

CHICAGO'S METRO WEST
DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

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Matching Dollars Pay Big Dividends for Local Economy

Grant program brings conferences and cash to DuPage

OAK BROOK, Illinois—The DuPage Convention & Visitors Bureau (DCVB) today announced the signing of a national convention that will bring an estimated \$2 million into the county economy. Using its matching grant program, DCVB successfully secured the 2019 Church of Christ Holiness National Conference.

"We are thrilled that this major religious conference has chosen DuPage County for its 2019 conference," said Beth Marchetti, executive director of DCVB. "We are assured that conference delegates will enjoy a Midwestern welcome."

Marchetti also said that through the Community/Hotel Grant Fund, DCVB members can leverage scarce incentive dollars to attract top tier meetings to DuPage communities, which she said is a great example of how tourism can drive economic development and create more jobs in restaurants, shops, and entertainment venues.

The Church of Christ Holiness Conference, which will be held at the Westin Lombard Yorktown Center, will host 800 people for more than 1,900 room nights.

Through the DCVB's Community/Hotel Grant Fund, member hotels may apply for funding to support meetings, conferences, or sports tournaments. In turn, new events may bring increased hotel tax collections and economic impact for local communities.

"The convention business is fiercely competitive across the country. We need to invest in more of these local partnerships if we want to lure conventions to our county," Marchetti said. "DuPage needs to compete if it wants to continue to grow its \$2.5 billion industry."

Grant applications are vetted by the hotel, DCVB staff, and village officials for grant request approval. Hotels must be DCVB members and in good standing with the organization in order to apply.

Within its first year, the DCVB grant program has secured 13 new contracts for DuPage County. These include the 101st Airborne Division and National Baptist Convention for

conferences in 2018; these two conferences alone will bring in a total estimated economic impact of about \$2.5 million for the local economy.

"Thank you to the Village of Lombard and the many participating communities for their investment, which reaps significant dollars for our communities and county," she said.

The Church of Christ Holiness conference has previously taken place in cities such as Dallas and Jackson, Mississippi. The DuPage County location for 2019 comes after two years of negotiations and will result in a return for both the Village of Lombard and DuPage County.

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The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County's 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County's tourism and convention business.