



BOARD ACTION REQUEST FORM

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SECTION 1: PURPOSE

The BOARD ACTION REQUEST FORM is designed to 1) enhance the orderly and efficient conduct of Committee and Board meetings; 2) serve as prior notice to all interested parties; 3) aid the Committee Chairs in meeting preparation; 4) provide the Departments with a mechanism for formal communication with the Board; and 5) aid in the creation of the official record of the meeting.

To request an item be added to a committee agenda, submit the completed FORM and all supporting documentation to the applicable Committee Chair for consideration at least 5 days prior to the meeting date/time.

SECTION 2: OVERVIEW

Subject: Discover Dixon/Lee County Tourism Grant **Requested by:** Wendy Ryerson

To Committee(s): Finance/Executive/Full Board **Meeting Date(s)** Jan. 12 and 19th

Action Requested (Select One): ☒ **Motion** ☐ **Resolution** ☐ **Ordinance** ☐ **Contract Approval**

Executive Session ☐ **YES** ☐ **NO** **5 ILCS 120/2(c) Exception:** _____

Requestor's Recommended Action:

Motion to allocate \$40,000 in grant match dollars for the joint Discover Dixon/Lee County tourism promotional grant if the grant is awarded.

SECTION 3: PROPOSAL

Describe the action requested, including relevant background information, applicable statutory references, potential impact to the County and/or any other departments, and the proposed implementation timeline. Attach additional pages if needed.

If approved, this grant would invest in a digital first approach to tourism marketing, optimize the tourism budget and measure performance through specific Key Performance Indicators (KPI's). Specific details include rebuilding the brand identity and voice of Lee County, developing diverse advertising strategies, content creation (video/photo), website development, and creating professional commercials and ads. See the attached document for additional details and concepts.

SECTION 4: FINANCIAL IMPACT

Provide specific financial details including revenue or expenses associated with the request and if this is a one-time or recurring expense. If this is an unanticipated (unbudgeted) expense, explain the catalyst for the request. Attach relevant documents such as revenue/expense projections or vendor bids/quotes.

Budgetary Status (check all that apply): **Cost of Proposed Action:** \$ 40,000

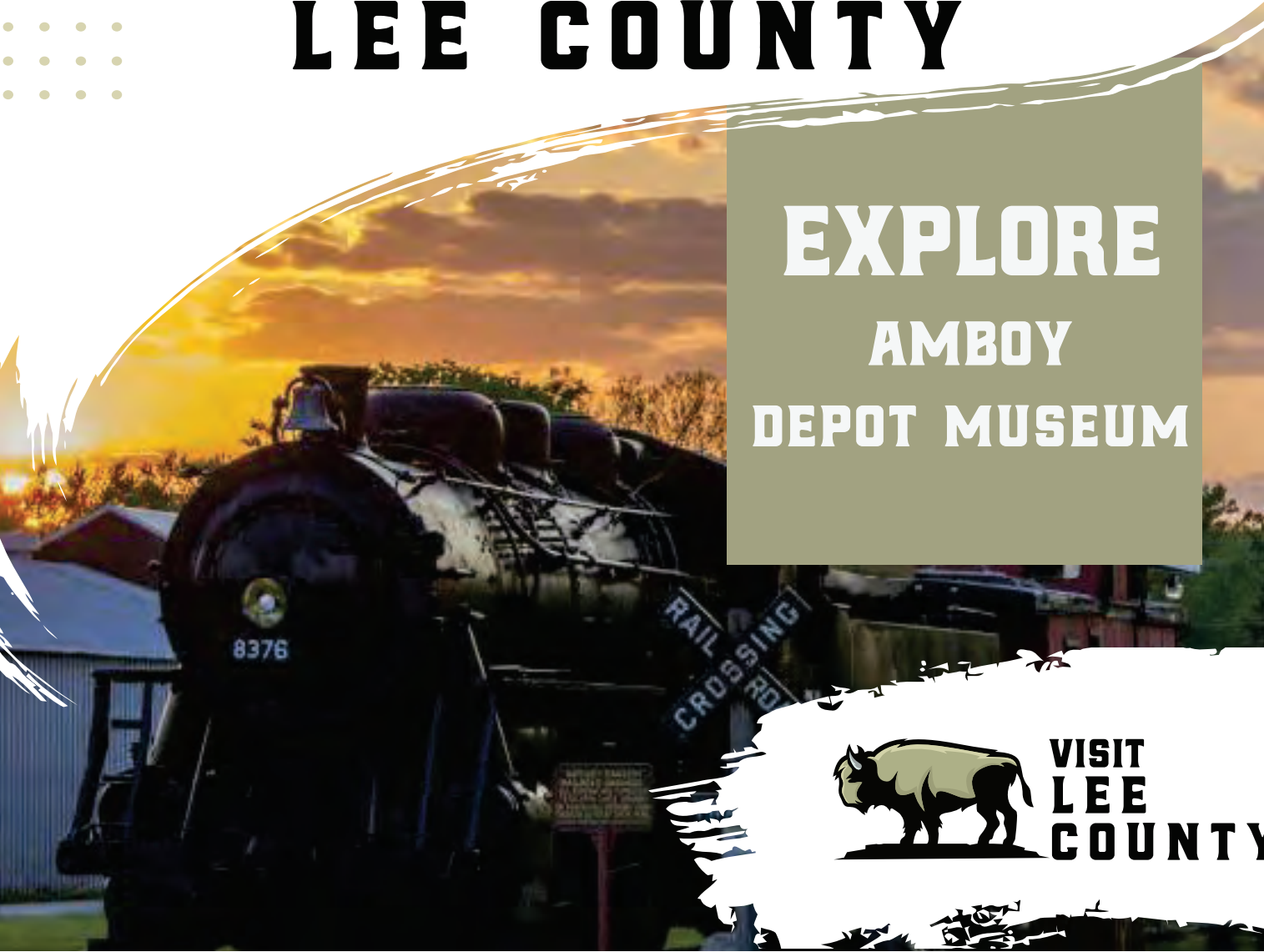
- ☐ This action has no budgetary implications.
- ☐ Funds are available in this FY budget. Line-item Description/Number _____
- ☒ Funds are not budgeted in this FY. Proposed funding source: ARPA funds
- ☐ If approved, funds will be requested for this action in next year's budget.
- ☐ This action will bring in additional revenue of \$ _____ Line-item _____
- ☐ This action will reduce expenditures and/or be budget neutral.

A Proposal to the Lee County
Board.

V I S I T



LEE COUNTY



EXPLORE
AMBOY
DEPOT MUSEUM



VISIT
LEE
COUNTY

ABOUT US

Promoting Our Community

FOR THE LAST SEVERAL YEARS, DIXON CHAMBER OF COMMERCE & MAIN STREET HAS BEEN AN ACTIVE PLAYER IN THE DEVELOPMENT OF DIXON AND THE BROADER AREA. OUR FOCUS HAS BEEN AND WILL CONTINUE TO BE BRINGING OUR AREA INTO THE 21ST CENTURY. THIS MEANS INVESTING IN A DIGITAL FIRST APPROACH TO OUR MARKETING AND OPTIMIZING OUR BUDGET WHILE ALSO MEASURING PERFORMANCE THROUGH SPECIFIC KEY PERFORMANCE INDICATORS (KPI'S).

THROUGH OUR WORK IN BUILDING THE DISCOVER DIXON BRAND INTO ONE OF THE MOST RECOGNIZABLE ORGANIZATIONS IN THE SAUK VALLEY, WE'VE DEVELOPED A BROAD SET OF SKILLS THAT HAVE ENHANCED OUR MARKETING EFFORTS. IN 2022 ALONE, WE HAVE MANAGED TO REACH OVER 2 MILLION INDIVIDUALS ACROSS MULTIPLE MEDIUMS.

USING DIGITAL MARKETING SERVICES, WE HAVE REDUCED THE OVERALL COST PER IMPRESSION (HOW MANY TIMES THE AD WAS SERVED). IN 2022, LINEAR ADVERTISING COST BETWEEN \$25-\$40 FOR 1000 IMPRESSIONS (CPM). BY OPTIMIZING OUR ADS FOR PERFORMANCE, WE HAVE ACHIEVED AN AVERAGE CPM OF \$4.



VISIT LEE CO.

A DESTINATION

*Tourism in
Lee County*

CONTRARY TO THE NATIONAL CONVERSATION ABOUT RURAL AMERICA DYING, WE HERE IN LEE COUNTY UNDERSTAND THAT WE HAVEN'T BEEN DYING, BUT RATHER, HIBERNATING. NOW IS OUR CHANCE TO THRIVE.

IT IS OUR MISSION TO RE-AWAKEN THE POWER OF TOURISM IN LEE COUNTY. USING MODERN MARKETING METHODS, INCLUDING THE UTILIZATION OF NICHE CONTENT CREATORS, PROFESSIONAL VIDEOGRAPHY AND IMAGERY, SCALABLE MARKETING CAMPAIGNS, DATA SCIENCE, AND A WIDE MARKETING MIX; WE BELIEVE THAT ELEVATING LEE COUNTY AS A DESTINATION IS POSSIBLE.



WHILE THIS CAN'T HAPPEN OVERNIGHT, WITH A STRUCTURAL INVESTMENT IN THE PLACEMAKING AND TOURISM OF LEE COUNTY, IT IS POSSIBLE.

BEGINNING IN 2023, WITH THE INVESTMENT OF THE COUNTY OF LEE, WE WOULD BEGIN BUILDING A FRAMEWORK FOR SUCCESS. THIS WOULD INCLUDE LINING UP CONTENT CREATORS TO VISIT VARIOUS DESTINATIONS THROUGHOUT LEE COUNTY, CREATING PROFESSIONAL COMMERCIALS, REBUILDING THE BRAND IDENTITY AND VOICE OF THE COUNTY, AND DEVELOPING DIVERSE ADVERTISING STRATEGIES.

WE WOULD BEGIN FIRST WITH REDISCOVERING WHAT LEE COUNTY IS, WHAT IS THE PERSONALITY WE WANT TO CONVEY? WHEN WE FIND THAT VOICE, WE WILL THEN BEGIN DEVELOPING OUR CONTENT STRATEGY ALONGSIDE A NEW, REINVIGORATED COUNTY TOURISM WEB PRESENCE.

RESEARCH SHOWS THAT USER GENERATED CONTENT (UGC) RESULTS IS OVER A 20% INCREASE IN ENGAGEMENT. UGC ALSO CREATES A GREATER SENSE OF TRUST AND RELIABILITY TO YOUR MARKETING MESSAGE. THIS IS ONE OF OUR MAJOR FOCUSES, GETTING VISITORS TO DOCUMENT THEIR VISITS TO LEE COUNTY.

NOT ONLY WILL THE COUNTY BENEFIT FROM THE INCREASE IN EXPOSURE TO POTENTIAL VISITORS, OUR COUNTY BUSINESSES AND TOURISM ATTRACTIONS WILL ALSO BENEFIT FROM INCREASED EXPOSURE. COUNTY BUSINESSES AND ORGANIZATIONS WILL SEE THE VALUE IN THE CONTENT CREATION PROCESS, ALLOWING BUSINESSES THAT HAVE SMALL MARKETING BUDGETS TO HAVE THE SAME HIGH-QUALITY CONTENT THAT LARGER ORGANIZATIONS ALREADY BENEFIT FROM. AN INVESTMENT IN TOURISM IS AN INVESTMENT IN OUR BUSINESSES

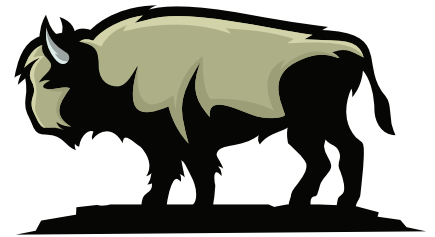
STRUCTURE



1

Brand Development

CREATION OF BRAND IDENTITY
LOGO & COLOR ASSETS
(INITIAL OUTLAY - NOT REOCCURRING)



WHERE DOLLARS GO

2

Content Creation

CONTENT CREATORS/INFLUENCERS
VIDEO/PHOTO CONTENT
BLOG/TRAVEL IDEAS

DOLLARS INVESTED WILL BE USED IN FOUR WAYS. BRAND DEVELOPMENT, CREATION OF NEW CONTENT, MAINTAINING OUR EXISTING CONTENT AND WEBSITE, AND HARD AD SPEND.

3

Maintenance

WEBSITE DEVELOPMENT
HOSTING COSTS
UPDATES & FIXES

THE RATIO OF THIS MIX WILL DEPEND ON THE NEEDS OF THAT FISCAL YEAR. GENERALLY CONTENT CREATION AND AD SPEND WILL BE THE LARGEST CATEGORIES WHERE DOLLARS WILL BE SPENT.

4

Ad Spend

LINEAR TV
OTT
DIGITAL
PRINT



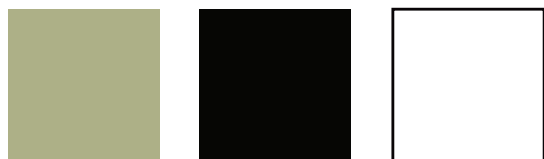
BRAND DEVELOPMENT CONCEPT

CREATING A BRAND IS MORE THAN A LOGO OR COLORS, IT REQUIRES THE DEVELOPMENT OF A PERSONALITY AND A UNIFIED VOICE.

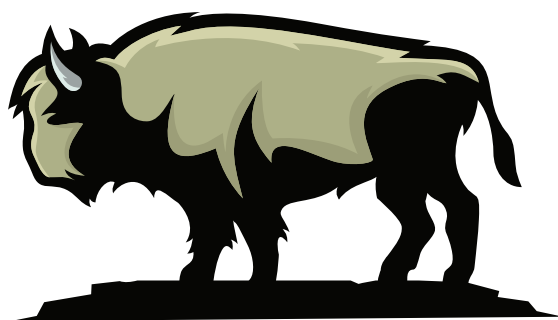
OUR INITIAL CONCEPT COMBINES A STRONG FONT BASE WITH NUANCED COLORS THAT EVOKE BOTH NATURE AND HISTORY.

WHILE THIS IS ONLY A CONCEPT, WE HOPE IT PROVIDES AN IDEA OF THE VISION WE WILL BRING TO LIFE.

COLOR CONCEPT



LOGO CONCEPT



VISIT
LEE
COUNTY

LOGO CONCEPT



ASSET CONCEPT



CONTENT CREATION

USER GENERATED CONTENT

Example Content via Freeport IL

Trip Ideas



What to Expect

Spend a day going back in time through Freeport and Stephenson County with fun for the whole family and lots to learn! You're sure to find out things you didn't know and teach the family about important events in US history. Between the ice cream and outdoor play opportunities, history has never been this fun! Fun for every age!

Destinations



Adventure Photos & Videos



CONTENT CREATION

OUR MULTIPLE CREATIVE PARTNERSHIPS HAVE ALLOWED US TO NOT ONLY CREATE GREAT VIDEO CONTENT FOR LINEAR AND OTT CAMPAIGNS, BUT ALSO COMPETES WITH NATIONAL BRANDS.

IN 2020, AFTER OUR FIRST SERIES OF COMMERCIALS AIRED, DISCOVER DIXON RECEIVED NOT ONE, BUT TWO NATIONAL ADVERTISING AWARDS FOR OUR DISCOVER DIXON SPOTS. OUR COLLABORATIVE CREATIVE PROCESS WITH OUR PARTNERS HAS CONTINUED TO TODAY. WITH YOUR INVESTMENT, WE WILL DEVELOP MULTIPLE COUNTY-WIDE SPOTS FOR HISTORY LOVERS, NATURE AND OUTDOOR ENTHUSIASTS, AS WELL AS CULTURE & LIFESTYLE.

LEE COUNTY ON THE BIG SCREEN

RECREATION

OUTDOOR RECREATION ACCOUNTS FOR A SUBSTANTIAL PORTION OF THE STATE OF ILLINOIS' TOURISM REVENUE. A MEASURE OF ALL OUTDOOR RECREATION SPENDING IN ILLINOIS REPRESENTS MORE THAN \$22 BILLION IN CONSUMER SPENDING; \$6.7 BILLION IN WAGES AND SALARIES, \$1.6 BILLION IN STATE AND LOCAL TAX REVENUE AND 204,000 JOBS DIRECTLY RELATED TO OUTDOOR RECREATION.

THE OUTDOOR RECREATION MARKET EXPLODED THROUGHOUT THE COVID-19 PANDEMIC, SHOWING US THAT THERE IS A SIGNIFICANT NEED TO PROMOTE LEE COUNTY AS AN OUTDOOR FRIENDLY AREA.



ESTIMATED BUDGET BREAKDOWN

INITIAL OUTLAY - GRANT \$

- BRAND IDENTITY
- DIGITAL STRATEGY DEVELOPMENT
- INITIAL AD SPEND
- WEBSITE BUILD
- CONTENT CREATION
- TRADITIONAL MEDIA AD STRATEGY

***INITIAL OUTLAY
LIMITED BASED ON
GRANT \$***

BRAND IDENTITY - \$40,000

- LOGO DEVELOPMENT
- BRAND FONTS & COLORS
- WEBSITE DESIGN
- DEVELOPMENT OF "VOICE"
- HANDOUT MATERIALS
- DESIGN GUIDELINES
- BRAND SAFETY ANALYSIS
- UNIVERSAL TEMPLATE DESIGNS
- INITIAL COMMERCIAL CREATION
- SOCIAL MEDIA ACCOUNTS CREATED
- DOMAIN NAME PURCHASE & TRANSFERS
- UNIFIED EMAIL INBOX
- CONTENT MANAGEMENT SYSTEM
- INITIAL STATIC CONTENT CREATION

AD SPEND (DIGITAL + LINEAR) - \$40,000

- SOCIAL MEDIA ADS
- DIGITAL DISPLAY ADS
- LINEAR TV COMMERCIALS
- DIGITAL COMMERCIALS

DIGITAL TOOLS & SUBSCRIPTIONS - \$10,000

- SOCIAL MANAGEMENT SOFTWARE
- TRAFFIC AND DEMOGRAPHIC TRACKING
- DIGITAL REPORTING SYSTEM

ESTIMATED BUDGET BREAKDOWN

DIGITAL SPEND

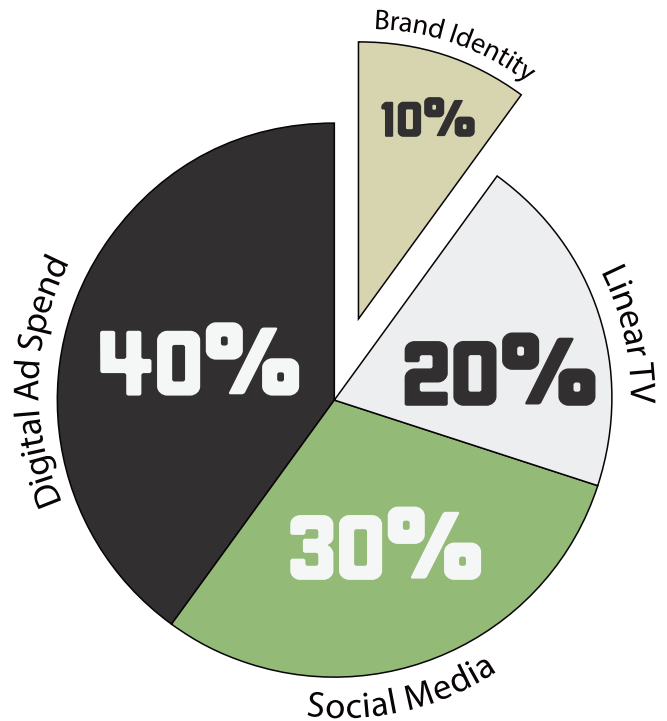
- DIGITAL DISPLAY ADS
- ONLINE PRE-ROLL VIDEOS
- ONLINE MID-ROLL VIDEOS
- OTT CONTENT (SLING TV, PLUTO TV, YOUTUBE TV)
- ON-DEMAND AD INSERTIONS

SOCIAL SPEND

- META PLATFORMS (FACEBOOK, INSTAGRAM, WHATSAPP, OCULUS)
- ALPHABET PLATFORMS (GOOGLE, YOUTUBE)
- SNAPCHAT

LINEAR

- TRADITIONAL TV BOTH NETWORK AND CABLE



THIS BUDGET ESTIMATE ASSUMES A CONTINUED INVESTMENT

MAINTENANCE

- WEBSITE UPDATES
- ADMINISTRATIVE COSTS
- DIGITAL AUDITS
- CONTENT AUDITS
- PERFORMANCE REVIEW



CAMPAIGN CONCEPT

LOST IN LEE COUNTY

HISTORY

NORTHWEST TERRITORY
REAGAN BOYHOOD HOME
AMBOY DEPOT MUSEUM
GRIST MILL
LINCOLN HIGHWAY

OUTDOORS

LOWELL PARK
NACHUSA GRASSLANDS
FRANKLIN CREEK
ROCK RIVER
BIKE/EQUESTRIAN TRAILS
CAMPING

LIFESTYLE

SHOPPING
LOCAL MAKERS
ART & CULTURE
(THEATRES & ART GALLERIES)

LOST IN LEE COUNTY CAMPAIGN OVERVIEW

WHEN DEVELOPING A MARKETING CAMPAIGN - WE WANT IT TO BE DYNAMIC ENOUGH THAT WE CAN UTILIZE CONTENT MOST EFFICIENTLY. BY CREATING A BROAD CAMPAIGN SUCH AS "LOST IN LEE COUNTY", IT ALLOWS US THE FLEXIBILITY TO TOUCH ON SEVERAL TOURISM SEGMENTS. THIS WILL ENABLE US TO GET THE MOST OUT OF OUR BUDGET. DEVELOPING THREE DISTINCT CREATIVE PATHS WITHIN THIS CAMPAIGN WILL COMPLETE THE ROTATING MESSAGE OF GETTING LOST IN LEE COUNTY.

WHAT DOES GETTING LOST IN LEE COUNTY MEAN?

SIMPLE! GETTING LOST IN LEE COUNTY MEANS, YOU'LL BE SO IMMERSSED IN THE NATURE, HISTORY, OR CULTURAL ASPECTS OF THE COMMUNITY THAT YOU WON'T CARE THAT YOU DON'T KNOW WHERE YOU ARE!