


STATE OF ILLINOIS        )  
  ) SS  
COUNTY OF DU PAGE     )

I, Shirley J. Siebert, City Clerk of Wood Dale, Illinois DO HEREBY CERTIFY that as such City Clerk and keeper of the records, that the foregoing is a true and correct copy of Resolution **#R-19-44 A RESOLUTION AUTHORIZING THE CITY OF WOOD DALE TO JOIN THE DUPAGE CONVENTION AND VISITORS BUREAU IN A MUNICIPAL PARTNERSHIP IN AN AMOUNT OF \$18,883**

Passed by The City of Wood Dale, Du Page County, Illinois, IN WITNESS WHEREOF, I have hereunto subscribed my name and affixed the seal of the City of Wood Dale, this 3<sup>RD</sup> day of October, 2019.

  
Shirley J. Siebert, City Clerk

SEAL



**Resolution #R-19-44**

**A RESOLUTION AUTHORIZING THE CITY OF WOOD DALE TO JOIN THE  
DUPAGE CONVENTION AND VISITORS BUREAU IN A MUNICIPAL  
PARTNERSHIP IN AN AMOUNT OF \$18,883**

Passed: October 3, 2019  
Published in Pamphlet Form: October 4, 2019

I, Shirley J. Siebert, as the Clerk for the City of Wood Dale, hereby certify that the  
attached Resolution is a true and correct copy of #R-19-44  
**A RESOLUTION AUTHORIZING THE CITY OF WOOD DALE TO JOIN THE  
DUPAGE CONVENTION AND VISITORS BUREAU IN A MUNICIPAL  
PARTNERSHIP IN AN AMOUNT OF \$18,883**

Passed and approved by the City Council of the City of Wood Dale on October 3, 2019,  
and hereby published in pamphlet on October 3, 2019.

  
Shirley J. Siebert, City Clerk

SEAL



RESOLUTION NO. R-19-44

**A RESOLUTION AUTHORIZING THE CITY OF WOOD DALE TO JOIN THE DUPAGE CONVENTION AND VISITORS BUREAU IN A MUNICIPAL PARTNERSHIP IN AN AMOUNT OF \$18,883**

**WHEREAS**, the City of Wood Dale (hereinafter referred to as the "City") is a duly organized and existing body politic and corporate governed by the provisions of the Illinois Municipal Code, 65 ILCS 5/1-1-1, *et seq.*, and its own duly adopted Municipal Code; and

**WHEREAS**, the City is authorized and empowered under the Illinois Municipal Code, and its Ordinances adopted pursuant thereto, to enter into agreements and to contract for goods and services; and

**WHEREAS**, the Mayor and the City Council of the City seek to ensure that the City is run effectively and efficiently; and

**WHEREAS**, the Mayor and the City Council of the City, seeks the **DuPage Convention & Tourism Bureau** for a **Municipal Partnership**; and

**WHEREAS**, these services are necessary to maintain and promote an effective and efficient City Government; and

**WHEREAS**, after diligent review of the qualifications and services of **DuPage Convention & Tourism Bureau**, the Mayor and the City Council find **DuPage Convention & Tourism Bureau** is qualified to perform the duties sought by the City; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF WOOD DALE, DUPAGE COUNTY, AN ILLINOIS CORPORATION, as follows:**

**SECTION 1:** The recitals set forth above are incorporated herein and made a part hereof.

**SECTION 2:** The Mayor is authorized to execute said Agreement on behalf of the City of Wood Dale, which signature shall be attested to by the City Clerk.

**SECTION 3:** The City Manager, staff and/or the City Attorney shall take the steps necessary to put the terms and conditions of the Agreement into effect.

**SECTION 4:** That all ordinances and resolutions, or parts thereof in conflict with the provisions of this Resolution are, to the extent of such conflict, hereby repealed.

**SECTION 5:** That this Resolution shall be in full force and effect from and after its adoption, approval and publication in pamphlet form as provided by law.

PASSED this 3rd day of October, 2019.

AYES: Alderman Catalano, Jakob, Messina, E. Wesley, Woods, Sorrentino

NAYS: N/A

ABSENT: R. Wesley, Susmarski



APPROVED this 3rd day of October, 2019.

SIGNED: Annunziato Pulice  
Annunziato Pulice, Mayor

ATTEST: Shirley J Tebert by Maura Montalvo -  
Maura Montalvo, Deputy City Clerk  
Deputy Clerk



September 27, 2019

Jeffrey Mermuys  
City of Wood Dale  
404 N Wood Dale Road  
Wood Dale, IL 60191

Dear Manager Mermuys:

I am writing to express my appreciation to you and the City of Wood Dale for your financial support of the DuPage Convention & Visitors Bureau at a rate of 25% of one of your annual collected hotel/motel tax points for FY 2020.

The past few years have been vital to the tourism industry in DuPage County. The DuPage CVB has launched a strategic plan, a new brand, and most recently, a sports commission that combines all sports assets under one, recognizable brand. We are working closely with the county to ensure a healthy workforce and continued revenues for our communities. Tourism continues to be an economic driver and a job creator, and we must continue to drive tax receipts through economic development. This is why your support is instrumental in matching the state grant to promote the DuPage County region.

The DuPage CVB continues to promote your community through targeted leisure and business campaigns, at tradeshow, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep the City of Wood Dale top of mind.

Enclosed is your inaugural financial commitment letter to the bureau. This is not an invoice, but rather a letter of intent that must be submitted to the state to highlight that we have an estimated source of matching local funds for the tourism grant for certified convention bureaus...or DuPage CVB. Please sign the attached letter and return it to Kathy Sass at DuPage CVB at your convenience at [kathy@discoverdupage.com](mailto:kathy@discoverdupage.com). This is no way changes any agreements you have with other convention bureaus.

On behalf of the DuPage CVB board of directors and the 23,500 men and women in hospitality in DuPage County, I thank you for your generous support. We look forward to a prosperous year of working with and for you.

Sincere regards, as we DuMore for DuPage,

A handwritten signature in black ink that reads "Beth Marchetti".

Beth Marchetti, Executive Director

**MUNICIPAL PARTNERSHIP  
PROMISSORY NOTE  
Fiscal Year 2020**

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau acts as the official tourism marketing arm for the county, our partners and our constituents.

Since the DuPage Convention & Visitors Bureau must rely on local hotel tax receipts in order to receive matching state dollars for its marketing efforts, support by municipal partners like the City of Wood Dale is vital to its mission.

The City of Wood Dale agrees to support the DuPage Convention & Visitors Bureau at a rate of 25% of one of the occupancy tax points of the annual collected hotel/motel tax for Fiscal Year 2020.

The projected payment for funding by the City of Wood Dale to the DuPage Convention & Visitors Bureau this fiscal year is estimated to be \$18,883. The final amount may be higher or lower, depending on the actual hotel/motel tax collected.

Agreed by:

CITY OF WOOD DALE

Print: ANNUNZIATO PULICE  
Signed: Annunziato Pulice  
Title: Mayor  
Date: 10-3-2019



## **Supporting Municipality Proposal: City of Wood Dale**

The City of Wood Dale receives full municipal partnership benefits by its support of the DuPage Convention & Visitors Bureau with an investment of \$18,883. In return, the City will receive:

### **Industry Leadership**

The DCVB realizes the critical juncture the county, municipals and members face as tourism evolves, and is committed to working with leading experts to ensure comprehensive success.

- Partner in the execution of DuPage GPS: A Tourism Roadmap—the DuPage CVB's strategic plan to maximize our tourism industry; conducted in partnership with DCVB's contractor, Nichols Tourism Group, a leader in destination planning for over 35 years with experience designing and executing plans to elevate the economic impact of visitors.
- Opportunity to be on the ground floor as the DCVB utilizes *Destination Next*, a tool to facilitate county-wide research and subsequent collaboration, as the new tourism model demands for continued success in a quickly changing, challenging industry.
- Integrate with the DCVB's new branding efforts as it elevates DuPage County brand identity, DuMore DuPage and awareness through its work.
- Enhanced public relations support as the DCVB works with R4 Communications on media relations, audience engagement, strategic messaging, and more.
- Accessibility to Smith Travel Reports, research and product development studies in the hospitality industry.
- Expert technical assistance--municipal partners may request assistance from the bureau in tourism marketing coordination and grant writing.
- Bureau representation or agency management. The DuPage CVB assists in several layers of support, from attending tourism meetings to managing advertising/marketing program and financial tracking.

### **Sales**

- Meeting and Group leads for your hotels, bringing economic impact to the area
- Participation in Convention Services program, which provides welcome services for groups visiting DuPage; includes welcome bag distribution with giveaways and information from supporting municipalities to help drive business to your restaurants and shops.
- Municipal partners have the first opportunity to participate in Familiarization Tours offered to meeting planners with prospective events for DuPage.
- Municipal partners have the first opportunity at trade show participation at market places of meeting professionals throughout the year.
- Participation in DCVB sales efforts including tradeshow, city blitzes, client events and more.

### **Marketing Initiatives**

The DCVB analyzes trends and capitalizes on opportunities to further build awareness of and drive visitation to DuPage County and its supporting communities.

- Ability to leverage efforts of a professional marketing/content strategist to maximize comprehensive campaigns across all mediums through user-generated content and storytelling.
- Opportunity to participate in pay-to-play cooperative advertising, including access to matching grant funds, saving gross advertising costs.
- Enhanced exposure for the City through search engine optimization (SEO) to visitors looking for activities in your area through support and links to the DCVB website.
- Social media participation leveraged through work with DCVB's social media strategist.
- Appropriate inclusion in monthly and seasonal promotional and integrated campaigns in the leisure market.
- Access to post on the DCVB's online Calendar of Events, the most heavily trafficked page on DiscoverDuPage.com, which extends your promotional reach through monthly eblasts, social media and Illinois Office of Tourism promotions.

### **Publications & Promotions**

Inclusion in all DuPage CVB publications, garnering over 550,000 requests last year.

Membership listings and feature segments in annual publications.

- DuPage Visitors Guide, the official guide for DuPage County with a circulation of 60,000 distributed at Tollway kiosks and other target locations.
- Interactive, online visitors guide on [www.discoverdupage.com](http://www.discoverdupage.com) with more than 1 million visits annually.
- Meeting Planners Guide *Facilities at a Glance*, including specs and amenities for appropriate meeting spaces.
- Complimentary electronic and traditional fulfillment for City of Wood Dale guides, with reciprocal links to maximize SEO and to drive visitors to your community website.

### **State and Regional Partnerships**

As the only state certified marketing destination organization for the county, the DCVB is your official liaison to the Illinois Office of Tourism, ensuring that state tourism dollars are being matched locally and leveraging the ability for the City of Wood Dale to gain access to the visitor audience.

- Ability for media pitch on state's site in all PR efforts through state's agency, TimeZoneOne and all social media pushes where appropriate.
- Exposure on all Illinois tourism micro-sites for specific market segments, including sports, group and corporate meetings.
- Online Event Promotions – appropriate Wood Dale events submitted through member portal will be forwarded to the state for possible inclusion on [www.enjoyillinois.com](http://www.enjoyillinois.com) and [www.visitchicagoland.com](http://www.visitchicagoland.com).
- Promotions through the DCVB's public relations efforts with local, regional and Chicagoland organizations.



### **General Benefits**

- Complimentary hotel memberships
- Five complimentary memberships with the DuPage CVB.
- Link on home page and unique landing page for the City of Wood Dale on [www.DiscoverDuPage.com](http://www.DiscoverDuPage.com), which receives over half-a-million unique visits.
- Complimentary reciprocal chamber partnership.
- Networking opportunities and referrals through DuPage CVB channels
- Opportunity to participate in member-only events