



July 2018

### ***DuMore DuPage Tourism Partners,***

As a county-wide CVB, our efforts impact hundreds of businesses, contribute to resident quality of life and to the county's economy. The many faces that rely on tourism as a vibrant industry remain central to our decision-making, as we consider how to advance DuPage tourism as other destinations invest significant capital in their tourism products.

**As the DCVB Board guides the DCVB team and leads an industry 23,000 strong, I continually question what we as a CVB — and collectively as a destination — need to do to remain competitive.**

Our 2017 state of the industry report revealed that, while growing, DuPage is losing critical market share to both neighboring and distant markets. We subsequently rolled out the Tourism Roadmap — providing a collective vision and strategy to advance DuPage tourism, with economic development and community vitality at the core. A new brand — DuMore DuPage — that includes an emphasis on DuPage as healthy, active place to be, was adopted. The strategies and tactics outlined in the Roadmap guided FY18 priorities, with implementation continuing into FY19.

With so much at stake, our role is no longer cemented in sales and marketing alone, but rather a role as a critical economic development engine. We are connectors and catalysts for action, protecting and advancing community interests. We are a conduit between business, government and residents. And we are at a critical junction where what we do — or not do — collectively, will determine whether tourism remains economically competitive in DuPage.

Internally, we continue to review viable markets for expansion, including a soon to be released study on sports tourism. The Product Development Committee will continue to evaluate areas of opportunity regarding product development, ranging from physical infrastructure to integrated amenities. Facility and capacity needs are at the forefront of discussions as we meet with various leaders and developers. And we have engaged experts on how to elevate existing destination assets through targeted, thematic

marketing campaigns.

In order to compete, greater investment in tourism is a must. We are reviewing different funding models that have propelled other destinations to success and their potential application in DuPage. We need to proceed carefully and efficiently, and make sure that our vision is in line with any future investments.

As we close out this fiscal year and embrace the work that is yet to be done, know that your CVB is leading the way on these complex issues. Tourism touches many sectors, requiring us to stay connected, vigilant, and intensely immersed in advancing DuPage values and opportunity. We have made it a priority to provide you with a realistic look “behind the scenes,” highlighting what we are leading, how we are supporting other organizations in their efforts, and on which greater DuPage issues we are advocating in order to enhance the resident and visitor experience.

As a stakeholder, we ask for your partnership as it is imperative that we must collaborate internally in order to compete externally. What would be possible if we all aligned our goals and efforts? We challenge you to ponder that question as well.

DuMore for DuPage,

*Ben Marsletti*

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### Save the Date for the Annual Meeting of Membership

Please mark your calendars for Thursday, September 27, 2018 for our Annual Meeting Breakfast, *Remaining Competitive in Today's Economic Landscape* at Cantigny Park. This year's event will feature a new format, with a panel discussion highlighting national trends, opportunities and challenges facing DuPage, and insights from industry experts. The meeting will be followed by an in-depth look at the DuPage sports market and conclusions from the recently completed sports study. An official invitation with more details is forthcoming.



### DuMore in DuPage Branding News

It was nearly one year ago that we introduced “DuMore DuPage” which is more than just a brand—it is a reflection of the people and places that make DuPage a special place to live, work and play. In June we unveiled our annual [Visitors Guide](#) with a purposeful emphasis on what sets us apart from our competitors -- our numerous health and wellness offerings for residents and visitors. Its content is built around a Mind, Body and Soul theme and encourages residents and visitors to “DuMore” to boost health and wellness.

Also, in June, we launched our summer campaign featuring digital, out of home and public relations tactics. With print and digital activations in

southern Illinois, the Quad Cities, Springfield and St. Louis - with call to action messaging such as DuMore Hiking, DuMore Biking, DuMore Exploring – DuPage’s lifestyle draw will continue to reach targeted leisure audiences.



On May 7, we joined Jill Foucré and her team for a feature about Marcel’s Culinary Experience on WGN TV’s “Around Town” with Ana Belaval. The Glen Ellyn-based business was featured in seven live segments throughout the morning news program, specifically highlighting ideas for Mother’s Day. [Click here](#) to watch the segment and consider sharing on your social channels.

DuPage County was honored to be included in the 2018 Daily Herald Business Ledger Hospitality & Entertainment Guide. The annual Guide is distributed to more than 14,000 subscribers in the suburban Chicago marketplace and remains online for one year. You may view the Guide [here](#).

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### Working with Great Lakes USA to Grow Awareness of DuPage County

Advancing our marketing partnership with [Great Lakes USA](#) (GLUSA) is critical to growing awareness of DuPage throughout the overseas market. In June, we worked with “Toby” Lee Anthony McCarrick, GLUSA’s Executive Director to host a familiarization tour for six travel trade representatives from China. The DuPage CVB team was delighted to welcome the group for a dinner at Gibson’s and an overnight stay at the Doubletree Oak Brook. Thank you to Oak Brook Trustee Asif Yusuf for the continued support! The following morning the City of Elmhurst co-sponsored a farm-to-table breakfast at Wilder Park created by 151 Kitchen|Bar. Thank you to Kassondra Schref, City of Elmhurst Communications Manager, Courtyard Marriott and Clarion Hotels representatives for your support! Our guests then visited the Lizzadro Museum which boasts the largest collection of jades outside of China, prior to embarking on their visit to Pontiac, IL to visit the Route 66 Museum.



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### Member Spotlight – Lombard Park District

Congratulations to the Lombard Park District for being selected as a 2018 National Gold Medal Finalist for



excellence in the field of park and recreation management. The Gold Medal Award honors communities throughout the U.S. that demonstrate excellence in long-range planning, resource management and innovative approaches to delivering superior park and recreation services. You may view the Lombard Park District's finalist video presentation [here](#).

The newest addition to the Lombard Park District officially opened on June 30. The Madison Meadow Athletic Center offers a variety of recreation opportunities, including: a fitness center, two studios with group fitness classes, two basketball courts, open gym, an on-demand fitness system, a Selectorized weight circuit, free weights, an indoor track, cardio equipment with TV's, and more.

