Convention and Visitor Bureau
Activities and Perspectives from Wisconsin and Illinois

Fox River Summit
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Jaki Berggren
executive director
Visit McHenry County

Dave Blank
president/CEO
Real Racine
outline

• What is a “CVB”?  
  – What is the difference between a chamber of Commerce and a CVB?  
  – How are we funded?
• The economic impact of tourism
• The different markets we promote to?
• How do we promote?
• How can we help the Fox River initiative?
What is a CVB?
Tourism is economic development

On any given night there are an average almost 1,500 hotel guests or “portable taxpayers” in Racine County
and they’re putting an average of $217,200 of “new money” into our economy every day!
TOURISM IS AN ECONOMIC DRIVER 
In McHenry County 
IN 2016

- 4.1% increase in visitors who spent $238.97 million
- 8.9% increase in local tax receipts, generating $7.86 million
- 5.7% increase in jobs, providing 1,690
- 9.0% increase in payroll, generating $53.4 million
YEAR GROWTH OF ECONOMIC IMPACT
OF TRAVEL & TOURISM IN McHENRY COUNTY

Direct Spending
Local Tax Receipts
Payroll Generated

All figures are $ million

193 205 213 214 227 230 239
6.0 6.2 6.5 6.6 6.9 7.2 7.9
42.1 42.6 43.9 44.1 46.2 48.9 53.4

In Illinois
visitors spent
$37.9 BILLION
generating more than
$2.6 BILLION
in local & state tax receipts
with more than
110 MILLION
visitors
supporting
316,040 JOBS
saving the average
Illinois household
$1,100
in taxes each year

*STATISTICS PROVIDED BY THE U.S. TRAVEL ASSOCIATION
What markets do we promote to?

- Leisure Travelers
- Group Tour Companies
- Meeting/convention planners
- Sports promoters/ tournament organizers
- International
We do more than just promote our areas....

DESTINATION DEVELOPMENT
The Roles & Responsibilities of Real Racine

Inform, Educate and Advise the Visitor
- Websites
- Collateral Material
- Visitor Center / kiosks
- #800/ travel info / radio

PRIMARY CVB ROLE
Tell the Racine County story
(Get on the list for consideration)

Marketing & Selling Individual Visitor Components
(Harvest Potential Visitors)
- Convention and Meeting Planners
- Group / Tour Packagers
- Sports Event Rights Holders
- Local Organizations
- Event Management Companies
- Travel Resellers

SUPPORTING CVB ROLE:
Market the Overall Destination
Advise and Support Marketers
(Brand and Position Racine County as a "Place" to Visit)

Strategic, Visitor Focused Development of Racine County
as a Destination for Visitors

VISITORS:
- Leisure
- Business
- Convention
- Group Tour
- Sports

Developing Racine County as a Destination
- Community Leaders
- Economic Development Agencies
- Tourism Industry Partners
- Racine County / Local Units of Government

SUPPORTING CVB ROLE:
Support & Develop the Destination Strategy
(Identify SWOTs to Improve the Visitor Product)

Delivering Services to the Visitor
- Visitor Attractions, Events & Activities
- Restaurants & Retail Stores
- Other Local Visitor Services
- Destination Infrastructure
- Lodging Properties
- Local Transportation

SUPPORTING CVB ROLE:
Advocate the Total Visitor Experience
(Encourage Existing Visitors to See and Do More)
How Do we promote our counties to potential visitors?

Social Media - Facebook, Twitter, Instagram, YouTube

Website - keywords, Facebook, SEO

Print advertising

Television

Publications

Public Relations

Events

Trade shows

Low Frequency Radio Station
How can CVB’s help the Fox River Initiative?
The Fox River in McHenry County

Village of Algonquin
Summer Concerts
• BUILD A PLACE PEOPLE WANT TO VISIT, AND YOU’LL BUILD A PLACE WHERE PEOPLE WANT TO LIVE.

• BUILD A PLACE WHERE PEOPLE WANT TO LIVE, AND YOU’LL BUILD A PLACE WHERE PEOPLE WANT TO WORK.

• BUILD A PLACE WHERE PEOPLE WANT TO WORK, AND YOU’LL BUILD A PLACE WHERE BUSINESS HAS TO BE.

• BUILD A PLACE WHERE BUSINESS HAS TO BE, AND YOU’LL BUILD A PLACE WHERE PEOPLE HAVE TO VISIT.

• IT ALL STARTS WITH THE VISIT, AND THAT VISIT STARTS WITH US.

Maura Gast- Irving, TX CVB