

RESOLUTION

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

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

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

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

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

APPROVED this 10th day of December, 2018.


Anan Abu-Taleb, Village President

ATTEST


Vicki Scaman, Village Clerk

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

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

RECITALS

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

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

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

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

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

1.0 RECITALS INCORPORATED.

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

2.0 TERM OF AGREEMENT.

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

3.0 PAYMENTS TO GRANTEE.

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

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

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

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

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

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

4.0 SCOPE OF SERVICES.

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

5.0 ADHERENCE TO VILLAGE POLICIES.

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

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

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

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

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

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

6.0 GRANTEE'S AUTHORITY.

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

7.0 GRANTEE'S RESPONSIBILITIES.

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

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

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

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

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

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

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

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

9.0 THE GRANTEE'S BUSINESS ORGANIZATION.

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

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

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

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

10.0 FINANCIAL RECORDS.

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

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

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

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

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

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

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

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

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

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

11.0 FINANCIAL DISCLOSURES.

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

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

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

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

13.0 UNEXPENDED FUNDS.

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

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

14.0 LEGAL COMPLIANCE.

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

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

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

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

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

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

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

15.0 TERMINATION; SUSPENSION.

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

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

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

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

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

16.0 INDEMNIFICATION AND INSURANCE.

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

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

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

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

(A) **Commercial General Liability:**

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

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

(B) **Workers' Compensation:**

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

(C) **Comprehensive Automobile Liability:**

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

Combined Single Limit	\$1,000,000.00
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(D) **Umbrella:**

- i. Limits:

Each Occurrence/Aggregate	\$2,000,000.00
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- (F) The Village, its officers, agents, employees and volunteers shall be named as an additional insured on all insurance policies identified herein except workers' compensation. Grantee shall be responsible for the payment of any deductibles for said insurance policies. The coverage shall contain no

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

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

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

17.0 COVENANT NOT TO SUE.

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

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

18.0 NON-WAIVER OF RIGHTS.

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

19.0 NON ASSIGNMENT AND SUCCESSORS IN INTEREST.

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

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

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

20.0 MODIFICATION AND AMENDMENT.

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

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

21.0 CONFLICT OF INTEREST.

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

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

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

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

22.0 NO COLLUSION.

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

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

23.0 GOVERNING LAW AND VENUE.

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

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

24.0 NOTICE.

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

If to the Village:

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

If to Grantee:

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

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

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

25.0 ENTIRE AGREEMENT.

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

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

26.0 SAVINGS CLAUSE.

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

27.0 CAPTIONS AND PARAGRAPH HEADINGS.

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

28.0 AUTHORIZATIONS.

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

29.0 HEADINGS AND TITLES.

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

30.0 COUNTERPARTS; FACSIMILE OR PDF SIGNATURES.

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

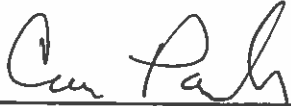
30.2. A facsimile or pdf/email copy of this Agreement and any signatures thereon will be considered for all purposes as an original.

31.0 EFFECTIVE DATE.

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

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

VILLAGE OF OAK PARK



By: Cara Pavlicek
Its: Village Manager

Date: 12/12, 2018

VISIT OAK PARK



By: ERIC C. WAGNER
Its: PRESIDENT & CEO

Date: 12/31, 2018

ATTEST



By: Vicki Scaman
Its: Village Clerk

Date: 12/12, 2018

ATTEST



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

Date: 12/31, 2018

REVIEWED AND APPROVED

ASTORIA



DEC 10 2018

LAW ENFORCEMENT

EXHIBIT 1
FUNDING SCHEDULE - 2019 BUDGET
Visit Oak Park

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

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

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

EXHIBIT2

VISIT OAK PARK SCOPE OF SERVICES PROGRAM GOALS

1. **Scope of Services**: Visit Oak Park will perform the following services:
 - (A) Promote Village of Oak Park tourism on behalf of the Oak Park attractions and travel destinations, including promoting and serving the following:
 - Frank Lloyd Wright Home & Studio
 - Frank Lloyd Wright's Unity Temple
 - Pleasant Home
 - The Arts Center
 - Cheney Mansion
 - Oak Park Conservatory
 - Hemingway Birthplace and Museum
 - Historic Districts
 - Art, Music and Theatre special events, including Oak Park Festival Theatre
 - Wonderworks: A Children's Museum in Oak Park
 - Historical Society of Oak Park and River Forest
 - Business District Promotions/Shopping
 - Oak Park-Restaurants & Breweries
 - Oak Park Hotels and Bed & Breakfasts
 - Oak Park Tours
 - (B) Act as a catalyst to promote the development of additional attractions or other organizations that could potentially develop as a tourist attraction.
 - (C) Publish in print or digital format consumer-marketing brochure(s). Visit Oak Park will place advertising in consumer and trade publications to attract visitors. In addition, Visit Oak Park will develop targeted promotional initiatives to support events and attract diverse audiences as needed.
 - (D) Consult with and assist the boards and organizations of specific attractions currently in existence, or to be formed, and owners of retail and commercial businesses which will be promoted by the Visit Oak Park in order to increase sales brought about by tourism.

- (E) Offer assistance to tourist attractions, businesses and property owners and make recommendations to the Village of Oak Park to mitigate potential adverse traffic congestion from tourism related events and other tourism related impacts on residential neighborhoods.
- (F) Implement and coordinate the tourism related policies and procedures adopted by the Village of Oak Park related to the movements of buses and other tour operations. The Visit Oak Park shall be responsible for notifying tour and bus operators and other affected entities or individuals of such policies and procedures.
- (G) Recommend tourism policies to the Village which address the growth of tourism in the Village by working with representatives from all attractions, neighborhoods, and affected areas to develop an overall tourism policy which will address coordination of hours, ticketing, transportation, unified themes and Village tours. Visit Oak Park will especially be cognizant of the effect that tourism can have on neighborhoods and will work effectively when necessary in addressing the impacts of tourism on adjacent residential areas.
- (H) Facilitate management and marketing opportunities for the variety of attractions and businesses in the Village. Visit Oak Park will work with potential new attractions to develop their management plan for day-to-day and yearly operations of the attraction.
- (I) Coordinate and disseminate via the website and social media, a calendar of events to insure a diversity of activity for visitors. Visit Oak Park will proactively solicit events from Oak Park attractions, including those listed in Section A above and from Oak Park taxing bodies.
- (J) Provide referral services to groups visiting Oak Park needing technical or professional assistance in setting up events in the Village.
- (K) Coordinate and facilitate the development of marketing strategies to expand group tours in Oak Park that may include requirements for overnight accommodations.
- (L) Continue to cooperate with the State of Illinois Office of Tourism and other municipal governments in Western Cook County with the objective of obtaining grants, contributions and membership dues from the State and from public and private sources in the other municipalities. Visit Oak Park shall also continue to work with public and private groups in its designated service area to develop and promote their tourism attractions as part of an area-wide tourism program.

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

Reporting: Visit Oak Park will submit quarterly activity reports to the Village Manager within 30 days of the end of each quarter describing the services it has undertaken to fulfill the Scope of Services. The reports will include calendar year-to-date data by quarter. The submission will include the reporting data required by the State of Illinois and other performance measures listed in Exhibit 2A. During the term of this Agreement the parties shall cooperate with evaluations in regard to its services under the Agreement. Any evaluation may be quantitative and descriptive and available to both parties. The Village has recently reinstated the performance management program. The Village's MAP Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2019, the Contractor agrees that the parties will be reviewing the Scope of Services and Goals set forth in Exhibit 2 and will work to develop performance measurements which are consistent with the Village's MAP for inclusion in the calendar year 2019 operating agreement.

EXHIBIT 2A
PERFORMANCE MEASUREMENTS
VISIT OAK PARK

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

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

F. Measure print or digital consumer-marketing brochure performance

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

G. Measure consumer e-blast performance

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

H. Measure group tour performance

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

I. Create and publish a tourism impact report

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

J. Report annual financial budget

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

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

EXHIBIT2

VISIT OAK PARK SCOPE OF SERVICES PROGRAM GOALS

1. **Scope of Services:** Visit Oak Park will perform the following services:
 - (A) Promote Village of Oak Park ~~events and tourism attractions~~ on behalf of the Oak Park attractions and travel destinations, including promoting and serving the following:
 - Frank Lloyd Wright Home & Studio
 - Frank Lloyd Wright's Unity Temple
 - Pleasant Home
 - The Arts Center
 - Cheney Mansion
 - Oak Park Conservatory
 - Hemingway Birthplace and Museum
 - Historic Districts
 - Art, Music and Theatre special events, including Oak Park Festival Theatre
 - Wonderworks: A Children's Museum in Oak Park
 - Historical Society of Oak Park and River Forest
 - Business District Promotions/Shopping
 - Dining in Oak Park-Restaurants & Breweries
 - Lodging in Oak Park Hotels and Bed & Breakfasts
 - Oak Park Tours
 - (B) Act as a catalyst to promote the development of additional attractions or other organizations that could potentially develop as a tourist attraction.
 - (C) Publish in print ~~and electronically or digital format~~ an annual consumer-marketing brochure(s). Visit Oak Park will place advertising in consumer and trade publications to attract visitors. In addition, Visit Oak Park will develop targeted promotional initiatives to support events and attract diverse audiences as needed.
 - (D) Consult with, and assist, the boards and organizations of specific attractions currently in existence, or to be formed, and owners of retail and commercial

businesses which will be promoted by the Visit Oak Park in order to increase sales brought about by tourism.

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

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

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

eb. The two entities will continue to look for ways to partner on community wide marketing programs.

2. **Reporting:** Visit Oak Park will submit ~~written monthly~~quarterly activity reports addressed to the Village Manager within 30 days of the end of each quarter describing the services it has undertaken to fulfill the Scope of Services. The reports will include calendar year-to-date data by quarter. The submission will include ~~Included in all reports shall be the~~ reporting data required by the State of Illinois and other performance measures listed in Exhibit 2A. ~~including but not limited to the following: Number of ad placements with number of responses generated, Number of pieces sent direct mail with number of responses generated, Number of sales/marketing leads generated, Number of contacts made, Number of Bookings made, number of Phone calls generated by promotions and Number of web site inquiries received and answered. The annual report should also include actual financial reports reflecting membership revenues, State of Illinois and private sector grants and donations, and visitor's center sales revenue. Finally, the number of Oak Park Visit Oak Park memberships shall be included in the report.~~

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

~~Visit Oak Park shall annually provide the Village with performance measurement data outlined in Exhibit 2A. During the term of this Agreement the parties shall cooperate with evaluations in regard to its services under the Agreement. Any evaluation may be quantitative and descriptive and available to both parties. The Village has recently reinstated the performance management program. The Village's M.A.P. Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2019, the Contractor agrees that the parties will be reviewing the Scope of Services and Goals set forth in Exhibit 2 and will work to develop performance measurements which are consistent with the Village's M.A.P. for inclusion in the calendar year 2019 operating agreement.~~

During the term of this Agreement the parties shall cooperate with evaluations in regard to its services under the Agreement. Any evaluation may be quantitative and descriptive and available to both parties. The Village has recently reinstated the performance management program. The Village's MAP Program stands for Measure, Analyze and Perform and will be used to manage and improve Village services within the Village of Oak Park. During 2019, the Contractor agrees that the parties will be reviewing the Scope of Services and Goals set forth in Exhibit 2 and will work to develop performance measurements which are consistent with the Village's MAP for inclusion in the calendar year 2019 operating agreement.

EXHIBIT 2A
ANNUAL PERFORMANCE MEASUREMENTS
VISIT OAK PARK

Oak Park Attractions Attendance

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

B. Analysis of Oak Park Hotel / Motel Tax Revenue

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

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

- Visitor spending patterns

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

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

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

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

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

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

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

G. ~~Work with the Oak Park EDC under its contract with Buxton to track and measure local spending and credit card transactions by out-of-town visitors and tourists while in Oak Park~~Measure consumer e-blast performance

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

ADDENDUM TO AGREEMENT

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

A. Conflicts of Interest and Standards of Conduct.

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

Conflicts of Interest and Standards of Conduct

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

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

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

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

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

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

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

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

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

B. Procurement Policy.

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

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

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

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

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

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

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

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

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

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

C. Diversity Statement

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

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

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

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

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

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

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

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

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

D. Drug Free Workplace.

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

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

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

DRUG-FREE WORKPLACE NOTICE

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

E. Sexual Harassment Policy.

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

SEXUAL HARASSMENT POLICY

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

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

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

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

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

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

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

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

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

F. Domestic Partnership Program.

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

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

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

G. Compliance with Employment Laws.

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

H. Compliance with HUD Guidelines.

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



EXHIBIT A

Diversity Statement

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

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

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

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

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

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

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

Revised 11.19.07

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

Vendor Name _____

Total Employees _____

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

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

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

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

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

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

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

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

DOMESTIC PARTNER: Each adult in a domestic partnership.

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

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

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

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

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

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

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

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

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

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

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

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



November 6, 2018

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

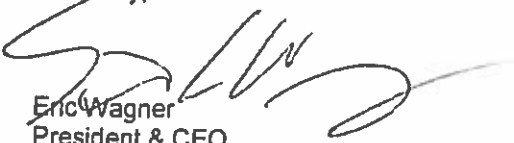
Dear Ms. Grossman,

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

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

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

Sincerely,


Eric Wagner
President & CEO
Visit Oak Park

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

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

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

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

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

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

12:03 PM
11/01/2018
Accrual Basis

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

Visit Oak Park

FY 18 LTCB Performance Measures

Performance Measures January 2018 – March 2018

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

Leisure Market

Inquiries (Requests for Information)

Phone/Mail (#) 50

Reader Service/AD (#) 61

Web Site (#) 4

Other (#) 2270

Total Fulfillment

Mail (#) 2324

Electronic (#) 61

Instagram followers: 1830

of photos posted of area assets: 252

Facebook Ad Campaigns: 3

Facebook Followers: 6165

Twitter Followers: 3550

Eblasts: 6

Web Site

User Sessions (#) 13,144

Unique Visitors (#) 10,363

Pageviews (#) 33,352

Group Business

Meetings/Conventions

of Leads 0

of Groups Booked 0

Motorcoach

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

of Day Groups Booked

of Motorcoach Travelers Booked

of Room Nights Generated

Visit Oak Park

FY 18 LTCB Performance Measures

Other Significant CVB Marketing Initiatives

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

of Fams 0

of Fam Attendees 0

of Tradeshows Attended 3

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

Event Promotion/Organization

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

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

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



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

(a) Grantee Name Visit Oak Park		(b) Grant Number 18-751037	(c) CSFA 420-25-0524	(d) CFDA(s) N/A	(e) Appropriation Number(s) (State Agency Use Only)
(f) FEIN Number 36-3919968	(g) DUNS 093102253	(h) Program Name and/or Code Local Tourism & Convention Bureau			(i) Date Prepared July 12, 2018
(j) Agreement Period 07/01/2017 thru 06/30/2018		(k) Report Period 01/01/2018 thru 03/31/2018	(l) Final Report for Award Period <input checked="" type="checkbox"/>	(m) No changes from prior reporting period and/or No new expenses <input type="checkbox"/>	
(n) Indirect Cost Rate: % <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		(o) Approved Indirect Cost Base: 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
											ADD
											DEL



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

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



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

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

Visit Oak Park FY18 LTCB Fourth Quarter Performance Measures

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

Leisure Market:

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

Total Fulfilment:

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

Instagram Followers: 2,101

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

EBlasts: 6

Website:

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

Group Business:

Meetings/Conventions:

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

Motorcoach:

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

Other Significant CVB Marketing Initiatives:

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

Event Promotion/Organization:

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

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

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

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



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

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

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



STATE OF ILLINOIS
PERIODIC FINANCIAL REPORT

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



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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	
5012 Training & Education			0.00								ADD
5013 Direct Administrative Costs		-	0.00					16,896.24		16,896.24	DEL
5014 Miscellaneous Costs			0.00							67,820.67	ADD
5015 A. Advertising			0.00								DEL
B. Familiarization Tours			0.00					620.00		620.00	ADD
			0.00							2,370.00	DEL
			0.00								ADD
			0.00								DEL
			0.00								ADD
			0.00								DEL
(cc) TOTAL DIRECT EXPENSES	444,536.00	0.00	100.00	192,645.80	251,890.20		444,536.00	49,042.71		49,042.71	ADD
										222,268.00	DEL
(dd) Indirect Costs			0.00								
(cc) TOTAL EXPENDITURES	444,536.00	0.00	100.00	192,645.80	251,890.20		444,536.00	49,042.71		49,042.71	
										222,268.00	

Visit Oak Park FY19 LTCB First Quarter Performance Measures

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

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

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

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

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

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

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



STATE OF ILLINOIS
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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 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					1,312.37		1,312.37	1,312.37	DEL
B. Familiarization Tours			0.00									ADD
			0.00									DEL
			0.00									ADD
			0.00									DEL
(cc) TOTAL DIRECT EXPENSES	485,973.00	416,309.80	14.33	69,663.20			69,663.20	74,557.25		74,557.25	74,557.25	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	485,973.00	416,309.80	14.33	69,663.20			69,663.20	74,557.25		74,557.25	74,557.25	



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

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

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

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

Objective 1: Increase brand awareness for Visit Oak Park

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



Objective 2: Increase Advertising and Marketing

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

Objective 3: Increase Group Tour/Motorcoach Market Presence

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

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

Frank Lloyd Wright Home & Studio:

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

Unity Temple:

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

Pleasant Home:

	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>Sept YTD</u>	<u>Full Year</u>
2018	12	26	104	90	94	108	128	188	78	64	67	89	828	N/A
2017	29	43	59	139	160	72	188	93	80	135	89	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