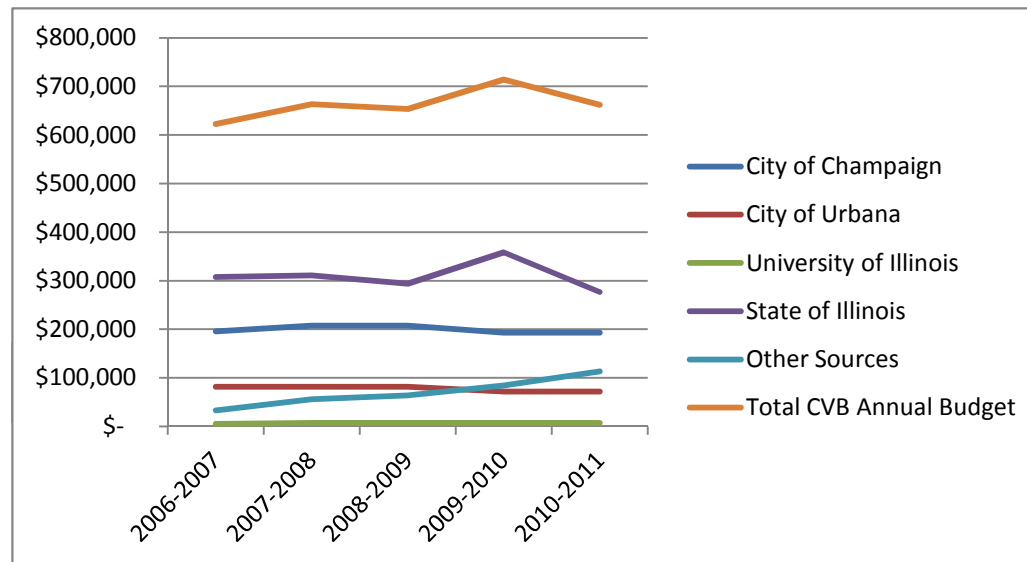
Elected At-Large Representatives (two-year term)

Harold Allston	Great Impasta Restaurant	2013
Dana Brenner	UI Division of Intercollegiate Athletics	2012
Victor Fuentes	El Toro Restaurants	2013
Tammy Hoggatt	Champaign Park District	2012
Stephanie Holderfield	Champaign County Board	2012
Greg Knott	UI College of ACES	2013
Dave Krchak	Thomas, Mamer & Haughey, LLP	2012
David Leake	Parkland Staerkel Planetarium	2012
Rebecca McBride, Exec	40North/UI Krannert Center for the Performing Arts	2012
Jerry Pagac	Champaign County Forest Preserves	2012
Dennis Robertson, Exec	Market Place Shopping Center	2012
Dan Waldinger	Village of Mahomet	2012

Outgoing FY11 Board members

Tom Carrino	City of Urbana	2011
Corky Emberson	Urbana Park District	2011
Heather Stevenson	City of Urbana	2011

Budgeted Funding for CVB						
	City of Champaign	City of Urbana	University of Illinois	State of Illinois	Other Sources	Total CVB Annual Budget
2006-2007	\$ 195,585	\$ 81,630	\$ 5,500	\$ 307,459	\$ 32,612	\$ 622,786
2007-2008	\$ 207,202	\$ 81,380	\$ 7,000	\$ 311,139	\$ 56,315	\$ 663,036
2008-2009	\$ 207,202	\$ 81,380	\$ 7,000	\$ 294,048	\$ 64,100	\$ 653,730
2009-2010	\$ 192,760	\$ 71,820	\$ 7,000	\$ 358,133	\$ 84,200	\$ 713,913
2010-2011	\$ 192,760	\$ 71,820	\$ 7,000	\$ 276,942	\$ 113,200	\$ 661,722



Budgeted Funding for CVB			
	City of Champaign	City of Urbana	University of Illinois
2006-2007	\$ 195,585	\$ 81,630	\$ 5,500
2007-2008	\$ 207,202	\$ 81,380	\$ 7,000
2008-2009	\$ 207,202	\$ 81,380	\$ 7,000
2009-2010	\$ 192,760	\$ 71,820	\$ 7,000
2010-2011	\$ 192,760	\$ 71,820	\$ 7,000