Partner Agency Reports

Visit Oak Park
193 N. Marion Street, Suite 208
Oak Park, IL 60301

Eric Wagner, President & CEO
708.524.7800

Type of Report:

☑ 2019 4th Quarter

☑ 2019 Year-End

☑ 2020 1st Quarter

☑ 2020 2nd Quarter

☐ 2020 3rd Quarter

☐ 2020 4th Quarter

☐ 2020 Year-End

☐ Other: _____

January 31, 2020

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

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the year and quarter ending December 31, 2019. Please note that due to the seasonality of tourism, not all our service deliverables will have actual results in each quarter. Our submission includes the following:

- Fiscal year end 2019 final audit report as prepared by Sikich LLP
- Visit Oak Park calendar year-to-date unaudited financial statements as of December 31, 2019
- Visit Oak Park periodic financial and performance reports submitted to the State of Illinois pursuant to our FY20 grant agreement with the Illinois Department of Commerce and Economic Opportunity for October 2019 through December 2019
- Visit Oak Park key attraction attendance as of December 31, 2019, with comparisons to prior years

Sincerely,

Eric C. Wagner
President & CEO
Visit Oak Park
Email: eric@visitoakpark.com
Phone: 708-524-7800

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

	2019 Actuals	Budget*	Incr/(Decr) vs Budget	Note	2018 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	514,312	514,306	6		474,255	40,057	e
403 · VILLAGE FUNDING	212,500	212,500	0		212,500	-	
410 · MEMBERS & SPONSORS	27,580	56,714	(29,134)	a	33,615	(6,035)	f
420 · VISITOR CENTER INC	10	-	10		180,852	(180,843)	g
440 · RENTAL INCOME	27,637	-	27,637	b	-	27,637	b
480 · OTHER INCOME	0	-	0		131	(130)	
Total Income	782,039	783,519	(1,481)		901,353	(119,314)	
Gross Profit	782,039	783,519	(1,481)		901,353	(119,314)	
Expense							
500 · VISITOR CENTER OPS	77,455	45,033	32,422	b	178,796	(101,340)	g
600 · ADVERTISING & MARKETING	420,036	436,511	(16,476)	c	243,886	176,148	h
730 · PERSONNEL	147,236	161,733	(14,497)	d	325,965	(178,729)	i
810 · ADMINISTRATIVE COSTS	124,933	127,283	(2,351)		93,668	31,264	j
900 · OTHER EXPENSES	768	-	768		803	(35)	
Total Expense	770,428	770,561	(133)		843,120	(72,692)	
Net Ordinary Income	11,611	12,959	(1,348)		58,233	(46,622)	
Other Income	336	-	336		1	335	
Other Expense	27,166	21,459	5,707		85,444	(58,277)	k
Net Other Income	(26,831)	(21,459)	(5,371)		(85,443)	58,613	
Net Income/(Loss)	(15,220)	(8,501)	(6,719)		(27,211)	11,990	

Advertising & Marketing as % of Total Expense	55%		29%
Personnel as % of Total Expense	19%		39%
Visitor Center as % of Total Expense	10%		21%
Admin/Other as % of Total Expense	16%		11%
Total	100%		100%

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

a) Because Visit of Oak Park operates on a fiscal year, the receipt of FY20 funding from destination marketing service agreements will fall into January through June of 2020 even though a portion of the funding was planned in July through December 2019.

b) Rental income relates to the sublease of the visitor center space to Albion from February to August 2019. The sublease revenue was planned in the budget as reduced rent instead of rental income, which is why rental income is over budget, and visitor center operational costs are also over budget.

c) Advertising and marketing costs are below plan due to the timing of the FY20 fiscal spending.

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

e) The State of Illinois LTCB grant funding exceeds prior year based on the formula of municipality members, hotel/motel taxes, etc.

f) Member & Sponsor income is below prior year due to timing. The membership program was terminated in June 2018 and replaced with a destination marketing service program for municipalities. Because Visit of Oak Park operates on a fiscal year, the receipt of FY20 funding will fall into January through June of 2020.

g) The Visitor's Center was closed on December 31, 2018, which drove the decline in both revenue and expenses versus prior year.

h) Advertising and Marketing costs are above prior year due to the strategic repurposing of funds. Key 2019 spending includes the creation of a printed inspiration guide, the launch of a new website, the relaunch of social media and the creation of new video and photography assets.

i) Personnel costs are lower than prior year due to the closing of the visitor's center and a restructuring of headcount.

j) Administrative costs are higher than prior year as the part-time finance director position is being filled by a 3rd party instead of an employee. In addition, worker's compensation insurance is higher than prior year due to the absence of a prior year credit. Finally, one-time IT costs are higher than prior year due to the December 2019 office move and the transition to the cloud.

k) Other expense is lower than prior year due absence of expenses for the distribution of visitor guides and the absence of inventory costs for the visitor's center.

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(a) Grantee Name	(b) Grant Number	(c) CSFA	(d) CFDA(s)	(e) Appropriation Number(s) (State Agency Use Only)
Visit Oak Park	20-751037	420-25-1608	N/A	

(f) FEIN Number	(g) DUNS	(h) Program Name and/or Code	(i) Date Prepared
36-3916966	083102253	Local Tourism and Convention Bureau	January 22, 2020

(j) Agreement Period	(k) Report Period	(l) Final Report for Award Period	(m) No changes from prior reporting period and/or No new expenses
07/01/2019 thru 06/30/2020	10/01/2019 thru 12/31/2019	☐	☐

(n) Indirect Cost Rate: 0.00 %

(o) Approved Indirect Cost Base: N/A

(p) Program Restrictions: Yes ☐ No ☒

(q) List of Restrictions:

(r) Mandatory Match %: Yes ☒ 50.00 % No ☐

(s) Specify Match: 50%

(t) Program Income (Award to Date)	(u) Program Income (In current reporting period)	(v) Interest earned (Award to Date)	(w) Interest earned (In current reporting period)
$0.00	$0.00	$137.62	$89.95

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1001 Personnel (Salaries & Wages)	96,146.00	52,396.00	45.50	20,350.00	23,400.00		43,750.00					ADD DEL
1002 Fringe Benefits	13,467.50	7,786.81	42.18	2,726.78	2,953.91		5,680.69					ADD DEL
1006 Contractual Services	154,110.00	59,716.00	61.25	46,387.00	48,007.00		94,394.00					ADD DEL
1007 Consultant (Professional Services)	7,500.00	0.00	100.00	7,500.00			7,500.00					ADD DEL
1012 Training & Education	800.00	150.00	81.25	650.00			650.00					ADD DEL
1015 A: Advertising	269,427.50	224,052.50	16.84	41,000.00	4,375.00		45,375.00					ADD DEL
1015 B: Familiarization Tours	1,200.00	837.07	30.24	362.93			362.93					ADD DEL
5001 Personnel (Salaries & Wages)	48,761.00	48,761.00	0.00					12,400.00		12,400.00	24,100.00	ADD DEL

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(z) Category/Program Expenses	(y) Current Approved Budget			(x) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
5002 Fringe Benefits	8,909.50	8,909.50	0.00					2,118.49		2,118.49	4,154.97	ADD DEL
5003 Travel	4,200.00	4,200.00	0.00					1,208.09		1,208.09	1,736.23	ADD DEL
5006 Contractual Services	8,906.00	8,906.00	0.00					1,361.50		1,361.50	2,743.75	ADD DEL
5007 Consultant (Professional Services)	59,760.00	59,760.00	0.00					11,730.90		11,730.90	21,818.40	ADD DEL
5009 Occupancy (Rent & Utilities)	62,445.00	62,445.00	0.00					31,341.48		31,341.48	49,604.90	ADD DEL
5011 Telecommunications	3,264.00	3,264.00	0.00					875.11		875.11	1,691.78	ADD DEL
5013 Direct Administrative Costs (Admin Staffing)	27,608.00	27,608.00	0.00					15,060.90		15,060.90	24,182.06	ADD DEL
5015 A: Advertising	47,272.00	47,272.00	0.00					125.00		125.00	4,850.00	ADD DEL
(cc) TOTAL DIRECT EXPENSES	813,976.50	616,263.88	24.29	118,976.71	78,735.91		197,712.62	76,221.44		76,221.44	134,882.04	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	813,976.50	616,263.88	24.29	118,976.71	78,735.91		197,712.62	76,221.44		76,221.44	134,882.04	

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

GRANTEE CERTIFICATION (2CFR 200.415)

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

(ff) Name and Title of Authorized Grantee Representative: Eric Wagner, President & CEO	(gg) Date Submitted: 1/29/2020
(hh) E-mail: Eric@visitoakpark.com	(ii) Telephone Number: 708-524-7800

STATE AGENCY USE ONLY

(jj) Name and Title of State Agency Individual Authorized to Approve Report:	(kk) Date Received:	(ll) Date Approved:

Visit Oak Park

Key Oak Park Attraction Attendance

2017, 2018 and 2019

Frank Lloyd Wright Home & Studio:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	July to Dec
2019	1,496	1,859	4,800	5,824	7,368	7,824	8,829	8,733	8,600	8,330	4,159	3,726	71,548	42,377
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	8,008	4,951	2,996	82,680	46,924
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	86,018	50,429
Incr/(Decr) 2019 vs 2018	288	(50)	(1,409)	(1,384)	(1,710)	(2,320)	(2,483)	(1,666)	(658)	322	(792)	730	(11,132)	(4,547)
Incr/(Decr) 2018 vs 2017	75	(418)	1,624	(347)	(652)	(115)	275	(154)	(512)	(1,736)	(984)	(394)	(3,338)	

Unity Temple:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	July to Dec
2019	343	396	923	1,424	1,573	1,496	2,186	2,251	2,332	2,504	1,002	678	17,108	10,953
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,351	1,259	577	18,245	10,951
2017							2,040	2,185	2,453	2,576	1,510	893	N/A	11,657
Incr/(Decr) 2019 vs 2018	(114)	73	(392)	(11)	(258)	(437)	(32)	(116)	153	153	(257)	101	(1,137)	2
Incr/(Decr) 2018 vs 2017							178	182	(274)	(225)	(251)	(316)	N/A	

Pleasant Home:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	July to Dec
2019	38	70	64	84	90	115	146	63	46	75	42	65	898	437
2018	12	26	104	90	94	108	128	188	78	64	27	95	1,014	580
2017	29	43	59	139	160	72	188	93	80	135	67	89	1,154	652
Incr/(Decr) 2019 vs 2018	26	44	(40)	(6)	(4)	7	18	(125)	(32)	11	15	(30)	(116)	(143)
Incr/(Decr) 2018 vs 2017	(17)	(17)	45	(49)	(66)	36	(60)	95	(2)	(71)	(40)	6	(140)	

Hemingway Birthplace Home & Museum:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	July to Dec
2019	159	166	460	373	680	865	1,029	1,102	841	772	436	362	7,245	4,542
2018	206	201	574	585	876	754	1,057	1,027	903	776	292	283	7,534	4,338
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	7,551	3,907
Incr/(Decr) 2019 vs 2018	(47)	(35)	(114)	(212)	(196)	111	(28)	75	(62)	(4)	144	79	(289)	204
Incr/(Decr) 2018 vs 2017	(32)	(87)	(152)	(141)	1	(37)	39	252	189	23	(84)	12	(17)	

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

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

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

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

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

Objective 1: Increase Visit Oak Park brand awareness

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

Objective 2: Increase Advertising and Marketing Campaigns

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

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

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

Visit Oak Park
FY20 LTCB 2nd Quarter Performance Measures

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

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

- Website Results:
  - Users: 26,882 (MOM Increased from11,487 to 26,882)
  - New Users: 26,620 (MOM Increase 11,425 to 26,620)
  - Bounce Rate: 79.34 % (Increased from 69.30 % to 79.34%)
  - Average Session Duration:0048 (decreased from :0057 to :0048)
  - Page per sessions:1.88 (decreased from 1.88 to 1.52)

- Content Development:
  - Visit Oak Park developed community pages on the Visit Oak Park website for Brookfield and Riverside
    - Brookfield Community Page
      - Travel Itineraries: Brookfield Zoo, Art & Shopping, Retro Games, History
      - Travel Inspiration Stories: Breakfast in Brookfield, Brookfield Food Tour, Brookfield's Best Events, Family Fun in Brookfield, Made in Brookfield and Naturally Brookfield
    - Riverside Community Page
      - Travel Itineraries: Things to Do, Dining, Raise a Glass, Shop Local
      - Travel Inspiration Stories: Riverside: Olmsted's Masterpiece, Riverside Events, Historic Riverside: A Brief History
- Inspiration Guide:
  - 3 total downloads
- Social Media/Consumer e-newsletters
  - 685 new e-newsletter subscribers
  - Social Media:
    - Reach: 1,050,364 People
    - Impressions: 3,138,878
    - Frequency of 2.99 per person
    - Unique Link: 15,488
    - Landing Page Views: 14,581
    - Link Clicks: 9,161

Objective 2: Increase advertising and marketing campaigns through digital, print, and out-of-home advertising:

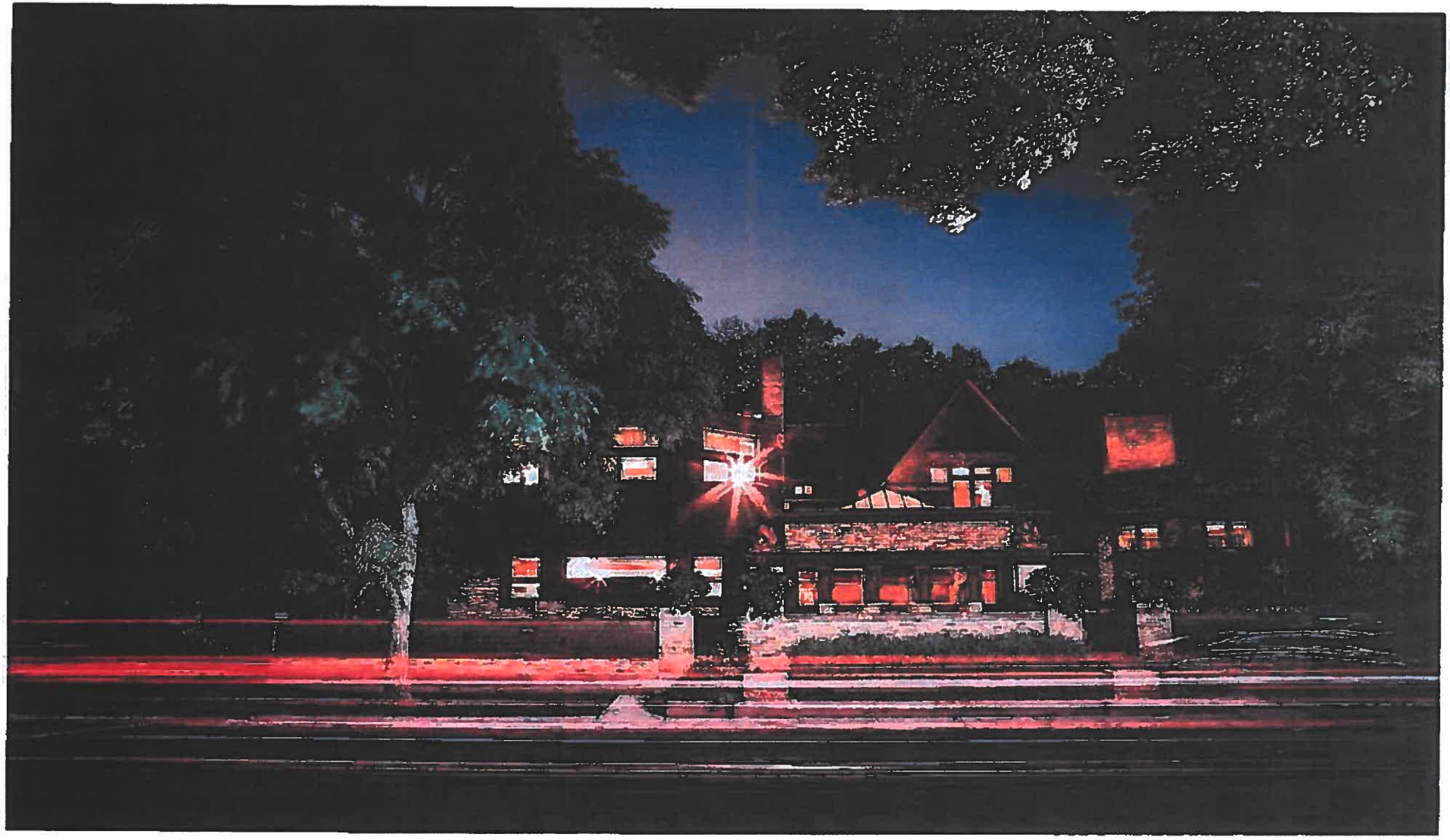
- Visit Oak Park launched a digital marketing campaign beginning in July and running through October 31. Below is the results for October:
  - Paid Digital Advertising Campaign
    - Social VOP Retargeting Campaign
      - Reached: 692,348
      - Impressions:1,549,992
      - Frequency: 2.24
      - Unique Links Clicks: 5,380
      - Landing page views: 3,689
    - Riverside
      - Facebook
        - 1.8K Reached
        - 1.4% CTR (Above Industry average .90%)
        - 2.2 K Post Engagement
      - Brookfield
        - Display (Google Ads)
        - 2.7 million impressions
        - 6.6K Clicks
      - Facebook Carousel Ad
        - 252K Reached
        - 1.9% CTR (Above Industry average .90%)
        - 6K quality Clicks
      - Facebook News Feed
        - 206K Reached
        - 1.6% CTR (Above Industry average .90%)

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

- Familiarization Tours:
  - Hosted November 6 Global Architecture FAM with media from Mail on Sunday (UK), ELLE Decoration (UK), Frankfurter Allgemeine Zeitung (DE), National Geographic Traveler en Español (MX), WIF Magazine (MX), Holiday (JP), CNN English Express (JP)
- Earned Media:
  - Gay Times (online), featuring Frank Lloyd Wright Home and Studio, Unity Temple and Little Gem
    - Date: December 7, 2019
    - Circulation: 626,520
    - AVE: $2,893
    - Featured: Chicago Pride
    - Link: www.gaytimes.co.uk/travel/127346/look-back-or-forward-to-one-of-the-worlds-most-authentic-lgbtq-celebrations-chicago-pride/

- Community partner level sponsorship and advertising co-op with Albion to support Open House Chicago, October 19-20, bringing attendance 8,793 attendees to Oak Park:

Albion Oak Park	1251
Cheney Mansion	1308
First United Methodist Church of Oak Park	415
Grace Episcopal Church	822
Nineteenth Century Club	462
Oak Park Art League	557
Oak Park River Forest Museum	250
One Lake Brewing	678
Pilgrim Congregational Church	263
Pleasant Home	1605
St. Edmund Roman Catholic Church	402
Unity Church of Oak Park	547
Unity Temple	100
West Suburban Temple Har Zion	133
	8793



Visit Oak Park
2019 Annual Partner Report

A Letter from the President & CEO

2019 was a year of extraordinary transition for Visit Oak Park. We completed a successful restructuring of the organization to not only improve our short- and long-term financial viability, but also to advance our efforts to focus on the bureau's core mission of bringing more visitors to Oak Park.

Over the past year, we've made the critical investments necessary to help us meet the demands of the tourism marketplace and the digital world. In addition to creating an exciting new visual brand identity, we built a new state-of-the-art website, and executed new marketing strategies.

By redirecting funds from visitor services, Visit Oak Park was able to produce a beautiful new Visitor Inspiration Guide and execute our first digital marketing campaign last fall. With the publication of the new guide, we reached nearly 500,000 potential visitors—exceeding the 12,000 annual visitors to the Visitor Center, and at less cost. With executing the bureau's first digital marketing campaign, Visit Oak Park reached more consumers than ever before, and marked a new era in the bureau's marketing efforts.

Visit Oak Park entered into new partnerships like never before, including new marketing partnerships with two of our communities—Riverside and Brookfield. In addition, we partnered with Albion Oak Park to sponsor and host Open House Chicago, bringing over 9,000 visitors to Oak Park in October.

While FY19 was a year of transition and restructuring for Visit Oak Park, FY20 is planned to be a year of transformation for the bureau.

Over the coming year, Visit Oak Park will use the data collected from our first digital marketing campaign to set our key performance benchmarks and to plot a course for future marketing campaigns and growth.

I'm proud that during my 16 month tenure, Visit Oak Park has spent more money than ever before on advertising and marketing, including an estimated $512,000 for FY20, or 62% of total revenue.

Visit Oak Park continues to work to reduce our administrative costs. In late 2019, our office moved to the new Flourish Cowork and Lounge, effectively cutting our rent by more than half.

More than ever before, Visit Oak Park is poised to play a major role in supporting Oak Park's local attractions and small businesses. In April, we'll launch our new spring/summer digital advertising campaign. We'll also launch our new TV commercial campaigns to promote our architectural gems. We'll also debut the new videos we've produced to showcase our area. Additionally, we'll unveil the new Oak Park Craft Beer Trail, the first of our exciting new travel itineraries. Lastly, we'll launch several exciting new marketing partnerships with our partner communities and area attractions.

I hope you find Visit Oak Park's 2019 Annual Partner Report to be a reflection of our commitment to reducing administrative costs, building new partnerships, and executing data-driven and results-oriented marketing to grow our local tourism.

About Visit Oak Park

VISIT OAK PARK

About Visit Oak Park

Visit Oak Park is the state-certified convention and visitors bureau serving the village of Oak Park and its neighboring Western Cook County communities of Bellwood, Berkeley, Broadview, Brookfield, Elmwood Park, Forest Park, Franklin Park, Hillside, Maywood, Melrose Park, Northlake, North Riverside, River Forest, River Grove, Riverside, Schiller Park and Westchester

The mission of the bureau is to increase consumer awareness of Western Cook County as a premier travel destination. Through the bureau's marketing initiatives, Visit Oak Park promotes the Oak Park Area as a great destination for visitors and works to support efforts to increase tax revenues and stimulate economic development and growth

About Visit Oak Park

- Founded in 1993 by Village of Oak Park Board as a 501(c)6, non-profit organization
- Name changed from Oak Park Visitors and Convention Bureau to Visit Oak Park in 2010
  - Village of Oak Park and 17 Western Cook County partner communities
- One of 40 State-Certified Convention and Visitors Bureau across Illinois
- State of Illinois Tourism Funding Model
  - Illinois Office of Tourism and local CVB partnership
  - State funding for local tourism tourism marketing
    - Village of Oak Park provides local hotel/motel tax
    - State of Illinois provides 2:1 local funding match—for every $1 local dollar received, Visit Oak Park gets $2 from the state; Conversely, for every $1 local dollar Visit Oak Park loses, we lose $2 from the state
- Extraordinary opportunity to receive state funds to promote Oak Park
  - State of Illinois providing Visit Oak Park $542,637 for FY20

Visit Oak Park
Year in Review

VISIT OAK PARK

Visit Oak Park
Year in Review

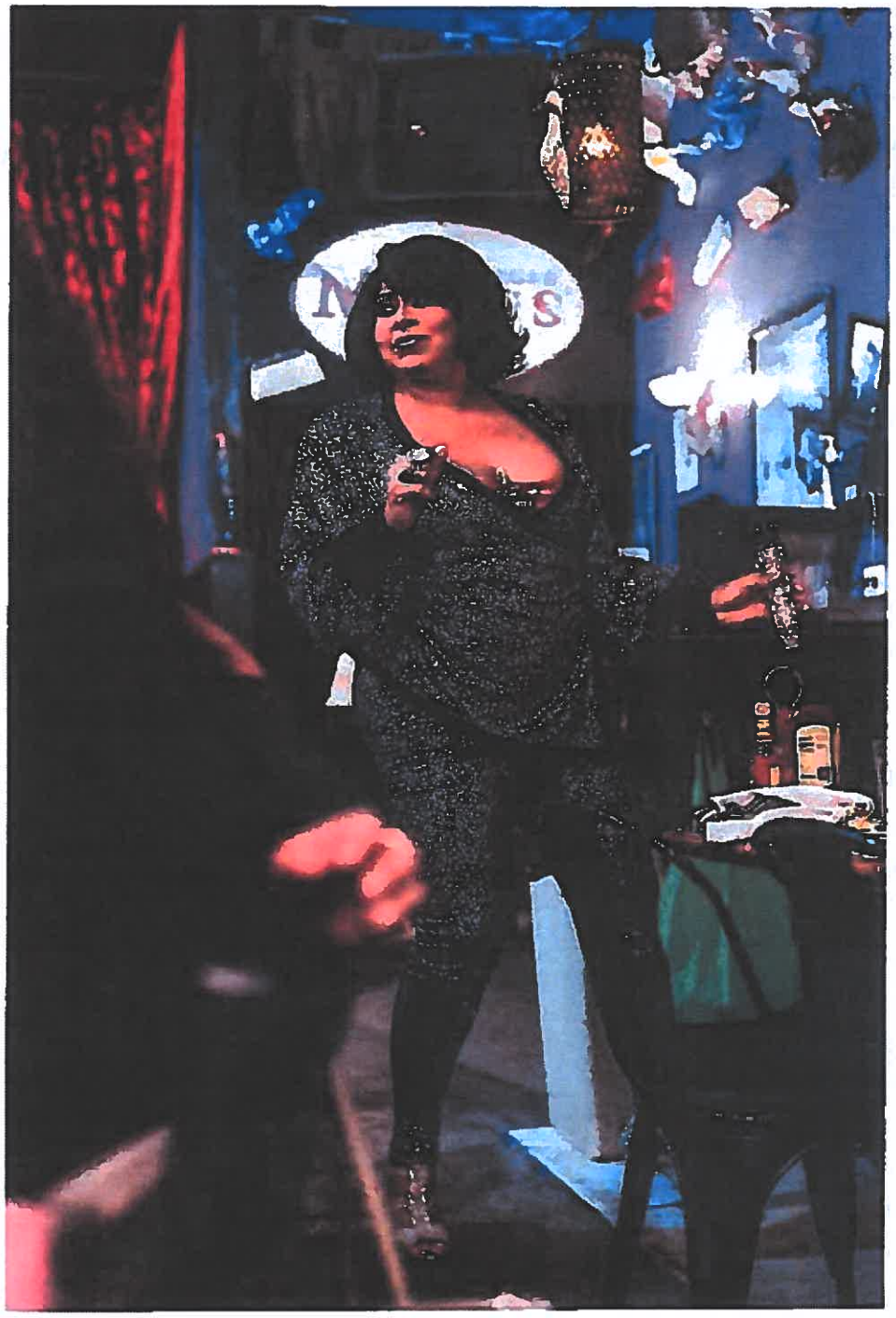
- Visit Oak Park Budget Restructuring
  - Closed Visitor Center
  - More money than ever before into marketing and advertising
- Created a new visual brand identity
- Launched new VisitOakPark.com
- Released new Visitor Inspiration Guide
- Produced new Brand Video
- Launched Visit Oak Park's first digital marketing campaign

Visit Oak Park
Year in Review

- Raised more money from our partner communities than ever before
  - $20,000 from Brookfield
  - $5,000 from Riverside
- Launched our first marketing partnerships
  - Brookfield, Riverside and Albion to sponsor and host Open House Chicago
- Completed an Office Move, cutting our rent in half
- Completed our State Audit
- Accounting: Streamlined our reporting and set new recordkeeping protocols
- Recruited new board members, including Hemingway, PDOP and Broadview Mayor
- Hired a new Social Media Specialist and Writer

Visit Oak Park
Year in Review

- Completed our digital marketing roadmap
- New Photography and Videos
  - FLW Home & Studio
  - FLW Walking Tours
  - Unity Temple
  - Kinslahger Brewing Company
  - Oak Park Brewing Company
  - One Lake Brewing Company
  - Wild Onion Brewing Company



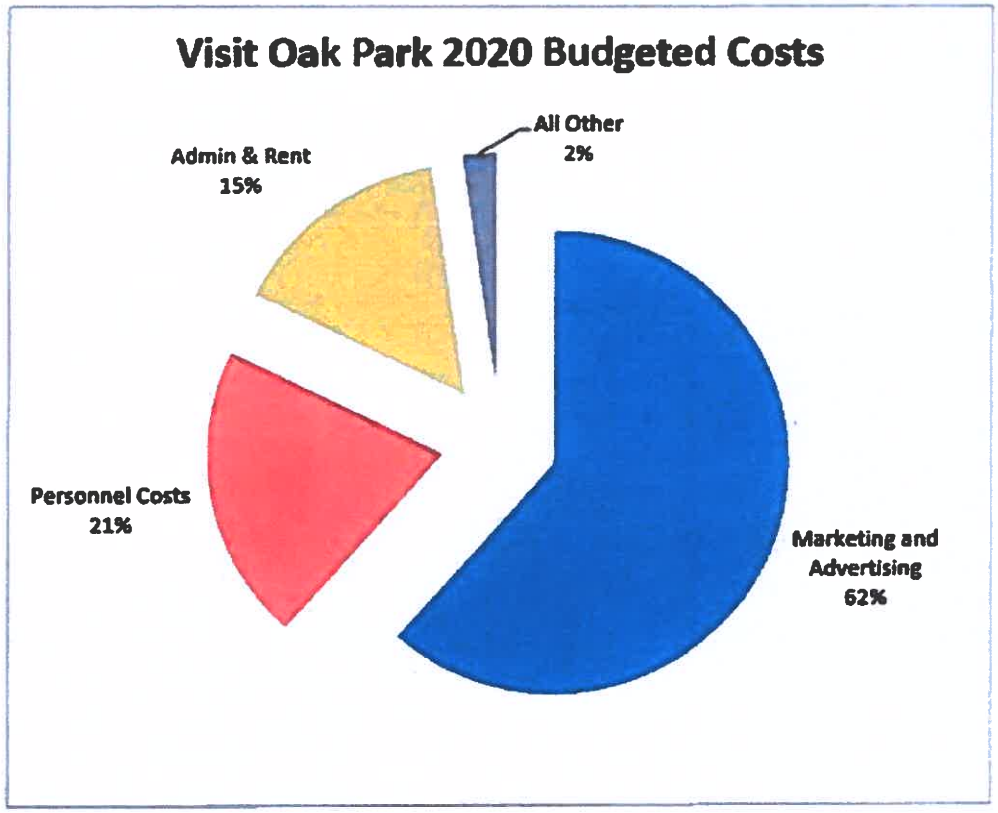
Visit Oak Park
FY19 Restructuring

FY19 Restructuring & Accomplishments

- With budget limitations, a strategic decision made to focus on advertising and marketing, not visitor services
  - Reach more consumers
  - Attract more visitors to Oak Park
- Visitor Center
  - Only serving 12,000 visitors per year
  - Presented short- and long-term financial challenges
  - October 2018 board approval to change Visit Oak Park's contract to close Visitor Center
- Visitor Center closed in December 2018
    - Dinner and gifts to celebrate staff and volunteers and their service
    - Oak Park products and apparel moved to Pleasant Home and OPRF History Museum gift shops
    - Visit Oak Park Ambassador program at attractions for volunteers to serve visitors
- Restructuring enabled Visit Oak Park to spend $480,000 or 65% of total revenue on marketing and advertising for FY19, up from $279,015 or 30% of total revenue for FY18

Visit Oak Park
FY20 Budget Costs

- Visit Oak Park continues to work to cut administrative costs
  - Recent move to Flourish — cutting our rent by more than half
- Anticipated Advertising and Marketing spend for FY20 expected to be $512K, representing 62% of budgeted expenses and 63% of revenue



Visit Oak Park
New Visual Brand Identity

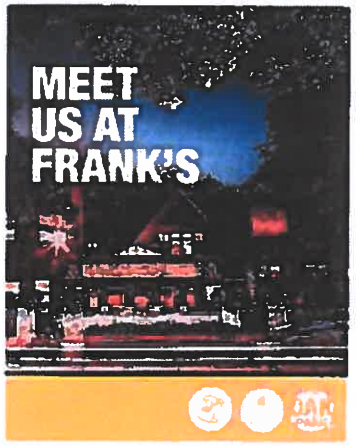
New Visual Brand Identity

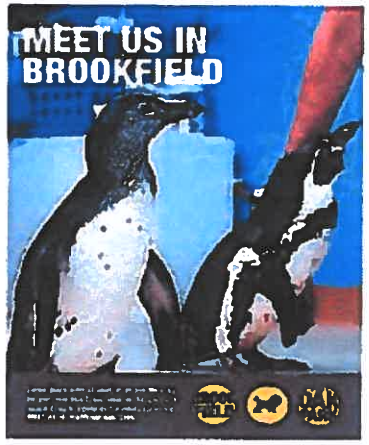
- Working to meet the demands of consumers and the tourism marketplace
  - Visit Oak Park created a new Visual Brand Identity

MEET
US HERE

New Visual Brand Identity

New Visual Brand Identity

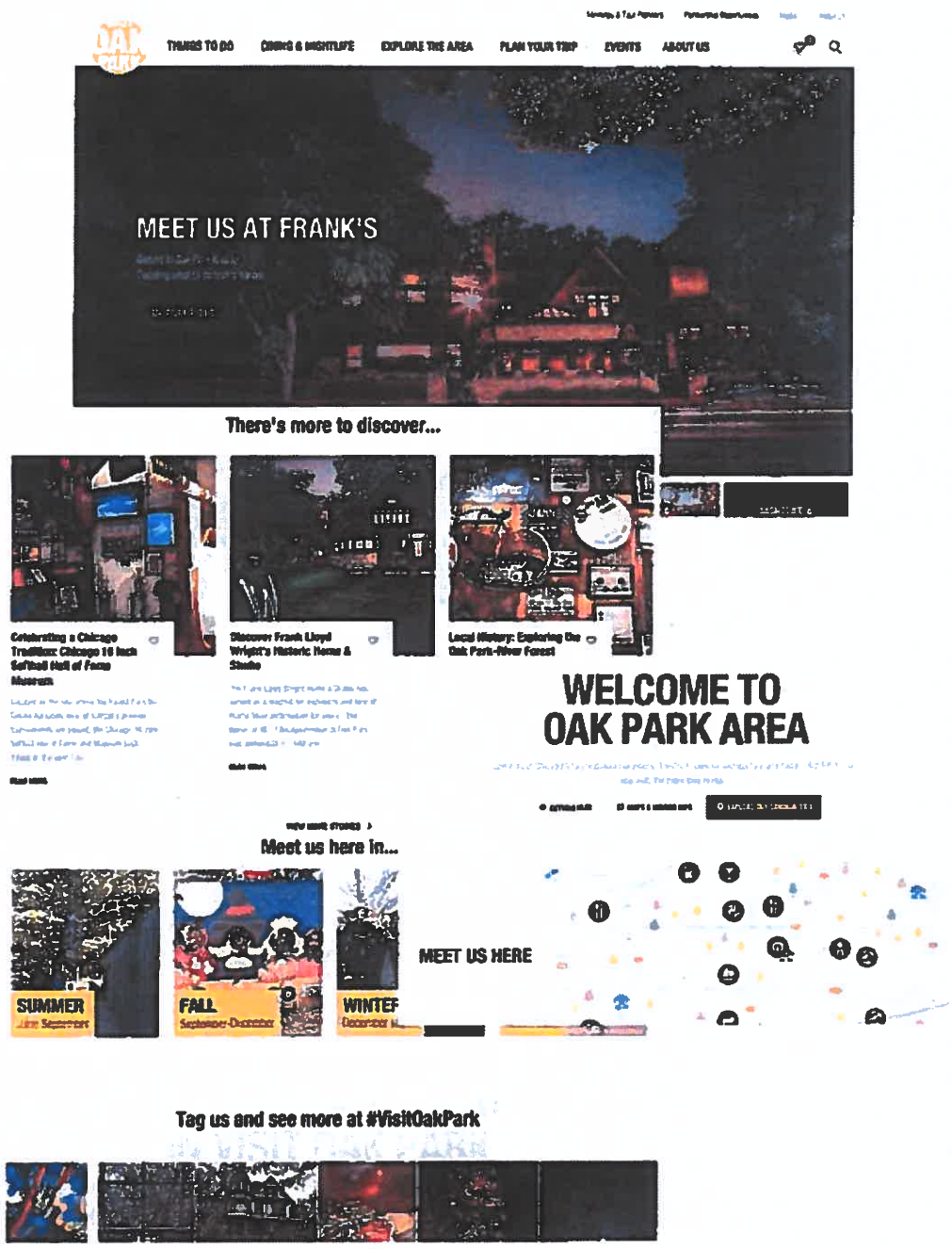




Visit Oak Park
New VisitOakPark.com

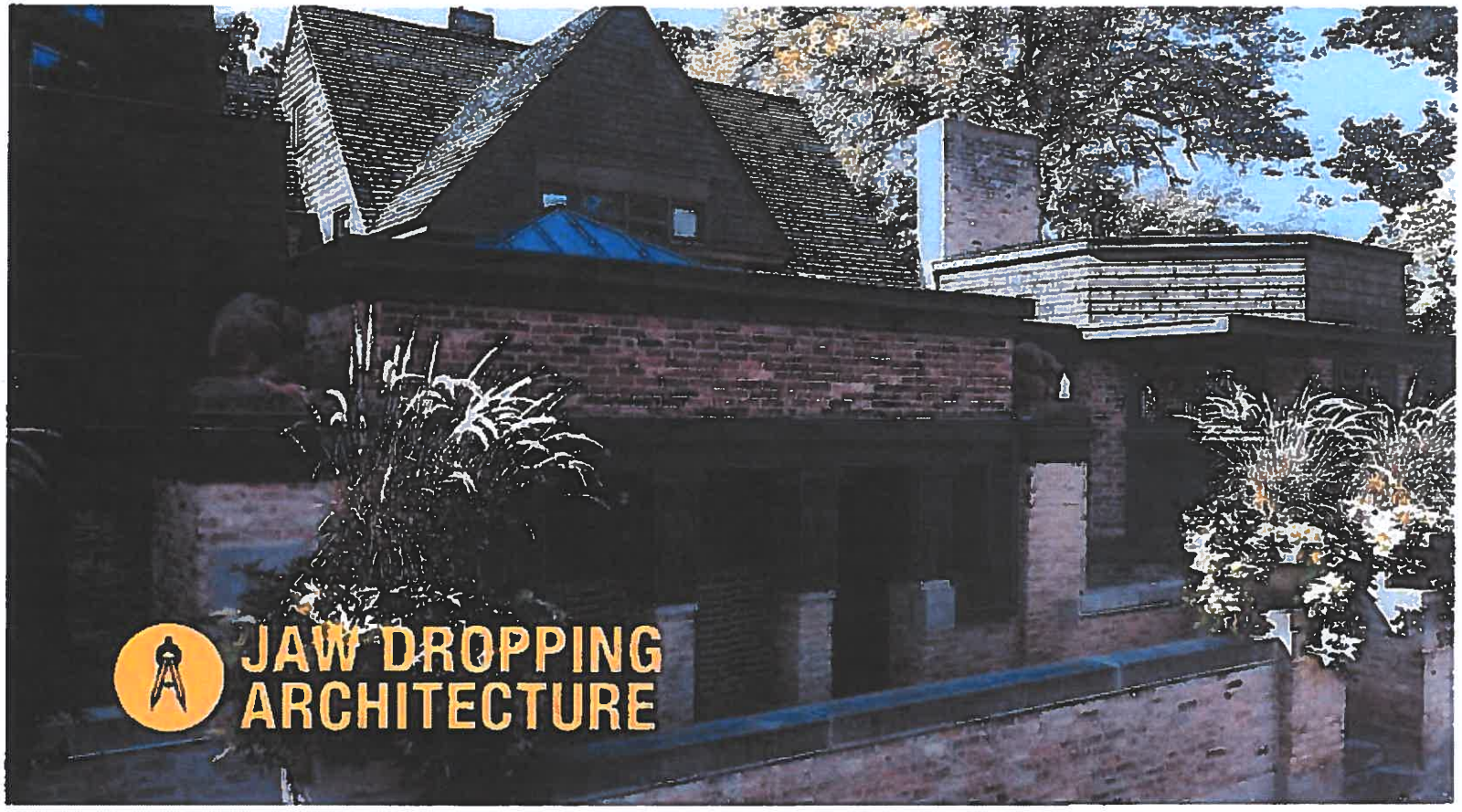
New Visit Oak Park Website

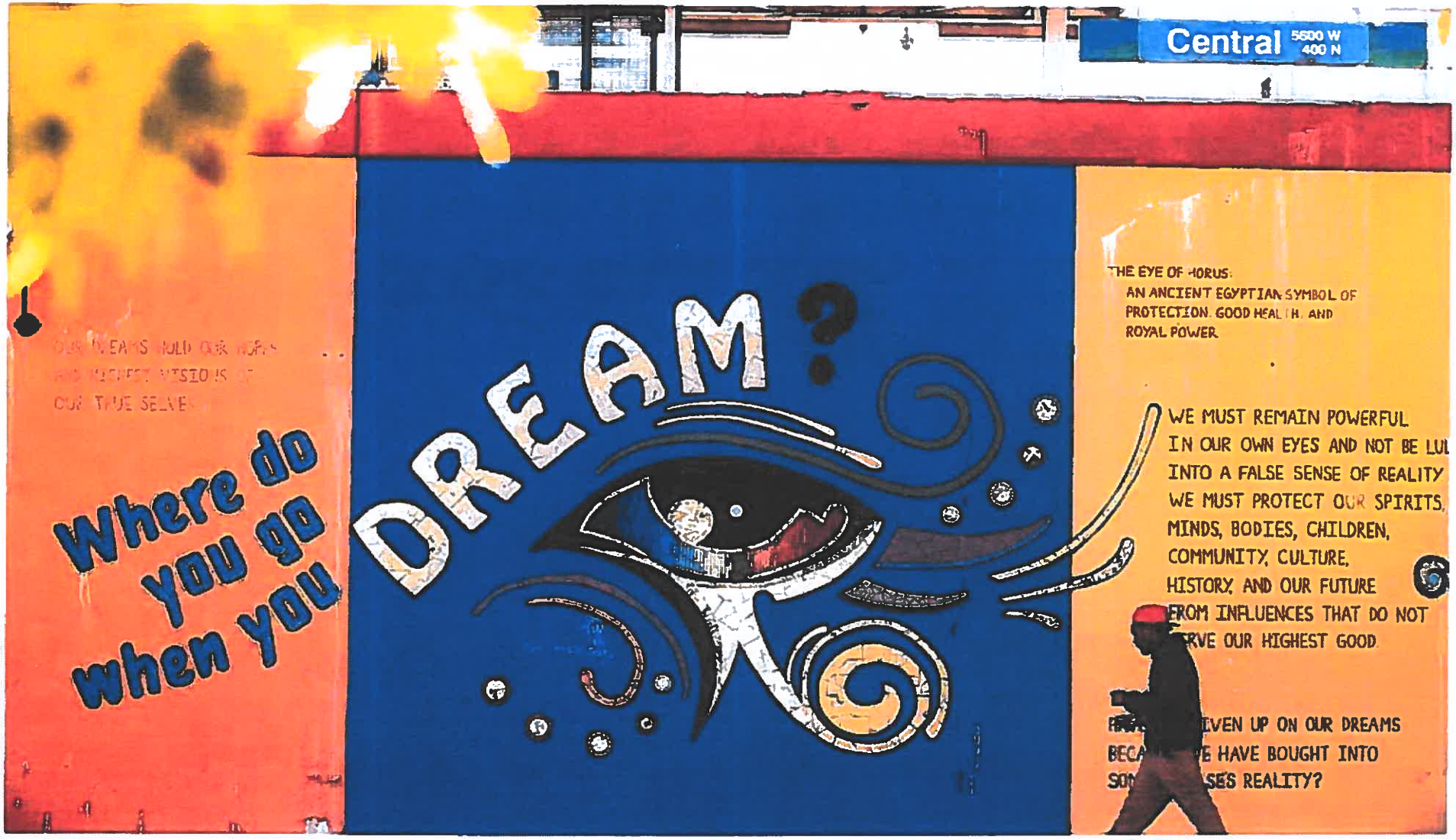
- New VisitOakPark.com launched in June
- A captivating digital magazine packed with stories and inspiration to plan your trip
- Content is the cornerstone
- Personalized content strategy
- User-Generated Content (UGC) integration
- Analytics
  - Data Collection



Visit Oak Park
New Brand Video

New Visit Oak Park Marketing Video

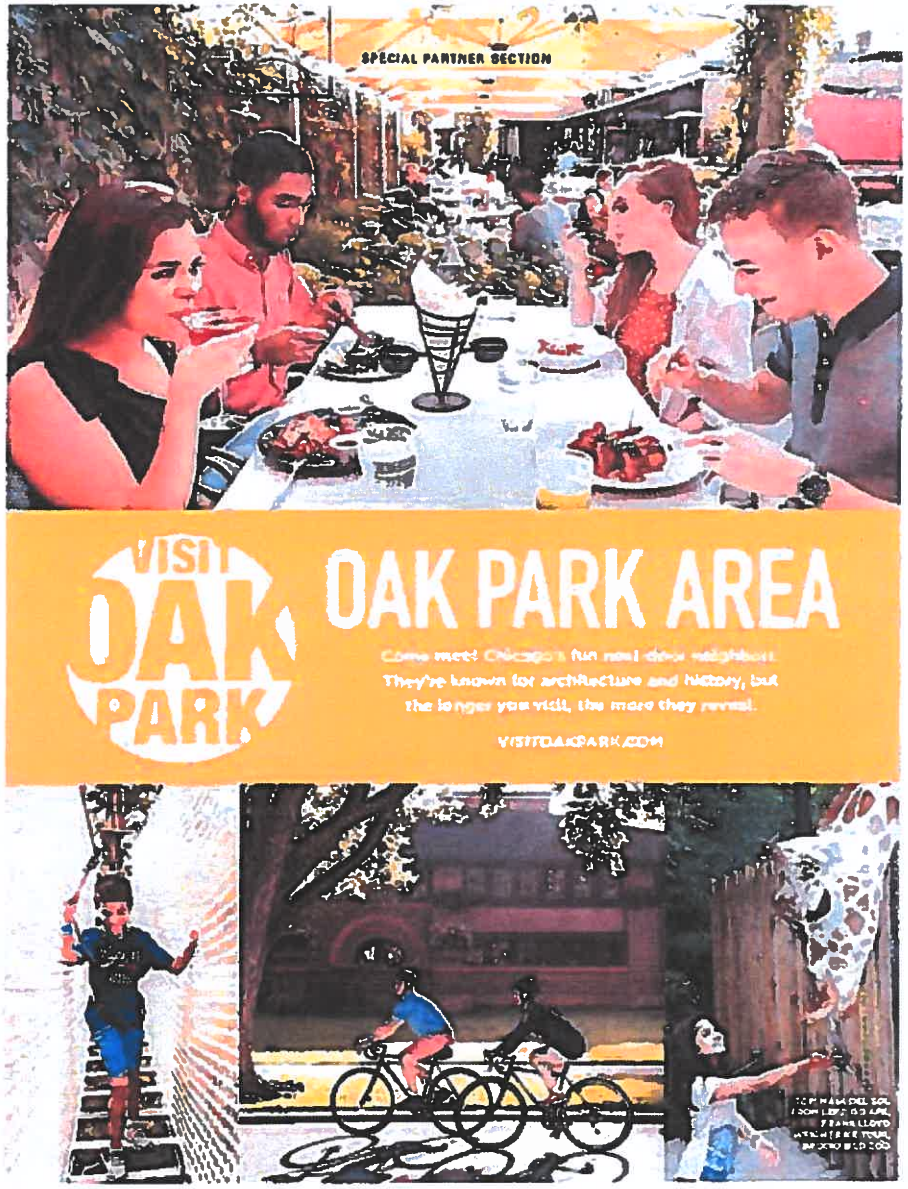


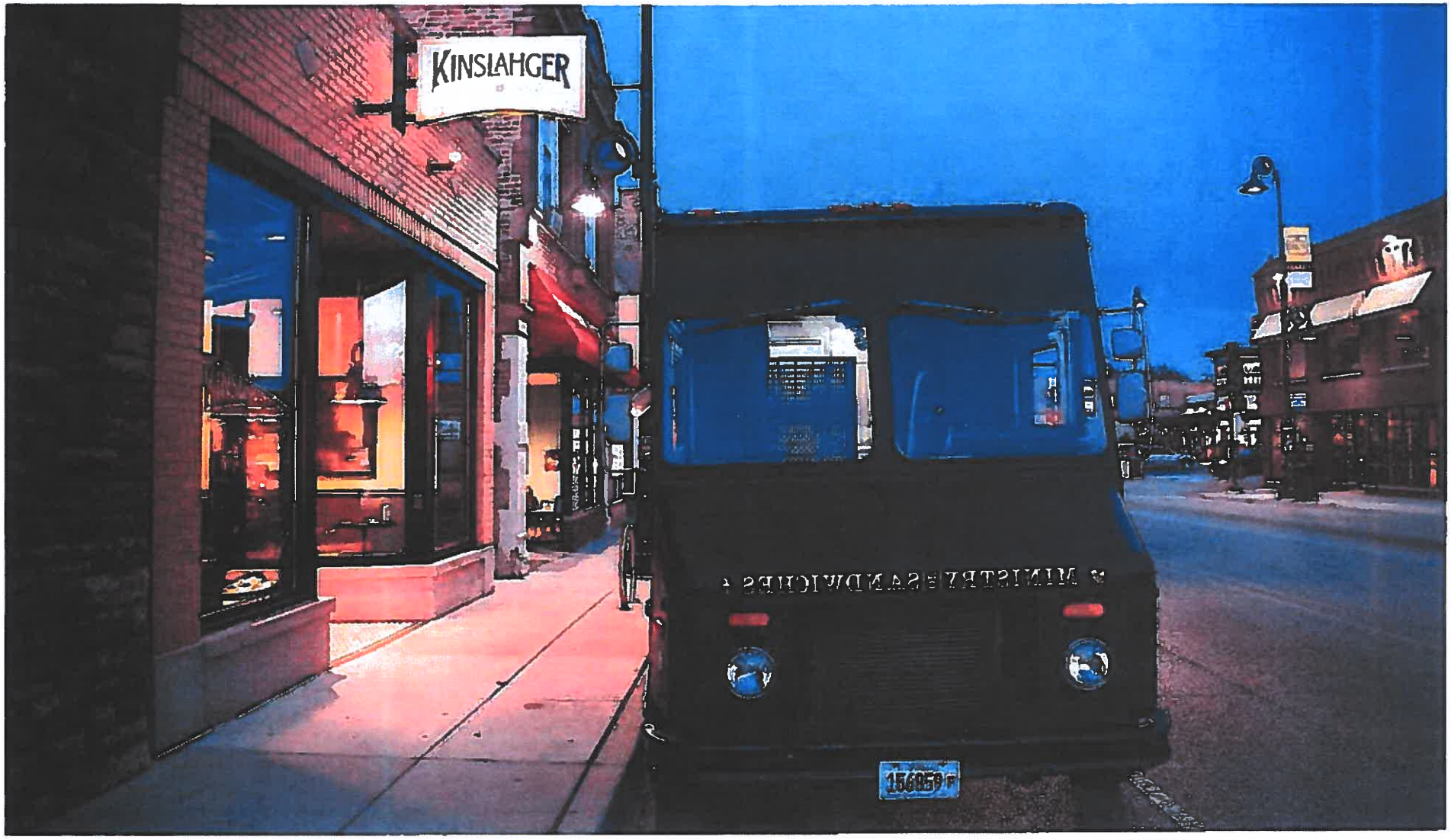


Visit Oak Park
New Visitor Inspiration Guide

Visit Oak Park Inspiration Guide

- Meredith Travel Marketing Custom Content Studio
- Polybagged in May/June with *Midwest Living* Magazine
- 320,000 subscribers in 5 states and key Midwest drive markets
- 70,000 overrun copies polybagged with *Chicago Magazine* in May w/ Sunday *Chicago Tribune*
- 30,000 overrun copies for distribution at area attractions
- Available for download on new VisitOakPark.com





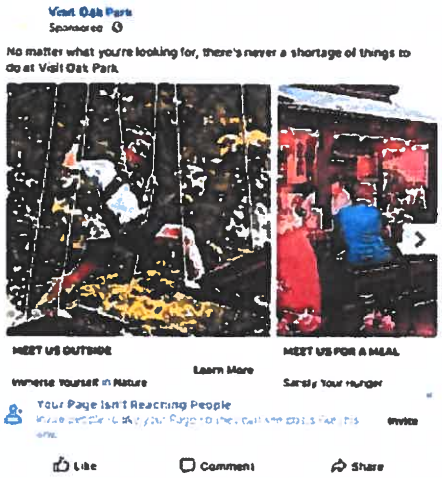
Visit Oak Park
New Social Media

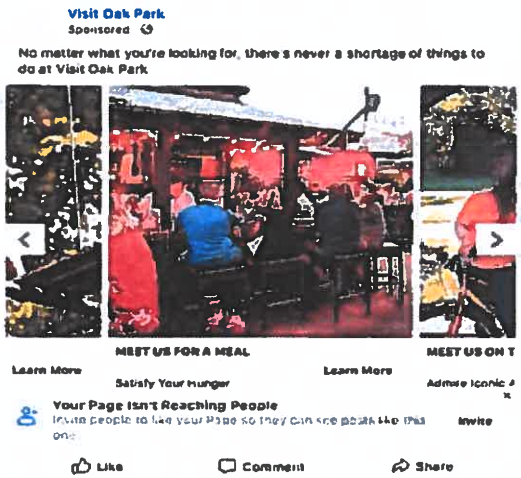
Visit Oak Park Social Media

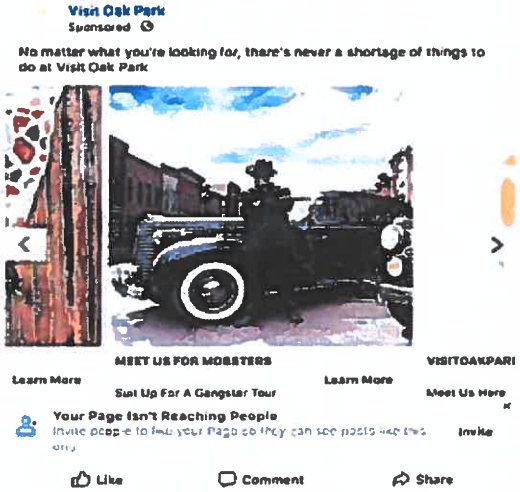
- Visit Oak Park's social media relaunched in June
- New strategies to boost organic reach, including the use of Facebook and Instagram stories

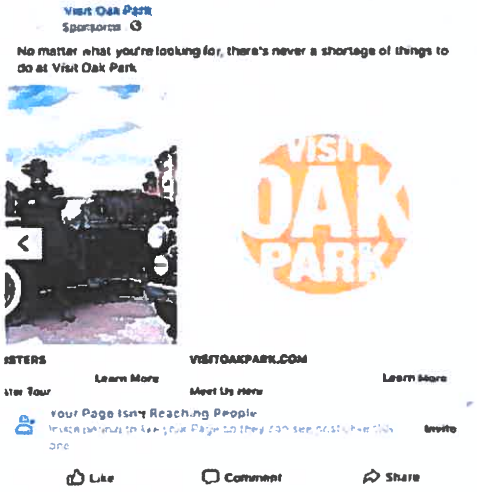
Visit Oak Park Summer/Fall Digital Advertising Campaign

Visit Oak Park Summer/Fall Digital Marketing Campaign

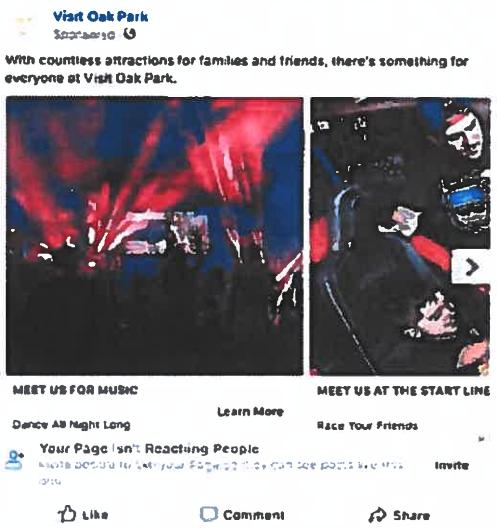


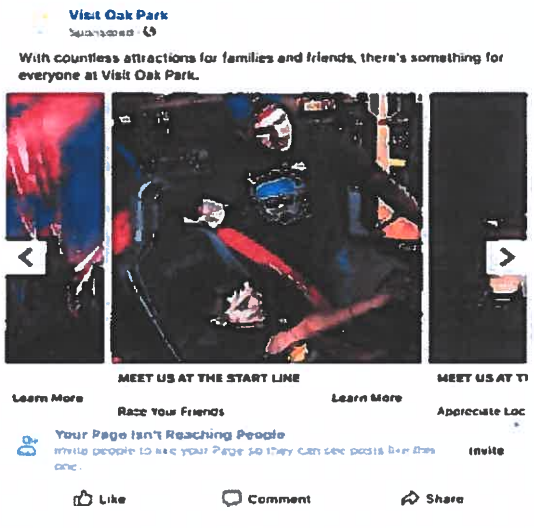


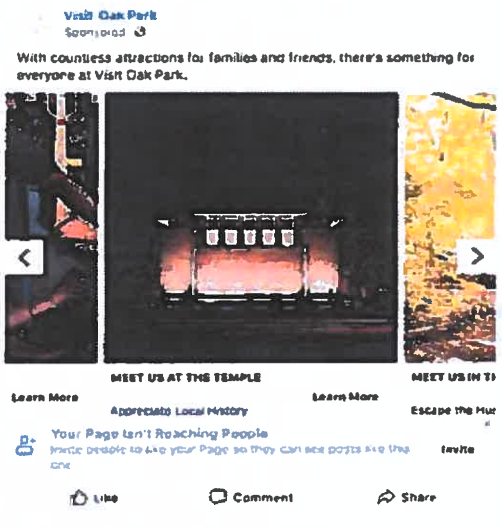


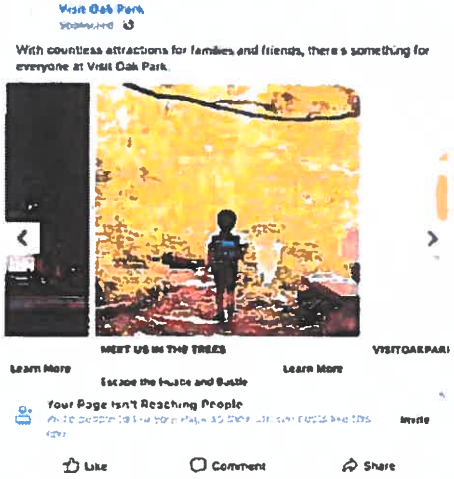


Visit Oak Park Summer/Fall Digital Marketing Campaigns









Visit Oak Park Summer/Fall Digital Marketing Campaign

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Sign up for our e-newsletter to receive regular updates on the variety of exciting events and attractions at Visit Oak Park.

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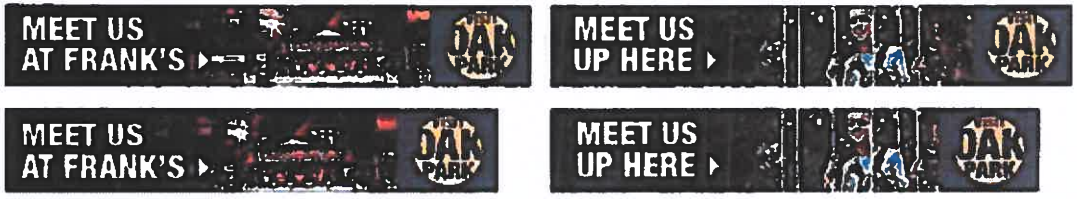
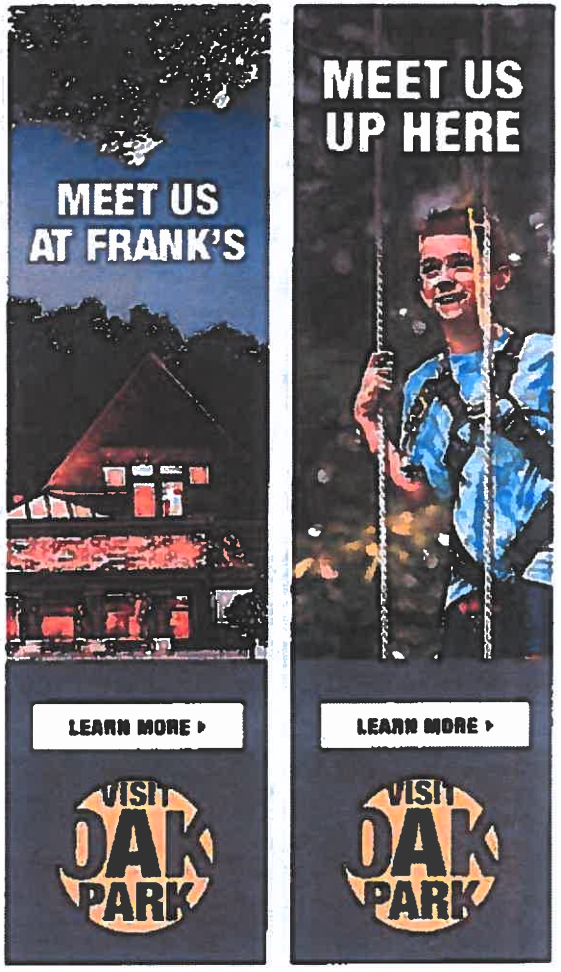
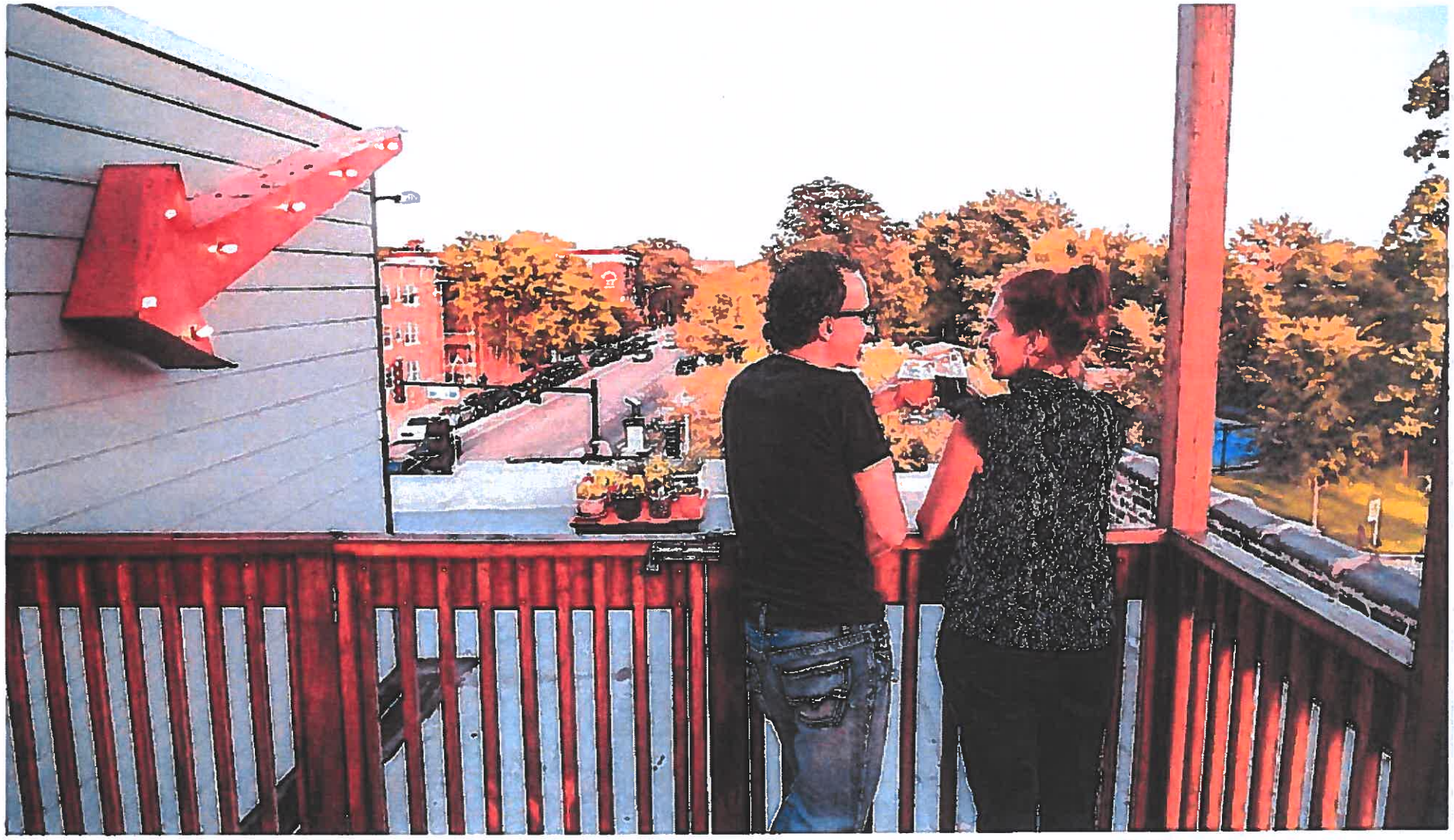
Visit Oak Park Summer/Fall Digital Marketing Campaign







Visit Oak Park
Results

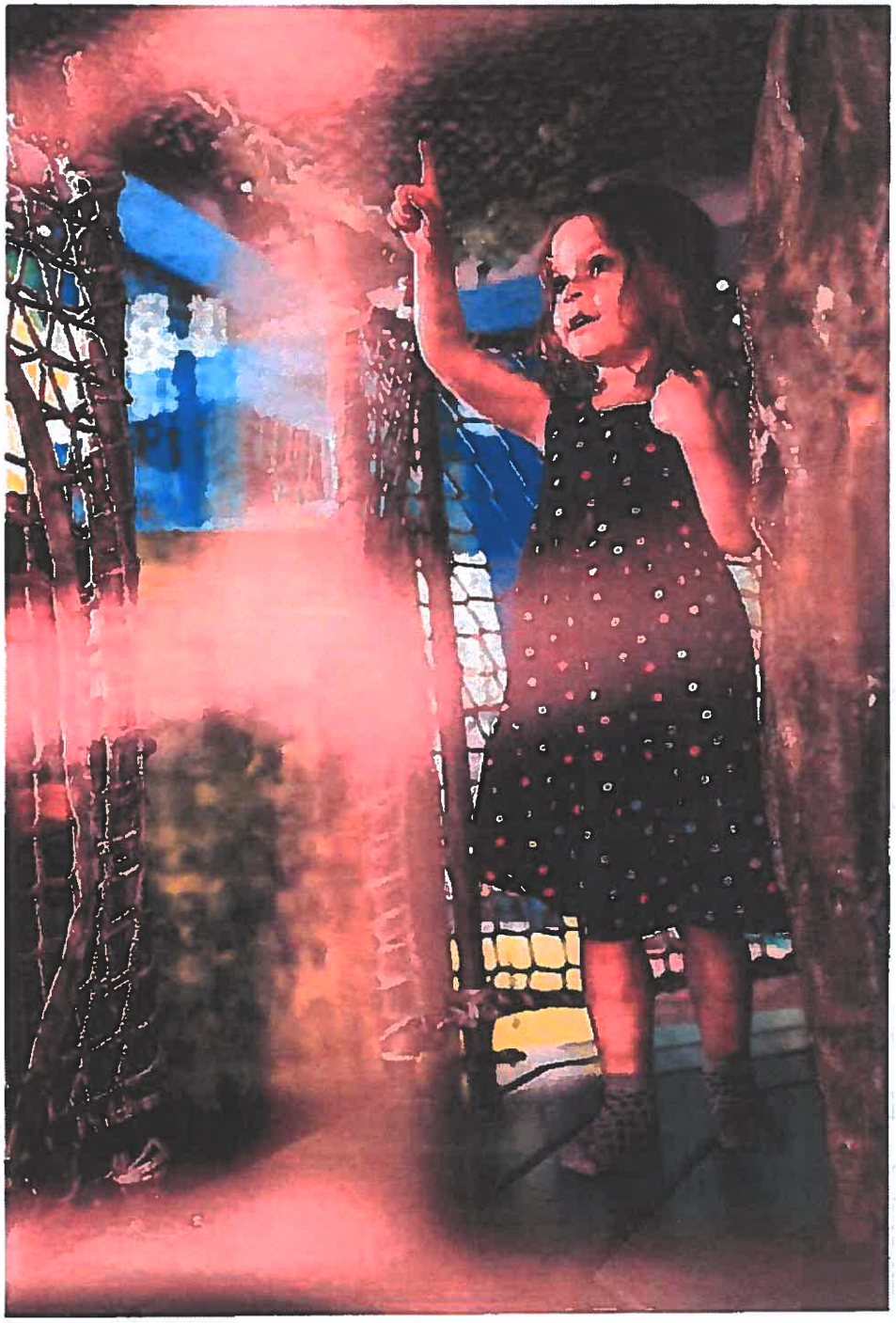
Results

- We've reached more consumers than ever before. The following results will be used to help Visit Oak Park set benchmarks to show growth
  - Website
    - 17,096 unique visitors
  - Social Paid/Organic
    - 5,594,797 impressions
  - Summer/Fall Digital Marketing Campaign
    - 2,707,584 impressions
- Inspiration Guide
  - 420,000 total distribution
  - The Visitor Center served 12,000 visitors per year. For less the cost of operating the Visitor Center for one year, Visit Oak Park was able to 420,000 consumers with the new inspiration guide this year

Visit Oak Park
FY20 Plans

Visit Oak Park
FY20 Marketing Plan

- Digital Marketing
  - "Always On Strategy"
  - 365 Marketing Campaign
  - Targeting & Retargeting
    - Demographics/Interests
- Comcast TV Commercial Campaign
  - Wright Plus
  - FLW Tours
- Oak Park Craft Beer Trail



Appendix

Visit Oak Park Attraction and Tourism Stakeholder Survey
Visit Oak Park Economic Impact Study - U.S. Travel Association

February 4, 2020

Dear Oak Park Attractions and Tourism Stakeholders:

As you settle into the swing of things in 2020, I wanted to reach out to give you with an update on all the exciting things happening at Visit Oak Park and tell you more about how you can be a part of it all!

There has never been a more exciting time at Visit Oak Park. Over the past sixteen months, the bureau has undergone an extraordinary transformation. With the support of our board of directors, Visit Oak Park completed a strategic restructuring that has enabled the bureau to invest more money than ever before into meeting the demands of today's consumers and the competitive tourism marketplace.

Last June, Visit Oak Park officially relaunched with an exciting new brand, state-of-the-art website, and beautiful new Visitor Inspiration Guide. As part of new marketing strategies being developed by the bureau, the new Visitor Inspiration Guide was delivered to 320,000 *Midwest Living* subscribers in five states. An additional 75,000 copies were distributed throughout the Chicagoland area with *Chicago Magazine* as part of a polybag initiative with the *Chicago Tribune*. Lastly, Visit Oak Park executed the bureau's first digital marketing campaigns, reaching more consumers than ever before and marking a new era in the bureau's marketing efforts.

Over the past sixteen months, Visit Oak Park has shifted away from a traditional membership model to a marketing partnership model to serve our attractions and partner communities in exciting new ways. Through our new Destination Marketing Services, the bureau is able to give an enhanced digital presence to our partner communities, and professional expertise with executing digital marketing campaigns. Visit Oak Park was proud provide these services to the villages of Brookfield and Riverside this past fall. The bureau is excited to be working with more of our partner communities this year as well as entering into several exciting new marketing partnerships with our area attractions, too.

Visit Oak Park is currently working to complete the bureau's digital transformation and to chart a course for future success in the digital age. Over the winter months, the bureau will be working diligently to make the necessary enhancements to our new website, including adding new photos, videos, stories, and itineraries. We'll also be adding new business and event listings. Meanwhile, Visit Oak Park will be working on the back end to ensure the website is fully equipped to capture data and utilize it in a way that is essential for effective digital marketing.

We'll have much more to share with you later this spring. In the coming weeks, you'll receive a special invitation to join us for our annual meeting at our new office—the beautiful new Flourish Cowork and Lounge. In addition to showcasing this exciting new Oak Park venue, we'll be formally kicking off our big spring/summer advertising campaign. You'll be the first to see our new TV commercial campaign with Comcast to promote our architecture. Additionally, we'll unveil the new Oak Park Craft Beer Trail, the first of our exciting new travel itineraries. We'll also release our new Oak Park Area Map, which will be

available for distribution at our local attractions and businesses. Furthermore, we'll announce our many new partnerships, including our new Visit Oak Park, Chitown Gangster Tours, and Kinslahger Brewing Company partnership. Lastly, we'll announce our exciting new Visit Oak Park Group Tour Co-Op Program that will be available soon to our area attractions and hotels.

As Visit Oak Park gears up for the spring/summer travel season, we want you to be a part of it all. We're asking you to send us the following items: We're requesting a 200 word maximium description of your attraction, business or hotel as well as your logo. We're also looking for any high-resolution images or any videos you may have. Lastly, we are looking for a lisiting of your annual tourism-related events that you would like us to promote on our website or through our social media platforms. If you have photos for your events, please send them as well.

For Visit Oak Park, collecting this information and these assets is critical for our marketing efforts as well as for our marketing partnership with the Illinois Office of Tourism. As you may know, Visit Oak Park is one of the state's forty certified convention and visitor bureaus (CVBs). With this special status, attractions and businesses in our service area are entitled to free marketing and advertising from the Illinois Office of Tourism. These opportunities include attraction, business, and event listings on the award-winning Enjoyillinois.com. They also include the opportunity to be featured in the state's official travel magazine and e-newsletter or promotions through the state's social media channels. Other potential opportunities include being featured on the state's many travel itineraries for tour operators or as part of familiarization tours for travel media visiting Illinois. Among the biggest opportunities is the potential for being featured in the state's domestic and international advertising campaigns or in the state's many marketing initiatives, like *Illinois Made*. Visit Oak Park is committed to ensuring that you are listed on the state's website, too, and that our local attractions and businesses receive as many of these free marketing and advertising opportunities as possible.

Lastly, Visit Oak Park is sending you a survey and our new logo. The survey, which will be sent annually, is our opportunity to learn more about how we can support you and your attraction or business. Please return the survey to me via email at eric@visitoakpark.com on or before February 12, 2020. We're also sending you our new logo with the hope that, in the spirit of partnership, you will add it to your website with a link so that visitors and others will have the opportunity to learn more about everything that makes Oak Park such a great place to visit.

Thank you for your time and attention. We're looking forward to an exciting year and working with you to grow tourism here in Oak Park.

Respectfully,

Eric C. Wagner
President & CEO
Visit Oak Park

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: **Ernest Hemingway Foundation of Oak Park**

ATTRACTION/BUSINESS: **Attraction/NPO Foundation**

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?
The opportunities remain the same, increase foot traffic thru public and group tour admissions to ensure the revenue to support our mission. Likewise, to get the word out that we are more than just an attraction, we are a literary arts and educational non-profit organization that supports new writers and artists.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?
As discussed, increased public & group tour traffic, marketing campaign assistance since we do not have a mkting person on staff.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?
All of the above, which we can further discusson on Friday

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

Let me think about this and I will delve into it more next Friday.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

Book Discussion Series thru May: interactive discussions on current topics through the use of Hemingway Short Stories.
Friday@Hemingway Events (3rd Fri of every month) we showcase artists (performing, art, authors, etc)
Hemingway Shorts Literary Journal Contest we manage an annual short story contest, and recognized an overall winner and ten finalists for publication.
Concurrently, we manage to **college scholarship opportunitites** thru OPRF high school, a junior contest that recognizes 1 overall winner who receives a $1000 scholarship and mentorship with our Writer in Residence for their senior year and two finalists and senior contest that likewise receives a $1000 scholarship, all four students works are likewise included in our Hemingway Shorts literary journal.

Possible other programming yet to be announced.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Patti Staley and Diane Stanke

ATTRACTION/BUSINESS: Oak Park Conservatory

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?

The Oak Park Conservatory's biggest opportunity is marketing a new historic home and garden tour which includes a tour of the Oak Park Conservatory, a tour of Cheney Mansion and a tour of Pleasant Home. Lunch is an option.

One of our biggest challenges is letting people know we are here, in Oak Park and the surrounding area. We need more exposure.

Also, we would like marketing help with our rental opportunities. The OPC is a great venue for weddings, special occations and corporate meetings.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

Your help would be appreciated in marketing the new historic home and garden tour. Any exposure or marketing of the OPC is much appreciated and needed.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

Marketing the new tour would be our first priority. The OPC works very closely with D97 for group tours and also FOPCON (Friends of the Oak Park Conservatory) provides exploration kits that go out to schools for environmental learning.

We would like Visit Oak Park to share our Conservatory posts regarding events and other Conservatory offerings.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

OPC has over 30,000 visitors a year from all around the world.

The Oak Park Conservatory was recently featured on WGN's SEE Chicago television show and on Fox 32 Chicago's Good Day Chicago.

The Conservatory is free to the public and provides an incredible respite during Chicago's frigid winters.

The Friends of the Oak Park Conservatory offer free, monthly programs for children and their parents where they can explore the wonders of nature together. The Conservatory also offers inexpensive gardening classes for adults throughout the year.

There are 3 indoor display houses in the Oak Park Conservatory featuring a Mediterranean Room, a Tropical Room and a Desert Room. The four zones of the outdoor Elsie Jacobsen Discovery Garden were designed based on Nature's four essential elements: Light, Water, Air and Earth. While the Jacobsen Garden is a place to explore and discover, the Rubinstein Memorial Garden is a place to relax and refresh featuring a patio area, water feature and plenty of benches.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

In addition to the historic home and garden tour, other events that need promoting include KidsFest on March 1, Fright at Night in October, Candlelight Walk in December, and the Conservatory's most popular event, the Spring Plant Sale May 1-3, 2020. Gardeners come from all over the Chicago area to purchase hearty and unique plants and herbs.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Diane Stanke

ATTRACTION/BUSINESS: Cheney Mansion

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?
Cheney Mansion is continuously striving to increase the number of facility rentals throughout the year. Cheney is rented most frequently for weddings and wedding receptions, especially in the spring and summer months. We also host showers, memorial services, and other special occasions as well as corporate meetings and events.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

Feature Cheney Mansion in your marketing materials whether its social posts, printed materials or any other promotional channels. We want to do a video this year to promote Cheney through Comcast. This could certainly be a great partnership opportunity. We did budget funds for this video.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

As we have discussed, creating and promoting a tour of the Conservatory, a catered lunch at Cheney Mansion and then a tour of Pleasant Home would be ideal. Promoting Cheney as a great venue for special occasions and corporate rentals would be extremely helpful.

Just an FYI, the grounds are open to the public except during private events. It's a lovely place to walk and sit and relax with a waterfall garden in the southeast corner and the beautifully renovated green house which can also be rented for events.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

Cheney Mansion is a beautiful historic mansion and local landmark located in the Frank Lloyd Wright Historic District. Built in 1913 for the Sharpe family, it was eventually purchased by Andrew and Mary Hooker Dole who deeded it to their neice, Elizabeth Cheney, upon their death. Elizabeth deeded Cheney Mansion to the Park District in 1975 but resided in the Mansion under her death in 1985.

Many couples have started their "Happily Ever After" at Cheney Mansion since the Park District received ownership. It was the location of the Infant Welfare Society's 35th Annual Designer Showcase in 2007 and it currently hosts a variety of Park District of Oak Park programs for adults and children. The most popular event at Cheney Mansion is the Breakfast, Lunch and Tea with Santa event which has been taking place annually in December for over 20 years.

Cheney is a distinctive and charming venue for those looking for a unique way to celebrate a milestone or to host a business meeting or retreat.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

Rentals, of course, and events which change seasonally. This spring Cheney Mansion will be hosting an Adult Egg Hunt, cooking classes, a green cleaning workshop and the ever-popular Yappy Social Hour. In cooperation with the Animal Care League, dog owners and their best friends enjoy drinks and hors d'oervres while mingling with other dog lovers on the Cheney grounds.

Eric, I hope this gives you a good perspective on Cheney Mansion. I would be happy to answer any of your questions. Will send photos, the 200 word description and the Cheney logo next.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Kristen & Ron Halverson

ATTRACTION/BUSINESS: Flourish Lounge / Flourish Cowork

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?
Our primary focus is on building a much broader awareness that we're here and what we offer

Flourish Lounge: build & increase awareness
(1) as a venue for special events, parties, private events, corporate & business events *[Increasing overall business/traffic]*
(2) building overall traffic during weekday evenings -T, W, Th *[Increasing overall business/traffic]*
(3) Increase traffic on weekends during specific times *[Increasing overall business/traffic]*
(4) attract people who want to bring in a group for an activity (like the crafter/maker group we have) during week nights *[Building FLOURISH as a community hub & build overall awareness]*
(5) Flourish as a HUB: attract talented folks who are interested in performing, creating, communicating, connecting; using our venue as a platform for them. Whether that's a musician who wants to perform, an artist who wants to exhibit, author or film maker who wants to promote their work, chef who wants to showcase menu during a pop-up event, groups who want to network with other like-minded people, and creative people (photographer, videographer, etc.) who have services we might want. *[Building FLOURISH as a community hub & build overall awareness]*

Flourish Cowork
Build awareness of Flourish Cowork as a venue for business meetings & corporate events (for which membership is not required)

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

Yeah – all of that sounds great!

Build awareness of Flourish as a venue to include in their itinerary, or as part of their plans:
- Group tour operators/travel planners
- Visitors
- Event planners, Conference planners, etc.
- Local tourist attractions (like FLW House), B&Bs, etc. –promote to their visitors as place to go while they're here

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

Include us on messaging/materials you're sending out to target audiences we mention above
Hold event(s) at our venue (-:
Include us in any sort of "guide to local attractions" that exists
If you hear of opportunities for partnerships with other compatible group/service, make introduction
Let us know how we can connect to and amplify your messaging on social media
Suggestions on how to connect to visitors (ie how can businesses increase tourism-based business)
Use us as a platform to amplify your own messaging

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Keith Huizinga

ATTRACTION/BUSINESS: Kinslahger Brewing

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?

- Getting people to come to visit the taproom

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

- Create awareness, highlight what makes Kinslahger unique

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

- Marketing is where I see the greatest opportunity

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

- The craft beer trail is a good start
- Help me highlight what makes Kinslahger unique.
    - Classy chill space with no TV's
    - Lager fermentation (process that impacts beer flavor) makes us unique not only in Oak Park, but in Chicago (really only 2 other Chicago area breweries doing so). Nothing against One Lake, Oak Park Brewing or Wild Onion, who have their own appeal as restaurants that also make beer. We are doing something special and believe that this factor alone should make Kinslahger a destination for craft beer drinkers area wide.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

- Brewers Rock Fest just wrapped up, but will likely occur again in Feb. 2021

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Ellen Farrar

ATTRACTION/BUSINESS: Wonder Works Children's Museum

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?

In 2020, we seek to invest in and improve our museum facility and its exhibits and programming. We also seek to increase attendance over the summer months when residential visitation slows down a bit. Fundraising and corporate partnerships are also a big focus.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

Marketing support and advice re best messaging for the tourism audience. Notification of and advice re tourism grant funding opportunities. Advocacy. Partnership advice and connections.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

Our children's museum's visitors LOVE the Visit Oak Park's Inspiration Guide, and we loved being included in that publication! The guide flies off the shelf here! If you ever wanted to "train" our team as greater tourism advocates for Visit Oak Park's communities, they are a delightful and charismatic bunch and love to chat with our visitors. We track zip codes as visitors walk in the door, so we can quickly identify tourists.

Our museum enjoyed attendance from 80,000 visitors that came from 650 zip codes in 2019. We are already attracting visitors from outside of Chicagoland, but can always use more, especially during the summer. Marketing help is valued as we are open to the public with five permanent exhibits 300+ days a year (and outdoor children's garden during the summer).

Families that prioritize visits to museums also pursue outdoor nature experiences, read fiction and TRAVEL! When children's-museum-going families report curiosity as the motivation to attend, they also report prioritizing additional visits to art museums and history museums/historic sites. When children's-museum-going families report family time or learning opportunities for their children as the motivation to attend, they also report visitation to zoos and aquaria and science centers as a priority. Some of our visitors are wonderful and active tourists!

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

We are refining our story now, building our brand guidelines, tone of voice and learning framework, while enriching our exhibits and programs. We will share press releases with you as we roll them out, and welcome general promotion for daily visitation and our upcoming block party (and will share those details with you when ready!).

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

As mentioned above, we will launch our first-ever block party this summer - and believe this can be more than just a local draw. Promotion of this event, in addition to daily attendance for visitors with children to Oak Park, would be a great help.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Laurel Wolff

ATTRACTION/BUSINESS: The Oak Park Arts District

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020? The biggest challenge is always foot traffic and getting what foot traffic we do have to go into more businesses than just the one they came down to Harrison Street to visit. Many of our businesses keep odd hours which is a problem in keeping people walking and shopping.
We are also a dues funded business district so must balance all of our work while keeping our limited budget in mind.
Every new business is an opportunity and every person who comes to the District for the first time is one as well. Perhaps, we will see extra traffic while the Better Lake Street construction project is in the works? All of the new development on Madison Street may help us as well.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU? Helping us to promote our annual events would be great! We have WOW!, a celebration of our women-owned businesses, in March. Harvest on Harrison in October and our big one, What's Blooming on Harrison in May. What's Blooming has grown by leaps and bounds over the past few years and really should be something that all Oak Parkers have on their calendars as a must do. We would also love to reach the Wright Walk audience as the walk is the same day as our event, every year. We feel like seeing Oak Park as it is NOW would be good for visitors.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE? Honestly, Visit Oak Park coming down and walking in and out of the businesses and meeting the owners would be the best start. It is hard to talk up a place without first experiencing it.
Promoting the various experiences one could have in the District would be excellent- we have a lot of different classes happening, family events etc. Linking to the calendar on our website would be great. Subscribing to our newsletter would be great too... then you'll see what members businesses are up to. www.oakparkartsdistrict.com

I would add, a lot of folks really liked the walk in Visit Oak Park office/shop.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND? Every business has its own story and the District itself has a fascinating story too. We exist because a small band of very dedicated people roll up their sleeves and get to work year after year. The District is nothing but authentic and caring. When you meet the Board at a meeting, you'll see that first hand.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020? See above.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Kristen Alfonsi

ATTRACTION/BUSINESS: One Lake Brewing

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?

Since we are only 8 months old or biggest challenge is people knowing who we are and where we are located. We are also on the East Side where not a lot of business are located. There isn't as much exposure since we are located in the main down town area.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

We would love any time you can encourge visitors or bring visitors to One Lake Brewing we would apprecated it. If you could also post or give us a shout out on social media would be help. I have seen Visit Oak Park do this for various businesses and I definitely take notice.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

I have a few ideas here....

1. I am not sure if this is sponsored by Visit Oak Park but it was paid out at the visitors center. Around the holidays when you make purchases at local downtown stores, I belive spending a minimum of $75 dollars from 7 stores you can bring those reciepts in and receive a $50 gift card towards those same places in Oak Park. I thoguht about it this year when large stores such as Trader Joes are included why can't we also include stores on Lake Street or Oak Park avenue? It seems to me we want to shop local and support local. The larger businesses like Gap, Nando, Chipotle, Trader Joes etc have name recocnition. Expanding it to all of Oak Park helps the small local businesses.
2. We would be happy to open at special times to accomidate larger tour busses.
3. We have a rooftop that could be interesting as an event for many groups.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

We are very excited to see the finish video and see how the do-it-yourself pub crawl goes. We would be happy to do any additional things to promote the Illinois Made series.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

I am working with Quincy Street Distillary to create a colaboration with craft cocktails. I think this would be a great thing to promote as we are pulling from two different towns that fall under the Visit Oak Park umbrella.

We are willing an open to all ideas you have. We love being part of the neighborhood and supporting our community. Looking forward to a great 2020.

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Camille Wilson White

ATTRACTION/BUSINESS: Oak Park Area Arts Council

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?
Growing the Village's Public Art program is a big opportunity. The village has certainly received much attention due to the public art we enjoy in the village. The Arts Council wants to do more, we want to work to ensure that every resident has the opportunity to be exposed to and appreciate public art. We would like to put some interactive art in many of the business districts. Expand the mini murals along both South and North Blvds and increase the number of new murals that will be painted this summer.

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?
Visit Oak Park can help through your social media networks. Publicize our various programs, also what is happening on the VOP public art scene to your regional audience. Get the word out to the residents of the new DTOP developmentsand increase their awareness of the public art projects in the village. Let them know that the Oak Park Area Arts Council is their local art council offering a host of programs and services.

I would like to work on a public art tour of the painted and mosaics murals and the sculptures in town. If we could forge a partnership w/the CTA to get people to come out to visit and see the art. Ride the Artline to Oak Park, spend the day, shop and eat, etc. Advertisements on the green and blue lines CTA trains would be a good idea. Also locally, the schools could take students on tours, we could put everything on Otocast for self guided tours.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?
Please see above comments.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?
Talk about the vibrant energy in this community. People move here not only for the schools, but also for the arts. People stay here for the schools and the arts despite the high taxes etc.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?
They can look out for the artists who will be out painting the murals this summer!

Thanks so much!

VISIT OAK PARK ATTRACTION/BUSINESS SURVEY

NAME: Frank Lipo

ATTRACTION/BUSINESS: Oak Park River Forest Museum

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?

Lake street resurfacing in front of museum June-August!
Great programming scheduled that we need assistance in promoting

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?

We need to be more plugged in to your new website. There are inaccuracies, including 3 "nearby" locations of other businesses that are very far away. Berwyn & North Lake are not close to us.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK THE BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES/EDUCATIONAL OPPORTUNITIES? SOMETHING ELSE?

Marketing of our exhibits and programs.
Group tours would be great!
Coordination with other activities -- we are on Beer Trail near one Lake Brewing.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY? WHAT ARE THE STORIES OR STORY ANGLES WE CAN HELP TELL ABOUT YOU IN 2020 AND BEYOND?

Too little space here to list much. Exhibit on OPAL 6A. Exhibit on Girl Scouts, Exhibit on Fair Housing, walking tours. House Walk. Other special events.

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

Spring House Walk on May 3, 2020
Annual Cemetery Walk on Oct. 18
Neighborhood walking tours in various neighborhoods
We need to talk!

VISIT OAK PARK ATTRACTION / BUSINESS SURVEY

NAME: Judith Lalor

ATTRACTION / BUSINESS: The Little Gem Cafe 189 N Marion St.

WHAT ARE YOUR BIGGEST CHALLENGES AND OPPORTUNITIES IN 2020?
One of the biggest challenges I see for 2020 is the street scape project which will impede locals and visitors from coming to my restaurant for lunch or dinner.

Also I will need to concentrate on my social media presence and have to learn quite a bit about how to further market my small business.

In addition - Exciting news is that I will be E X P A N D I N G my operation into the space directly next door! Creating a more contemporary Coffee Bar and Lounge serving breakfast, lunch and dinner. .. (more on that later)...

WHAT ARE THE VARIOUS WAYS VISIT OAK PARK CAN HELP YOU?
We could really use some help with promoting our restaurant and upcoming expansion and launch of the new place on social media - radio, tv and throughout the village.
Would love to do a brain storm marketing meeting with Visit Oak Park to see how and where we could collaborate.

WHAT SORT OF PARTNERSHIPS WITH VISIT OAK PARK WOULD WORK BEST FOR YOU? MARKETING? GROUP TOURS? SERVICES / EDUCATIONAL OPPORTUNITIES?

Definitely Marketing and Group Tours would help boost my business.

HOW CAN VISIT OAK PARK HELP TELL YOUR STORY?
WHAT ARE THE STORY ANGLES?

We could perhaps work together on the uniqueness of The Little Gem Cafe and include our style and menu and fun factor - A video would be great to show our atmosphere, dishes, live music, elegance and warmth.
In addition, the story of "Live Pete Show" on Monday nights - Live Pete is a retired Chicago firefighter who now does what he loves best by playing guitar and singing - Tennessee Swing, Blues and Rock n Roll. He is very talented and in great demand working all over and regular gigs at Gibsons.
He is a one man band with really great play back track accompaniment.

We will be introducing through our expansion A Sober Socializing Environment.

We will be creating a fabulous Mocktail list of alcohol free drinks and of course serving Mocktails - Coffees and Desserts from our State of the art (and very stylish) Coffee Bar.
Our new Coffee Bar and Lounge will also have a liquor bar section too and the space will be available for private parties, salons, group gatherings etc.
more on that later...

WHAT EVENTS OR OTHER THINGS WOULD YOU LIKE VISIT OAK PARK TO PROMOTE FOR YOU IN 2020?

Great question - I think I need to come up with some events - a creative event planning collaboration would be a great thing.
Lastly, what can we DO FOR YOU?
How can the Little Gem Cafe support your program?
What do you have going on that we could tie in with?

I know you're not supposed to answer a question with a question - but we would love to rally and help and be a part of representing Oak Park in the best possible way!

Sincerely,
Judith Lalor

The Economic Impact of Domestic Travel on Oak Park and Western Cook County 2016-2017

A Study Prepared for the
Visit Oak Park
by the Research Department of the
U.S. Travel Association
Washington, D.C.
December 2018

U.S.
TRAVEL
ASSOCIATION

PREFACE

This study was conducted by the research department of the U.S. Travel Association for the ***Visit Oak Park***. The study provides travel impact on the U.S. economy and the estimates of domestic traveler expenditures on the Village of Oak Park and Western Cook County for 2016 and 2017, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures. Secondary (multiplier) impact is not addressed in this study. Due to the lack of availability of international visitor data below the state level, this report does not include international impact estimates.

U.S. Travel Association
Washington, D.C.
December 2018

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INTRODUCTION

This report contains the travel impact on U.S. economy and the estimates of direct U.S. resident traveler spending on Oak Park and Western Cook County for 2016 and 2017, as well as the employment, payroll income, and state and local tax revenue directly generated by this spending. All estimates presented in the report are the product of U.S. Travel Association's Travel Economic Impact Model (TEIM).

The impact of travel on Oak Park and Western Cook County was estimated by applying appropriate shares for every travel-related category in this region to U.S. Travel's impact estimates for Cook County and Illinois. Calculations for each travel-related category share were based on zip code-level data from sources including the U.S. Census Bureau's Economic Census series on establishments, sales, employment and wages by industry, Smith Travel Research lodging market reports and data provided by the Visit Oak Park. Estimates in this report are as accurate as possible, given limitations of available data.

For purposes of this report, Oak Park and Western Cook County comprises the following 19 communities and associated zip codes (zip codes of 60165, 60402, and 60804 are eliminated from this 2016-17 report based on the request from Visit Oak Park):

Bellwood	60104
Berkeley	60163
Broadview	60153, 60155
Brookfield	60513
Elmwood Park	60707
Forest Park	60130
Franklin Park	60131, 60398
Hillside	60162, 60163
Maywood	60153, 60155
Melrose Park	60160, 60161, 60163, 60164
Northlake	60164
North Riverside	60546
Oak Park	**60301, 60302, 60303, 60304**
River Forest	60305
River Grove	60171
Riverside	60546
Schiller Park	60131, 60176
Stone Park	60165
Westchester	60154

U.S. residents traveling to Oak Park and Western Cook County include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on daytrips to places 50 miles or more each way from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the

TEIM model (see Appendix A for details). In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Since additional data relating to travel and its economic impact in 2016 and 2017 will become available subsequent to this study, U.S. Travel reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- Domestic travelers directly spent $550.6 million in Oak Park and Western Cook County during 2017, a 3.5 percent increase from 2016.
- Domestic traveler spending on foodservice totaled $227.8 million, up 3.4 percent from 2016, representing 41.4 percent of total regional domestic traveler spending.
- Total travel-generated payroll income in Oak Park and Western Cook County reached $110.3 million during 2017, up 4.1 percent from 2016.
- Domestic traveler expenditures directly generated nearly 4,700 jobs within Oak Park and Western Cook County in 2017 a 1.9 percent increase from 2016.
- On average, every $117,179 spent in Oak Park and Western Cook County by domestic travelers supported one job in 2017.
- Domestic traveler spending in Oak Park and Western Cook County directly generated $61.8 million in tax revenue for the state and local governments in 2017, up 7.5 percent from 2016.

TRAVEL IMPACT ON THE U.S. ECONOMY IN 2017

National Summary

After edging up at a seasonally-adjusted annual rate of 1.2 percent during the first quarter of the year, U.S. economic growth accelerated to 3.0 percent growth during the latter three quarters of 2017. As a result, U.S. real GDP increased by 2.2 percent in 2017, which was faster than 2016's 1.6 percent growth.

The improvement in 2017 was largely thanks to upticks in business investment and exports. Business investment increased by 4.7 percent in 2017 (compared to a 0.6 percent decrease in 2016) and exports increased 3.4 percent in 2017 (compared to a 0.3 percent decrease in 2016). Consumer spending remained strong throughout the years, and increased by 2.8 percent, slightly faster than the 2.7 percent increase in 2016. On the other hand, resident investment slowed down to 1.8 percent growth in 2017 (compared to 5.5 percent in 2016) and government spending increased by a meager 0.1 percent (compared to 0.8 percent in 2016).

The economy's strong performance in 2017 was supported by a healthy and fully recovered labor market. Overall nonfarm employment grew by 2.1 million in 2017, to 146.4 million. This is slightly less than the 2.5 million jobs added in 2016. Part of 2017's deceleration in job growth was due to the hurricanes that impacted the Southeast in September. In 2017, the economy generated 171,000 jobs per month, on average, which was less than the monthly average of 187,000 in 2016.

The U.S. unemployment rate fell to just 4.4 percent in 2017, the lowest point since it reached 4.0 percent in 2000. Another encouraging sign is that 78.6 percent of Americans in their prime working years (25-54 years) were employed in 2017, the highest share since 2008. A tightening labor market put upward pressure on wages. Average hourly earnings in the private sector increased by 2.7 percent in 2017, the fastest annual pace since 2009.

Optimism in the labor market remained strong and helped boost consumer confidence at the end of 2017. For the year, consumer confidence averaged 120.4 in 2017, up 21 percent from the 2016 average of 99.6.

The Consumer Price Index (CPI), one measure of price levels, increased by 2.1 percent in 2017, up from 1.3 percent in 2016. Excluding food and volatile energy prices, core CPI increased by 1.9 percent.

The cost of travel in 2017, as measured by the U.S. Travel Association's Travel Price Index (TPI), increased by 2.3 percent in 2017, after it remained nearly flat (+0.3%) in 2016. A 12.9 percent increase in motor fuel was tempered by milder price increases in other travel-related components such as lodging as well as recreational and food/beverage services, and a 2.4 percent decline in airline fares.

Table 1: Overall U.S. Economic Indicators, 2015-2017

Sector	2015	2016	2017
Nominal gross domestic product ($Billions)	18,219.3	18,707.2	19,485.4
Real gross domestic product ($Billions) *	17,386.7	17,659.2	18,050.7
Real disposable personal income ($Billions) *	13,366.5	13,595.2	13,949.2
Real personal consumption expenditures ($Billions) *	11,921.9	12,248.2	12,558.7
Consumer Price Index**	237.0	240.0	245.1
Travel Price Index	272.4	273.1	279.4
Nonfarm payroll employment (Millions)	145.8	147.9	149.7
Unemployment rate (%)	5.3	4.9	4.4
Percentage change from previous year			
Nominal gross domestic product	4.0%	2.7%	4.2%
Real gross domestic product	2.9%	1.6%	2.2%
Real disposable personal income	4.1%	1.7%	2.6%
Real personal consumption expenditures	3.7%	2.7%	2.5%
Consumer Price Index	0.1%	1.3%	2.1%
Travel Price Index	-2.6%	0.3%	2.3%
Nonfarm payroll employment	3.4%	1.9%	4.3%

Source: BEA, BLS, U.S. Travel Association
** In chained 2012 dollars*
*** 1982-84 = 100*

U.S. Travel Volume in 2017

U.S. domestic travel, including leisure and business travel, increased by 1.9 percent to a total of 2.2 billion person-trips in 2017. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, increased 2.3 percent in 2017 to nearly 1.8 billion person-trips and is forecasted to increase 2.0 percent in 2018. Leisure travel accounted for 80 percent of all U.S. domestic travel in 2017. Domestic business travel increased by 0.4 percent in 2017 to 456.3 million person-trips and is expected to increase 1.6 percent in 2018.

International inbound travelers, including overnight visitors from Canada, Mexico and overseas, made 76.9 million visits to the United States in 2017. Overseas visitor arrivals to the U.S. (from all countries except Canada and Mexico) reached 38.9 million in 2017 and accounted for half of total international arrivals to the United States, according to U.S. Travel Association estimates. Canadian overnight arrivals to the U.S increased from 19.3 million in 2016 to 20.2 million in 2017 (+4.8%), while Mexican overnight arrivals decreased from 19.0 million in 2016 to 17.8 million in 2017 (-6.1%).

Travel Expenditures in 2017

Total domestic and international travelers spending in the U.S. increased 4.4 percent, growing from $992 billion in 2016 to $1,036 billion in 2017, not adjusted for inflation (excluding international airfare payments to the U.S airlines). The U.S. Travel Association expects total domestic and international traveler expenditures to pick up to 5.0 percent growth in 2018.

Domestic travel expenditures grew 5.2 percent in 2017 to $880 billion. International traveler spending in the U.S. remained flat (+0.1%) and totaled $156 billion in 2017. It should be noted here that this traveler spending excludes international airfare payments to U.S. airlines, as well as international visitors' expenses on education, health care and expenditures by cross-border day-trip visitors and seasonal workers. International traveler spending is expected to increase by 1.8 percent in 2018.

International airfare receipts are total passenger fares paid by international residents on U.S. flag air carriers. In 2017, international airfare receipts totaled $40.6 billion, up 3.4 percent from 2016.

Leisure traveler spending (domestic and international) totaled $717 billion in 2017, up 4.7 percent from 2016 (not adjusted for inflation). Leisure travelers accounted for 69 percent of all traveler expenditures. Business traveler spending increased 3.7 percent to $319 billion in 2017.

Table 2: Travel Expenditures - U.S. Nationwide

	2016 Spending ($Billions)			2017 Spending ($Billions)		
Category	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	$167.3	$16.4	$183.6	$175.6	$16.4	$192.0
Auto Transportation	139.4	1.9	141.4	149.4	1.9	151.4
Lodging	163.8	47.6	211.4	172.3	48.9	221.1
Foodservice	215.9	33.0	248.9	224.8	32.8	257.5
Entertainment & Recreation	88.1	13.5	101.6	93.3	13.5	106.8
General Retail Trade	62.2	43.2	105.4	64.6	42.3	106.9
Total	**$836.6**	**$155.6**	**$992.3**	**$879.9**	**$155.8**	**$1,035.7**

Source: U.S. Travel Association
** Excludes international passenger fare payments.*

Travel Employment in 2017

After making a full recovery from the 2007-2009 recession in February 2015, the economy built on its past gains, and a new high of 146.4 million nonfarm jobs was reached in 2017 (based on data from the Labor Department). After peaking at 9.6 percent in 2010, the unemployment rate fell to an average monthly rate of 4.4 percent in 2017, starting at 4.8 percent in January and ending at 4.1 percent in December. The unemployment rate remained at 4.1 percent through March 2018, and then dipped to 3.9 and 3.8 percent in April and May, respectively. It reversed a bit and settled at 4.0 in June 2018, but still remains significantly below than the 4.4 percent pre-recession low.

American service industries, of which the travel industry is a part, played a major role in the post-recession jobs recovery, accounting for 86.3 percent of the jobs recovered from 2010 to 2017. The travel industry joined healthcare; administrative services; accommodation and foodservices; and retail trade as one of the leading growth industries in terms of overall jobs created from 2010 to 2017. Travel accounted for 9.0 percent of nonfarm jobs created from 2010 to 2017, despite holding a 6 percent share of all nonfarm jobs in 2017.

In 2017, traveler spending directly supported nearly 8.8 million U.S. jobs, including both full-time and seasonal/part-time positions, up 2.1 percent from 2016. This increase translated into over 182,000 jobs added to the U.S. economy, accounting for 10 percent of total non-farm job growth since 2017.

These 8.8 million travel-generated jobs are a vital part of the U.S. economy. Without these jobs, the 2017 national unemployment rate of 4.4 percent would more than double to 10.0 percent of the civilian labor force.

Table 3: Travel-Generated Employment - U.S. Nationwide

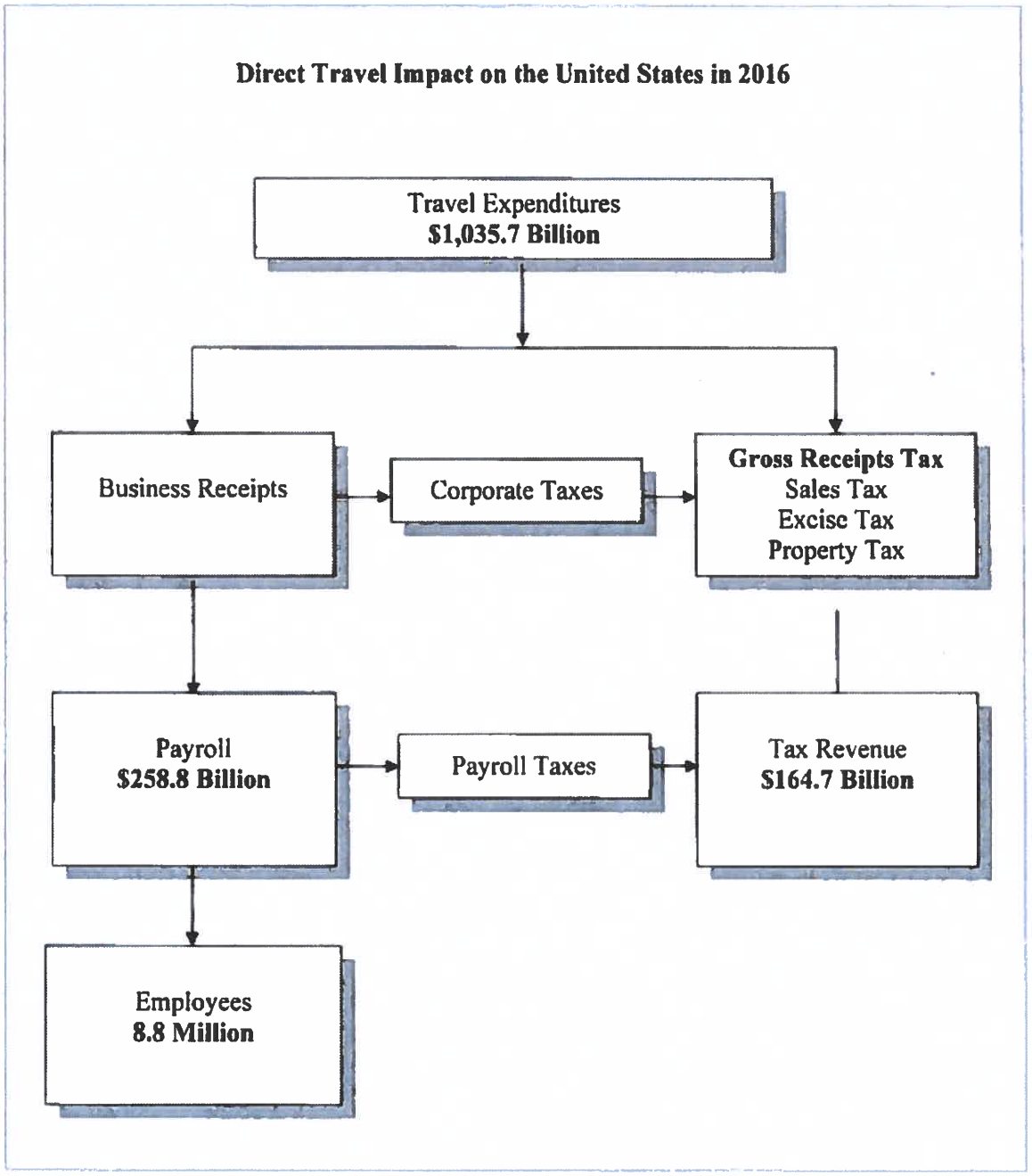
	2016 Employment (Thousands)			2017 Employment (Thousands)		
Category	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	966.6	76.7	1,043.3	992.2	76.2	1,068.5
Auto Transportation	294.7	2.4	297.1	299.8	2.4	302.2
Lodging	1,309.3	271.5	1,580.8	1,341.1	276.0	1,617.1
Foodservice	3,048.9	444.9	3,493.7	3,134.5	445.2	3,579.7
Entertainment & Recreation	1,216.7	242.1	1,458.8	1,252.0	239.2	1,491.2
General Retail Trade	371.6	170.2	541.9	373.4	165.0	538.4
Travel Planning	182.2	0.0	182.2	182.6	0.0	182.6
Total	**7,390.0**	**1,207.8**	**8,597.8**	**7,575.6**	**1,204.0**	**8,779.7**

*Source: U.S. Travel Association * Excludes jobs supported by international passenger fare payments.*

Table 4: U.S. Travel Forecasts

	2016	2017	2018	2019	2020	2021	2022
Nominal GDP ($ Billions)	18,707	19,485	20,506	21,460	22,243	23,067	23,960
Unemployment Rate (%)	4.9	4.4	3.9	3.6	3.6	3.7	3.8
Consumer Price Index (CPI)*	240.0	245.1	251.2	256.5	261.4	266.5	271.8
Travel Price Index (TPI)*	273.1	279.4	289.8	293.8	298.8	304.9	310.5
Total Travel Expenditures in U.S. ($ Billions)	992.3	1,035.7	1,086.6	1,131.6	1,173.8	1,222.7	1,271.5
U.S. Residents	836.6	879.9	928.0	964.4	999.6	1,039.5	1,079.2
International Visitors**	155.6	155.8	158.6	167.2	174.2	183.2	192.4
Total International Visitors to the U.S. (Millions)	76.4	76.9	81.3	83.9	86.1	89.0	92.1
Overseas Arrivals to the U.S. (Millions)	38.1	38.9	40.9	42.0	43.2	44.8	46.4
Total Domestic Person-Trips*** (Millions)	2,206.6	2,247.9	2,291.1	2,332.7	2,368.2	2,406.3	2,448.8
Business	454.7	456.3	463.6	472.1	478.8	485.6	493.3
Leisure	1,751.9	1,791.5	1,827.5	1,860.5	1,889.4	1,920.7	1,955.5
Percent Change from Previous Year (%)							
Real GDP	1.6%	2.2%	2.9%	2.5%	1.7%	1.7%	1.9%
Consumer Price Index (CPI)	1.3%	2.1%	2.5%	2.1%	1.9%	2.0%	2.0%
Travel Price Index (TPI)	0.3%	2.3%	3.7%	1.4%	1.7%	2.0%	1.8%
Total Travel Expenditures in U.S.	1.9%	4.4%	5.0%	4.1%	3.7%	4.2%	4.0%
U.S. Residents	2.9%	5.2%	5.6%	3.9%	3.6%	4.0%	3.8%
International Visitors	-2.7%	0.1%	1.8%	5.4%	4.2%	5.2%	5.0%
Total International Visitors to the U.S.	-1.8%	0.7%	5.7%	3.2%	2.7%	3.3%	3.6%
Overseas Arrivals to the U.S.	-1.5%	2.0%	5.0%	2.8%	2.9%	3.5%	3.6%
Total Domestic Person-Trips	1.3%	1.9%	1.9%	1.8%	1.5%	1.6%	1.8%
Business	-1.1%	0.4%	1.6%	1.8%	1.4%	1.4%	1.6%
Leisure	1.9%	2.3%	2.0%	1.8%	1.6%	1.7%	1.8%

Sources: U.S. Travel Association
**1982-84=100. ** International traveler spending does not include international passenger fares.*



Source: U.S. Travel Association, BEA
**Does not include international passenger fare payments and other economic impact generated by these payments.*

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TRAVEL IMPACT ON OAK PARK AND WESTERN COOK COUNTY 2016 and 2017

TRAVEL IMPACT ON OAK PARK AND WESTERN COOK COUNTY, 2016-2017

Domestic Travel Expenditures

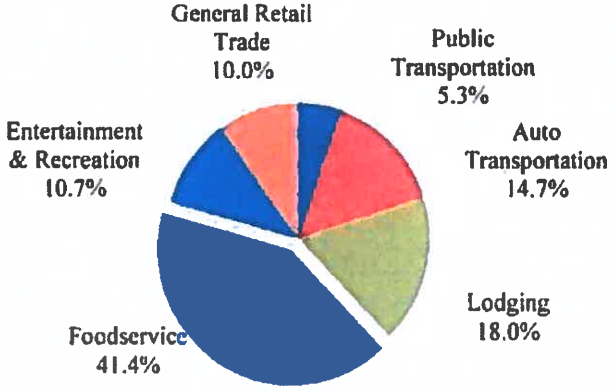
- Domestic travelers in Oak Park and Western Cook County spent $550.6 million on transportation, lodging, food, entertainment and recreation, and incidentals during 2017, a 3.5 percent increase from 2016.

- The foodservice industry was a major beneficiary of travel to Oak Park and Western Cook County. Domestic traveler spending on foodservice was the largest expenditure category, totaling $227.8 million in 2017, 41.4 percent of the region's total. This represents a 3.4 percent increase from 2016.

- Oak Park and Western Cook County received $98.9 million in domestic traveler spending on lodging during 2017, representing 18.0 percent of total area domestic travel expenditures and up 2.8 percent from 2016.

- Traveler spending on auto transportation in Oak Park and Western Cook County was up 5.3 percent to $80.9 million, largely due to motor fuel price increases. The auto transportation sector accounts for 14.7 percent of all domestic traveler spending in the region.

Domestic Travel Expenditures in Oak Park and Western Cook County by Industry Sector, 2017



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
2. Lodging sector consists of hotels and motels, b&b's, campgrounds, and ownership or rental of vacation or second homes.
3. Public Transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Auto Transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
5. General Retail Trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
6. Entertainment and Recreation sector includes such items as attraction admission fees, golf, skiing and gaming.

Table 5: Domestic Travel Expenditures in Oak Park and Western Cook County by Industry Sector, 2016-2017

2017 Expenditures	Oak Park ($ Millions)	Western Cook County ($ Millions)	Oak Park & Western Cook County ($ Millions)	% of Total
Public Transportation	$17.6	$11.7	$29.3	5.3%
Auto Transportation	51.8	29.1	80.9	14.7%
Lodging	19.7	79.3	98.9	18.0%
Foodservice	63.2	164.6	227.8	41.4%
Entertainment & Recreation	45.8	12.9	58.8	10.7%
General Retail Trade	34.7	20.2	54.9	10.0%
Total	**$232.8**	**$317.7**	**$550.6**	**100.0%**
2016 Expenditures				
Public Transportation	$17.3	$11.5	$28.7	5.4%
Auto Transportation	49.2	27.6	76.8	14.4%
Lodging	19.2	77.1	96.2	18.1%
Foodservice	61.2	159.1	220.3	41.4%
Entertainment & Recreation	44.6	12.4	57.0	10.7%
General Retail Trade	33.3	19.4	52.8	9.9%
Total	**$224.7**	**$307.1**	**$531.8**	**100.0%**
Percentage Change 2017 over 2016				
Public Transportation	2.0%	1.8%	1.9%	
Auto Transportation	5.3%	5.4%	5.3%	
Lodging	2.7%	2.8%	2.8%	
Foodservice	3.4%	3.4%	3.4%	
Entertainment & Recreation	2.8%	4.4%	3.1%	
General Retail Trade	4.1%	4.0%	4.1%	
Total	**3.6%**	**3.5%**	**3.5%**	

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TRAVEL IMPACT ON OAK PARK AND WESTERN COOK COUNTY, 2016-2017

Domestic Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

- The payroll (wages and salaries) paid by Oak Park and Western Cook County travel-related firms and directly attributable to domestic travel totaled $110.3 million in 2017, a 4.1 percent increase from 2016.
- On average, every dollar spent by domestic travelers produced 20.0 cents in wage and salary income for residents of Oak Park and Western Cook County during 2017.
- The foodservice industry posted $52.9 million in payroll generated by domestic travel spending, the largest payroll generation by sector and 47.9 percent of the region's total in 2017.
- The lodging sector payroll ranked second at $21.3 million, 19.3 percent of the Oak Park and Western Cook County total.
- The entertainment and recreation sector payroll reached $19.7 million, 17.9 percent of the Oak Park and Western Cook County total.

Domestic Travel-Generated Payroll in Oak Park and Western Cook County by Industry Sector, 2017

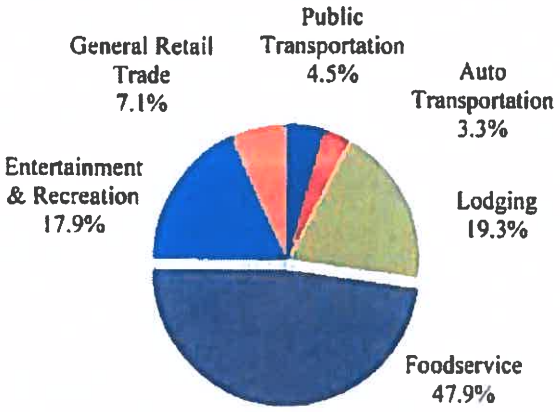

Table 6: Domestic Travel-Generated Payroll in Oak Park and Western Cook County by Industry Sector, 2016-2017

2017 Payroll	Oak Park ($ Millions)	Western Cook County ($ Millions)	Oak Park & Western Cook County ($ Millions)	% of Total
Public Transportation	$0.9	$4.1	$5.0	4.5%
Auto Transportation	2.3	1.4	3.6	3.3%
Lodging	4.6	16.8	21.3	19.3%
Foodservice	14.7	38.2	52.9	47.9%
Entertainment & Recreation	15.3	4.4	19.7	17.9%
General Retail Trade	5.0	2.8	7.8	7.1%
Total	**$42.8**	**$67.5**	**$110.3**	**100.0%**
2016 Payroll				
Public Transportation	$0.9	$3.9	$4.8	4.5%
Auto Transportation	2.2	1.3	3.6	3.4%
Lodging	4.3	15.8	20.1	18.9%
Foodservice	14.0	36.7	50.7	47.9%
Entertainment & Recreation	15.0	4.3	19.3	18.2%
General Retail Trade	4.8	2.7	7.5	7.1%
Total	**$41.3**	**$64.7**	**$106.0**	**100.0%**
Percentage Change 2017 over 2016				
Public Transportation	6.0%	4.6%	4.9%	
Auto Transportation	3.0%	1.4%	2.4%	
Lodging	6.3%	6.3%	6.3%	
Foodservice	4.9%	3.9%	4.2%	
Entertainment & Recreation	2.0%	1.6%	1.9%	
General Retail Trade	3.4%	2.9%	3.2%	
Total	**3.7%**	**4.3%**	**4.1%**	

Note: Payroll for the travel planning sector is not included in the above figures due to insufficient data.
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TRAVEL IMPACT ON OAK PARK AND WESTERN COOK COUNTY, 2016-2017

Domestic Travel-Generated Employment

One of the most important contributions that the travel industry makes to the Oak Park and Western Cook County economy is the number of businesses and jobs it supports.

- During 2017, domestic traveler spending in Oak Park and Western Cook County directly supported nearly 4,700 jobs, including full-time and seasonal/part-time positions, up 1.9 percent from 2016.

- On average, every $117,179 spent by domestic travelers in Oak Park and Western Cook County directly supported one job in 2017.

- The foodservice sector, including restaurants and other eating and drinking places, provided more jobs than any other industry category, accounting for nearly 2,900 jobs and 61.1 percent of the Oak Park and Western Cook County total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contributed to the importance of this sector.

Domestic Travel-Generated Employment in Oak Park and Western Cook County by Industry Sector, 2017

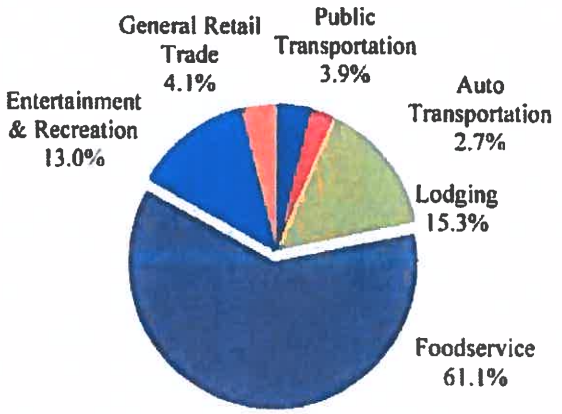

Table 7: Domestic Travel-Generated Employment in Oak Park and Western Cook County by Industry Sector, 2016-2017

2017 Employment	Oak Park (Thousands)	Western Cook County (Thousands)	Oak Park & Western Cook County (Thousands)	% of Total
Public Transportation	0.03	0.15	0.18	3.9%
Auto Transportation	0.08	0.05	0.13	2.7%
Lodging	0.16	0.56	0.72	15.3%
Foodservice	0.79	2.08	2.87	61.1%
Entertainment & Recreation	0.47	0.14	0.61	13.0%
General Retail Trade	0.12	0.07	0.19	4.1%
Total	**1.66**	**3.04**	**4.70**	**100.0%**
2016 Employment				
Public Transportation	0.03	0.15	0.18	3.9%
Auto Transportation	0.08	0.05	0.13	2.7%
Lodging	0.15	0.54	0.69	15.0%
Foodservice	0.78	2.05	2.83	61.3%
Entertainment & Recreation	0.47	0.13	0.60	13.0%
General Retail Trade	0.12	0.07	0.19	4.1%
Total	**1.63**	**2.98**	**4.61**	**100.0%**
Percentage Change 2017 over 2016				
Public Transportation	1.6%	1.1%	1.2%	
Auto Transportation	2.2%	1.7%	2.0%	
Lodging	3.9%	3.8%	3.8%	
Foodservice	1.2%	1.7%	1.6%	
Entertainment & Recreation	1.6%	2.6%	1.8%	
General Retail Trade	1.2%	1.3%	1.2%	
Total	**1.6%**	**2.1%**	**1.9%**	

Note: Employment for the travel planning sector is not included in the above figures due to insufficient data.
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TRAVEL IMPACT ON OAK PARK AND WESTERN COOK COUNTY, 2016-2017

Domestic Travel-Generated Tax Revenue

Travel tax receipts are the state and local tax revenues attributable to domestic travel spending in Oak Park and Western Cook County. Domestic travel-generated tax revenue is a significant economic benefit, as governments use these funds to support travel infrastructure and help support a variety of public programs.

Domestic traveler spending generated $61.8 million in tax revenue for state and local governments in the region during 2017, up 7.5 percent from 2016.

In 2017, domestic traveler spending in Oak Park and Western Cook County generated $43.4 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, a 9.7 percent decrease from 2016.

Local governments in Oak Park and Western Cook County directly benefited from travel as well. During 2017, domestic traveler spending generated $18.4 million in sales and property tax revenue for area localities, up 2.8 percent from 2016.

Domestic Travel-Generated Tax Revenue in Oak Park and Western Cook County by Industry Sector, 2017

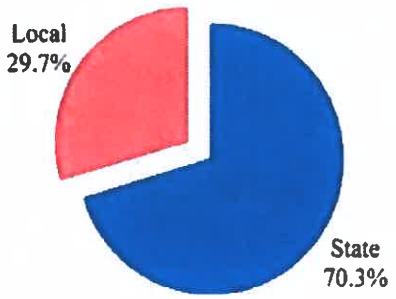

Table 8: Domestic Travel-Generated Tax Revenue in Oak Park and Western Cook County by Level of Government, 2016-2017

2017 Tax Revenue	Oak Park ($ Millions)	Western Cook County ($ Millions)	Oak Park & Western Cook County ($ Millions)	% of Total
State	$17.1	$26.3	$43.4	70.3%
Local	7.5	10.9	18.4	29.7%
Total	**$24.6**	**$37.2**	**$61.8**	**100.0%**
2016 Tax Revenue				
State	$15.7	$23.8	$39.6	68.9%
Local	7.3	10.5	17.9	31.1%
Total	**$23.1**	**$34.4**	**$57.4**	**100.0%**
Percentage Change 2017 over 2016				
State	8.7%	10.3%	9.7%	
Local	1.8%	3.4%	2.8%	
Total	**6.5%**	**8.2%**	**7.5%**	

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at the U.S. Travel Association (formerly known as the Travel Industry Association of America and the U.S. Travel Data Center) to provide annual estimates of the impact of travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and leisure, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and daytrips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home, while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second-home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel expenditure is assumed to take place whenever traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures include spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night, per travel party staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government, and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel-generated business receipts, employment and payroll. Basically, the 16 travel categories are associated with a type of travel-related businesses. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler-generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, the U.S. Census Bureau and the Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates are derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected by federal, state and local governments, and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, U.S. Travel Association's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditures. Traveler spending on hotels and motels, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope® survey.

Tourism. Generally avoided in this study, this can be used to refer to pleasure or personal travel, a subset of travel.

Travel. The act of taking a "trip".

Traveler. Person taking a "trip".

Travel Expenditure. The exchange of money or the promise of money for goods or services while traveling, including any advance purchase of public transportation tickets, lodging or other items normally considered incidental to travel, but which may be purchased in advance of the trip. In addition, certain of the "fixed" or capital costs of owning a motor vehicle (including campers, motor homes, etc.), or a vacation or second home are included as associated with taking a trip.

Generally, expenditures are assumed to take place at the point where the good or service is bought while traveling. The two exceptions to this rule are that the fixed costs of operating a motor vehicle while on a trip are allocated to the traveler's area of residence, and the "imputed rent" of spending nights in the traveler's own vacation home is allocated to the area visited.

Travel-generated Employment. The number of jobs attributable to travel expenditures in a defined area.

These estimates of employment follow the "establishment payroll survey definition" rather than the "household survey definition." Consequently, the TEIM estimates are more closely related to the number of jobs than to the number of employees. For a detailed description of the household and establishment survey differences, please refer to http://www.bls.gov/lau/lauhvse.htm.

Travel-generated Payroll. This is the payroll (wage and salary income) attributable to travel expenditures in a defined area. Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Trips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit nor other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Travel-generated Tax Receipts. These federal, state and local tax revenues attributable to travel in a defined area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts, and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Travel-generated Wage and Salary Income. The same as "travel-generated payroll."

Trip. A trip occurs, for the purpose of the model, every time one or more persons goes to a place 50 miles or more, each way, from home in one day, or is out of town one or more nights in paid accommodations, and returns to his/her origin. Specifically excluded from this definition are: (1) travel as part of an operating crew on a train, plane, bus, truck or ship; (2) commuting to a place of work; (3) student trips to school or those taken while in school.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS Transition

The *travel industry*, as defined by U.S. Travel Association and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, U.S. Travel Association selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted "apples-to-apples" comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- -Convenience stores
- -Gas stations with convenience stores
- -Casino hotels
- -Casinos
- -Other gambling industries
- -Bed and breakfast inns
- -Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico's Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS Industry Categories

With the transition to NAICS, U.S. Travel Association has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating and drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, motor hotels, and camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban and rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement and reservation services.

1987 SIC – 1997 NAICS:
Selected Travel-Related Categories

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
Hotels and Motels	701	*Traveler Accommodation*	7211
Recreational Vehicle Parks & Campsites	703	*Recreational Vehicle Parks & Campgrounds*	7212
Auto Transportation			
Passenger Car Rental	7514	*Passenger Car Rental*	532111
Gasoline Service Stations	554	*Gasoline Stations with Convenience Stores; Other Gasoline Stations*	447110; 447190
Automotive Dealers	55 *(excl. 554)*	*Motor Vehicle & Parts Dealers*	4411; 4412; 4413
Entertainment and Recreation			
Amusement and Recreational Services	79	*Amusement, Gambling & Recreation Industries*	713
		Performing Arts, Spectator Sports & Related Industries	711
Museums, Art Galleries, Botanical and Zoological Gardens	84	*Museums, Historical Sites & Similar Institutions*	712
Food			
Eating & Drinking Places (Alcoholic Beverages)	581	*Foodservices & Drinking Places*	7221, 7222; 7224
Grocery Stores	541	*Food and Beverage stores*	4451, 4452; 4453
Public Transportation			
Air Transportation	45	*Passenger Air Transportation; Airport Support Activities*	481; 4881
Rail - Local & Suburban Transit	4111	*Rail Transportation*	485112
Interurban & Rural Bus Carriers	413	*Interurban & Rural Bus Transportation*	4852
Charter Bus/Interstate	4142	*Charter Bus (interstate/interurban)*	4855102
Taxi & Limousine Services	412	*Taxi & Limousine Services*	4853
Water Transportation of Passengers	448	*Water Passenger Transportation*	483112; 483114; 483212
--	--	*Scenic & Sightseeing Transportation* *(New industry-includes parts of SICs 4119,4489,4522,4789,7999)*	487
Retail			
General Merchandise Stores	53	*General Merchandise Stores*	452
Miscellaneous Retail Stores	59	*Other Retail Stores*	453; 44611; 4483; 45111; 45112, 45121
Travel Arrangement			
Travel Arrangement	472	*Travel Arrangement & Reservation Services* *(includes travel agencies and tour operators)*	5615

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)
American Automobile Association
Amtrak
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Chicago Convention & Tourism Bureau
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
Illinois Bureau of Tourism
Illinois Department of Revenue
Visit Oak Park
Smith Travel Research
U.S. Travel Association

April 30, 2020

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

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending March 31, 2020. Please note that due to the seasonality of tourism, not all service deliverables will have actual results in each quarter. Our submission includes the following:

- Visit Oak Park calendar year-to-date unaudited financial statements as of March 31, 2020
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY20 grand agreement with the Illinois Department of Commerce and Economic Opportunity for January 2020 through March 2020
- Visit Oak Park key attraction attendance as of March 31, 2020 with comparisons to prior years
- Completed Visit Oak Park scope of deliverables (template provided by the Village of Oak Park)

Please note that Visit Oak Park was unable to provide attraction attendance for all of our attractions for the quarter due to employee furloughs as a result of the current pandemic.

Sincerely,

Eric C. Wagner
President & CEO
Visit Oak Park
Email: eric@visitoakpark.com
Phone: 708-524-7800

Visit Oak Park
193 N Marion Ste 208
Oak Park, IL 60301

Eric Wagner, President & CEO
Phone: (708) 524-7800
E-mail: Eric@visitoakpark.com

Agency Update Report

To: Village of Oak Park Date: April 30, 2020

From: Eric Wagner

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

☐ Audit (FY 6/30/19) ☐ Annual Financials ☐ Other

Confidentiality Statement

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

Visit Oak Park
Balance Sheet Prev Year Comparison
As of March 31, 2020

4:48 PM
04/13/2020
Accrual Basis

	Mar 31, 20	Mar 31, 19	$ Change	% Change	
ASSETS					
Current Assets					
Checking/Savings					
11001 · Forest Park National-checking	22,435	63,423	(40,988)	(65%)	
11002 · Community Bank		4,763	(4,763)	(100%)	
11003 · FPNB Money Market	178,501	150,098	28,403	19%	
Total Checking/Savings	200,936	218,284	(17,348)	(8%)	a
Accounts Receivable					
12000 · Accounts Receivable		5,438	(5,438)	(100%)	
Total Accounts Receivable		5,438	(5,438)	(100%)	
Total Current Assets	200,936	223,722	(22,786)	(10%)	
Fixed Assets					
15000 · Furniture and Fixtures	10,351	10,351			
15001 · Equipment	14,674	14,674			
15002 · Leasehold Improvements	25,963	25,963			
15500 · Accumulated Depreciation	(41,409)	(24,559)	(16,850)	(69%)	
Total Fixed Assets	9,579	26,429	(16,850)	(64%)	b
Other Assets					
16000 · Security Deposits	7,454	6,254	1,200	19%	
Total Other Assets	7,454	6,254	1,200	19%	
TOTAL ASSETS	217,969	256,405	(38,436)	(15%)	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
20000 · Accounts Payable (operating)	(18,736)	(275)	(18,461)	(6,713%)	c
Total Accounts Payable	(18,736)	(275)	(18,461)	(6,713%)	
Credit Cards					
21500 · Chase Credit Card	665	836	(171)	(20%)	
Total Credit Cards	665	836	(171)	(20%)	
Total Current Liabilities	(18,071)	561	(18,632)	(3,321%)	
Long Term Liabilities					
25100 · Deferred Rent Calculated	5,146	7,515	(2,369)	(32%)	
Total Long Term Liabilities	5,146	7,515	(2,369)	(32%)	
Total Liabilities	(12,925)	8,076	(21,001)	(260%)	
Equity					
32000 · Retained Earnings	121,124	176,591	(55,467)	(31%)	
Net Income	109,772	71,740	38,032	53%	
Total Equity	230,896	248,331	(17,435)	(7%)	
TOTAL LIABILITIES & EQUITY	217,971	256,407	(38,436)	(15%)	

a) While cash on hand is over $200k at the end of March, $90k must be returned to the State of IL as part of the LTCB response to COVID-19. The remaining cash will be used to cover the full year projected FY20 loss of $87k. The loss is driven by lost contributions totalling $328k due to the COVID-19 crisis as follows:

State of IL LTCB: $227k

Village of Oak Park: $55k

Destination Mktg Service Agreements: $45k

b) Fixed assets are lower than prior year due to the amortization of leasehold improvements at the visitor's center

c) Accounts Payable are negative due to the pre-payment of marketing invoices due on April 1, 2020.

Visit Oak Park
Profit & Loss
January through March 2020 & 2019
Accrual Basis

	2020 Actuals	Budget *	Incr/(Decr) vs Budget	Note	2019 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	135,663	135,659	3		121,493	14,169	e
403 · VILLAGE FUNDING	55,500	53,125	2,375		53,125	2,375	
410 · MEMBERS & SPONSORS		-	-		3,195	(3,195)	
420 · VISITOR CENTER INC		-	-		10	(10)	
440 · RENTAL INCOME		-	-			-	
480 · OTHER INCOME		-	-		0	(0)	
Total Income	191,163	188,784	2,378		177,823	13,340	
Gross Profit	191,163	188,784	2,378		177,823	13,340	
Expense							
500 · VISITOR CENTER OPS	18,022	4,521	13,500	a	3,054	14,967	f
600 · ADVERTISING & MARKETING	53,018	16,230	36,788	b	48,992	4,026	
730 · PERSONNEL	33,008	44,041	(11,033)	c	30,065	2,943	
810 · ADMINISTRATIVE COSTS	24,544	16,572	7,972	d	20,914	3,630	
900 · OTHER EXPENSES		-	-		768	(768)	
Total Expense	128,592	81,365	47,227		103,793	24,799	
Net Ordinary Income	62,571	107,420	(44,849)		74,030	(11,459)	
Other Income	166	30	136		98	68	
Other Expense	29	29	-		9,205	(9,176)	g
Net Other Income	137	1	136		(9,107)	9,244	
Net Income/(Loss)	**62,708**	**107,421**	**(44,713)**		**64,923**	**(2,215)**	

Advertising & Marketing as % of Total Expense	41%	47%
Personnel as % of Total Expense	26%	29%
Visitor Center as % of Total Expense	14%	3%
Admin/Other as % of Total Expense	19%	21%
Total	100%	100%

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2020 through December 2020.

a) The unfavorability in Visitor Center Operations relates to rent expense for the visitor's center. The budget assumed that they empty space would be under a sublease for January through March 2020, but that has not materialized.

b) The unfavorability in Marketing and Advertising is due to timing as the majority of budgeted dollars were planned in April and May 2020. The January to March budget includes funds for 3rd party social media support. Actual spending includes the use of a contracted writer to develop itineraries and content for the website as well as a temporary marketing consultant. In addition, Visit Oak Park engaged TimeZoneOne as an agency of record beginning in March 2020. However, that contract has been terminated due to COVID-19.

c) The favorability in Personnel Costs relates to the part-time writer position which was transferred to a third party. The costs now fall in Marketing & Advertising.

d) Administrative costs are over budget due to the State of IL grant audit for fiscal years 2016, 2017 & 2018. Additional 3rd party costs were needed to gather documents and research auditor questions. In addition, $3k of grant funds were returned to the State of Illinois.

e) The State of Illinois LTCB grant funding exceeds prior year based on the formula of municipality members, hotel/motel taxes, etc.

f) Visitor Center Operation costs are higher than prior year due to the absence of the Albion sublease, which began in February 2019.

g) Other Expense is below prior year due to the absence of costs related to the final distribution of visitor guides.

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(a) Grantee Name	(b) Grant Number	(c) CSFA	(d) CFDA(s)	(e) Appropriation Number(s) **(State Agency Use Only)**
Visit Oak Park	20-751037	420-25-1606	N/A	

(f) FEIN Number	(g) DUNS	(h) Program Name and/or Code	(i) Date Prepared
36-3919968	093102253	Local Tourism and Convention Bureau	April 9, 2020

(j) Agreement Period	(k) Report Period	(l) Final Report for Award Period	(m) No changes from prior reporting period and/or No new expenses
07/01/2019 thru 06/30/2020	01/01/2020 thru 03/31/2020	☐	☐

(n) Indirect Cost Rate: 0.00 %

(o) Approved Indirect Cost Base: N/A

(p) Program Restrictions: Yes ☐ No ☒

(q) List of Restrictions:

(r) Mandatory Match %: Yes ☒ % No ☐

(s) Specify Match: 50%

(t) Program Income (Award to Date)	(u) Program Income (In current reporting period)	(v) Interest earned (Award to Date)	(w) Interest earned (In current reporting period)
$0.00	$0.00	$303.37	$165.75

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1001 Personnel (Salaries & Wages)	96,146.00	37,258.50	61.25	15,137.50	43,750.00		58,887.50					ADD DEL
1002 Fringe Benefits	13,467.50	4,442.88	67.01	3,343.93	5,680.69		9,024.62					ADD DEL
1006 Contractual Services	154,110.00	10,007.06	93.51	50,308.94	94,394.00	(600.00)	144,102.94					ADD DEL
1007 Consultant (Professional Services)	7,500.00	0.00	100.00		7,500.00		7,500.00					ADD DEL
1012 Training & Education	800.00	(500.00)	162.50	650.00	650.00		1,300.00					ADD DEL
1015 A: Advertising	269,427.50	223,961.50	16.88	91.00	45,375.00		45,466.00					ADD DEL
1015 B: Familiarization Tours	1,200.00	837.07	30.24		362.93		362.93					ADD DEL
5001 Personnel (Salaries & Wages)	48,761.00	48,761.00	0.00					11,700.00		11,700.00	35,800.00	ADD DEL

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
5002 Fringe Benefits	8,909.50	8,909.50	0.00					2,774.99		2,774.99	6,929.91	ADD DEL
5003 Travel	4,200.00	4,200.00	0.00					55.10		55.10	1,791.33	ADD DEL
5006 Contractual Services	8,906.00	8,906.00	0.00					2,517.84		2,517.84	5,261.59	ADD DEL
5007 Consultant (Professional Services)	59,760.00	59,760.00	0.00					2,137.50		2,137.50	23,955.90	ADD DEL
5009 Occupancy (Rent & Utilities)	62,445.00	62,445.00	0.00					8,936.83		8,936.83	58,541.73	ADD DEL
5011 Telecommunications	3,264.00	3,264.00	0.00					277.53		277.53	1,969.31	ADD DEL
5013 Direct Administrative Costs (Admin Staffing)	27,808.00	27,808.00	0.00					(55.10)		(55.10)	24,126.96	ADD DEL
5015 A: Advertising	47,272.00	47,272.00	0.00					50.00		50.00	4,900.00	ADD DEL
(cc) TOTAL DIRECT EXPENSES	813,976.50	547,332.51	32.76	69,531.37	197,712.62	(600.00)	266,643.99	28,394.69		28,394.69	163,276.73	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	813,976.50	547,332.51	32.76	69,531.37	197,712.62	(600.00)	266,643.99	28,394.69		28,394.69	163,276.73	

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

GRANTEE CERTIFICATION (2CFR 200.415)

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

(ff) Name and Title of Authorized Grantee Representative: Eric Wagner, President & CEO	**(gg) Date Submitted:** April 14, 2020
(hh) E-mail: Eric@visitoakpark.com	**(ii) Telephone Number:** 708-524-7800

STATE AGENCY USE ONLY

(jj) Name and Title of State Agency Individual Authorized to Approve Report:	**(kk) Date Received:**	**(ll) Date Approved:**

Visit Oak Park
Key Oak Park Attraction Attendance
2017 to 2020 as Available

Frank Lloyd Wright Home & Studio:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year
2019	1,496	1,859	4,800	5,824	7,368	7,824	8,829	8,733	8,600	8,330	4,159	3,726	71,548
2018	1,208	1,909	6,209	7,208	9,078	10,144	11,312	10,399	9,258	8,008	4,951	2,996	82,680
2017	1,133	2,327	4,585	7,555	9,730	10,259	11,037	10,553	9,770	9,744	5,935	3,390	86,018
Incr/(Decr) 2019 vs 2018	**288**	**(50)**	**(1,409)**	**(1,384)**	**(1,710)**	**(2,320)**	**(2,483)**	**(1,666)**	**(658)**	**322**	**(792)**	**730**	**(11,132)**
Incr/(Decr) 2018 vs 2017	**75**	**(418)**	**1,624**	**(347)**	**(652)**	**(115)**	**275**	**(154)**	**(512)**	**(1,736)**	**(984)**	**(394)**	**(3,338)**

Unity Temple:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year
2019	343	396	923	1,424	1,573	1,496	2,186	2,251	2,332	2,504	1,002	678	17,108
2018	457	323	1,315	1,435	1,831	1,933	2,218	2,367	2,179	2,351	1,259	577	18,245
2017							2,040	2,185	2,453	2,576	1,510	893	N/A
Incr/(Decr) 2019 vs 2018	**(114)**	**73**	**(392)**	**(11)**	**(258)**	**(437)**	**(32)**	**(116)**	**153**	**153**	**(257)**	**101**	**(1,137)**
Incr/(Decr) 2018 vs 2017							**178**	**182**	**(274)**	**(225)**	**(251)**	**(316)**	**N/A**

Pleasant Home:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year
2019	38	70	64	84	90	115	146	63	46	75	42	65	898
2018	12	26	104	90	94	108	128	188	78	64	27	95	1,014
2017	29	43	59	139	160	72	188	93	80	135	67	89	1,154
Incr/(Decr) 2019 vs 2018	**26**	**44**	**(40)**	**(6)**	**(4)**	**7**	**18**	**(125)**	**(32)**	**11**	**15**	**(30)**	**(116)**
Incr/(Decr) 2018 vs 2017	**(17)**	**(17)**	**45**	**(49)**	**(66)**	**36**	**(60)**	**95**	**(2)**	**(71)**	**(40)**	**6**	**(140)**

Hemingway Birthplace Home & Museum:

	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	Jan to March
2020	196	294	204											694
2019	159	166	460	373	680	865	1,029	1,102	841	772	436	362	7,245	785
2018	206	201	574	585	876	754	1,057	1,027	903	776	292	283	7,534	981
2017	238	288	726	726	875	791	1,018	775	714	753	376	271	7,551	1,252
Incr/(Decr) 2020 vs 2019	**37**	**128**	**(256)**											**(91)**
Incr/(Decr) 2019 vs 2018	**(47)**	**(35)**	**(114)**	**(212)**	**(196)**	**111**	**(28)**	**75**	**(62)**	**(4)**	**144**	**79**	**(289)**	**(196)**
Incr/(Decr) 2018 vs 2017	**(32)**	**(87)**	**(152)**	**(141)**	**1**	**(37)**	**39**	**252**	**189**	**23**	**(84)**	**12**	**(17)**	**(271)**

Notes
1) 2017 was a record year for the Frank Lloyd Wright Home and Studio. The studio celebrated the 150th anniversary of Wright's birth, and Chicago hosted the Architecture Biennial.

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

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

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

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

Objective 1: Increase Visit Oak Park brand awareness

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

Objective 2: Increase Advertising and Marketing Campaigns

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

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

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

July 31, 2020

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

Dear Ms. Grossman,

Pursuant to our contract with the Village of Oak Park, please find our enclosed Report on Scope of Services for the quarter ending June 30, 2020. Please note that the pandemic and reduction in funding from the Village of Oak Park and the State of Illinois has presented Visit Oak park with several challenges in meeting our remaining contractual obligations under our original agreement.

Our submission includes the following:

- Visit Oak Park calendar year-to-date unaudited financial statement as of June 30, 2020
- Visit Oak Park periodic financial and performance reports as submitted to the State of Illinois pursuant to our FY20 grant agreement with the Illinois Department of Commerce and Economic Opportunity for April 2020 through June 2020
- Completed Visit Oak Park scope of deliverables (template provided by the Village of Oak Park)

Please note that Visit Oak Park is unable to provide attraction attendance for the quarter due to employee furloughs and government-ordered closures caused by the pandemic.

Sincerely,

Eric C. Wagner
President & CEO
Visit Oak Park
Email: eric@visitoakpark.com
Phone: 708-524-7800

Visit Oak Park
193 N Marion Street Ste 208
Oak Park, IL 60301

Eric C. Wagner, President & CEO
Phone: (708) 524-7800
E-mail: eric@visitoakpark.com

Agency Update Report

To: Village of Oak Park Date: July 31, 2020

From: Eric C. Wagner

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

☐ Audit (Year and Date) ☐ Annual Financials ☐ Other

Confidentiality Statement

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

Visit Oak Park
Profit & Loss
January through June 2020 & 2019
Accrual Basis

	2020 Actuals	Budget *	Incr/(Decr) vs Budget	Note	2019 Actuals	Incr/(Decr) vs Prior Year	Note
Ordinary Income/Expense							
Income							
400 · STATE FUNDING	50,567	271,319	(220,752)	a	242,987	(192,420)	a
403 · VILLAGE FUNDING	55,500	106,250	(50,750)	b	106,250	(50,750)	b
410 · MEMBERS & SPONSORS		24,000	(24,000)	c	27,580	(27,580)	c
420 · VISITOR CENTER INC			-		10	(10)	
440 · RENTAL INCOME	97		97		19,300	(19,203)	d
480 · OTHER INCOME	0		0		0	-	
Total Income	106,164	401,569	(295,405)		396,126	(289,962)	
Gross Profit	106,164	401,569	(295,405)		396,126	(289,962)	
Expense							
500 · VISITOR CENTER OPS	27,885	6,299	21,586	e	36,146	(8,261)	e
600 · ADVERTISING & MARKETING	92,678	314,258	(221,580)	f	275,635	(182,957)	f
730 · PERSONNEL	61,331	86,351	(25,021)	g	69,728	(8,398)	g
810 · ADMINISTRATIVE COSTS	42,629	51,544	(8,915)	h	50,250	(7,622)	h
900 · OTHER EXPENSES			-		768	(768)	
Total Expense	224,522	458,452	(233,931)		432,527	(208,006)	
Net Ordinary Income	(118,358)	(56,884)	(61,474)		(36,401)	(81,957)	
Other Income	293	60	233		198	94	
Other Expense	5,740	19,293	(13,553)	i	26,082	(20,342)	i
Net Other Income	(5,448)	(19,233)	13,786		(25,883)	20,436	
Net Income/(Loss)	**(123,805)**	**(76,117)**	**(47,688)**		**(62,284)**	**(61,521)**	

Advertising & Marketing as % of Total Expense	41%	64%
Personnel as % of Total Expense	27%	16%
Visitor Center as % of Total Expense	12%	8%
Admin/Other as % of Total Expense	19%	12%
Total	100%	100%

* Visit Oak Park operates on a fiscal year that begins on July 1st and ends on June 30th of the following year. The above budget has been adjusted to reflect the period of January 2020 through June 2020.

a) Due to COVID-19, the State of Illinois Office of Tourism reduced all FY20 tourism grants beginning in April 2020. Grant revenue was reduced to cover budgeted essential services only.

b) Due to COVID-19 and the loss of hotel/motel tax revenue, the Village of Oak Park stopped paying grant revenue in April 2020. At the June 15th meeting, the Village of Oak Park voted to reduce Visit Oak Park's funding. The maximum approved funding for July to December 2020 is $44,500.

c) Prior to COVID-19, Visit Oak Park had planned additional match funding from other area municipalities. Due to COVID-19, the funding did not materialize.

d) Rental income is below 2019 due to the absence of the sublease of the Visitor Center space at 1010 Lake Street.

e) Visitor Center costs are above budget due to the absence of a sublease that was planned for January to June 2020. Versus prior year, Visitor Center costs are lower driven by the absence of a real estate and operating cost increase for the visitor center space as well as a June 2020 adjustment to the deferred rent accrual.

f) Advertising and Marketing costs are below budget and prior year due to the loss of grant revenue related to COVID-19. Visit Oak Park typically advertises during the summer travel season. However, due to COVID-19, Visit Oak Park was performing essential services only from April to June 2020.

g) Personnel costs are below budget as the part-time writer position was vacated in November 2019. Costs are lower than prior year as the 2019 temporary Marketing Coorinator position was vacated and replaced with a part-time social media position at a lower cost.

h) Administrative costs are below budget as 3rd party costs related to the strategic plan were put on hold. Partially offsetting are increased costs related to the multi-year State of IL grant audit. Costs are lower versus prior year due to the termination of the admin office lease at 1010 Lake Street and the move to the co-working space at Flourish. In addition, legal fees which were incurred in 2019 due to the closure of the visitor's center have not repeated.

i) Other expenses are below budget due to lower depreciation. As the visitor center lease was not terminated as planned, the amortization of the leasehold

Visit Oak Park
Balance Sheet Prev Year Comparison
As of June 30, 2020

8:58 PM
07/16/2020
Accrual Basis

	Jun 30, 20	Jun 30, 19	$ Change	% Change	
ASSETS					
Current Assets					
Checking/Savings					
11001 · Forest Park National-checking	55,635	45,682	9,953	22%	
11002 · Community Bank		4,763	(4,763)	(100%)	
11003 · FPNB Money Market	168,628	65,198	103,430	159%	
Total Checking/Savings	224,263	115,643	108,620	94%	a
Other Current Assets					
17000 · Prepaid Expenses	2,385		2,385	100%	
Total Other Current Assets	2,385		2,385	100%	
Total Current Assets	226,648	115,643	111,005	96%	
Fixed Assets					
15000 · Furniture and Fixtures		10,351	(10,351)	(100%)	
15001 · Equipment		14,674	(14,674)	(100%)	
15002 · Leasehold Improvements	25,963	25,963			
15500 · Accumulated Depreciation	(22,069)	(41,409)	19,340	47%	
Total Fixed Assets	3,894	9,579	(5,685)	(59%)	
Other Assets					
16000 · Security Deposits	7,168	6,254	914	15%	
Total Other Assets	7,168	6,254	914	15%	
TOTAL ASSETS	237,710	131,476	106,234	81%	
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
20000 · Accounts Payable (operating)	14,392	(58)	14,450	24,914%	
Total Accounts Payable	14,392	(58)	14,450	24,914%	
Credit Cards					
21500 · Chase Credit Card	614	471	143	30%	
Total Credit Cards	614	471	143	30%	
Other Current Liabilities					
20200 · Customer Prepayments	175,538	4,168	171,370	4,112%	
Total Other Current Liabilities	175,538	4,168	171,370	4,112%	b
Total Current Liabilities	190,544	4,581	185,963	4,059%	
Long Term Liabilities					
25100 · Deferred Rent Calculated	2,784	5,772	(2,988)	(52%)	
Total Long Term Liabilities	2,784	5,772	(2,988)	(52%)	
Total Liabilities	193,328	10,353	182,975	1,767%	
Equity					
32000 · Retained Earnings	121,124	176,591	(55,467)	(31%)	
Net Income	(76,741)	(55,467)	(21,274)	(38%)	
Total Equity	44,383	121,124	(76,741)	(63%)	
TOTAL LIABILITIES & EQUITY	237,711	131,477	106,234	81%	

a) The June 30th 2020 cash balance includes $175,538 of State of Illinois grant funds that must be returned by July 31st 2020. Due to COVID-19, the Illinois Office of Tourism reduced the FY20 to covered budgeted essential services only.

b) The Customer Prepayments account includes funds received from the State of Illinois Office of Tourism that must be returned by July 31st 2020.

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(a) Grantee Name	(b) Grant Number	(c) CSFA	(d) CFDA(s)	(e) Appropriation Number(s) **(State Agency Use Only)**
Visit Oak Park	20-751037	420-25-1606	N/A	

(f) FEIN Number	(g) DUNS	(h) Program Name and/or Code	(i) Date Prepared
36-3919968	093102253	Local Tourism and Convention Bureau	July 7, 2020

(j) Agreement Period	(k) Report Period	(l) Final Report for Award Period	(m) No changes from prior reporting period and/or No new expenses
07/01/2019 thru 06/30/2020	04/01/2020 thru 6/30/2020	☐	☐

(n) Indirect Cost Rate: 0.00 %

(o) Approved Indirect Cost Base: N/A

(p) Program Restrictions: Yes ☐ No ☒

(q) List of Restrictions:

(r) Mandatory Match %: Yes ☒ 50.00 % No ☐

(s) Specify Match: 50%

(t) Program Income (Award to Date)	(u) Program Income (In current reporting period)	(v) Interest earned (Award to Date)	(w) Interest earned (In current reporting period)
$0.00	$0.00	$430.17	$126.80

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
1001 Personnel (Salaries & Wages)	96,146.00	21,636.62	77.50	15,621.88	58,887.50		74,509.38					ADD DEL
1002 Fringe Benefits	13,467.50	1,626.74	87.92	2,816.14	9,024.62		11,840.76					ADD DEL
1006 Contractual Services	154,110.00	(15,222.94)	109.88	25,230.00	144,102.94		169,332.94					ADD DEL
1007 Consultant (Professional Services)	7,500.00	(750.00)	110.00	750.00	7,500.00		8,250.00					ADD DEL
1012 Training & Education	800.00	(500.00)	162.50		1,300.00		1,300.00					ADD DEL
1015 A: Advertising	269,427.50	213,131.50	20.89	10,830.00	45,466.00		56,296.00					ADD DEL
1015 B: Familiarization Tours	1,200.00	837.07	30.24		362.93		362.93					ADD DEL
5001 Personnel (Salaries & Wages)	48,761.00	48,761.00	0.00					11,700.00		11,700.00	47,500.00	ADD DEL

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

(x) Category/Program Expenses	(y) Current Approved Budget			(z) Grant Expenditures				(aa) Current Period Match			(bb) Total Match (Award to Date)	Add/ Delete Row
	Approved Budget	Remaining Balance Available	Expend %	Current Period Grant Expense	Prior Approved Grant Expenses	Grant Expense Adjustment	Post-Adjustment Grant Expenses (award to date)	Cash	In-kind	Total		
5002 Fringe Benefits	8,909.50	8,909.50	0.00					2,158.03		2,158.03	9,087.94	ADD DEL
5003 Travel	4,200.00	4,200.00	0.00								1,791.33	ADD DEL
5006 Contractual Services	8,906.00	8,906.00	0.00								5,261.59	ADD DEL
5007 Consultant (Professional Services)	59,760.00	59,760.00	0.00					250.00		250.00	24,205.90	ADD DEL
5009 Occupancy (Rent & Utilities)	62,445.00	62,445.00	0.00					2,400.00		2,400.00	60,941.73	ADD DEL
5011 Telecommunications	3,264.00	3,264.00	0.00					277.35		277.35	2,246.66	ADD DEL
5013 Direct Administrative Costs (Admin Staffing)	27,808.00	27,808.00	0.00								24,126.96	ADD DEL
5015 A: Advertising	47,272.00	47,272.00	0.00								4,900.00	ADD DEL
(cc) TOTAL DIRECT EXPENSES	813,976.50	492,084.49	39.55	55,248.02	266,643.99		321,892.01	16,785.38		16,785.38	180,062.11	
(dd) Indirect Costs			0.00									
(cc) TOTAL EXPENDITURES	813,976.50	492,084.49	39.55	55,248.02	266,643.99		321,892.01	16,785.38		16,785.38	180,062.11	

STATE OF ILLINOIS

PERIODIC FINANCIAL REPORT

GRANTEE CERTIFICATION (2CFR 200.415)

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

(ff) Name and Title of Authorized Grantee Representative: Eric Wagner, President and CEO	**(gg) Date Submitted:** July 8, 2020
(hh) E-mail: eric@visitoakpark.com	**(ii) Telephone Number:** 708-524-7800

STATE AGENCY USE ONLY

(jj) Name and Title of State Agency Individual Authorized to Approve Report:	**(kk) Date Received:**	**(ll) Date Approved:**

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

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

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

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

Objective 1: Increase Visit Oak Park brand awareness

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

Objective 2: Increase Advertising and Marketing Campaigns

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

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

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

Visit Oak Park
FY20 LTCB 4rd Quarter Performance Measures

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

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

- Website Results:
  - Users: 2,103
  - Sessions: 2,567
  - Bounce Rate: 63.92%
  - Session Duration: 1.29

- Content Development:
  - Content developed for Visit Oak Park website and Riverside and Brookfield community pages
    - Visit Oak Park Website Content and Articles
      - Oak Park Area communities – Bellwood, Berkeley, Berwyn, Broadview, Brookfield, Elmwood Park, Forest Park, Franklin Park, Hillside, La Grange, Maywood, Melrose Park, Northlake, North Riverside, River Forest, River Grove, Riverside, Schiller Park, Westchester; River Forest Things to Do, River Forest Historic Homes Tour, River Forest Events
  - Visit Oak Park developed content for Brookfield and Riverside community pages on the Visit Oak Park website:
    - Brookfield Community Page
      - Travel Itineraries and Articles: Things To Do in Brookfield, Family Fun, Brookfield Dining, Shopping and Nightlife, Brookfield Events, Brookfield Zoo Backstage Adventures
    - River Forest Community Page
      - Travel Itineraries and Articles: Things To Do in Riverside, Dining, Raise a Glass, Shop Local, Riverside Events, Riverside History, Bike Riverside
- Video Production:
  - Completed the following marketing videos:
    - Visit Oak Park Architecture Commercial with Comcast
    - Social Media Cutdowns
      - Irish Times
      - One Lake Brewing
      - Wild Onion Tied House
      - Kinslahger Brewing
      - Visit Oak Park "See You Soon"

- Inspiration Guide:
    - 24 total downloads
- Social Media/Consumer e-newsletters
    - 102 new e-newsletter subscribers
    - Social Media:
        - 1,242 total page views
        - 16 page previews
        - 167 page likes
        - 6,215 post reach
        - 2,389 post engagements
        - 46 page follows
        - 897 videos

Objective 2: Increase advertising and marketing campaigns through digital, print, and out-of-home advertising:

- N/A

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

- Group Tours:
    - Created Oak Park group tour itinerary
- Earned Media:
    - WIF (Watch it First) – May Issue, featuring Frank Lloyd Wright Home and Studio
        - Date: May 2020
        - Circulation: 45,000
        - Reach: 220,000
        - Ad Value: $95,583
    - NATGO Traveler (Print), featuring Frank Lloyd Wright Home and Studio, Unity Temple and Oak Park
        - Date: May 1, 2020
        - Coverage: Cover, plus 14 full pages
        - Cover Ad Value: $10,858
        - Content Ad Value: $108,000
        - Circulation: 55,000
        - Reach: 302,500
        - Digital Coverage:
            - Link: https://www.ngenespanol.com/descarga-gratis/national-geographic-traveler/
            - UVM: 677,340
            - Ad Value: $10,140

2020 Village Partner Agency Scope of Service Requirements and Scope of Service Deliverables

Visit Oak Park

	Scope of Service Requirements	Completed	Q2 (April through June) Comments
1	**Promote Village events and tourism on behalf of Oak Park.**	Yes	Visit Oak Park utilizes our website and social media platforms to promote the village's attractions and events
2	**Act as a catalyst for organizations to promote potential tourist attraction.**	Yes	Visit Oak Park engages with local attractions to help promote them
3	**Publish an annual consumer marketing brochure and develop targeted initiatives to support events.**	Yes	Published VOP Inspiration Guide last May that currently serves as the bureau's marketing brochure
4	**Consult with the boards and organizations of specific attractions to increase sales.**	Yes	Ongoing partnership with DTOP, OPRF Chamber, Hemingway District and Oak Park Arts District to promote the village
5	**Offer assistance to mitigate adverse traffic congestion from tourism events.**	Yes	No requests in Q2
a.	Offer recommendation to Village to mitigate adverse traffic during tourism events.	Yes	No requests in Q2
6	**Implement coordination on tourism policies related to movement of buses.**	Yes	No requests in Q2
7	**Recommend tourism policies to the Village across all affected areas of tourism.**	Yes	As requested
8	**Facilitate management opportunities for attraction businesses.**	Yes	As requested
9	**Disseminate a master calendar of events updated daily.**	Yes	Visit Oak Park utilizes our website and social media platforms to promote the village's attractions and events
10	**Provide referral services to groups visiting Oak park setting up events.**	Yes	No requests in Q2
11	**Coordinate marketing strategies expanding meetings/conventions in Village.**	Yes	As requested, but nothing in Q2
12	**Continue cooperation with State Office of Tourism.**	Yes	Ongoing; Performance reports submitted to Illinois Office of Tourism
13	**Maintain website and all social media for Visit Oak Park.**	Yes	Ongoing; Website and social media maintained on daily basis
14	**Quantify the economic impact of tourism on Oak park in intercept studies.**	Yes	Completed for last year; Copy of report available upon request
15	**Cooperate with Chicago Public Transit Authority to promote tourism in Village.**	Yes	No requests in Q2
16	**Continue to work with OPEDC as welcoming center and sharing visitor data.**	Yes	Ongoing; As requested

	Scope of Service Deliverables	Completed	Q2 (April to June) 2020 Comments
1	**Quarterly Village report to include:**		
	quarterly reports required by the Illinois Department of Tourism	Yes	Included in submission to Village of Oak Park
	actual financial reports for quarter-to-date	Yes	Included in submission to Village of Oak Park
	measure return on investment (digital advertising placement, attractions, purchase conversions)	No	No campaigns executed in Q2
	measure ROI for tv, radio, print and out of home placements	No	No campaigns executed in Q2
	measure Visit Oak Park social media performance (shares, likes, views, paid advertising campaigns)	Yes	Included in submission to Village of Oak Park
	track and report earned media coverage (Advertising Value Equivalency, impressions, circulation)	Yes	Included in submission to Village of Oak Park
	measure VisitOakPark.com website performance (unique visits, video views, downloads, sign-up)	Yes	Included in submission to Village of Oak Park
	measure consumer e-blast performance (open rates, click through rates)	No	No consumer e-blast in Q2
	measure group tour performance (trade show attendance, hotel room bookings)	No	No group tours reported in Q2
	measure and compare all values to previous year	No	No attraction attendance included for Q2
	report on activities (attractions, hotels, tourism stakeholders)	Yes	Included in submission to Village of Oak Park
2	**Annual report to include:**		
	create and publish a tourism impact report (work with U.S. Travel Association)	No	TBD, if funding is available
	solicit annual feedback from key area attactions (short survey)	Yes	To be completed at end of FY20