

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 _____ Recommendations of Boards, Commissions & Committees (Green)
 X Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Scott Niehaus, Village Manager

DATE: December 8, 2025 (B of T) Date: December 18, 2025

TITLE: **Annual Financial Commitment Letter to the DuPage Convention & Visitors Bureau
– 2026**

BACKGROUND/POLICY IMPLICATIONS:

Attached for your consideration is the annual financial commitment letter to the DuPage Convention & Visitors Bureau. The letter of intent memorializes the Village of Lombard's membership and annual commitment of financial support to the bureau in the amount of 25% of one of the Municipality's occupancy tax points as calculated by the actual amount of local hotel/motel tax collected by the Village on a fiscal year basis.

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X _____	Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.

**MEMORANDUM**

TO: Scott Niehaus, Village Manager
FROM: Nicole Aranas, Deputy

Village Manager

DATE: December 8, 2025

SUBJECT: **DUPAGE CONVENTION & VISITORS BUREAU FINANCIAL COMMITMENT**

Attached please find relevant information regarding a financial commitment letter to the DuPage Convention & Visitors Bureau. The annual financial commitment is a letter of intent to support membership to the DuPage Convention & Visitors Bureau and is used by the bureau to secure matching local funds for tourism grants from the State of Illinois.

The DuPage Convention and Visitors Bureau is a not-for-profit partner organization that serves as the official agency certified by the State to promote DuPage County's tourism industry and market DuPage County as a destination for visitors and conventions. The Bureau engages in promotion of the Village through targeted leisure and business campaigns, at tradeshow, online and in print media.

The annual financial commitment is not an invoice as the actual commitment varies each year depending on the actual annual hotel/motel tax receipts. The annual commitment of financial support is assessed at a rate of 25% of one of the hotel/motel tax occupancy tax points annually collected (5% of the annual tax). The commitment is exclusive of other funds dedicated by the Village towards local tourism grants and hotel tourism incentive grants.

The DuPage Convention and Visitors Bureau uses local funding commitments to secure matching grant funding through the State of Illinois. The financial commitment authorized by the Village of Lombard will be submitted to the State of Illinois to secure matching funds for the current fiscal year.

Please place the approval of the annual financial commitment to the DuPage Convention and Visitors Bureau for consideration by the Village Board of Trustees at the Thursday, December 18th meeting. Please let me know if you should have any questions or concerns.

DUPAGE COUNTY

CONVENTION & VISITORS BUREAU

November 19, 2025

Village President Anthony Puccio
Village of Lombard
255 E. Wilson Avenue
Lombard, IL 60148

Dear Village President Puccio:

I am writing to express my appreciation to you and the Village of Lombard for your continued financial support of the DuPage Convention & Visitors Bureau.

This past year, DCVB has seen remarkable success for the hospitality industry.

- DuPage CVB, in its fourth year of planning and in partnership with Medinah Country Club and PGA TOUR, continued efforts to target the domestic and international market sector to secure overnight visitation for the 2026 Presidents Cup. DCVB team has been on and off the course to create activations to drive additional inbound visitors. Both the domestic and international spotlight will shine on the communities of DuPage County.
- DCVB continued to elevate the DuPage Sports Commission, generating huge economic impact and hotel stays with national governing bodies and their tournaments, some which include: USA Swimming, World Aquatics, TNBA Bowling and more. To date, over 85,000 hotel rooms are on the books for sports.
- DuPage CVB managed six DCEO grants this year that made new and returning events possible. These events brought over 200,000 new visitors to DuPage, and included Hokusai, Veggie Fest, two media fam tours with representatives from Mexico, Germany, England and Ireland, and an activation for Presidents Cup 2026. The culmination of these efforts, along with the work of some 26,000 DuPage hospitality employees generated nearly 4,000,000 guests to our hotels and \$3.2 billion in visitor expenditures, second only to Cook County.

At the DCVB Board of Director's recommendation, included is your renewal agreement. This document serves to demonstrate the ability to match the Illinois Department of Commerce and Economic Opportunity hotel grant appropriation for DuPage County with local hotel tax collections, as well as provide the board with predictable revenues through tourism investment. It is important that DuPage hospitality businesses have every tool possible to capture their share of the visitor market. Please sign the attached letter and return it to Kellene O'Connell at kellene@discoverdupage.com by November 30, 2025.

DCVB will continue to promote your community through targeted leisure and business campaigns, in person tradeshows, on our website and social networks, in State of Illinois digital and print campaigns, and in other communications that help keep our municipalities top of mind. Please see the municipal program sheet included on the many benefits offered by the DCVB and DuPage Sports Commission.

On behalf of the DuPage CVB board of directors and staff, thank you for your generous support. We look forward to our continued partnership. Thank you in advance.

Sincere regards as we promote DuPage County communities,



Executive Director, Discover DuPage

MUNICIPAL PARTNERSHIP AGREEMENT

Fiscal Year 2026

As the sole destination marketing organization certified by the State of Illinois to represent DuPage County, the DuPage Convention & Visitors Bureau (DCVB) acts as the official tourism marketing arm for its member partners. DCVB's municipal program serves the important function of helping to meet match requirements per the state's LTCB grant protocol — one of many important aspects of municipal participation. DCVB values the support and collaboration of its municipal partners, knowing this strong foundation contributes to a thriving tourism product. DCVB provides industry leadership, strategic planning, individual municipal engagement and reporting, and a robust sales and marketing program targeted to specific areas of both opportunity and challenge. With pooled resources, DCVB is able to provide a comprehensive toolkit that no singular community can achieve on its own for its base investment. This agreement supplements DCVB's proof of support for the State and ensures the sustainability and forward trajectory of our industry and your community's success.

This Agreement is by and between the **Village of Lombard (Municipality)** and the **DuPage Convention & Visitors Bureau (DCVB)**.

CALCULATION AND TIMING OF MEMBERSHIP FEES ("Membership Fee")

The Municipality agrees to join the DCVB at a rate of 25% of one of the Municipality's occupancy tax points, as calculated by the **actual** amount of local hotel/motel tax collected by the Village on a fiscal year basis ("Collection").

PAYMENT OF FEES

The Municipality is entitled to pay its Membership Fee at the beginning of DCVB's fiscal year based on the Municipality's collections in arrears or on actual collections on a calendar quarterly basis by the 30th of the following month. Municipality must notify DCVB in writing of preference upon return of the signed Agreement and DCVB will issue invoices accordingly. If the Municipality is not able to provide payment by the 30th of the month, communication with the DCVB Executive Director is required to keep account in good standing. If payment is not received within (30) thirty days, all services can be suspended until the account balance is paid in full. DCVB and Board of Directors have the authority to terminate this Agreement once payment is beyond sixty (60) days overdue. Termination will be marked with an official cancellation date, at which time provider services will cease, and renewal policy will go into effect.

CANCELLATION POLICY

Should Municipality decide to cancel this Agreement, Municipality must provide the DCVB Executive Director with a minimum of a ninety-day (90) written notice in advance of desired cancellation date. Upon cancellation request, all Municipal funding must be paid in full to DCVB, to include the 90-day cancellation period. At official cancellation date, provider services will be ceased, including:

- All current sales leads to Municipal hotels will be made inactive and no further leads will be provided to Municipal hotels.
- Digital marketing, social media, and web presence specific to the Municipality will be removed from the content calendar.
- Individual membership dues for hotels, attractions, and other venues within Municipality may increase.

- Only member hotels will be eligible for the matching grant program, and a \$300 administration fee per grant application will be assessed.

RENEWAL PERIOD

Regardless of whether cancellation was from Municipal request or Agreement termination by DCVB due to overdue payment, renewal of this Agreement may not take place for two (2) years following the official cancellation date. Agreement renewal will require the Municipality to pay DCVB upfront for that year's expected dues, along with a 10% administration cost. The DCVB Board of Directors will retain final approval to alter the renewal period policy and amount due.

ACCEPTANCE OF AGREEMENT

By signing below, the Municipality agrees and warrants that you are authorized to sign and enter into this contract. This Agreement must be returned by November 30, 2025. In the event the agreement is not received by said date all rates and services are subject to change. With the signing of this Agreement, all provisions reserved on your behalf will be confirmed and therefore subject to the terms of this Agreement.

Agreed by:

Village of _____

Print: _____

Signed: _____

Title: _____

Date: _____

DuPage Convention & Visitors Bureau

Print: _____

Signed: _____

Title: _____

Date: _____