



# Home with the FAM

April 17, 2020

Hosted by Rockford Area Convention & Visitors Bureau



# Welcome to Our Community



**John Groh**  
Rockford Area CVB



# Our Region is #TourismStrong



**Mayor Tom McNamara**  
City of Rockford

## Tourism Drives...

- Economic Wealth
- Experiences & Product Development
- Quality of Life
- Community for Visitors *and* Residents!

# RACVB Sales Team



**Lindsay Arellano**

Vice President of  
Sales & Service



**Nick Povalitis**

Vice President of  
Marketing &  
Sports Development



**Austin Taylor**

Group & Event  
Services Manager



# Venue Guests



**Louis Mateus**

Mercyhealth  
Sportscore Two



**Troy Flynn**

BMO Harris Bank Center  
& Coronado Performing  
Arts Center



**Danielle Potter**

UW Health  
Sports Factory



**Bethany Bohn**

Embassy Suites by Hilton  
Rockford Riverfront  
& Rockford Conference  
Center



**Kelly Plath**

Embassy Suites by Hilton  
Rockford Riverfront  
& Rockford Conference  
Center



# Louis Mateus

Mercyhealth Sportscore Two





# Mercyhealth Sportscore

TWO







## BY THE NUMBERS

**180+** acres

Nearly **\$3 million** visitors every year

**26** full soccer fields overall

**7** turf fields with lights, including Wedgbury Stadium which is FIFA (Fédération Internationale de Football Association) certified

**3** indoor soccer fields

**3** outdoor sand volleyball courts

Concessions, restrooms, locker rooms, Skybox restaurant

Facility Parking: **2,000+** spaces









### Multi-Purpose Fields:

- Soccer
- Softball/ baseball
- Sand volleyball
- Adapted sports
- Football
- Rugby
- Lacrosse
- Ultimate Frisbee®
- Conventions and trade shows





# SKY BOX

EAT | DRINK | PLAY





Mercyhealth  
Sportscore  
ONE





## BY THE NUMBERS

Parking: **500+** spaces

**18** Soccer Fields

**8** Lighted Softball/Baseball Diamonds

Boat Ramp

Fishing Pond





# Troy Flynn

BMO Harris Bank Center, Coronado Performing Arts Center





# BMO Harris Bank Center

- Home of the Chicago Blackhawks AHL Affiliate
- 5,500-7,500 capacity
- Live entertainment capital of the Rockford region...













# BMO HARRIS BANK CENTER

MULTI-PURPOSE, MID-SIZE ARENA SEATING

# 7,000

HOSTED LEGENDARY PERFORMERS INCLUDING:

**KISS** **MIRANDA LAMBERT** **WWE**  
**ROB ZOMBIE** **MARILYN MANSON**  
**JEFF DUNHAM** **ZAC BROWN BAND**  
**KANE BROWN** **JIM GAFFIGAN**  
& **HOME OF THE ROCKFORD ICEHOGS**

AHL AFFILIATE OF THE CHICAGO BLACKHAWKS

# CORONADO

PERFORMING ARTS CENTER

HISTORIC THEATER SEATING

# 2,300

HOSTED LEGENDARY PERFORMERS INCLUDING:

**WILLIE NELSON** **CHEAP TRICK**  
**REO SPEEDWAGON** **SEBASTIAN MANISCALCO**  
**WILCO** **DANCING WITH THE STARS**  
**JOHN MELLENCAMP**  
**GABRIEL IGLESIAS** **FOREIGNER**

# 23%↑

## FAMILY 4-PACK SALES



5.16% INCREASE IN GROUP REVENUE



# 5.84%↑

TOTAL CORPORATE REVENUE  
#7 IN THE LEAGUE

RANKED 4TH  
IN THE LEAGUE WITH A

# 19.35%↑

IN SINGLE TICKET REVENUE

LEAGUE AVERAGE -0.08%

HOGS & HOPS TICKET PACKAGES  
28%↑ WITH 4 MORE SATURDAY GAMES LEFT



RANKED #7

# 6.46%↑

TOTAL TICKET REVENUE  
15 TEAMS ARE BELOW THE LEAGUE AVERAGE OF .40%

# #7

IN LEAGUE FOR CORPORATE CASH RENEWAL

RANKED #7

# 94.12%↑

IN GUARANTEED DATES GROUP REVENUE

# 45.22%

INCREASE IN GROUP TICKET SALES FOR GUARANTEED DATES

RANKED #10  
LEAGUE AVERAGE 33.63%

BMO HARRIS BANK CENTER



# Coronado Performing Arts Center

- Built in 1927
- 2,300 capacity
- Two blocks north of BMO Harris Bank Center





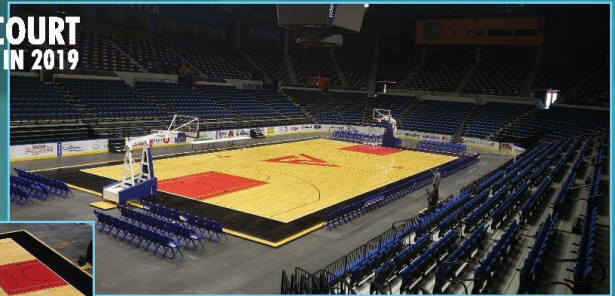
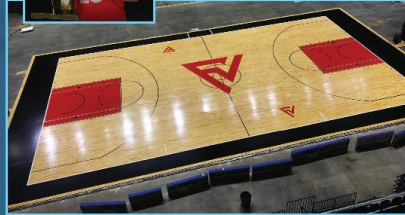




**NEWLY REFURBISHED COURT**  
SPONSORED BY FRED VANVLEET IN 2019



**TORONTO RAPTORS**  
2019 NBA CHAMPS



**BMO HARRIS BANK CENTER**  
MID-SIZED ARENA SEATING 7,100 FANS

FIRST EVENT ON THE NEW COURT

**NOVEMBER 1, 2019**

THE BMO HARRIS BANK CENTER HOSTED  
**4 NBA G LEAGUE TEAMS**  
FOR A ONE NIGHT ONLY  
PRE-SEASON SHOWDOWN



BOYS & GIRLS CLUB  
OF ROCKFORD  
**WILDCATS**  
ROCKFORD'S  
TOP YOUTH  
BASKETBALL  
PROGRAMS  
**ROCKFORD ELITE**  
BASKETBALL



IN GAME ENTERTAINMENT



**30+** NCAA UNIVERSITIES  
WITHIN THE BMO HARRIS BANK CENTER'S

TICKETS SELLING  
**RADIUS**

# ROCKFORD

IS CENTRALLY LOCATED BETWEEN  
MADISON, MILWAUKEE & CHICAGO



HOME OF NBA CHAMPION  
**FRED VANVLEET**



**EMBASSY SUITES**  
by HILTON

BRAND NEW HOTEL  
2 BLOCKS FROM THE BMO  
OPENING APRIL 1, 2020



**UW HEALTH**  
**SPORTS FACTORY**

GREAT practice facility right  
across the river from the  
BMO Harris Bank Center

**7 FULL SIZED**  
BASKETBALL COURTS



# Danielle Potter

UW Health Sports Factory









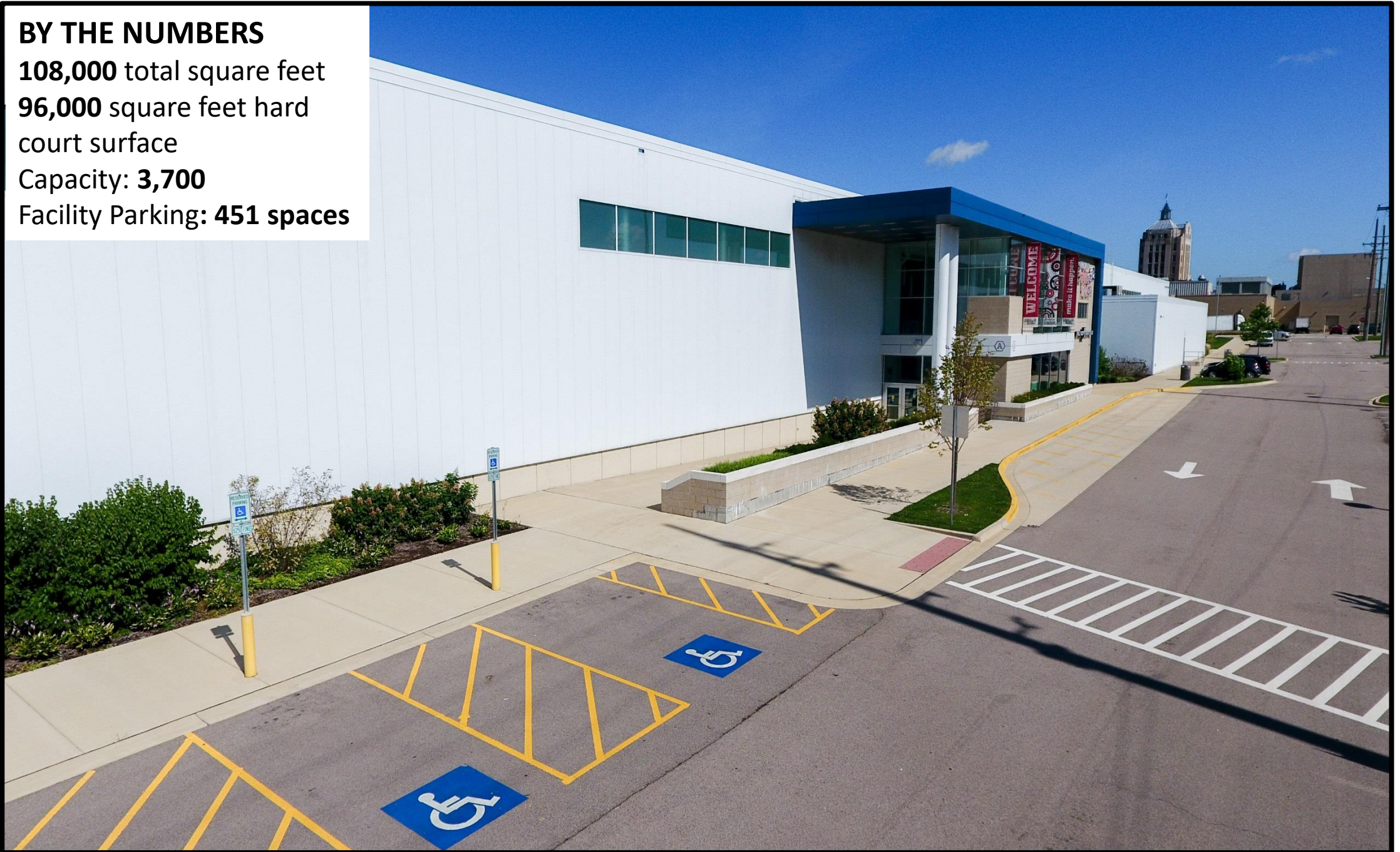
## BY THE NUMBERS

**108,000** total square feet

**96,000** square feet hard  
court surface

Capacity: **3,700**

Facility Parking: **451** spaces





## FACILITY FEATURES

### Champions Court

1 Basketball Court or  
2 Volleyball Courts

### North Courts

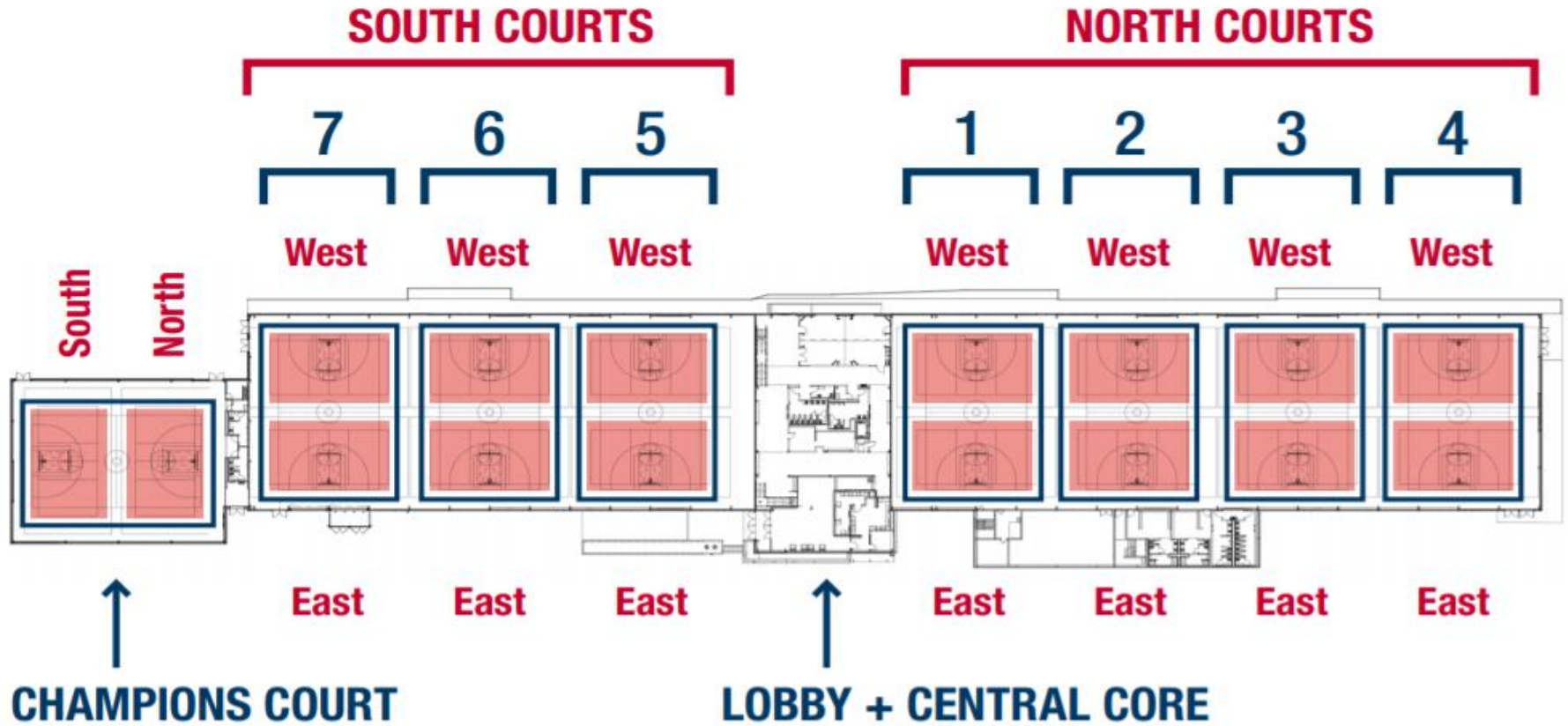
4 Basketball Courts or  
8 Volleyball Courts

### South Courts

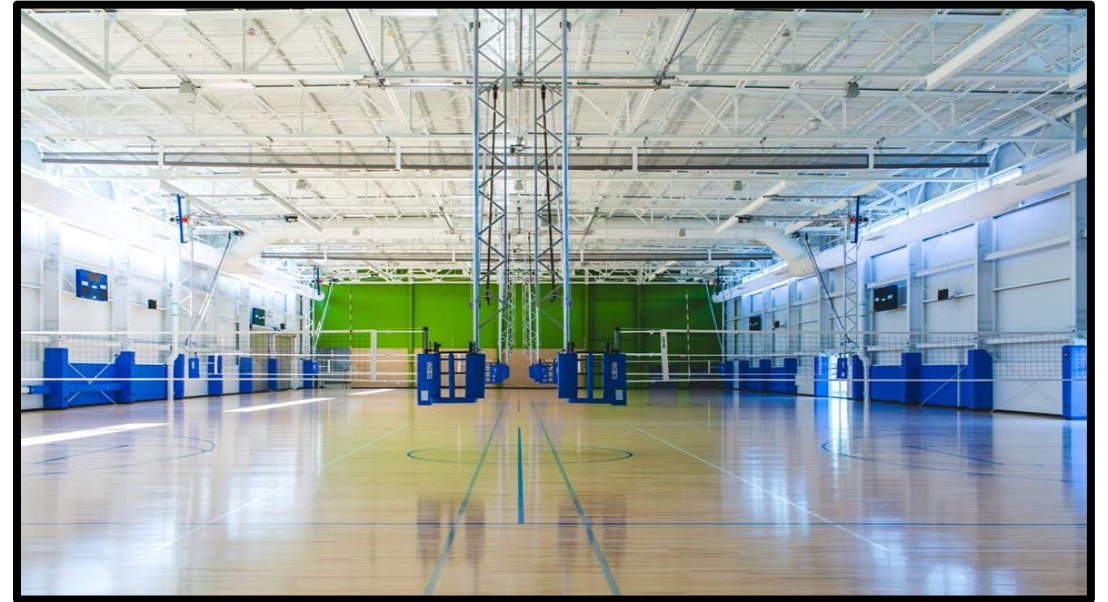
3 Basketball Courts or  
6 Volleyball Courts or  
12 Pickleball Courts

Restaurant and  
Concession

Meeting Spaces



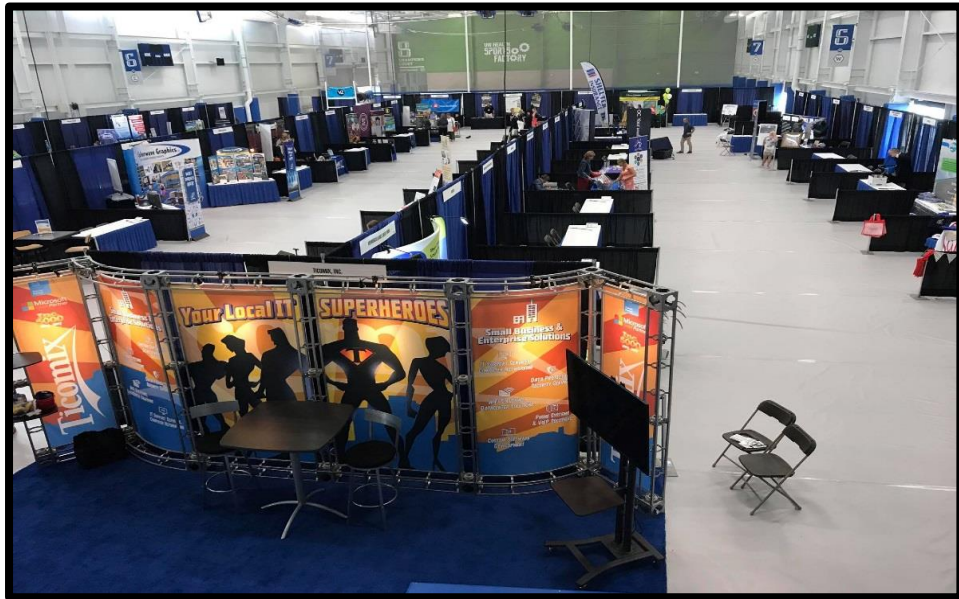














# Bethany Bohn, Kelly Plath

Embassy Suites by Hilton Rockford Riverfront, Rockford Conference Center







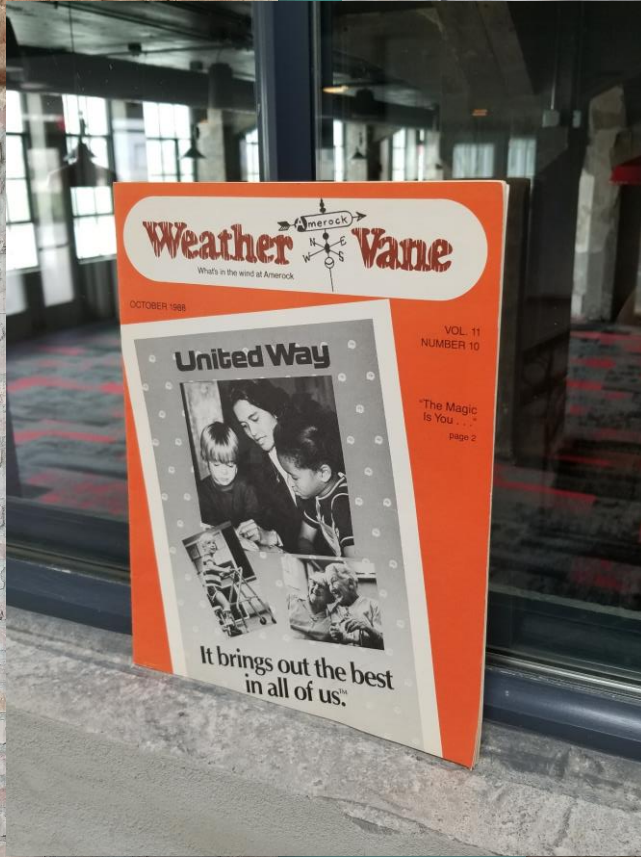
EMBASSY  
SUITES  
by Hilton™

Rockford Riverfront



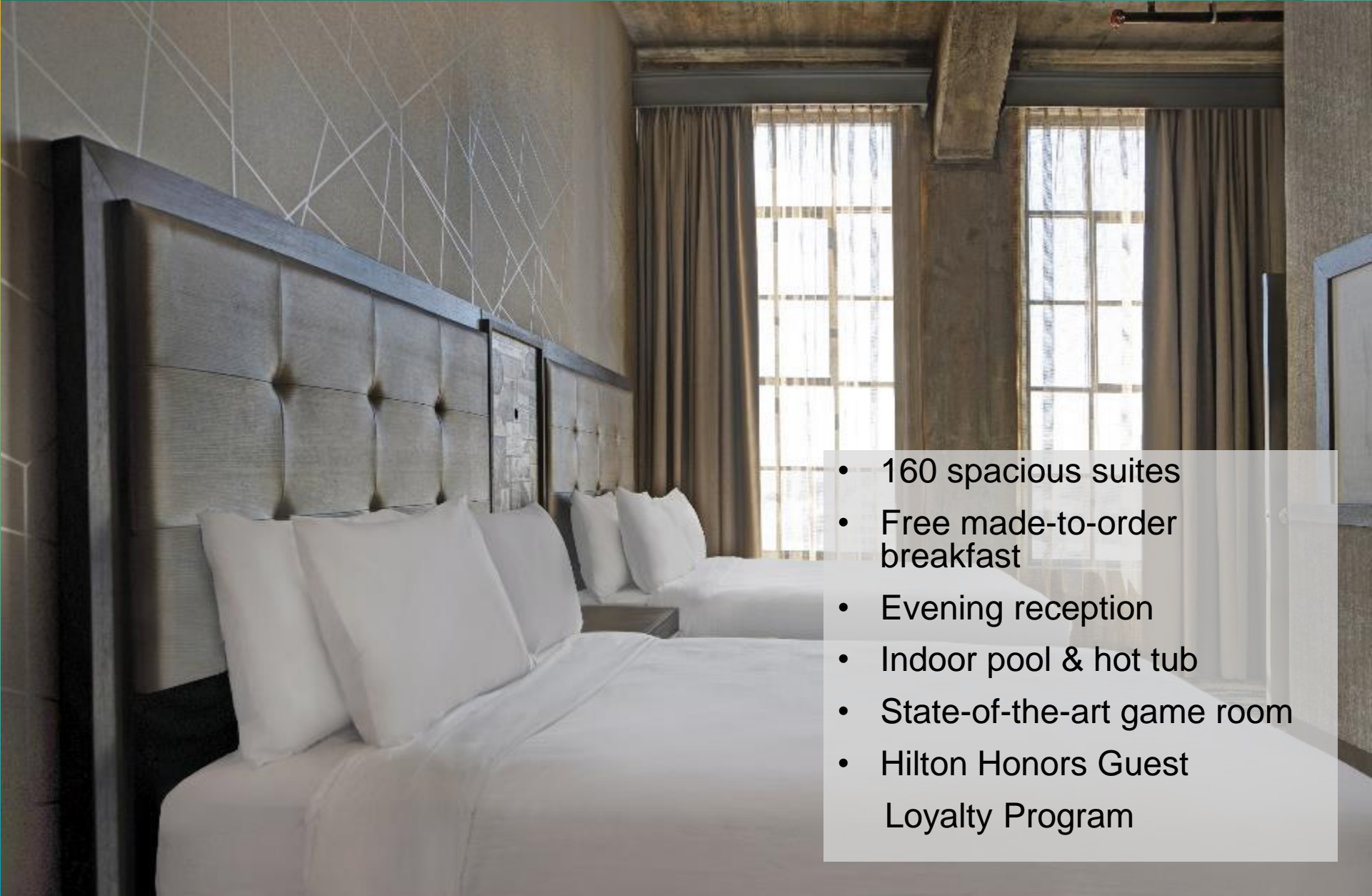


# HISTORIC





# STAY



- 160 spacious suites
- Free made-to-order breakfast
- Evening reception
- Indoor pool & hot tub
- State-of-the-art game room
- Hilton Honors Guest Loyalty Program



# STAY



- Two-room suites have a separate bedroom and living area, two HD TVs, a microwave, a mini-fridge and a wet bar area.



# EAT





# MEET

## 21,000 Square Feet of Flexible Event Space

### Main Level Event Space

Ziock Ballroom

### Park Level Event Space

Nelson Meeting Room

Munthe Meeting Room

Talcott Meeting Room

### Hotel Event Space

Exhibition Gallery

King Board Room

Aldeen Hospitality Room

Sutton Hospitality Room

Anderson Party Room

Bissell Party Room

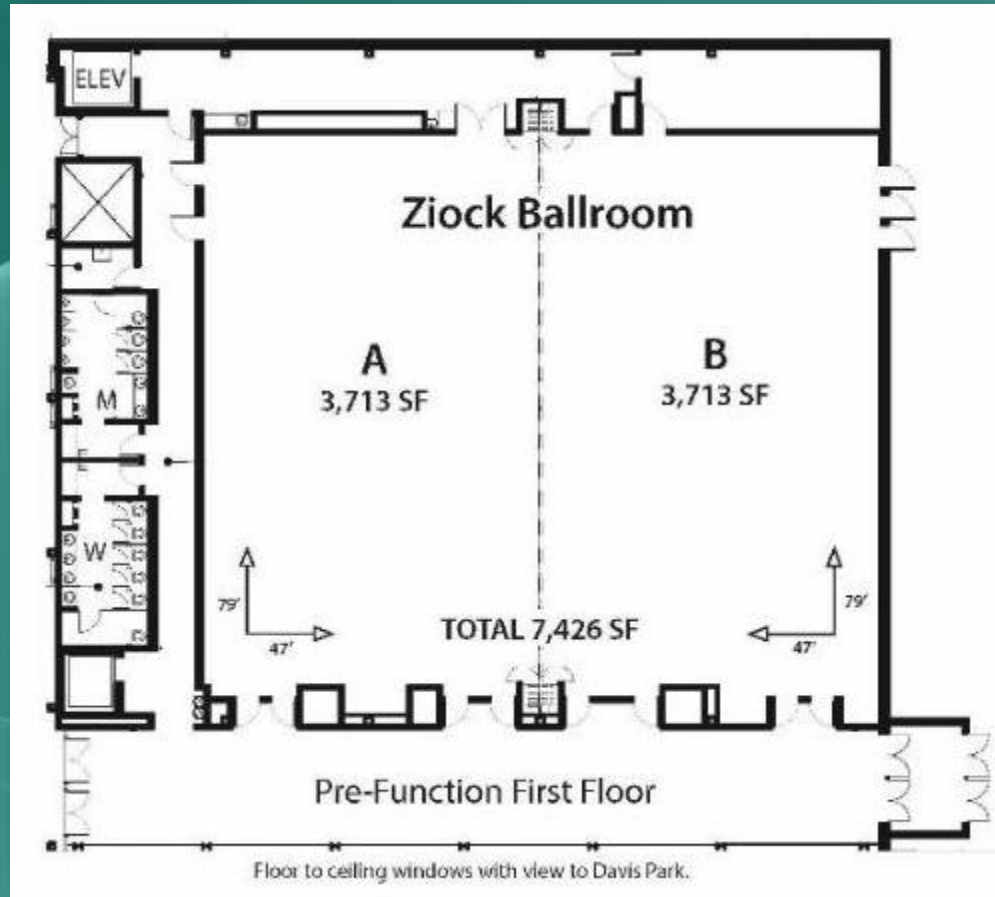
Bevens Party Room

Marshall Party Room

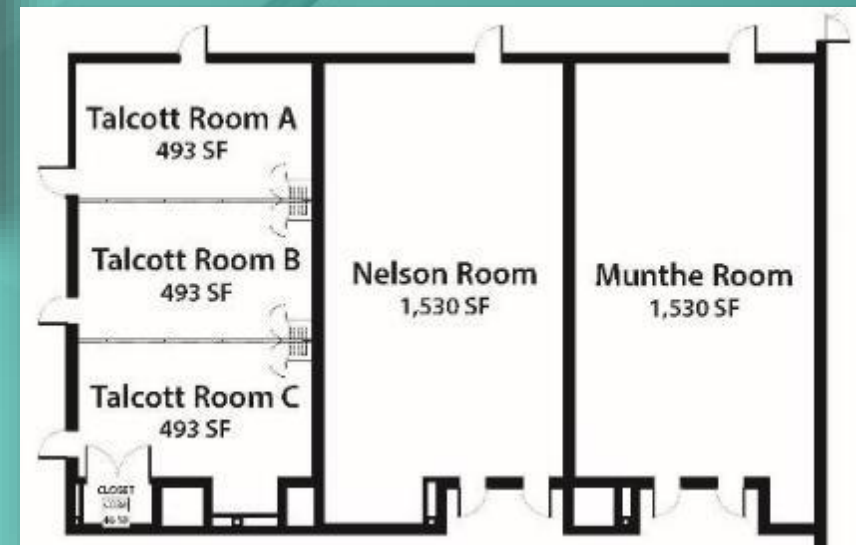




# MEET



- Spaces that can accommodate groups of 10-800 people
- Select from our deliciously crafted menus
- Specially designed wedding and meeting packages to choose from
- Group blocks available for guests





# THANK YOU

**We invite you to tour the brand new Embassy Suites by Hilton Rockford Riverfront & Rockford Conference Center.**

**Opening Summer 2020!**



**Bethany Bohn**  
**Senior Sales Manager**  
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**815-904-4153**



**Kelly Plath**  
**Director of Catering Sales**  
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**815-543-0370**



# Q&A



# RACVB Gift Card Giveaway

Three \$50 gift cards

*3 Winners at Random Will Win a  
Gift Card of Your Choice in YOUR Hometown!*



# Booking Incentive

Equivalent of \$3 Per Actualized Room for New Business Booked by Home with the FAM Attendees.

*(Note: Must book within 4 weeks from now at one of these Rockford area venues.)*



# RACVB Sales Team



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**Nick Povalitis**  
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**Austin Taylor**  
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**Connect with us!**

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**Facebook: Go Rockford**

**Twitter: @GoRockford**

**Instagram: @GoRockford**





**Home** with **FAM**  
the

**Thank you!**