

RESOLUTION

**A RESOLUTION APPROVING A FUNDING GRANT AGREEMENT BETWEEN
THE VILLAGE OF OAK PARK AND THE VISIT OAK PARK
IN THE AMOUNT OF \$212,500 FOR 2019 AND AUTHORIZING ITS EXECUTION**

BE IT RESOLVED by the President and Board of Trustees of the Village of Oak Park, Cook County, State of Illinois ("Village"), in the exercise of their home rule powers, that the Funding Grant Agreement between the Village of Oak Park and the Visit Oak Park in the amount of \$212,500 for 2019 ("Agreement") is approved and the Village Manager is authorized to execute the Agreement in substantially the form attached.

THIS RESOLUTION shall be in full force and effect from and after its adoption and approval as provided by law.

ADOPTED this 10th day of December, 2018 pursuant to a roll call vote as follows:

Voting	Aye	Nay	Abstain	Absent
President Abu-Taleb	✓			
Trustee Andrews	✓			
Trustee Boutet	✓			
Trustee Button	✓			
Trustee Moroney	✓			
Trustee Taglia	✓			
Trustee Tucker	✓			

APPROVED this 10th day of December, 2018.


Anan Abu-Taleb, Village President

ATTEST


Vicki Scaman, Village Clerk

**FUNDING GRANT AGREEMENT BETWEEN THE VILLAGE OF OAK PARK
AND VISIT OAK PARK**

THIS FUNDING GRANT AGREEMENT (hereinafter referred to as "Agreement") is entered this 1st day of January, 2019, between the Village of Oak Park, an Illinois home rule municipal corporation (hereinafter referred to as the "Village") and Visit Oak Park (hereinafter referred to as "Grantee"), an Illinois not-for-profit corporation.

RECITALS

WHEREAS, the Grantee is an Illinois not-for-profit corporation organized for the purpose of promoting tourism in the community; and

WHEREAS, Section 10 of Article 7 of the 1970 Constitution of the State of Illinois authorizes units of local government to contract and otherwise associate with individuals, associations, and corporations in any manner not prohibited by law or by ordinance; and

WHEREAS, units of local government entering into such agreements may use their credit, revenues, and other resources to pay costs and to service debt related to activities which promote a public purpose; and

WHEREAS, the Village has determined that it is in the public interest to provide the Grantee with a grant of funds for the Grantee to provide programs that support Oak Park's Tourism Activities (hereinafter referred to as the "Project").

NOW THEREFORE, in consideration of the mutual promises contained in this Agreement, the Village and the Grantee agree as follows:

1.0 RECITALS INCORPORATED.

1.1. The above recitals are incorporated herein as though fully set forth.

2.0 TERM OF AGREEMENT.

2.1. The term of this Agreement shall commence on January 1, 2019, and shall terminate on December 31, 2019, unless earlier terminated by either party as set forth herein.

3.0 PAYMENTS TO GRANTEE.

3.1. In consideration of the Grantee undertaking and performing the Project, the Village shall pay to Grantee \$212,500, payable as set forth in Exhibit 1, provided that the Grantee has performed its obligations pursuant to this Agreement. Grantee shall submit an invoice to the Village together with a progress report on Grantee's completion of the Project goals, which invoice will be paid upon approval as provided herein.

3.2. Payments pursuant to this Agreement are subject to availability of funds and their appropriation and authorized expenditure pursuant to applicable law. The Village's obligations shall cease immediately without penalty or liability for further payment, if, the Village or any other funding source fails to appropriate, budget or otherwise make available sufficient funds for this grant.

3.3. Payments to Grantee under this Agreement shall be made payable in the name of Grantee and sent to the following person and place, or directly deposited into a financial account maintained by the Grantee:

President & CEO
Visit Oak Park
1010 Lake Street, Suite 402
Oak Park, Illinois 60301

Grantee may change the person to whom payments are sent, or the place to which payments are sent, by delivering 30 days prior written notice pursuant to Section 24.0 of this Agreement.

3.4. The Village's financial obligation under this Agreement shall not exceed the grant amount set forth in Section 3.1 of this Agreement.

4.0 SCOPE OF SERVICES.

4.1. The Grantee shall perform the services and make a good faith effort to achieve the goals set forth in the description of services attached hereto as Exhibit 2 and made a part hereof.

5.0 ADHERENCE TO VILLAGE POLICIES.

5.1. The Grantee shall adhere to the policies set forth in the Addendum to the Agreement, attached hereto as Exhibit 3, or, in the alternative, that it will have adopted policies of its own which are in substantial compliance with the policies set forth in the Addendum, attached hereto as Exhibit 3.

5.2. All such Grantee policies require prior review and approval by the Village before the Grantee can substitute adherence to its own policies for adherence to the Village policies set forth in Exhibit 3. Such policies may be submitted to the Village for review and approval prior to the execution of this agreement or at any time during the term of this agreement.

5.3. The Village shall provide the Grantee with timely written approval or disapproval of all such policies submitted by the Grantee. Disapproval shall be accompanied by the specific reasons why the submitted policy is not in substantial compliance with the Village policy set forth

in Exhibit 3. The Grantee may revise and resubmit policies to the Village for review and approval. Approval shall not be unreasonably withheld by the Village.

5.4. The Grantee shall be obligated to adhere to the policies set forth in Exhibit 3 until such time as its own written equivalent policy or policies have been filed with and approved by the Village.

5.5. The Grantee shall be obligated to submit any change in, or amendment to, such approved policy during the term of this agreement to the Village for its approval in the same manner as if it were submitting an entire new policy to the Village for its review and approval.

6.0 GRANTEE'S AUTHORITY.

6.1. Grantee warrants that it is the real party in interest to this Agreement, that it is not acting for or on behalf of an undisclosed party, and that it possesses the legal authority to apply for this grant and to execute this Agreement. Any person binding the Grantee shall, when required, provide written evidence of the legal authority for his or her agency. The Grantee acknowledges that it has read, understood and agreed to all provisions of this Agreement.

7.0 GRANTEE'S RESPONSIBILITIES.

7.1. At the Village's request, Grantee shall also submit such written or verbal reports as reasonably deemed necessary by the Village Manager or the Village Manager's designee while this Agreement is in effect.

7.2. In connection with the foregoing and other actions to be taken under this Agreement, Grantee hereby designates President & CEO Eric Wagner as its authorized representative who shall have the power and authority to make or grant or do all things, certificates, requests, demands, approvals, consents, notices and other actions required that are ministerial in nature or described in this Agreement for and on behalf of Grantee and with the effect of binding Grantee. The Village is entitled to rely on the full power and authority of the person executing this Agreement on behalf of Grantee as having been properly and legally given by the Grantee. Grantee shall have the right to change its authorized representative by providing the Village with written notice of such change which notice shall be sent in accordance with Section 24.0 of this Agreement.

7.3 Grantee shall provide the Village with a copy of its current strategic plan which shall include the date of adoption of the plan with the date of said plan's last adoption and any updates/amendments to the plan. If a schedule is in place to update Grantee's strategic plan on a regular basis, Grantee shall provide the Village with the schedule. If Grantee does not have an adopted strategic plan, Grantee shall provide the Village with a schedule showing when a strategic plan shall be adopted and said schedule shall be provided to the Village six months prior to the expiration of the term of this Agreement.

7.4 Grantee shall cooperate with the Village's branding and marketing program coordinated by the Oak Park Economic Development Corporation (Oak Park EDC) by participating in the marketing meetings scheduled by the Oak Park EDC and utilizing the materials developed pursuant to the marketing meetings in the Grantee's marketing materials to the public when communicating to the public the activities of the Grantee.

7.5 Grantee shall use the name "Visit Oak Park" in all of its marketing materials

8.0 STATUS OF GRANTEE AND GRANTEE'S PERSONNEL OR CONTRACTED AGENTS.

8.1. Grantee shall be an independent contractor to the Village. Grantee shall solely be responsible for the payment of all salaries, benefits and costs of supplying personnel for the Project.

8.2. All technical, clerical, and other personnel necessary for the performance required by this Agreement shall be Grantee's employees, or contracted agents, and shall in all respects be subject to Grantee's rules and regulations governing its employees. Neither the Grantee, nor its personnel, nor its contracted agents shall be considered to be agents or employees of the Village.

9.0 THE GRANTEE'S BUSINESS ORGANIZATION.

9.1. During the term of this Agreement, Grantee shall maintain its registration to do business in the State of Illinois with the Illinois Secretary of State, and be incorporated as an Illinois not-for-profit corporation. Grantee shall also be registered with the United States Internal Revenue Service and approved to operate as a tax exempt organization pursuant to 26 U.S.C. § 501(c)(6), commonly referred to as "501(c)(6)," as amended.

9.2. Grantee shall hire and maintain a qualified and competent staff to provide all management and administrative services necessary to accomplish the Project.

9.3. Grantee's Finance Committee shall oversee the expenditure of the funding grants provided pursuant to this Agreement.

9.4. Grantee shall operate in accordance with this Agreement, Grantee's articles of incorporation and by-laws, and actions of Grantee's board of directors.

10.0 FINANCIAL RECORDS.

10.1. At any time during the term of this Agreement, the Village shall have the right to examine Grantee's financial records with reasonable notice, during regular business hours, with regard to the funds provided pursuant to this Agreement. The Village's requests for information may be based on requests from federal or state regulatory agencies, other

governmental agencies, courts of law, consultants hired by the Village or other parties, which in the Village's opinion, require the information.

10.2. Grantee is accountable for all Village disbursed funds under this Agreement. Grantee's financial management system shall be structured to provide for accurate, current, and complete disclosure of the expenditure of all funds provided by the Village under this Agreement. Grantee shall maintain effective control and accountability over all funds disbursed and equipment, property, or other assets acquired with Village funds. Grantee shall keep records sufficient to permit the tracing of funds to a level of expenditure adequate to insure that funds have not been unlawfully spent.

10.3. Grantee shall maintain for a minimum of five (5) years following the latter of the expiration or termination of this Agreement, or longer if required by law, adequate books, records, and supporting documents to verify the amounts, recipients and uses of all disbursements of funds passing in conjunction with this Agreement. All books, records and supporting documents related hereto shall be available for inspection and audit by the Village, or any duly authorized Village representative, and Grantee agrees to cooperate fully to accomplish any such audit. Grantee shall provide full access to all relevant materials and to provide copies of same upon request.

10.3.1. Grantee shall cooperate with the Village and provide the Village, when requested, with access to data, information and documentation pertaining to the Project.

10.3.2. The Village shall have the right to audit any records necessary to permit evaluation and verification of the Grantee's compliance with the requirements of this Agreement throughout the term of the Agreement and for a period of five (5) years after any payment, or longer if required by law.

10.3.3. The Village shall have the right to interview any of the Grantee's current and former employees, as related to this contract, during the audit.

10.3.4. Grantee shall provide the Village with adequate and appropriate workspace, with access to photocopy machines, during any audit.

10.3.5. Grantee shall provide the Village with copies of all requested records in a computer-readable format (if available) as well as hard copy.

10.4. If any of the services to be performed under this Agreement are subcontracted, Grantee shall include in all subcontracts a provision that the Village, or any duly authorized representative of the Village, shall have full access to and the right to examine any pertinent books, documents, papers and records of any subcontractor involving transactions related to this Agreement for a period of five (5) years from the later of the expiration or termination of this Agreement.

11.0 FINANCIAL DISCLOSURES.

11.1. If required by law, Grantee shall conduct an annual audit by an independent audit/accounting firm, which is licensed by the State of Illinois to conduct an audit in accordance with generally accepted auditing standards within six (6) months after the end of Grantee's fiscal year. The audit shall include all income received by Grantee, disbursements by Grantee, and all investment transactions for the prior fiscal year. Grant funds shall be included in Grantee's annual audit. If applicable by law, a copy of the audit report shall be provided to the Village within 30 days of Grantee's receipt of the audit report.

12.0 PROCUREMENT OF CONSTRUCTION AND PROFESSIONAL SERVICES; ACQUISITION OF EQUIPMENT.

12.1. The Grantee shall procure all construction and professional services, and acquire assets and materials financed in whole or in part with grant funds provided hereunder, through written, contractual agreement(s).

12.2. In the event that Grantee ceases to exist, all such assets, equipment, and materials purchased with Village funds shall become Village property.

13.0 UNEXPENDED FUNDS.

13.1. Any unexpended funds provided by the Village pursuant to this Agreement shall be maintained in a federally insured account by Grantee and shall be returned to the Village within thirty (30) days of the expiration of this Agreement.

13.2. Upon dissolution of Grantee's corporation or termination of this Agreement, any unexpended funds originally provided by the Village to Grantee shall be immediately returned to the Village. Funds which have already been obligated by Grantee at the time of the dissolution of Grantee's corporation or at the time of Grantee's receipt of the Village's notice to terminate this Agreement, shall not be considered as "unexpended funds" for purposes of this Section 13.0. Upon dissolution, Grantee shall notify the Village of the name of the individual or entity responsible for winding up its affairs.

14.0 LEGAL COMPLIANCE.

14.1. In addition to complying with the statutes and regulations specifically referenced in this Agreement, Grantee is responsible for determining the applicability of, and complying with, any other laws, regulations or ordinances.

14.2. Grantee shall not discriminate against any worker, employee, or applicant, or any member of the public because of race, religion, disability, creed, color, sex, age sexual orientation, status as a disabled veteran or Vietnam era veteran, or national origin, nor otherwise commit an unfair employment practice.

14.3. Grantee shall take affirmative action to ensure that applicants are employed without regard to race, religion, handicap, creed, color, sex, age, sexual orientation, status as a disabled veteran or Vietnam era veteran, or national origin, with such affirmative action, including but not limited to the following: employment, upgrading, demotion or transfer, termination, rates of pay, other forms of compensation, or selection for training, including apprenticeship.

14.4. All applicable federal, state and local laws, rules and regulations applicable to this Agreement shall be deemed to be included in this Agreement as though fully set forth herein. Except where expressly required by applicable laws and regulations, the Village shall not be responsible for monitoring Grantee's compliance.

14.5. Grantee certifies that it shall comply with all applicable provisions of federal, state and local law in its performance of this Agreement.

14.6. Grantee shall comply with the policies set forth in the Addendum to this Agreement (hereinafter referred to as "Village Policies"), attached hereto and incorporated herein, or, in the alternative, that it has adopted policies of its own which are in substantial compliance with the Village Policies. All such Grantee policies require prior review and approval by the Village Manager or the Manager's designee. The Village shall provide Grantee with timely written approval or disapproval of all such policies submitted by Grantee. Disapproval shall be accompanied by the specific reasons why the submitted policy is not in substantial compliance with the Village's Policies. Grantee may revise and resubmit policies to the Village for review and approval. Approval shall not be unreasonably withheld by the Village. Grantee shall comply with the Village Policies until such time as its own written equivalent policy or policies have been approved by the Village. Grantee shall be obligated to submit any change in, or amendment to, such approved policy during the term of this Agreement to the Village for its approval in the same manner as if it were submitting a new policy to the Village for approval.

14.7. The Village is authorized to conduct reviews and conduct other procedures or practices regarding Grantee's compliance with this Section 14.0. Grantee agrees to post, in conspicuous places available to employees and applicants for employment or distribute to employees and applicants for employment, notices setting forth the non-discrimination provisions of this Section 14.0.

15.0 TERMINATION; SUSPENSION.

15.1. This Agreement may be terminated without cause by either party upon providing ninety (90) days written notice pursuant to Section 24.0 of its intention to terminate said agreement.

15.2. During the term of the Agreement, the Village may terminate the agreement for cause or suspend payments of grant funds due to: (1) use of funds in a manner inconsistent

with this Agreement; (2) Grantee's failure to submit required documents pursuant to this Agreement; (3) Grantee's submission of incorrect or incomplete reports; or (4) Grantee's failure to perform in accordance with this Agreement.

15.3. In the event the Village elects to terminate this agreement for cause or to suspend payments under this agreement for any reason set forth in this Agreement, the Village shall provide written notice pursuant to Section 24.0 to Grantee of its intention to terminate this Agreement for cause or suspend payments if Grantee fails to cure the noted deficiency within thirty (30) days after receipt of the notice. The written notice shall provide Grantee with a description of the alleged deficiency, and Grantee shall be afforded an opportunity to refute the statement of deficiency set forth in the notice prior to the Village's termination or suspension of payments. If Grantee fails to adequately refute the alleged deficiency, or fails to correct the deficiency within thirty (30) days of the Village's notice, the Village may terminate or suspend payment of any funds to be provided pursuant to this Agreement.

15.4. The Village's obligations under this Agreement shall cease immediately without penalty of further payment being required if the Village or other funding source fails to, budget, appropriate, or otherwise make available sufficient funds for this Agreement. In the event a lack of funding occurs in full or in part, the Village shall give the Grantee written notice pursuant to Section 24.0, which shall set forth the effective date of full or partial termination, or if a change in funding is required, setting forth the change in funding and changes in the approved budget.

16.0 INDEMNIFICATION AND INSURANCE.

16.1 To the fullest extent permitted by law, Grantee shall defend, indemnify and hold harmless the Village, its officials, officers, agents, employees and volunteers against all injuries, deaths, loss, damages, claims, patent claims, suits, liabilities, judgments, cost and expenses, including, but not limited to, reasonable attorneys' fees and court costs (hereinafter referred to as "Claims") which may accrue against the Village, its officers and employees to the extent arising out of Grantee's performance of this Agreement, except for the negligence of the Village, its officials, officers, employees, or volunteers.

16.2. Grantee shall, at Grantee's expense, secure and maintain in effect throughout the duration of this Agreement, insurance of the following kinds and limits set forth in this Section 16.0. Grantee shall furnish Certificates of Insurance to the Village before starting work pursuant to this Agreement. All insurance policies, except professional liability insurance, shall be written with insurance companies licensed or authorized to do business in the State of Illinois and having a rating of at least A according to the latest edition of the Best's Key Rating Guide; and shall include a provision preventing cancellation of the insurance policy unless fifteen (15) days prior written notice is given to the Village. This provision (or reasonable equivalent) shall also be stated on each Certificate of Insurance: "Should any of the above described policies be canceled before the expiration date, the issuing company shall mail fifteen (15) days' written notice to the certificate holder named to the left." Grantee shall require any

of its subcontractors to secure and maintain insurance as set forth in this Section 16.0 and indemnify, hold harmless and defend the Village, its officials, officers, employees, attorneys and volunteers as set forth in this Agreement.

16.3. The limits of liability for the insurance required shall provide coverage for not less than the following amounts, or greater where required by law:

(A) **Commercial General Liability:**

- i. Coverage to include, Broad Form Property Damage, Contractual and Personal Injury.
- ii. Limits:

General Aggregate	\$ 2,000,000.00
Each Occurrence	\$ 1,000,000.00
Personal Injury	\$ 1,000,000.00
- iii. Cover all claims arising out of Grantee's operations or premises, anyone directly or indirectly employed by Grantee.

(B) **Workers' Compensation:**

- i. Shall be in accordance with the provisions of the laws of the State of Illinois, including occupational disease provisions, for all employees who work on the Services, and in case work is sublet, Grantee shall require each subcontractor similarly to provide workers' compensation Insurance. In case employees engaged in hazardous work under this Agreement are not protected under workers' compensation insurance, Grantee shall provide, and shall cause each subcontractor to provide, adequate and suitable insurance for the protection of employees not otherwise provided.

(C) **Comprehensive Automobile Liability:**

- i. Coverage to include all owned, hired, non-owned vehicles, and/or trailers and other equipment required to be licensed, covering personal injury, bodily injury and property damage.
- ii. Limits:

Combined Single Limit	\$1,000,000.00
-----------------------	----------------

(D) **Umbrella:**

- i. Limits:

Each Occurrence/Aggregate	\$2,000,000.00
---------------------------	----------------

- (F) The Village, its officers, agents, employees and volunteers shall be named as an additional insured on all insurance policies identified herein except workers' compensation. Grantee shall be responsible for the payment of any deductibles for said insurance policies. The coverage shall contain no

special limitations on the scope of protection afforded to the Village, its officers, employees, and volunteers.

16.4. The Village and Grantee agree to waive against each other all claims for special, incidental, indirect, or consequential damages arising out of, resulting from, or in any way related to the Project.

16.5. Grantee understands and agrees that any insurance protection required by this Agreement or otherwise provided by Grantee shall in no way limit the responsibility to indemnify, keep and save harmless, and defend the Village as herein provided. Grantee waives and agrees to require its insurers to waive its rights of subrogation against the Village, its officers, employees, agents and volunteers.

17.0 COVENANT NOT TO SUE.

17.1. Grantee forever releases and discharges the Village, its officials, officers, agents, employees and volunteers from all claims, demands, damages, actions or causes of action which arise out of the Village's performance of this Agreement.

17.2. Grantee covenants not to sue or otherwise bring any action in law or equity against the Village, its officials, officers, agents, employees or volunteers for any claims, loss, damage, expense, debt or liability of any nature whatsoever which the Grantee may sustain arising out of the Village's performance of this Agreement.

18.0 NON-WAIVER OF RIGHTS.

18.1. Any failure on the part of the Village to exercise any right under this Agreement shall not be construed as a waiver of that right.

19.0 NON ASSIGNMENT AND SUCCESSORS IN INTEREST.

19.1. This Agreement shall not be assigned, sublet, or transferred by either party hereto.

19.2. The parties each bind themselves and their successors, and assigns to the other party of this Agreement and to the successors, and assigns of such other party in respect to all covenants of this Agreement.

19.3. Nothing herein shall be construed as creating any personal liability on the part of any officer or agent of the Village, nor shall it be construed as giving any right or benefits hereunder to anyone other than the Village and Grantee.

20.0 MODIFICATION AND AMENDMENT.

20.1. This Agreement may only be amended or modified by a written instrument, signed by the parties hereto, other than modifications required by changes in federal or state law or regulations or required by Village ordinance applicable to this Agreement. No amendment or modification of this Agreement shall be valid or enforceable unless in writing and signed by the authorized representatives of the parties.

20.2. This Agreement is subject to such modifications as the Village determines may be required by changes in federal, state or local law or regulations. Any such required modification shall be incorporated into and be part of this Agreement as if fully set forth herein. The Village shall notify the Grantee of any change in law or regulation which it has notice.

21.0 CONFLICT OF INTEREST.

21.1. The Grantee shall establish safeguards to prohibit its officers, directors, agents and employees from using Village funds for their own private use.

21.2. No Village officer or employee may be hired or paid with funds derived directly or indirectly through this Agreement.

21.3. The parties acknowledge and agree that Village officers and employees may serve as directors and volunteers of the Grantee and their service shall not be deemed to be a conflict of interest.

21.4. Grantee covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of the Project pursuant to this Agreement. Grantee further covenants that in the performance under this Agreement, no person having a conflict of interest shall be employed by Grantee.

22.0 NO COLLUSION.

22.1. Grantee hereby represents and certifies that Grantee is not barred from contracting with a unit of state or local government as a result of: (1) a delinquency in the payment of any tax administered by the Illinois Department of Revenue unless Grantee is contesting, in accordance with the procedures established by the appropriate revenue Act, its liability for the tax or the amount of the tax, as set forth in 65 ILCS 5/11-42.1-1; or (2) a violation of either Section 33E-3 or Section 33E-4 of Article 33E of the Criminal Code of 1961, 720 ILCS 5/33E-1 *et seq.* Grantee hereby represents that the only persons, firms, or corporations interested in this Agreement are those disclosed to the Village prior to the execution of this Agreement, and that this Agreement is made without collusion with any other person, firm, or corporation. If at any time it shall be found that Grantee has in procuring this Agreement, colluded with any other person, firm, or corporation, then Grantee shall be liable to the Village

for all loss or damage that the Village may suffer thereby, and this Agreement shall, at the Village's option, be null and void and subject to termination by the Village.

23.0 GOVERNING LAW AND VENUE.

23.1. This Agreement shall be governed by the laws of the State of Illinois both as to interpretation and performance.

23.2. Venue for any action brought pursuant to this Agreement shall be in the Circuit Court of Cook County, Illinois.

24.0 NOTICE.

24.1. Any notice required to be given by this Agreement shall be deemed sufficient if made in writing and sent by certified mail, return receipt requested, by personal service, or by electronic transmission to the persons and addresses indicated below or to such other addresses as either party hereto shall notify the other party of in writing pursuant to the provisions of this subsection:

If to the Village:

Village Manager
Village of Oak Park
123 Madison Street
Oak Park, Illinois 60302
Email: villagemanager@oak-park.us

If to Grantee:

President & CEO
Visit Oak Park
1010 Lake Street, Suite 402
Oak Park, Illinois 60301
Email: eric@visitoakpark.com

24.2. Mailing of such notice as and when above provided shall be equivalent to personal notice and shall be deemed to have been given at the time of mailing.

24.3. Notice by email transmission shall be effective as of date and time of facsimile or electronic transmission, provided that the notice transmitted shall be sent on business days during business hours (9:00 a.m. to 5:00 p.m. Chicago time). In the event email notice is transmitted during non-business hours, the effective date and time of notice is the first hour of the first business day after transmission.

25.0 ENTIRE AGREEMENT.

25.1. This Agreement represents the entire agreement between the parties and supersedes all previous communications or understandings, whether oral or written.

25.2. There are no covenants, promises, agreements, conditions or understandings between the parties, either oral or written, other than those contained in this Agreement.

26.0 SAVINGS CLAUSE.

26.1. If any provision of this Agreement, or the application of such provision, shall be rendered or declared invalid by a court of competent jurisdiction, or by reason of its requiring any steps, actions or results, the remaining parts or portions of this Agreement shall remain in full force and effect.

27.0 CAPTIONS AND PARAGRAPH HEADINGS.

27.1. Captions and paragraph headings are for convenience only and are not a part of this Agreement and shall not be used in construing it.

28.0 AUTHORIZATIONS.

28.1. Grantee's authorized representatives who have executed this Agreement warrant that they have been lawfully authorized by Grantee's board of directors or its by-laws to execute this Agreement on its behalf. The Village Manager and Village Clerk hereby warrant that they have been lawfully authorized by the Village Board to execute this Agreement. Grantee and the Village shall deliver, upon request, to each other at the respective time such entities cause their authorized agents to affix their signatures hereto copies of all articles of incorporation, bylaws, resolutions, ordinances or other documents required to legally evidence the authority to so execute this Agreement.

29.0 HEADINGS AND TITLES.

29.1. The headings or titles of any provisions of this Agreement are for convenience or reference only and are not to be considered in construing this Agreement.

30.0 COUNTERPARTS; FACSIMILE OR PDF SIGNATURES.

30.1. This Agreement shall be executed in counterparts, each of which shall be considered an original and together shall be one and the same Agreement.

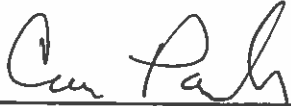
30.2. A facsimile or pdf/email copy of this Agreement and any signatures thereon will be considered for all purposes as an original.

31.0 EFFECTIVE DATE.

31.1. This Agreement shall take effect on January 1, 2019.

IN WITNESS WHEREOF the parties to this Agreement by their signatures acknowledge they have read and understand this Agreement and intend to be bound by its terms as of the date first written above.

VILLAGE OF OAK PARK



By: Cara Pavlicek
Its: Village Manager

Date: 12/12, 2018

VISIT OAK PARK



By: ERIC C. WAGNER
Its: PRESIDENT & CEO

Date: 12/31, 2018

ATTEST



By: Vicki Scaman
Its: Village Clerk

Date: 12/12, 2018

ATTEST



By: Chair, Visit Oak Park
Its: Board of Directors

Date: 12/31, 2018

REVIEWED AND APPROVED

ASTORIA



DEC 10 2018

LAW ENFORCEMENT

EXHIBIT 1
FUNDING SCHEDULE - 2019 BUDGET
Visit Oak Park

Monthly Bills are Paid in Arrears and Submitted and Paid the Following Month

Month	Hotel/Motel Tax	General Revenue Funds	TOTAL
January	\$ 17,083.33	\$ 625.00	\$ 17,708.33
February	\$ 17,083.33	\$ 625.00	\$ 17,708.33
March	\$ 17,083.33	\$ 625.00	\$ 17,708.33
April	\$ 17,083.33	\$ 625.00	\$ 17,708.33
May	\$ 17,083.33	\$ 625.00	\$ 17,708.33
June	\$ 17,083.33	\$ 625.00	\$ 17,708.33
July	\$ 17,083.33	\$ 625.00	\$ 17,708.33
August	\$ 17,083.33	\$ 625.00	\$ 17,708.33
September	\$ 17,083.33	\$ 625.00	\$ 17,708.33
October	\$ 17,083.33	\$ 625.00	\$ 17,708.33
November	\$ 17,083.33	\$ 625.00	\$ 17,708.33
December	\$ 17,083.37	\$ 625.00	\$ 17,708.37
Total Monthly Payments	\$ 205,000.00	\$ 7,500.00	\$ 212,500.00
TOTALS	\$ 205,000.00	\$ 7,500.00	\$ 212,500.00

All payments subject to Reimbursement Requests of Actual Costs Incurred by Agency
Village reserves right to substitute Hotel/Motel Tax funds for General Revenue Fund.

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 tourism on behalf of the Oak Park attractions and travel destinations, 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, including Oak Park Festival Theatre
 - Wonderworks: A Children's Museum in Oak Park
 - Historical Society of Oak Park and River Forest
 - Business District Promotions/Shopping
 - Oak Park-Restaurants & Breweries
 - Oak Park Hotels and Bed & Breakfasts
 - Oak Park Tours
 - (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 or digital format consumer-marketing brochure(s). 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) 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.

- (E) 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.
- (F) 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.
- (G) 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.
- (H) 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.
- (I) Coordinate and disseminate via the website and social media, a calendar of events to insure a diversity of activity for visitors. Visit Oak Park will proactively solicit events from Oak Park attractions, including those listed in Section A above and from Oak Park taxing bodies.
- (J) Provide referral services to groups visiting Oak Park needing technical or professional assistance in setting up events in the Village.
- (K) Coordinate and facilitate the development of marketing strategies to expand group tours in Oak Park that may include requirements for overnight accommodations.
- (L) Continue to cooperate 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.

- (M) Maintain Visit Oak Park's website (www.visitoakpark.com) and all relevant social media outlets. The website 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 website shall be maintained regularly, kept up to date, and linked to the EnjoyIllinois.com website.
- (N) Work to quantify the economic impact of tourism on Oak Park by creating a Tourism Impact Report using data from the Village of Oak Park, local attractions, restaurants and hotels.
- (O) Cooperate with Chicago area public transit agencies serving Oak Park to promote tourism opportunities within the Village of Oak Park.
- (P) Continue to work with the Oak Park Economic Development Corporation (OPEDC) in order to fulfill the recommendations presented to the Village of Oak Park's Reinventing Government Committee regarding how the two entities will collaborate. Activities will include but not be limited to the following:
 - a. Visit Oak Park will share visitor data with OPEDC regarding visitor volume and statistics.
 - b. The two entities will continue to look for ways to partner on community wide marketing programs.

Reporting: Visit Oak Park will submit quarterly activity reports to the Village Manager within 30 days of the end of each quarter describing the services it has undertaken to fulfill the Scope of Services. The reports will include calendar year-to-date data by quarter. The submission will include the reporting data required by the State of Illinois and other performance measures listed 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 MAP Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2019, 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 MAP for inclusion in the calendar year 2019 operating agreement.

EXHIBIT 2A
PERFORMANCE MEASUREMENTS
VISIT OAK PARK

- A. Measure return on investment (ROI) for digital advertising placements in current calendar year
- Track digital advertising placements, including attractions and events promoted
- Where possible, track impressions and purchase conversions
- B. Measure ROI for TV, radio, print and Out of Home (OOH) advertising placements in current calendar year
- Track TV, radio, print and OOH advertising placements
- Where possible, track impressions, circulation and purchase conversions
- C. Measure Visit Oak Park social media performance
- Track number of shares, likes, views and followers
- Report results from social media influencers and paid advertising campaigns, where available
- Where possible, track hashtag usage performance
- Where possible, track impressions and purchase conversions
- Show year-over-year social media performance
- D. Track and report earned media coverage
 - Track and measure earned media and familiarization tour coverage
 - Where possible, include impressions, circulation and Advertising Value Equivalency (AVE)
- E. Measure VisitOakPark.com website performance
 - Track unique website visits

- Track video views, downloads and consumer e-blast sign up performance
- Track time spent on website and bounce rates
- Track and measure online tour bookings
- Show year-over-year website performance

F. Measure print or digital consumer-marketing brochure performance

- Report distribution
- Track impressions and downloads, where possible
- Track leads and purchase conversions, where possible
- If possible, measure year-over-year performance

G. Measure consumer e-blast performance

- Track open rates
- Track click-through rates
- Measure year-over-year performance

H. Measure group tour performance

- Report trade show attendance
- Track leads and bookings
- Track hotel room bookings
- Measure year-over-year performance

I. Create and publish a tourism impact report

- Work with U.S Travel Association to provide economic impact data
- Track overnight stays at hotels and via Airbnb
- Track number of visitors to key area attractions (Frank Lloyd Wright Home & Studio, Unity Temple, Hemingway Birthplace Home & Museum and Pleasant Home)
- If possible, include total spending on dining & entertainment by credit card owner zip code, where available
- Compare current year data to prior two years, where available

J. Report annual financial budget

- Provide calendar year-to-date financial statements to Village of Oak Park with key commentary

- Report portion of budget spent on advertising & marketing versus administrative and personnel costs with a comparison to prior year
- K. Report on partnerships and activities with attractions, hotels, organizations and tourism stakeholders
- L. Solicit annual feedback from key area attractions via a short satisfaction survey

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 and travel destinations, 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, including Oak Park Festival Theatre
 - 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 & Breweries
 - Lodging in Oak Park Hotels and Bed & Breakfasts
 - Oak Park Tours
 - (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 or digital format~~ an annual consumer-marketing brochure(s). 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) 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.

- (E) 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.
- (F) 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.
- (G) 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.
- (H) 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.
- (I) 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.~~ Visit Oak Park will proactively solicit events from Oak Park attractions, including those listed in Section A above and from Oak Park taxing bodies.
- (J) Provide referral services to groups visiting Oak Park needing technical or professional assistance in setting up events in the Village.
- (K) 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 to expand group tours in~~ Oak Park that may include requirements for overnight accommodations.

- (L) Continue its to 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.
- (M) Maintain its Visit Oak Park's 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.~~ EnjoyIllinois.com website.
- (N) ~~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.~~ Work to quantify the economic impact of tourism on Oak Park by creating a Tourism Impact Report using data from the Village of Oak Park, local attractions, restaurants and hotels.
- (O) Cooperate with Chicago area public transit agencies serving Oak Park to promote tourism opportunities within the Village of Oak Park.
- (P) ~~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.~~ Continue to work with the Oak Park Economic Development Corporation (OPEDC) in order to fulfill the recommendations presented to the Village of Oak Park's Reinventing Government Committee 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.~~ Visit Oak Park will share visitor data with OPEDC regarding visitor volume and statistics.

b. ~~Visit Oak Park will share all relevant data including Visa transactional data with the Oak Park EDC regarding visitor volume and statistics.~~

eb. 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~~quarterly activity reports addressed to the Village Manager within 30 days of the end of each quarter describing the services it has undertaken to fulfill the Scope of Services. The reports will include calendar year-to-date data by quarter. The submission will include ~~Included in all reports shall be the~~ reporting data required by the State of Illinois and other performance measures listed in Exhibit 2A. ~~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 2019, 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 2019 operating agreement.~~

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 MAP Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2019, 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 MAP for inclusion in the calendar year 2019 operating agreement.

EXHIBIT 2A
ANNUAL PERFORMANCE MEASUREMENTS
VISIT OAK PARK

Oak Park Attractions Attendance

- 2019/2018 data and past trends A. Measure return on investment (ROI) for digital advertising placements in current calendar year
- Track digital advertising placements, including attractions and events promoted
- Where possible, track impressions and purchase conversions

B. Analysis of Oak Park Hotel / Motel Tax Revenue

- 2017/2018 data and past trends B. Measure ROI for TV, radio, print and Out of Home (OOH) advertising placements in current calendar year
- Track TV, radio, print and OOH advertising placements
- Where possible, track impressions, circulation and purchase conversions

C. Highlight the local impact of tourism by analysis of local revenue sources to show:

- Visitor spending patterns

- Local Visitor VolumeC. Measure Visit Oak Park social media performance
- Track number of shares, likes, views and followers
- Report results from social media influencers and paid advertising campaigns, where available
- Where possible, track hashtag usage performance
- Where possible, track impressions and purchase conversions
- Show year-over-year social media performance

~~Area Hotel Occupancy and Tourist Trend Data~~D. Track and report earned media coverage

- Track and measure earned media and familiarization tour coverage
- Where possible, include impressions, circulation and Advertising Value Equivalency (AVE)

E. ~~Financial Reporting~~Measure VisitOakPark.com website performance

- ~~Operating Costs Ratio to Administration, Programs & Capital to be calculated by Village of Oak Park~~Track unique website visits
- Track video views, downloads and consumer e-blast sign up performance
- Track time spent on website and bounce rates
- Track and measure online tour bookings
- Show year-over-year website performance

F. ~~Track and measure return on investment on all advertising campaigns undertaken by Visit Oak Park~~Measure print or digital consumer-marketing brochure performance

- Report distribution
- Track impressions and downloads, where possible
- Track leads and purchase conversions, where possible
- If possible, measure year-over-year performance

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~~Measure consumer e-blast performance

- Track open rates
 - Track click-through rates
 - Measure year-over-year performance
- H. ~~Track data and trends on the top cultural/tourist attractions in Oak Park.~~ Measure group tour performance
- Report trade show attendance
 - Track leads and bookings
 - Track hotel room bookings
 - Measure year-over-year performance
- I. ~~Track data and trends on tour vehicles activities in Oak Park.~~ Create and publish a tourism impact report
- Work with U.S Travel Association to provide economic impact data
 - Track overnight stays at hotels and via Airbnb
 - Track number of visitors to key area attractions (Frank Lloyd Wright Home & Studio, Unity Temple, Hemingway Birthplace Home & Museum and Pleasant Home)
 - If possible, include total spending on dining & entertainment by credit card owner zip code, where available
 - Compare current year data to prior two years, where available
- J. ~~Initiate a survey of local businesses on visitor/tourism impacts and desired initiatives.~~ Report annual financial budget
- Provide calendar year-to-date financial statements to Village of Oak Park with key commentary
 - Report portion of budget spent on advertising & marketing versus administrative and personnel costs with a comparison to prior year
- K. Report on partnerships and activities with attractions, hotels, organizations and tourism stakeholders
- L. Solicit annual feedback from key area attractions via a short satisfaction survey

ADDENDUM TO AGREEMENT

The Contractor shall comply with the terms and conditions set forth herein. Any violation of the terms and conditions set forth herein shall subject the Contractor, at the Village's discretion, to possible contract termination or suspension of payments in accordance with the Agreement.

A. Conflicts of Interest and Standards of Conduct.

The Contractor shall adhere to the "Conflicts of Interest and Standards of Conduct" set forth below or to such equivalent policies of the Contractor as has been reviewed and approved by the Village in accordance with the Agreement.

Conflicts of Interest and Standards of Conduct

1. **Compensation**: Members of the Board of Directors shall serve without salary, but the Board of Directors may authorize payment of the reasonable expenses incurred by such members in the performance of their duties.
2. **Impartiality**: Every director and employee shall perform his or her duties with impartiality and without prejudice or bias in furtherance of the goals, objectives and contractual obligations of the Contractor. No director or employee shall, in the performance of his or her duties on behalf of the Contractor, grant or make available to any person or entity, including other directors or employees of the Contractor, any consideration, treatment or service beyond that which is available to every other similarly situated person or entity served by the Contractor.
3. **Conflict of Interest**: No director or employee shall engage in any business transaction or shall have any financial or other personal interest, direct or indirect, which is incompatible with the proper discharge of the Director's official duties in the interest of the Contractor or which may tend to impair his/her independence of judgment or action in the performance of his/her official duties.
4. **Interest in contracts**: No director or employee shall have any financial or personal interest, directly or indirectly, in any contract, work or business with the Contractor except that a director may provide materials, merchandise, property, services or labor under the following circumstances:
 - a. The contract is with a person, firm, partnership, association, or corporation in which the director has less than a 7.5% share in the ownership, and the aggregate of any contracts awarded to the director or the director's firm, association, partnership or corporation under this subsection (b) during the same fiscal year does not exceed \$25,000; or

- b. The contract does not exceed \$2,000, and the aggregate of any contracts awarded to the director or the director's firm, association, partnership or corporation under this subsection (a) during the same fiscal year does not exceed \$4,000; or
- c. The contract is with a person, firm, partnership, association or corporation in which the director has less than a 1% share in ownership; or
- d. The Contractor is not a party to the contract, and the contract is with a person or entity served by the Contractor as a part of its corporate purpose.

Any contract awarded under this Section 4 must comply with the Contractor's policies concerning competitive bidding and outreach to women and minority business enterprises.¹

- 5. In the event that the Board of Directors considers taking any action, including but not limited to entering into a contract in which any director has any financial or personal interest, direct or indirect, which may reasonably tend to impair the director's independence of judgment or action in the best interests of the Contractor, the director shall:
 - a. Before consideration of the proposed action, publicly disclose any such interest to the Board of Directors; and
 - b. Refrain from evaluating, recommending, approving, deliberating or otherwise participating in negotiation, approval or both of the contract or work; and
 - c. Abstain from voting on the proposed action; and
 - d. The contract must be approved by a majority of the Board of Directors.

For purposes of this Section, personal interest shall include the financial interest of the spouse and minor children of the director, but shall not include any interest that a director may have in a proposed general policy of the Contractor solely by virtue of his business or profession.²

- 6. Disclosure and/or Use of Confidential Information: No director or employee shall, without proper legal authorization, disclose confidential information concerning the property, government or affairs of the Contractor or use such information to advance the financial or other private interest of the director, or employee or others.

¹ The exceptions in Section 4 are drawn from 65 ILCS 5/3.1-55-10.

² The final sentence in Section 5 is intended to ensure that a board member who may be a landlord, realtor, banker, etc., is not prevented from voting on general policies that may have some impact, direct or indirect, on all members of that profession.

7. Corporate Property: No director or employee shall request, permit or engage in the unauthorized use of the Contractor's funds, vehicles, equipment, materials or property of personal convenience or profit.

B. Procurement Policy.

The Contractor shall comply with the provisions set forth below relating to the procurement of goods and services which are funded, in whole or in part, by the Village or through the Village as funding agent, or such equivalent policy of the Contractor as has been reviewed and approved by the Village in accordance with the Agreement.

1. **All Contracts for Goods and Services Require the Approval of the Board of Directors; Exceptions.** No contract shall be made for goods or services when the total cost exceeds ten thousand dollars (\$10,000.00), unless such contract shall have been authorized by the Board of Directors. Whenever the total cost of such contract shall not exceed, in any one case, one thousand dollars (\$1,000.00), the Executive Director or his or her designee (hereinafter "Executive Director"), without such previous authorization, shall cause the same to be purchased upon his or her written order; and further provided that when the total cost thereof shall exceed one thousand dollars (\$1,000.00) but shall not exceed ten thousand dollars (\$10,000.00), the Executive Director may cause the same to be purchased without previous authorization in like manner, but the Executive Director shall first obtain in writing, whenever possible, at least three (3) informal quotes to furnish same, which quotes shall be attached in every case to the accounts payable vouchers authorizing payment for such goods or services and filed with the financial records of the Contractor. All contracts shall be let to the lowest responsible bidder, provided that any and all informal quotes for equipment, supplies or repair work may be rejected by the Executive Director if the character or quality of the goods or services does not conform to requirements. In determining the lowest responsible bid or quote, other factors, in addition to cost, such as experience, availability, expertise, resources, work history with the Contractor, work history with others, quality of work and ability to meet all specifications and/or requirements of the Contractor may be taken into consideration and may form the basis for an award of contract. Many of these factors will have increased significance when considering the award of contracts for professional services.
2. **Contracts Which Require the Use of the Formal Bidding Process.** Except as set forth in Section 3 below, when the total cost of a contract for goods, materials, equipment, supplies or construction work is expected to exceed ten thousand dollars (\$10,000.00), the Executive Director or his or her agent shall issue a call for bids which shall be formally advertised. All such bids for construction work shall require a bond for the faithful performance of the work.

All contracts for which bids are required shall be let to the lowest responsible bidder within the judgment of the Board of Directors, provided that any and all bids received in

response to an advertised call for bids may be rejected by the Board of Directors if the character or quality of goods, materials, equipment, supplies or construction work does not conform to the specifications and/or requirements set forth in the call for bids.

3. **Exception to Bid Requirements for Urgent Materials or Repairs; Lack of Competition and Inability to Draft Adequate Specifications; Bid Waiver.** In cases of urgently needed materials or urgently needed repairs which are expected to exceed ten thousand dollars (\$10,000.00), the Executive Director is authorized to obtain such materials and/or services through a negotiated contract without formal advertising when it is in the best interest of the Contractor and it is impractical to convene a meeting of the Board of Directors. If it is practical to convene a meeting, the Board of Directors shall be required to waive the bidding requirement and approve such a negotiated agreement.

Such negotiated contracts may also be approved by the Board of Directors when (1) the contract is for professional services, (2) it is impractical to secure competition, or (3) it is impossible to draft adequate bid specifications. The Executive Director or his or her designee shall, however, whenever possible, obtain in writing at least three (3) informal quotes to furnish same.

Bidding in all instances may be waived by a two thirds (2/3) vote of the Board of Directors.

4. **Procedure for Advertising for Bids.** Whenever any formal bids are required, as stated above, the Executive Director or his/her authorized agent shall advertise in some newspaper published in the Village and/or in such other newspaper of general circulation as, in his/her judgment, may be desirable. A plan or profile of the work to be done, accompanied by specifications for doing the same and specifications for material, supplies or equipment to be furnished, shall be first placed on file in the office of the Executive Director or his/her authorized agent before any such advertisement shall be made, which plan, profile and specifications for goods, material, supplies, equipment or construction work shall at all times be open for public inspection. Such advertisement shall be published not less than ten (10) days before the day fixed for opening such bid, and shall state the work to be done, or material, supplies or equipment to be furnished, and the time and place for the filing and the opening of the sealed bids.
5. **Filing of Bids; Deposit Accompanying Bids, Preservation and Opening of Bids.** In all cases, the formal bids under the preceding section shall be sealed bids and directed to the Executive Director. A bid deposit may be required, the amount of which shall be fixed by the Executive Director but which shall not exceed five percent (5%) of the estimated cost of the work or material to be furnished, not less than the sum of twenty-five dollars (\$25.00). Such bid deposit shall be in the form of a cashier's check, a certified check, or at the discretion of the Executive Director, a bid bond. Checks shall be drawn upon a bank in good standing, payable to the order of the Contractor and shall be forfeited to the Village in the event the bidder shall neglect or refuse to enter into a

contract and bond when required, with approved sureties, to execute the work or furnish the material for the price mentioned in his/her bid and according to the plans and specifications in case the contract shall be awarded to him/her. Bids shall be opened at the hour and place mentioned in the notice.

6. **Contracts to be Executed in Writing.** All contracts, whether for work or materials, shall be executed in writing and in duplicate by the President of the Board of Directors or the Executive Director. One original so executed shall be kept and filed in the Contractor's office and the other shall be given to the contractor. All contracts and bonds so taken shall be in the name of, and run to, the Contractor.
7. **Contractors' Bonds.** Whenever any construction work, expected to be in excess of ten thousand dollars (\$10,000.00), is let by contract to any person or entity, the Contractor shall, in all cases, take a bond from such person or entity with good and sufficient sureties, licensed in the State of Illinois to be approved by the Board of Directors, in such amount as shall not only be adequate to insure the performance of the work in the time and manner required in such contract, but also to save and indemnify and keep harmless the Contractor against all liabilities, judgments, costs and expenses which may in any manner accrue against the Contractor in consequence of granting such contract or which may in any manner result from the carelessness or neglect of such person, or entity or its agents, employees or workers in any respect whatever.
8. **Bid Tabulation.** The Contractor shall prepare a spreadsheet for each separate contract over ten thousand dollars (\$10,000.00) for goods and services awarded by it. Each spreadsheet shall name and identify all entities submitting bids or proposals on specific contracts by name and address, describe the goods provided or the work performed, set forth the cost, fee or amount proposed by each such entity in response to the call for bids or request for proposals or quotes, the name and address of the entity who was awarded the contract, and the reasons therefore. The Contractor shall submit copies of all such spreadsheets to the Village on a quarterly basis as a part of the general quarterly reporting process required under this agreement.

C. Diversity Statement

In 1997, the Village of Oak Park first adopted what is now known as the Village's "Diversity Statement." Every new Village Board elected since that time has readopted this Diversity Statement incorporating amendments over time which have added to the Statement's scope and strength.

Attached hereto as Exhibit A and made a part hereof is the Diversity Statement adopted by the President and Board of Trustees of the Village of Oak Park in 1997 and amended in 2007.

As a partner agency of the Village of Oak Park, the Contractor agrees to adhere to the Diversity Statement, attached hereto as Exhibit A with regard to diversity, or such equivalent

policy of the Contractor as is reviewed and approved by the Village in accordance with that section of the Agreement entitled "Adherence to Village Policies."

In carrying out its commitment to diversity as set forth in the Diversity Statement, the Contractor shall use its best efforts to affirmatively recruit qualified women and minority candidates to fill vacant positions within its Contractor and to use its best efforts to affirmatively recruit qualified minority owned business enterprises ("MBE") and women owned business enterprises ("WBE") to participate in the Contractor's process of contracting for goods and services. The Village shall upon request provide the Contractor with the names of known MBEs and WBEs and business referral agencies.

The Contractor shall annually submit to the Village an Equal Employment Opportunity ("E.E.O.") Report in the form attached as Exhibit B showing the breakdown of its employees by race, sex and job classification. In addition, the Contractor shall report the race, sex and job classifications for any new employee hired during the preceding year and indicate the general efforts which were made by the Contractor during the course of the previous year to recruit qualified women and minority candidates for such position(s).

The Contractor shall also provide a report to the Village, on an annual basis, which indicates the number of contracts and the dollar value of contracts for goods and services which it let during the preceding year and the number of contracts, the dollar value of contracts and the percentage of the total dollar value of contracts for goods and services which have been let to women and minority contractors.

This report shall also contain a section setting forth the general efforts made by the Contractor during the course of the previous year to affirmatively recruit women and minority businesses to participate in the contracting process.

The Contractor's E.E.O. employment and contracting reports for the entire preceding year shall be submitted as a part of the regular quarterly report submitted for the fourth quarter of the year.

D. Drug Free Workplace.

The Contractor agrees to adhere to the following policy related to a drug free workplace or such equivalent policy of the Contractor as has been reviewed and approved by the Village in accordance with Section 5 of the agreement, entitled "Adherence to Village Policies."

The content of the notice set forth below sets forth the policy of the Village with regard to the Village as a drug free workplace. The Contractor shall post the notice below or its own equivalent policy in a conspicuous location on the Contractor's premises where it will be visible to all employees, or provide a copy of the following notice or its own equivalent policy to each employee. Any such notice or policy posted or provided to employees shall name the

Contractor and the individual or position which fulfills the "Human Resources Director" position, where indicated.

DRUG-FREE WORKPLACE NOTICE

All employees should be aware pursuant to Illinois and United States law that the (Name of Contractor) is a drug-free workplace. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance as defined in Illinois law at 720 ILCS 570/201 *et. seq.* and United States law, 41 U.S.C. §§ 701-707, is prohibited at the workplace and by any employee of (Name of Contractor). Any violation will subject the employee to dismissal from employment. As a condition of employment, an employee convicted of any drug related offense occurring at the workplace must notify the (Human Resources Director) within five (5) days of the conviction. Failure to so notify the (Human Resources Director) is grounds for dismissal from employment.

E. Sexual Harassment Policy.

The Contractor shall comply with the sexual harassment policy set forth below or with an equivalent policy that has been reviewed and approved by the Village in accordance with the Agreement.

SEXUAL HARASSMENT POLICY

Sexual harassment is illegal and against the employment policy of the (Name of Contractor).

Any employee found by the (Name of Contractor) to have engaged in sexual harassment will be subject to appropriate disciplinary action, up to and including termination.

"Sexual harassment" means any unwelcome sexual advances or requests for sexual favors or any verbal or physical conduct of a sexual nature when (1) submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment, (2) submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual, or (3) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

Examples of sexual harassment may include, but are not limited to:

- **Verbal:** Sexual innuendo, suggestive comments, insults, threats, jokes about gender specific traits, or sexual propositions;
- **Non-Verbal:** Making suggestive or insulting noises, gestures, leering, whistling or obscene gestures; and

- Physical: Touching, pinching, brushing the body, coercing sexual intercourse or assault.

An employee who believes he or she has been the subject of sexual harassment shall report the alleged conduct immediately to the Contractor's Human Resources Director, Executive Director or such other employee, other than the alleged harasser, as may be designated by the Contractor. The information will then be forwarded to the CEO/Manager/Executive Director. A confidential investigation of any complaint will be undertaken by the Human Resources Director or such other officer or employee designated by the Executive Director.

Retaliation or discrimination against an employee who makes a sexual harassment complaint is strictly prohibited. Any employee found by the (Name of Contractor) to have retaliated or discriminated against an employee for a sexual harassment complaint will be subject to appropriate disciplinary action up to and including termination.

The (Name of Contractor) recognizes that the issue of whether sexual harassment has occurred requires a factual determination based on all the evidence received. The (Name of Contractor) also recognizes that false accusations of sexual harassment can have serious effects on innocent men and women. All employees will continue to act in a responsible and professional manner to establish a working environment free of sexual harassment.

F. Domestic Partnership Program.

The Contractor agrees to adhere to the Domestic Partnership Program attached hereto as Exhibit C and made a part hereof as a program for the benefit of employees of the Contractor or to such equivalent Contractor policy as has been reviewed and approved by the Village in accordance with that section of the Agreement entitled "Adherence to Village Policies."

The Village will assist the Contractor with the implementation of the Program at the Contractor's request.

The Village agrees to save and hold harmless, protect and defend the Contractor, its employees, Board Members and other agents, from any and all costs, losses, suits for damage or other relief, damages, rights, claims, demands or actions resulting from or in any way arising out of the actions or operations of the Contractor or its agents in approving or carrying out or fulfilling the terms of the Domestic Partnership Program required herein and to pay all costs, including attorneys' fees, of any involvement in any litigation or administrative proceedings or other legal actions based thereon. Said obligations of the Village shall survive any termination of the Agreement between the Contractor and the Village.

G. Compliance with Employment Laws.

The Contractor shall perform the services set forth in the Agreement in compliance with all applicable federal and state employment laws, including but not limited to all laws prohibiting discrimination in employment.

H. Compliance with HUD Guidelines.

In the event that the Contractor is a recipient of Community Development Block Grant (CDBG) funds under the terms of the Agreement, the Contractor shall comply with all U.S. Department of Housing and Urban Development (HUD) rules, regulations, and guidelines adopted in relation to the administration of such CDBG funds.



EXHIBIT A

Diversity Statement

The people of Oak Park choose this community, not just as a place to live, but as a way of life. Oak Park has committed itself to equality not only because it is legal, but because it is right; not only because equality is ethical, but because it is desirable for us and our children. Ours is a dynamic community that encourages the contributions of all citizens, regardless of race, color, ethnicity, ancestry, national origin, religion, age, sex, sexual orientation, gender identity or expression, marital and/or familial status, mental and/or physical impairment and/or disability, military status, economic class, political affiliation, or any of the other distinguishing characteristics that all too often divide people in society.

Oak Park's proud tradition of citizen involvement and accessible local government challenge us to show others how such a community can embrace change while still respecting and preserving the best of the past. Creating a mutually respectful, multicultural environment does not happen on its own; it must be intentional. Our goal is for people of widely differing backgrounds to do more than live next to one another. Through interaction, we believe we can reconcile the apparent paradox of appreciating and even celebrating our differences while at the same time developing consensus on a shared vision for the future. Oak Park recognizes that a free, open, and inclusive community is achieved through full and broad participation of all its citizenry. We believe the best decisions are made when everyone is represented in decision-making and power is shared collectively.

Oak Park is uniquely equipped to accomplish these objectives, because we affirm all people as members of the human family. We reject the notion of race as a barrier dividing us and we reject prejudicial behavior towards any group of people.

We believe residence in this Village should be open to anyone interested in sharing our benefits and responsibilities.

To achieve our goals, the Village of Oak Park must continue to support the Board's fair housing philosophy that has allowed us to live side-by-side and actively seek to foster unity in our community. We believe that mutual understanding among individuals of diverse backgrounds can be attained with an attitude of reciprocal good will and increased association.

The Village of Oak Park commits itself to a future ensuring equal access, full participation in all of the Village's institutions and programs, and equality of opportunity in all Village operating policies. The success of this endeavor prepares us to live and work in the twenty-first association.

It is our intention that such principles will be a basis for policy and decision making in Oak Park. The President and Board of Trustees of the Village of Oak Park reaffirm their dedication and commitment to these precepts.

Revised 11.19.07

**EXHIBIT B
VILLAGE OF OAK PARK
EEO REPORT**

Vendor Name _____

Total Employees _____

Job Categories	Total Employee	Total Males	Total Females	Male				Female				Total
				Black	Hispanic	Amer. Indian Alaskan Na	Asian & Pacific Islands	Black	Hispanic	Amer. Indian Alaskan Na	Asian and Pacific Islands	
Officials & Managers												
Professionals												
Technicians												
Sales Workers												
Office & Clerical												
Semi-Skilled												
Laborers												
Service Workers												
Total												
Management Trainees												
Apprentices												

This completed and notarized report must accompany your bid. It should be attached to your Affidavit of Compliance. Failure to include it with your bid will disqualify you from consideration.

_____, being first duly sworn, deposes and says that he/se is the _____ of
(Name of Person Making Affidavit) Title or Officer

EXHIBIT C
DOMESTIC PARTNERSHIPS
FOR EMPLOYEES OF THE VILLAGE OF OAK PARK

A. **DEFINITIONS.** When used in the Ordinance, the following terms have the following meanings:

AFFIDAVIT OF DOMESTIC PARTNERSHIP: A form, provided by the Director of Human Resources, in which two people agree to be jointly responsible for the necessities of life incurred during the domestic partnership and state under oath that all qualifications for domestic partnership as set forth in this Article are met when the Affidavit is signed.

The form shall set forth all the requirements for a domestic partnership as defined herein. The form shall indicate that the fraudulent misrepresentation of information set forth therein by the Village employee executing same shall be considered cause for the termination of the employee's employment with the Village. The affidavit shall further state that the persons executing such affidavit may be held civilly liable for the misstatement of any information set forth therein and that such affidavit may further be construed by a court of law as creating enforceable, legal obligations between the persons executing the affidavit.

DEPENDENT: One who lives with a domestic partner and is a biological, adopted or step child of a domestic partner, a dependent of a domestic partner as defined by Internal Revenue Service regulations, or a ward of a domestic partner as determined under the laws of guardianship or agency.

DOMESTIC PARTNER: Each adult in a domestic partnership.

DOMESTIC PARTNERSHIP: Two unrelated adults of the same sex, one of whom is an employee of the Village of Oak Park who is otherwise eligible for employee benefits, who have chosen to share one another's lives in an intimate and committed relationship of mutual caring, who also:

1. share the same primary, regular and permanent residence and have lived together for the previous six (6) months;
2. agree to be jointly obligated and responsible for the necessities of life for each other;
3. are not married to anyone;
4. are each eighteen (18) years of age or older;
5. are competent to enter into a contract;
6. are and have been each other's sole domestic partner for at least six (6) months prior to execution of the Affidavit of Domestic Partnership required under this Article;
7. agree to file a Termination of Domestic Partnership within 30 days if any of the above facts change;

8. have filed the required notice of Termination of any prior domestic partnership acknowledged under the provision of this Article in the manner required herein and no less than six (6) months prior to the execution of the current Affidavit of Domestic Partnership; and
9. execute an Affidavit of Domestic Partnership, indicating compliance of the persons executing such affidavit with all the requirements for a domestic partnership set forth in this Article.

LIVE TOGETHER: Two people claiming domestic partnership status share the same primary, regular and permanent residence. It is not necessary that both domestic partners have the legal right to possess the residence. Domestic partners do not cease to live together if one leaves the shared residence for a period not to exceed one (1) year, but intends to return.

NECESSITIES OF LIFE: Basic food, shelter, clothing, medical care and the costs associated therewith. The domestic partners need not contribute equally or jointly to the cost of these expenses as long as they agree that both are responsible and obligated for the cost.

TERMINATION OF DOMESTIC PARTNERSHIP: Any change in the domestic partnership which causes the partnership not to satisfy any one of the requirements for a domestic partnership, set forth herein.

B. AFFIDAVIT OF DOMESTIC PARTNERSHIP; EXECUTION AND ACCOMPANYING DOCUMENTATION. An Affidavit of Domestic Partnership must be signed, under oath, by both parties seeking recognition by the Village as a domestic partnership. The Director of Human Resources shall, within thirty (30) days of the effective date of this ordinance, make such forms available.

The signatures of both persons must be witnessed and notarized. The affiants will also be required to indicate that they have thoroughly read the affidavit and that they understand the content thereof at the time of execution. The Director of Human Resources, or the Director's designee, shall receive executed affidavits of domestic partnership and may require reasonable documentation verifying the truth and accuracy of any statements contained in the affidavit, including verification of the primary, regular and permanent residence address of the persons seeking recognition as a domestic partnership.

Once the affidavit has been properly executed by both individuals seeking recognition as a domestic partnership by the Village and presented to the Director of Human Resources, or the Director's designee, along with all supporting documentation requested by the Director, or the Director's designee, and the Director is satisfied that the individuals seeking recognition as a domestic partnership have satisfied the requirements for same, the Director, or the Director's designee, shall provide those individuals with a letter under the Director's signature, recognizing the domestic partnership, identifying the parties to same and identifying the benefits to which the domestic partners are then entitled. The letter shall further indicate that the domestic partners must comply with the provisions of Section Four herein and notify the Director, or the Director's designee, of the termination of the domestic partnership within thirty (30) days of the termination and the possible consequences for the failure to do so.

C. **EMPLOYMENT BENEFITS.** The Village of Oak Park shall provide the same family sick leave, funeral leave benefits and H.M.O. health and dental benefits available to any Village employee, and the spouse and dependents of any Village employee, to any Village employee and any other person with whom the employee has formed a domestic partnership and the dependents of such domestic partnership as defined herein. The Village shall, however, not extend health insurance benefits to a domestic partner, or the domestic partner's dependents, if the domestic partner who is not a Village employee is otherwise eligible for health insurance benefits through his or her employer.

D. **TERMINATION OF DOMESTIC PARTNERSHIP: NOTICE REQUIRED.** Any employee of the Village who is receiving employment benefits as a member of a domestic partnership and whose domestic partnership terminates as defined herein, shall notify the Director of Human Resources of the termination of the employee's domestic partnership within thirty (30) days of such termination.

E. **FRAUDULENT MISREPRESENTATION: REIMBURSEMENT TO VILLAGE AND CAUSE FOR TERMINATION.** Any employee who fraudulently misrepresents information in the Affidavit of Domestic Partnership executed by such employee, or fails to inform the Village of the termination of his or her domestic partnership, shall reimburse the Village for any expenditures made by the Village in reliance on such misrepresentations or for expenditures made due to the employee's failure to notify the Village of the termination of a domestic partnership. Such fraudulent misrepresentations shall also constitute cause for the termination of the employee's employment with the Village.



November 6, 2018

Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

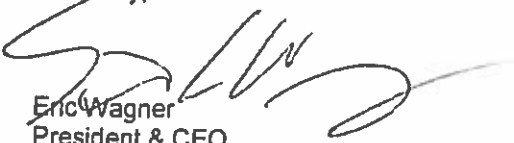
Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for calendar year 2018 as of September 30, 2018. Our submission includes the following:

- Visit Oak Park year-to-date unaudited financial statements as of September 30, 2018
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY18 and FY19 grant agreements with the Illinois Department of Commerce and Economic Opportunity for January 2018 through September 2018.
- Visit Oak Park's FY19 marketing plan as submitted to the State of Illinois
- Visit Oak Park key attraction attendance for January 2017 through September 2018

In addition, annual membership revenue recorded between January 2018 and September 2018 totaled \$24,285 for 60 memberships.

Sincerely,


Eric Wagner
President & CEO
Visit Oak Park

**Visit Oak Park
Profit & Loss**
January through September 2018
Accrual Basis

	YTD Actuals	YTD Budget *	Increase/(Decrease) vs Budget	Note
Ordinary Income/Expense				
Income				
400 · STATE FUNDING	352,761	340,995	11,766	a
403 · VILLAGE FUNDING	159,375	159,373	2	
410 · MEMBERS & SPONSORS	29,535	36,805	(7,270)	b
420 · VISITOR CENTER INC	116,958	110,905	6,053	c
480 · OTHER INCOME	131	130	1	
Total Income	658,760	648,208	10,551	
Gross Profit	658,760	648,208	10,551	
Expense				
600 · VISITOR CENTER OPS	143,049	128,526	16,523	d
600 · ADVERTISING & MARKETING	199,801	206,495	(6,894)	e
730 · PERSONNEL	232,795	255,561	(22,766)	f
810 · ADMINISTRATIVE COSTS	64,954	70,865	(5,911)	g
900 · OTHER EXPENSES	803	4,240	(3,437)	
Total Expense	641,201	663,886	(22,485)	
Net Ordinary Income	17,559	(15,478)	33,037	
Other Income/Expense				
Other Expense	14,701	43,192	(28,491)	h
Net Other Income	(14,701)	(43,192)	28,491	
Net Income/(Loss)	2,858	(58,670)	61,528	

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year.

The above budget has been adjusted to reflect the period of January 2018 through September 2018, which includes data from both FY18 and FY19.

- a) State Funding exceeded budget due to the \$9,000 international grant and the Jan through June impact of the regular grant coming in higher than plan (\$2,766 for 6 months)
- b) Member & Sponsor Income came in lower than anticipated as budgeted increases for Jan through June did not materialize.
- c) Visitor Center income exceeded budget due to an increase in gangster tours in July through September 2018
- d) Visitor Center operational costs exceeded budget driven by an increase in the gangster tour tickets and the prepayment of October 2018 rent, which is considered timing.
- e) Advertising & Marketing costs are below plan due to the timing of FY19 marketing payments.
- f) Personnel costs are below plan driven by open positions. The CEO resigned in February 2018, and the Marketing manager resigned in August 2018.
- g) Administrative costs are below plan driven by the timing of FY19 expenses.
- h) Other expenses are below plan due to the distribution of the Visitor Guides and the final sale/disposition of Visitor Center inventory. The variance is considered timing and is expected to reverse by December 2018.

Visit Oak Park
Balance Sheet Prev Year Comparison
As of September 30, 2018

12:03 PM
11/01/2018
Accrual Basis

	Sep 30, 18	Sep 30, 17	\$ Change	% Change
ASSETS				
Current Assets				
Total Checking/Savings	136,348	24,222	112,126	463%
Total Accounts Receivable	2,810	0	2,810	100%
Other Current Assets				
12001 · Undeposited Funds	(750)	0	(750)	(100%)
Total 13000 · Visitor Guide & Brochure onhand	37,597	40,951	(3,354)	(8%)
14000 · Gift Certificates	245	(30)	275	917%
14100 · Inventory -Visitor Center	42,020	46,462	(4,442)	(10%)
Total Other Current Assets	79,112	87,383	(8,271)	(9%)
Total Current Assets	218,270	111,605	106,665	96%
Total Fixed Assets	26,429	28,526	(2,097)	(7%)
Total Other Assets	6,254	6,254	0	0%
TOTAL ASSETS	250,953	146,385	104,568	71%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Total Accounts Payable	17,209	46,367	(29,158)	(63%)
Total Credit Cards	2,601	6,928	(4,327)	(62%)
Total Other Current Liabilities	10,153	16,717	(6,564)	(39%)
Total Current Liabilities	29,963	70,012	(40,049)	(57%)
Total Long Term Liabilities	7,515	6,693	822	12%
Total Liabilities	37,478	76,705	(39,227)	(51%)
Total Equity	213,477	69,680	143,797	206%
TOTAL LIABILITIES & EQUITY	250,955	146,385	104,570	71%

Visit Oak Park

FY 18 LTCB Performance Measures

Performance Measures January 2018 – March 2018

Please select from the below performance measures that best fit with your overall marketing plan for the year. You will utilize these metrics to measure performance throughout the grant period. These measurements will need to be reported quarterly.

Leisure Market

Inquiries (Requests for Information)

Phone/Mail (#) 50

Reader Service/AD (#) 61

Web Site (#) 4

Other (#) 2270

Total Fulfillment

Mail (#) 2324

Electronic (#) 61

Instagram followers: 1830

of photos posted of area assets: 252

Facebook Ad Campaigns: 3

Facebook Followers: 6165

Twitter Followers: 3550

Eblasts: 6

Web Site

User Sessions (#) 13,144

Unique Visitors (#) 10,363

Pageviews (#) 33,352

Group Business

Meetings/Conventions

of Leads 0

of Groups Booked 0

Motorcoach

of Leads 61 (from Leisure Group Travel ad) + 16 (ABA in Jan18)

of Day Groups Booked

of Motorcoach Travelers Booked

of Room Nights Generated

Visit Oak Park

FY 18 LTCB Performance Measures

Other Significant CVB Marketing Initiatives

of Media Placements: 6 - *Windy City Times*, windycitytimes.com, AroundOakPark.com, ChicagoTribune.com, *Wednesday Journal*, oakpark.com

of Fams 0

of Fam Attendees 0

of Tradeshows Attended 3

of Marketing Tools/Publications Produced: 1 (Spring 2018 Update for Group Tour Brochure)

Event Promotion/Organization

The inaugural Oak Park Theater Month took place during February 2018 and featured deeply discounted productions at six regional venues. Visit Oak Park conducted all print media, paid digital marketing, social media, and media relations to raise awareness of the event.

Visit Oak Park assisted partner merchants and municipalities in promoting the following events: Forest Park's St. Patrick's Day Parade, Fitzgerald's St. Patrick's Day Festival, Irish Times' St. Patrick's Day Celebration, Jazz Thaw, Bite Nite, Oak Park's Easter Egg Hunt, Wright Plus Architectural Housewalk

Visit Oak Park also represented Oak Park and its 17 area communities at the American Bus Association Marketplace, scheduling nearly 20 appointments with group tour planners & operators to increase visibility of the Oak Park area as a group-friendly destination.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 18-751037	(c) CSFA 420-25-0524	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared July 12, 2018
(j) Agreement Period 07/01/2017 thru 06/30/2018		(k) Report Period 01/01/2018 thru 03/31/2018	(l) Final Report for Award Period <input checked="" type="checkbox"/>	(m) No changes from prior reporting period and/or No new expenses <input type="checkbox"/>	
(n) Indirect Cost Rate: % <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		(o) Approved Indirect Cost Base: %			
(p) Program Restrictions: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		(q) List of Restrictions: N/A			
(r) Mandatory Match %: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		(s) Specify Match: 50%			
(t) Program Income (Award to Date) \$0.00		(u) Program Income (In current reporting period) \$0.00		(v) Interest earned (Award to Date) \$0.00	
		(w) Interest earned (In current reporting period) \$0.00			

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures			(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total	
1001 Personnel (Salaries & Wages)	155,649.43	38,121.49	75.51	39,085.47	78,442.47		117,527.94				ADD
1002 Fringe Benefits	46,450.44	11,466.11	75.33	13,053.34	21,960.99		35,014.33				DEL
1003 Travel	4,122.00	1,926.08	53.27	495.25	1,700.67		2,195.92				ADD
1005 Supplies			0.00								DEL
1006 Contractual Services & Subawards	115,224.00	70,341.52	38.95	15,190.73	29,691.75		44,882.48				ADD
1007 Consultant (Professional Services)			0.00								DEL
1009 Occupancy (Rent & Utilities)			0.00								ADD
1010 Research & Development (R&D)			0.00								DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1011 Telecommunications	2,231.00	812.63	63.58	561.07	857.30		1,418.37					ADD
1012 Training & Education	2,260.00	(29.03)	101.24	553.00	1,735.00		2,288.00					DEL
1013 Direct Administrative Costs	40,754.13	10,240.65	74.87	11,761.26	18,752.22		30,513.48					ADD
1014 Miscellaneous Costs	3,132.00	679.42	78.31	2,452.58			2,452.58					DEL
1015 A Advertising	74,183.00	58,615.11	20.99	11,385.68	4,182.21		15,567.89					ADD
B Familiarization Tours	500.00	470.79	5.84		29.21		29.21					DEL
5001 Personnel (Salaries & Wages)			0.00					32,050.57		32,050.57	95,777.73	ADD
5002 Fringe Benefits			0.00					6,048.48		6,048.48	15,189.63	DEL
5003 Travel			0.00									ADD
5004 Equipment			0.00									DEL
5005 Supplies			0.00									ADD
5006 Contractual Services & Subawards			0.00								6,150.00	DEL
5007 Consultant (Professional Services)			0.00									ADD
5009 Occupancy (Rent & Utilities)			0.00									DEL
5010 Research & Development (R&D)			0.00									ADD
5011 Telecommunications			0.00					1,225.38		1,225.38	2,833.50	DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures			(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total	
5012 Training & Education			0.00								ADD
5013 Direct Administrative Costs			0.00					15,485.10		15,485.10	DEL
5014 Miscellaneous Costs			0.00							50,924.43	ADD
5015 A. Advertising			0.00								DEL
B. Familiarization Tours			0.00					1,750.00		1,750.00	ADD
			0.00								DEL
			0.00								ADD
			0.00								DEL
			0.00								ADD
			0.00								DEL
(cc) TOTAL DIRECT EXPENSES	444,536.00	192,645.80	56.66	94,538.38	157,351.82		251,890.20	56,559.53		56,559.53	173,225.29
(dd) Indirect Costs			0.00								
(cc) TOTAL EXPENDITURES	444,536.00	192,645.80	56.66	94,538.38	157,351.82		251,890.20	56,559.53		56,559.53	173,225.29

Visit Oak Park FY18 LTCB Fourth Quarter Performance Measures

Please select from the below performance measures that best fit with your overall marketing plan for the year. You will utilize these metrics to measure performance throughout the grant period. These measurements will need to be reported quarterly.

Leisure Market:

- Inquiries (Requests for Information)
- Phone/Mail (#): 0
- Reader Service/AD (#): 91
- Website (#): 223

Total Fulfilment:

- Visitor Guide Distribution: 11,490 (Visitor Center, Member Requests, Key Magazine Distribution, CTM Distribution)

Instagram Followers: 2,101

- # of photos posted of area assets: 262
- Facebook Ad Campaigns: 9
- Facebook Followers: 6,969
- Twitter Followers: 3,627

EBlasts: 6

Website:

- User Sessions (#): 21,490
- Unique Visitors (#): 17,350
- Pageviews (#): 52, 578

Group Business:

Meetings/Conventions:

- # of Leads: 0
- # of Groups Booked: 0

Motorcoach:

- # of Leads: 126
- # of Day Groups Booked: 0
- # of Motorcoach Travelers Booked: 0
- # of Room Nights Generated: 0

Other Significant CVB Marketing Initiatives:

- # of Media Placements: 4 (Out LGBT Guide, Key Magazine, Wednesday Journal, Leisure Group Travel)
- # of FAMs: 2
- # of FAM Attendees: 6
- # of Tradeshows Attended: 1 (Midwest Marketplace)
- # of Marketing Tools/Publications Produced: 1 (2018 Visitors Guide)

Event Promotion/Organization:

Visit Oak Park assisted partner merchants and municipalities in promoting the following events:

- Oak Park/River Forest Gangster Tours
- 4th of July
- American Music Festival
- Brookfield Party in the Park
- Riverside Concert in the Park
- Oak Park Parade

- OPRF's Daughters of IRL
- Uncork Illinois (ticket giveaway on social)
- Amazing Arachnids Exhibit at Brookfield Zoo
- Thursday Night Out in Oak Park
- Bike Brookfield
- Historical Society Spring Housewalk
- Fridays@Hemingway's

Visit Oak Park also represented Oak Park and its 17 area communities at Circle Wisconsin's Midwest Marketplace, scheduling over 40 appointments with group tour planners and tour operators to increase visibility of the Oak Park area as a group-friendly destination.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 18-751037	(c) CSFA 420-25-0524	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared July 12, 2018
(j) Agreement Period 07/01/2017 thru 06/30/2018		(k) Report Period 04/01/2018 thru 06/30/2018	(l) Final Report for Award Period <input checked="" type="checkbox"/> (m) No changes from prior reporting period and/or No new expenses <input type="checkbox"/>		
(n) Indirect Cost Rate: %		(o) Approved Indirect Cost Base: %			
(p) Program Restrictions: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		(q) List of Restrictions: N/A			
(r) Mandatory Match %: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		(s) Specify Match: 50%			
(t) Program Income (Award to Date) \$0.00		(u) Program Income (In current reporting period) \$0.00		(v) Interest earned (Award to Date) \$0.00	
		(w) Interest earned (In current reporting period) \$0.00			

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures			(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total	
1001 Personnel (Salaries & Wages)	155,649.43	102.34	99.93	38,019.15	117,527.94		155,547.09				ADD
1002 Fringe Benefits	46,480.44	(396.09)	100.85	11,862.20	35,014.33		46,876.53				DEL
1003 Travel	4,122.00	838.51	79.66	1,087.57	2,195.92		3,283.49				ADD
1005 Supplies			0.00								DEL
1006 Contractual Services & Subawards	115,224.00	411.52	99.64	69,930.00	44,882.48		114,812.48				ADD
1007 Consultant (Professional Services)			0.00								DEL
1009 Occupancy (Rent & Utilities)			0.00								ADD
1010 Research & Development (R&D)			0.00								DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1011 Telecommunications	2,231.00	(273.40)	112.25	1,066.03	1,418.37		2,504.40					ADD
1012 Training & Education	2,260.00	(623.00)	127.57	595.00	2,288.00		2,893.00					DEL
1013 Direct Administrative Costs	40,754.13	204.53	99.50	10,036.12	30,513.48		40,549.60					ADD
1014 Miscellaneous Costs	3,132.00	519.42	78.3*		2,452.58		2,452.58					DEL
1015 A Advertising	74,183.00	(872.97)	101.18	59,488.08	15,567.89		75,055.97					ADD
B Familiarization Tours	500.00	(70.86)	*14.17	541.65	29.21		570.86					DEL
5001 Personnel (Salaries & Wages)			0.00					22,511.08		22,511.08	118,288.81	ADD
5002 Fringe Benefits			0.00					3,649.89		3,649.89	16,839.52	DEL
5003 Travel			0.00									ADD
5004 Equipment			0.00									DEL
5005 Supplies			0.00									ADD
5006 Contractual Services & Subawards			0.00					5,365.50		5,365.50	12,115.50	DEL
5007 Consultant (Professional Services)			0.00									ADD
5009 Occupancy (Rent & Utilities)			0.00									DEL
5010 Research & Development (R&D)			0.00									ADD
5011 Telecommunications			0.00								2,833.50	DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget		(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total	
5012 Training & Education			0.00								ADD
5013 Direct Administrative Costs		-	0.00					16,896.24		16,896.24	DEL
5014 Miscellaneous Costs			0.00							67,820.67	ADD
5015 A. Advertising			0.00								DEL
B. Familiarization Tours			0.00					620.00		620.00	ADD
			0.00							2,370.00	DEL
			0.00								ADD
			0.00								DEL
			0.00								ADD
			0.00								DEL
(cc) TOTAL DIRECT EXPENSES	444,536.00	0.00	100.00	192,645.80	251,890.20		444,536.00	49,042.71		49,042.71	ADD
										222,268.00	DEL
(dd) Indirect Costs			0.00								
(cc) TOTAL EXPENDITURES	444,536.00	0.00	100.00	192,645.80	251,890.20		444,536.00	49,042.71		49,042.71	
										222,268.00	

Visit Oak Park FY19 LTCB First Quarter Performance Measures

Overall Leisure Market Goal: Increase the number of visitors to the Oak Park area

Objective 1: Increase brand awareness for Visit Oak Park through website & content development, a printed inspirational travel guide, and social media and consumer newsletter strategies.

- **Website & Content Development Results:**
 - Engaged TimeZoneOne in development of new, state-of-the-art, mobile-friendly website with estimated completion in early 2019
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying local attractions with an estimated go live date in early 2019
 - Contracted Meredith Media and Lukas Keapproth to create marketing assets for our key local attractions
- **Inspirational Travel Guide:**
 - Engaged Meredith Media in the creation of a twelve-page inspirational guide to be distributed in May/June issue of Midwest Living; 322,000 copies will be distributed initially with the opportunity to buy overruns
- **Social Media/Consumer Newsletters:**
 - Hosted two familiarization tours in the first quarter of FY19, which led to social media exposure
 - In August 2018, LGBTQ influencers from Japan Visited Frank Lloyd Wright's Home & Studio and Unity Temple and dined at Hamburger Mary's.
 - In September 2018, Veronica Lee from the United Kingdom visited the Frank Lloyd Wright Home & Studio and Unity Temple and dined at Hemingway's Restaurant.
 - Will begin search for new 3rd party communications expert beginning in early 2019

Objective 2: Increase Advertising and Marketing through out of home advertising, traditional media and digital media

- **Out of Home:**
 - July through September, 18,500 visitor guides were successfully distributed to potential visitors via local hotels, train depots, attractions and area businesses
- **Traditional Media:**
 - May 2018 through April 2019, Visit Oak Park purchased a half panel map advertisement to include in CTM Media Chicago Visitor's Map
- **Digital Media:**
 - In July 2018, six social media posts were boosted to advertise local attractions, including Brookfield Zoo.

Objective 3: Increase Group Tour/Motorcoach Market Presence through travel trade advertising, trade shows and familiarization trips

- **Travel Trade Advertising:** TBD
- **Trade Shows:** TBD
- **Familiarization Trips:**
 - In August 2018, LGBTQ influencers from Japan Visited Frank Lloyd Wright's Home & Studio and Unity Temple and dined at Hamburger Mary's.
 - In September 2018, Veronica Lee from the United Kingdom visited the Frank Lloyd Wright Home & Studio and Unity Temple and dined at Hemingway's Restaurant.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 19-751037	(c) CSFA 420-25-0524	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)	
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared 10/04/2018	
(j) Agreement Period 07/01/2018 thru 06/30/2019		(k) Report Period 07/01/2018 thru 09/30/2018	(l) Final Report for Award Period	(m) No changes from prior reporting period and/or No new expenses		
(n) Indirect Cost Rate: 0.00		(o) Approved Indirect Cost Base: N/A				
(p) Program Restrictions: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		(q) List of Restrictions: N/A				
(r) Mandatory Match %: Yes <input type="checkbox"/> No <input type="checkbox"/>		(s) Specify Match: 50%				
(t) Program Income (Award to Date) \$0.00		(u) Program Income (In current reporting period) \$0.00		(v) Interest earned (Award to Date) \$0.00		
		(w) Interest earned (In current reporting period) \$0.00				

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures			(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-Kind	Total	
1001 Personnel (Salaries & Wages)	86,191.96	54,135.78	37.19	32,056.18			32,056.18				ADD
1002 Fringe Benefits	23,021.84	13,159.66	42.84	9,862.18			9,862.18				DEL
1003 Travel			0.00								ADD
1005 Supplies			0.00								DEL
1006 Contractual Services & Subawards	176,419.00	162,319.00	7.99	14,100.00			14,100.00				ADD
1007 Consultant (Professional Services)			0.00								DEL
1009 Occupancy (Rent & Utilities)	28,808.00	19,581.47	32.03	9,226.53			9,226.53				ADD
1010 Research & Development (R&D)			0.00								DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures			(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total	
1011 Telecommunications	1,556.00	564.00	63.75	992.00			992.00				ADD
1012 Training & Education	1,500.00	1,500.00	0.00								DEL
1013 Direct Administrative Costs	5,943.20	5,283.50	11.10	659.70			659.70				ADD
1014 Miscellaneous Costs			0.00								DEL
1015 A Advertising	160,533.00	159,135.25	1.49	2,397.75			2,397.75				ADD
B Familiarization Tours	2,000.00	1,631.14	18.44	368.86			368.86				DEL
5001 Personnel (Salaries & Wages)			0.00					19,685.72		19,685.72	ADD
5002 Fringe Benefits			0.00					4,052.03		4,052.03	DEL
5003 Travel			0.00								ADD
5004 Equipment			0.00								DEL
5005 Supplies			0.00								ADD
5006 Contractual Services & Subawards			0.00					5,962.40		5,962.40	DEL
5007 Consultant (Professional Services)			0.00					16,286.90		16,286.90	ADD
5009 Occupancy (Rent & Utilities)			0.00					24,120.47		24,120.47	DEL
5010 Research & Development (R&D)			0.00								ADD
5011 Telecommunications			0.00								DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
5012 Training & Education			0.00									ADD
5013 Direct Administrative Costs			0.00					3,137.36		3,137.36	3,137.36	DEL
5014 Miscellaneous Costs			0.00									ADD
5015 A. Advertising			0.00									DEL
B. Familiarization Tours			0.00					1,312.37		1,312.37	1,312.37	ADD
			0.00									DEL
			0.00									ADD
			0.00									DEL
			0.00									ADD
			0.00									DEL
(cc) TOTAL DIRECT EXPENSES	485,973.00	416,309.80	14.33	69,663.20			69,663.20	74,557.25		74,557.25	74,557.25	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	485,973.00	416,309.80	14.33	69,663.20			69,663.20	74,557.25		74,557.25	74,557.25	



**Local Tourism and Convention Bureau (LTCB) Grant Program
FY19 Program Specific Application & Marketing Plan**

Visit Oak Park serves the broader social and economic interests of the village of Oak Park and its neighboring service-area communities by marketing the destination, facilitating travel to the area, and showcasing its unique attributes for the continual benefit of residents and the local travel and tourism industry.

Visit Oak Park's FY19 LTCB Marketing Plan aims to showcase and differentiate the Oak Park Area from other destinations by delivering meaningful messages to consumers in order to inspire them to choose the Oak Park Area as their travel destination.

Goal: Increase the number of visitors to the Oak Park Area.

Objective 1: Increase brand awareness for Visit Oak Park

- **Target Audience:** Leisure travelers
- **Strategies:**
 - Website & Content Development
 - Print and distribute Inspirational Travel Guide
 - Develop and implement new social media and consumer newsletter strategies
- **Results/Benefits:** With these strategies, Visit Oak Park seeks to reach a wide audience of potential visitors
- **Evaluators:**
 - Website & Content Development:
 1. Number of travel stories and itineraries
 2. Number of unique website visitors & page views
 3. Length of time on webpages;
 4. Video views
 - Inspirational Travel Guide:
 1. Number of guides distributed
 2. Number of website downloads
 - Social Media/Consumer Newsletters:
 1. Number of Likes, Shares, Views
 2. Number of newsletters delivered and click-through rates to website



Objective 2: Increase Advertising and Marketing

- Target Audience: Leisure travelers
- Strategies:
 - Out of Home Advertising
 - Traditional Media
 - Digital Media
- Results/Benefits: With these strategies, Visit Oak Park plans to advertise to its targets visitor personas in its key markets
- Evaluators:
 - Out of Home:
 1. Number of out-of-home media placements, including: Billboards, CTA ads, etc.
 - Traditional Media:
 1. Number of advertisements in newspapers, magazines, etc.
 - Digital Media:
 1. Number of digital media placements and campaigns, including display ads and social media advertisements

Objective 3: Increase Group Tour/Motorcoach Market Presence

- Target Audience: Travel Trade, Receptives, Tour Operators
- Strategies:
 - Travel Trade Advertising
 - Trade Shows
 - Familiarization Trips
- Results/Benefits: With these strategies, Visit Oak Park plans to make inroads into the travel trade sector and book group tours to the area
- Evaluators:
 - Travel Trade Advertising
 1. Number of advertisements in travel trade publications and websites
 - Trade Shows
 1. Number of Trade Shows Attended
 2. Number of bookings
 - Familiarization Trips
 1. Number of FAMs hosted

**Visit Oak Park
Key Oak Park Attraction Attendance
2017 and 2018**

Frank Lloyd Wright Home & Studio:

	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>Sept YTD</u>	<u>Full Year</u>
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	9,744	5,935	3,390	66,725	N/A
2017	1,133	2,327	4,585	7,555	9,730	10,259	11,037	10,553	9,770	9,744	5,935	3,390	66,949	86,018
Incr/(Decr)	75	(418)	1,624	(347)	(652)	(115)	275	(154)	(512)				(224)	N/A

Unity Temple:

	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>Sept YTD</u>	<u>Full Year</u>
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,576	1,510	893	14,058	N/A
2017	N/A	N/A	N/A	N/A	N/A	N/A	2,040	2,185	2,453	2,576	1,510	893	6,678	11,657
Incr/(Decr)	N/A	N/A	N/A	N/A	N/A	N/A	178	182	(274)				N/A	N/A

Pleasant Home:

	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>Sept YTD</u>	<u>Full Year</u>
2018	12	26	104	90	94	108	128	188	78	64	67	89	828	N/A
2017	29	43	59	139	160	72	188	93	80	135	67	89	863	1,154
Incr/(Decr)	(17)	(17)	45	(49)	(66)	36	(60)	95	(2)				(35)	N/A

Hemingway Birthplace Home & Museum:

	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>Sept YTD</u>	<u>Full Year</u>
2018	206	201	574	585	876	754	1,057	1,027	903	776	376	271	6,183	N/A
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	6,151	7,551
Incr/(Decr)	(32)	(87)	(152)	(141)	1	(37)	39	252	189				32	N/A

2019 Village Partner Agency Scope of Service Requirements and Scope of Service Deliverables

Visit Oak Park

Scope of Service Requirements

Completed Q3 (July to September) 2019 Comments

1	Promote Village events and tourism on behalf of Oak Park.	Yes	1) The new website, which was launched in June 2019, promotes local events and attractions 2) VOP social media account re-launched in June 2019 to promote Oak Park events 3) Visit Oak Park digital advertising campaign executed in July and running through October 31, 2019
2	Act as a catalyst for organizations to promote potential tourist attraction.	Yes	1) Sought and entered into an advertising CO-OP opportunity with Albion to promote Open House Chicago in Oak Park 2) Continue ongoing collaboration with the Frank Lloyd Wright Trust, Downtown Oak Park, Brookfield Zoo, etc The Midwest Living Inspiration Guide was published in May/June 2019 with a circulation of 320k; New brochures will likely be printed every other year, Distributed 30,000 copies locally to Oak Park attractions and businesses
3	Publish an annual consumer marketing brochure and develop targeted initiatives to support events.	Yes	Ongoing development of partnership with tourism stakeholders
4	Consult with the boards and organizations of specific attractions to increase sales.	Yes	N/A No requests during Q3
5	Offer assistance to mitigate adverse traffic congestion from tourism events.	Yes	N/A No requests during Q3
a.	Offer recommendation to Village to mitigate adverse traffic during tourism events.	Yes	N/A No requests during Q3
6	Implement coordination on tourism policies related to movement of buses.	Yes	N/A No requests during Q3
7	Recommend tourism policies to the Village across all affected areas of tourism.	Yes	Ongoing: To be part of strategic plan
8	Facilitate management opportunities for attraction businesses.	Yes	Ongoing: To be part of strategic plan
9	Disseminate a master calendar of events updated daily.	Yes	New Visit Oak Park website disseminates events daily
10	Provide referral services to groups visiting Oak park setting up events.	Yes	N/A No requests during Q3
11	Coordinate marketing strategies expanding meetings/conventions in Village.	Yes	Ongoing: To be part of strategic plan
12	Continue cooperation with State Office of Tourism.	Yes	Ongoing: Performance reports submitted quarterly to Illinois Office of Tourism
13	Maintain website and all social media for Visit Oak Park.	Yes	Ongoing: Website and social media maintained on monthly basis
14	Quantify the economic impact of tourism on Oak park in intercept studies.	Yes	This is completed annually
15	Cooperate with Chicago Public Transit Authority to promote tourism in Village.	Yes	N/A No requests during Q3
16	Continue to work with OPEDC as welcoming center and sharing visitor data.	Yes	Ongoing: Working to collect data to share with OPEDC

Scope of Service Deliverables

Completed Q3 (July to September) 2019 Comments

1	Quarterly Village report to include: quarterly reports required by the Illinois Department of Tourism actual financial reports for quarter-to-date measure return on investment (digital advertising placement, attractions, purchase conversions) measure ROI for tv, radio, print and out of home placements measure Visit Oak Park social media performance (shares, likes, views, paid advertising campaigns) track and report earned media coverage (Advertising Value Equivalency, impressions, circulation) measure VisitOakPark.com website performance (unique visits, video views, downloads, sign-up) measure consumer e-blast performance (open rates, click through rates) measure group tour performance (trade show attendance, hotel room bookings) measure and compare all values to previous year report on activities (attractions, hotels, tourism stakeholders)	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Included in submission to Village of Oak Park Included in submission to Village of Oak Park Visit Oak Park digital transformation and marketing plan in development Visit Oak Park digital transformation and marketing plan in development Included in submission to Village of Oak Park N/A No earned media to be reported for Q3 Included in submission to Village of Oak Park Visit Oak Park consumer e-blast in development N/A No group tours to be reported for Q3 N/A No group tours to be reported for Q3 Attraction attendance included in submission to Village of Oak Park See IL Dept of Tourism Report for full list of activities
---	---	---	---

2 Annual report to include:

create and publish a tourism impact report (work with U.S. Travel Association)	Yes	Working with U.S. Travel for impact report
solicit annual feedback from key area attractions (short survey)	Yes	Survey to be conducted by end of 2019



The Village of Oak Park
Village Hall
123 Madison Street
Oak Park, Illinois 60302

708 383 6400
Fax 708 383 6692
village@oak park us
www.oak park us

June 12, 2019

Eric Wagner
Visit Oak Park
1010 Lake St.
Suite 402
Oak Park, IL 60301

Re: 2020 Village of Oak Park Budget Request

Dear Eric,

The Village of Oak Park would like to invite you to submit your 2020 Budget request. All budget requests must be submitted no later than 3 p.m. (CST) on August 1, 2019. It is important to note that the Village continues to navigate through a prolonged period of financial uncertainty. As a result, the impact on the last several years remains with us, as the Village continues to recover from deep dips in state and local funding resources. Also, as the State of Illinois continues to cut resources we expect that the financial burden on local municipalities will continue. As in years past, we will need the following documents when you submit your 2020 budget request:

- 2018 Audit
- 2019 Budget and YTD actuals
- 2020 agency and or program budget
- Report on 2019 accomplishments to date
- Chart of existing staff and interns detailing salary and benefits

Please contact Vanetta Logan, at 708-358-5773, to schedule an appointment with the Village Manager to review the status of your request. The meetings will be scheduled in late August, after your submittal is received and reviewed by the Village. Feel free to contact my office should you have additional questions at 708-358-5422.

Sincerely,

Tammie Grossman
Director, Development Customer Services
Village of Oak Park



August 1, 2019

Ms. Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, Illinois 60302

Dear Ms. Grossman:

Enclosed please find Visit Oak Park's 2020 Budget Request for the Village of Oak Park.

Visit Oak Park is respectfully requesting \$222,000 in funding from the Village of Oak Park. This request includes a \$9,500 increase from Visit Oak Park's 2019 request, which would mark the bureau's first requested increase since 2015. The request reflects a projection of growth in the village's hotel/motel tax. The increase also reflects the bureau's need for additional local revenue to help match the significant growth in grant funds available to Visit Oak Park from the State of Illinois. Any grant funds received from the State of Illinois that are not matched must be returned.

The past year has been an extraordinary period of transition and transformation for Visit Oak Park. Through the execution of a planned restructuring, Visit Oak Park has been able to focus on key priorities that advance the bureau's core mission of bringing more visitors to Oak Park. Restructuring also helped play a key role in ensuring Visit Oak Park's short and long-term financial sustainability. Closing the Visitor Center and reducing administrative costs enables Visit Oak Park to invest more money than ever before in marketing and advertising—an estimated \$480,000 for 2019 and \$518,000 for 2020, or 63% of total revenue.

Over the past year, Visit Oak Park made critical investments to help the bureau meet the competitive demands of the tourism marketplace. Investments in video and photography helped in the creation of vibrant new marketing assets. In addition to creating a brand and building a beautiful new state-of-the-art website, the bureau also released a new inspiration guide. Reflecting a new strategy to bring visitors to Oak Park, the guide was distributed this spring to 320,000 *Midwest Living* magazine subscribers in five states. An additional 75,000 copies were also distributed in the Chicagoland area with *Chicago Magazine* in the Sunday edition of the *Chicago Tribune*. This month, Visit Oak Park will launch the bureau's first digital advertising campaign. Targeting the Chicagoland area, the campaign will run through the end of October and generate two million impressions.

As one of the state's forty certified convention and visitor bureaus, Visit Oak Park has taken full advantage of our special relationship with the Illinois Office of Tourism over the past year. Visit Oak Park partnered with the Illinois Office of Tourism to host travel writers from across the country and around



the world, resulting in millions of impressions and earned media coverage for Oak Park attractions and local businesses. Additionally, Visit Oak Park leveraged its partnership with the Illinois Office of Tourism to get famed Chicago artist Matthew Hoffman to create a beautiful new mural in Oak Park—at no cost. Lastly, Visit Oak Park took full advantage of the Illinois Office of Tourism's free advertising and marketing opportunities, including the *Illinois Made* program. This year's class of new Illinois Made makers includes five local businesses from the Oak Park Area, more than anywhere else in Illinois.

Visit Oak Park has built several new strategic partnerships to further the bureau's mission over the past year. The bureau partnered with OPALGA, the Oak Park Area Lesbian and Gay Association, and the 19th Century Club to host an LGBTQ History Month Exhibit. The exhibit attracted over 2,000 visitors last October. Additionally, Visit Oak Park and the 19th Century Club entered into a partnership to operate famed mob historian John Binder's OPRF gangster tours. The tours bring hundreds of visitors to Oak Park each summer. Lastly, Visit Oak Park and Albion partnered to promote Oak Park over the course of the company's six-month sublease of the Visitor Center space. Visit Oak Park and Albion will expand on their partnership this October to co-sponsor Open House Chicago and bring 13,000 visitors to Oak Park as part of the acclaimed weekend event.

Visit Oak Park has been proud to work with the village's partner agencies over the past year, too. Visit Oak Park partnered with OPEDC on a village advertisement on the Emerson windows this spring. In addition, Visit Oak Park is currently partnering with Downtown Oak Park and the Oak Park-River Forest Chamber of Commerce to produce a local map for visitors.

Visit Oak Park has also developed new marketing partnerships with Oak Park's attractions and local businesses. Next spring, Visit Oak Park and the Frank Lloyd Wright Trust will launch a TV commercial campaign to promote tours of the Home and Studio and Unity Temple as well as Wright Plus. Visit Oak Park will also enter into a similar marketing partnership beginning this fall with Wonder Works. In addition, Visit Oak Park has been working with Oak Park's craft breweries to create a new Oak Park Brew Tour that will launch next spring.

In addition to marketing partnerships, Visit Oak Park is pleased welcome several new local members to the bureau's board of directors. The new members include representatives from the Hemingway Foundation of Oak Park as well as the Park District of Oak Park. Additionally, Visit Oak Park was able to secure a partner community mayor to serve on the bureau's board of directors. Among the new Visit Oak Park board members this year is Broadview Mayor Katrina Thompson.

Over the past year, Visit Oak Park has developed new partnerships with several communities in the bureau's service area. This spring, Visit Oak Park secured new partnerships with the villages of Riverside and Brookfield. Together, these new partnerships brought in nearly \$25,000—the most money ever raised from our partner communities. Before the end of the summer, Visit Oak Park is hopeful the bureau will enter into three additional partnerships with Broadview, Forest Park and River Forest. A total of \$50,000 has been built into our 2020 budget for funding from these other communities, which reduces the funding need from the Village of Oak Park.



In the twenty-five years since Visit Oak Park was incorporated, there has never been a more exciting time for the bureau or local tourism in Oak Park. Over the course of the past year, Visit Oak Park has taken our local tourism to the next level while setting the stage for even more next year. With the bureau's new direction and the recent designation of Unity Temple as a UNESCO World Heritage Site, there is no better time for the village to support Visit Oak Park.

Enclosed is Visit Oak Park's 2020 budget request, which demonstrates a commitment to further cutting administrative costs, building new partnerships, and executing data-driven and results-oriented marketing.

Please find the following requested documents:

- 2020 Agency and Program Budget
- Chart of Existing Staff and Interns detailing salary and benefits
- 2019 Budget and YTD Actuals
- Report of 2019 Accomplishments to Date
- 2018 Audit

Thank you for your time and consideration of our request. I am happy to meet with you at any time to discuss the request and to answer any questions.

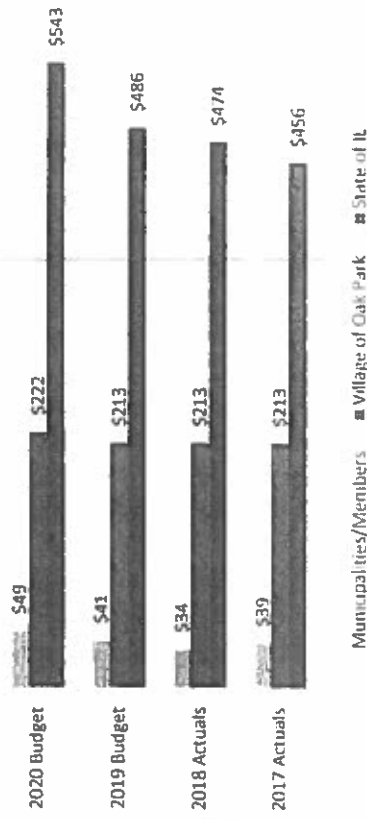
Sincerely,

A handwritten signature in black ink, appearing to read "Eric C. Wagner". The signature is stylized with a large, sweeping "E" and a long, horizontal stroke at the end.

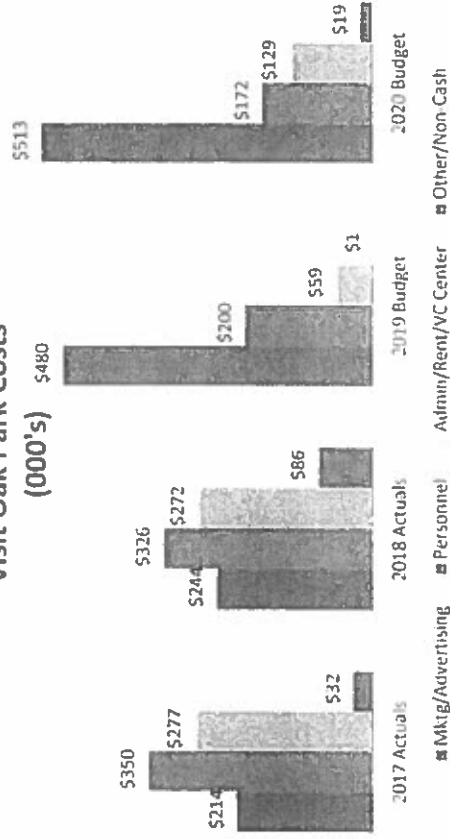
Eric C. Wagner
President & CEO
Visit Oak Park

Visit Oak Park
Funding Request from Village of Oak Park
Calendar Year 2020
Submitted August 2019

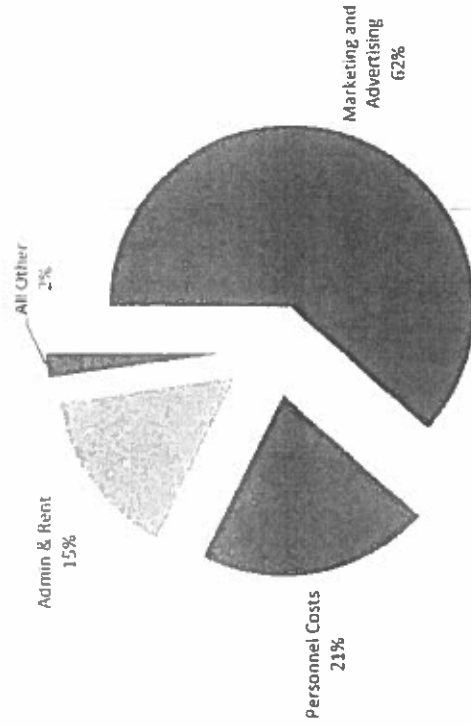
Visit Oak Park Revenue (Excl Visitor's Center)
(000's)



Visit Oak Park Costs
(000's)



Visit Oak Park 2020 Budgeted Costs



Key Points:

- Calendar year 2020 revenue is budgeted to be \$814k; expenses are planned to be \$833k; the loss of \$19k is due to non-cash items
- Grant funding from the State of Illinois has grown to \$543k, increasing the required revenue match from other sources to \$272k
- Visit Oak Park is requesting \$222k from the Village of Oak Park, which is in line with hotel/motel tax projections
- Visit Oak Park continues to actively seek funding from other municipalities to fulfill remaining match requirements of \$50k
- Anticipated Marketing & Advertising expenses of \$512k represent 62% of budgeted expenses and 63% of revenue
- Planned headcount includes one full-time employee and one part-time employee; accounting services are outsourced to a 3rd party
- Admin costs will continue to decline in 2021 as existing leases terminate and Visit Oak Park transitions to shared services
- Other costs include non-cash transactions such as depreciation

Visit Oak Park
Funding Request from Village of Oak Park
Calendar Year 2020
Submitted August 2019

P&L Line Item	Calendar Year Results Accrual Basis *					2020 Budget Incr/(Decr) to 2019 Budget
	2017 Full Year Actuals	2018 Full Year Actuals	June Year-to- Date 2019	2019 Full Year Budget	Proposed Full Year 2020 Budget	
State of IL	455,969	474,255	242,987	485,973	542,637	56,664
Village of Oak Park	212,500	212,500	106,250	212,500	222,000	9,500
Membership/Municipality	38,845	33,615	27,580	41,033	49,319	8,286
Subtotal Revenue Prior to Visitor Center	707,314	720,370	376,816	739,506	813,956	74,450
Memo: Village of Oak Park Rev as % of Total	30%	29%	28%	29%	27%	
Visitor Center & Misc Revenue	171,322	180,983	10	-	-	-
Total Revenue	878,636	901,353	376,826	739,506	813,956	74,450
Visitor Center - Cost of Product/Merchant Fees	116,851	75,451	527	-	-	-
Visitor Center - Rent	67,047	76,963	13,374	-	22,754	22,754
Visitor Center - All Other Costs (Excl Personnel)	17,185	26,381	3,507	-	1,500	1,500
Subtotal Visitor Center Costs	201,083	178,796	17,407	-	24,254	24,254
Total Advertising & Marketing	213,756	243,888	275,635	480,000	512,889	32,889
Memo: % of Total Revenue	24%	27%	73%	65%	63%	
Personnel Costs (Visitor Center & Admin Office) ***	349,878	325,965	69,728	200,000	172,372	(27,628)
Memo: % of Total Revenue	40%	36%	19%	27%	21%	
Professional Fees **	7,265	40,210	29,072	10,000	63,000	53,000
Rent of Admin Office	27,224	29,676	14,497	26,804	15,400	(11,404)
All Other Admin Costs	41,692	23,783	7,863	22,002	26,046	4,044
Subtotal Admin	76,181	93,668	51,431	58,806	104,446	45,640
Non Cash - Inventory **	(3,799)	51,211	-	-	-	-
Non Cash - Depreciation **	6,294	1,197	16,850	-	14,090	14,090
Non Cash - Visitor Guide Amort & All Other **	23,927	32,649	7,371	-	5,146	5,146
Fees, Interest & Other	5,747	1,190	688	700	(5)	(705)
Subtotal Other **	32,168	86,247	24,909	700	19,231	18,531
Memo: Total Non-Cash	26,422	85,057	24,221	-	19,236	19,236
Total Costs	873,067	928,564	439,111	739,506	833,191	93,685
Net Income - Accrual Basis	5,570	(27,211)	(62,285)	-	(19,236)	(19,236)

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. However, the above information is stated on a calendar year to align with the Village of Oak Park calendar year planning cycle.

** Visit Oak Park's reorganization and the closing of the Visitor's Center took place in December 2018. The restructuring required the one-time, non-cash expense of balance sheet items including inventory, leasehold improvements and Visitor Guides. The lease of the Visitor Center space terminates in March 2021. It is under sublease through August 2019 at less than cost. Visit Oak Park continues to work with a broker to find a sublease for the duration of the lease.

*** The 2019 budget submission assumed that the Finance Director would be hired as a Visit Oak Park employee. Instead, the position was filled by a 3rd party, which is why the 2020 budget shows an increase in professional fees and a decrease in personnel costs. Professional fees also include costs for the financial audit, broker fees to sublease the Visitor Center space, and 3rd party assistance to complete a new strategic plan.

Visit Oak Park
Funding Request from Village of Oak Park
Marketing & Advertising Program Detail
Calendar Year 2020

Vendor (if Known)	Description of Activities	Calendar Year Budget
TBD *		
Arrivalist/Misc	TV & digital advertising and sponsorships	\$ 382,899
TimeZoneOne/Misc	Advertising campaign data	30,000
TBD	Social media & Communications	24,000
Adara	Video and photography assets	20,000
CrowdRiff	Credit card spending data	15,000
TimeZoneOne/Misc	User-generated content for marketing	12,000
U.S. Travel Association	Website hosting, maintenance, domains, etc	11,280
Unity Temple/Misc	Economic Impact Study data	7,210
Rafael Nieves, a5, The Printing Store	Annual Meeting	3,000
Illinois Conference of Conventions & Visitor Bureaus	Printed materials (invitations, post cards, etc)	2,500
Various	Membership	2,200
TimeZoneOne	Familiarization Tours	2,000
	Illinois Governor's Conference	800
Total		\$ 512,889

* Advertising spending for 2020 has not been committed. Potential vendors include Facebook, Comcast, Open House Chicago, etc.

Visit Oak Park
Funding Request from Village of Oak Park
Salaries & Benefits
Calendar Year 2020

<u>Position</u>	<u>Full or Part Time</u>	<u>2020 Salary</u>	<u>2020 Payroll Taxes</u>	<u>2020 Benefits</u>	<u>Total Personnel Costs</u>
President & CEO	Full-Time	100,039	8,586	11,174	119,799
Writer	Part-Time	47,970	4,603		52,573
Total		148,009	13,189	11,174	172,372



July 23, 2019

Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending June 30, 2019. Please note that due to the seasonality of tourism, not all of our service deliverables will have actual results in every quarter. In addition, as the new website was launched in June 2019, we expect to begin reporting on some of our website and social media metrics in Q3 or Q4 of this year. Our submission includes the following

- Completed Visit Oak Park scope of deliverables template (provided by the Village of Oak Park)
- Visit Oak Park calendar year-to-date unaudited financial statements as of June 30, 2019
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY19 grant agreement with the Illinois Department of Commerce and Economic Opportunity for April 2019 through June 2019
- Visit Oak Park key attraction attendance as of June 30, 2019 with comparisons to prior years

Sincerely,



Eric Wagner
President & CEO
Visit Oak Park
Eric@visitoakpark.com
708-524-7800

Visit Oak Park

Scope of Service Requirements

- 1 Promote Village events and tourism on behalf of Oak Park.
- 2 Act as a catalyst for organizations to promote potential tourist attraction.
- 3 Publish an annual consumer marketing brochure and develop targeted initiatives to support events.
- 4 Consult with the boards and organizations of specific attractions to increase sales.
- 5 Offer assistance to mitigate adverse traffic congestion from tourism events.
- 6 Offer recommendation to Village to mitigate adverse traffic during tourism events.
- 7 Implement coordination on tourism policies related to movement of buses.
- 8 Recommend tourism policies to the Village across all affected areas of tourism.
- 9 Facilitate management opportunities for attraction businesses.
- 10 Disseminate a master calendar of events updated daily.
- 11 Provide referral services to groups visiting Oak Park setting up events.
- 12 Coordinate marketing strategies expanding meetings/conventions in Village.
- 13 Continue cooperation with State Office of Tourism.
- 14 Maintain website and all social media for Visit Oak Park.
- 15 Quantify the economic impact of tourism on Oak Park in intercept studies.
- 16 Cooperate with Chicago Public Transit Authority to promote tourism in Village.
- 17 Continue to work with OPEDC as welcoming center and sharing visitor data.

Scope of Service Deliverables

- 1 Quarterly Village report to include:
quarterly reports required by the Illinois Department of Tourism
actual financial reports for quarter-to-date
measure return on investment (digital advertising placement, attractions, purchase conversions)
measure ROI for tv, radio, print and out of home placements
measure Visit Oak Park social media performance (shares, likes, views, paid advertising campaigns)
track and report earned media coverage (Advertising Value Equivalency, impressions, circulation)
measure VisitOakPark.com website performance (unique visits, video views, downloads, sign-up)
measure consumer e-blast performance (open rates, click through rates)
measure group tour performance (trade show attendance, hotel room bookings)
measure and compare all values to previous year
report on activities (attractions, hotels, tourism stakeholders)

- 2 Annual report to include:
create and publish a tourism impact report (work with U.S. Travel Association)
solicit annual feedback from key area attractions (short survey)

Completed Q2 (April to June) 2019 Comments

Yes	The Inspiration travel guide was included in Midwest Living's May/June issue with circulation of 320k 70k copies of the guide were also polybagged and distributed through the Chicago Tribune in June Ongoing collaboration in process with the Frank Lloyd Wright Trust, Downtown Oak Park, Brookfield Zoo, etc
Yes	Midwest Living Inspiration Guide with circulation of 320k distributed in May/June 2019
Yes	Ongoing As needed
Yes	As needed
Yes	TBD pending new strategic plan
No	Ongoing
Yes	New Visit Oak Park website went live in June 2019 with a full listing of area events
Yes	As needed
No	TBD pending new strategic plan
Yes	Ongoing: reports required quarterly by Illinois Office of Tourism
Yes	Ongoing: TimeZoneOne was contracted to manage social media through September 2019
Yes	Annually
Yes	As needed
Yes	Hired Adara to provide credit card spending data that can be shared with OPEDC later in 2019
Completed	Q2 (April to June) 2019 Comments
Yes	Included in submission to Village of Oak Park
Yes	Included in submission to Village of Oak Park
No	No ads purchased during Q2; data will be available in Q3/Q4
No	ROI for print (inspiration guide, for example) generally not available
No	Social media campaign was just launched in June 2019; data will begin to become available in Q3/Q4
Yes	Ongoing: media coverage from fam tours is received weeks or months after the tour
No	New website was launched in June 2019; data will begin to become available in Q3/Q4
No	Outside of social media and the website, Visit Oak Park has not yet engaged tourists through newsletters, email blasts, etc.
No	The next group tour is scheduled for Q3 2019 (July)
No	What is this?
Yes	Attraction attendance included in submission to Village of Oak Park See IL Dept of Tourism Report for full list of activities
No	TBD; reported annually
No	TBD; completed annually in the fall

**Visit Oak Park
Profit & Loss**
January through June 2019 & 2018
Accrual Basis

	2019 Actuals	2019 Budget *	Incr/(Decr) vs Budget	Note	2018 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	242,997	242,987	-		231,268	11,718 e	
403 · VILLAGE FUNDING	106,250	106,250	-		106,250	-	
410 · MEMBERS & SPONSORS	27,580	21,895	5,685 g		23,415	4,165	
420 · VISITOR CENTER INC	10		10		75,511	(75,501) f	
480 · OTHER INCOME	0		0		111	(111)	
Total Income	376,826	371,131	5,695		436,554	(59,728)	
Gross Profit	376,826	371,131	5,695		436,554	(59,728)	
Expense							
500 · VISITOR CENTER OPS	17,407	11,575	5,832 b		98,730	(81,323) f	
600 · ADVERTISING & MARKETING	275,635	269,070	6,564 c		189,137	106,498 g	
730 · PERSONNEL	63,729	80,798	(11,070) d		187,232	(97,504) h	
810 · ADMINISTRATIVE COSTS	51,431	53,611	(2,180)		35,260	16,172 i	
900 · OTHER EXPENSES	768	-	768		800	(32)	
Total Expense	414,970	415,055	(85)		471,158	(56,188)	
Net Ordinary Income	(38,144)	(43,923)	5,779		(34,604)	(3,543)	
Other Income/Expense							
Other Expense	24,141	20,833	3,307		(576)	24,717 j	
Net Other Income	(24,141)	(20,833)	(3,307)		576	(24,717)	
Net Income/(Loss)	(62,285)	(64,757)	2,472		(34,028)	(28,268)	
Advertising & Marketing as % of Total Expense	86%				36%		
Personnel as % of Total Expense	17%				35%		
Visitor Center as % of Total Expense	4%				21%		
Admin/Other as % of Total Expense	13%				8%		
Total	100%				100%		

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2019 through March 2019. The FY19 budget represents the "revised" budget that was approved by the board of directors.

a) Visit Oak Park's membership program was replaced with municipal destination marketing service agreements; the first two agreements were signed with the Villages of Riverside and Brookfield, which drove increased revenue.

b) The Visitor's Center was closed on December 31, 2018, but Visit Oak Park is still under lease obligations. The space is being sublet, and the unfavorability to budget relates to building RET and CAM operational cost increases that are passed thru to tenants.

c) Advertising and marketing costs exceed plan as the Villages of Riverside and Brookfield engaged Visit Oak Park to build out new websites for their communities.

d) Personnel costs are under plan due to the timing of the hiring of a part-time writer.

e) State funding is higher than prior year due to overall increases in grant funding by the Illinois Department of Commerce.

f) The Visitor's Center was closed on December 31, 2018. Therefore, visitor center revenue is down \$76k versus prior year, and visitor center operational costs are down \$81k.

g) Marketing and Advertising costs are higher than prior year as the closing of the Visitor's Center and additional headcount attrition has allowed Visit Oak Park to increase the investment in advertising.

h) Personnel costs are below prior year due to headcount reductions caused by restructuring and the closing of the Visitor's Center.

i) Administrative costs are higher than prior year as the part-time finance director position is being filled by a 3rd party instead of an employee.

Visit Oak Park FY19 LTCB 4th Quarter Performance Measures

Overall Leisure Market Goal: Increase the number of visitors to the Oak Park area

Objective 1: Increase brand awareness for Visit Oak Park through website & content development, a printed inspirational travel guide, and social media and consumer newsletter strategies.

- **Website & Content Development Results:**
 - Website RFP developed, administered and completed (Q1 – Q2)
 - Website RFP awarded to TimeZoneOne to develop new, state-of-the-art, mobile-friendly website (Q1 – Q2)
 - New website developed Q1 through Q3 and officially launched in Q4 with a special launch event held at Unity Temple
 - Developed new, Destination Marketing Partnerships with the Villages of Brookfield and Riverside which provided Visit Oak Park with match funding in exchange for the creation and execution of community website content, marketing and advertising and unique landing pages with separate IP addresses for two communities with the CVB (Q3 & Q4)
- **Content Development:**
 - Content development strategy completed (Q1 – Q2)
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Contracted Meredith Media and Lukas Keapproth to create marketing assets for our key local attractions (Q1 – Q2)
 - Website itineraries developed and ready to upload to the website prior to launch (Q3)
 - Part-time content writer, who was hired in March 2019, created written content for the new website (Q4)
- **New Visit Oak Park brand developed and completed (Q1 – Q2)**
- **New Visit Oak Park brand video developed and completed (Q1 – Q3)**
- **Inspiration Travel Guide (Q1 – Q4):**
 - Editorial content for Oak Park Area Inspiration Guide completed
 - Purchased 320,000 copies to be distributed through Meredith in May/June
 - Purchased 70,000 copies to be distributed through Chicago Magazine in May/June
 - Purchased 6,000 overrun copies to be distributed to local attractions, municipalities & businesses
- **Social Media/Consumer Newsletters:**
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Social Media strategy developed (Q1 – Q2)
 - Contracted TimeZoneOne to manage Social Media execution from website launch through September 2019 (Q3 & Q4)

Objective 2: Increase Advertising and Marketing through out of home advertising, traditional media and digital media

- **Out of Home:**
 - July through September, 18,500 visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q1)
 - October through December, 7,184 English visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q2)
 - October through December, 26,105 international visitor guides were successfully distributed to the Tourist Information Centers (Q2)
 - In January, 39,360 English visitor guides were distributed to the Tourist Information Centers, which represented the final distribution of the guides (Q3)
 - Unveiled Visit Oak Park #amazingforall mural (Q2)
 - Hosted the Amazing for All LGBTQ exhibit at the 19th Century Club with the Chicago Legacy Project and OPALGA; 2,200 attendees (Q2)
 - Engaged in a co-op with the Village of Park to display attraction and community photos on the windows of the Emerson building in Oak Park, near the Metra train station (Q3)
 - Accepted five awards for local businesses accepted into the Illinois Made program. The businesses were honored at Visit Oak Park's new website launch in June 2019 (Q4)
- **Traditional Media :**
 - May 2018 through April 2019, Visit Oak Park purchased a half panel map advertisement to include in CTM Media Chicago Visitor's Map (Q1)
 - Visit Oak Park received a free promotional listing in Midwest Living Magazine (full circulation with 950,000 subscribers/3.1MM readers (Q3)
 - Visit Oak Park received a free promotional ad in Midwest Living's e-newsletter that was distributed to 62,000 subscribers in June 2019 (Q4)
- **Digital Media:**
 - In July 2018, 6 social media posts were boosted to advertise local attractions, including Brookfield Zoo (Q1)
 - A new, digital summer campaign in the amount of \$76,000 was launched through TimeZoneOne in June 2019 and will run through October 2019 (Q4).

Objective 3: Increase Group Tour/Motorcoach Market Presence through travel trade advertising, trade shows and familiarization trips

- **Trade Shows:** (to be considered for FY20)
- **Group Tours:**
 - Established summer 2019 Oak Park and River Forest gangster tours and relocated the tour start from Visit Oak Park to the 19th Century Club due to the closure of the Visitor's Center (Q3 & Q4)
 - A SeeCago bus tour was booked to take place on July 26, 2019. A group of 50 people will come to Oak Park to visit Frank Lloyd Wright's Home & Studio and Unity Temple and dine at The Little Gem restaurant (Q3)

- **Familiarization Trips (Q1 – Q4):**
 - In August 2018, LGBTQ influencers Visited Frank Lloyd Wright's Home & Studio and Unity Temple and dined at Hamburger Mary's
 - Coverage in Brazil's Viag Magazine included a 7 page spread of Chicago, including Frank Lloyd Wright's Home & Studio and Unity Temple, Hamburger Mary's and the First United Church of Oak Park; circulation was 30k, and media value was \$27k
 - Coverage on Japan's longest standing LGBTQ website, Glad-xx, included Hamburger Mary's in Oak Park
 - In September 2018, Veronica Lee from the United Kingdom visited the Frank Lloyd Wright Home & Studio and Unity Temple and dined at Hemingway's restaurant
 - Print coverage included circulation of 239,443 and digital coverage included circulation of 117,762,714; total media value was \$60k
 - In October 2018, Visit Oak Park hosted the Illinois TIC fam trip with visits to the FLW Home and Studio and Brookfield Zoo; 20 overnight stay hotel bookings generated (Q2)
 - In May 2019, Visit Oak Park hosted Jürgen Fritsch from Germany as part of the Great Lakes fam tour. Mr. Fritsch toured the Frank Lloyd Wright Home & Studio and Unity Temple, dined at Poor Phils and stayed overnight at the Carleton
 - In June 2019, Visit Oak Park hosted the LGBTQ global fam tour, with visits to the Frank Lloyd Wright Home and Studio and Unity Temple with lunch at The Little Gem. Influencers came from the United Kingdom, Germany and Mexico

**VISIT OAK PARK
REPORT ON THE AUDIT
OF THE FINANCIAL STATEMENTS
FOR THE YEARS ENDED
JUNE 30, 2018 AND 2017**

VISIT OAK PARK
TABLE OF CONTENTS

	<u>Page(s)</u>
Independent Auditors' Report	2 - 3
Statements of Financial Position	4
Statement of Activities	
For the Year Ended June 30, 2018	5
For the Year Ended June 30, 2017	6
Statements of Cash Flows	7 - 8
Notes to the Financial Statements	9 - 14
Supplementary Information:	
Schedule of Functional Expenses	
For the Year Ended June 30, 2018	15
For the Year Ended June 30, 2017	16
Budgetary Comparison Schedule - LTCB State Grant	17
Budgetary Comparison Schedule - International Grant	18
Independent Auditors' Report on Internal Control over Financial Reporting and on Compliance and Other Matters Based on Audits of Financial Statements Performed In Accordance with <i>Government Auditing Standards</i>	19 - 20



INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Visit Oak Park

We have audited the accompanying financial statements of Visit Oak Park (an Illinois not-for-profit corporation), which comprise the statements of financial position as of June 30, 2018 and 2017, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Visit Oak Park as of June 30, 2018 and 2017, and the changes in its net assets and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

Report on Supplementary Information

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information on pages 15-18 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audits of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated October 22, 2018, on our consideration of Visit Oak Park's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of audits performed in accordance with *Government Auditing Standards* in considering Visit Oak Park's internal control over financial reporting and compliance.

Kuntle & Associates, P.C.

**VISIT OAK PARK
STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2018 AND 2017**

ASSETS

	2018	2017
CURRENT ASSETS		
Cash	\$ 69,004	\$ 58,483
Accounts Receivable (Net of Allowance for Doubtful Accounts of \$0, Respectively)	6,020	2,795
Inventory	53,714	45,926
Prepaid Supplies	41,740	40,951
TOTAL CURRENT ASSETS	<u>170,478</u>	<u>148,155</u>
FIXED ASSETS		
Furniture and Fixtures	10,351	10,351
Equipment and Software	14,675	14,675
Leasehold Improvements	25,963	25,963
	<u>50,989</u>	<u>50,989</u>
Less – Accumulated Depreciation and Amortization	24,559	20,362
TOTAL FIXED ASSETS	<u>26,430</u>	<u>30,627</u>
OTHER ASSETS		
Security Deposits	6,254	6,254
TOTAL OTHER ASSETS	<u>6,254</u>	<u>6,254</u>
 TOTAL ASSETS	 <u><u>\$ 203,162</u></u>	 <u><u>\$ 185,036</u></u>

LIABILITIES AND NET ASSETS

	2018	2017
CURRENT LIABILITIES		
Accounts Payable	\$ 8,091	\$ 25,533
Note Payable	6,813	6,444
Deferred Rent	1,743	0
TOTAL CURRENT LIABILITIES	<u>16,647</u>	<u>31,977</u>
NON-CURRENT LIABILITIES		
Note Payable	4,153	10,966
Deferred Rent	5,772	6,693
TOTAL NON-CURRENT LIABILITIES	<u>9,925</u>	<u>17,659</u>
TOTAL LIABILITIES	<u>26,572</u>	<u>49,636</u>
NET ASSETS		
Unrestricted	<u>176,590</u>	<u>135,400</u>
TOTAL NET ASSETS	<u>176,590</u>	<u>135,400</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u><u>\$ 203,162</u></u>	 <u><u>\$ 185,036</u></u>

See The Accompanying Notes To The Financial Statements.

**VISIT OAK PARK
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2018**

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
PUBLIC SUPPORT AND REVENUES				
Government Grants	\$ 672,786	\$ 0	\$ 0	\$ 672,786
Promotional Items Sales (Net of Cost of Sales of \$105,858)	61,925	0	0	61,925
Membership Dues and Promotions	33,215	0	0	33,215
Ticket Sales	13,476	0	0	13,476
Miscellaneous Income	219	0	0	219
Interest Income	1	0	0	1
Net Assets Released from Restrictions	0	0	0	0
TOTAL PUBLIC SUPPORT AND REVENUES	<u>781,622</u>	<u>0</u>	<u>0</u>	<u>781,622</u>
FUNCTIONAL EXPENSES				
Program Services				
Marketing and Promotion	334,270	0	0	334,270
Visitor Services	218,566	0	0	218,566
Total Program Services	552,836	0	0	552,836
Management and General	183,118	0	0	183,118
Fundraising	4,478	0	0	4,478
TOTAL FUNCTIONAL EXPENSES	<u>740,432</u>	<u>0</u>	<u>0</u>	<u>740,432</u>
CHANGE IN NET ASSETS	<u>41,190</u>	<u>0</u>	<u>0</u>	<u>41,190</u>
NET ASSETS,				
BEGINNING OF YEAR	<u>135,400</u>	<u>0</u>	<u>0</u>	<u>135,400</u>
END OF YEAR	<u>\$ 176,590</u>	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 176,590</u>

See The Accompanying Notes To The Financial Statements.

**VISIT OAK PARK
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2017**

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
PUBLIC SUPPORT AND REVENUES				
Government Grants	\$ 672,817	\$ 0	\$ 0	\$ 672,817
Promotional Items Sales (Net of Cost of Sales of \$102,037)	41,634	0	0	41,634
Membership Dues and Promotions	34,130	0	0	34,130
Ticket Sales	12,238	0	0	12,238
Miscellaneous Income	7,509	0	0	7,509
Net Assets Released from Restrictions	0	0	0	0
TOTAL PUBLIC SUPPORT AND REVENUES	768,328	0	0	768,328
EXPENSES AND LOSSES				
Functional Expenses				
Program Services				
Marketing and Promotion	374,285	0	0	374,285
Visitor Services	188,877	0	0	188,877
Total Program Services	563,162	0	0	563,162
Management and General	180,250	0	0	180,250
Fundraising	5,791	0	0	5,791
Total Functional Expenses	749,203	0	0	749,203
Loss on Disposal of Fixed Assets	18,955	0	0	18,955
TOTAL EXPENSES AND LOSSES	768,158	0	0	768,158
CHANGE IN NET ASSETS	170	0	0	170
NET ASSETS, BEGINNING OF YEAR	135,230	0	0	135,230
END OF YEAR	\$ 135,400	\$ 0	\$ 0	\$ 135,400

See The Accompanying Notes To The Financial Statements.

**VISIT OAK PARK
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017**

	2018	2017
CASH FLOWS FROM OPERATING ACTIVITIES		
Received from Public and Grants	\$ 884,254	\$ 863,538
Interest Received	1	0
Paid to Suppliers and Employees	(866,482)	(859,779)
Interest Paid	(808)	(1,433)
Income Taxes Paid	0	0
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>16,965</u>	<u>2,326</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Payments on Purchase of Fixed Assets	<u>0</u>	<u>(1,246)</u>
NET CASH USED IN INVESTING ACTIVITIES	<u>0</u>	<u>(1,246)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Principal Payments on Note Payable	(6,444)	(7,562)
Principal Payments on Line of Credit	0	(30,000)
Advances on Note Payable	<u>0</u>	<u>20,000</u>
NET CASH USED IN FINANCING ACTIVITIES	<u>(6,444)</u>	<u>(17,562)</u>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	10,521	(16,482)
CASH AND CASH EQUIVALENTS,		
BEGINNING OF PERIOD	<u>58,483</u>	<u>74,965</u>
END OF PERIOD	<u><u>\$ 69,004</u></u>	<u><u>\$ 58,483</u></u>

See The Accompanying Notes To The Financial Statements.

**VISIT OAK PARK
STATEMENTS OF CASH FLOWS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017**

	2018	2017
RECONCILIATION OF CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES		
Change in Net Assets	<u>\$ 41,190</u>	<u>\$ 170</u>
Adjustments to Reconcile Change in Net Assets to Net Cash Provided By Operating Activities:		
Depreciation and Amortization	4,197	6,794
Loss on Disposal of Fixed Assets	0	18,955
Changes in Certain Assets and Liabilities:		
Accounts Receivable	(3,225)	265
Inventory	(7,788)	10,985
Prepaid Supplies	(789)	9,781
Accounts Payable	(17,442)	(42,315)
Accrued Severance Pay	0	(6,092)
Deferred Rent	<u>822</u>	<u>3,783</u>
Total Adjustments	<u>(24,225)</u>	<u>2,156</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u><u>\$ 16,965</u></u>	<u><u>\$ 2,326</u></u>

See The Accompanying Notes To The Financial Statements.

VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017

NOTE 1- NATURE OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A) Organization and Nature of Activities

The mission of the Visit Oak Park, (the "Organization") is to promote the Oak Park area as a tourism destination. In addition to the Village of Oak Park, the Organization serves 17 other communities: Bellwood, Berkeley, Broadview, Brookfield, Elmwood Park, Forest Park, Franklin Park, Hillside, Maywood, Melrose Park, North Riverside, Northlake, River Grove, River Forest, Riverside, Schiller Park and Westchester.

Marketing and Promotion Program - Focuses on promotion of the Oak Park area and 17 other communities including placing advertisements in national and regional travel magazines and hosting special events within the served areas.

Visitor Services Program - Includes running a full time gift shop featuring both Oak Park area and Chicago specific merchandise, local artist goods on consignment, variety of Frank Lloyd Wright souvenirs and local tour tickets.

B) Basis of Accounting

The Organization's accounts are maintained on the accrual basis of accounting. Grants and other contributions are reported as temporarily restricted support if they are received with stipulations that limit the use of the funding. When the restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Expenses are recorded when incurred.

C) Basis of Presentation

The Organization reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The Organization does not use fund accounting.

**VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017**

**NOTE 1 - NATURE OF ORGANIZATION AND SUMMARY OF SIGNIFICANT
ACCOUNTING POLICIES (CONTINUED)**

D) Accounting Policies

Cash and Cash Equivalents - For purposes of reporting cash flows, cash is defined as cash on hand, amounts held at financial institutions, and short-term highly liquid investments that are readily convertible to known amounts of cash. Investments with an original maturity of three months or less are considered short-term for these purposes.

Allowance for Doubtful Accounts - Management provides for probable uncollectible amounts through bad debt expense and an adjustment to a valuation allowance based on its assessment of the current status of individual receivables from grants and donations. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the valuation allowance and a credit to the applicable accounts receivable. The allowance for doubtful accounts at June 30, 2018 and 2017 is \$0, respectively.

Inventory - Inventories are stated at the lower of cost, determined by the first in, first out method, or net realizable value.

Fixed Assets - Fixed assets are recorded at cost. Expenditures for repairs and maintenance are charged to expense as incurred, whereas renewals and betterments that extend the lives of property are capitalized. The Organization capitalizes capital expenditures above \$500. Depreciation and amortization is computed on the straight-line method over various useful lives. Depreciation and amortization expense for the years ended June 30, 2018 and 2017 is \$4,197 and \$6,794, respectively.

Use of Estimates - The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Donated Services - Donated services are recognized as revenues at their estimated fair value when they create or enhance nonfinancial assets or they require specialized skills which would need to be purchased if they were not donated. The Organization receives donated services from a variety of unpaid volunteers assisting the Organization in its charitable programs. No amounts have been recognized for these services in the accompanying statement of activities because the criteria for recognition of such volunteer effort have not been satisfied.

VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017

NOTE 1 - NATURE OF ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

D) Accounting Policies (Continued)

Income Taxes - The Organization is a not-for-profit organization that is exempt from income taxes under Section 501(c)(6) of the Internal Revenue Code and is classified by the Internal Revenue Service as other than a private foundation. The Organization has no unrelated business income during the years ended June 30, 2018 and 2017, and therefore, no provision for federal or state income taxes has been made in the accompanying financial statements. With few exceptions, the Organization is no longer subject to examinations by major tax jurisdictions for tax years 2014 or prior.

NOTE 2 - NOTE PAYABLE AND LINE OF CREDIT

Long-term debt consists of the following at June 30:

	2018	2017
\$20,000 Note payable to Forest Park National Bank maturing on January 28, 2020, with an interest rate of 5.50% and monthly payments of principal and interest of \$604, secured by the assets of the Organization.	\$ 10,966	\$ 17,410
Total Debt	10,966	17,410
Less -- Current Portion	6,813	6,444
Net Long-Term Debt	<u>\$ 4,153</u>	<u>\$ 10,966</u>

Future maturities of the note payable are as follows:

For the Year Ended June 30, 2019 \$ 4,153

The Organization had a \$55,000 line of credit agreement, originally dated July 10, 2016, with Forest Park National Bank with an interest rate of 5% and secured by assets of the Organization. The balance on the line of credit was paid off during the year ended June 30, 2017 and the line of credit was closed. On January 30, 2017, the Organization entered into a new \$30,000 line of credit agreement with Forest Park National Bank with an 5.25% interest rate and secured by assets of the Organization. At June 30, 2018 and 2017, the balance on the line of credit is \$0, respectively.

VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017

NOTE 3 - CONDITIONAL GRANT RECEIVABLE

The Organization has a grant agreement with The Village of Oak Park that consists of providing conditional funding during the years ended June 30, 2018 and 2017. A corresponding grants receivable has not been recorded on the statements of financial position as the conditional grant is contingent upon incurring qualifying expenditures and fulfilling milestones. Conditional promises to give are recognized when the conditions on which they depend upon are substantially met. Unrecorded conditional grant receivable amounts to \$106,250 as of June 30, 2018 and 2017, respectively.

NOTE 4 - SUMMARY OF GRANT / CONTRACT FUNDING

The Organization was primarily funded through the following grant and contract for the year ended June 30, 2018:

<u>Funding Source</u>	<u>Grant/Contract Number</u>	<u>Grant/Contract Period</u>	<u>Total Grant/Contract</u>	<u>Recognized Support</u>
Illinois Department of Commerce and Economic Opportunity - LTCB Grant	18-751037	7/1/17 - 6/30/18	444,536	\$ 444,536
Illinois Department of Commerce and Economic Opportunity - International Grant	18-373003	7/1/17 - 6/30/18	9,000	9,000
The Village of Oak Park	N/A	1/1/17 - 12/31/17	212,500	106,250
The Village of Oak Park	N/A	1/1/18 - 12/31/18	212,500	106,250
Municipal Funding	N/A	N/A	N/A	6,750
Total Grant and Contract				<u>\$ 672,786</u>

VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017

NOTE 4 - SUMMARY OF GRANT / CONTRACT FUNDING (CONTINUED)

The Organization was primarily funded through the following grant and contract for the year ended June 30, 2017:

<u>Funding Source</u>	<u>Grant/Contract Number</u>	<u>Grant/Contract Period</u>	<u>Total Grant/Contract</u>	<u>Recognized Support</u>
Illinois Department of Commerce and Economic Opportunity - LTCB Grant	18-751037	7/1/16 - 6/30/17	467,402	\$ 467,402
The Village of Oak Park	N/A	1/1/16 - 12/31/16	212,500	95,415
The Village of Oak Park	N/A	1/1/17 - 12/31/17	212,500	106,250
Municipal Funding	N/A	N/A	N/A	3,750
Total Grant and Contract				<u>\$ 672,817</u>

NOTE 5 - CONCENTRATIONS

The Organization receives a major portion of its revenue from the Illinois Department of Commerce and Economic Opportunity and the Village of Oak Park. The level of services available in the future could be impacted if the Organization were to lose the support of these entities.

NOTE 6 - LEASE COMMITMENTS

On November 19, 2014, the Organization entered into a lease for its administrative office under a five year noncancellable operating lease through November 30, 2019, which calls for monthly payments of \$1,968 with annual rent increases. The Organization also entered into a 60 month lease for its Visitor's Center on March 19, 2015 for the period of March 10, 2016 through March 31, 2021. The lease calls for monthly rent payments ranging from \$4,603 to \$5,250.

Deferred rent liability in the accompanying balance sheet results from the straight-line recognition of rent expense over the terms of the lease agreements. Rent expense for the years ended June 30, 2018 and 2017 is \$96,367 and \$96,087, respectively.

Future minimum payments under the terms of the leases are as follows:

For the Year Ended June 30, 2019	\$	86,101
2020		72,722
2021		<u>47,250</u>
	\$	<u>206,073</u>

**VISIT OAK PARK
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEARS ENDED JUNE 30, 2018 AND 2017**

NOTE 7 - SUBSEQUENT EVENTS

The date to which events occurring after June 30, 2018, the date of the most recent statement of financial position, have been evaluated for possible adjustment to the financial statements or disclosure is October 22, 2018, which is the date on which the financial statements were available to be issued.

VISIT OAK PARK
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2018

	Program Services			Management and General	Fundraising	Total
	Marketing and Promotion	Visitor Services	Total Program Services			
FUNCTIONAL EXPENSES						
Accounting Services	\$ 0	\$ 0	\$ 0	\$ 12,338	\$ 0	\$ 12,338
Advertising and Promotion	170,822	0	170,822	0	0	170,822
Conferences	4,922	0	4,922	5,145	0	10,067
Depreciation and Amortization	0	0	0	4,197	0	4,197
Employee Benefits	9,593	26,072	35,665	3,136	0	38,801
Information Technology	16,273	235	16,508	7,278	0	23,786
Insurance	0	0	0	7,775	0	7,775
Interest & Fees	0	0	0	4,676	0	4,676
Market Research	7,210	0	7,210	0	0	7,210
Miscellaneous	0	0	0	793	0	793
Occupancy	0	70,384	70,384	26,805	0	97,189
Office Expenses	1,212	2,059	3,271	11,044	0	14,315
Other Services	0	0	0	4,751	0	4,751
Payroll Taxes	9,877	9,479	19,356	8,614	0	27,970
Salaries	95,303	90,476	185,779	83,579	4,478	273,836
Tour Expenses	12,938	0	12,938	0	0	12,938
Travel	6,120	0	6,120	0	0	6,120
Utilities	0	7,051	7,051	2,114	0	9,165
Training	0	0	0	873	0	873
Visitor Center Operations	0	12,810	12,810	0	0	12,810
TOTAL FUNCTIONAL EXPENSES	<u>\$ 334,270</u>	<u>\$ 218,566</u>	<u>\$ 552,836</u>	<u>\$ 183,118</u>	<u>\$ 4,478</u>	<u>\$ 740,432</u>

**VISIT OAK PARK
SCHEDULE OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2017**

	Program Services			Management and General	Fundraising	Total
	Marketing and Promotion	Visitor Services	Total Program Services			
FUNCTIONAL EXPENSES						
Accounting Services	\$ 0	\$ 0	\$ 0	\$ 5,548	\$ 0	\$ 5,548
Advertising and Promotion	183,483	0	183,483	0	0	183,483
Conferences	5,655	0	5,655	2,293	0	7,948
Depreciation and Amortization	0	0	0	6,794	0	6,794
Employee Benefits	8,238	19,446	28,684	7,965	0	36,649
Information Technology	32,651	1,172	33,823	14,478	0	48,301
Insurance	0	0	0	6,686	0	6,686
Interest & Fees	0	0	0	3,749	0	3,749
Market Research	7,000	0	7,000	0	0	7,000
Occupancy	0	68,624	68,624	27,463	0	96,087
Office Expenses	1,428	1,010	2,438	15,167	0	17,605
Other Services	0	0	0	3,759	0	3,759
Payroll Taxes	7,366	4,390	11,756	14,798	411	26,965
Salaries	110,286	83,387	193,673	69,938	5,380	268,991
Tour Expenses	10,651	0	10,651	0	0	10,651
Travel	6,527	0	6,527	0	0	6,527
Utilities	0	8,537	8,537	1,612	0	10,149
Visitor Center Operations	0	2,311	2,311	0	0	2,311
TOTAL FUNCTIONAL EXPENSES	\$ 374,285	\$ 188,877	\$ 563,162	\$ 180,250	\$ 5,791	\$ 749,203

**VISIT OAK PARK
BUDGETARY COMPARISON SCHEDULE - LTCB STATE GRANT
FOR THE GRANT YEAR ENDED JUNE 30, 2018**

	Budget	Actual	Variance
REVENUES			
Grant Income	\$ 444,536	\$ 444,536	\$ 0
EXPENDITURES			
Personnel	155,649	155,547	102
Fringe Benefits	46,481	46,877	(396)
Travel	4,122	3,284	838
Contractual Services	115,224	114,812	412
Telecommunications	2,231	2,504	(273)
Training and Education	2,260	2,883	(623)
Direct Administrative	40,754	40,549	205
Other Miscellaneous Costs	3,132	2,453	679
Advertising	74,183	75,056	(873)
Familiarization Tours	500	571	(71)
TOTAL EXPENDITURES	<u>444,536</u>	<u>444,536</u>	<u>0</u>
EXCESS REVENUES OVER EXPENDITURES	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>

VISIT OAK PARK
BUDGETARY COMPARISON SCHEDULE - INTERNATIONAL STATE GRANT
FOR THE GRANT YEAR ENDED JUNE 30, 2018

	Budget	Actual	Variance
REVENUES			
Grant Income	\$ 9,000	\$ 9,000	\$ 0
EXPENDITURES			
Advertising	8,500	8,500	0
Familiarization Tours	500	500	0
TOTAL EXPENDITURES	<u>9,000</u>	<u>9,000</u>	<u>0</u>
EXCESS REVENUES OVER EXPENDITURES	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>



**INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL
REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON
AUDITS OF FINANCIAL STATEMENTS PERFORMED
IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS**

To the Board of Directors of
Visit Oak Park

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of Visit Oak Park (a nonprofit organization), which comprise the statements of financial position as of June 30, 2018 and 2017, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements, and have issued our report thereon dated October 22, 2018.

Internal Control over Financial Reporting

In planning and performing our audits of the financial statements, we considered Visit Oak Park's internal control over financial reporting (internal control) to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of Visit Oak Park's internal control over financial reporting. Accordingly, we do not express an opinion on the effectiveness of Visit Oak Park's internal control.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Organization's financial statements will not be prevented, or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over financial reporting that might be material weaknesses or significant deficiencies and therefore, material weakness or significant deficiencies may exist that were not identified.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether Visit Oak Park's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the organization's internal control over financial reporting or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the organization's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

This report is intended solely for the information and use of the audit committee, management and the Illinois Department of Commerce and Economic Opportunity, and is not intended to be and should not be used by anyone other than these specified parties.

Knuttle & Associates, P.C.



April 24, 2019

Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending March 31, 2019. Please note that due to the seasonality of tourism, not all of our service deliverables will have actual results in every quarter. In addition, some of our metrics have been put on hold until our website relaunches later this spring/summer. We expect to begin reporting on those items in Q3 of this year. Our submission includes the following:

- Completed Visit Oak Park scope of deliverables template (provided by the Village of Oak Park)
- Visit Oak Park calendar year-to-date unaudited financial statements as of March 31, 2019
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY19 grant agreement with the Illinois Department of Commerce and Economic Opportunity for January 2019 through March 2019
- Visit Oak Park key attraction attendance as of March 31, 2019 with comparisons to prior years

Sincerely,



Eric Wagner
President & CEO
Visit Oak Park
Eric@visitoakpark.com
708-524-7800

2019 Village Partner Agency Scope of Service Requirements and Scope of Service Deliverables

Visit Oak Park

Scope of Service Requirements

- 1 Promote Village events and tourism on behalf of Oak Park.
- 2 Act as a catalyst for organizations to promote potential tourist attraction.
- 3 Publish an annual consumer marketing brochure and develop targeted initiatives to support events.
- 4 Consult with the boards and organizations of specific attractions to increase sales.
- 5 Offer assistance to mitigate adverse traffic congestion from tourism events.
 - a. Offer recommendation to Village to mitigate adverse traffic during tourism events.
- 6 Implement coordination on tourism policies related to movement of buses.
- 7 Recommend tourism policies to the Village across all affected areas of tourism.
- 8 Facilitate management opportunities for attraction businesses.
- 9 Disseminate a master calendar of events updated daily.
- 10 Provide referral services to groups visiting Oak Park setting up events.
- 11 Coordinate marketing strategies expanding meetings/conventions in Village.
- 12 Continue cooperation with State Office of Tourism.
- 13 Maintain website and all social media for Visit Oak Park.
- 14 Quantify the economic impact of tourism on Oak Park in intercept studies.
- 15 Cooperate with Chicago Public Transit Authority to promote tourism in Village.
- 16 Continue to work with OPEDC as welcoming center and sharing visitor data.

Scope of Service Deliverables

1 Quarterly Village report to include:

- quarterly reports required by the Illinois Department of Tourism
- actual financial reports for quarter-to-date
- measure return on investment (digital advertising placement, attractions, purchase conversions)
- measure ROI for tv, radio, print and out of home placements
- measure Visit Oak Park social media performance (shares, likes, views, paid advertising campaigns)
- track and report earned media coverage (Advertising Value Equivalency, impressions, circulation)
- measure VisitOakPark.com website performance (unique visits, video views, downloads, sign-up)
- measure consumer e-blast performance (open rates, click through rates)
- measure group tour performance (trade show attendance, hotel room bookings)
- measure and compare all values to previous year
- report on activities (attractions, hotels, tourism stakeholders)

Completed Q1 (Jan to March) 2019 Comments

- Yes Ongoing
- Yes Ongoing
- Yes Midwest Living Inspiration Guide with circulation of 320k to be distributed in May 2019
- Yes Ongoing
- Yes As needed
- Yes Ongoing
- No TBD
- Yes Ongoing
- Yes Will go live with launch of website in May/June 2019
- Yes Ongoing
- Yes Ongoing
- Yes Ongoing; reports required quarterly by Illinois Office of Tourism
- Yes Ongoing
- Yes Annually
- Yes Ongoing based on upcoming ads
- No TBD

Completed Q1 (Jan to March) 2019 Comments

- Yes Included in submission to Village of Oak Park
- Yes Included in submission to Village of Oak Park
- No No ads purchased during Q1
- No No ads purchased during Q1
- No TBD; will begin once website launches in May/June 2019
- Yes Farm Tours in fall of 2018 resulted in media coverage through Q1; see IL Dept of Tourism Report
- No TBD; will begin once website launches in May/June 2019
- No TBD; will begin once website launches in May/June 2019
- No No group tours in Q1 2019
- No What is this?
- Yes Attraction attendance included in submission to Village of Oak Park
- See IL Dept of Tourism Report for full list of activities

2 Annual report to include:

- create and publish a tourism impact report (work with U.S. Travel Association)
- solicit annual feedback from key area attractions (short survey)

- No TBD; reported annually
- No TBD; completed annually

Visit Oak Park
Balance Sheet Prev Year Comparison
As of March 31, 2019

1:49 PM
04/01/2019
Accrual Basis

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
11001 · Forest Park National-checking	63,423	138,290	(74,867)	(54%)
11002 · Community Bank	4,763	2,071	2,692	130%
11003 · FPNB Money Market	150,098		150,098	100%
11090 · Petty Cash-Visitor Ctr		325	(325)	(100%)
Total Checking/Savings	218,284	140,686	77,598	55%
Accounts Receivable				
12000 · Accounts Receivable	16,293	1,270	15,023	1,183%
Total Accounts Receivable	16,293	1,270	15,023	1,183%
Other Current Assets				
13000 · Visitor Guide & Brochure onhand				
13050 · English Guides		7,139	(7,139)	(100%)
13100 · Foreign Language Guides		26,915	(26,915)	(100%)
Total 13000 · Visitor Guide & Brochure onhand		34,054	(34,054)	(100%)
14000 · Gift Certificates		(10)	10	100%
14100 · Inventory -Visitor Center		48,090	(48,090)	(100%)
Total Other Current Assets		82,134	(82,134)	(100%)
Total Current Assets	234,577	224,090	10,487	5%
Fixed Assets				
15000 · Furniture and Fixtures	10,351	10,351		
15001 · Equipment	14,674	14,674		
15002 · Leasehold Improvements	25,963	25,963		
15500 · Accumulated Depreciation	(24,559)	(26,262)	1,703	6%
Total Fixed Assets	26,429	24,726	1,703	7%
Other Assets				
16000 · Security Deposits	6,254	6,254		
Total Other Assets	6,254	6,254		
TOTAL ASSETS	267,260	255,070	12,190	5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
20000 · Accounts Payable (operating)	(275)	18,866	(19,141)	(101%)
Total Accounts Payable	(275)	18,866	(19,141)	(101%)
Credit Cards				
21500 · Chase Credit Card	797	3,434	(2,637)	(77%)
Total Credit Cards	797	3,434	(2,637)	(77%)
Other Current Liabilities				
21250 · Sales Tax Payable		1,462	(1,462)	(100%)
23150 · Term Loan-FPNB		12,609	(12,609)	(100%)
Total Other Current Liabilities		14,071	(14,071)	(100%)
Total Current Liabilities	522	36,371	(35,849)	(99%)
Long Term Liabilities				
25100 · Deferred Rent Calculated	7,515	6,693	822	12%
Total Long Term Liabilities	7,515	6,693	822	12%
Total Liabilities	8,037	43,064	(35,027)	(81%)
Equity				
32000 · Retained Earnings	176,591	134,601	41,990	31%
Net Income	82,634	77,405	5,229	7%
Total Equity	259,225	212,006	47,219	22%
TOTAL LIABILITIES & EQUITY	267,262	255,070	12,192	5%

**Visit Oak Park
Profit & Loss**
January through March 2019 & 2018
Accrual Basis

	2019 Actuals	2019 Budget *	Incr/(Decr) vs Budget	Note	2018 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	121,493	121,493	-		115,634	5,859	
403 · VILLAGE FUNDING	53,125	53,125	-		53,125	-	
410 · MEMBERS & SPONSORS	10,355	12,160	(1,805)		14,950	(4,595)	
420 · VISITOR CENTER INC	10		10		24,819	(24,809)	d
480 · OTHER INCOME	0		0		59	(59)	
Total Income	184,983	186,778	(1,795)		208,587	(23,604)	
Gross Profit	184,983	186,778	(1,795)		208,587	(23,604)	
Expense							
500 · VISITOR CENTER OPS	3,054	8,296	(5,242)	a	42,389	(39,334)	d
600 · ADVERTISING & MARKETING	48,953	48,941	11		48,434	519	
730 · PERSONNEL	30,065	39,776	(9,711)	b	90,449	(60,384)	e
810 · ADMINISTRATIVE COSTS	20,914	31,461	(10,547)	c	11,992	8,922	f
900 · OTHER EXPENSES	768	-	768			768	
Total Expense	103,754	128,475	(24,721)		193,263	(89,509)	
Net Ordinary Income	81,229	58,303	22,925		15,324	65,905	
Other Income/Expense							
Other Expense	9,107	9,152	(45)		13,137	(4,031)	
Net Other Income	(9,107)	(9,152)	45		(13,137)	4,031	
Net Income/(Loss)	72,122	49,152	22,970		2,186	69,936	
Advertising & Marketing as % of Total Expense	47%				25%		
Personnel as % of Total Expense	29%				47%		
Visitor Center as % of Total Expense	3%				22%		
Admin/Other as % of Total Expense	21%				6%		
Total	100%				100%		

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2019 through March 2019. The FY19 budget represents the "revised" budget that was approved by the board of directors.

a) The Visitor's Center was closed on December 31, 2018, but Visit Oak Park is still under lease obligations. The space is being sublet, and favorability to budget relates to timing of rental payments and receipts.

b) Personnel costs are under plan due to the timing of the hiring of a part-time writer.

c) Administrative costs are under plan due to the timing of the broker fee related to finding a long-term sublease for the visitor center space.

d) The Visitor's Center was closed on December 31, 2018. Therefore, visitor center revenue is down \$25k versus prior year, and visitor center operational costs are down \$39k.

e) Personnel costs are below prior year due to headcount reductions caused by restructuring.

f) Administrative costs are higher than prior year as the part-time finance director position is being filled by a contractor instead of an employee.



STATE OF ILLINOIS PERIODIC FINANCIAL REPORT

Periodic Financial Report (PFR) Instructions

The Periodic Financial Report (PFR) is a standard, uniform statewide financial reporting format used by all state agencies to collect financial information from recipients of state grant awards. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the Uniform Grant Agreement (UGA), all grant awards are subject to periodic financial reporting.

General instructions for completing the PFR are contained below. **PLEASE READ ALL INSTRUCTIONS BEFORE COMPLETING THE PFR.** Please contact the state agency's point of contact specified in the "State Agency Contacts" section of your UGA if additional support is needed completing the PFR.

Report Submission

1. The grantee must submit the PFR and any forms required by the awarding state agency as specified in the UGA. State awarding agencies have discretion to add to or supplement the PFR as necessary.
2. The PFR must be submitted to the attention of the state agency's points of contact specified in the "State Agency Contacts" section of your UGA in accordance with the requirements established in the award document.

Reporting Requirements

1. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the UGA, all grant awards are required to submit a PFR in accordance with the terms established in the UGA.
2. The Category / Program Expenses or line items of the PFR template should correspond to the current, approved grant budget. All program-specific line items included in the approved budget should be included in the PFR.
3. Use "N/A" for Not Applicable if a data field in Sections (a) through (w) is not relevant to the grant agreement (e.g., Program Income). Terms of the UGA dictate if a field is relevant.
4. The frequency of the PFR is specified in the Notice of Funding Opportunity (NOFO) and the UGA. The PFR must be submitted within the specified time frames.. A submittal will be considered "late" if it is more than 15 calendar days past the due date or the date specified by the State agency's JCAR Rules (including approved extensions.)
5. Under the terms of the Grant Funds Recovery Act (30 ILCS 705/4, 1), "Grantor agencies may withhold or suspend the distribution of grant funds for failure to file requirement reports." If the report is more than 30 calendar days delinquent, without any approved written explanation by the grantee, the entity will be placed on the Illinois Stop Payment List. (Refer to the Grantee Compliance Enforcement System for detail about the Illinois Stop Payment List: <https://www.illinois.gov/sites/GATA/Pages/ResourceLibrary.aspx>.)
6. A final PFR shall be required at the completion of the grant term. For final PFRs, the reporting period end date shall be the end date of the project / grant award.
7. A separate consolidated year-end financial report traced to the organization's financial statement is also required. The Consolidated Year-end Financial Report is inclusive of all State of Illinois funding received by the grantee organization. A separate reporting template and instructions are provided for consolidated year-end reporting.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR
	State Agency/Grantor	State Awarding Agency Name.
(a)	Grantee Name	Enter the name of the grantee as exactly stated in the UGA.
(b)	Grant Number	Number assigned by the state awarding agency to the grant award and specified in the UGA.
(c)	CSFA	Number assigned through the Catalog of State Financial Assistance.
(d)	CFDA(s)	Enter the Catalog of Federal Domestic Assistance (CFDA) number(s) as stated in the UGA. If the program is funded by more than one CFDA, list each CFDA number.
(e)	Appropriation Number(s) (State Agency Use Only)	(F or State Agency Use Only) Enter the 16 digit State Appropriation code(s) that fund the grant.
(f)	FEIN Number	Enter the grantee's Federal Employer Identification Number provided by the Internal Revenue Service.
(g)	DUNS	Enter the grantee's Dun and Bradstreet number.
(h)	Program Name and/or Code	Enter the program name and / or code exactly stated in the UGA.
(i)	Date Prepared	Enter date PFR was developed and submitted by the grantee to the awarding state agency.
(j)	Agreement Period	Indicate the start and end date established in the UGA. This may span multiple years, based on the terms of the UGA.
(k)	Report Period	Enter the start and ending date of the reporting period. The reporting frequency is specified in the UGA.
(l)	Final Report for Award Period	Mark the box to identify this PFR is the final report required for the Agreement Period specified in Section (j).
(m)	No changes from prior reporting period and/or No new expenses	Mark the box if there are no changes from the prior reporting period and/or no new expenses.
(n)	Indirect Cost Rate	Enter the Indirect Cost Rate percentage (%) as accepted by your State Cognizant Agency for indirect cost reimbursement on this particular award. (Example: 10%) - If no indirect cost reimbursement is requested please enter 0%
(o)	Approved Indirect Cost Rate Base	Enter the Indirect Cost Base description as accepted by your State Cognizant Agency for indirect cost reimbursement on this particular award. (Example: Modified Total Direct Costs - MTDC) - If no indirect cost reimbursement is requested please enter N/A.
(p)	Program Restrictions	Based on the UGA, select "Yes" or "No" to indicate if there are funding-related program restrictions that will be monitored.
(q)	List of Restrictions	Specify the program restriction(s) if Section (p) was marked "Yes".
(r)	Mandatory Match %	If the UGA includes a mandatory match, select "Yes" and identify percentage in the field provided. If the UGA does not include a mandatory match, select "No".
(s)	Specify Match	Specify the match percentage if Section (r) was marked "Yes".



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR
(t)	Program Income (Award to Date)	Enter the cumulative amount of grant program income earned to date including current reporting period. Apply agency policy if required to include program income under budget to actual reporting.
(u)	Program Income (In current reporting period)	Enter the amount of grant program income earned during the current reporting period.
(v)	Interest Earned (Award to Date)	Enter the cumulative amount of grant interest earned to date including current reporting period.
(w)	Interest Earned (In current reporting period)	Enter the amount of grant interest earned during the current reporting period.
(x)	Category / Program Expenses	Enter all current and approved line items as exactly stated within the current, approved grant budget. All program expenses must align with specified line items.
(y)	Current Approved Budget (Enter this item first for every Category/Program Expense)	Enter the most current, approved budget amount for each program expense line item.
	Approved Budget	
	Remaining Balance Available	AUTO CALCULATED: Approved Budget for the line item minus Post Adjustment Grant Expenses (Award to Date)
	Expend %	AUTO CALCULATED: Post Adjustment Grant Expenses (Award to Date) divided by Approved Budget for the line item.
(z)	Grant Expenditures	
	Current Period Grant Expense	Enter the amount of expenditures for each line item being reported as expenditures for this award during the period identified in Section (k).
	Prior Approved Grant Expenses	Enter the amount of expenses by line item reported and approved for this line item prior to this reporting period.
	Grant Expense Adjustment	Enter any adjustments / corrections needed to restate expenditures reported in a prior period.
	Post Adjustment Grant Expenses (Award to Date)	AUTO CALCULATED: Sum of Current Period Grant Expenses, Prior Approved Grant Expenses and Adjustments.
(aa)	Current Period Match	Enter amount of cash and in-kind contributions to the grant program for the current reporting period's match requirements. See 2 CFR 200.306.
	Cash	Enter amount of cash contributed to the grant program for the current reporting period.
	In-Kind	Enter value of non-cash contributions to the grant program for the current reporting period.
	Total	AUTO CALCULATED: Total of Cash and In-kind contributions to the grant program in the current reporting period.
(bb)	Total Match (Award to Date)	Enter prior reporting period Total match based on the Previous PFR (Prior Award to Date) plus Total of Current Period Match for the grant program.
(cc)	Total Direct Expenses	AUTO CALCULATED: Sum of the line entries in each column for section (y), (z), (aa) and (bb).
(dd)	Indirect Costs	Enter computed indirect costs based on Sections (n) and (o).
(ee)	Total Expenditures	AUTO CALCULATED: Total Direct Expenses plus Indirect Costs.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR (continued)
	<i>Grantee Certification (2 CFR 200.415)</i>	Federal Uniform Guidance (2 CFR 200.415) requires an authorized grantee representative to certify the accuracy of the information provided in the PFR
(ff)	<i>Name and Title of Authorized Grantee Representative</i>	Enter the name and title of the grantee representative certifying the PFR. This individual must be authorized to represent the grantee in this capacity.
(gg)	<i>Date Submitted</i>	Enter the date the Authorized Grantee Representative submitted the PFR.
(hh)	<i>Email</i>	Enter the email address of the Authorized Grantee Representative certifying the PFR.
(ii)	<i>Telephone Number</i>	Enter the phone number of the Authorized Grantee Representative certifying the PFR.
(jj)	<i>Name and Title of State Agency Authorized Individual</i>	State agency representative authorized to review and approve PFR.
(kk)	<i>Date Received</i>	Date the state agency representative received the submitted PFR.
(ll)	<i>Date Approved</i>	Date the state agency representative approves the PFR.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 19-751037	(c) CSFA 420-25-0524	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)	
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared 04/17/2019	
(j) Agreement Period 07/01/2018 thru 06/30/2019		(k) Report Period 01/01/2019 thru 03/31/2019		(l) Final Report for Award Period <input type="checkbox"/>	(m) No changes from prior reporting period and/or No new expenses <input type="checkbox"/>	
(n) Indirect Cost Rate: 0.00		%				
(p) Program Restrictions: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		(q) List of Restrictions: N/A				
(r) Mandatory Match %: Yes <input checked="" type="checkbox"/> 50.00		%		No <input type="checkbox"/>	(s) Specify Match: 50%	
(t) Program Income (Award to Date) \$0.00		(u) Program Income (In current reporting period) \$0.00		(v) Interest earned (Award to Date) \$98.40		(w) Interest earned (In current reporting period) \$97.85

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1001 Personnel (Salaries & Wages)	93,222.74	11,175.30	88.01	14,808.09	67,239.35		82,047.44				ADD DEL	
1002 Fringe Benefits	22,849.44	2,529.32	88.93	2,708.38	17,611.74		20,320.12				ADD DEL	
1003 Travel			0.00								ADD DEL	
1005 Supplies			0.00								ADD DEL	
1006 Contractual Services & Subawards	141,729.00	34,634.00	75.56	49,920.00	57,175.00		107,095.00				ADD DEL	
1007 Consultant (Professional Services)	7,000.00	0.00	100.00		7,000.00		7,000.00				ADD DEL	
1009 Occupancy (Rent & Utilities)	28,975.00	7,723.89	73.34	4,854.22	16,396.89		21,251.11				ADD DEL	
1010 Research & Development (R&D)			0.00								ADD DEL	



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1011 Telecommunications	3,973.00	1,571.94	60.43	736.24	1,664.82		2,401.06					ADD DEL
1012 Training & Education	790.00	0.00	100.00		790.00		790.00					ADD DEL
1013 Direct Administrative Costs	2,852.27	1,345.87	52.81	247.02	1,259.38		1,506.40					ADD DEL
1014 Miscellaneous Costs			0.00									ADD DEL
1015 A Advertising	183,081.55	178,860.95	2.31		4,220.60		4,220.60					ADD DEL
B Familiarization Tours	1,500.00	1,131.14	24.59		368.86		368.86					ADD DEL
5001 Personnel (Salaries & Wages)			0.00					12,186.00		12,186.00	74,428.28	ADD DEL
5002 Fringe Benefits			0.00					2,602.77		2,602.77	12,149.10	ADD DEL
5003 Travel			0.00									ADD DEL
5004 Equipment			0.00									ADD DEL
5005 Supplies			0.00									ADD DEL
5006 Contractual Services & Subawards			0.00					260.20		260.20	6,295.46	ADD DEL
5007 Consultant (Professional Services)			0.00					11,460.40		11,460.40	39,081.70	ADD DEL
5009 Occupancy (Rent & Utilities)			0.00					4,524.67		4,524.67	29,013.83	ADD DEL
5010 Research & Development (R&D)			0.00									ADD DEL
5011 Telecommunications			0.00									ADD DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Grant Adjustment Expenses (award to date)	Cash	In-kind	Total		
5012 Training & Education			0.00									ADD DEL
5013 Direct Administrative Costs			0.00					4,562.14		4,562.14	16,934.93	ADD DEL
5014 Miscellaneous Costs			0.00									ADD DEL
5015 A. Advertising			0.00								2,301.87	ADD DEL
B. Familiarization Tours			0.00									ADD DEL
			0.00									ADD DEL
(cc) TOTAL DIRECT EXPENSES	485,973.00	238,972.41	50.83	73,273.95	173,726.64		247,000.59	35,596.18		35,596.18	180,205.17	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	485,973.00	238,972.41	50.83	73,273.95	173,726.64		247,000.59	35,596.18		35,596.18	180,205.17	



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

GRANTEE CERTIFICATION (2CFR 200.415)

By signing [authorizing] this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the [related] expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of the award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

(ff) Name and Title of Authorized Grantee Representative:

President & CEO

(gg) Date Submitted:

(hh) E-mail: *ENG@HSTOALPARK.COM*

(ii) Telephone Number:

708-534-7800

STATE AGENCY USE ONLY

(jj) Name and Title of State Agency Individual Authorized to Approve Report:

(kk) Date Received:

(ll) Date Approved:



STATE OF ILLINOIS PERIODIC PERFORMANCE REPORT

Periodic Performance Report (PPR) Instructions

The Periodic Performance Report (PPR) is a standard, uniform statewide performance progress reporting format used by all state agencies to collect performance information from recipients of state grant awards. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the Grant Agreement (UGA), all grant awards are subject to periodic performance reporting.

General instructions for completing the PPR are contained below. **PLEASE READ ALL INSTRUCTIONS BEFORE COMPLETING THE PPR.** Please contact the state agency's points of contact specified in the "State Agency Contacts" section of your UGA if additional support is needed completing the PPR.

If the UGA specifies an alternative file or external database for grant performance reporting, the grantee should mark the shaded box in the PPR accordingly. In the *File Name or Database Source* field, enter the name of the alternative file or database utilized. The grantee is not required to complete Sections 14 - 22 if the information is provided in an alternative format specified in the UGA.

Report Submission

1. The grantee must submit the PPR cover page and any forms required by the awarding state agency as specified in the UGA.
2. The PPR must be submitted to the attention of the state agency's points of contact specified in the "State Agency Contacts" section of your UGA in accordance with the requirements established in the award document.
3. If additional space is needed to support the PPR, supplemental pages should be attached. As indicated on the PPR, responses to Sections 14 - 22 may be provided in a separate format. If additional pages are provided, the pages should be numbered and must reference:
 - a. Grant number
 - b. Grantee organization
 - c. DUNS number
 - d. FEIN
 - e. Period covered by the PPR

Reporting Requirements

1. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the UGA, all grant awards are required to submit a PPR in accordance with the terms established in the UGA.
2. The frequency of the PPR is specified in the Notice of Funding Opportunity (NOFO) and the UGA. The PPR must be submitted within the specified time frames. A submittal will be considered "late" if it is more than 15 calendar days past the due date or the date specified by the State agency's JCAR Rules (including approved extensions.)
3. Under the terms of the Grant Funds Recovery Act (30 ILCS 705/4.1), "Grantor agencies may withhold or suspend the distribution of grant funds for failure to file requirement reports." If the report of more than 30 calendar days delinquent, without any approved written explanation by the grantee, the entity will be placed on the Illinois Stop Payment List. (Refer to the Grantee Compliance Enforcement System for detail about the Illinois Stop Payment List: <https://www.illinois.gov/sites/GATA/Pages/ResourceLibrary.aspx>.)
4. A final PPR shall be required at the completion of the grant award. For final PPRs, the reporting period end date shall be the end date of the project / grant period.



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instruction for PPR
1	Grantee Name (per UGA)	Enter the name of the grantee exactly as stated in the UGA.
2	Grant Number	Enter the number assigned by the awarding state agency; Grant Number specified in the UGA.
3	Grantee DUNS	Enter the grantee's Dun and Bradstreet number.
4	CSFA Number	Enter the number assigned to the program through the Catalog of State Financial Assistance.
5	Grantee FEIN	Enter the grantee's Federal Employer Identification Number provided by the Internal Revenue Service.
6	Program Name (per UGA)	Enter the program name exactly as stated in the UGA.
7	CFDA Number(s)	Enter the Catalog of Federal Domestic Assistance (CFDA) number(s) as stated in the UGA. If the program is funded by more than one CFDA, list each CFDA number.
8	State Agency (Grantor)	Enter the name of the state agency awarding the grant as identified in the UGA.
9	Agreement Period	Enter the agreement period established in the Grant Agreement. This may span multiple years, based on the terms of the UGA.
10	Report Period End Date	Enter the ending date of the reporting period. The reporting periods are specified in the UGA.
11	Final Report?	Mark appropriate box. Check "yes" only if this is the final or last PPR for the Agreement Period specified in Section 9.
12	Report Frequency	Select the appropriate term corresponding to the requirements specified in the UGA. "Other" may be used when a different reporting schedule is required due to Specific Conditions. State the frequency as state in the UGA Specific Conditions.
13	Prepared Date:	Enter date the PPR was prepared by the grantee.
Responses to Sections 14 - 22 may be provided in a separate format. All grantees must complete Section 23.		
14	Deliverable (if applicable)	<p>List all high-level deliverables required under the current, approved UGA. Enter one Deliverable per row.</p> <p>Examples of Deliverables could include:</p> <ul style="list-style-type: none">o Provide IT trainingo Purchase equipmento Hire contractorso Conduct workshopo Submit document <p>As delineated in the UGA, "Deliverables" are not "Performance Measures." Performance Measures are addressed in Section 18 - 22.</p> <p>Grantees are not required to report on deliverables that were due and <u>completed</u> in prior reporting periods.</p>
15	Due Date	Per the current, approved UGA , enter the Due Date for the corresponding Deliverable. This date may fall outside the time frame of the current PPR.
16	Date Completed	Enter the date the Deliverable task was completed. If the task has not yet been completed, leave this cell blank.



STATE OF ILLINOIS PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instruction for PPR
17	<i>Deliverable Explanation</i>	<p>Briefly explain progress towards meeting the Deliverable to inform the awarding agency of challenges and successes. If additional space is needed, attach a supporting narrative.</p> <p>A description of the challenges and plans for overcome must be provided if:</p> <ul style="list-style-type: none"> - Deliverable was completed after the Due Date, - Deliverable is not completed and the Due Date has passed, or - Grantee anticipates the Deliverable will not be completed by a future Due Date. <p>If the grantee is on pace to complete a Deliverable that comes due after the reporting period, the grantee should, at a minimum, enter "On schedule" in Section 17.</p>
18	<i>Performance Measures</i>	Enter all Performance Measures required in Exhibit E of under the <u>current, approved</u> UGA. Enter one Performance Measure per row.
19	<i>Performance Standard/Frequency</i>	<p>Based on the <u>current, approved</u> UGA, enter the Performance Standard (or target) for the corresponding Performance Measure and the reporting frequency (annual/quarterly/monthly/etc.) based on Exhibit F of the Grant Agreement.</p> <ul style="list-style-type: none"> - Examples of Performance Standards/Frequency could include: <ul style="list-style-type: none"> o 1,000 Persons Trained/quarter o \$250,000 capital leveraged/year o 500 Patients Rehabilitated/month <p>If the Performance Standard fluctuates over time per the UGA, the Standard listed should apply to the specific report period.</p>
20	<i>Results/Accomplishments in Reporting Period</i>	Based on the <u>current, approved</u> UGA, enter the actual results for the corresponding Performance Measure for the specific report period.
21	<i>Required (R) or Inform Only (IO)</i>	<p>Based on the <u>current, approved</u> UGA, indicate whether the performance standard in Section 19 is a grant "requirement."</p> <ul style="list-style-type: none"> - Enter "R" if meeting or exceeding the Performance Standard is necessary to satisfy grant terms. Failure to meet the Standard may indicate that the grantee in not in compliance. - Enter "IO" if the data is collected for programmatic or assessment purposes. Failure to meet an "IO" Performance Standard may not imply that the grantee is out of compliance.
22	<i>Performance Explanation - Award to Date</i>	<p>Mark the appropriate check box based on whether or not ALL performance accomplishments are on schedule with performance standards.</p> <p>Section 22 is not limited to the reporting period. Responses are <u>award to date</u>.</p> <p>If any performance measure results / accomplishments (Section 20) are below the required standards (Section 19), an explanation must be provided to inform the awarding agency about the deviation. Consider internal and external factors that impact performance. Attach a supporting narrative if additional space is needed.</p> <p>Grantees are <i>encouraged</i> to highlight factors that enable grant performance to exceed performance standards.</p>



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instructions for PPR
All grantees must complete Section 23.		
23	<i>Performance Accomplishment Correlated to Reported Expenses</i>	<p>Federal Uniform Guidance requires periodic reporting to correlate performance and expenses within a report period. Correlation reporting focuses on the degree to which expended resources are effectively achieving anticipated outcomes.</p> <p>Determine if grant performance (service / outcomes) is on schedule with the anticipated timing of incurred grant expenditures / earnings per the terms of the UGA. Mark the appropriate box. Per the UGA, the award may have services / outcomes that occur at a different time than the expense. The award may be on schedule because it is expected that expenses and services / outcomes occur at different intervals.</p> <p>Grantees must provide an explanation if grant performance to-date does not correlate to the timing of incurred expenses / earnings per UGA terms. Attach a supporting narrative if additional space is needed.</p> <p>Grantees are <i>encouraged</i> to inform the awarding agency if internal or external factors are causing a better than anticipated correlation.</p>
Grantee Certification / State Agency Acceptance		
<i>Grantee Certification</i> Federal Uniform Guidance (2 CFR 200.415) requires an authorized grantee representative certify the accuracy of the information provided in the PPR.		
24	<i>Name and Title of Authorized Individual from Grantee Organization</i>	Enter the name and title of the grantee representative certifying the PPR. This individual must be authorized to represent the grantee in this capacity.
25	<i>Phone Number</i>	Enter the phone number of the grantee representative certifying the PPR.
26	<i>Email Address</i>	Enter the email address of the grantee representative certifying the PPR.
27	<i>Name and Title of State Agency PPR Approver</i>	Enter the name and title of the state agency representative authorized to approve the PPR.
28	<i>Date Received</i>	Enter the date the state agency representative received the PPR.
29	<i>Date Approved</i>	Enter the date the state agency representative approves the PPR.



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

22. Performance Explanation - Award to Date:		
<input checked="" type="checkbox"/> All performance accomplishments are on schedule with performance standards.		Add - Delete
<input type="checkbox"/> Not all performance accomplishments are on schedule with performance standards. Explanation(s) required below: (Separate lines as appropriate.)		
		ADD
		DEL
23. Performance Accomplishments Correlated to Reported Expenses:		
<input checked="" type="checkbox"/> Performance is consistent with grant-to-date expected services and expenditures/earnings.		Add - Delete
<input type="checkbox"/> Performance is not consistent with grant-to-date expected services and expenditures/earnings. Explanation(s) required below: (Separate lines as appropriate.)		
		ADD
		DEL

GRANTEE CERTIFICATION (2 CFR 200.415)

By signing [authorizing] this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the [related] expenditures, disbursements, cash receipts and reported performance are for the purposes and objectives set forth in the terms and conditions of the award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

	24. Name and Title of Authorized Individual from <u>Grantee Organization</u> :	25. Phone Number
	President & CEO, Visit Oak Park	708-524-7800
		26. Email Address:
		eric@visitoakpark.com

STATE AGENCY USE ONLY

27. Name and Title of <u>State Agency</u> PPR Approver:	28. Date Received:	28. Date Approved:

Visit Oak Park

FY19 LTCB 3rd Quarter Performance Measures

Overall Leisure Market Goal: Increase the number of visitors to the Oak Park area

Objective 1: Increase brand awareness for Visit Oak Park through website & content development, a printed inspirational travel guide, and social media and consumer newsletter strategies.

- **Website & Content Development Results:**
 - Website RFP developed, administered and completed (Q1 – Q2)
 - Website RFP awarded to TimeZoneOne to develop new, state-of-the-art, mobile-friendly website (Q1 – Q2)
 - Website development in process and scheduled to go live in May 2019 (Q1 – Q3)
 - Developed new, Destination Marketing Partnerships with communities in CVB which will provide Visit Oak Park with match funding in exchange for the creation and execution of community website content, marketing and advertising, which includes separate website IP addresses and landing pages for communities (Q3)
- **Content Development:**
 - Content development strategy completed (Q1 – Q2)
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Contracted Meredith Media and Lukas Keapproth to create marketing assets for our key local attractions (Q1 – Q2)
 - Website itineraries developed and ready to upload to the website prior to launch (Q3)
 - Part-time content writer hired to draft website content prior to launch (Q3)
- **New Visit Oak Park brand developed and completed (Q1 – Q2)**
- **New Visit Oak Park brand video developed and completed (Q1 – Q3)**
- **Inspiration Travel Guide (Q1 – Q3):**
 - Editorial content for Oak Park Area Inspiration Guide completed
 - Purchased 320,000 copies to be distributed through Meredith in May/June
 - Purchased 70,000 copies to be distributed through Chicago Magazine in May/June
 - Purchased 6,000 overrun copies to be distributed to local attractions, municipalities & businesses
- **Social Media/Consumer Newsletters:**
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Social Media strategy developed (Q1 – Q2)
 - Contracted 3rd Party to manage Social Media execution from website launch through July 2019 (Q3)

Objective 2: Increase Advertising and Marketing through out of home advertising, traditional media and digital media

- **Out of Home:**
 - July through September, 18,500 visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q1)
 - October through December, 7,184 English visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q2)

- October through December, 26,105 international visitor guides were successfully distributed to the Tourist Information Centers (Q2)
- In January, 39,360 English visitor guides were distributed to the Tourist Information Centers, which represented the final distributed of the guides (Q3)
- Unveiled Visit Oak Park #amazingforall mural (Q2)
- Hosted the Amazing for All LGBTQ exhibit at the 19th Century Club with the Chicago Legacy Project and OPALGA; 2,200 attendees (Q2)
- Engaged in a co-op with the Village of Park to display attraction and community photos on the windows of the Emerson building in Oak Park, near the Metra train station (Q3)
- Five area businesses were selected as “Illinois Makers” as part of the Illinois Made program. The businesses will be announced via a press release in May 2019, and award presentations will follow (Q3)
- **Traditional Media :**
 - May 2018 through April 2019, Visit Oak Park purchased a half panel map advertisement to include in CTM Media Chicago Visitor’s Map (Q1)
 - Received a free promotional listing for Visit Oak Park in Midwest Living Magazine (full circulation with 950,000 subscribers/3.1MM readers (Q3)
- **Digital Media:**
 - In July 2018, 6 social media posts were boosted to advertise local attractions, including Brookfield Zoo (Q)
 - More to come in Spring/Summer of 2019 after the launch of the new website

Objective 3: Increase Group Tour/Motorcoach Market Presence through travel trade advertising, trade shows and familiarization trips

- **Trade Shows:** (to be considered for FY20)
- **Group Tours:**
 - Established summer 2019 Oak Park and River Forest gangster tours and relocated the tour start from Visit Oak Park to the 19th Century Club due to the closure of the Visitor’s Center (Q3)
 - A SeeCago bus tour was booked for a tour on July 26, 2019. A group of 50 people will be coming to Oak Park to visit Frank Lloyd Wright’s Home & Studio and Unity Temple and will dine at The Little Gem restaurant (Q3)
- **Familiarization Trips (Q1 – Q2):**
 - In August 2018, LGBTQ influencers Visited Frank Lloyd Wright’s Home & Studio and Unity Temple and dined at Hamburger Mary’s
 - Coverage in Brazil’s Viag Magazine included a 7 page spread of Chicago, including Frank Lloyd Wright’s Home & Studio and Unity Temple, Hamburger Mary’s and the First United Church of Oak Park; circulation was 30k, and media value was \$27k
 - Coverage on Japan’s longest standing LGBTQ website, Glad-xx, included Hamburger Mary’s in Oak Park
 - In September 2018, Veronica Lee from the United Kingdom visited the Frank Lloyd Wright Home & Studio and Unity Temple and dined at Hemingway’s restaurant
 - Print coverage included circulation of 239,443 and digital coverage included circulation of 117,762,714; total media value was \$60k
 - In October 2018, Visit Oak Park hosted the Illinois TIC fam trip with visits to the FLW Home and Studio and Brookfield Zoo; 20 overnight stay hotel bookings generated (Q2)

Visit Oak Park
Key Oak Park Attraction Attendance
2017, 2018 and 2019

Frank Lloyd Wright Home & Studio:

	January	February	March	April	May	June	July	August	September	October	November	December	March YTD	Full Year
2019	1,496	1,859	4,800										8,155	N/A
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	8,008	4,951	2,996	9,326	82,680
2017	1,133	2,327	4,585	7,555	9,730	10,259	11,037	10,553	9,770	9,744	5,935	3,390	8,045	86,018
Incr/(Decr) 2019 vs 2018	288	(50)	(1,409)										(1,171)	N/A
Incr/(Decr) 2018 vs 2017	75	(418)	1,624	(347)	(652)	(115)	275	(154)	(512)	(1,736)	(984)	(394)	1,281	(3,338)

Unity Temple:

	January	February	March	April	May	June	July	August	September	October	November	December	March YTD	Full Year
2019	343	396	923										1,662	N/A
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,351	1,259	577	2,095	18,245
2017							2,040	2,185	2,453	2,576	1,510	893	-	N/A
Incr/(Decr) 2019 vs 2018	(114)	73	(392)				178	182	(274)	(225)	(251)	(316)	(433)	N/A
Incr/(Decr) 2018 vs 2017													N/A	N/A

Pleasant Home:

	January	February	March	April	May	June	July	August	September	October	November	December	March YTD	Full Year
2019	38	70	64										172	N/A
2018	12	26	104	90	94	108	128	188	78	64	27	95	142	1,014
2017	29	43	59	139	160	72	188	93	80	135	67	89	131	1,154
Incr/(Decr) 2019 vs 2018	26	44	(40)	(90)	(94)	(108)	(128)	(188)	(78)	(64)	(27)	(95)	30	N/A
Incr/(Decr) 2018 vs 2017	(17)	(17)	45	(49)	(66)	36	(60)	95	(2)	(71)	(40)	6	11	(140)

Hemingway Birthplace Home & Museum:

	January	February	March	April	May	June	July	August	September	October	November	December	March YTD	Full Year
2019	159	166	460										785	N/A
2018	206	201	574	585	876	754	1,057	1,027	903	776	292	283	981	7,534
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	1,252	7,551
Incr/(Decr) 2019 vs 2018	(47)	(35)	(114)	(585)	(876)	(754)	(1,057)	(1,027)	(903)	(776)	(292)	(283)	(196)	N/A
Incr/(Decr) 2018 vs 2017	(32)	(87)	(152)	(141)	1	(37)	39	252	189	23	(84)	12	(271)	(17)

Note: 2017 was a record year for the Frank Lloyd Wright Home and Studio. The studio celebrated the 150th anniversary of Wright's birth, and Chicago hosted the Architecture Biennial.



July 23, 2019

Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending June 30, 2019. Please note that due to the seasonality of tourism, not all of our service deliverables will have actual results in every quarter. In addition, as the new website was launched in June 2019, we expect to begin reporting on some of our website and social media metrics in Q3 or Q4 of this year. Our submission includes the following:

- Completed Visit Oak Park scope of deliverables template (provided by the Village of Oak Park)
- Visit Oak Park calendar year-to-date unaudited financial statements as of June 30, 2019
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY19 grant agreement with the Illinois Department of Commerce and Economic Opportunity for April 2019 through June 2019
- Visit Oak Park key attraction attendance as of June 30, 2019 with comparisons to prior years

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Wagner", is written over the typed name and title.

Eric Wagner
President & CEO
Visit Oak Park
Eric@visitoakpark.com
708-524-7800

Visit Oak Park

Scope of Service Requirements

- 1 Promote Village events and tourism on behalf of Oak Park.
- 2 Act as a catalyst for organizations to promote potential tourist attraction.
- 3 Publish an annual consumer marketing brochure and develop targeted initiatives to support events.
- 4 Consult with the boards and organizations of specific attractions to increase sales.
- 5 Offer assistance to mitigate adverse traffic congestion from tourism events.
 - a. Offer recommendation to Village to mitigate adverse traffic during tourism events.
- 6 Implement coordination on tourism policies related to movement of buses.
- 7 Recommend tourism policies to the Village across all affected areas of tourism.
- 8 Facilitate management opportunities for attraction businesses.
- 9 Disseminate a master calendar of events updated daily.
- 10 Provide referral services to groups visiting Oak Park setting up events.
- 11 Coordinate marketing strategies expanding meetings/conventions in Village.
- 12 Continue cooperation with State Office of Tourism.
- 13 Maintain website and all social media for Visit Oak Park.
- 14 Quantify the economic impact of tourism on Oak Park in intercept studies.
- 15 Cooperate with Chicago Public Transit Authority to promote tourism in Village.
- 16 Continue to work with OPEDC as welcoming center and sharing visitor data.

Scope of Service Deliverables

- 1 Quarterly Village report to include:
 - Quarterly reports required by the Illinois Department of Tourism
 - actual financial reports for quarter-to-date
 - measure return on investment (digital advertising placement, attractions, purchase conversions)
 - measure ROI for tv, radio, print and out of home placements
 - measure Visit Oak Park social media performance (shares, likes, views, paid advertising campaigns)
 - track and report earned media coverage (Advertising Value Equivalency, impressions, circulation)
 - measure VisitOakPark.com website performance (unique visits, video views, downloads, sign-up)
 - measure consumer e-blast performance (open rates, click through rates)
 - measure group tour performance (trade show attendance, hotel room bookings)
 - measure and compare all values to previous year
 - report on activities (attractions, hotels, tourism stakeholders)

2 Annual report to include:

- create and publish a tourism impact report (work with U.S. Travel Association)
- solicit annual feedback from key area attractions (short survey)

Completed Q2 (April to June) 2019 Comments

Yes	The inspiration travel guide was included in Midwest Living's May/June issue with circulation of 320k
Yes	70k copies of the guide were also polybagged and distributed through the Chicago Tribune in June
Yes	Ongoing collaboration in process with the Frank Lloyd Wright Trust, Downtown Oak Park, Brookfield Zoo, etc
Yes	Midwest Living Inspiration Guide with circulation of 320k distributed in May/June 2019
Yes	Ongoing
Yes	As needed
Yes	As needed
No	TBD pending new strategic plan
Yes	Ongoing
Yes	New Visit Oak Park website went live in June 2019 with a full listing of area events
Yes	As needed
No	TBD pending new strategic plan
Yes	Ongoing; reports required quarterly by Illinois Office of Tourism
Yes	Ongoing; TimeZoneOne was contracted to manage social media through September 2019
Yes	Annually
Yes	As needed
Yes	Hired Adara to provide credit card spending data that can be shared with OPEDC later in 2019

Completed Q2 (April to June) 2019 Comments

Yes	Included in submission to Village of Oak Park
Yes	Included in submission to Village of Oak Park
No	No ads purchased during Q2; data will be available in Q3/Q4
No	ROI for print (inspiration guide, for example) generally not available
No	Social media campaign was just launched in June 2019; data will begin to become available in Q3/Q4
Yes	Ongoing; media coverage from fam tours is received weeks or months after the tour
No	New website was launched in June 2019; data will begin to become available in Q3/Q4
No	Outside of social media and the website, Visit Oak Park has not yet engaged tourists through newsletters, email blasts, etc.
No	The next group tour is scheduled for Q3 2019 (July)
No	What is this?
Yes	Attraction attendance included in submission to Village of Oak Park See IL Dept of Tourism Report for full list of activities

No	TBD; reported annually
No	TBD; completed annually in the fall

**Visit Oak Park
Profit & Loss**
January through June 2019 & 2018
Accrual Basis

	2019 Actuals	2019 Budget *	Incr/(Decr) vs Budget	Note	2018 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	242,987	242,987	-		231,268	11,718	e
403 · VILLAGE FUNDING	106,250	106,250	-		106,250	-	
410 · MEMBERS & SPONSORS	27,580	21,895	5,685	a	23,415	4,165	
420 · VISITOR CENTER INC	10		10		75,511	(75,501)	f
480 · OTHER INCOME	0		0		111	(111)	
Total Income	376,826	371,131	5,695		436,554	(59,728)	
Gross Profit	376,826	371,131	5,695		436,554	(59,728)	
Expense							
500 · VISITOR CENTER OPS	17,407	11,575	5,832	b	98,730	(81,323)	f
600 · ADVERTISING & MARKETING	275,635	269,070	6,564	c	169,137	106,498	g
730 · PERSONNEL	69,728	80,798	(11,070)	d	167,232	(97,504)	h
810 · ADMINISTRATIVE COSTS	51,431	53,611	(2,180)		35,260	16,172	i
900 · OTHER EXPENSES	768	-	768		800	(32)	
Total Expense	414,970	415,055	(85)		471,158	(56,188)	
Net Ordinary Income	(38,144)	(43,923)	5,779		(34,604)	(3,540)	
Other Income/Expense							
Other Expense	24,141	20,833	3,307		(576)	24,717	j
Net Other Income	(24,141)	(20,833)	(3,307)		576	(24,717)	
Net Income/(Loss)	(62,285)	(64,757)	2,472		(34,028)	(28,256)	
Advertising & Marketing as % of Total Expense	66%				36%		
Personnel as % of Total Expense	17%				35%		
Visitor Center as % of Total Expense	4%				21%		
Admin/Other as % of Total Expense	13%				8%		
Total	100%				100%		

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2019 through March 2019. The FY19 budget represents the "revised" budget that was approved by the board of directors.

- a) Visit Oak Park's membership program was replaced with municipal destination marketing service agreements; the first two agreements were signed with the Villages of Riverside and Brookfield, which drove increased revenue.
- b) The Visitor's Center was closed on December 31, 2018, but Visit Oak Park is still under lease obligations. The space is being sublet, and the unfavorability to budget relates to building RET and CAM operational cost increases that are passed thru to tenants.
- c) Advertising and marketing costs exceed plan as the Villages of Riverside and Brookfield engaged Visit Oak Park to build out new websites for their communities.
- d) Personnel costs are under plan due to the timing of the hiring of a part-time writer.
- e) State funding is higher than prior year due to overall increases in grant funding by the Illinois Department of Commerce.
- f) The Visitor's Center was closed on December 31, 2018. Therefore, visitor center revenue is down \$76k versus prior year, and visitor center operational costs are down \$81k.
- g) Marketing and Advertising costs are higher than prior year as the closing of the Visitor's Center and additional headcount attrition has allowed Visit Oak Park to increase the investment in advertising.
- h) Personnel costs are below prior year due to headcount reductions caused by restructuring and the closing of the Visitor's Center.
- i) Administrative costs are higher than prior year as the part-time finance director position is being filled by a 3rd party instead of an employee.



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Periodic Performance Report (PPR) Instructions

The Periodic Performance Report (PPR) is a standard, uniform statewide performance progress reporting format used by all state agencies to collect performance information from recipients of state grant awards. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the Grant Agreement (UGA), all grant awards are subject to periodic performance reporting.

General instructions for completing the PPR are contained below. **PLEASE READ ALL INSTRUCTIONS BEFORE COMPLETING THE PPR.** Please contact the state agency's points of contact specified in the "State Agency Contacts" section of your UGA if additional support is needed completing the PPR.

If the UGA specifies an alternative file or external database for grant performance reporting, the grantee should mark the shaded box in the PPR accordingly. In the *File Name or Database Source* field, enter the name of the alternative file or database utilized. The grantee is not required to complete Sections 14 - 22 if the information is provided in an alternative format specified in the UGA.

Report Submission

1. The grantee must submit the PPR cover page and any forms required by the awarding state agency as specified in the UGA.
2. The PPR must be submitted to the attention of the state agency's points of contact specified in the "State Agency Contacts" section of your UGA in accordance with the requirements established in the award document.
3. If additional space is needed to support the PPR, supplemental pages should be attached. As indicated on the PPR, responses to Sections 14 - 22 may be provided in a separate format. If additional pages are provided, the pages should be numbered and must reference:
 - a. Grant number
 - b. Grantee organization
 - c. DUNS number
 - d. FEIN
 - e. Period covered by the PPR

Reporting Requirements

1. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the UGA, all grant awards are required to submit a PPR in accordance with the terms established in the UGA.
2. The frequency of the PPR is specified in the Notice of Funding Opportunity (NOFO) and the UGA. The PPR must be submitted within the specified time frames. A submittal will be considered "late" if it is more than 15 calendar days past the due date or the date specified by the State agency's JCAR Rules (including approved extensions.)
3. Under the terms of the Grant Funds Recovery Act (30 ILCS 705/4.1), "Grantor agencies may withhold or suspend the distribution of grant funds for failure to file requirement reports." If the report of more than 30 calendar days delinquent, without any approved written explanation by the grantee, the entity will be placed on the Illinois Stop Payment List. (Refer to the Grantee Compliance Enforcement System for detail about the Illinois Stop Payment List: <https://www.illinois.gov/sites/GATA/Pages/ResourceLibrary.aspx>.)
4. A final PPR shall be required at the completion of the grant award. For final PPRs, the reporting period end date shall be the end date of the project / grant period.



STATE OF ILLINOIS PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instruction for PPR
1	Grantee Name (per UGA)	Enter the name of the grantee exactly as stated in the UGA.
2	Grant Number	Enter the number assigned by the awarding state agency; Grant Number specified in the UGA.
3	Grantee DUNS	Enter the grantee's Dun and Bradstreet number.
4	CSFA Number	Enter the number assigned to the program through the Catalog of State Financial Assistance.
5	Grantee FEIN	Enter the grantee's Federal Employer Identification Number provided by the Internal Revenue Service.
6	Program Name (per UGA)	Enter the program name exactly as stated in the UGA.
7	CFDA Number(s)	Enter the Catalog of Federal Domestic Assistance (CFDA) number(s) as stated in the UGA. If the program is funded by more than one CFDA, list each CFDA number.
8	State Agency (Grantor)	Enter the name of the state agency awarding the grant as identified in the UGA.
9	Agreement Period	Enter the agreement period established in the Grant Agreement. This may span multiple years, based on the terms of the UGA.
10	Report Period End Date	Enter the ending date of the reporting period. The reporting periods are specified in the UGA.
11	Final Report?	Mark appropriate box. Check "yes" only if this is the final or last PPR for the Agreement Period specified in Section 9.
12	Report Frequency	Select the appropriate term corresponding to the requirements specified in the UGA. "Other" may be used when a different reporting schedule is required due to Specific Conditions. State the frequency as state in the UGA Specific Conditions.
13	Prepared Date:	Enter date the PPR was prepared by the grantee.
Responses to Sections 14 - 22 may be provided in a separate format. All grantees must complete Section 23.		
14	Deliverable (if applicable)	<p>List all high-level deliverables required <u>under the current, approved UGA</u>. Enter one Deliverable per row.</p> <p>- Examples of Deliverables could include:</p> <ul style="list-style-type: none"> o Provide IT training o Purchase equipment o Hire contractors o Conduct workshop o Submit document <p>As delineated in the UGA, "Deliverables" are not "Performance Measures." Performance Measures are addressed in Section 18 - 22.</p> <p>Grantees are not required to report on deliverables that were due and <u>completed</u> in prior reporting periods.</p>
15	Due Date	Per the <u>current, approved UGA</u> , enter the Due Date for the corresponding Deliverable. This date may fall outside the time frame of the current PPR.
16	Date Completed	Enter the date the Deliverable task was completed. If the task has not yet been completed, leave this cell blank.



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instruction for PPR
17	<i>Deliverable Explanation</i>	<p>Briefly explain progress towards meeting the Deliverable to inform the awarding agency of challenges and successes. If additional space is needed, attach a supporting narrative.</p> <p>A description of the challenges and plans for overcome must be provided if:</p> <ul style="list-style-type: none"> - Deliverable was completed after the Due Date, - Deliverable is not completed and the Due Date has passed, or - Grantee anticipates the Deliverable will not be completed by a future Due Date. <p>If the grantee is on pace to complete a Deliverable that comes due after the reporting period, the grantee should, at a minimum, enter "On schedule" in Section 17.</p>
18	<i>Performance Measures</i>	Enter all Performance Measures required in Exhibit E of under the <u>current, approved</u> UGA. Enter one Performance Measure per row.
19	<i>Performance Standard/Frequency</i>	<p>Based on the <u>current, approved</u> UGA, enter the Performance Standard (or target) for the corresponding Performance Measure and the reporting frequency (annual/quarterly/monthly/etc.) based on Exhibit F of the Grant Agreement.</p> <ul style="list-style-type: none"> - Examples of Performance Standards/Frequency could include: <ul style="list-style-type: none"> o 1,000 Persons Trained/quarter o \$250,000 capital leveraged/year o 500 Patients Rehabilitated/month <p>If the Performance Standard fluctuates over time per the UGA, the Standard listed should apply to the specific report period.</p>
20	<i>Results/Accomplishments in Reporting Period</i>	Based on the <u>current, approved</u> UGA, enter the actual results for the corresponding Performance Measure for the specific report period.
21	<i>Required (R) or Inform Only (IO)</i>	<p>Based on the <u>current, approved</u> UGA, indicate whether the performance standard in Section 19 is a grant "requirement."</p> <ul style="list-style-type: none"> - Enter "R" if meeting or exceeding the Performance Standard is necessary to satisfy grant terms. Failure to meet the Standard may indicate that the grantee is not in compliance. - Enter "IO" if the data is collected for programmatic or assessment purposes. Failure to meet an "IO" Performance Standard may not imply that the grantee is out of compliance.
22	<i>Performance Explanation - Award to Date</i>	<p>Mark the appropriate check box based on whether or not ALL performance accomplishments are on schedule with performance standards.</p> <p>Section 22 is not limited to the reporting period. Responses are <u>award to date</u>.</p> <p>If any performance measure results / accomplishments (Section 20) are below the required standards (Section 19), an explanation must be provided to inform the awarding agency about the deviation. Consider internal and external factors that impact performance. Attach a supporting narrative if additional space is needed.</p> <p>Grantees are <i>encouraged</i> to highlight factors that enable grant performance to exceed performance standards.</p>



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Section	Data Element	Section Instructions for PPR
All grantees must complete Section 23.		
23	<i>Performance Accomplishment Correlated to Reported Expenses</i>	<p>Federal Uniform Guidance requires periodic reporting to correlate performance and expenses within a report period. Correlation reporting focuses on the degree to which expended resources are effectively achieving anticipated outcomes.</p> <p>Determine if grant performance (service / outcomes) is on schedule with the anticipated timing of incurred grant expenditures / earnings per the terms of the UGA. Mark the appropriate box. Per the UGA, the award may have services / outcomes that occur at a different time than the expense. The award may be on schedule because it is expected that expenses and services / outcomes occur at different intervals.</p> <p>Grantees must provide an explanation if grant performance to-date does not correlate to the timing of incurred expenses / earnings per UGA terms. Attach a supporting narrative if additional space is needed.</p> <p>Grantees are <i>encouraged</i> to inform the awarding agency if internal or external factors are causing a better than anticipated correlation.</p>
Grantee Certification / State Agency Acceptance		
<i>Grantee Certification</i>		
Federal Uniform Guidance (2 CFR 200.415) requires an authorized grantee representative certify the accuracy of the information provided in the PPR.		
24	<i>Name and Title of Authorized Individual from Grantee Organization</i>	Enter the name and title of the grantee representative certifying the PPR. This individual must be authorized to represent the grantee in this capacity.
25	<i>Phone Number</i>	Enter the phone number of the grantee representative certifying the PPR.
26	<i>Email Address</i>	Enter the email address of the grantee representative certifying the PPR.
27	<i>Name and Title of State Agency PPR Approver</i>	Enter the name and title of the state agency representative authorized to approve the PPR.
28	<i>Date Received</i>	Enter the date the state agency representative received the PPR.
29	<i>Date Approved</i>	Enter the date the state agency representative approves the PPR.



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

Report Transmittal

1. Grantee Name (per UGA): Visit Oak Park		2. Grant Number: 19-751037		3. Grantee DUNS: 093102253	
		4. CSFA Number: 420-05-0524		5. Grantee FEIN: 36-3919968	
6. Program Name (per UGA): Local Tourism and Convention Bureau				7. CFDA Number(s):	
8. State Agency (Grantor):					
9. Agreement Period:			10. Report Period End Date:		
Start Date (Month/Day/Year): 07/01/2018		End Date (Month/Day/Year): 06/30/2019		(Month/Day/Year): 06/30/2019	
11. Final Report?		12. Report Frequency:			13. Prepared Date:
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semi-annually <input type="checkbox"/> Other (specify):			7/15/2019
Responses to Sections 14 - 22 may be provided in a separate format. All grantees must complete Section 23.					
<input checked="" type="checkbox"/> Alternative file or database used.					
File Name or Database Source:					
14. Deliverable (if applicable): (Separate line for each based on UGA)		15. Due Date (based on UGA)		16. Date Completed	
Attached					
18. Performance Measures: (Separate line for each based on UGA Exhibit E)		19. Performance Standard-Frequency (Based on UGA Exhibit F)		20. Results - Accomplishments in Reporting Period	
Attached					
				21. Required (R) or Inform Only (IO)	
				Add - Delete	
				ADD	
				DEL	
				Add - Delete	
				ADD	
				DEL	



STATE OF ILLINOIS
PERIODIC PERFORMANCE REPORT

22. Performance Explanation - Award to Date:		Add - Delete
<input checked="" type="checkbox"/> All performance accomplishments are on schedule with performance standards.		
<input type="checkbox"/> Not all performance accomplishments are on schedule with performance standards. Explanation(s) required below: (Separate lines as appropriate.)		
		ADD
		DEL
23. Performance Accomplishments Correlated to Reported Expenses:		
<input checked="" type="checkbox"/> Performance is consistent with grant-to-date expected services and expenditures/earnings.		Add - Delete
<input type="checkbox"/> Performance is not consistent with grant-to-date expected services and expenditures/earnings. Explanation(s) required below: (Separate lines as appropriate.)		
		ADD
		DEL

GRANTEE CERTIFICATION (2 CFR 200.415)

By signing [authorizing] this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the [related] expenditures, disbursements, cash receipts and reported performance are for the purposes and objectives set forth in the terms and conditions of the award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

24. Name and Title of Authorized Individual from Grantee Organization:  Eric Wagner, President and CEO	25. Phone Number 708-524-7800
	26. Email Address: ERIC@VisitOakPark.com

STATE AGENCY USE ONLY

27. Name and Title of <u>State Agency</u> PPR Approver:	28. Date Received:	28. Date Approved:

Visit Oak Park

FY19 LTCB 4th Quarter Performance Measures

Overall Leisure Market Goal: Increase the number of visitors to the Oak Park area

Objective 1: Increase brand awareness for Visit Oak Park through website & content development, a printed inspirational travel guide, and social media and consumer newsletter strategies.

- **Website & Content Development Results:**
 - Website RFP developed, administered and completed (Q1 – Q2)
 - Website RFP awarded to TimeZoneOne to develop new, state-of-the-art, mobile-friendly website (Q1 – Q2)
 - New website developed Q1 through Q3 and officially launched in Q4 with a special launch event held at Unity Temple
 - Developed new, Destination Marketing Partnerships with the Villages of Brookfield and Riverside which provided Visit Oak Park with match funding in exchange for the creation and execution of community website content, marketing and advertising and unique landing pages with separate IP addresses for two communities with the CVB (Q3 & Q4)
- **Content Development:**
 - Content development strategy completed (Q1 – Q2)
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Contracted Meredith Media and Lukas Keapproth to create marketing assets for our key local attractions (Q1 – Q2)
 - Website itineraries developed and ready to upload to the website prior to launch (Q3)
 - Part-time content writer, who was hired in March 2019, created written content for the new website (Q4)
- **New Visit Oak Park brand developed and completed (Q1 – Q2)**
- **New Visit Oak Park brand video developed and completed (Q1 – Q3)**
- **Inspiration Travel Guide (Q1 – Q4):**
 - Editorial content for Oak Park Area Inspiration Guide completed
 - Purchased 320,000 copies to be distributed through Meredith in May/June
 - Purchased 70,000 copies to be distributed through Chicago Magazine in May/June
 - Purchased 6,000 overrun copies to be distributed to local attractions, municipalities & businesses
- **Social Media/Consumer Newsletters:**
 - Engaged CrowdRiff to capture photo & video collateral of visitors enjoying attractions and hired intern to gather and organize photos for website launch (Q1 – Q3)
 - Social Media strategy developed (Q1 – Q2)
 - Contracted TimeZoneOne to manage Social Media execution from website launch through September 2019 (Q3 & Q4)

Objective 2: Increase Advertising and Marketing through out of home advertising, traditional media and digital media

- **Out of Home:**
 - July through September, 18,500 visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q1)
 - October through December, 7,184 English visitor guides were distributed to potential visitors via local hotels, train depots, attractions and area businesses (Q2)
 - October through December, 26,105 international visitor guides were successfully distributed to the Tourist Information Centers (Q2)
 - In January, 39,360 English visitor guides were distributed to the Tourist Information Centers, which represented the final distribution of the guides (Q3)
 - Unveiled Visit Oak Park #amazingforall mural (Q2)
 - Hosted the Amazing for All LGBTQ exhibit at the 19th Century Club with the Chicago Legacy Project and OPALGA; 2,200 attendees (Q2)
 - Engaged in a co-op with the Village of Park to display attraction and community photos on the windows of the Emerson building in Oak Park, near the Metra train station (Q3)
 - Accepted five awards for local businesses accepted into the Illinois Made program. The businesses were honored at Visit Oak Park's new website launch in June 2019 (Q4)
- **Traditional Media :**
 - May 2018 through April 2019, Visit Oak Park purchased a half panel map advertisement to include in CTM Media Chicago Visitor's Map (Q1)
 - Visit Oak Park received a free promotional listing in Midwest Living Magazine (full circulation with 950,000 subscribers/3.1MM readers (Q3)
 - Visit Oak Park received a free promotional ad in Midwest Living's e-newsletter that was distributed to 62,000 subscribers in June 2019 (Q4)
- **Digital Media:**
 - In July 2018, 6 social media posts were boosted to advertise local attractions, including Brookfield Zoo (Q1)
 - A new, digital summer campaign in the amount of \$76,000 was launched through TimeZoneOne in June 2019 and will run through October 2019 (Q4).

Objective 3: Increase Group Tour/Motorcoach Market Presence through travel trade advertising, trade shows and familiarization trips

- **Trade Shows:** (to be considered for FY20)
- **Group Tours:**
 - Established summer 2019 Oak Park and River Forest gangster tours and relocated the tour start from Visit Oak Park to the 19th Century Club due to the closure of the Visitor's Center (Q3 & Q4)
 - A SeeCago bus tour was booked to take place on July 26, 2019. A group of 50 people will come to Oak Park to visit Frank Lloyd Wright's Home & Studio and Unity Temple and dine at The Little Gem restaurant (Q3)

- **Familiarization Trips (Q1 – Q4):**
 - In August 2018, LGBTQ influencers Visited Frank Lloyd Wright's Home & Studio and Unity Temple and dined at Hamburger Mary's
 - Coverage in Brazil's Viag Magazine included a 7 page spread of Chicago, including Frank Lloyd Wright's Home & Studio and Unity Temple, Hamburger Mary's and the First United Church of Oak Park; circulation was 30k, and media value was \$27k
 - Coverage on Japan's longest standing LGBTQ website, Glad-xx, included Hamburger Mary's in Oak Park
 - In September 2018, Veronica Lee from the United Kingdom visited the Frank Lloyd Wright Home & Studio and Unity Temple and dined at Hemingway's restaurant
 - Print coverage included circulation of 239,443 and digital coverage included circulation of 117,762,714; total media value was \$60k
 - In October 2018, Visit Oak Park hosted the Illinois TIC fam trip with visits to the FLW Home and Studio and Brookfield Zoo; 20 overnight stay hotel bookings generated (Q2)
 - In May 2019, Visit Oak Park hosted Jürgen Fritsch from Germany as part of the Great Lakes fam tour. Mr. Fritsch toured the Frank Lloyd Wright Home & Studio and Unity Temple, dined at Poor Phils and stayed overnight at the Carleton
 - In June 2019, Visit Oak Park hosted the LBGTQ global fam tour, with visits to the Frank Lloyd Wright Home and Studio and Unity Temple with lunch at The Little Gem. Influencers came from the United Kingdom, Germany and Mexico



October 28, 2019

Tammie Grossman
Director, Development Customer Services
Village of Oak Park
123 Madison Street
Oak Park, IL 60302

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending September 30, 2019. Please note that due to the seasonality of tourism, not all of our service deliverables will have actual results in every quarter. Our submission includes the following:

- Completed Visit Oak Park scope of deliverables (template provided by the Village of Oak Park)
- Visit Oak Park calendar year-to-date unaudited financial statements as of September 30, 2019
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY20 grant agreement with the Illinois Department of Commerce and Economic Opportunity for July 2019 through September 2019
- Visit Oak Park key attraction attendance as of September 30, 2019 with comparisons to prior years

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Wagner", is written over the typed name and title.

Eric Wagner
President & CEO
Visit Oak Park
Eric@visitoakpark.com
708-524-7800

**Visit Oak Park
Profit & Loss**
January through September 2019 & 2018
Accrual Basis

	2019 Actuals	Budget *	Incr/(Decr) vs Budget	Note	2018 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	242,987	378,646	(135,659)	a	352,761	(109,775)	a
403 · VILLAGE FUNDING	159,375	159,375	-		159,375	-	
410 · MEMBERS & SPONSORS	27,580	56,714	(29,134)	b	27,495	85	
420 · VISITOR CENTER INC	10	-	10		116,958	(116,948)	f
480 · OTHER INCOME	0	-	0		131	(130)	
Total Income	429,951	594,734	(164,783)		656,720	(226,768)	
Gross Profit	429,951	594,734	(164,783)		656,720	(226,768)	
Expense							
500 · VISITOR CENTER OPS	32,546	27,012	5,534		143,048	(110,503)	f
600 · ADVERTISING & MARKETING	330,349	373,578	(43,229)	c	199,601	130,749	g
730 · PERSONNEL	109,646	121,245	(11,599)	d	232,795	(123,149)	h
810 · ADMINISTRATIVE COSTS	83,914	91,433	(7,520)	e	64,373	19,541	i
900 · OTHER EXPENSES	768	-	768		803	(35)	
Total Expense	557,223	613,269	(56,046)		640,620	(83,397)	
Net Ordinary Income	(127,272)	(18,534)	(108,737)		16,100	(143,371)	
Other Income/Expense							
Other Expense	24,149	20,833	3,315		14,701	9,448	j
Net Other Income	(24,149)	(20,833)	(3,315)		(14,701)	(9,448)	
Net Income/(Loss)	(151,420)	(39,368)	(112,053)		1,399	(152,819)	
Advertising & Marketing as % of Total Expense	59%				31%		
Personnel as % of Total Expense	20%				36%		
Visitor Center as % of Total Expense	6%				22%		
Admin/Other as % of Total Expense	15%				10%		
Total	100%				100%		

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2019 through Sept 2019.

a) State of Illinois grant funding is below budget and prior year as the July to September grant was received in October of FY20 while it was received in September of FY19.

b) Member & Sponsor income is below budget due to Destination Marketing Service revenue that was planned in FY20, but has not yet been received.

c) Advertising and marketing costs are below plan due to the timing of 2019 photography shoots.

d) Personnel costs are under plan due to the timing of the hiring of a part-time writer.

e) Administrative costs are below plan due to the timing of the FY20 audit fee payment and broker fees for the visitor center sublease.

f) The Visitor's Center was closed on December 31, 2018. Therefore, visitor center revenue is down \$117k versus prior year, and visitor center operational costs are down \$111k.

g) Marketing and Advertising costs are higher than prior year as the closing of the Visitor's Center and additional headcount attrition has allowed Visit Oak Park to increase the investment in advertising.

h) Personnel costs are below prior year due to headcount reductions caused by restructuring and the closing of the Visitor's Center.

i) Administrative costs are higher than prior year as the part-time finance director position is being filled by a 3rd party instead of an employee.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Periodic Financial Report (PFR) Instructions

The Periodic Financial Report (PFR) is a standard, uniform statewide financial reporting format used by all state agencies to collect financial information from recipients of state grant awards. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the Uniform Grant Agreement (UGA), all grant awards are subject to periodic financial reporting.

General instructions for completing the PFR are contained below. **PLEASE READ ALL INSTRUCTIONS BEFORE COMPLETING THE PFR.** Please contact the state agency's point of contact specified in the "State Agency Contacts" section of your UGA if additional support is needed completing the PFR.

Report Submission

1. The grantee must submit the PFR and any forms required by the awarding state agency as specified in the UGA. State awarding agencies have discretion to add to or supplement the PFR as necessary.
2. The PFR must be submitted to the attention of the state agency's points of contact specified in the "State Agency Contacts" section of your UGA in accordance with the requirements established in the award document.

Reporting Requirements

1. Unless statutorily exempt as documented in the Catalog of State Financial Assistance and the UGA, all grant awards are required to submit a PFR in accordance with the terms established in the UGA.
2. The Category / Program Expenses or line items of the PFR template should correspond to the current, approved grant budget. All program-specific line items included in the approved budget should be included in the PFR.
3. Use "N/A" for Not Applicable if a data field in Sections (a) through (w) is not relevant to the grant agreement (e.g., Program Income). Terms of the UGA dictate if a field is relevant.
4. The frequency of the PFR is specified in the Notice of Funding Opportunity (NOFO) and the UGA. The PFR must be submitted within the specified time frames. A submittal will be considered "late" if it is more than 15 calendar days past the due date or the date specified by the State agency's JCAR Rules (including approved extensions.)
5. Under the terms of the Grant Funds Recovery Act (30 ILCS 705/4.1), "Grantor agencies may withhold or suspend the distribution of grant funds for failure to file requirement reports." If the report is more than 30 calendar days delinquent, without any approved written explanation by the grantee, the entity will be placed on the Illinois Stop Payment List. (Refer to the Grantee Compliance Enforcement System for detail about the Illinois Stop Payment List: <https://www.illinois.gov/sites/GATA/Pages/ResourceLibrary.aspx>.)
6. A final PFR shall be required at the completion of the grant term. For final PFRs, the reporting period end date shall be the end date of the project / grant award.
7. A separate consolidated year-end financial report traced to the organization's financial statement is also required. The Consolidated Year-end Financial Report is inclusive of all State of Illinois funding received by the grantee organization. A separate reporting template and instructions are provided for consolidated year-end reporting.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR
	State Agency/Grantor	State Awarding Agency Name.
(a)	Grantee Name	Enter the name of the grantee as exactly stated in the UGA.
(b)	Grant Number	Number assigned by the state awarding agency to the grant award and specified in the UGA.
(c)	CSFA	Number assigned through the Catalog of State Financial Assistance.
(d)	CFDA(s)	Enter the Catalog of Federal Domestic Assistance (CFDA) number(s) as stated in the UGA. If the program is funded by more than one CFDA, list each CFDA number.
(e)	Appropriation Number(s) (State Agency Use Only)	(For State Agency Use Only) Enter the 16 digit State Appropriation code(s) that fund the grant.
(f)	FEIN Number	Enter the grantee's Federal Employer Identification Number provided by the Internal Revenue Service.
(g)	DUNS	Enter the grantee's Dun and Bradstreet number.
(h)	Program Name and/or Code	Enter the program name and / or code exactly stated in the UGA.
(i)	Date Prepared	Enter date PFR was developed and submitted by the grantee to the awarding state agency.
(j)	Agreement Period	Indicate the start and end date established in the UGA. This may span multiple years, based on the terms of the UGA.
(k)	Report Period	Enter the start and ending date of the reporting period. The reporting frequency is specified in the UGA.
(l)	Final Report for Award Period	Mark the box to identify this PFR is the final report required for the Agreement Period specified in Section (j).
(m)	No changes from prior reporting period and/or No new expenses	Mark the box if there are no changes from the prior reporting period and/or no new expenses.
(n)	Indirect Cost Rate	Enter the Indirect Cost Rate percentage (%) as accepted by your State Cognizant Agency for indirect cost reimbursement on this particular award. (Example: 10%) - If no indirect cost reimbursement is requested please enter 0%
(o)	Approved Indirect Cost Rate Base	Enter the Indirect Cost Base description as accepted by your State Cognizant Agency for indirect cost reimbursement on this particular award. (Example: Modified Total Direct Costs - MTDC) - If no indirect cost reimbursement is requested please enter N/A.
(p)	Program Restrictions	Based on the UGA, select "Yes" or "No" to indicate if there are funding-related program restrictions that will be monitored.
(q)	List of Restrictions	Specify the program restriction(s) if Section (p) was marked "Yes".
(r)	Mandatory Match %	If the UGA includes a mandatory match, select "Yes" and identify percentage in the field provided. If the UGA does not include a mandatory match, select "No".
(s)	Specify Match	Specify the match percentage if Section (r) was marked "Yes".



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR
(t)	<i>Program Income (Award to Date)</i>	Enter the cumulative amount of grant program income earned to date including current reporting period. Apply agency policy if required to include program income under budget to actual reporting.
(u)	<i>Program Income (In current reporting period)</i>	Enter the amount of grant program income earned during the current reporting period.
(v)	<i>Interest Earned (Award to Date)</i>	Enter the cumulative amount of grant interest earned to date including current reporting period.
(w)	<i>Interest Earned (In current reporting period)</i>	Enter the amount of grant interest earned during the current reporting period.
(x)	<i>Category / Program Expenses</i>	Enter all current and approved line items as exactly stated within the current, approved grant budget. All program expenses must align with specified line items.
(y)	<i>Current Approved Budget (Enter this item first for every Category/Program Expense)</i>	
	<i>Approved Budget</i>	Enter the most current, approved budget amount for each program expense line item.
	<i>Remaining Balance Available</i>	AUTO CALCULATED: Approved Budget for the line item minus Post Adjustment Grant Expenses (Award to Date)
	<i>Expend %</i>	AUTO CALCULATED: Post Adjustment Grant Expenses (Award to Date) divided by Approved Budget for the line item.
(z)	<i>Grant Expenditures</i>	
	<i>Current Period Grant Expense</i>	Enter the amount of expenditures for each line item being reported as expenditures for this award during the period identified in Section (k).
	<i>Prior Approved Grant Expenses</i>	Enter the amount of expenses by line item reported and approved for this line item prior to this reporting period.
	<i>Grant Expense Adjustment</i>	Enter any adjustments / corrections needed to restate expenditures reported in a prior period.
	<i>Post Adjustment Grant Expenses (Award to Date)</i>	AUTO CALCULATED: Sum of Current Period Grant Expenses, Prior Approved Grant Expenses and Adjustments.
(aa)	<i>Current Period Match</i>	Enter amount of cash and in-kind contributions to the grant program for the current reporting period's match requirements. See 2 CFR 200.306.
	<i>Cash</i>	Enter amount of cash contributed to the grant program for the current reporting period.
	<i>In-Kind</i>	Enter value of non-cash contributions to the grant program for the current reporting period.
	<i>Total</i>	AUTO CALCULATED: Total of Cash and In-kind contributions to the grant program in the current reporting period.
(bb)	<i>Total Match (Award to Date)</i>	Enter prior reporting period Total match based on the Previous PFR (Prior Award to Date) plus Total of Current Period Match for the grant program.
(cc)	<i>Total Direct Expenses</i>	AUTO CALCULATED: Sum of the line entries in each column for section (y), (z), (aa) and (bb).
(dd)	<i>Indirect Costs</i>	Enter computed indirect costs based on Sections (n) and (o).
(ee)	<i>Total Expenditures</i>	AUTO CALCULATED: Total Direct Expenses plus Indirect Costs.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

Section	Data Element	Section Instruction for PFR (continued)
	<i>Grantee Certification (2 CFR 200.415)</i>	Federal Uniform Guidance (2 CFR 200.415) requires an authorized grantee representative to certify the accuracy of the information provided in the PFR
(ff)	<i>Name and Title of Authorized Grantee Representative</i>	Enter the name and title of the grantee representative certifying the PFR. This individual must be authorized to represent the grantee in this capacity.
(gg)	<i>Date Submitted</i>	Enter the date the Authorized Grantee Representative submitted the PFR.
(hh)	<i>Email</i>	Enter the email address of the Authorized Grantee Representative certifying the PFR.
(ii)	<i>Telephone Number</i>	Enter the phone number of the Authorized Grantee Representative certifying the PFR.
(jj)	<i>Name and Title of State Agency Authorized Individual</i>	State agency representative authorized to review and approve PFR.
(kk)	<i>Date Received</i>	Date the state agency representative received the submitted PFR.
(ll)	<i>Date Approved</i>	Date the state agency representative authorized approves the PFR.



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 20-751037	(c) CSFA 420-25-1606	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)	
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared October 28, 2019	
(j) Agreement Period 07/01/2019 thru 06/30/2020		(k) Report Period 07/0/2019 thru 09/30/2019		(l) Final Report for Award Period <input type="checkbox"/>	(m) No changes from prior reporting period and/or No new expenses <input type="checkbox"/>	
(n) Indirect Cost Rate: 0.00 %		(o) Approved Indirect Cost Base: n/a				
(p) Program Restrictions: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		(q) List of Restrictions:				
(r) Mandatory Match %: Yes <input checked="" type="checkbox"/> 50.00 % No <input type="checkbox"/>		(s) Specify Match: 50% of grant award				
(t) Program Income (Award to Date) \$0.00		(u) Program Income (In current reporting period) \$0.00		(v) Interest earned (Award to Date) \$47.67		(w) Interest earned (In current reporting period) \$47.67

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1001 Personnel (Salaries & Wages)	96,146.00	72,746.00	24.34	23,400.00			23,400.00					ADD
												DEL
1002 Fringe Benefits	13,467.50	10,513.59	21.93	2,953.91			2,953.91					ADD
												DEL
1006 Contractual Services	154,110.00	106,103.00	31.15	48,007.00			48,007.00					ADD
												DEL
1007 Consultant (Professional Services)	7,500.00	7,500.00	0.00	0.00			0.00					ADD
												DEL
1012 Training & Education	800.00	800.00	0.00	0.00			0.00					ADD
												DEL
1015 A: Advertising	269,427.50	265,052.50	1.62	4,375.00			4,375.00					ADD
												DEL
1015 B: Familiarization Tours	1,200.00	1,200.00	0.00	0.00			0.00					ADD
												DEL
5001 Personnel (Salaries & Wages)	48,761.00	48,761.00	0.00					11,700.00		11,700.00	11,700.00	ADD
												DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post- Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
5002 Fringe Benefits	8,909.50	8,909.50	0.00					2,036.43		2,036.43	2,036.43	ADD DEL
5003 Travel	4,200.00	4,200.00	0.00					528.17		528.17	528.17	ADD DEL
5006 Contractual Services	8,906.00	8,906.00	0.00					1,382.25		1,382.25	1,382.25	ADD DEL
5007 Consultant (Professional Services)	59,760.00	59,760.00	0.00					10,087.50		10,087.50	10,087.50	ADD DEL
5009 Occupancy (Rent & Utilities)	62,445.00	62,445.00	0.00					18,263.42		18,263.42	18,263.42	ADD DEL
5011 Telecommunications	3,264.00	3,264.00	0.00					816.67		816.67	816.67	ADD DEL
5013 Direct Administrative Costs (Admin Staffing)	27,808.00	27,808.00	0.00					9,121.16		9,121.16	9,121.16	ADD DEL
5015 A: Advertising	47,272.00	47,272.00	0.00					4,725.00		4,725.00	4,725.00	ADD DEL
(cc) TOTAL DIRECT EXPENSES	813,976.50	735,240.59	9.67	78,735.91			78,735.91	58,660.60		58,660.60	58,660.60	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	813,976.50	735,240.59	9.67	78,735.91			78,735.91	58,660.60		58,660.60	58,660.60	



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

GRANTEE CERTIFICATION (2CFR 200.415)

By signing [authorizing] this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the [related] expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of the award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

(ff) Name and Title of Authorized Grantee Representative:

Eric Wagner, President and CEO

(gg) Date Submitted:

10/28/19

(hh) E-mail: ERIC@VISITDOKPARK.COM

(ii) Telephone Number: 708-524-7800

STATE AGENCY USE ONLY

(jj) Name and Title of State Agency Individual Authorized to Approve Report:

(kk) Date Received:

(ll) Date Approved:

**Visit Oak Park
Key Oak Park Attraction Attendance
2017, 2018 and 2019**

Frank Lloyd Wright Home & Studio:

	January	February	March	April	May	June	July	August	September	October	November	December	Sept YTD	Full Year
2019	1,496	1,859	4,800	5,824	7,368	7,824	8,829	8,733	8,600				55,333	N/A
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	8,008	4,951	2,996	66,725	82,680
2017	1,133	2,327	4,585	7,555	9,730	10,259	11,037	10,553	9,770	9,744	5,935	3,390	66,949	86,018
Incr/(Decr) 2019 vs 2018	288	(50)	(1,409)	(1,384)	(1,710)	(2,320)	(2,483)	(1,666)	(658)	(1,736)	(984)	(394)	(11,392)	N/A
Incr/(Decr) 2018 vs 2017	75	(418)	1,624	(347)	(652)	(115)	275	(154)	(512)	(1,736)	(984)	(394)	(224)	(3,338)

Unity Temple:

	January	February	March	April	May	June	July	August	September	October	November	December	Sept YTD	Full Year
2019	343	396	923	1,424	1,573	1,496	2,186	2,251	2,332				12,924	N/A
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,351	1,259	577	14,058	18,245
2017							2,040	2,185	2,453	2,576	1,510	893	-	N/A
Incr/(Decr) 2019 vs 2018	(114)	73	(392)	(11)	(258)	(437)	(32)	(116)	153	(225)	(251)	(316)	(1,134)	N/A
Incr/(Decr) 2018 vs 2017							178	182	(274)	(225)			N/A	N/A

Pleasant Home:

	January	February	March	April	May	June	July	August	September	October	November	December	Sept YTD	Full Year
2019	38	70	64	84	90	115	146	63	46				716	N/A
2018	12	26	104	90	94	108	128	188	78	64	27	95	828	1,014
2017	29	43	59	139	160	72	188	93	80	135	67	89	863	1,154
Incr/(Decr) 2019 vs 2018	26	44	(40)	(6)	(4)	7	18	(125)	(32)	(71)	(40)	6	(112)	N/A
Incr/(Decr) 2018 vs 2017	(17)	(17)	45	(49)	(66)	36	(60)	95	(2)	(71)			(35)	(140)

Hemingway Birthplace Home & Museum:

	January	February	March	April	May	June	July	August	September	October	November	December	Sept YTD	Full Year
2019	159	166	460	373	680	865	1,029	1,102	841				5,675	N/A
2018	206	201	574	585	876	754	1,057	1,027	903	776	292	283	6,183	7,534
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	6,151	7,551
Incr/(Decr) 2019 vs 2018	(47)	(35)	(114)	(212)	(196)	111	(28)	75	(62)	23	(84)	12	(508)	N/A
Incr/(Decr) 2018 vs 2017	(32)	(87)	(152)	(141)	1	(37)	39	252	189				32	(17)

Note: 2017 was a record year for the Frank Lloyd Wright Home and Studio. The studio celebrated the 150th anniversary of Wright's birth, and Chicago hosted the Architecture Biennial.



Local Tourism and Convention Bureau (LTCB) Grant Program FY20 Program Specific Application & Marketing Plan

Visit Oak Park serves the broader social and economic interests of the Village of Oak Park and its neighboring service-area communities by marketing the destination, facilitating travel to the area, and showcasing its unique attributes for the continual benefit of residents and the local travel and tourism industry.

Visit Oak Park's FY20 LTCB Marketing Plan aims to showcase and differentiate the Oak Park Area from other destinations by delivering meaningful messages to consumers in order to inspire them to choose the Oak Park Area as their travel destination.

Goal: To increase the number of leisure visitors to the Oak Park Area

Objective 1: Increase Visit Oak Park brand awareness

- **Target Audience:** Leisure travelers
- **Strategies:**
 - Website Content Development—Inspirational travel stories and itineraries
 - Inspiration Guide
 - Video/Photography
 - Social Media
 - Consumer e-newsletters
- **Results/Benefits:** Target, reach and engage potential Oak Park Area visitors to increase visitor expenditures and attraction attendance
- **Evaluators:**
 - Website Content Development:
 - Number of unique website visitors and page views
 - Length of time on website
 - Video views
 - Inspiration Guide:
 - Number of downloads
 - Number of guides distributed
 - Social Media/Consumer e-newsletters
 - Number of Likes, Shares, and Views
 - Number of subscribers and click-through rate
 - Hashtag performance

Visit Oak Park
Key Oak Park Attraction Attendance
2017, 2018 and 2019

Frank Lloyd Wright Home & Studio:

	January	February	March	April	May	June	July	August	September	October	November	December	June YTD	Full Year
2019	1,496	1,859	4,800	5,824	7,368	7,824							29,171	N/A
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	8,008	4,951	2,996	35,756	82,680
2017	1,133	2,327	4,585	7,555	9,730	10,259	11,037	10,553	9,770	9,744	5,935	3,390	35,589	86,018
Incr/(Decr) 2019 vs 2018	288	(50)	(1,409)	(1,384)	(1,710)	(2,320)							(6,585)	N/A
Incr/(Decr) 2018 vs 2017	75	(418)	1,624	(347)	(652)	(115)	275	(154)	(512)	(1,736)	(984)	(394)	167	(3,338)

Unity Temple:

	January	February	March	April	May	June	July	August	September	October	November	December	June YTD	Full Year
2019	343	396	923	1,424	1,573	1,496							6,155	N/A
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,351	1,259	577	7,294	18,245
2017							2,040	2,185	2,453	2,576	1,510	893	-	N/A
Incr/(Decr) 2019 vs 2018	(114)	73	(392)	(11)	(258)	(437)	178	182	(274)	(225)	(251)	(316)	(1,139)	N/A
Incr/(Decr) 2018 vs 2017													N/A	N/A

Pleasant Home:

	January	February	March	April	May	June	July	August	September	October	November	December	June YTD	Full Year
2019	38	70	64	84	90	115							461	N/A
2018	12	26	104	90	94	108	128	188	78	64	27	95	434	1,014
2017	29	43	59	139	160	72	188	93	80	135	67	89	502	1,154
Incr/(Decr) 2019 vs 2018	26	44	(40)	(6)	(4)	7	(128)	(188)	(78)	(64)	(27)	(95)	27	N/A
Incr/(Decr) 2018 vs 2017	(17)	(17)	(17)	(49)	(66)	36	(60)	95	(2)	(71)	(40)	6	(68)	(140)

Hemingway Birthplace Home & Museum:

	January	February	March	April	May	June	July	August	September	October	November	December	June YTD	Full Year
2019	159	166	460	373	680	865							2,703	N/A
2018	206	201	574	585	876	754	1,057	1,027	903	776	292	283	3,196	7,534
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	3,644	7,551
Incr/(Decr) 2019 vs 2018	(47)	(35)	(114)	(212)	(196)	111	(1,057)	(1,027)	(903)	(776)	(292)	(283)	(493)	N/A
Incr/(Decr) 2018 vs 2017	(32)	(87)	(152)	(141)	1	(37)	39	252	189	23	(84)	12	(448)	(17)

Note: 2017 was a record year for the Frank Lloyd Wright Home and Studio. The studio celebrated the 150th anniversary of Wright's birth, and Chicago hosted the Architecture Biennial.



Objective 2: Increase Advertising and Marketing Campaigns

- Target Audience: Leisure travelers
- Strategies:
 - Digital Advertising
 - Print Advertising
 - Out-of-Home Advertising
- Results/Benefits: Target traveler personas in key drive markets for the Oak Park Area and increase attraction attendance
- Evaluators:
 - Digital Advertising:
 - Number of digital advertisings campaigns, including social media and display ads
 - Use metrics to show ROI
 - Print Advertising:
 - Number of advertisements in magazines and travel publications
 - Out-of-Home:
 - Number of OOH placements, including billboards, etc.

Objective 3: Support Events, Group Tours, and Earned Media Opportunities

- Target Audience: Leisure travelers
- Strategies:
 - Sponsor and partner with key stakeholders on local events that increase visitations
 - Support, promote and facilitate local group tours
 - Facilitate Familiarization Tours of Oak Park Area
- Results/Benefits: Support local events, group tours and FAMs to increase visitations to the Oak Park Area
- Evaluators:
 - Local Events:
 - Number of sponsorships and promotions
 - Group Tours:
 - Number of promotions
 - Number of group tours & attendance
 - Familiarization Trips:
 - Number of FAMs hosted & earned media placements



Visit Oak Park FY20 LTCB 1st Quarter Performance Measures

Overall Leisure Market Goal: Increase the number of visitors to the Oak Park area

Objective 1: Increase brand awareness for Visit Oak Park through website & content development, a printed/downloadable inspirational travel guide, video/photography, social media, and consumer newsletter strategies

- **Website Results:**

- Website**

Users	17,096
Number of Unique Visitors	17,054
Average time spent on Website	:0050
Number of Inspiration Guide Download	N/A
Number of Consumer e-letter sign up	440
Number of video view	700
Page/Sessions	1.75
Overall Bounce Rate	72.80%

- **Content Development:**

- Visit Oak Park produced several videos for a spring/summer marketing 2020 marketing campaign, including:
 - Brookfield Community Video
 - Farmers Market, Downtown Brookfield, Galloping Ghost, Brookfield Zoo, Running Trails, Kayaking, Grossdale Station, local businesses
 - Riverside Community Video
 - Farmers Market, Olmsted Walking Tours, Downtown Riverside
 - Videos
 - Flur—Illinois Made video
 - Takara—Illinois Made video
 - Burger Antics—Urban Local Made video
 - Irish Times—Urban Local Made video
 - Laura Atwood Studio—Urban Local Made video
 - Oak Park Craft Beer Trail:
 - Kinslahger Brewing
 - One Lake Brewing
 - Wild Onion Brewing
 - Oak Park Brewing



- Oak Park FLW commercial video shoot with Comcast
 - FLW Home & Studio, Pedal Oak Park and Unity Temple tour commercial
 - Wright Plus Housewalk commercial
- Contracted with Alexander Morozov for photography at the following locations: Irish Times, Grossdale Station, Brookfield Farmers Market, Kinslahger Brewing, One Lake Brewing, Olmsted Walking Tours, Riverside Farmers Market and downtown dining, Wild Onion Brewing, Oak Park Brewing, Brookfield kayaking, running and biking, and OPRF gangster tours
- **Inspiration Guide:**
 - 30,000 Visit Oak Park Inspiration Guides distributed locally
 - Downloadable Inspiration Guide added to VOP website; downloadable guides to be tracked digitally going forward

• **Social Media/Consumer e-newsletters:**

- Social Media:

Social

Impression	5,594,797
Reach	1,639,883
CTR	0.18%
CPM	\$ 3.00
Unique Link Click	5984
Number of Likes	7,242
Number of Followers	7,434
check-ins	2,756

Objective 2: Increase advertising and marketing campaigns through digital, print, and Out-of-Home advertising.

- Visit Oak Park launched a digital marketing campaign beginning in July and running through October 31. Below are the results through October 17

Number of Campaigns	1
Total Impressions	2,707,584
Clicks	2,563
Viewability	66.30%
CPM	\$4.29
CTR	0.09%



Objective 3: Support events, group tours, and earned media opportunities

- Familiarization Tours
 - Hosted June 28 LGBTQ FAM with media from Did Next (UK), Gay Times (UK), Gay Star News (UK), Couple of Men (DE), Bad Hombre (MX); Tours included FLW Home and Studio and Unity Temple; Lunch at Little Gem in Oak Park
 - Hosted October 2 German newswire reporter Verena Wolff, from dpa for tours at FLW Home and Studio and Unity Temple; Breakfast at Delia's Kitchen in Oak Park