

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



New Agreement Ensures Consistent Promotion of Loves Park as a Visitor Destination City Council Votes Unanimously to Support Contract with RACVB

FOR IMMEDIATE RELEASE

June 30, 2010

ROCKFORD, IL — The Loves Park City Council voted unanimously on Monday, June 28 to establish an expanded relationship with the Rockford Area Convention & Visitors Bureau. RACVB will serve as the chief tourism marketing arm for the City of Loves Park under a new one-year agreement passed by the council.

Under the new agreement, Loves Park will invest with RACVB 80 percent of the revenue generated by its hotel occupancy tax – a five percent tax on occupied hotels rooms. This tax is paid by the hotel visitor. The tax had previously been collected and distributed by Winnebago County, however on May 24, the Loves Park City Council voted to collect the tax locally.

RACVB previously promoted Loves Park's attractions through a contractual agreement with Winnebago County. Loves Park is home to several of the region's top visitor attractions, including Sportscore Two, Rock Cut State Park, Forest Hills Diamonds/Lanes, Road Ranger Stadium, Rockford Speedway, Carlson Ice Arena, Volcano Falls Adventure Park and more.

"Economic growth in Loves Park is tied, in part, to the city's ability to grow its retail sales tax base. Investing in products and marketing services that will increase the number of non-local patrons visiting restaurants and shops is one significant way to grow Loves Park's economy," said RACVB President/CEO John Groh. "This agreement demonstrates that leaders in Loves Park understand and value the impact tourism has in their community. Their vote also signals their confidence in RACVB's ability to promote and market Loves Park as a means of helping them grow and expand their visitor industry. We'll work hard to pay back that confidence in spades."

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. The RACVB generates positive economic impact for the region through investments in tourism marketing, sales, promotion and advocacy.

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FOR MORE INFORMATION:

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