

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Residents Invited to Share Thoughts on Future of Tourism in Winnebago, Boone Counties

*All Survey Respondents to Receive Beef-A-Roo Cheese Fries*

FOR IMMEDIATE RELEASE

August 14, 2023

**What:** The Rockford Area Convention & Visitors Bureau and the Belvidere Chamber of Commerce are excited to announce the launch of a comprehensive **Resident Survey**. This survey aims to gather insights from residents about enhancing the community's appeal and boosting tourism growth in the region. In addition to having their opinions shape the future of the Rockford area, all survey participants will receive a free, iconic Rockford delight – cheese fries from **Beef-A-Roo!**

All residents in Winnebago and Boone Counties are invited to participate and provide insight on how to elevate the area's profile as an inviting and appealing destination.

**When:** Residents can fill out the survey online from **August 14 to September 30, 2023**, allowing ample time to collect a diverse range of perspectives.

**Where:** The survey is accessible in English and Spanish online at [www.gorockford.com/survey](http://www.gorockford.com/survey). The survey should take approximately 10 minutes to complete.

**Why:** The primary objective of the Resident Survey is to **collaboratively envision the Rockford area's future as a dynamic and attractive destination for visitors and residents**. By engaging the community, the survey seeks to identify key elements that can further enhance the area as a unique and appealing destination.

Seeking input is an integral component of the ***Momentum 2035: A Destination Blueprint for the Rockford Region*** planning process. This initiative was launched in response to the widespread disruption caused by the Covid-19 pandemic to hospitality and tourism businesses and organizations. ***Momentum 2035*** aims to establish a vibrant, resilient and diversified tourism sector for the region, ensuring its long-term growth and success.

**RACVB President/CEO John Groh** expressed enthusiasm for the survey stating, "Our community's future is built on shared aspirations. This **survey is a platform for every voice to be heard**, enabling us to create a new roadmap that reflects our collective vision. We're eager to learn from local residents what can make the Rockford area an ever more appealing and thriving place to visit and live."

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## RESIDENT SURVEY/ PAGE 2 of 2

The survey aims to assess residents' perceptions of the region's strengths and opportunities and survey results will help guide strategic planning and destination development over the next decade. It will shed light on focus areas that can contribute to the region's evolution, such as enhancing outdoor recreation and growing sports tourism and its impact on facility development. Moreover, the survey will explore ideas to enhance the area's river corridors, downtowns and showcase the region's natural assets for recreational and economic growth.

**Cheese Fry:** As a thank you, all residents who complete the survey will receive a complimentary Cheese Fry from Beef-A-Roo and will be entered into a drawing to receive one of three Rockford-themed prize baskets with items made in the Rockford area and admission passes to area attractions.

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***Momentum 2035: A Destination Blueprint for the Rockford Region:*** *As the tourism industry and our communities continue to recover from the Covid-19 pandemic, there are incredible opportunities to enhance, refocus, and redefine tourism in the Rockford region. Momentum 2035 will develop a new travel, tourism, and outdoor recreation strategy for the Rockford region, spanning Rockford, Winnebago, and Boone Counties.*

***The Rockford Area Convention & Visitors Bureau and the Belvidere Chamber of Commerce*** are collaborating on the plan's development. The collaboration is made possible by grants from the US Department of Commerce and Illinois Department of Commerce & Economic Opportunity secured by the Rockford Area Convention & Visitors Bureau.

***The Rockford Area Convention & Visitors Bureau (RACVB)*** is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to visit, live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. [www.gorockford.com](http://www.gorockford.com)

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