



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item:	Tourism Investment Agreement Aurora Area Convention and Visitors Bureau		
Presenter & Title:	Cathleen Tymoszenko, Economic Development Director		
Date:	October 21, 2024		
Please Check Appropriate Box:			
<input type="checkbox"/>	Committee of the Whole Meeting	<input type="checkbox"/>	Special Committee of the Whole Meeting
<input checked="" type="checkbox"/>	City Council Meeting	<input type="checkbox"/>	Special City Council Meeting
<input type="checkbox"/>	Public Hearing	<input type="checkbox"/>	Other -
Associated Strategic Plan Goal/Objective: EV-III			
Estimated Cost: \$176,500/TBD	Budgeted?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Other Funding? <input type="checkbox"/> Yes <input type="checkbox"/> No
<i>If "Other Funding," please explain how the item will be funded:</i>			
Executive Summary:			
<p><u>Align with Certified CVB:</u> The City collects a 5% Municipal Hotel Operators' Occupation Tax (hotel tax). As a non-home rule municipality, the City has limited authority (65 ILCS 5/8-3-14) to expend these funds solely to promote tourism and conventions or otherwise to attract nonresident overnight visitors. Convention and Visitors Bureaus (CVBs) are certified by and receive funds from the state to provide such services to participating municipalities. CVBs also receive hotel tax contributions from municipal partners.</p> <p>Geneva is contiguous to the service area of the Aurora Area Convention and Visitor's Bureau (AACVB). Aligning with AACVB will help structure Geneva to reach the market sector with the greatest likelihood of needing overnight accommodations- industry standard is 50 miles or greater. Working with the AACVB will elevate Geneva to a regional tourism force, provide opportunities to collaborate with municipal, state and industry partners and leverage state and local funds. The AACVB can deliver services requested by the taxpayer, restore taxpayer accountability, allow data driven marketing decisions and bring forward professional representation of Geneva hotels/venues in sports, group travel/tours (motor coach), leisure travel, and meetings for RFP response and trade show representation.</p> <p>The Tourism Investment Agreement with AACVB provides for:</p> <ul style="list-style-type: none"> • Three year agreement with two 3-year extension options • 90% of first 3% of hotel tax collections (+/- \$176,500) <ul style="list-style-type: none"> ○ Of that amount, 40% of the hotel funds to the Visitors Bureau will be dedicated to a municipal marketing partnership specific to Geneva (+/- \$70,600) <p>Time is of the essence. Taxpayers have been requesting CVB services and the AACVB is about to start work on a strategic planning for destination development and branding. Geneva's attractions and attributes need to be included in this regional action plan beginning at the ground level. Aligning with the CVB now will help position Geneva for future growth as hotel and tourism markets, stalled by COVID reignite.</p>			

Attachments: <i>(please list)</i>
<ul style="list-style-type: none"> • Letters of Support from State of IL, Hotels and Attractions • Resolution and Tourism Investment Agreement with AACVB
Voting Requirements:
<p><i>This motion requires a simple majority of affirmative votes for passage. (City Council)</i></p> <p><i>The Mayor may vote on three occasions: (a) when the vote of the alderpersons has resulted in a tie; (b) when one half of the alderpersons elected have voted in favor of an ordinance, resolution, or motion even though there is no tie vote; or (c) when a vote greater than a majority of the corporate authorities is required by state statute or local ordinance to adopt an ordinance, resolution, or motion.</i></p>
Recommendation / Suggested Action: <i>(how the item should be listed on agenda)</i>
Consider Approval of Resolution Authorizing Execution of Tourism Investment Agreement with Aurora Area Convention and Visitors Bureau.



Illinois
Department of Commerce
& Economic Opportunity
JB Pritzker, Governor



October 17, 2024

Mayor Kevin Burns & City Council Members
22 S. 1st Street
Geneva, IL 60134

Dear Mayor Burns & Members of Geneva City Council,

We are delighted to learn of the interest in the City of Geneva joining promotional efforts with the Aurora Area Convention & Visitors Bureau. The regional approach is supported by the Illinois Office of Tourism, and we have been working diligently on forging more of these regional partnerships as it benefits the local communities as well as the visitors they are attracting.

The Illinois Office of Tourism works closely with our 38 certified convention and visitors bureaus located throughout the state as they serve as our boots on the ground and a direct line to our office to provide information on the area they service. If a community is not represented by a certified convention and visitors bureau, it is much harder for our office to be aware of all the great offerings the community may have available for visitors.

The certified convention and visitors bureaus are supported by our office for various niche market efforts such as group tour, sports and meetings and conventions, and your community would then have representation into these important sales efforts. If you choose to become part of the Aurora Area CVB's service area, Geneva will be represented with our office's marketing efforts with Sports Illinois, Tour Illinois and Meet in Illinois which will provide you with valuable leads.

If we can provide you with any additional information, please do not hesitate to reach out to me or Jan Kemmerling in my office.

Sincerely,

A handwritten signature in black ink that reads "Daniel R. Thomas".

Daniel R. Thomas
Deputy Director
Illinois Office of Tourism



Comfort Inn & Suites
1555 E. Fabyan Parkway
Geneva, IL 60134
630-208-8811
www.comfortinngeneva.com

Good Morning Cathleen,

The Comfort Inn & Suites has been wanting to join the Aurora CVB for over 10 years now and we have been actively requesting to join them so we can bring more business into Geneva. We would like to join the other 10 towns currently members of the Aurora CVB to grow Geneva and bring guests in that would not only fill the hotels but also fill the venues, fill the restaurants, stop at our gas stations, stop at our retail establishments and our entertainment venues. We are missing out on a huge opportunity to bring guests from all over the world to our town and to have the marketing reach that the Aurora CVB can provide, outside of our local area. We want to grow and prosper in Geneva and our town joining the Aurora CVB will be able to do just that. Thank you.

Sincerely,



Max Thakkar

Owner

Comfort Inn & Suites
1555 E. Fabyan Parkway
Geneva, IL 60134

From: [David Brown](#)
To: [Tymoszenko, Cathleen](#)
Cc: [Lisa Landers](#)
Subject: Letter Of Support
Date: Wednesday, October 16, 2024 12:30:24 PM
Attachments: [image001.png](#)

EXTERNAL EMAIL - USE CAUTION

CAUTION: This email originated from outside the City of Geneva. Exercise caution when opening attachments or on clicking links from unknown senders.

Dear Cathleen Tymoszenko

As the newly appointed General Manager of the Herrington Inn and Spa in Geneva Illinois we are in support of the Municipal Marketing Partnership with the Aurora Area Convention and Visitors Bureau.

We look forward to targeted municipal marketing plans unique to each participating community.

Kindest regards

David Brown

David Brown

General Manager: david_brown@herringtoninn.com

River Lane, Geneva IL 60134

Direct line-630.5494756.8413*Hotel-630.208.7433

watch our hotel video [here](#) - you can't help but smile!

The Herrington
Inn & Spa

Good Morning Cathleen,

Oscar Swan would like the City of Geneva to join the Aurora Convention and Visitors Bureau to help bring business to my venue as well as the entire town of Geneva. We need sales and marketing assistance that draws visitors in from across the country, that want to stay the night at my Inn and use my banquet space and are not just local guests. These guests would help all the businesses in Geneva thrive. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Nina Ahler". The signature is written in a cursive, flowing style.

Nina Ahler
Owner
The Oscar Swan
1800 W. State Street
Geneva, IL 60134

KANE COUNTY COUGARS BASEBALL CLUB
34W002 Cherry Lane Geneva, IL 60134

P: 630-232-8811
W: KCCOUGARS.COM



 **MLB PARTNER LEAGUE**

Good Afternoon Cathleen,

We agree that the City of Geneva should join the Aurora Convention and Visitors Bureau to help bring new business to our area. The Aurora Convention and Visitors Bureau will have a positive impact on our club as they have the ability to introduce the Kane County Cougars to new markets, to secure group travel and to package this destination along with other area attractions.

Sincerely,

Curtis Haug
General Manager; Vice President
Kane County Cougars
34W002 Cherry Lane
Geneva, IL 60134



From: [Alan Edgecombe](#)
To: [Tymoszenko, Cathleen](#)
Cc:
Subject: Aurora Area Convention and Visitor Bureau
Date: Tuesday, September 10, 2024 9:24:21 AM

EXTERNAL EMAIL - USE CAUTION

CAUTION: This email originated from outside the City of Geneva. Exercise caution when opening attachments or on clicking links from unknown senders.

Hi Cathleen,

I want to follow up with you on our telephone conversation from last Friday. The Chicago Area Track & Field Organizing Committee began working with the with the Aurora Area CVB before the cross country course was even completed. Cort Carlson and Pete Garlock were very supportive of the facility, and encouraged us with their ideas for coordinating major events on the course. In our first three years of events on the course, the biggest event we have hosted was the 2022 NCAA Division 3 Regional Championship, which attracted over 30 teams from as far away as Nebraska and Arkansas. There were an estimated 5,000 spectators at that event. This November, we will host the Northern Athletic Collegiate Conference Championship for the second time.

We are working with Aurora University to bring the NCAA Regional meet to the course on a three or four year rotation of sites in the Midwest. The Aurora University athletic director, Jim Hamad, is a member of the CVB's sports council. After we have hosted several successful Regional meets, there is a strong possibility that Aurora will bid to bring the Division 3 Nationals to Geneva. Waubensee and the College of DuPage have also talked about a joint bid for the NJCAA National Championships. Hosting these kinds of events requires a broad community effort and engaging the resources of the Aurora Area CVB will be essential. Transportation and accommodation logistics are a key factor in winning any bid to host a national event. Putting together winning bids requires a more coordinated sales pitch than we have been able to generate to this point. The Aurora Area CVB has the marketing knowledge and resources to help in this area.

The Chicago Area Track & Field Organizing Committee strongly supports Geneva joining the Aurora Area CVB. With their organization on our team, we have a much greater chance of success.

Al

Alan Edgecombe

Chairman, Chicago Area Track & Field Organizing Committee

RESOLUTION NO. 2024-108

RESOLUTION AUTHORIZING EXECUTION OF A TOURISM INVESTMENT AGREEMENT WITH THE AURORA AREA CONVENTION AND VISITORS BUREAU

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GENEVA, KANE COUNTY, ILLINOIS, as follows:

SECTION 1: That the Mayor is hereby authorized to execute, on behalf of the City of Geneva, A Tourism Investment Agreement with the Aurora Convention and Visitors Bureau in the form attached hereto at Exhibit "A", to provide resources to promote the City as a premier location for overnight visits.

SECTION 2: This Resolution shall become effective from and after its passage as in accordance with law.

PASSED by the City Council of the City of Geneva, Kane County, Illinois, this 4th day of Nov., 2024.

AYES: 6 NAYS: 4 ABSENT: 0 ABSTAINING: 0 HOLDING OFFICE: 10

Approved by me this 4th day of Nov., 2024.

Handwritten signature of the Mayor over the printed word "Mayor".

ATTEST:

Vicki Kellick, by Jeannette Tornari Deputy Clerk City Clerk

TOURISM INVESTMENT AGREEMENT

WHEREAS, the Aurora Area Convention and Visitors Bureau is an Illinois not-for-profit corporation ("Visitors Bureau"), certified by the Illinois Department of Commerce; and,

WHEREAS, the City of Geneva is a non-home rule Illinois municipal corporation ("City"); and,

WHEREAS, the Illinois Constitution of 1970, Article VII, Section 10 authorizes municipalities to cooperate in the performance of their respective duties and responsibilities by contract and other agreements with other municipalities, individuals or corporations; and,

WHEREAS, the Visitors Bureau participates in mutual Agreements with multiple local municipal governments (collectively referred to herein as the "Municipalities") for the purpose of promoting travel to, youth and amateur sports, group tours, meetings and tourism activities and other such related activities for the benefit of the Municipalities ("Agreement").

WHEREAS, the Visitors Bureau and the City each desire to enter into this Agreement to set forth the basis by which the Visitors Bureau will promote tourism on behalf of the City and the Visitors Bureau service area, and how the City will in part fund such efforts and by this Agreement.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION THE RECEIPT AND SUFFICIENCY OF WHICH ARE ACKNOWLEDGED BE IT AGREED BY THE CITY AND THE VISITORS BUREAU AS FOLLOWS:

SECTION 1. HOTEL/MOTEL TAX

The City has previously adopted a hotel-motel tax under the Hotel Operators' Occupation Tax Act (the "Act")(35 ILCS 145/1)in the amount of five percent of 94% of the gross rental receipts (the "Hotel-Motel Tax"). During the term of this Agreement, the City shall not reduce the percentage rate of the Hotel-Motel Tax but may increase the percentage rate of tax as permitted by the Act. Ninety percent of the first three percent of the Hotel-Motel Tax collected by the City shall be paid to the Visitors Bureau on a monthly basis. The remaining Hotel-Motel Tax collected pursuant to the Hotel-Motel Tax is to be spent by the City in its absolute discretion as authorized by law.

SECTION 2. ADVERTISING

During the term of this Agreement, upon the City meeting all participation requirements, the Visitors Bureau will expend 40% of the monies received from the City to promote a Municipal Marketing Partnership as detailed in Exhibit A. The Visitor's Bureau will deliver a marketing report at the conclusion of the annual plan.

SECTION 3. RECORDS

The Visitors Bureau and the City shall each make their books and records open to the other Party to the extent necessary to demonstrate compliance with this Agreement and the requirements of the Illinois Freedom of Information Act.

SECTION 4. TERM

The term of this Agreement is upon execution by both parties through April 30, 2027. The Agreement provides for two additional three-year extensions at the discretion of either Party. Future extensions will coincide with the City's fiscal year of May 1 through April 30. Notice of the intent to extend or terminate this Agreement shall be provided in compliance with Section 7 at least 45 days prior to expiration. In the event of the rescission or termination of the Act, the City may terminate this Agreement upon 30 days' written notice.

SECTION 5. BOARD OF DIRECTORS

During the term of the Agreement, the City is entitled to hold and maintain two seats on the Board of Directors with full voting rights as ascribed to other Board Members as detailed in the Visitor's Bureau's Bylaws. The first seat is designated for municipal representation filled by the City's Economic Development Director or the City's designee and the second seat is designated for a hotel representative selected by the City.

SECTION 6. COMPLETE AGREEMENT

This Agreement represents the complete agreement of the Parties, any prior negotiations, correspondence, understandings, or the like are with no force or effect.

SECTION 7. AMENDMENT

This Agreement may only be amended in writing and executed by the Parties.

SECTION 8. NOTICES

Any notice required by this Agreement shall be deemed sufficient if made in writing and sent by certified mail, return receipt requested, or by personal or electronic service, to the persons and addresses indicated below or to such other addresses as either Party hereto shall notify the other Party of in writing pursuant to the provisions of this subsection:

If to the Visitors Bureau:

Aurora Area Convention and Visitors Bureau

43 W. Galena Boulevard

Aurora, Illinois 60506

Attention: Executive Director

Email: cort@enjoyaurora.com

If to the City:

City of Geneva

22 S. First St

Geneva, Illinois 60134

Attention: City Administrator

Email: sdawkins@geneva.il.us

SECTION 9. ILLINOIS LAW

This Agreement is made under, construed in accordance with, and governed by the laws of the State of Illinois.

SECTION 10. COUNTERPARTS

This Agreement may be signed in any number of counterparts with the same effect as if the signatures thereto and hereto were on the same instrument.

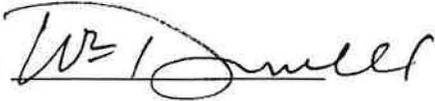
SECTION 11. EFFECTIVE DATE

This Agreement is effective upon its execution and delivery by both the City and Visitors Bureau.

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed by their duly authorized officers on the date listed below.

Aurora Area Convention and Visitors Bureau

City of Geneva

By: 

By: Kevin R. Burns

Chairperson, Board of Directors



Mayor

Date: 11/26/24

Attest: Vicki Kelleck, by Joanne Formari
City Clerk Deputy Clerk

Date: Nov. 26, 2024

EXHIBIT A

Municipal Marketing Partnership



Municipal Marketing Partnership

The Aurora Area Convention & Visitors Bureau (AACVB) Municipal Marketing Partnership program is an opportunity for the AACVB to deliver additional, dedicated visitor marketing services to financially supporting member communities. This program offers targeted municipal marketing plans unique to each participating community above and beyond the destination marketing and group sales efforts of the AACVB. The Municipal Marketing Partnership program will be evaluated on an annual basis by the Board of Directors with input from participating municipal partners.

Participation:

- Municipalities that remit 90% of the current 3% locally collected hotel operator's occupancy tax receipts as agreed upon and authorized in the intergovernmental agreement and maintain on an annual basis an investment to the AACVB of \$10,000 or greater

Purpose:

- To provide individual tourism marketing services to eligible municipalities
- Quantifiable results based on dedicated marketing/advertising programs for eligible municipalities above and beyond the regional "Destination" marketing and sales efforts handled by the AACVB sales and marketing staff
- Incentive for recruitment of additional municipal partners

Structure:

- % of Municipal investment is dedicated to individual (municipal) marketing plans. Funding levels are based on current fiscal year budgeted investment for each participating municipality
- 40 percent of the eligible funds from each participating municipality as outlined above will be dedicated to the Municipal Marketing Partnership
- The balance of municipal funding (60%) will remain dedicated to regional destination marketing, ongoing group sales of the AACVB service area and operational support of the organization

- AACVB staff will work with designated individual municipal representative to develop advertising strategies, desired audience and market reach. AACVB staff will implement plan based on goals and objectives developed in coordination with municipal partner
- The cost of the ad buy/placement and third party production costs (if required) will be deducted from the total plan budget, regular AACVB staff time will not be billed against the plan budget
- Individualized Municipal Marketing Review report will be provided by AACVB staff at the conclusion of the advertising/marketing program

Program Parameters:

In keeping with the integrity of the locally collected hotel owner's occupancy tax to use funds for tourism promotion and generate additional overnight stays, Municipal Marketing Partnership plans must meet the following criteria:

- Individual marketing plans must be structured to reach the travel market with the greatest likelihood of needing overnight accommodation. Industry standard is 50 miles or greater from the local area
- The marketing plan must promote the unique aspects of that community (attractions, events) that would be of interest to the general traveling public and have the greatest potential of generating overnight stays
- Marketing plan may include printed collateral with defined distribution method, targeted social media advertising, digital marketing, printed display ads, targeted digital banner ads, or others as developed in agreement the municipal representative and meeting the tourism market as defined above
- Hotel and lodging specific promotions are not allowable
- Funds do not roll-over. Marketing dollars not spent in a program year remain with the AACVB to enhance the organization's destination marketing efforts
- Aurora Area Convention and Visitors Bureau and Illinois Office of Tourism branding will be included in all marketing partnership promotions
- Marketing plans will be developed and agreed upon in the first quarter of the calendar year for implementation and project completion no later than December 1 of that same year
- AACVB staff time will be accounted for against each municipal marketing plan and will be used to monitor the success and overall value of the marketing partnership

Destination Benefits:

As a supporting member of the AACVB, municipalities will continue to benefit from the AACVB advertising and marketing initiatives and full privileges of municipal participation.

- The AACVB is not a membership organization and as such the organization markets and supports all visitor related businesses within supporting communities as appropriate. Local shopping, dining, lodging, events and attraction are all included in AACVB destination marketing programs
- Placement on Enjoyaurora.com web site including municipal listing, shopping, dining, lodging, attractions and events as appropriate
- Inclusion in annual regional Visitors Guide including Municipal feature, shopping, dining, lodging and events as appropriate for annual publication
- Submit/maintain Municipal listings as noted above on EnjoyIllinois.com
- Inclusion on regular, general destination marketing and publications as appropriate including: social media advertising, digital content story placement, display advertising, public relations, brochure distribution and customer service inquiries
- Representation in all group sales efforts and tradeshow including niche markets of Sports, Group Tours, Meetings/Conventions
- Group sales leads distributed to supporting municipal lodging and event facilities as appropriate and group services provided by AACVB staff
- Quarterly stakeholder reports and metrics
- Municipal participation in Aurora Area Sports Alliance
- Representation on AACVB Board of Directors, committees and any other task-force and initiatives as designated