

EXHIBIT2

VISIT OAK PARK SCOPE OF SERVICES PROGRAM GOALS

1. **Scope of Services**: Visit Oak Park will perform the following services:
 - (A) Promote Village of Oak Park events and tourism attractions on behalf of the Oak Park attractions, including promoting and serving the following:
 - Frank Lloyd Wright Home & Studio
 - Frank Lloyd Wright's Unity Temple
 - Pleasant Home
 - The Arts Center
 - Cheney Mansion
 - Oak Park Conservatory
 - Hemingway Birthplace and Museum
 - Historic Districts
 - Art, Music and Theatre special events
 - Wonderworks: A Children's Museum in Oak Park
 - Historical Society of Oak Park and River Forest
 - Business District Promotions/Shopping
 - Dining in Oak Park-Restaurants
 - Lodging in Oak Park Hotels and Bed & Breakfasts
 - (B) Act as a catalyst to promote the development of additional attractions or other organizations that could potentially develop as a tourist attraction.
 - (C) Publish in print and electronically an annual consumer-marketing brochure. Visit Oak Park will place advertising in consumer and trade publications to attract visitors. In addition, Visit Oak Park will develop targeted promotional initiatives to support events and attract diverse audiences as needed.
 - (D) Operate the Visitors Center located at 1010 Lake Street. In general the Center will be open daily to the public and provide information, tourist attraction ticket sales and other services to tourists from 10:00 a.m. to 5:00 p.m. Saturday through Wednesday and from 10:00 a.m. to 6:00 pm Thursday and Friday. The Visitors Center will close all day Thanksgiving, Christmas and New Year's Day.

- (E) Consult with, and assist, the boards and organizations of specific attractions currently in existence, or to be formed, and owners of retail and commercial businesses which will be promoted by the Visit Oak Park in order to increase sales brought about by tourism.
- (F) Offer assistance to tourist attractions, businesses and property owners and make recommendations to the Village of Oak Park to mitigate potential adverse traffic congestion from tourism related events and other tourism related impacts on residential neighborhoods.
- (G) Implement and coordinate the tourism related policies and procedures adopted by the Village of Oak Park related to the movements of buses and other tour operations. The Visit Oak Park shall be responsible for notifying tour and bus operators and other affected entities or individuals of such policies and procedures.
- (H) Recommend tourism policies to the Village which address the growth of tourism in the Village by working with representatives from all attractions, neighborhoods, and affected areas to develop an overall tourism policy which will address coordination of hours, ticketing, transportation, unified themes and Village tours. Visit Oak Park will especially be cognizant of the effect that tourism can have on neighborhoods and will work effectively when necessary in addressing the impacts of tourism on adjacent residential areas.
- (I) Facilitate management and marketing opportunities for the variety of attractions and businesses in the Village. Visit Oak Park will work with potential new attractions to develop their management plan for day-to-day and yearly operations of the attraction.
- (J) Coordinate and disseminate via the website and social media, a master calendar of events to insure a diversity of activity for visitors. A current local central registry for events scheduled for the Village will be maintained by Visit Oak Park. This registry will be updated daily by proactive solicitation to Oak Park attractions including those listed in Section A above and from Oak Park taxing bodies.
- (K) Provide referral services to groups visiting Oak Park needing technical or professional assistance in setting up events in the Village.
- (L) Coordinate and facilitate the development of marketing strategies targeted to expanding small and corporate professional meetings and conventions in Oak Park that include requirements for overnight accommodations.

- (M) Continue its cooperation with the State of Illinois Office of Tourism and other municipal governments in Western Cook County with the objective of obtaining grants, contributions and membership dues from the State and from public and private sources in the other municipalities. Visit Oak Park shall also continue to work with public and private groups in its designated service area to develop and promote their tourism attractions as part of an area-wide tourism program.
- (N) Maintain its web site (www.visitoakpark.com) and all relevant social media outlets. The web site allows Internet users to send Visit Oak Park a request for information electronically, and Visit Oak Park shall continue to respond to these requests. The web site shall be maintained regularly and kept up to date, and be linked to the State of Illinois calendar of events and other local and national promotional sites as warranted.
- (O) Quantify the economic impact of tourism on Oak Park, specifically by conducting the advertising conversion studies and tourism intercept studies required by the State of Illinois. Visit Oak Park will work on methods to document Oak Park spending reports by out-of-town visitors. Visit Oak Park, in partnership with the Village, will explore the feasibility of tracking spending by visitors using any non-personal credit card data that is available. A report of all activities regarding these efforts will be submitted one month after the end of Visit Oak Park's fiscal year.
- (P) Cooperate with Chicago area public transit agencies serving Oak Park to promote tourism opportunities within the Village of Oak Park.
- (Q) Visit Oak Park will continue to work with the Oak Park Economic Development Corporation (Oak Park EDC) in order to fulfill the recommendations presented to the Village of Oak Park's Reinventing Government regarding how the two entities will collaborate. Activities will include but not be limited to the following:
 - a. Visit Oak Park will serve as a welcoming center for EDC clients and as ambassadors as requested by EDC
 - b. Visit Oak Park will share all relevant data including Visa transactional data with the Oak Park EDC regarding visitor volume and statistics.
 - c. The two entities will continue to look for ways to partner on community wide marketing programs.

2. **Reporting:** Visit Oak Park will submit written monthly activity reports addressed to the Village Manager describing the services it has undertaken to fulfill the Scope of

Services. Included in all reports shall be reporting data required by the State of Illinois including but not limited to the following: Number of ad placements with number of responses generated, Number of pieces sent direct mail with number of responses generated, Number of sales/marketing leads generated, Number of contacts made, Number of Bookings made, number of Phone calls generated by promotions and Number of web site inquiries received and answered. The annual report should also include actual financial reports reflecting membership revenues, State of Illinois and private sector grants and donations, and visitor's center sales revenue. Finally, the number of Oak Park Visit Oak Park memberships shall be included in the report.

In addition, the Visit Oak Park shall provide the Village with its annual update to its strategic Marketing and Promotion Plan, and any conversion, intercepts or performance study required by the State of Illinois pursuant to their grant of funds to Visit Oak Park. These studies shall be submitted at the time of or soon after the completion of these documents.

Visit Oak Park shall annually provide the Village with performance measurement data outlined in Exhibit 2A. During the term of this Agreement the parties shall cooperate with evaluations in regard to its services under the Agreement. Any evaluation may be quantitative and descriptive and available to both parties. The Village has recently reinstated the performance management program. The Village's M.A.P. Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2016, the Contractor agrees that the parties will be reviewing the Scope of Services and Goals set forth in Exhibit 2 and will work to develop performance measurements which are consistent with the Village's M.A.P. for inclusion in the calendar year 2017 operating agreement.

EXHIBIT 2
ANNUAL PERFORMANCE MEASUREMENTS
VISIT OAK PARK

- A. Oak Park Attractions Attendance
 - 2015/2016 data and past trends
- B. Analysis of Oak Park Hotel / Motel Tax Revenue
 - 2015/2016 data and past trends
- C. Highlight the local impact of tourism by analysis of local revenue sources to show:
 - Visitor spending patterns
 - Local Visitor Volume
- D. Area Hotel Occupancy and Tourist Trend Data
- E. Financial Reporting
 - Operating Costs Ratio to Administration, Programs & Capital to be calculated by Village of Oak Park
- F. Track and measure return on investment on all advertising campaigns undertaken by Visit Oak Park.
- G. Work with the Oak Park EDC under its contract with Buxton to track and measure local spending and credit card transactions by out of town visitors and tourists while in Oak Park.
- H. Track data and trends on the top cultural/tourist attractions in Oak Park.
- I. Track data and trends on tour vehicles activities in Oak Park.
- J. Initiate a survey of local businesses on visitor/tourism impacts and desired initiatives.