

Chicago Southland Convention & Visitors Bureau



2010 - 2011 Annual Report and Marketing Plan

Mission Statement

As the official destination management organization, the mission of the Chicago Southland Convention & Visitors Bureau is to market the communities within the Chicago Southland region as a meetings and leisure destination; soliciting conventions, exhibitions, sporting events and other related group business; engaging in visitor promotions including those which generate overnight stays for the region; promoting lodging, food and beverage, attractions, festivals and events; and other visitor related businesses; to promote and aid in tourism-related product development, thereby enhancing and developing the image, economic fabric and vitality of the Southland.

History

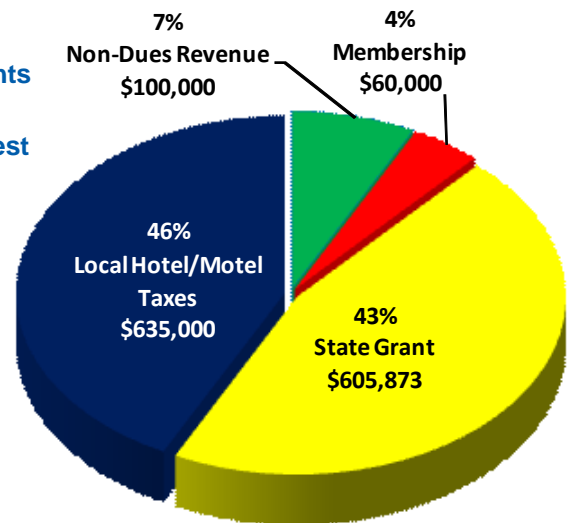
The Chicago Southland Convention & Visitors Bureau was founded over 24 years ago as a subsidiary of the Regional Economic Development Coordinating Corporation (now known as the Chicago Southland Development, Inc.). In 1993, the CVB separated from its parent organization and became an independent 501(c)6 organization. As a regional cooperative, the Chicago Southland Convention & Visitors Bureau represents 62 south and southwest municipalities approximately 25 miles south of downtown Chicago.

Funding - Fiscal Year 2011

The Chicago Southland Convention & Visitors Bureau is a regionally funded destination marketing and management organization. Its annual budget is composed of several funding sources. The CVB is the recipient of a \$605,873 state grant. The Local Tourism Convention Bureau Grant program requires the recipient to match the grant funds dollar for dollar. The match funds are comprised of the following sources: First, the CVB has funding agreements with 20 municipalities to receive a portion of their transient/motel room tax for marketing purposes. Second, the CVB has a growing membership that makes an annual investment in the bureau's programs. Third, the CVB develops resources including non-dues revenue, to enhance and expand its programming responsibilities.

Revenues and Municipal Marketing Partners

- Alsip
- Bridgeview
- Burbank
- Calumet City
- Calumet Park
- Chicago Heights
- Crestwood
- East Hazel Crest
- Harvey
- Homewood
- Lansing
- Markham
- Matteson
- Mokena
- Monee
- Oak Lawn
- Oak Forest
- Orland Hills
- South Holland
- Tinley Park



Fiscal Year 2010/2011

Executive Committee

- Chairperson:** John Thompson
- Vice Chairperson:** Roy Patel
- Treasurer:** Dave Newquist
- Secretary:** Daniel Fitzgerald
- Past Chairperson:** John Daly
- President/CEO:** Jim Garrett, CDME

*The Official Destination Marketing Organization
for Chicago's 62 South and Southwest Suburbs*

Board of Directors

Alsip

Patrick Kitching, Mayor
Jacob Washlow, Doubletree
Bernadette Weber, Days Inn
Roy Patel, Best Western
James Gigliotti, Economic Development Director

Bridgeview Burbank Calumet City

TBA
Joseph Kudra, Director of Economic Development
Ashield Forbes, Hampton Inn
Javed Butt, East Hazel Crest Inn
Gloria Morningstar, Treasurer
Kelly Shah, Homewood Hotel
Grace Bazylewski, Director of Planning & Development

Calumet Park Chicago Heights

Crestwood East Hazel Crest Harvey Homewood Lansing

John Thompson, Economic Development Director
Anthony Burton, Trustee
Ed Jancauskas
Dilipkumar Amin, Super 8 Motel
Dave Newquist, Community Development
Rick Harmon, Hilton
John Daly, Village Administrator
Cindy Doorn, Trustee
Edward Zabrocki, Mayor
Daniel Fitzgerald, Tinley Park Holiday Inn & Convention Center

Markham

Matteson Mokena Monee Oak Forest

Oak Lawn Orland Hills South Holland Tinley Park

South Suburban Mayors & Managers Association Southwest Conference of Mayors

Dwight Welch, Country Club Hills
Vicky Smith, Executive Director
Steven Quigley, Executive Director

Will County Governmental League

Terri Winfree, Prairie State College

Exhibition Appointment

Kevin Spudic, TOYOTA PARK

General Membership Appointment

Mike Scholefield,
Baxter & Woodman Consulting Engineers

Transportation Appointment

TBA

Professional Staff

Jim Garrett, CDME
Sally Schlesinger, CPA, CDME
Kim Kislowski
Bob Lukens, CDME
Diane Graves
Bernice Scheive
Mary Patchin
Kristy Benko, CTIS
Jay Allen

Elizabeth Baun

President/CEO
Executive Vice President
Marketing Manager
Public Relations Manager
Office Manager
Receptionist
Director of Sales
Sales Executive
Sales Executive
(Sports, Hobby & Consumer)
Convention Services Manager

09-10 Convention/SMERF/Sports

Sales and Marketing Results

- 230 leads generated for convention, social or sporting groups involving 138,416 delegates, 52,619 room nights and having a potential of just under \$18.4 million in economic impact to the area.

- A total of 57 groups were classified as definite business, bringing 19,905 delegates, 7,192 room nights and having a potential of over \$2.888,700 million in economic impact to the Southland region.

- The CVB attended 17 tradeshow including the following:

Association Forum of Chicagoland Holiday Showcase

CONNECT Marketplace

Destination Showcase - Washington D.C. & Chicago

FEA (Fraternal Executives Association)

HSMIAI (Hospitality Sales and Marketing Association International)

Affordable Meetings - Mid-America, National
ISAE (Illinois Society of Association Executives)

Meetings Quest - Chicago & Washington, D.C.

MPI-WEC (Meeting Professionals International Professional World Education Congress)

NACS (National Association of Consumer Shows)

NASC (National Association of Sports Commissions)

RCMA (Religious Conference Management Association)

Rejuvenate Tradeshow

Sports IL Huddle

TEAMS 2009

- Serviced 34 convention/meeting groups, providing an array of support services including housing, banners, namebadges, promotional literature, sponsorships and welcome letters.

- Placed 29 ads in various convention/SMERF/sports publications, with a total distribution of 343,770.

- Updated the Meeting Planner Guide and Sports Venue Guide.

10-11 Convention/SMERF/Sports

Sales and Marketing Priorities

- Generate at least 250 leads in various state, regional and national markets.

- Strive for a conversion rate between leads and confirmed bookings of 40%, in concert with area hotel and exhibition facilities.

- The CVB maintains membership in the following national and regional organizations and attends the following tradeshow/conventions:

American Society of Association Executives

Association Forum of Chicagoland Holiday Showcase

Christian Meetings & Conventions Association (CMCA)

Collaborate

Connect Marketplace

Destination Marketing Association International (DMAI)

Hospitality Sales & Marketing Association International (HSMIAI)

International Association of Exposition Executives (IAEE)

Illinois Society of Association Executives (ISAE)

National Association of Sports Commissions (NASC)

Rejuvenate (Religious Show)

Religious Conference Management Association (RCMA)

Society of Government Meeting Professionals (SGMP)

Sports Illinois Huddle

Travel, Events and Management in Sports (TEAMS)

Additional Convention Sales Priorities

- Conduct a minimum of 15 individual site inspections
- Implement one sales blitz/reception for Springfield, IL
- Continue to promote the local awareness campaign
- Maintain all professional affiliations
- Continue quarterly schedule of sales meetings between CVB staff and area hotels and meeting facilities
- Identify and maintain database of potential group users for convention/exhibit space
- Continue to distribute Sports Venue Guide & Meeting Planners Guide updated in FY10
- Conduct a schedule of ad placements in the meetings/smerf/sports markets
- Develop and produce direct mailers as needed for the meetings/smerf/sports markets
- Continue to distribute the meetings & conventions and sports mailers

09-10 Travel and Tourism Sales and Marketing Results

- 12 leads were generated for new tour and travel groups involving 730 delegates, 1,204 room nights and having a potential of over \$182,050 in economic impact to the region.
- A total of 7 groups were classified as definite business, bringing 277 delegates, 255 room nights and having a potential of just under \$54,925 in economic impact to this region.
- Attended four trade shows representing the Chicago Southland, including:
 - American Bus Association**
 - Bank Travel**
 - Heartland Travel Showcase**
 - National Tour Association**
- Placed 21 ads in group tour publications, with a total distribution of 315,200.

10-11 Travel and Tourism Sales and Marketing Priorities

- Generate at least 50 leads in various state, regional and national markets.
- Working with hotels and exhibition facilities, strive for a conversion rate between leads and confirmed bookings of 40%.
- The CVB maintains membership in the following national and regional organizations and attends the following tradeshow/

conventions:

- American Bus Association (ABA)**, 1/2011
- Heartland Travel Showcase**, 2/2011
- National Tour Association (NTA)**, 11/2010
- Student Youth Travel Association (SYTA)**, 8/2010

Other Group Travel Sales Priorities

- Host eight individual site inspections
- Continue to maintain, develop and expand the database of prospective travel clients
- Develop and produce direct mailers as needed for the group market
- Schedule ad placements for the group market
- Continue to distribute the group tour mailer
- Continue to promote the incentive campaign geared toward the group tour market

09-10 Leisure/Visitor Marketing Results

- Published the following guides:
 - Visitors Guide** - 150,000 copies
 - Festivals and Events Guide** – 12,000 (October 2009 – April 2010)
 - Festivals and Events Guide** – 15,000 (May – September 2010)
 - Coupon Book** – 12,000 (October 2009 – April 2010)
 - Coupon Book** – 15,000 (May – October 2010)
- Placed 12 ads in leisure publications, with a total distribution of 10,713,700.

10-11 Leisure/Visitor Sales and Marketing Priorities

- Develop/update and produce the Chicago Southland Visitors Guide, Coupon Book (2x) and the Festivals & Events Guide (2x)
- Schedule ad placements for the leisure market.
- Seek to increase planner and exhibitor attendance at the Festivals and Events Convention by 20%.
- Update existing information on the Chicago Southland website and various electronic media and continue an e-mail marketing program to targeted markets.
- Explore new opportunities for electronic exposure and free services.

Local Grant Program (Municipalities)

- Continue to offer local groups and organizations the opportunity to apply for marketing monies that will assist their programs and enhance the mission of the Bureau.
- Conduct five grant periods per year.

- Conduct grant writing workshops at least five times annually to encourage prospective applicants.
- With the approval of the Board of Directors and availability of funding, award \$46,000 in local grant funds for selected and qualified marketing projects and programs.

09-10 Membership Marketing Results

- Total membership revenue for FY10 was \$35,050.
- The CVB's monthly Orientation Program draws numerous new and potential members over the course of the past fiscal year.
- Membership networking events in FY10 included a National Tourism Day Reception, Annual Meeting & Luncheon and Holiday Membership Event.
- The year ended with a total membership of 1055.
- Continued to distribute membership materials featuring a 5 sheet tiered system to promote the CVB membership benefits.

10-11 Membership Marketing Priorities

New Member Recruitment

- Participate in regional business showcases and business-after-hours events.
- Encourage prospective new members to attend a CSCVB orientation.

Community Awareness

- Develop and distribute press releases about specific membership events.
- Continue to provide membership plaques to members.

Membership Retention

- Host monthly CVB orientations.
- Continue to send welcome letters to new members, and hand-written thank you notes to renewing members.
- Distribute "Chicago Southland Scoop" newsletter to members.
- Continue to recognize outstanding CVB members through the awards program held during the Annual Meeting & Luncheon.
- Develop and conduct educational seminars for CVB members.

- Continue to assist members with development of their own marketing programs (i.e., provide media lists, press releases, etc.).

Membership Involvement Programs

- Host Annual Meeting & Luncheon.
- Host a holiday membership and National

Tourism Day event for members and municipalities.

- Continue to sponsor the “CVB Mailbag” program, discounts on mailings to members.

09-10 Finance and Administration Results

- Complied with the Local Touris Convention Bureau Grant (LTCB) certification and application, allowing the Bureau to receive a \$783,161 state grant (for FY10).
- Coordination of the LTCB Grant Program including a compliance audit by the State of Illinois.
- Completion of an unqualified annual financial audit by McGladrey and Pullen, affirming the quality of the financial systems and controls.

10-11 Financial Administration Priorities

- Maintain efficient methods and procedures that assure accurate accounting practices along with appropriate checks and balances.
- Ensure the CVB is in compliance with program and financial guidelines for the LTCB Grant program.
- Explore the development of financial reserves as well as additional sources of revenue.
- Oversee an annual audit (by an outside accounting firm) including state grant certification.
- Maintain open communications with the financial staff of funding municipalities.
- Prepare and present state certification, application, quarterly reports and state monitoring audits.

10-11 Management Leadership & Communication Priorities

- Meet bi-monthly with board members to review programs and obtain feedback.
- Maintain active involvement and leadership with other industry affiliated associations.
- Continue to work with the Illinois Department of Transportation and Toll Authority on the installation of hospitality/logo signs along interstates.
- Meet regularly with regional inter-governmental organizations.
- Continue to promote product development opportunities to encourage tourism development within the Southland region.

09-10 Marketing & Public Relations Results

- The Chicago Southland CVB published 11 newsletters reaching 1,100 members per mailing.
- Direct, confirmed media coverage of regional news and feature articles, briefs and other information promoting visitation to the Chicago Southland and Chicago Southland CVB activities resulted in 1,179” of editorial copy; 1,430 cable television announcements; and four broadcast media interviews, reaching over 7.97 million people. Estimated value of media coverage was \$133,417.
- Local media accounted for 61 placements; out-of-state media accounted for 4 placements; national newspaper and magazine coverage resulted in 5 placements; and trade and leisure magazines garnered 16 placements on Chicago Southland visitor amenities and facilities.
- The Chicago Southland Lincoln Oasis Visitor Information Center served 20,142 visitors and distributed 135,588 brochures and maps, with a slight increase in visitors served and a 5% increase in brochure distribution over the previous fiscal year.
- The Google AdWords program delivered over 4.7 million ad impressions, resulting in 29,510 clicks and a click-thru ratio of .63%.
- The CVB website had a total of 214,172 visits in FY10.
- The Chicago Southland CVB maintains Facebook, MySpace, Flickr, YouTube and Twitter accounts, regularly updating these social media outlets.
- Responded to 22,570 inquiries in response to various advertising, media exposure and promotional campaigns.
- Distributed 156,048 brochures in fulfillment for various information centers, airports, hotels, attractions and other informational outlets.
- Hosted one festivals and events workshop/convention with over 200 participants.
- Hosted five local grant writing workshops (16 total attendees), as well as several individual consultations.
- Through the Bureau’s Local Grant Program, awarded \$48,461 in Local Grant funds to 11 organizations/projects for the promotion of attractions and events aimed outside the Chicago Southland including:
 - **The Center for Performing Arts at GSU, University Park, Online Advertising Project, \$5,000**

- **Chicago Gaelic Park**, City of Oak Forest, Irish Fest Promotion, \$7,500
- **Homewood-Flossmoor Park District**, Homewood & Flossmoor, Wiffle Fest, \$2,940
- **Illinois State Soccer Association**, City of Oak Forest, USASA Region II Cup Finals, \$5,100
- **City of Markham**, Annual City of Markham Family Festival, \$7,500
- **Nathan Manilow Sculpture Park**, University Park, Millennium Station Project, \$5,000 and \$6,005
- **City of Oak Forest**, Oak Forest Fleadh Promotion, \$2,937
- **Village of Orland Hills**, NSA IL State Girls Softball Tournament, \$2,219
- **City of Palos Heights**, Palos Bank Southwest Half Marathon, \$4,260

10-11 Marketing & Public Relations Priorities

- Book speaking engagements to explain the CVB and its mission to civic, service, educational and business groups.
- Send “Scoop” newsletter to mayors, managers, board members, membership, media and local state legislators.
- Communicate with mayors and village managers regarding the CVB’s programs and hospitality initiatives underway in the Southland region.
- Participate in at least two legislative trips to Springfield.
- Continue operation of the Visitor Information Center at the Chicago Southland Lincoln Oasis.
- Develop and distribute press releases/photos to local, regional and targeted media outside of Illinois on CVB publications, events and activities.
- Develop and place at least 20 Chicago Southland news or feature articles in regional/national newspapers, as well as meetings, group tour, sports, leisure and trade publications.
- Meet with the editorial staff of local and regional newspapers.
- Monitor local and national newspapers and magazines for CVB placements.
- Place the CVB President/CEO on at least five public access/public affairs television talk shows and two radio talk shows.
- Continue to expand and update media lists to allow for greater access to e-distribution of CVB information.