



## Response to Opposition

Contrary to what some believe, the Coalition is not promoting the need for a new tax currently – we are purely educating our stakeholders about the specific challenges mounting for DuPage and the critical need for proactive measures, calling for greater industry investment and active collaboration among business and community leaders in seeking sustainable solutions. Clear and concise data has been presented, and it is being ignored.

The DuPage CVB is the certified county-wide destination organization. It is the DuPage CVB's responsibility to educate all stakeholders about the opportunity to protect and grow this critically important economic driver. The tourism plan outlines targeted initiatives to secure an additional \$650 million in new visitor spend for DuPage by 2025. Additionally, we believe these efforts will deliver more than one million new hotel room nights and an additional \$11.5 million in local taxes to support DuPage communities. Every initiative implemented by the DuPage CVB is purely in support of people, jobs, community and success for the entire DuPage region. We must be bold and aggressive. And this plan – the 650 Challenge – is how we believe we can get there.

The Coalition welcomes the opportunity to present to industry stakeholders, leadership and ownership groups and Board of Directors. We must be inclusive to all, welcoming to all, and collaborating with all in order to be successful as a county.

*"I would like to commend all that the DuPage CVB is doing to bring national and regional conferences and events to our area. These visitors spend money in our restaurants, shops, museums and gas stations. The proposed hotel tax isn't even on the table at this point. We can only be successful if there is strength behind a regional approach and a plan. I urge these communities to listen to the plan that provides enormous opportunity for all. Everyone wins, including our communities and residents."*

State Representative Kathleen Willis  
77th District

*"Today, every community must compete for its share of visibility and respect, for its share of the world's tourists and consumers and their share of available talent and investment. For a community to compete, people need to be made aware of the destination, they need to hear about it, and they need to be able to find it when searching. Solid investment in developing and promoting a brand results in a desire for people to visit a destination, to experience the people for themselves and ultimately, share their experience with others. Everything starts with the visit. This is not just about tourism; it is about a much broader economic development strategy. To have a community invest significant time and resources purely to oppose a renewed destination promotion program that benefits the community at large is quite alarming. Quite frankly, it's a recipe for disaster. Communities who refuse to invest and compete will lose ground – they will be left behind."*

Jack Johnson  
Chief Advocacy Officer  
Destinations International

