



Agenda Item Summary

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Submitted By

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Reviewed By

LKS

Agenda Item Title

A Resolution Approving an Amendment to the Funding Grant Agreement between the Village of Oak Park and Visit Oak Park and Authorizing its Execution

Overview

On December 11, 2018, the Board approved a Funding Grant Agreement between the Village of Oak Park and Visit Oak Park (formerly The Oak Park Area Convention and Visitors Bureau) for the amount of \$212,500 which is generated by the 3% Hotel/Motel Tax with additional support from the General fund for any Hotel/Motel tax collections less the amount requested. Visit Oak Park is seeking to amend the 2018 Funding Grant Agreement to close the Visitors Center and increase its marketing presence.

Staff Recommendation

Approve the Resolution.

Fiscal Impact

Visit Oak Park is not seeking any change to funding levels in the 2018 budget.

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 2018 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 seeking to cease operations of the Visitors Center and instead partner with the Frank Lloyd Wright Home and Studio. Funds used by Visit Oak Park to fund the activities of the Visitors Center will instead be used to increase its marketing presence for the local attractions both online and in print.

Alternatives

The Village Board could deny the requested change in the contract or request additional information.

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.