

Village of Oak Park
ARPA Community Request Application Data Collection

SELECTION CRITERIA	APPLICANT/PROJECT																																																		
	Oak Park Tourism																																																		
	Oak Park Tourism Recovery Initiative																																																		
Agency Overview - mission and/or operations, financial information, collaboration & partnerships	<table><tr><td>Organization</td><td>Revenue</td><td>Expenses</td><td>Salaries/Benefits</td><td>End Cash</td></tr><tr><td>Visit Oak Park*</td><td>\$860,464</td><td>\$864,883</td><td>\$170,141</td><td>N/A</td></tr><tr><td>OP Area Arts Council</td><td>\$216,900</td><td>\$109,200</td><td>\$85,211</td><td>\$188,600</td></tr><tr><td>Unity Temple Restoration</td><td>Gen Op \$200,642</td><td>\$169,285</td><td>\$96,437</td><td>Gen OP \$31,357</td></tr><tr><td>Foundation**</td><td>Cap Res \$321,727</td><td>\$267,560</td><td></td><td>Cap Res \$54,167</td></tr><tr><td>Ernest Hemingway Foundation</td><td>\$158,055</td><td>\$118,119</td><td>\$62,220</td><td>\$39,936</td></tr><tr><td>FLW Trust</td><td>\$3,411,709</td><td>\$3,468,655</td><td>\$1,444,043</td><td>(\$56,946)</td></tr><tr><td colspan="5">* Visit Oak Park is an extremely lean organization with two employees and 63% of the bureau's total budget going towards advertising and marketing—the bureau's key mission; Per the bureau's grant agreements, Visit Oak Park is required to spend the total amount of its state and local funding each year.</td></tr><tr><td colspan="5">** UTRF has two functioning budgets, one for General Operations and one for a Capital Reserve which is maintained solely for ongoing maintenance and long-term preservation of the building. Remaining net balance in general operations is diverted to the reserve at the end of the fiscal year.</td></tr><tr><td colspan="5">Oak Park Tourism Recovery Initiative (OPTRI) is a consortium consisting of the following non-profit organizations. Visit Oak Park is the tourism bureau serving the Village of Oak Park whose mission is to promote the village's attractions and small businesses to attract visitors and increase revenue for the economic benefit of residents. Since 1974, Oak Park Area Arts Council has been the focal point for artistic activity in our community to celebrate, support, and promote local artists and arts organizations that strengthen and connect us.</td></tr></table>	Organization	Revenue	Expenses	Salaries/Benefits	End Cash	Visit Oak Park*	\$860,464	\$864,883	\$170,141	N/A	OP Area Arts Council	\$216,900	\$109,200	\$85,211	\$188,600	Unity Temple Restoration	Gen Op \$200,642	\$169,285	\$96,437	Gen OP \$31,357	Foundation**	Cap Res \$321,727	\$267,560		Cap Res \$54,167	Ernest Hemingway Foundation	\$158,055	\$118,119	\$62,220	\$39,936	FLW Trust	\$3,411,709	\$3,468,655	\$1,444,043	(\$56,946)	* Visit Oak Park is an extremely lean organization with two employees and 63% of the bureau's total budget going towards advertising and marketing—the bureau's key mission; Per the bureau's grant agreements, Visit Oak Park is required to spend the total amount of its state and local funding each year.					** UTRF has two functioning budgets, one for General Operations and one for a Capital Reserve which is maintained solely for ongoing maintenance and long-term preservation of the building. Remaining net balance in general operations is diverted to the reserve at the end of the fiscal year.					Oak Park Tourism Recovery Initiative (OPTRI) is a consortium consisting of the following non-profit organizations. Visit Oak Park is the tourism bureau serving the Village of Oak Park whose mission is to promote the village's attractions and small businesses to attract visitors and increase revenue for the economic benefit of residents. Since 1974, Oak Park Area Arts Council has been the focal point for artistic activity in our community to celebrate, support, and promote local artists and arts organizations that strengthen and connect us.				
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<p>Approach/Impact/Goals - addresses harms resulting from COVID-19; overall impact and goals</p>	<p>The collaborative efforts of this initiative directly as well as indirectly addresses the negative economic impact of the pandemic on the village's tourism and arts sector. It is important to note, on average, our organizations saw an approximate decrease of 75%-100% in admissions and programmatic revenues over the previous two years. For Visit Oak Park, the loss of hotel/motel tax revenue has greatly impacted the bureau's ability to meet its local funding from the village in order to receive the full amount of state funds available to support the village's economic recovery. The OPTRI partners each help to support, through tourist patronage, the restaurants and outlets we enjoy within our area. Likewise, each OPTRI partner fosters community and engagement through a variety of programming and partnerships with area small businesses.</p> <p>The overall program goals for this initiative are to support the recovery of the village's tourism and arts sector for increased tourist visitation and investment in our community. This includes helping each partner with their individual recovery from the devastating effects of the previous two years in strengthening their marketing/operations capabilities and making needed capital improvements. OPTRI will collectively work together to meet new challenges in competing for those dollars by:</p> <ul style="list-style-type: none"> • Increase in tourism attendance with goals to attain 2019 levels • Creation of new marketing and public relations efforts to build awareness outside of Oak Park by engaging a PR firm to identify media outlets, print and digital advertising options, potential partnership with group tour companies, etc. • Production of a new Oak Park Attractions Digital Tour Pass • Cross-marketing with local businesses to encourage spending within Oak Park • Establishment of a tourism committee including representatives from all local tourist attractions and arts organizations to build new partnerships, cross-market, and direct visitors to more time and dollars spent in Oak Park.
<p>Program Eligibility - # impacted, age, racial/ethnic groups to benefit, % of community to benefit, aligns to Board goals</p>	<p>Oak Park's cultural attractions and arts sector make the village a unique place to visit, work and live. The ability for tourism and the arts to continue to thrive is in direct alignment with the village board's goals, particularly neighborhood support. In turn, vibrant neighborhoods touch each of the board's goals in one way or another.</p> <p>Having a vibrant tourism and arts sector attracts visitors, which, in turn, generates revenue and jobs that supports the entire community, including low- and moderate-income residents. Many of the tourist attractions either have internal employment opportunities (catering, maintenance, customer service) and/or hire external companies for these services creating opportunities for jobs and referrals for jobs. Arts organizations regularly host exhibits that provide artists outlets to showcase their work and generate revenue. Tourism also provides outlets for fixed income seniors to contribute their time and talents as volunteer docents, administrative assistants, and educators. There is no end date for these employment and volunteer opportunities; tourism attractions will continue to rely on human services for their daily operations.</p> <p>Having a vibrant economy supported by tourism makes Oak Park desirable for everyone. While it's difficult to quantify the distribution of benefits by race, gender, age, income, etc. it is important to note that tourism benefits affect everyone in the community and those wishing to make Oak Park home in the future regardless of socio-economic background. This proposal seeks to assist OPTRI partners to recover and help maintain a vibrant tourism and arts sector that all residents can continue to enjoy.</p> <p>See Community Request Application for detailed response.</p>

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Measures & Reporting - program success indicators and progress benchmarks; describe how impact to community will be documented	<p>The following indicators/data metrics will be used to evaluate the success of the OPTRI's program initiatives that will be developed and executed using this funding:</p> <ul style="list-style-type: none"> • Media Coverage: Increase local, regional, and national awareness for Oak Park through new advertising efforts appealing to visitors beyond the typical tourist demographic. With many free or reduced-rate events including the outdoor Art Walk and artistic programming in attractions, more people inside and outside Oak Park will be encouraged to attend and experience other Oak Park businesses. • Website traffic and social media impressions: Each organization has methods in place to track web and social media interactions, success would be indicated by an increase in website clicks, amount of time spent on a page, number of followers, post interactions, e-newsletter open and click rates, etc. • Oak Park Attractions Digital Tour Pass: benchmark to have this pass produced and in use within two months of receipt of funding. Future success will be indicated by a steady increase in use of the pass resulting in more ticket sales for attractions. • Hotel/motel tax growth: With more tourists coming to Oak Park, there will be an increased need for lodging. With a new hotel being developed in Oak Park there is more opportunity for cross-marketing to encourage stays and visitation. • Attraction attendance growth: steady increase in attendance for tours and events at each attraction, with a goal to reach at least 2019 levels by 2024. • Greater local engagement: Increase volunteerism, attendance, and employment with nearby residents and communities. <p>Tourism and the arts are vital to making Oak Park a unique place to visit, work and live. Without our attractions and arts, Oak Park would be a very different place. The impact and results of this program will be documented and evaluated per the indicators (data/metrics) noted in above. Quarterly reports will be provided to the village to document outcomes.</p>
Project Cost - total cost, total ARPA cost, timetable of when funds will be spent. Need grant funds in one distribution?	<p>- Total Project Cost: - Total ARPA request: \$877,000 - For Visit Oak Park, the disbursement would include \$96,000 before June 30, 2022 and \$96,000 before June 30, 2023 to meet state of Illinois matching requirements. With village board approval, the other OPTRI partners can work towards a timeline for targeted expenditures, knowing that all funds must be spent two years from the date of receipt to each of the OPTRI organizations.. - For Visit Oak Park, see above. The preference for the other OPTRI partners is to each receive their allocated funding in one distribution so we can confidently budget for and secure the needed resources, outlined in the proposals:</p> <ul style="list-style-type: none"> • FLW Trust: \$195,000 • Hemingway Foundation: \$155,000 • Unity Temple Restoration Foundation: \$110,000 • OPAAC: \$225,000
Project Sustainability - ability to fund program beyond one-time use of ARPA funds	<p>The tourism committee will stay in place following this initiative. The capital and operating expenditures will have long-term positive effects, marketing and audience development will build awareness-we can continue to use the models created during the funding period long-term. The impactful experiences from this funding will allow other tourism and arts organizations to benefit from increased awareness of Oak Park attractions and joint programming and advertising efforts.</p>

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Timetable - comprehensive timeline to implement proposed program; duration of the program	<p>Timelines will differ based on each individual organization's capacity. With an eye towards ways that allow OPTRI to capitalize on the upcoming (hopefully) high season, we will do our best to expeditiously develop a timeline where applicable. With the assumption that funds will be distributed in Q2 of 2022, the following timeline is an estimate of both the collaborative initiatives outlined in question #9 and individual organizations' initiatives:</p> <p>See Community Request Application for detailed timeline.</p>
Other - impact if ARPA funds are not allocated for project; Can a portion wait until January 2023? Requesting funds from other agencies?	<p>For Visit Oak Park, the loss of this funding would result in the forfeit of valuable state funding for the bureau. The loss of funds would result in the reduction of marketing and advertising initiatives to support the village's economic recovery. For the other OPTRI partners, due to the devastating impact of the last two years, none of the organizations would currently have the resources to move forward with the outlined initiatives, so the proposed plans would not and could not be implemented, so the plan would effectively end.</p> <p>Without these funds, there would be a noticeable impact on the community. As we have observed during COVID, with fewer overnight travelers and day visitors, local businesses have felt the effect of significant decrease in hotel stays, restaurant patronage, and shoppings. It is with the support of tourism in Oak Park that all of the businesses will thrive, leaving more room for employment and volunteerism for the residents.</p> <p>For Visit Oak Park, the bureau could wait to receive the second \$96,000 payment until January 2023. For the other OPTRI partners, as noted, due to the devastating impact of the last two years, none of the organizations would currently have the resources to move forward with the outlined initiatives. The delay in collaborative marketing would severely impact our ability to take advantage of the summer tourism season. Lack of funding would hinder most of us from hiring needed staff/contractors to further our operations. Further, the program initiatives have varying ROI timeframes. Some investments will have a more immediate impact while others have a longer term horizon which takes time to build momentum.</p> <p>None of the OPTRI partners are requesting ARPA funding from other agencies.</p>