

**ROCKFORD PARK DISTRICT
2021-R-01: RESOLUTION IN SUPPORT OF
THE CONCEPT OF CREATION OF A ROCKFORD AREA TOURISM
PROMOTION SPECIAL SERVICE AREA ("RATPSSA")**

WHEREAS, the Winnebago County Regional Tourism Facility Board (WCRTFB) was established to encourage, support, market, construct or operate sports, arts, or other entertainment facilities or programs for the purpose of promoting tourism, competitiveness, job growth and for the general health and well-being of the citizens of Winnebago County; and

WHEREAS, pandemic-era travel restrictions have lodging properties' revenue and occupancy at historic lows; and

WHEREAS, pandemic-era travel and occupancy restrictions, and consumer confidence and travel sentiment have negatively impacted tourism businesses, facilities and venues; and

WHEREAS, the tourism and hospitality industry, including meetings and sports tourism, is vital to the economic health of Winnebago County; and

WHEREAS, local hoteliers are supportive of a proposal for the formation of a special service area which will tax those businesses to provide additional funds to aid in the marketing of the region for tourism; and

WHEREAS, the RATPSSA would be a City of Rockford and City of Loves Park-approved assessment that provides that funding to generate resources to accelerate recovery and promote long-term growth; and

WHEREAS, the Rockford Park District Board of Commissioners (hereinafter referred to as the "Board") wishes to state its support for the concept of creating the RATPSSA;

NOW, THEREFORE, BE IT RESOLVED by vote on July 13, 2021, by the Board that the Rockford Park District hereby endorses the concept of the creation of a Rockford Area Tourism Promotion Special Services Area.

ADOPTED this the 13th day of July, 2021

Signed:

Ayes 5 Nays 0 Absent 0 Abstain 0

Signed



Scott Olson, Board President

Attest:



Jack Armstrong, Secretary

BOARD APPROVED

JUL 13 2021

**Rockford Park District
Board of Commissioners**