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DuPage CVB's Tourism Grant Program Primed to Generate Additional Tax Revenues for DuPage County

Oak Brook, IL - The [DuPage Convention and Visitors Bureau \(CVB\)](#) announced today that their new grant program, launched in December 2015 to secure group business for DuPage hotels, is already generating significant financial returns for the tourism industry in DuPage County.

In what is typically a very slow time for hotels in the Midwest U.S., the DuPage CVB has crafted a financial grant program that will yield additional room and food/beverage revenue for hotel properties and generate state, county and local taxes by luring new group business to DuPage County.

The CVB's pilot grant program, in partnership with DuPage County and participating communities, awarded its first grant to [Eaglewood Resort & Spa](#) in Itasca on Tuesday.

"Meeting professionals have become very savvy at negotiating for their company or client," according to DuPage CVB Executive Director Beth Marchetti. "Asking for financial assistance to help cover transportation costs for the group, reduced room rental, bid fees and more is the norm, not the exception. Our CVB devised a strategy to help our hotels stay competitive with neighbors who already have financial backing."

She continues: "It was important for us to come up with alternative avenues to secure new business for our hotel partners. Other grant and incentive programs currently exist across the country. We wanted to be able to proactively lure new economic development and tax revenues for DuPage County through tourism."

With approval from the DuPage CVB board of directors, the bureau launched a program that collectively creates funding from the CVB, the county, and participating DuPage communities to help support their local hotels.

"State grant programs that were previously at our disposal to lure events, sports tournaments and meetings are no longer available," says Marchetti. "We had to come up with strategies that help our hotels on the front end, while generating hotel tax for both the community and state once the group has stayed. It's a win-win for everyone."

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Julie Berry, Eaglewood’s director of sales and marketing, shared that “the DuPage CVB’s grant program made the difference for this particular corporate training group, convincing them to select our beautiful resort over the competition for their meeting. This program has armed not only our entire staff, but the sales teams for all DuPage County hotels with additional tools to persuade planners to choose DuPage County.”

Eaglewood Resort & Spa received a signed contract for over 1,700 rooms, which will generate nearly \$340,000 in revenues and over \$668,100 in direct expenditures to the Village of Itasca and surrounding area.

Eaglewood’s General Manager Tom Garcia stated, “We are very grateful to President Jeff Pruyn, Village Manager Evan Teich, DuPage County Board Chairman Dan Cronin, and the DuPage CVB team for demonstrating their confidence in DuPage hotels to secure business opportunities and tax revenues for DuPage County.”

All DuPage CVB member hotels and their communities are eligible to participate in this grant program for group business. Contact Director of Sales Lisa Landers, CMP, at 630.575.8070, ext. 207, or lisa@discoverdupage.com for details.

About DuPage County

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state’s population. One of the nation’s wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage County is easily accessible from O’Hare and Midway Airports, as well as the City of Chicago.

About DuPage Convention & Visitors Bureau

The DuPage Convention & Visitors Bureau was established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, and was formally certified in 1989 by the State of Illinois. It remains the state’s official agency for promoting the county’s multibillion dollar tourism industry and marketing DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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