



November 6, 2018

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

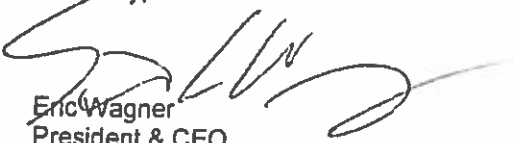
Dear Ms. Grossman,

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: 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 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
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|----------------------------------|-----------------------------|-----------------------------------|-------------|------------------------------------|--|--------------------------------|---|-----------|---------|---|-----------------------|
| | 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 | | | | | | | | 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 | |
| (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 | ADD |
| 5002 Fringe Benefits | | | 0.00 | | | | | 3,649.89 | | 3,649.89 | 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 | 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 |
| (dd) Indirect Costs | | | 0.00 | | | | | | | 222,268.00 | DEL |
| (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 |
| (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 |



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.

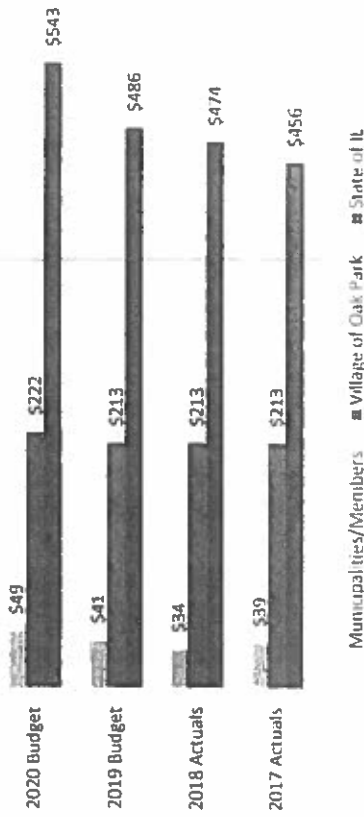
Sincerely,

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.

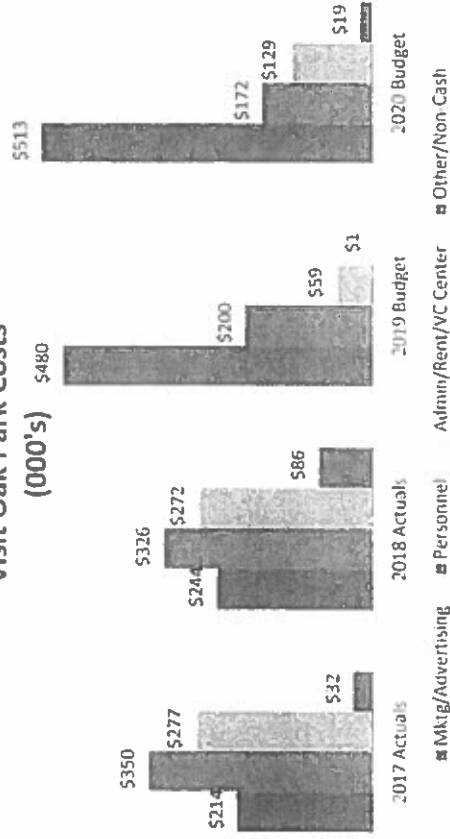
Eric C. Wagner
President & CEO
Visit Oak Park

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

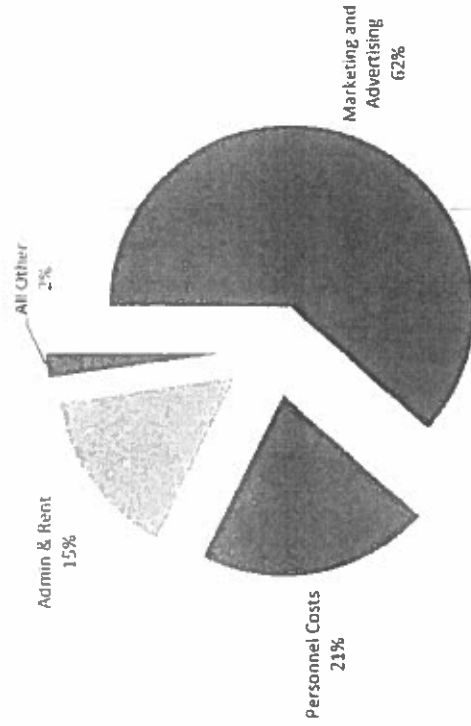
Visit Oak Park Revenue (Excl Visitor's Center)
(000's)



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.



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.
 - 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 |
| 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 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



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
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| 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
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| | | | | | | |
|---|-----------------------|---|---|---|---|--|
| (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 | | (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 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 |



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| (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
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| (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
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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: *ENIC@HSTOALPAC.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 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 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 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 | |
| 6. Program Name (per UGA): Local Tourism and Convention Bureau | | 4. CSFA Number: 420-25-0524 | | 5. Grantee FEIN: 36-3919968 | |
| 8. State Agency (Grantor): | | | | 7. CFDA Number(s): | |
| 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): 03/31/2019 | |
| 11. Final Report? | | 12. Report Frequency: | | 13. Prepared Date: | |
| <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semi-annually <input type="checkbox"/> Other (specify): | | 4/22/2019 | |
| <p style="text-align: center;">Responses to Sections 14 - 22 may be provided in a separate format. All grantees must complete Section 23.</p> <p style="text-align: center;"><input checked="" type="checkbox"/> Alternative file or database used.</p> | | | | | |
| 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 | 17. Deliverable Explanation: | |
| 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 | | 21. Required (R) or Inform Only (IO) |
| Attached | | | | | |
| | | | | | |



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 | |



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 State Agency 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

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.