



Agenda Item Summary

File #: RES 21-306, **Version:** 1

Submitted By

Tammie Grossman, Director, Development Customer Services

Reviewed By

AMZ

Agenda Item Title

A Resolution Approving a Funding Grant Agreement between the Village of Oak Park and Visit Oak Park in the Amount of \$175,000 for Fiscal Year 2022 and Authorizing its Execution

Overview

The 2022 Funding Grant Agreement between the Village of Oak Park and the Visit Oak Park organization, including a scope of services and program goals and measurements, is presented for the Village Board's review and approval.

Recommendation

Approve the Resolution.

Fiscal Impact

The Recommended FY 2022 Budget includes \$175,000 in funding for Visit Oak Park (Account #100146260231585652). In FY 2021, the Village budgeted \$155,000 so FY 2022's budget has been increased approximately 13%.

It should be noted that the Village's Finance Department has projected the collection of \$175,000 in hotel/motel tax revenue in FY 2022 (Account # 100141300101414412).

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 2022 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.

Alternatives

Not approve the Resolution or approve it at some lesser amount.

Previous Board Action

The Village has had numerous agreements with Visit Oak Park over the years the most recent of which was from FY2021. The FY 2021, approved on December 7, 2021, is attached.

Citizen Advisory Commission Action

N/A

Anticipated Future Actions/Commitments

N/A

Intergovernmental Cooperation Opportunities

N/A