

RACVB Partners with NICNE

Partnership Expected to bring more than \$1,000,000 in Economic Impact to the Rockford Region

FOR IMMEDIATE RELEASE

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ROCKFORD, IL –The Rockford Area Convention & Visitors Bureau and NICNE (Northern Illinois Center for Non-Profit Excellence) announce a collaborative new partnership to bring association meetings (both regional and national) to Rockford. The expected outcome is more than \$1,000,000 in economic impact to our Rockford region.

“The RACVB understands that not-for-profit agencies play a key role in our community. They truly get it,” stated Pam Clark Reidenbach, Director of NICNE. “By engaging our not-for-profits in the process of attracting association meetings everyone wins – the community, the RACVB and our local agencies.”

The RACVB hopes to provide resources for not-for-profit agencies and can do this through a partnership with NICNE. The RACVB will provide meeting coordination services, unique meeting space opportunities, media promotion, on-site welcome and registration tables, transportation logistics solutions, and other many other services, as needed.

The RACVB vetted 10 new opportunities to bring new association meetings to our community at a workshop hosted by the RACVB and NICNE two weeks ago at Rockford College. “We are excited to have the opportunity to work with NICNE and bring to our region several new association meetings. Working together with NICNE we can bring additional tourism dollars to our community,” stated Monica Krysztopa, Vice President, RACVB.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism. www.gorockford.com

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FOR MORE INFORMATION:

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