

# **Tourism Agenda**

## **July 18, 2025 9:00 AM Rm 250**

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFIoW13M224SgVU95Ifg>

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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
6. Citizen Comment
  
7. Coalition Update
8. Heritage Corridor Update

### **Tourism Funding Request**

#### **New Business**

Marketing Update  
Budget 2025-2026

#### **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

9. Senate and House Bills
10. Adjourn Meeting

## TOURISM MEETING

A Meeting of the Tourism Committee was held on July 18, 2025 at 9:00am in rm 250 with the following members present:

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

Non-Members/Visitors Present:

Curt Bedei	LaSalle	Don Jensen	Chairman
Lyndsey Nguyan	Starved Rock	Kate Gillman	Heritage Corridor
Jennifer Gende	Auditor	Thomas Miller	Board Member
Tom Walsh	Board Member	Ryan Searl	Shaw Media

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

Motion by Ms. Owens 2<sup>nd</sup> by Ms. Braboy to approve the bills in the amount of \$192,022.48 Aye=All Nay=None Motion Carried

### Coalition Update

- No update will be meeting in September

### Heritage Corridor Update

- Summer campaign in full swing

## **Tourism Funding Request**

Due August 15<sup>th</sup>

## **NEW BUSINESS**

### Marketing Update

Motion by Ms. Owens 2<sup>nd</sup> by Mr. Stockley to approve the 2026 Marketing plan Aye=All Nay=None Motion Carried [see attached]

### Budget 2025-2026

Motion by Mr. Stockley 2<sup>nd</sup> by Ms. Braboy to forward to Finance Aye=All Nay=None Motion Carried [see attached]

## **OLD BUSINESS**

### Development of Trails and Parking at the newly acquired land

- Possible speaker next month

### Visitor Guide Distribution

- Guide distribution is going great

### E-Blast

No Discussion

### Facebook and Instagram Update

- Everything is going great – see attached report

Motion Mr. Blue 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*

*Amber*

## 2026 Revenue Budget Worksheet

*Selected Fund: 008*

*BUDGET STEP: 1 - Initial*

Fund:	Dept:	Account #	Description	2024		2025		2026		Amount of Request	Percent of Request	Notes
				Prior Year	Current	Current	Budget	Actual	Amount	Change	Change	
<b>Fund :</b>	<b>008</b>	<b>Tourism</b>										
Department:	000	Non-Departmental										
008-000-308001		Interest Income		\$26,899.01	\$25,000	\$16,608.33	\$25,000		\$0	0.000%		
008-000-319001		Tourism Fee's		\$464,482.70	\$315,000	\$289,694.82	\$315,000		\$0	0.000%		
008-000-399001		Fund Balance Use		\$0.00	\$238.200	\$0.00	\$249,000		\$10,800	4.534%		
<i>Total Dept 000:</i>				<i>\$491,381.71</i>	<i>\$573,200</i>	<i>\$306,303.15</i>	<i>\$589,000</i>		<i>\$10,800</i>	<i>1.868%</i>		
<i>Total Fund: 008:</i>				<i>\$491,381.71</i>	<i>\$573,200</i>	<i>\$306,303.15</i>	<i>\$589,000</i>		<i>\$10,800</i>	<i>1.868%</i>		

# 2026 Expense Budget Worksheet

Selected Fund: 008

BUDGET STEP: I - Initial

LaSalle County

Fund:	Dept:	Account #	Description	2024	2025	2026	Amount	Percent	Request Notes
				Prior Year	Current	Current	of Request	of Change	Change
Actual	Budget	Actual	Amount	Change	Change	Change	Change	Change	Change
<b>Fund :</b>	<b>008</b>	<b>Tourism</b>							
Department:	000	Non-Departmental							
008-000-5033001	Travel		\$0.00	\$200	\$0.00	\$200	\$0	0.000%	
008-000-516002	County Grant Expendit		\$195,200.00	\$50,000	\$4,550.00	\$50,000	\$0	0.000%	
008-000-541001	Education		\$1,147.50	\$1,500	\$0.00	\$1,500	\$0	0.000%	
008-000-541003	Publications		\$28,660.00	\$35,000	\$0.00	\$35,000	\$0	0.000%	
008-000-541003-554	Publications - State		\$0.00	\$0	\$0.00	\$0	\$0	0.000%	
008-000-541007	Marketing		\$100,173.85	\$262,000	\$71,807.29	\$262,000	\$0	0.000%	
008-000-554001-200	Starved Rock		\$30,000.00	\$30,000	\$0.00	\$30,000	\$0	0.000%	
008-000-554001-201	Heritage Corridor		\$20,000.04	\$20,000	\$0.00	\$20,000	\$0	0.000%	
008-000-554001-202	Fund Requests - Gener		\$70,453.00	\$100,000	\$41,135.00	\$100,000	\$0	0.000%	
008-000-554001-203	Billboard		\$23,770.00	\$34,000	\$0.00	\$45,000	\$11,000	32.353%	
008-000-554002	Visitor Guide Distributio		\$7,700.00	\$10,000	\$0.00	\$10,000	\$0	0.000%	
008-000-554002-554	Visitor Guide Distrib-St		\$0.00	\$0	\$0.00	\$0	\$0	0.000%	
008-000-5988001	Misc Expense		\$0.00	\$500	\$0.00	\$300	(\$200)	-40.000%	
008-000-8336001	Transfer to GF		\$35,000.00	\$35,000	\$0.00	\$35,000	\$0	0.000%	
<i>Total Dept 000:</i>			\$512,104.39	\$578,200	\$117,492.29	\$569,000	\$10,800	1.868%	

Fund:	Dept:	2024	2025	2025	2026	Amount of Request	Percent of Request	Notes
Account #	Description	Prior Year	Current	Current	Request	of	of	Request
			Budget	Actual	Amount	Change	Change	Notes
<b>Fund :</b>	<b>008</b>	<b>Tourism</b>						
		<i>Total Fund: 008:</i>						
			\$512,104.39	\$578,200	\$117,492.29	\$589,000	\$10,800	1.868%
		<i>Report Total:</i>	\$512,104.39	\$578,200	\$117,492.29	\$589,000	\$10,800	1.868%

# 2026 PROPOSED Marketing Plan

Submitted on June 16, 2026

		CY2024 - Actual	CY2025 - Actual	CY2026 PROPOSED
Illinois Office of Tourism	Ad placements on enjoyillinois.com	\$ 12,000.00	n/a	n/a
Illinois Office of Tourism	Travel Illinois - Visitor Guide	\$ 13,500.00	\$ 13,500.00	\$ 17,000.00
Travel Guide - Looking for Lincoln	Annual Publication created/distributed by the Heritage area promoting Looking for Lincoln Communities	\$ 5,000.00	\$ 1,075.00	\$ 2,500.00
Terrain Magazine	Terrain Magazine distributed in MO and IL outdoor retailers, restaurants, brewpubs	\$ 17,000.00	\$ 17,000.00	\$ 18,500.00
Terrain Magazine	Tradeshow Sponsorship/Booth	n/a	\$ 850.00	\$ 3,000.00
Playbill	3-month campaign in Chicago metro market - includes one customized email blast to e-newsletter target audience	\$ 27,000.00	\$ 27,000.00	\$ 27,000.00
Heritage Corridor Destinations	2-page spread in Starved Rock County - 35K 2 page spread in I&M Canal Towns - 25K 1-page in Route 66 travel guide- 35K 12 months digital ad on website and 2 e-newsletter blast	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Reelcreative/Matthew Klein	Create four :30 and :15 spots to support summer and winter campaigns - use on social media and tv/digital properties	\$ 22,500.00	\$ 22,500.00	n/a
Unidos Marketing Network	Create :30 and :15 spots for each of the 14 lodging properties	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00
Reel creative/Matthew Klein	Seasonal Campaign videos/including reels for social			\$ 19,825.00
In-Cinema	16-week campaign in suburban Chicago movie theaters (8 weeks winter/summer)	n/a	n/a	\$ 15,175.00
Unidos Marketing Network	Create :30 and :15 spots for 12 locations dining, shopping, art, theme areas, communities	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
<b>SUBTOTAL FROM MARKETING PLAN PROJECTS</b>		<b>\$ 143,000.00</b>	<b>\$ 127,925.00</b>	<b>\$ 150,000.00</b>

# LaSalle County Tourism

## SOCIAL MEDIA REPORT

7.18.25

Ryan Searl

Website Brand Manager, Shaw Media

[rsearl@shawmedia.com](mailto:rsearl@shawmedia.com)



### Success Snapshot

Between June 1 - June 30 we achieved the following:

FB Accounts Reached

**12,367**

6/1 - 6/30  
Users

Instagram Accounts Reached

**11,904**

6/1 - 6/30  
Engagements

Website Traffic

**7,068**

6/1 - 6/30  
Page Views

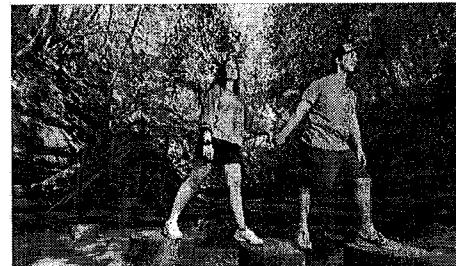
## Facebook Performance

June 1 - June 30

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
11 (Posts + Stories)	72/23	1,928 unique page views	12,367 users  Popular Regions: • Aurora • Naperville • Quad Cities • Chicago • Peoria • Rockford

Top performing post:

Enjoy LaSalle County, IL ~ Home of Starved Rock [...](#)  
June 13 • 33  
Park Spotlight: Matthiessen State Park  
2500 IL-178, Oglesby... See more

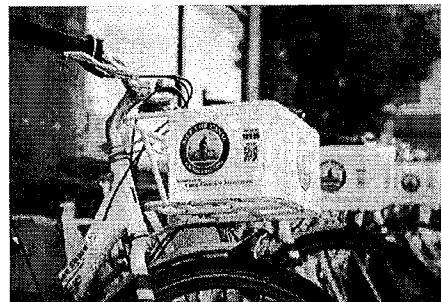


## Instagram Performance

June 1 - June 30

Top performing post:

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
10	36/14	439	92	11,904 Popular Regions: • Quad Cities • Aurora • Chicago • Naperville



## Website Performance

June 1 - June 30

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"><li>• Resorts &amp; Lodges</li><li>• <a href="#"><b>Parks &amp; Nature</b></a></li><li>• Dining</li><li>• Shopping</li><li>• <a href="#"><b>Events</b></a></li></ul>	5,637 New Users 6,702 Total Users 7,068 Pageviews	<ul style="list-style-type: none"><li>• Google Search</li><li>• Facebook (Groups shared Facebook content)</li><li>• Instagram</li><li>• <a href="#"><b>Partner pages</b></a> -Commercial redirect -<i>Kishauwau Cabins</i> -<i>Enjoy Illinois Redirects</i></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 7/18:

