

**WINNEBAGO COUNTY REGIONAL TOURISM FACILITY BOARD  
A RESOLUTION OF SUPPORT -2021-R-01  
ENDORING 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 Winnebago County Regional Tourism Facility Board (hereinafter referred to as the “Board”) wishes to state its support for the concept of creating the RATPSSA and

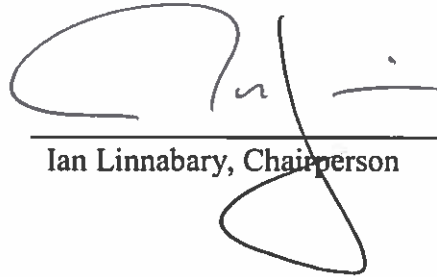
**NOW, THEREFORE, BE IT RESOLVED** by the weighted vote on July 7, 2021, by the Directors of the WCRTFB Board which represented at least a sixty-seven percent of the population of Winnebago County, Illinois and with the incorporation of the foregoing recitals, that Winnebago County Regional Tourism Facility Board hereby endorses the concept of the creation of a Rockford Area Tourism Promotion Special Services Area.

ADOPTED this the 8<sup>th</sup> day of July, 2021

Signed:

Passed by the Board of Directors of the Winnebago County Tourism Facility Board this 8<sup>th</sup> day of July 2021.

Ayes 4 Nays 0 Absent 4 Abstain 0



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Ian Linnabary, Chairperson

Attest:



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Roberta Holzwarth, Vice-Chairperson

**APPROVED**

**JUL 08 2021**

**Winnebago County Regional  
Tourism Facility Board**