



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 in the Amount of \$222,000 for Fiscal Year 2020 and Authorizing its Execution

Overview

The Funding Grant Agreement between the Village of Oak Park and Visit Oak Park is for the amount equal to the revenues generated by the 4% Hotel/Motel Tax assessed in fiscal year 2019 which is estimated to be approximately \$222,000.

Recommendation

Approve the Resolution.

Fiscal Impact

The General Fund FY2020 account #1001.46260.231.585652 (Hotel/Motel Tax) contains \$222,000 budgeted for 2020.

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 2019 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 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.

The scope of services was updated to clarify the quarterly report requirements so that Village Staff can provide quarterly consistent reports for each partner agency to the board.

Alternatives

Do not approve the resolution or approve for a lower amount.

Previous Board Action

N/A.

Citizen Advisory Commission Action

N/A.

Anticipated Future Actions/Commitments

N/A.

Intergovernmental Cooperation Opportunities

N/A.