



Your role in maintaining our competitive marketing edge through Local & State of Illinois funding

The need for Tourism Advocacy on the State Level:

The Department of Commerce and Economic Opportunity (DCEO), through the Illinois Bureau of Tourism, makes available grants that are intended to assist Destination Marketing Organizations, including Convention & Visitors Bureaus, support local economic development through the promotion of hotels and area amenities to both business and leisure markets. These grants include:

- Local Tourism and Convention Bureau Grant
- Marketing Partnership Grant
- International Marketing Grant
- Private Sector Grant

Each year we apply for and receive a Local Tourism and Convention Bureau (LTCB) Grant that makes up approximately **50% of our annual budget-\$792,000 in FY 2009**. We also may apply for other specialized grants that provide additional revenue to develop programs that promote the Chicago Northwest area for meetings, conventions, and tourism. All Grants must be matched with verified local funds.

The need for Advocacy on the Local/Community Level

In recent years, DCEO has taken particular note of the support that CVBs receive for the LTCB grant from their partner communities, strongly encouraging community reinvestment of hotel tax dollars for tourism. Local hotel room tax funding is the lion's share of dollars used to match our state grant - **\$675,000 in FY 2009**. Grant dollars that can be used for the benefit of our local businesses will not be provided without this match. The loss or decrease of community funding can directly affect our marketing muscle.

Based upon the amenities in our service area, the Chicago Northwest region represents an area second only to the City of Chicago. Local support is crucial to maintaining our competitive edge not only in the state, but also in the region and the nation. ***Our marketing strength comes from the collaboration and mutual support of all our members and communities.***

Both the State and Local programs are based on the reinvestment of the Hotel/Motel Taxes generated by our region.