

DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

City of Evanston
Rocco O'Neill, Community
Development Director

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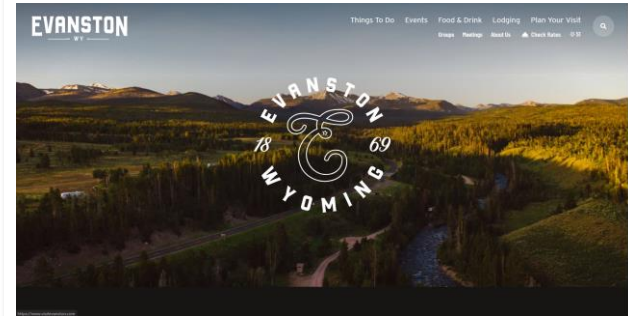




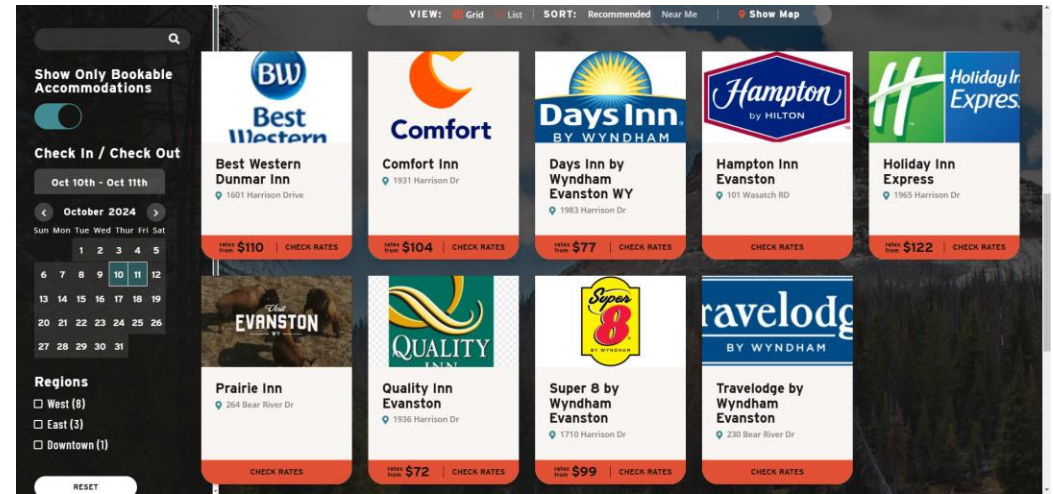
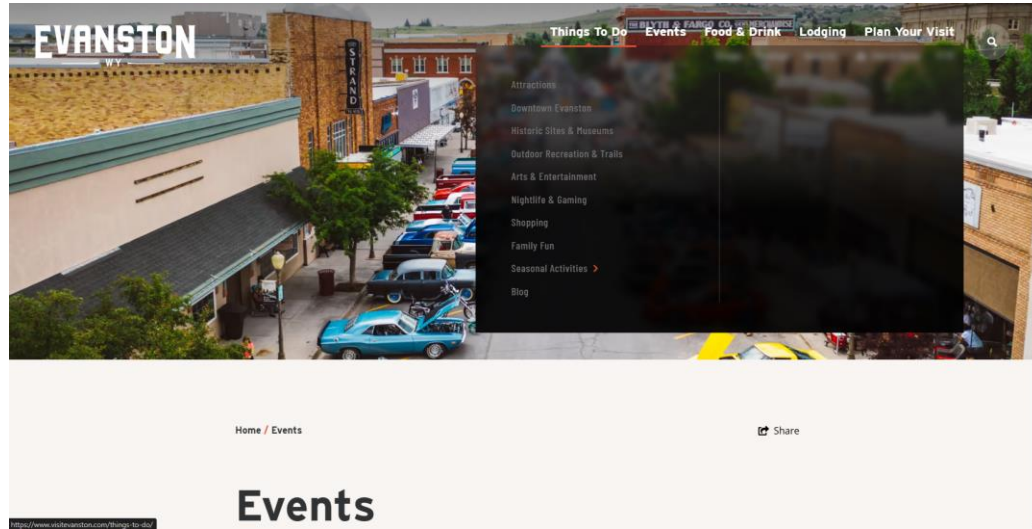
DESTINATION DEVELOPMENT FUNDS

- Website was identified in our strategy for 2022
- Marketing strategy shifted from traditional media to social and digital media
- Digital traffic has dramatically increased since the website was launched
- Roughly 2500 weekly visits, tourism presence is growing in the region
- Lodging Tax revenues have increased by nearly 40% since the launch of the website

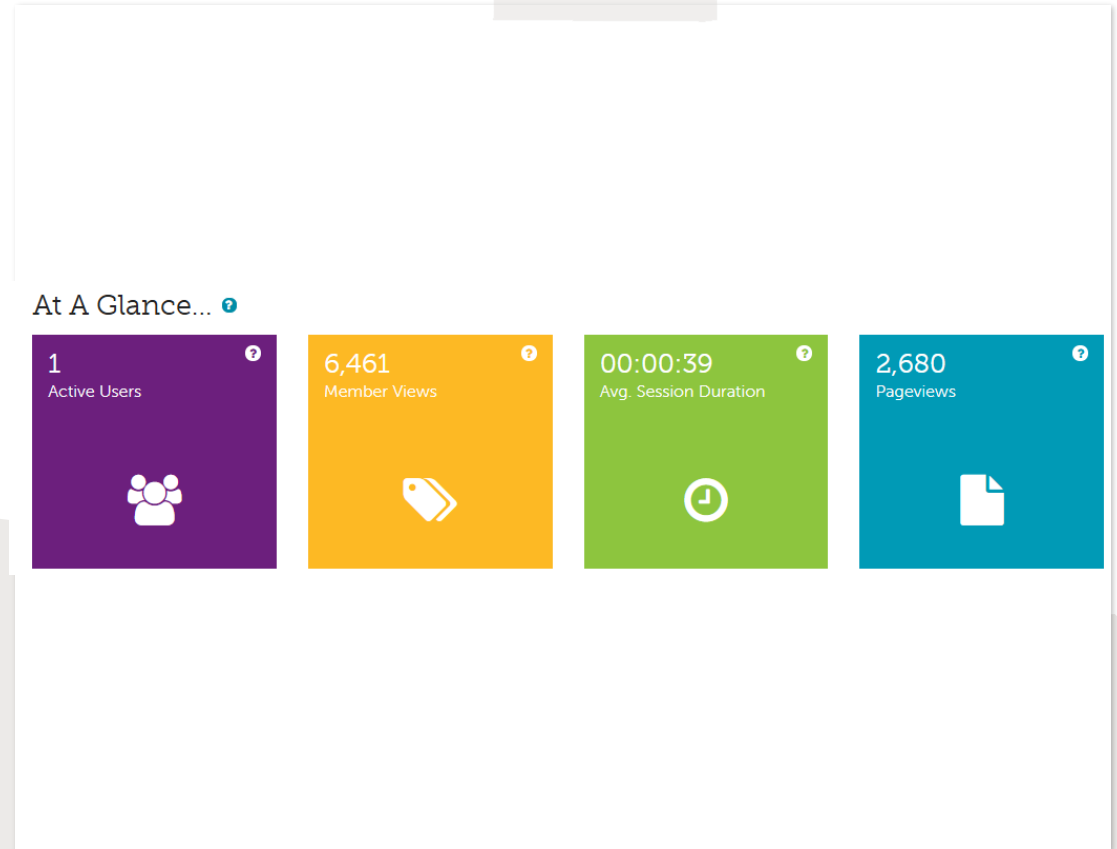
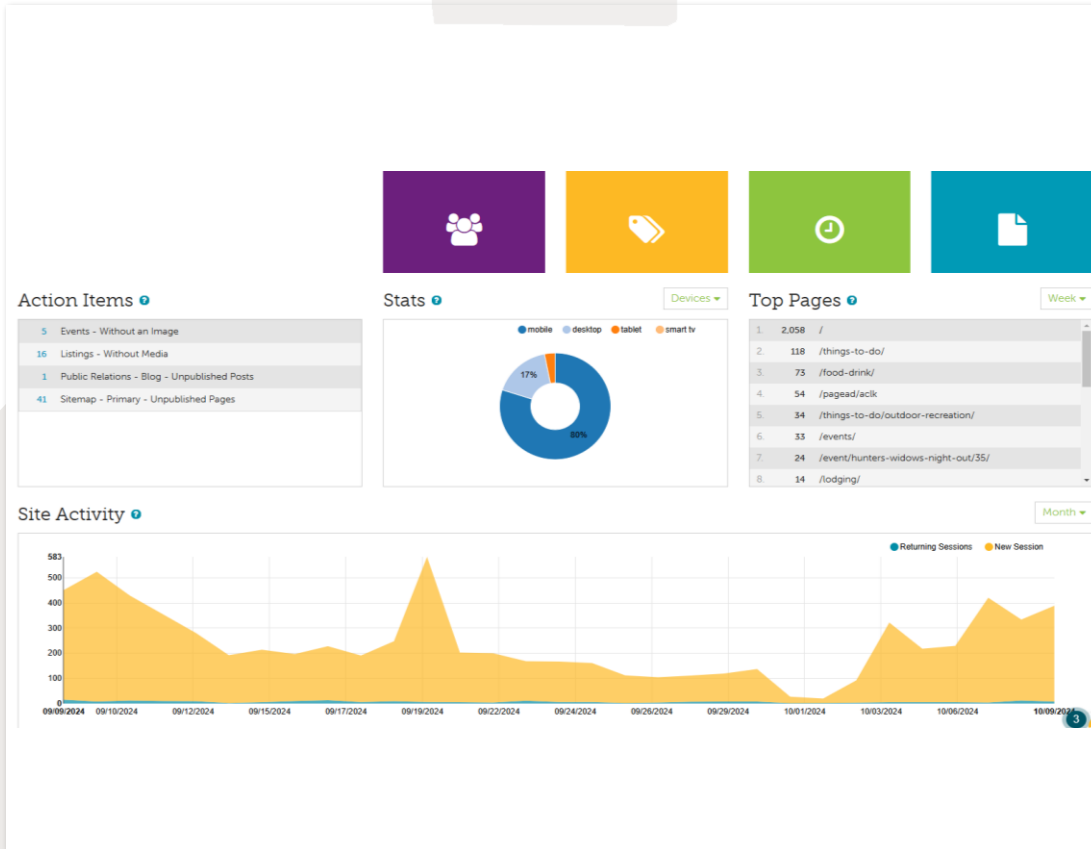
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