



## Agenda Item Summary

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### **Submitted By**

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### **Reviewed By**

LKS

### **Agenda Item Title**

**A Resolution Approving a Funding Grant Agreement between the Village of Oak Park and Visit Oak Park for the Service Year 2017 in an Amount Equal to the Revenues Generated by the 3% Hotel/Motel Tax assessed in Fiscal Year 2016 and General Revenue Funds at \$42,500 and Authorizing its Execution**

### **Overview**

The Funding Grant Agreement between the Village of Oak Park and Visit Oak Park (formerly The Oak Park Area Convention and Visitors Bureau) is for the amount equal to the revenues generated by the 3% Hotel/Motel Tax assessed in fiscal year 2016 which is estimated to be approximately \$170,000 in 2017 and \$42,500 in support from the General Revenue Fund.

### **Staff Recommendation**

Approve the Resolution.

### **Fiscal Impact**

The 2017 Budget contains a line item of \$170,000 from the Hotel/Motel Tax and \$42,500 from the General Revenue fund. However, because of the addition of the Hotel/Motel Tax to Transient Rental Units such as AirBnB, the actual Hotel/Motel Tax collected could be greater than budget. If so, the General Revenue Funding level will be reduced accordingly.

### **Background**

Visit Oak Park is a non-profit state certified tourism bureau that provides marketing and advertising services for the various attractions located in its service area which encompasses 21 communities in West Cook County. The 2017 service agreement calls for Visit Oak Park to encourage tourism through the promotion of Village of Oak Park events, tourism attractions regionally, nationally, and internationally, to act as a catalyst to promote the development of additional attractions, to operate the Visitors Center, to implement and coordinate the tourism related policies and procedures adopted by the Village and to provide assistance and consultation to area tourism attractions. Visit Oak Park is recognized as an important community based initiative which in partnership with other community based initiatives contributes to the health and economic vitality of Oak Park.

### **Alternatives**

Not approve the contract or reduce the funding allocated.

**Previous Board Action**

NA.

**Citizen Advisory Commission Action**

NA.

**Anticipated Future Actions/Commitments**

NA.

**Intergovernmental Cooperation Opportunities**

NA.

**Performance Management (MAP) Alignment**

A governance priority for the Development Customer Service Department is Commercial Recruitment/Retention: Improve Health/Vitality of Business Districts.