

ANNUAL REPORT 2021

THANK YOU	PAGE 2
BOARD OF DIRECTORS	PAGE 3
GROUP SALES	PAGE 4
SPORTS SALES	PAGE 5
GROUP SALES ACTIVITY	PAGE 6
GROUP SALES TRAVELS	PAGE 7
MARKETING	PAGES 8 & 9
360° TOURS	PAGE 10
WEBSITE	PAGE 11
SOCIAL MEDIA	PAGE 12
PARTNERSHIP	PAGE 13
PARTNER SPOTLIGHTS	PAGE 14
IT TAKES A VISIT	PAGE 15

THANK YOU

Dear Stakeholders,

Thank you for your support of the hospitality community and Meet Chicago Northwest. We all understand how crucial destination promotion is to our eight Chicago Northwest communities, and the economic impact the hospitality industry brings to the communities we represent. We are pleased to share the achievements and strides our team has made throughout the calendar year 2021.

Sincerest regards,



Heather Larson, CMP
President



MEET CHICAGO NORTHWEST STAFF

Heather Larson
President

Roz Dixon
Account Executive

Melinda Garritano
Senior Account Executive

Gus Martinez
Director of Sales

Heather Mulhall
Account Executive

Christina Nied
Partnership & Service Manager

Karina Prada
Creative Content Manager

Alyssa Ullo
Director of Marketing

Anne Zavis
Accountant

BOARD OF DIRECTORS



EXECUTIVE COMMITTEE

Shirlanne Lemm: Chair

GOA Regional Business Association

Michael Larson: Vice-Chair

Schaumburg Boomers

Dieter Heigl: Immediate Past-Chair

Renaissance Schaumburg Convention Center Hotel

Chuck Valenti: Treasurer

DoubleTree Hotel Arlington Heights

Trustee Patton Feichter: Secretary

Village of Elk Grove

BOARD OF DIRECTORS

Christina Anderson-Heller

Lynfred Winery

Steven Andrews

PACE

Carmie Antongiovanni

Aloft Schaumburg, Rolling Meadows

Ted Boufis

Local Bar and Grill

Chip Brooks

Hey Nonny

Lori Ciezak

City of Rolling Meadows

Mayor Tom Dailly

Village of Schaumburg

Alex Hilton

Juice and Berry

Andy-John G. Kalkounos: Development Committee

Chicago Prime Restaurants

Adam Klos

Eaglewood Resort and Spa

Heather Lloyd

Woodfield Mall

Trustee Frank Madaras

Village of Itasca

Omar Naimi

Hyatt Regency Schaumburg

Dr. Avis Proctor

Harper College

Trustee John Scaletta

Village of Arlington Heights

Scott Stone

Daily Herald / Paddock Publications

Pratik Trivedi

Trivedi Hospitality Group

Jerry Varghese

Country Inn & Suites Elk Grove Village

MAYORS

Mayor Thomas Hayes

Village of Arlington Heights

Mayor Craig Johnson

Village of Elk Grove

Mayor Jeffrey Pruyn

Village of Itasca

Mayor Joe Gallo

City of Rolling Meadows

Mayor David Pileski

Village of Roselle

Mayor Tom Dailly

Village of Schaumburg

Mayor Billie Roth

Village of Streamwood

Mayor Nunzio Pulice

City of Wood Dale

GROUP SALES



In 2021, our sales team brought over \$32 million worth of potential meetings and conventions to our hotels and restaurants. And we provided over \$4 million in booked economic impact to the Chicago Northwest region.

MEETINGS DIRECT SALES	CALENDAR YEAR 2021
Number of leads	222
Number of lead room nights	128,732
Estimated economic Impact	\$32,605,501
Number of bookings	38
Number of booking room nights	13,024
Total economic impact	\$4,686,187

MEETINGS SERVICE REQUESTS	CALENDAR YEAR 2021
Number of service request leads	17
Estimated economic Impact	\$133,000
Number of service request bookings	7
Total economic impact	\$13,600

4.94 MIL
ad impressions

SPORTS SALES



In 2021, our sales team brought over \$14 million of potential sports groups to our hotels and restaurants. And we provided over \$10 million in booked economic impact to the Chicago Northwest region.

SPORTS DIRECT SALES	CALENDAR YEAR 2021
Number of leads	53
Number of lead room nights	61,944
Estimated economic Impact	\$13,990,947
Number of bookings	23
Number of booking room nights	7,560
Total economic impact	\$10,090,162

SPORTS SERVICE REQUESTS	CALENDAR YEAR 2021
Number of service request leads	11
Estimated economic Impact	\$114,000
Number of service request bookings	8
Total economic impact	\$41,000

316,976
ad impressions

...is a destination that needs to be on every event owner's radar. Come for the excellent sports venues, then stay to enjoy all the area has to offer: history, adventure, fun, learning and more. Learn more here...
[...read more](#)



PREMIER
MULTI-SPORTS
COMPLEX IN THE
COUNTRY

Discover the
Bryan Multi-Sports
Complex in Goldsboro



Share this article: [f](#) [t](#) [e](#)

Looking forward to creating memorable tournaments INCENTIVES AVAILABLE

Featured Destination



GROUP SALES ACTIVITY



697
Face-to-Face Meetings/Networking



3,998
prospecting calls/emails



38
site tours



GROUPS SALES TRAVELS



JANUARY

- Religious Conference Management Association Trade Show

FEBRUARY

- Connect Diversity Trade Show

APRIL

- MPI Wisconsin Education Day

JUNE

- HelmsBriscoe ABC
- MPI World Education Congress
- Meetings Industry Council of Colorado

JULY

- Illinois Society of Association Executives

AUGUST

- Connect Association & Specialty
- Cvent Connect
- Student Youth Travel Association

SEPTEMBER

- ConferenceDirect APM
- Small Market Meetings

- Destination Celebration Trade Show & PCMA Heartland October
- SPORTS Relationship Show

NOVEMBER

- MPI Great Lakes Education Summit
- Destination Celebration Trade Show Minnesota

DECEMBER

- IAEE Expo Expo
- Esport Travel Summit
- Association Forum Holiday Showcase



MARKETING



In an effort to promote our Chicago Northwest hotels, we contracted with Expedia and doubled our impressions across the Expedia networks by partnering with the Illinois Office of Tourism. Expedia added value with additional bonus impressions. We look forward to continuing to work with Expedia.

MAY 31 - JULY 31, 2021

1,340,311
impressions

1,900
room nights

\$219,040
total gross booking

SEPTEMBER 15 - DECEMBER 15, 2021
(EXTENDING THROUGH JANUARY 31, 2022)

860,500
impressions

5,000
room nights

\$531,900
total gross booking

MARKETING



CHICAGO NORTHWEST



In 2021, we knew our restaurant partners needed additional support. We developed the Chicago Northwest Eat Local Challenge asking customers to support our local restaurants by eating out or taking out. We opted to move Restaurant Week to June 2021 and with that we transitioned the Challenge logo for Chicago Northwest Eat Local Week.

2,772,730

ad impressions

10

ad placements

39

restaurant participants

CHICAGO NORTHWEST
EAT LOCAL WEEK

Eat Good. Feel Good.

JUNE 4-13, 2021

SUPPORT CHICAGO NORTHWEST RESTAURANTS!

SHARE PHOTOS AND TAG #EATCHICAGONW

360° TOURS

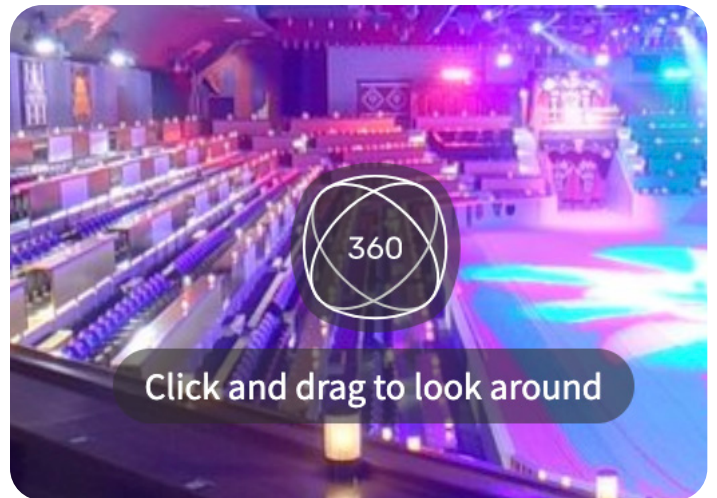
 **HRESHOLD** 360

We partnered with **Threshold 360** to provide our hotels an additional way to showcase their properties when potential planners cannot visit the Chicago Northwest region for a site tour.

JANUARY 1 - DECEMBER 31, 2021

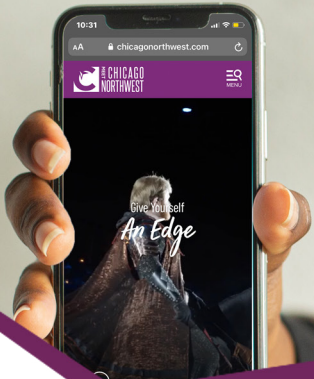
148,380
engagements

1,920
completions



\$53,646
earned media value

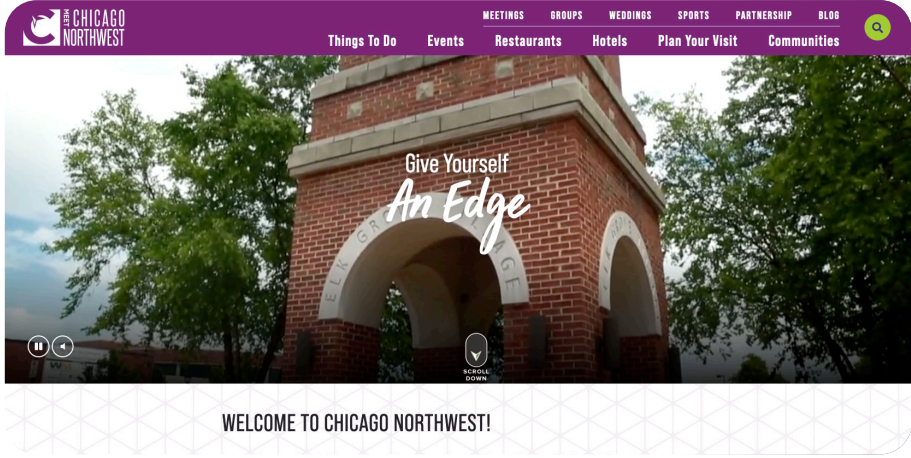
WEBSITE



We are excited to launch our new website! Simpleview provides a seamless connection to our CRM which allows us the opportunity to make updates quickly and gives us more flexibility. In addition, our site continues to be user-friendly across all devices.

You will also note that the site is much more robust when it comes to showing off our partners.

Additional pages were added based on search terms driving traffic to our site. Our 360° tours are included on the partner's detail page. Our listing pages are full of imagery representing our partners. **We invite you take a look around — ChicagoNorthwest.com.**



JANUARY 1 - DECEMBER 31, 2021

90,407
visits

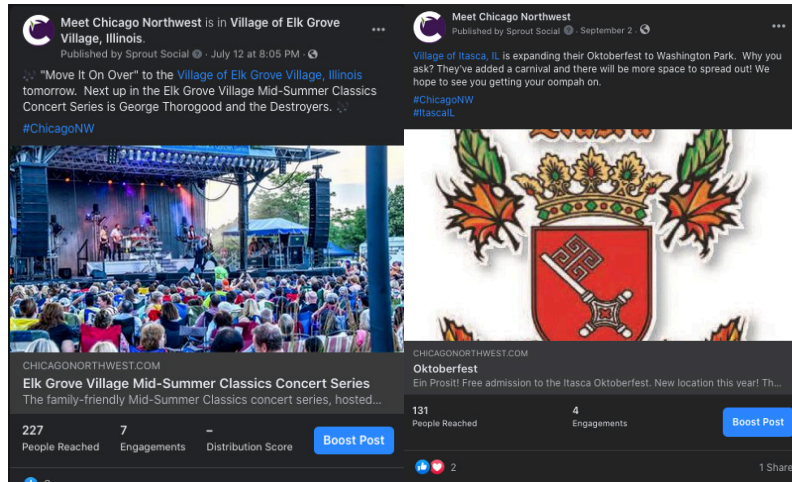
- TOP 5 PAGES**
1. Restaurant Week
 2. Irish Dancers
 3. Play
 4. Dine
 5. Calendar

SOCIAL MEDIA



JANUARY 1 - DECEMBER 31, 2021

188,385
Facebook impressions



55,945
LinkedIn impressions

22,525
Instagram impressions



PARTNERSHIP



We love our partners! Our team attended chamber of commerce and other community events throughout the year. Additionally, we were out meeting with partners one-on-one. And we brought back in-person events such as our Annual Meeting, Hotel Coffees, Hotel Summit and Holiday Open House.



PARTNER SPOTLIGHTS

Our partners have varied backgrounds and we thought it was a great idea to showcase them on our website, partner update emails and LinkedIn. We plan on continuing to share our partner's stories throughout the year.

Connect with us if you would like to be featured!



Welcome to Partner Spotlight! A highlight of the diverse and talented individuals in our Chicago Northwest region's hospitality industry.

Meet Lisa Gregor, Owner of Church Street Brewing Company in Itasca

Lisa grew up in the small town of Leland, Illinois. She graduated from Lake Forest College with a degree in Spanish and International Relations. She later earned her MBA from Kellogg University in France and Accounting.

Lisa's son had begun home brewing as a hobby and introduced the process to his father, Joe, a UOP chemical engineer at the time. After five years of home brewing as a hobby, the decision was made to start Church Street Brewing. Joe tried out several recipes and the doors to Church Street were opened in 2012.

When asked what one of the more memorable experiences has been owning a brewery, she states, "I will never forget when the brewing equipment showed up. We had been talking about it for months, but the size of the tanks and the fact that we had to get it off the truck in two hours were daunting to say the least!"

While Joe did the brewing, Lisa took charge of the accounting, sales and marketing, festivals, procurement, problem solving, customer service, etc. "You name it," she exclaims.

They now have seven full-time and several part-time employees. Lisa and Joe's son, Sean has now taken over as head brewer, after 5 years at Bircus Brewing in Ludlow KY. In fact, their daughter is also a brewer working in Virginia Beach for Three Notch'd Brewing.

The brewery expanded by taking possession of most of the building in March of 2020, right at the start of the pandemic.

They purchased the building in 2021 and now offer event space and are planning on adding more private space plus a kitchen for a small bistro menu. They placed picnic tables, cornhole sets and a disc golf game in their outdoor green space for plenty of social distancing.



Welcome to Partner Spotlight! A highlight of the diverse and talented individuals in our Chicago Northwest region's hospitality industry.

Meet Alex Hilton, Co-Founder, Juice & Berry - Meet Chicago Northwest Board Member

Alex grew up in Lombard where she met her high school sweetheart, Paris - cue the Paris Hilton jokes. She graduated from Roosevelt University with a degree in Business Administration but had no idea what she wanted to do when she "grew up." She knew she wanted to be her own boss. She and that same high school sweetheart moved to Roselle six years ago and soon after started forming their plans for a joint business in the burgeoning downtown.

While she was working in property management downtown Chicago, she became eager to start her own business with her partner. They both love fitness and living a healthy lifestyle and would make smoothies for themselves on a regular basis. "I have been continuously researching different superfoods and their benefits as well as conducting trial and error on recipes and menu items since 2017, when we first started expanding on the idea of Juice & Berry," says Alex. They then started selling the smoothies out of Paris' barber shop that he was operating at the time. And they sold out regularly. Alex made the big leap in April of 2019, quit her corporate job and never looked back.

When asked what she finds most rewarding about her business she states it is working with her young employees that she finds most rewarding. "Being able to coach and challenge them through some of the toughest years has been exciting. I remember being in high school and college and being so lost and confused as to what was to come, what I wanted to do and where I wanted to be. Encouraging and educating everyone that there are more options to life than just graduating and getting a "regular job" when these things aren't taught in school. Over the past two years, multiple team members have taken the leap to start their own businesses to follow my footsteps whether it be making jewelry or small crafts, to helping them with their business plans to open their own restaurant, there has been nothing more rewarding than helping



Welcome to Partner Spotlight! A highlight of the diverse and talented individuals in our Chicago Northwest region's hospitality industry.

Meet Chip Brooks, Owner, Hey Nonny - Meet Chicago Northwest Incoming Board Member

Growing up in Kalamazoo, Michigan, Chip Brooks was exposed to that town's active arts community, including music, theater, and visual arts. He became a drummer and played with everyone he could, including musical theater pit bands, bar bands, political protest bands, marching bands, party bands and more. "The most interesting was the political bands," says Chip. "The Shaman (Shut-Food-Band) - which was a community theater cooperative that centered around some people that ran the underground newspaper (The Patriot) in Kalamazoo. They lived at home, but - especially the more avant-garde forms - had did everything with a lot of good cheer and humor." After high school, he left Kalamazoo to attend Northern Michigan University in Michigan's Upper Peninsula.

Chip was a lawyer for 36 years when he retired to see if he could start a music venue in Arlington Heights. Chris Dungan joined that quest in April of 2017 and they went to work planning Hey Nonny, their music venue and restaurant. It took a year and a half of intense planning, design, and construction. Hey Nonny opened in October of 2018.

Every night at Hey Nonny is wildly interesting. Different performers every night bring in different audiences, so it is always fresh. Chip relays a story from the early days, "In the days before we opened to the public, we had three friends and family events to try to figure out how to operate: put musicians on stage, run lights, and actually serve drinks and food. On the second night, just as we were going to start the



Welcome to Partner Spotlight! A highlight of the diverse and talented individuals in our Chicago Northwest region's hospitality industry.

MEET JOE PODLASEK, Founder and CEO of Trickster Cultural Center

Joe Podlasek got his start in the not-for-profit world as a systems engineer at the Chicago History Museum. While setting up the computer systems for the museum, he spent quite a bit of time chatting with the Executive Director and discovered he was more interested in sharing history with people than he was working on computers. He left his position and became the Executive Director of the American Indian Center in Chicago where he served for 14 years. In the early 2000's, Trickster Gallery was opened on Roselle Road in Schaumburg and for a time Joe and the American Indian Center managed both facilities. When the decision was made by the board of directors to release the space in Schaumburg, Joe saw an opportunity, approached the Village of Schaumburg and was appointed the Executive Director of the Trickster Gallery, now known as the Trickster Cultural Center, in 2005.

"One of the most enjoyable moments that I laugh at now is when we first looked at the location at 190 S. Roselle Rd., I had one of my staff artists with me, and he looked at this huge 10,000 sq. ft. building and asked "Which part do we get" which was funny because a building like this, we thought we would have a hard time filling, we now need a second building to share all the cultural arts and programs," says Joe. There are 70,000 Native Americans in Chicago's Northwest suburbs, making Schaumburg an ideal location to serve this diverse population. There are over one hundred tribes in Chicagoland with nearly 170,000 Native Americans spread out through the State of Illinois. Many are of the Ojibwa, Potawatomi, Ho Chunk and Menominee Tribes.

Trickster Cultural Center puts on two events each month and rotates twelve exhibits annually. The Center also gets



Welcome to Partner Spotlight! A highlight of the diverse and talented individuals in our Chicago Northwest region's hospitality industry.

Meet Michael Larson, General Manager, Schaumburg Boomers

Michael Larson grew up in west central Minnesota and graduated from Concordia College in Moorhead, MN and the University of Minnesota Crookston. He earned his masters in sports management from Georgia Southern University.

Michael started out in the Hospitality industry at a young age as a night manager at the Holiday Inn in Fargo/Grand Forks. By the time he turned 23, he knew the hotel business was not where he wanted to be. So he set his sights on a career in baseball. He quit his job at the hotel and worked as an unpaid intern with the Alexandria Beettes Baseball Club of the Northwoods League. He was then hired on with the Idaho Falls Chukars Professional Baseball Team of the Pioneer League where he ran their food and beverage operation. He remembers opening day at their brand new stadium when they went through a week's worth of food on the first night. He had to raid the local Sam's Club to replenish for the rest of the series.

Michael has been in baseball for seventeen years and is in his fourth year with the Schaumburg Boomers. He did speech, debate, and theater in high school but never actually played organized baseball. In fact, his first degree was in philosophy before earning a second degree in business and then his masters. He also enjoys teaching as an adjunct professor online for the University of Minnesota - Crookston.

When asked what he finds most rewarding about his position he states, "Going to work every day and never saying 'I don't want to go to work today.'" Michael says he enjoys fishing but hasn't had time to get out much lately. His wife, Danielle, and three kids, Bobby (age 10), Andrew (age 8), and Abigail (age 6) keep him pretty busy.

Special thanks to Michael for sharing a little bit about himself! We hope you join us as we share Partner Spotlights each month.



IT TAKES A VISIT

