

## EXHIBIT2

### VISIT OAK PARK

#### SCOPE OF SERVICES AND PROGRAM GOALS

*Use the attached Agency Update Report form provided as a cover sheet for delivering each of your quarterly updates, audits, annual financials, and any other required deliverables.*

1. **Scope of Services**: Visit Oak Park will perform the following services:

- (A) Promote Village of Oak Park tourism on behalf of the Oak Park attractions and travel destinations, including promoting and serving the following:

Frank Lloyd Wright Home & Studio

Frank Lloyd Wright's Unity Temple

Pleasant Home

The Arts Center

Cheney Mansion

Oak Park Conservatory

Hemingway Birthplace and Museum

Historic Districts

Art, Music and Theatre special events, including Oak Park Festival Theatre

Wonderworks: A Children's Museum in Oak Park

Historical Society of Oak Park and River Forest

Business District Promotions/Shopping

Oak Park-Restaurants & Breweries

Oak Park Hotels and Bed & Breakfasts

Oak Park Tours

- (B) Act as a catalyst to promote the development of additional attractions or other organizations that could potentially develop as a tourist attraction.

- (C) Publish in print or digital format consumer-marketing brochure(s). Visit Oak Park will place advertising in consumer and trade publications to attract visitors. In

addition, Visit Oak Park will develop targeted promotional initiatives to support events and attract diverse audiences as needed.

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

- (K) Coordinate and facilitate the development of marketing strategies to expand group tours in Oak Park that may include requirements for overnight accommodations.
- (L) Continue to cooperate with the Department of Commerce & Economic Opportunity – Illinois Office of Tourism and other municipal governments in Western Cook County with the objective of obtaining grants, contributions and membership dues from the State and from public and private sources in the other municipalities. Visit Oak Park shall also continue to work with public and private groups in its designated service area to develop and promote their tourism attractions as part of an area-wide tourism program.
- (M) Maintain Visit Oak Park's website ([www.visitoakpark.com](http://www.visitoakpark.com)) and all relevant social media outlets. The website allows Internet users to send Visit Oak Park a request for information electronically, and Visit Oak Park shall continue to respond to these requests. The website shall be maintained regularly, kept up to date, and linked to the [EnjoyIllinois.com](http://EnjoyIllinois.com) website.
- (N) Work to quantify the economic impact of tourism on Oak Park by creating a quarterly Tourism Impact Report using data from the Village of Oak Park, local attractions, restaurants and hotels.
- (O) Cooperate with Chicago area public transit agencies serving Oak Park to promote tourism opportunities within the Village of Oak Park.
- (P) Continue to work with the Oak Park Economic Development Corporation (OPEDC) in order to fulfill the recommendations presented to the Village of Oak Park's Reinventing Government Committee regarding how the two entities will collaborate. Activities will include but not be limited to the following:
  - a. Visit Oak Park will share visitor data with OPEDC regarding visitor volume and statistics.
  - b. The two entities will continue to look for ways to partner on community wide marketing programs.

**Reporting:** Visit Oak Park will submit quarterly activity reports to the Village Manager within 30 days of the end of each quarter describing the services it has undertaken to fulfill the Scope of Services. The reports will include calendar year-to-date data by quarter. The submission will include the reporting data required by the State of Illinois and other performance measures listed in Exhibit 2A. During the term of this Agreement the parties shall cooperate with evaluations in regard to its services under the Agreement. Any evaluation may be quantitative and descriptive and available to both parties. The Village has recently reinstated the performance management program. The Village's MAP Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2020, the Contractor agrees that the parties will be reviewing the Scope of Services and Goals set forth in Exhibit 2 and will work to develop performance measurements which are consistent with the Village's Monthly Measures for inclusion in the calendar year 2020 operating agreement.

**EXHIBIT 2A**  
**PERFORMANCE MEASUREMENTS**  
**VISIT OAK PARK**

*Use the attachment provided as a cover sheet for delivering quarterly updates.*

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

- Show year-over-year website performance
- F. Measure print or digital consumer-marketing brochure performance
  - Report distribution
  - Track impressions and downloads, where possible
  - Track leads and purchase conversions, where possible
  - If possible, measure year-over-year performance
- G. Measure consumer e-blast performance
  - Track open rates
  - Track click-through rates
  - Measure year-over-year performance
- H. Measure group tour performance
  - Report trade show attendance
  - Track leads and bookings
  - Track hotel room bookings
  - Measure year-over-year performance
- I. Create and publish a tourism impact report
  - Work with U.S Travel Association to provide economic impact data
  - Track overnight stays at hotels and via Airbnb
  - Track number of visitors to key area attractions (Frank Lloyd Wright Home & Studio, Unity Temple, Hemingway Birthplace Home & Museum and Pleasant Home)
  - If possible, include total spending on dining & entertainment by credit card owner zip code, where available
  - Compare current year data to prior two years, where available
- J. Report annual financial budget
  - Provide calendar year-to-date financial statements to Village of Oak Park with key commentary
  - Report portion of budget spent on advertising & marketing versus administrative and personnel costs with a comparison to prior year

- K. Report on partnerships and activities with attractions, hotels, organizations and tourism stakeholders
- L. Solicit annual feedback from key area attractions via a short satisfaction survey

**[Insert Agency Name]**

Your Address Line 2

Your Address Line 3

Your Address Line 4

Executive Director/CEO/President

Phone: (555) 555-5555

E-mail: yourname@email.com

Agency Update Report
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To: Village of Oak Park

Date: December 25, 2099

From: [Insert Submitted by Name]

☐ 1st Quarter    ☐ 2nd Quarter    ☐ 3rd Quarter    ☐ 4th Quarter

☐ Audit (Year and  
Date)

☐ Annual  
Financials

☐ Other

***Confidentiality Statement***

*This report may contain confidential information and is intended for the exclusive use of the individual or entity to whom it is addressed. This report may also be privileged or protected by work product laws and regulations.*