

Tourism Agenda

January 17th, 2025 9:00 AM Rm 250

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFloW13M224SgVU95Ifg>

1. Call Meeting to Order
2. Motion to approve remote attendance pursuant to Resolution #23-53
3. Approval of Previous Meeting Minutes
4. BUDGET 2023-2024 and/or 2024-2025
 - a. Review Current Bill Report to Monthly Report
 - b. Approval of Bills
5. Citizen Comment
6. Coalition Update
7. Heritage Corridor Update
8. **Tourism Funding Request**
9. New Business
 - Wind and Solar Farms
 - Cinema/Movie Theatre Advertising Program Parks Commercial
 - Consistent CTA/sound
 - ILGOVCONF25
 - MPP Grant
10. **Old Business**
 - Development of Trails and Parking at the newly acquired land
 - Visitor Guide Distribution Update
 - E-Blast approval
 - Facebook and Instagram Updates
 - LaSalle County Tourism Guidelines
11. Senate and House Bills
12. Adjourn Meeting

TOURISM MEETING

A Meeting of the Tourism Committee was held on January 17, 2025 at 9:00am in rm 250 with the following members present:

Per Diem	Mileage	Members Absent:
Jill Bernal	Jill Bernal	
Cathy Owens	Cathy Owens	
Doug Stockley	Doug Stockley	
Ronald Blue	Ronald Blue	
William Brown	William Brown	
Brian Dose		
Ali Braboy	Ali Braboy	

Non-Members/Visitors Present:

Bob Navarro	Heritage Corridor	Ana Koval	I & M Canal
Lynsey Nguyen	Starved Rock	Kathy Casstevens	Starved Rock
Curt Bedei	LaSalle	Michelle White	Effect TV
Sandra Billard	ZBA Chair	Don Jensen	Chairman
Tom Miller	Tom Miller		

Motion Mr. Brown. 2nd Ms. Owens by that the minutes of the previous meeting be approved as presented.
Aye=All Nay=None Motion Carried.

Motion by Ms. Owens 2nd by Mr. Brown to approve bills \$22,082.29 handdrawn Aye=All Nay=None
Motion Carried

Citizen Comment

Coalition Update

- Next meeting will be March 4, 2025 and currently have 13 members

Heritage Corridor Update

- Flock to the Rock is in full swing
- Michelle from Effect TV was presented to speak to the committee about our options.

Tourism Funding Request

Next set of requests are due February 15th

NEW BUSINESS

Marketing

Motion by Mr. Brown 2nd by Ms. Owen to approve ½ of the baseball season plus an additional \$20,000.00 to add for hometown hub additional zones Aye=All Nay=None Motion Carried

Wind and Solar Farms

- Discussion on how wind and solar farms impact Tourism

Cinema/Movie Theatre Advertising Program Parks Commercial

- Discussion on options – not in marking plan budget for this year

ILGOVCONF25

- Have not received an official date on conference
- Will discuss at the next meeting

OLD BUSINESS

MPP Grant

- In communication with the State on the grant

Development of Trails and Parking at the newly acquired land

- No discussion

Visitor Guide Distribution

- Guide distribution is going great

E-Blast

No Discussion

Facebook and Instagram Update

- Update will be presented next month

Motion Mr. Blue 2nd by Mr. Brown that the meeting adjourn. Aye=All Nay=None Motion Carried

Minutes prepared by Amanda Myers

Note: Minutes reflect the order of the agenda and may not necessarily reflect the order of business conducted at the meeting.

*** For detailed information in regards to the committee bills please review the financial information on our website***

Handouts
And
Reports

Cubs Zone Package Opportunity – Chicago

Half Season Package

80 Games	Chicago Cubs Regular Season on MARQ
plus	Effectv Streaming: TV/Premium Video Sports Content Targeting

Zone(s)	TV Ads per Zone	Streaming Impressions	TV Investment	Total Investment
AURORA/NAPERVILLE-1737	80	53,350	\$6,400	\$8,534
OAK BROOK-6217	80	42,675	\$5,120	\$6,827
GLENVIEW/EVANSTON-1283	80	33,350	\$4,000	\$5,334
HIGHLAND PARK-5126	80	30,000	\$3,600	\$4,800
ORLAND PARK-1820	80	46,675	\$5,600	\$7,467
ST. CHARLES/WHEATON-1733	80	50,000	\$6,000	\$8,000
GRAND TOTAL	480	256,050	\$30,720	\$40,962

- Zone Packages take precedent over retail OTO's
- Additional events/programs may be available; see your Account Executive for more detail.
- Effectv Streaming as illustrated is Zone Targeted Premium Video @ \$40 CPM; shown as recommended 25% of Zone total.
- Each zone includes minimum of \$250 in Effectv Streaming.
- Modifications to geo or audience targets are subject to CPM changes. Contact your Account Executive for more Effectv Streaming opportunities.
- All live sports schedules, times, dates are subject to change; inventory subject to change.
- Number of home team games may vary depending on schedule.

Authorized Acceptance: _____ Date: _____

MLB regular season

Cubs Zone Package Opportunity – Chicago – add on zones

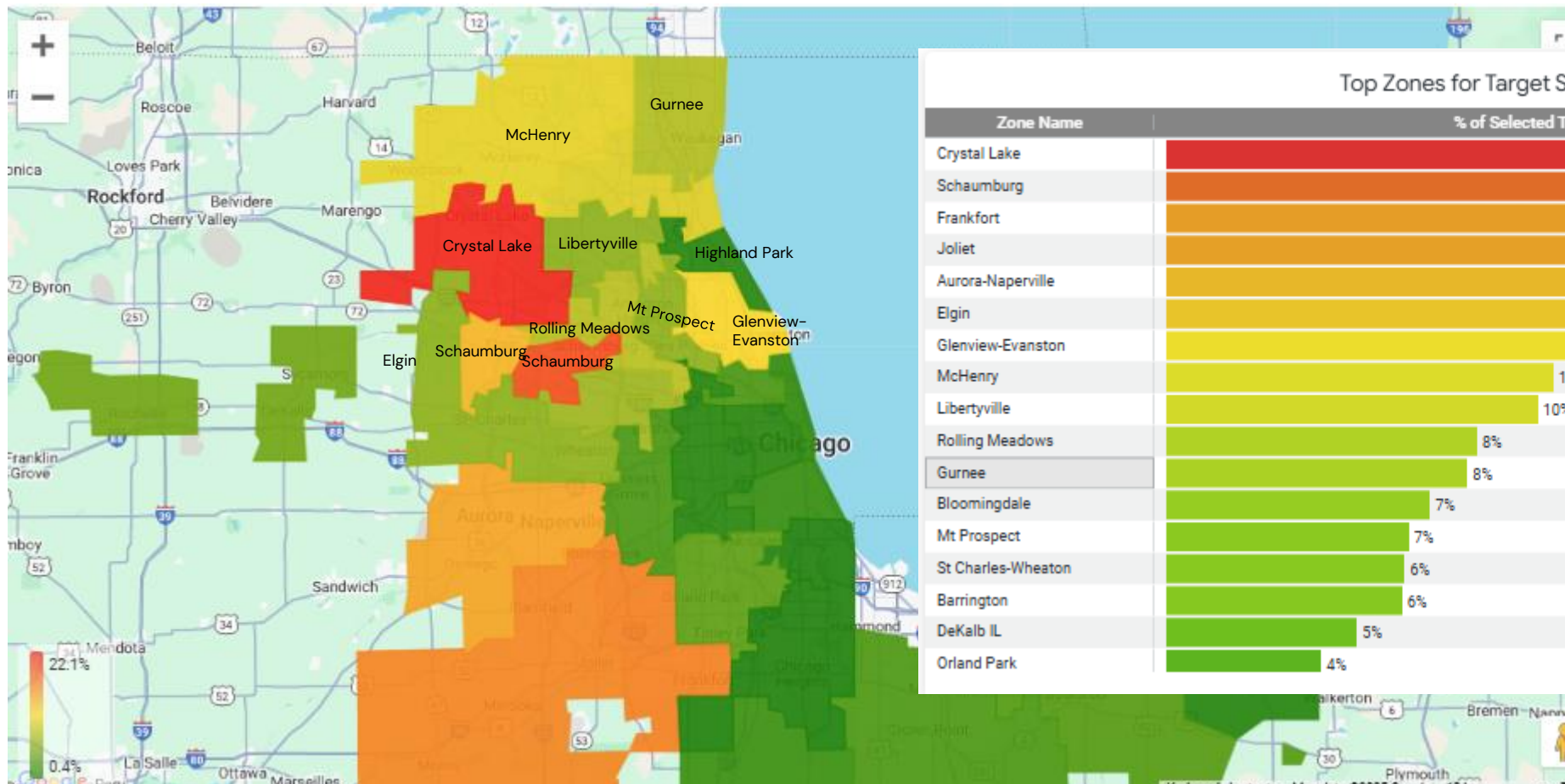
Half Season Package

80 Games	Chicago Cubs Regular Season on MARQ
plus	Effectv Streaming: TV/Premium Video Sports Content Targeting

Zone(s)	TV Ads per Zone	Streaming Impressions	TV Investment	Total Investment
CRYSTAL LAKE-2696	80	26,675	\$3,200	\$4,267
GURNEE-5553	80	23,350	\$2,800	\$3,734
LIBERTYVILLE-1863	80	23,350	\$2,800	\$3,734
MCHENRY-573	80	30,000	\$3,600	\$4,800
SCHAUMBURG-1795	80	26,675	\$3,200	\$4,267
GRAND TOTAL	400	130,050	\$15,600	\$20,802

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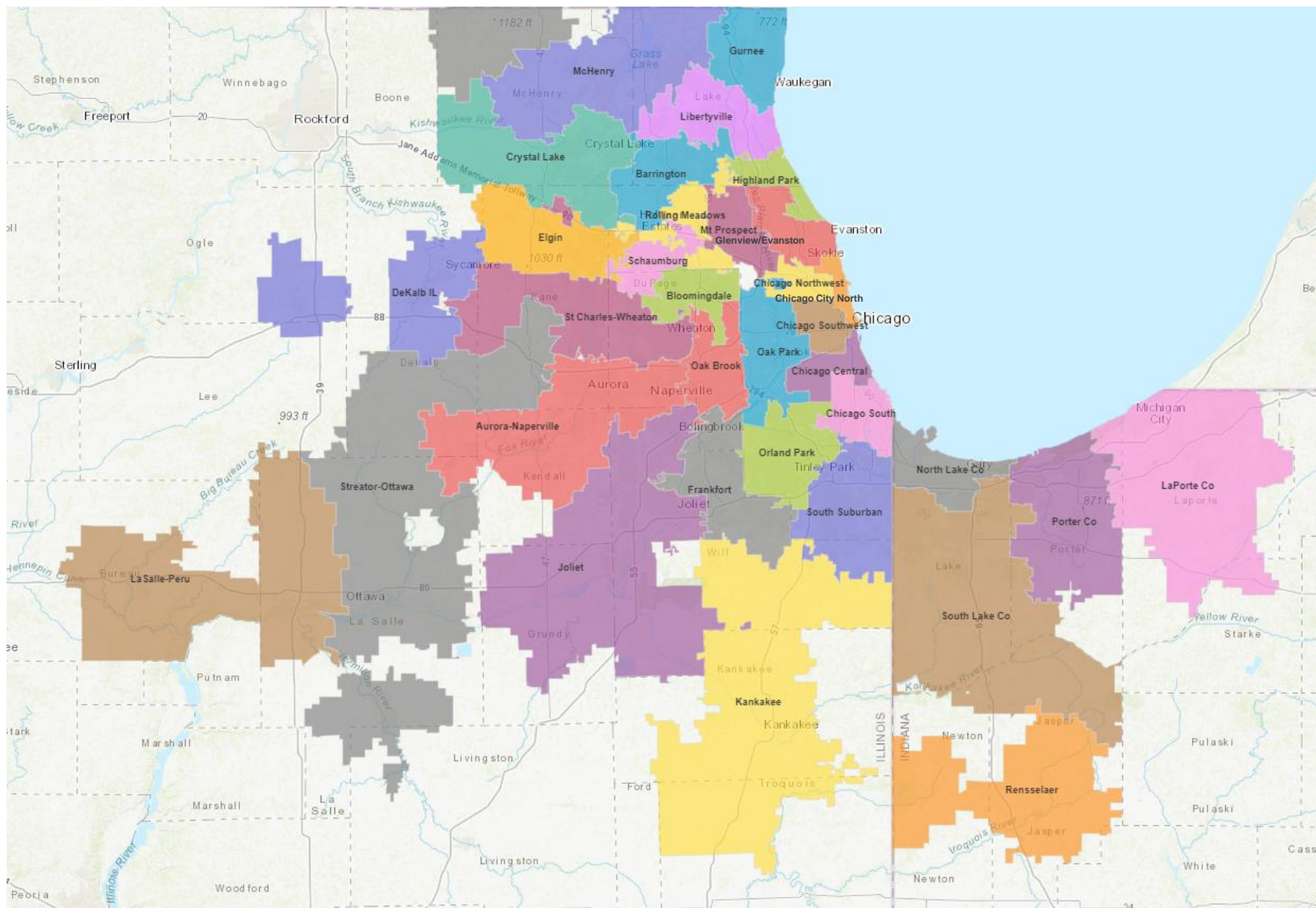
Authorized Acceptance: _____ Date: _____



Top Zones for Target Segment

Zone Name	% of Selected Target HHs By Zone
Crystal Lake	22%
Schaumburg	19%
Frankfort	16%
Joliet	16%
Aurora-Naperville	14%
Elgin	13%
Glenview-Evanston	11%
McHenry	10%
Libertyville	10%
Rolling Meadows	8%
Gurnee	8%
Bloomington	7%
Mt Prospect	7%
St Charles-Wheaton	6%
Barrington	6%
DeKalb IL	5%
Orland Park	4%

COMCAST CHICAGO ZONE COVERAGE



Source: Esri ArcGIS Map, arcgis.com; Comcast Hybrid Exclusive Zones, filtered to Chicago IC. ©2020 Comcast. All rights reserved. Comcast confidential and proprietary information.