



Midway Village Museum
Rockford's
HISTORY MUSEUM

Rockford's History Museum

Collecting, Preserving and Interpreting the History of the Rockford Region

September 15, 2021

Mayor Tom McNamara
Rockford City Council
City of Rockford
425 East State St.
Rockford, IL 61101

Dear Mayor and Members of City Council,

I am writing to express my support of the Tourism Improvement District (TID) because **tourism is essential to the positive economic recovery and growth of our region**. Without the substantial investment from this TID, our city and region stand risk of losing jobs for area residents; revenue for our hotels, attractions, restaurants and other locally owned businesses; and the ability to competitively position our city and region as a destination for visitors and vibrant home for our residents.

Pre-pandemic, our region benefited from **\$409 million in economic impact due to tourism. This also resulted in \$100 million in employment income and supported the livelihood of more than 3,000 hardworking area residents**. These robust numbers from 2019 reflect ten consecutive growth years of tourism's economic improvement to our region.

The Tourism Improvement District is a solution to our region's economic recovery and long-term growth. **As a hotelier-proposed and city-approved assessment on hotel stays, TID revenue provides a stable source of strategic funding for marketing, sales efforts, bid payments, and destination development to directly increase hotel occupancy and room rates and in turn, generates visitor spending in our market**. It is proven that visitor spending equates to \$9 for every \$1 we invest in tourism marketing – a powerful ROI that will stimulate our recovery.

Midway Village Museum encourages you to vote yes to the Tourism Improvement District in support of region's recovery. If you would like additional information about the value of a TID, the role of RACVB, and the plans for tourism recovery, please contact John Groh, president/CEO of the Rockford Area Convention & Visitors Bureau.

Sincerely,

Patrick OKeefe
Executive Director

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