



**American Rescue Plan Act-Coronavirus State & Federal Local Fiscal Recovery Funds
Request for Expenditure**

Date of Request: January 5, 2022

**Contact person(s) for request (including contact information):
Department(s) for expenditure:**

Diane Nicholson
Executive Director
Lee County Tourism Council
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815-288-1840
37 S. East Ave.
Amboy, IL 61310

Monday – Wednesday / 9:30 am - 4:30 pm

Timeline for project/expenditure:

January through May/June

2022

ARPA Grant Category this expenditure falls under (reference Outline and/or IFR)

Negative Economic Impact:

- Speed the recovery of impacted industries (e.g. . . . tourism)
- Assistance to small businesses, tourism travel and hospitality . . .

26786 - 26822 **Federal Register** / Vol. 86, No. 93 / Monday, May 17, 2021 / Rules and Regulations

DEPARTMENT OF THE TREASURY

31 CFR Part 35

RIN 1505-AC77

Coronavirus State and Local Fiscal Recovery Funds

AGENCY: Department of the Treasury.

ACTION: Interim final rule.

35.6 Eligible uses.

(6) *Small businesses*

(7) *Nonprofits*

(9) *Aid to impacted industries . . . [tourism]*

<https://www.govinfo.gov/content/pkg/FR-2021-05-17/pdf/2021-10283.pdf>

Narrative regarding expenditure (How this expenditure fits into the funding, how this expenditure will benefit the department/county, details regarding project, etc.)

When the Lee County Tourism Council was established in 1988, the purpose and mission of the organization was to create a positive Economic Impact for communities of Lee County through Increased Sales Tax and Employment Opportunities.

In 2000 the Local Tax Receipts derived from tourist expenditures totaled \$410,000.

In 2019 that had increased to \$1,040,000.

(Information provided by the Illinois Office of Tourism. Prepared by the U.S. Travel Data Center.)

BWCVB* Visitor Spending Breakdown By Industry 2017 to 2020 For LEE COUNTY
(listed in millions)

LEE COUNTY	Lodging	Food/Beverage	Recreation	Retail	Transportation	TOTAL
2017	\$6.4	\$7.0	\$2.8	\$2.9	\$14.0	\$33.1
2018	\$6.6	\$7.3	\$2.7	\$2.9	\$14.8	\$34.4
2019	\$6.8	\$7.6	\$2.8	\$3.1	\$15.3	\$35.5
2020	\$5.4	\$7.0	\$2.4	\$2.7	\$13.0	\$30.4

GROWTH RATE 2019 TO 2020 was -14.5%

GROWTH RATE 2019 TO 2020 FOR OTHER COUNTIES IN THE BWCVB SERVICE AREA:
CARROLL COUNTY: +11.8% WHITESIDE COUNTY: -17% OGLE COUNTY: -21.7%

* Blackhawk Waterways Convention & Visitors Bureau

Advertising, Marketing and Promotion
Costs and Timeline - - Page 3

Z-Card: Visitor materials should ideally be ready to ship to Travel Information Centers in January. With our months of lowest revenue before us, we are holding off printing the visitors guide until early April. Since the z-card can be updated and fabricated more quickly, that is in the works and will be ready to go to local sites and lodging properties and to send out in response to telephone and email requests.

Visitors Guide: We will soon be entering the Twilight Zone for the fabrication of the 2022 visitors guide. Timing is crucial. The paper price is locked in for 60 days after signing the contract. That has not been done because we're unsure of the number of pages due to cost. That is one of the reasons we are applying for ARPA funds. Once we know adequate funds are available, the contract will be signed. The graphic design company needs four to six weeks for design and layout. Then the printer needs three weeks for printing, drying and binding before delivery. So, we are going to be scrambling to make the April 1st target date.

Website Redesign: The website of any entity is its presence to the world and, as explained on Page 3, ours is in dire need of update, repair and enhancement.

Advertising: The 2022 advertising commitments began in December when we submitted our ad for the 2022 *Visit Northwest Illinois* visitors guide. This is an excellent promotional vehicle and is also a way of supporting a partner tourism organization who is grappling with the same challenges we face.

For many years we have had the prime, inside back cover location in the Shaw Media publication *Voyager* which is distributed throughout a thirteen-county area, including some of the collar counties toward Chicago. We are hoping to be able to retain this spot again this year.

Detailed cost of expenditure and timeline for project (Include estimates and any other supporting documentation)

-- Costs and Timeline --

2022 Z-Card/Pocket Media Lee County FUN Guide-7,500/quantity

Proposed completion date: **January/February 2022**

Printing and fabrication

Quote: \$4,346

Design:

Quote: \$500

2022 Full size Lee County FUN Guide – 15,000/copies

Quote: \$8,512.64 - \$14,975.07

Proposed completion date: **April 2022**

Note: Previous guides had 56 pages. The quantity printed was 20,000.

Pricing reflects updated quotes due to costs increases.

Printing: Cost for 2022 guide will be determined by number of pages. Number of pages is dependent on funding.

32 pgs/\$8,512.64

36 pgs/ \$9,484.33

40 pgs/\$10,654.23

48 pgs/\$12,599.35

56 pgs/\$14,975.07

Quotes do not include sales tax or shipping.

*Cost of paper is locked in for **60 days** after final contract is approved. After which price increases may apply.*

Design: Based on 32 pages

Quote: \$2,000

Lee County Tourism Website/rebuild and update

Quote: Approx. \$4,000

Proposed launch: **April 2022**

- Final quote will to be determined by the amount of content after assessment of the current site.
- Necessary updates and changes of content to remain accurate and current
- Technical problems with adaptability of content management system to handle responsivity.

Responsive web design uses code that automatically adjusts the design to different screens based on their sizes and resolutions.

It's what allows users to have a smooth experience of a web page regardless of whether they're viewing it on a wide desktop monitor or small mobile screen. It requires a more complicated development process and affects the web design cost.

https://www.renderforest.com/blog/responsive-website-design#scroll-nav__17

Print Advertising that has been determined at this point in time --

2022 Visit Northwest Illinois Visitor Guide

One-half page

\$1,475

This commitment includes: half-page advertorial, a digital ad to run on Google's ad networks, and an ad on VisitNorthwestIllinois.com

Deadline for copy – **December 3, 2021**

2022 Voyager – Sauk Valley Media summer travel publication

\$1,060 – 2021 pricing

Deadline - Based on previous years: **April 2022**

Total costs for all of the above: \$22,193.64 - \$28,356.07

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1/5/22 - Eligible per Negative Economic Impacts-

Tourism- Impacts to Tourism +
Response to Negative Impacts of Pandemic

Category 2.11

- SL