DuPage Convention & Visitors Bureau

Tourism Incentive Program

Program Description:

The DuPage Convention & Visitors Bureau's (DCVB) Tourism Incentive Program was created to help the communities of DuPage County and **member hotels** bring new meetings, conferences and group business to member hotel properties, thereby increasing hotel tax collections and economic impact for the state and DuPage communities. Incentives will be awarded to groups by way of matching financial contributions from municipalities and the DCVB.

Funds must be obligated and will be expended only after the conclusion of the group's meeting or event, and room nights have been consumed. Eligibility will be determined by the executive director, the director of sales of the DCVB, and the communities' representative once the application has been submitted by the hotel. If an incentive request is awarded, the lead is to be treated as booked business and claimed by the DCVB.

Member hotels must be in good standing with the DCVB at the time of commitment, as well as the time of actualized rooms. If not, full payment for the incentive fund becomes the responsibility of the municipality involved. All municipalities in DuPage are eligible to participate. Communities that do not financially support the DCVB will be assessed a $300 administration fee per actualized lead.

Guidelines:

1. This program is available for partner hotels and clients of partner hotels for meetings, conferences or groups.

2. Awards will be based upon the quality of the piece of business, its impact on the hotel, number of room nights, its benefits to the community, and administration costs.

3. Application requirements:

    - must have a minimum of 50 room nights;
    - must have a minimum funding request of $400;
    - and application must be submitted at least 60 days prior to the event date.

4. Since rapid response time to a meeting planner's request for proposal (RFP) is crucial to win business - often within 24 hours to remain competitive - the DCVB will review and approve the incentive request within one business day. The DCVB will immediately communicate with the qualifying municipal representative to supply them with a copy of the lead and any additional documentation. Municipal partners will have 48 hours to reply. A lack of response from the municipality will result in denial of the incentive request.

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

Logo/Tagline Requirements:

1. Compliance to Illinois Office of Tourism's Local Tourism Convention Bureau (LTCB) state grant rules and regulations is required, including logo placement, correct use of graphics, and inclusion of DCVB and municipality logos on collateral materials and signage.

Financials:

1. In order to participate in this program, a municipality must agree to provide a dedicated funding amount. The DCVB will provide communication and reporting on all group incentives used, number of rooms actualized, and amount of economic impact generated for the municipality.

2. The DCVB requires all hotels or venues to complete the online application in order to be considered for funding.

3. The meeting name, date(s), number of attendees, room block pattern and contact name(s) must be provided to the DCVB for its records. The DCVB will not release this information to other hotels.

4. A copy of the municipal approval documentation, Letter of Intent, pickup report, and any other pertinent documentation will be sent to the community for their records with the municipal payout invoice.

5. Payment for this program will not be made until the end of the event, minimum room nights are actualized, and confirmation is received by all parties.

6. Payment will be made directly to the designated recipient by the DCVB once the required post-event paperwork is finalized and funds have been received by the DCVB from participating communities' finance departments.

7. DCVB reserves the right to deny an application that funds more than $5,000.00 total to any one group in any fiscal year. Once the DCVB portion is expended, 100% of any additional funding must come from a participating community.

8. This program is dependent upon the DCVB's receipt of its Local Tourism and Convention Bureau (LTCB) grant funding and will be in lieu of any other previously agreed upon bureau spending on the event.

DuPage Communities: *Addison, Aurora, Bartlett, Batavia, Bensenville, Bloomingdale, Bolingbrook, Burr Ridge, Carol Stream, Clarendon Hills, Darien, Downers Grove, Elk Grove Village, Elmhurst, Glen Ellyn, Glendale Heights, Hanover Park, Hinsdale, Itasca, Lemont, Lisle, Lombard, Naperville, Oak Brook, Oakbrook Terrace, Roselle, Schaumburg, St . Charles, Villa Park, Warrenville, Wayne, West Chicago, Westmont, Wheaton, Willowbrook, Winfield, Wood Dale, Woodridge.*