

COUNCIL WORKSHOP ITEM

ITEM: DuPage Convention and Visitor Bureau Membership Renewal
DATE: May 22, 2002
PREPARED BY: Mary Scalzetti, Director Tourism and Events
PURPOSE: Informational
BID AMOUNT: **ACCOUNT:** 001.864.0000.5302

DISCUSSION:

At the May 20th meeting of the Tourism and Events Commission, the Tourism Sub-committee made a recommendation **to discontinue the DCVB annual membership** for the next fiscal year. The Tourism and Events Commission unanimously agreed. The commission felt that there was duplicity in that most of the Downers Grove hotels are DCVB members themselves and therefore receive many of the benefits Downers Grove receives through its membership with DCVB.

Downers Grove hotel occupancy has suffered this past year. Our hoteliers informed us that demand is down 35% in our cluster area, with hotel occupancy being down, between 18 - 35%, depending on the price point of the hotels. With that in mind the sub-committee felt a concentrated effort to market Downers Grove individually was imperative.

Currently, there is \$44,000 earmarked in the FY 02/03 tourism budget for DCVB membership. Of that amount, approximately \$10,000 will be used to fulfill our current membership contract. The Tourism Sub-committee and staff have worked together to assess the hoteliers needs and formulated the attached proposed marketing plan to reallocate the remaining \$34,000. Any remaining funds will be used towards marketing opportunities as they become available.

As Lisle CVB and Naperville CVB, who are not member of the DuPage CVB, continue an ongoing relationship with the DuPage CVB, we would take steps to also secure a similar relationship and seize the opportunities available to continue to promote Downers Grove through the DuPage CVB where accessible.

I respectfully request that the Council concur with the recommendation of the Tourism and Events Commission to discontinue membership on the DuPage CVB for the next fiscal year and reallocate remaining dollars in the marketing strategies provided.

ATTACHMENT:

New Marketing Strategic Plan
Draft copies of advertisements
Tourism and Events May 20th Meeting Minutes
Tourism Sub-Committee May 7th Meeting Minutes

RECOMMENDATION:

Review and concur with recommendation of Tourism and Events Commission.

FY 02/03 STRATEGY – USE CHICAGO EVENTS AS FEEDER MARKET
Market Downers Grove as “Value Stay” package

Visitors Guide:

4C, 17x19-1/8

Quantity: 30,000

Printing Cost: \$2,567.00

Newspaper Advertising

St. Louis Post Dispatch

3x7 b/w @ \$99.51 pci (West Zone)

June 10, 2002 \$1,776.39

Chicago Convention and Tourism Bureau Membership \$750.00

- Highlights D.G. on their website with link to our home page
- Listing in Chicago travel publications
 - Visitors Guide
 - Travel Professional Guide
 - Destination Planning Guide

CCTB Destination Planning Guide 4/C Ad

Premium Inside Back Cover plus ¼ hotel ad \$8,000.00

Direct Mail (Metra Postcard)

Size 4x6, 4 Color

Quantity: 38,000

Mail List (St. Louis) \$1,350.00

Prime Mailing Services

(Vendor cost + Postage) \$7,500.00

Direct Mail (Reunion Postcard)

Size: 4x6, 4 Color

Quantity: 14,000

Mailing List: \$900.00

Printing Cost for both direct mail pieces: \$3,658.00

TOTAL PROJECT COST: **\$26,501.39**

TRACKING METHODS

Website

- Purchase *Web Trends* software to track website hits
- 3 new domain names to enhance direct “hits” to Downers Grove
 - VISITDOWNERSGROVE.COM
 - STAYIN DOWNERSGROVE.COM
 - HOTELSINDOWNERSGROVE.COM

Advertising

- Metra tickets for Take a Free Ride Direct Mail & Downtown Coupons
- Free gift (small photo album) for the Reunion direct mail.

Take a Free Ride...

DOWNERS GROVE

just 19 miles west of Chicago!

Where your summer fun is as easy as 1-2-3

- 1. Make your reservation at a hotel listed below:**
- | | | |
|--|--|--|
| Comfort Inn (630) 515-1500 | Holiday Inn Express (630) 810-9500 | Marriott Suites (630) 852-1500 |
| Doubletree Guest Suites (630) 971-2000 | InTown Suites (630) 241-4754 | Red Roof Inn (630) 963-4205 |

- 2. Receive your FREE Weekend Metra Rail family pass upon check-in at your hotel.**

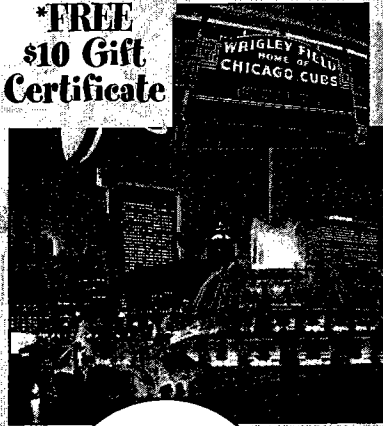
- 3. Ride Metra from Downers Grove to downtown Chicago for these great events and attractions:**

| | |
|---|-----------------|
| Cardinals/Cubs, Wrigley Field | June 21-June 23 |
| Taste of Chicago | June 28-July 7 |
| Downers Grove Heritage Festival (local) | June 28-30 |
| Chicago Country Music Festival | June 29-30 |
| Downers Grove 4th of July Parade | |
| Table Party/Fireworks | July 4 |
| 45th Annual Venetian Night | July 27 |
| Chicago Air & Water Show | Aug. 17-18 |
| Chicago Jazz Festival | Aug. 29-Sept. 1 |
| Cardinals/Cubs, Wrigley Field | Aug. 30-Sept. 1 |

Offer available weekends June 1 thru September 1, 2002.
Please call hotels for rates and availability.

*FREE \$10 gift certificate at check-in for Shopping and Dining in downtown Downers Grove.

***FREE \$10 Gift Certificate**



For a Free Visitors Guide
call Downers Grove
Tourism and Events
1-800-934-0615

<http://visitor.vil.downers-grove.il.us>



AD FOR St. Louis Post Dispatch

Downers Grove

THE PERFECT LOCATION

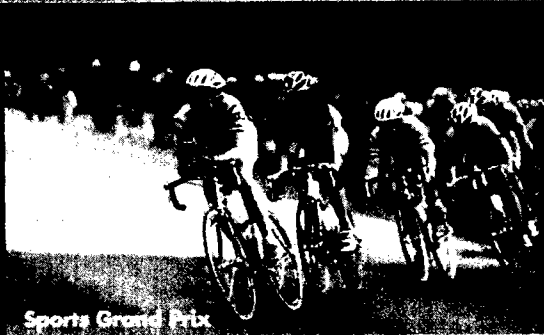
A GREAT VACATION

A variety of lodging choices to meet any budget

Accommodated festivals and events



Heritage Festival Street Fair



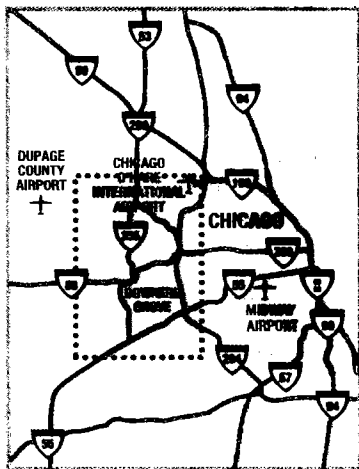
Sports Grand Prix



Golfing

HOTELS

- Just 19 miles west of Chicago.
- Located near I-88 and I-355.
- Convenient shopping, museums and entertainment for the whole family.



Comfort Inn of Downers Grove

3010 Finley Rd.
Downers Grove, IL 60515
(630) 515-1500 • (800) 228-5150

Doubletree Guest Suites

2111 Butterfield Rd.
Downers Grove, IL 60515
(630) 971-2000 • (800) 222-TREE

Extended Stay America

3150 Finley Rd.
Downers Grove, IL 60515
(630) 810-4124 • (800) 398-7829

Holiday Inn Express

3031 Finley Rd.
Downers Grove, IL 60515
(630) 810-9500 • (800) HOLIDAY

InTown Suites

2540 Ogden Ave.
Downers Grove, IL 60515
(630) 241-4754 • (800) 951-STAY

Marriott Suites Downers Grove

1500 Opus Pl.
Downers Grove, IL 60515
(630) 852-1500 • (800) 228-9290

Red Roof Inn

1113 Butterfield Rd.
Downers Grove, IL 60515
(630) 963-4205 • (800) 843-7663

For more information call us at 1-800-934-0615,
or visit us on the web at <http://visitor.vil.downers-grove.il.us>



DOWNERS GROVE
TOURISM AND EVENTS
The Perfect Location



Ice Sculpture Fair

Tivoli Theater

CHICAGO CONVENTION & TOURISM BUREAU - BACK COVER

Downers Grove

THE PERFECT LOCATION



Heritage Festival Street Fair
Photograph by Tina Welch

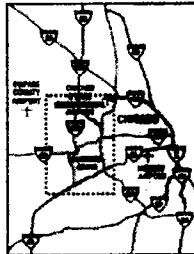
Sports Grand Prix

Golfing

VACATION

A variety of lodging choices to meet any budget.

Acclaimed festivals and events.



- Just 19 miles west of Chicago.
- Located near I-88 and I-355.
- Convenient shopping, museums and entertainment for the whole family.



Ice Sculpture Festival Tivoli Theater Downtown Downers Grove



1-800-934-0615

1/4 PAGE AD

**Take a Free Ride...
DOWNERS GROVE**

Where your Summer fun is as easy as 1-2-3

Chicago
Downers Grove
St. Louis

1. Make your reservation at a hotel listed below:

| | | |
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| Doubtree Guest Suites (630) 971-2000 | InTown Suites (630) 241-4754 | Red Roof Inn (630) 963-4205 |

2. Redeem this postcard for your FREE Metra Rail family pass upon check-in at your hotel.

3. Ride Metra from Downers Grove to downtown Chicago for these great events and attractions:

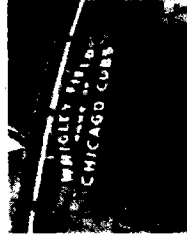
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Offer available weekends June 1 thru September 1, 2002.
Please call hotels for rates and availability.

*FREE \$10 gift certificate at check-in for Shopping and Dining in downtown Downers Grove.

Photos courtesy of Bob Schramm and Mike Gubackson

***FREE \$10 Gift Certificate**



**For a Free Visitors Guide call Downers Grove Tourism and Events
1-800-984-0615**

<http://visitor.wi.downers-groveci.us>



DIRECT MAIL METRA POSTCARD



DIRECT MAIL REUNION MARKET

**VILLAGE OF DOWNERS GROVE
TOURISM AND EVENTS COMMISSION
COMMITTEE ROOM
801 Burlington Ave.
Downers Grove, IL
May 20, 2002**

Chairman Humphreys called the meeting to order at 5:00 p.m.

PRESENT: Chairman Humphreys, Mr. Paul Bleuher, Mr. David Dahm,
Mr. Frank Falco, Mr. Don Hill, Ms. Kathy Nybo,
Ms. Ellen Pendola, Mr. John Randall
Staff: Ms. Mary Scalzetti, Ms. Barb Martin, Ms. Laura Kestelik

ABSENT: Ms. Patti Marino

GUEST: Mr. Willis Johnson, Tivoli Enterprises
Mr. David VanVooren, Deputy Village Manager

I. APPROVAL OF MINUTES FROM APRIL 15, 2002

**Ms Nybo moved to approve the minutes from April 15, 2002; Mr. Dahm seconded the motion
The motion was unanimously approved.**

II. PRESENTATION/APPROVAL ITEMS

Braun Event and Tent Rental

Ms. Scalzetti reported Braun had agreed to keep pricing the same as last year and that the Events subcommittee and the Tourism Subcommittee, at their last meetings, approved the contract from Braun Event and Tent Rental for \$25,779.70. She said the contract will go before Council at their next meeting. The following motion was made:

**Ms. Nybo moved to recommend to the Village Council approval of an expenditure of \$25,779.70 to Braun Event and Tent Rental for this year's Heritage Festival. Mr. Bleuher seconded.
The motion carried unanimously.**

III COMMITTEE REPORTS

Mr. Randall reported that the Tourism and Events Commission at their last meeting of April 15, 2002 made a motion to the Village Council to discontinue membership with the DuPage Convention and Visitors Bureau (DuPage CVB). He said that after that meeting, additional and conflicting information had been received from the DuPage CVB. Because of this, the motion was put on hold and the DuPage CVB was asked to make a presentation to the Village Council and the Tourism Subcommittee. He said that after the DuPage CVB made their presentation to the Tourism Subcommittee, that subcommittee decided to exit membership with the DuPage CVB and to channel that money, approximately \$42,000, toward testing specific marketing projects, including membership with the Chicago Tourism Bureau. He explained that his corporate research indicated that when visitors wanted to come to this area they would click on "Chicago" for information rather

than “DuPage County”. He added that the hoteliers had also decided they would each retain their hotel’s individual membership with the DuPage CVB.

Mr. Randall said he would like to retain the original motion to exit membership with the DuPage CVB for one year and to revisit the membership issue again next year.

Mr. Randall explained that it had been noted that the DuPage CVB included non-member advertising in many of their publications alongside member advertising and questioned what then was the membership benefit? He said that the director of the DuPage CVB had been asked on many occasions, including the Village Council presentation, “What municipality members received that non-municipality members didn’t?” Each time no definite answer was given.

Chairperson Humphreys introduced Mr. Willis Johnson who briefly explained his background with the Village of Downers Grove, beginning with the implementation of the hotel tax in 1990 as a member of the Hotel Tax Advisory Board, Visitors Advisory Board and then later the Economic Development Commission. Mr. Johnson explained that he felt very strongly that membership with the DuPage CVB be retained and that Downers Grove not stand alone. He said that the DCVB can still provide technical and marketing assistance by attending trade shows and conferences providing valuable exposure.

Mr. Hill noted that many of the trade shows and conventions that DuPage attends nationally are also attended by the Doubletree and the Marriott hotels.

Mr. Willis Johnson said that if the Commission felt they weren’t receiving the level of service they were expecting, then the DuPage CVB should be given the opportunity to address it and correct it if possible. He said his main concern was that Downers Grove would be taking the risk and lose valuable “umbrella” exposure as a town. He explained that the hotels would continue to get their exposure as DuPage CVB members, but would Downers Grove continue to get the overall exposure.

Mr. Hill said he felt that dropping membership was definitely worth the risk and was reasonable because the funds could then be used to market Downers Grove as opposed to providing funds to marketing all of DuPage County.

Mr. Randall explained that dissatisfaction or criticism with the DuPage CVB was not the issue that led the subcommittee to question renewal of the DuPage membership. He said the subcommittee discussion was centered around what could be done with the additional membership money to best market Downers Grove. The subcommittee looked hard at what redemption there was with DuPage CVB membership as well as the village’s past advertising efforts and found that considering the future of electronics, the money was in the wrong place. He said the money needed to be placed where it would place heads in beds and considering the down turn of the economy, and the fact that Sept. 11 exaggerated that down turn, some hard decisions had to be made by the subcommittee as to the best and most effective use of the money. The inconsistencies in membership with the DuPage CVB came up as a result of these discussions. He said the hotels felt that there was value to membership in the DuPage CVB for the hotels individually, but with the Village membership, then there was duplication.

Discussion concluded and Mr. Humphreys asked for a motion regarding DuPage CVB membership.

Mr. Randall moved to recommend that the Village Council discontinue annual membership With the DuPage Convention and Visitors for 2002/03 effective July 1, 2002, and that membership dues be allocated towards the new marketing ideas as discussed at the Tourism Subcommittee Meeting. Mr. Falco seconded the motion.

The motion carried unanimously.

IV COMMITTEE REPORTS

Ms. Nybo reported the Events Subcommittee met on May 13 and approved April 15, 2002 Meeting Minutes as presented.

*Committee approved the contract for Tents, Tables and Chairs as written.

*Committee members signed up for jobs at HF.

*July 4th festivities planning are in full swing. 1) The marching units and bands have been chosen for the parade and applications are being returned 2) Table Party applications ready and have been sent to those who requested them and last year's participants, Information will also be in the Village Corner as well as e-newsletter and cable. 3) Bike & Buggy Parade flyer combined with Pre-Sale ticket info. Flyers will be distributed to schools week of May 20-24.

*Volunteers at HF - DGS Band Boosters – Will provide Vendor Staff for two legs of the festival; South Main including Lot O Fun area and East Curtiss. They are participating in the festival by selling pop and water. They will have their members check in at their booth. 3 Teens and 1 adult per / 4-hour shift. Staff will meet with them for training approximately two weeks prior. A donation of \$400 per day will be made to the group. This will be a cost saving in staffing of approx. \$400 per day. As this is new, staff will ask one of the local papers to do an article on the festival from DGS Band Boosters point of view in working the festival and how it has helped staff too.

*No Bingo - due to a conflict with the Village Vocal Chords participation in another festival, they are unable to provide Bingo for HF. They were the only ones to respond to the request for proposal.

Next Meeting: June 17, 2002

ADJOURNMENT

**VILLAGE OF DOWNERS GROVE
TOURISM SUBCOMMITTEE
VILLAGE HALL – ANTE ROOM
NOON
MAY 7, 2002**

Attendees: Dave Humphreys; Keith Hess, DoubleTree Guest Suites;
Don Hill, DoubleTree Guest Suites; John Randall, Marriott Suites;
Wendy Snow, Holiday Inn Express; Tracy Chen, Comfort Inn,
Lainie Geinopolous, Comfort Inn; Frank Fulco
Staff: Mary Scalzetti, Director, Barb Martin, Tourism Manager

Guest: Skip Strittmatter, Executive Direct, DuPage Convention & Visitors Bureau
Absent: Fred Armstrong, Suburban Lodge, Misty Sison, Red Roof Inns

PRESENTATION BY DUPAGE CVB

Skip Strittmatter distributed and discussed the DuPage CVB's marketing activities, marketing tools & membership benefits which were previously presented to the Village Council on April 23, 2002.

DISCUSSION

After Ms. Strittmatter's presentation, the subcommittee discussed the issue of whether or not to renew the annual membership to the DuPage CVB. Members asked Ms. Scalzetti for a few days to consider the DuPage membership renewal issue and that they would call or email her with their response.

HOTEL ADVERTISING – SUMMER PROMOTION

The Subcommittee reviewed a list of possible advertising opportunities provided by Staff. The following promotions for this summer's advertising promotion were approved:

Chicago Convention and Tourism Bureau Membership

Meet with the Village's webmaster to "fine tune" our *meta tags* to make Search Engines on the web more effective and purchase a subscription to *Web Trends*, a statistical program designed to analyze and track web data.

Print Ads : **Suites & Limited Service**
Target Market: Leisure
2 (3x7 b/w) ads in *St. Louis Post Dispatch* (West Zone) circ: 90,000 subscribers &
86,000 non-subscribers. West zone comprised of the most affluent readers in St. Louis

Direct Mail: Suites & Limited Service (5x7 postcard, based on last summer's Metra Ad)
Target Market: Leisure
(highlight Chicago events occurring at the same time as St. Louis Cardinals vs. Cubs
(6/21-23) & (8/30-9/1) to encourage overnight stays in our hotels.

Direct Mail: Suite Hotels
Target Market: Leisure
Use Hotel's preferred guest database (Doubletree and Marriott) & Preprint database

Direct Mail: Suites & Limited Service
Target Market: Family Reunion (4x6 postcard)