



# Illinois Office of Tourism Programs & Signage Information

January 2011

By

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Kyle Armstrong

# Program Overview

The primary function of the Illinois Office of Tourism (IOT) is to create economic impact.

Jobs

Wealth

Tax Revenue

We do this by managing efforts that drive travel to and within Illinois, both domestic and internationally, while enhancing the quality of life for Illinois residents.



# U.S. Travel and Tourism Industry

## One of America's largest employers!

- \$30.8 billion spent by the domestic and international traveler in 2008
  - a 3% increase from 2007
- Travel expenditures directly generated 303,500 jobs in IL
- One in 10 jobs in IL is directly or indirectly supported by travel and tourism spending
- 2008 Traveler spending in IL generated over \$5.5 billion in tax revenue (which saves each U.S. household more than \$1,100 in taxes each year)



# Funding Source

Dedicated revenue stream to support statewide tourism activities

33.5% of the state's hotel motel tax revenue

Approximately half of the tourism budget is redistributed as grants to local tourism organizations



# Local Convention & Tourism Bureau Grants



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# Local Tourism Division

Currently 42 certified Convention and Visitors Bureaus in Illinois

Market their destinations to attract domestic and international visitors, both leisure and business travelers



# Tourism Marketing Partnership Grant Program



# Program intent is Overnight Stays

- Intent of program is to attract visitors from outside a 50-mile radius to generate overnight stays since we are funded 100% through the Illinois Hotel Motel Tax
- All projects produced by the Marketing Partnership Grant Program must include lodging information with a phone number or website for the visitor to contact to obtain the information





# Marketing Partnership Grant Program

- Provides matching grants to not-for-profit groups and units of local government to assist in marketing their attractions and events outside of a 50 mile radius from their event, attraction or area
- Funding divided by
  - Cook County
  - Downstate which is the remainder of the State
- **Changes to the program in FY 2011 (No program status for FY2012 todote)**
  - All projects will be funded at 50%
  - Minimum amount for total project cost will be \$20,000
    - \$10,000 Grant
    - \$10,000 Match
  - Maximum amount for total project cost \$200,000
  - Eligible minimum score changed from 50 points to 60 points



# Funding Limitations

- Minimum Project cost of \$20,000 to be eligible for the grant program
- Maximum grant amount \$100,000 to one Grantee per Fiscal Year
- However, on February 1<sup>st</sup> if funds are still available all Grantees are eligible for those remaining funds
- Start accepting grant application starting May 1<sup>st</sup> , but projects may not start until July 1
- Matching grants are awarded at 50% of the eligible total project cost



# Examples of Effective Projects

## Print Ads



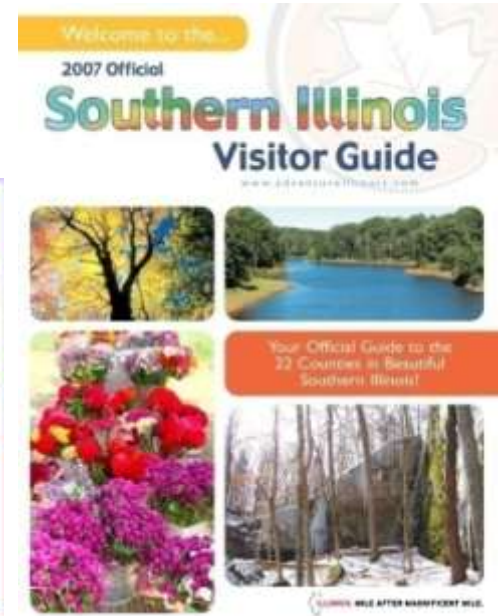
## Billboards



## On Line Brochure



## Visitors Guides





# More good projects

Eblast Newsletter



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Address: 1111 North Dearborn Street, Chicago, IL 60610-4100  
 Tel: 312.467.1100  
 Fax: 312.467.1100  
 E-mail: info@illinois-mile.com  
 For Subscriptions: 312.467.1100

## On Line Ads



- WIN \$1000 at IKEA
- Lodging specials



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Website Development



# Calendar of Events

## DESTINATION NORTH SHORE 2007 EVENTS

www.destinationnorthshore.com

Chicago's North Shore starts this summer with laborious events, farmers' markets, festivals and affordable local packages. Plan your North Shore overnight getaway today at [www.destinationnorthshore.com](http://www.destinationnorthshore.com)

### JULY continued

#### JUNE

**9-17**  
Little City Foundation Used Book Sale  
North Old Orchard  
Old Orchard Rd. & State St. • Book  
347.673.6699

**16 & 17**  
Carpenters' Last Stand Arts & Crafts Fair  
Carpenters & Watergate St. • Evanston  
847.328.2204

**23 & 24**  
Fountain Square Arts Festival  
Duroy St. & Geneva Ave. • Evanston  
773.848.8192

**30**  
Greenview Summer Festival  
Geneva St. & Watergate • Geneva  
847.724.0000

#### JULY

**12-15**  
Central Street Arts Fair and Sidewalk Sale  
Independence Park  
Geneva & Geneva St. • Evanston  
847.866.0022

**13 & 14**  
Wilmette Sidewalk Sale and Family Fun Fest  
Cortina Woods  
847.251.3300

**14 & 15**  
Executive Ethics Arts Festival  
Damen Park  
Sheridan St. & State St. • Geneva  
847.468.8076

**North Shore Art Festival**  
North Old Orchard  
Old Orchard Rd. & State St. • Book  
347.673.6699

**Festival of Old Fashioned All-American Ice Cream Social**  
Chicago Square Garden  
1000 Lake Cook Rd. • Skokie  
847.835.5140

**27**  
Evanston Grand Prix  
Evanston Pavilion  
[www.evanstongrandprix.com](http://www.evanstongrandprix.com)

**27-29**  
Evanston Summer Summer Sale  
Evanston Pavilion  
347.866.1119

**Carven and Seren**  
9-Ring Circus  
1201 Belmont Ave.  
847.673.6699

**28-29**  
Civil War Living History Days  
De Soto  
1421 Waukegan Ave. • Skokie  
847.285.6100

#### AUGUST

**1-5**  
Northbrook Days Festival  
Village Green Park  
Sherwin & Madison Sts. • Northbrook  
847.496.9194

**4 & 5**  
Evanston Lakeshore Arts Festival  
Damen Park  
Sherwin Rd. & Clark St. • Evanston  
847.448.8076

**11 & 12**  
Kite Festival  
Orange School Auditorium  
1000 Lake Cook Rd. • Skokie  
847.835.5140

**24-26**  
American Craft Exposition  
Northwestern University  
2276 Dunbar St. • Evanston  
847.575.0000

**Shokoh's Backlot Bash**  
Cortina St. and Lincoln Ave. • Skokie  
847.674.7100

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# Examples of eligible projects include

- Print Ads
- Radio Ads
- Television Ads
- Design Fees
- Production Fees
- Billboards
- Travel/Trade Show booth space rental and expenses
- Travel/Trade Show registration fees for both domestic and international marketing
- Travel Related Brochures or Visitors Guides
- Web Site Development
- Marketing research
- 1-800 number telephone expenses for visitor inquiries
- Shipping and distribution of promotional publications, purchase and use of mailing lists for direct mail promotions, and postage used for fulfillment





# Eligible Match Dollars

- Local, private or public funds
- Federal funds
- Necessary and irrevocably obligated to the project
- Not from any other Department funded grant programs
- In-kind match is not eligible



# Illinois Office of Tourism branding campaign

- The logo must be utilized correctly in all projects produced with the assistance of any of The Illinois Office of Tourism Grant Programs including The Marketing Partnership Grant Program. There is a monetary penalty for incorrect logo usage
- The graphic standards regarding the logo are very specific in reference to placement and size of the logo and are available at [www.commerce.state.il.us/graphics](http://www.commerce.state.il.us/graphics)



# Tourism Attraction Grant Program



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# Tourism Attraction Grant Program

- The intent of the Tourism Attraction Development Grant Program (TAP) is to provide matching grants to assist in the development or improvement of tourism attractions that increase the economic impact of tourism throughout the State



# Attraction Description

- fishing and hunting areas
- State parks
- historical/cultural sites
- areas of historic or scenic interest
- Museums
- recreation areas
- botanical gardens
- theme/amusement parks
- interpretive programs and,
- other facilities or businesses which attract or serve visitors that are open to the public for a minimum of 100 days per year
- if entirely event-driven, the attraction shall be open for a minimum of 200 hours per year and marketed to visitors more than 50 miles away





# Applicants

## Eligible Applicants

- An Illinois-Based not-for-profit corporation eligible for up to 50% of the project cost
- A municipal, township or county unit of government eligible for up to 50% of project cost
- A for-profit business developing or reconstructing a tourism attraction in Illinois is eligible for up to 25% of the total project cost



# Funding and Time Lines

TAP grant request shall not exceed \$1,000,000 and shall not exceed 50% of the entire amount of the actual expenditures for the development or improvement of the attraction

Applications are accepted on an ongoing basis throughout the fiscal year or until all appropriations have been expended



# Eligible Projects

*Capital Projects* – land acquisition, construction, renovation or acquisition of buildings

Example: The Atlanta Historical Preservation Council received funds to assist in the restoration and renovation of the Downey Building located on an original alignment of Rt. 66 in downtown Atlanta. The building will provide a new home for the Atlanta Museum, which will include both permanent and rotating exhibits. Although not funded through this request the Building will also house the "Palms Grill Cafe" - a restored, circa 1935 Rt. 66 Cafe.



# Eligible Projects

*Equipment* – purchase and installation of machinery and equipment

Example: The Canal Corridor Association received funds for the construction of a replica canal boat. Assisted with funds from the U.S. Department of Transportation the project will recreate a historic canal port that carries visitors back in time to experience what travel was like in 1848 - before cars, trains, and planes.



# Eligible Projects

*Training* – development & presentation of hospitality, quality service, etc.

Example: The New Salem Lincoln League received funding to assist in the training of site staff's historical knowledge, improving their interpretive skills & providing visitors with the opportunity to learn through demonstrations & lectures by hiring visiting scholars and artisans to train them.





# Eligible Projects

*Studies* – feasibility, research, development, marketing dedicated to improving and developing tourism specific attractions

Example: Illinois Route 66 Heritage Project used funding to assist in the development of an Interpretive Master Plan and to serve as a "road map" for the story along 421 mi. of Route 66 from Chicago to St. Louis.



# Eligible Projects

*Interpretive Programs* – creation, implementation and staffing of interpretive programs located w/in historic/cultural sites

Example: Peggy Notebaert Nature Museum received funding to assist in the development of the Ecotourism Illinois Podcasts that highlights ecotourism sites and activities in Illinois. The podcasts will highlight environments such as rivers, marshes and prairies.



# Eligible Match

Any Private/Public grant or loan program funds including hotel/motel tax that are not funded through DCEO or obligated to any other grant

In-kind contributions necessary to complete the project

- cash value is easily documented and are eligible grant match line-items identified on the budget
- In-kind contributions may only be used as allowable match for municipalities, counties, not-for-profit organizations, or local promotion groups and cannot exceed 25% of the total match requirement



# Private Sector Grant Program



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# Private Sector Grant Program

This program may provide up to 50% of the eligible cost associated with attracting and hosting an event when the remaining 50% of the project cost is financed by private sector funds (i.e., non-governmental entities)



## Private Sector Grant Program

- Major Conventions
- Major Sporting activities
- Major Trade Shows
- New or enhanced major festivals



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# Examples of eligible costs include:

- Advertising/marketing activities directed toward areas outside 50 miles from the event
- Financial Incentives
- Receptions and banquets
- Entertainment and speakers
- Photography, postage & printing,
- Telemarketing
- Promotional items
- Transportation and housing
- Incentives
- Building rental
- Registrations
- Programming
- Audiovisual
- Temporary staff



# Eligible Match Dollars

Private Sector Contributions

Advance Ticket Sales

In-kind Contributions from the private sector upon which the value is easily documented\*

\*not to exceed 25% of total match.



# Funding/Reporting

Once grants are awarded, up to 50% of the grant award may be issued. The remainder is paid based on reimbursement of expenditures identified in quarterly reports which must be filed throughout duration of grant period.

A final “narrative” report, describing the method and data used to determine the project’s impact, including number of attendees and number of room nights generated must be filed at the conclusion of the grant period.



## Examples of Projects:

A grant in the amount of \$138,000 was awarded to Chicago Convention and Tourism Bureau to host the American Society of Association Executives (ASAE) Annual Convention and Trade Show

The meeting generated 15,626 room nights with delegate expenditures of over \$9,975,000

A grant in the amount of \$12,000 was awarded to the Decatur Area Convention and Visitors Bureau to host the ASA Men's National Championship

The event attracted 22 teams from across the US, resulting in 162 room nights at an impact of \$25,920 and an additional ROI of \$30,000 from day visitors



# Regional Tourism Development Offices



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# Regional Tourism Development Offices

Six Regional Tourism Development Offices

Assist department in developing tourism throughout a multi-county geographical area designated by the department

Primary function is to provide services for areas that are not represented by a CVB

Coordinate regional marketing & promotions with CVB's in regional area

Field Staff for IOT performing such duties as assisting in coordinating the Interstate Sign Program and regional cooperative advertising



# Regional Tourism Development Offices

Chicago Plus – (region includes Cook County and surrounding counties)

Northern Illinois Tourism Development Office – Ms. Bonnie Heimbach, Executive Director (region includes most of the north central, and eastern counties)

Western Illinois Tourism Development Office – Mr. Roger Carmack, Executive Director (region includes most of the west central counties)



# Regional Tourism Development Offices

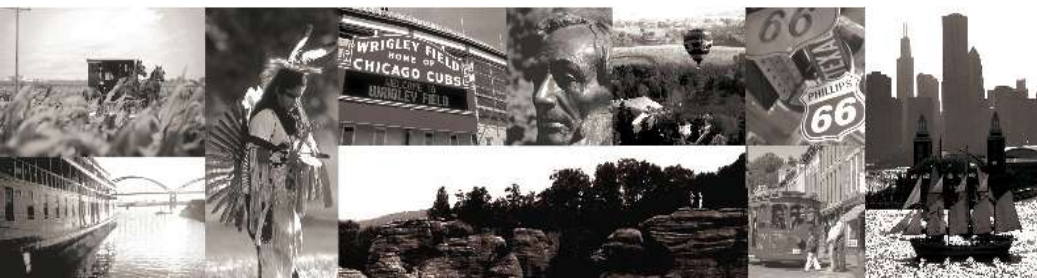
Central Illinois Tourism Development Office – Ms. Heather Wilkins, Executive Director (region includes central and eastern counties)

Southwestern Tourism Development Office – (region includes east St. Louis area and surrounding western counties)

Southern Illinois Tourism Development Office – (region includes southern counties of Illinois)



# Tourism Attraction Interstate Sign Program



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# Attraction Categories:

**In order to be considered for tourism attraction signs, the attraction must fall under one of the following categories:**

- Amusement Park or Complex
- Fairgrounds
- Antique Shopping Areas
- Arena or Performance Centers
- Botanical or Zoological Facility
- Entertainment District - Dining or Shopping
- Gambling or Wagering Facility
- Golf Course
- Historic Shopping District
- Historic Site
- Museum
- Orchard
- River Excursion
- Shopping Center
- State or National Parks
- Forest or Wild Life Area
- Wineries





# Proposed changes to the Program

- Adding Agritourism Agri Tourism site: An established area where consumers can interact with Illinois agricultural producers for the purpose of tours, education, other rural experiences of recreation or to purchase and/or pick pumpkins and other produce directly from the producer. The facility must offer a variety of agri-tourism related entertainment including but not limited to activities such as hayrack rides, farm animals, corn maze, etc. The facility must offer concessions and restroom facilities. Minimum annual attendance of 5,000.



# Proposed changes to the Program

- Adding brewery
- Marina
- Unique Attractions Category



## Tourism Attraction Sign Program:

The official sign will be placed on Primary Interstate Highways in Illinois for Tourism Attractions that meet the criteria

Each sign will be placed in advance of the exit-only highways

Sign space may be shared with existing signs if space between the intersections do not allow for an additional logo sign to be erected



## Tourism Attraction Sign Program:

Opportunities for signing will be limited at a number of interchanges or qualifying highways in Chicago and St. Louis areas principally due to lack of space for additional signs

Each sign must be at least 800 feet apart from other existing logo signs

Six logos allowed per sign



## Application Costs and Annual Fees:

Non refundable application fee is \$100.00

Annual \$200.00 for each highway logo sign

Annual \$130.00 for each ramp logo sign

Annual \$30.00 for each trailblazer installed by IDOT

These costs do not include your cost for logo creation





# Application Review Process

Applications are sent to IOT –  
Cindi Fleischli

Once applications are complete  
they will be scored by a Tourism  
Review Committee

Recommendations will be  
forwarded to IDOT Central Office

IDOT notifies applicant of  
approval & requests a copy of  
the Logo and application fee

IDOT approves the Logo and  
contract is prepared for Logo to  
be placed on sign

IDOT will bill for leasing of the  
space on the sign, the exit ramp  
signs and the trailblazer signs  
annually on July 1<sup>st</sup> of each year

Logo's may remain on the sign  
for three years from the date of  
the first billing of the annual  
rental fee

In the event another attraction  
applies for space on the same  
sign the attraction with the  
greatest distance from  
intersection will be removed from  
the sign



# Illinois Department of Transportation Tourism Attraction Logo Sign Program

Kyle Armstrong



## IDOT Process - Review

- IDOT Central Office receives from IOT an updated list of attractions with reviewed applications
- Appropriate IDOT District Office is notified to determine if interchange is capable of displaying attractions signing.
  - Is there room for additional panels or logo signs?
  - Is the requested interchange eligible for logo signs?



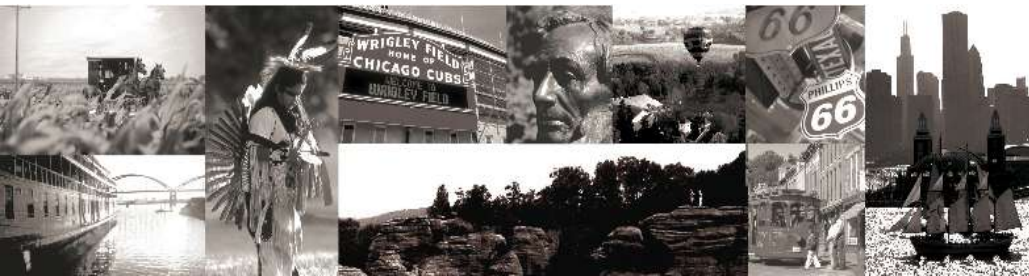
# IDOT Process – Logo Signs and Designs

- IDOT District Office will send letter to attraction requesting logo designs and \$100 application fee
- Attractions have 30 days to submit their proposed logo designs to IDOT for review
- IDOT will notify business by letter if their proposed logo designs are approved
- If approved, attraction has 60 days to fabricate and deliver their logo signs to appropriate IDOT District Office (IDOT does not fabricate logo signs)



# IDOT Process – Logo Sign Installation

- IDOT District Office will send a work order to Freeway Sign Maintenance Contractor to install or modify blue ATTRACTIONS panels that logo signs are installed on (1 to 4 months)
- Once logo signs are received and ATTRACTIONS panels are installed, District Office Sign Shop will install logo signs.





# IDOT Process - Billing

- First year's annual fees are prorated based on installation date of logo signs
- Invoices for annual fees are typically sent in July and are due within 30 days
- Application fee and annual fees are waived for State and Federally owned attractions as well as tax-exempt attractions [501(c)(3)]. These attractions are still responsible for cost and fabrication of their logo signs.



# Tourism Attraction Sign Program

## Current Status

IDOT has installed ATTRACTIONS panels at over 50 interchanges throughout the State

IDOT has installed logo signs for nearly 100 attractions

In the process of calling all applicants to verify their receipt of the letter from IDOT indicating they need to provide their logo and send the \$100 application fee



# Helpful Websites

## Grant Applications:

- [www.illinoistourism.org](http://www.illinoistourism.org)
  - Grant Programs

## Sign Program Application:

- [www.illinoistourism.org](http://www.illinoistourism.org)
  - Lower left hand corner of home page

## Graphic Standards/Logo:

- [www.commerce.state.il.us/graphics](http://www.commerce.state.il.us/graphics)

## Not-for-Profit certificate:

- [www.ilsos.gov/corporatellc](http://www.ilsos.gov/corporatellc)

## Copy of this presentation:

- [www.iltourismconference.com](http://www.iltourismconference.com)



# Helpful Phone Numbers and Email Addresses

Tourism Division Manager

Jan Kemmerling

217-785-6351

[jan.kemmerling@illinois.gov](mailto:jan.kemmerling@illinois.gov)

Regional Tourism Development Offices, Heritage Program  
& Tourism Attraction Interstate Sign Program

Cindi Fleischli

217-524-2998

[cindi.fleischli@illinois.gov](mailto:cindi.fleischli@illinois.gov)

Local Tourism and Convention Bureau Grant Program

Mary Mentz

217-785-6360

[mary.mentz@illinois.gov](mailto:mary.mentz@illinois.gov)

Tourism Attraction Development Grant Program

Greg Mihalich

217-785-6337

[greg.mihalich@illinois.gov](mailto:greg.mihalich@illinois.gov)

Tourism Marketing Partnership Grant Program

Beth Livingston

217-557-2409

[beth.livingston@illinois.gov](mailto:beth.livingston@illinois.gov)

International Tourism Grant Program

Michelle Stanton

312-814-2637

[michelle.stanton@illinois.gov](mailto:michelle.stanton@illinois.gov)

Mitzi Brandenburg

217/785-6355

[mitzi.brandenburg@illinois.gov](mailto:mitzi.brandenburg@illinois.gov)

Tourism Private Sector Grant Program

Kyle Armstrong

217/782-7414

[kyle.armstrong@illinois.gov](mailto:kyle.armstrong@illinois.gov)



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# In Conclusion

The Office of Tourism and IDOT would like to thank you for participating in this session and look forward to working with you in the new year.



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