

# **Tourism Agenda**

## **March 21<sup>st</sup>, 2025 9:00 AM Rm 250**

To View Meeting Live go to:

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

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1. Call Meeting to Order
2. Roll Call
3. Motion to approve remote attendance pursuant to Resolution #23-53
4. Approval of Previous Meeting Minutes
5. BUDGET 2024-2025 -*Review Current Bill Report to Monthly Report* - Approval of Bills

### **Tourism Funding Request**

Marseilles Renaissance Fair - Rack Card, Billboard, Social Media  
Streator Fest – Rack Card, Billboard, Social Media  
AMOA Event – Rack Card, Billboard, Social Media  
Postcard Campaign – Other  
Market on Mill – Rack Card, Billboard, Social Media  
Ottawa Family Pride Fest – Rack Card, Billboard, Social Media  
Pluto Fest - Rack Card, Billboard, Social Media  
Summer Fun Fest - Rack Card and Social Media  
Mendota Sweet Corn Festival - Rack Card, Billboard, Social Media  
Hegeler Carus Mansion - Rack Card, Billboard, Social Media  
Streator Food Truck Festival - Rack Card, Billboard, Social Media  
WAO – Fall Movie Night - Rack Card, Billboard, Social Media  
WAO – Winter Wonderland - Rack Card, Billboard, Social Media  
WAO – Scarecrow Harvest - Rack Card, Billboard, Social Media  
WAO – Summer Fun Fest Kick off Party - Billboard, Social Media  
I&M Canal – Bike Rental - Rack Card, Billboard, Social Media  
I&M Canal – Boat Rides - Rack Card, Billboard, Social Media  
I&M Canal – LaSalle Marketing – Other  
Heritage Corridor – Starved Rock Summer - Rack Card, Billboard, Social Media and other

### **New Business**

Tourism Brochure and Cover

### **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

6. Citizen Comment
7. Coalition Update
8. Heritage Corridor Update
9. Senate and House Bills
10. Adjourn Meeting

**Next Tourism meeting will be Monday April 21<sup>st</sup>, 2025**

## TOURISM MEETING

A Meeting of the Tourism Committee was held on March 21, 2025 at 9:00am in rm 250 with the following members present:

Per Diem	Mileage	Members Absent:
		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:

Kate Gillmann	Heritage Corridor	Ana Koval	I & M Canal
Matthew Klein	Reelcreative	Curt Bedei	LaSalle
Ryan Searl	Shaw Media	Don Jensen	Chairman
Tom Miller	Tom Miller	Jamie Turczyn	Utica
Tom Shores	AMOA	Lyndshey Hguyen	Starved Rock
Laura Walker	Hegler Carus	Rylan Conmy	Pride Fest
Michelle Sqiatek	Citizen	Abby Kukowski	AMOA
Christine Donahue	Rock and Soul	David Reed	Citizen
Sam Setchell	Mendota	Kathy Kocher	Ren Faire
Tara Bedei	Streator	Joe Richard	Streator
Kerry Von Ruden	Streator	Michelle White	Effect TV
Jean McGinnis	Effect TV	Kate Tombaugh	Pocoa Poco
Tom Walsh	Board Member		

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

Motion by Ms. Stockley 2<sup>nd</sup> by Mr. Dose to approve bills \$36,000.00 Aye=All Nay=None Motion Carried

### Citizen Comment

## **Tourism Funding Request**

### Marseilles Renaissance Fair - Rack Card, Billboard, Social Media

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Brown to approve all three options for the Marseilles Renaissance Faire  
Aye=All Nay=None Motion Carried

### Streator Fest – Rack Card, Billboard, Social Media

Motion by Mr. Dose 2<sup>nd</sup> by Ms. Braboy to approve all three options for the Streator Fest Aye=All Nay=None  
Motion Carried

### AMOA Event – Rack Card, Billboard, Social Media

Motion by Mr. Brown 2<sup>nd</sup> by Ms. Braboy to approve all three options for the A Moment of Awe Aye=All  
Nay=None Motion Carried

Postcard Campaign – Other

Motion by Mr. Brown 2<sup>nd</sup> by Ms. Braboy to approve the \$20,000.00 postcard campaign for the Village of Utica Aye=5 Nay=1 Motion Carried

Market on Mill – Rack Card, Billboard, Social Media

Motion by Mr. Brown 2<sup>nd</sup> by Ms. Braboy to approve all three options for the Market on Mill Aye=5 Nay=1 Motion Carried

Ottawa Family Pride Fest – Rack Card, Billboard, Social Media

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Stockley to approve all three options for the Ottawa Price Fest Aye=4 Nay=2 Motion Carried

Pluto Fest - Rack Card, Billboard, Social Media

Motion by Mr. Dose 2<sup>nd</sup> by Mr. Brown to approve all three options for the Pluto Fest Aye=All Nay=None Motion Carried

Summer Music Fest (PocaPoco) - Rack Card and Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Mr. Dose to approve the Rack Card and Social Media for the Summer Music Fest Aye=All Nay=None Motion Carried

Mendota Sweet Corn Festival - Rack Card, Billboard, Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Mr. Brown to approve all three options for the Mendota Sweet Corn Festival Aye=All Nay=None Motion Carried

Hegeler Carus Mansion - Rack Card, Billboard, Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Mr. Dose to approve all three options for the Hegeler Carus Mansion Aye=All Nay=None Motion Carried

Streator Food Truck Festival - Rack Card, Billboard, Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Ms. Brayboy to approve all three options for the Streator Food Truck Festival Aye=All Nay=None Motion Carried

WAO – Fall Movie Night - Rack Card, Billboard, Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Ms. Braboy to approve the Social Media only for the Fall Movie Night Aye=All Nay=None Motion Carried

WAO – Winter Wonderland - Rack Card, Billboard, Social Media

Motion by Mr. Stockley 2<sup>nd</sup> by Ms. Braboy to approve all three options for the Winter Wonderland Aye=All Nay=None Motion Carried

WAO – Scarecrow Harvest - Rack Card, Billboard, Social Media

Motion by Ms. Brayboy 2<sup>nd</sup> by Mr. Brown to approve all three options for the Scarecrow fest Aye=All Nay=None Motion Carried

WAO – Summer Fun Fest Kick off Party - Billboard, Social Media

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Stockley to approve all three options for the Summer Fun Fest Kick off party Aye=All Nay=None Motion Carried

I&M Canal – Bike Rental - Rack Card, Billboard, Social Media

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Stockley to approve all three options for the I&M Canal Bike rental Aye=All Nay=None Motion Carried

I&M Canal – Boat Rides - Rack Card, Billboard, Social Media

Motion by Mr. Braboy 2<sup>nd</sup> by Mr. Stockley to approve all three options for the I&M Canal Boat Rides Aye=All Nay=None Motion Carried

I&M Canal – LaSalle Marketing – Other

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Stockley to approve the other request for \$11,490.00 Aye=All Nay=None  
Motion Carried

Heritage Corridor – Starved Rock Summer - Rack Card, Billboard, Social Media and other

Motion by Ms. Braboy 2<sup>nd</sup> by Mr. Brown to approve all three options and the other request for 25,000.00

Aye=All Nay=None Motion Carried

**NEW BUSINESS**

Tourism Brochure and Cover

Committee discussed the cover of the brochure and per vote the Canal Boat was chosen

**OLD BUSINESS**

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

Coalition Update

- Next meeting will be coming up

Heritage Corridor Update

- New Travel guides coming out in May

Motion Ms. Braboy 2<sup>nd</sup> 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*

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** Marselles Tourism & Park Committee

**Authorized Official:** Kathy Kocher

Organizer

**NAME**

**TITLE**

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** 2383 N 24th Rd

**City:** Marselles

**County:** LaSalle

**Zip Code:** 61341

**Email:** akkocher@mtco.com

**Phone:** (815) 993-2408

**FEIN #:** E9995-693807

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Marselles Renaissance Faire

**Anticipated Start and Completion Dates:**

**From:** Sat. September 13th, 2025

**To:** Sat. September 13th, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier)      20 locations

Northwest Illinois Hotel Network      24 locations

I80/88 Hotel Network      25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> August 31 to Sept 12th, 2025

2<sup>nd</sup> September 4 th to Sept. 12th, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

August 25th to September 12th, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

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- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

- 5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

Displaying King & Queen Era. Food, fun and Entertainment.  
Era type crafters & demonstrators.

- 6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

Area and out of area restaurants. Campgrounds, business places. Hotels and motels.  
Grocery stores. And place else we can think of.

- 7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

This will be our 10th Faire and has been very well attended. Faire goers come from quite a distance to visit this Faire.

- 8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

A great way to show case this area. People have traveled a few hours away to visit this Faire.

- 9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_



**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

1. **APPLICANT:** Streator Fest

**Authorized Official:** Randy Dominic

President

**Signature:** 

**TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** PO Box 191

**City:** Streator

**County:** LaSalle

**Zip Code:** 61364

**Email:** info@streatorfest.com

**Phone:** (815) 822-3017

**FEIN #:** 47-5021164

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate.

3. **PROJECT TITLE:** Streator Fest

**Anticipated Start and Completion Dates:**

**From:** July 31st 2025

**To:** August 3rd 2025

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS** – Designed, Printed and Distributed 15K

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above. (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

180/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD** – Designed and Posted

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> July 21st thru August 3rd 2025

2<sup>nd</sup> July 14th thru July 26th 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN** – Designed, placement, & \$250 ads.

**COST/VALUE:** \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

July 21st thru August 3rd 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

☐ **OTHER PROJECT** (not a new and/or returning event).  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

5. **ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

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6. List the items that LaSalle County will be funding:

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyl.gov](mailto:Tourism@lasallecountyl.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

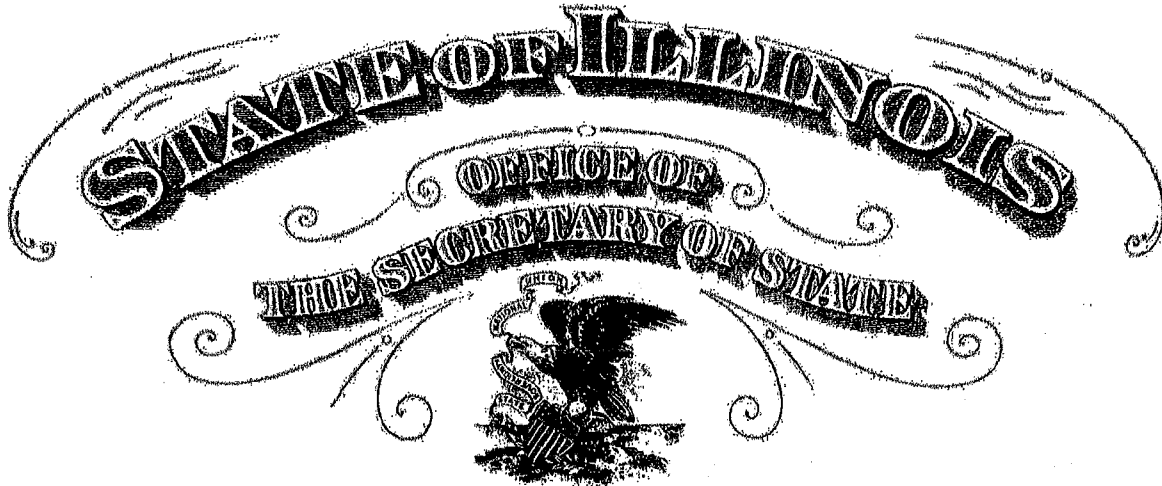
9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: _____	APPROVED DATE: _____
AMOUNT REQUESTED: _____	AMOUNT APPROVED: _____
COMMENTS: _____	
_____	
DISBURSEMENT DATE: _____	

File Number

7024-176-5



**To all to whom these Presents Shall Come, Greeting:**

**I, Alexi Giannoulas, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that**

**STREATOR FOURTH OF JULY CELEBRATION COMMITTEE, INC., A DOMESTIC CORPORATION, INCORPORATED UNDER THE LAWS OF THIS STATE ON JUNE 19, 2015, APPEARS TO HAVE COMPLIED WITH ALL THE PROVISIONS OF THE GENERAL NOT FOR PROFIT CORPORATION ACT OF THIS STATE, AND AS OF THIS DATE, IS IN GOOD STANDING AS A DOMESTIC CORPORATION IN THE STATE OF ILLINOIS.**



**In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 15TH day of FEBRUARY A.D. 2024 .**

Authentication #: 2404603644 verifiable until 02/16/2025  
Authenticate at: <https://www.ilsos.gov>

*Alexi Giannoulas*  
SECRETARY OF STATE

Number).

- **"NOT-FOR-PROFIT CERTIFICATE"** – A current copy of the Applicant's State of Illinois Not-For-Profit Certificate (issued by the Illinois Secretary of State) must be submitted with the application. If this certificate was issued more than one year prior to the present date, it will not be considered current; therefore, a copy of the applicant's most recent annual report filed with the Illinois Secretary of State may be submitted. A copy of the Federal Tax Return for the prior year may also be submitted, if the Not-For-Profit Certificate is with the primary organization.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**1. APPLICANT: A Moment of Awe, NFP**

**Authorized Official:**

**NAME** Emily Manternach

**TITLE** President

**Signature:**

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief,

**Address:** 20 Royal Wood Drive

**City:** LaSalle County: LaSalle **Zip Code:** 61301 **Email:** [informationamoa@gmail.com](mailto:informationamoa@gmail.com)

**Phone:** 563-920-6197 **FEIN #:** 99-4383011

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION? YES**

**IF YES,** please attach/enclose a copy of the State of Illinois not-for-profit certificate  
See attached

**3. PROJECT TITLE:** AMOA events **Anticipated Start and Completion Dates:**

**From: To:** February 22, 2024 9 am to 5 pm, September 13, 2025 9 am to 5 pm and  
February 28, 2026 9 am to 5 pm plus some monthly events

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding  
option(s) pertaining to your request:

**X OPTION A RACK CARDS -- Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM  
printer, and 5K cards distributed through CTM You can choose 5K - 10K or 15K please  
distribution.

cards will be returned to the event to the address listed above (Please circle

one) Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

180/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The  
card will be designed and submitted back to applicant for approval prior to printing.

**X     OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE: \$725**

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference: 1 week before each event

1<sup>st</sup> 2<sup>nd</sup>

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

**X     OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed: The 2 weeks before the events.

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

**OTHER PROJECT (not a new and/or returning event).**

*Must complete remaining questionnaire.*

Amount Requested from Tourism:

Estimated Total Marketing Cost of Project:  
(based on bids and itemized budget)

**5. ITEMIZED MARKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

**6. List the items that LaSalle County will be funding:**

**VENDOR DESCRIPTION OF SERVICES ITEMIZED COST**


Please note: If an event is canceled please notify [Tourism@lasallescounityil.gov](mailto:Tourism@lasallescounityil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

**6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

**7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

**8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

**9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

1. **APPLICANT:** Village of Utica

**Authorized Official:** David Stewart

Mayor of Utica

**Signature:** David S. Stewart **NAME** Mayor **TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 248 W Canal St.

**City:** Utica

**County:** LaSalle

**Zip Code:** 61373

**Email:** mayor@utica-il.gov

**Phone:** (815) 667-4111

**FEIN #:** 36-6006023

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☐ YES ☒ NO

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. **PROJECT TITLE:** Postcard Campaign

**Anticipated Start and Completion Dates:**

**From:** June 2025

**To:** November 2025

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☐ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.



**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

☐ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

☒ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \$20,000 (40%)

Estimated Total Marketing Cost of Project: \$50,000  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

reelcreative: 15 & 30 second video clips horizontal and vertical: \$10,000  
effectv: tv and digital placements ran for 6 months June 2025- November 2025

**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST
effectv	TV and digital placements ran for 6 months	\$40,000

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

This project is a collaborative tourism marketing campaign between Starved Rock Lodge and the Village of Utica aimed at increasing visitor engagement, tourism revenue, and overnight stays in LaSalle County. The campaign leverages high-quality video production, digital advertising, and in-theater promotions to position the region as a premier destination for outdoor adventure, skiing, shopping, and lodging. By capturing the unique appeal of Starved Rock's natural beauty and Utica's charming small-town atmosphere, this campaign will encourage travelers—particularly from Chicago, Peoria, and surrounding areas—to explore, stay overnight, and contribute to the local economy.

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

Commercials Provided to Effect, created by outside vendor  
Potential Audience Targets: adults 25+, flourishing families, interested in outdoors, Restaurant goers/dining out, interested in food, wine, and cooking (select 1-2)  
Geography: 2 - 4 high ranking Chicago and/or Rockford zones based on preference, and audience concentration located 1 hour plus outside of Village of Utica/Starved Rock Lodge  
Zone may be included but not limited to: Rockford, DeKalb, St. Charles, Wheaton, McHenry, Barrington, Rolling Meadows, Schaumburg, Highland Park, Libertyville, Mt. Prospect, Gurnee, Beloit, Davenport, Rock Island, Moline, St. Louis

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

By showcasing the natural beauty, outdoor adventures, and unique attractions of Starved Rock & Utica, we drive more foot traffic into the area. This will boost visitor spending in lodging, dining, and retail, increase overnight stays by highlighting multi-day experiences and strengthened regional branding to sustain long-term tourism growth.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

This tourism campaign aims to increase visitor engagement, generate overnight stays, and boost economic activity in LaSalle County. We anticipate a significant rise in website traffic, an increase in Starved Rock Lodge bookings, and growth in online reservations, tracked through Google Analytics and ZIP code data from guests. Social media and digital ads are expected to generate widespread impressions, strong video engagement, and a noticeable increase in social media followers, with performance monitored through platform insights. Local businesses in Utica should experience higher sales, measured through POS data and business owner surveys. The in-theater campaign will reach a broad audience, with recall surveys assessing intent to visit. Evaluation methods include Google Analytics, ad platform reporting, ZIP code tracking, sales data comparisons, and visitor surveys, ensuring a comprehensive assessment of economic impact and return on investment for the region.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

Village of Utica: \$10,000  
Starved Rock Lodge: \$10,000  
Heritage Corridor: \$10,000

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

1. **APPLICANT:** VILLAGE OF NORTH UTICA

**Authorized Official:** JAMIE TURCZYN

DIRECTOR OF VILLAGE AFFAIRS

**Signature:** 

**NAME**

**TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 248 W CANAL ST

**City:** UTICA

**County:** LASALLE

**Zip Code:** 61373

**Email:** DIRECTOR@UTICA-IL.GOV

**Phone:** (815) 791-0129

**FEIN #:** 36-6006023

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?**



**YES**



**NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. **PROJECT TITLE:** MARKET ON MILL RETAIL PLAZA GRAND OPENING

**Anticipated Start and Completion Dates:**

**From:** 5/1/26

**To:** ON GOING

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:



**OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.



**OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> APRIL 13-APRIL27

2<sup>nd</sup> APRIL 20-MAY4

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
APRIL 6 - MAY 4

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

5. **ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

6. List the items that LaSalle County will be funding:

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

7

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** HumankIND Initiative

**Authorized Official:** Dylan Conmy President

**Signature:**  **NAME** **TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 528 Fort Street

**City:** Ottawa **County:** LaSalle **Zip Code:** 61350

**Email:** humankindinitiative@gmail.com **Phone:** 815-579-4041

**FEIN #:** 33-1398604

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**  
**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Ottawa Family Pride Fest

**Anticipated Start and Completion Dates:**

**From:** June 14, 2025

**To:** June 14, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT: Please choose (check) the funding option(s) pertaining to your request:**

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> June 1st-June 14th

2<sup>nd</sup> May 25th-June 7th

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

May 18th-June 13th

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**

*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

5. **ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

6. **List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

- 5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

The Ottawa Family Pride Fest is going on its 4th year, and we have brought a full day of activities every year that all ages can enjoy. We see attendees from all over Illinois, as well as those that come from out of state. The day includes over 100 vendors, music, activities, etc. The entire day is a fundraiser for the nonprofit.

- 6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

Printed material will be distributed throughout Illinois, including our County, the Chicagoland area, Peoria, Springfield, and the Quad Cities. Marketing has always been a mix of social media platforms (Facebook, Instagram, Bluesky) as well as listings on the OVC Event page, Heritage Corridor assistance, and through the Illinois LGBT Chamber of Commerce. We also do radio promotions and interviews, newspaper ads, and have had a billboard sponsored the first year. The bulk of our finalized marketing really begins running from end of April through the event day.

- 7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

This event has grown from around 4500 attendees in year 1 to over 10,000 in 2024, and that is for a one day event that ends at 4pm. The Ottawa Downtown merchants have always reported phenomenal sales days during the Pride Fest; out of state entertainers for the festival, as well as out of town guests, book hotels off of 80 and make a weekend of it. Since the festival ends at 4pm, the downtown restaurants and local bars receive plenty of foot traffic around dinner and into the evening. This has been a strong event in terms of economic value.

- 8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

Every year, our attendance grows. 2024 hit 10,000 guests, so we expect even more this year. With our current nonprofit mission of securing a building in Ottawa for our Community Center, more and more people are anticipating the increased time they will be spending in the Ottawa area. The LGBT population is very large in the tri-county area, and there are not much, if any, activities to attend and feel seen. This event has brought a great deal of people to Ottawa that didn't frequent much before. I have known 4 couples/families decide to move from out of the area/out of state, specifically because this area was a safe space. This event has been nothing but beneficial, and will continue to grow.

- 9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

Local funding for this event has always been through donations and sponsorships. Sponsorships from local groups/businesses include: Thrush Sanitation; NAF Axels; Bill Walsh; Robert Hasty; AFSP; Law Offices of Peter Ferracuti; NSG/Pilkington; Allstate; North Central Behavioral Health; Open Table UCC; Trinity Lutheran Church; Constellation Energy; Aussem Hot Dogs; Awesome Ottawa Tours; US Silica; Robin Wilson Realty; Johnson Law; Lone Buffalo; Fine Field Poetry; Annette Barr Photography; SS Shirts & More, and more. In Kind services are provided in numerous ways.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_ APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_ AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** Streator Hardscrabble Lions Club

**Authorized Official:** David D. Reed

Chairperson

**NAME**

**TITLE**

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** 218 LaSalle Street

**City:** Streator

**County:** LaSalle

**Zip Code:** 61364

**Email:** daviddr@hotmail.com

**Phone:** (815) 822-3427

**FEIN #:** 36-4303114

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Pluto Fest

**Anticipated Start and Completion Dates:**

**From:** September 13, 2025

**To:** September 13, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier)      20 locations

Northwest Illinois Hotel Network      24 locations

I80/88 Hotel Network      25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> September 7, 2025 - September, 13, 2025

2<sup>nd</sup> August 31, 2025 - September 6, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.



**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

August 31, 2025 - September 13, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

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- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

7

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

1. **APPLICANT:** Poco a Poco, Inc.

**Authorized Official:** Kate Tombaugh

Executive Director

**NAME**

**TITLE**

**Signature:** Katherine A. Tombaugh

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 201 N Vermillion Street

**City:** Streator

**County:** LaSalle

**Zip Code:** 61364

**Email:** pocoapocoarts@gmail.com

**Phone:** 309.830.6103

**FEIN #:** 822218101

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. **PROJECT TITLE:** Summer Music Fest

**Anticipated Start and Completion Dates:**

**From:** June 7, 2025

**To:** June 14, 2025

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
May 17 - June 14, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

////////////////////////////////////  
☐ **OTHER PROJECT (not a new and/or returning event).**  
***Must complete remaining questionnaire.***

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

- 5. DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

- 6. DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

- 7. IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

- 8. ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

- 9. SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** Mendota Area Chamber of Commerce (Mendota Sweet Corn Festival)

**Authorized Official:** Sam Setchell

President/CEO

**NAME**

**TITLE**

**Signature:** Sam Setchell

Digitally signed by Sam Setchell  
Date: 2026.01.29 09:20:43 -06'00'

**As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.**

**Address:** 800 Washington St P.O. Box 620

**City:** Mendota

**County:** IL

**Zip Code:** 61342

**Email:** president@mendotachamber.com

**Phone:** (815) 539-6507

**FEIN #:** 36-2043623

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** 78th Annual Mendota Sweet Corn Festival

**Anticipated Start and Completion Dates:**

**From:** 08/07/25

**To:** 08/10/25

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K, 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> July weeks of 27th-August 2nd

2<sup>nd</sup> August 3rd-August 9th

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

July weeks starting the 20th- August 10th

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
***Must complete remaining questionnaire.***

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

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- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_



**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** Hegeler Carus Foundation

**Authorized Official:** Laura Walker

Executive Director

**NAME**

**TITLE**

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** 1307 7th Street

**City:** La Salle

**County:** La Salle

**Zip Code:** 61301

**Email:** laura.walker@hegelercarus.org

**Phone:** (815) 224-6543

**FEIN #:** 36-4023939

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Hegeler Carus Mansion General Marketing

**Anticipated Start and Completion Dates:**

**From:** March 15, 2025

**To:** March 15, 2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> April 6, 2025-April 12, 2025

2<sup>nd</sup> April 13, 2025-April 19, 2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
April 6, 2025-May 3, 2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
***Must complete remaining questionnaire.***

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

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**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecounty.org](mailto:Tourism@lasallecounty.org) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

See attached detail sheet. We are requesting 15k brochures to distribute, a billboard as listed above and a facebook squarare to be used on our Hegeler Carus Mansion.

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

We will be distributing 15k brochures to local/regional businesses, libraries, community centers, schools (colleges/universities), city halls, and transit locations. The billboard will be as listed in this application and the facebook promotions will be on our Hegeler Carus Mansion Facebook page.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

The economic impact of this event will be realized through increased tourism, attendance at events, registration in workshops/programs, field trips, and bus tours. The economic impact will be both for the Mansion, allowing for additional funds to continue restoration projects while generating revenue with in the County through hotel stays, restaurant visits, retail purchases, and other ancillary purchases while they are here.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

The result of the project will be increased visitors (calculated through ticket sales and compared to previous annual numbers) and increased annual revenue (as indicated by annual comparison).

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

Our total marketing budget for 2025 is \$19k to cover all general, seasonal, special event, and other marketing for the Mansion . Marketing would have to be secured through individual sponsor contributions if not approved through this application. The majority of our marketing is currently in-kind or free. This would impact our ability to conduct a robust marketing approach and thus decrease the outreach to potential visitors, reducing the impact of the Mansion on tourism.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** Streetscapes (dba Streater Walldogs)

**Authorized Official:** Tara Bedel

Chairman

**NAME**

**TITLE**

**Signature:** Tara Bedel

Digitally signed by Tara Bedel  
Date: 2025.02.12 10:51:34 -06'00'

**As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.**

**Address:** 505 W Bridge St

**City:** Streator

**County:** LaSalle

**Zip Code:** 61364

**Email:** streaterwalldogs2018@gmail.com

**Phone:** (815) 674-4349

**FEIN #:** 813983345

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Streater Food Truck Festival

**Anticipated Start and Completion Dates:**

**From:** 5/17/25

**To:** 5/17/25

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

4/26/25 to 5/17/25

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
***Must complete remaining questionnaire.***

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

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- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This Information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

The Streator Food Truck Festival brings several food trucks and vendors to the City Park each spring. It is a family friendly event with games, music, and food.

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

We send media kits to food trucks and vendors to help us promote the event in advance. We also send rack cards to hotels, visitor centers, and State Of Illinois Tourist Information Centers. We cover a 2 hour travel radius.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

We estimate that we draw between 3500 and 5000 people to this event each year. We have people travel to spend the day in Streator, and shop our downtown. During the event, we survey random attendees and find that many come from 1-2 hours away.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

We plan to use facebook analytics and customer count for food trucks to determine our success managing and promoting the event.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

We are 100% volunteer run and receive funding from donations and events.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

1. **APPLICANT:** We Are Oglesby, NFP

**Authorized Official:** Angela Partridge President

**Signature:**  **NAME** **TITLE**

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** PO Box 102

**City:** Oglesby **County:** LaSalle **Zip Code:** 61348

**Email:** president@weareoglesby.net **Phone:** 8152026433

**FEIN #:** 81-3763640

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

3. **PROJECT TITLE:** Fall Movie Night in Lehigh Park

**Anticipated Start and Completion Dates:**

**From:** 09/20/2025

**To:** 09/20/2025

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> 09/06/2025-09/13/2025

2<sup>nd</sup> 09/14/2025-09/20/2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
9/6/2025-09/20/2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

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**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.



**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** We Are Oglesby, NFP

**Authorized Official:** Angela Partridge President

**Signature:**  **NAME** **TITLE**

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** PO Box 102

**City:** Oglesby **County:** LaSalle **Zip Code:** 61348

**Email:** president@weareoglesby.net **Phone:** 8152026433

**FEIN #:** 81-3763640

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** Winter Wonderland

**Anticipated Start and Completion Dates:**

**From:** 12/13/2025

**To:** 12/13/2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> 12/01/2025-12/13/2025

2<sup>nd</sup> \_\_\_\_\_

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
11/30/2025-12/13/2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

////////////////////////////////////  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

5. **ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

6. List the items that LaSalle County will be funding:

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

**1. APPLICANT:** We Are Oglesby, NFP

**Authorized Official:** Angela Partridge President

**Signature:**  **NAME** **TITLE**

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** PO Box 102

**City:** Oglesby **County:** LaSalle **Zip Code:** 61348

**Email:** president@weareoglesby.net **Phone:** 8152026433

**FEIN #:** 81-3763640

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

**IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate**

**3. PROJECT TITLE:** Scarecrow Harvest

**Anticipated Start and Completion Dates:**

**From:** 10/01/2025

**To:** 10/31/2025

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> 10/01/2025-10/15/2025

2<sup>nd</sup> 10/16/2025-10/31/2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

COST/VALUE: \$350

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
10/01/2025-10/31/2025

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MARKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

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**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallegcountyil.gov](mailto:Tourism@lasallegcountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

1. **APPLICANT:** We Are Oglesby, NFP

**Authorized Official:** Angela Partridge President

**Signature:**  **NAME** **TITLE**

As an authorized official of this application, I certify that the information given  
is true and correct to the best of my knowledge and belief.

**Address:** PO Box 102

**City:** Oglesby **County:** LaSalle **Zip Code:** 61348

**Email:** president@weareoglesby.net **Phone:** 8152026433

**FEIN #:** 81-3763640

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**  
IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. **PROJECT TITLE:** Summer Fun Fest Kick-Off Party

**Anticipated Start and Completion Dates:**

**From:** 06/06/2025

**To:** 06/07/2025

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☐ **OPTION A RACK CARDS – Designed, Printed and Distributed**

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. **You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)**

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested “mock-up” including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD – Designed and Posted**

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> 05/25/2025-06/07/2025

2<sup>nd</sup> 5/11/2025-05/24/2025

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
5/19 through 6/7

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

--	--

- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

**1. APPLICANT:** Canal Corridor Association

**Authorized Official:** Ana Koval

President

**NAME**

**TITLE**

**Signature:** Ana Koval

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 754 First St.

**City:** La Salle

**County:** La Salle

**Zip Code:** 61301

**Email:** president@landmoanal.org

**Phone:** 815-220-1848 x 103

**FEIN #:** 30-3179758

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** I&M Canal Bike Rentals

**Anticipated Start and Completion Dates:**

**From:** 04/01/25

**To:** 11/31/25

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS** – Designed, Printed and Distributed

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD** – Designed and Posted

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> April 14th - 28th

2<sup>nd</sup> May 5th - 26th

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the enjoylasallecounty.com website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
May 15th - June 15th

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY: Applicant must provide the below information from the lowest bids (if applicable).**

--	--

**6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.



State of Illinois  
DOMESTIC CORPORATION  
ANNUAL REPORT  
General Not for Profit Corporation Act

Year: 2024 File #: 5244-883-2

FILED Aug 05, 2024

Alexi Glennoullas, Secretary of State

1. Corporation Name: CANAL CORRIDOR ASSOCIATION

2. Registered Agent: ANA B KOVAL

Registered Office: 754 1ST STREET

City, IL, ZIP, County: LASALLE, IL 61301 LA SALLE COUNTY

3a. Date of Incorporation/Qualification: 07/17/1981

3b. State of Incorporation: IL

4. Names and Addresses of Corporation's Officers and Directors:

OFFICE	NAME	NUMBER & STREET	CITY	STATE	ZIP
Title Name & Address	PRESIDENT ANA B KOVAL	1330 W MONROE, #303,	CHICAGO, IL		60607
Title Name & Address	SECRETARY SUSAN ROY,	408 HOLMES AVE,	LEMONT, IL		60439
Title Name & Address	CHAIR MICHELE MICETICH,	370 NORTH KANKAKEE COAL CITY	IL		60418

5. Brief statement of type of activity the corporation is conducting:

PRESERVES HISTORY, PROTECTS NATURE, AND CREATES DESTINATIONS WHERE PEOPLE CAN LEARN AND HAVE FUN IN THE I&M CANAL NATIONAL HERITAGE AREA. THE CANAL CORRIDOR ASSOCIATION WAS DESIGNATED BY CONGRESS IN 2006 AS THE LOCAL COORDINATING ENTITY FOR THE I&M CANAL NATIONAL HERITAGE AREA, THE NATION'S FIRST NATIONAL HERITAGE AREA. THE I&M CANAL BOAT AND VISITOR CENTER IN LASALLE IS OWNED AND MANAGED BY CCA

6. Is this Corporation a Condominium Association as established under the Condominium Property Act? ☐ Yes ☒ No  
Is this a Cooperative Housing Corporation as defined in Section 216 of the Internal Revenue Code of 1954? ☐ Yes ☒ No  
Is this Corporation a Homeowner's Association, which administers a common-interest community as defined in subsection (c) of Section 9-102 of the code of Civil Procedure? ☐ Yes ☒ No

7. Address, including street and number, of Corporation's Principal Office:

754 1ST ST

LA SALLE, IL 61301-2536

8. Under the penalty of perjury and as an authorized officer, I declare that this annual report, pursuant to provisions of the General Not for Profit Corporation Act, has been examined by me and is, to the best of my knowledge and belief, true, correct and complete.

By ANA B KOVAL  
Authorized Officer

PRESIDENT

Aug 05, 2024

Title & Date

Fee Summary





Filing Fee: \$ 10.00

Penalty: \$ 3.00

Total Fee: \$ 13.00



## GRAB A BIKE & GO

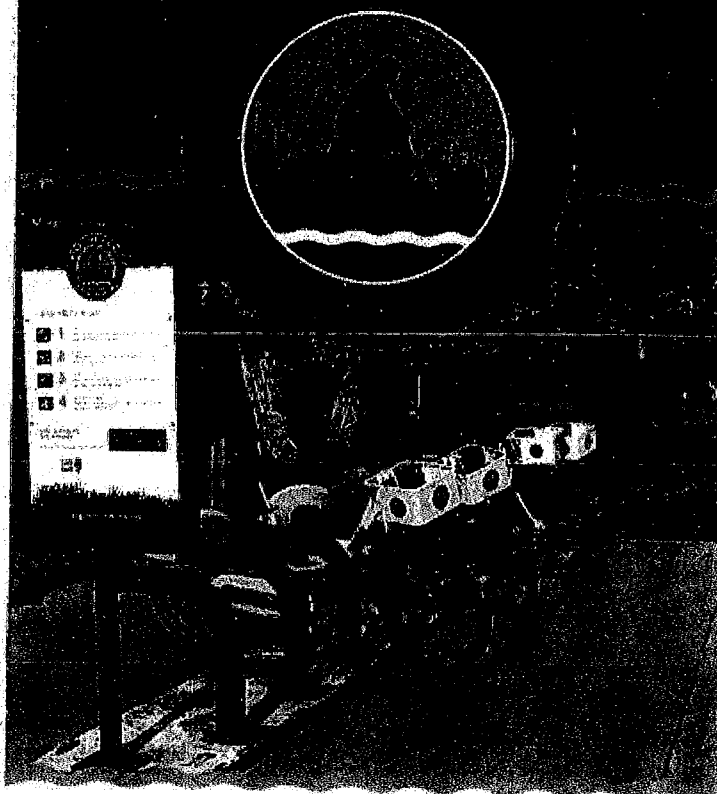
-  **1 JOIN**  
Download the Movatic app and locate the nearest I&M Canal bike share station.
-  **2 UNLOCK**  
Select a bike, pay, and unlock using your phone.
-  **3 RIDE**  
Enjoy your ride! Make quick stops along the way by locking your bike to any public bike rack.
-  **4 RETURN & LOCK**  
When you're done riding, lock your bike to an I&M Canal bike share station and end your ride in the app.



A Canal Corridor Association Program

2-21/20K

## GRAB A BIKE & GO



Try the new bike sharing program in the  
I&M Canal National Heritage Area!

### LOCATIONS

Channahon • LaSalle • Lockport  
Midewin • Morris

For more information visit [iandmcanal.org/bike](http://iandmcanal.org/bike)  
or call 815.220.1848

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

**1. APPLICANT:** Canal Corridor Association

**Authorized Official:** Ana Koval

President

NAME

TITLE

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 754 First St.

**City:** La Salle

**County:** La Salle

**Zip Code:** 61301

**Email:** president@landmoanal.org

**Phone:** 815-220-1848 x 103

**FEIN #:** 36-3179758

**2. IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

**3. PROJECT TITLE:** I&M Canal Boat Rides

**Anticipated Start and Completion Dates:**

**From:** 04/01/25

**To:** 10/31/25

**4. REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS** – Designed, Printed and Distributed

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD** – Designed and Posted

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> May 15th - 30th

2<sup>nd</sup> June 1st - 15th

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

☒ **OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:  
May 15th - June 15th

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

.....  
☐ **OTHER PROJECT (not a new and/or returning event).**

*Must complete remaining questionnaire.*

Amount Requested from Tourism: \_\_\_\_\_

Estimated Total Marketing Cost of Project: \_\_\_\_\_  
(based on bids and itemized budget)

- 5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

--	--

- 6. List the items that LaSalle County will be funding:**

VENDOR	DESCRIPTION OF SERVICES	ITEMIZED COST

Please note: If an event is canceled please notify [Tourism@lasallecountvil.gov](mailto:Tourism@lasallecountvil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

State of Illinois  
DOMESTIC CORPORATION  
ANNUAL REPORT  
General Not for Profit Corporation Act

Year: 2024 File #: 5244-883-2

FILED Aug 05, 2024

Alexi Giannoullas, Secretary of State

1. Corporation Name: CANAL CORRIDOR ASSOCIATION

2. Registered Agent: ANA B KOVAL

Registered Office: 754 1ST STREET

City, IL, ZIP, County: LASALLE, IL 61301 LA SALLE COUNTY

3a. Date of Incorporation/Qualification: 07/17/1981 3b. State of Incorporation: IL

4. Names and Addresses of Corporation's Officers and Directors:

OFFICE	NAME	NUMBER & STREET	CITY	STATE	ZIP
Title Name & Address	PRESIDENT ANA B KOVAL	1330 W MONROE, #303, CHICAGO, IL 60607			
Title Name & Address	SECRETARY SUSAN ROY, 408 HOLMES AVE, LEMONT, IL 60439				
Title Name & Address	CHAIR MICHELE MICETICH, 370 NORTH KANKAKEE COAL CITY IL 60416				

5. Brief statement of type of activity the corporation is conducting:

PRESERVES HISTORY, PROTECTS NATURE, AND CREATES DESTINATIONS WHERE PEOPLE CAN LEARN AND HAVE FUN IN THE I&M CANAL NATIONAL HERITAGE AREA. THE CANAL CORRIDOR ASSOCIATION WAS DESIGNATED BY CONGRESS IN 2008 AS THE LOCAL COORDINATING ENTITY FOR THE I&M CANAL NATIONAL HERITAGE AREA, THE NATION'S FIRST NATIONAL HERITAGE AREA. THE I&M CANAL BOAT AND VISITOR CENTER IN LASALLE IS OWNED AND MANAGED BY CCA

6. Is this Corporation a Condominium Association as established under the Condominium Property Act? ☐ Yes ☒ No  
Is this a Cooperative Housing Corporation as defined in Section 216 of the Internal Revenue Code of 1954? ☐ Yes ☒ No  
Is this Corporation a Homeowner's Association, which administers a common-interest community as defined in subsection (c) of Section 9-102 of the code of Civil Procedure? ☐ Yes ☒ No

7. Address, including street and number, of Corporation's Principal Office:  
754 1ST ST LA SALLE, IL 61301-2536

8. Under the penalty of perjury and as an authorized officer, I declare that this annual report, pursuant to provisions of the General Not for Profit Corporation Act, has been examined by me and is, to the best of my knowledge and belief, true, correct and complete.

By ANA B KOVAL  
Authorized Officer

PRESIDENT Aug 05, 2024  
Title & Date

Fee Summary

Filing Fee: \$ 10.00

Penalty: \$ 3.00

Total Fee: \$ 13.00

# NTURE & CENTER



*LaSalle Canal Boat Tickets • Visitor Info  
Canal Exhibits*

*Breakfast & Lunch • Coffee • Espresso Bar*

*Gifts • Souvenirs • Home Decor • Free Wifi*



**Located in historic downtown LaSalle**

**754 First St. • 815.220.1848**

visit us at [www.iandmcanal.org](http://www.iandmcanal.org)

enjoy  
**illinois**

Heritage Corridor  
connecting people & places

enjoy  
**LaSalle County**  
Can't Get the Country Way for the Adventure

[www.EnjoyLaSalleCounty.com](http://www.EnjoyLaSalleCounty.com)

# I&M CANAL BOAT RIDES



Board the I&M Canal Boat "The Volunteer" and enjoy the simple pleasures and natural treasures of the historic Illinois & Michigan Canal.

Sit back and relax while period-dressed guides tell the stories of the I&M Canal passageway on this 76-foot-long, 70 passenger boat pulled by mules, Larry & Moe.

Spend 60 minutes riding through the 19th Century. Learn about an engineering feat that connected America's inland waterways and changed the fate of a swampy marsh that Native Americans called "Chicago."

## CURRENT SCHEDULE



See

Visit the I&M Canal Visitor Center today.  
**815.220.1848 • [www.iandmcanal.org](http://www.iandmcanal.org)**

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
(PLEASE TYPE)

1. **APPLICANT:** Canal Corridor Association

**Authorized Official:** Ana Koval

President

**NAME**

**TITLE**

**Signature:** \_\_\_\_\_

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

**Address:** 754 First St.

**City:** La Salle

**County:** La Salle

**Zip Code:** 61301

**Email:** president@landmcanal.org

**Phone:** 815-220-1848 x 103

**FEIN #:** 36-6179758

2. **IS THIS A NOT-FOR-PROFIT ORGANIZATION?** ☒ **YES** ☐ **NO**

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. **PROJECT TITLE:** IMCNHA - La Salle Marketing

**Anticipated Start and Completion Dates:**

**From:** March 1st

**To:** \_\_\_\_\_

4. **REQUESTED TOURISM MARKETING SUPPORT:** Please choose (check) the funding option(s) pertaining to your request:

☐ **OPTION A RACK CARDS** – Designed, Printed and Distributed.

**COST/VALUE:** \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☐ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD** – Designed and Posted

**COST/VALUE:** \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard. All billboards will point back to the [enjoylasallecounty.com](http://enjoylasallecounty.com) website.

**LASALLE COUNTY TOURISM REQUEST APPLICATION  
(PLEASE TYPE)**

☐ **OPTION C SOCIAL MEDIA/FB CAMPAIGN** – Designed, placement, & \$250 ads.

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

~~~~~  
☒ **OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \$11,490.

Estimated Total Marketing Cost of Project: \$45,490  
(based on bids and itemized budget)

5. **ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

HC Destinations Visitor Guide Ad \$2,500.  
Tour Group Booking \$22,000.  
Website Updates \$3,000.  
Google Ads \$9,000.  
LaSalle County Passport Content Generation \$5,000.  
LaSalle County Passport Printing \$3990.

6. List the items that LaSalle County will be funding:

| VENDOR          | DESCRIPTION OF SERVICES                                                 | ITEMIZED COST |
|-----------------|-------------------------------------------------------------------------|---------------|
| HC Destinations | full page ad in both visitor guides                                     | 2500          |
| Simon/Savor     | create content for LaSalle County Passport, media stories, website, etc | 6000          |
| OTM Media       | print 10k-16 page passport books                                        | 3990          |
|                 |                                                                         |               |
|                 |                                                                         |               |

Please note: If an event is canceled please notify [Tourism@lasallemountyil.gov](mailto:Tourism@lasallemountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.



##### 5. Description of Project

Canal Boat Tours. Opened in June 2008, the I&M Canal Boat offers 60-minute canal tours including mule-pulled rides down the Illinois & Michigan Canal. Located in LaSalle at the Lock 14 dock, the boat runs east towards Utica to the Little Vermilion Aqueduct and returns. The May-October experience includes a short mule tending presentation, as visitors are curious about these work animals. A period-clothed guide and crew retell the stories of pioneer Illinois. The 76-foot replica canal packet or passenger boat holds 70+ passengers, has the look and feel of 1848, but is modern. Many of the group tours include other LaSalle County locations including the Reddick Mansion (Ottawa), Weber Gardens (Streator), Illinois Waterway Visitor Center (Utica), Hegeler-Carus Mansion (LaSalle) and the Westclox Museum (Peru) as well as for-profit venues creating a day-long experience, LaSalle County Passport. The passport will include many non-profit attractions in LaSalle County much like the previous passports, I&M Canal Bike Rentals. Dawn to dusk bicycle rentals will be located along the I&M Canal State Trail in LaSalle County - LaSalle, Utica, Marseilles, and Seneca to enhance the visitors experience and use of the trail. The combination of booking services, ad placement, website updates, rack cards, billboard and social media are necessary as the federal funds which normally flow to the IMCNHA have been paused.

**LASALLE COUNTY TOURISM REQUEST APPLICATION**  
**(PLEASE TYPE)**

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

Canal Boat Tours: Opened in June 2008, the I&M Canal Boat offers an unique canal ride including watermarked coins down the historic Michigan Canal, located in LaSalle along Lock 14 dock, the boat runs east towards Union to the Little Vermilion Adventure and return. The May/October experience includes a short live band presentation. All visitors are offered about 2500 items. A period-clothed guide and pilot will be at the boat. The 70-foot x 40-foot canal boat carries 10-12 passengers, has the look and feel of 1840, but is modern. Many of the group tours include other LaSalle County locations including the Haddock Museum (Okauchee), Weber Gardens (Strasburg), Brown Wilderness Visitor Center (Hobart), Yagelka-Clauson Mansion (LaSalle) and the Wisconsin Sculpture Garden as well as for private parties seeking a day-long experience. LaSalle County Passport - The passport will include many non-profit attractions in LaSalle County such as the LaSalle County Historical Society, I&M Canal Site Park, Devon to Dutch Bicycle Paths - will be located along the I&M Canal State Trail in LaSalle County - LaSalle, Lock, Kewanee, and Service to enhance the visitor's experience and use of the trail. The distribution of the passport, ad placement, website updates, brochures, billboards and social media are necessary as the federal funds which partially pay for the I&M Canal have been reduced.

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

The LaSalle County Passports (10k printed) will be distributed in the locations that are participating as well as through the numerous in county visitor centers. The HC Destinations Visitor Guides (100k total printed) will be distributed per their specs.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

We will measure the impact by the increase in the numbers of visitors to the I&M Canal Visitor Center, the I&M Canal Boat, and the increase in the group tours. The Visitor Center has people counters on both doors. In addition, we capture zip codes when people book boat rides. Because there is no lodging in the City of LaSalle, our visitors stay overnight in the adjacent communities of Peru, Utica, Oglesby, and unincorporated LaSalle County.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

We anticipate that we can increase the visitation to the attractions in the LaSalle County Passport by 10%, on the Canal Boat by 15%, and the bike rentals by 20% which will increase the viability of all of the above organizations.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

Revenue generated from the group tours, the canal boat attraction, and the Lock 16 Cafe and Gift Shop. The Canal Boat and the I&M Canal Visitor Center currently receive no local government funds towards marketing. The City of LaSalle is supportive of the project, but does not receive hotel/motel tax.

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

# Heritage Corridor Publications

Stretching from the southwest collar of Chicago to the heartland of Illinois, the Heritage Corridor Destinations brings together some of the most diverse and exciting tourism destinations this state has to offer: the picturesque canyons of Starved Rock Country, the nostalgic open road of Route 66, and boutique shops and eateries along the historic I&M Canal.

Heritage Corridor Destinations is providing the opportunity to have your business directly marketed tourism publications. When you become an ad partner with Heritage Corridor Destinations, your business or organization can expand its reach and build its customer base among both tourists and locals. Each Travel Guide prints 60,000 copies and is distributed at key high-traffic locations.



**HERITAGE  
CORRIDOR  
DESTINATIONS**

## 2025 TRAVEL GUIDES

### Starved Rock Country and I&M Canal Towns - Double Issue -

- Advertising deadline  
February 12, 2025
- Publication date  
May 2025
- Quantity 50,000



| Ad Size                                                               | 1-guide buy | 2-guide buy |
|-----------------------------------------------------------------------|-------------|-------------|
| Back Cover<br>8.625" x 11.13" (0.125" bleed)<br>8.375" x 10.875" Trim |             |             |



### Route 66

- Advertising deadline  
March 5, 2025
- Publication date  
May 2025
- Quantity 50,000

| Ad Size                                                               | 1-guide buy          | 2-guide buy          |
|-----------------------------------------------------------------------|----------------------|----------------------|
| Eighth page<br>3.875" x 2.43"                                         |                      |                      |
| Quarter page<br>3.875" x 5"                                           |                      |                      |
| Half page<br>7.875" x 5" H 3.875" x 10.12" V                          |                      |                      |
| Full page<br>8.625" x 11.13" (0.125" bleed)                           |                      |                      |
| Inside Front/Back Cover<br>8.625" x 11.13" (0.125" bleed)             | \$3,200 ■<br>\$4,400 | \$4,000 ■<br>\$5,500 |
| Back Cover<br>8.625" x 11.13" (0.125" bleed)<br>8.375" x 10.875" Trim | \$4,000 ■<br>\$5,600 | n/a                  |
|                                                                       | ■ Member             | ■ Non-Member         |

\*Legacy pricing available to 2024 advertisers only.

## PRE-PAYMENT BONUS

If payment is received prior to April 30th, 2025, your business will be able to request a dedicated video. This video will be provided to you and posted on the Heritage Corridor Destinations Facebook, Instagram, TikTok, and YouTube Shorts channels.

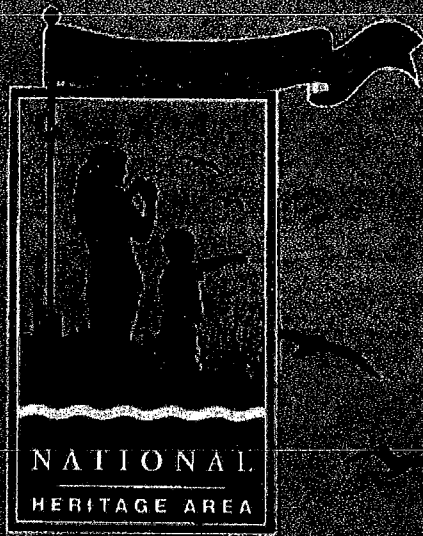
|                    |       |     |  |       |
|--------------------|-------|-----|--|-------|
| FULL PAGE<br>BLEED |       | 1/8 |  | 1/8   |
|                    | 1/2 V | 1/8 |  | 1/8   |
|                    |       | 1/4 |  |       |
|                    |       |     |  | 1/2 H |

enjoy  
**illinois**

CONTACT DEBYJO ERICKSEN FOR MORE DETAILS  
815-216-9963 Debyjo@hcddestinations.com

01/2025  
Last Revised

# PASSPORT



August 23, 2019 - August 23, 2020

Ce  
a  
Na

A Great Consideration

Example of previous  
passport. Will bring  
passport booklets to  
meeting.

State of Illinois  
DOMESTIC CORPORATION  
ANNUAL REPORT  
General Not for Profit Corporation Act

Year: 2024 File #: 5244-883-2

FILED Aug 05, 2024

Alexi Giannoulas, Secretary of State

1. Corporation Name: CANAL CORRIDOR ASSOCIATION

2. Registered Agent: ANA B KOVAL

Registered Office: 754 1ST STREET

City, IL, ZIP, County: LASALLE, IL 61301 LA SALLE COUNTY

3a. Date of Incorporation/Qualification: 07/17/1981

3b. State of Incorporation: IL

4. Names and Addresses of Corporation's Officers and Directors:

| Title | Name & Address                                          |
|-------|---------------------------------------------------------|
|       |                                                         |
| CHAIR | MICHELE MICETICH, 870 NORTH KANKAKEE COAL CITY IL 60416 |

5. Brief statement of type of activity the corporation is conducting:

PRESERVES HISTORY, PROTECTS NATURE, AND CREATES DESTINATIONS WHERE PEOPLE CAN LEARN AND HAVE FUN IN THE I&M CANAL NATIONAL HERITAGE AREA. THE CANAL CORRIDOR ASSOCIATION WAS DESIGNATED BY CONGRESS IN 2006 AS THE LOCAL COORDINATING ENTITY FOR THE I&M CANAL NATIONAL HERITAGE AREA, THE NATION'S FIRST NATIONAL HERITAGE AREA. THE I&M CANAL BOAT AND VISITOR CENTER IN LASALLE IS OWNED AND MANAGED BY CCA

6. Is this Corporation a Condominium Association as established under the Condominium Property Act? ☐ Yes ☒ No  
Is this a Cooperative Housing Corporation as defined in Section 216 of the Internal Revenue Code of 1954? ☐ Yes ☒ No  
Is this Corporation a Homeowner's Association, which administers a common-interest community as defined in subsection (c) of Section 9-102 of the code of Civil Procedure? ☐ Yes ☒ No

7. Address, including street and number, of Corporation's Principal Office:

754 1ST ST LA SALLE, IL 61301-2536

8. Under the penalty of perjury and as an authorized officer, I declare that this annual report, pursuant to provisions of the General Not for Profit Corporation Act, has been examined by me and is, to the best of my knowledge and belief, true, correct and complete.

By ANA B KOVAL  
Authorized Officer

PRESIDENT Aug 05, 2024  
Title & Date

Fee Summary

Filing Fee: \$ 10.00

Penalty: \$ 3.00

Total Fee: \$ 13.00

1. APPLICANT: Heritage Corridor Destinations

Authorized Official: Robert Navarro

President/CEO

NAME

TITLE

Signature: Robert Navarro

As an authorized official of this application, I certify that the information given is true and correct to the best of my knowledge and belief.

Address: 248 W. Canal Street

City: Utica

County: IL

Zip Code: 61373

Email: navarro@hcdestinations.com

Phone: 815-216-9960

FEIN #: 86-3341989

2. IS THIS A NOT-FOR-PROFIT ORGANIZATION? ☒ YES ☐ NO

IF YES, please attach/enclose a copy of the State of Illinois not-for-profit certificate

3. PROJECT TITLE: Starved Rock Summer

Anticipated Start and Completion Dates:

From: 5/1/25

To: 9/1/25

4. REQUESTED TOURISM MARKETING SUPPORT: Please choose (check) the funding option(s) pertaining to your request:

☒ **OPTION A RACK CARDS** – Designed, Printed and Distributed

COST/VALUE: \$1700

Includes standard (LaSalle County event card template) rack card design by CTM, printed by CTM printer, and 5K cards distributed through CTM distribution. You can choose 5K - 10K or 15K cards will be returned to the event to the address listed above (Please circle one)

Rack Cards are printed on the 1<sup>st</sup> and 15<sup>th</sup> of each month

CTM Placement includes two months at the following locations:

Chicago Attraction Network (inc Navy Pier) 20 locations

Northwest Illinois Hotel Network 24 locations

I80/88 Hotel Network 25 locations

Must submit a suggested "mock-up" including three to five pictures and text for the rack card. The card will be designed and submitted back to applicant for approval prior to printing.

☒ **OPTION B TWO-WEEK ELECTRONIC BILLBOARD** – Designed and Posted

COST/VALUE: \$725

Includes standard design and posting of electronic billboard along the I-80/I-55 interstate for two-week period. Billboard placements are made on a first-come first-served basis. Please indicate your two-week billboard placement preference:

1<sup>st</sup>

2<sup>nd</sup>

Must submit a minimum of two horizontal pictures and three to six words of copy for the billboard.

**OPTION C SOCIAL MEDIA/FB CAMPAIGN – Designed, placement, & \$250 ads.**

**COST/VALUE: \$350**

Includes cost to design Facebook ad cubes to promote event, demographic/geographic target research on ad placement, and \$250 in Facebook ad charges. Ad placements/campaigns would be minimum of two-weeks but would last as the dollars allocated.

Please indicate which two to four week period you would like the Facebook ads placed:

Must submit three to five pictures and suggested copy (no more than 10 words) for the Facebook ads. The ads will be designed and submitted back to applicant for approval prior to publishing. Vendor will provide a report of ad reach/traction upon campaign completion.

**OTHER PROJECT (not a new and/or returning event).**  
*Must complete remaining questionnaire.*

Amount Requested from Tourism: \$25,000

Estimated Total Marketing Cost of Project: \$74,350  
(based on bids and itemized budget)

**5. ITEMIZED MAKETING BUDGET ONLY:** Applicant must provide the below information from the lowest bids (if applicable).

Ad - Neighborhood Tourist - FP, Summer - \$1,000  
Ad - Playbill -FP, May & June - \$14,000  
Ad - Starved Rock Country Magazine - FP, Spring & Summer \$1,600  
Ad - Travel, Taste + Tour - FP, Summer \$4,750  
Ad - EffectTV - :15 Video Spots - \$8,000  
Digital- Playbill - May - \$2,000  
Digital - Sojern - May - June - \$10,000  
Digital - Trip Advisor - April - \$10,000

**6. List the items that LaSalle County will be funding:**

| VENDOR               | DESCRIPTION OF SERVICES                                  | ITEMIZED COST |
|----------------------|----------------------------------------------------------|---------------|
| Travel, Taste + Tour | Magazine Ad, Lead Generation                             | \$4,750       |
| Shaw Media           | Lead Generation, Full Page Magazine Ads, Digital Camapgh | \$4,800       |
| Playbill             | Digital and Print Ads                                    | \$16,000      |
| Sojern               | Digital Ads                                              | \$10,000      |
| Trip Advisor         | Digital Ads                                              | \$10,000      |

Please note: If an event is canceled please notify [Tourism@lasallecountyil.gov](mailto:Tourism@lasallecountyil.gov) immediately. If rack cards were requested and have been printed, designed and/or shipped before an event is canceled the requestor shall be responsible for the invoice for printing, designing and shipping.

5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

Launch integrated seasonal marketing campaign, "Starved Rock Summer", focusing on an "Appetite for Adventure" - Get ready to satisfy your *hunger* for new experiences in LaSalle County. Discover the best dining and activities LaSalle County has to offer. From charming, locally-owned restaurants serving up mouthwatering meals to unique outdoor adventures that'll get your heart racing, LaSalle County is your next must-visit destination.

**Television** - 15 spots airing starting in May, leading up to Summer in LaSalle County.

**Print Ads** - Neighborhood Tourist (Full Page in Summer Issue), Playbill (May & June full page), Travel, Taste + Tour (Full Page in Summer Issue)

**Rack Card** - Design and print 20K rack cards to distribute to Illinois Tollways, Chicago Union Station, CTM (3 months) and various local businesses.

**Digital Ads** - Digital marketing through Sojern and Trip Adviser geo-targeting visitors 50+ miles outside of LaSalle County, digital blast sent out to Playbill digital subscribers

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

Marketing for the promotion will begin in April and continue throughout the summer months with print and digital television ads in the Chicago and Chicago suburb market. Social media posts and e-mail blasts will also run throughout the season targeting residents outside of LaSalle County.

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays. The campaign will direct visitors to the website for overnight lodging information. The ads will highlight and promote LaSalle County's events, attractions, dining options, unique retail opportunities and lodging options.

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request. Advertising results will be measured by LaSalle County Travel Guide inquiries. Leads will be generated by the Shaw Media give away and Travel, Taste + Tour Magazine, contact information will be given to LaSalle County and County marketing pieces will be sent to each lead.

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project. LaSalle County hotel/motel tax receipts at just under 34% of project costs and Heritage Corridor Destinations at about 66% of project costs



5. **DESCRIPTION OF PROJECT:** Describe in detail the work to be performed and the need for the project. This information must include a description of the event, attraction or area being promoted; the number of brochures to be printed and/or the service placements (coverage maps, distribution, etc.)

See attached

6. **DISTRIBUTION:** Describe how and where printed material will be distributed or the geographic location of the audience for other projects (e.g. radio, television, newspaper, billboards). Include ad dates.

See attached

7. **IMPACT OF PROJECT:** Describe the economic impact of this project and how the project will encourage visitors to visit LaSalle County and generate overnight stays.

See attached

8. **ANTICIPATED RESULTS:** Describe the results of the project that will be accomplished and the evaluation method used in their determination. Emphasis should be placed on quantifiable measures as the method used will be considered during the application review process and the applicant must have verified results available on request.

See attached

9. **SOURCE OF LOCAL FUNDS:** List the source and amount of funding for each of the applying organizations of this project.

See attached

**FOR OFFICE USE ONLY**

MEETING DATE: \_\_\_\_\_

APPROVED DATE: \_\_\_\_\_

AMOUNT REQUESTED: \_\_\_\_\_

AMOUNT APPROVED: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

DISBURSEMENT DATE: \_\_\_\_\_

**FY25 - Starved Rock Summer  
MARKETING PLAN**  
As of February 3, 2025

|                                                                   |                      |                        |              |                                                     |
|-------------------------------------------------------------------|----------------------|------------------------|--------------|-----------------------------------------------------|
| <b>Digital</b><br>Playbill<br>Sojern<br>Trip Adviser              | Playbill Email Blast | May                    | \$ 2,000.00  |                                                     |
|                                                                   | Digital Marketing    | May - June             | \$ 10,000.00 |                                                     |
|                                                                   | Digital Marketing    | April                  | \$ 10,000.00 |                                                     |
|                                                                   |                      |                        |              |                                                     |
| <b>Print</b><br>Playbill                                          | Full Page            | May & June Issues      | \$ 14,000.00 | 5.625" x 8.75" Bleed                                |
|                                                                   | Full Page            | Spring & Summer Issues | \$ 1,600.00  | 8.625" x 11.13" Bleed                               |
|                                                                   | Full Page            | Summer Issue           | \$ 1,000.00  | 8.625" x 11.13" Bleed                               |
|                                                                   | Full Page            | Summer Issue           | \$ 4,750.00  |                                                     |
| <b>TV&amp; Digital</b><br>EffectTV                                |                      |                        |              | :15 sec video;<br>300x250,<br>600x500,<br>1920x1080 |
|                                                                   |                      | May - July             | \$ 12,000.00 |                                                     |
|                                                                   |                      | May                    | \$ 2,000.00  |                                                     |
|                                                                   |                      |                        |              |                                                     |
| <b>Activations</b><br>Shaw Media - includes eblast, local digital |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
| <b>Production</b><br>Video & Digital production<br>Graphic Design |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
|                                                                   |                      |                        |              |                                                     |
| Total                                                             |                      |                        | \$ 74,350.00 |                                                     |
| Ask from LaSalle County                                           |                      |                        | \$ 25,000.00 |                                                     |



# LASALLE *County*

## Visitors *Guide*

HOME TO  
4 STATE  
PARKS

PARK MAPS INSIDE

Enjoy  
LaSalle County

Come for the Beauty. Stay for the Adventure.

enjoy  
illinois



# LaSalle County Tourism SOCIAL MEDIA REPORT

3.21.25

**Ryan Searl**

Website Brand Manager, Shaw Media

[rsearl@shawmedia.com](mailto:rsearl@shawmedia.com)





# Success Snapshot

Between Feb. 1 - Feb. 28 we achieved the following:

FB Accounts Reached

12,402

2/1 - 2/28

Users

Instagram Accounts  
Reached

13,147

2/1 - 2/28

Engagements

Website Traffic

6,831

2/1 - 2/28


Page Views

# Facebook Performance

February 1 - February 28

| # of posts                                                                                                 | Net Followers Gain/Loss                                                                                                                      | Page Views                                        | Post Reach                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12 (Posts + Stories)                                                                                       | 62/27                                                                                                                                        | 1,019 unique page views                           | 12,402 users                                                                                                                                                                      |
| Top Content: <ul style="list-style-type: none"> <li>• Video posts</li> <li>• Event pre-coverage</li> </ul> | Avg User: <ul style="list-style-type: none"> <li>-Female</li> <li>-Early to mid 50's</li> <li>-Lives within 100 miles of the area</li> </ul> | (Top: Video spots, ice climbing, Market coverage) | Popular Regions: <ul style="list-style-type: none"> <li>• Aurora</li> <li>• Naperville</li> <li>• Quad Cities</li> <li>• Chicago</li> <li>• Peoria</li> <li>• Rockford</li> </ul> |

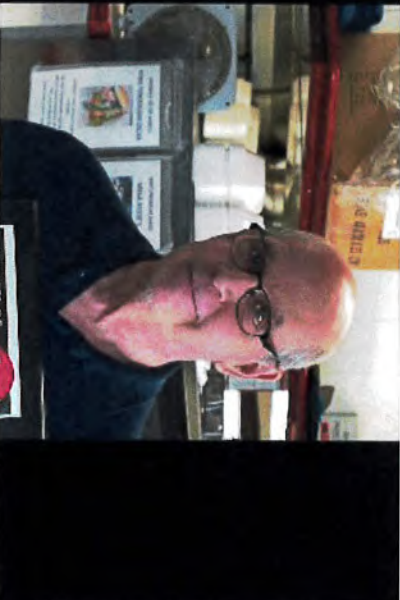
## Top performing post:



Enjoy LaSalle County, IL - Home of Starved Rock

February 19 · 🌐

Join us as we visit Peru's [The Igloo Diner](#) - home to a menu of nostalgic diner favorites, tasty shakes and a legendary tenderloin. See why this spot was ranked Illinois' top diner in 2019 by Food Network.



# Instagram Performance

February 1 - February 28

| # of posts and stories | Net Followers Gain/Loss                              | Total Content Interactions | Bio Link Clicks | Accounts Reached                                                                                                                                 |
|------------------------|------------------------------------------------------|----------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 12                     | 43/35<br>Avg User:<br>- Female<br>- Mid to late 30's | 827                        | 96              | 13,147<br>Popular Regions: <ul style="list-style-type: none"><li>• Quad Cities</li><li>• Aurora</li><li>• Chicago</li><li>• Naperville</li></ul> |

Top performing post:



# Website Performance

February 1 - February 28

| Popular pages                                                                                                                                                                        | Total Traffic                                           | Directed From                                                                                                                                                                                                                                                                                                             | Avg Email Subscriber                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Resorts &amp; Lodges</li><li>• <u><b>Parks &amp; Nature</b></u></li><li>• Dining</li><li>• Shopping</li><li>• <u><b>Events</b></u></li></ul> | 5,196 New Users<br>5,972 Total Users<br>6,831 Pageviews | <ul style="list-style-type: none"><li>• Google Search</li><li>• Facebook<br/>(Groups shared Facebook content)</li><li>• Instagram</li><li>• <u><b>Partner pages</b></u><ul style="list-style-type: none"><li>-Commercial redirect</li><li>-Kishauwau Cabins</li><li>-Enjoy Illinois</li><li>Redirects</li></ul></li></ul> | <ul style="list-style-type: none"><li>• Located at least 50 miles from LaSalle Co.</li><li>• Mid to late 40's</li><li>• Nearly 40% Out of State</li><li>• Largely in Chicagoland Area</li></ul> |



# Delivery Fulfillment

Distribution 3/21:

Total Brochures Received:

**550**

Boxes of 100  
Received

Total Brochures Distributed:

**464**

Boxes of 100  
Distributed

Remaining Brochures:

**86**

Boxes of 100  
Remaining