

MEDIA STATEMENT

Rockford Area Convention & Visitors Bureau



RACVB Board of Directors Express Appreciation for Extended Agreement, Confidence in CVB

FOR IMMEDIATE RELEASE

March 7, 2011

ROCKFORD, IL — Following the Rockford City Council's vote to approve a new operating agreement with the Rockford Area Convention & Visitors Bureau, the CVB's Board of Directors and its Chairman, Mark Stefanic, released the following statement:

"Since 1984, RACVB and the City of Rockford have been partners in growing Rockford's economy by increasing visitation to the city. We look forward to continuing this partnership and wish to express our gratitude to the members of the Rockford City Council, and to Mayor Morrissey and his administration, for their vote of confidence in RACVB.

The new agreement provides RACVB stability and predictability through 2016 and should serve as a sign of the City of Rockford's commitment to growing Rockford's visitor-supported businesses, organizations and entities. We are pleased that each year visitors spend nearly \$300 million in our region and support about 3,000 jobs. We will work diligently to grow this impact.

As always, RACVB is committed to working to grow our economy by attracting visitors to Rockford. In the coming months, as requested by the City of Rockford, the CVB will implement new ways of communicating with residents about all there is to see and do here and we will explore new partnerships within Rockford's arts, culture and entertainment sector to magnify the positive impact this sector has in the community."

Highlights of the new agreement:

- solidifies RACVB's relationship with the city through December 2016;
- provides stability and predictability, which will allow the CVB to plan for its future and execute programs with the assurance of long-term city investment;
- outlines key objectives RACVB is to achieve on behalf of the city, including marketing, promotion and product development advocacy at the neighborhood level;
- encourages a regional funding model be put in place to support the work of RACVB in order to further grow the impact of our visitor industry; and
- provides a base-level of funding that will allow RACVB to execute an integrated program of work and ensure continued growth in visitor expenditures.

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. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. gorockford.com

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