

*Rockford Area Convention & Visitors Bureau*

# 2017 Year in Review

## Attendance Report for Rockford Region Sites, Attractions & Events



Illinois Snow Sculpting Competition



Dinner on the Dock



Polish Fest

The mission of the Rockford Area Convention & Visitors Bureau is to drive quality of life and economic growth for our citizens through tourism marketing and destination development.

# Top 10 Events



- |          |  |           |   |
|----------|--|-----------|---|
| <b>1</b> | <b>Fourth of July Celebration</b><br>125,000 | <b>6</b>  | <b>Illinois Snow Sculpting Competition</b><br>34,678  |
| <b>2</b> | <b>Rockford City Market</b><br>107,365       | <b>7</b>  | <b>Old Settlers Days</b><br>31,500                    |
| <b>3</b> | <b>Winnebago County Fair</b><br>95,000       | <b>8</b>  | <b>Rock River Anything That Floats Race</b><br>25,000 |
| <b>4</b> | <b>Stroll on State</b><br>82,500             | <b>9</b>  | <b>Young at Heart Festival</b><br>25,000              |
| <b>5</b> | <b>Holiday Festival of Lights</b><br>58,000  | <b>10</b> | <b>Pec Thing (Spring and Fall)</b><br>22,800          |

# Top 10 Sites



- |          |   |           |  |
|----------|---|-----------|--|
| <b>1</b> | <b>Mercyhealth Sportscore Complexes &amp; Indoor Sports Center</b><br>2,412,865 | <b>6</b>  | <b>Forest Hills Diamonds &amp; Bowling Center</b><br>388,000 |
| <b>2</b> | <b>Rock Cut State Park</b><br>1,117,134   | <b>7</b>  | <b>BMO Harris Bank Center</b><br>292,092                     |
| <b>3</b> | <b>UW Health Sports Factory</b><br>812,349                                      | <b>8</b>  | <b>Rockford Park District Golf Courses</b><br>195,589        |
| <b>4</b> | <b>Ice Facilities</b><br>545,746  | <b>9</b>  | <b>Discovery Center Museum</b><br>164,066                    |
| <b>5</b> | <b>Don Carter Lanes &amp; The Cherry Bowl Bowling Centers</b><br>440,000        | <b>10</b> | <b>Rockford IceHogs</b><br>162,599                           |





# Event Attendance



	Event	2017	2016
1	Fourth of July Celebration	125,000	125,000
2	<b>Rockford City Market</b>	<b>107,365</b>	97,030
3	Winnebago County Fair	95,000	98,000
4	Stroll on State	82,500	75,000
5	Holiday Festival of Lights	58,000	58,000
6	Illinois Snow Sculpting Competition	34,678	28,597
7	Old Settlers Days	31,500	30,164
8	Rock River Anything That Floats Race	25,000	25,000
9	Young at Heart Festival	25,000	25,000
10	Pec Thing (Spring and Fall)	22,800	25,000
11	Rockford Town Fair	22,000	22,000
12	RV, Camping and Travel Show (Landro Productions)	21,262	21,262
13	Rockford Home Show (Showtime Productions)	21,100	20,000
14	Boat, Vacation & Fishing Show (Landro Productions)	20,349	20,349
15	Dinner on the Dock (Prairie Street Brewhouse)	20,000	16,000
16	<b>Festa Italiana</b>	<b>20,000</b>	20,000
17	Music in the Park (Sinnissippi Park)	18,350	20,720
18	Tough Mudder (Chicago Rockford International Airport)	15,743	15,000
19	Roscoe Lions Fall Festival	15,000	15,000
20	Main Street Market (Spring and Fall - Urban Farmgirl)	12,500	6,000
21	Home & Garden Showcase (Showtime Productions)	12,200	12,200
22	Fall ArtScene	11,200	10,500
23	Arts & Crafts Holiday Spectacular (Landro Productions)	9,800	9,800
24	Tuesday Evening in the Gardens (Anderson Japanese Gardens)	9,445	8,322
25	Keith Classics & Chrome	9,000	NA
26	Spring ArtScene	8,500	8,000
27	Cider n' Cinnamon Arts & Crafts Fair (Edgebrook)	7,500	8,000
28	<b>Greenwich Village Art Fair</b> (Rockford Art Museum)	<b>7,274</b>	8,025
29	Head of the Rock Regatta	7,158	7,434
30	Cherry Valley Festival Days	7,000	8,500





31	Rockford Pro-Am	7,000	8,000
32	World War II Days (Midway Village Museum)	6,935	7,546
33	Garden Fair Weekend (Klehm Arboretum)	6,000	5,000
34	Figure 8 Trailer Race, August (Rockford Speedway)	5,507	4,423
35	National Short Track Championships (Rockford Speedway)	5,499	9,863
36	<b>Rockford Marathon, Half Marathon, and 10K</b>	<b>5,100</b>	<b>4,800</b>
37	Holidazzle Craft Show (Winnebago County Fairgrounds)	5,000	5,000
38	All Hallows Eve (Midway Village Museum)	4,974	5,466
39	Rockton River Market	4,500	5,200
40	Figure 8 Trailer Race, June (Rockford Speedway)	4,162	5,356
41	Polish Fest	4,000	4,000
42	4th of July Race (Rockford Speedway)	3,910	4,820
43	Nellie's Barn Sale	3,700	4,300
44	MeltFest	3,500	5,000
45	The Great War: World War I (Midway Village Museum)	3,214	1,723
46	Midtown Ethnic Festival (Midtown District)	3,000	2,000
47	Screw City Beer Festival	3,000	2,500
48	<b>Fred VanVleet Summer Camp and Fan Fest</b>	<b>2,705</b>	<b>NA</b>
49	Phantom Regiment Show of Shows	2,509	3,000
50	Nutcracker Ballet (Rockford Dance Company)	2,350	2,360
51	Japanese Summer Festival (Anderson Japanese Gardens)	2,029	3,244
52	ARTSY Arts & Crafts Exhibit (Edgebrook)	2,000	2,500
53	Senior Expo (Lifescape Community Services)	2,000	4,000
54	Autumn at the Arboretum (Klehm Arboretum)	1,900	1,500
55	Rockford's River Lights	1,900	1,900
56	Friday Night Flix (Davis Park)	1,648	2,738
57	Sock Monkey Madness (Midway Village Museum)	1,297	1,130
58	Scarecrow Harvest Festival (Midway Village Museum)	1,242	1,766
59	Juneteenth	1,200	1,150
60	St. Patrick's Day Paddyfest (parade not included)	1,200	NA
61	Ballpark Ale Fest	1,100	1,200
62	<b>Midsommar at Erlander Home Museum (Swedish Historical Society)</b>	<b>1,000</b>	<b>1,000</b>
63	Rockton Yeti Fest	1,000	200
64	PaleoFest (Burpee Museum)	751	1,000
65	Woodsong Concert Series (Klehm Arboretum)	672	540
66	Plant Sale (Klehm Arboretum)	500	1,200
<b>TOTAL</b>		<b>990,228</b>	<b>954,328</b>



# Site Attendance



	Site	2017	2016
1	Mercyhealth Sportscore Complexes & Indoor Sports Center	2,412,865	2,884,713
2	Rock Cut State Park	1,117,134	1,095,539
3	<b>UW Health Sports Factory</b>	<b>812,349</b>	<b>59,023</b>
4	Ice Facilities (Carlson & Riverview)	545,746	468,371
5	Don Carter Lanes & The Cherry Bowl Bowling Centers	440,000	NA
6	Forest Hills Diamonds & Bowling Center	388,000	180,000
7	BMO Harris Bank Center (includes IceHogs)	292,092	308,854
8	Rockford Park District Golf Courses (Aldeen, Elliot, Ingersoll, Sandy Hollow, Sinnissippi)	195,589	210,641
9	Discovery Center Museum	164,066	195,302
10	Rockford IceHogs	162,599	193,929
11	Magic Waters Waterpark	137,783	172,687
12	Rockford Speedway	115,881	124,250
13	Harlem Community Center Ball Diamonds	90,000	90,000
14	Volcano Falls Adventure Park	90,000	70,000
15	Coronado Performing Arts Center (includes Rockford Symphony)	83,330	86,832
16	<b>Nicholas Conservatory &amp; Gardens</b>	<b>67,547</b>	<b>67,561</b>
17	Winnebago County Golf Courses (Atwood, Homestead, Macktown, Ledges)	67,542	76,840
18	Midway Village Museum	65,256	72,124
19	Ski Broncs Waterski Show Team	55,200	57,120
20	Anderson Japanese Gardens	54,306	60,992
21	Lockwood Park Equestrian Centre	44,990	136,291
22	<b>Rockford Rivets Stadium</b> (Rivets games plus other events)	<b>41,200</b>	<b>32,725</b>
23	Rockford Art Museum	34,225	38,035
24	Starlight Theatre at Rock Valley College	26,415	42,000
25	Severson Dells Nature Center	25,100	27,500
26	Burpee Museum of Natural History	23,528	25,168
27	Rockford Symphony Orchestra	21,434	11,210
28	Klehm Arboretum & Botanic Garden	19,983	17,557
29	Veterans Memorial Hall Museum	17,556	17,187
30	Historic Auto Attractions	12,000	12,000

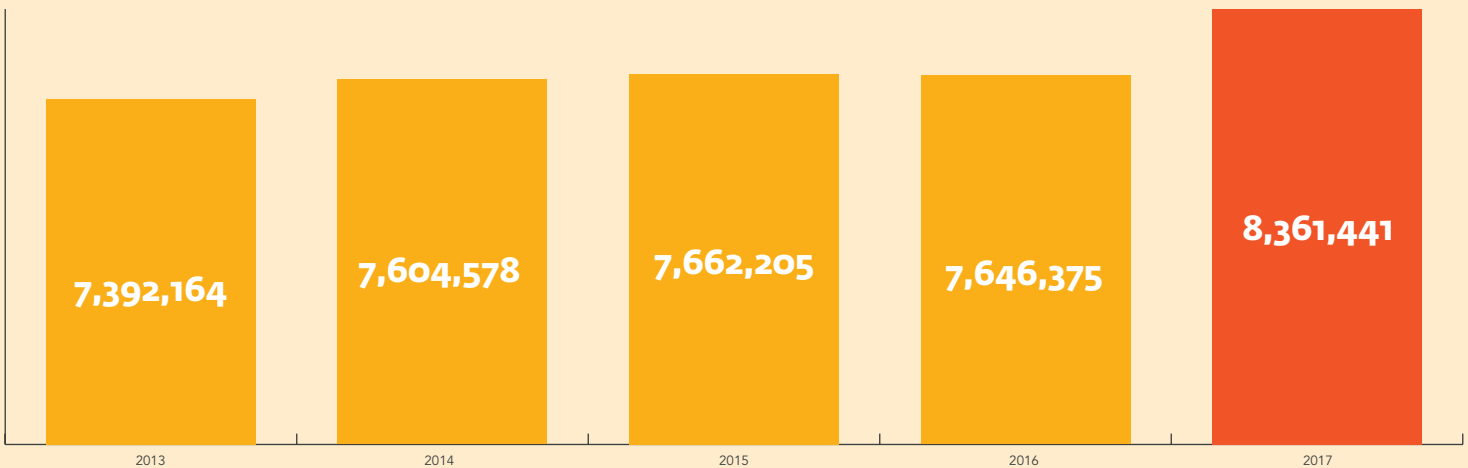


31	Tinker Swiss Cottage Museum & Gardens	11,076	10,240
32	Davis Park at Founder's Landing	9,947	15,118
33	Forest City Queen	6,515	10,320
34	Trolley Car 36	6,037	4,702
35	Rockford Dance Company	6,000	5,988
36	Nature at the Confluence	5,500	NA
37	Erlander Home Museum	4,500	4,500
38	Ethnic Heritage Museum and Graham-Ginestra House	2,932	2,916
39	<b>Alpine Hills Adventure Park</b> (Snow Park and Zip Rockford)	2,876	2,135
40	Laurent House Museum	2,600	2,816
41	Mendelssohn Performing Arts Center	2,000	2,000
42	West Rock Wake Park	1,040	2,000
<b>TOTAL</b>		<b>7,371,213</b>	<b>6,789,077</b>

Total does not include duplicated attendance numbers.  
(2018 - IceHogs (included with BMO) and Rockford Symphony (included with Coronado))

## Yearly Attendance Totals

Year	Event Attendance	Site Attendance	Total Year Attendance
2017	990,228	7,371,213	8,361,441
2016	857,298	6,789,077	7,646,375
2015	950,058	6,712,147	7,662,205
2014	928,842	6,675,736	7,604,578
2013	795,245	6,596,919	7,392,164



Attendance from the Events list has not been deducted from the event's venue total as reported on the Site list.