

Note: These minutes are not official until approved by the Economic Development Committee at a subsequent meeting. Please refer to the meeting minutes when these minutes are approved to obtain any changes to these minutes.

DeKalb County Government
Sycamore, Illinois

**Economic Development Committee Minutes
September 11, 2013**

The DeKalb County Economic Development Committee met on Wednesday, September 11, 2013 at 7:00 p.m., in the Legislative Center's Freedom Room. Chairman Whelan called the meeting to order. Members present were Bob Brown, Russ Deverell, Mark Pietrowski, Jeff Metzger and Stephen Reid. Mr. Riley Oncken arrived right after roll call. All members were present. Others present were Mr. Hanson, Misty Haji-Sheikh, Robin Brunschon and Debbie Armstrong.

APPROVAL OF THE MINUTES

It was moved by Mr. Pietrowski, seconded by Mr. Reid, and it was carried unanimously to approve the minutes from July 10, 2013.

APPROVAL OF THE AGENDA

Moved by Mr. Brown, seconded by Mr. Deverell and it was carried unanimously to approve the agenda.

PRESENTATION BY DEKALB COUNTY CONVENTION & VISITORS BUREAU

Debbie Armstrong, Executive Director of DeKalb County Convention & Visitors Bureau came to the committee to give an annual presentation discussing the CVB's prime mission statement, board members, major accomplishments, and to thank the board for their support to the bureau and for their contribution to the IHSA Football Championship Games that will be hosted at Northern Illinois University. Ms. Armstrong also gave some highlights from FY2013 and goals for FY2014 which can be seen in the attachments to these minutes.

With the presentation, Ms. Armstrong asked for an annual letter of support and resolution recognizing the DeKalb County Convention and Visitor's Bureau as the marketing and promotion organization for DeKalb County tourism and for \$15,000 partnership in unrestricted funding to help meet the local match. Mr. Hanson assured that the money had already been budgeted for FY2014.

Chairman Whelan asked Ms. Armstrong if they were asking for volunteers to help during the November IHSA Football Championship Games at NIU. She answered that they are hoping to raise an army of volunteers for the event to help with ticket sales, ushers and parking. Ms. Armstrong also said that she will be sending out a link soon to the board asking for volunteers to help with the main hospitality tent which will also be known as "Spirit Zone". She explained this area is to guide visitors to local destinations along with provide them with local visitors guides, coupon books, and hand out refreshments. Another volunteer opportunity will be to be a team ambassador which consists of pairing up with the coaches from one of the teams competing in the championship games and welcome them to town along with being their personal host.

Mr. Hanson asked if there was anything being marketed to local businesses for Black Friday Sales considering the games are being held Thanksgiving Weekend. Ms. Armstrong assured that the local businesses and restaurants are aware of the event and that once the teams are determined there will be a packet given to them advertising what shops and restaurants will be open that weekend.

Mr. Whelan asked if the CBV thinks that the IHSA Football Championship Games will be self-supporting in the next two years. Ms. Armstrong answered that they have decided as a committee to look into different ways of funding these events in the future years. She continued to state that all the funding is going through the DeKalb Community Foundation and the Convention & Visitors Bureau are not looking to make any money on these events at all this first year and if there is any profit made it will all be put back into the fund for reinvestment.

Mr. Pietrowski stated that he understands that being a \$25,000 sponsor the County is entitled to some advertising benefits; he asked if there were any plans being made to make a commercial. Mr. Metzger answered that the plans have already started for the commercial. Also Ms. Armstrong assured that they are already on the website as a sponsor and there will be banners as well and reiterated that the commercial is in works.

It was moved by Mr. Oncken, seconded by Mr. Pietrowski, and it was moved unanimously to convey the annual letter of support recognizing the DCCVB as the marketing and promotion organization for DeKalb County tourism and also provide the \$15,000 partnership in unrestricted funding to help meet local match.

REQUEST BY CITY OF DEKALB TO SUPPORT TAX ABATEMENT PROGRAM

Mr. Hanson announced to the committee that the City of DeKalb was looking for a letter of support to help endorse their Tax Abatement Program. He continued to explain that previously this board had asked to look at each request individually to make sure it had met all the needs and requirements.

It was moved by Mr. Oncken, seconded by Mr. Metzger, and it was approved unanimously to convey a letter of support to the City of DeKalb supporting their Tax Abatement Program with the ability to review each application individually to ensure it meets all criteria for abatement.

ADJOURNMENT

It was moved by Mr. Oncken, seconded by Mr. Deverell, and it was carried unanimously to adjourn the meeting.

Respectfully submitted,

Chairman Jeff Whelan

Tasha Stogsdill, Recording Secretary



September 11, 2013

DeKalb County Economic Development Committee
Jeff Whelan, Chair
200 N. Main St.
Sycamore, IL 60178

Dear Committee Members:

Thank you all for your continued support and financial investment with the DeKalb County CVB. Your investment in tourism marketing has helped us continue to grow and contribute to the economic wealth of DeKalb County.

The revenue generated from tourism in 2012 was over \$3 million more than last year and was up 3.6%. Our hotel sales tax revenue for our service area was over \$334,000.

The overall quality of life is improved by vibrant tourism and commerce.

As you know one of our accomplishments was to help land the IHSA State Football Championship for DeKalb County. We are hosting our first state football championship November 29-30 with the financial backing of governmental bodies such as the DeKalb County Board and many other corporate and municipal sponsors. The spotlight will be on DeKalb County this November and we will shine thanks to our sponsors and volunteers.

We respectfully ask you to consider the following partnership investment:

- 1) Annual letter of support and a resolution recognizing the DCCVB as the marketing and promotion organization for DeKalb County tourism
- 2) \$15,000 partnership in unrestricted funding to help meet local match

Thank you for your consideration and partnership. We appreciate your investment and your service to the residents of DeKalb County.

Respectfully,

A handwritten signature in cursive script that reads "Debbie Armstrong".

Debbie Armstrong, DeKalb County CVB

DeKalb County Convention & Visitors Bureau Highlights for FY13

- Dollars generated from tourism revenue up 3.65: \$81.46 million; up 4 years in a row
- Helped bring IHSA state football championships for DeKalb County: estimated to bring in \$800,000 every other year from 2013 through 2021 and 32,000 visitors
- Member of IHSA Destination DeKalb Host Committee: goal to raise \$225,000 for football event costs and recruit 200 community volunteers
- Helped re-sign IESA state wrestling championship event weekend through 2018: estimated to bring in \$150,000 annually
- Helped raise \$72,000 in local matching funds to help secure another \$72,000 from the LTCB grant
- Secured \$7,000 in additional grant funding to off-set cost of visitor guide
- Worked with 4 tour groups for day trips: Group of 50 brings in estimated \$1,800 per group
- Booked rooms for more than 15,000 hotel nights for multiple groups which don't include Jehovah Witness weekends
- Brought new Deputy Director of IOT to DeKalb County for 2 personal visits in 1st quarter to educate her about our area: one winery was featured on WGN TV during National Tourism week
- Partnered with NIU to get 10,000 visitor guides distributed to NIU annually
- Answered approximately 2,500 visitor inquires
- Solicited sponsorship dollars and co-chaired DeKalb Kite Fest
- Created new shopping and dining video for DeKalb County tourism marketing
- Published a new coupon book to provide to groups both printed and on-line
- Distributed 30,000 visitor guides through Kiosk and CTM distribution marketing programs

DeKalb County Convention & Visitor Bureau Goals for FY14

- Maintain certification status with Illinois Office of Tourism
- Continue to work on securing more municipality matching funding
- Host a memorable IHSA State Football Championship event
- Continue to seek out new events and work to retain existing events
- Work to continue to help increase hotel sales tax revenue



Mission Statement

The DeKalb County Convention & Visitors Bureau is a non-profit, destination marketing organization that champions efforts to promote and further develop DeKalb County as a preferred convention and visitor destination. DCCVB generates positive economic impact for DeKalb County through strategic tourism marketing, sales and promotion.

Purpose of a Convention and Visitors Bureau

The Convention and Visitors Bureau (CVB) serves as the first point of contact for meeting planners, sports tournament directors, tour operators, special event planners, and leisure travelers. Marketing, advertising, and promotional efforts are focused 50 miles outside the bureau's region to attract new dollars and new business, which results in a positive impact on economic development.

A CVB does not organize meetings, conventions or sporting events. A CVB helps the meeting planners, tournament directors and visitors learn about the destination and area attractions to make the best possible use of all the services and facilities the destination has to offer.

Prime Responsibilities

To encourage groups to hold meetings, conventions, trade shows, and sporting events with participating partners and communities

To assist these groups with meeting preparations in advance of their arrival and also while their meeting is in progress

Keep track of room counts and block rooms for groups, corporate retreats, conferences, and meetings coming to the area

Help planners match properties to specific meeting requirements and budgets

To encourage leisure visitors to visit and enjoy the historic, cultural, retail, dining, and recreational opportunities in our area

Promote events with a comprehensive calendar of events for tourists



DeKalb County Administration

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October 4, 2013

Jennifer Diedrich
Economic Development Coordinator
City of DeKalb
200 South Fourth St
DeKalb, IL 60115

Dear Ms. Diedrich:

At the end of July you sent a request to DeKalb County Government to renew our support for the City of DeKalb's tax abatement program. Specifically, you asked us to continue our support of a program that provides property tax abatements for attracting quality businesses to DeKalb which also expands employment opportunities for our citizens and generally enhances our economic climate.

This request was reviewed by the County's Economic Development Committee on September 11, 2013. The Committee gave unanimous support in continuing the County's cooperation with the City of DeKalb's program through the end of 2016. The Committee, on behalf of the entire County Board, continues the County's previous stipulation that actual abatements for any specific company needs to be reviewed and approved on a case-by-case basis.

We wish the City of DeKalb all the best with fostering economic development opportunities which work to improve the quality of life for all citizens. These are difficult economic times but that makes your efforts all the more important!

Sincerely,

Gary H. Hanson
County Administrator

July 31, 2013

DeKalb County
Kishwaukee Community College

RE: Renewal of the 2010 Intergovernmental Property Tax Abatement Agreement (IGA)

Ladies and Gentlemen:

In June, 2010, the taxing bodies agreed to renew 2006 Intergovernmental Property Tax Abatement Agreement for an additional three years. While your organization is not party to the agreement, your organization's efforts in providing property tax abatement in accordance with this agreement solidifies the continued cooperative economic development efforts of the taxing bodies in attracting quality businesses to DeKalb. Since 2010, the City has been pleased with the expansion of 3M and Right Pointe, both of which took advantage of the program.

This agreement is expiring at the end of 2013 and the City of DeKalb wishes to renew for an additional three year term expiring on December 31, 2016. Therefore, the City of DeKalb requests that your organization forward a letter of support to continue to provide abatement on a case by case basis, in cooperation with the other taxing bodies, no later than September 27, 2013. A copy of the current agreement is enclosed for your review, no changes are proposed at this time other than the expiration extension.

As always, please don't hesitate to contact me with questions or concerns. The City of DeKalb looks forward to working with you in the future.

Sincerely,



Jennifer Diedrich
Economic Development Coordinator

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